

## **Trade Show Exhibition Qualifications Check list**

Provide management with the following information. This is meant to be a one-stop document with all needed information for management to make a decision.

### **Tradeshow Description**

*Website:*

*Description:*

*Duration Dates:*

### **Registered Competitors**

*Look for any competition that has already registered to exhibit.*

### **Cost of Trade show**

*Booth fee (with deadline)*

*Attendee fee (with deadline)*

*Number of employees needed*

*Total (Use the "Tradeshow Budgeting excel sheet")*

### **Prospects attending**

*List registered prospects as a way of establishing a return on investment for your company. Also during discussion with other sales reps may have insight into the prospect and can confirm why they may or may not be a good target.*

### **Networking Opportunities**

*Possible advocates of your company, but are not competition.*