

You're in the home stretch now! The first four exercises helped you address the critical exhibiting success factors and build a firm foundation for executing an effective and profitable exhibiting program.

You've probably heard the old saying "*what gets measured, gets done.*" Now we're going to discuss some simple exhibiting performance metrics you can use to assess your exhibit performance, value received and Return on Investment.

CRITICAL SUCCESS FACTOR #5: MEASURE YOUR PERFORMANCE, RESULTS & ROI

1. **Refer back to your three SMART exhibiting goals and assess progress made toward each goal.**
2. **Use the [Exhibit Budgeting & Cost Control tool](#) to track where your exhibiting dollar was spent.** Compare it to the benchmarks and determine if you were over or under budget in each major spend area.
3. **Use the [Exhibit & Financial Performance Metrics tool](#) to determine how your exhibit program performed.** At a minimum, be sure to calculate the metrics shown below.
4. **Compare your actual exhibit interactions to your Exhibit Interaction Capacity goal.** A quick and easy way to do this is to multiply your lead count 2.4 (an industry benchmark-stop to literature ratio).
 - a. Example: 50 leads x 2.4 = 120 Interactions.
5. **Calculate your Cost Per Interaction** by dividing your total show investment by the number of interactions.
 - a. Example: \$10,000 investment/120 interactions = \$83 Cost Per Interaction
 - b. As a benchmark, the average cost of a field sales call is \$596 - \$1,114. (Source: CEIR)
6. **Calculate your Cost Per Lead** by dividing your total show investment by the number of leads captured.
 - a. Example: \$10,000 investment/50 leads = \$200 Cost Per Lead
 - b. As a benchmark, the average cost of a trade show lead is \$283 (Source: Exhibit Surveys)
 - c. Also compare to your average sale amount, other shows, and other lead generation media.
7. **Calculate Potential Lead Revenue Value** of your leads by multiplying the number of leads captured by your average sale amount.
 - a. Example: 50 leads x \$2,500 average sale amount = \$125,000 Potential Lead Revenue Value
8. **Calculate Potential Lead Value ROI** by dividing the Potential Revenue Value by your total show investment.
 - a. Example: \$125,000/\$10,000 investment = \$12.5 to \$1 Potential Lead Value ROI
9. **Calculate Hard Dollar Return on Investment** by tracking leads that convert to sales over time and comparing to total show investment.
 - a. Example: \$65,000 sales from lead conversions/\$10,000 investment = \$6.50 to \$1 Hard Dollar ROI

As you can see from these measurement exercises, trade shows deliver significant cost savings in terms of face-to-face contact, and a potentially high return-on-investment, when executed properly.

For a deeper dive on this critical exhibiting topic, please be sure to view, read and download these educational materials on the Exhibitor Toolkit web page:

- **On-Demand Webinar:**

- Inside YOUR Exhibiting Numbers: Budgeting, Managing Costs, Measuring & Reporting Exhibiting Performance, Value & ROI

- **Read:**

- 3 Important Questions Your Boss Might Ask You
- Exhibit Measurement Made Easy

- **Download:**

- Exhibit & Financial Performance Metrics Tool (Excel Spreadsheet)

We sincerely hope you completed all five of these strategic planning exercises, and you use these powerful planning exercises, not just for NAFA I&E, but for every show you do going forward.

Best wishes for success at NAFA I&E. We hope you have a productive and profitable exhibiting experience!



Got Questions About Completing this Exercise?

Email your questions to Jefferson Davis, Trade Show

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