



Get the Results You Seek and the Credit You Deserve!

Expert Trade Show Planning and
Measurement for Everyone



What If You Could?

- “Right Size” Your Investments and Other Resources Such as Staff and Associated Travel
- Increase the Amount Of “Sales Opportunity” Generated by Your Events
- Expand the Impact of Your Events on Profit Improvement to Include
 - Expense Reduction
 - Communications Value, Including PR Valued in Terms of Advertising Equivalence



What If You Could?

- Provide A Value Index – That Allowed You to Rank and Compare Existing and New Events
- Improve Perception of Executive Management Regarding the Contribution of Trade Shows to Profitability
- Increase Interest and Participation In Planning and Execution by Sales and Other Departments Essential to an Effective Plan
- Provide a Clear Road Map for Improving Every Show And the Overall Trade Show Marketing Program



Would You Be Interested?



Trade Show Planning
& Measurement



Makes It Possible


. . . And More



What is it?

- Web Based
- Tutorial
 - Benchmark, Reference Data And Examples Support
- Planning Form Based Upon Business Improvement
- Measurement Form And Database Based Upon Business Improvement
- Engagement And Collaboration Tool
- Strategic Brief
- Reporting Tool
- Performance Baseline
- Comparison, Ranking And Selection Tool
- Continuous Improvement Engine

Step 14 Payback Analysis and ROI



EVENT INFORMATION
 Event Name: ACHA Composites and Polymers (Forecast plus Actual)
 Dates: October 16-19, 2009
 Location: New Orleans, Louisiana
 Owner: slp@exhibitsurveys.com

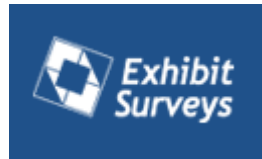
Metric	Plan	Actual	Difference
TOTAL VISITORS			
Calculated ...	690	864	25%
AVERAGE VISITORS PER HOUR			
Calculated ...	49	62	25%
COST PER VISITOR			
Calculated ...	\$287	\$258	-10%
COST PER ENGAGED VISITOR			
Calculated ...	\$819	\$860	5%
COST PER MEETING			
Calculated ...	\$3,956	\$4,460	13%
COST PER SQUARE FOOT			
Calculated based upon both exhibit and meeting space.	\$99	\$112	13%
POTENTIAL SALES OPPORTUNITY VALUE			
Calculated ...	\$1,086,750	\$972,000	-11%
GROSS PROFIT ON SALES OPPORTUNITY			



What is it?

- Authored and supported by

Skip Cox



Ed Jones



- Two of the Most Respected Names in Trade Show Measurement
- With more than 65 years of trade show expertise



Who Needs It?

- Small To Large Corporate Exhibit Marketing Managers
- Corporate Marketing & Communications Directors And Managers
- Show Organizers
- Trade Show Services Providers



What Size Does My Program Need to Be?

- TSPM Services Are Available For The Smallest 10 X 10 In Cedar Rapids To The Largest Multi-Deck, Catered Event At Paris Air Show
- Two Basic Versions
 - Fundamentals Plan
 - Business Improvement, Measurable Objectives
 - Basic Target Marketing
 - Basic Effectiveness And Efficiency Measures
 - Comprehensive Plan
(See The Next Slide)



What Does the TSPM Tool Cover?

- New And Existing Events (Database)
- Event Detail Characteristics
- Setting Primary Objectives
- Setting Tactical Objectives
- Identifying Target Markets
- Identifying The Marketing Sweet Spot
- Matching Products To Targets
- Setting Behavioral Outcomes Objectives
- Marketing Effectiveness
- Marketing Communications
- Advertising And Promotion Value
- Cost Savings
- Budget And Costs
- Sales Opportunity Impact And Revenue Projections
- Support Needs
- Payback Analysis And ROI



What Does It Cost?

- For the Fundamentals Approach (suitable for anyone planning a basic trade show event) ~\$200 per use
 - Includes a private database of results for all events



What Does It Cost?

- The Comprehensive Approach is suitable for medium to large complex events where there is an adequate advance planning time period and a knowledgeable event manager and team is engaged in planning.
 - Annual contract and license for large programs
 - Available with Consulting support for planning before the event and for reporting after the event
 - Additional related services such as pre, at and post event research, training and other performance enhancement support are available as options
 - An average cost with a mix of the above would be \$1,500 to \$3,500 per event.
 - quarterly and annual analysis of results for performance improvement
 - Facilitated workshops for the extended events team and executives are available

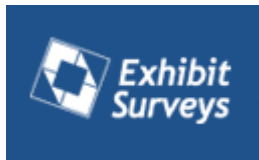


What is Produced?

- Now is a great time to look at the Tool to see for yourself!
 - Fully Detailed Plan Document
 - Fully Detailed Results Report
 - Detailed Functional Reports
 - Schedule And Period Based Analytical Reports
 - Schedule And Period Based
 - Schedules with Show Details
 - Recommended And Actual Budget Totals For A Period



- For Questions Contact



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