

The A.R.T. of Exhibitor Training™

Best Exhibiting Practices E-Course Series

E-Course 3:

EXHIBIT MEASUREMENT:

Best Practices in Exhibit Performance Measurement

Ideal View Time:

One to two months before the show – or shortly after

Length:

42 minutes

Link:

<http://artofexhibitortraining.articulate-online.com/2683156332>

EXHIBITOR magazine research found that 86% of exhibitors lack any organized form of post-show measurement.

With increased demand for accountability in marketing spending, if you don't have an exhibit measurement process in place you may be in jeopardy of losing your budget.

Developing and utilizing a consistent set of exhibit performance metrics across your show calendar provides your company with consistent analytical tools to better evaluate, justify, allocate or reallocate resources for maximum benefit and result.

View this brief, 42 minute highly informative web-based e-course any time and as many times as you like to learn insider secrets and best practices to make exhibiting measurement easy and effective.

Topics include:

1. The exhibitor measurement challenge
2. Why should we measure exhibit performance?
3. What should we measure? ROO & ROI
4. Expense Benchmarks:
 - a. Percentage of marketing budget allocated to event marketing.
 - b. Seven major exhibiting expense categories
5. Easy to apply exhibiting performance metrics:
 - a. Cost Per Lead
 - b. Cost Per Interaction
 - c. Cost Per Demo/Presentation
 - d. Cost of Hospitality/Sponsorship
 - e. Exhibit Activity Level Goal versus Actual
 - f. Exhibit Activity Level Efficiency
 - g. Exhibit Attraction Efficiency
6. Hard and Soft dollar return on investment (ROI) models.
7. 12 elements of the Exhibiting Effectiveness Report.

E-course includes an end of course quiz, a downloadable implementation planning document and FREE exhibiting cost- control spreadsheet.

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