

TRADESHOW CHECKLIST

Show Information

Name of Show:	Show Hours:
Dates of Show:	Expected Attendance:
Location:	Booth #:

Show Objectives:

Budget: _____

Notes:

Methods:

Show Marketing:

Promotional Products:

- | | | | |
|--|---------------------|------------|--------------|
| <input type="checkbox"/> Call Sonic Promos | Date Called: _____ | | |
| <input type="checkbox"/> Order Apparel | Date Ordered: _____ | Qty: _____ | Price: _____ |
| <input type="checkbox"/> Order Name Badges | Date Ordered: _____ | Qty: _____ | Price: _____ |
| <input type="checkbox"/> Order Giveaways | Date Ordered: _____ | Qty: _____ | Price: _____ |

Notes:

Booth Materials:

- | | | | | |
|---|---------------------|-------------|--------------|--------------|
| <input type="checkbox"/> Table Covering | Date Ordered: _____ | Size: _____ | Price: _____ | Theme: _____ |
| <input type="checkbox"/> Banners | Date Ordered: _____ | Size: _____ | Price: _____ | Theme: _____ |
| <input type="checkbox"/> Displays | Date Ordered: _____ | Size: _____ | Price: _____ | Theme: _____ |
| <input type="checkbox"/> Business Cards for Key Staff Members | Date Ordered: _____ | | | |
| <input type="checkbox"/> Folders | Date Ordered: _____ | | | |
| <input type="checkbox"/> Sell Sheets | Date Ordered: _____ | | | |
| <input type="checkbox"/> Additional Company Literature | Date Ordered: _____ | | | |

Event Application:

- Form Completed and Mailed
- Participation Cost: \$ _____

Staff:

- Arrange Schedule for Booth
 - Prepare a One Minute Company Introduction
 - Distribute Apparel
 - Hotel Reservations Name: _____ Price: _____
 - Car Rentals Company: _____ Price: _____
 - Other _____
-

Pre-Show Marketing:

- Obtain an Attendance List (if available) Y / N
- Pre-show Mailing
- Pre-show Email Broadcast

Follow Up Plans:

- Materials Prepared Date to Send: _____
- Assign Calls
- Assign Meetings
- Evaluate Success At One Month _____ At Six Months _____
- Repeat Participation? Yes No

Additional Notes:

TRADESHOW SUCCESS

When utilized correctly, tradeshow offer extremely powerful marketing opportunities. However, lack of strategic *planning* and follow-through can make even the least expensive tradeshow registration a huge waste of valuable time and money.

Sonic Promos can help you make the most of your tradeshow experience and avoid costly mistakes.

HOW SONIC PROMOS CAN HELP

Sonic can help you:

1. Develop and implement a promotional plan
2. Purchase and distribute appropriate pre-event materials
3. Design exciting tradeshow booths, banners, table throws and signage
4. Dress your team in comfortable, sharp looking corporate attire
5. Keep attendees interested and engaged while they hear your presentation
6. Send home: useful information/top of mind reminders/traffic drivers
7. Achieve cost effective, measureable results!

Step One

Identify Appropriate Trade Shows: Be sure that you are exhibiting at events that reach your target audience(s) and potential buyers.

- Ask current customers what industry associations they hold membership in and the events they, and their organizational leaders, attend.
- Contact colleagues and similar professional organizations for suggestions.
- Reach out to vendor partners who service similar clients to get feedback on their tradeshow experiences.
- Industry associations and local chambers of commerce list upcoming shows and events, and most provide past participant lists and attendee statistics
- Check with exhibitors from previous shows to critique their experience with producers and attendees.

Step Two

Establish Goals: Realistic, measurable goals for your participation in the event will help you tailor an appropriate action plan. Example: If the goal is to launch a new product in your marketplace, your plan will be different than if you are setting out to meet and connect with 25 potential buyers, or if your long-term goal is to close an increase of 10% in sales to event attendees over the next 6 months.

Step Three

Develop a Promotional Plan: Effective promoting is what makes tradeshow experiences successful. It's important to have a promotion planned for *before, during, and after the event*. **This is where we come in; we can help you find the appropriate promotions that fit your theme, budget, and goals to help generate the most business & exposure for you.**

Your promotional plan might include direct mail and promotional products. Whatever pre-show promotional vehicles you use, make sure that you **give visitors a reason to visit your booth**. When considering your booth giveaway, be sure that it's an item that is suitable for your organization and the attendees: something that can be used after the event and not just tossed in the trash or handed to the kids.

Your professional appearance makes a difference, too. If you want to step away from suits and jackets, consider an embroidered dress shirt or polo with your logo. If you are part of a team, plan your dresscode as a group - colors and style should reinforce your brand image.

Before:

- **Send out a traffic builder** to encourage current customers to visit and bring new prospects. Many events offer the participant list to registered vendors several months in advance so that such outreach is possible. Example: a postcard with a coupon that can be used for a gift AT YOUR BOOTH during the show.
- **Consider submitting a speaker presentation** – If you are an expert in your field and can offer an educational component of your work to your target market, doing a live presentation gives you significant, immediate credibility, helps you network with the participants and cuts back on your trade show expenses.
- **Sponsor a portion of the show** – These increased marketing opportunities should be readily available. In some instances the added space, signage, branding, display and distribution of materials will be a worthwhile investment.
- **DO NOT LEAVE YOUR OFFICE WITHOUT:**
 - Business Cards
 - Pens and Pencils
 - Writing Tablets (Lead Sheets)
 - A Positive Attitude!

During:

- **Make the Most of Your Booth** Don't limit your ability to display your organization by only using the furniture that comes with the booth. Bring your own customized tradeshow displays and you will be sure to stand out above the other exhibits.
****Sonic can provide customized table covers, retractable banners, television/computer stands, chairs, and much more for you to choose from.****
- **Educate prospects about your organization**
- **Canvas your competition**
- **Take good notes!** You might think you will remember the conversation with "neon green shirt guy" but chances are pretty good you won't.
***Bonus* - What will the attendees do while they are at your booth? Don't let anyone get bored or just simply walk by...consider putting together an interactive game or having refreshments to keep attendees interested and engaged.

After:

- **Follow-up** with individual contacts appropriately
- **Send mass materials** where it will serve your goals - Follow-up materials should be prepared and ready to send out no more than three days after the event
- **Make use of participant/attendee lists** for outreach and prospecting
- **Evaluate your success** – analyze your return on overall investment. This includes staff time - not just direct costs!