



Name of Show: _____
 Show Dates: _____
 Size of Booth: _____
 Description of Exhibit: _____

 Marketing Goals: _____

 Submitted by: _____
 Date of Report: _____

Competitive Analysis

_____ Estimated booth traffic at our exhibit per day
 _____ Estimated booth traffic for Competitor A per day
 _____ Estimated booth traffic for Competitor B per day
 _____ Estimated booth traffic for Competitor C per day
 _____ Estimated interest in products/services displayed in our booth (high, average, low)
 _____ Estimated interest in products/services displayed in Competitor A's booth (high, average, low)
 _____ Estimated interest in products/services displayed in Competitor B's booth (high, average, low)
 _____ Estimated interest in products/services displayed in Competitor C's booth (high, average, low)

Audience Impressions

_____ Number of attendees visiting the exhibit
 _____ Number of attendees taking giveaways
 _____ Number of brochures distributed
 _____ Estimated number of audience impressions per hour (for 5 minutes of every hour, count the number of attendees who walk by and look at the exhibit. Multiply this number by 12)

Reinforcing Existing Customer Relationships

_____ Number of VIP customers visiting the exhibit
 _____ Number of meetings and/or breakfasts/lunches/dinners with existing customers
 _____ New business generated from existing clients as a result of the show

Prospective Customers Identified

_____ Number of qualified leads or potential new customers visiting the exhibit
 _____ Number of attendees requesting follow-up
 _____ Number of prospective new customers for specific products
 _____ Number of attendees viewing our demo or presentation
 _____ Number of attendees actively participating in promotions or demos

Contribution Toward Pending Sales

_____ Number of contacts with previously identified prospects
 _____ Number of dinners or meetings with previously identified prospects

Return on Investment

_____ Dollar volume of sales realized at the show
 _____ Probable new business generated by the show (number of qualified leads) x (your company's typical closing ratio) x (the amount of your company's average sale)
 _____ Actual post-show sales (usually calculated 6 to 12 months after the show)
 _____ Cost per lead (qualified leads generated) divided by (exhibit participation costs)
 _____ Cost per sale (actual sales generated or probable new business generated) divided by (exhibit participation costs)

Source: Trade Show Executive