



# Trade Show Event and Follow-Up

The day of the trade show is exciting and filled with numerous responsibilities. You want to have the follow-up process in your mind throughout the trade show. Avoid getting hyped about what is happening and forget why you are there.

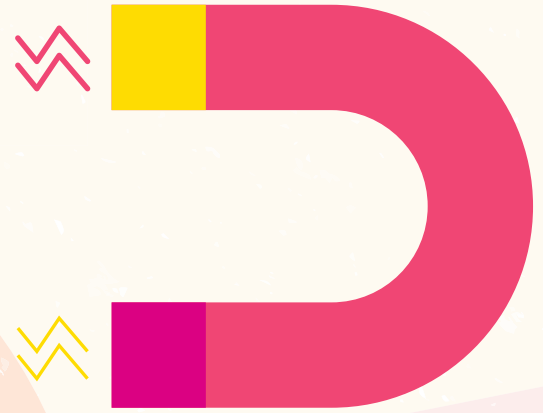
Employ these tips as you continue moving through the trade show process.

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# Attract and Engage

It's essential to take time to engage with various people at the tradeshow. You will gain valuable and diverse information as you take the time to communicate with other vendors and trade show attendees.



## Tip #25

Create a trade show "day-of" checklist which includes:

- Check outlets to ensure they work (check before you set up in case you need to change booths)
- Come prepared with the essentials (tool kit, duct tape, safety pins, sewing kit, and flashlight)
- Inform booth staff where they can park and where to load and unload supplies for the booth
- Ensure there is ample time to set up the booth so it looks clean and professional
- Schedule a crew to set up and break down the booth

## Tip #26

Arrive early to meet with your staff and go over the plan/objectives for the day.

## Tip #27

Educate your staff on your objectives so they don't just push your product. Ensure each person understands their responsibilities clearly.



## Tip #28

Ensure you have all your promotional materials and confirm any meetings during the trade show.

## Tip #29

Create a schedule for the staff in your booth so they know when they are inside and outside the booth, meeting potential customers. You want your sales management team to buy into and support the schedule to ensure maximum effectiveness.

## Tip #30

Communicate regularly with all designated booth staff and company management. Share your high-level trade show plan, including all planned and sponsored events, to keep everyone informed.

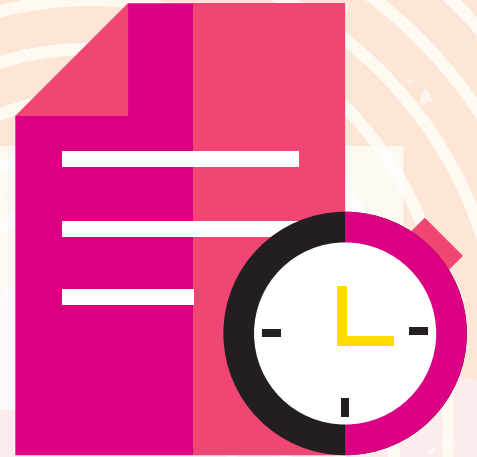


### Tip #31

Create a captivating pitch that conveys your distinctive value proposition and sets you apart.

### Tip #32

Ask the product marketing managers to create a summary of critical product positioning and the benefits. Be sure these are interactive, so they engage customers.



### Tip #33

Create a simple one-page product/service leaflet to hand out during the show.

### Tip #34

Take the time to understand the trade show attendees so you know how to approach them and gain their interest in your booth, products, and services.



### Tip #35

Use short daily pre- and post-debriefs during the show to respond to real-life booth activity and tweak plans to optimize results.

### Tip #36

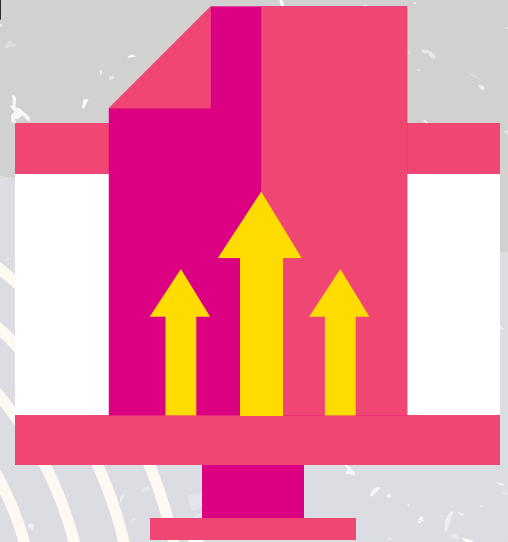
Keep a running spreadsheet during the trade show to jot down notes from conversations while they are still fresh in your mind and allow for a smooth transition from marketing to sales.

### Tip #37

Go with the flow and be prepared to change and adjust your trade show plan.

# Post-show Evaluation and Follow-up

Post-show evaluation is often the trade show's most forgotten or neglected part. It's beneficial to review the process and help you improve your next trade show.



## Tip #38

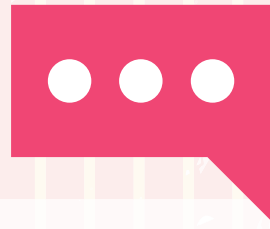
Survey all company attendees so you can gather everyone's feedback and gain insight into the various aspects of the trade show.

## Tip #39

Create a post-show report summarizing the good, the bad, and the ugly. Communicate this report to all attendees and company management. Use this as part of your continuous improvement process.

## Tip #40

Explain the follow-up process to everyone on your team and confirm that they understand. Ensure your sales and marketing team are aligned with the follow-up plan.



## Tip #41

Reach out promptly. Allow a few days for leads to recuperate from the tradeshow; begin your follow-up within a week.

## Tip #42

Review and collate all leads within 48 hours of the trade show for quick sales follow-up to qualified leads.

## Tip #43

The sales rep who initially spoke with the lead at the trade show is the one who should make the follow-up connection/communication.

### Tip #44

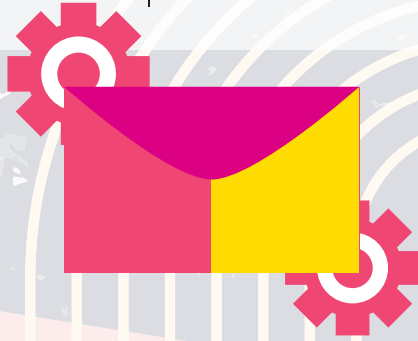
You want your leads to remember you, so send follow-up emails quickly after the show.

### Tip #45

Personalize your emails and mention details from the trade show to help spark the lead's memory.

### Tip #46

Reference the pain points or needs the leads expressed during your conversations at the trade show.



### Tip #47

When emailing leads, it's essential to include something of value, such as a piece of content, an exclusive offer, or a specific event.

### Tip #48

Utilize your Customer Relationship Management System to track your follow-up with prospects.

