

Name:

Date:

Class:

## Trade Show Exhibit

### Skill:

- Application (AP)

### Time on Task:

- 25–30 minutes

### Goal/Purpose:

- The goal of this activity is to develop a plan for trade show exhibits featuring new *Entrepreneurship* textbooks.

*A publishing company has hired you as a high school student to develop plans for a trade show at a local CTSO conference. Students and faculty will be attending the conference, so you want to try to appeal to both markets. The company would also like to capture data to help them develop and market additional textbooks. You have a \$5,000 budget for expenses, which should include raffle prizes, display designs, and other elements that will be used at the trade show. Read each of the following prompts carefully and respond to them to help explain your ideas for the trade show. Your instructor will provide guidance regarding how best to submit your completed work. This information may be reported to the class according to your instructor's guidelines, so be sure to provide enough information to facilitate a discussion.*

1. Explain your plans for the exhibit.

Answer:

2. How will this promotion help capture data for the company that sells the textbook?

Answer:

3. Who is the target market of this textbook?

Answer:

4. What are the prizes for this contest or sweepstakes?

Answer:

5. How do you know the prize(s) are something the potential customers will want?  
Answer: