

# TEN EASY WAYS TO MEASURE ROI/ROO

You need to know whether the investment in your trade show program is worth every penny. Your boss says so, all the magazines all say so, and you know it! Be sure to gather and track all costs to calculate your total investment and use one of the following yardsticks to see what you bought with your trade show dollars.

NOTE: ROI = Return on Investment and ROO = Return on Objectives

1. Number of sales - concentrate on quality not quantity and be sure they bought because of contact at or due to the show.
2. Total leads - categorize by quality (hot, warm, cold or A, B, C). Get buy-in from the sales team on both your ranking and the quality of the lead.
3. Total contacts at show (from the booth and during extra-curricular activities). Business cards, notes, badge scans, etc.
3. Amount of literature given away (not what was thrown away – only what was given to attendees interested in your product or service).
4. Quantity of promotional items distributed. Be sure to give these only to qualified attendees, not everyone and their favorite laborer.
5. Press coverage related to show. Actual articles, mentions, radio and TV hits.
6. Staff presentations or seminars whether technical or sales in nature. Also know the number of total attendees exposed to this information.
7. Use exit surveys (independent survey company) to judge impact. Hire a company to poll attendees after they leave the exhibit hall to see if they saw your company, had a discussion, and have a positive opinion of your company or product.
8. Pre and post-show opinion surveys to judge impact, image, and intent.
9. Booth staff opinion survey - have everyone answer same survey
10. Number of appearances of your company, name, logo, or staff at the event or in the city of the event. Remember sponsorship benefits, magazine ads, partner or sister company identification, and presentations.

Justify your existence and that of your trade show program by providing a post-event report to your superiors. Tell them the total cost, who participated, survey results (for the show and your participation) and your opinion on returning to the

show next year. Tracking costs will also aid your budgeting efforts for future events – an added bonus in a time when bonuses are few and far between!

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