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Trade Show Brief & Checklist

BRIEF

Event	
Target audience • Who are they and what are their typical attributes (gender, age, background)?	
Outcome for the audience • In their language e.g. why would they visit us at this event?	
Targeted outcome for us • Levels of awareness • Number of leads generated • New opportunities from existing customers • Partnership opportunities	
Main messages • 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 • Check in relation to toilets, main entrance, food, breakout workshop rooms, speakers, main stage, overhead lighting, other exhibitors etc	
Base promotional material • 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 • Accommodation • Transport • Training/briefing requirements	

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?

Enterprise Precinct and Innovation Campus (EPIC)

78 – 106 Manchester Street Christchurch, 8011, New Zealand

PO Box 452, Christchurch 8140

Phone: 03 365 8774

Owen Scott
Mobile: 021 221 2254
Office: 03 365 8774
Email: info@concentrate.co.nz

Greg Williamson
Mobile: 021 225 5127
Office: 03 365 8775
Email: info@concentrate.co.nz

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www.concentrate.co.nz