

# Trade Show Planner + Pre-Show & Post-Show Marketing Checklist



# Show Information

Show Name: \_\_\_\_\_

Show Website: \_\_\_\_\_

User Name: \_\_\_\_\_ Password: \_\_\_\_\_

Show City/State: \_\_\_\_\_

Hall: \_\_\_\_\_

Hotel: \_\_\_\_\_

Booth Number(s): \_\_\_\_\_

Booth Size: \_\_\_\_\_

Show Dates: \_\_\_\_\_

Exhibit Hours: \_\_\_\_\_

Setup Dates/Times: \_\_\_\_\_

Dismantle Dates/Times: \_\_\_\_\_

Meeting Room Locations: \_\_\_\_\_

# Show Strategy

Why are we exhibiting at this show? What is the goal(s)?

Exhibit theme/focus:

Product lines/machinery/solutions to be displayed:

Target audience:

Budget:

How does the show fit with our company's overall marketing strategies?

How does the show fit with our company's sales targets/goals?

Internal show coordination team:

# Advanced Planning

- Reserve Booth Space
- Lock In Sponsorships/Advertising
- Book Travel & Lodging
- Exhibitor Forms Submitted
- Develop Marketing Strategy and Show Campaign
- Determine Asset Needs
- Booth - New Design or Update
  - Apparel for Booth Staff
  - Promotional Giveaways
  - Literature/Spec Sheets/Brochures
  - Business Cards

# Trade Show Marketing Strategy Checklist

## Pre-Show Marketing Checklist

- Create Awareness on Social Media
  - Post updates, stories, and countdowns to build excitement.
  - Use relevant hashtags to increase visibility.
  - Share sneak peeks or behind-the-scenes content leading up to the event.
- Run Advertising Campaigns
  - Launch paid ads on social media platforms (e.g., Facebook, LinkedIn).
  - Run ads on Google or industry-specific platforms to increase event visibility.
- Send Direct Mail Invitations
  - Design and send personalized invitations to your target audience.
  - Include event details, demo schedules, and a strong call to action.
- Use QR Codes on Promotional Materials
  - Add QR codes to flyers, postcards, or event signage.
  - Link QR codes to event registration pages, special offers, or demo sign-ups.
- Include Event Details in Newsletters
  - Add a section about the trade show in your email newsletters.
  - Encourage readers to attend and share event information with colleagues.
- Distribute Press Releases
  - Send press releases to industry-specific publications to boost event awareness.
  - Highlight your company's presence and special events at the show.
- Collaborate with Industry Influencers or Partners
  - Partner with influencers to promote your presence before the show.
  - Ask partners to share your event details with their audience to generate buzz.

# Day of Show Marketing Checklist

## Set Up Social Media Posts

- Post live updates on social media to engage attendees.
- Share behind-the-scenes booth setup and sneak peeks of products/machinery/solutions on display.
- Use event-specific hashtags and encourage attendees to use them when posting.
- Tag relevant influencers, partners, and speakers in posts to expand reach.
- Share live stories or video content showing attendees engaging with your booth.

## Engage with Attendees

- Encourage check-ins and social shares from attendees at your booth (e.g., offer incentives for posting about your booth).
- Ensure that all lead information is captured, tracked, and uploaded to your CRM (either manually or through a lead capture tool).

## Promote Special Offers or Giveaways

- Highlight any special promotions or giveaways at your booth.
- Announce giveaway winners (live on social media or in person) to keep the energy high and encourage engagement.

## Host a Demo or Presentation

- Announce scheduled times on social media and at the booth.

## Collaborate with Event Partners

- Work with other exhibitors or event partners to cross-promote via social media shoutouts or collaborative posts.

# Post-Show Marketing Checklist

## Follow Up with Leads

- Hot and Warm Leads:* Immediately follow up with those who showed strong interest or engaged during the show. This can include personalized emails, phone calls, or offering a special post-show promotion.
- Cold Leads:* Send a thank you email and launch an automated lead-nurturing campaign, segmented to show them content related to their specific interests. Include special offers or calls to action that encourage recipients to take the next step.

## Analyze Results

- Evaluate the success of the show by tracking results back to your goal.

## Measure ROI

- Calculate the return on investment (ROI) to determine if the show was worth the investment.

## Feedback and Improvement

- Gather feedback from staff and attendees to identify areas for improvement in future shows.
  - What went well?
  - What didn't go well?
  - What can we do better?
  - Competitors who attended:
  - Notes about our booth/other booths:
  - Additional notes:

# Need expert guidance on trade show planning or promotional strategies?

At Marketing Essentials, we've worked with a wide range of industrial companies across many sectors, helping them plan successful trade shows and develop strategic marketing campaigns that drive results. Let's partner to make your next event a success.

**Contact Us Today** 