

Exhibitor Success Checklist

Smarter, More Impactful Tradeshow Participation

BEFORE THE SHOW – PLAN & ALIGN

- Set 3 clear objectives and define success metrics (ROO: Return on Objectives > ROI)
- Understand your target audience and invite key prospects in advance
- Budget beyond stand space: 1/3 organiser cost, 2/3 activation
- Ensure alignment across sales, marketing & leadership teams
- Pre-book at least 3 meetings with qualified prospects
- Create strong CTAs and audience-focused content
- Train staff and ensure they understand the exhibition goals

DURING THE SHOW – ENGAGE & CONNECT

- You have 4 seconds to make an impression – design your stand accordingly
- Use open body language, personal icebreakers & start conversations (not pitches)
- Aim for meaningful engagement, not just badge scanning
- Focus on your hero product and create a memorable visual hook
- Staff your booth with the right people in the right roles
- Use tech to support—not replace—conversations
- Classify leads in real-time (A, B, C, D)

AFTER THE SHOW – FOLLOW UP FAST

- Follow up on all hot leads within 6 days
- Use a dedicated 'Back-at-Office Day' to action follow-ups
- Personalise follow-up based on lead type and discussion
- Don't treat all leads equally—focus on quality, not quantity
- Track effectiveness for future benchmarking and improvement

REMEMBER:

- Success = Smart Objectives + Emotional Engagement + Timely Follow-Up
- Revisit and modernise your strategy—avoid outdated practices
- 85% of success comes from your people on the stand — brief and train them well



Top 10 Tips for Tradeshow Success

- Lead with Emotion, Not Logistics
- Master Your Body Language
- Prioritise Value Over Volume
- Start with the Visitor's Perspective
- Create a Stand with Energy
- Choose Your Stand Team Wisely
- Define Clear Success Metrics
- Think 'VIP to VIIP'
- Visuals Matter: Do's and Don'ts
- Keep Momentum Post-Show

Pre-Show Essentials

| | |
|--------|--|
| Plan | Plan early with a short-written strategy |
| Set | Set 3 clear objectives |
| Launch | Launch impactful pre-show marketing |
| Align | Align internal teams around goals |
| Book | Book 3+ meetings in advance |

During the Show



DESIGN A STAND
THAT WELCOMES
AND ENGAGES



USE STRONG BODY
LANGUAGE AND
OPEN QUESTIONS



FOCUS ON
ENGAGEMENT OVER
BADGE SCANNING

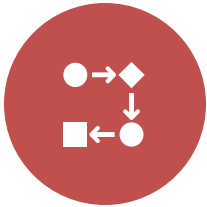


CREATE EMOTIONAL
HOOKS AND
EXPERIENCES



TRAIN YOUR STAND
TEAM – IT'S 85% OF
YOUR SUCCESS

Post-Show Strategy



FOLLOW UP WITHIN 6
DAYS – DON'T DELAY



SEGMENT AND
PRIORITISE LEADS (A,
B, C, D)



USE TOOLS LIKE
WHATSAPP TO
SUPPORT FAST ACTION



AGREE NEXT STEPS
DURING THE SHOW,
NOT AFTER



ALLOCATE 'BACK-AT-
OFFICE DAY' FOR
FOLLOW-UP

Work Smarter, Not Harder



OBJECTIVES – SET 3
CLEAR ONES



MAKE AN IMPRESSION –
YOU HAVE 4 SECONDS



FOLLOW UP – WITHIN 6
DAYS FOR BEST ROI



MESA EVENTS PAGE

**Please connect to our
LinkedIn page**

**With a special thanks to our speakers
during the MESA Online Tradeshow Event
calls:**

Stephan Murtagh, Director of **The Exhibition Guy**

Jakob Dyrbye, Founder of **The Trade Show
Academy**

Lee Ali, Managing Director, **Expo Stars Interactive**

Shane Lewis, Global Exhibitions Sales Manager,
Event Tech Live

Additional: The Art & Science of an Irresistible Booth
by **Victoria Matey** / **Courtenay Worcester**