

Bonus budget template
and checklist are included

Showing Off

Marketing Handbook for B2B Trade Show Success



S A G E
MARKETING

Outline

Introduction

5 Reasons Why Events Fail

5 Reasons Events Succeed

All you need to know before, during, and after:

Planning the show

- Setting objectives
 - Show selection
 - Competitive analysis
 - Booth
 - Be seen and heard: pre-show branding essentials
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 - [Downloadable countdown checklist](#)
-

Marketing before the show

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 - Generating the buzz - promotional campaigns and PR
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Wrapping up

Introduction

Trade shows have been around forever, yet remain powerful tools for startups and established businesses alike.

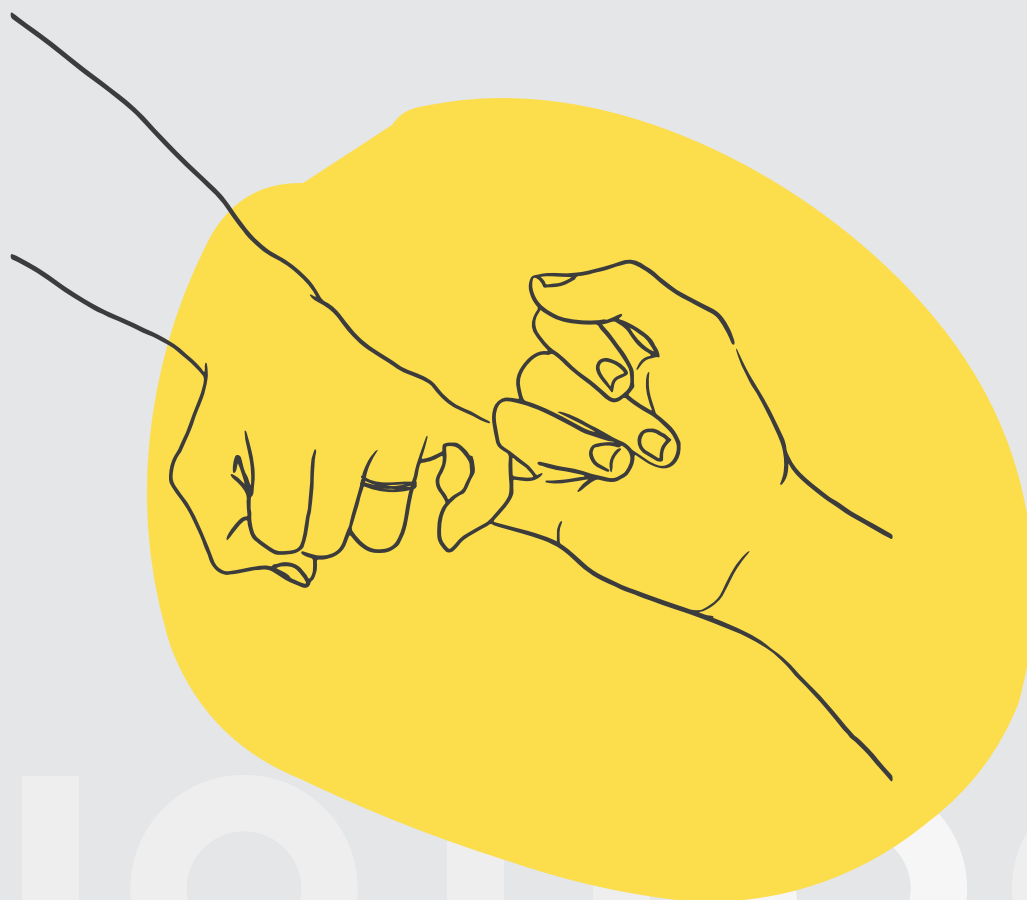
But let's be honest: planning an event can feel like navigating a maze blindfolded, especially for first-timers.

Feeling overwhelmed by your upcoming trade show?

This ebook is exactly what you need!

At SAGE Marketing, we've conquered countless B2B events across diverse industries, cracking the code for success every time.

Now, we're sharing our battle-tested secrets with you. From planning to measuring results like a pro, consider this ebook your go-to guide to transforming your next event into a smashing success.



5 Reasons Why Trade Shows Fail



Ah, the thrill of event planning! The buzz of excitement, the anticipation of success... and sometimes, the sinking feeling of disappointment when things don't quite go as planned. So before you dive into the world of event management, let's take a moment to uncover the top five reasons why trade shows tend to fail:

Lack of Clear Objectives

Picture this: you've poured your heart and soul into organising an event, but when the dust settles, you realise you're not quite sure what you were trying to achieve in the first place. Without clear objectives guiding your efforts, your event is like a ship without a compass – destined to drift aimlessly. Clear objectives are your roadmap, guiding decisions and ensuring measurable results. Whether it is lead generation, brand awareness, or establishing partnerships, having a target keeps your efforts focused and impactful.

Poor Planning

The devil is in the details! Trade shows are not to be underestimated. This is one of the most complex marketing activities, as it encompasses a blend of nearly all marketing techniques and tools: emailing, advertising, PR, promotion on social media, storytelling, videos, and much more. A well-planned show considers all of these into account and develops a strategy that maximises its effectiveness.

Ignoring Staff Training

While salespeople make the best booth staff, given their primary goal of generating sales leads, smaller companies may also find it necessary to send engineering staff. Don't neglect training! Coach them on how to identify and qualify leads, as well as how to integrate their technical expertise into sales conversations.

Spending Time and Effort on the Wrong Things

Each trade show has two sides - logistics and pure marketing. While many companies focus heavily on logistics – booth design, shipping, services, and rental space – they often overlook that it's the marketing aspect that yields the highest return on investment. This includes crafting compelling messaging, leveraging social media for promotion, and PR initiatives, offering memorable giveaways, and executing post-show follow-ups. It's crucial to prioritise where your efforts will truly make an impact to maximise your trade show success.

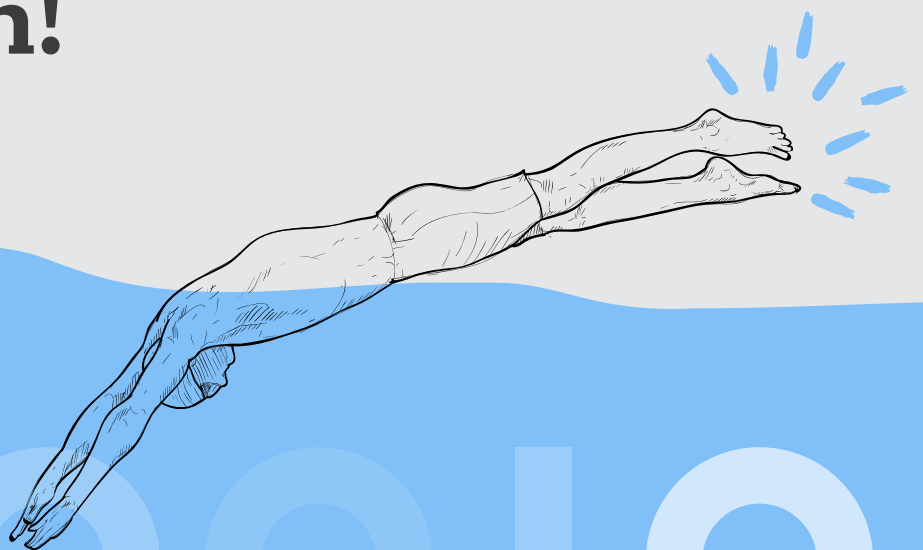
Failure to Measure Success

The lights have dimmed and the guests have gone home – but how do you know if the event was successful? Without proper metrics in place to measure success, you're left in the dark, unable to measure the effectiveness of your efforts or identify areas for improvement. So, when it comes to deciding on the next trade show, how will you make your call?

Also, getting back to Point 1, were your objectives met?

Now, let's look at the flip side: the top five reasons why trade shows succeed.

Let's dive in!



5 Reasons Why Trade Shows Succeed

Engaging and Memorable Experiences

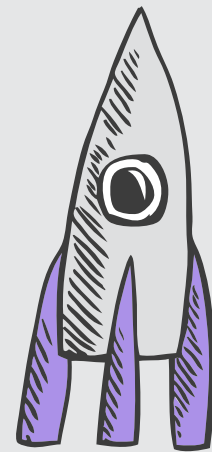
Successful events create unforgettable experiences that leave a lasting impression on attendees. And this impression starts from a theme, a story you chose to tell. As Sarit (aka Sarit Lamerovich, Founder and CEO of SAGE Marketing) always says: “Facts tell, stories sell.” Tell your story creatively, delight your audience, and make sure you stand out from the crowd. Learn more about it from our webinar “Creating Real Business Impact: Learn the Power of Storytelling for Business!”.

Strategic Partnerships and Collaborations

They say two heads are better than one – and the same holds true for event planning. By leveraging strategic partnerships and collaborations with like-minded organisations or influencers, you can amplify your event’s reach, tap into new audiences, and leverage complementary resources to create something truly extraordinary.

One-Stop-Shop for Potential Clients

Trade shows serve as a convenient hub where potential clients can explore a variety of businesses and their offerings in one location. This centralised platform simplifies the process for attendees, making it easier for them to discover, compare, and engage with different companies, ultimately facilitating valuable connections and transactions. Guess what, this is your chance to shine.



Premier Platform for Product Launches

Want to make a splash with your latest innovation? Trade shows are the ultimate stage for unveiling new products or services directly to a targeted audience seeking the latest trends. With attendees eager for fresh ideas, launching at a trade show guarantees excitement, feedback, and initial sales, setting the stage for long-term success.

Creative Showcase Opportunities

Trade shows aren't just about booths and brochures – they're a playground for creativity! From interactive demos and hands-on trials to immersive experiences and jaw-dropping displays, trade shows offer a dynamic platform for showcasing products and services in ways that digital campaigns or PR efforts simply can't match.



All You Need to Know Before, During, and After:

Planning the Show

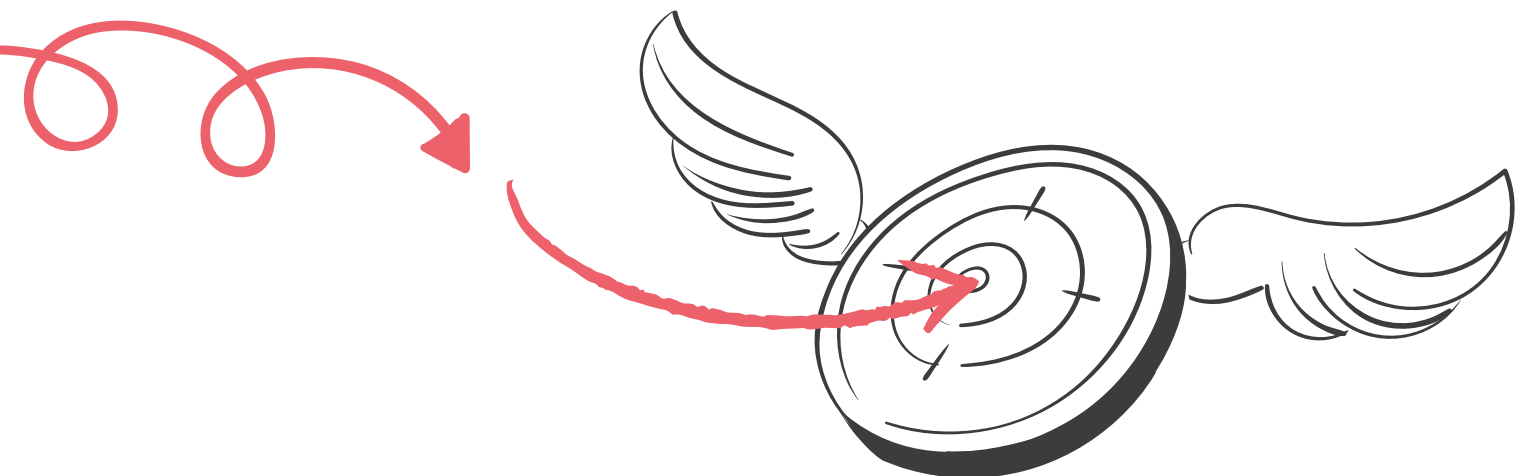
Setting Objectives

Every successful event starts with a clear set of objectives that serve as the guiding light throughout the planning process. Take the time to delve deep into what you hope to achieve with your event.

Here are some of the questions you need to answer before starting the show selection and preparation:

- Are you introducing a new product or service?
- Are you aiming to increase brand awareness, generate leads, drive sales, or foster customer engagement? Or maybe, all of the above?
- What are the KPIs for the trade show? What would you consider success?
- How does this show help meet your corporate goals?
- Is this the best way to get engaged with your target audience?

By articulating your objectives upfront, you'll lay a solid foundation for all subsequent decisions, ensuring all aspects of your event are aligned.



Show Selection

Choosing the right event is paramount to the success of your endeavour. It's like finding the perfect stage for your performance - once that resonates with your target audience and offers ample opportunities for exposure and engagement. Here's how you do it.

Instead of wasting valuable time scouting the internet for hours searching for the perfect industry events, we have meticulously curated this Events Hub for you. Dive into our global event pool segmented by Industry and even integrate the most fitting events into your work calendar or download it as a spreadsheet.

Don't forget to sign up for our event tracker to stay informed about the latest events coming your way.

Browse and download your industry events >>



Establish a set of criteria to evaluate the show in light of your company's objectives. This will also help you review previously attended shows.

Here's a set of criteria that is dynamic and needs to match your organisation's profile:



Geo

Is it a local or an international show? Is your sales staff in the vicinity of the show, or you will need to take care of the flight and lodging?



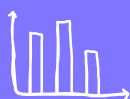
Timing

Does it conflict with any major holidays or events? How does timing fit into your marketing plan?



Attendee demographics

Who is attending the show? Are the attendees within your Ideal Customer Profile (ICP)? If you are not sure, ask the organisers to send you the attendee list from the previous years, even if it is anonymous.



Competitor presence

How many companies participated in the past and do they come for another year? Are your major competitors there? Were they happy about the show or had any certain problems? You can call and ask them directly. No worries, you are only asking their opinion, no numbers are involved.



Reputation

Does the event appear on social networks? Does it create a buzz? Do exhibitors and speakers promote their attendance actively?



Product launches

If this is one of your objectives, be sure to analyse how the organisers facilitate them. There might be a special free-of-charge stage time for launches, media conferences, networking sessions, or even cocktail parties that would help make your new product visible.



Networking opportunities

Evaluate the effectiveness of networking efforts. Does the event provide a digital platform to schedule meetings before the show? If not, what are your options for doing outreach?



Cost to attend

This is one of the most acute questions for early-stage start-ups, and it will be discussed in the Budget chapter to follow.

Competitive Analysis

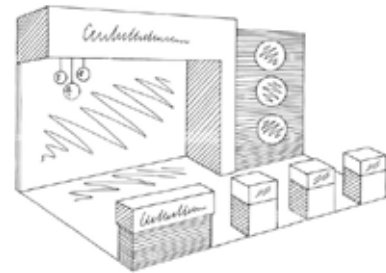
Take a good look at what your competitors are up to at similar events - what's working well for them, and what doesn't? This gives you valuable insights to make your own approach stand out. Pay attention to their booth designs, messages, campaigns, demos, and how they engage with attendees. Learning from them can help you plan your event strategy more effectively, ensuring you navigate the event waters with confidence and success. Where can you find all this information? On social media, of course.



Booth

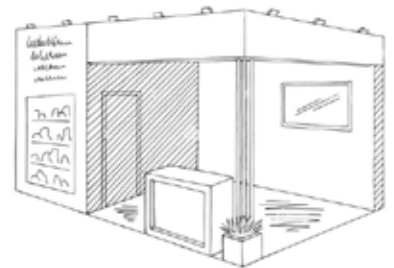
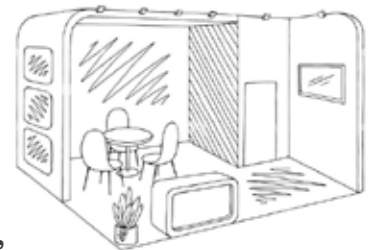
To booth or not to booth - that is the question!

Deciding whether to invest in a booth depends on your objectives, budget, and the nature of the event. A well-designed booth can serve as a powerful centerpiece for your presence at the event, attracting attention and facilitating meaningful interactions with attendees. Consider factors such as booth location, size, and design options to create a visually appealing and engaging space that reflects your brand and attracts your audience.



Here are some tips:

- **Locate your booth where your target audience is.**
You want to be close to the main entrance, but not too close, so that attendees don't just walk past you on the way in. Otherwise, you can stay close to the congregation areas - coffee tables, next to the escalator, on the common path to the restroom.
- **An aisle booth** is your best option when the budget is limited.
- **A corner booth** has more visibility than an aisle one, yet the corner configuration can be challenging to design.
- **An island booth** has the ultimate visibility but is the most expensive space to rent.
- Get the largest booth you can afford, taking into consideration staffing, design, and construction.
- Booth proximity to competitors is a gamble. A competitor's flashier booth can steal the show, but a lackluster one next to you can make yours shine. Research past competitors' booths and ask organizers about neighbors before booking.



Be Seen and Heard: Pre-Show Branding Essentials

B2B trade shows are bustling marketplaces for making connections and generating leads. But with countless booths seeking attention, how do you ensure yours gets noticed? Here's where pre-show branding comes in, creating a cohesive identity that draws attendees in and positions you for success.

More Than Just a Name: Invest in professional name tags and badges that clearly display your company logo, names, and titles. Consider adding a tagline or a conversation starter related to your offerings.

Dress Code - Striking the Right Balance: Professionalism is key, but comfort is crucial for long days on the show floor. Aim for business casual attire that reflects your company culture. A branded polo shirt or scarf can add a subtle touch that reinforces your presence.

Email Signatures & Banners - Extending Your Reach: Every interaction is a branding opportunity. Include a trade show banner in your email signature a few weeks before the event. Briefly showcase your company, highlight your booth number, and use a captivating call to action to encourage booth visits.

By implementing these simple pre-show branding strategies, you'll create a unified and memorable presence that sets the stage for successful lead generation. Remember, these elements work best when used cohesively, so maintain a consistent visual language across all branding materials.



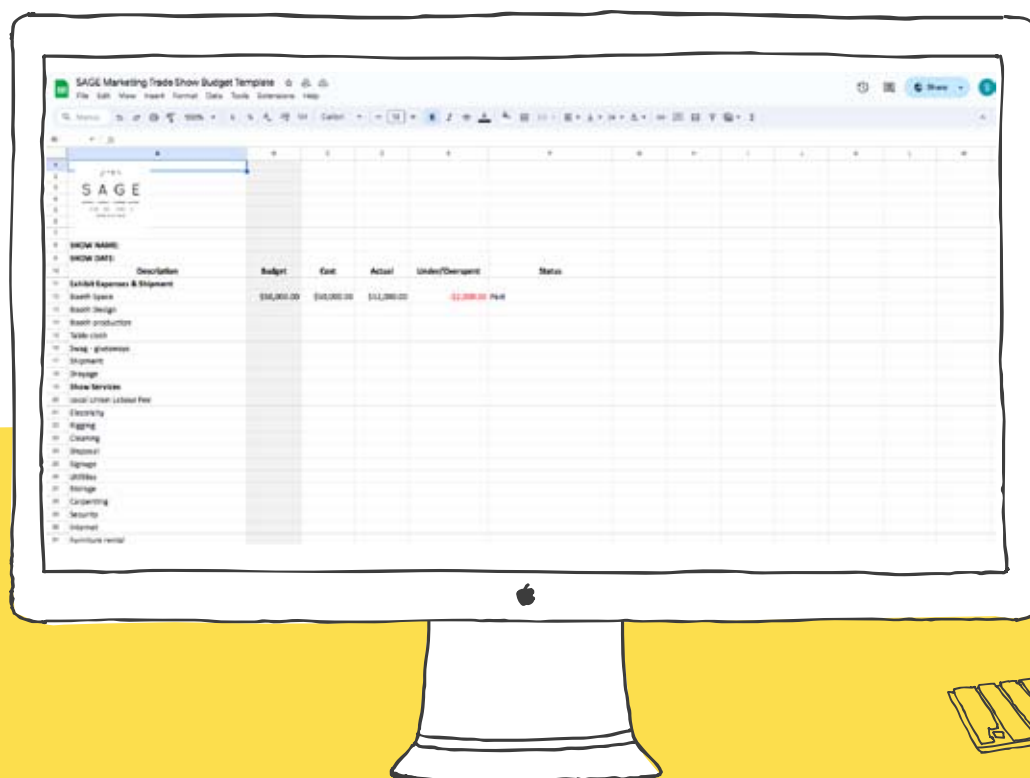
Budget (Including a Bonus Template)

Creating a budget for a trade show is an essential step that sets the foundation for a successful event. Without a clear budget in place, you risk encountering unexpected and unnecessary challenges. That's why we highly recommend mapping out your expenses and allocating resources wisely to ensure you stay on track.



To streamline the budgeting process, we suggest using the following convenient template to manage your trade show expenses effectively. This template is designed to capture all aspects of your budget, from booth rental and marketing materials to travel expenses and staff training. By organizing your finances in a structured manner, you'll have greater visibility into your expenditures and be better equipped to make informed decisions throughout the planning process.

[Download Trade Show Budget Template >>](#)



Trade Show Countdown Checklist

Picture this: it's a month before the trade show, and your team is racing against the clock. With looming deadlines and mounting pressure, they finalize booth designs, order promotional materials, and coordinate travel arrangements. But as the clock ticks down, they realise they've left crucial details unchecked and important tasks unfinished. Sounds familiar? Trade show planning is strategic and requires foresight and meticulous attention to detail. Typically, By starting early, you set the stage for success, giving yourself time to research, strategize, and execute your vision flawlessly.

Especially for moments like these, we've crafted a comprehensive countdown checklist to ensure you stay on top of tasks and meet deadlines without fail.

Download [**the Trade Show Countdown Checklist >>**](#)



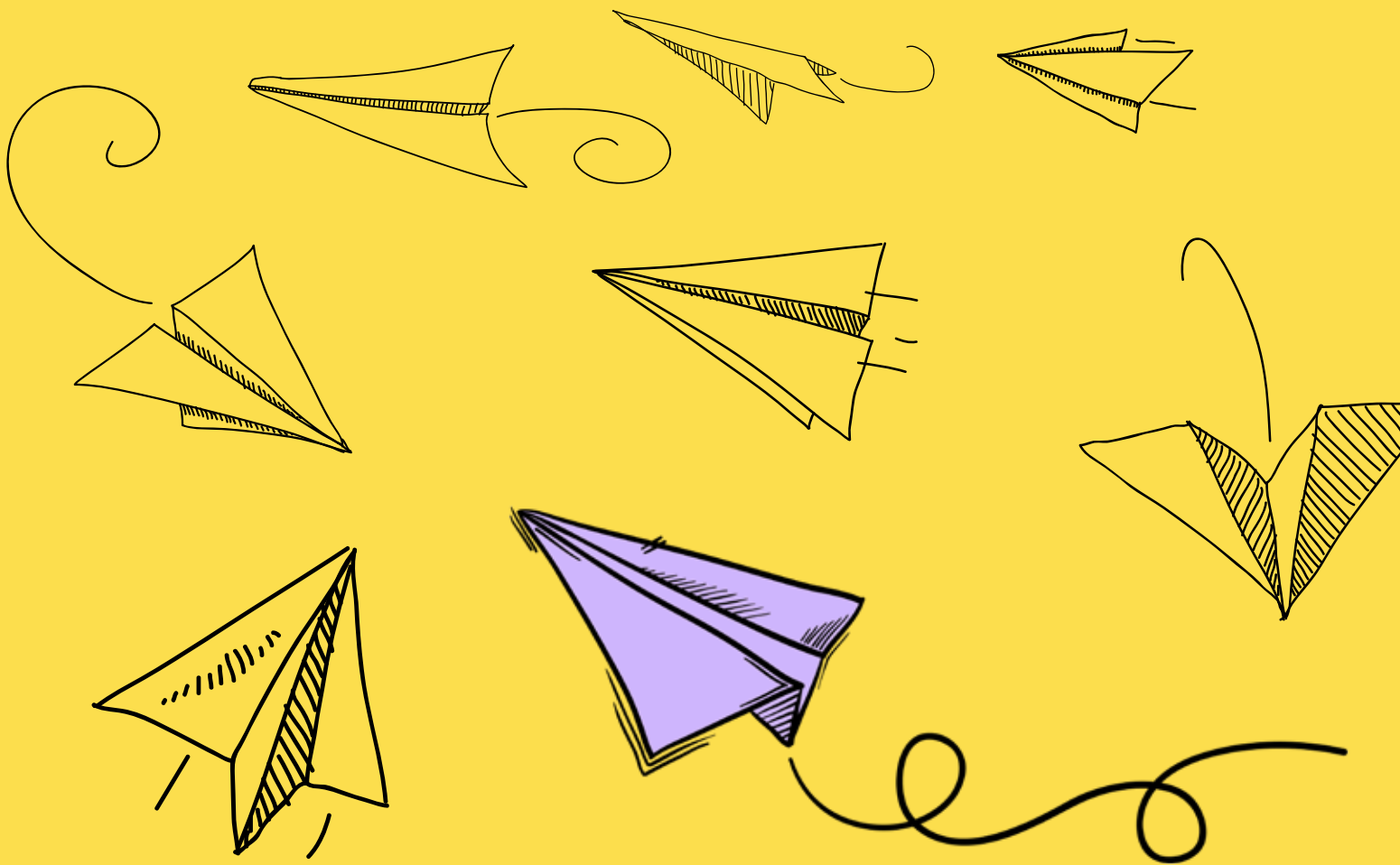
Marketing Before the Event

Before your event takes center stage and grabs the spotlight, there's some crucial work to be done. This is the time to get people excited, create a buzz, and make sure your audience is eager to connect with your brand when the event begins.

Here's how to kick off your pre-show marketing efforts in the best possible way:

Rising Above the Noise - Creating a Unique Theme and Message

In a sea of competing voices, it's crucial to stand out by crafting a compelling theme and message that captures attention and resonates with your target audience. Your theme sets the tone for your entire event presence, shaping the narrative and guiding your marketing efforts. Whether it's highlighting a new product launch, showcasing your brand's values, or addressing pressing industry challenges, your theme should be memorable, relevant, and aligned with your overall objectives.



Here is how you create a winning theme and message:

Know Your Audience: Conduct thorough market research to understand the needs, preferences, and pain points of your target audience. Tailor your theme and message to address their specific interests and concerns.

Be Authentic: Authenticity breeds connection. Choose a theme that reflects your brand's identity, values, and unique selling propositions. Avoid gimmicks or trends that don't align with who you are as a company.

Keep it Simple: Clarity is key. Your theme and message should be easy to understand and communicate, even at a glance. Avoid jargon or complex language that may alienate or confuse your audience.

Seek Emotional Engagement: Appeal to your audience's emotions to forge deeper connections and leave a lasting impression. Whether it's through humor, inspiration, or empathy, evoke emotion to create a memorable experience.

Consistency is Key: Ensure consistency across all pre-show marketing channels, including social media, email campaigns, website content, and promotional materials. Your theme and message should be omnipresent, reinforcing your brand's identity and creating a cohesive brand experience.

Budget shouldn't hold you back. Even with limited resources, you can achieve remarkable results through creative thinking! Let us share a fantastic example of how we assisted **Salt Security** to stand out in a noisy cybersecurity market as the essential security element and generated business leads and traction.

Fresh out of seed funding, **Salt Security**, a rising star in API security, faced a challenging task several years back. Their first major industry event, the RSA conference, was filled with established giants boasting elaborate booths and well-known brands. Salt Security, with a limited budget and a niche focus on a then-unfamiliar area, API security, needed a way to stand out from the crowd.

Traditional, fear-based security messaging wouldn't resonate.

API attacks weren't yet a mainstream concern. So, the team looked for a different approach.

Inspiration struck when considering their own name: Salt.

In everyday life, salt is an essential but often overlooked ingredient. It's only when it's missing that we truly understand its importance. The SAGE team saw a parallel with API security by Salt. A robust security stack might include desktop protection, firewalls, and other measures, but neglecting API security could leave a critical gap.

This simple analogy became the foundation of their campaign. The main message: “You wouldn’t leave salt out of your popcorn. Don’t leave salt out of your API security.” It was a clear and relatable message that stood out in the world of cybersecurity clichés with hoodies and shields.

To further engage attendees, Salt Security secured permission for a unique booth attraction: a popcorn stand. Attendees were offered a taste – but it was popcorn without salt, a metaphor for a security system missing a crucial element. The aroma of fresh popcorn drew crowds, and as attendees returned for salt, the connection was made – just like popcorn needs salt, API security is essential for a complete security solution.

This clever and interactive approach proved highly effective. Salt Security cut through the noise, sparked conversations with potential customers and investors and left a lasting impression at the RSA Conference. Their story highlights the power of creative thinking and relatable messaging, even for a young company entering a crowded marketplace.





Each of us likes
different things,
so why settle for
one-size-fits-all?
Personalize The
Buy With GenAI



Here's another standout moment from a trade show: AI21's personalized theme at a major retail event. The concept was simple yet impactful: highlighting their uniqueness by linking it to preferences for ice cream flavors. It was a clever way to showcase the company's innovative approach to retail and help booth visitors grasp it intuitively.



Living Optics had the vision, the product, and – crucially – the budget to make a splash at the SPIE trade show unveiling their groundbreaking hyperspectral imaging camera. But with a significant investment on the line, they needed a trusted partner to translate their vision into reality.

SAGE orchestrated the marketing efforts, all leading up to the launch. A month before the show, a stunning new website launched, generating a buzz about Living Optics' groundbreaking technology. Just days before the show, the website received a strategic update. The new product page went live, brimming with captivating visuals from dedicated photography sessions, alongside a compelling product video and press release. To empower developers and support future customers, developer resources and support pages were also uploaded. Additionally, an online media kit was available for press inquiries and a lot of effort was invested in securing major speaking opportunities positioning Living Optics as industry experts. Even the corporate movie got a refresh, seamlessly integrating the camera's features and its potential impact.



At the heart of the strategy was the show itself. We meticulously planned and designed Living Optics' booth, transforming it into a showstopper within a compact 36 square meters. The design subtly hinted at Living Optics' technology and incorporated captivating graphics showcasing the camera's diverse use cases. Three demo areas presented the camera's capabilities in action, while three dedicated sitting areas facilitated meetings with potential customers and partners. A comprehensive promotional campaign, executed both before and during the event, ensured attendees wouldn't miss the buzz. We also crafted a compelling press release, transforming Living Optics into a media magnet. To maximize impact, targeted outreach led to meetings with key journalists and promising leads. This successful product launch wasn't just about having a budget; it was about using it wisely.

Discover how we've helped other companies succeed.

[Explore case studies on our website >>](#)

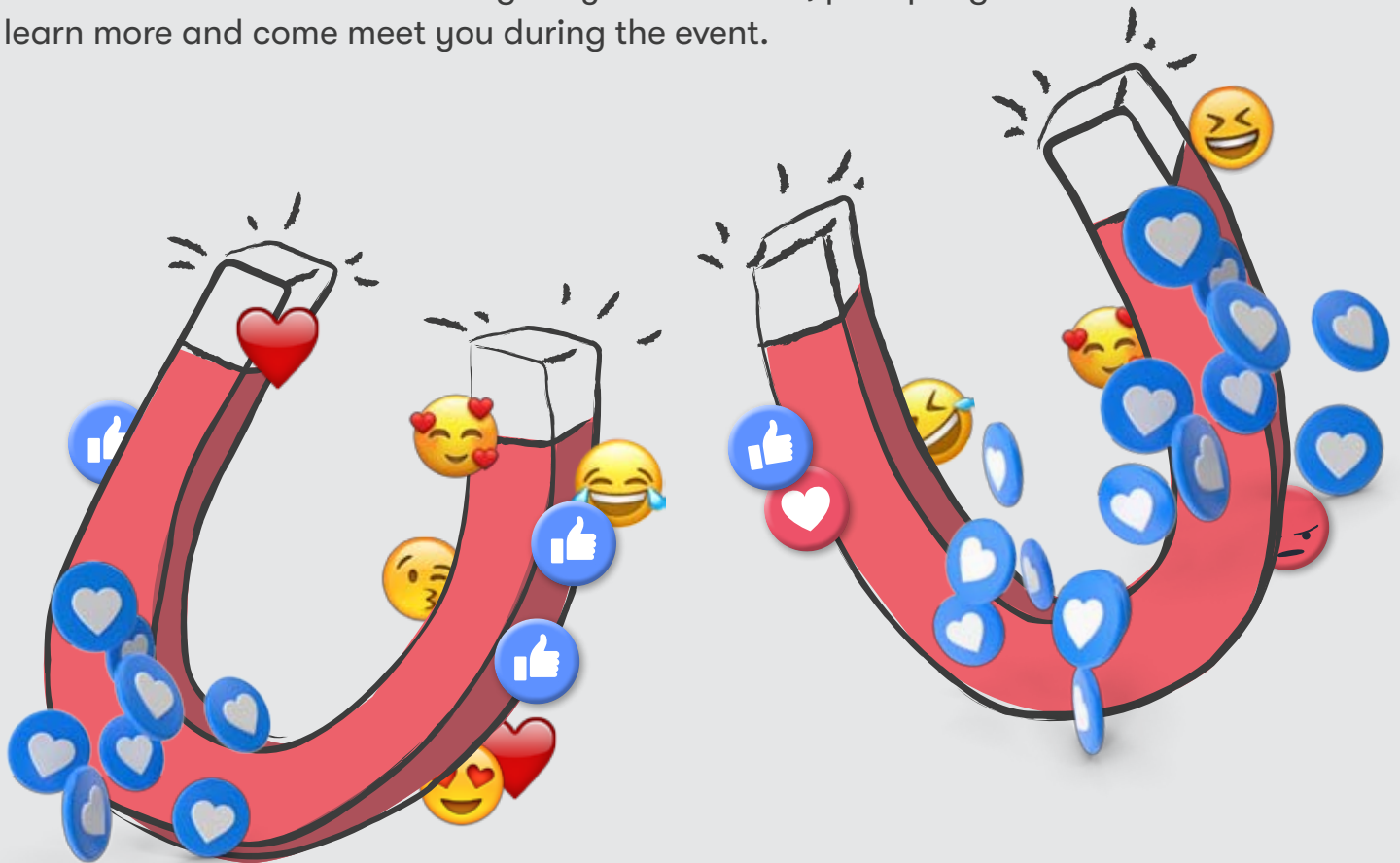
Generating the Buzz - Promotional Campaigns

Once you've defined your theme and message, it's time to generate excitement and anticipation through targeted promotional campaigns and public relations efforts. Your goal is to create a buzz that builds momentum leading up to the event, driving attendance and engagement among your target audience.

Here are some strategies to consider:

Multi-Channel Marketing: Leverage a mix of marketing channels to reach your audience where they are most active. This may include social media, email marketing, digital advertising, content marketing, and influencer partnerships. Tailor your messaging and content to each channel to maximize engagement and visibility.

Teaser Campaigns: Build anticipation by teasing event highlights, exclusive announcements, or special promotions leading up to the event. Create teaser content that intrigues your audience, prompting them to learn more and come meet you during the event.

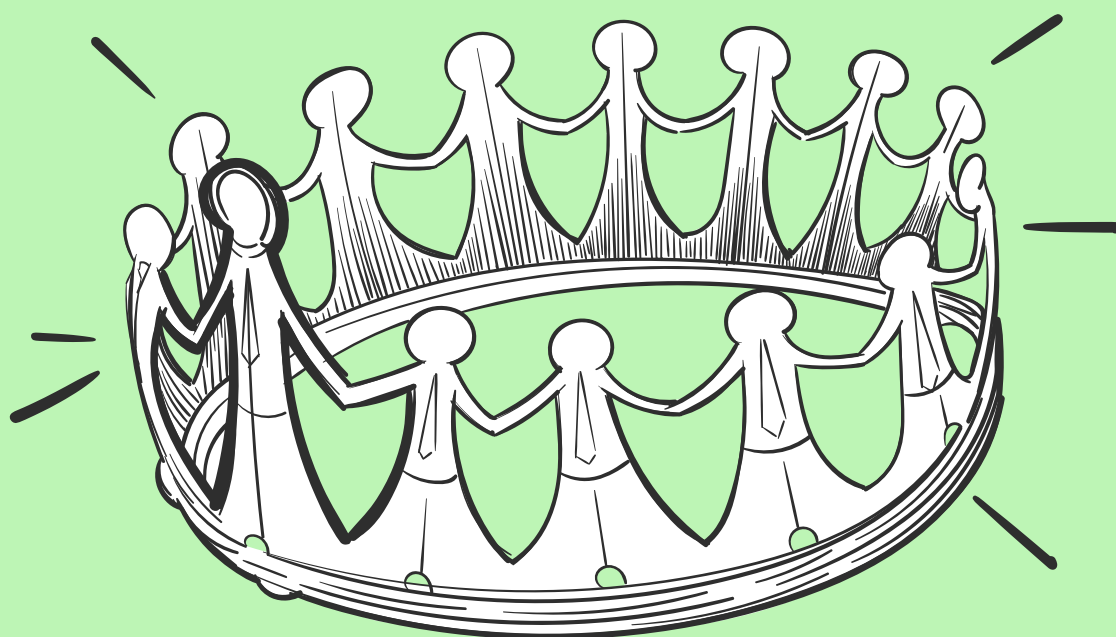


Engage Influencers: Partner with industry influencers, thought leaders, or brand advocates to amplify your message and reach new audiences. Invite influencers to preview your event, share sneak peeks, or participate in promotional activities to lend credibility and authenticity to your brand.



Media Outreach: Pitch compelling story angles, exclusive interviews, product launches, or event previews to relevant media outlets, show media partners, bloggers, and industry publications. Secure press coverage and editorial mentions to increase visibility and generate buzz. Don't forget to leverage your existing media contacts and relationships to maximize coverage opportunities.

User-Generated Content: Encourage your audience to become brand ambassadors by sharing user-generated content related to your event. Host contests, challenges, or social media campaigns that encourage participants to create and share content using event hashtags or branded elements. Showcase user-generated content on your website, social media channels, or event materials to foster community engagement and excitement.

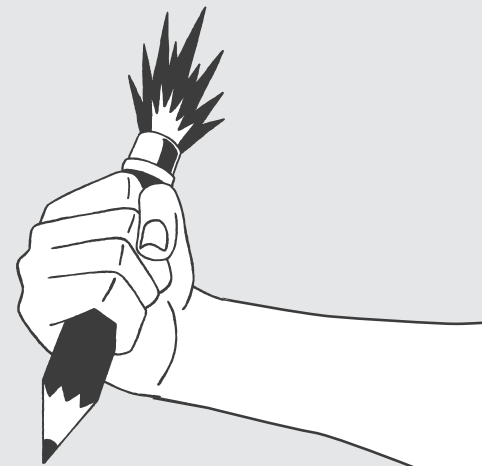


Arrange a VIP Dinner: Consider hosting a **VIP dinner** for your most promising leads and key industry contacts. This exclusive event offers a unique opportunity to deepen relationships and generate excitement among VIP attendees. This should be an intimate and memorable experience, which you can further enhance to solidify your brand's presence in the minds of those influential stakeholders.



Here is a list of marketing channels you can use as promotional tools:

- ☐ Personalized email
- ☐ Newsletter
- ☐ PR
- ☐ Webinar
- ☐ Email signature
- ☐ Place the event on your website with a meeting link
- ☐ Sticky bar on your website
- ☐ Social media



By executing strategic pre-show marketing initiatives, you can build anticipation, generate buzz, and ensure a successful turnout for the event.

Lead generation & outreach

In the whirlwind of event preparation, crucial aspects that shouldn't be overlooked are lead generation and outreach. Securing meetings with potential clients before the show significantly enhances your event's success. This is outbound marketing and it is all about grabbing the attention of your target audience by reaching out to them with personalized messaging that speaks to their pain points. It includes email outreach, LinkedIn outreach, cold calling, account-based marketing, and more. When done right, outbound marketing before trade shows can be an absolute game-changer for your business growth, bringing in more and BETTER leads for your sales team to convert at the show.

Here is why leveraging lead generation and outreach before the show is essential:

Early Engagement: By reaching out to event leads before the show, you're able to initiate conversations and build relationships well in advance. This early engagement lays the groundwork for productive meetings and ensures that prospects are already familiar with your brand and offerings by the time the event rolls around.

Securing Meetings: By proactively reaching out and scheduling appointments beforehand, you can ensure that your calendar is filled with valuable interactions, leaving no opportunity untapped.

Personalized Approach: Each outreach effort is tailored to the specific needs and interests of the prospect, ensuring a personalized and relevant communication experience. Whether it's highlighting a particular product or addressing a specific pain point, ensure that every interaction resonates with the recipient.

Streamlined Follow-Up: With meetings already scheduled and relationships established, the post-event follow-up process becomes more streamlined and effective. You can seamlessly transition from pre-show outreach to post-event nurturing, ensuring that trade show leads are nurtured and opportunities are maximized.

That's where the expertise of SAGE's GOHO team comes into play. This is our uniquely tailored, tested, and proven approach for B2B outreach, cold outbound, account-based marketing (ABM) campaigns, and guerrilla marketing.

At SAGE GOHO, we help B2B tech companies, from startups to medium-sized enterprises, ramp up their growth and bring in qualified leads by utilizing a variety of outreach methods and strategies. Sit back and let us bring the leads to you, so your sales team can do what they do best.

Learn more about SAGE GOHO growth and demand generation expertise >>

Marketing During the Event

As the curtains rise and the event unfolds, it's time to dive into the heart of your marketing and pre-sale efforts. From showcasing your products to engaging with attendees and gathering valuable insights, the opportunities are endless.

Getting Set

Before the show officially begins, take the time and arrive at the venue the day before to ensure that everything is in place for a successful event. This includes setting up your booth, arranging the collateral, and confirming any scheduled meetings or presentations. Pay attention to the details, as the first impression you make can set the tone for the entire event.

Presenting Your Products

Once everything is in place, it's time to shine the spotlight on your products or services. Create an engaging and interactive experience for attendees by compellingly showcasing your offerings. Utilize demonstrations, samples, or multimedia presentations to highlight key features and benefits. Be prepared to answer questions and engage in meaningful conversations with interested prospects. Make sure all your booth staff can talk freely about the product and know everything about its features,



Working the Booth

Your booth is your stage, and it's essential to make the most of it. Be proactive in engaging with attendees, whether they stop by out of curiosity or intent. Initiate conversations, ask questions, and listen attentively to their needs and challenges. Offer solutions and demonstrate how your products or services can address their pain points. Remember to collect contact information and follow up with promising leads on the same day.



Business Intelligence

While engaging with attendees, seize the opportunity to gather valuable business intelligence. Pay attention to trends, preferences, and feedback shared by prospects and competitors alike.

Take note of common questions or objections raised and use this information to refine your marketing approach moving forward. Keep an eye out for potential partnership opportunities or emerging market demands that you can capitalize on.

Go ahead and explore competitors' booths, their demos, and collateral.

You will learn a lot and it will allow you to prepare for the next event.

Relations with Media

Media coverage can significantly amplify your event presence and reach.

Cultivate relationships with journalists, bloggers, and influencers attending the event. Offer them exclusive access to product launches, interviews, or behind-the-scenes insights to pique their interest. Go to the networking cocktail events after the show day. Be proactive!

By effectively managing your marketing efforts during the show, you can captivate attendees, generate leads, and solidify your brand's presence in the marketplace.

Marketing After the Event

The event may be over, but your marketing efforts are far from finished. In fact, what you do after the show can be just as or even more crucial than what you did during it. These post-show steps will determine if your event was a success or a failure. Here's why a Customer Relationship Management (CRM) system like HubSpot, Salesforce, or Pipedrive is your secret weapon.

Waiting to input leads after the event leaves valuable data scattered and follow-up efforts delayed. A CRM acts as a central hub, organizing your leads and facilitating a smooth transition from initial contact to nurturing and eventual conversion. This allows you to personalize communication, stay top-of-mind, and track progress effectively.

By proactively managing leads through a CRM, you transform a post-event scramble into a strategic opportunity to convert fleeting connections into long-term customers. Let's dive deeper into effective marketing strategies for engaging leads after the event, ensuring it translates into measurable success.

Closing the Loop

Follow-Up Emails: Reach out to leads promptly with personalized follow-up emails thanking them for visiting your booth and expressing interest in your products or services. Provide additional information, resources, or special offers to further nurture their interest and encourage continued engagement.

Repurpose Content: Leverage the content generated during the event, such as presentations, demos, or testimonials, to create post-event content for your website, blog, or social media channels. Share highlights, key takeaways, and success stories to extend the event's reach and reinforce your brand messaging.





Nurture Campaigns: Implement targeted nurture campaigns to stay top-of-mind with leads and guide them through the sales funnel. Segment leads based on their interests, behaviors, and engagement levels, and deliver relevant content or offers tailored to their needs from Top to Bottom of the funnel.

Use **marketing automation tools** to streamline the process and track interactions.

Networking Opportunities: Continue building relationships with prospects, partners, and industry contacts beyond the event. Connect with them on LinkedIn and other social media channels and explore collaboration opportunities or joint ventures.

Feedback Collection: Solicit feedback from attendees and stakeholders to gain insights into their event experience and gather suggestions for improvement. Use this feedback to refine your event strategy for future participation and demonstrate your commitment to customer satisfaction.

By implementing these strategies for ongoing engagement and lead nurturing, you can maximize the impact of your event participation and convert leads into loyal customers. Remember, the true value of an event extends far beyond the event itself – it's in the relationships you build and the opportunities you create in the days, weeks, and months that follow.

Measuring Success and ROI

Evaluation can be considered the hardest part.

Yet, if you set these evaluating key performance indicators (KPIs) before the event this task will be much easier for you.

Here are the most common KPIs you should consider:

Number of leads collected at the show

Number of new leads, new to your CRM (Leads)

Number of qualified leads (MQLs)

Number of customer meetings (SQLs)

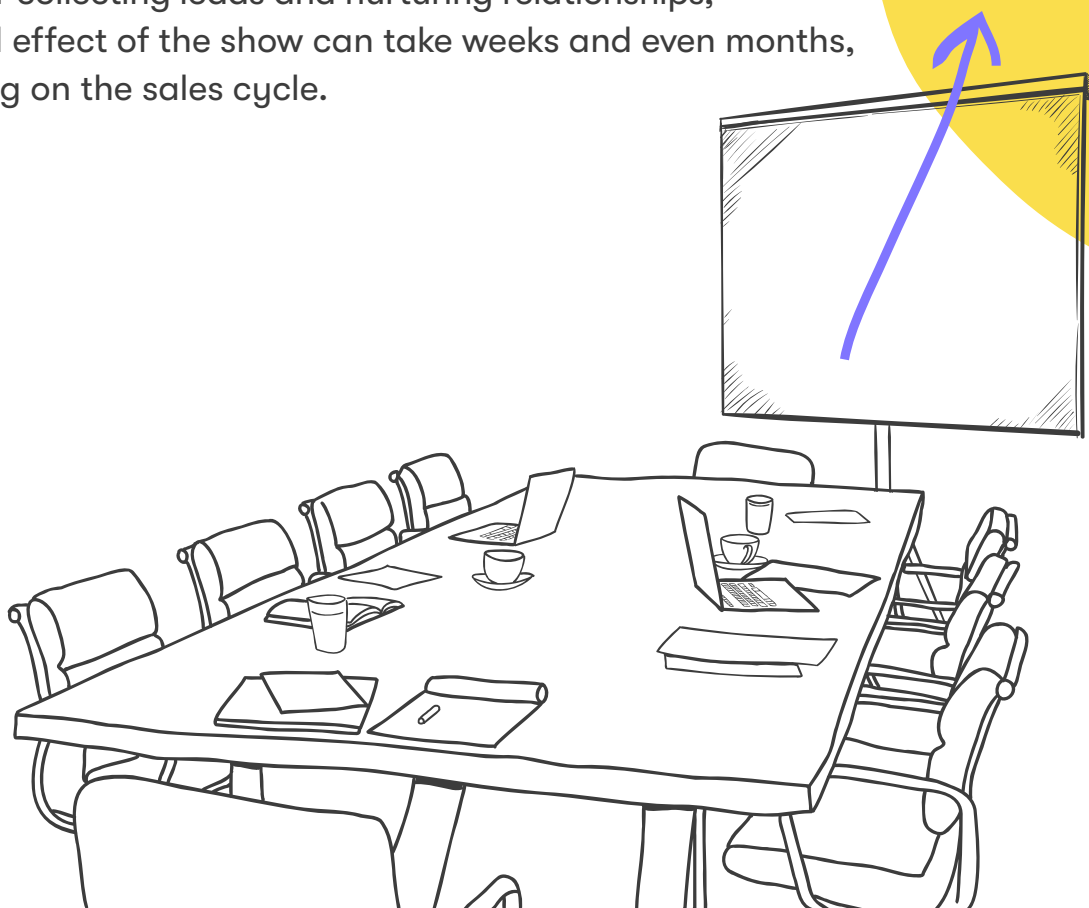
Percentage of pre-scheduled meetings that actually happened and were relevant

Total cost invested (according to the actual budget)

Cost per lead / qualified lead / meeting / won opportunity

Website traffic and number of followers on social media

The ROI value of the trade show will change over time, as most trade shows are not about selling at the show but rather collecting leads and nurturing relationships, so the full effect of the show can take weeks and even months, depending on the sales cycle.



Wrapping up



Congratulations! By now, you're equipped with the knowledge and strategies to navigate the exciting world of trade shows with confidence. Remember, successful events are not simply about logistics and planning; they're about creating unforgettable experiences that leave a lasting impression.

To recap, here are the 4 key takeaways for trade show triumphs:

Know Your Why

Set clear goals. This keeps everything focused and helps you measure success.

Get Creative, Get Engaged

Ditch the boring booth. Interactive experiences and creative displays will make you unforgettable.

Team Up for More Impact

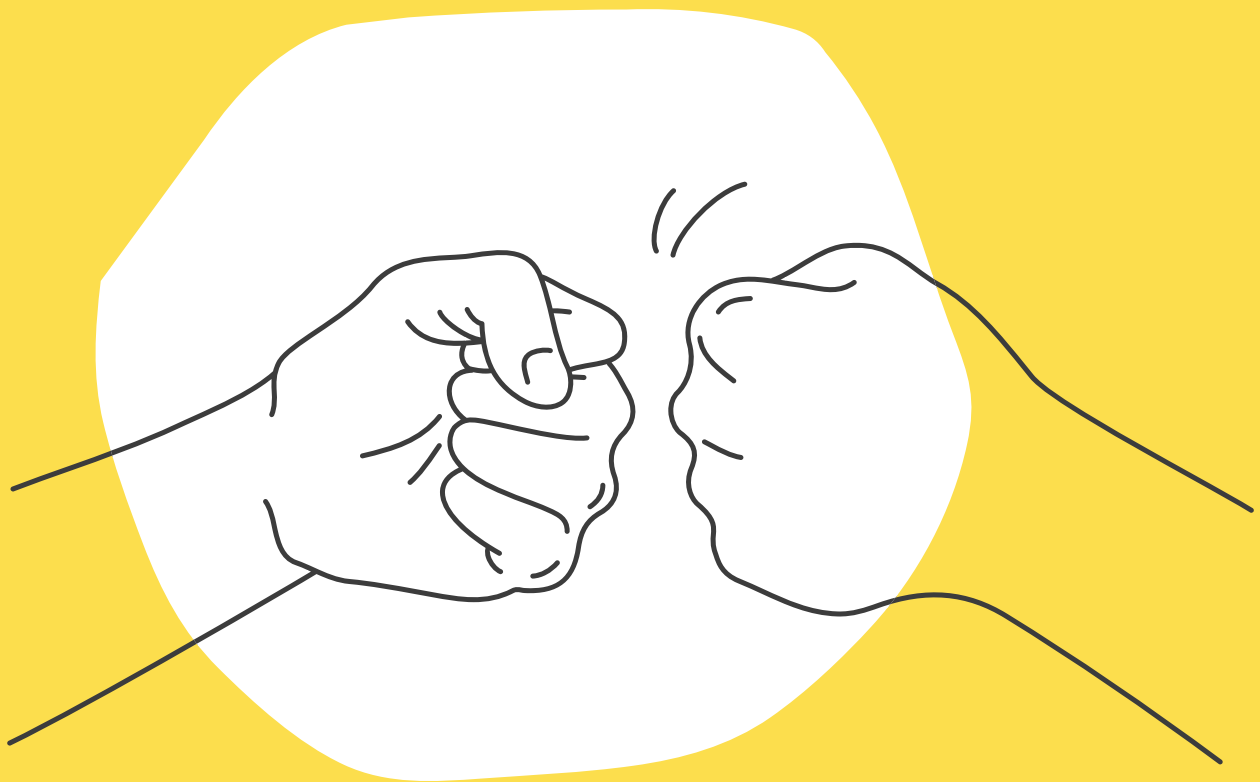
Leverage alliances and partner with other businesses to amplify your reach and create a buzz-worthy experience.

Launch Like a Star

Use trade shows to unveil new products with a bang, gather feedback, and ignite sales.



Keep dreaming
BIG,
thinking **CREATIVELY,**
and making waves
in the world of B2B
event marketing.





With S A G E by your side,
MARKETING
the sky is the limit.

Don't just attend, make an impact.

See how we can help.

References:

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Miller, S (2000) How to Get the Most Out of Trade Shows. Available at: <https://shorturl.at/fwEM5>
SAGErS best practices gathered throughout the years of experience in trade show marketing