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Trade Show Lead Form

Event: _____ | Booth #: _____ | Date: _____

Staff Member: _____

LEAD PRIORITY

☐ HOT

☐ WARM

☐ COOL

Contact Information

Full Name:

Job Title:

Company:

Phone (Mobile):

Email:

LinkedIn:

Qualification Questions

Timeline for Decision:

☐ 0-3 months

☐ 3-6 months

☐ 6-12 months

☐ 12+ months

Investment Range:

☐ Under \$10K

☐ \$10K-\$50K

☐ \$50K-\$100K

☐ \$100K+

Decision Authority:

☐ Final Decision Maker

☐ Key Influencer

☐ Researcher/Evaluator

Current Solution: What are you using now?

☐ Interest & Needs Assessment

☐ Product/Service Interest:

☐ Product/Service A

☐ Product/Service B

☐ Product/Service C Consultation

Biggest Challenge:

What's your main pain point?

Best Follow-up Method:

☐ Phone Call

- ☐ Email
- ☐ Live Demo

Send Information

Best Time to Contact: e.g., Mornings, Tues/Thurs afternoon

Staff Assessment (Internal Use Only)

Conversation Notes: _____

Promised Follow-up:

What did we commit to do?

Follow-up By Date: MM/DD/YYYY

Lead Score (1-10):

Thank you for visiting our booth!

We'll follow up within 48 hours with the information you requested.

Questions? Contact us at:

[PHONE]

[EMAIL]

[WEBSITE]

Signature

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