Preparing for Your Next *Insurance Industry Tradeshow*

Tradeshows are the ultimate lead pool. But, to make the most of this opportunity, careful preparation is crucial! Take the necessary steps to stand out from the crowd and maximize your tradeshow experience with this critical checklist.

Before the Show

Marketing & Prep

- [ ] Determine your top messaging points
- [ ] Consider a theme for your exhibit
- [ ] Set defined goals & objectives for the show
- [ ] Prepare pre-show email campaign
- [ ] Create social media announcements
- [ ] Consider matching t-shirts, name tags, etc. for your team

Logistics

- [ ] Lock down the event schedule
- [ ] Determine who will be attending
- [ ] Book your hotel & travel
- [ ] Ship your booth materials & promo items

For the Booth

- [ ] Table covers
- [ ] Booth supplies & signage
- [ ] Business cards
- [ ] Ballot box or fishbowl for collecting business cards
- [ ] Sign-up sheet
- [ ] Flyers or brochures
- [ ] Giveaway / game materials
- [ ] Promo items
- [ ] Computer for demos, etc.

After the Show

Lead Follow-Up

- [ ] Add new leads to your email list or CRM
- [ ] Send after-show email campaign to all new contacts
- [ ] Directly call / email leads who you spoke with one-on-one

Social Media

- [ ] Share pictures, videos and event content on the appropriate social media channels (don't forget to use the tradeshow #hashtag)
- [ ] Connect with any contacts you met at the event on LinkedIn

DIRECT CONNECTION
ADVERTISING & MARKETING, LLC