

A photograph of a trade show booth. The booth features a large, curved digital display wall with various images and text. A sign on the wall reads "THE BUZZ". Several people are gathered around the booth, some looking at the display and others talking. The scene is lit with warm, golden light, possibly from large windows in the background. The floor is highly reflective, showing clear reflections of the people and the booth. The overall atmosphere is professional and busy.

AERPOWER
MARKETING

BUILDING A
BUSINESS CASE

TRADE SHOW & EVENT QUALIFIERS



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HOW TO USE THIS EVALUATION

On the following pages, you will be asked 5 questions. Each question has a set of sub questions to help you give the main question a score. You will assign a value to each sub question using a 1-5 point system, with 1 = definitive "NO" and 5 = definitive "YES". Then take the average score and assign that value to the main question.



TRADE SHOW OR EVENT INFORMATION

Trade Show Name: _____



CIRCLE ONE:
WALK OR EXHIBIT

TRADE SHOW OR EVENT COST

\$ _____

SIDE NOTES:

- 1.
- 2.
- 3.
- 4.
- 5.



01 | IS THE EVENT OR SHOW A STRONG MARKET FIT?

Answer the questions below,
then take the average value
and add it here



Avg Score

THINGS TO
CONSIDER

THOUGHTS &
COMMENTS

ASSIGN
POINTS

1-5 point system, with 1 = definitive no and 5 = definitive yes

Are the exhibitors and/or
attendees decision makers and/or
influencers?

Does the show attract a local,
national or international market?
How does it align with your
geographic target?

What assumed percentage of the
attendees are a fit?

02 | IS THE EVENT OR SHOW A STRONG STRATEGIC FIT?

Answer the questions below, then take the average value and add it here



Avg Score

THINGS TO CONSIDER

THOUGHTS & COMMENTS

ASSIGN POINTS

1-5 point system, with 1 = definitive no and 5 = definitive yes

What goals does the event help you achieve?

What other initiatives are going on that exhibiting at the show might impact from a budget or timing perspective?

Beyond lead generation, what else might be learned or gained from the show?

What other strategic opportunities does this open up?

03 | IS THE EVENT OR SHOW A STRONG FINANCIAL FIT?

Answer the questions below, then take the average value and add it here



Avg Score

1-5 point system, with 1 = definitive no and 5 = definitive yes

THINGS TO CONSIDER	THOUGHTS & COMMENTS	ASSIGN POINTS
<p>What's the expected cost to exhibit? (Be sure to include planning and labor, collateral/booth, travel and accommodations etc. here.)</p>		
<p>Is there existing collateral that can be used or will everything need to be created from scratch? Are the resources available for the given workload and timeline?</p>		
<p>Beyond lead generation, what else might be learned or gained from the show?</p>		
<p>What are your goals and projections? Examples include:</p> <ul style="list-style-type: none"> • Expected number of leads? • Meetings with customers? • Partners/referral source meetings? • Competitive recon? 		
<p>Is there a strong likelihood of seeing positive ROI?</p>		

04 | DOES THE EVENT PRESENT A COMPETITIVE ADVANTAGE?

Answer the questions below, then take the average value and add it here



Avg Score

THINGS TO CONSIDER

THOUGHTS & COMMENTS

ASSIGN POINTS

1-5 point system, with 1 = definitive no and 5 = definitive yes

Are your competitors exhibiting?

If so, will your company be able to stand out?

If not, will your company be able to cohesively fit into the bigger picture of the show based on what attendees are there to do?

	THINGS TO CONSIDER	THOUGHTS & COMMENTS	ASSIGN POINTS
	Are your competitors exhibiting?		
	If so, will your company be able to stand out?		
	If not, will your company be able to cohesively fit into the bigger picture of the show based on what attendees are there to do?		

05 | IS THIS AN ESTABLISHED TRADE SHOW OR EVENT?

Answer the questions below, then take the average value and add it here



Avg Score

THINGS TO CONSIDER

THOUGHTS & COMMENTS

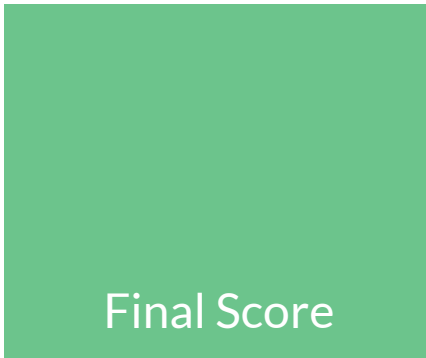
ASSIGN POINTS

How many times has the show been held?		
How many people attended in the past?		
How many exhibitors were at the last show?		
What other businesses will be participating?		
How and where will the trade show be publicized?		
What other promotional benefits will exhibitors receive?		

1-5 point system, with 1 = definitive no and 5 = definitive yes

SCORING & RESULTS

Take the Avg Score from the 5 questions above and enter them below. Then add up the total score. If the score is greater than 18 then you should attend. However if the score is lower than 18, the event or trade show should be reconsidered.

QUESTION	SCORE
Is it a Strong Market Fit?	 Final Score
Is it a Strong Market Fit?	
Is it a Strong Financial Fit?	
Does it Present a Competitive Advantage?	
Is this an Established Trade Show?	

Evaluation Score	Should I attend?
≥ 18	Yes
< 18	No

