

AI Trade Show Prep Checklist (2026)

Use this checklist to prepare your business for U.S. AI trade shows in 2026. Perfect for startups, SaaS companies, and enterprise exhibitors.

60–90 Days Before

- 1 Confirm trade show dates, location, and booth size
- 2 Review exhibitor rules and deadlines
- 3 Define goals (leads, demos, partnerships)
- 4 Finalize branding and messaging
- 5 Design booth layout and graphics

45–60 Days Before

- 1 Order booth graphics and backdrops
- 2 Print banners, signage, brochures, and flyers
- 3 Order branded apparel and name badges
- 4 Print business cards and promo materials

30 Days Before

- 1 Confirm shipping logistics
- 2 Finalize demo screens and QR codes
- 3 Prepare lead capture tools
- 4 Confirm travel and lodging
- 5 Print backup materials

Trade Show Days

- 1 Arrive early for setup
- 2 Wear branded apparel
- 3 Engage attendees proactively
- 4 Restock printed materials daily
- 5 Collect and organize leads

Post-Show

- 1 Follow up with leads within 72 hours
- 2 Review ROI and booth performance
- 3 Store booth materials properly