

PLAN YOUR WAY TO TRADESHOW SUCCESS... AT A GLANCE.

The 4 'MUST ASK' Questions Before You Plan Your Next Trade Show!

1.

How will you know if your show is a success?

This question will be the foundation from which you can build show goals and objectives. Remember, goals need to be specific and measurable.

2.

Who EXACTLY are you trying to attract to your booth?

The answer should ultimately define your target audience. This is a key piece of information to share with your booth staff!

3.

What is the one key piece of information you want attendees to remember about your company?

The answer to this question should be the repeated message when developing booth graphics and literature. Be sure to keep your message simple, relevant and repeat it often.

4.

Who will oversee the lead follow-up effort?

You've spent many resources getting to the show. Be sure to follow up with your leads and prospects. It's best to designate one person to ensure everyone gets a follow-up call.

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 **STEELHEAD**
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Steelhead is committed to helping event managers execute successful trade shows. Please don't hesitate to contact us for more information.

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