



NORTH AMERICAN FARM SHOW
COUNCIL

Build a Better Farm Equipment Show

Step One - Pre-show Planning: Creating an Action Plan

A) Why are you going to the show?

- Generate sales
- Obtain leads
- New product introduction
- Increase brand awareness
- Press coverage
- Meet with current customers
- Recruit distributors
- Gather marketing information
- Gather competitive information
- Demonstrate products
- Other _____

B) Who is your target audience?

- What is the make-up of the entire audience? (Get info from show management or other exhibitors)
- How do you define the characteristics of your target audience?
- How many of your target audience can you expect at this event?
- How do you want to attract your target audience to the booth?
 - Pre-show mailings
 - Targeted give-aways
 - Product-specific demos
 - Pre-set appointments
 - Other _____



Remember to set timelines and budgets for any of the above!

C) What methods will help you measure your success?

- Cost per lead/contact and/or potential sales
- Counts (leads, total contacts, number of visitors receiving demos etc)
- Pre /at / post show surveys
- Slice and dice lead information and/or other data
- Other _____



Remember, once you decide which methods you want to use to accomplish your measurement goals, you need to set your tactics for obtaining your measurements!



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D) Design your exhibit and graphics with your objectives in mind

Answer the following questions when meeting with your exhibit designer or production person:

- Based on the goals and measurement tactics you set on page one, what's the best way to display/demo your products in your exhibit space?
- How do you want traffic to flow through the exhibit?

Visualize: What kind of image do you want to convey through your exhibit design?

Define: What are you trying to accomplish through your exhibit?

- Will lighting play a role in your exhibit?

- Yes
- No

If yes, have you ordered it? y/n

- What role will audio visual play to communicate your message?
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Identity: What size exhibit works best to communicate your message

- In line (10 x 10, 10 x 20, 10 x 30 etc)
- Peninsula (exhibit space facing out at the end of a row)
- Island (exhibit with aisles open on all four sides)

What is the largest configuration you will need and smallest?

Largest? _____ x _____

Smallest _____ x _____

Optimize: Of the following, which elements do you consider appropriate to include in your exhibit design?

- Truss systems
- Light weight pop-up banner stands
- Fabric graphics
- Custom/modular components
- Lightweight construction materials



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Space Requirements:

Products to be displayed	_____
Products to be demonstrated	_____
Computers	_____
Video workstations	_____
Monitors (size and quantity)	_____
Information and/or reception desk	_____
Lead stations (different from above)	_____
Conference area(s)	
Size	_____
Quantity	_____
Degree of Privacy	_____
Demonstrations	_____
Live presentations	_____
Type of projection	__Front __Rear __Plasma
Seating	_____
Standing	_____

Graphics and Signage:

Based on your set goals and target audience, what is the overall message that you want to convey? _____

(What is the primary thought that you want to plant and leave in the mind of every visitor?)



Remember that powerful messages should accomplish the following:

- Create interest
 - Attract attention
 - Make the exhibit memorable
 - Pre-qualify visitors (by specifying clear **benefit** statements)
 - Tie into your overall company branding message
- (Use the checklist to make sure you're not missing anything)

Questions?? Contact: Susan Brauer — susan@marketech360.com — 612.374.6002 (p) 612.805.4190 (c)



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