TRADESHOW PLANNER

Event Title _____

Date _____ Time _____

Location _____

ATTENDEE PROFILE

_____
_____
_____

OVERALL GOAL FOR THE SHOW

_____
_____
_____

3 KEY MESSAGES

1. _____
2. _____
3. _____

STRATEGY TO COMMUNICATE MESSAGES

_____
_____
_____

BOOTH LAYOUT SKETCH

PRESHOW MARKETING

_____
_____
_____

SAMPLE OPENING QUESTIONS

1. _____
2. _____
3. _____

BOOTH STAFFING

_____
_____
_____

CHECKLIST OF MATERIALS

- o _____
- o _____
- o _____
- o _____
- o _____
- o _____
- o _____
- o _____
- o _____

FOLLOW-UP PLAN

Hot Leads _____
_____
Warm Leads _____
_____
Cool Leads _____
_____

SHOW ANALYSIS / RESULTS / NOTES

_____
_____
_____
_____
_____
_____
_____