

25 Questions to Pinpoint Your Show Strategy

First Questions, First!

1. Why are you exhibiting?
2. Who is your target audience and will they be in attendance at the show?
3. What message do you want to communicate?
4. What do you want to accomplish at the show?

Then, Second Questions!

5. Is this a new company, concept, product or service?
6. How does the show integrate with your overall marketing strategies and plan?
7. What sales volume is expected from this medium?
8. What is your position in the industry (your perception and that of your clients)?
9. What are your current channels of distribution?
10. What are the characteristics of your prospects/clients buying behavior? Preferences? Needs?
11. What is the market potential relative to the audience?
12. Describe your products/services in terms of: Applications, Benefits, Relative Price
13. What are your competitive advantages? How can they be communicated?
14. What are your weaknesses? How can you minimize them?
15. What is most memorable about your product? How can you communicate it?
16. Who are your competitors? What are their strengths and weaknesses? How will they communicate their strengths?
17. Why should a prospect consider purchasing your product?
18. What key words communicate the most about your company, its products and services? Can they be communicated through graphics?
19. What can you use to gain attention to your exhibit? Why do attendees visit you?
20. How will visitors interact with your staff?
21. What do attendees normally want to do when they visit your exhibit?
22. Can a meaningful demonstration be integrated into your exhibit?
23. How will you measure the results of the event?
24. What role with your management plan in the execution of you show plan?

Last Question, Last!

25. Who is responsible for the planning, coordinating and execution of the entire event to assure its success?