

## **Post-Show Follow-Up:**

Here are some performance measurements you may find helpful:

**Sales Lead Prospecting** – Numbers of contacts made? Number of orders written? Number of sales leads qualified? Number of leads converted to sales? Total revenue from sales?

**Awareness Development** – Amount of literature/promotional items distributed? Quantity and quality of mentions or articles covered in the media? Professional research indicators?

**Current Customers** – Number of sales initiated and closed? Number of customers entertained?

**Industry/Competitive** – Number and value of seminars attended? Amount of competitive information obtained?

\*Contact Your PGA Show Representative

## **Evaluating Show Performance and Return-On Investment**

Calculating your cost per contact and return on investment is not the only way to accurately determine the value of participation. An important aspect of exhibiting is to increase your brand awareness and improve your brand identity. By increasing your marketing efforts and media exposure, an exhibitor will see a return on ROI that is not measured in actual dollars.

Another factor to remember is to follow the sales leads that are collected at the Show. Remarkably, only 14% of exhibitors compute this information, according to the Trade Show Bureau. The key to these final analyses is to follow-up and track your leads. According to the Trade Show Bureau, 83% of exhibitors never follow up with prospects which defeats the sales aspect of exhibiting.



## CHECKLIST

Maintain your connections and build relationships with prospects, customers and media.

### A comprehensive checklist for Customers and Prospects:

- Separate Leads into **hot prospects** and **warm prospects**.
- Plan a campaign** for direct follow-up using a variety of methods – letters, sales materials, newsletters, direct mail, phone, fax and email.
- Motivate buying decisions and **convert sales leads** by answering questions, providing information, setting up sales calls, providing price quotes and generally moving prospects to the selling point.
- Use a lead tracking system and evaluate results at specific intervals.
- Continue advertising in trade journals to jog prospects' memory and motivate them to take action.
- Rent the show registration list and do a mailing. There were thousands of attendees, and chances are you did not see all of the buyers. You can purchase the names of show registrants according to job function. To purchase the registrant list, please contact Rick Tutunjian at 203-840-5918.

### Check List for the Press and Media:

- Follow up immediately after the event to ensure they will **include your company in their post-show articles**.
- Suggest story angles**.
- Send press kits** to editors or industry publications that did not attend the event or visit your booth.
- Obtain **copies of articles** that mention your company or product and make copies of them with the magazine masthead across the top.
- Use these articles as part of your post show follow-up with key prospects; also use them to **reinforce your position** with current customers.