



NORTH AMERICAN FARM SHOW
COUNCIL

Build a Better Farm Equipment Show

Step Seven - Post-Show Report

A) Prepare a one page post-show report to give management an idea of what happened immediately after the show (within two weeks)

- Tie the report to pre-set goals and objectives (predicted ROO)
- Include year-to-year or show-to-show comparisons
- Identify problems (what they are and how you plan to fix them)
- Competitive analysis and emerging trends
- Seminars that you and/or others attended, sponsored or presented
- Keep preliminary report to one page with bullet-pointed highlights - Note: follow up with detailed report at a later date (below)

B) Key elements to include in final, full post-show report (as applies):

Lead Generation

- ◇ Number of leads
- ◇ Geographic breakdown of leads
- ◇ Cost per lead
- ◇ Predicted ROI
- ◇ Products/services that drew the most interest

Attendees

- ◇ Total attendance breakdown - breakdown of total attendees to booth
- ◇ Targeted audience - how many, what was their interest etc.

Demonstrations

- ◇ Number of attendees viewing demos
- ◇ Leads gathered from demos

Promotions

- ◇ Promotional products
- ◇ Website (pre and post-show hits)
- ◇ Show specials
- ◇ Hospitality event
- ◇ VIP events

Competitive intelligence

- ◇ What competitors were exhibiting
- ◇ What size booth and where located
- ◇ Booth traffic
- ◇ Product/service focus and/or anything new
- ◇ Sponsorships



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- Media success
 - ◇ Number of press meetings
 - ◇ What was accomplished
 - ◇ Agreement(s) of printing press releases, articles etc.
 - ◇ Number of press kits picked up

- Trends noted
 - ◇ Industry trends (how they might impact your business)
 - ◇ Show trends
 - Audience/product focus shifts
 - Costs to exhibit
 - Themes
 - Display types and materials
 - At-show activities
 - Marketing methods

- Sessions attended and summary of what was learned

- Recommendations for the future
 - ◇ What was done right
 - ◇ What could be improved
 - ◇ New ideas for the next show

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



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