

CATALYST

the **MARXGROUP**

Business Strategy | Marketing Communications

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Trade Show Audit

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Are you in the right trade show?

We go to a lot of trade shows, and are often deeply involved with our clients' trade show activities. We thought it might be good to share this particularly useful "*uniform information collection and reporting format*". This **Trade Show Audit Form** will help you better determine which shows in which you SHOULD participate.

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We put this together for one of our clients. They are "trade show virgins" and are beginning to audit shows to help them decide in which ones to participate. No reason why you shouldn't record and share among your team the same information about the shows you attend.

Hope this is helpful.

1. **Trade Show Name:**
2. **Sponsor(s):**
3. **Venue City:**
4. **Show Venue:**
5. **Dates:**
6. **Number of attendees:**

(continued)

7. Number of exhibitors:

8. Exhibition hours:

9. Nature of conference/information/educational activities:

10. Objectives:

[What is the overall purpose of the show. For example the National Association of Broadcasters define the purpose of their trade show as follows:

The NAB Show delivers a comprehensive showcase of digital communications technologies including every element of television and radio broadcasting, film/video production and post production, audio production, multimedia, the Internet, satellite and telecommunications. The NAB show offers specialized educational forums within multiple conference tracks, 1,600+ exhibits and dozens of high-profile networking events.]

11. How appropriate to (our company) as an Exhibitor:

Ranking: 0 – 1 – 2 – 3 – 4 – 5

Explanation:

12. How appropriate to (our company) as an attendee:

Ranking: 0 – 1 – 2 – 3 – 4 – 5

Explanation:

13. Observations on sales opportunities:

14. Exhibitors of Note or Interest:

**15. Attach or enclose relevant literature
(i.e. show daily, program, directory, exhibitor materials, etc.)**

END