



Trade Show Preparation Questionnaire

Without a doubt, **trade show preparation** is the single most important aspect of your trade show coordination. Without adequate preparation, even the best-looking and most-attractive trade show exhibit or booth may fall flat in performance if the people aren't ready.

While this is not meant to be the ultimate end-all questionnaire, we feel it's a thorough assessment of your preparation in regard to your trade show exhibit. Obviously, your planning would also include other areas: travel, giveaways, lead collection, schedule coordination and more. Our goal here is to give you food for thought and help you cover as many bases as possible in regard to your trade show display.

QUESTIONNAIRE

How does your trade show program fit into your overall marketing and sales plans?

What is your service and product mix? What is your core service or product? Where do you anticipate growth? What areas of your company's offerings could use a good boost?

What competitive challenges do you face, and how does your trade show strategy fit into the equation?

How would you characterize your company's competitive advantages? How about your company's unique services or products?

Who is your trade show target audience? Does it change from show to show - even slightly?

How would you prioritize individual show objectives?

What are your criteria for selecting your design/fabrication contractor?

Do you need additional services, such as shipping, storage, drayage, exhibit maintenance?

Have you considered the look and feel of your booth? How will it reflect your company's image, and your company's service or product?

Would you like clearly delineated spaces in your booth? Will you display products or graphics and existing artwork? Do you want open, free-flowing spaces?

What are your lighting requirements? Do you want to recreate a retail environment or highlight a product?

Do you want interactive high-tech components, such as touch-screen kiosks, audio-visual, mechanical, etc?

What is your trade show schedule? What are the dates, show name, space size, hall location, and exhibit guidelines?

What are your selling station requirements? How many stations? Seating, speaker support, desks, terminals, demo counters, etc.

What are your collateral display requirements: in-booth storage, between-show storage and transportation?

What's your budget range?

Where and when do you need delivery?

Do you have international shipping concerns?

Tim Patterson
tim@tradeshowguyblog.com

Real Trade Show Solutions for the Real World