



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 [Exhibiting & Financial Performance Metrics 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 2.4 (an industry benchmark-stop to literature ratio).
  - a. Example: 50 leads x 2.4 = 120 Interactions.
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)
  - c. Also compare to your average sale amount, other shows, and other lead generation media.
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 = \$12.50 to \$1 Potential Lead Value ROI
9. **Calculate Hard Dollar Return on Investment** by tracking at-show sales orders and leads that convert to sales over time, then comparing to total show investment.
  - a. Example: \$65,000 at and post show sales /\$10,000 investment = \$6.50 to \$1 Hard Dollar ROI

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

Please be sure to view and download these materials on the [Exhibitor Resources web page](#).

Watch:

- Inside the Exhibiting Numbers: How to Control Costs, Measure & Report Exhibiting Performance and ROI

Download:

- Exhibiting & Financial Performance Metrics tool

Read:

- Two Important Outcomes Your Exhibit Should Deliver
- Exhibit Measurement Made Easy

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 productive experience at AAO Annual Meeting and we look forward to having you as an exhibitor at our next event. Mark your calendar for November 14-17, 2020 in Las Vegas! In the meanwhile, if you have any questions, or if there is anything we can do, please feel free to contact us. Thank you!