

BEFORE THE SHOW



1 Rock around the calendar

The best time to start planning next year's tradeshow is the day you get back from this year's show. Plot out what you want to accomplish, then build a schedule backwards from next year's date.



2 Prime the pump

Put yourself first in line with customers and prospects who will be at the show. Reach out a month in advance with invitations to sit-down meetings and incentives to visit your booth. Then follow-up.



3 Mark your metrics

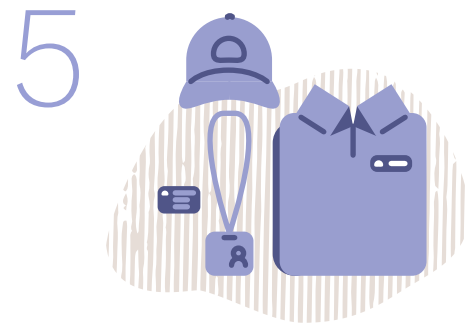
What are you hoping to achieve at the show—awareness, qualified leads, sales? Set specific, measurable goals and build a strategy for hitting and tracking those goals.



4 Make a splash

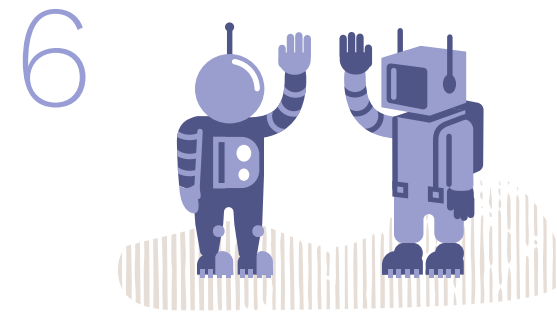
Think of everything you want your booth to say and show, then cut 95%. Your booth design should convey one high-level message that turns heads and compels prospects to enter your space and learn more.

SHOWTIME



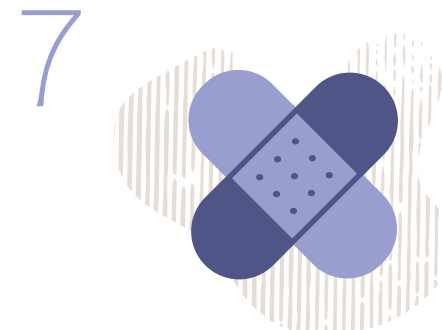
5 Look the part

You made the investment to come to the show. Now's your time to shine, both in and out of the booth. Represent your company with gusto wearing branded apparel and custom name tags.



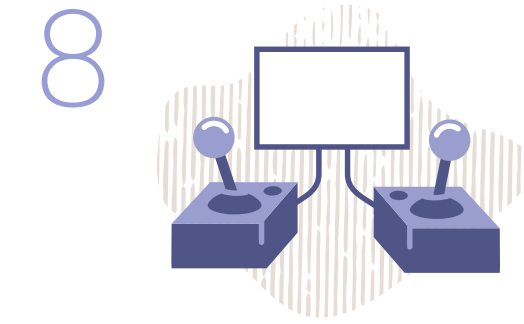
6 Go beyond the booth

You're here to meet new people and learn new things—so get moving. Walk the floor, talk to strangers, attend breakout sessions, peep the competition and meet your customers where they are.



7 Get to the pain point

Every tradeshow attendee is there to solve a problem. Now's your chance to identify your prospects' pain points. Ask open-ended questions to gain a deeper understanding of what keeps them up at night.



8 Make it a game

Turn your team's outreach efforts into a fun, friendly competition. Track levels of engagement with points: meet someone new, 1 point; get a business card, 5 points; secure a follow-up meeting, 20 points, etc.

AFTER THE SHOW



9 Follow-up fast

Don't let your hot leads go cold. The week after the show is the time to get back in touch, not a month or more later. Your targeted follow-up should land in prospects' hands while they still remember you.



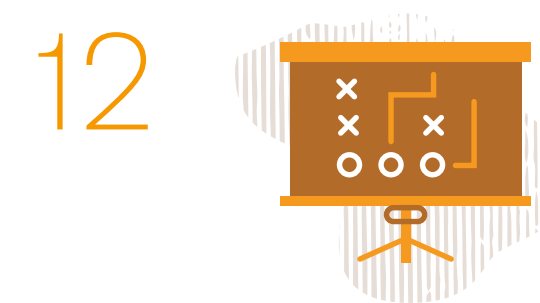
10 Show you were listening

Remember the pain points you identified? Mention the largest one(s) in your follow-up, then turn the full list into your next 12 months of content marketing—articles, eBooks, infographics and white papers.



11 Assess the big picture

Did the show inspire you to consider new offerings, services and/or strategies? Tradeshows offer tremendous opportunities for growth, and next year's show is a great time to unveil your latest and greatest.



12 That brings us back to ... plan

You've learned so much from this year's show—keep the momentum going. Start planning, and equip your teams with the time, resources and shared vision they need to make next year's show an even bigger success.