

OBJECTIVES AND RESULTS WORKSHEET

Why Exhibit?

- Generate leads
- Create or increase awareness (product, service, company)
- Introduce a new product or service
- Develop new customers
- Maintain or extend relationships with existing customers
- Recruit new distributors, dealers or representatives
- Recruit personnel
- Teach or learn
- Support the industry association
- Counteract competitors
- Maintain pressure and market viability
- Other _____

What are Your Primary Objectives?

What are Your Secondary Objectives?

How Will You Measure Your Results?

- Return on investment (ROI). What will determine if the booth is successful? _____

- Sales leads. How many leads do you want by the close of the show? _____
- Sales from leads. What percentage of leads need to convert to sales? _____
- Literature/Information shared. Desired response? _____
How many? _____
- Contacts made. Identify key contacts to be made. _____
- Other _____

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