

Same accounts the booth is built for.

Six checks before you spend on trade-press, LinkedIn, or a show flight that ignores the booth.

- 01 Name the show and the year. Pre-show work belongs on that calendar. 81% of exhibitors already do their own pre-event marketing (CEIR 2024).
- 02 Use the booth account list. Trade-press endemic pages beat generic programmatic. LinkedIn warms senior titles on that list. It does not invent a second audience.
- 03 The ad's first line is the same problem the booth uses in the first 30 seconds. Three stories in three places is the miss.
- 04 Run before outreach starts, and keep a pulse through the week of the show.
- 05 A click is a name with an owner, a qualifier beyond the badge, and a next action. CEIR 2019: fewer than 10% of exhibitors capture those qualifiers.
- 06 Creative, booth, paper, and follow-up live in one show file. Pre-show promotion and lead management are exhibit-dollar line items, not a second brand budget.
- 07 After the show, the number you can show is meetings and next steps from that list. Impressions are not that number. If you cite follow-up failure, use Jeffrey's 85% phantom-card test and name the method. Do not hang 80% on CEIR.

If you want the next step:

If you want a read on where the show leaks, take the Revenue Score.

<https://zebuluncrest.com/revenue-score/>

If you want me to look at the plan, that's the Written Review.

<https://zebuluncrest.com/written-review/>

If you came to talk about the actual show, say so.

<https://zebuluncrest.com/contact/>