



Sample Trade Show Marketing Plan for Fire & EMS Industry Companies

General Details on Show

- Booth Number/Location
 - Where can people find you? This should be included in all your marketing materials.
- Exhibitor Hours
 - What days/times do you need to be there? This should be included in all your marketing materials.
- Equipment/Vehicles on Display
 - What will be in your booth?
- Representatives Attending
 - Who will be in your booth? Will you have manufacturer direct representatives? Will you have members from your reseller channel assisting you?

Press Releases

- Pre-Show Release
 - Cover what show you're attending, when you will be there, what you will have on display along with any special promotions you're hosting, and more.
 - Submit to industry publication contacts and local news outlets. If you're a manufacturer, also provide copies to your reseller channel to utilize so they can create their own version, etc.

Email Blasts

- Pre-Show Invite
 - Make sure your customer mailing list knows you're attending and where to find you!
 - If the show offers you the option to reach out to the attendee list, consider creating a special blast for them too. Sometimes this is a service offered for a fee. For large shows, give it a try at least once and see what your results are.
 - If you're a manufacturer, provide copy for your resellers to send out their own newsletter direct to their customer list as well.

Blog Post Topics

- General Show Overview – Post 3-4 weeks out from the event
 - What is the show about? Who does it target? What are this year's special events? How do people register?

- Why Should Attendees Visit Your Booth? – Post 2 weeks or more out from the event
 - What will you have on display? Who is attending? What special giveaways or promotions are you doing?
- Reminder to Visit You – Post Week of the Event
 - Remind attendees where you'll be at and why they should visit.
- Wrap Up of the Event – Post Week after the Show
 - Highlights from your booth as well as what was hot at the show overall and new trends in the Fire & EMS industry that were introduced.

Social Media

Platform Content

- Brand your channels to reflect the upcoming event
 - Change your Facebook cover photo
 - Update your Twitter profile background
 - Create a Facebook event for followers to RSVP to
 - Create a group on LinkedIn to discuss the show
 - Create a photo album on Facebook to post all show images to
 - Develop a unique hashtag for followers to tag booth photos

Posts

- Start spreading the word early with a post each day leading up to the event. Begin this a month before the actual show.
- Ideas on what to post:
 - Links to all the blog posts you're writing once completed and published
 - How to attend the show – registration link
 - What special events are included in this year's show
 - Statistics on how many people attended last year
 - Favorite restaurants or sites in the show area
 - Favorite booths to visit – consider highlighting complimentary vendors if you're a manufacturer or the manufacturers you represent if you're a reseller
 - RSVP link to Facebook page event
 - Daily posts on booth hours during show
 - Posts from show floor of booth space and customers during show

Miscellaneous Considerations

- Giveaway/Promotion
 - If you're looking to drive booth traffic, consider a simple giveaway or promotion
 - Engage followers that cannot attend the show by offering the same "prize" to one fan online
- Website Landing Page(s)

- This depends on the marketing materials you're handing out at the show and if you're doing a giveaway or not. Anytime you're driving people back to your website, consider a unique landing page for that show so you know that's where people are coming from. In fact, you may require multiple landing pages to accomplish your goals.
- Trackable Phone #
 - This is very important. Make sure all of your show related marketing materials have a unique phone number so you clearly know that's what generated the lead.
- Email signature
 - Develop a company-wide email signature that includes your branding and details on your Booth #