

# Tradeshaw Event Planner

Show Name: \_\_\_\_\_ Project Manager: \_\_\_\_\_

City: \_\_\_\_\_ Date: \_\_\_\_\_

Show Goal: \_\_\_\_\_

| Tasks  | Completed<br>By | Date<br>Completed |
|--|-----------------|-------------------|
| <b>12+ Months Before Show</b>  |                 |                   |
| 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.                                       |                 |                   |
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| <b>9 - 12 Months</b>   |                 |                   |
| 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.                             |                 |                   |
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| <b>6 - 9 Months</b>  |                 |                   |
| 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.   |                 |                   |

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| Produce the literature, marketing materials, and forms you will need at the show.  |  |  |
| Anticipate products and samples to display at show.  |  |  |
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| <b>3 - 6 Months</b>  |  |  |
| 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.  |  |  |
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| <b>1 - 3 Months</b>  |  |  |
| 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.       |  |  |
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| <b>1 Week</b>   |  |  |
|---|--|--|
| 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.   |  |  |
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| <b>At Show</b>  |  |  |
| 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.  |  |  |
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| <b>1 Day - 1 Week After Show</b>  |  |  |
| 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. |  |  |
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| <b>ROI Follow-up</b>  |  |  |
| 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.   |  |  |
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