

CHECKLIST Before, during and after

Step 1 Before the show

SALES

- Identify your competitors
- Prepare your linesheet (sketches and prices)
- Make sure you have enough business cards
- Think about your payment conditions
- Create order sheet approved by your lawyer
- Define your refund, re-order and return policies
- Fix your prices and incoterms
- Define the minimum quantity for the production and make sure about the delivery process (shipment, delivery dates...)

COMMUNICATION

- Be sure and strong about your identity
- Print the lookbook of your collection
- Prepare your press book
- Contact and invite your existing and potential clients list - using the ticketing platform link and invitation code -Refer to MEDIA KIT
- Promote your participation on your social media accounts (Refer to MEDIA KIT for ready to use texts)

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Step 2 During the show

- Strong and light merchandise with eye-catching pieces at the front
- Your collection should be put in the right order, take picture once all is set and done and respect during the whole event the order that you choose
- Welcome every single person that enters your booth, they could be the most important person you will ever meet !
- Remember to hand out your business cards and to collect one from the person you meet: trade show visitors are not only buyers but also fashion companies, luxury groups, communication agencies looking for trends

Step 3 After the show

- Thank all the clients and prospects you met during the show
- Make a review of all orders taken
- Contact your clients and prospects who didn't come to the show
- Send as soon as possible the order confirmation and check all the payment for production