



*Present*

# Inside the Exhibiting Numbers

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## How to Measure and Report Exhibiting Results 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. Tradeshow performance metrics
5. Reporting tradeshow performance and results to management

An effective exhibit program should...



- |                                   |                              |                             |                                 |
|-----------------------------------|------------------------------|-----------------------------|---------------------------------|
| 1. Can tradeshow ROI be measured? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Unsure |
| 2. Do you measure?                | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> 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

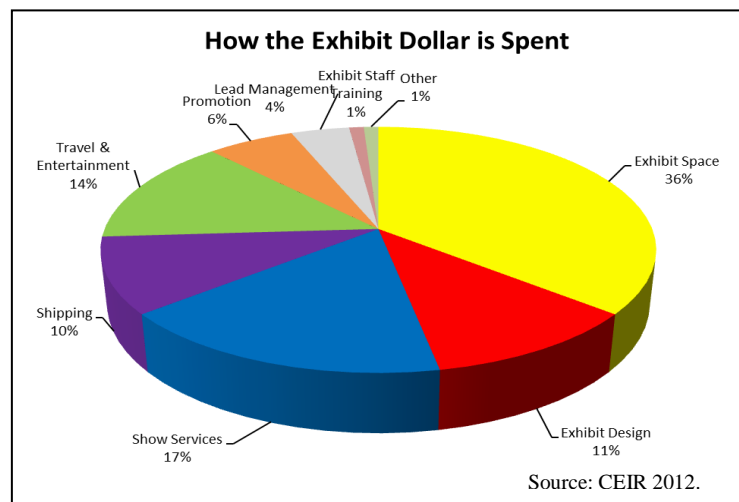
- Why Measure?
  - Improve your \_\_\_\_\_ in the organization
  - \_\_\_\_\_ program investment
  - Learn how the investment is performing and where to improve
  
- Benefits of Measuring
  - Accountability for and justification of exhibiting investment.
  - Determine continued participation in a show.
  - 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:
  - \_\_\_\_\_
  - \_\_\_\_\_
- Consider an “allowable marketing cost” per exhibit visitor or Profile Match within total show audience.

## 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



## 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

### 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.

### 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



### 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

### 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

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

	Example	Participant
Exhibiting Hours	20	_____
Times Full-Time Exhibit Staff	2	_____
Times Interactions per/hr/staffer	4	_____
<i>Exhibit Interaction Capacity</i>	160	_____
Actual # of Exhibit Interactions	110	_____
Divide by Exhibit Interaction Capacity	160	_____
<i>Exhibit Capacity Utilization</i>	69%	_____
<i>Target: 80 to 100%</i>		

#### 2. Exhibit Attraction Efficiency

Actual # of Exhibit Interactions	110	_____
Divide by Profile Matches in Show Audience	350	_____
<ul style="list-style-type: none"> <li>• Job function/title - geography</li> </ul>		
<i>Exhibit Attraction Efficiency</i>	31%	_____
<i>Benchmark: 45% (Source: Exhibit Surveys)</i>		

## Metrics You Can Use to Measure Exhibiting Performance and Results

### 3. Cost Per Interaction (CPI)

Total Show Investment	<u>\$30,000</u>	\$ _____
Divide by # of Interactions	110	_____
<i>Cost Per Interaction</i>	\$273	\$ _____
<i>Average cost of field sales call: \$596</i>		
<i>(Source: CEIR)</i>		

### 4. Cost Per Lead (CPL)

	Example	Participant
Total Show Investment	<u>\$30,000</u>	\$ _____
Divide by # Leads	90	_____
<i>Cost Per Lead</i>	\$333	\$ _____
<i>Average cost of tradeshow lead: \$360</i>		
<i>(Source: Exhibit Surveys)</i>		

### 5. Lead Goals, Quantity and Quality

Lead Goal	110	_____
Total Leads Captured	90	_____
Achievement	82% of goal	_____
% - A Leads	45%	_____
% - B Leads	40%	_____
% - C Leads	15%	_____

### 6. Potential Value of Leads

Total # Leads	90	_____
Times Average Sale Amount	<u>\$2,000</u>	\$ _____
<i>Potential Lead Value</i>	\$180,000	\$ _____
Divided by Show Investment	\$30,000	\$ _____
Soft Dollar ROI	\$6 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\*

	Example	Participant
Revenue From At/Post Show Sales	\$120,000	\$ _____
Less Cost of Sales (40% Gross Margin)	- 72,000	\$ _____
Gross Margin	\$ 48,000	\$ _____
Less Exhibiting Investment	- 30,000	\$ _____
Net Exhibit Profit	\$ 18,000	\$ _____
Net Exhibit Profit	\$ 18,000	\$ _____
Divided by Exhibiting Investment	\$ 30,000	\$ _____
Multiplied by 100	x 100	x 100
<i>Return on Investment</i>	60% ROI	_____ %

**\*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\*

Total Show Investment	\$ 30,000	\$ _____
Divide by # of Exhibit Interactions	110	_____
Cost Per Interaction	\$273	\$ _____
Comparative (Field Sales Call)	\$596	\$ _____
Less Cost Per Interaction	<u>-\$273</u>	\$ _____
CPI Savings	\$323	\$ _____
Times # of Interactions	<u>x 110</u>	_____
Soft Dollar ROI Contribution	\$35,530=118%SD/ROI	\$ _____

**\*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. \_\_\_\_\_

### **NSTA Commitment to Exhibitor Education & Success**

- Online Exhibitor Resource Center:
  - Live and re-playable webinars
  - “How-to” exhibiting articles
  - Ask the Tradeshow Expert email Q&A
  
- Access at: <http://www.nsta.org/exhibitsadv/resourcecenter.aspx>