



Present

Inside the Exhibiting Numbers

How to Measure Performance, Value and Return on Investment

Webinar Discussion Points

1. Two outcomes an exhibit should deliver
2. Why you should measure
3. Budgeting for exhibiting success
4. Where the tradeshow dollar goes
5. Saving money by expense area
6. Easy to apply tradeshow performance and ROI metrics
7. Creating an Exhibiting Performance & ROI report

An effective exhibit program should...



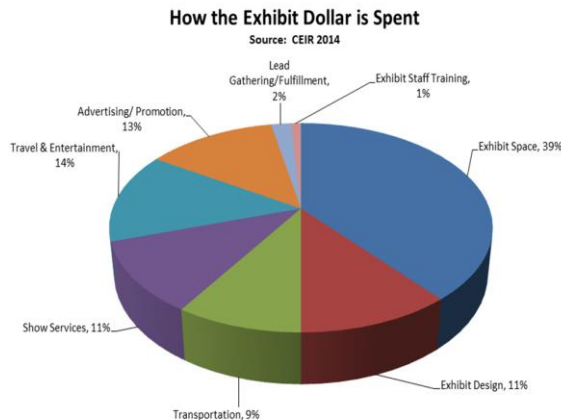
- | | | | |
|-----------------------------------|------------------------------|-----------------------------|---------------------------------|
| 1. Can tradeshow ROI be measured? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Unsure |
| 2. Do you measure? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Unsure |
| 3. How do you measure? | _____ | | |
| 4. What factors most limit ROI? | _____ | | |

Measuring Exhibiting ROI

- **Why Measure?**
 - _____ 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.

Where the Trade Show Dollar Goes

- Average company allocates _____% of marketing budget to event/exhibit marketing
- Exhibiting budget is spent on 8 major areas



Track & Control Exhibit Spending

Company Name									
Tradeshow Budget									
Tradeshow Name									
Tradeshow Dates									
Tradeshow City									
Item	This Show This Year				This Show Last Year Actual	This Year's Budget As % of Total Cost	This Year's Actual As % of Total Cost	Average Cost % Benchmark	
	Budget	Actual	Difference	Difference %					
SPACE RENTAL:									
Booth Space	\$ -	\$ -	\$ -	0.0%	\$ -	0.0%	0.0%		
Hospitality Suite	-	-	-	0.0%	-	0.0%	0.0%		
Meeting Rooms	-	-	-	-	-	-	-		
Other	-	-	-	0.0%	-	0.0%	0.0%		
Subtotal	-	-	-	0.0%	-	0.0%	0.0%	39%	
EXHIBIT DESIGN:									
Design	-	-	-	0.0%	-	0.0%	0.0%		
Construction	-	-	-	0.0%	-	0.0%	0.0%		
Refurbishing	-	-	-	0.0%	-	0.0%	0.0%		
Graphics	-	-	-	0.0%	-	0.0%	0.0%		
Packing	-	-	-	0.0%	-	0.0%	0.0%		
Storage	-	-	-	0.0%	-	0.0%	0.0%		
Insurance	-	-	-	0.0%	-	0.0%	0.0%		
Display Materials	-	-	-	0.0%	-	0.0%	0.0%		
Installation & Dismantle	-	-	-	0.0%	-	0.0%	0.0%		
Insurance	-	-	-	0.0%	-	0.0%	0.0%		
Other	-	-	-	0.0%	-	0.0%	0.0%		
Subtotal	-	-	-	0.0%	-	0.0%	0.0%	11%	

Budgeting for Exhibiting Success

- Use zero-based budgeting to justify expenditures.
- Apply tradeshow budgeting rule of thumb.
 - Floor space cost x _____
- Budget more for:
 - _____
 - Delivering a quality visitor experience
 - Booth/stand staff training
- Ask yourself about each line item: “How could I do this at a lower cost and get the same or higher value?”

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/stand accessories and services in advance
- Look for early-bird registration
- 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)
- Reward frugality – to encourage staffers to spend less, offer a percentage rebate to those who stay under their allotted per diem



Audit Invoices!

Common errors:

- Missed early bird discounts
- Incorrect multipliers, such as rate per hour for electrical, or straight vs. overtime rates for labor, or incorrect square footage of your exhibit
- Charges for supplies you brought yourself.

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

- 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
- Avoid weekends and overtime- try to negotiate with show management to install your booth/stand on a weekday if possible.

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, CEIR Industry Insights Series, 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 Qualified Leads Captured
7. Leads by Stage of Sales Cycle
8. Hard Dollar ROI
9. Soft Dollar ROI



Metrics You Can Use to Measure Exhibiting Performance and Results

	Example	Participant
1. Exhibit Interaction Capacity		
Exhibiting Hours <i>(Use your specific SPE event's exhibiting hours)</i>	21	_____
Times Full-Time Exhibit Staff	<u>2</u> *	_____
Equals Total Staff Hours	42	_____
Times Interactions per/hr/staffer	<u>3-5</u> **	_____
<i>Exhibit Interaction Capacity</i>	126-210	_____

* 50 sq. feet per staffer

** 3/conservative, 4/moderate, 5/aggressive

Exhibit Interaction Capacity Utilization

Actual # of Exhibit Interactions	<u>85</u>	
Divide by Exhibit Interaction Capacity	126	_____
<i>Exhibit Capacity Utilization</i>	67%	_____
<i>Target: 80 to 100%</i>		

Metrics You Can Use to Measure Exhibiting Performance and Results

	Example	Participant
2. Exhibit Attraction Efficiency		
Actual # of Exhibit Interactions	<u>85</u>	_____
Divide by Profile Matches in Show Audience	340	_____
<ul style="list-style-type: none"> • Business Type - Job Function/Title - Geography 		
<i>Exhibit Attraction Efficiency</i>	25%	_____
<i>Benchmark: 45% (Source: Exhibit Surveys)</i>		

3. Cost Per Interaction (CPI)		
Total Show Investment	<u>\$10,000</u>	\$ _____
Divide by # of Exhibit Interactions	85	_____
<i>Cost Per Interaction</i>	\$118	\$ _____
<i>Average Cost of a North America B2B Field Sales Call: \$596</i>		
<i>(Source: CEIR, 2009)</i>		

4. Cost Per Lead (CPL)		
Total Show Investment	<u>\$10,000</u>	\$ _____
Divide by # Leads	50	_____
<i>Cost Per Lead</i>	\$200	\$ _____
<i>Average Cost of North America B2B Tradeshow Lead: \$283</i>		
<i>(Source: Exhibit Surveys, 2013)</i>		

5. Lead Goals, Quantity and Quality		
Lead Goal	75	_____
Total Leads Captured	50	_____
Achievement	67% of goal	_____
% - A Leads	45%	_____
% - B Leads	40%	_____
% - C Leads	15%	_____

Metrics You Can Use to Measure Exhibiting Performance and Results

	Example	Participant
6. Potential Value of Qualified Leads		
Total # Leads	50	_____
Times Average Sale Amount	<u>\$5,000</u>	\$ _____
<i>Potential Lead Value</i>	\$250,000	\$ _____
Divided by Show Investment	\$10,000	\$ _____
Soft Dollar ROI	\$25 to \$1	\$ _____

7. Leads by Stage of Sales Cycle

Leads by Stage of Sales Cycle:

Initial Contact	10	_____
Need Discovered	10	_____
Solution Presented	15	_____
Proposal Delivered	10	_____
Contract Signed	5	_____

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 ROI: _____ 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 ROI: _____ received that can be quantified/expressed in numeric terms, typically in the form of money saved and/or opportunity created.

Return on Investment HARD Dollar Top Line Revenue Formula & Example*

	Example	Participant
Revenue From At/Post Show Sales	\$100,000	\$ _____
Less Show Investment	<u>- 10,000</u>	<u>\$ _____</u>
Net Revenue	\$ 90,000	\$ _____
Divided by Show Investment	\$ 10,000	\$ _____
<i>Top Line Revenue Return on Investment</i>	\$9 to \$1	\$ _____

Return on Investment HARD Dollar Gross Margin Formula & Example*

Revenue From At/Post Show Sales	\$100,000	\$ _____
Less Cost of Sales (30% Gross Margin)	<u>- 70,000</u>	<u>\$ _____</u>
Gross Margin	\$ 30,000	\$ _____
Less Show Investment	<u>- 10,000</u>	<u>\$ _____</u>
Net Exhibit Profit	\$ 20,000	\$ _____
Net Exhibit Profit	<u>\$ 20,000</u>	<u>\$ _____</u>
Divided by Show Investment	\$ 10,000	\$ _____
Multiplied by 100	x 100	x 100
<i>Return on Investment</i>	200% ROI	_____ %

Cost Per Interaction Soft Dollar ROI Contribution Formula & Example*

Total Show Investment	\$ 10,000	\$ _____
Divide by # of Exhibit Interactions	85	_____
Cost Per Interaction	\$118	\$ _____
Comparative (Field Sales Call)	\$596	\$ _____
Less Cost Per Interaction	<u>-\$118</u>	<u>\$ _____</u>
CPI Savings	\$478	\$ _____
Times # of Interactions	<u>x 85</u>	_____
Soft Dollar ROI Contribution	\$40,630=406%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. _____

SPE Commitment to Exhibitor Education & Success Online Exhibitor Knowledge Portal

- Exhibitor Success & ROI Center:
 - Live and re-playable webinars
 - “How-to” exhibiting article series
 - “Ask the Tradeshow Expert” email Q&A
 - * If you are viewing the webinar replay, you can submit questions to Jefferson Davis through the Ask the Tradeshow Expert Email Q&A.
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