



www.turfbuildermarketing.com
info@turfbuildermarketing.com

Use this plan to consolidate all information relevant to your company's participation in a trade show, and schedule a dry-run with all attending personnel to ensure consistency of objectives, messages and presentation of your company.

<Company Name>
SHOW PLAN

for

<Trade Show Name>
<dates>

<location>
<booth #>
<City, State>

<Hotel name if applicable>
<address>
<City, State>
<Phone>
<Fax>

Show Background

<Show Name>

<dates>

<Description>

<Show location>

<Address>

For more information:

<show web site>

Expected Attendance:

<#>

Exhibitors:

<#>

Audience Profile:

<Description according the show organizers>

Show Objectives & Key Messages

Objectives:

- Launch ...
- Position ...
- Showcase ...
- Strengthen ...
- Initiate ...
- Generate ...

Key Message Points:

Services: <...>
<...>
<...>

Products: <...>

Technology: <...>

Other: <...>

PR:**Press List:**

Build a spreadsheet. The list contains the address, phone, fax and email of the leading industry, business and broadcast media that have pre-registered for the event this year.

Decide who the official spokesperson will be at the show, and make sure that booth personnel know to refer all press inquiries to that person.

Announcements:

- Media Alert ?
- Press Release ?
- Other?

Action Plan:

- E-mail invitations
- Follow up conference call with selected press
- Update online news
- other

Press Interviews:

Request show press list

Outreach efforts

Schedule interview at your booth

Press Room:

Deliver press kits to press room by <date>

Speaking Engagements and Demonstrations:

- <description>
- <description>
- <description>

Awards:

<description>.

Special News Section:

Business Wire

Virtual Press Office

Others

Advertising:

<description>

Show Guide Description & Product Classifications

Company profile in trade show guide
Listing categories

Company Description in guide:

<text>

Product/Services Classifications Selected:

<description>

General Information – Logistics

Return Shipping Information: <details>.

Booth Location: Booth <#>

Show Floor Hours: schedule, show floor map, a list of exhibitors & their booth #s, and a layout of booth.

Keynotes & Feature Presentations:

<Date & Speakers, & Topic>

<Date & Speakers, & Topic>

On Site Staffing Plan

Key Contacts:

Any booth/logistics question should be referred to <name>

Any PR question to <name>

Any technical question with the booth should be referred to <name>.

Collecting Competitive Information:

This is everybody's job, and we would rather have duplicates than missing something.

Roam the halls, speak with everyone, collect folders, data sheets, price sheets, anything.

List of Personnel assigned to booth Duty:

<name> <name> <name>

<name> <name> <name>

<name> <name> <name>

List of Personnel walking the floor:

<name> <name> <name>
<name> <name> <name>
<name> <name> <name>

Show Attire and Etiquette:

<description>
Please no food, gum or drinks in the booth.

Exhibit Staff Badges:

<details for badge pick-up>

Conference Session Passes:

<# of exhibitor passes, usage>

Business Cards:

Everyone should bring a small supply of business cards for your personal use.

Exhibit Content

Exhibit

<description>

Signage:

<description>

- <message>
- <message>
- <message>

Collateral:

<description>

- <message>
- <message>

Lead Collection:

<equipment>
<process>
<lead follow up>

Debriefing:

<process>

Contact List:

<name> <cell phone>
<name> <cell phone>
<name> <cell phone>

Qualifying Prospects at the Booth

When asked what we do, respond with a high level description: <description>

THEN: move on right away and ask the prospect what his/her company does, who re they using today, what are their plans, etc. Do not get caught at this point engaging the prospect into an in-depth discussion of what the company does.

You must qualify the prospect right away. Adapt the discussions to company business.

Option:

offer to do a follow up after the show. Swipe card.

If no fit, swipe card, mark prospect U for unqualified and move on.

If prospect is an “A” lead, move out of the traffic flow, it’s OK to spend quality time. Most likely though the prospect will want to continue walking the floor, that’s what they are there for.

Pay attention to wandering eyes etc

Benefits:

You’ll save your voice

You’ll engage many more show attendees and could find more “A” leads

You’ll swipe more cards, and give outbound telemarketing more companies to call for future sales development.

Hotel/Travel Information

Hotel:

<name>

<address>

<phone, fax>

<description>

<web site>

<transportation information>

Additional Information

T&E:

Save receipts

Give details on reimbursement for specific costs, such as customer entertainment, and items that will not be covered

State maximum allowable expense per day