

# Trade Show Follow-up™

## CAPTURE YOUR LEADS

TSF will scan the business cards you collected and return them to you while entering all data into an on line database accessible only to you – immediately.

## CONTACT THE LEADS

TSF will develop a call script to contact your leads and will do the initial calling for you.

## REPORT THE RESULTS

TSF will compile and analyze the results of the initial calling. This will enable you to focus your efforts on following the most promising leads.



- After you attend the show, don't let all those leads you collected languish in a drawer.
- Let the Rochester Penguin Group organize them for you and contact each and every one with your customized message.
- Find out who your future customers might be and what they are looking to buy from you.
- Make better use of the money you spent attending the show by contacting ALL of the leads you generated.

How often have you spent time and resources developing and setting up a tradeshow booth and staffing the booth, generating oodles of good customer leads only to find that you don't have the time to adequately follow up those leads when you and your staff return to the office and get overwhelmed with your "real work?"

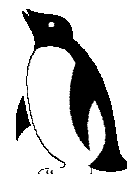
In today's uncertain economy and rapid response world, you need to make certain that you are getting "bang for your buck" and that you are following those leads in a timely manner.

Trade Show Follow-up™ provides you the tools to accomplish these objectives.

Don't let the name, fool you. Trade Show Follow-up™ not only follows up on the leads you generate at the Trade Show; it also includes pre-event trade show Preparation to help you generate more leads to follow-up on.

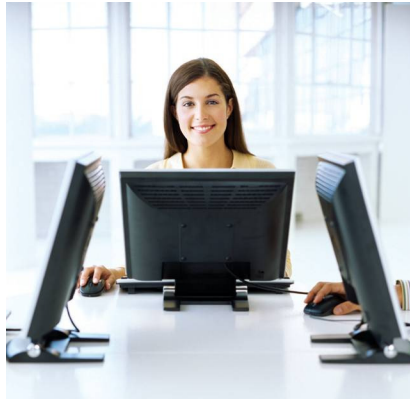
Trade Show Follow-up™ can send invitations to prized current customers and potential customers. These invitations may be customized to provide incentives to get people to visit your booth.

Trade Show Follow-up™ uses a method developed over more than 2 decades of trade show participation. It helps you efficiently prepare your staff and materials to attend the show.



Rochester  
Penguin  
Group

# Service Features and Benefits



TSF is a powerful set of tools geared to help anyone who attends, exhibits at, manages, or services trade shows.

Trade Show Follow-up™ provides efficient strategies for participation in trade shows for all parties.

TSF is ideal for clients that plan to exhibit at trade shows but also can help clients that intend to send attendees to trade shows.

TSF also helps trade show organizers manage the trade show and helps trade show suppliers and vendors manage their client contacts efficiently.

## TRADE SHOW FOLLOW-UP™ FEATURES BY CLIENT CLASSIFICATION

### TRADE SHOW EXHIBITORS

TSF provides you all the tools you will need to prepare for a trade show, attend the trade show, and follow-up on leads after the trade show.

### TRADE SHOW ATTENDEES

TSF helps you prepare for the trade show and optimize your travels at the trade show. TSF makes sure you continue to get benefits after your staff return from the trade show.

### TRADE SHOW ORGANIZERS and VENDORS

TSF helps you organize and get your information and products out to exhibitors and attendees to get the most effect from your efforts.

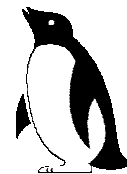
For more information on Trade Show Follow-up™ or any of our other products and services please visit us on the Web at:  
[www.rochesterpenguingroup.com](http://www.rochesterpenguingroup.com)

## Trade Show Follow-up™ Bronze Level Services

- Pre-Trade Show Preparation
- Customized Invitations
- Efficient Attendance Strategies
- Lead Categorization
- Lead Follow-up
- Customized Lead Status Report

### GOLD & SILVER SERVICES AVAILABLE

- Pre-Trade Show Training
- Target Customer Identification
- Trade Show Attendance
- Extensive Lead Demographic Categorization
- Voice Recording Trade Show Notes – No client writing / transcribing necessary



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