Trade Show Alignment Checklist

For Sales & Marketing Teams in Telecom & Technology

Set One Shared Goal

- ◯ Align on ***a single objective*** (demos, leads, partnerships, etc.)
- ◯ Build ***all messaging, materials, and follow-up*** around it

Audit Sales Collateral

- ◯ ***Remove outdated one-pagers*** and decks
- ◯ Ensure ***messaging is accurate,*** buyer-focused, and aligned with pricing/positioning

Review Booth Messaging

- ◯ Keep headlines ***bold and benefit-driven***
- ◯ Match your brand's tone, visuals, and website
- ◯ ***Ditch jargon*** unless it fits your audience

Align the Sales Pitch

- ◯ Reps should know the problem you solve and ***how you're different***
- ◯ Use ***battlecards with key talking points,*** promos, and objection-handling

Prep Lead Capture Tools

- ◯ Use digital forms or ***QR codes***
- ◯ Capture use case, timeline, ***and buyer role***
- ◯ ***Sync with CRM for fast follow-up***

Coordinate Pre-Show Buzz

- ◯ ***Marketing:*** Provide graphics, hashtags, booking links
- ◯ ***Sales:*** Post teasers, DM prospects, offer meet-up incentives

Plan Strategic Swag

- ◯ Make it ***useful, branded, and message-aligned***
- ◯ ***Integrate QR codes*** or links for demos

Assign Clear Booth Roles

- ◯ Define ***who's pitching, scanning, demoing, and restocking***
- ◯ ***Avoid overlap*** or confusion at the booth

Schedule Post-Show Follow-Up

- ◯ ***Pre-plan emails*** and lead routing
- ◯ Set dates for ***internal debrief and reporting***
- ◯ Segment by ***lead quality***

Bonus: What to Bring to the Booth

- ◯ Sales collateral
- ◯ Battlecards & pitch scripts
- ◯ Tablets with digital lead forms
- ◯ QR codes for demo scheduling
- ◯ Swag (the useful kind)
- ◯ Booth visuals & banners
- ◯ Phone chargers & backup technology
- ◯ Water, snacks, breath mints and pain relievers

GREENSTAR MARKETING

Want some help getting tradeshow-ready? GreenStar's Here.

833-919-7827

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