39 questions to answer for a better virtual trade show

Answer these 39 questions to prepare yourself to evaluate and choose the right virtual trade show platform for you.

Choosing virtual trade show software that provides the best solution for your requirements will ensure a better show experience for the host, vendors and attendees.

GENERAL

Can anyone attend my show or is it invite only?

Am I selling products?

Am I exhibiting only?

Do I need to hold live or pre-recorded seminars or training sessions?

Do I need to have networking sessions?

How many vendors will I have?

How many attendees will I have?

How many days will the show be open for?

MARKETING

How will I be marketing my event?

Do I need advertising space at my show?

Do I have event sponsors?

Do I need to send marketing emails to show vendors/attendees?

Do I need a welcome video at the show?

VENDORS

Do my vendors need a brandable booth?

Do my vendors have promotional materials to share?

Do I want my vendors to setup/edit their own items?

Will my vendors need training on the platform?

SHOW EXPERIENCE

How will people register for my event?

Do I need secure logins?

How do I want the show to look?

How do I want attendees to navigate the show?

What information do I need in the product catalog?

Do vendors and attendees need to interact?

Do I want attendees to be able to place orders?

Do vendors need to collect leads?

ORDERING

How complex is my selling process?

Do I need customer specific pricing?

Do I need customer specific deals?

Do I need a wide range of deal types?

Do I need a range of delivery options?

Do vendors and attendees need to negotiate on deals?

Do I want vendors to be able to adjust pricing or deals at-show?

Do I want to take payment at the show?

How do I want to receive show order information?

REPORTING

How will I measure the success of my show?

What reports do I need?

SUPPORT

Do I want a dedicated account manager?

What level of support do I need as show host?

Do my vendors and attendees need at-show support?