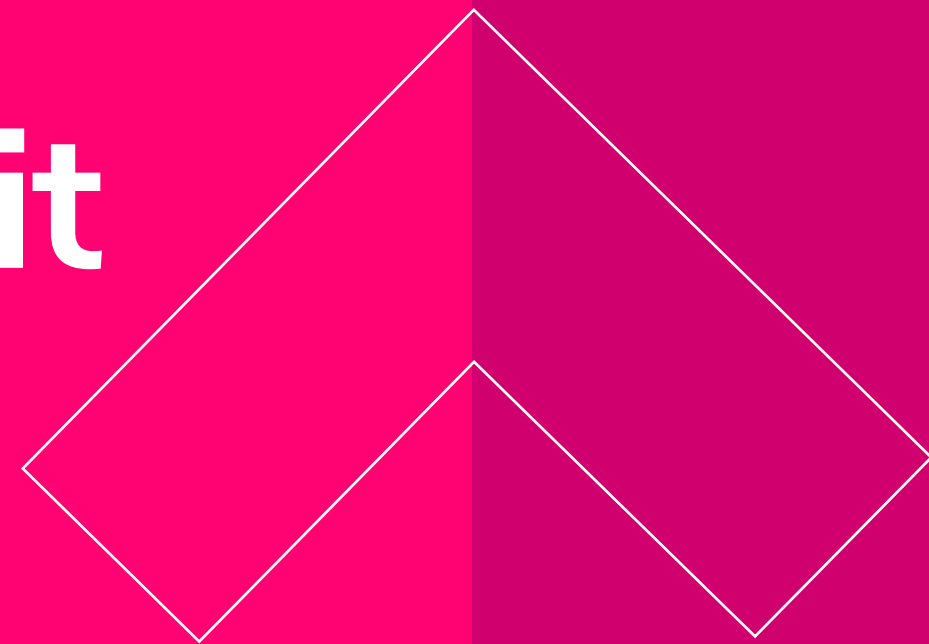


Calculate Your Trade Show Exhibit Performance

Easy formulas to measure booth success



Exhibiting at a trade show offers brand awareness, a stage to present new offerings, and opportunities to generate qualified leads.

Plus, you get face-to-face access to attendees who are looking to buy.

So make the effort even more worthwhile by measuring against specific goals.

Real talk: Measurement can be intimidating. There's a misguided assumption that you need rock-solid numbers. But the truth is, it's perfectly okay to not have perfect numbers. When you present the information, just make it clear that these are rough calculations based on thousands of data points.

The key to effective measuring is consistency, not perfection.



Ready to crunch (and guesstimate!) some numbers with these easy formulas?



Reaching your target market

A key to exhibiting success is marrying your brand with the right show. So, start by researching different events targeting your ideal customer. For each potential expo, determine what percentage of your intended market attends. After each exhibition, analyze your leads and begin crafting your own benchmarks year over year using these formulas.

Pro tip: Work with your marketing team to develop an online campaign tied to your exhibit that extends your presence off the floor. Then monitor web traffic and social media before, during, and after to gauge interest.



Meeting cost savings

Cost comparisons: At an event vs. individual meeting

Traveling to meet with customers is common and expected, but how does one meeting compare to hosting several meetings with different customers during one event? Let's compare the numbers.

Meeting cost savings:

$$\begin{array}{ccc} \boxed{\$10,500} & \div & \boxed{15} = \boxed{\$700} \\ \text{Cost of exhibiting} & & \text{Cost per meeting} \\ \text{at an event*} & & \text{\# of customer/} \\ & & \text{prospect} \\ & & \text{meetings held} \end{array}$$

*Sample cost for a 100-square-foot booth. Total cost to exhibit includes booth space, shipping, extras such as electricity, wifi, and travel expense for three booth personnel.

Website & social

Website traffic improvement

Start with your web analytics program to gauge activity. Don't worry if you didn't create a specific landing page for the show — you can still measure the number of visitors to your brand website over a specified time period.

This percentage change formula helps measure page visits to your website/landing page and interest generated by your booth. The measurement time frame is one week before/after the show.

Here's a simple example:

Starting value (V1) = one week before the show begins.

Ending value (V2) = one week following the close of the show.

Website traffic and social improvement:

$$\frac{500 - 395}{395} \times 100 = 26.6$$

Traffic after the show Traffic before the show Percentage change

Traffic before the show



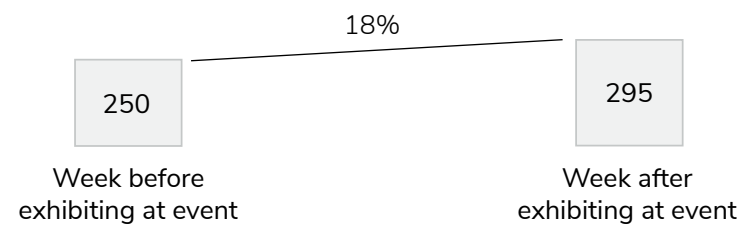
Social media improvement

Social media is a great way to drive traffic to your exhibit and promote your brand.

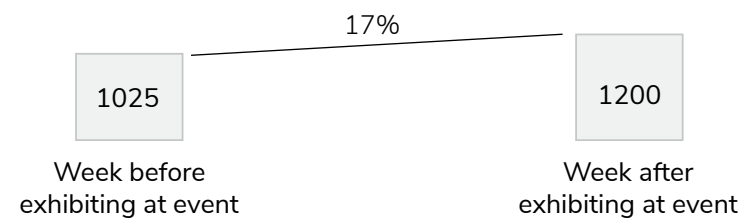
Simply looking at the number of followers, engagement, and hashtag mentions is an effective tool to measure awareness from an event. Use this formula to evaluate the number of people who went to your preferred social media channel and those who may have engaged with your brand before, during, or after the show depending on your social strategy.

Tip: If these formulas make you uneasy (math!), simply google a percentage change calculator to quickly plug in your numbers. Voila!

Website visits per week:



Social media followers:



Basic estimated revenue

This formula will help you estimate the revenue your exhibit generated from a particular show. Keep in mind that using estimated figures still offers valuable insights. We suggest starting with an average of 5% and then adjust as needed.

Tip: Stay in touch with your booth sales team for their estimated average ratio for hot or warm leads. Use your organization's goals to define "hot" and "warm."

Basic estimated revenue:

$$\begin{array}{ccccccc} \boxed{125} & \times & .05 & \times & \boxed{\$22,000} & = & \boxed{\$137,500} \\ \text{\# of sales leads} & & \text{Close ratio} & & \text{Average \$ amount of sale} & & \text{Estimated revenue} \end{array}$$





With these formulas and some new approaches, you're on your way to maintaining a solid and consistent exhibit measurement strategy.

No matter how your goals change and evolve, this process and the metrics you gather will help you establish benchmarks to reference and compare — year over year and from show to show.

These data-based insights will help you improve your exhibit and ultimately drive more business.



Want to go even deeper with your exhibit strategy?

Get in touch →