

# Trade Show Objectives and Targets Document

## Event Information

Trade Show Name

Enter trade show name

Date

Enter date

Location

Enter location

## Team Members

List team members involved

## Objectives

State the main objectives for attending the trade show

## Targets

Target	Measurement	Deadline
e.g. Number of leads	e.g. 100 qualified leads	e.g. Last day of event

## Follow-up Actions

Detail required follow-ups post event

## Notes

Additional comments or important notes