Present

Inside the Exhibiting Numbers

How to Measure and Report Exhibiting Performance and Return on Investment

Webinar Discussion Points

1. Exhibiting ROI – can it be measured?
2. Budgeting for exhibiting success
3. Where the tradeshow dollar goes
4. Tradeshows performance metrics
5. Reporting tradeshow performance and results to management
An effective exhibit program should…

1. Can tradeshow ROI be measured? □ Yes □ No □ Unsure
2. Do you measure? □ Yes □ No □ Unsure
3. How do you measure? __________________________________________
4. What factors most limit ROI? __________________________________________

Prerequisites for Measuring ROI

- Develop a “__________” versus a “get through” perspective.
- View the exhibiting program as a marketing and sales “__________” - not an “__________”.
- Get out of the “logistics trap”.
- Invest more time on Critical Exhibiting Success Factors that drive revenue and ROI.

1. OUTCOMES: Use Exhibiting by Objectives to support your company marketing and sales objectives and take advantage of the many opportunities shows present.

2. ATTRACTION: Develop pre and at-show marketing processes to attract enough of the right people to your exhibit and functions.

3. EXPERIENCE: Deliver a high-quality visitor experience that secures a commitment to a next action step with qualified visitors.

4. FOLLOW-THROUGH: Follow-up to convert visitor commitments to action, ideally purchasing, and measure results.
Measuring Exhibiting ROI

• Why Measure?
  – Improve your __________ in the organization
  – __________ program investment
  – Learn how the investment is performing and where to improve

• Benefits of Measuring
  – Accountability for and justification of exhibiting investment.
  – Determine continued participation in a show.
  – Determine level of investment/participation in a show.
  – Identify exhibiting program strengths and weaknesses.
  – Develop benchmarks for comparison and improving performance.
  – Measure and report exhibiting value and return on investment.

Budgeting for Exhibiting Success

• Use zero-based budgeting to justify expenditures.
• Apply tradeshow budgeting rule of thumb.
  – Floor space cost x __________
• Budget more for:
  – ________________
  – ________________

Where the Trade Show Dollar Goes

• Average company allocates _____% of marketing budget to event/exhibit marketing
• Exhibiting budget is spent on nine (9) major areas

![How the Exhibit Dollar is Spent](chart.png)
### Money Saving Tips

**Exhibits**
- Consider buying a pre-owned exhibit
- Consider renting an exhibit
- Negotiate a discount with exhibit house for upfront payment
- Shop material options – matte graphics panel vs. high gloss

**Graphics**
- Design strategically – strive for 10-20% of show-specific messaging, re-use remaining graphics
- Consider a freelance designer/animator and stock photos
- Price out graphics to local advertising or sign shops
- Switch to digital signage

**Staffing & Travel**
- Don’t bring too many staffers – rule of thumb is 1 staffer per 50 square feet (or 2 for a 10x10 exhibit)
- Bundle – search online for air/hotel packages
- Consider hotels farther from the convention center
- When negotiating with hotels, ask them to include extras such as breakfast, Wi-Fi, business center services
- Reward frugality – to encourage staffers to spend less, offer a percentage rebate to those who stay under their allotted per diem

**Installation & Dismantle**
- Avoid weekends – try to negotiate with show management to install your booth on a weekday if possible
- Skip the rigging – talk with your exhibit designer to see if you can use up lighting to illuminate your overhead elements
- Number your crates according to content, attach a diagram and include detailed construction instructions, along with electrical requirements and repacking instructions

**Transportation**
- Switch to models – if you have heavy products, consider a lightweight 3-D model or digital models
- Use double-duty components – some crates can be repurposed as desks/tables
- Store strategically – if you have multiple shows in the same city/region, store some of your properties near that area
- If you do several shows, use the same freight carrier and negotiate volume discounts

**Show Services**
- Read the exhibitor service kit. Pay careful attention and meet all deadlines
- Order booth accessories and services in advance
- Look for early-bird registration
- Buy a hand-held carpet-shampooing machine, along with a lightweight vacuum and ship them with your exhibit
- Bring your own supplies, such as electrical tape, surge protectors, cleaning supplies, trash cans, etc.

**Promotion**
- Take advantage of show advertising packages when available
- Order promotional items and giveaways well in advance to avoid rush fees and expensive shipping costs
- Print all your pre-show and at-show marketing materials at the same time to get quantity discounts
- Promote your participation using low-cost marketing methods, such as social media, your website, submitting press releases

### Additional Sources:
- Exhibitor Magazine – February 2014 and Trade-Show-Adviser.com
Tradeshow Performance Metrics

1. Exhibit Interaction Capacity/Utilization
2. Exhibit Attraction Efficiency
3. Cost Per Interaction (CPI)
4. Cost Per Lead (CPL)
5. Lead Quantity and Quality
6. Potential Value of Leads Captured
7. Hard Dollar ROI
8. Soft Dollar ROI

Metrics You Can Use to Measure Exhibiting Performance and Results

1. Exhibit Interaction Capacity/Utilization

<table>
<thead>
<tr>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibiting Hours</td>
<td>28</td>
</tr>
<tr>
<td>Times Full-Time Exhibit Staff</td>
<td>2</td>
</tr>
<tr>
<td>Times Interactions per/hr/staffer</td>
<td>4</td>
</tr>
<tr>
<td>Exhibit Interaction Capacity</td>
<td>224</td>
</tr>
</tbody>
</table>

Actual # of Exhibit Interactions | 140 | ___________ |
Divide by Exhibit Interaction Capacity | 224 | ___________ |
Exhibit Capacity Utilization | 63% | ___________ |
Target: 80 to 100%

2. Exhibit Attraction Efficiency

<table>
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<tr>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual # of Exhibit Interactions</td>
<td>140</td>
</tr>
</tbody>
</table>

Divide by Profile Matches in Show Audience | 500 | ___________ |
- Job function/title - geography

Exhibit Attraction Efficiency | 28% | ___________ |
Benchmark: 45% (Source: Exhibit Surveys)
### Metrics You Can Use to Measure Exhibiting Performance and Results

#### 3. Cost Per Interaction (CPI)

| Total Show Investment | $30,000 | $____________ |
| Divide by # of Interactions | 140 |  |
| **Cost Per Interaction** | **$214** | **$____________** |

*Average cost of field sales call: $596 (Source: CEIR)*

#### 4. Cost Per Lead (CPL)

| Total Show Investment | $30,000 | $____________ |
| Divide by # Leads | 120 |  |
| **Cost Per Lead** | **$250** | **$____________** |

*Average cost of tradeshow lead: $360 (Source: Exhibit Surveys)*

#### 5. Lead Goals, Quantity and Quality

| Lead Goal | 150 |  |
| Total Leads Captured | 120 |  |
| Achievement | 80% of goal |  |

| % - A Leads | 45% |  |
| % - B Leads | 40% |  |
| % - C Leads | 15% |  |

#### 6. Potential Value of Leads

| Total # Leads | 120 |  |
| Times Average Sale Amount | $5,000 | $____________ |

*Potential Lead Value* $600,000 $____________

Divided by Show Investment $30,000 $____________

Soft Dollar ROI $20 to $1 $____________
Setting Exhibiting ROI Targets

GOOD: 1-1 payback or 100% ROI
BETTER: 3-5 payback or 300-500% ROI
BEST: As high as you can go!

Two Types of ROI

Hard Dollar: ________________ received that can be credited in full or in part to the show, typically in the form of at-show and/or post-show sales.
➢ Can be measured in top line revenue or gross margin.

Soft Dollar: ________________ received that can be quantified/expressed in numeric terms, typically in the form of money saved.

Return on Investment HARD Dollar Formula & Example*

<table>
<thead>
<tr>
<th></th>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue From At/Post Show Sales</td>
<td>$220,000</td>
<td>$__________</td>
</tr>
<tr>
<td>Less Cost of Sales (30% Gross Margin)</td>
<td>- 140,000</td>
<td>$__________</td>
</tr>
<tr>
<td>Gross Margin</td>
<td>$ 80,000</td>
<td>$__________</td>
</tr>
<tr>
<td>Less Exhibiting Investment</td>
<td>- 30,000</td>
<td>$__________</td>
</tr>
<tr>
<td>Net Exhibit Profit</td>
<td>$ 50,000</td>
<td>$__________</td>
</tr>
<tr>
<td>Net Exhibit Profit</td>
<td>$ 50,000</td>
<td>$__________</td>
</tr>
<tr>
<td>Divided by Exhibiting Investment</td>
<td>$ 30,000</td>
<td>$__________</td>
</tr>
<tr>
<td>Multiplied by 100</td>
<td>x 100</td>
<td>x 100</td>
</tr>
<tr>
<td>Return on Investment</td>
<td>167% ROI</td>
<td>__________%</td>
</tr>
</tbody>
</table>

*These sample calculations are not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.
Cost Per Interaction Soft Dollar ROI Contribution Formula & Example*

<table>
<thead>
<tr>
<th>Total Show Investment</th>
<th>$30,000</th>
<th>$__________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Divide by # of Exhibit Interactions</td>
<td>140</td>
<td>__________</td>
</tr>
<tr>
<td>Cost Per Interaction</td>
<td>$214</td>
<td>$__________</td>
</tr>
<tr>
<td>Comparative (Field Sales Call)</td>
<td>$596</td>
<td>$__________</td>
</tr>
<tr>
<td>Less Cost Per Interaction</td>
<td>-$214</td>
<td>$__________</td>
</tr>
<tr>
<td>CPI Savings</td>
<td>$382</td>
<td>$__________</td>
</tr>
<tr>
<td>Times # of Interactions</td>
<td>x140</td>
<td>__________</td>
</tr>
<tr>
<td>Soft Dollar ROI Contribution</td>
<td>$53,480 = 178% SD/ROI</td>
<td>$__________</td>
</tr>
</tbody>
</table>

*These sample calculations are not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.

Sections to Include In Your Exhibiting Performance & ROI Report

1. General Show Information
2. Exhibiting Objectives Set and Progress Made Toward
3. Exhibit Interaction Capacity/Utilization - Cost Per Interaction
4. Leads: Goal/Actual, Cost Per Lead, Potential Value of Leads
5. Pre & At-Show Marketing: Media, Reach/Response and Effectiveness
6. Public Relations and Media Exposure
7. Exhibit Design and Effectiveness
8. Demonstrations/Presentations
9. Hospitality and Sponsored Events
10. Key Customers and VIPs Met
11. Competitive Summary
12. Show Budget vs Actual w/Benchmarks and R.O.I.
13. Lessons Learned & Recommendations for Next Show
What were the three most important ideas you learned in this webinar?

1. ______________________________________

2. ______________________________________

3. ______________________________________

**AAO Commitment to Exhibitor Education & Success**

- Online Exhibitor Resources:
  - Live and re-playable webinars
  - Exhibiting Tips
  - Article: 9 Steps to Stand Out and Be Remembered at Your Next Show

  Access at:  
  [http://www.aao.org/meetings/annual_meeting/exhibitors/resources.cfm](http://www.aao.org/meetings/annual_meeting/exhibitors/resources.cfm)