

Evaluating the Results and Cost Effectiveness

The quantity of qualified leads is calculable

For instance, refer back to the show plan objectives that projected audience size and the percentage which was estimated to be your audience share.

Let's say that your research indicated that the total attendance would be 30,000 people with 15 percent estimated to be your share of the audience. This makes your target audience 4,500.

The average available exhibit staff is 10.

The show is open for 3.5 days, 9am to 5pm = 8 hours per day (7 are productive). Total number of productive selling time: 24 hours.

According to your show plan, each staff member was given the goal of producing 6 qualified leads per hour.

24 productive hours x 10 staff members = 240 total man hours.

240 total man hours x 6 leads per hour = 1,440 qualified leads.

How many leads were actually produced? Was the lead generation projection met?

Cost effectiveness is calculable

Let's say your sales staff produced 1,400 qualified leads.

The bills are not all in, but the total cost of the show is expected to fall at about \$140,000. Divide \$140,000 by 1,400 qualified leads.

Cost per lead: \$100 as compared to a national average of almost \$300 per lead generated by other sales methods.

Profitability is calculable

Total expected sales, and the trade show profitability, can be projected based on your show plan when you mapped out your objectives and goals.

The goal is to convert 30 percent of the 1,400 qualified leads into sales at an average of \$2,000 each, for a gross total of \$840,000 against a \$140,000 trade show investment.