



WALKING AN INDUSTRY SHOW?

What to Review Before Exhibiting Next Year

If you’re attending an industry trade show as a visitor, use the time to evaluate whether exhibiting next year makes sense. Don’t just walk the aisles—walk with a plan. The best time to decide whether a show is worth exhibiting is while you’re there, seeing the audience, competitors, booth activity, and opportunities firsthand. Here’s a practical checklist you can use as a guide or planning worksheet. A few things to review:

AUDIENCE FIT: Are the right buyers, decision-makers, engineers, distributors, or partners attending?	☐ Yes ☐ No	NOTES:
EXHIBITOR MIX: Are your competitors, customers, suppliers, or complementary companies exhibiting?	☐ Yes ☐ No	
BOOTH TRAFFIC: Which booths are busy, and why? Location, messaging, demos, giveaways, staffing, or brand recognition?	1. 2. 3.	
SHOW FLOOR LAYOUT: Which areas get the most visibility and foot traffic?		
BOOTH SIZES AND DESIGNS: What level of exhibit presence seems appropriate for companies like yours?		
MESSAGING: What claims, capabilities, products, and value propositions are exhibitors emphasizing?	1. 2. 3.	
GRAPHICS AND SIGNAGE: Which booths make it easy to understand what the company does within a few seconds?	1. 2. 3.	

LEAD GENERATION ACTIVITY:

Are exhibitors scanning badges, booking meetings, offering demos, or collecting contact information? ☐ Yes ☐ No

SALES CONVERSATIONS:

What kinds of questions are attendees asking at booths? 1.
2.
3.

EDUCATION SESSIONS:

Are the conference topics aligned with your company's expertise or customer challenges? ☐ Yes ☐ No

SPONSORSHIP OPPORTUNITIES:

Are there smart ways to gain visibility beyond the booth? ☐ Yes ☐ No

MARKETING BEFORE AND DURING THE SHOW:

Which companies are promoting their presence on LinkedIn, email, websites, ads, or show materials? 1.
2.
3.

STAFFING NEEDS:

How many people would you need to work the booth?

LOGISTICS:

Consider travel, shipping, setup, furnishings, labor, deadlines, and show services.

BUDGET REALITY:

Estimate the following common trade show expenses in the table to the right.

Do you have enough information to develop an initial budget? If not, consider visiting the show office or go online to visit "show services" from the current year's show.

Booth Space	\$
Exhibit Materials	\$
Graphics	\$
Freight	\$
Travel	\$
Promotion	\$
Follow-Up Costs	\$
TOTAL	\$

FOLLOW-UP POTENTIAL:

Would the show generate leads worth pursuing? ☐ Yes ☐ No



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