

Setting Objectives and Measurable Results Worksheet

Why are you exhibiting?

- Lead Generating
- Creating or Increasing Awareness (Product, Service, Organizational)
- Developing New Customers
- Maintaining or Extending Relationships with Existing Customers
- Introducing a New Product to Current Markets
- Introducing a New Product to New Markets or Market Segments
- Introducing an Organization to a New Market
- Introducing New Applications to Existing Markets
- Recruiting New Distributors, Dealers or Representatives
- Recruiting Personnel with Specialized Skills
- Attracting Press Attention to Company, Products or Services
- Teaching or Learning - Informing and learning from others
- Supporting the Industry Association
- Counteracting Competitor Claims
- Maintaining Pressure and Market Viability
- Other: _____

What are your objectives?

1. _____
2. _____
3. _____

How will you measure your results?

- Number of leads
- Investment per lead
- Sales generated in specific period of time (6 months after the show)
- Return on investment (ROI)
- Number of visitors viewing live presentation
- Pre- or post-show surveys for perception or memorability
- Exit interviews