

— BOOTH PREP, MADE SIMPLE

THE 90-DAY TRADE SHOW COUNTDOWN

A week-by-week checklist for marketing teams who want a booth that lands, **without the last-minute scramble.**

90

Great booths aren't built in a week. They're planned backward from show day.

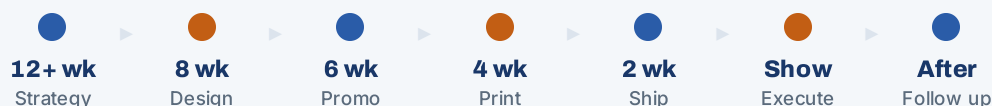
The teams whose booths look effortless are the ones that started early. Booth graphics, custom apparel, and promotional products all carry real production lead times, and the show date never moves. When prep slips, you pay for rush fees, settle for what is in stock, and walk the floor wishing you had another two weeks.

This countdown breaks the next 90 days into seven simple phases. Work it top to bottom, check off as you go, and arrive ready instead of frazzled. Print it, share it with your team, and keep it on the wall.

How to use this checklist

Start at 12 weeks out if you can. If your show is sooner, jump to the phase that matches your timeline and move fast on anything that needs production: graphics, apparel, and promo items first. Hand any phase to us at any point and we will pick it up from there.

THE 7 PHASES AT A GLANCE



30+

years prepping booths for Boston marketing teams

22

vendor partners managed through one point of contact

1

person to call for graphics, swag, apparel, and print

1**12+ WEEKS OUT**

Lock the Strategy and the Space

Everything downstream depends on these decisions. Nail them early and the rest of the timeline stays calm.

- ☐ Confirm which shows you are committing to, plus booth size and floor location
- ☐ Set clear goals and KPIs: leads, booked meetings, demos, pipeline target
- ☐ Build the budget across booth, graphics, swag, apparel, travel, and follow-up
- ☐ Read the show rules: dimensions, height limits, hanging signs, electrical, rigging
- ☐ Name one internal owner and one final decision-maker

PRB HANDLES THIS

Not sure how your goals translate into a booth footprint? We help you right-size before you spend.

2**8 WEEKS OUT**

Design and Booth Graphics

This is the long-lead item. Booth graphics and displays need real production time, so start now.

- ☐ Finalize the booth concept: backdrop, counter, lighting, flooring
- ☐ Lock your message and hierarchy so the headline reads from 20 feet away
- ☐ Collect print-ready, vector logos and brand assets in the correct colors
- ☐ Approve booth and large-format graphic proofs
- ☐ Confirm display hardware: modular, pop-up, tension fabric, or banner stands

PRB HANDLES THIS

Trade show displays and large-format graphics are our core. We design, produce, and install.

3**6 WEEKS OUT**

Promotional Products and Apparel

Custom items and branded apparel need lead time for proofs and production. Order before the rush.

- ☐ Choose giveaways that fit your audience. Useful always beats cheap
- ☐ Order branded apparel for booth staff, with sizes for every team member
- ☐ Build in time for proofs and production on anything custom
- ☐ Set aside a premium item to reward your most qualified leads

PRB HANDLES THIS

We source promo products and custom apparel from vetted vendors, on one purchase order.

4**4 WEEKS OUT**

Print Collateral and Logistics

With graphics in motion, turn to the printed pieces and the moving parts of getting there.

- ☐ Finalize and print brochures, sell sheets, and business cards
- ☐ Decide how you will capture leads: badge scan or a short, simple form
- ☐ Book shipping and drayage and confirm the material-handling deadline
- ☐ Confirm travel, hotels, and a booth staffing schedule with shifts

PRB HANDLES THIS

From 2-color to 10-color presses, we print collateral that matches your booth exactly.

5**2 WEEKS OUT**

Final Prep and Ship

The work is mostly done. Now protect it with a dry run and a careful shipment.

- ☐ Do a full booth set-up test so surprises happen at home, not on the floor
- ☐ Pack a survival kit: tape, scissors, zip ties, steamer, wipes, power strip, first aid
- ☐ Ship early, label every crate, and keep all tracking numbers in one place
- ☐ Brief booth staff on the talk track, goals, lead process, and shift plan
- ☐ Confirm on-site contacts and your move-in window

PRB HANDLES THIS

Need it stored, kitted, and shipped on schedule? Our fulfillment side covers logistics.

6**SHOW WEEK**

Execute on the Floor

Months of prep come down to a few days. Stay consistent and keep the booth sharp.

- ☐ Arrive early for set-up and inspect every graphic for shipping damage
- ☐ Test lighting, screens, demos, and internet before doors open
- ☐ Capture every lead the same way and flag the hot ones immediately
- ☐ Restock swag and collateral at the end of each day
- ☐ Photograph the finished booth for next year and for your marketing

PRB HANDLES THIS

If something arrives damaged, a local partner who can reprint fast is worth everything.

7

AFTER THE SHOW

Follow Up and Measure

The show is the start of the work, not the end. Speed and a clean debrief turn booths into pipeline.

- ☐ Follow up within 48 hours while your brand is still fresh
- ☐ Use direct mail to stand out to your top prospects after the inbox quiets down
- ☐ Score and route leads to sales with the context you captured
- ☐ Debrief honestly: what worked, and did you hit your goals and ROI
- ☐ Inventory and store the reusable display so next show starts ahead

PRB HANDLES THIS

Direct mail and fulfillment help you re-engage the best leads and reset for the next show.

Your 90 days at a glance

Pin this up. Seven phases, one calm runway to the show floor.

12+ wk Lock strategy and booth space

8 wk Design and booth graphics

6 wk Promo products and apparel

4 wk Print collateral and logistics

2 wk Final prep and ship

Show wk Execute on the floor

After Follow up and measure

Rather hand the whole list to **someone who does this every day?**

That is the entire idea behind Production Resources. We are one point of contact for everything on this checklist: **trade show displays, large-format graphics, promotional products, custom apparel, commercial print, and direct-mail follow-up.** You brief us once, we coordinate the vendors, watch the details, and deliver on schedule.

Trade Show Displays

Large Format Printing

Promotional Products

Custom Apparel

Commercial Printing

Direct Mail

START YOUR NEXT BOOTH

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**Mention this
checklist**

and we will jump right in