

SHOW, SPACE, AND BOOTH STAFF SELECTION WORKSHEET

This worksheet helps you estimate 3 valuable things for each show you are considering: 1. The potential audience for your company (great for comparing the true value of shows to each other). 2. Exhibit staff required. 3. Total booth space required. Therefore, this worksheet is repeated in three sections of Skyline's Trade Show Tips – Show Selection, Space Selection, and Exhibit Staff Training.

Total Show Attendance	-	Non Buyers	=	Net Audience Attendees
_____	-	_____	=	_____
Net Audience Attendees	x	Product Interest (16%*)	=	High Interest Attendees
_____	x	16%	=	_____
High Interest Attendee	x	Audience Interest Factor	=	Potential Audience
_____	x	53% For Vertical shows 37% For Horizontal shows	=	_____
Potential Audience	÷	Total Show Hours	=	Visitors Per Hour
_____	÷	_____	=	_____
Visitors Per Hour (12 On average)	÷	Staffer Presentations Per Hour	=	Exhibit Staff Required
_____	÷	_____	=	_____
Staff Required	x	Space Needed Per Staff (50 square feet)	=	Open Space Required
_____	x	_____	=	_____
Open Space	+	Display Space	+	Product Space
_____	+	_____	+	_____
			=	Total Space Required

*CEIR: Studies have shown that 16% - 20% of an audience will have a special interest in your products and/or services