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While sponsorship fees get added to the budget every year, most companies fail to figure out how many qualified leads they’re getting and closing for all the money they’ve spent. Instead of going for more signage, concentrate on improving your follow-up process. A lot of meaningful conversations start at trade shows only to die on the vine. An effective and immediate follow-up plan will keep momentum going. Take risks and have fun. Trade shows are hard on your team, so it’s up to you to pull off a world-class show to break up the monotony. Remember: The biggest booth doesn’t win; the company that generates the most buzz does. That doesn’t mean you should forego crafting a plan, however. Related: 7 Ways to Get the Most Out of Exhibiting at a Trade Show. More from Entrepreneur.