

Maximize Your Presence at MedTech Tradeshows

The Complete Checklist for Before,
During, and After Your Event

Tradeshows remain invaluable opportunities for MedTech and medical device companies to showcase innovation and expertise while building connections with prospects, leads, and clients.

However, to maximize impact, navigating these events requires a strategic approach. Here are our key strategies to ensure that your participation in tradeshows is not a mere appearance, but a powerful statement of your brand's commitment to advancement and excellence.

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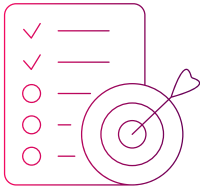
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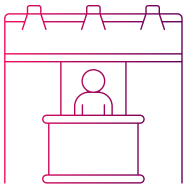
Pre-Event Planning

Careful and strategic pre-event planning is the essential foundation of a successful and impactful tradeshow strategy.



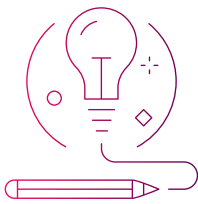
Setting Objectives

It is crucial to define a clear objective/s, such as demoing products, strengthening brand visibility, generating new leads, etc. Defining success metrics (such as number of qualified leads, demo sign-ups, or scheduled meetings) helps measure impact and optimize efforts. A well-planned strategy maximizes ROI, keeps your booth team focused, and makes post-show analysis more actionable.



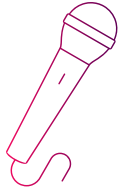
Booth Presence and Engagement

At the conference, your booth lets you quickly showcase who you are, who you help, and how you operate. An effective booth makes a stellar first impression and draws people in to learn more, so be sure to design a booth that aligns with your brand and your offerings. Consider implementing interactive elements (live product demonstrations, augmented reality showcases, hands-on experiences, etc.) to capture attention and to show visitors the tangible impact of your solutions.



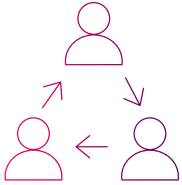
Creating a Theme

A strong theme makes your booth more engaging, memorable, and cohesive. It ties together messaging, visuals, giveaways, and experiences, helping your brand stand out in a sea of exhibitors. Having a theme also strengthens pre-show marketing because you have the opportunity to tease the concept in emails and ads, builds intrigue and encourages booth visits.



Thought Leadership

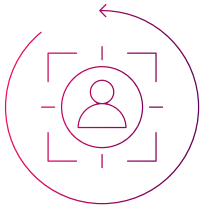
If within your event budget, securing a speaking slot can significantly boost your brand's visibility and credibility. Opportunities like panel discussions, keynotes, or product showcases position your company as an industry authority and drive more booth traffic. Even if a formal slot isn't feasible, explore sponsored sessions or smaller breakout talks to engage high-value attendees.



Team Training

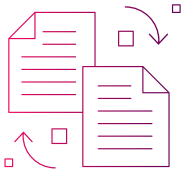
Everyone in your booth should be well-versed in the technical details of your products and capable of articulating your value propositions convincingly. Equip your team with content that will help them tell your story, such as videos and handouts.

A picture is worth 1,000 words – encourage team members to take photos of the booth and of each other at the event. Provide coaching in advance on how to stage the photos and who to include (or not include) so that the photos can be shared on social media or used in other materials.



Lead Capture and Management

Plan a method for capturing contact information from anyone who visits your booth, whether it's by using provided technology (i.e. scanning visitors' badges), or by designating someone in the booth to document this information manually. This will lay the groundwork for meaningful post-event follow-up and lead-nurturing. Make sure that all event materials have tracking data like UTM code included, for easier traffic and lead attribution after the event.



Pre-Event Promotions

Leverage targeted pre-event marketing across platforms frequented by your B2B audience to generate anticipation and to draw attendees to your booth:

LinkedIn

Many tradeshow event websites list attending companies and job titles, which you can use to target and serve ads to relevant decision-makers. If the event has a LinkedIn group, consider including its members in your audience targeting, as they are likely attendees. Be strategic with exclusions by removing event organizers, competitors, and irrelevant job functions from your audience to focus ad spend on high-value prospects.

Email

If the event organizers provide an attendee list, that's your best starting point for email outreach. If you've exhibited before, reach out to those who engaged with your booth in prior years; they may be attending again this year. If you don't have any of these lists available, you can take your existing contact database and segment based on relevant job titles and companies.

Programmatic

Before the event, consider running programmatic ads targeting by keywords and browsing behavior. If someone is visiting the event website, it's likely they're attending or at least extremely interested. Layering in contextual targeting can help you reach prospects actively researching solutions like yours.

Maximize Event Engagement

Once the tradeshow begins, your focus should be on engagement, lead capture, and brand visibility.



Booth Engagement

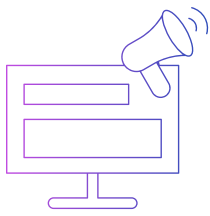
Your booth staff should be approachable, energetic, and ready to engage, asking open-ended questions that spark conversations instead of jumping straight to the sales pitch. This is, after all, an opportunity to network and build relationships. Avoid staff clustering together or excessive phone use. A warm, engaging approach makes a great first impression, and attendees will be more likely to remember your brand and continue the conversation post-show.

And for every visitor, use badge scanners or whatever lead-capture tactic you've chosen to collect contact details for follow up. The more details you collect, the more personalized and effective outreach will be.



Social Media

Post live updates, product demos, and customer interactions using the event's official hashtag to increase visibility. Consider going live or sharing behind-the-scenes content to create buzz around your booth. Engage with attendees by commenting on their posts or resharing relevant content. If you've secured a speaking engagement, be sure to cover that and tag other participants, if applicable. This real-time engagement helps build brand awareness and keeps your company top-of-mind during and even after the event.

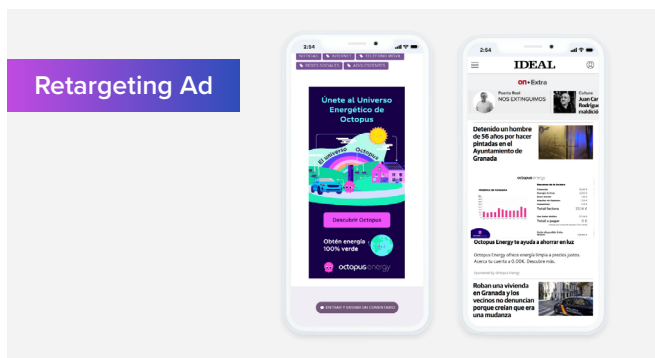
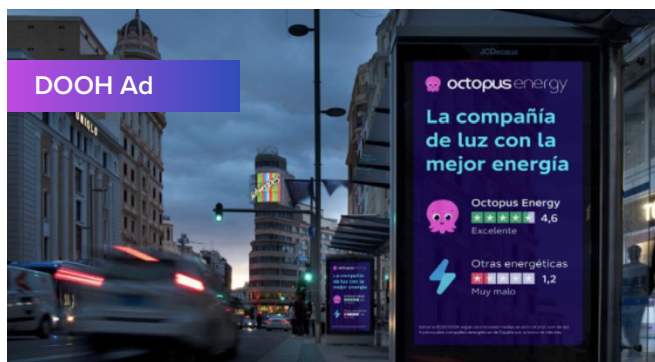


Digital Out-of-Home Advertising

Digital Out-of-Home (DOOH) advertising, such as billboards, transit screens, and digital displays near the venue, can amplify your presence, build brand awareness, and drive traffic to your booth. By targeting DOOH venues within, at least, a 1–2-mile radius of the event during conference dates, your brand gains maximum visibility among attendees and nearby professionals. These strategically placed ads ensure your messaging reaches audiences as they arrive at the event, commute between sessions, or visit nearby hotels and restaurants.

To extend your impact, retarget engaged users digitally for, at least, two weeks post-event. This reinforces brand recall and keeps your solutions top-of-mind when attendees encounter follow-up ads online. For example, pairing geofenced mobile ads with DOOH placements near shuttle stops or convention centers can create a seamless omnichannel experience that drives booth visits during the event and nurtures leads afterward.

Compared to traditional sponsored signage within the event, DOOH often offers broader reach and cost-effectiveness while enabling precise geographic and behavioral targeting.



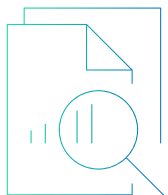
Post-Event Actions & Evaluation

The last day of a tradeshow is not a finish line, but rather a launchpad for post-event actions.



Following Up

Swift and personalized follow-ups with leads are imperative. Based on the information gathered, segment your leads into categories like interested but not ready to buy, high-potential leads, or current customers. Coordinate with your sales team before the event to determine who will follow up with whom and when. Utilize automated email sends to scanned-leads to fill in communication gaps and/or to warm up new leads before direct sales follow-ups. When possible, tailor your communications to address specific pain points or queries raised during the event.



Analyze and Review Performance

Review your efforts across tactics and their return to optimize your approach for future events. Measure your promotional tactics by looking at things like engagement and clicks, visits to event landing pages, and requests to schedule meetings. Gauging overall event success may include assessing key metrics like lead quality, deals closed, and brand resonance. Marketers should also look to gather insights from attending team members to refine strategies for upcoming events, ensuring continuous improvement in your approach to tradeshows.

Once complete, gather your team for a debrief to share insights, feedback, and lessons learned. Discuss what worked well, what didn't, and how you can improve for future tradeshows.

Tradeshow Check List

Before the Event

Set Clear Objectives

Define goals.
Establish success metrics.

Plan Booth Presence & Engagement

Design a visually appealing booth that aligns with your brand.
Incorporate interactive elements.

Create a Theme

Develop a cohesive theme for messaging, visuals, and giveaways.
Use theme-based marketing in pre-show communications to generate interest.

Secure Thought Leadership Opportunities

Apply for speaking slots, panel discussions, or sponsored sessions.
Plan talking points and promotional materials for presentations.

Train Your Team

Ensure booth staff understands product details and key value propositions.
Provide content to facilitate discussions.
Coach staff on taking high-quality photos for social media.

Prepare for Lead Capture

Decide on a method for capturing leads (badge scanning, manual entry, etc.).
Set up tracking for attribution.

Create Pre-Event Promotions

LinkedIn Ads: Target decision-makers attending the event.
Email Outreach: Contact past booth visitors and segmented lists in your database.
Programmatic Ads: Target event-related searches and behaviors.

During the Event

Maximize Booth Engagement

Encourage staff to be approachable and ask open-ended questions.
Avoid staff clustering together or excessive phone use.

Capture Every Lead

Scan visitor badges or manually collect contact information.
Gather details of conversations for personalized follow-ups.

Use Digital Out-of-Home Advertising

Place ads on digital billboards, transit screens, or near event venues.

Leverage Social Media

Post live updates, demos, and customer interactions.
Use event hashtags and tag relevant participants.
Engage with attendee posts and reshare content.

After the Event

Follow Up with Leads Promptly

Segment leads and upload to CRM.
Plan personalized outreach based on collected data.
Automate initial email follow-ups to maintain engagement.

Analyze & Review Performance

Assess lead quality, event ROI, and engagement metrics.
Review effectiveness of pre-event promotions and booth engagement.
Hold a team debrief to discuss insights and improvements for future events.

Optimize for Future Trade Shows

Document lessons learned and adjust strategies accordingly.
Maintain ongoing relationships with high-value leads.

Making the Most of Your Tradeshow Presence

For MedTech and medical device companies, tradeshows can be pivotal opportunities to elevate brand visibility, connect with new prospects, and drive innovation. By embracing a strategic approach that encompasses pre-event planning, booth engagement, team readiness, and post-event actions, marketers can pave the way for impactful tradeshow experiences.

About D2 Creative

D2 Creative is a full-service digital marketing and communications agency that helps MedTech and life sciences organizations create meaningful brand experiences that drive engagement and amplify conversions. We have the tools and strategies needed to maximize impact at tradeshows and industry events, spanning digital advertising, social media engagement, content development, and creative design. Contact us for a tailored solution to support your tradeshow efforts and drive measurable results.

Author

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Laura Lentchitsky is an accomplished marketing and communications expert with over 10 years of experience building and growing brands across a variety of industries, including life sciences, technology, and manufacturing. Throughout her career, Laura has honed her skills in a range of marketing disciplines, including branding, content creation, social media, and email marketing. With a passion for content and data-driven campaigns, Laura is known for her ability to create innovative solutions that overcome sales and marketing obstacles.