



You're in the home stretch now! The first four exercises have helped you address the critical exhibiting success factors and build a firm foundation for executing an effective and profitable exhibiting program.

You've probably heard the old saying "*what gets measured, gets done.*" Now we're going to discuss some simple exhibiting performance metrics you can use to assess your exhibit performance and Return on Investment.

CRITICAL SUCCESS FACTOR #5: MEASURING PERFORMANCE & ROI

1. **Refer back to your three SMART exhibiting goals and assess progress made toward each goal.**
2. **Use the Exhibiting Cost Control tool to track where your exhibiting dollar was spent.** Compare it to the benchmarks and determine if you were over or under budget in each major spend area.
3. **Use the Exhibit Performance, Value & ROI Calculator tool to determine how your exhibit program performed.** At a minimum, be sure to calculate the metrics shown below.
4. **Compare your actual exhibit interactions to your Exhibit Interaction Capacity* goal.** A quick and easy way to do this is to multiply your lead count by 2.4 (an industry benchmark-stop to literature ratio).
 - a. Example: 50 leads x 2.4 = 120 Interactions.

*Exhibit Interaction Capacity was calculated in educational email #2.
5. **Calculate your Cost Per Interaction** by dividing your total show investment by the number of interactions.
 - a. Example: \$10,000 investment/120 interactions = \$83 Cost Per Interaction
 - b. As a benchmark, the average cost of a field sales call is \$596 (Source: CEIR, 2009)
6. **Calculate your Cost Per Lead** by dividing your total show investment by the number of leads captured.
 - a. Example: \$10,000 investment/50 leads = \$200 Cost Per Lead
 - b. As a benchmark, the average cost of a tradeshow lead is \$283 (Source: Exhibit Surveys, 2013)
7. **Calculate Potential Lead Revenue Value** of your leads by multiplying the number of leads captured by your average sale amount.
 - a. Example: 50 leads x \$2,500 average sale amount = \$125,000 Potential Lead Revenue Value
8. **Calculate Potential Lead Value ROI** by dividing the Potential Revenue Value by your total show investment.
 - a. Example: \$125,000/\$10,000 investment = \$12.5 to \$1 Potential Lead Value ROI
9. **Calculate Hard Dollar Return on Investment** by tracking leads that convert to sales over time and comparing to total show investment.
 - a. Example: \$65,000 sales from lead conversions/\$10,000 investment = \$6.5 to \$1 Hard Dollar ROI

For a deeper dive on this critical exhibiting topic, view the [Inside the Exhibiting Numbers](#) webinar replay available on the [Exhibitor Resource Center web page](#).

As you can see from these measurement exercises, tradeshow represent a significant cost savings in terms of face-to-face contact, and a potentially high return on investment, when executed properly.

We hope you completed all five of these new exhibitor on-boarding exercises, and you use these exercises, not just for the AAO Annual Meeting, but for every show you do going forward.

We hope you have a positive and profitable experience at AAO Annual Meeting and we look forward to having you as an exhibitor at our next event. Mark your calendar for October 27-30, 2018 in Chicago!