

Tradeshow Success

A Planning Guide For Before, During And After



CONFERENCE

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

Take-Down Date:

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/Sales Introduce a new product/service Connect with existing customers
Teaching Increase awareness

What 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

- 1 _____
- 2 _____
- 3 _____

MESSAGE

State the overall message staff must communicate to conference attendees

Opening Lines (Ways to engage and draw in passerby)

1

2

3

Conversation Topics (What to talk about when a visitor is at the booth)

1

2

3

DESIGN/THEME

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

Conservative	Contemporary	Progressive
Leading Edge	Technology Driven	Engaging

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

Booth	Budget	Assigned to	Due
Select & Reserve - Booth # Confirmation #			
Order Technology			
Power			
TVs/Screens			
Speakers			
Table/Chairs/Linens			
Lights			
Hosted Event			
Select & Reserve Venue			
Identify Theme			
Order Food/Beverage			
Order Signage			
Develop Invite List			
Design & Send Invitations			
Collect RSVPs			
Print Name Badges			
Pre-marketing			
Develop Mail/Email List			
Schedule/Assign Meeting Requests			
Design Marketing Materials (print/electronic)			
Send Direct Mail/Email			
Reserve Hotel Rooms			
Room (1) for Room (2) for			
Room (3) for			
Room (4) for			
Order Marketing Materials/Promotions			
Collateral (1) Qty.			
Collateral (2) Qty.			
Drawing Item (1) Qty.			
Swag (1) Qty.			
Swag (2) Qty.			
Shipping			
Ship Booth			
Ship Signage/Collateral/Giveaways/Contingency Box			

Measure Results



RETURN ON INVESTMENT (ROI)

Use these formulas to calculate ROI for the event:

- 1. Generating Leads** $\text{Total Show Investment} / \text{Total Qualified Leads} = \text{Cost per lead}$
_____ / _____ = _____
- 2. Orders Written** $\text{Total Show Investment} / \text{Total Orders (or Value of Orders) Written or} = \text{Investment Order}$
_____ / _____ = _____
- 3. Investment in Live Presentations** $\text{Total Show Investment} / \text{Total Attendees at Presentation} = \text{Investment/Attendee Reached}$
_____ / _____ = _____
- 4. Hosted Event Investment** $\text{Total Hosted Event Cost} / \text{Total Non Exhibitor Attendance} = \text{Investment/Attendee}$
_____ / _____ = _____
- 5. Introducing a New Product** $\text{Total Show Investment} / \text{Number of Visitors at Booth} = \text{Investment per Visitor}$
_____ / _____ = _____
- 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 open then multiply by 6 to get a measurement of the visual impact 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 were exhibiting?
- What suggestions do you have for future shows?