



*Present*

# Inside YOUR Exhibiting Numbers

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

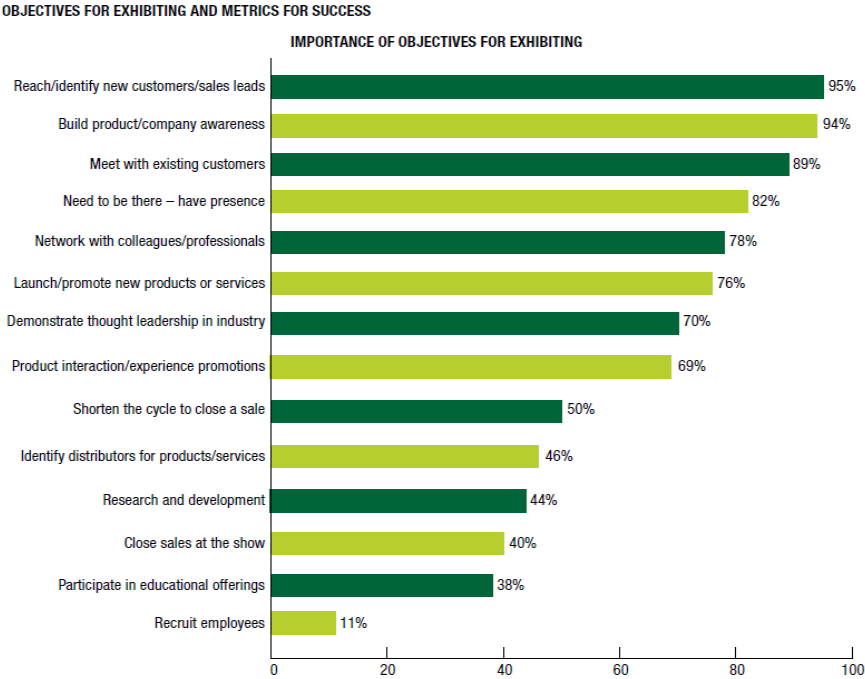
## **Webinar Discussion Points**

1. 3 major questions executives ask about tradeshows
2. Budgeting for exhibiting success
3. Where the tradeshow dollar goes
4. Saving money by expense area
5. Exhibiting ROI – can it be measured?
6. Easy to apply tradeshow performance metrics
7. Creating an Exhibiting Performance & ROI report

### 3 MAJOR Questions Executives Ask About Tradeshows

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

An effective exhibit program should...

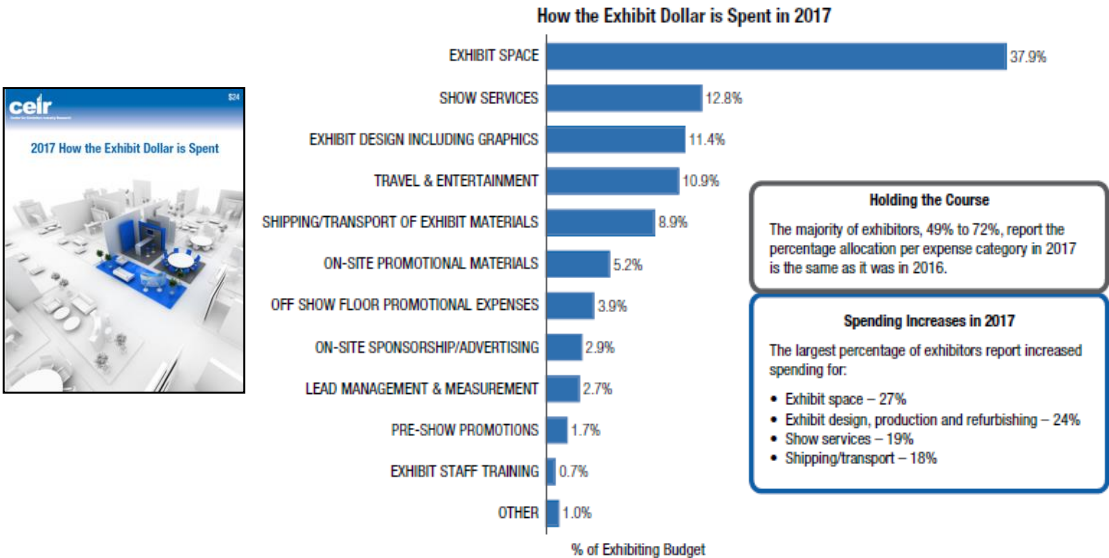


\*Percentage assigning a 4 or 5 using a 1 to 5 scale where 1=Not at All Important and 5=Very Important

### Budgeting for Exhibiting Success

- Apply tradeshow budgeting rule of thumb.
  - Floor space cost x \_\_\_\_\_
- Track & Benchmark where your dollars go
- Budget more for:
  - \_\_\_\_\_
  - 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 Trade Show Dollar Goes



### 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.”**

Item	Budget	Actual	This Year's Budget vs. Last Year's Budget	This Year's Actual vs. Last Year's Actual	Average Cost %	Benchmark
SPACE SERVICES						
Booth Space			0.0%	0.0%	0.0%	0.0%
Shipping/Transport			0.0%	0.0%	0.0%	0.0%
Shipping Services			0.0%	0.0%	0.0%	0.0%
Other			0.0%	0.0%	0.0%	0.0%
Subtotal						100%
EXHIBIT DESIGN						
Design			0.0%	0.0%	0.0%	0.0%
Construction			0.0%	0.0%	0.0%	0.0%
Refurbishing			0.0%	0.0%	0.0%	0.0%
Production			0.0%	0.0%	0.0%	0.0%
Printing			0.0%	0.0%	0.0%	0.0%
Storage			0.0%	0.0%	0.0%	0.0%
Transportation			0.0%	0.0%	0.0%	0.0%
Travel			0.0%	0.0%	0.0%	0.0%
Trade Shows & Events			0.0%	0.0%	0.0%	0.0%
Insurance			0.0%	0.0%	0.0%	0.0%
Other			0.0%	0.0%	0.0%	0.0%
Subtotal						11%

## 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
- Bring your own supplies, such as electrical tape, surge protectors, cleaning supplies, trash cans, etc.

### Staffing & Travel

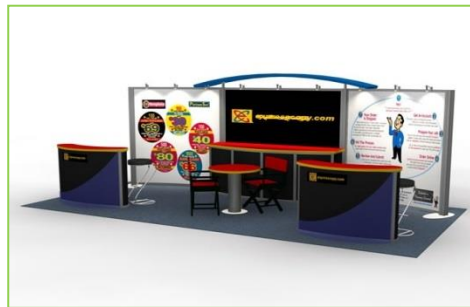
- Don't bring too many staffers – rule of thumb is 1 staffer per 50 square feet (or 2 for a 10x10 exhibit)
- Reward frugality – to encourage staffers to spend less, offer a percentage rebate to those who stay under their allotted per diem

### 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

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



### 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 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

1. Can tradeshow ROI be measured?  Yes  No  Unsure

2. Do you measure?  Yes  No  Unsure

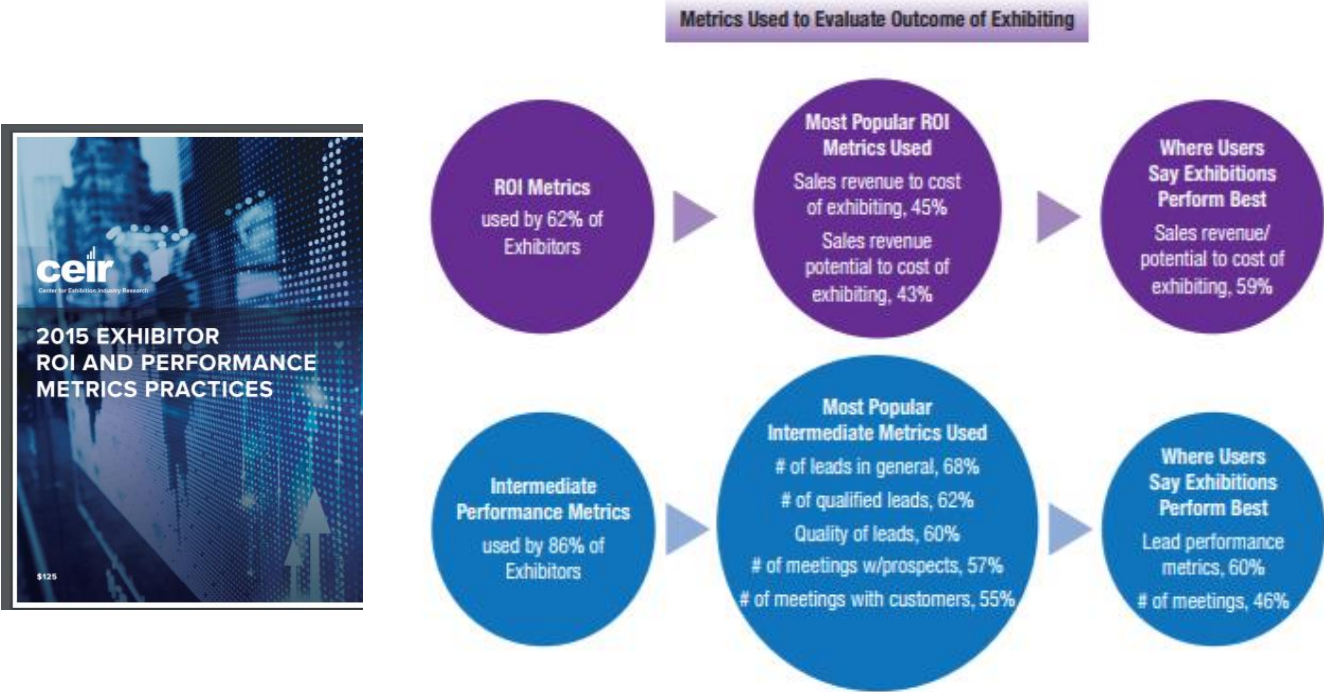
3. What/How do you measure? \_\_\_\_\_

4. What factors most limit your ROI? \_\_\_\_\_

### 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 \_\_\_\_\_ in a show.
  - ✓ Identify program strengths and weaknesses.
  - ✓ Determine continued participation in a show.

### So What are Exhibitors Measuring?



## Two Types of Tradeshow Metrics

### Financial Performance

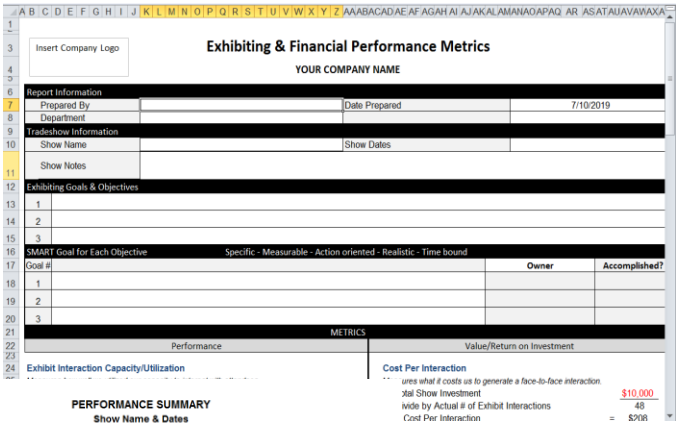
1. Budget vs Actual
2. Cost Per Interaction (CPI)
3. Cost Per Lead (CPL)
4. Potential Revenue Value of Leads
5. Soft Dollar ROI
6. Hard Dollar ROI

### 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”.**



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
<b>VALUE &amp; RETURN ON INVESTMENT:</b>			
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

	<u>Example</u>	<u>Participant</u>
<b>1. Exhibit Interaction Capacity</b>		
Exhibiting Hours	7	_____
Times Full-Time Exhibit Staff	<u>2*</u>	_____
Equals Total Staff Hours	14	_____
Times Interactions Per/Hour/Staffer	<u>3-5**</u>	_____
<i>Exhibit Interaction Capacity</i>	42-70	_____

\* 50 sq. feet per staffer

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

**1a. Exhibit Interaction Capacity Utilization**

Actual # of Exhibit Interactions	<u>58</u>	_____
Divide by Exhibit Interaction Capacity	70	_____
<i>Exhibit Capacity Utilization</i>	83%	_____
<i>Target: 90 to 100%</i>		

**2. Exhibit Attraction Efficiency**

Actual # of Exhibit Interactions	<u>58</u>	_____
Divide by Profile Matches in Show Audience	483	_____
➤ Job Title/Function		
<i>Exhibit Attraction Efficiency</i>	12%	_____
<i>Benchmark: 45% (Source: Exhibit Surveys)</i>		

**3. 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	_____

<b>4. Cost Per Interaction (CPI)</b>	<u>Example</u>	<u>Participant</u>
Total Show Investment	<u>\$7,350</u>	\$ _____
➤ 10x10 Affiliate booth space cost x 3		
Divide by # of Exhibit Interactions	58	_____
<i>Cost Per Interaction</i>	\$127	\$ _____
<i>Average Cost of a North America B2B</i>		
<i>Field Sales Call: \$596-\$1,114 (Source: CEIR)</i>		

<b>5. Cost Per Lead (CPL) or Cost Per Qualified Lead</b>		
Total Show Investment	<u>\$7,350</u>	\$ _____
Divide by Total # Leads	16	_____
<i>Cost Per Lead</i>	\$459	\$ _____
➤ <i>Average Cost of North America B2B</i>		
<i>Tradeshaw Lead: \$283 (Source: Exhibit Surveys)</i>		
➤ <i>Compare to Average Value of A Customer/Sale Amount</i>		

<b>6. Potential Revenue Value of Leads</b>		
Total # (or A/B) Leads	13	_____
Times Average Sale Amount	<u>\$5,000</u>	\$ _____
<i>Potential Lead Value</i>	\$65,000	\$ _____
Divided by 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:** \_\_\_\_\_ 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 or opportunities created.

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

	<u>Example</u>	<u>Participant</u>
Revenue From At/Post Show Sales	\$50,000	\$ _____
Less Show Investment	- <u>7,350</u>	\$ _____
Net Revenue	\$42,650	\$ _____
Divided by Show Investment	\$7,350	\$ _____
<i>Top Line Revenue Return on Investment</i>	\$5.80 to \$1	\$ _____

### Return on Investment HARD Dollar Gross Margin Formula & Example\*

Revenue From At/Post Show Sales	\$50,000	\$ _____
Less Cost of Sales (50% Gross Margin)	- <u>25,000</u>	\$ _____
Gross Margin	\$25,000	\$ _____
Less Show Investment	- <u>7,350</u>	\$ _____
Net Exhibit Profit	\$17,650	\$ _____
Net Exhibit Profit	\$ <u>17,650</u>	\$ _____
Divided by Show Investment	\$7,350	\$ _____
<i>Return on Investment</i>	\$2.40 to \$1	\$ _____

**\*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 Formula & Example\*

	<u>Example</u>	<u>Participant</u>
Total Show Investment	<u>\$7,350</u>	\$ _____
Divide by # of Exhibit Interactions	58	_____
Cost Per Interaction	\$127	\$ _____
Comparative (Field Sales Call)	\$596	\$ _____
Less Cost Per Interaction	<u>- \$127</u>	\$ _____
CPI Savings	\$469	\$ _____
Times # of Interactions	<u>   x   58</u>	_____
Soft Dollar ROI Contribution	\$27,202=\$3.70 to \$1	\$ _____

**\*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

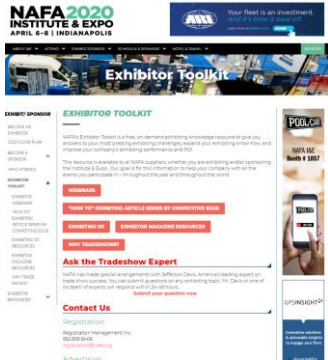
1. Executive Summary
2. Show Information
3. Exhibiting Objectives Set and Progress Made Toward
4. Exhibit Interaction Capacity/Utilization - Cost Per Interaction
5. Leads: Goal/Actual, Cost Per Lead, Potential Revenue Value of Leads
6. Pre & At-Show Marketing: Media, Reach/Response and Effectiveness
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

What were the three most important ideas you learned in this webinar?

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**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 with your team and Access at:
  - <https://nafainstitute.org/Exhibitors/Exhibitor-Toolkit.aspx>



**About Your Expert Presenter**  
**Jefferson Davis, President, Competitive Edge**  
**The Tradeshow Productivity Expert <sup>tm</sup>**



Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire, lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors

His Tradeshow Turnaround philosophy and practices are the exposition industry’s definitive guide to quickly turning tradeshows from “*expensive appearances*” to “*productive, profitable investments.*”

**Jefferson is available to personally help companies implement the Tradeshow Turnaround philosophy and practices. Call 800-700-6174 in the US or 704-814-7355 and visit [www.tradeshowturnaround.com](http://www.tradeshowturnaround.com)**