

Getting Clear on Your *Freaking Awesome* Event Sponsorship

Main Goals

Pre-Show Marketing

Main Message/Talk Ideas

Call to Action

Follow-Up

The Details:

Event	_____
Date	_____
Set up time	_____
Location	_____
Contact person	_____
Phone number	_____
Market segment	_____
# of attendees	_____
Size of booth	_____
Booth investment	_____
Hotel	_____
Airfare	_____
Shipping	_____
Printing/design	_____
Power	_____
SWAG	_____
Help	_____
Total	_____

The experience you want your booth visitors to have:

What do you need for that to happen?

How will you know if the event is successful?/Measures

Booth Contents/Needs

<input type="checkbox"/> Video	<input type="checkbox"/> Candy/Swag	<input type="checkbox"/> Extra Staff How many?
<input type="checkbox"/> Lighting	<input type="checkbox"/> Brochure	<input type="checkbox"/> Pens
<input type="checkbox"/> Monitor	<input type="checkbox"/> Price Lists	<input type="checkbox"/> Flowers/decoration
<input type="checkbox"/> Carpet	<input type="checkbox"/> Postcards	<input type="checkbox"/> _____
<input type="checkbox"/> Podium	<input type="checkbox"/> Order Forms	<input type="checkbox"/> _____
<input type="checkbox"/> Large Graphic	<input type="checkbox"/> Updated Biz Cards	<input type="checkbox"/> _____
<input type="checkbox"/> Banner	<input type="checkbox"/> Apparel	<input type="checkbox"/> _____

***Stepping into sponsoring events is exciting! It is a opportunity to position yourself as a leader AND, it can be daunting! Being clear on your strategy and investing in a memorable experience for your potential clients will pay off and help you avoid costly mistakes.

Want to make a FREAKING AWESOME impression?
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