

Trade Show Lead Kit — Prop Cards

Print-order specification

Trim size	63.5 × 88.9 mm (poker standard)
Bleed	3 mm on every edge
Safe margin	4 mm inside the trim line
Corner radius	3.5 mm die-cut (industry standard)
Stock	300–350 gsm coated card, linen finish recommended
Ink	RGB original; convert to CMYK at the printer (FOGRA39 / GRACoL)
Sheet	A4 portrait, 2 × 3 layout, single-sided; print two copies for table sets
Contents	6 cards; branded backs sheet and blanks included

Cut & assemble

1. Print the fronts sheet on card stock; print the backs sheet in the same batch if your printer supports duplex mirror.
2. Cut along the die-guide frames, or Guillotine using the corner guides.
3. Round the corners with a 3.5 mm corner punch, or send to a card printer with the spec above.
4. One deck per pair of 2–3 participants; the blank faces are refillable.

START HERE

1

The booth loop

Every conversation ends in one scan — theirs. The form carries the context; nobody collects paper.

One scan or nothing happened: the bowl is banned on day one.

WorkshopSkill · Trade Show Lead Kit · CC BY 4.0

ROLES

2

Greeter · demo · closer

Greeter opens and routes, demo hosts deep talks and scans, closer books meetings and owns the A-list.

Small booth: two roles per person. Busy hour: never all three.

WorkshopSkill · Trade Show Lead Kit · CC BY 4.0

QUALIFY

3

Three questions

Who is this for, what would make it worth a meeting, what happens if nothing changes — askable without thinking.

The third question never varies; the first two keep your own words.

WorkshopSkill · Trade Show Lead Kit · CC BY 4.0

THE SCAN

4

What a good record looks like

Name, email, company, the one thing they care about, the next step — five fields, thirty seconds.

Dynamic QR only: a printed code must survive a link change.

WorkshopSkill · Trade Show Lead Kit · CC BY 4.0

TRIAGE

5

15 minutes, two humans

A: call before Monday. B: a dated invite. C: thank and close. Every lead gets a next action tonight.

Defend your A's out loud — the second pair of eyes is the point.

WorkshopSkill · Trade Show Lead Kit · CC BY 4.0

WATCH-OUT

6

Four ways this goes wrong

1. The card bowl. 2. Everyone is an A lead. 3. The dead QR. 4. Monday's silence.

Leads die of slowness, not of fit — the 48-hour rule is the whole game.

WorkshopSkill · Trade Show Lead Kit · CC BY 4.0



TRADE SHOW LEAD KIT



TRADE SHOW LEAD KIT



TRADE SHOW LEAD KIT



TRADE SHOW LEAD KIT

YOUR OWN



Your own

Write a prompt for this room on the blank faces before you print.

WorkshopSkill · Trade Show Lead Kit · CC BY 4.0

YOUR OWN



Your own

Write a prompt for this room on the blank faces before you print.

WorkshopSkill · Trade Show Lead Kit · CC BY 4.0