

CALCULATION OF GOALS AND VALUES

GOAL	ESTIMATED VALUE	GOAL OUTCOME	VALUE OUTCOME
<i>Contact/sales goals (contacts, leads, direct sales, post-show sales...)</i>			
<i>E.g. Meet 50 new purchasing managers</i>	\$50,000	55 contacts	\$55,000
<i>Activity goals (education, press contacts, market survey...)</i>			
<i>E.g. Train 300 users on our new software</i>	\$9,000	350 users trained	\$10,500
<i>Communication goals (increase awareness, improve our image, reinforce our brand...)</i>			
<i>E.g. A third (i.e. 5,000) of the attendees will have understood our new message</i>	\$20,000	4,500 people understood our message	\$18,000
<i>Other results (unexpected results of meetings at the show)</i>		<i>E.g. We got a full page in Business Weekly about our new service</i>	\$25,000
	<b>\$79,000</b>		<b>\$108,000</b>

COST CALCULATION AND OUTCOME

COST CENTERS	ESTIMATED COSTS	FINAL COSTS
<i>E.g. hard costs</i> <i>Hard costs (booth rental, exhibit construction, Internet, transport, hotel, etc.)</i>	\$30,000	\$29,000
<i>E.g. soft costs</i> <i>Soft costs (invitation, booth activities, personnel training, etc.)</i>	\$10,000	\$10,000
	<b>\$40,000</b>	<b>\$39,000</b>

RETURN ON INVESTMENT

	Calculation	Formula
<b>ROI</b>	$\frac{\$108,500}{\$39,000}$	$\frac{\text{Value outcome}}{\text{Final costs}}$

Ways to improve your ROI

An unexpectedly weak result from a show can make the toughest exhibit manager lie sleepless at nights. What went wrong? Why didn't we reach our targets? Sometimes finding the answer can be a big challenge. Was it the wrong show for us? Didn't our booth personnel do their job or was it something about our exhibit?

Basketball legend Michael Jordan is supposed to have said that it doesn't matter if things go well if you don't know why. It is only when you know what you are doing right that you can improve. You therefore need to understand what affects your ROI. To gain this insight, you have to know what you shouldn't change and what can be improved. If you want to find out the right answer, you have to systematically work through the key elements of your show appearance.

The systematic development of your show appearances can result in a greatly increased ROI. When the international trade show organizer VNU did a study it turned out that exhibitors who behaved in a professional manner had an ROI ten times higher than that of exhibitors who did not do so.

By working systematically through your show appearance as a whole there is less risk that you will forget an area where you can improve. Note that each possible improvement area consists of a number of different sub-areas. For example, the results of your invitations are influenced by who the recipients are, how the invitations are designed, the graphic design, and when you sent out the invitations. In the same way, the booth consists of elements like the size, design, text message, etc.

As well as your own efforts, both the show itself and the efforts of your competitors can influence your results. Did as many people in your target group attend the show as you had expected, and how did your competitors react?

You can use the templates created in this book in your work to increase your understanding of what controls your ROI.

However, do not forget to study your own product in a self-critical way. Can it hold its own in the market or are your expectations of your show appearance unreasonable? However much you try, though, you cannot put a number on everything. Sometimes you have to trust your gut instinct.

THE SHOW

	PLANNED	END RESULT
<i>Number of attendees at the whole show</i>	10,000	12,000
<i>Number of attendees at the show from our target group</i>	10,000	12,000