



Trade Show Exhibit Questionnaire

We've found that asking these questions generates useful feedback, builds consensus, and helps create a strong foundation for collaboration. Some of these questions may not be relevant to your situation, and we recognize that there are many other questions that will eventually come out of further dialogue.

We welcome your feedback.

We would also ask that you provide as much information as you can reasonable share: promotional materials, media kits, show information packets, photos of current exhibits, product packaging, etc.

- How does your trade show program fit into your overall marketing/sales plans?
- What is your service/product mix? What is your core service/product?
- Where do you anticipate growth?
- 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, unique services/products?
- Who is your target audience at each show?
- How would you prioritize your show objectives?
- What are your criteria for selecting your design/build contractor?
- Who will be the key contact from your company?
- Who else will be involved in the review/approval process?
- Have you considered the 'look and feel' of your booth? How will it reflect your service/product?
- Would you like clearly delineated spaces in your booth; open, free-flowing spaces, etc.?
- Will you display products or existing graphics?
- Will you be sampling your products?
- What kind of lighting requirements will you have (recreating a retail environment, highlighting a product, backlighting (such as light box))?
- Will there be interactive components in your booth: multi-media, audio-visual, mechanical, interactive elements? How will you track the metrics of the usage or viewing?

- What is your tradeshow schedule (date/show/description; space size/hall location; exhibit guidelines)?
- What are your selling state requirements (number of stations, seating, speaker support, desks, terminals, demonstration counters, etc.)?
- What are your collateral display requirements: in-booth storage and between-show booth storage/transportation?
- What is your budget range?
- Where/when do you need delivery?
- Do you have special shipping (international) requirements?
- Will you require storage and/or inspection/refurbishment of exhibit properties after the show?

Show Floor:

- Has your staff gone through ‘tradeshow selling’ training recently?
- Does your staff know how to gather all the pertinent information from prospects in a short amount of time?
- Are your visitors getting the information from you they need?
- Are you exhibiting at the right show for the right reason?
- Do you have a lead-gathering and follow-up system in place? Does it work as well as it could?
- Is your staff aware of all the ‘little things’ that either repel or invite attendees (not eating, always standing, always engaging, etc.)?
- Is your staff qualifying visitors before engaging in any pitch or information-sharing?
- Are your leads rated, such as A for hot, B for warm and C for cool?

After the show:

- Do you have material prepared for mailing or follow-up to your leads?
- Are leads followed up in a timely manner?