

Trade Show Event Marketing Proposal

Date: _____

Prepared for: _____

Prepared by: _____

1. Executive Summary

This proposal outlines a strategic marketing plan for your company's participation in the upcoming trade show. The goal is to enhance brand visibility, generate leads, and establish valuable partnerships.

2. Event Overview

- **Event Name:** _____
- **Location:** _____
- **Date:** _____
- **Target Audience:** _____
- **Booth Size/Location:** _____

3. Objectives

- Increase brand awareness in the target market.
- Generate qualified leads.
- Demonstrate new products/services.
- Network with industry professionals.

4. Strategy & Tactics

1. Design and set up an engaging booth.
2. Pre-event email and social media campaigns.
3. Live demonstrations and interactive activities.
4. Promotional giveaways.
5. Lead capture and follow-up plan.

5. Timeline

Task	Deadline
Booth Design Finalization	_____
Marketing Material Preparation	_____
Pre-Event Promotions	_____
Event Execution	_____

6. Budget Estimate

Item	Estimated Cost
Booth Rental	_____
Design & Production	_____
Marketing Materials	_____
Giveaways	_____
Travel & Accommodation	_____
Other	_____

7. Measurement & Reporting

- Number of new leads collected
- Social media engagement
- Brand visibility metrics
- Post-event follow-ups and outcomes

8. Approval & Next Steps

Please review this proposal and provide feedback or approval to proceed with planning and execution.

Signature: _____ Date: _____