



*Inside **YOUR** Exhibiting Numbers*

**Budgeting, Managing Costs,
Measuring & Reporting
Exhibiting Performance,
Value & ROI**

Jefferson Davis, Competitive Edge

NAFA Commitment to Exhibitor Value, Knowledge & Success

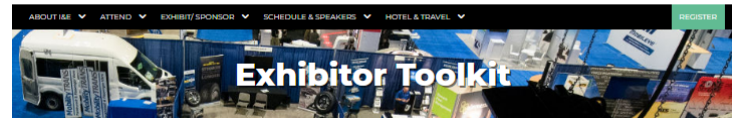
* Exhibitor Toolkit:

- Live and Re-playable Webinars
- How-to Exhibiting Article Series
- Exhibiting 101
- Exhibitor Magazine Resources
- Ask the Tradeshow Expert Email Q&A

* Bookmark, Share & Access at:

- <https://nafainstitute.org/Exhibitors/Exhibitor-Toolkit.aspx>

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- WHY TRADE SHOWS?
- EXHIBITOR RESOURCES

EXHIBITOR TOOLKIT

NAFA's Exhibitor Toolkit is a free, on-demand exhibiting knowledge resource to give you answers to your most pressing exhibiting challenges, expand your exhibiting know-how, and improve your company's exhibiting performance and ROI.

This resource is available to all NAFA suppliers, whether you are exhibiting and/or sponsoring the Institute & Expo. Our goal is for this information to help your company with all the events you participate in – throughout the year and throughout the world.

WEBINARS

"HOW TO" EXHIBITING ARTICLE SERIES BY COMPETITIVE EDGE

EXHIBITING 101

EXHIBITOR MAGAZINE RESOURCES

WHY TRADESHOWS?

Ask the Tradeshow Expert

NAFA has made special arrangements with Jefferson Davis, America's leading expert on trade show success. You can submit questions on any exhibiting topic. Mr. Davis or one of his team of experts will respond within 24-48 hours.

[Submit your question now](#)

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Advertising



Competitive Edge
"exhibiting excellence"

Jefferson Davis, President Tradeshow Productivity Expert



**Competitive
Edge**
"exhibiting excellence"

- Consultant, trainer, speaker and author
- 30+ years exhibiting experience
- Exhibited at over 200 tradeshows
- His E3 team has evaluated over 24,000 exhibitors in action
- Intensely results-focused
- Developed practical, workable processes to address critical exhibiting success factors
- Helped clients generate over \$800,000,000 in tradeshow results.

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**Competitive
Edge**
"exhibiting excellence"



3 MAJOR Questions Executives Ask About Tradeshows

1. Was the show a success?
2. What impact did the show have?
3. What was the show ROI?

If your boss walked in and asked you these questions today, could you answer?

An Effective Exhibit Program Should...

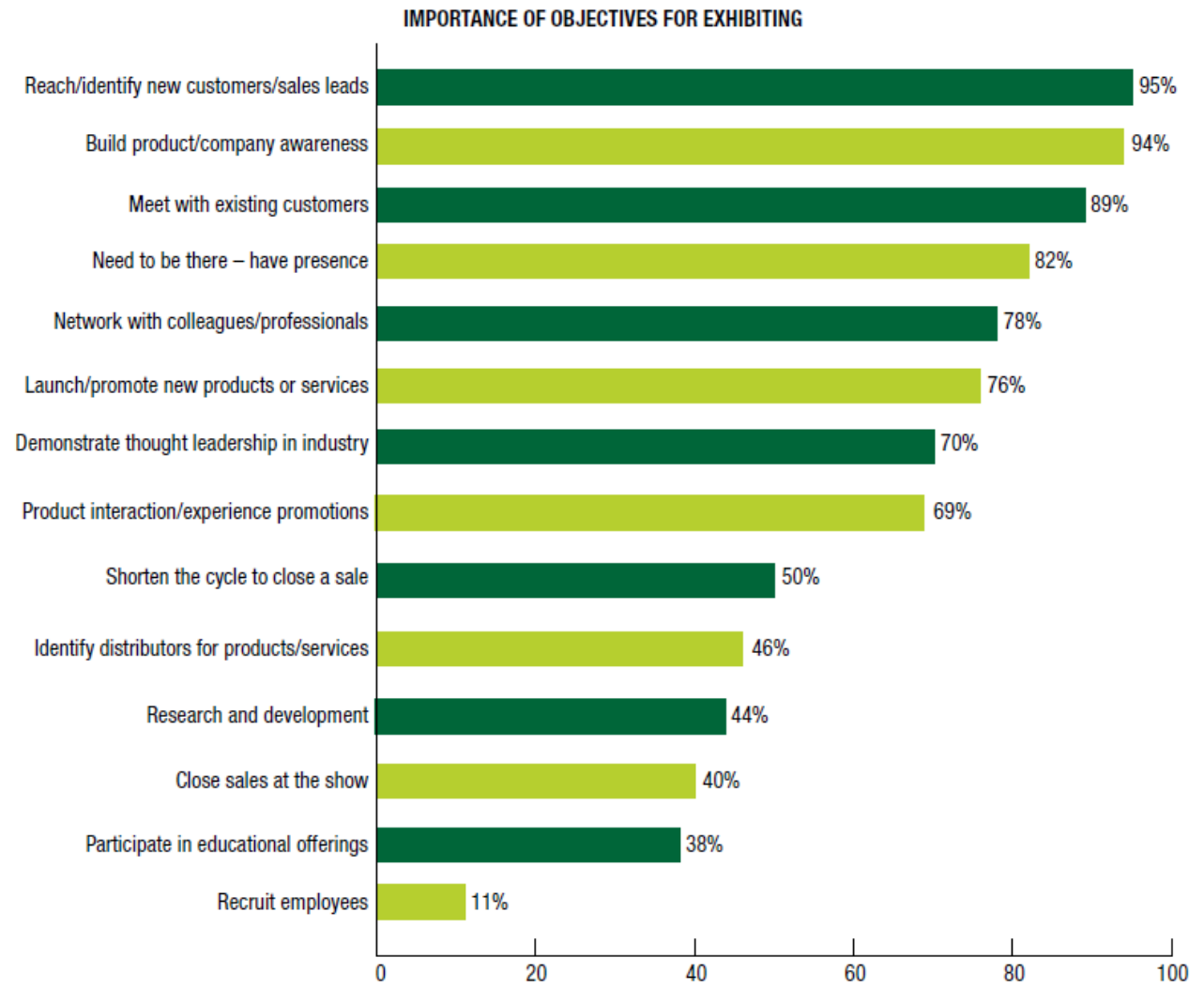




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OBJECTIVES FOR EXHIBITING AND METRICS FOR SUCCESS



*Percentage assigning a 4 or 5 using a 1 to 5 scale where 1=Not at All Important and 5=Very Important

Budget for Exhibiting Success

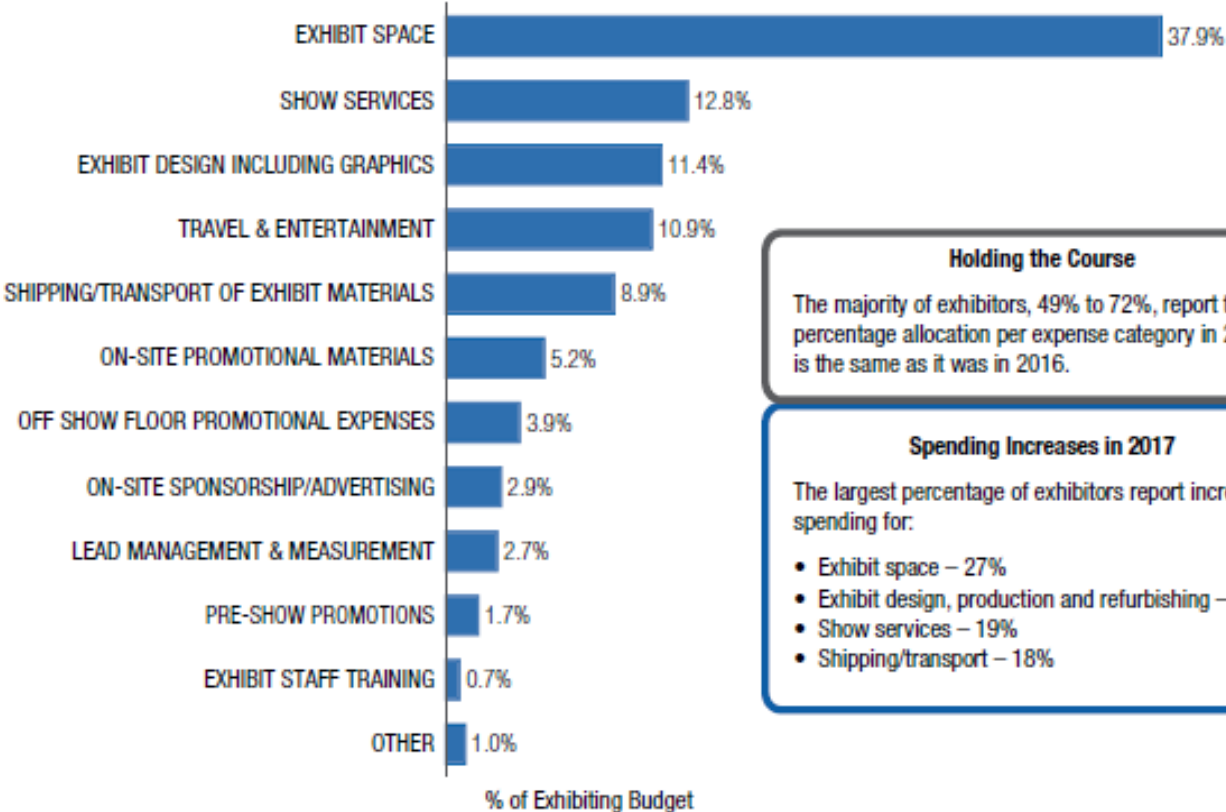
- ✓ Apply tradeshow budgeting rule of thumb
 - *Floor space cost x 3 to 5*
- ✓ Track & Benchmark where your dollars go
- ✓ Budget more for:
 - *promoting to drive qualified booth traffic*
 - *delivering a quality visitor experience*
 - *booth staff training*
- ✓ Use zero-based budgeting to justify all expenditures
- ✓ Look at each line item and ask:
 - *“Is this really necessary?”*
 - *“How can we do this at a lower cost and get the same or higher value?”*
- *Avoid cutting costs in customer facing areas*

Know Where the Tradeshow Dollar Goes



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How the Exhibit Dollar is Spent in 2017



Holding the Course
 The majority of exhibitors, 49% to 72%, report the percentage allocation per expense category in 2017 is the same as it was in 2016.

Spending Increases in 2017
 The largest percentage of exhibitors report increased spending for:

- Exhibit space – 27%
- Exhibit design, production and refurbishing – 24%
- Show services – 19%
- Shipping/transport – 18%

Track & Control Exhibit Spending

FREE Exhibit Budgeting & Cost Control Tool spreadsheet available online at the Exhibitor Toolkit under "How to Exhibiting Article Series by Competitive Edge".

	Budget	Actual	This Year Difference	This Year Difference %	This Show Last Year Actual	This Year's Budget As % of Total Cost	This Year's Actual As % of Total Cost	Average Cost % Benchmark
Company Name								
Tradeshow Budget								
Tradeshow Name								
Tradeshow Dates								
Tradeshow City								
Office	\$ -	\$ -	\$ -	0.0%	\$ -	0.0%	0.0%	
Quality Suite	-	-	-	0.0%	-	0.0%	0.0%	
Meeting Rooms	-	-	-	0.0%	-	0.0%	0.0%	
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%

Money Saving Tips

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.

Additional Sources:
Exhibitor Magazine CEIR
Industry Insights Series,
Trade-Show-Adviser.com

Exhibit

- 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



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 on a weekday if possible

Transportation

- Switch to models – if you have heavy products, consider a lightweight 3-D or digital model
- 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
- Bring your own supplies, such as electrical tape, surge protectors, cleaning supplies, trash cans, etc.

Promotions

- 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



Inside YOUR Exhibiting Numbers

Q & A

Type Question in Question Box

Press Send Button



Let's Talk About Tradeshow ROI

- Can tradeshow ROI be measured?
- Do you measure?
- What/How do you measure?
- **What factors most limit your ROI?**
- **Please submit via your Question tab**

Measuring Exhibiting Value & ROI



Benefits of Measuring

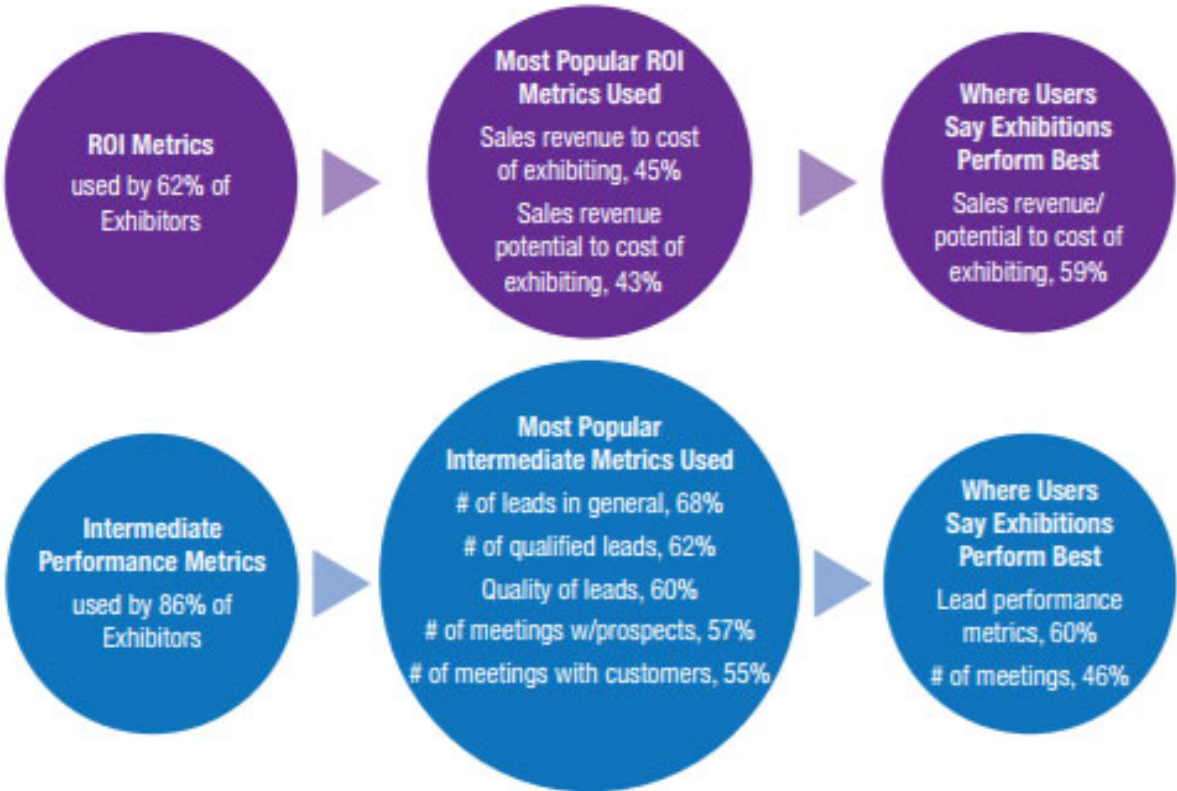
- ✓ Accountability for and justification of exhibiting investment.
- ✓ Develop benchmarks for comparison and improvement.
- ✓ Bigger seat at the budgeting table.
- ✓ Determine level of investment in a show.
- ✓ Identify program strengths and weaknesses.
- ✓ Determine continued participation in a show.

So What are Exhibitors Measuring?

Metrics Used to Evaluate Outcome of Exhibiting



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Two Types of Tradeshow Metrics

Financial Performance

1. Budget vs Actual
2. **Cost Per Interaction (CPI)**
3. **Cost Per Lead (CPL)**
4. **Potential Revenue Value of Leads**
5. **Soft Dollar ROI**
6. **Hard Dollar ROI**

Exhibit Performance

1. Exhibiting Goals & Results
2. **Exhibit Interaction Capacity & Utilization**
3. **Exhibit Attraction Efficiency**
4. Staff Interaction Rate
5. **Lead Goal/Actual**
6. **Lead Quantity and Quality**
7. Brand Awareness Impact
8. Attendees Passing & Entering
9. Exhibit Property Interaction
10. Visitor Dwell Time
11. Customers Attending/Met With
12. Prospects Attending/Met With

Measure Financial & Exhibit Performance

FREE Exhibiting & Financial Performance Metrics Tool spreadsheet available online at the Exhibitor Toolkit under "How to Exhibiting Article Series by Competitive Edge".

Microsoft Excel spreadsheet interface showing the "Exhibiting & Financial Performance Metrics" tool. The spreadsheet includes sections for:

- Report Information (Prepared By, Department, Date Prepared: 7/10/2019)
- Tradeshow Information (Show Name, Show Dates)
- Show Notes
- Exhibiting Goals & Objectives (SMART Goal for Each Objective: Specific - Measurable - Action oriented - Realistic - Time bound)

PERFORMANCE SUMMARY

Show Name & Dates

RESULT BENCHMARK FAVORABLE?

PERFORMANCE:

	RESULT	BENCHMARK	FAVORABLE?
Exhibit Interaction Capacity/Utilization	70%	80-100%	No
Exhibit Attraction Efficiency	24%	45%	No
Lead Goal - Quantity	15	20	No
Interaction Conversion to Lead	31%	25%	Yes

interaction.
 \$10,000
 48
 = \$208

VALUE & RETURN ON INVESTMENT:

	RESULT	BENCHMARK	FAVORABLE?
Cost Per Interaction	\$208	\$596	Yes
Cost Per Lead	\$667	\$165	No
Potential Value of Leads/ROI	750%	100%	Yes
Return on Investment-Soft Dollar ROI	186%	100%	Yes
Return on Investment-Hard Dollar ROI - Gross Margin	50%	100%	No





Exhibit Interaction Capacity (EIC)

	10 x 10
• Exhibiting Hours	7
• (x) Full-Time Exhibit Staff	<u>2</u> *
• (=) Total Staff Hours	14
• (x) Interactions Per/Hr/Staffer	<u>3-5</u> **
• Exhibit Interaction Capacity	42-70

* 50 sq. feet/ staffer

** 3/conservative 4/moderate 5/aggressive

Exhibit Interaction Capacity Utilization (EIC/U)

- Actual # of Exhibit Interactions 58
- (/)Exhibit Interaction Capacity 70
- **Exhibit Interaction Capacity Utilization 83%**

➤ **Target: 90 to 100% +**

Exhibit Attraction Efficiency (EAE)

PRIMARY JOB FUNCTIONS OF NAFA I&E ATTENDEES:

76% Fleet management systems/software	50% Products/services for sustainability
69% Vehicle selection	45% Remarketing
72% Maintenance (mechanical) management services	34% Risk management
69% Vehicle upfitting	39% Leasing company services
62% Fuel management systems/software	26% Financial services
52% Safety management	30% Short-term rental agencies
50% Training programs	27% Auto transporter
46% Oil and fuel analysis	19% Insurance
49% Vehicle auction	14% Used vehicle guide publications
41% Accident management systems	

*Information from the NAFA I&E 2017 Attendee Survey

- # Exhibit Interactions 58
 - (/) Profile Matches 483
 - Job Function
 - **Attraction Efficiency** **12%**
- **Benchmark 45%** Source: Exhibit Surveys

Lead Goal/Actual, Quantity and Quality

- Lead Goal 20
- Total Leads Captured 16
- **Achievement** 80% of goal
 - %- A Leads 50% - 8
 - %- B Leads 31% - 5
 - %- C Leads 19% - 3



Cost Per Interaction (CPI)

- Total Show Investment \$7,350
(10x10 Affiliate booth space cost x 3)
 - (/) # Exhibit Interactions 58
 - **Cost Per Interaction** **\$127**
- Average Cost of a North America B2B Field Sales Call: \$596-\$1,114
Source: CEIR

Cost Per Lead (CPL) or Cost Per Qualified Lead (CPQL)

- Total Show Investment \$7,350
- (/) # of Total Leads 16
- **Cost Per Lead** **\$459**

- Average Cost of a North America B2B Tradeshow Lead: \$283
Source: Exhibit Surveys
- Compare to Average Value of a Customer or Sale Amount



Potential Revenue Value of Leads

- Total # (or A/B) Leads 13
- (x) Average Sale Amount \$5,000
- **Potential Lead Value** **\$65,000**
- (/) Show Investment \$7,350
- **Soft Dollar ROI** **\$8.84 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 ROI:** **Revenue** 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:** **Value** received that can be quantified/expressed in numeric terms, typically in the form of money saved or opportunities created.

Return on Investment

HARD Dollar **Top Line** Revenue Formula & Example*

• Revenue From At/Post Show Sales	\$50,000
• Less Show Investment	- 7,350
• Net Revenue	\$ 42,650
• Divided by Show Investment	\$7,350
• Top Line Revenue ROI	\$5.80 to \$1

*This example calculation is not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.





Return on Investment

HARD Dollar **Gross Margin** Formula & Example*

*This example calculation is not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.



Return on Investment

HARD Dollar **Gross Margin** Formula & Example*

- Net Exhibit Profit \$17,650
- (/) Show Investment \$7,350
- **Return-on-Investment** **\$2.40 to \$1**

Gross Margin ROI

*This example calculation is not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.

Cost Per Interaction (CPI) Savings SOFT Dollar ROI*

• Total Show Investment	\$7,350
• (/) # Exhibit Interactions	58
• Cost Per Interaction	\$127
• Compared to a Field Sales Call	\$596
• Less Cost Per Interaction	- \$127
• CPI Savings	\$469
• Times # of Exhibit Interactions	x 58
• Soft Dollar ROI Contribution	\$27,202 = \$3.70 to \$1 Soft Dollar/ROI

*This example calculation is 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. Executive Summary
2. Show Information
3. Exhibiting Objectives Set and Progress Made Toward
4. Exhibit Interaction Capacity/Utilization - Cost Per Interaction
5. Leads: Goal/Actual, Cost Per Lead, Potential Value of Leads
6. Pre & At-Show Marketing: Media, Reach/Response and Effectiveness
7. Public Relations and Media Exposure
8. Exhibit Design and Effectiveness
9. Demonstrations/Presentations
10. Hospitality and Sponsored Events
11. Key Customers and VIPs Met
12. Competitive Summary
13. Show Budget vs Actual w/Benchmarks and R.O.I.
14. Lessons Learned & Recommendations for Next Show

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the post-
webinar email
survey. Thank
you!

Type Question in Question Box
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Q & A

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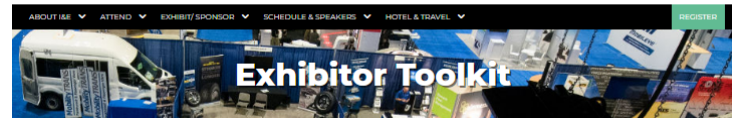
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