



THE DEFINITIVE TRADESHOW MARKETING CHECKLIST

Before the Trade Show

Choose the Right Show

- Does it fit your product or service?
- Is it in a key geographical location?
- Is this a long-running event?
- Is it marketed well online?
- Who will be speaking?
- Who are the attendees?
- How successful were the previous shows?

Create an Effect Exhibit

- Rent the right size exhibit space
- Snag a strategic, high traffic booth location
- Invest in eye-catching signage with relevant messaging
- Have attendees experience products, not just look

Start Pre-Event Promotions

- Send out valuable offers to redeem at the booth
- Promote trade show specials on your social profiles
- Announce your participation on your website
- Create event-focused email campaigns

Identify company goals and objectives

- Acquire immediate customers
- Generate business leads
- Increase brand exposure
- Introduce a new product
- Spot industry trends
- Check out the competition
- Expand professional network
- Learn more about your customers

Prepare Necessary Items for the Show

- Power supplies
- Office supplies
- Hand sanitizer
- Multi-Tool Kit
- Breath mints

- Send invitations to existing customers
- Reach out to registered attendees
- Consider distributing press releases
- Build Twitter anticipation for the show

During the Trade Show

Staff your Booth with the Right People

- Approachable, client-focused, product experts
- Ideally 2 staffers for every 100 sq. ft.

Save Time

- Capture attendees contact details efficiently
- Set up displays ahead of time as a practice

Stand Out - Exhibitors have 5 to 15 minutes to make a lasting impression

- Hold drawings that require contact information as entry
- Provide memorable promotion items

After the Trade Show

Continue Promotions

- Provide discounts to attendees
- Promote coverage on social media

Continue Promotions

- How new leads?
- How many closed sales?
- Return on investment

Follow up: Transform leads to sales

- Follow up 1-3 days after the show
- Enter leads into database
- Send thank-you email or brochure
- Make a personal phone calls
- Make appointments for demos