

# 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	_____

Post-Event Follow-up	-----
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## 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: \_\_\_\_\_