



Creating an Exhibiting Performance & ROI Report By Jefferson Davis, Competitive Edge

As an exhibit/marketing manager, here are two important questions you may want to ask yourself:

1. **What percent of your total marketing budget do you allocate toward trade shows?**
2. **How much of your time is spent managing the company's tradeshow program?**

According to the Center for Exhibition Industry Research, the average company allocates 41.3% of their marketing budget toward exhibit and event marketing. I think you'll agree this represents the lion's share in terms of media spend.

If a big part of your job is managing your company's tradeshow program, you never want to be in a position where management walks in and asks, *"What did we get from our last tradeshow?"* and you do not have specific answers.

To be sure you are prepared, I suggest creating an Exhibit Performance & ROI Report. This report can serve as a template and a consistent reporting format for management and stakeholders.

Here are the key sections of the Exhibit Performance & ROI Report:

1. Show information: dates, venue, attendance, exhibitors, etc.
2. Exhibit information: size, type, location, demonstrations, etc.
3. Exhibiting goals & objectives & progress made
4. Leads: goal/actual, quality of leads by priority, cost per lead and potential value of leads, routing and reporting processes, etc.
5. Estimated total booth traffic compared to Exhibit Interaction Capacity
6. Cost Per Visitor Interaction: compared to other shows and other media
7. Effectiveness of pre & at-show marketing: media used, cost, reach, response, etc.
8. Key customers, VIPs and key opinion leaders met
9. Competitive summary
10. Public relations and media exposure
11. Final show budget versus actual with benchmarks and ROI actual and forecasts
12. Lessons learned & recommendations for next show

Take the time now to create your Exhibit Performance & ROI Report template so that when your next show is over, you'll be able to complete the report shortly afterwards and forward to management and stakeholders.