



TRADE SHOW CHECKLIST

Never go to an event that will not generate more leads (even before you go) than you will need to pay for the show itself. This checklist outlines the steps you need to take leading up to the event, during the event, and immediately after the event. Adjust the timeline as needed based on the specific date of your tradeshow.

BEFORE THE SHOW

DETERMINE

- Determine Audience
- Plan Booth Space/Layout considering traffic patterns, angles, entry points, etc.
- Consider traffic patterns, angles, entry points, space or line-of-sight
- Conflicts
- Consider speaking, sponsorship, hosting or promotional opportunities
- Define Message and Offer
- Select Feature or Lead-In product/service appropriate for audience
- Determine Booth and Marketing Materials - banners, table cloth, flyers, equipment, tv monitors, etc.

Notes:

INVESTIGATE

- Find sales leads by checking prospects out online etc. to see what they use, etc.
- Identify Icebreakers or Problem-Solving Points
- Google articles about attendee group profitability or issues
 - ◆ Can you solve their problem?
 - ◆ Can you save them money publicly?
- Any of these may be a reason for a phone call!

Notes:

TRADE SHOW CHECKLIST

REACH OUT TO:

- Current Clients
- Hot Prospects
- Warm Leads
- Trades: Designers
- Cold and on the Hit List
- All qualified attendees who may have a need for your product or service

Notes:

PROMOTE

- Use your chosen message and lead-in feature and consider:
 - Promoting attendance using Direct Mail, Press Release, Email Blasts, Invitations, Phone Calls
 - Personal invitations to hospitality suite/breakfast/dinner/drinks
 - Direct-from-sales email to set an appointment
 - ◆ with them personally or one of the executives
 - Phone calls/texts to those you know

Notes:

TRAIN STAFF

- Work out your attention-getting "Interrupter" or Lead-In and ensure everyone has a few in their back pockets
 - ◆ This is NOT an elevator speech. It is a question or a minimal-word phrase to grab attention and generate interest, or a qualifier
- Ensure staff knows how to qualify by scanning badges or watching activities at other booths
- Teach them to move through the qualification funnel and generate interest
 - ◆ Capture attention
 - ◆ Interrupter, Lead-In
 - ◆ Generate interest
 - ◆ Make connections, find commonality, build rapport
 - ◆ Ascertain need
 - ◆ Conversation about their pain points and how they think those can be alleviated



TRADE SHOW CHECKLIST

- ◆ Quick presentation (video, elevator speech) of how you can help
- ◆ Book At-Show Appointment for Demo
- ◆ Gather follow-up information, note level of interest and what product applies
- ◆ Set appointments for after-the-show

Notes:

THE BOOTH

- Less is more!
- Fewer words and visuals on the backdrop with NOTHING below table level
 - ◆ Use a few key elements as focal points
 - ◆ Think “highway billboard” – only enough to grasp and capture attention from 30 feet away
 - ◆ State your benefit!
 - ◆ You can read it and get the gist walking by
 - ◆ Depend on your booth staff and their “interrupters” to fill in the blanks
- No clutter in booth
- Present only relevant collaterals for take away after the conversation
- Send people away with a value-added takeaway
 - ◆ A relevant guide, cheat sheet, or white paper that will make them smarter
 - ◆ Something they will want to read on the plane
 - ◆ Not a brochure they’ll throw away when they get home
- Get cool swag that matters and everyone wants...not another water bottle
- Consider ditching swag (everyone does it) and give away a great souvenir instead
 - ◆ Something memorable – think: autographed guitar or something that will be talked about next year

Notes:

DURING THE SHOW

STAFFING THE BOOTH

- Know the show schedule and staff appropriately for traffic
- Review pre-show training, interrupters, qualifications, etc
- Gamify the tradeshow
 - ◆ Have goals, contests, rewards for the show staff and attendees
- Come early and be ready



TRADE SHOW CHECKLIST

- ◆ Ensure computer/monitor/video is up and working before start time
- ◆ Connect and test internet, if needed
- ◆ Be sure everyone is at the booth early and prepared, especially on the first day
- Don't talk to each other in the booth
 - ◆ People won't want to interrupt your conversation
 - ◆ Stay off your phone
 - ◆ Yes, Email is important. Check it when off the floor
 - ◆ Texting or surfing the web is a turn-off and turn-away
- Invite, rather than receive
 - ◆ Unless you have a crazy, big attention-getter in your booth, you will need to invite prospects in
 - ◇ Receiving prospects is passive and leads to too much downtime and no leads
 - ◇ Have your "interrupters" ready and approach passersby with confidence
 - ◆ Make eye contact and say hello
 - ◆ Qualify! Introduce yourself and encourage them to quickly do so (check title on name tag)
 - ◇ You will both know where you stand and how to proceed
 - ◆ Engage loiterers
 - ◇ If someone is standing, staring at your booth, they are interested
 - ◇ Engage and qualify
- Move longer conversations out of traffic and into your booth
 - ◆ It makes your booth look busy, vibrant, and interesting and people will want to join in
- Send your industry veterans and extroverts roaming the halls to "find" People
 - ◆ Perfect way to spread brand and presence throughout the show without violating show rules
- Make friends with a non-competing vendor in a booth nearby and trade leads
 - ◆ There may be some overlap and you each may increase your leads (via referral) by half
- Don't break down early
 - ◆ You paid to be there, take advantage of every minute

Notes:

GATHER COMPETITIVE INTELLIGENCE

- This will help the team handle objections and be more astute in crafting proposals.
- Send someone undercover to learn what your competitors are up to
- Gather competitive collateral and take photos of booths for comparison
- Attempt to hear/see their pitch or demo
- Ask them about themselves – how do you stack up?
- Learn all you can about their pricing



