Is This Tradeshow Worthy of Investment?

Why is it important?

Because Competitors are There?

YES

Investment not justified for this reason alone.

Professional Development?

YES

Send key team members that will get the most out of it.

Generate New Business?

Is this the event's first year?

YES

NO

Is the audience aligned with your targets? (industry, segment, seniority)

YES

NO

TIP: An event in its first year may be better to ATTEND (v/s exhibit/sponsor) to assess the potential for future investment.

Will you get the full list of attendees? (with email)

NO

YES

Can you get last year's list of attendees? (company & title)

YES

NO

The Best Kind!
Are you ready to maximize lead gen?
Tip: Make sure to get contact info from those attending your session.

YES

YES

Speaking Opp & Booth?

Perfect! What kind of exposure will you get with sponsorship?

Just a Booth?

YES

Have you set lead goals at a reasonable cost per lead?
Tip: Challenge your staff to get 10% of total estimated # of attendees.

YES

Can you score a prime booth spot on the exhibit floor?
Tip: If your competitors are there, get a booth nearby.

YES

WORTHY OF THE INVESTMENT!

TIP: Everything is NEGOTIABLE!

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