

Measuring Results Worksheet

1. Generating Leads

$$\frac{\text{Total Show Investment}}{\text{Total Qualified Leads}} = \text{Cost per lead}$$

2. Orders Written

$$\frac{\text{Total Show Investment}}{\frac{\text{Total Orders Written or Total Value of Orders Written}}{\text{Investment/order}}} = \text{Investment/order}$$

3. Investment in Live Presentations

$$\frac{\text{Incremental Show Investment}}{\text{Total Attendees at Live Presentation}} = \frac{\text{Investment}}{\text{Attendee Reached}}$$

4. Hospitality Investment

$$\frac{\text{Total Investment in Hospitality}}{\text{Total Non-Exhibitor Attendance at Hospitality}} = \text{Investment/Attendee}$$

5. Introducing a New Product

$$\frac{\text{Incremental Investment in Introduction}}{\text{Number of Visitors Participating}} = \frac{\text{Investment per Visitor Participant}}{\text{Visitor Participant}}$$

6. Visual Reach

Count the total number of visitors who walk by the exhibit and look at it for 10 minutes every hour the show is open then multiply by 6 to get a measurement of the visual impact of the exhibit.

Note: Some measurements should be based on the “incremental” investment to add this portion of the exhibit, since the exhibit can be conducted with or without it.

What About Surveying? What types work?

- Post Show Audience Surveys – mail or telephone
- Sales Conversion Surveys – sales volume from show leads
- In-Booth Surveys – exit interviews to measure specific aspects of the exhibit
- Pre/Post Show Surveys – measure changes in awareness, attitude, behavior

And, Ask the Staff for Feedback

- What was our primary objective at the show? Was it achieved?
- Approximately how many attendees did you engage in conversation?
- Did you use any pre-show promotion to invite targeted visitors to the exhibit?

- Did you feel the exhibit was: ___Understaffed
___Adequately Staffed ___Overstaffed
- How many lead forms did you complete?
- Did you feel the exhibit adequately represented the company to those that visited it?
- Rate the effectiveness of our exhibit compared to competition?
5 4 3 2 1 (5 being best)
- What competitors were exhibiting?
- What suggestions do you have for future shows?