

The Purple 90-Day Trade Show Plan

Your show brief + execution checklist. Print it. Bring it. Run the show like a revenue campaign.

Event / City / Dates	Booth # / Size	Primary CTA (e.g., Book a free audit)	Owner
Pipeline Target (\$)	Meetings Target (Pre/On-site)	A / B / C Targets	Budget
Follow-up SLA (A/B)	A: same day B: 48 hrs	Content Capture Plan	<input type="checkbox"/> Photos <input type="checkbox"/> Video <input type="checkbox"/> Social

TIMELINE (90 DAYS)

When	Objective	Key Actions	Done / Deliverables
Wks -6 to -5 (Strategy)	<i>Kick off + set the number</i>	<ul style="list-style-type: none"> • Confirm ICP + priority segments • Calculate pipeline + meeting targets • Build target account list (50–200) 	<input type="checkbox"/> Targets approved <input type="checkbox"/> Target list built <input type="checkbox"/> Owners assigned
Wks -4 to -3 (Outreach)	<i>Fill the calendar</i>	<ul style="list-style-type: none"> • Lock primary offer (teardown/audit) • Landing page + booking link live • Outreach cadence starts (email + LinkedIn) • Partner / co-marketing invites 	<input type="checkbox"/> Meeting link live <input type="checkbox"/> 1st outreach sent <input type="checkbox"/> Meetings booked: ____
Wks -2 to -1 (Message + Train)	<i>Make the booth convert</i>	<ul style="list-style-type: none"> • Message passes 3-second test • Proof assets ready (numbers/logos) • Staff roles assigned (G / Q / C — see key) • Demo rehearsed (90 sec) + lead form tested 	<input type="checkbox"/> Role cards printed <input type="checkbox"/> Lead capture tested <input type="checkbox"/> Shift schedule final
Show Days (Execute)	<i>Run the machine</i>	<ul style="list-style-type: none"> • Daily huddle (7 min AM) + nightly debrief (15 min) • Ask for a next step every conversation • A / B / C triage on-floor in real time • Capture content: photos, clips, testimonials 	<input type="checkbox"/> Meetings held: ____ <input type="checkbox"/> A leads: ____ <input type="checkbox"/> Next steps booked: ____
0–48 Hrs After (Speed)	<i>Prevent lead rot</i>	<ul style="list-style-type: none"> • A leads contacted same day / next AM • B leads contacted within 48 hrs • Send recap + personalized next-step link • Assign owners + due dates in CRM 	<input type="checkbox"/> SLA met (A/B) <input type="checkbox"/> Owners assigned <input type="checkbox"/> Cadence started
Wks +1 to +4 (Conversion)	<i>Turn conversations into pipeline</i>	<ul style="list-style-type: none"> • 7-touch cadence runs (email, call, LinkedIn, content share) • Pipeline review meeting (30 min weekly) • Track conversion chain + kill/keep/grow notes • Draft 1-page show recap with ROI metrics 	<input type="checkbox"/> Opps created: ____ <input type="checkbox"/> Opps advanced: ____ <input type="checkbox"/> Recap drafted

Lead Grades: A = Budget + authority + timeline < 90 days (hot) B = Strong fit, needs nurturing or timing (warm) C = Informational / long-term / low fit (cold)	Booth Roles (G / Q / C): G = Greeter — stops traffic, qualifies in 15 sec Q = Qualifier — runs discovery, captures info C = Closer — books the meeting or next step
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Purple Rule: *If your pre-show calendar is empty, your post-show report will be disappointing.*