SPECIALIST TRACK: MARKETING FOR PERFORMERS AND ENTERTAINERS

Your corporate and trade show package

Lesson: Corporate and trade show bookings · about 15 minutes

Turn your act into a package that corporate buyers can justify and approve.

Your business (name, service, main city):

1. **Choose the two corporate event types your act suits best, and write what success looks like for the buyer of each.**

2. **Design a trade show set: its length, how the client's message appears and your hand-off line to sales staff.**

3. **Using a client's real or estimated numbers, write the cost-per-lead argument for your booth fee.**

4. **List the documents you need ready for vendor set-up and note which you still have to prepare.**

5. **Write your customization terms: the price, the information deadline and how much of the show changes.**

Check: can you now

- Match your act to the main types of corporate event and the goal each one serves
- Package a trade show appearance around booth traffic and lead capture, with a cost-per-lead argument
- Prepare the paperwork and follow-up that corporate buyers expect from a professional act

One change you will make this week