



TRADE SHOW EVALUATION CHECKLIST

Trade shows, events and conferences are important opportunities for aerospace industry marketers. Before you commit to a schedule for the year, carefully consider and evaluate what you'll get for your investment. This checklist will help.

Need help finding shows? Check out our [BDN Trade Show Directory](#).

EXHIBIT

AUDIENCE

YES NO

Are end users attending? Is the event conducive to product demos? YES NO

Will the decision makers who would buy or heavily influence a purchase of your product or service be attending the event? YES NO

What about the other exhibitors? Are any of them potential partners who could help you sell your products or services? YES NO

SPEAKERS

Are there learning opportunities that would benefit your business, or speakers you'd like to meet? YES NO

Could you be a speaker or presenter? Conferences and events are excellent opportunities to showcase your expertise. YES NO

FOOTPRINT/SIZE

Will you get lost in a sea of large exhibitors? For example, you might not want to exhibit at the Paris Air Show if you are a first-time exhibitor in a 10x10. Build your brand before you invest in an event of this magnitude. YES NO

Tip: If you have a specialized offering, consider a smaller, focused conference that aligns with your business.

MEETINGS

Does the show offer enough opportunities to conduct meetings with people you need and want to see? YES NO

Tip: Work in advance to schedule meetings and after-event dinners, and there's a good chance the show will pay for itself.

ROI

Do you have metrics that link the event to leads and sales? If the show has worked for you in the past, it makes sense to continue exhibiting. YES NO

Tip: If you haven't started measuring your shows to make better decisions about your exhibit investment, start now.

DISPLAY

Are there opportunities to display your products in another booth. This provides interested attendees the opportunity to receive firsthand testimonials from your users and will make your products more visible. YES NO

Are there opportunities to further your message at the show with sponsorships or advertising? This can be especially helpful if you have a small exhibit footprint. YES NO

HOMework

Make sure you consider these details in advance at any show, whether attending or exhibiting, to ensure you accomplish your goals and maximize your investment.

