## ☑ POST SHOW

Almost 80% of trade show leads are never followed up on. Can you believe it? You didn't do all this work and invest all this time and money to just let those valuable leads go 'poof.'

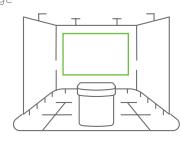
Make sure you have a strong system in place for following up with every qualified lead you get at the trade show.

#### Follow-up with Leads:

- ☐ Send out 'thank you' cards to booth visitors
- ☐ Schedule a set time for follow-up calls (the sooner the better!)
- ☐ Ship out samples or send follow-up info to anyone who requested it
- ☐ Add leads to relevant lists—make sure to include your fresh new intel
- ☐ Send special gifts to high-value attendees who visited your booth
- ☐ Set up a system for gathering feedback from visitors to learn what people loved and where you can improve

#### Show-and-Tell:

- ☐ Write an engaging blog post about your experience
- ☐ Share videos and pictures on social media
- ☐ Edit and upload videos to your company's YouTube channel
- ☐ Compile your lead data and analyze its value
- ☐ Did you meet your specific goals?
  - ПYes ПNo
- ☐ What is the ratio of leads to actual clients?
- ☐ Review media coverage and look for future PR opportunities
- ☐ Share key takeaways with your company
- ☐ Give yourself a big pat on the back—you did it!





# THE DEFINITIVE TRADE SHOW 'SUCCESS CHECKLIST'

## ✓ PRE-SHOW

On average, trade shows account for 1/3 of a company's annual marketing budget. That's no small potatoes! You want to make sure you're going into the show with clearly defined goals and a fleshed-out action plan for achieving them. Below you'll find a few steps to help you get your head in the game.

#### **Define Your Goals:**

- ☐ What specific result would make your trade show a success?
  - Gathering X number of qualified leads
  - Securing a meeting with an important prospect
  - Getting featured in a specific trade publications
  - Find X number of new distributors
  - Nurture relationships with current customers

☐ Which shows will best reach your desired
audience?

☐ What is your ideal target audience?

- ☐ Who are your biggest competitors at the show?
- ☐ Is your current budget sufficient to reach your goals?
  ☐ Yes ☐ No

### **Evaluate Current Assets:**

brand and message?	It you	have	a boo	oth,	does	ΙŢ	reflect	your	curren
	brand	and	messa	ageî	?				

	Yes	No
$\overline{}$	100	110

What do you wish you	could	change	about your
current design?			

☐ Does	vour cur	rent lavo	ut fit vo	ur needs?

	7 \/00	Г
	Yes	

How	does	your	booth	compare	with	competito	rs
(size	, quali	ty, gr	aphics	, message	?(?		

٦	Have vo	ur bigae	est comr	netitors i	recently	upgraded

Yes	No

their booth?

If you stay with your current design, what message
are you sending about your business?

If it's	time	tοι	ınarade.	what	is vo	ur b	udaet?	

If money were no	object,	what	would	your	ideal
hooth look like?					



## ✓ PRE-SHOW

You have less than 7 seconds to attract the attention of someone walking by your booth.

A custom booth is a significant and important investment. You want to make sure you're making the biggest impact possible.

Your trade show booth should reflect your brand at a glance. It should be designed to evoke a specific feeling based on the graphics, materials, colors and products displayed. Showing up with a pretty booth just isn't enough anymore.

How can you create a display that represents your brand and commands attention instantly?

#### **Designing Your Trade Show Booth:**

- $\ \square$  Make sure your graphics and message are clear and direct
- ☐ Create an eye-catching, on-brand booth design that:
  - Attracts attention
  - Incites curiosity
  - Has a specific message
  - Follows a natural visual hierarchy
  - Quickly qualifies visitors
- ☐ Determine how long you plan on using your new booth
- ☐ Create attention-grabbing activities or demonstrations
- Plan the layout of your booth space. Remember, form follows function.
  - Consider storage needs
  - Create places for meetings or demonstrations
  - Include video monitors or iPad stations if needed
  - Map out traffic flow
- ☐ Design and print:
- Graphics panels
- Hanging signs and banners
- Desktop signage
- Pop-up displays
- Media stations
- Posters
- Flags
- Additional booth graphics



☐ Notebooks and binders

☐ Presentation folders

#### **Design/Print Event Collateral:**

- ☐ Displays
- ☐ Show guide and maps ☐ Handouts

☐ Flyers

- ☐ Directional/
- wayfaring signs
- ☐ Brochures

## Order Promotional Items:

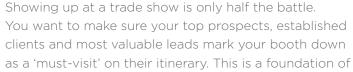
- $\square$  Apparel (t-shirts, hats)  $\square$  USB/Flash drives
- ☐ Tote bags
- ☐ Magnets

and phone accessories

☐ Pens
☐ Water bottles

☐ Lanyards

☐ Towels☐ Umbrellas



your tradeshow marketing efforts, so don't leave it up to chance.

#### **Pre-show Promotion:**

- $\hfill \square$  Launch direct mail campaign to promote your booth
- ☐ Consider sending special gifts to your most valuable prospects
- ☐ Schedule client meetings for the show
- ☐ Increase social media presence and marketing efforts
- ☐ Create a unique giveaway item
- ☐ Scrub your email list



☐ Update and refresh your supply of business cards, flyers and handouts

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- ☐ Send a series of postcard reminders close to the show date
- ☐ Create online and printed press kits to share with preregistered media lists

#### **Employee Prep:**

- ☐ Decide which staff members are the best fit for the show
- ☐ Make sure every attending employee is completely on board with your goals
- ☐ Do employee training to fully prepare (it may feel silly, but consider role-playing)
- ☐ Review any relevant set-up/tear-down procedures
- ☐ Purchase apparel—company shirts, hats, lanyards, name tags, etc
- ☐ Make travel arrangements



## ☑ DURING SHOW

It may be a digital world, but people still crave face-to-face interaction. These personal meetings are invaluable, so make sure your staff is ready to fully engage during the show. You'll want to ensure your forward-facing employees are prepared to handle any questions, concerns and curve-balls that may be thrown at them.

This is also the time to gather as much information as you can about your visitors. Make sure you have a reliable system in place to easily track everything and keep it organized on the backend.

#### **Engage with Attendees:**

- ☐ Pass out freebies and product samples
- ☐ Set up engaging product demonstrations
- ☐ Host several giveaways at set times during the show
- ☐ Create a list of relevant questions to generate feedback
- ☐ Create a system for tracking new leads
- ☐ Have a system in place for transferring/ backing up leads in real-time
- ☐ Do a quick 'yes/no' exit survey
- ☐ Check in on the booths of your biggest competitors (you want to know what you're up against!)

#### **Promote and Share:**

- ☐ Don't go silent on social media—share pictures of the event, tweet about giveaways and continue driving traffic to your booth throughout the event
- ☐ Include the convention's official hashtag in your posts
- ☐ Create a unique hashtag for your booth to track social media posts
- ☐ Invite guests to take a picture in front of a special backdrop or pop-up display
- ☐ Capture video during the event to use in future promotions
- ☐ Upload a few Facebook live videos or Instagram stories during the event