



## PRE-SHOW ANALYZER



To properly analyze each in-person event on your Master List gather the following information on each even to determine if it is an event you want to add to your Event Calendar:

### 1. Costs:

- a. Booth Rental
- b. Specific costs (in addition to the basic booth and booth items that make up your in-person event package) including:
  - i. Uniforms
  - ii. Booth decoration including posters, etc.
- c. Travel
- d. Staffing
- f. Samples
- g. Specific Marketing Material
  - i. Including Sell Sheet
  - ii. Show specials Promotions
  - iii. Bag stuffers/handouts

### 2. Location

- a. Indoor or Outdoor
  - b. And location of the booth within the venue (note: booth location is extremely important and great locations can cost more)
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### 3. Promoter and their reputation

- a. Promised Audience
- b. Recommendations from previous attendees

### 4. Exhibitor List

- a. Are other exhibitors the same “quality” as your product
- b. Are there too many competitors there so you will get lost

### 5. Time frame

- a. At show
- b. And what is prep time for getting ready for the show

### 6. Projected ROI (return on investment)

- a. Loss of production time/sales in days out of business
- b. Is this a marketing event or do you need to sell?
  - i. And if it is a selling event what can you expect in orders (or what do you need in orders to make it profitable)
- c. Break even analysis – do the analysis you did on Step Two (on the three types of show) on each of the individual events you are considering. You need to know the potential performance of each event before you decide to add it to your calendar. Know how many products you will need to sell to at least cover the cost of the event and make an informed decision about whether the particular event can perform as needed.

### 7. Do you have all the systems in place that you need for follow-up and continued sales:

- a. A collection system for name and contact info
  - b. Including a database to enter names in when you return home.
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Add any other specific pros and cons relevant to your business and then decide event by event to create your calendar.

Also remember (from the tips) that it takes more than one show (whether it is an annual show or a weekly farmer's market) to gauge the real outcome. So add whether you are willing to make a long term commitment to your decision making process.



Main Landing Page