

TRADE SHOW CONSIDERATION CHECKLIST

Tradeshow _____

Tradeshow Dates _____

Tradeshow Location _____



Branding Iron

Criteria for Display Consideration

	YES	NO
1. Location: Is the show near an international airport and in a city with strong tourism?	<input type="checkbox"/>	<input type="checkbox"/>
2. Has the show maintained their attendance level or grown over the last five years?	<input type="checkbox"/>	<input type="checkbox"/>
3. Do the exhibitors fall within the same industry?	<input type="checkbox"/>	<input type="checkbox"/>
4. Will competitors be there?	<input type="checkbox"/>	<input type="checkbox"/>
5. Is there an opportunity for your company to exhibit AND present?	<input type="checkbox"/>	<input type="checkbox"/>
6. Is media coverage present?	<input type="checkbox"/>	<input type="checkbox"/>
7. Can you book a booth 10 x 20 or larger?	<input type="checkbox"/>	<input type="checkbox"/>
8. Is the food, silent auction and stage spread-out across the exhibit hall?	<input type="checkbox"/>	<input type="checkbox"/>
9. Will the show allow you to branch out and reach a new customer base?	<input type="checkbox"/>	<input type="checkbox"/>
10. Will the show allow you to meet face-to-face with current customers and strengthen relationships?	<input type="checkbox"/>	<input type="checkbox"/>

NOTES
