

Trade Show Lead Kit — Facilitator Run Sheet

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MINUTES

In person + online

SETTING

Trade Show Lead Kit — Exhibitor Guide

A booth is a lead furnace with a leak: heat all day, and most of it escapes the moment you stop looking at it. This kit closes the loop — a stand card with a QR that never dies, three qualifying questions every booth human can ask without thinking, an end-of-day triage that takes fifteen minutes, and a 48-hour follow-up with owners and dates. Built for trade shows, conferences and expos — anywhere the business card is still the currency and the pile still goes unread.

Objectives

By the end of the show, the booth team will have:

1. Every conversation routed into one place — a single scan, not a pocket full of cards — with contact, context and the one thing they cared about attached.
2. A triaged lead list the night before the show ends: A (call before Monday), B (nurture with a date), C (thank and close) — decided by two humans, not by whoever collected them.
3. A 48-hour follow-up already written, split by tier, with names on it — plus the numbers for the post-show report: scans, A-count, meetings booked.

When to use this kit

- You exhibit more than once a year and the business-card bowl still dies in a drawer afterward.
- Your booth staff range from “great with strangers” to “physically pained by strangers” and you need one play that works for both.
- Lead-capture scanners get rented per event at \$200–500 a device — and you have three events and a spreadsheet.

The economics, honestly

- Vendor lead-retrieval hardware prices per event, per device; the rental is often more than a year of a QR hosting subscription. This kit assumes the cheap stack: a printed stand, a dynamic QR, one form.
- The QR on a printed sign has one fatal flaw — static codes die when the link changes. The kit’s answer is a code that points at a page you can edit after the print shop is closed (the folder’s QRCard block); if you won’t host anything, print fresh stands each show and accept the waste.
- Most leads are lost to speed, not to fit. The 48-hour rule is the whole game; everything else is preparation for it.

Setup

Space: the booth — one stand card at the counter, one at the demo table; a quiet corner for the end-of-day huddle.

Materials per booth human: one badge or lanyard card with their personal QR (name + the form), a pen, the three qualifying questions memorized (they are on the card faces, not in a binder).

Materials for the stand: printed stand cards from [trade-show-lead-kit-prop-cards.pdf](#) (QR faces) sized A5 or table-top; the lead form live and tested on the show floor Wi-Fi, not just on hotel Wi-Fi.

Grouping: 2–6 booth humans on shift; more staff than that needs a shift rota, not a bigger huddle.

Roles: greeter (opens, qualifies, routes), demo host (deep conversations, scans), closer (books the meeting, owns the A-list). One person can hold two roles at a small booth; nobody holds all three during a busy hour.

How to run it

Time	Phase	What you do	The booth team does
Before the show	Set the loop	Build the form (5 fields max: name, email, company, the one thing, next step). Test the QR on the floor network. Print stands and badges.	Memorize the three qualifying questions; agree what an A lead is, in writing.
0–15 each morning	Shift huddle	Name the day's one goal (meetings booked, not cards collected). Assign the three roles.	Walk the booth once as a visitor: is the stand readable from the aisle?
During the day	The loop	Every conversation ends in one scan — theirs. The form carries the context; nobody collects paper.	Ask the three questions; scan; if they hesitate, offer the badge QR instead of the stand.
15 each evening	Triage	Two humans, one screen, fifteen minutes: every lead gets A/B/C and a next action.	Defend your A's out loud; the second pair of eyes is the point.
Within 48 h	Follow-up	Tiered messages go out with names on them. A gets a call, B a dated invite, C a thank-you.	Book meetings before inboxes refill; log the numbers for the report.

The card deck

Use the faces from [trade-show-lead-kit-prop-cards.pdf](#): a master card (the loop in one view), the booth-roles card, the three qualifying questions card, the scan SOP card (what a good lead record looks like), the 48-hour triage card, and a watch-out card — plus branded backs and blanks for your product-specific prompts.

Failure modes

1. **The card bowl.** Paper cards collected all week, dumped into one inbox Monday, dead by Friday. Rescue: one scan per conversation or nothing happened — the bowl is banned at the huddle, out loud, day one.
2. **Everyone is an A lead.** The collector grades generously; the funnel drowns. Rescue: triage is two humans and a written definition of A; the collector never triages alone.
3. **The dead QR.** A printed code pointing at a changed link, a form that works on hotel Wi-Fi and dies on the floor. Rescue: dynamic codes only, and a day-one floor-network test before doors.
4. **Monday's silence.** 48 hours pass, the show becomes a memory, the leads become cold. Rescue: follow-up texts are drafted during triage, not after; the A-list gets called before the deck gets written.

Variations

- **One-person booth:** greeter and demo host are you; triage becomes a same-evening solo pass against the written A definition, and the closer role is a calendar block before breakfast.
- **Conference speaker:** the stand is the slide footer; the scan is one QR on the last slide; triage happens on the plane home.
- **Open-house / local event:** the same loop at kitchen scale — one stand, one form, five A's to call this week.
- **Online:** the loop survives — QR becomes link, huddle becomes a shared doc, triage becomes a 15-minute screen-share.

Facilitation notes

- Say the goal in meetings, not scans: “eight conversations that end in a date” beats “many leads”.
- The three qualifying questions are the script; let people keep their own words — what must not vary is the third question.
- Photograph the empty card bowl at the end of day one. Show it at the next huddle. Objects argue better than speeches.
- The post-show report is three numbers: scans, A-count, meetings booked. If a number needs explaining, fix the loop, not the sentence.

Put it on the wall

Print `trade-show-lead-kit-activity-poster.pdf` (A3): the loop, the roles, the triage definitions, the watch-outs — for the prep room wall and the hotel desk the night before.

Props in this folder

- `trade-show-lead-kit-prop-cards.pdf` — poker-spec print sheet (63.5 × 88.9 mm, bleed and cut guides): master, booth roles, qualifying questions, scan SOP, 48-hour triage, watch-out, branded backs and blanks
- `trade-show-lead-kit-run-sheet.pdf` — the print edition: this guide + the post-show review, bound as one A4 document with bookmarks (`-Letter.pdf` is US Letter)
- `trade-show-lead-kit-activity-poster.pdf` — the whole loop on one A3 wall sheet
- `trade-show-lead-kit-guide.md` · `-debrief.md` · `-start-here.md` — the exhibitor guide, the post-show review sheet, the one-page start here
- `trade-show-lead-kit-license.md` — what you may do
- `SKILL.md` · `trade-show-lead-kit.zip` — the machine-readable manifest, and the whole folder in one download

Agent version

Every file in this folder has a stable public URL — an AI agent can fetch the card deck, the review sheet and this guide with three curl commands (see `SKILL.md`), or build the lead form from the five fields in the Setup section. The paper version needs a booth, a printer and a show-floor network. Keep the triage two-person; a solo grader is how every lead becomes an A.

Trade Show Lead Kit — Post-Show Review Sheet

The show is loud; the review is where the money is found. Use with `trade-show-lead-kit-guide.md`. The evening triage is the compressed version; this sheet is the full one, run within a week of the last handshake.

How to run this review

- Within five working days, before the show becomes “last time we went”. Bring the triage list and the three numbers: scans, A-count, meetings booked.
- Review the loop, not the luck: which phase leaked — capture, grading, or speed?
- One page, three columns: what leaked, what fixed it, who owns the fix before the next show.

Read the four leaks

1. **Scans far below conversations** — the loop was not one scan deep. People hesitated at the form, or the Wi-Fi died, or the stand was invisible from the aisle. Each cause has a different fix; guessing wastes the show.
2. **A-count suspiciously high** — grading inflation. Either the written definition of A is mushy, or the collector triaged alone. Both are huddle problems, not people problems.
3. **A's that never got called** — the 48-hour rule broke somewhere between intention and calendar. Find the exact hour it broke; that is the review's real output.
4. **Meetings that went cold after booking** — capture was fine, follow-through was generic. The tiered messages said the same thing to everyone; the A-list deserved a sentence with their own words in it.

The six review questions

1. **The number under the number.** What was the scan-to-conversation ratio, and what made people walk past the stand? → Targets: capture design; “the aisle didn’t stop” is a layout fact, not a mood.
2. **The grading audit.** Re-read ten B's: which one was secretly an A, and what does that say about the written definition? → Targets: triage calibration; the definition improves one sentence at a time.
3. **The speed line.** For the three A's that converted, how many hours until first contact? For the ones that didn't? → Targets: the 48-hour rule's real shape; the gap between the two groups is the entire business case.
4. **The script test.** Which of the three qualifying questions got skipped most — and did the skipped leads grade worse? → Targets: question design; the third question exists for a reason.
5. **The money check.** What did this show cost, and what would the same money buy if half went into the follow-up week instead of the booth? → Targets: budget honesty; exhibitors over-invest in furniture and under-invest in phone calls.
6. **The next-show change.** Name one change to the loop for the next event, with an owner and a date. → Targets: durability; a review that changes nothing is a tour of regrets.

Failure modes of the review

Failure mode	Why it happens	The rescue
The blame tour	Leads died, someone must be wrong	Review the loop, not the humans; the bowl was the problem, not the booth staff
Deck theater	A beautiful report nobody acts on	The review ends with one owned change, not a slide count
The lost spreadsheet	Triage data lives in one person's inbox	The lead list lives in one place or the loop starts over next show
Six-month amnesia	The fix is decided and forgotten by the next event	The owned change has a date before the review meeting ends

What this is not

This is not a marketing attribution study, and one show is not a trend — it is a five-day habit that keeps the lead furnace from leaking into next quarter. The three numbers tell you where the loop broke; this sheet makes sure somebody owns the welder.