

YOUR PRESHOW COMMUNICATIONS CHECKLIST

Research indicates that most showgoers plan their booth visits in advance. To make the cut, you need to get the word out now. To drive traffic to your booth, work now on building enthusiasm for your products and services. Use the tools below as a preshow checklist.



Email Campaigns Now until show date

Are your customers hearing enough from you? Email still delivers the leads better than anything else. If you don't have ongoing email campaigns in your repertoire, you should at least invite existing customers and prospects to make an appointment to visit your booth. Invitations for appointments should go out four to six weeks before the show.

Press Releases and Show Previews First deadlines at least 2 months prior



Believe it or not, print still gets read. Print publications have deadlines that are 60 days or more before the show. Think you should hold your product announcements until the show opens? Think again. If your prospects don't know ahead of time that you have a hot new announcement, then you probably won't even be on their radar come showtime.



Social Media Now and throughout the show

Your social media followers have already shown interest in you, and posting about your show preparations might be the easiest (and most cost-effective) way to build anticipation. In the lead-up to the show, think about posting teaser videos of products you'll have in the booth, interviews with company reps about what they're looking forward to at this year's show, images of the booth build, and more.

Direct (Snail) Mail

Hit mailboxes a month before the show



Sending a show invite, flyer, postcard, or other communication directly to someone's office shows that you care enough to go the extra mile, and it's impossible for people to hit delete without seeing your message. Beyond the usual message development and writing, this method requires a little extra time for design, printing, and mailing, so it's best to start planning now.



Industry Publications Deadlines vary

The publications covering a trade show want show-related content to fill their pages before, during, and after the show. Take advantage of that desire by keeping track of your top publications' show deadlines, and submit as much newsworthy, high-value content as you can to maximize exposure and drive decision-makers to your booth.

Calling Campaign

Start a month before the show



Pick up the phone and invite your customers and prospects to meet you at the show! Personal outreach and regular contact are the most powerful sales tools in your kit, so use them to boost traffic and increase revenue around every show. Prime calling time is within about 30 days of the show, when people have a better idea of their schedules.



Press Meetings Start a month before the show

One-on-one meetings with editors let you do a little show-and-tell and extoll the virtues of your company's expertise, products, and services. Like customers and prospects, most editors aren't ready to start booking meetings until about 30 days out, but their schedules fill up fast! If you're lucky enough to get on the schedule, you'll likely only have 15 minutes or so, so plan carefully and use the time wisely. Alternatively, consider holding preshow meetings — either in person or virtually — to avoid the frenzy of the show.

Email Signatures

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Adding a blurb or graphic to your email signature turns every email message into a reminder to meet you at the show. Think about creating a simple graphic that includes your company logo and booth number, along with the show dates and location. It'll jazz up your email communications while helping to drive additional traffic to your booth.



Landing Pages

In all communications, drive interested parties (read: qualified leads) to a landing page on your website, where they can see what you'll be highlighting at the show and book appointments with you before they hit the floor. Once you've created a show landing page, be sure to share it on social media and include it in that email signature you just created.

"Book an Appointment" Button on Correspondence



In addition to using a complete email signature, creating a "Book an Appointment" button to add to your email messages makes it that much easier to send people to your show landing page and connect with you before they get to the show.

Remember, the sooner you get started, the better. Need help planning and executing any or all of the above? Get in touch for your free 15-minute consultation.

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