

## MEASURING RESULTS WORKSHEET

### 1. Generating Leads

Total Show Investment	÷	Total Qualified Leads	=	Cost per lead
_____	÷	_____	=	_____

### 2. Orders Written

Total Show Investment	÷	Total Orders Written or Total Value of Orders Written	=	Investment per order
_____	÷	_____	=	_____

### 3. Investment in Live Presentations

Incremental Show Investment	÷	Total Attendees at Live Presentation	=	Investment per Attendee Reached
_____	÷	_____	=	_____

### 4. Hospitality Investment

Total Investment in Hospitality	÷	Total Non-Exhibitor Attendance at Hospitality	=	Investment per Attendee
_____	÷	_____	=	_____

### 5. Introducing a New Product

Incremental Investment in Introduction	÷	Number of Visitors Participating	=	Investment per 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?