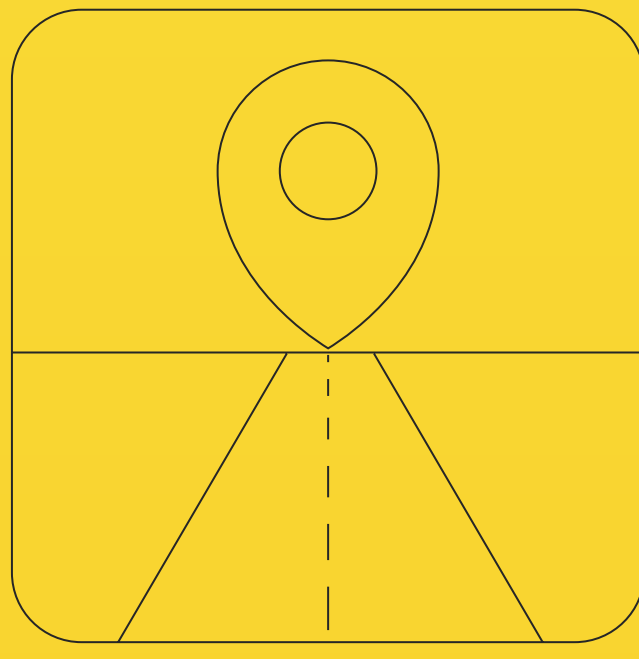


# 10 things that will cause your sponsorship or trade fair presence to fail

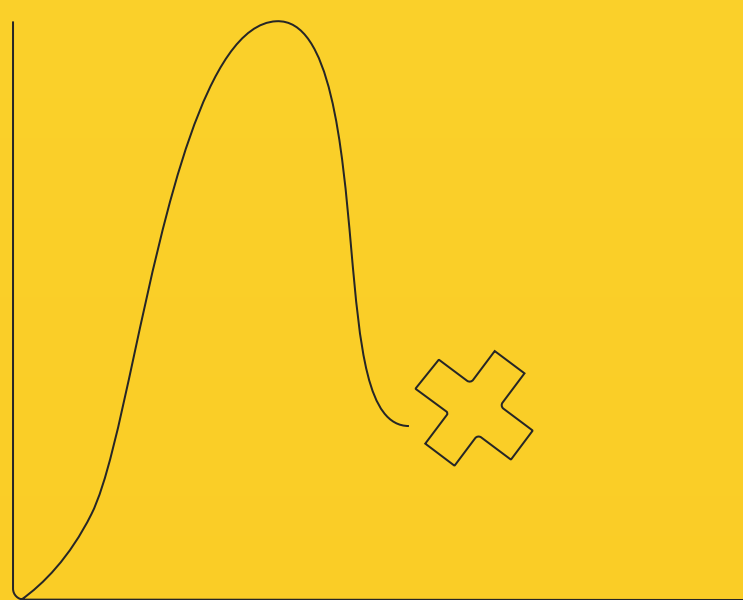
**1** Not creating a measurable roadmap and setting KPI's that can help you prove value of your sponsorship



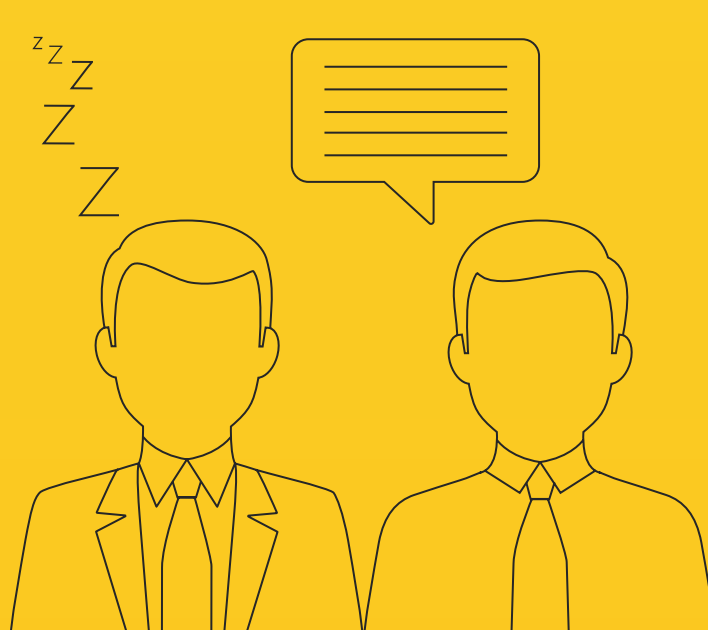
**2** Lack of ownership, responsibility and general management of the sponsorship internally



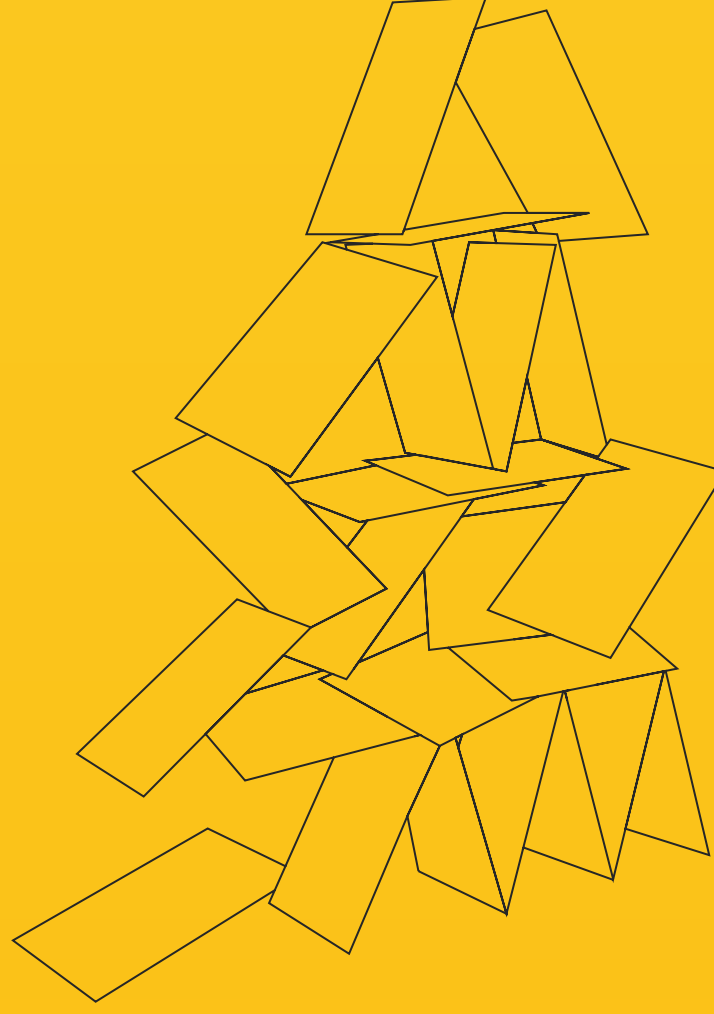
**3** Not planning a proper marketing flow around your sponsor activities



**4** Creating ordinary experiences that NO ONE will talk about



**5** Not respecting or missing official delivery deadlines



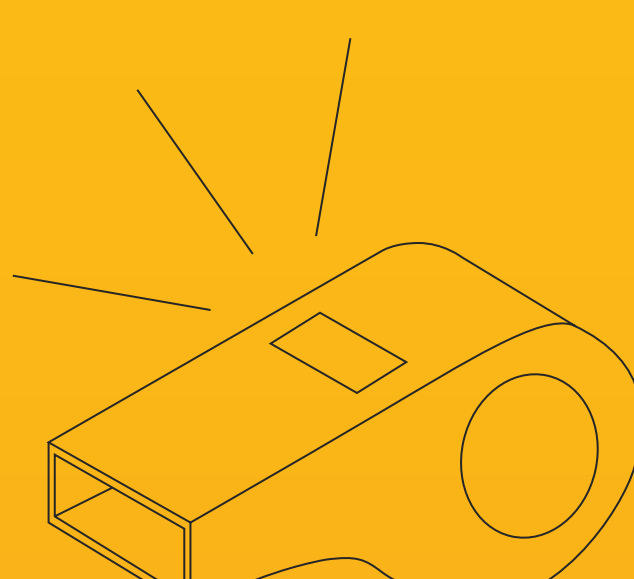
**6** Relying on a 'can-we-get-the-attendee-list' strategy - respect GDPR and act responsible.



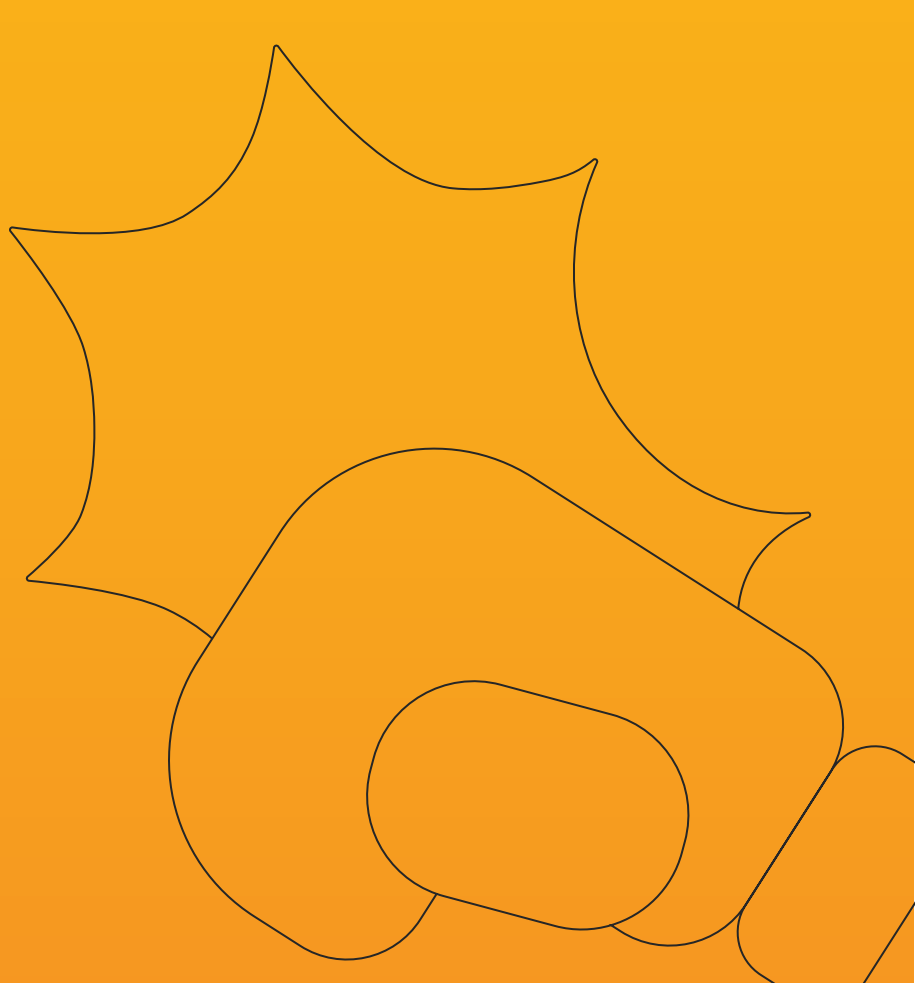
**7** Missing out on making yourself relevant, trustworthy and purposeful on-site



**8** Not training your onsite brand representatives in meeting sponsorship goals



**9** Focusing on quantifying sponsorship output instead of qualifying sponsorship impact



**10** Not allocating internal budget for proper evaluation and optimization of your sponsor strategy after an event

