

Market Week Prep Checklist

Get ready like a pro—no chaos, no forgotten samples.

1. Before Market Week

- ☐ Confirm your brand(s)' final line sheet
- ☐ Double-check order minimums and pricing
- ☐ Update buyer contact list in ShowroomHQ
- ☐ Schedule appointments (in ShowroomHQ or external calendar)
- ☐ Print any physical materials (lookbooks, line sheets, order forms)
- ☐ Prep your sales pitch / line walkthrough
- ☐ Pack sample sets — labeled & organized
- ☐ Prepare order entry process (ShowroomHQ or backup method)
- ☐ Test your tech (tablet, hotspot, charger, CRM login)
- ☐ _____

2. Day Before Show

- ☐ Reconfirm all buyer appointments
- ☐ Prep your bag: pens, snacks, charger, mints, deodorant
- ☐ Pack signage or branded materials (if applicable)
- ☐ Review key talking points for each brand
- ☐ Check for updated styles, sizes, colorways
- ☐ Know your promos, deadlines, exclusives
- ☐ _____

3. During Market Week

- ☐ Take notes after each appointment (in ShowroomHQ or notebook)
- ☐ Log buyer interest + “maybes” for follow-up
- ☐ Send thank-you notes or recaps after each day
- ☐ Refill printed line sheets as needed
- ☐ Track orders placed (manually or in CRM)
- ☐ _____

4. After Market Week

- ☐ Follow up with all “interested but undecided” buyers
- ☐ Finalize and submit orders to brands
- ☐ Log sales results in ShowroomHQ
- ☐ Archive line sheets + review buyer behavior
- ☐ Prep feedback for brands / post-mortem review
- ☐ _____