



## 16 WEEK EXHIBITOR ACTION LIST

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### **WEEK 16: Create a Written Action Plan. (Don't just think it – ink it!!!)**

- Budget
- Exhibit Design
- Presentations/Demonstrations
- Sales Support Materials
- Staffing
- Lead Capture

### **WEEK 15: Develop 5 Step Pre-Show Marketing Plan**

- Set an Exhibit Activity Goal
- Budget at least 15% toward pre-show marketing
- Create Ideal Visitor Profile
- Budget target visitor lists (in house)
- Create a General Awareness campaign that delivers at least 3 direct hits to your ideal booth visitor

### **WEEK 14: R & D**

- Start recruiting and/or assigning staff
- Compile ideal visitor list

### **WEEK 13: Travel & Lodging**

- Make travel plans
- Review show budget

### **WEEK 12: Check Up**

- Check progress and finalize staff
- Check on production, exhibit, graphics and printed materials

### **WEEK 10: Schedule**

- Schedule at show staff meeting

### **WEEK 9: Order**

- Order pre-registration attendee lists

### **WEEK 8: Launch**

- Send personalized invitation with reward for responding to high profile attendees
- Confirm availability of product samples and technical help required

### **WEEK 4: Reminder**

- Send reminder fax/email to high profile attendees
- Finalize shipping information and provide to vendors

### **WEEK 3: Preparation**

- Check on production at exhibit house and vendors
- Schedule booth staffing and confirm

### **WEEK 1: Finals**

- Check on production at exhibit house and vendors
- Schedule booth staffing and confirm

**SHOWTIME!!**

# EXPO FACTS AND FIGURES

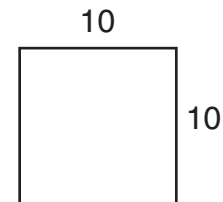
The major mission of our Co-op and Condo Expo is putting your company identity, products, service and staff face-to-face with interested people who have:

- Come to you.
- With a relatively open mind.
- On your turf.

In an environment hyper-conductive to talking and doing business.

## What Are We Buying? Return On Investment Calculator

Inputs	
10x10 Booth # of staff	<input type="text"/>
# Exhibiting Hours	X <input type="text"/>
Total Exhibiting Hours	<input type="text"/>
<hr/>	
# of Interactions per Hour	<input type="text"/>
Exhibitor Interaction Capacity	<input type="text"/>
Results	
Potential Business Avg. Sale (\$)	<input type="text"/>
Total Opportunity	<input type="text"/>



- Only 24% of exhibitors set objectives for tradeshows
- Less than 20% of exhibitors do any form of targeted pre-show marketing
- 84% of booth staffers have never received training on how to work a tradeshow
- 76% of sales people view tradeshow leads as “cold” calls
- 87% of tradeshow leads captured are never effectively followed up on
- Only 14% of exhibitors have any organized form of post-show measurement