

Estimate What You Can Expect for Your ASD Show Investment

Take 3 short minutes to answer 7 questions (in the yellow boxes below) to calculate your company's Buyer Interaction Capacity, Cost Per Interaction, Break Event Point, Potential Sales and Return on Investment (ROI).

*Please note: This example teaches a formula you can use to estimate your potential results. **This is a calculation and a formula. It is NOT a guarantee of performance.** Individual results vary based on several factors, such as exhibit size, quality and salability of products, how well you market your booth to drive traffic, booth staff performance, lead follow-up, and many other factors.*

1. Enter the number of booth staff you are bringing

Rule of thumb is 1 staffer per 50 sq ft, so 2-3 per 10 x 10)

2. Enter target # of buyer interactions per hour per staffer

Rule of thumb is you can have 3 to 5 real good buyer conversations per hour, per staffer

3. Number of 10 x 10' Booths you will have at ASD show

4. Average Order Size

Based on your company sales history, what is your average order size in dollars

5. At Show Sales Conversions

What is the percentage of buyers that come to your booth throughout the show that you estimate your staff can convert to a sale immediately?

 %

6. Sales Lead Capture

What is the percentage of buyers that come to your booth that you estimate your staff can get as a sales lead to follow up on after the show?

 %

7. Sales Lead Conversions

Based on the leads your team brings back from the show, estimate the percentage that will turn into a sale? (20%, 30%, etc?)

 %

YOUR CUSTOMIZED RESULTS

8. Buyer Interaction Capacity

This is the total possible buyer interactions you can have based on booth size, number of staff and show hours.

Note: 34 (in calculation below) is the number of hours for the entire show.

To calculate:

$$\boxed{} \times \boxed{} \times \boxed{34} = \boxed{}$$

Answer to
Question #1

Answer to
Question #2

of Buyer
Interactions you can
have at show site

9. Show Investment

Calculated by price of 10 x 10' booth X Number of booths you are taking X 3. Industry suggested that 7.5% of investment should be allocated to advertising and sponsorships to maximize your sales potential. So a good rule of thumb is to multiply the cost to rent the booth space X 3 to account for travel, hotel, etc

To calculate:

$$\boxed{} \times \boxed{\$3,695} \times \boxed{3} = \boxed{\$ }$$

Answer to Question #3 Average price per 10 x 10 Estimated Show Investment

10. Cost Per Buyer Interaction

To calculate:

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

Answer to Question #9 Answer to Question #8 Your cost per Buyer Interaction at ASD show

11. Savings per Buyer Interaction

The industry average cost of a field sales call is \$596. This is the savings you realize per buyer interaction by participating at ASD show

To calculate:

$$\boxed{\$ 596.00} - \boxed{\$ } = \boxed{\$ }$$

Answer to Question #10 Savings per buyer interaction

12. Number of Orders Needed to Breakeven

To calculate:

$$\begin{array}{c}
 \boxed{\$} \\
 \text{Answer to Question \#9}
 \end{array}
 \div
 \begin{array}{c}
 \boxed{\$} \\
 \text{Answer to Question \#4}
 \end{array}
 =
 \begin{array}{c}
 \boxed{} \\
 \text{\# of orders to Break even (cover your} \\
 \text{cost) of participating in ASD show}
 \end{array}$$

13. Estimated Number of Leads Captured

To calculate:

$$\begin{array}{c}
 \boxed{} \\
 \text{Answer to} \\
 \text{Question \#8}
 \end{array}
 \times
 \begin{array}{c}
 \boxed{} \\
 \text{Answer to Question \#6}
 \end{array}
 \%
 =
 \begin{array}{c}
 \boxed{} \\
 \text{\# of Sales Leads}
 \end{array}$$

14. Estimated at Show Sales

To calculate:

$$\begin{array}{c}
 \boxed{} \\
 \text{Answer to} \\
 \text{Question \#8}
 \end{array}
 \times
 \begin{array}{c}
 \boxed{} \\
 \text{Answer to} \\
 \text{Question \#5}
 \end{array}
 \%
 =
 \begin{array}{c}
 \boxed{} \\
 \text{Answer to} \\
 \text{Question \#4}
 \end{array}
 \times
 \begin{array}{c}
 \boxed{\$} \\
 \text{at Show Sales}
 \end{array}
 =
 \begin{array}{c}
 \boxed{\$} \\
 \text{at Show Sales}
 \end{array}$$

15. Estimated Post Show Sales

To calculate:

$$\begin{array}{c}
 \boxed{} \\
 \text{Answer to} \\
 \text{Question \#13}
 \end{array}
 \times
 \begin{array}{c}
 \boxed{} \\
 \text{Answer to} \\
 \text{Question \#7}
 \end{array}
 \%
 \times
 \begin{array}{c}
 \boxed{\$} \\
 \text{Answer to Question \#4}
 \end{array}
 =
 \begin{array}{c}
 \boxed{\$} \\
 \text{Post Show Sales}
 \end{array}$$

16. Estimated Total Sales from ASD

To calculate:

$$\begin{array}{ccc}
 \boxed{\$ \quad \quad \quad} & + & \boxed{\$ \quad \quad \quad} & = & \boxed{\$ \quad \quad \quad} \\
 \text{Answer to Question \#14} & & \text{Answer to Question} & & \text{Total Sales} \\
 & & \text{\#15} & &
 \end{array}$$

17. Return on Investment

For every \$1 you invest to participate in the show, you will potentially get this many dollars in return

To calculate:

$$\begin{array}{ccc}
 \boxed{\$ \quad \quad \quad} & \div & \boxed{\$ \quad \quad \quad} & = & \boxed{\$ \quad \quad \quad} \\
 \text{Answer to Question \#16} & & \text{Answer to Question \#9} & & = \text{Your ROI from ASD} \\
 & & & & \text{Show Investment*}
 \end{array}$$

If you got $\boxed{\$ \quad \quad \quad}$ in return for every

Answer to Question #17

\$1 you invest, how many dollars would you invest?

*Note: This example teaches a formula you can use to estimate your potential results. **This is a calculation and a formula. It is NOT a guarantee of performance.** Individual results vary based on several factors, such as exhibit size, quality and salability of products, how well you market your booth to drive traffic, booth staff performance, lead follow-up, and many other factors.*

Performance Summary - ASD Market Week

	RESULT <i>fill in your answers from above</i>	BENCHMARK	FAVORABLE? <i>fill in Yes or No based on criteria to the right</i>	Criteria for Favorable
PERFORMANCE:				
Exhibit Interaction Capacity/Utilization	%	80-100%		In Range of Benchmark = Yes
Exhibit Attraction Efficiency	%	45%		Higher than Benchmark = Yes / Lower = No
At-Show Sales Goal - Quantity		30		Higher than Benchmark = Yes / Lower = No
Lead Goal - Quantity		30		Higher than Benchmark = Yes / Lower = No
Interaction Conversion to Lead	%	25%		Higher than Benchmark = Yes / Lower = No

VALUE & RETURN ON INVESTMENT:

Cost Per Interaction	\$	596		Lower than Benchmark = Yes / Higher = No
Cost Per Lead	\$	165		Lower than Benchmark = Yes / Higher = No
Potential Value of Leads/ROI	%	100%		Higher than Benchmark = Yes / Lower = No
Return on Investment-Soft Dollar ROI	%	100%		Higher than Benchmark = Yes / Lower = No
Return on Investment-Hard Dollar ROI - Gross Margin	%	100%		Higher than Benchmark = Yes / Lower = No

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