



## Marketech Memos Issue 16

We hope that Marketech Memos is helpful in dealing with the daily challenges that this unusual marketing medium offers. If you do not want to receive this electronic newsletter, please e-mail us to remove your name from our mailing list. If you know other exhibit professionals who would benefit from receiving Memo's please e-mail us their name, company and e-mail address – [info@marketech360.com](mailto:info@marketech360.com).

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### Measurement

Trade Show Week in their 27<sup>th</sup> Annual Survey of Corporate Exhibitors reported how exhibitors measure results:

63%	Sales from Leads
60%	Sales leads
43%	Number of contacts
40%	Number of inquiries
33%	Return on Investment
16%	Literature distributed
4%	Outside Research
2%	Don't measure

Note: the percentages exceed 100% since respondents gave more than one answer.

Our experience tells us that more than 2% do not measure their results. Don't be one of them! Find something to measure. If you can't ----give us a call we can work it out together.

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### Interesting Stuff

When we think we are failing, think again...

After Fred Astaire's first screen test, a 1933 memo from MGM casting director said, "Can't act. Slightly bald. Can dance a little."

An expert said of famous football coach Vince Lombardi, " He possesses minimal football knowledge. Lacks motivation."

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Walt Disney was fired by a newspaper for lacking ideas. He also went bankrupt several times before he built Disneyland.

Beethoven handled the violin awkwardly and preferred playing his own compositions instead of improving his technique. His teacher called him hopeless as a composer.

Jack Canfield and Mark Hausen – “Chicken Soup”

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Thanks and Good Exhibiting.

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