Tradeshow Success A Planning Guide For Before, During And After



CONFERENCE

Name of Conference:	
Name of Hotel/Venue:	
Hotel Address:	
Conference Dates:	Take-Down Date:
Exhibitor Set-Up Date:	
Size of Exhibit Space:	
Requirements:	Inclusions:

BUDGET

Exhibit Booth	\$	
Event Graphics/Giveaways	\$	
Travel/Hotel	\$	
Hosted Event	\$	
Dining/Entertainment	\$	
Other	\$	
Total Budget	\$ 	

GOALS/OBJECTIVES

Why are you exhibiting?To generate leads/SalesIntroduce a new product/serviceConnect with existing customersTeachingIncrease awarenessWhat will attract conference attendees to your booth?

Pre-show promotions	At-show promotions	New product
Brand recognition	Graphics	Engaging staff

How will you measure success (accomplishments) for the show? State in a SMART

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MESSAGE

State the overall message staff must communicate to conference attendees

Opening Lines (Ways to engage and draw in passerby)

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onversation Topics (What to talk about when a visitor is at the booth)	
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DESIGN/THEME

What adjective best describes the overall look and feel the exhibit booth and materials will have.

ConservativeContemporaryProgressiveLeading EdgeTechnology DrivenEngaging

What environment should the booth convey?

Open / Free-form Controlled

What colors should be used?

Line Items to be designed:

State the overall theme for the booth?



STAFFING

List the staff to attend the conference

Staff Member	Hotel Room Dates of Stay	Rental Car (Dates Needed)	Air Travel (Arrive/ Depart)

PRE-MARKETING ACTIVITIES

List the pre-marketing activities to be done by the firm.

Direct Mail

Email

Email Signature

Website

Social Media



CALLS - MEETING REQUESTS

Identify the top clients, prospects, strategic partners you need to meet during the conference

Name	Firm	What to Schedule	Assigned To	Completed



CRITICAL ITEM CHECKLIST

Select & Reserve - Booth # Confirmation #Order TechnologyIIPowerIITVs/ScreensIISpeakersIITable/Chairs/LinensIITable/Chairs/LinensIIIghtsIIHosted EventIISelect & Reserve VenueIIIdentify ThemeIIOrder Food/BeverageIIOrder SignageIIDevelop Invite ListIIDevelop Mai/Email ListIIDevelop Mai/Email ListIIDevelop Mai/Email ListIIDevelop Mai/Email ListIISendule/Assign Meeting Materials (prit/electronic)IISenduler Mai/Email ListIIIRoom (1) for Room (2) forIIIRoom (4) for Room (2) forIIICollateral (2)Qty.IICollateral (2)Qty.IISwag (1)Qty.IISwag (2)Qty.IISwag (2)Qty.I </th <th>Booth</th> <th></th> <th>Budget</th> <th>Assigned to</th> <th>Due</th>	Booth		Budget	Assigned to	Due	
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Ship Signage/Collateral/Giveaways/Contingency Box

Measure Results

RETURN ON INVESTMENT (ROI)

Use these formulas to calculate ROI for the event:

1. Generating Leads	Total Show Investment / Total Qualified Leads = Cost per lead		
	/	/	_ =
2. Orders Written	Total Show Investment	/ Total Orders (or Value	of Orders) Written or = Investment Order
	/	/	_=
3. Investment in Live Presentations	Total Show Investment	/ Total Attendees at Pre	esentation = Investment/Attendee Reached
	/	/	_ =
4. Hosted Event Investment	Total Hosted Event Cost	t / Total Non Exhibitor A	ttendance = Investment/Attendee
	/	/	_=
5. Introducing a New Product	Total Show Investment	/ Number of Visitors at	Booth = Investment per Visitor
	/	/	_ =
6. Visual Reach	Count the total number	of visitors who walk by	the exhibit and look at it for 10 minutes
	every hour the show is a	open then multiply by 6) to get a measurement of the visual im-
	pact of the exhibit.		

SURVEY - CLIENTS/VISITORS

Post Show Audience Surveys – mail or telephone Sales Conversion Surveys – sales volume from show leads In-Booth Surveys – exit interviews to measure specific aspects of the exhibit Pre/Post Show Surveys – measure changes in awareness, attitude, behavior

SURVEY - STAFF

- What was our primary objective at the show? Was it achieved?
- Approximately how many attendees did you engage in conversation?
- Did you use any pre-show promotion to invite targeted visitors to the exhibit?
- Did you feel the exhibit was: Understaffed Adequately Staffed Overstaffed
- How many lead forms did you complete?
- Did you feel the exhibit adequately represented the company to those that visited it?
- Rate the effectiveness of our exhibit compared to competition? 5 4 3 2 1 (5 being the best to 1 being the worst)
- What competitors where exhibiting?
- What suggestions do you have for future shows?

TANK GIRL marketing