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YOUR CUSTOM PRINTING & PACKAGING PARTNER FOR SMALL AND MEDIUM BUSINESSES



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Details

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PPAI 63% \$1,001 \$5,000 73% PPAI 2024^[1]

PPAI 2026 60% 11% PPAI 2026

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Spencer Silver 3M 3,691,140 “ ”^[3] 1972 DPMA ^[4]

“post it” Post-it® 3M 2014
“Stick-it” \$75,000 in [Star Tribune 2014](#)^[5]

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Trade Show Marketing Strategy

1. Understand Your Audience

Before you can create a trade show marketing strategy, you need to understand your audience. This involves researching the demographics, interests, and needs of the people you want to reach at the show.

- Identify the key decision-makers at the show.
- Determine the specific needs and pain points of your target audience.
- Research the competition and their marketing strategies.

According to a recent report by Monocle, the average trade show attendee spends 30 minutes at a booth. This means you have a very short window of time to make a lasting impression. To maximize your ROI, you need to focus on high-quality leads. A study by ASI 2025 found that 80% of trade show attendees are looking for new products or services. This is a great opportunity for you to showcase your offerings and connect with potential customers. Z also reports that 60% of trade show attendees are looking for new business partners. This is a great opportunity for you to expand your network and grow your business. [Print+Promo Marketing 2025](#)

2. Create a Compelling Booth

Your trade show booth is your first impression. It should be visually appealing, easy to navigate, and offer a unique experience for your audience. This includes having a clear message, engaging displays, and a friendly staff.

$$\text{Booth ROI} = \text{Leads} \times \text{Conversion Rate} + \text{Sales} \times \text{Profit Margin}$$

For example, if you have 50 leads, a 40% conversion rate, 4 sales, a 160% profit margin, and 20% of the leads are from new customers, you can calculate your booth ROI. 40 leads x 40% conversion rate = 16 leads. 16 leads x 4 sales = 64 sales. 64 sales x 160% profit margin = 10240. 10240 x 20% = 2048. This is your booth ROI.

3. Measure Your Results

After the show, it's time to evaluate your performance. Track the number of leads generated, the number of sales made, and the overall ROI. This will help you identify what worked well and what needs to be improved for future shows.

For example, if you had 100 leads, a 40% conversion rate, and a 100% profit margin, your ROI would be 4000. This is a great result for a trade show.

PPAI 2026 70.4% 65.2% 58%



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項目	建設費	維持費	管理費	修繕費	雑費	その他
建設費	100,000,000円	5,000,000円	10,000,000円	20,000,000円	3,000,000円	12,000,000円
維持費	10,000,000円	5,000,000円	10,000,000円	20,000,000円	3,000,000円	12,000,000円
管理費	10,000,000円	5,000,000円	10,000,000円	20,000,000円	3,000,000円	12,000,000円
修繕費	10,000,000円	5,000,000円	10,000,000円	20,000,000円	3,000,000円	12,000,000円
雑費	10,000,000円	5,000,000円	10,000,000円	20,000,000円	3,000,000円	12,000,000円
その他	10,000,000円	5,000,000円	10,000,000円	20,000,000円	3,000,000円	12,000,000円

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