

Your Strategic Trade Show Exhibitor's Guide For Improved Business Results

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Improve Your Trade Show Results

You've registered to exhibit at an upcoming trade show or networking event and to get the most out of your investment, it's going to take more than a last minute scramble in the week before the show date.

You've also got a full desk to manage so you need a strategic plan and a support partner to ensure your plan is executed on target and on schedule.

At **sevenfold events**, we offer both the tools and services you need to maximize your returns and put your best face forward when it matters most.

Let **sevenfold events** be your guide to success.

STEP 1: Strategize

Understanding your primary objectives for exhibiting at this upcoming show is crucial to your success. Here are a few common objectives for trade show exhibitors:

- Create awareness for your business/brand
- Launch new products/services or promotions
- Stand out from the competition that will be there
- Meet with clients/prospects & foster relationships
- Close new business or sell product on-site

Optimize Your Investment

Meeting your target market face-to-face is a fantastic opportunity to make a strong impression and achieve your business objectives.

The best way to optimize this potential is to have a complete program established around your event date. The tools you need to create an amazing attendee experience may take weeks to develop.

Have a pre-show, on-site and follow-up plan in place to make the most of your exhibit.

STEP 2: Plan & Prepare



- Advertise your participation on your website and social media channels
- Send personal invitations to registered attendees
- Develop multi-media materials to drive traffic

STEP 3: Execute & Engage



- Create a fun and unique interactive experience
- Ensure a high-energy and welcoming presentation
- Deliver a clear and powerful value statement to reinforce your brand and drive sales

STEP 4: Connect & Close



- Follow-up promptly with all leads and prospects
- Realize the full sales potential of your investment

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Trade Show Plan Tracker

Use this checklist to ensure all key milestones are accomplished on time and according to plan.

EVENT TIMELINE	KEY TASKS	BUDGET
3-6 months before event dates	<input type="checkbox"/> Book your exhibit space - choose booth location	\$ _____
	<input type="checkbox"/> Develop exhibit strategy	\$ _____
	<input type="checkbox"/> Plan an interactive exhibit experience	\$ _____
	<input type="checkbox"/> Select promotion items and source quotes	\$ _____
1-3 months before event dates	<input type="checkbox"/> Advertise your participation on your website	\$ _____
	<input type="checkbox"/> Begin social media campaign to create awareness	\$ _____
	<input type="checkbox"/> Book show services (carpet, power, wi-fi, etc.)	\$ _____
	<input type="checkbox"/> Order/update your booth display	\$ _____
	<input type="checkbox"/> Design and develop printed materials for handout	\$ _____
1-4 weeks before event dates	<input type="checkbox"/> Send invitations/complimentary passes to contacts	\$ _____
	<input type="checkbox"/> Book travel & accommodations for booth staff	\$ _____
	<input type="checkbox"/> Finalize and print handout materials	\$ _____
	<input type="checkbox"/> Ship all materials to event venue	\$ _____
	<input type="checkbox"/> Final push of social media promotion	\$ _____
	<input type="checkbox"/> Establish follow-up strategy for collected leads	\$ _____
Event dates	<input type="checkbox"/> Move-in and set-up	\$ _____
	<input type="checkbox"/> Execute and engage show attendees - HAVE FUN!	\$ _____
	<input type="checkbox"/> Tear-down and move-out	\$ _____
1st week after event	<input type="checkbox"/> Follow-up with EVERY lead	\$ _____
	<input type="checkbox"/> Send Thank You message to all contacts	Total Budget
1 wk - 6 mos after event	<input type="checkbox"/> Work leads through sales process - CLOSE SALES!	\$ _____
	<input type="checkbox"/> Review results, ROI and budget for next show	Total Sales

Your Strategic Trade Show Partner

The difference between a good trade show exhibit and a great one comes down to creativity, experience and a network of trusted support.

At **sevenfold**, our expertise is creativity and we have over a decade of event experience and ideas to lend to your exhibit.

Our network of support partners ensures that you get expertise at every level of your exhibit plan execution.

For creativity, experience and total event support, contact the experts...

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...and our network of service partners.



Contact us today for a free consultation at info7@sevenfold.ca

www.sevenfold.ca