



## Trade Show Checklist:

Use this checklist to make sure you're well prepared for your next trade show. Captivate your audience, hit your targets and enjoy your event stress-free!

### Identify Your KPIs:

Define what success means for you and your organization. Why are you going to this particular show and what are your goals there?

### Understand Your Budget:

Don't forget to look at the big picture when budgeting for your event. Consider the following expenses:



EXHIBIT DESIGN AND CONSTRUCTION



SOCIAL MEDIA PROMOTION



SERVICES SUCH AS A/V AND CATERING



RELATED AD SPEND



TRAVEL



LEAD CAPTURING EXPENSES



MARKETING MATERIALS



POST-SHOW STORAGE

### Determine Staffing and Roles:

How many team members are you bringing to the show and what are their roles? It's a good idea to designate greeters who will welcome attendees to your exhibit along with product specialists to educate potential clients about your products and services. Decide who is running your booth, who is taking scheduled meetings with potential clients and warm leads, and who will deal with new leads after the show. Ensuring this is laid out clearly in the month prior to the event will enable your team to operate at maximum efficiency.

### Conceptualize Your Exhibit:

First things first, determine what story you want to tell and how you are going to communicate that story through your exhibit. Your exhibit is an opportunity to engage your audience and foster an emotional connection with the people who experience your brand. It's important to have a purposeful message that's represented in the design, construction, and execution of your exhibit.

## Find Your Trade Show Partner:

Find a reliable partner who can provide solutions to your problems and drive the results you're looking for through thoughtful design, quality construction, tested installation methods, and impactful experiences.

## Engage Your Audience:

Choose a few interactive ways that will engage your audience and invite visitors into your booth. Consider things like:



**EXPERIENTIAL ACTIVATION:** Decide what you want the main attraction to be, how you will stand out from other companies and how you will create a meaningful connection with attendees.



**PRINTED COLLATERAL:** Create a way to share your product offering that's easy for attendees to take with them. Tip: Nobody wants to carry around a giant book—keep it concise and engaging!



**SWAG:** Everyone loves free stuff! Customize branded and relevant merchandise giveaways to entice your audience. The more useful you can be with your SWAG the better. Give your potential clients something they may actually use.



**INFORMATION CAPTURE:** Set up easy ways to collect emails and contact information, such as offering a promotion, contest entry or a digital sign-up activation.

## Organize A Follow-Up Plan:

Layout a schedule and plan for lead follow-up before the show so that your team knows their roles and can hit the ground running once everyone returns to the office. Your leads will be warmest immediately after engaging with you at the show, so ensure your timeline is swift. Consider an automated email campaign, or better yet, a personalized message and phone call.

## Evaluate Event Success:

Measure your ROI. What was effective? What can be improved? This ROI should be calculated based on the KPIs you developed before attending the show. Record areas for improvements and lessons learned for the next show.



631.577.1100 | [info@gilbertexperience.com](mailto:info@gilbertexperience.com)

[WWW.GILBERTEXPERIENCE.COM](http://WWW.GILBERTEXPERIENCE.COM)