



The Evolving Art, Science & Technology of Exhibit Measurement

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JEFFERSON DAVIS

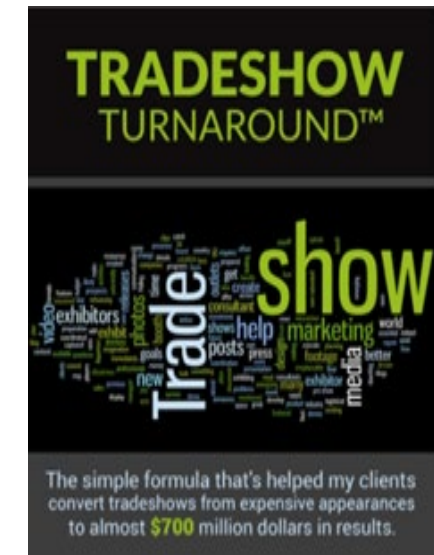
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- 30+ years exhibiting experience
- Developed Exhibit Marketing Process™
- Trained over 100,000 exhibitors
- Process-based and results-focused
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**Competitive
Edge** 
"exhibiting excellence"

INTRODUCTION

Welcome to the *Wild World of Exhibit Measurement*

Exhibit measurement has evolved into a sophisticated discipline with multiple frameworks and approaches. Understanding these key concepts is essential for demonstrating value and securing continued investment in your trade show program.

Return on Investment

Traditional financial metric

ROI**Return on Objectives**

Goal-based success measures

ROO**Return on Expenses**

Cost efficiency analysis

ROX**Return on Experience**

Engagement quality metrics

ROE**Return on Relationships**

Long-term value creation

ROR**Net Promoter Score**

Loyalty measurement

NPS

How Important is Measurement to You?



Take a moment to reflect on your current measurement capabilities and what they mean for your career:

- **What percentage of your role** involves managing your company's exhibit program?
- **The critical question:** If your boss asked, "what specific and measurable value are we getting from our exhibit investment?" could you provide a confident, data-driven answer?
- **Career implications:** Your ability to demonstrate measurable value directly impacts your influence, budget authority, and program support.

Two Things Senior Management Wants to Know

Leadership evaluates your exhibit program through a strategic lens focused on business impact and financial return. Understanding these priorities positions you as a **strategic partner** rather than a **cost center manager**.

1


Strategic Alignment

Is the time and money we're investing in trade shows actively supporting our core business objectives and advancing our organizational priorities?

2

Financial Value

Are we delivering measurable financial value that clearly exceeds our costs and justifies continued or increased investment in the exhibit program?

 **PRO TIP:** Your ability to prove how you're delivering on these two outcomes will increase your stature in the company, give you a bigger seat at the budgeting table, and help you secure more buy-in and support for your exhibit program.

The State of Exhibit Measurement

Recent industry research reveals both the growing importance of measurement and the significant gaps that still exist in practice. Understanding where the industry stands helps you benchmark your own capabilities.

80%

Priority Level

Exhibitors rate measurement as somewhat to very important

2%

Budget Allocation

Of total exhibit budget allocated to measurement activities

Most Used Tools

- Badge scanners and lead capture devices
- Lead qualification questionnaires
- In-booth visitor surveys

Most Captured Data Points

- Qualified lead counts and quality
- Badge scans and visitor metrics
- Scheduled meeting completion rates

Top Challenges Facing Exhibitors

- Limited time and bandwidth for comprehensive measurement
- Post-show data analysis failures
- Insufficient senior management support
- On-site data collection gaps

3 Principles of Exhibit Measurement

01

Measure to Improve

It's extremely difficult to improve what you're not systematically measuring and tracking over time.

02

Data Tells Stories

The numbers reveal patterns, opportunities, and challenges that qualitative assessment alone cannot capture.

03

Clarity Enables Decisions

When the value is transparently clear, securing continued investment and organizational support becomes straightforward.



PRO TIP: See yourself as an "intrapreneur" tasked with investing company resources to their highest and best use. Your mission is to show, tell, and prove the value and impact of your work through rigorous measurement.



SPEND

One Word to Eliminate from Your Vocabulary



Language shapes perception and influences decision-making at every organizational level. The terminology you use to describe your trade show program directly impacts how leadership views its value.

If you or anyone in your company frames trade shows as an "expense" rather than a strategic investment, that perspective becomes a self-fulfilling prophecy that undermines support and limits growth opportunities.

PRO TIP: Always use the word "investment" when discussing the exhibit program. This single shift in language positions your work as strategic value creation rather than necessary overhead.

3 Big Questions You're Trying to Answer

Every measurement strategy ultimately addresses three fundamental questions that determine program success and future investment. Your ability to answer these with confidence and data separates ***strategic exhibit managers*** from ***tactical coordinators***.



Was the Event a Success?

Did we achieve the specific goals and objectives we set before the show?



What Impact Did the Event Have?

How did participation affect our brand awareness, relationships, pipeline, and market position?



What Was the Value & ROI?

What quantifiable value and financial return did we generate relative to our investment?

 PLANNING PHASE

Measurement Begins with Planning

Effective measurement isn't an afterthought—it starts with strategic planning aligned to business cycles. This systematic approach ensures data collection supports decision-making.

Quarterly and/or Annual Planning

Company Goals

Define company marketing, sales, and customer relationship management objectives for the quarter and year ahead.

Marketing & Sales Strategy

Review integrated marketing and sales strategies across digital channels and live events to ensure alignment.

Before Each Show



Event Strategy & Goals

Clarify why you're exhibiting and what specific marketing, sales, and customer relationship objectives you aim to accomplish.



Event Metrics

Identify key performance indicators to track that will evaluate success against your stated objectives.

 EXECUTION & FOLLOW-UP

Measurement Begins with Planning

During Each Show

Event Execution: Implement your at-show plan including staff performance protocols and audience engagement strategies.

Real-Time Adjustments: Monitor key metrics during the event and make tactical adjustments to optimize performance.

After Each Show

Review Data Results: Organize, calculate, and analyze data around key performance indicators supporting your event goals.

Create Data Story: Transform raw numbers into a compelling narrative communicating results, performance, value, ROI metrics, and improvement opportunities.

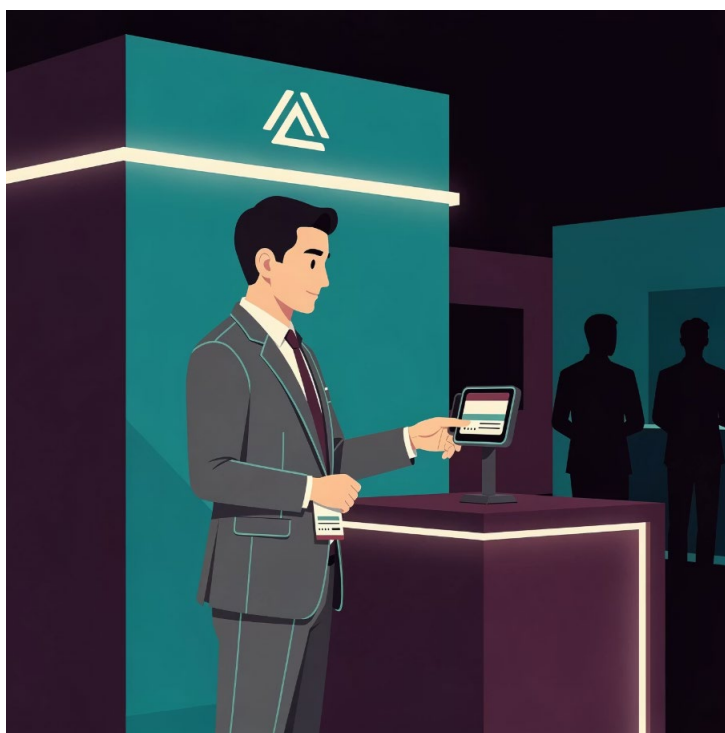
Implement Improvements: Apply actionable learnings to enhance future event performance and continuously elevate results.



OBJECTIVE #1

Lead Generation & Business Development

Attracting, capturing, and nurturing high-quality leads remains the primary objective for most exhibitors. Strategic measurement in this area directly connects trade show activities to revenue generation.



Key Metrics to Track

- **Booth Visitors:** Total traffic and qualified attendee counts
- **Badge Scans:** Contact information captured for follow-up
- **Sales Qualified Leads (SQL):** Prospects meeting specific sales criteria
- **Marketing Qualified Leads (MQL):** Contacts demonstrating genuine interest
- **Cost Per Lead:** Investment efficiency per contact acquired
- **Potential Revenue Value:** Projected pipeline value from leads
- **Conversion Rates:** Leads advancing to post-show action and actual revenue

OBJECTIVE #2

Brand Awareness

Trade shows provide unparalleled opportunities to build, maintain, and enhance brand presence. Measuring awareness impact requires tracking engagement across multiple touchpoints throughout the event lifecycle.

Digital Engagement

Email metrics: Opens, click-throughs, new contacts • **Website activity:** Visitors, time on site, downloads, inquiries • **Social media:** Impressions, subscribers, likes, shares, comments

Physical Presence

Walk-by traffic: Attendees passing booth • **Booth entries:** Visitors crossing threshold • **Giveaways distributed:** Brand touchpoints created

Media & Influence

Print advertising: Site visitors, responses, calls • **Press relations:** Meetings, mentions, articles published • **Influencer engagement:** Meetings, posts, amplification

Customer Relationship Management

Trade shows excel at deepening existing customer relationships and creating expansion opportunities. Strategic measurement of these interactions demonstrates the exhibit program's role in customer retention and account growth.

Customer Attendance & Engagement

Track the number and percentage of customers attending the show and actively visiting your booth or private event spaces.

Scheduled Interactions

Monitor meetings scheduled versus completed, plus new opportunities generated from customer conversations.

Executive Participation

Document high-value meetings between your leadership team and key customers or strategic partners.

Hospitality Impact

Measure attendance and sentiment shifts from exclusive customer events and relationship-building activities.

Relationship Quality Metrics

Track time of possession, Net Promoter Score changes, and customer testimonials gathered during interactions.



Product & Service Engagement

Live product demonstrations and hands-on experiences create powerful engagement opportunities that digital channels cannot replicate. Measuring these interactions reveals how effectively you're communicating value propositions.

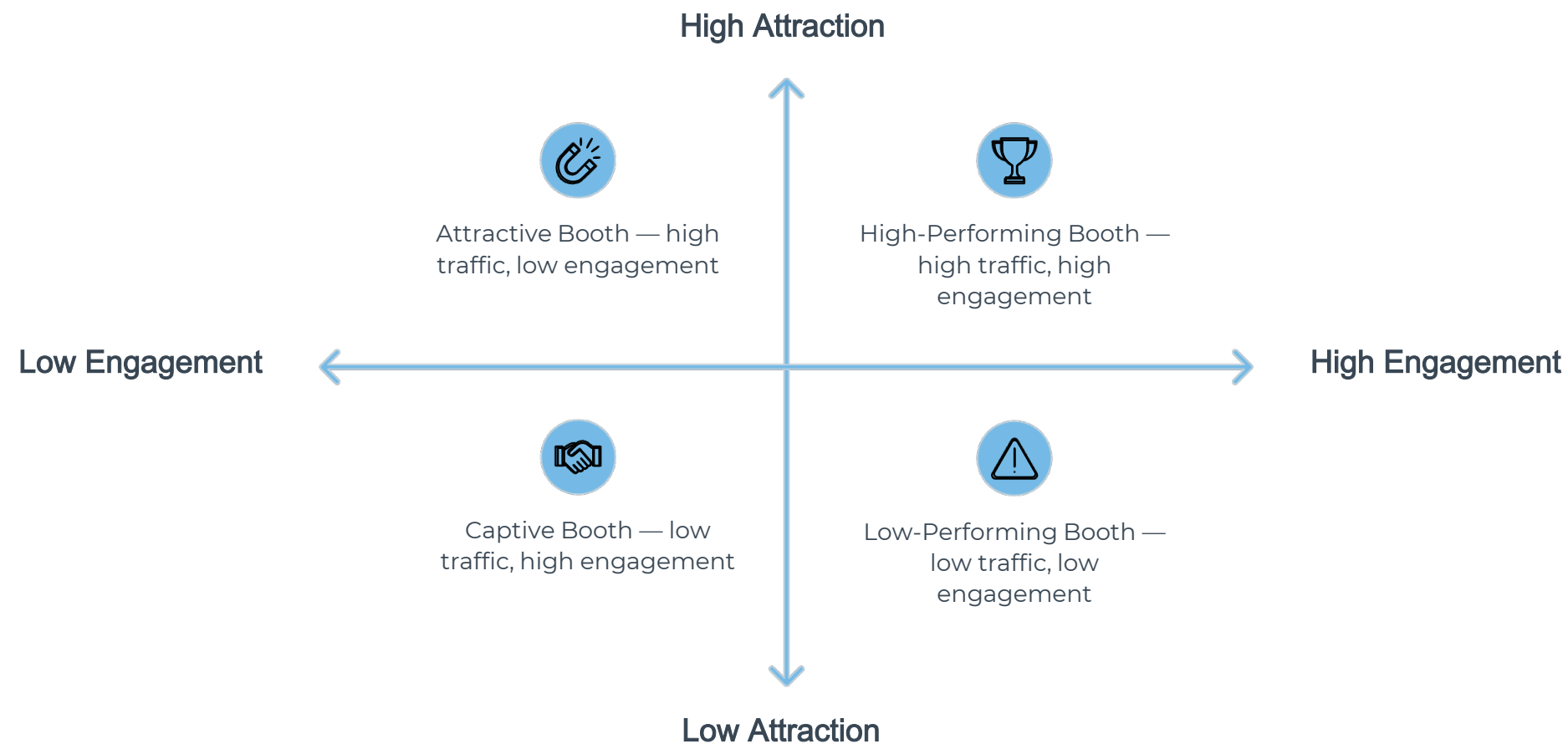
Engagement Metrics



- **Demonstrations & Presentations:** Number conducted and audience size
- **Technical Discussions:** In-depth product conversations with prospects
- **Physical Product Interactions:** Hands-on experience with tangible products
- **Digital Product Interactions:** Software demos and digital experience engagement
- **Multiple Product Touchpoints:** Visitors engaging with various solutions
- **Sampling Programs:** Product samples distributed for trial
- **Information Delivery:** Literature, specifications, and technical documents provided

Exhibit Attraction & Engagement Matrix

Understanding where your exhibit falls on the attraction-engagement spectrum helps you diagnose performance issues and identify improvement opportunities. High-performing booths excel at both attracting traffic and converting it into meaningful engagement.



Assess your current booth performance and develop strategies to move toward the high-performing quadrant through improved attraction tactics and deeper engagement mechanisms.

Learn How to Improve YOUR Exhibit Attraction & Engagement at WVC Vegas

Viticus Group Is offering a limited number of E3 Exhibiting Effectiveness Evaluations during the upcoming WVC Vegas.

Your one-to-one personal expert evaluation includes:

- 21 point evaluation of your exhibit, product/service presentation, and booth staff
- Immediate feedback on any area that could be improved during the show
- Post show five-page robust report with
 - heat map scoring
 - evaluator comments
 - photographs
 - click through instruction on how to raise scores
- Complimentary report review with the expert evaluator
- \$695 evaluation – only \$195 courtesy of Viticus Group



E3 - Exhibiting Effectiveness Evaluation™ Scorecard

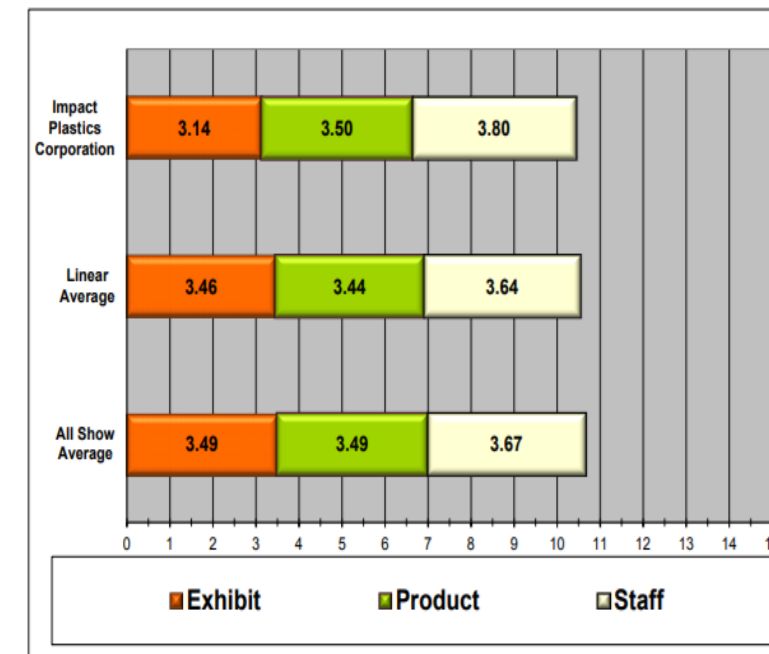


Category: Linear

Your Score	Linear Average	All Show Average
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Overall E3 Score = Exhibit + Product Presentation + Staff

10.44	10.54	10.66
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Compared to ALL exhibitors evaluated, this exhibit ranked above 40.5%
No. of exhibitors evaluated: 475

Compared to other exhibitors in this CATEGORY, this exhibit ranked above 43.8%
No. of exhibitors in this category: 386

WHAT YOUR E3 SCORE MEANS

12-15: Effective!

Excellent exhibit appearance, solid messaging, good presentations and staff support. Pay attention to areas scoring below 4.5. It is possible to improve effectiveness with more creative and interactive strategies. Consider utilizing different technologies to grab attention, engage attendees and provide the information they need.

8-11: Scrutinize!

There is room for improvement wherever you scored 3.5 or below. Evaluate clarity, brevity and focus of messaging and visuals, review ease of navigation, brainstorm ways to get visitors physically or mentally engaged with your product/service, and ensure booth staff are easily identifiable, prepared, and ready to engage visitors.

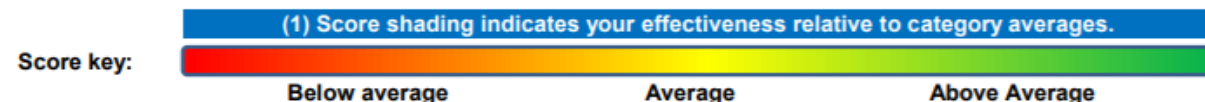
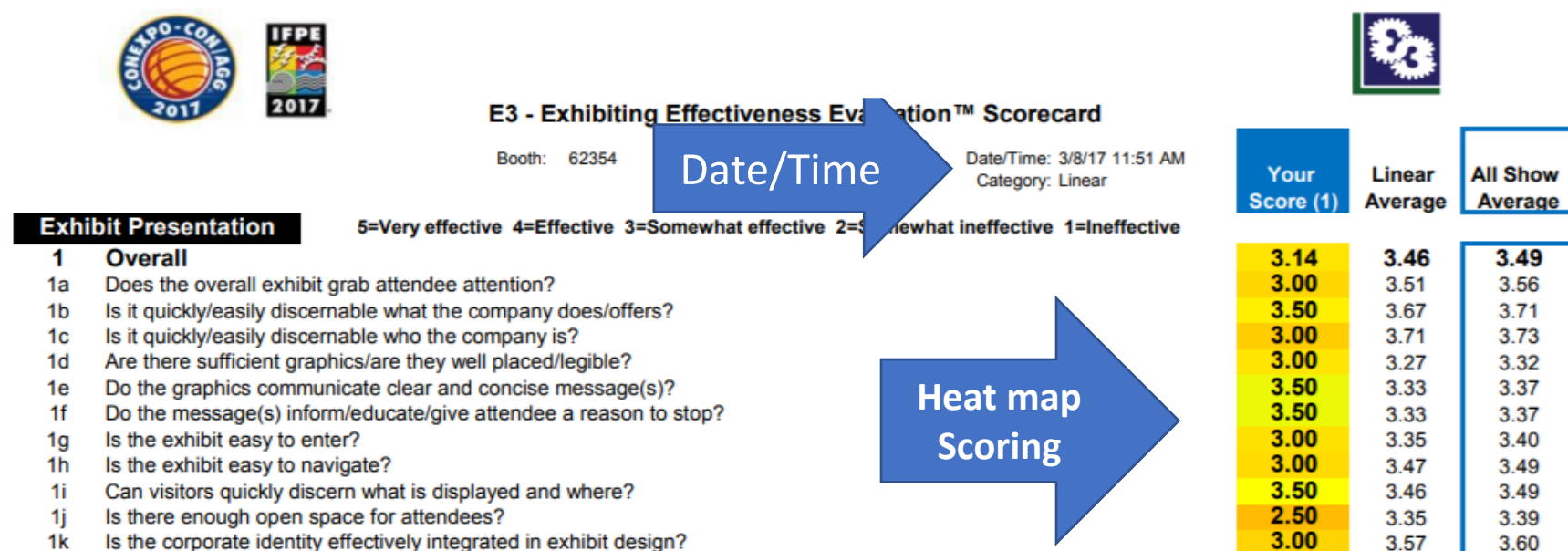
Below 7: Needs Serious Attention!

Even small changes in each area can improve your exhibit's effectiveness. Review the comments in this report. Click the link on each page of your report to read about each question you scored low on and how to improve scoring. Seek out tradeshow educational materials. Depending on where you scored lowest, consider help from an exhibit/graphics designer or tradeshow consultant to provide quick analysis and direction.

Take our E3 Survey for a chance to win an iPad!

<http://tinyurl.com/E3-CONEXPO-2017-survey>

Individual E3 Report– evaluation area pgs. 3-5



>> Go to <http://exhibitoreffectiveness.com/rr/S1.html> to learn how to raise EXHIBIT PRESENTATION score. <<



Comments

- Good use of A/V.
- Booth too crowded. Could use more space or less products/furnishings.
- Hard to enter, exhibit is blocked.
- Need professionally designed exhibit backdrop.
- Good job communicating value proposition.
- Copy too small.
- Copy too low.
- Messaging/graphics visually blocked.
- Tailor message to show audience.
- Needs improved/more dramatic lighting.

How to Improve

Comments



EXHIBITS

IN THIS SECTION

- › Exhibitor Service Center
- › Exhibitor Welcome
- › Invoice
- › Exhibitor Contract
- › Contract Agreement
- › Payment
- › eBooth Enhancement
- › Exhibitor Directory Update
- › Exhibiting Effectiveness Evaluation
- › Exhibitor eDirectory Upgrade
- › Exhibitor Provided - Certificate of Insurance Upload*

Exhibitor Welcome

We are excited about your participation in the WVC 98th Annual Conference! Welcome to the Exhibitor Service Center. Within this portal, you can complete the following items necessary for participating in the 2026 WVC Annual Conference.

- Complete your Exhibitor Contract and agreement for your booth.
- Complete your online booth payment.
- Set up and complete your company's directory update, including your profile and product categories.
- Enhance your listings on the conference app and website
- Complete necessary tasks for the conference, including Sales tax requirements and animal use requests.

If you should have any questions about the Exhibitor Service Center, please contact us at exhibits@viticusgroup.org.

We are looking forward to an amazing event in 2026.



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- › Exhibitor eDirectory Upgrade
- › Exhibitor Provided - Certificate of Insurance Upload*
- › WVC Provided - Certificate of Insurance
- › Tax Information
- › Animal Use Form
- › Fern - Booth Service (Furniture, Carpet, Shipping)
- › Mandalay Bay Exhibitor Services (Cleaning, Electrical, Internet, etc)

Exhibiting Effectiveness Evaluation

Returning for 2026! E3: Exhibitor Effectiveness Evaluation

\$695 regular price

ONLY \$195 FOR THE FIRST 85 AVAILABLE

[Click "Start" to Purchase](#)

Brought to you by Viticus Group

Want expert feedback and guidance on how to improve your exhibit to drive more traffic and get better results?

[Book your E3 Exhibiting Effectiveness Evaluation now.](#)

For the first time ever, get real-time feedback on how to take your booth to the next level! During WVC, an accomplished exhibiting expert will visit your booth in action and score it on 21 factors. If he sees anything you can tweak during the show he will point it out, if not, after the show you will receive a robust five page report with heat map scoring, comparison to average scores of the WVC booths being evaluated, photographs, evaluator comments, and click through access to a dedicated web page explaining the 21 factors and providing recommendations to raise your score. E3 evaluations have been conducted on over 41,000 booths of all types and sizes. This innovative exhibitor service won the Tradeshow Executive Gold 100 award for best program to help exhibitors maximize ROI.

Book your evaluation now before all slots are gone!

Welcome to the Exhibiting Effectiveness Evaluation sales form. Please click on the Start button.



Easy-to-Calculate Exhibit Performance Metrics

You don't need complex systems to start measuring performance. These straightforward metrics provide immediate insights into booth effectiveness and can be calculated with basic data collection.



Exhibit Interaction Capacity & Utilization

Measure booth efficiency



Exhibit Attraction Efficiency

Assess traffic conversion



Interactions Converting to Leads

Track qualification rates



Badge Scans & Data Capture

Monitor contact acquisition



Lead Goals, Quantity & Quality

Evaluate MQL/SQL performance



Demo & Theater Participation

Count engagement activities



Meetings Scheduled & Completed

Track commitment follow-through



Customer Interactions & Opportunities

Document relationship impact

Exhibit Interaction Capacity (EIC)

Understanding your booth's interaction capacity helps set realistic goals and optimize staffing levels. This foundational calculation informs many other performance metrics.

10×10 Booth Example

- **Exhibiting Hours:** 21
- **X Full-Time Exhibit Staff:** 2*
- **= Total Staff Hours:** 42
- **/ Interactions Per Hour/Staffer:** 3-5**

= 126210

Exhibit Interaction Capacity

* **Staffing Guideline:** 50 square feet per staffer ensures adequate coverage without overcrowding

** **Activity Level:** 3 = conservative approach, 4 = moderate engagement, 5 = aggressive strategy

Exhibit Interaction Capacity Utilization (EIC/U)

This metric reveals how effectively your booth is performing relative to its theoretical maximum. High utilization indicates strong attraction and staff engagement, while low numbers signal opportunities for improvement.

Calculation Method

Actual # of Exhibit Interactions **120**

(÷) Exhibit Interaction Capacity **162**

Exhibit Interaction Capacity Utilization **74%**


 **Performance Target:** Aim for 90% to 100%+ utilization to maximize your booth investment and staff resources.



Exhibit Attraction Efficiency (EAE)

This critical metric compares your booth traffic to the total number of qualified attendees at the show. It reveals how effectively your pre-show marketing, booth design, and location are attracting your target audience.

120

Exhibit Interactions

Total meaningful conversations

1,500

Profile Matches

Qualified attendees at show

8%

Attraction Efficiency

Your booth performance

*45%

Industry Benchmark

Top performer target

Profile matches are determined by job title, practice type, location, or other qualifying characteristics relevant to your target audience.

Performance Gap: This example shows significant room for improvement. Strategies to increase EAE include enhanced pre-show marketing, strategic booth location, compelling booth design, and staff engagement training.

*** Source: Exhibit Surveys**

Easy-to-Calculate Exhibit Financial Performance Metrics

Financial metrics translate booth activity into business language that resonates with leadership. These calculations demonstrate cost efficiency and justify continued investment by comparing trade show economics to alternative marketing channels.



Cost Per Interaction (CPI)

Compare directly to the cost of a field sales call to demonstrate significant savings through face-to-face engagement at scale.



Cost Per Scan (CPS)

Track badge scan efficiency and compare performance across different shows to optimize your event portfolio.



Cost Per Lead (CPL)

Benchmark against average lead acquisition costs and compare to average sale amounts to evaluate investment efficiency.



Cost Per Meeting (CPM)

Calculate meeting costs and compare to field meeting expenses to demonstrate the economic advantages of concentrated engagement.

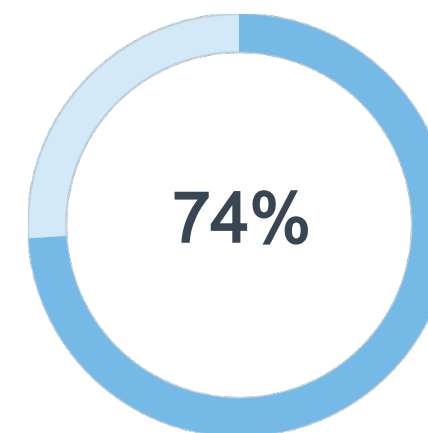
Cost Per Interaction (CPI)

This fundamental metric reveals the efficiency of your face-to-face engagement strategy. When compared to traditional sales calls, trade shows often deliver dramatic cost advantages while providing comparable or superior interaction quality.

Your Show Performance

Total Show Investment	\$18,300
(÷) # Exhibit Interactions	120
Cost Per Interaction	\$153

Industry Benchmark



Cost Savings

vs. field sales calls

Average Cost of North America B2B Field Sales Call:

\$596-\$1,039

- ❑ **Strategic Insight:** Your \$153 CPI represents exceptional value compared to field sales costs, demonstrating why trade shows remain a cornerstone of effective B2B marketing strategies.

Source: CEIR (Center for Exhibition Industry Research)

Cost Per Lead (CPL)

CPL directly connects your investment to pipeline generation. This metric becomes particularly powerful when compared to average customer value, demonstrating the potential return from each qualified lead captured at the show.

Your Performance Calculation

Total Show Investment	\$18,300
(÷) Total # of Leads	50
Cost Per Lead	\$366

Comparative Benchmarks

- **Your CPL:** \$366 per qualified lead
- **Industry Average CPL:** \$283 (North America B2B trade show lead)
- **Analysis:** Opportunities exist to improve lead capture efficiency or enhance lead qualification processes

Key Comparisons to Make: Evaluate your CPL against average customer value, typical sale amounts, and CPL from other shows in your portfolio to identify your highest-performing events.

Source: Exhibit Surveys

HIGH-IMPACT METRIC

Potential Revenue Value of Leads

This powerful metric translates lead quantity into projected pipeline value, making an immediate impact with marketing managers and leadership. It requires disciplined qualification and grading processes but delivers compelling ROI narratives.



Quick Value Calculation

Total # of A/B Grade Leads	29
(×) Average Sale Amount	\$10,000
Potential Lead Value	\$290,000
(÷) Show Investment	\$18,300
Soft Dollar ROI	16:1

❑ **Critical Success Factor:** This calculation requires robust lead qualification, systematic grading processes, and accurate average sale value data. Invest in these capabilities to unlock this high-impact metric.

Soft Dollar Return on Investment

Cost Per Interaction (CPI) Savings

Soft dollar ROI quantifies value received through measurable savings and revenue opportunities. This approach demonstrates financial impact even before closed deals, making it particularly valuable for justifying program continuation.

\$18,300 Investment

\$153 CPI vs \$596 Field Sales Call

\$53,160 2.90:1 ROI

Step 1: Calculate Your CPI

Total Show Investment (\$18,300) ÷ # Interactions (120) = **\$153 Cost Per Interaction**

Step 2: Determine Savings

Field Sales Call Cost (\$596) - Your CPI (\$153) = **\$443 Savings Per Interaction**

Step 3: Calculate Total ROI

Savings Per Interaction (\$443) × # Interactions (120) = **\$53,160 Total Soft Dollar Contribution = 2.90:1 ROI**

*This example calculation is not a promise of specific ROI, but an illustration of a proven methodology for calculating exhibit program return on investment.

Hard Dollar Return on Investment

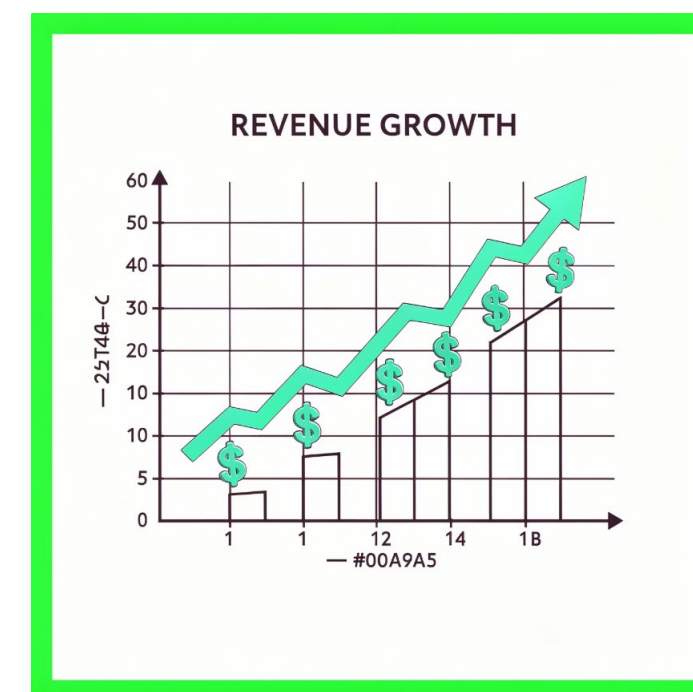
Top Line Revenue Formula & Example

Hard dollar ROI tracks actual revenue directly attributable to your exhibit program. This gold-standard metric provides irrefutable proof of value but requires rigorous attribution tracking from show floor to closed deal.

Revenue ROI Calculation

Revenue From At & Post-Show Sales	\$100,000
Less Show Investment	-\$18,300
Net Revenue	\$81,700
(÷) Show Investment	\$18,300
Top Line Revenue ROI	4.46 to 1

**This example calculation is not a promise of specific ROI, but an illustration of a methodology for calculating exhibit ROI when revenue attribution is possible.*



- Attribution Challenge:** Capturing hard dollar ROI requires CRM integration and disciplined source tracking throughout the sales cycle. The effort is worthwhile as these numbers carry maximum credibility with leadership.

TECHNOLOGY EVOLUTION

Evolution of Event Data Capture Technologies

Manual Methods

The foundation of event measurement began with manual tracking methods that, while labor-intensive, established the importance of data collection. Many exhibitors still rely heavily on these approaches.

- **Pre-Digital Tools**

Exhibitor prospectus for attendee demographics • **Post-show attendance reports** and third-party audits • **Direct observation** and manual counting

- **Staff -Based Tracking**

Staff estimates of visitor counts and quality • **Manual headcounts** using clickers or tally sheets • **Paper lead forms** requiring post-show data entry

- **Basic Contact Capture**

Business card collection in fishbowls or boxes • **Booth visitor surveys** on paper forms • Manual follow-up tracking and qualification



TECHNOLOGY EVOLUTION

Evolution of Event Data Capture Technologies

Basic Technology

The digital revolution brought fundamental technologies that automated data capture and enabled systematic tracking. These tools remain the backbone of most exhibit measurement programs today.



Badge Scanning Systems

Show-provided scanners and universal lead capture platforms enable instant contact information capture and automated data transfer to CRM systems.



Traffic Analytics

Heat mapping technology visualizes exhibit floor activity patterns, revealing high-traffic zones and attendee movement behaviors for strategic planning.



Mobile Phone Applications

Event apps with exhibitor listings and calendaring tools facilitate meeting scheduling and track attendee engagement with your brand.



Digital Touchpoints

Event landing pages and integrated CRM systems track pre-show interest and distinguish between event-sourced versus event-influenced opportunities.

TECHNOLOGY EVOLUTION

Evolution of Event Data Capture Technologies

Emerging Technology

Cutting-edge technologies are revolutionizing exhibit measurement with AI-driven insights, real-time analytics, and unprecedented detail. These innovations promise to transform how we understand and optimize booth performance.

Video AI-Powered Analysis

Video recording and AI analysis of booth activity patterns •

MYS AI Driven Sales Accelerator for intelligent lead prioritization

BACKTRACK AI conversation capture and sentiment analysis

Advanced Tracking

RFID badge implants and beacons for precise attendee movement tracking

FAST SENSOR devices providing real-time booth traffic monitoring and dwell time measurement

Biometric Recognition

ZENUS facial recognition technology for visitor identification and repeat engagement tracking • Automated demographic profiling and attention measurement

Question for the Audience: What emerging measurement technologies are you aware of or currently testing? Share your experiences with the latest innovations in exhibit analytics.

FREE Tool to Measure Exhibit & Financial Performance

Access Comprehensive Measurement Resources

Exhibiting & Financial Performance Metrics Tool is available at no cost to WVC exhibitors .

This powerful resource includes:

- Pre-built calculation templates for all key metrics
- Benchmarking data and industry comparisons
- Step-by-step instructions

Exhibiting & Financial Performance Metrics
YOUR COMPANY NAME

Report Information
Prepared By: [] Date Prepared: 7/10/2019
Department: []
Trade Show Information
Show Name: [] Show Dates: []
Show Notes: []

Exhibiting Goals & Objectives
1. []
2. []
3. []

SMART Goal for each Objective: Specific, Measurable, Action oriented, Realistic, Time bound

Goal #	Owner	Accomplished?
1		
2		
3		

Metrics

Performance	Value/Return on Investment
Exhibit Interaction Capacity/Utilization Measures how well we utilized our capacity to interact with attendees. Exhibiting Hours: 10.5 Times Full-Time Exhibit Staff: 2	Cost Per Interaction Measures what it costs us to generate a face-to-face interaction. Total Show Investment: \$10,000 Divide by Actual # of Exhibit Interactions: 48 = Cost Per Interaction: \$208

PERFORMANCE SUMMARY Show Name & Dates

	RESULT	BENCHMARK	FAVORABLE?
PERFORMANCE:			
Exhibit Interaction Capacity/Utilization	70%	80-100%	No
Exhibit Attraction Efficiency	24%	45%	No
Lead Goal - Quantity	15	20	No
Interaction Conversion to Lead	31%	25%	Yes

VALUE & RETURN ON INVESTMENT:

Cost Per Interaction	\$208	\$596	Yes
Cost Per Lead	\$667	\$165	No
Potential Value of Leads/ROI	750%	100%	Yes
Return on Investment-Soft Dollar ROI	186%	100%	Yes
Return on Investment-Hard Dollar ROI - Gross Margin	50%	100%	No

Transform your measurement capabilities today with proven tools and frameworks designed specifically for exhibit professionals. Start demonstrating clear ROI and elevating your program's strategic value.

Q&A

Questions & Discussion

Thank you for your attention. Let's discuss how you can apply these measurement principles and tools to elevate your exhibit program's impact and demonstrate clear value to your organization.



Share Your Challenges

What measurement obstacles are you facing in your exhibit program?



Discuss Your Goals

Which metrics would have the biggest impact on your program support?



Exchange Best Practices

What measurement successes can you share with your peers?

