

Developing Your Overall Trade Show Strategy (Cont.)

Your overall trade show strategy should produce realistic goals and expectations and closely align with the realistic goals and expectations of other sales and marketing campaigns.

Before defining and matching specific goals to specific candidate shows, ask yourself the following questions:

1. What are my company's marketing and sales objectives and how will those objectives be met by integrating trade shows in the overall sales and marketing plan?
2. How will these objectives help me hold or increase market share?
3. What new, existing or improved products or services will I exhibit?
4. Which shows with targeted audiences coincide with the impactful timing of special product campaigns?
5. Which shows are located in regions that need extra "push?" Remember that national shows are really large regional shows.
6. What is the order of importance of my products to my organization in relation to a "rough draft" show schedule?
7. What is my plan to achieve a high percentage of successful presentations to the attendees who come to the booth?
8. What is the minimum number of quality buyers that I need to attract to make a trade show expenditure profitable for my organization?
9. What achievement level of my goals do I need to make the trade show schedule profitable for my organization?
10. How can participation in trade shows lay ground work for future powerful marketing campaigns?