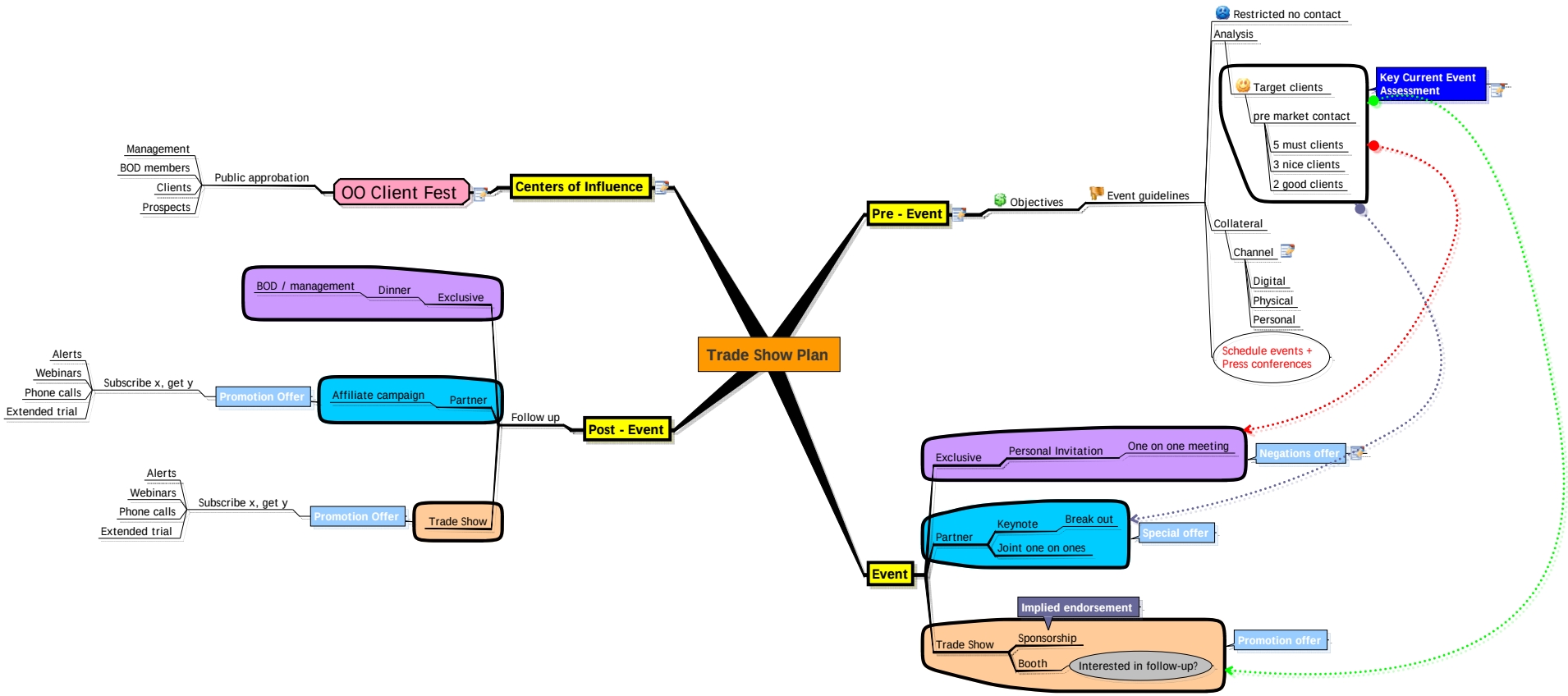
Trade Show Plan
Centers of Influence
OO Client Fest
Public approbation
Management
BOD members
Clients
Prospects
Post - Event
Follow up
BOD / management
Dinner
Exclusive
Affiliate campaign
Partner
Promotion Offer
Subscribe x, get y
Alerts
Webinars
Phone calls
Extended trial
Trade Show
Promotion Offer
Subscribe x, get y
Alerts
Webinars
Phone calls
Extended trial
Pre - Event
Objectives
Event guidelines
Restricted no contact
Analysis
Target clients
pre market contact
5 must clients
3 nice clients
2 good clients
Key Current Event Assessment
Collateral
Channel
Digital
Physical
Personal
Schedule events + Press conferences
Event
Exclusive
Personal Invitation
One on one meeting
Negations offer
Partner
Keynote
Break out
Joint one on ones
Special offer
Implied endorsement
Trade Show
Sponsorship
Booth
Interested in follow-up?
Promotion offer