

DETERMINE THE VALUE

Trade Show U Session #2

I would describe the marketplace in which my product or service competes as:

Show(s) where I feel I can best reach my target audience:

My target customer at this show is:

BUILD YOUR BUDGET

Trade Show U Session #3

Objectives & Goals

Objectives

What are your primary objectives for this event?

- Build brand awareness
- Find new sales leads
- Conduct market research
- Product demonstrations
- Enter a new market
- Upsell to existing customers

Goals

Once you've determined your goals for a show, then you'll need to assign a value to each of those goals. To value a goal, you'll want to determine how often a prospect becomes your customer once they reach that goal.

Example

Goal: Capture 300 new sales leads

Your sales team closes 15% of the new sales leads generated from trade shows. Your average net profit from each of your customers' transactions equals \$200. The value of your goal - capturing new sales leads - would equal \$30, or 15% of \$200.

Once you've assigned a value to your goal, then you'll need to figure out your budget for that goal. Let's return to our example.

Goal: Capture 300 new sales leads

$$\begin{array}{rcccl} 300 & & & & \\ \# \text{ of targets} & \times & \$30 & = & \$9000 \\ & & \text{value of goal} & & \text{budget for goal} \end{array}$$

BUILD YOUR BUDGET

Trade Show U Session #3

To determine the overall budget for your event, take the baseline budget you've set for each of your event goals, then factor in additional expenses, such as travel, the cost of your display, freight, marketing, and so on.

| Expense | Budget | Actual Cost | Variance |
|------------------|--------|-------------|----------|
| Baseline Budget* | | | |

Display Related

| | | | |
|--|--|--|--|
| Accessories (ex. signage, lighting) | | | |
| Graphic Design | | | |
| Graphics | | | |
| Hardware | | | |
| Maintenance | | | |
| Storage | | | |

Marketing

| | | | |
|-----------|--|--|--|
| Pre-show | | | |
| In-show | | | |
| Post-show | | | |

Shipping

| | | | |
|-----------|--|--|--|
| Freight | | | |
| Insurance | | | |

Show-Related

| | | | |
|----------------|--|--|--|
| A/V | | | |
| Booth Cleaning | | | |
| Booth Space | | | |
| Drayage | | | |

BUILD YOUR BUDGET

Trade Show U Session #3

| | | | |
|---------------------------------------|--|--|--|
| Flooring | | | |
| Internet | | | |
| Labor | | | |
| Lead Retrieval | | | |
| Registration | | | |
| Rentals | | | |
| Utilities (ex. electricity, water) | | | |

Travel

| | | | |
|----------------|--|--|--|
| Airfare | | | |
| Lodging | | | |
| Meals | | | |
| Out-of-pocket | | | |
| Transportation | | | |

Miscellaneous

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

* See Objectives & Goals Worksheet

BUILD YOUR BUDGET

Trade Show U Session #3

Booth Planning Worksheet

Overall display budget: _____

Primary Booth Objectives

- | | |
|--|--|
| <input type="checkbox"/> Interactive workstation | <input type="checkbox"/> Meeting area |
| <input type="checkbox"/> Product display | <input type="checkbox"/> Visual backdrop |

Target shipping weight: _____

Target size: _____

Estimated maintenance costs: _____

Estimated storage costs: _____

Future reconfiguration needs (circle one)? Yes No

If yes, list:

Graphics needs:

CRAFT YOUR MESSAGE

Trade Show U Session #4

Consider Your Prospects' Goals from Their Perspectives

Example:

I've packed my bags, and I'm ready to head to _____.

I really hope to find a supplier or partner who will help us solve the issue of

_____. It would be amazing if I could find a supplier that could

_____. That would make me feel _____."

CRAFT YOUR MESSAGE

Trade Show U Session #4

Things my prospects love:

Things my prospects love:

Problems my prospects are seeking to solve:

Ways our products and services can solve our prospects' problems:

My prospects' beliefs about the marketplace:

CRAFT YOUR MESSAGE

Trade Show U Session #4

My prospects' beliefs about our company, products, and services:

Things my prospects enjoy during their free time:

Celebrities whom our prospects respect:

Things our prospects value from our company, products, and services:

Things our existing customers have to say about our company, products, and services:

CRAFT YOUR MESSAGE

Trade Show U Session #4

USP Brainstorming Worksheet

unique selling proposition – the factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition*

* definition courtesy of entrepreneur.com

Here are few questions to get you started:

What makes your product or service unique in comparison to your competition?

What problems can only YOUR product or service solve?

List the ways your product or service is superior to the competition.

In a perfect world, what would your USP be? What could you improve within your organization to make that USP a reality?
