TRADE SHOW ROI
Dr. Diane Hickey-Davis, Principal, Diamond Chameleon Group

5 Hacks to Improve your Trade Show ROI

Why do you attend trade shows (expos, symposium, etc.)?

Simple hacks to get the most out of your investment:

- Set Objectives
- Pre-show working meeting with team
- Rank Contact Cards
- Practice booth etiquette - $\_\_\_\_\_\_\_ per hour
- Set-up follow-up calls during show conversations

MARKETING FOR SCIENTISTS & ENGINEERS.

TRADE SHOW HACK: Rank Cards

EVENT: ___________________ YEAR: _____

On a scale of 0-9, these cards are ranked by:
0 Urgency for followup, 0 = never, 9 = immediately
0 Send materials
0 Put on mailing list
0 Other: diamondchameleon.com

LinkedIn: company/diamond-chameleon-group
diamondchameleon.com

DIAMOND CHAMELEON
Dr. Diane Hickey, Ph.D.
352.317.8221
Principal