Task Checklist

Step 1 Getting Started

___ File a DBA

___ Obtain a business license

___ Apply for a resale license

___ Rent a PO box

___ Set up a digital payment platform

___ Buy a company URL

___ Set up a company website

___ Design and print business cards

___ Purchase accounting software

___ Subscribe to a CRM platform

___ Set up a company phone number

___ Form a cooperative for more expensive shows

___ Select people with complementary books or products

___ Choose an umbrella name

Step 2 Selecting Shows for Your Target Market

___ Select a show or shows

___ Ask all the relevant questions

___ Attend a show as a spectator

___ Take photos of the booth/table displays you like

___ Collect contacts' business cards

Step 3 Choosing a Booth or Table

___ Read the exhibitors' packet

___ Note the early bird deadline: _____.

___ Pick a prime booth or table

___ Check the show colors

___ Send in the booth reservation

___ Send in the electricity form, if applicable

Step 4 Getting Ready for the Show

___ Assemble your book fair toolbox

___ Gather other necessary materials

___ Organize your marketing materials

- ___ Flyer/Catalog
- ___ Handouts
- ___ Bookmarks
- ___ Order form
- ___ Giveaway
- ___ E-mail sign-up form
- ___ Media kit(s)
- ___ Poster(s)
- ___ T-shirts

___ Plan an event

___ Create evaluation forms

___ Organize video equipment, if relevant

Step 5 Setting Appointments

___ Get contacts' names from the exhibitors' list

___ Develop your objectives

___ Write scripts

___ Create tracking and submission forms

___ Make calls to set up appointments

Step 6 Laying Out Your Booth/Table Floor Plan

___ Design the table/booth layout

___ Borrow or purchase an additional table, if necessary

Step 7 Designing Your Booth/Table Decor

___ Develop a theme

___ Decide on a backdrop

___ Collect props

___ Purchase table cover(s)

___ Purchase flooring

___ Complete a test set-up

Step 8 Getting Yourself Ready

___ Order and pack your badge holder

___ Pack your sundries

___ Order and pack an “I will Return” sign

___ Pack charging cords and backup battery

___ Order and pack face masks

___ Pack proper clothes and shoes

___ Get t-shirts/sweatshirts made then pack them

___ Purchase and pack your water and healthy snacks (right before the show)

___ Decide who will be your booth buddy(ies)

___ Pack your cash box and ensure you have cash on hand

___ Confirm any appointments

___ Pack your car

Step 9 Working the Show

___ Start the day with a healthy breakfast

___ Arrive early to the venue

___ Pick up your badge at the registration desk

___ Set up during the specified hours

___ Schedule your booth buddies

___ Establish rapport with your customers

Step 9 Working the Show, cont'd.

___ Stay hydrated and eat healthy snacks throughout the day

___ Promote your event, if you have one

___ Ensure ahead of time that your event room is set up

___ Be on time for any meetings you have scheduled

___ Stay until the end of the show

___ Complete close-of-day chores

Step 10 Following Up

___ Send thank-you notes

___ Add the names to your list

___ Send media releases

___ Publish post-show content