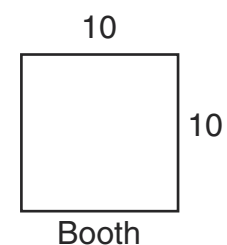
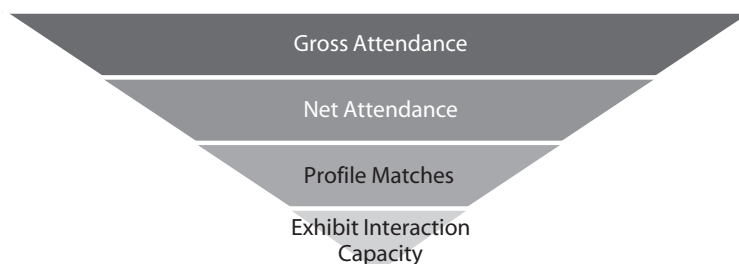


How to Calculate the Tradeshow Sales Opportunity and Cost Per Exhibit Interaction

Exhibit Interaction Capacity is a mathematical formula you can use to calculate the number of face-to-face interactions you can physically execute in your exhibit.

The formula can also be used to set at-show lead targets, post-show sales targets, calculate your Cost Per Interaction and project your Exhibiting Return on Investment.

FORMULA	Example	Your Numbers	Notes
Exhibit Interaction Capacity			
Exhibiting Hours	8	<input type="text"/>	50 sq. ft/staffer 3 - 5/hr/staffer
X Booth Staff	2	<input type="text"/>	
X Target Interactions per hour/staffer	4	<input type="text"/>	
= Exhibit Interaction Capacity	64	<input type="text"/>	
Potential Sales Opportunity			
% Convert to Lead (25%)	16	<input type="text"/>	1 of 4 is realistic lead quality
% Convert to Sale (50%)	8	<input type="text"/>	
X Average Sales Amount	\$5,000	<input type="text"/>	
= Potential Sales Opportunity	\$40,000	<input type="text"/>	
Cost Per Exhibit Interaction			
Show Investment	\$7,000	<input type="text"/>	floor space x 3
÷ Exhibit Interaction Capacity	64	<input type="text"/>	
Cost Per Exhibit Interaction	\$109	<input type="text"/>	\$596 field call
Return on Investment			
Show Sales	\$40,000	<input type="text"/>	
÷ Exhibit Investment	\$7,000	<input type="text"/>	
Return on Investment	\$5.71 to \$1	<input type="text"/>	



Let's discuss the Strategic Practice of **Selective Attraction**. Two key thoughts to get us started:

1. Not everyone attending the show is your target customer.
2. You have a finite or limited amount of capacity for face-to-face interaction in your booth.

The Cooperator Expo

16 WEEK EXHIBITOR ACTION LIST

WEEK 16: Create a Written Action Plan. (Don't just think it – ink it!!!)

- Budget
- Exhibit Design
- Presentations/Demonstrations
- Sales Support Materials
- Staffing
- Lead Capture

WEEK 15: Develop 5 Step Pre-Show Marketing Plan

- Set an Exhibit Activity Goal
- Budget at least 15% toward pre-show marketing
- Create Ideal Visitor Profile
- Budget target visitor lists (in house)
- Create a General Awareness campaign that delivers at least 3 direct hits to your ideal booth visitor

WEEK 14: R & D

- Start recruiting and/or assigning staff
- Compile ideal visitor list

WEEK 13: Travel & Lodging

- Make travel plans
- Review show budget

WEEK 12: Check Up

- Check progress and finalize staff
- Check on production, exhibit, graphics and printed materials

WEEK 10: Schedule

- Schedule at show staff meeting

WEEK 9: Order

- Order pre-registration attendee lists

WEEK 8: Launch

- Send personalized invitation with reward for responding to high profile attendees
- Confirm availability of product samples and technical help required

WEEK 4: Reminder

- Send reminder fax/email to high profile attendees
- Finalize shipping information and provide to vendors

WEEK 3: Preparation

- Check on production at exhibit house and vendors
- Schedule booth staffing and confirm

WEEK 1: Finals

- Make sure booth is ready – do a test set-up
- Pack booth, products, literature and giveaways
- Do final staff prep meeting: review goals, roles and game plan
- Review pre-show marketing to confirm appointments

SHOWTIME!!