



Trade Show Planner

80% of leads take 8-10 “touches” to close. Use this planner to ensure that your activities before, during and after the trade show pay off.

Trade Show Basics

Who is your audience? Consider general show demographics as well as specific prospects or partners who will be there.

Trade Show Name	
Dates of Show	
Cost	
Audience (industries/ applications, job titles)	
Target Accounts	
Key Competitors	

Goals & Objectives

What do you want to achieve? Do you have any past experience to help you set measurable goals (i.e. yield 60 leads, gain 5 customers, meet with 3 journalists)?

	Goals & Objectives	Last Year
Leads		
Closed deals		
Business development activities		
PR exposure		
Product development or launch		
Research, intel, other		

Strategies & Tactics

What philosophy, methodology and activities will you need to achieve your goals?

Key Dates

	Date	Owner	Internal Date	Status
Exhibit contract				
Exhibit rentals				
Abstracts due				
Paper submitted				
Booth design				
Booth shipped				
Collateral design				
Collateral ordered/ shipped				
Video/animation				
Email invitation				
Product announcement				
Social media promotion				
Booth campaign or contest kickoff				
Sponsorship/ads				
Target prospect list				
Landing page created/ website updates				
Appointment setting				
Demo ready				
Other				

Post-Show Activities

	Date	Owner	Internal Date	Status
Team debrief				
Leads segmented by cold/warm/hot				
Leads in CRM				
Email follow-up				
Direct mail follow-up				
Social media connections				
Sales phone follow-up				
6-month marketing nurture campaign				
Other				