

Expo Strategy
Navigator

How to Plan,
Work, and
Follow up

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Opening Truth

Most businesses judge an expo by:

- Foot traffic
- Freebies handed out
- Business cards collected

Smart exhibitors judge an expo by:

- Quality conversations
- Qualified leads
- Referral partners
- Follow-up meetings
- ROI



Why Most Booths Underperform

They show up with:

- No target audience
- Weak messaging
- Passive booth behavior
- Poor lead capture
- No follow-up system

Busy does not equal productive.



The 3-Part Expo Formula

A stylized human head in profile, facing right, with glowing, wavy lines representing neural activity or thought processes. The background is filled with various mathematical formulas and binary code (0s and 1s) in shades of blue, green, and red, creating a futuristic and intellectual atmosphere.

Before the Expo → Plan with Clarity

During the Expo → Work with Intention

After the Expo → Follow Up for Results

Most Results Are Determined Early



Many exhibitors prepare decorations.

Winning exhibitors prepare strategy.

They know:

- Who they want to meet
- What message they want remembered
- How they will follow up

Define Your Target

Who do you most want to meet?

- Ideal customers
- Referral partners
- Vendors
- Community leaders
- Hiring prospects

Ask:

- **What conversations would make this expo a win?**



Clarify Your Booth Message

Can people quickly understand:

- What you do
- Who you help
- Why it matters

Use:

We help _____ solve _____ so they can _____

Simple beats clever.



MESSAGE

Booth Setup That Works

Avoid

- Clutter
- Sitting behind table
- Confusing signage
- Too much reading material

Use

- Open layout
- Clear headline
- Approachable energy
- Clean visuals



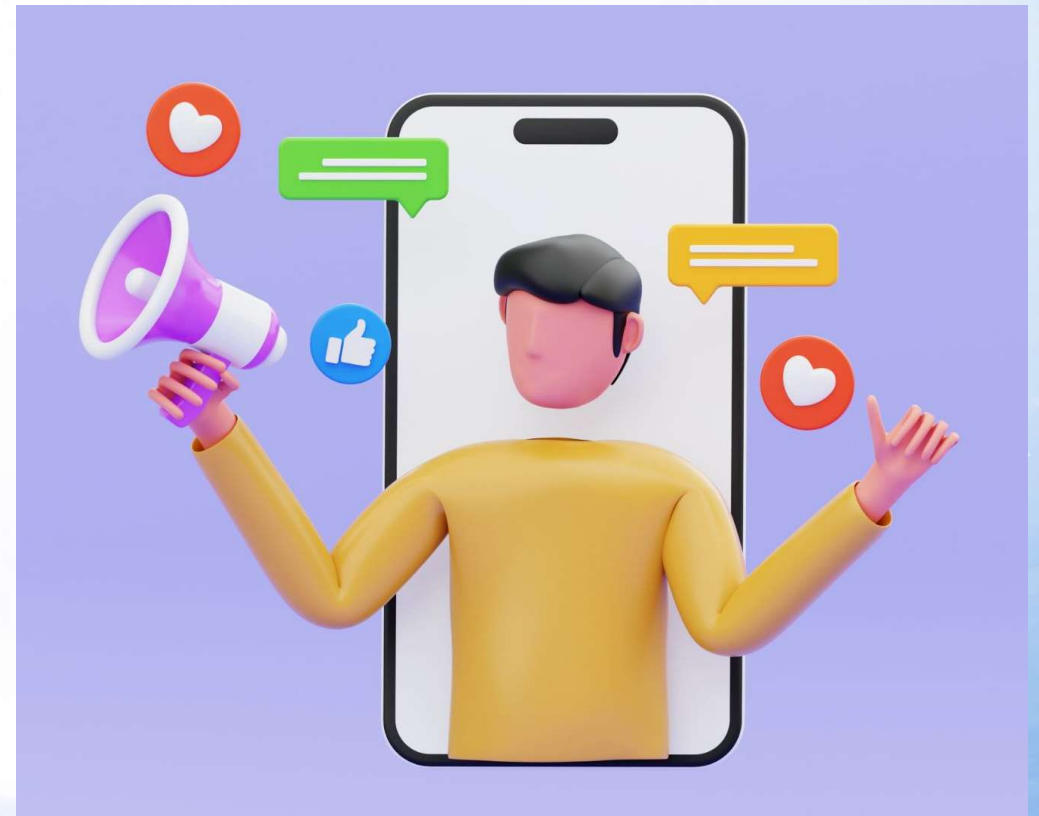
Promote Before the Expo

Do not rely on random traffic.

Use:

- Email
- LinkedIn
- Social media
- Client invites
- Chamber promotion

Bring people to you.



make
it happen

DURING THE EXPO- Work it!

The expo is not a standing contest.

It is an engagement opportunity.

Start Conversations Naturally



Use:

- What brings you here today?
- What type of business are you in?
- What are you hoping to find?
- Have you attended before?

Curiosity beats pitching.

Quality Over Quantity

You do not need:

- 50 weak conversations

You need:

- 5 strong prospects
- 3 power partners
- 10 memorable connections

What are the Numbers You Need?



Capture Notes Immediately



Write down:

- Name
- Company
- Need
- Follow-up promise
- Personal detail

Memory fades fast.

Collect Contact Information Strategically

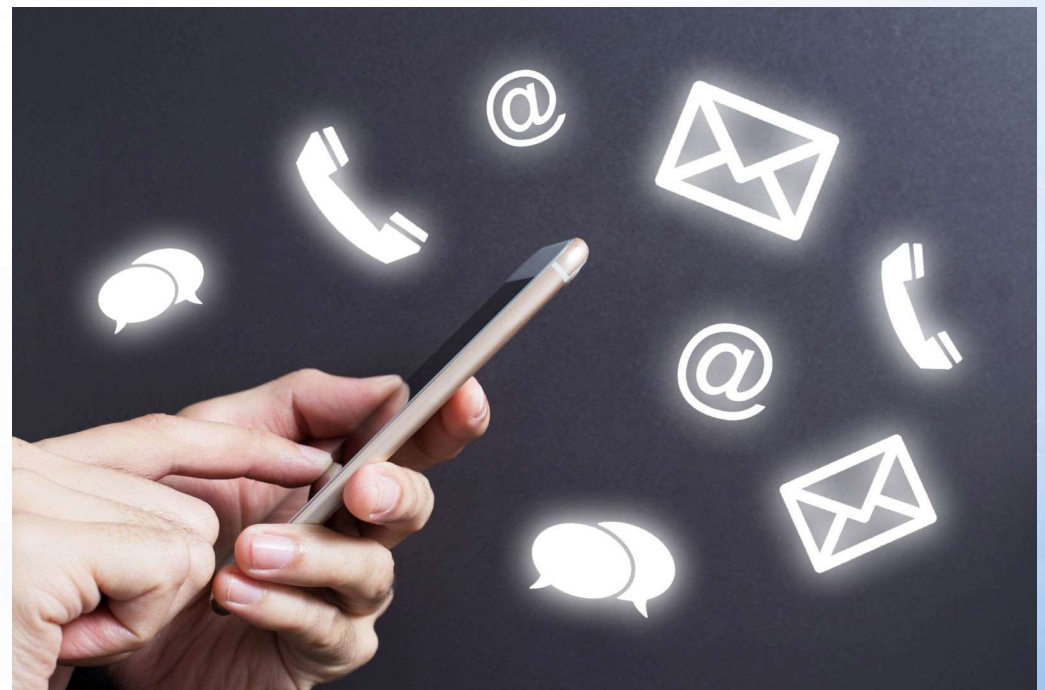
Great conversations are wasted if you cannot reconnect.

Ways to collect information:

- Business cards
- QR code sign-up
- Digital lead form
- Appointment link
- Giveaway entry form

Best practice:

- Capture contact info and why they matter.





Enter to win

Use a Giveaway with Purpose

A giveaway should create leads, not just traffic.

Strong giveaway ideas:

- Gift card drawing
- Gift basket
- Free consultation
- Local business package
- Branded prize bundle

Entry Form Should Include:

- Name
- Company
- Email
- Phone
- Interest / Need
 - Write on back of Business Card.

Stay Until the End

stay
focused

Do not:

- Mentally leave early
- Pack up early
- Scroll your phone

Late traffic often includes serious buyers.

Walk the Room Too!

Meet:

- Other exhibitors
- Potential partners
- Future clients
- Smart marketers to learn from

Sometimes the best opportunity is outside your booth.





AFTER THE EXPO

Where ROI Actually Happens

Most exhibitors lose here.

The expo introduces the relationship.

Follow-up builds it.

Follow Up Fast

Follow up within **72 hours** while the conversation is still fresh.



Why it matters:

- You are remembered
- Momentum stays alive
- Most competitors never do it

Simple rule:

Faster thoughtful follow-up wins.

Personalize the Message

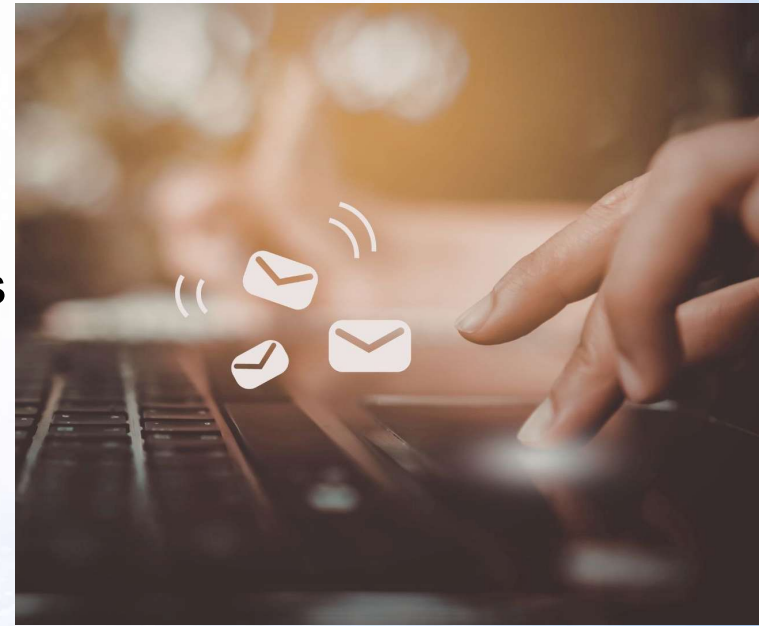
Do not send the same message to everyone.

Adjust follow-up for:

- Prospects → solve their problem
- Referral Partners → explore mutual opportunities
- Fellow Exhibitors → relationship / collaboration
- Vendors → future resources

“Great meeting you at the expo...
I enjoyed hearing about your growth plans.”

Specific beats generic.



Ask for a Clear Next Step

Good follow-up creates movement.



Choose one next action:

- Coffee meeting
- Zoom call
- Proposal
- Referral exchange
- Site visit
- Send requested information

No next step = stalled opportunity.

Measure Results

Track

- Leads generated
- Meetings booked
- Sales closed
- Referral partners gained
- Revenue created

Review At

- 30 days
- 90 days
- 6 months



Quick Self Scorecard

Rate 1–10:

- Targeting
- Booth Setup
- Messaging
- Energy
- Lead Capture
- Follow-Up
- ROI

Lowest score = first improvement.



One Simple Truth

The businesses that win expos don't always spend the most.



They:

- Prepare better
- Engage better
- Follow up better



Pick one improvement you will implement at your next expo.

Write it down now.



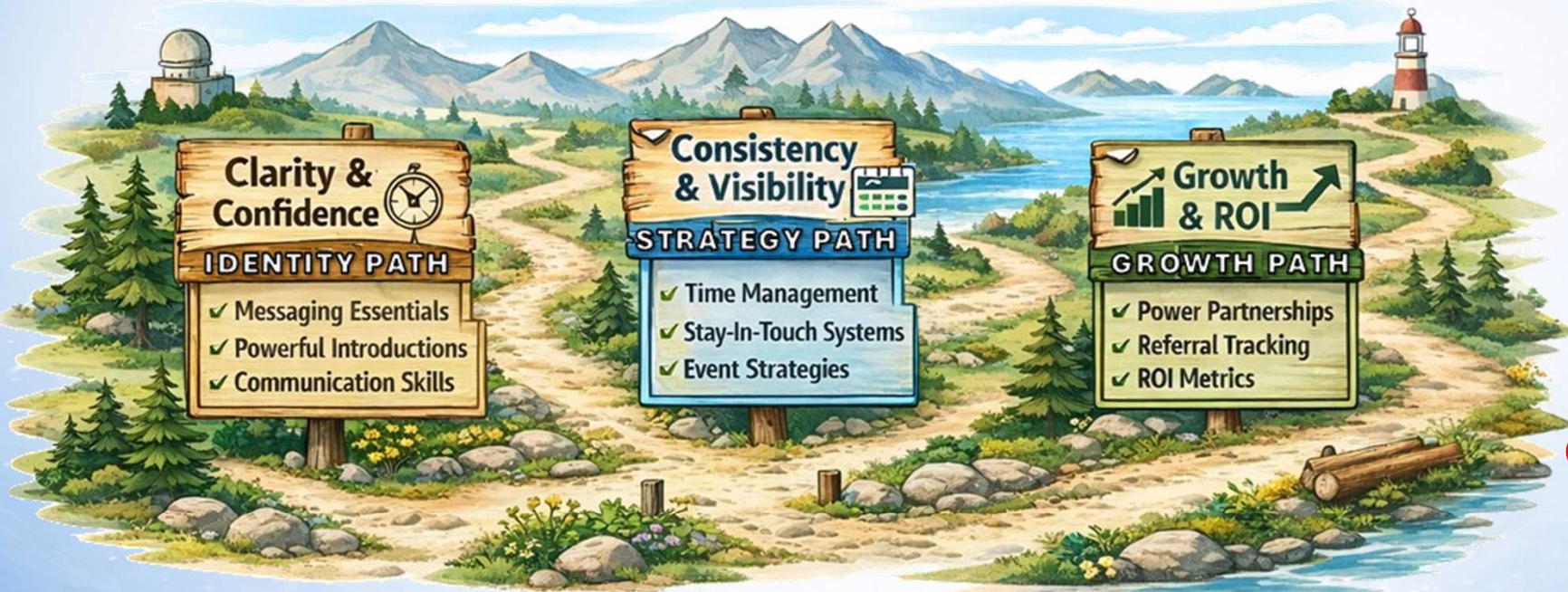
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