



Measure Your Performance & ROI

Critical Success Factor 5

☐ **Refer back to your three SMART exhibiting goals** and assess progress made toward each goal.

☐ **Use the Exhibiting Cost Control tool** (modexshow.com/showpro) 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.

☐ **Use the Exhibiting & Financial Performance Metrics tool** (modexshow.com/showpro) to determine how your exhibit program performed. At a minimum, be sure to calculate (below):

- Exhibit interactions
- Cost per interaction
- Cost per lead
- Potential lead revenue value
- Potential lead value ROI
- Hard dollar return on investment

☐ **Compare your actual exhibit interactions to your Exhibit Interaction Capacity goal** (Exercise 2). A quick and easy way to do this is to multiply your lead count by 2.4 (an industry benchmark-stop to literature ratio).

- Example: 50 leads x 2.4 = 120 Interactions.

☐ **Calculate your Cost Per Interaction** by dividing your total show investment by the number of interactions.

- Example: \$10,000 investment/120 interactions = \$83 Cost Per Interaction
- As a benchmark, the average cost of a field sales call is \$596 (Source: CEIR, 2009)

☐ **Calculate your Cost Per Lead** by dividing your total show investment by the number of leads captured.

- Example: \$10,000 investment/50 leads = \$200 Cost Per Lead
- As a benchmark, the average cost of a tradeshow lead is \$283 (Source: Exhibit Surveys, 2013)

☐ **Calculate Potential Lead Revenue Value** of your leads by multiplying the number of leads captured by your average sale amount.

- Example: 50 leads x \$2,500 average sale amount = \$125,000 Potential Lead Revenue Value

☐ **Calculate Potential Lead Value ROI** by dividing the Potential Revenue Value by your total show investment.

- Example: \$125,000/\$10,000 investment = \$12.5 to \$1 Potential Lead Value ROI

☐ **Calculate Hard Dollar Return on Investment** by tracking at-show sales orders and leads that convert to sales over time, then comparing to total show investment.



- Example: \$65,000 at and post show sales /\$10,000 investment = \$6.5 to \$1 Hard Dollar ROI

You should be able to see from these measurement exercises that trade shows deliver significant cost savings in terms of face-to-face contact, and a potentially high return on investment, when executed properly.

For more information on this topic, please visit the ShowPro Exhibitor Success and ROI Center web page at modexshow.com/showpro. Suggested materials include:

- Power Factor 3: Managing Leads & Measuring Exhibiting Results: How to Improve Lead Quality, Sales Conversion & Measure Performance & ROI
- Exhibit Measurement Made Easy
- Exhibiting & Financial Performance Metrics Tool

We hope you completed all five of these new exhibitor onboarding exercises, and best wishes for success at MODEX. We look forward to seeing you there and hope you have a positive and profitable experience!

If you have questions, feel free to reach out to Greg Baer at gbaer@mhi.org.