



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)
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 lead conversions/\$10,000 investment = \$6.5 to \$1 Hard Dollar ROI

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.

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

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.

Thank you for exhibiting at the AAO Annual Meeting. We hope you had a productive and positive experience and we look forward to having you as an exhibitor next year in New Orleans. Mark your calendar for November 11-14, 2017!