

ROI

FUTURE REVENUE FORECASTING

Find a "Trigger" activity. One that can be accomplished at the show --- like a sample request. Tie the "hit rate" of that activity to sales data from your Accounts Receivable Department.

COST SAVINGS

Contrast actual travel costs per face-to-face at-show meeting, with those experienced by your field sales team on actual sales calls. Use data from Field Expense Reports. Count both customer/prospect meetings and internal only meetings.

AD EQUIVALENCIES

Count the impressions your exhibit makes. Count the space devoted to your company by editorial content. Assign value based on rates charged by similar scope publications.

RECRUITING

As Gina Swenson did, calculate the value of adding career employees to your team. Any recruiting done at show will provide measurable value, and leadership to your company for years to come.

"The 3-Minute Whiteboard"

Competitive vs. Collaborative -- where do your customers and prospects fit on this spectrum. Choose your sponsorships & piggybacked activities accordingly.

A trade show exhibit is like a Broadway Play, with a set, a script and a cast. Audiences walk out of bad plays because of BAD ACTING, not bad sets or bad scripts. Don't neglect rehearsing and preparing your cast of characters.

What Products to Feature? 1) What's New. 2) What's Hot. 3) Your bread & butter.

What your Graphics must say -- 1) Who you are. 2) What you do. 3) WHY SHOULD I CARE?

A LEAD must have 1) Contact info. 2) Specific details of the conversation you had 3) An action plan describing what will happen next.

When people approach your staff -- engage and qualify them with these three questions:

1. What does your company do?
2. What is your role?
3. What's on your mind?