

30-POINT CHECKLIST FOR ESTABLISHING TRADESHOW GOALS AND OBJECTIVES

1. Realize that the key to successful exhibiting is knowing what it is you want to achieve from your show participation.
2. Complement your exhibiting goals with your corporate marketing objectives.
3. Consider what end results you want to achieve.
4. Do you want to:

	Yes	No
Generate leads	<input type="checkbox"/>	<input type="checkbox"/>
Increase sales	<input type="checkbox"/>	<input type="checkbox"/>
Launch new products/services	<input type="checkbox"/>	<input type="checkbox"/>
Enhance company image	<input type="checkbox"/>	<input type="checkbox"/>
Create brand awareness	<input type="checkbox"/>	<input type="checkbox"/>
Educate your target audience	<input type="checkbox"/>	<input type="checkbox"/>
Conduct market research	<input type="checkbox"/>	<input type="checkbox"/>
Recruit dealers/distributors	<input type="checkbox"/>	<input type="checkbox"/>
Support the industry	<input type="checkbox"/>	<input type="checkbox"/>

5. Write your goals down.
6. Recognize that there is a greater commitment to written goals and they are easier to measure.
7. Make them specific.
8. State the quality and quantity of your desired results.
9. Make them measurable.
10. Check they are attainable.
11. Make certain they are realistic.
12. Have a specific time frame, or have a deadline.
13. Recognize that you can have multiple goals for each show.
14. Involve your exhibit team in the goal setting process.
15. Understand that their involvement increases accountability and enthusiasm for reaching the desired results.
16. Encourage each booth staffer to set their own goals.
17. Use historical data to help plan realistic goals.
18. Refer back to your company's past show information, if it is available.
19. Understand that this acts as a guideline for establishing sensible future goals.
20. Do your homework to calculate realistic goals.
21. Know the expected size and composition of show attendees.
22. Know the average length of time each staff member spends with a visitor.
23. Calculate the number of contacts per hour.
24. Multiply the figure by the number of show hours and the number of staff.
25. Take into consideration high and low traffic periods.
26. Ask show management for necessary information.
27. Conduct daily reviews with your staff to see how you are performing in relation to your goals.
28. Look for ways to change your strategy to be more effective.
29. Appreciate that goals describe what you want to do.
30. Understand that objectives outline how you will get the results you want.

