



Marketech Memos  
Issue 10

This is Marketech's move from print to electronic transmittal of our quarterly newsletter - Marketech Memos. We hope that you find this helpful in dealing with the daily challenges that this unusual marketing communications medium offers. If you do not want to receive this newsletter that focuses on the staffing issues of tradeshow marketing, then just e-mail us to remove your name from our distribution list. If you know of other professionals that might benefit from receiving this electronic periodical, e-mail us at [info@marketech360.com](mailto:info@marketech360.com), so we can add them to our distribution list

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**Measuring Your Results – Is it ROI or ROO?**

Too many of us in the exhibit industry confuse and interchangeably use “measurement”, “ROI” – return on investment and “ROO” – return on objectives. Measurement is what we do to determine how successful the event was for us against a set of objectives. ROI is a quantification of the financial return on our exhibiting investment compared to sales that are generated from the event. ROO is an analysis of the return that is generated from objectives where sales are not immediately closed – demonstrations, live presentations, customer meetings, hospitalities. We can measure both objective and subjective show objectives, but we cannot generate ROI without sales from the event. 86% of exhibitors (according to CEIR) exhibit to generate new leads for sales so let’s look at measuring those results:

1. After generating qualified leads (and maybe doing some post show re-qualification) insert them in your contact management program’s database.
  2. Categorize all your leads – “A”-Hot, “B” – Near Term, “C” – Longer term, maybe only information request.
  3. Define the “good” leads and their sales potential with management to translate the leads portion of the equation as a base in forecasting potential sales resulting from the show
  4. Create a closed loop system for lead management and reporting on activity from the field.
  5. Create a report that tracks the leads for the first 90 and 180 days after the show closes.
  6. Use the experience of the last show as the benchmark for future events.
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**Show Audits – Who Needs Them?**

When you get your next prospectus and there is no certified audit of the statistics, ask why and demand that show management offer audited statistics. With the increasing demand for exhibitors to justify their attendance at events

and the need to measure the results (ROI or ROO), you deserve good statistics with which to evaluate events. Don't get caught quoting an inclusive attendance number that may include non-buyers. 93% of TSEA members reported desiring an independent audit of show statistics to verify the audience. Lobby your show management if they are not auditing attendance and making that available to you.

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### **Trends that are Changing the Industry**

Exhibitions are becoming more mobile – shows are being replicated abroad. Private shows are going on the road. Regional shows are coming to the buyers. National shows are changing venues due to easy of travel

The Internet is a powerful partner – you can begin the dialogue before visitors get to your exhibit. You can gather information about needs and making positioning communications using e-mail prior to the show so that what takes place in the exhibit is more meaningful.

Venture Capital is a fact of life in the exhibit industry – shows are being sold, consolidated, merged, all with venture capital backing.

Talent is hard to find – with full employment, seasoned professionals are hard to find. Those that are in place are severely stretched with no help in sight.

Demand for attendance audits by independent third parties is increasing. Over the next five years expect this to be a standard for quality shows.

Consolidations, mergers, downsizing are part of the exhibit industry landscape – show owners, associations divesting their shows; exhibit builders merging; new companies coming from joint ventures.

The exhibit industry has embraced the globalization of the world's economies and is supporting it completely.

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Do you like stats? Here's what is new:

A recent survey of HR managers by AMA, reported that 44% of companies polled are offering signing bonuses of up to \$5000 for mid-level managers in return for a two-year commitment.

A recent on-line poll of sales managers indicated that 71% of sales managers check their e-mail on vacation – what happened to rest and relaxation?

Do you think we are ready to participate in the global economy?  
Business executives in the Netherlands on average speak 3.9 languages  
Business executives in Sweden on average speak 3.4 languages  
Business executives in Japan on average speak 2.6 languages

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Business executives in the United States on average speak 1.4 languages  
Source: Global Literacies

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Thanks and Good Exhibiting.

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