

Müller Expo

GLOBAL EXHIBITS

Post-show Cheat Sheet

MULLER EXPO POST-SHOW CHEAT SHEET

The following prompts are designed to analyze your exhibiting performance at your recent show. Use these sheets to organize your thoughts and evaluate the show, your booth, and the steps you should take moving forward to capitalize on the leads you generated.

Performance Analysis	
Number of Booth Visitors	Number of Qualified Leads
Number of Orders Filled	Cost Per Lead Acquired
What did we do well?	
How could we have improved our presence?	

Show Analysis
Comments on Audience Demographics
Quantity of Foot Traffic
Quality of Foot Traffic
Did this show meet expectations?
Why or why not?

Competitor 1	
Competitor's Name	
Booth Number	Booth Location
Main Product/Service Offering	
Main Theme/Message of Booth	
Relative Strength/Weaknesses	

Competitor 2	
Competitor's Name	
Booth Number	Booth Location
Main Product/Service Offering	
Main Theme/Message of Booth	
Relative Strength/Weaknesses	

Competitor 3	
Competitor's Name	
Booth Number	Booth Location
Main Product/Service Offering	
Main Theme/Message of Booth	
Relative Strength/Weaknesses	

Exhibit Planning			
Use Existing Exhibit <input type="checkbox"/>		Storage Location	
Renovation/New Branding Plan			
Renting an Exhibit <input type="checkbox"/>		Exhibit House	
Contact	Phone	Email	Fax
Purchasing an Exhibit <input type="checkbox"/>		Exhibit House	
Contact	Phone	Email	Fax

Staffing	
Number of Staff Attending	Dress Code
Total Anticipated Staffing Hours	
Required Staff Training	
Staff Lodging Details	
Total Staff Lodging Cost	Per Diem

Pre-Show Marketing Checklist	
<input type="checkbox"/> Direct Mail	<input type="checkbox"/> Giveaways
<input type="checkbox"/> Email Marketing	<input type="checkbox"/> Print Collateral
<input type="checkbox"/> Landing Pages	<input type="checkbox"/> Digital Marketing
<input type="checkbox"/> Social Media	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Blog Content	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Publications	<input type="checkbox"/> Other: _____