



Trade Show Brief & Checklist

BRIEF	
Event	
Target audience <ul style="list-style-type: none"> Who are they and what are their typical attributes (gender, age, background)? 	
Outcome for the audience <ul style="list-style-type: none"> In their language e.g. why would they visit us at this event? 	
Targeted outcome for us <ul style="list-style-type: none"> Levels of awareness Number of leads generated New opportunities from existing customers Partnership opportunities 	
Main messages <ul style="list-style-type: none"> What is the single most important message we want to get through to event attendees? What other messages are important? 	

CHECKLIST	
Opportunities for working with business partners	
Booth location <ul style="list-style-type: none"> Check in relation to toilets, main entrance, food, breakout workshop rooms, speakers, main stage, overhead lighting, other exhibitors etc 	
Base promotional material <ul style="list-style-type: none"> Brochure(s) Case studies Technical specification documents Powerpoint presentation Business cards Branded name tags Branded clothing Branded giveaways (pens, lollies etc) Banners/Posters 	
Show staff <ul style="list-style-type: none"> Accommodation Transport Training/briefing requirements 	

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CHECKLIST**Equipment**

- Laptop, PC, monitors, speakers
- Stand furniture - desks, chairs, sofa, plants
- Brochure stands
- Projection screen
- Extension cords/banks
- Lights, clamps
- Masking and electrical tape
- Carpet/flooring
- Clip boards
- Scissors
- String
- Stapler.

Pre-event promotion

- Goal - x% of booth attendees who belong to our target audience aware of our brand prior to the show
- Direct mail/e-mail
- Online/offline advertising
- Publicity
- Sales calls

Booth attraction

- Booth flyers for key conference events/locations, accommodation venue
- Booth gimmick to attract passer-bys

Booth Schedule

- Scheduled demonstrations
- Scheduled client testimonials
- Other attractors

Lead management

- System for qualifying/managing booth visitors
- Lead recording system (online, hard copy)
- Prize draw for business cards - system, prizes
- Approach for closing sales opportunities

Post event communication

- Direct mail/e-mail
- Sales calls

Post event assessment

- Quality of event (attendance levels, professionalism, location)
- Ratio of attendees in our target audience
- Impact on brand awareness
- Number of total leads
- Number of qualified leads
- Number of sales
- Total cost
- Worth doing again?

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