

Marlena Clark

MARKETING AND DESIGN

TRADESHOW SUCCESS EVALUATION



Tradeshows are a vibe.

The buzz of conversation, the eye-catching booths, the giveaways you didn't know you needed, and the chance to connect face-to-face with real people—it's all part of the magic. Whether you left with a stack of leads or just a tote bag full of pens and protein bars, it felt like a win.

But now that the confetti's settled, it's time to find out if it really was.

This tool helps you evaluate the actual success of your event—what worked, what didn't, and what's worth doing again. Start filling it out and see what insights pop up... you might be surprised.

EVENT INFORMATION

EVENT NAME

DATE

LOCATION

BOOTH NUMBER

TEAM MEMBERS PRESENT

METRICS & OUTCOMES - LEAD GENERATION

TOTAL LEADS CAPTURED

QUALIFIED LEADS (MQLS)

SALES APPOINTMENTS SET

NEW CUSTOMERS ACQUIRED

CONVERSION RATE (%)

$(\text{NEW CUSTOMERS ACQUIRED} \div \text{TOTAL LEADS CAPTURED}) \times 100$



COST BREAKDOWN - BOOTH & STAFFING

BOOTH RENTAL FEE

DESIGN & MATERIALS

GIVEAWAYS / SWAG

SHIPPING & DRAYAGE COSTS

TRAVEL

LODGING

PER DIEM / MEALS

STAFF HOURS WORKED

HOURLY RATE

TOTAL STAFF COST

COST BREAKDOWN - MARKETING

PRE-EVENT PROMOTION

ONSITE BRANDING / SIGNAGE

POST-EVENT FOLLOW-UP CAMPAIGNS

MISC. MARKETING TOOLS

ROI & PERFORMANCE

ESTIMATED VALUE OF NEW BUSINESS CLOSED

ESTIMATED LIFETIME VALUE OF NEW CUSTOMERS

TOTAL REVENUE FROM EVENT

ROI (%)

QUALITATIVE FEEDBACK - BOOTH & SETUP

WHAT WENT WELL?

WHAT DIDN'T GO AS PLANNED?

WAS THE BOOTH WELL-PLACED AND WELL-STAFFED?

QUALITATIVE FEEDBACK - ATTENDEE ENGAGEMENT

WERE ATTENDEES ENGAGED AND INTERESTED?

WHICH GIVEAWAY/ACTIVITY ATTRACTED MOST ATTENTION?

WHAT'S NEEDED FOR NEXT TIME

SUPPLIES/MATERIALS THAT RAN OUT OR WEREN'T AVAILABLE

STAFFING ADJUSTMENTS NEEDED

BOOTH SETUP/SIGNAGE UPDATES

MARKETING OR PROMOTIONAL IMPROVEMENTS

LEAD CAPTURE/TRACKING PROCESS IMPROVEMENTS

TECH/TOOLS OR PROCESSES TO IMPROVE LEAD CAPTURE AND ENGAGEMENT

OTHER NOTES OR CHANGES

NEXT SHOW PLANNING

NAME OF NEXT EVENT

DATE AND LOCATION

DEADLINE FOR BOOTH RESERVATION

DEADLINE FOR MATERIALS / PRINTING

TARGET AUDIENCE

KEY MESSAGING / FOCUS

TEAM MEMBERS TO INCLUDE

NEW GOALS OR KPIS FOR NEXT EVENT

SPECIAL PROMOTIONS OR GIVEAWAYS

BUDGET CONSIDERATIONS

LET'S MAKE YOU STAND OUT AT THE NEXT TRADESHOW!

Thank you for taking the time to complete this evaluation. This tool is designed to help you reflect on what worked—and where your next event can be even more successful.

Once complete, please send the filled-out tool to marlena@marlena-clark.com. From there, we can explore how I can support your next tradeshow with targeted strategy, standout design, and marketing.

Whether you need stronger booth traffic, better brand engagement, or a plan to turn leads into loyal customers—I'm here to help.

Let's make your next event your most effective yet.



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