

Tradeshaw Event Planner

Show Name: _____ Project Manager: _____

City: _____ Date: _____

Show Goal: _____

Tasks	Completed By	Date Completed
12+ Months Before Show		
Identify how you will use tradeshows as part of your overall marketing and sales strategy.		
Develop a tradeshaw budget and your projected return on investment (ROI).		
Research and identify which events you will attend based on target market, reach, and opportunity.		
Assign show project manager. Create show playbook.		
Request information from event sponsors on industry, location, schedule, fees, past attendee counts, and vendor participation.		
9 - 12 Months		
Set specific objectives for your show, such as number of product sales, number of leads generated, amount of publicity secured, or positive return on investment.		
Identify your space needs and the type of exhibit, display, and promotional items you will need.		
Register and reserve your space with the event sponsor for the best possible exhibit floor location. Request full details on exhibit requirements.		
Put tradeshaw on company calendar and circulate to all concerned.		
Develop a tradeshaw marketing plan divided into three sections: 1. Pre-Show Marketing, 2. At-Show Marketing, and 3. Post-Show Marketing.		
6 - 9 Months		
Develop a compelling sales message (which includes your unique sales proposition) that gets the key points you want to communicate across within 30 seconds or less.		
Develop qualifying questions for staff to use with prospects.		
Select vendors to develop display booth, banners, accessories, literature racks, uniforms, badges, and other exhibit items you will need.		
Identify promotions, giveaways, specials, drawings and/or refreshments you will use to attract visitors to your booth.		

Produce the literature, marketing materials, and forms you will need at the show.		
Anticipate products and samples to display at show.		
3 - 6 Months		
Place order for electrical, furniture, carpet, catering, multimedia, phone/Internet, cleaning, and security needs at show.		
Order your promotional items.		
Continue working with vendors on your display booth, exhibit items, and marketing materials. Confirm delivery dates.		
Set-up exhibit and booth space in test location to work out problems. Print booth setup instructions.		
Evaluate exhibit and booth space in test location in terms of presentation, impact and traffic flow.		
Determine staffing requirements, develop booth schedules, and plan training sessions.		
Develop coverage plan for office during tradeshow.		
Identify how you will ship your display and other items to the show.		
Make travel arrangements.		
1 - 3 Months		
Determine method of prospects' data-capture (business cards, registration forms, badge scans, etc.).		
Develop leads contact management system for show follow-up.		
Put together follow-up packets to send immediately following the show to your leads.		
Launch pre-show marketing activities. For example: Mail invitations with show passes to your clients.		
Schedule staff training.		
Contact event sponsor for any last minutes details.		
Finalize production of booth display, promotional items, and marketing materials. Confirm shipping dates.		
Finalize all travel arrangements.		
Schedule dinners or other meetings to be held at the show with prospects, distributors, suppliers, and/or customers.		

1 Week		
Pack tackle box with must-have items: pens, pencils, note paper, tape, forms, paperclips, stapler, etc.		
Complete tradeshow playbook and staff training.		
Confirm shipping arrival dates for your booth display, promotional items and materials.		
Double-check that all action steps on timeline have been covered.		
At Show		
Set up booth.		
Hold pre-show meeting.		
Hold daily post-show meeting.		
Walk the floor and make notes.		
Introduce yourself to show manager.		
Meet other exhibitors.		
1 Day - 1 Week After Show		
Analyze leads, send follow-up packets, and make contact as appropriate.		
Evaluate success of tradeshow participation compared with objectives from your tradeshow plan.		
Review your budget compared to your actual expenses for the show.		
Make recommendation whether to participate in the same tradeshow next year. Include suggested changes, enhancements, and other tradeshow ideas.		
ROI Follow-up		
Hold 30-day sales forecast meeting to determine short-term return on tradeshow investment.		
Hold 90-day sales forecast meeting to determine long-term return on tradeshow investment.		