

Freeman¹

Calculate your trade show exhibit performance

Easy formulas to measure booth success



Exhibiting at a trade show offers brand awareness, a stage to present new offerings, and opportunities to generate qualified leads.

Plus, you get face-to-face access to attendees who are looking to buy!

So make the effort even more worthwhile by measuring against specific goals.

Real talk: Measurement can be intimidating. There's a misguided assumption that you need rock-solid numbers. But the truth is, it's perfectly okay to *not* have perfect numbers. When you present the information, just make it clear that these are rough calculations based on thousands of data points.

Effective measuring is about being *consistent*, not perfect.

Ready to crunch (and guesstimate!) some numbers?



Use these baseline performance formulas to kick off your plan.



Note: This PDF allows you to insert numbers into the formula boxes, but it's not a calculator! Plan to do your own math using these work areas or on scratch paper.

Target market reach

Get started with this simple calculation that's based on thousands of show audits. It will help identify how many prospects exhibitors typically reach per show.* Use this range to compare with other data, such as badge scans, leads, or scheduled meetings.

Tip: To find out a show's number of attendees, check the official show website or contact the organizer to get the latest tally.



Target market reach formula

Scenario 1

$$\boxed{} \times .35 = \boxed{}$$

Total attendees Target market reach

Scenario 2

$$\boxed{} \times .35 = \boxed{}$$

Total attendees Target market reach

Attendees

Most attendees choose specific shows to find solutions and make purchases, but each person could be at a different stage in that process. Use these calculations to get a pre-show picture of potential leads.

Attendees evaluating products. Per our ongoing research, 64% of attendees go to trade shows to evaluate and compare products.*

Attendees looking for new solutions. 50% of attendees are looking for answers to an unsolved problem.*

Attendees evaluating products formula

Scenario 1

$$\boxed{} \times .64 = \boxed{}$$

Total attendees Attendees evaluating products

Scenario 2

$$\boxed{} \times .64 = \boxed{}$$

Total attendees Attendees evaluating products

Attendees looking for new solutions formula

Scenario 1

$$\boxed{} \times .50 = \boxed{}$$

Total attendees Attendees seeking solutions

Scenario 2

$$\boxed{} \times .50 = \boxed{}$$

Total attendees Attendees seeking solutions



Attendee buying influence. 81% of trade show attendees have a buying influence for one or more types of products exhibited.*

Attendees ready to buy. Prepare for the sale!

Attendee buying influence formula

Scenario 1

$$\boxed{} \times .81 = \boxed{}$$

Total attendees Attendee buying influence

Scenario 2

$$\boxed{} \times .81 = \boxed{}$$

Total attendees Attendee buying influence

Attendees ready to buy formula

Scenario 1

$$\boxed{} \times .48 = \boxed{}$$

Total attendees Attendees ready to buy

Scenario 2

$$\boxed{} \times .48 = \boxed{}$$

Total attendees Attendees ready to buy



Determine the upfront costs compared to the end result (such as scheduled meetings) to gauge the value of the show. Also, compare this number to the travel costs and sales time to schedule customer meetings.

Meeting cost savings formula

Scenario 1

$$\boxed{} \div \boxed{} = \boxed{}$$

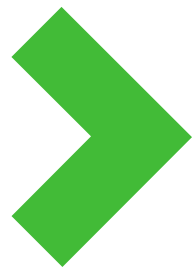
Cost of show # of meetings held Meeting cost savings

Scenario 2

$$\boxed{} \div \boxed{} = \boxed{}$$

Cost of show # of meetings held Meeting cost savings

Meeting cost savings



Website & social

Website traffic improvement

Start with Google Analytics for web activity. Don't worry if you didn't create a specific landing page for the show — you can still measure the number of visitors to your brand website over a specified time period.

This percentage change formula helps measure page visits to your website/ landing page and interest generated by your booth. The measurement time frame (or multiple time frames) is up to you and what makes the most sense for your organization.

Here's a simple example:

Starting value (V1) = the day before the show begins.

Ending value (V2) = the business day following the close of the show.



Website traffic improvement formula

Scenario 1

$$\left(\frac{\text{Traffic after the show} - \text{Traffic before the show}}{\text{Traffic before the show}} \right) \times 100 = \text{Percentage change}$$

Scenario 2

$$\left(\frac{\text{Traffic after the show} - \text{Traffic before the show}}{\text{Traffic before the show}} \right) \times 100 = \text{Percentage change}$$

Social media improvement

Social media is a great way to drive traffic to your exhibit and promote your brand.

Simply looking at the number of followers, engagement, and hashtag mentions is an effective tool to measure awareness from an event. Use this formula to evaluate the number of people who went to your preferred social media channel and those who may have engaged with your brand before, during, or after the show depending on your social strategy.

Tip: If these formulas make you uneasy (math!), simply google a percentage change calculator to quickly plug in your numbers. Voila!



Social media improvement formula

Scenario 1

$$\left(\frac{\text{Followers after the show} - \text{Followers before the show}}{\text{Followers before the show}} \right) \times 100 = \text{Percentage change}$$

Scenario 2

$$\left(\frac{\text{Followers after the show} - \text{Followers before the show}}{\text{Followers before the show}} \right) \times 100 = \text{Percentage change}$$

Basic estimated revenue

This formula will help you estimate the revenue your exhibit generated from a particular show. Keep in mind that using estimated figures still offers valuable insights. We suggest starting with an average of 5% and then adjust as needed.

Tip: Stay in touch with your booth sales team for their estimated average ratio for hot or warm leads. Use your organization's goals to define "hot" and "warm."

Basic estimated revenue formula

Scenario 1

$$\begin{array}{ccccccc} \boxed{} & \times & .05 & \times & \boxed{} & = & \boxed{} \\ \text{\# of sales leads} & & \text{Close ratio} & & \text{Average \$ amount of sale} & & \text{Estimated revenue} \end{array}$$

Scenario 2

$$\begin{array}{ccccccc} \boxed{} & \times & .05 & \times & \boxed{} & = & \boxed{} \\ \text{\# of sales leads} & & \text{Close ratio} & & \text{Average \$ amount of sale} & & \text{Estimated revenue} \end{array}$$

**Congratulations!
You've taken the
first steps toward
developing a solid
and consistent
measurement strategy
for your exhibit.**

No matter how your goals change and evolve, this process and the metrics you gather will help you establish benchmarks to reference/compare year over year and from show to show.

These data-based insights will help you improve your exhibit and ultimately drive more business.

*Source: Freeman Event Research, formerly known as Exhibit Surveys Incorporated (ESI).

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**Want more help
with your exhibit
measurement strategy?**

[Get in touch](#)