

# Trade Show Planning

*Checklist*



***DigglesCreative***

## **Before**

*Start planning at least 6 months before your event.*

### **1. Set Goals**

- Is this the right audience?
- What differentiates you from the competition?
- Why are you planning on attending?
- What specific SMART (Specific, Measurable, Achievable, Relevant, Time Limited) goals do you have?

### **2. Make a Game Plan**

- Pick a main theme or message.
- Decide on what you will display, demonstrate and/or talk about.
- Create a “Come Back” offer, something that entices attendees to get back in touch with you after the show.
- Create system to organize leads from trade show.
- Choose your booth location, if possible.
- Design a professional trade show display with a professional.
- Delegate tasks.
- Set aside time after trade show for meetings with potential clients from show.

### **3. Promote**

- Promote your event on:
  - Social Media
  - Email
  - Blog
  - Flyers/Posters/Etc.

## **During Show**

### **4. Be Present**

- Dress appropriately and practice great customer service.
- Give demonstrations or presentations.
- Set up meetings with potential clients who want more information.
- Give away swag to leads and be sure to have a “Come Back” offer.
- Network with fellow exhibitors and attendees.

## After Show

### 5. Measure Results

- Gather your list of organized leads and enter into your CRM.
- Start an email campaign thanking attendees and reminding them of your offers.
- Have a sit down meeting with your trade show team about pros and cons of trade show.
- Host meetings with potential clients from trade show.
- Plan for the next marketing event.