

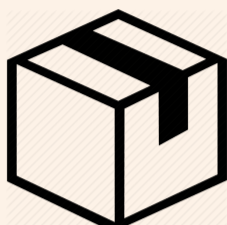
- After the exhibition -

TIME FRAME

When the exhibition is finished, your work isn't. In the weeks following the exhibition, you have to proceed with the follow up and evaluation.

1 WEEK AFTER THE EXHIBITION

Send all the prospects a small attention to thank them for visiting your stand



Send the documentation that visitors applied for

Make and confirm appointments



Start with the advertising campaign

1 MONTH AFTER THE EXHIBITION

Internal evaluation



External evaluation



2 MONTHS AFTER THE EXHIBITION

Draw up the balance sheet



Import new clients in your database



Make an prognosis for the ROI



3 MONTHS AFTER THE EXHIBITION

Make a decision whether or not your participating in a next exhibition

