

RETAILIQ

Trade Show Intelligence for Cannabis Operators

Trade Show Survival Kit

The Cannabis Operator's Framework for Turning Events Into Pipeline

FREE FRAMEWORK EDITION

THE PROBLEM

Why Most Cannabis Operators Lose at Trade Shows

You spend tens of thousands of dollars to attend an event. You set up the booth, work the floor for three days, hand out swag — and return home to a stack of business cards, an exhausted team, and a pipeline that looks exactly the same as when you left.

The problem isn't the show. It's the absence of a system.

75%

of exhibitors have no pre-event outreach strategy. They wait for prospects to walk by the booth.

90%

of leads collected at trade shows never receive a structured follow-up after the event ends.

\$0

in additional revenue from events where leads aren't captured and followed up in real time.

This guide gives you the 11-pillar framework that high-performing cannabis operators use to make every event count. The complete tactical playbook — with email templates, CRM workflows, and done-for-you services — is available in the full Strategy Edition.

Steve Jobs said it best:

"It's a very noisy world. And we're not going to get a chance to get people to remember much about us. No company is. So we have to be really clear on what we want them to know about us."

THE FRAMEWORK

The 11-Pillar Trade Show Framework

Each pillar addresses a critical failure point in the typical trade show approach. Operators who execute all 11 see measurable pipeline growth within 30–60 days of every event.

#	Pillar	What It Solves
01	Strategy Foundation	Define what winning looks like before you ever land at the venue.
02	Intelligent Lead Capture	Never lose a lead to a pile of untracked business cards again.
03	Pre-Event Email Nurture	Warm up prospects weeks before you arrive — so they're looking for you.
04	On-Site Execution Playbook	Structure your team's day so energy and conversions don't collapse by Day 2.
05	Practical Giveaways	Swag that earns attention, not swag that gets left at the hotel.
06	Team Care Kit	Prevent burnout and keep your people performing at their peak.
07	Post-Event Follow-Up Engine	The email sequences your competitors aren't sending — written before you leave.
08	CRM + Pipeline Management	Automate the follow-up so nothing falls through the cracks.
09	Metrics That Matter	Track what actually drives revenue, not just badge scans.
10	Social Event Strategy	The deals that happen after hours — and how to be in the room.
11	Done-For-You Services	When you want the system built and run for you.

DIAGNOSTIC

The Expensive Mistakes You're Probably Making

Most cannabis operators make the same high-cost errors at every event. How many of these apply to your team?

- Arriving without a pre-built prospect list for the specific show
- Team members unable to deliver a consistent, repeatable one-sentence hook
- Business cards collected but not entered into CRM until days after returning
- No tiered follow-up system (Hot vs. Warm vs. Long Shot leads)
- Skipping the social events where the real relationship-building happens
- Team burning out by Day 2 afternoon because there was no recovery plan
- Leaving the show without a single post-show meeting booked

The Hidden Cost of Lost Leads:

If your average deal is worth \$15,000 and you lose just 5 leads per event due to poor capture and follow-up, that's \$75,000 in potential revenue that evaporated — not from bad products or bad sales skills, but from a broken system.

A CLOSER LOOK

Three Pillars That Move the Needle

Pillar 01 — Strategy Foundation

Before you book a flight or order a banner, answer five questions your competitors will never bother asking:

- What does a successful event look like in concrete numbers? (Leads, meetings, deals — not 'brand awareness')
- Who are the top 20 accounts you want to engage at this specific show?
- Why should someone stop and talk to you instead of the 40 other booths on the floor?
- What are you inviting people into? A demo? A deal? A follow-up call?
- Who on your team hunts, who closes, and who captures lead data?

The full Strategy Edition includes a pre-event planning template you can complete in under 60 minutes — and align your entire team before you land.

Pillar 02 — Intelligent Lead Capture

Conference lead capture tools are notorious black holes. Slow uploads. Data that arrives days after the show. Cards you can't read because the room was dark.

The Echo Snap system solves this with a QR-based capture tool that uploads directly to your CRM in real time — with auto-tagging by buyer type (retailer, brand, investor) and a built-in notes field so you remember who was hot and who was just collecting swag.

Lost leads are the most expensive leads you'll ever generate. The full Strategy Edition walks you through setup end-to-end.

Pillar 07 — Post-Event Follow-Up Engine

Here is the single highest-leverage action you can take at a trade show:

Write your follow-up emails before you leave for the event.

Most operators come home exhausted, let a week slide by, and send a generic 'great to meet you' email that gets buried. The operators who win segment their leads before they travel, schedule their sequences in advance, and wake up to a running follow-up engine while they're still recovering.

The full Strategy Edition includes a complete 3-email follow-up sequence with subject lines, timing, and personalization frameworks — ready to load into your CRM.

WHAT YOU GET

Free Edition vs. Full Strategy Edition

Free Framework Edition (This Document)	Full Strategy Edition
11-pillar framework overview	Complete tactical playbook with templates
3 pillar deep-dives	All 11 pillars with full implementation guides
Concept-level descriptions	Pre-event email sequence (3 templates, deploy-ready)
—	Post-event follow-up engine (3-email sequence)

—	CRM lead scoring + pipeline workflow
—	On-site daily rhythm + anti-fatigue playbook
—	Metrics tracking table + ROI calculator
—	Done-for-you services menu with engagement options

NEXT STEP

Ready to Stop Leaving Money on the Show Floor?

The operators who win at trade shows aren't luckier or better funded. They're more prepared. They have a system.

Retail IQ helps cannabis operators build and run that system — from pre-event strategy through post-event pipeline management. Whether you want the full playbook to run yourself, or a done-for-you team to run it for you, we're here.

Get the Full Strategy Edition

Includes all templates, email sequences, CRM workflows, and done-for-you options.

retailiqgroup.com | hello@retailiqgroup.com

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