

# EXHIBITOR MARKETING CHECKLIST

**It's never too early or too late to start boosting your presence at the Show!**

Maximize your reach and ROI at the National Restaurant Association Show 2022 with these marketing resources and tips. Your goals at the Show should be to generate leads, see your current customers, drive traffic to your booth, and increase sales – use this timeline to stay on track and check off each item as you complete it. Make sure you're doing everything to get the most success from your investment.



## 3-6 MONTHS PRIOR

- Update your company profile.**
  - Update your company description, product categories, brands, Show specials. The Show To Go website & app is taking the place of our printed guide and program this year, so update your company profile regularly to ensure information is up-to-date. This is how attendees will find your booth onsite!
  - Did you know you can upgrade your online listing? View the benefits and options for increasing your online Show To Go views and brand visibility [here](#).
- Build your framework for success with the objectives worksheet.**
  - Set SMART goals, define success, and align your messaging with your sales team.
- Hold internal meetings to review your tradeshow goals.**
  - Discuss sales approaches and best practices, review new products/services and assign meeting roles.
  - Register or Watch on Demand our [Exhibitor Training Videos](#).
- Explore current sponsorship availability.**
  - Whatever your goals, our sales team can help you with dynamic offerings at the Show to drive sales, increase brand awareness, and showcase new products. Review the opportunities and get in touch with [our sales team](#) today!

## 2 MONTHS PRIOR

- Reach out to your current customers and prospects.**
  - Access your allotment of FREE Customer Invites and send invites through the Registration Services tile in your [dashboard](#).
- Add our email signatures, web banners, and social media hashtags in all communications.**
  - 2022 logos and promotional tools are available [here](#).
- Add Show Specials to your Show To Go profile and send an incentive email to promote them.**
- Schedule regular social media posts and include us in your message.**
- Promote new products/services being shown exclusively at the Show to customers.**
  - Silver & Gold profile packages can upload images, videos, and even product brochures to their Show To Go profiles.
- Produce booth handouts.**
  - Create marketing collateral to support your products and services.
  - Silver & Gold profile packages can upload your collateral to your Show To Go profile.
- Purchase targeted messaging to reach your target audience in advance of the Show.**
  - Purchase a distribution list customized by operation type, number of units, annual revenue, job title, geography, and more. Reach registrants from 2019-2021 to drum up excitement for your products.

## 1 MONTH PRIOR

- ❑ **Review your objectives worksheet, SMART goals, and ROI plan with your staff to get them invested in your strategy and ready for the Show.**
  - ❑ See more staff training and boothmanship tips [here](#).
- ❑ **Download the 2022 registered press list.**
  - ❑ Available April 2022 in the [exhibitor dashboard](#).
- ❑ **Order lead retrieval services.**
  - ❑ Capture the information you need from leads to close sales and hit your goals.
- ❑ **Review your online profile in The Show To Go.**
  - ❑ Ensure all your information, company description, product categories, and brands are listed and up-to-date for attendees.
  - ❑ Remember – The Show To Go takes the place of the printed exhibit guide and program this year! 2/3 of attendees plan their time at the Show before arriving, and over half of attendees prepare a list of exhibitors they want to see in advance. Be on that list!
- ❑ **Review and finalize appointments by reaching out to prospects one final time.**
  - ❑ Be sure to include the email signature with your booth number!
- ❑ **Create booth presentations.**
  - ❑ Consider video or in-person booth demonstrations.
  - ❑ Silver & Gold profile packages can list their scheduled events in their Show To Go profile.

## UPON ARRIVAL

- ❑ **Submit a press kit.**
  - ❑ Bring a physical copy or zipdrive to the Show Pressroom on-site, Room S101b, Friday noon to 5 p.m.
- ❑ **Conduct a pre-show meeting with booth personnel.**
  - ❑ Remind everyone of the show objectives, logistics, best practice trade show sales behaviors and scheduled booth activities.

## DURING THE SHOW

- ❑ **Continue to promote booth visits and product launches on social media using #2022RestaurantShow.**
- ❑ **Attend educational sessions to learn about the latest industry trends and developments.**
- ❑ **Utilize your lead retrieval app or machines.**
  - ❑ Track all conversations and customers with whom you speak to follow up with after the Show is over.
- ❑ **Network with other exhibitors.**
- ❑ **Hold daily morning meetings.**
  - ❑ Keep team morale high and set your booth off to a positive start each morning.
- ❑ **Daily debrief meetings.**
  - ❑ Make any necessary adjustments before the next day.
- ❑ **Reserve your booth for the 2023 National Restaurant Association Show by participating in Onsite Space Selection.**

## AFTER THE SHOW

- ❑ **Send follow up materials within 10 business days from the end of the Show.**
  - ❑ Thank you notes, and product information to all the leads you received during the Show.
- ❑ **Assess sales, leads, and prospects against ROI and exhibiting goals and create an evaluation report.**
- ❑ **Send product information to press who attended the Show for inclusion in their post-Show articles.**
  - ❑ Use the [registered press list](#).
- ❑ **Purchase targeted messaging.**
  - ❑ Send a follow-up email to anyone who may have missed your booth at the Show with your sales information.
- ❑ **Review your online profile to update any pertinent company information through August when The Show To Go is still active.**
  - ❑ For Gold & Silver profile packages - add any new products, press releases, or contact information.
  - ❑ For Gold, Silver, & Bronze profile packages - continue to follow up on your [dashboard leads](#).