

TRADESHOW PLANNING & RSM APPROVAL FORM

TRADESHOW NAME:

LOCATION: DATE(S):

SHOW OWNER:

QUESTIONS TO ASK YOURSELF:

DESCRIPTION

NOTES

Why Attend?

- How will this help achieve your business goals?

What's the objective/
Call To Action?

- Gather leads? Book onsite demos?
Secure order?
- Define goal target (i.e.10 demos)

Is this the best show for my market?

- Have you attended in the past?
- Are the topics/sessions relevant?
- Are the attendees relevant?
- Who's attending?
- Will our competitors be there too?

What is the cost of the show?

- Booth exhibitor expenses
- Related costs
- Travel
- Promos/giveaways

Whose budget does this fall under?

- Who owns the cost of the show?

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If you have attended this show in the past what, was the outcome?

- How did we measure ROI on the show?
- Was it successful?

Who are we targeting at the show?

- Provide job titles & industry
- Does this match with your objectives?
- Work with marketing as needed to help achieve your objectives (i.e. email blasts, pre-setting appointments and social media)

What staff will attend?

- Are attendees educated in the product/service being showcased?
- Do the attendee job titles make sense when compared to size/scope of show?

Who is responsible for lead follow-up?

- Determine who is responsible for following up on leads prior to start of show.

RSM APPROVAL (print)

SIGNATURE:

DATE: