



TRADESHOW PLAN

Event Title _____
Date _____ Time _____
Location _____

ATTENDEE PROFILE

OVERALL GOAL FOR THE SHOW

3 KEY MESSAGES

- 1. _____
- 2. _____
- 3. _____

BOOTH LAYOUT SKETCH

STRATEGY TO COMMUNICATE MESSAGES

PRESHOW MARKETING

SAMPLE OPENING QUESTIONS

- 1. _____
- 2. _____
- 3. _____

BOOTH STAFFING

CHECKLIST OF MATERIALS

FOLLOW-UP PLAN

Hot Leads _____

Warm Leads _____

Cool Leads _____

SHOW ANALYSIS / RESULTS / NOTES

