

May 22-25, 2021 | McCormick Place | Chicago, IL USA

Decide what you want to accomplish in your exhibiting program at the National Restaurant Association Show 2021. Write down the major objectives you want to achieve from your program on the worksheet below.

**Objectives:** What are your exhibiting objectives?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Tip**

*The most common exhibiting objectives are*

1. *Build company/brand awareness*
2. *Introduce new products*
3. *Generate sales leads from new prospects*
4. *Generate sales leads from existing customers*
5. *Enter new markets*
6. *Generate leads*
7. *Increase media exposure*
8. *Work with distributors/ build distribution*
9. *Attract employee candidates*

**Messages:** What messages do you want to deliver? What are the 1, 2 or 3 most important thoughts you want your visitors to remember after they leave your exhibit?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**What is the “Big Idea” or positioning statement you are trying to communicate?**

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**What is your Show 2021 exhibit goal?**

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### Describe Your Target Audience:

Define the characteristics that profile your audience (role of the visitor, decision maker or influencer, size of company, price sensitivity, quality conscious, domestic or international or both, timing of needs and budget).

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Who is your target audience? \_\_\_\_\_

What do you want to communicate? \_\_\_\_\_

What do you want to bring home with you (measure results)? \_\_\_\_\_

### Competitive Analysis:

What is your position in the marketplace? \_\_\_\_\_

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Who is your competition? \_\_\_\_\_

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What is your competitive advantage? \_\_\_\_\_

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What is your unique selling proposition? \_\_\_\_\_

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### Measurement:

When the Show is over, what do you want to have as a result?

- Qualified leads
- Sales from leads or sales at Show
- Market penetration
- Successful product introductions
- Existing client interaction
- Trade and consumer news coverage
- Increased name awareness

### Tip

*The top reasons buyers attend the National Restaurant Association Show:*

- 1. See new products and developments*
- 2. Keep up on industry trends*
- 3. Evaluate and compare products for future purchases*
- 4. Make new business contacts*
- 5. Meet with vendors and their senior executives*
- 6. Order samples for testing*