Name of tradeshow: Date:   
Proposed by:

|  |  |
| --- | --- |
| Goal |  |
| Type of Audience |  |
| Location (Address) |  |
| Date |  |

**Logistics**

|  |  |
| --- | --- |
| Move in date and time |  |
| Exhibit date and time |  |
| Move out date and time |  |
| Attendees including contact information |  |
| Hotel Booking (details) |  |

**Marketing Plan**

|  |  |
| --- | --- |
| Audience |  |
| Personas expected |  |
| Product focus |  |
| Booth Design |  |
| Lead collection  (scanner, forms) |  |
| List of literature for booth |  |
| Give aways at booth |  |
| Landing page |  |
| SoMe Plan |  |
| Email campaign – dates (5) |  |
| LinkedIn post (Dates |  |
| Follow up plan |  |

**Meeting Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sessions to attend** | **Date** | **Time** | **Location** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Result**

|  |  |  |
| --- | --- | --- |
| Total # of meeting registrants |  |  |
| # of booth visits |  |  |
| # of hot leads | # of warm leads | # of cold leads |
|  |  |  |

**Feedback for next year**