



Let's go
Beyond Marketing together

407-252-1164

Sabrina@NadiniPrinting.com

- Printing
- Graphic Design & Branding
- Promotional Products
- Signs, Banners & Displays
- Trade Show & Event Marketing
- Digital Media
- Digital Marketing
- Custom Solutions
- Personalized, one-on-one service
- Strategic marketing insight
- Full-service print & promotional solutions
- Serving clients nationwide
- 30+ years of expertise & knowledge
- Everything customized to your brand

Beyond Marketing: Your Trade Show Success Checklist

Not Just Seen — Remembered

Trade shows are about more than showing up. They're about showing up with intention, clarity, and a plan that turns conversations into connections — and connections into opportunities. Use this quick checklist to prepare, engage, and follow up with purpose.

BEFORE THE SHOW — SET YOUR INTENTION

- Define your primary goal (leads, visibility, relationships, sales)
- Identify your target audience
- Plan how you'll measure success
- Promote your attendance via email & social media
- Confirm booth layout, signage, and materials

BOOTH ESSENTIALS — MAKE IT MEMORABLE

- Branded table cover & signage
- Business cards & printed materials
- Promo items people will actually keep
- Clear call-to-action (QR code, giveaway, sign-up)
- Organized, clutter-free display

ENGAGEMENT — CONNECT WITH PURPOSE

- Greet attendees with confidence & energy
- Ask open-ended questions
- Share one clear message about what you do
- Capture leads intentionally (not randomly)
- Stay present — phones down, engagement up

GIVEAWAYS THAT WORK — NOT JUST SWAG

- Choose items aligned with your brand
- Tie giveaways to engagement or action
- Use giveaways to start conversations
- Avoid "junk drawer" items

AFTER THE SHOW — FOLLOW UP WITH INTENTION

- Follow up within 24-48 hours
- Personalize messages
- Reference your conversation
- Add value (resource, link, next step)
- Track results & ROI

FINAL THOUGHT

Trade shows aren't about being everywhere — they're about being remembered in the right way. Want help creating a trade show strategy that works before, during, and after the event?