

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
<div>e.g. Number of leads</div>	<div>e.g. 100 qualified leads</div>	<div>e.g. Last day of event</div>
<div></div>	<div></div>	<div></div>
<div></div>	<div></div>	<div></div>

Follow-up Actions

Detail required follow-ups post event

Notes

Additional comments or important notes