

Trade Show Marketing Plan Template

1. Event Overview

Trade Show Name

Enter trade show name...

Date & Location

Enter date & location of the event...

Booth Number/Location

Enter your booth number or location...

2. Objectives & Goals

List objective #1

•

List objective #2

•

List objective #3

•

3. Target Audience

Describe your target audience for this event...

4. Key Messages

Key message #1

•

Key message #2

•

5. Pre-Event Marketing Activities

Email campaign details

1.

Social media plan

2.

Press release/PR

3.

6. At-Event Marketing Activities

Booth engagement ideas

1.

Product demos/presentations

2.

Lead capture strategy

3.

7. Post-Event Activities

Lead follow-up plan

1.

Thank you emails

2.

Post-event survey

3.

8. Budget Overview

Item	Estimated Cost
Booth fees	\$0.00
Travel & Lodging	\$0.00
Marketing materials	\$0.00

Other	\$0.00
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9. Success Metrics

- Leads collected
- Meetings scheduled
- Sales closed
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10. Notes & Additional Information

Add any additional notes or considerations here...