STRATERVAL / FREE EXCERPT

Before You Book the Booth

Sample pages from the English trade-show planning guide.

The full guide takes you from event selection and budgeting through meeting preparation, qualification, follow-up and review. This free excerpt includes the decision framework and one-page planning sheet.

Full guide: introductory US$39 per company

English PDF for one company’s internal use. This is a guide, not the Excel-based Mining Market Entry Toolkit.

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Define the business reason

Before choosing a destination, finish this sentence: "We are considering this event to advance [specific objective] with [specific customer or partner group] in [market] by [date]." A clear objective makes event selection and preparation more useful.

Choose one primary objective

Objective	Useful evidence after the event
Validate demand	Relevant buyers describe an application, problem and purchasing conditions.
Develop existing accounts	A customer agrees a specific technical or commercial next step.
Evaluate a territory	You identify access requirements and questions that still need research.
Find a channel partner	Potential partners meet your initial criteria and agree a qualification discussion.

What would count as progress?

Set a modest, observable target appropriate to your business. For example: three discussions with relevant operations teams and two agreed follow-up meetings. This is a planning target, not an attendance or sales forecast.

Your decision note

Primary objective: _____
Target audience: _____
Decision owner and date: _____
Evidence that would justify participation: _____

Ask your team

If we return with many contacts but no evidence related to this objective, would we still consider the trip worthwhile? If the answer is unclear, refine the objective before spending.

Put the decision into action

Decision field	Your working notes
Objective and customer group	_____
Selected event and participation format	_____
Evidence of audience and application fit	_____
Unknowns to resolve before booking	_____
Budget ceiling and approval owner	_____
Priority organizations and meeting owner	_____
Questions to validate on site	_____
Follow-up owner and review dates	_____

Before you approve the spend

Can we name the people or roles we want to meet? Is our product or service relevant to their applications? Have we confirmed the current dates, venue and access rules? Can we support the total cost? Have we assigned preparation and follow-up time?

Write the final choice

Exhibit / Attend / Defer / Skip
Reason: _____
Approved by: _____ Date: _____

Keep this page with your budget and event notes. Review it after the event so the next decision benefits from what you learned.