Trade show booth brief

Show: _____
Dates and booth number: _____

1 OUR GOAL

Meetings booked: _____ Qualified conversations: _____

Capacity check: _____ hours x _____ staff x 4 an hour = _____

If the goal is bigger than capacity, add staff, add pre-booked meetings, or lower the goal. Rule of thumb: about 50 sq ft per staffer.

2 HOUSE RULES

- Stand at the front. Sit only when the floor is empty.
- Phones away while the hall is open.
- No eating in the booth. Breaks: _____
- Arrive by _____ Booth lead: _____

3 OPENERS (NOT "CAN I HELP YOU?")

1. "What brought you to the show this year?"
2. "Are you here for _____, or something else?"
3. "How are you handling _____ today?"

4 THREE QUALIFYING QUESTIONS

1. **Role:** do you choose, influence, or use this?
2. **Problem:** what are you trying to fix?
3. **Timing:** this quarter, this year, or just looking?

5 SORT EVERY VISITOR

BUCKET	SIGNS	BEFORE THEY LEAVE	FOLLOW-UP
Hot	Right role, real problem, timing this quarter or year	Book the meeting, invite the account executive	24 to 48 hours, or confirm the booking
Warm	Interested, wrong timing or role	Promise one specific resource, note it	Within the week
Not a fit	Student, competitor, no link to what we sell	Thank them, point the way, no scan	None

6 EVERY NOTE HAS THREE PARTS

- **Need**, in their words
- **Timing**, as they said it
- **Next step**, as agreed, plus the bucket

Write it within a minute. In a rush, capture first and add notes the same day.

7 POLITE EXITS

- "I don't want to keep you from the floor. We're here until _____."
- "That's outside what we do, but _____ might help."

8 TOP QUESTIONS VISITORS ASK (WRITE THE ANSWERS BEFORE THE SHOW)

QUESTION	OUR ANSWER

From "Trade Show Tips for Exhibitors" on the B2Brain blog (b2brain.com/blogs/trade-show-tips-for-exhibitors). Capacity method: AIA25 exhibitor education sheet. Follow-up windows: Custom Ink (24 to 48 hours) and Freeman (within a week). Free to copy and share.