



Present

Exhibiting Cost Control

**Tips & Tools to Help You Get More
Bang for Your Buck & Measure Value & ROI**

Webinar Objectives:

1. Overview strategic practices that deliver business and financial results.
2. Share 10 power budgeting tips.
3. Track where the dollar goes by major area.
4. Review & share money saving tips.
5. Learn a simple set of exhibiting performance & financial metrics.

An Effective Exhibit Program Should...



Two Sides to Exhibiting Value

Save _____



Increase _____

Balance Logistics & Operations With Results Driven Exhibiting Strategies

1. Average exhibitor spends _____% of time on logistics
2. Logistics only ensure your booth, products and people show up!
3. Need to spend more time on strategic issues.

Execute Strategic Practices That Deliver Business & Financial Results

1. **OUTCOMES:** Use Exhibiting by Objectives to support marketing, sales and CRM objectives and take advantage of the many opportunities tradeshows present.
2. **SELECTIVE ATTRACTION:** Develop pre and at-show marketing processes to attract enough of the right people to your exhibit and functions.
3. **VISITOR EXPERIENCE:** Deliver a high-quality visitor experience that secures a commitment to a next action with qualified visitors.
4. **FOLLOW-THROUGH:** Follow-up leads to convert visitor commitments to action, ideally purchasing.
5. **MEASUREMENT & LEARNING:** Measure, report results, and learn from each show.

Exhibiting by Objectives Exhibiting by Objectives Planning Tool.xlsx

To receive your free tool, please send an email to jefferson@tradeshowturnaround.com

EXHIBITING BY OBJECTIVES PLANNING FORM
COMPANY NAME

Plan Information

Prepared By	Date Plan Started/Completed
Department	Date to Evaluate Final Results

Tradeshow Information

Show Name	Show Dates
Show Notes	

Target Audience & Solutions Featured

Target Audience	
Solutions to Feature	

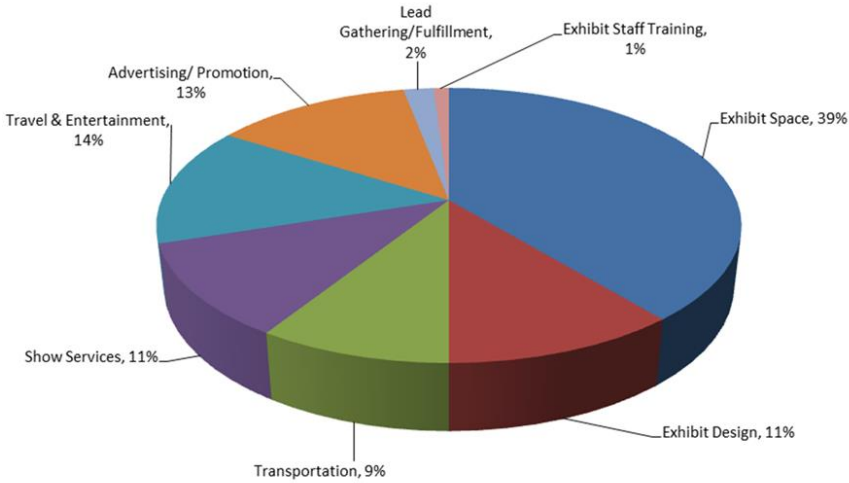
Exhibiting Objectives by Area

SALES	MARKETING	RELATIONSHIP
<input type="checkbox"/> High-Value F2F Meetings	<input type="checkbox"/> Drive Qualified Traffic	<input type="checkbox"/> Customer Support
<input type="checkbox"/> Demonstrate Products	<input type="checkbox"/> Lead Generation	<input type="checkbox"/> Hospitality Events
<input type="checkbox"/> Lead Generation	<input type="checkbox"/> Introduce New Products	<input type="checkbox"/> Time of Possession
<input type="checkbox"/> Advance Sales in Pipeline	<input type="checkbox"/> Educate	<input type="checkbox"/> Media Relationships
<input type="checkbox"/> Sales Orders (at/post)	<input type="checkbox"/> Increase Market Share	<input type="checkbox"/> Networking
<input type="checkbox"/> New Client Acquisition	<input type="checkbox"/> Brand Awareness	<input type="checkbox"/> Key Opinion Leaders
<input type="checkbox"/> Cross Sell Existing Clients	<input type="checkbox"/> Positioning	<input type="checkbox"/> Bloggers
<input type="checkbox"/> Support Distribution	<input type="checkbox"/> Create Preference	<input type="checkbox"/> Cross Promoting with Other Exhibitors
<input type="checkbox"/> Conduct Sales Meetings	<input type="checkbox"/> Create/Maintain Visibility	<input type="checkbox"/> Recruiting
<input type="checkbox"/> Product/Staff Training	<input type="checkbox"/> Test Market	<input type="checkbox"/> Other:
<input type="checkbox"/> Other:	<input type="checkbox"/> Other:	

Where the Trade Show Dollar Goes

- Average company allocates _____% of marketing budget to event/exhibit marketing
- Exhibiting budget is spent on eight (8) major areas

How the Exhibit Dollar is Spent
Source: CEIR 2014



Track & Control Exhibit Spending
Exhibit Budgeting & Cost Control Calculator.xls

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10 Power Budgeting Tips

1. Apply tradeshow budgeting rule of thumb
 - Floor space cost x _____
2. Budget more for:
 - Driving qualified _____
 - Delivering a quality in-booth visitor experience
 - Staff training
3. Use zero-based budgeting to justify all expenditures
4. Ask yourself about each budget line item: “How could I do this differently at a lower cost and get the same or higher value?”
5. Try to avoid cutting your budget where customers/ prospect can _____ or if it detracts from your company image
6. Do not send too many staff – rule of thumb is one staffer per _____ square feet of exhibit space.
7. Don’t waste money on ineffective graphics. Effective graphics communicate 1) what you do 2) what’s new, 3) what makes your product/service _____, 4) benefits, not just features, of your product/service.
8. Don’t waste money on ineffective giveaways. Know your exhibiting goals and how giveaways help achieve them.
9. Plan ahead and take advantage of “early-bird” discounts from show contractors.
10. Not everything is negotiable, but it never hurts to ask.



Bonus Tip: Don't Bring Too Much! **Determining Which Products to Bring and Demonstrate**

New 	Addresses a Top-of-Mind Industry Issue, Need or Problem 
Bread and Butter Products 	

Money Saving Tips

Staffing & Travel

- Don't bring too many staffers – rule of thumb is 1 staffer per 50 square feet (or 2 for a 10x10 exhibit)
- Reward frugality – to encourage staffers to spend less, offer a percentage rebate to those who stay under their allotted per diem

Audit Invoices!

- Common errors:
- Missed early bird discounts
 - Incorrect multipliers, such as rate per hour for electrical, or straight vs. overtime rates for labor, or incorrect square footage of your exhibit
 - Charges for supplies you brought yourself.

Additional Sources:
Exhibitor Magazine – February 2014, CEIR Industry Insights Series, Trade-Show-Adviser.com

Exhibits

- Consider buying a pre-owned exhibit
- Consider renting an exhibit
- Negotiate a discount with exhibit house for upfront payment
- Shop material options – matte graphics panel vs. high gloss

Graphics

- Design strategically – strive for 10-20% of show-specific messaging, re-use remaining graphics
- Consider a freelance designer/ animator and stock photos
- Price out graphics to local advertising or sign shops
- Switch to digital signage

Show Services

- Read the exhibitor service kit. Pay careful attention and meet all deadlines
- Order booth accessories and services in advance
- Look for early-bird registration
- Bring your own supplies, such as electrical tape, surge protectors, cleaning supplies, trash cans, etc.



Installation & Dismantle

- Skip the rigging – talk with your exhibit designer to see if you can use up lighting to illuminate your overhead elements
- Number your crates according to content, attach a diagram and include detailed construction instructions, along with electrical requirements and repacking instructions
- Avoid weekends and overtime – try to negotiate with show management to install your booth on a weekday if possible

Transportation

- Switch to models – if you have heavy products, consider a lightweight 3-D model or digital models
- Use double-duty components – some crates can be repurposed as desks/tables
- Store strategically – if you have multiple shows in the same city/region, store some of your properties near that area
- If you do several shows, use the same freight carrier and negotiate volume discounts

Promotion

- Take advantage of show advertising packages when available
- Order promotional items and giveaways well in advance to avoid rush fees and expensive shipping costs
- Print all your pre-show and at-show marketing materials at the same time to get quantity discounts
- Promote your participation using low-cost marketing methods, such as social media, your website, submitting press releases

Measure Results

1. Don't just count costs – count results over time!
2. Develop a simple and consistent set of performance metrics.
 - (CPL) Cost Per Lead
 - (CPI) Cost Per Interaction
 - (PR/L) Potential Revenue Value of Leads
 - (ROI) Return On Investment



Cost Per Lead (CPL)

	Example	Participant
Total Show Investment	<u>\$8,700</u>	\$ _____
Divide by Actual # of Leads	50	_____
Cost Per Lead	\$174	\$ _____
Average cost of a North America B2B tradeshow lead: \$283 (Source: Exhibit Surveys, 2013)		

Cost Per Interaction (CPI)

Total Show Investment	<u>\$8,700</u>	\$ _____
Divide by # of Interactions	100	_____
<i>Cost Per Interaction</i>	\$87	\$ _____
<i>Average cost of a North America B2B field sales call: \$596 (Source: CEIR, 2009)</i>		

Potential Revenue Value of Leads

Total # of A Leads	20	_____
Times Average Sale Amount	<u>\$25,000</u>	\$ _____
Potential Lead Value	\$500,000	\$ _____
Divided by Show Investment	<u>\$ 8,700</u>	\$ _____
Soft Dollar ROI	\$58 to \$1	\$ _____

Two Types of ROI

Hard Dollar ROI: _____ received that can be credited in full or in part to the show, typically at-show and/or post-show sales.

- Can be measured in top line revenue or gross margin.

Soft Dollar ROI: _____ received that can be quantified/expressed in numeric terms, typically in the form of money saved.

Return on Investment HARD Dollar Top Line Revenue Formula & Example*

	Example	Participant
Top Line Revenue From At/Post Show Sales	\$200,000	\$ _____
Less Show Investment	-\$ 8,700	\$ _____
Net Revenue	\$191,300	\$ _____
Divided by Exhibiting Investment	\$ 8,700	\$ _____
<i>Top Line Revenue Return on Investment</i>	\$22.9 to 1	\$ _____

Return on Investment HARD Dollar Gross Margin Formula & Example*

Revenue From At/Post Show Sales	\$ 200,000	\$ _____
Less Cost of Sales (30% Gross Margin)	-\$140,000	\$ _____
Gross Margin	\$ 60,000	\$ _____
Less Show Investment	-\$ 8,700	\$ _____
Net Exhibit Profit	\$ 51,300	\$ _____
Net Exhibit Profit	\$ 51,300	\$ _____
Divided by Show Investment	\$ 8,700	\$ _____
Equals	5.90	_____
Multiplied by 100	x 100	x 100
<i>Gross Margin Return on Investment</i>	590% ROI	_____

***These sample calculations are not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.**

Cost Per Interaction Soft Dollar ROI Contribution*

Total Show Investment	<u>\$8,700</u>	\$ _____
Divide by Actual # of Exhibit Interactions	100	_____
Cost Per Interaction	\$87	\$ _____
 Comparative (Field Sales Call)	 \$596	 \$ _____
Less Cost Per Interaction	- \$87	\$ _____
CPI Savings	\$511	\$ _____
Times Actual # of Interactions	<u>x100</u>	_____
Soft Dollar ROI Contribution	\$51,100=586%	\$ _____
	SD/ROI	

***These sample calculations are not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.**

What were the three most important ideas you learned in this webinar?

1. _____
2. _____
3. _____