

Defining Specific Goals for Individual Shows (Cont.)

Finally, here is a checklist to help you select specific shows for specific goals.

- What are my marketing objectives for the show and how will these objectives help me hold or increase market share?
- What new and existing products, product features or services are to be present in the exhibit and what is their order of importance in relation to the show audience?
- What is the description of these products in terms of design, applications, advantages and prices?
- What sales volumes and share of market are forecast by product, by market, by geographic area?
- What is the company's status in each market?
- Who are key customers and prospects at the show? What are their characteristics?
- What percentage of the total audience in attendance makes up my potential customers?
- What are the audience statistics from the show producer?
- What are their buying habits, preferences and needs? Are these changing?
- Which markets are increasing? Which are declining?
- Who are my competitors and will they exhibit? Is it important if they will?
- What do customers buy from me rather than from my competitors?
- What are my competitors' strengths, weaknesses and trends?
- What are the channels of distribution and any related trends or changes?
- What sales tools are useful?
- What emphasis is desired by product and by market?
- What benchmarks need to be established in order to evaluate results?
- When are the sales goals to be realized?
- What parts of the overall marketing plan are assigned to advertising to create awareness of the products or services of my company?