## Plan Overview

| Campaign Type: | Trade Show |
| --- | --- |
| Name of Campaign: | The Best Trade Show |
| Date  Place  Info: |  |
| Project Leads: | Mktg – Sam Smith  Sales – Sally Johnson |
| Project Team: | Mktg  Sales  Eng  Biz Dev |
| Executive Sponsor: |  |

## why Are We Going?

* Announce a new product
* Generate regional publicity for the brand
* Support local distribution outlets (Rep A, Rep B)
* Raise local and regional brand awareness

This will also help with:

## Who will be there?

### which of Your Company’s main target groups go? (rank)

|  |  |  |  |
| --- | --- | --- | --- |
| **2** | Engineers | **2** | Economic Buyer |
| 1 | Production | 1 | Operations |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

### what’s the main reason our target groups go?

* They need to understand new product options
* They do research for a future purchase

## What are we looking to tell folks? (this needs to be specific about a pain and a value proposition)

* Event pitch
* We are introducing this new product. Customers have told us that this product is needed to solve a new problem they are facing.

## What do we want them to do (this needs to be specific actions)

* Call our sales team for specs
* Come to our facility to see a test setup
* Design our product in

### What are we promoting at this event

* We are focusing on a new product
* We have a new white paper

### What are our talking points

* We are focusing on a new product

### What’s are we doing to set us apart

* What is happening at event to set us apart from other events/booths/competitors

### What do we want them to do after this event?

* Set up a visit to their facility
* Set up a visit to our facility
* Send us a RFQ
* Ask for drawings

### Are we giving them something for their visit?

A discount for orders placed by date/date

## How Do we Get customers there?

### Which of our partners or geographies most benefit?

|  |  |  |
| --- | --- | --- |
| **N.E.** | **South** | **West Coast** |
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### What’s the best way to get people to attend the event?

* Announce weekly on Social Media.
* Have local sales rep stop in for visit
* Provide discount tickets

### Do we have some type of pre-event promotion or action?

Local Reps:

* Special dinner at event if they sign up now
* Press release – distribution in target geographies
* Social Media Announcement s
* Listing on the our and our sales reps Website Events Calendar

### Are we doing something at the event to promote an action?

* Provide on site orders with discount

## coordinating activities

This is an opportunity to utilize other relationships to spread the news, and possibly participate.

### what are specific activities or partners to coordinate with

* Strategic Partner XYZ is attending. We are going to have a shared case study on both booths and signage to direct them to each booth.

### What do we need to coordinate?

* New tech sheets/dwgs
* Invitations to cocktail party

### What Technology Is Needed

* Need check in process
* Need badge swipe

## During event actions

This is an opportunity to promote other upcoming events, including beer launches and upcoming festivals.

### what is our daily message plan

* Describe today’s focus at group meeting on booth before show opens

### What do we need to coordinate?

* Our strategic partner is having a post show gathering on their booth, we need to invite customers
* Who is checking on competitors and other partners?

### Booth & FLoor walk Schedule

|  |  |  |
| --- | --- | --- |
| **Team Member** | **Day** | **Time** |
|  |  |  |
|  |  |  |
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|  |  |  |

## post event actions

This is an opportunity to follow up on actions, meetings and new customers

### Who do we need to follow up with?

* Badge Swipes
* Biz Cards received
* Show Question cards

### Who do we need to coordinate follow ups with?

* Sales Team
* Sales Reps
* Strategic partners

## Project Plan

### Timeline

| Activity | Important info | Who |
| --- | --- | --- |
| Event | Sign Up deadline  Booth Payment  Attendee List  Travel Arrangements made |  |
| Product | Demo video  Tech sheets |  |
| Promotions |  |  |
| Travel Dates/schedule | Flights/hotels/Taxis |  |
| Show coordination | Booth schedules, food plans, where are partners located |  |
| Show Marketing |  |  |
| Post Show Follow up | Contact list, timelines, updates |  |

### Necessary Event Resources

| Resource | Details | Estimated Work Hours |
| --- | --- | --- |
| Event planning | Registration, logo files | 10 |
| Packing equipment |  | 10 |
| Travel Plans |  | 20 |
| Food |  |  |
| Promotion | Visits to reps | 36 |

### Budget

[Compile a list of pertinent items that you will use to create your budget line items (for example, booth rental, amenities, travel). Use the Marketing Budget Plan template to build your final budget.]

| Expense | Details | Est $ |
| --- | --- | --- |
| Event Registration | Due by July 1 | $1,200 |
| Travel | Flights, hotels | $2,500 |
| Food |  | $300 |
| Brochures | 250 | $250 |
| Promotional items |  | $1,000 |
|  |  |  |

## Metrics

### Metrics and Expectations

| Metric | Measurement | Goal |
| --- | --- | --- |
| No. of booth visitors | Scans/biz cards |  |
| Follow up visits |  |  |
| ROI | Sales due to show/Cost to attend |  |