

KERVON GROUP | FIELD NOTES WHITEPAPER

Trade Shows Still Work. The Follow-Up Is What Fails.

Why most exhibitors write off their show spend as 'brand awareness' -
and how a five-minute response engine turns a booth into a pipeline.

kervongroup.com/resources/trade-show-follow-up-whitepaper

The problem

Booths, travel, sponsorships, and the hours on the floor cost real money and represent real intent. Yet in most exhibiting companies the badge scans sit in a spreadsheet. Reps go back to quoting the accounts they already had. Follow-up takes weeks in the best case, months more often - and by then the money invested in the show is gone, written off as brand awareness.

The spend was real. The pipeline never appeared.

Finding 01 - The best respond in five minutes

The most advanced industrial companies respond to a new contact within five minutes of the lead reaching out. Lead-response research has shown for years that the odds of qualifying a new contact collapse as the first hour passes. That window - not the booth, not the swag - is what turns a scan into a conversation and a conversation into a pipeline.

Finding 02 - The money spent at the show is wasted without the follow-up

Every badge scan is a paid-for expression of interest. Left without an owner, a sequence, and a deadline, it decays to zero within days. The show did its job; the system after the show did not. Companies that treat the exhibit as the whole investment are buying brand awareness at pipeline prices.

Finding 03 - Build the engine before the doors open

Every scan should land in a CRM with an owner, a sequence, and a deadline. Pre-show outreach books the meetings. Post-show cadences, retargeting ads, and quoting workflows convert them - inside the five-minute window. Without it, a show is an expense. With it, it is a pipeline event.

The engine, designed around the show

01 - Pre-show outreach

Target account lists, booked meetings, and warm contacts before the floor opens.

02 - Badge scan

Every scan captured digitally - no business cards in a shoebox.

03 - CRM + owner

Each contact assigned to a named owner within minutes, not weeks.

04 - Follow-up cadence

A structured sequence of calls, emails, and quotes with deadlines.

05 - Retargeting ads

Correctly targeted ads keep the brand in front of scanned leads while the cadence runs.

06 - Quote & close

Fast quoting workflows convert the conversation while intent is still warm.

About Kervon Group

Kervon Group is a marketing and sales solutions company. It runs commercial strategy, websites, SEO / GEO, ads, lead management, CRM and job management software as one connected system - from the first ad a buyer sees to the moment a quote is requested.

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