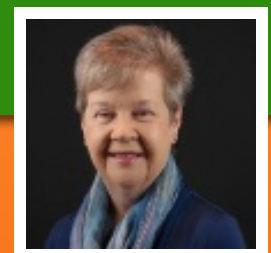


# TRADE SHOW WORKSHEET

Strategies for Success



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## **Trade Show Worksheet - Strategies for Success**

### **Six Months (180 Days) In Advance of Show**

- **Determine your budget for exhibiting - Consider these costs:**
- Display unit – update existing or invest in new one
  - Graphic design change for existing unit or creation for new unit
  - Round trip exhibit shipping, if out of city/state
  - Booth size and location cost
  - Personnel and “at show” cost
- Pre-Event marketing
  - Mailing list cost of previous attendees
  - Advertising on sponsor’s website
- Printing and postage for pre/post exhibit mailing

#### **At-Event expenses:**

- Electrical service

Optional extras:

- Show-specific “leads retrieval program”
- Labor for installation and dismantling (depending on size of booth)

- Elevated round table and stools, waste basket, cleaning, padding (extra cost or included?)

### **Staffing Expenses**

- Airfare/transportation
- Meals/entertaining
- Lodging
- Cost of assistant – employee/colleague/customer/client/temp agency person?
- Out of office costs (lost income)
- **Event Seminar Sessions** – What might you sponsor or host?

Check with clients in this industry – what sessions do they attend?

- If possible, attend the show or other event staged by same organizer to observe exhibit area, talk to exhibitors and attendees to screen for your audience.

### **Three to Six Months (90-180 Days) Ahead of the Event**

- Reserve your space and pay required deposit.
- Provide names of booth personnel for name badges.

### **Tips on choosing booth location:**

#### **Undesirable:**

- Near entrance door in winter
- In late set up areas or near competitors

- Dead end aisle/low ceiling areas
- Behind a column
- Near loading docks/freight doors

### **Desirable**

- **Near:**
- Registration table
- Event sponsor's booth
- Food serving areas
- Corners
- Seminar rooms

### **Two Months (60 Days) Out**

- Decide on your pre-show promotion package
- Develop a theme and/or product/service focus for particular event
- Determine appropriate direct mail, press releases, and/or pre-show advertising
- Determine who is going to help you in the booth
- **Evaluate your display for consistency with above. Look for these elements:**
- Have "What You Do" and "Who You Are" prominently displayed
- Have clear, concise product/service value message

- Have website (without www.) and phone number near the TOP of your display
- Use easy-to-read font with attention-grabbing graphics
- Decide on product/service-related giveaway
- Decide on and produce 8 ½ x 11 event specific collateral piece for MASS distribution
- Review exhibitor packet for set up times, break down times and any special rules
- Make a checklist of items that need to be ordered, and order early
- Make hotel and travel arrangements, if out of town/state
- Finalize theme and marketing messages, prepare printed material
- Ship booth to advance delivery, if appropriate
- Send out press releases and update website to invite readers to Booth # at the show.
- Train booth staff in sales strategy, dealing with questions and objections.

### **One Month (30 Days) Ahead**

- Confirm all ordered items are on schedule
- Hold a second training session to review script of presentation to prospects
- Set up the display unit and have others review for functionality
- If shipping display unit and accessories, confirm date of shipment and delivery

- If doing a pre-show mailing or promotion, implement plan
- Make check list of items to take to show. Consider these supplies:

**Booth Related:**

- Table cover, bowl for business cards, blank cards for those without them
- Sign identifying audience-specific product/service being given away
- Extension cord, power strip, additional lights
- Literature racks, table signs, display units, pens and Velcro
- Sample reports, collateral material, brochures

**Personnel Maintenance Related:**

- Bottle water, cough drops/mouthwash/mints
- Chapstick and Tylenol/Aspirin

**Travel/Communication Needs**

- Confirm plane, hotel and car rental reservations
- Cell phone charger and name badge lanyard
- Luggage cart to move your own boxes

**At the Show and Before Opening**

- Have small denomination (\$1, \$5) bills for tipping doorman and bellman at hotel shows
- Pick up name badges and check for accuracy of spelling

- Confirm arrival of display unit, equipment and services where applicable.
- Allow sufficient time to set up display unit and if setting up night before, store all items under table until 30 minutes before attendees are set to start arriving.
- Complete pre-show briefing and review criteria for a successful show.

### **During the Show**

- If a multiday show, review progress and organize/prioritize leads each day
- Remove business cards from drawing bowl each day

### **After The Show**

- Pack exhibiting material, clearly label and make arrangements for shipping, if applicable
- Write thank you notes and begin implementation of follow up system
- Hold meeting with booth personnel and brainstorm event for future improvement
- Obtain attendance list for both your booth and whole show and begin post show follow up program