

# Calculating Event ROI

**It's easy to measure your exhibit performance, especially when you create benchmarks based on realistic expectations.**

After spending the last two years with heightened safety protocols, events and trade shows have slowly reemerged. People have started to dip their toes back into the trade show waters recently with strong results. Reviews from suppliers at the early 2022 ASI Shows have been overwhelmingly positive, and as a result, [ASI Show Chicago](#), scheduled for July 20-21, is experiencing strong sales with the show floor filling up quickly.

Why were suppliers happy with the results coming out of these shows? The main reason stems from the realization that quality interactions truly pay off. Even though attendance was down compared to pre-pandemic events, distributors spent more time in supplier booths, asking more questions, learning how to sell products and discovering new ways to apply them to projects.

Longer interactions create quality leads, which are more likely to convert to customers. Converting just two leads who purchase from you after the event will cover your ASI Show 10' x 10' exhibit space.\* Suppliers are using these qualified leads from longer booth interactions as a ROI benchmark.

There are many ways you can measure ROI from your exhibiting efforts. Before you attend your event, set some benchmarks of your own, then create tactics that will help you and your team reach them. Here are a few examples:

Benchmark	Tactic(s)	Potential ROI Result
Generate 1 qualified lead per hour, per staff member	Engage in booth with sampling, a contest or pointed questions ready to use to initiate conversations. Have staff armed with product sales sheets.	Conversion to customers and positive follow-up response for future sales.
Exposure of new products	Highlight product through in-booth signage, video, brochures/QR code. Announce on social media and purchase additional event opportunities that deliver exposure (ex. pre-show email, event bag collateral, new product events etc.).	Keep count of the people exposed to the product and of leads from purchased opportunities. Divide investment (booth cost plus marketing opportunities) by total exposure.
Brand awareness	Eye-catching staff uniforms, attend all networking opportunities and seek out speaking opportunities. Create awareness campaign through additional awareness vehicles (purchase of pre-show emails, social media posts, advertisement, show videos, etc.).	Increase in ESP clicks during and after the show, website visits and social media likes and followers. Increase in booth visits.

Whatever your objectives are for exhibiting, make sure they are established and agreed upon by your team before you arrive at the event. Getting buy-in prior to the event creates a focused and motivated effort that will help ensure success. It also allows you to review your performance during the event, giving you the chance to amend or re-direct your efforts to stay on track.

For more information on maximizing your ROI, check out our [downloadable PDF on trade show ROI](#).

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\*Based on an average distributor sale of \$1,500 per ASI Research