

# The Trade Show Questionnaire

## Is it a Strong Market Fit?

- Are your target buyer profile(s) and buyer persona(s) attending the show?
  - Are these decision makers and/or influencers?
  - Does the show attract a local, national or international market? How does it align with your geographic target?
- What percentage of the attendees are a fit?

## Is it a Strong Strategic Fit?

- What goals does the event help you achieve?
- What other initiatives are going on that exhibiting at the show might impact from a budget or timing perspective?
- Beyond lead generation, what else might be learned or gained from the show?
- What other strategic opportunities does this open up?

## Is it a Strong Financial Fit?

- What's the expected cost to exhibit? (Be sure to include planning and labor, collateral/booth materials, travel and accommodations here.)
- Is there existing collateral that can be used or will everything need to be created from scratch? Are the resources available for the given workload and timeline?
- What are your goals and projections? Examples include:
  - Expected number of leads?
  - Meetings with customers?
  - Partners/referral source meetings?
  - Competitive recon?
- Is there a strong likelihood of seeing positive ROI?

## Does it Present a Competitive Advantage?

- Are your competitors exhibiting?
- If so, will your company be able to stand out?
- If not, will your company be able to cohesively fit into the bigger picture of the show based on what attendees are there to do?

## Is This an Established Trade Show?

- How many times has the show been held?
- How many times has it been held at this location?
- How many people attended in the past?
- How many exhibitors were at the last show?
- How many exhibitors are expected this year?
- What other businesses will be participating?
- Is there a high number of repeat attendees and exhibitors?
- How and where will the trade show be publicized?
- What other promotional benefits will exhibitors receive?

## OVERALL TOTAL

Once you add up the points for each section (the total should be between 5 and 25), use the evaluation system below to make your decision.

**Attend = Greater than 18**

**Pass = Less than 18**