

# RETURN ON INVESTMENT - WORKSHEET

## AUDIENCE STATISTICS

<input type="text"/>	x 16%*	=	<input type="text"/>	x 48%*	=	<input type="text"/>	x 75%*	=	<input type="text"/>
Total Expected Attendees/Show			Attendees with a Mission			Likely to Shop			Likely to be Drawn to your Exhibit
						<input type="text"/>	x 44%*	=	<input type="text"/>
						Likely to Shop			Average Leads/Show

## SHOW OBJECTIVES

<input type="text"/>		<input type="text"/>	%***	\$	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Average Leads/Show		Closure Rate**		Average Initial Sale**		Average Cost/Show**		Number of Shows/Year**
<input type="text"/>	X	<input type="text"/>		X	<input type="text"/>	=	<input type="text"/>	
Average Leads/Show		Closure Rate		Average Initial Sale			<b>Total Expected Sales/Show</b>	
<input type="text"/>	÷	<input type="text"/>		=	<input type="text"/>			
Average Cost/Show		Average Initial Sale			<b>Number of converted leads to break even/Show</b>			

## RETURN ON INVESTMENT

<input type="text"/>	X	<input type="text"/>	=	<input type="text"/>
Average Cost/Show		Number of Shows/Year		<b>Total Cost of Program/Year</b>
<input type="text"/>	X	<input type="text"/>	=	<input type="text"/>
Total Expected Sales/Show		Number of Shows/Year		<b>Trade show Sales/Year</b>
<input type="text"/>	÷	<input type="text"/>	=	<input type="text"/>
Trade show Sales/Year		Total Cost of Program		<b>Return on Investment</b>

\* All Statistic Percentages are based on Exhibit Surveys Industry Research  
 \*\* Client needs to provide  
 \*\*\* Closure Rate: Industry average is between 10-20%