



**ARE YOU
READY
FOR...?**



JANUARY 5-8
LAS VEGAS

TRADESHOW CHECKLIST

www.vanhollandgroup.com

VAN
HOLLAND
GROUP

#1 HAVE A PLAN!



Goals

- Have Clear Measurable Show Goals
- Plan Many, Many Months Before
- Budget Booth, Travel, Meals, etc.

- Understand Latest (Local) Trends
- Develop Competition Insights
- Identify Prospects Pre-Show

Research

SetUp

- Have Clear Show / Booth Theme
- Aim For Seating Areas (Get Them "In")
- Crate A "Hook" (An Act, A Show)

- Bring Your (Multi-Disciplinary) A-Team!
- Train On Scripted Demos & Messaging
- Determine Roles, Roster, Dress Code

Team

Equipment

- Send Samples Ahead Of Time
- Anticipate Internet, Chargers, etc.
- Bring Your Tool Kit & Medical Kit

- Have A Show Social Media Strategy
- Consider Show Press Release
- Prepare Your Aligned Stories / Demos

Marketing



OPPORTUNITIES...

**Smart Cities /
Sustainability**



5G Networks



Self Driving Car



Vehicle Technology



Smart Homes



Home Entertainment



Fitness & Wearables



Digital Health



#2 SHOWTIME!



SetUp

- Key Staff Arrives 1-2 Days Pre-Show
- Walk The Floor (Know Your Area)
- Check, Check, Check and ... Check

- Do Team Pre-Run Of Demos
- Daily Team Booth Kick Off & Eval
- Check Daily Show News (Be Aware)

Message

- Ask Open Questions!
- Have Give Aways (Freebies!)
- Have Biz Cards / Sign-Up Sheets

Engage

- Consider Sponsorships
- Seek Speaking Engagements
- Attend Networking Events

Exposure

Team

- Be Well-Rested
- Don't Wear New Shoes :)
- Manage "Entertainment" Exposure

- Have Daily Social Media
- Record Video, Take Pics (Content!)
- Engage With Press ("On Script")

Marketing



OPPORTUNITIES...

**Augmented &
Virtual Reality**

E-Sports / Gaming

Artificial Intelligence

Robotics

Food Tech

Sports Tech

Entertainment & Content

Family & Lifestyle

#3 IT'S A WRAP



Follow Up

- Follow Up With Key Leads
- Capture All Relevant Leads In CRM
- Send Thank You Notes

- Show Videos And Pics On Social Media
- Post 1-2 Weeks After On LinkedIn
- Share Efforts Also With Internal Staff

Show Off

Evaluate

- Conduct Feedback Inquiry With Staff
- Assess Show Goals vs. Results
- Determine Improvement Points

- Use Show Eval To Plan "Next One"
- Timely Register (Get Better Space)
- Pro-Actively Seek Sponsorship

Plan Again

***'Exhibiting Is Like Chess -
Success Starts With A
Great Strategy'***

Marlys Arnold

HOW CAN WE HELP?

Research

- Provide Market Scan To Prep
- Identify Key Players/Prospects
- Pre-Arrange & Plan Meetings

- Develop Go-To-Market Planning
- Assess Regulatory Requirements
- Staged Staffing & Resources Plan

Entry Plan

Formation

- KickStart USA Operation
- Open USA Business Office
- Register USA Entity

- Follow Up With Prospects
- Act As Sales Agent In Initial Stage
- Identify Partners / Investors

Biz Dev

VAN HOLLAND GROUP

The Van Holland Group helps companies with planning, implementation, and international support for USA market entry. Build a modern sales organization and make use of the best US network for your services.



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