

Exhibitor ROI Toolkit



What to Include When Evaluating ROI

Before companies decide to exhibit at a conference, they research the event to determine if it is an appropriate venue for their company and can help meet their marketing goals. As marketing budgets are reevaluated, exhibiting is often examined closely since it comprises a larger investment of time and resources. Companies want to ensure their investment will yield them the greatest ROI – Return on Investment – but some key areas of determining the real value may be unintentionally omitted.

Sales and leads are important to measure but there are other factors to consider when evaluating a conference. Some of these items are not as simple to measure as leads, but their value should not be discounted or overlooked. All of these factors combined will provide a more comprehensive analysis of a conference and create a thorough report to determine if it was “successful” and met the goals.

Consider adding these items to your post-conference evaluation process:

- **Ideas Generated**
What new things did you learn about your company or product/service from exhibiting? Did you identify a new issue your company can help solve? Did you have a “light bulb” moment? What new questions did you discover?
- **Networking/Meetings**
How many new relationships were made? Did you meet with existing clients? Did you do pre-conference marketing? Did this work to draw delegates to your booth? Were you able to connect with your target audience? What do you need to do to follow-up on these relationships and leads?
- **Competitive Intelligence and Industry Trends**
What are your competitors doing? Are there other trends in the industry you should be doing? Is there another segment or demographic you should be marketing to? What can your company do to position itself at the forefront of the industry?
- **Educational Value**
What were you able to teach the delegates about your product/service or industry? What conference sessions or events did you attend? What did your staff learn? What can you bring back to the office to educate colleagues?
- **Marketing/Branding/Company Exposure**
How visible was your booth to delegates? How was the location and traffic? What were delegates drawn to in your booth? How was your brand perceived? Did you do a sponsorship?

General Conference Questions:

- What would you do differently next year?
- What would you do the same? What worked well?
- How is the League Conference different than other conferences you attend?
- What overall value did your company gain from exhibiting at the League Conference?

Exhibitor ROI Toolkit Worksheet

It is important to create a written report to set goals and identify ways these goals will be achieved. This worksheet will provide a road map before, during, and post-conference to keep your company on target and ensure as many goals as possible are met. All of these categories together will assist in determining the “true” ROI of exhibiting.

In completing this worksheet, consider goals to determine “Immediate ROI”, “Short-Term ROI” and “Long-Term ROI”. The goals and action items for each time frame may not be the same but will allow for different measurements and outcomes.

Category	Value % How important is this category?	Goals What item do you want to use to determine ROI?	Action Items What actions will be taken to achieve this goal?	Outcome Did your actionable item help you achieve your goal?
Lead Generation				
Ideas Generated				
Networking/Meetings				
Competitive Intelligence and Industry Trends				
Educational Value				
Marketing/Branding/ Company Exposure				
Other				

For questions or further discussion, please contact:

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