



U.S. Department of Agriculture FAS Trade Services

Come Prepared: Checklist for Exhibitors

1. Review your exhibiting plan and objectives. Make sure everyone fully understands what needs to be accomplished during the show.
2. Do not plan to dismantle your booth early or leave pavilion/booth before the show closes. An empty booth lends a bad impression to your company and to the Pavilion as a whole.
3. Business cards in appropriate languages – bring twice as many as you think you will need (find out what is “appropriate” for each individual show)
4. POS material in appropriate languages (find out what is “appropriate” for each individual show)
5. Sales sheets using metric, if applicable (price quotes to include freight to seaport or international airport)
6. Certifications/Awards
7. Develop translated press kits for Media Room
8. Ship product samples, not just posters/brochures. Bring enough! Don’t skimp!
9. If you are not bringing your entire line of products, bring a portfolio or a CD of your products
10. Appropriate banners/material to decorate booth (10x10 is a lot of space!)
11. A second staffer to cover the booth on breaks or to help give samples or meet with buyers (or hire a local hostess, which can be arranged by Pavilion organizer)
12. Determine if you need an interpreter or a sampler. Most of the time, interpreters are educated and trained and they are NOT okay with handing out samples, so make sure you know what your needs are before placing your order (can be arranged by Pavilion organizer). Note: Interpreters are more expensive than samplers.
13. Know the customs and shipping issues of your products before you arrive in the country to ensure no surprises at the border and you are left without samples or a display in your booth (we highly recommend using the U.S. Pavilion consolidator; we strongly discourage hand carrying product and sending product to the show via express mail)
14. Do you have a mechanism for collecting trade leads? Prioritize leads to ensure proper follow-up after the show
15. Bring (or rent) cell phone and/or pager – make sure it will work in that country
16. Bring laptop and/or hand-held organizer
17. Bring a camera
18. Appropriate show attire (business and professional; no sweatshirts or shorts)
19. Itinerary of client meetings, special events, educational sessions, etc. (make sure key people at the office have a copy too)
20. Make sure your office and family have a copy of your itinerary and contact information, and make sure you have contact information on where booth staff are staying
21. Trade Show Kit (box cutter, scissors, 2-sided tape, picture hooks, first-aid kit, aspirin and other medication; extra pens/pencils; writing tablets; post-it pads; stapler; calculator)
22. Comfortable shoes (gel inserts are invaluable)
23. Credit cards/checks/ATM card (also some cash for taxis, local restaurants, and for kiosks at the show)
24. Passport (including ensuring visas are in order). Also bring photocopies of passport to keep at booth and in suitcase. Home office should also have a photocopy readily available.
25. FAS can provide you with many useful reports covering a wide range of products and commodities. Visit the FAS website (www.fas.usda.gov) and select “Country Information” to review reports from the country you will be visiting including, but not limited to, the Exporter Guide, Food and Ag Import Regulations and Standards, Retail Sector Report, Foodservice Sector Report, and more.

Note: Items 15, 16, and 17 should never be left unattended in the booth, not to mention travel documents, handbags, wallets, and other costly items.