

# EXHIBITOR ATTENDEE FOLLOW-UP TIMELINE



PROVIDE CONTACT INFORMATION TO ATTENDEES

DURING SHOW

SCHEDULE FIRST MEETING ON THE SHOW FLOOR



SEND OUT ATTENDEE THANK YOU

12HR POST SHOW

TRACK OPENED THANK YOU EMAILS



ENTER POTENTIAL LEADS INTO YOUR CRM SYSTEM

72HR POST SHOW

SEND EMAIL WITH CALL TO ACTION FOR NON-RESPONDERS



REINFORCE BRAND WITH LETTER & MAILING PACKET

1WK POST SHOW

POST SHOW RECAP VIA EMAIL, & SOCIAL MEDIA

CALL PROSPECTIVE LEADS & SCHEDULE MEETINGS



CHECK OUT LINK FOR THE FULL ARTICLE: <http://bit.ly/proexpotimeline2>

