

Tradeshows are excellent ways for businesses to target industries, collect leads and establish themselves within a particular niche. But gearing up for a relevant tradeshow requires a lot more than just bringing a sales rep and plenty of business cards. Use this timeline to start preparing for any tradeshow or industry event a year in advance.

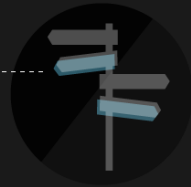
COUNTDOWN TO ROI

A TIMELINE TO PLAN FOR A TRADESHOW

12
MONTHS

LOOK AT THE TRADESHOW LANDSCAPE.

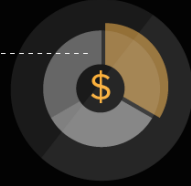
Identify the shows that offer the greatest ROI for your business. Figure out which are essential and which ones aren't necessary.



6-12
MONTHS

DEVELOP A BUDGET.

Once you know how many shows your business will attend, you can come up with a yearly budget. Determine how much funds and how many resources to allocate to each event.



6
MONTHS

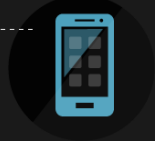


SET GOALS.

Decide what you hope to accomplish by attending each trade show. Highlight desired results, like lead generation, brand awareness or networking, for every single event you will attend.

SELECT TECHNOLOGY.

Businesses can stand out, collect leads and leave an impression when they have the right technology available. Choose mobile apps and digital displays that will help achieve your show goals.



3-6
MONTHS

REGISTER & ORDER SERVICES.

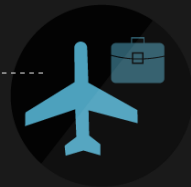
Sign up with the event organizers to make sure you get a booth, and register for any other services, like setup assistance and help with display guidelines.



3
MONTHS

CHOOSE STAFF AND MAKE TRAVEL ARRANGEMENTS.

Decide which staff members will be attending, based on your business goals for the tradeshow. Develop travel and accommodation plans for everyone.



2
MONTHS



PLAN FOR EVERY DAY OF THE TRADESHOW.

Sit down with team members and develop a detailed strategy for every portion of the show, from booth setup to talking points to keynote speech attendance.

PROMOTE ATTENDANCE.

Use social media, blogging, industry forums and traditional marketing to let customers and other members of your industry know your company will be attending.

