



EXHIBITOR CHECKLIST

20+ Ways to Ensure Success at your Next Event

Done right, exhibiting can be an outstanding marketing vehicle and help you to generate highly-qualified sales leads, launch a new product or service, generate market awareness and support your association. But with the cost of the exhibit space, travel and lodging, building or updating your booth, shipping, event marketing, etc., your firm's presence at an event could very well be the single largest marketing expense you have all year.

Exhibiting is one of those things you must do really well to see a return on your investment. And that's why we put together this checklist.

BEFORE THE EVENT

- Set your goals for the event: how many leads you'd like to generate, how many demos you'd like to give, etc.
- Read the entire exhibitor's manual from the event producer; put all of the deadlines on your personal calendar.
- Put together a box of booth supplies, including pens, paper clips, a stapler, note pads, extra business cards, an extension cord, etc.
 - Need business cards? Order them now!
- Schedule the booth staff... who will be there and who is working which shifts?
- Take care of your travel and lodging arrangements. Stay at the event venue – it's just so much more convenient.
- Pull your booth/pop-up out of storage and see if it needs to be refreshed/updated with new messaging or graphics.
 - Your pop-up display should not be not a listing of everything you do, but instead, a “visual train wreck” capable of stopping people in their tracks!
- Giving away “swag?” Order them in plenty of time to be shipped to you before the event.
- Take advantage of all event marketing from the show producer:
 - Send in your logo for use on the event website, in event mailings and for on-site materials.
 - If the event producer is providing attendee registration discount codes, make sure to get yours and share it.
- Schedule a number of your own marketing activities:
 - Send out an email about your participation.
 - Post it frequently on all of your social media sites.
 - Reach out to clients and key prospects to schedule specific time to meet at your booth.
- Want to be great in the booth? Then practice before you go.

DURING THE EVENT

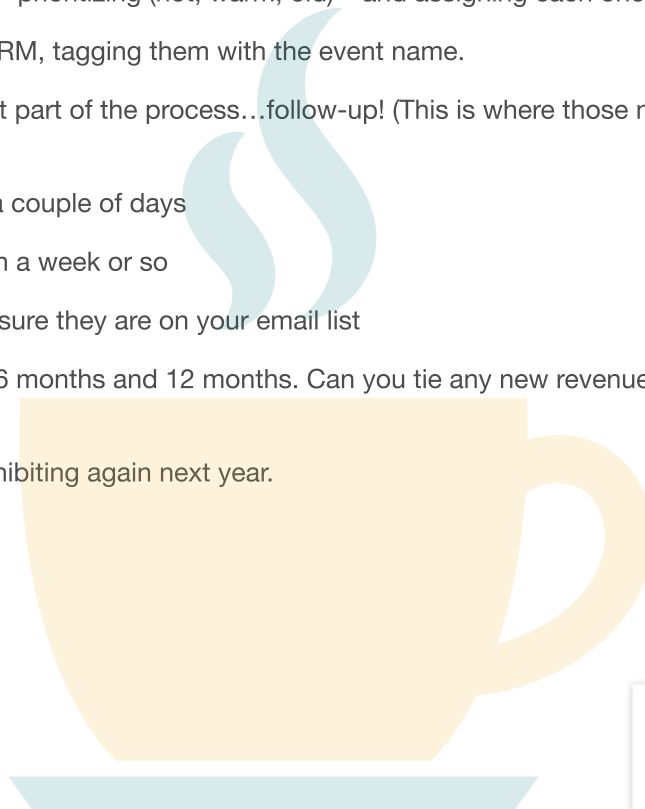
- Set-up as early as possible; that way, if there is any trouble with your booth, you've got plenty of time to fix it.
- Get a business card from everyone you meet. Write down a brief note after each conversation so you can remember what you chatted about. This is critical for follow-up.
 - Have a "safe place" to put all those business cards and notes. Imagine getting back to the office and finding the cards were discarded by mistake!
- Tweet/post on social media from the booth; include photos of a "busy booth" when possible.
- Make time to sit in on some of the sessions.
- Do not break down your booth early (even if other exhibitors choose to). Stay until the very end...you never know who will come wandering through the exhibits.

BOOTH TIPS

- Never sit. In fact, get rid of your chairs. Sitting makes you look lazy.
- Push your table to the back of the space. Eliminate the 'barrier' between you and visitors.
- Never leave your booth unattended.
- Never eat or chew gum in your booth.
- If you get tired, take a break – but away from your booth.

AFTER THE EVENT

- Schedule a debrief meeting ASAP after the event.
- Go through every lead – prioritizing (hot, warm, old) – and assigning each one for follow-up.
- Add all leads to your CRM, tagging them with the event name.
- And the most important part of the process...follow-up! (This is where those notes mentioned above are so important.)
 - 'Hot leads' – within a couple of days
 - 'Warm leads' – within a week or so
 - 'Cold leads' – make sure they are on your email list
- Check in at 3 months, 6 months and 12 months. Can you tie any new revenue back to your presence at a specific event?
- Make a decision on exhibiting again next year.



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