

Task Guide - Trade Show Planning

Responsible: Marketing, Sales and Communications Departments

Project Description:

Convene a meeting of the Marketing, Sales and Communication departments to discuss the planning for the trade show.

Pre-meeting Preparation:

Reserve the big conference room and make copies this sheet for all participants

Designate a recorder to take notes in the company Gmail account on their chrome book during the meeting

Activities/Strategies

- Convene a meeting of the with Sales and Communications Departments to discuss the trade show.
- Show the video Preparing the Trade Show Booth in the big conference room (which can be accessed in the portal Trade show and the video tab).

1. Planning

1. Following the video discuss the following:

- Discuss Who typically attends a trade show?
- What is the purpose of the company attending the trade show? (Trade shows and conventions are designed to reach wholesalers and retailers. They provide businesses with opportunities to introduce new products, encourage increased sales of existing products and gain continued company and product support.)
- Identify the show's objectives. Why is your company exhibiting at the trade show?
- Discuss and determine the theme of your booth.
Why does design matter? What is the booth size? Check the requirements for trade show in the information packet. Include a floor plan/booth map, layout of event, and booth dimensions).
- Determine the marketing and promotion items you will need and list them.
- Will you have a booth setup team? If so who will be on that team?
- What is your goal for the day and How will you measure if you met your goal?

2. Promotion Strategy

- How will you reach out to your market, before, during and after the trade show?
- How will you promote the booth at the show?
Will there be promotional items (giveaways) you will need.
How will the promo items be given away?
- Develop a budget for the show, The cost of the booth props and promo items
- List construction materials you will need?

3. Booth Sales

- Who will set up the schedule, sales teams and shifts?
- How will you process Point of Sale customers (the ones who have accounts and access codes)
- Will you use technology to process sales, if so what technology will you use?
- What role will each company member play at the show?
- Is there a special way you want everyone to dress that is working?

4. Department Responsibilities

- List each department (Sales, marketing & Communications) responsibilities for the tradeshow.
- Send the notes and responsibilities to each department leader.

Submit for grading with attachments

Submit with attached Taks verification form, the printed written response for sections 1-4 along with your booth design