



METRO EXHIBITS' POST-SHOW CHEAT SHEET

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The following prompts are designed to analyze your exhibiting performance at your recent show. Use these sheets to organize your thoughts and evaluate the show, your booth, and the steps you should take moving forward to capitalize on the leads you generated.

Performance Analysis	
Number of Booth Visitors	Number of Qualified Leads
Number of Orders Filled	Cost Per Lead Acquired
What did we do well?	
How could we have improved our presence?	

Show Analysis
Comments on Audience Demographics
Quantity of Foot Traffic
Quality of Foot Traffic
Did this show meet expectations?
Why or why not?



Competitor 1

Competitor's Name

Booth Number

Booth Location

Main Product/Service Offering

Main Theme/Message of Booth

Relative Strength/Weaknesses

Competitor 2

Competitor's Name

Booth Number

Booth Location

Main Product/Service Offering

Main Theme/Message of Booth

Relative Strength/Weaknesses

Competitor 3

Competitor's Name

Booth Number

Booth Location

Main Product/Service Offering

Main Theme/Message of Booth

Relative Strength/Weaknesses



Exhibit Planning

Use Existing Exhibit <input type="checkbox"/>		Storage Location	
Renovation/New Branding Plan			
Renting an Exhibit <input type="checkbox"/>		Exhibit House	
Contact	Phone	Email	Fax
Purchasing an Exhibit <input type="checkbox"/>		Exhibit House	
Contact	Phone	Email	Fax

Staffing

Number of Staff Attending	Dress Code
Total Anticipated Staffing Hours	
Required Staff Training	
Staff Lodging Details	
Total Staff Lodging Cost	Per Diem

Pre-Show Marketing Checklist

<input type="checkbox"/> Direct Mail	<input type="checkbox"/> Giveaways
<input type="checkbox"/> Email Marketing	<input type="checkbox"/> Print Collateral
<input type="checkbox"/> Landing Pages	<input type="checkbox"/> Digital Marketing
<input type="checkbox"/> Social Media	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Blog Content	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Publications	<input type="checkbox"/> Other: _____

