



Name of Show: \_\_\_\_\_

Show Dates: \_\_\_\_\_

Size of Booth: \_\_\_\_\_

Description of Exhibit: \_\_\_\_\_

\_\_\_\_\_

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Marketing Goals: \_\_\_\_\_

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Submitted by: \_\_\_\_\_

Date of Report: \_\_\_\_\_

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### Competitive Analysis

\_\_\_\_\_ Estimated booth traffic

\_\_\_\_\_ at our exhibit per day

\_\_\_\_\_ Estimated booth traffic for

\_\_\_\_\_ Competitor A per day

\_\_\_\_\_ Estimated booth traffic for

\_\_\_\_\_ Competitor B per day

\_\_\_\_\_ Estimated booth traffic for

\_\_\_\_\_ Competitor C per day

\_\_\_\_\_ Estimated interest in products/services

\_\_\_\_\_ displayed in our booth (high, average, low)

\_\_\_\_\_ Estimated interest in products/services

\_\_\_\_\_ displayed in Competitor A's booth

\_\_\_\_\_ (high, average, low)

\_\_\_\_\_ Estimated interest in products/services

\_\_\_\_\_ displayed in Competitor B's booth

\_\_\_\_\_ (high, average, low)

\_\_\_\_\_ Estimated interest in products/services

\_\_\_\_\_ displayed in Competitor C's booth

\_\_\_\_\_ (high, average, low)

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### Audience Impressions

\_\_\_\_\_ Number of attendees visiting the exhibit

\_\_\_\_\_ Number of attendees taking giveaways

\_\_\_\_\_ Number of brochures distributed

\_\_\_\_\_ Estimated number of audience impressions

\_\_\_\_\_ per hour (for 5 minutes of every hour,

\_\_\_\_\_ count the number of attendees who walk

\_\_\_\_\_ by and look at the exhibit. Multiply this

\_\_\_\_\_ number by 12)

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### Reinforcing Existing Customer Relationships

\_\_\_\_\_ Number of VIP customers visiting the exhibit

\_\_\_\_\_ Number of meetings and/or breakfasts/lunches/dinners with existing customers

\_\_\_\_\_ New business generated from existing clients as a result of the show

### Prospective Customers Identified

\_\_\_\_\_ Number of qualified leads or potential new customers visiting the exhibit

\_\_\_\_\_ Number of attendees requesting follow-up

\_\_\_\_\_ Number of prospective new customers for specific products

\_\_\_\_\_ Number of attendees viewing our demo or presentation

\_\_\_\_\_ Number of attendees actively participating in promotions or demos

### Contribution Toward Pending Sales

\_\_\_\_\_ Number of contacts with previously identified prospects

\_\_\_\_\_ Number of dinners or meetings with previously identified prospects

### Return on Investment

\_\_\_\_\_ Dollar volume of sales realized at the show

\_\_\_\_\_ Probable new business generated by the show (number of qualified leads) x (your company's typical closing ratio) x (the amount of your company's average sale)

\_\_\_\_\_ Actual post-show sales (usually calculated 6 to 12 months after the show)

\_\_\_\_\_ Cost per lead (qualified leads generated) divided by (exhibit participation costs)

\_\_\_\_\_ Cost per sale (actual sales generated or probable new business generated) divided by (exhibit participation costs)

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Source: Trade Show Executive, January 2003