



1 HAVE A CLEAR OBJECTIVE

Before attending or sponsoring any conference, make sure you have a clear objective of what you want to accomplish.

3 SET UP MEETINGS

To be successful you have to be able to set up meetings during the show in order to get the most out of the show.

5 DEVELOP A SOCIAL MEDIA PLAN

Conferences offer ample opportunity to get involved on social media or blogging. Maximize your exposure and reach buyers, wholesales and distributors.

7 HAVE A POST-SHOW PLAN

How are you going to maximize your follow up? What is the sales plan? How are you going to measure success and achieve ROI. Put a plan into place to ensure you are getting the most out of Global Pet Expo this year.



2 PREPARE LOGISTICS

What will my booth look like? What about sales materials? What about sales? Do you have it all mapped out?

4 CREATE AN AGENDA

This is where planning meets preparation. You already know where your booth will be placed so figure out an agenda on optimal times to network or schedule meetings & lunches.

6 SHOW MATERIALS

Ensure that you order enough collateral and bring ample business cards, flyers, brochures and sell sheets. Don't forget SAMPLES!



Global
Pet Expo®

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Orlando, Florida