

PRE-SHOW

- Pre-register for the show
- Conduct inventory audit
- Count facings in humidior
- Schedule show appointments with current manufacturers
- Make preliminary list of booth visits
- Establish a budget/purchase strategy
- Fill out order forms
- Don't forget your digital or print registration confirmation
- Remember to pack masks
- Bring comfortable shoes
- Bring extra baggage for returning cigars

NOTES

SHOW

- Learn: Take advantage of educational seminars
- Time management: Keep your appointments
- Take notes
- Pace yourself
- Leave time for reconnecting (balance business and fun)
- Hydrate
- Bring it home and think about it
- Get involved—join the PAC/join your state association
- Strengthen and build relationships with fellow retailers and manufacturers

NOTES

POST-SHOW

- Review notes
- Test cigars—establish a loyal customer panel
- Follow up with manufacturers
- Make final purchasing decisions
- Sell some cigars

NOTES
