

Tradeshows Yes or Tradeshows No?

A guide to successful tradeshow planning, execution and followup



Chapter 1:

How to Justify Exhibiting at a Tradeshow

Potential customers attending a tradeshow are actually paying for the opportunity to meet you – so capitalize on that opportunity!

Where else can you ensure understanding of your products/services; communicate and demonstrate features and benefits, identify and correct misperceptions, and distribute samples all in one place?

Your first hurdle may be “selling” your company’s decision makers on the idea of incorporating tradeshow in your marketing mix. They may ask “what can tradeshow do for us that we aren’t already doing?” or “how do we know potential customers find them useful?”

Exhibiting at industry-appropriate tradeshow means face-to-face interaction with potential customers that meet your target profile – something that is tough to achieve any other way. Here are a few points that can answer questions your colleagues may raise:

Exhibiting at industry-appropriate tradeshow means face-to-face interaction with potential customers that meet your target profile – something that is tough to achieve any other way.

- You can engage customers face-to-face and learn more about what attitudes and factors are driving their buying decisions.
- By engaging customers face-to-face, you can:
 - Generate and qualify leads
 - Close sales
 - Identify customers that may become ambassadors for your products/services
 - Create/increase understanding of your company’s products/services

Here are some recent statistics about tradeshow attendance, attendees, and exhibit performance that can be helpful in your tradeshow pitch:

- 84% of attendees had power over purchasing decisions, a rate last achieved in 2004.
- 49% of tradeshow attendees surveyed planned to purchase in the next 12 months, up from 47% in 2011.
- 32% of attendees were more favorably disposed to purchasing after attending the tradeshow
- Attendees spent an average of 9.1 hours on the exhibit floor, an increase from 8.3 hours in 2011 and the highest average since 2000
- 38% of attendees were first-time attendees, so it can be worth exhibiting at a productive show more than once
- 45% only attended one tradeshow in their respective industry, so you can expect them to make the most of the opportunity

Find more helpful statistics at www.exhibitsurveys.com

Tradeshow Preparation Affects Lead Quality!

Tradeshow prep lists abound and we like [this one](#). But there has to be a solid foundation supporting the preparation process so that the results justify the expenditure.

Generally marketers think of leads as primary outcomes of tradeshows – and they're right. But the planning process includes ensuring qualified leads by developing and implementing a clear model of your desired customer characteristics. This model is your Universal Lead Definition (ULD).



Leads or Inquiries. Which Are You Generating?

According to Marketing Sherpa's 2012 B2B Marketing Benchmark Report, 61% of marketers don't have a ULD. What does this mean? It means that a large number of leads go to Sales and Marketing departments without being qualified – because there's no set of criteria against which to qualify them. This makes them inquiries, not leads, and the difference is critical, not just to tradeshow results but also to your overall marketing mix.

What Does a ULD Do?

- Delineates the responsibilities of the sales and marketing organizations
- Improves the efficiency of sales and marketing by:
 - Driving your pre-tradeshow promotion campaign
 - Making prioritization of leads easier for sales and marketing efforts downstream of the tradeshow
 - Reducing the number of rejected leads
 - Increasing accountability for the tradeshow-to-sales and marketing transfer

How Do You Develop a ULD?

- Involve your company's sales and marketing organizations in face-to-face sessions to define what constitutes a qualified lead. This includes creating a feedback mechanism so that marketing can refine the marketing mix and sales can be accountable for acting on leads.
- Summarize and obtain consensus on the resulting elements of the ULD
- Follow up, formally via sales and marketing meetings and informally person-to-person

So now everyone on your team understands that the "Ideal" Customer:

- Fits your ULD profile
- Needs your company's product or service
- Is a decision maker or key influencer
- Is likely to evaluate your product or service and make a purchase within an acceptable timeframe

Chapter 3:

Marketing Before the Tradeshow: The Value of Pre-Tradeshow Marketing

You've decided to do a tradeshow, you've sold upper management, and your sales and marketing organizations have worked together to develop your ULD (Universal Lead Definition).

But you're not ready yet!

It's time to develop a targeted pre-tradeshow marketing campaign. Why? Because about three-quarters of attendees come to a tradeshow with a list of "must-see" booths. Pre-tradeshow marketing can put your exhibit on that list.

Here are some tips:

80% of Trade Show Exhibitors Fail to Implement Pre-Tradeshow Marketing Campaigns. Don't Be One of Them!

- Invest
 - Dedicate an adequate budget to pre-tradeshow marketing. Exhibitors generally use only 6% of the tradeshow budget for pre-marketing, when they should be allocating as much as 15%¹.
- Team Up With The Sales Force
 - Be sure your sales reps talk up the tradeshow during pre-show visits and conversations with customers and prospects.
 - Offer an incentive for scheduling tradeshow meetings with important customers and prospects ahead of time.
- Take Advantage Of Outside Resources
 - The tradeshow sponsor may have pre-show marketing tools available and some might even be free, so ask. Don't be shy! These tools can include lists of previous and pre-registered attendees.
 - Check with relevant industry organizations to see if you can rent their member lists for pre-show marketing.
- Leverage Your ULD And Key Opinion Leaders
 - Develop a list of customers and prospects who fit your ULD make sure to invite them. Include an exhibit hall pass for each key customer or prospect if possible.
 - Invite industry KOLs (key opinion leaders) to attend – or better yet, present – a special event at your booth.
- Create A Compelling Experience For Attendees
 - Do more than list your products or services – be prepared with memorable messages. How does your product/service solve the customer's problem or create opportunities for your customer? How is your company better than its competitors?
 - Develop a persuasive, show-specific call-to-action.
 - Plan enticing demos and education sessions. Mention them in your pre-tradeshow marketing.

■ Use All The Tools

- Use a variety of media for pre-tradeshow marketing to customers and prospects. These include social media, advertising and advertorials in targeted electronic and print outlets, email, postal mail, personalized invitations and phone calls. Include your booth number.



... or better still, start your pre-tradeshow marketing months ahead. Check out our Trade-show Checklist for more pre-tradeshow marketing tips and suggested preparation timing.

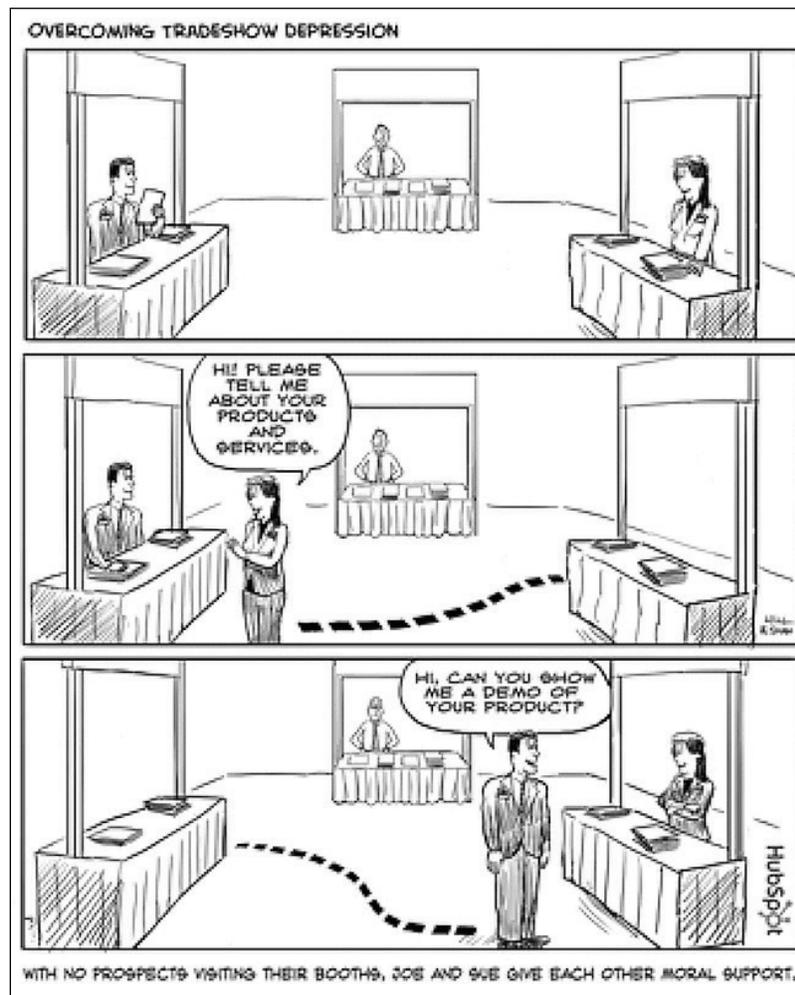
Sources:

1 [Jefferson Davis, Competitive Edge](#)

2 [Kendall Tucker via ImageSource \(2013\)](#)

3 [Exhibitor Advantage first_time_exhibitor.pdf](#)

Tradeshow Exhibit Booth - Make Yours Stand Out



Tradeshow Planning Is Incomplete Unless You're Maximizing the Effectiveness of Your Exhibit Booth Before the Tradeshow Even Starts!

Exhibit staffers have about 4 seconds to engage an attendee walking past the booth and between 5 and 15 minutes to make your company's products or services stand out.²

How can you be sure the customers and potential customers you attract will be wowed with what they see and experience?

Get to Know the Venue and What the Sponsor Will Provide

Understand Roles and Responsibilities. Don't assume all tradeshows operate exactly the same way. Understand your roles and responsibilities and those of the tradeshow sponsor.

- The tradeshow sponsor will provide information that outlines typical demographics; a calendar; fees; policies; services; booth specifications and furnishings; services such as materials handling, and exhibit transportation; floor plans; rules, regulations requirements and restrictions; forms; and advertising, sponsorship, and other marketing-related opportunities.
- Minimize the chance for unwelcome surprises by confirming all your tradeshow-related arrangements ahead of time.

There Are 400 Exhibitors at the Average Tradeshow¹

Develop and Implement an Exhibit Booth Design Strategy

You don't want your booth staff to be lonely, but you also don't want them overwhelmed.

- Your exhibit booth should reflect your company's strategic objectives for the specific tradeshow. And those objectives should be customer-based. If you've implemented a targeted pre-tradeshow marketing campaign, you'll want a specific type of space for meeting with customers and serious prospects. If you're aiming to attract a wide audience, you'll want open space that facilitates flow and strategic placement of staffers. If you'll be demonstrating a product, you'll want that space easily accessible to an aisle.

There are many types of booths and displays for many types of budgets.³ Here are a few:

- Portable (Pop Up) Displays are available in several sizes. They're affordable and simple to transport, set up, and take down – and it's easy to switch graphics on a show-by-show basis.
- Inline exhibits are available in several sizes too. They can include pop up displays as well as furniture, custom graphics and media.
- Peninsula exhibits have aisles on three sides. They come in a variety of sizes and offer lots of opportunity for customization.
- Island exhibits have aisles on all sides and are also available in a variety of sizes. They're super-customizable and some have more than one level, but they're the most expensive.

Speaking of displays . . . Signage and graphics

Work with a graphics communications firm or your in-house communications department to make sure your visual message is in sync with the company's identity, your tradeshow objectives, and sponsor parameters.

Design attracts attendees to your booth; text educates them.⁴ Your visuals unite the two.

- Choose a relevant theme
- Deliver a concise message that's consistent across all your tradeshow deliverables
- Signage should be distinctive, visible, and readable from a distance
- Choose, balance, and contrast colors that complement your space and help convey your message
- Go for quality over quantity
- Avoid visual clutter and complicated or excessive text
- Transport signage and graphics to and from the tradeshow carefully

Make your exhibit booth comfortable, inviting and safe – for staff and attendees alike.

For example:

- Make sure carpeting is padded – everyone's feet get tired
- Make sure lighting is adequate – you may need to supplement site lighting, and you can use lighting as a design element
- Manage cords and wires to prevent falls
- Make sure exhibits are stable and can't be knocked over easily
- Encourage staff to wear "sensible shoes" or at least leave the brand new shoes at home
- Consider becoming a charging station or hotspot if it makes sense in terms of your traffic objectives and you have the space

- Bring the outdoors in – plants bring vitality to your space and can refresh attendees
- Ensure that your exhibit booth adheres to the tradeshow sponsor’s rules and requirements

Tradeshow Gadgets and Gizmos – Treasures or Trash?

Are tradeshow gadgets and gizmos meaningful marketing tools or just something attendees bring home for the kids? It depends on how strategic they are – in terms of your objectives and the nature of the tradeshow.

[Ask your team these questions](#)

- Why do you want to use a giveaway?
- Can the use of the giveaway be linked to sales?
- What will the giveaway(s) be?
- How does the giveaway relate to your overall marketing strategy?
- What does an attendee have to do in exchange for the giveaway?
- How will you assess whether the giveaway was successful or not?

Sources

1 [Tradeshow Tips from Skyline Exhibits](#)

2 [How to Boost Traffic at Your Trade Show Booth](#)

3 [Dimension Craft](#)

4 [Ideas for Trade Shows](#)

[10 Tips to Use Giveaways Effectively](#)

Face-to-Face Interaction at Tradeshows Is More Valuable than Ever! Your Tradeshow Exhibit Booth Staff Makes It Happen.



48% of tradeshow attendees say that face-to-face interaction with tradeshow exhibitors is increasingly valuable, and 43% expect the value to continue growing.¹

So it's more important than ever to select your tradeshow staff strategically and train them thoroughly – and it's essential that booth staffers represent your company and its brands professionally. The results will show up in your tradeshow ROI.

Before the Tradeshow: Preparation Beats Winging It!

Will you select tradeshow staff members from within your company or will you outsource tradeshow staffing? It's possible to outsource tradeshow staffing if your company can't divert staff to tradeshow assignments or doesn't have staff with the characteristics needed to optimize interactions with customers and prospects. It's also possible to outsource training for in-house tradeshow staffers.

But here we're assuming your company will handle the tradeshow training and staffing.

Staff Selection: The First Step in Making the Most of the Face-to-Face Opportunity!

Long days? Yes, but staffing a tradeshow can be a chance for your staff to shine, so choose staffers who are energetic and excited about working the show, reconnecting with current customers and creating new ones, and reaping the rewards of face-to-face interaction!

- Choose a blend of experienced staffers and newbies, and assign roles and objectives accordingly – it's a great way to provide on-the-job training.
- Choose staffers who know how valuable it can be to do something that seems simple – really listening to customers and prospects.

Staff Training: Ready, Set, Market!

Tradeshow-specific preparation is key – your tradeshow booth may be visited by industry media representatives, key opinion leaders, and competitors, in addition to customers and prospects.

Training should address these questions:

- Why is the company participating in this particular show and what are the attendee demographics?
- What are the roles and objectives of each staff member?
- How will management assess results?
- How should we attract, engage, and qualify attendees?
- How can we disengage graciously from unproductive interactions?

Training should include:

- Brainstorming scenarios, discussing how to handle them, and engaging in related role playing
- Hands-on experience demonstrating products
- Encouraging and addressing suggestions and concerns raised by staffers during the training

After training is complete, staffers should:

- Understand their individual roles and objectives for the tradeshow
- Understand the desired customer profile and your company's Universal Lead Definition (ULD)
- Understand the company's strategic objectives for the tradeshow
- Be able to demonstrate the company's products or show how the company's service work
- Understand how to engage (and disengage) attendees at the exhibit booth

At the Tradeshow: Be Ready for Anything!

The time before the exhibit hall opens is important.

- Once your exhibit booth is set up, rehearse, rehearse, rehearse!
- Ensure that electronic and other infrastructure-related systems are working properly

- Scout out locations of services booth visitors might ask about – for example food vendors, rest rooms, and shuttle bus stops. This little “extra” can you’re your company stand out
- Take some time to visit exhibits booths – your suppliers, competitors, and companies that provide products or services related to yours will be there. Is anyone doing something new?

Common-sense rules of professional etiquette apply.

For instance:

- Keep a sensible after-hours schedule
- Be prepared
- Dress appropriately for the show
- Wear a name tag
- Stay focused and maintain eye contact
- Maintain the supply of deliverables and the general order of the booth
- Save the cell phone calls and texts for break times
- Keep the exhibit booth up and running for the entire length of the show – no packing up or breaking down exhibits early

After the Tradeshow: It’s Not Over Yet!

There’s lots of follow-up after a tradeshow, but it shouldn’t be limited to pursuing leads. Staffers have returned to the office with a wealth of knowledge, so hold a debriefing session as soon as possible where staffers can share their experiences and discuss how what they’ve learned can make the next tradeshow even better.

What worked? What didn’t work? Did anything unexpected happen? If so, how was it handled? Were demos and deliverables well received? Are there any additional tools that might have been useful? How can overall tradeshow planning and staff selection and training be improved? Should the company invest in the same show again? If so, is there anything the company should do differently? See Chapters 6 and 7 for more information.

¹ Center for Exhibition Industry Research (CEIR), Change in Value over Next Two Years and Effects of the Great Recession and Online Media, 2012, www.ceir.org.

Are Tradeshows Worth It? There's No Magic Formula!

In a perfect world, your company's most promising tradeshow-sourced leads would all result in fantastic sales and it would be clear that investing in the tradeshow was worth the cost.

Your tradeshow staff is back. They've soaked their sore feet and sent solid leads to the sales organization.

In a perfect world, your company's most promising tradeshow-sourced leads would all result in fantastic sales and it would be clear that investing in the tradeshow was worth the cost.

Reality? No. Marketing pros know that calculating the value of taking part in a tradeshow is a necessary and useful task that isn't easy. But that doesn't mean there aren't tips to help evaluate how well a specific tradeshow works for your company.

Set the stage

Before the show, study the attendee demographics and develop a list of sales and relationship targets. Use social media and other marketing tools prior to the show to drive high potential visitors to your company's booth and any special events the company's sponsoring. Develop a tool for booth

staffers to use to record relevant information systematically – this will help create a post-show database that isn't a data dump. Organized, accessible tradeshow data can guide and streamline follow-up activities.

Consider the company's typical sales cycle

Tradeshow-derived benefits should be measured in concert with the sales cycle and any other benefit-analysis cycles (e.g., benefits related to Return on Objectives, discussed later in this chapter).

For example, assess the results one, three, six, and 12 months post-show. Your company should have some benchmarks establishing what percentage of costs should have been recouped at given post-show intervals and what percentage of profit is acceptable. At some time point after a specific tradeshow, it becomes less clear that the tradeshow served as the primary impetus for a particular result, such as a closed sale.

Stakeholder buy-in regarding measuring how well a tradeshow works is a must. Don't wait until the show's over to figure out a way to assess it.

Tradeshows produce quantitative and qualitative information. It's important to assess, report, and use this information. Establishing and agreeing upon measureable objectives for tradeshows during your marketing planning process provides the framework for measuring the productivity of tradeshows as a marketing tool. Objectives should be appropriate, defined clearly, measurable, attainable, agreed upon, and attributable to participation in the specific tradeshow.

Understand where the costs come from.

Understand where the costs come from and how labor costs, vendor markups, shipping costs, between-show exhibit storage costs, per diem costs and other costs vary depending on show type and location.

Exhibitor Magazine's 2013 Economic Outlook Survey broke tradeshow budgets into the following categories:

Category	Percent of Budget
Space	36.5%
Booth/exhibit design/construction	10.8%
Shipping	10.3%
Show services	12.2%
Exhibit promotion	6.1%
Travel/lodging	13.5%
Graphic design/production	6.0%
Other	4.6%

Consider several ways to predict and analyze costs.

It's important to remember that the value of a tradeshow is typically incremental, and needs to be measured at appropriate intervals following the tradeshow.

Return on Investment (ROI) is a common trade-show evaluation metric, calculated by taking the revenue generated by a tradeshow, subtracting the related costs and dividing that number by the cost. That calculation yields a percentage that represents the return on the investment in that show. Compare the ROI of the tradeshow at which your company exhibits to determine which yield the best ROI, and compare tradeshow ROIs to the ROIs of other marketing tools.

Exhibitor Magazine describes three types of cost calculations based on various industry benchmarks or your company's historical tradeshow-related costs and results.

- Space-Cost Calculation

According to industry surveys, the cost of renting exhibit space is about a third of the total cost of the tradeshow. Just multiply that number by 3 for an estimate of the total cost.

- Cost/Square Foot Calculation

If you have a history of the actual costs of tradeshow at which your company exhibited, you add those costs together and divide by the square footage of your booth. Do this for each show. Add the cost/square foot of all the shows together and divide by the number of shows. The result can serve as a benchmark for calculating the cost of upcoming or potential tradeshow.

- Cost/Lead Calculation

Assuming you know how much your company generally spends all together per lead and you have an idea about the number of leads you can expect to collect at a given show, you can multiply those numbers to provide an estimate of the cost of exhibiting at that show.

You can also use cost/lead benchmarks provided by Exhibit Surveys Inc. You'll have to estimate how many attendees can be expected to fall into each category and then do the math.

- \$189 per attendee that visits an exhibit
- \$276 per attendee that has a conversation with a booth staffer

“Softer” benefits may not be readily apparent – but they can be assessed.

Objectives that are even tougher to quantify relate to many of the reasons potential customers, trade press, and key opinion leaders attend tradeshows. In addition to developing leads, your company can also get exposure in your industry, line up speaking engagements, meet with companies with which you partner, and form or strengthen existing alliances. The associated benefits with these “softer” activities can be measured – and it doesn’t mean they can’t be measured. That’s where Return on Relationship and Return on Objectives come in.

- Return on Relationship (ROR): ROR is a way companies can help compare the productivity of face-to-face meetings with clients at tradeshows versus face-to-face sales calls. Candy Adams (BoothMom.com) provides an example: if a company values a face-to-face meeting with an existing customer at \$800 and staffers meet with 50 customers at a tradeshow, the total “relationship value” is \$40,000. If the company has invested \$20,000 in the show, the ROR is 2-to-1.
- Return on Objectives (ROO): Audiencesmetrix.com explains that ROO is a guide to demonstrating the comparative value of a given tradeshow and can also help plan future tradeshows. The ROO objectives your company’s management sets should be tradeshow-specific. By the way, ROO is useful in ascertaining the effectiveness of other marketing tools such as social media [link to <http://web.onadore.com/how-to-measure-return-on-objectives-in-social-media/>].

Reporting on the tradeshow

Your company’s stakeholders have set the objectives for the tradeshow, and the relevant metrics have been calculated. What’s a comprehensive way to report the results?

Reporting serves several purposes:

- Demonstrating that the decision to attend the tradeshow was strategic
- Validating the decision as an investment rather than an expense
- Providing visibility for the company’s marketing organization

Here’s a suggested [Table of Contents](#):

- Executive Summary: An essential “just the facts ma’am” overview that is specific and can stand on its own.
- Summary of Strategic Goals and Objectives: Did the company meet the predetermined quantitative and qualitative goals and objectives established prior to the tradeshow? If not, be sure to include recommendations on how to achieve those goals and objectives at future tradeshows
- Sales-Leads: How many leads were obtained? How are they categorized? What’s the strategic value of each category? What is the follow-up process and timeline for each category?
- Coverage: Discuss how well the press and other media interacted with booth staff and executive management that attended the show. List and excerpt examples of coverage. If possible, include a calculation of the cost of advertising in a given media outlet versus the coverage provided by that outlet.
- Exhibit Effectiveness: Did the exhibit support the goals and objectives? Did it function properly? Was the location advantageous? Were the marketing and sales materials on target? Address these and other exhibit effectiveness parameters, and make appropriate recommendations.

- Promotional activities: Summarize the events, demonstrations, promotions held at the exhibit booth and events held at other sites. Include co-sponsored events such as seminars.
- Staffing: Were there enough booth staff members? Too many? Were they trained appropriately? Were they effective? What feedback does the booth staff have? Is the overall staffing strategy (e.g., internally or externally sourced) on target?
- Competition: Compare your company's presence at the tradeshow with that of your competitors.
- Budget: Compare the budget estimate to the actual expenditures. Explain any overruns.
- Conclusion: How did this show fit into the companies overall tradeshow strategy and strategic marketing strategy? If you've attended the same show in the past, how did the results compare to the most recent show? Compare the measurements against those of other shows and describe the pros and cons of taking part in the tradeshow in the future.

Need a follow-up checklist?

Take a look at this [summary of questions](#) to ask yourself and your colleagues following a tradeshow. Not only can it help you assess tradeshow in which your company has participated, it can help you choose which tradeshow to go to in the future and define your objectives.

Chapter 6 Sources

General

[Post Tradeshow Evaluation & Follow-up](#)

[Many Happy Returns](#)

[Analyze This](#)

[Budgeting for Dummies and Time-Strapped People](#)

[To Booth or Not to Booth](#)

[Should You Measure ROO and ROI Separately?](#)

[Are You Measuring Hard-Dollar ROI at Your Events?](#)

[5 Tips for Using ROO and ROI Together to Measure an Event](#)

[Tradeshows Checklist](#)

[Trade Show Follow-Up: 5 Tips to Optimize Response](#)

[Nine Simple Tactics to Drive a Higher Return on Trade Show Investment](#)

Calculation Models and Commentary

[Trade Show Metrics – How to Predict and Present ROI](#)

[How to Calculate Whether that Trade Show was Worth the Investment](#)

[Tradeshow ROI Calculator \(includes quantitative and qualitative categories\)](#)

[The Foolproof Way to Measure Your Trade Show ROI](#)

[Trade Show Metrics: 5 Key Measurements Linking Marketing Spend to Business Impact](#)

[I am sick and tired of talking about ROI and trade shows](#)

[Should You Measure ROI and ROO Separately?](#)

[How to Measure Return on Objectives in Social Media](#)

Tradeshow Planner

Category	Activity	Deadline	Responsibility	Completed
Annual Planning				
	Assess the results of previous tradeshows.			
	Review tradeshow opportunities and rank according to relevance and the potential strategic value to your business. Consider trade-shows you might not have attended in the past.			
	Determine specific goals and budget for each tradeshow			
Quarterly				
	Review the annual tradeshow plan and adjust accordingly			
Six Months Ahead*				
	Choose exhibit booth location and confirm what is included			
	Take advantage of early bird discounts			
	If you own an exhibit, determine whether it's appropriate for the show or if it needs to be modified or updated			
	If you don't own a exhibit, determine whether to rent, purchase, or develop one yourself; determine content and develop design			
	Talk to the tradeshow sponsor about free marketing opportunities			
	Develop show-specific marketing plan			
Monthly				
	Interact with the tradeshow sponsor and the management company responsible for the tradeshow			
Four Months Ahead				
	Determine staffing requirements and select booth staff			
	Reserve hotel rooms, air travel, and rental cars			
	Finalize exhibit design			
	Determine products/services to be exhibited as well as collateral and giveaways required			
	Provide basic show information to your transportation company and booth installation/dismantle service provider (show name, venue, dates, etc.)			
Three Months Ahead				
	Plan in-booth live demonstrations or presentations			
	Plan hospitality events and/or press conferences and reserve meeting rooms			
	Schedule first pre-show meeting and distribute show plan to staff			
	Begin work on pre-show and at-show promotions that will help bring qualified leads to your booth, and help your booth staffers to engage attendees			

Two Months Ahead				
	Finalize your booth staff choices and order staff badges			
	Submit show site service orders to take advantage of advance-order discount rates			
	Follow up on production of show-related promotional material			
	Prepare press kits			
	Develop custom lead-tracking forms and plan lead processing procedures			
	Confirm travel dates and hotel needs with staff; adjust reservations as needed			
	Develop booth staff briefing kit and schedule booth staff training			
	Arrange Travel: Book hotels and flights for booth staffers before rates go up.			
	Select and order pre-show promotional items			
	Order uniforms for tradeshow staffers			
One Month Ahead				
	Go through your checklist to make sure everything is on schedule			
	Confirm shipping arrangements for exhibit and promotional materials; ship materials by target ship dates; consolidate tradeshow materials whenever possible to avoid additional drayage costs at show site			
	Hold pre-show briefing meeting in the office			
	Schedule briefing meeting to be held in the booth at show site			
	Assemble your tradeshow kit to include:			
	Contact information for all vendors including emergency numbers			
	Shipping manifest and return shipping labels			
	Contact information and travel logistics for all booth staff			
	Digital versions of booth graphics for local reproduction, if needed			
	Send the first wave of your pre-show promotion campaign			
	Booth staff training session #1: client-profile and product reviews			
	Order any final show services you need from the show book			
	Ship your new exhibit to advanced warehouse, getting it out the door soon enough to save on shipping			
Two Weeks Ahead				
	Booth staff training session #2: review staffing schedule and information about the exhibit, promotions, technology, and venue			
	Send the second wave of pre-show promotion campaign. If sending via postal mail, use first class to ensure timely delivery.			
One Week Ahead				
	Ship supplies booth staffers will need (pens, clipboards, staplers, water bottles, snacks, mints, wipes, etc.)			
	Distribute and verify booth staffing schedule			
	Ensure that the exhibit has arrived at the tradeshow venue			
	Prepare and pack a master file with at-show contacts, including booth staffers, exhibit house. Include graphics files			
	Confirm hotel and meeting room reservations			
	Confirm catering orders			
	Prepare lead fulfillment packets for use by booth staff			

Upon Arrival				
	Supervise exhibit booth setup or check in with your booth setup supervisor			
	Hold pre-show briefing and final training for booth staff			
During Tradeshow				
	Conduct daily meetings with booth staff to collect relevant feedback and make adjustments as needed			
	Reserve both space for next year's tradeshow, if appropriate			
	Confirm arrangement for booth dismantle and post-show shipping			
	Obtain outbound material handling forms			
	Review show-related site-service invoices			
	Plan post-show lead distribution			
At the Close of the Tradeshow				
	Supervise booth dismantling and packing or confirm post-show instructions and logistics with the dismantle supervisor			
Back at the Office				
	Debrief booth staff			
	Send thank-yous to booth staff and service providers			
	Distribute leads and monitor follow-up			
	Analyze show results			
	Compare actual versus estimated costs			
	Report results of the tradeshow to senior management			
* Note that timeframes will vary depending on requirements of a given trade show and your business' individual requirements				