



Present

Exhibiting ROI

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. Setting exhibiting goals that lead ROI
5. Determining your ROI target
6. Tradeshow performance metrics
7. Reporting tradeshow performance and results to management

Want to Make it BIG in Show Business?

The "Tradeshow Turnaround Artist" Can Help!

"In today's changing and competitive marketing arena, exhibitions are one of your most effective media... IF done properly. However, few exhibitors truly understand how to make exhibitions payoff," says Jefferson Davis, America's premier exhibiting expert and author of Results-Focused Exhibiting.



Described as *"a burst of focused and positive, can do energy"*, Davis's innovative, practical and process based approach to exhibiting has helped his clients produce over **500 million dollars** in exhibition sales since 1991. Over 90,000 exhibitors have attended his exhibiting success seminars and workshops. Hundreds of companies have hired Davis as a consultant and trainer and have experienced immediate, dramatic and measurable improvement in their exhibiting results in just one show cycle.

Is your company ready for a tradeshow turnaround?

**Visit www.tradeshowturnaround.com and take our Complimentary Exhibiting Needs Assessment to find out.
Or call Jefferson Davis at 800-700-6174 to learn more about:**

- ❑ Exhibiting by Objectives Consulting Services
- ❑ High-Impact Pre-show Marketing System Development Consulting
- ❑ Custom Exhibit Staff Training Workshops and Coaching
- ❑ Solution Focused Sales Training and Development Programs
- ❑ Closed Loop Lead Management System Development Consulting
- ❑ Exhibiting Cost Control and Return on Investment Measurement Consulting

**Competitive
Edge** 
"exhibiting excellence"

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Prerequisites for Measuring ROI

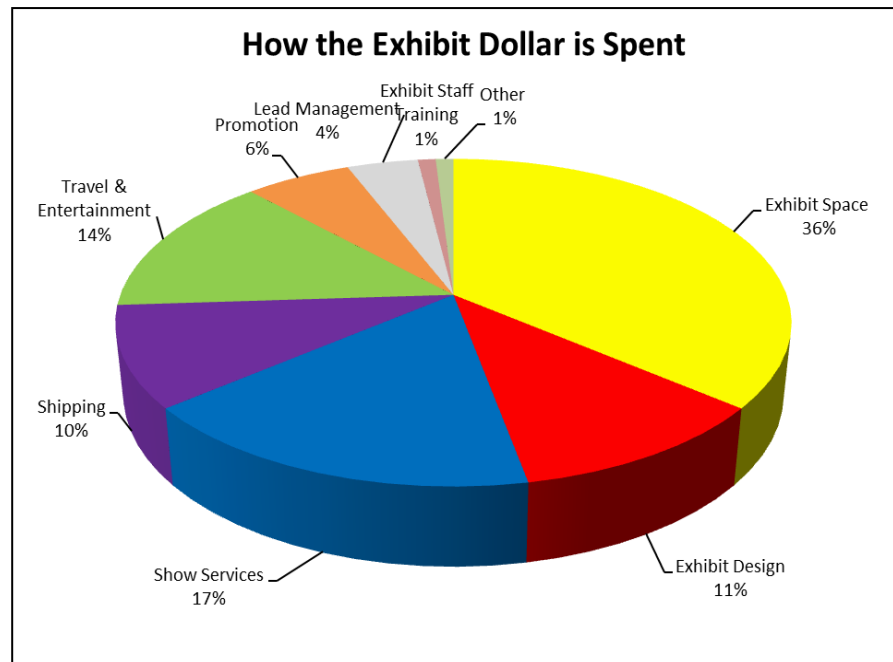
- Develop a “_____” versus a “_____” perspective.
- View the exhibiting program as a marketing and sales “_____” - not an “_____”.
- Get out of the “_____”.
- Invest more time on Critical Exhibiting Success Factors that drive revenue and ROI.

Budgeting for Exhibiting Success

- Use zero based budgeting to justify ALL expenditures.
- Start with the tradeshow budgeting rule of thumb.
 - Floor space cost x _____
- Budget more for:
 - driving qualified booth traffic.
 - delivering a quality visitor experience.
- Consider an “_____” per exhibit visitor or Profile Match within the 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



Free Tool to Manage & Benchmark Costs

Item	This Show This Year				Average Cost % Benchmark	This Show Last Year Actual	This Year's Budget As Actual As % of Total Cost	
	Budget	Actual	Difference	Difference %			Budget As % of Total	Actual As % of Total
Radio & TV	-	-	-	0.0%	-	-	0.0%	0.0%
Collateral Material	-	-	-	0.0%	-	-	0.0%	0.0%
Direct Mail	-	-	-	0.0%	-	-	0.0%	0.0%
Mailing List Rental	-	-	-	0.0%	-	-	0.0%	0.0%
Catalogues/Guides	-	-	-	0.0%	-	-	0.0%	0.0%
Premiums	-	-	-	0.0%	-	-	0.0%	0.0%
Agency Fee	-	-	-	0.0%	-	-	0.0%	0.0%
Internet	-	-	-	0.0%	-	-	0.0%	0.0%
Other	-	-	-	0.0%	-	-	0.0%	0.0%
Subtotal	-	-	-	0.0%	6%	-	0.0%	0.0%
MISCELLANEOUS:								
Blank	-	-	-	0.0%	-	-	0.0%	0.0%
Blank	-	-	-	0.0%	-	-	0.0%	0.0%
Subtotal	-	-	-	0.0%	1%	-	0.0%	0.0%
Lead Gathering/Fulfillment:								
Lead Form Printing	-	-	-	0.0%	-	-	0.0%	0.0%
Card Reader Rental	-	-	-	0.0%	-	-	0.0%	0.0%
Direct Mail Cost	-	-	-	0.0%	-	-	0.0%	0.0%
Other	-	-	-	0.0%	-	-	0.0%	0.0%
Subtotal	-	-	-	0.0%	0.40%	-	0.0%	0.0%
TOTAL	\$ -	\$ -	\$ -	0.0%		\$ -	0.0%	0.0%

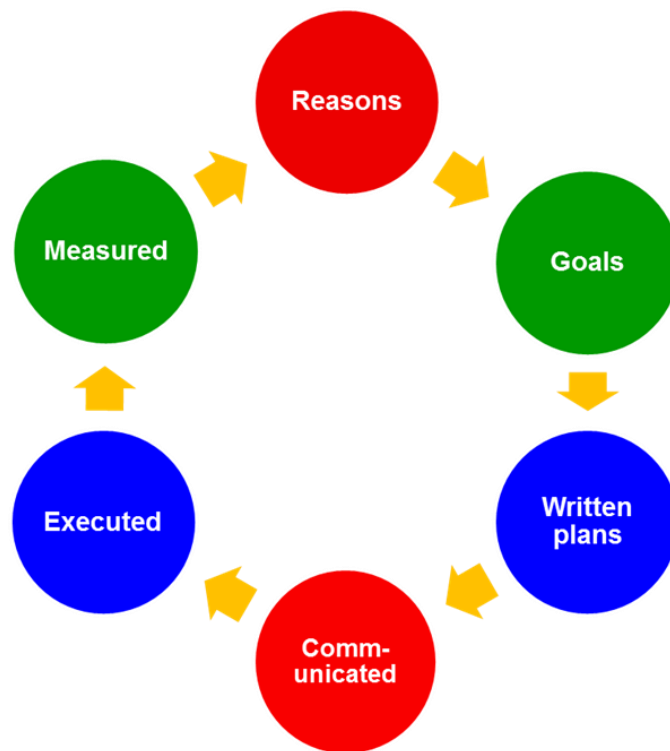
Request by email: Jefferson@tradeshowturnaround.com.

(EBO) Exhibiting By Objectives

Setting Exhibiting Goals That Lead to ROI

- *“If you don’t know where you’re going any road will take you there.”*
Cheshire Cat, Alice in Wonderland
- _____% of exhibitors set no specific goals for tradeshow.
Source: Exhibitor Magazine
- _____ are not enough!
- Every goal needs a _____ and a _____.

(EBO) Exhibiting By Objectives



(EBO) Exhibiting By Objectives Planning for Results

1. Identify departments and stakeholders. Get them thinking about what they can accomplish through the show.
 - Ask good questions
2. Identify top _____ reasons for exhibiting by company and/or department.

Top Reasons Companies Exhibit

Lead Generation	Competitive Research
Sales (at - post)	Introduce New Products
Educate	Increase Market Share
Branding	Demonstrate Products
Create Preference	Create/Maintain Visibility
Test Market	Customer Support
Enter New Markets	Cross sell
Support Distribution	Media/Public Relations
Relationship Management	Access “no-see” buyers
Conduct Meetings	Network

What are your top three reasons?

(EBO) Exhibiting By Objectives Planning for Results

3. Convert Reasons to SMART Goals

- Specific
- Measurable
- Action Oriented
- Realistic
- Time bound

➤ **EXAMPLE:** By closing time, we will capture at least 50 qualified leads.

4. Create Written Action Plans

- Every goal needs a planner and a plan
- 6 elements of a written plan

5. Schedule, Communicate, Execute and Monitor Activity and Measure Results.

How to Measure and Report Exhibiting Results and ROI

Three Reasons to Implement an Exhibit Measurement Program:

1. _____
2. _____
3. _____

Benefits of Exhibit Measurement:

1. Accountability for and justification of exhibiting investment.
2. Determine continued participation in a show.
3. Determine level of investment/participation in a show.
4. Identify exhibiting program strengths and weaknesses.
5. Develop benchmarks for comparison and improving performance.
6. Measure and report exhibiting value and return on investment.

Return on Objectives (ROO): Evidence you supported or made _____
toward objectives that are important to your organization.

Return on Investment (ROI): Evidence you got financial value beyond cost or made
_____.

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!

Metrics You Can Use to Measure Exhibiting Performance and Results

1. Exhibit Interaction Capacity/Utilization

	Example	Participant
Exhibiting Hours	18	_____
Times Full-Time Exhibit Staff	3	_____
Times Interactions per/hr/staffer	4	_____
<i>Exhibit Interaction Capacity</i>	<u>216</u>	_____
Divide by # of Exhibit Interactions	199	_____
<i>Exhibit Capacity Utilization</i>	92%	_____

2. Exhibit Attraction Efficiency

Profile Matches in Show Audience	330	_____
Divide by # of Exhibit Interactions	199	_____
<i>Exhibit Attraction Efficiency</i>	<u>60%</u>	_____

3. Cost Per Interaction (CPI)

Total Show Investment	\$30,000	\$ _____
Divide by # of Interactions	199	_____
<i>Cost Per Interaction</i>	<u>\$151</u>	\$ _____

4. Cost Per Lead (CPL)

Total Show Investment	\$30,000	\$ _____
Divide by # Leads	100	_____
<i>Cost Per Lead</i>	<u>\$300</u>	\$ _____

5. Lead Quantity and Quality

Total Leads Captured	100	_____
Lead Goal	75	_____
% - A Leads	20%	_____
% - B Leads	40%	_____
% - C Leads	25%	_____
% - D Leads	10%	_____
% - F Leads	5%	_____

Metrics You Can Use to Measure Exhibiting Performance and Results

6. Potential Value of Leads

	Example	Participant
Total # Leads	100	_____
Times Average Sale Amount	<u>\$2,500</u>	\$ _____
<i>Potential Lead Value</i>	\$250,000	\$ _____

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.

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

- Cost per lead savings (compared to other lead generating media).
- Cost per interaction (compared to cost of a field sales call).
- Column inch of publicity (compared to advertising costs).
- Number of exhibit impressions (compared to advertising costs).
- Comparable costs of market, customer or competitor research.
- Comparable cost of recruiting.
- Goodwill generated with existing customers.
- Other?

Two Types of ROI

Return on Investment HARD Dollar Formula Example

	Example	Participant
Revenue Traced Back to Show	\$100,000	\$ _____
Less Cost of Sales (20% Gross Margin)	<u>- 20,000</u>	\$ _____
Gross Exhibit Profit (Loss)	\$ 80,000	\$ _____
Less Exhibiting Investment	<u>- 30,000</u>	\$ _____
Net Exhibit Profit (Loss)	\$ 50,000	\$ _____
Net Exhibit Profit (Loss)	\$ 50,000	\$ _____
Divided by Exhibiting Investment	\$ 30,000	\$ _____
Multiplied by 100	x 100	x 100
<i>Return on Investment</i>	167% ROI	_____ %

Cost Per Interaction Soft Dollar ROI Contribution

Total Show Investment	\$ 30,000	\$ _____
Divide by # of Interactions	199	_____
Cost Per Interaction	\$151	\$ _____
Comparative (Field Sales Call)	\$596	\$596
Less Cost Per Interaction	<u>-\$151</u>	\$ _____
CPI Savings	\$445	\$ _____
Times # of Interactions	<u>x199</u>	_____
Soft Dollar ROI Contribution	\$88,555/295%SD/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