

*Signing up to exhibit at a trade show or conference can be a great way to reach hundreds of potential customers in a day or two. But just because 300 attendees come through the exhibit hall, doesn't mean you've acquired 300 new customers. Marketing at a trade show and finding qualified leads requires a plan of attack. Use this checklist to help gear up for your next trade show.*



## IMMEDIATELY AFTER SIGNING UP FOR THE TRADE SHOW

- Make an announcement on social media or to your email list! Include a link to the registration website so your followers can learn more about the event



## 3-6 MONTHS BEFORE THE EVENT

- Research promotional products and display items
- Brainstorm ideas for setting up your display



## 2-4 MONTHS BEFORE THE EVENT

- Place order for your promotional products or custom apparel
- Review the exhibit hall map and research your competition
- Make request for special accommodations for your booth
- Secure lodging and transportation accommodations



## 4-6 WEEKS BEFORE THE EVENT

- Send email or social media post with trade show only discount or booth teaser
- Make list of materials and equipment you need to bring
- Review the attendee list and highlight potential leads to target



## 1-2 WEEKS BEFORE THE EVENT

- Practice your elevator pitch
- Reach out to targeted potential leads to introduce yourself before the event



## DURING THE TRADE SHOW

- Take pictures and post to social media
- Gather business cards and make notes on leads for your follow up



## AFTER THE TRADE SHOW

- Send personalized email to leads you gained during the event
- Create a recap blog or social media post of your experience

Strategic Factory has a team of experts who can assist you with marketing strategies, trade show displays, and promotional products for your next event! Contact us to schedule a consultation.