

ABC EXPO 2015 Trade Show Report

October 15 – 17, 2015, Las Vegas Convention Center 20 x 20 Booth, Booth #540

Summary

- 35% more "A" leads than last year
- Overall lead counts up 25% over last year

ROI: We forecast a **12.2 to 1 ROI** from this year's show's sales.

Payback: Adding cost savings and marcom value to sales, the forecasted **payback from this show is 14.8 to 1.**



Client Meetings: 43.

Notable client meetings: General Electric, Ford Motor Company, Caterpillar, and Philips.

Notable key prospect meetings: Apple, Fujitsu, Verizon.

Leads	2015	2014	Change
A leads	115	87	32%
B leads	67	56	20%
C leads	78	65	20%
Total leads	260	208	25%

"A" + "B" leads	182	
Forecasted close rate	14%	
Forecasted average sale	\$ 28,400	
Forecasted sales dollars	\$ 723,632	
Forecasted ROI	12.2	to 1

Forecasted costs	\$ 58,000
Actual costs	\$ 59,213
Variance	\$ 1,213

MarComm / Promo value	\$ 26,311	
Cost savings	\$ 129,000	
Total show value	\$ 878,943	
Payback	14.8	to 1

Key Drivers:

New 20 x 20 exhibit:

- Lighter weight **reduced** our shipping, drayage, and set up **costs by \$4,500**
- More open design and brighter, bolder graphics helped entice **more people** to visit our booth.

Expanded pre-show promotion campaign:

- Better targeted our best prospects
- Multiple media: email, phone, social media, post card mailing
- **Email brought in the most appointments for the dollar**, with telemarketing next, and post cards last.
- We will expand telemarketing next show and omit post cards
- We also had **1,200 views of our show microsite** referred by our social media campaign, and had **over 450,000 impressions via social media** (Twitter, LinkedIn, and Facebook) about our participation at the show

Booth Staffing

First-time booth staffers Tyrelle Smith (31 leads) and Amit Singh (25 leads) did very well and will be asked to staff again.

Booth Staffers	Leads	Department	Notes
John Cavanaugh	42	Sales	
Tille Myerson	36	Product Marketing	
Tyrelle Smith	31	Customer Service	1st show!
Rita Gonzalez	31	Sales	
Amit Singh	25	Engineering	1st show!
Celeste Dupont	24	Senior Management	
Betty Johnson	21	Sales	
Bob Carelli	15	Customer Service	
Brittini Washington	13	Sales	
David Oberg	7	Sales	Last show
<i>Unknown</i>	15		
Total	260		

Booth staffer comments:

- “It was easier to engage people in the aisles with the more open design.”
- “My client complimented me on the look of our booth, and asked me to schedule a presentation to her management team within two weeks after the show.”
- “THANK YOU for expanding the storage for our stuff.”
- “Can we look at using our phones for lead gathering next year?”
- “Having an engineer in the booth was a lifesaver whenever there were product questions I didn’t know.”

2015 Trade Show and Event Report

Summary

In 2015 was another strong year for our trade shows and events.

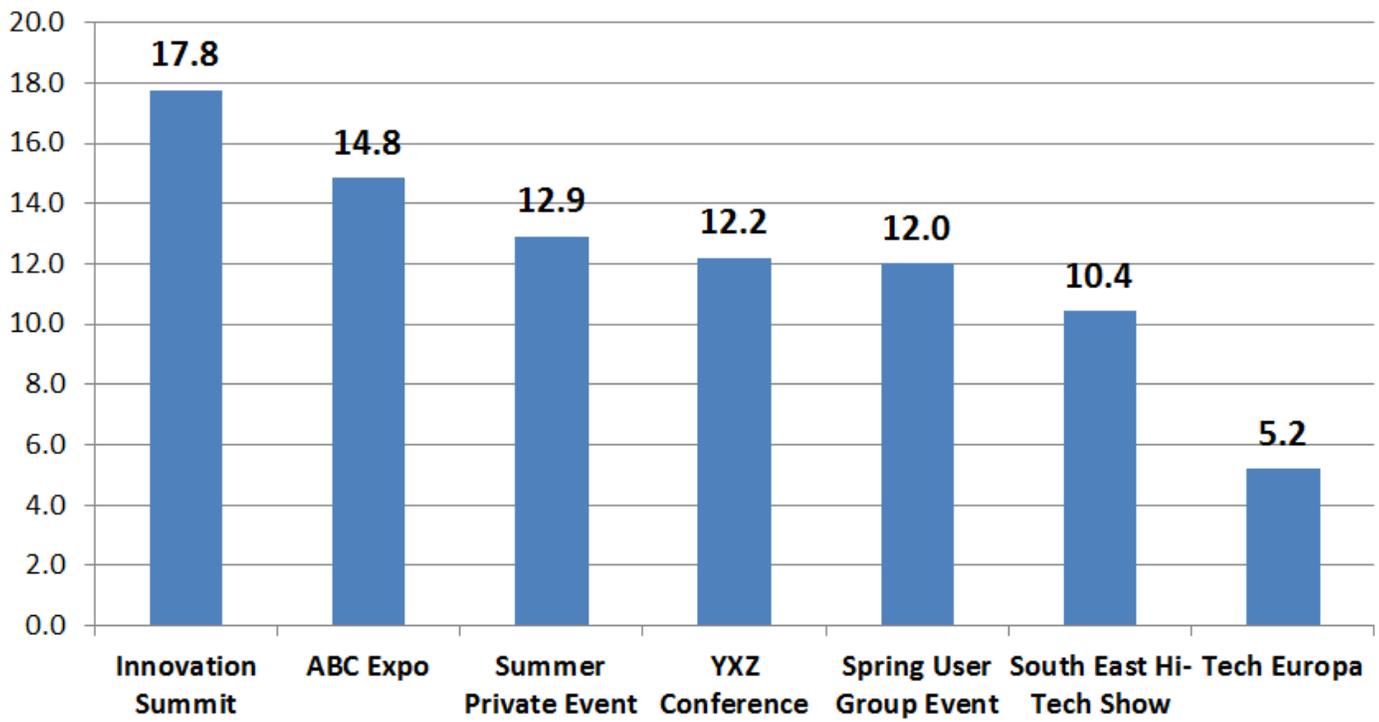
Highlights include:

- 28% increase in leads
- Successful launch of our new Acme product at Innovation Summit with 59”A” or “B” leads
- Nearly doubled lead counts at our Spring User Group Event
- Over \$2.3 million in forecasted sales
- Over \$3 million in total forecasted payback
- An overall 8.5 to 1 ROI from sales, and 11.3 to 1 payback from total value created
- Most shows produce an excellent ROI. This year we dropped the Gargantuan Show because of poor performance in 2014, and we recommend dropping 2016 Tech Europa show because of poor ROI and payback.



Payback Ratio - 2015 Trade Shows & Events

*Sales reported as forecasted until 18 months post show,
then actual sales will be used*



Outcome of 2015 initiatives for our trade show and event program:

New 20 x 20 booth	Cleaner, more open look helped boost lead counts, while lower operating costs help booth pay for itself in 4 years.
Second client event	Successful event created many repeat sales opportunities and allowed customer groups to meet with our teams.
Added YXZ Conference in September 2015	High quality attendees produce many quality leads and a forecasted 12.2 to 1 payback.
Expanded Social Media integration	Booth staffers and sales teams trained to use their social media accounts to promote the show, produced over 2 million impressions over the entire 2015 show schedule.

2015 Show-by-show results:

			2015 Lead Counts				2014 Lead Counts				
2015 Dates	Show or Private Event	Size	"A" Leads	"B" Leads	"C" Leads	Total Leads	"A" Leads	"B" Leads	"C" Leads	Total Leads	Leads Change
Jan 25-27	Innovation Summit	100 sf	35	24	50	109	42	25	45	112	-3%
Oct 15-17	ABC Expo	400 sf	115	67	78	260	87	56	65	208	25%
June 5-6	Summer Private Event	Ballroom	40	29	100	169	NEW SHOW IN 2015				n/a
Sep 12-14	YXZ Conference	200 sf	41	35	61	137	NEW SHOW IN 2015				n/a
May 21-22	Spring User Group Event	Hotel	52	34	98	184	31	20	47	98	88%
March 19-21	South East Hi-Tech Show	200 sf	20	18	28	66	20	14	23	57	16%
Feb 4-8	Tech Europa	54 sm	25	40	178	243	32	43	187	262	-7%
Dropped	Gargantua Show	800 sf	DROPPED SHOW IN 2015				21	34	147	202	n/a
Totals / Averages			293	223	543	1059	191	167	469	827	28%

			2015 ROI and Payback								
			<i>(Sales reported as forecasted until 18 months post show, then actual sales will be used)</i>								
2015 Dates	Show or Private Event	Size	"A" + "B" leads	Close rate	Average sale	Sales dollars	ROI from sales	MarComm / promo value	Cost savings	Total show value	Payback Ratio
Jan 25-27	Innovation Summit	100 sf	59	12%	\$ 17,500	\$ 123,900	12.6	\$ 19,800	\$ 31,000	\$ 174,700	17.8
Oct 15-17	ABC Expo	400 sf	182	14%	\$28,400	\$ 723,632	12.2	\$26,311	\$ 129,000	\$ 878,943	14.8
June 5-6	Summer Private Event	Ballroom	69	26%	\$ 24,000	\$ 430,560	10.3	\$ 11,400	\$ 95,000	\$ 536,960	12.9
Sep 12-14	YXZ Conference	200 sf	76	15%	\$ 17,500	\$ 199,500	8.7	\$ 15,250	\$ 65,000	\$ 279,750	12.2
May 21-22	Spring User Group Event	Hotel	86	31%	\$ 21,000	\$ 559,860	9.5	\$ 11,400	\$ 140,000	\$ 711,260	12.0
March 19-21	South East Hi-Tech Show	200 sf	38	17%	\$ 22,000	\$ 142,120	7.0	\$ 21,000	\$ 49,000	\$ 212,120	10.4
Feb 4-8	Tech Europa	54 sm	65	12%	\$ 32,000	\$ 249,600	3.2	\$ 31,867	\$ 125,000	\$ 406,467	5.2
Dropped	Gargantua Show	800 sf	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Totals / Averages			516	19%	\$ 24,150	\$ 2,305,272	8.5	\$ 117,228	\$603,000	\$ 3,025,500	11.3

Lead counts by booth staff. Be sure to thank our booth staffers!

Booth Staffers	Department	Leads	# of Shows
John Cavanaugh	Sales	75	3
Tille Myerson	Product Marketing	71	3
Rita Gonzalez	Sales	62	3
Celeste Dupont	Senior Management	55	3
Heidi Russell	Marketing Communications	51	2
Betty Johnson	Sales	48	4
Shawn Biggerton	Sales	46	4
Jennifer Hodges	Customer Service	45	3
Mandy Shultz	Senior Management	42	3
Sigurd Hanson	Engineering	39	3
Jim Farmer	Sales	38	3
Karen Wilder	Senior Management	36	3
Natalie James	Sales	35	3
Puneet Gupta	Engineering	34	2
Tyrelle Smith	Customer Service	31	1
Milton Harris	Sales	30	2
Suleiman Noor	Sales	29	2
Bob Carelli	Customer Service	27	2
Amit Singh	Engineering	25	1
Brittini Washington	Sales	23	4
Todd Parkinson	Sales	22	4
Jordon Sarf	Sales	21	2
Amanda Thompson	Product Marketing	19	3
Wanda Jefferson	Sales	16	3
Fiona Muldoon	Customer Service	15	2
Christy Merman	Marketing Communications	13	1
David Oberg	Sales	10	2
Tom Sullivan	Product Marketing	9	1
Unknown		92	
Total		1059	

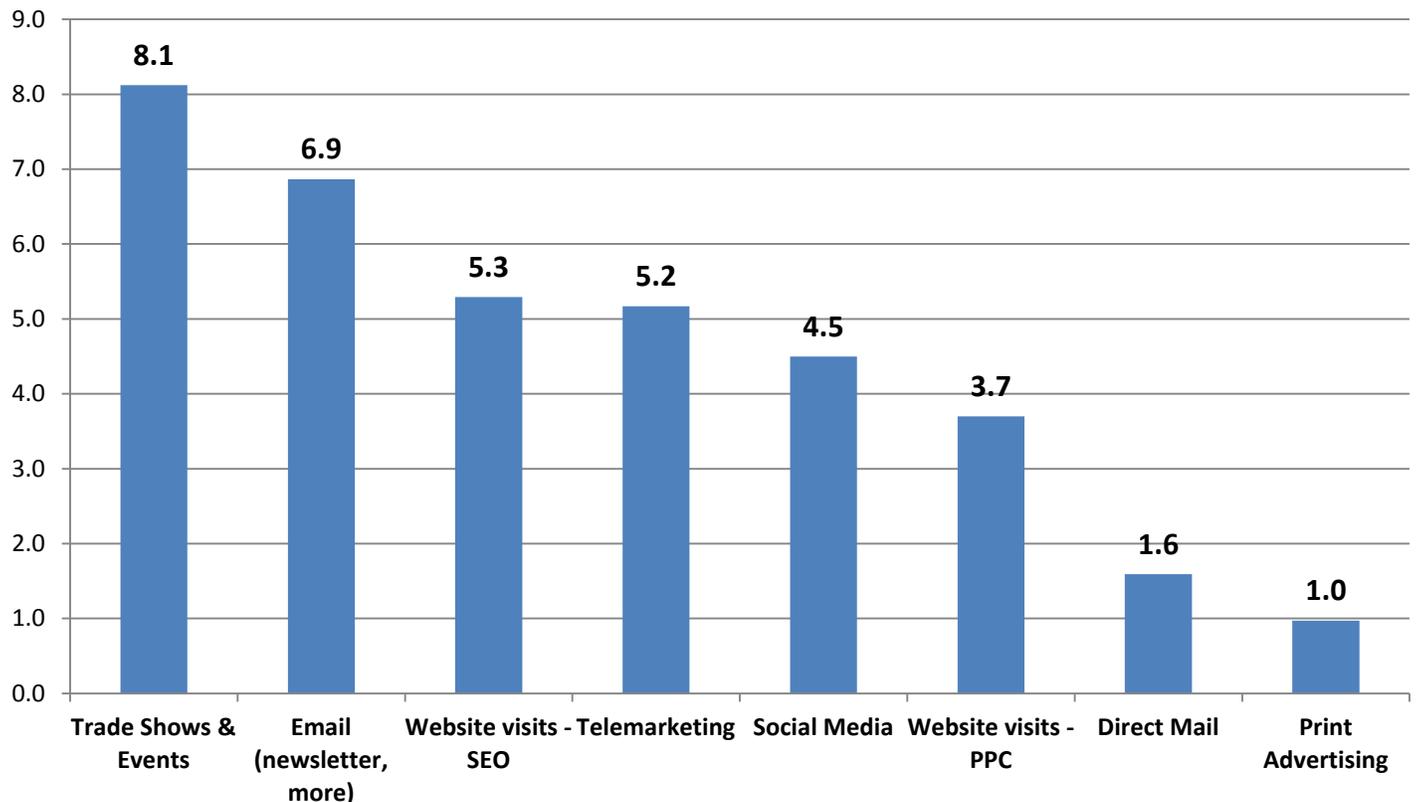
2015 Marketing Lead Generation Report

Overall Lead Generation Spending and Results

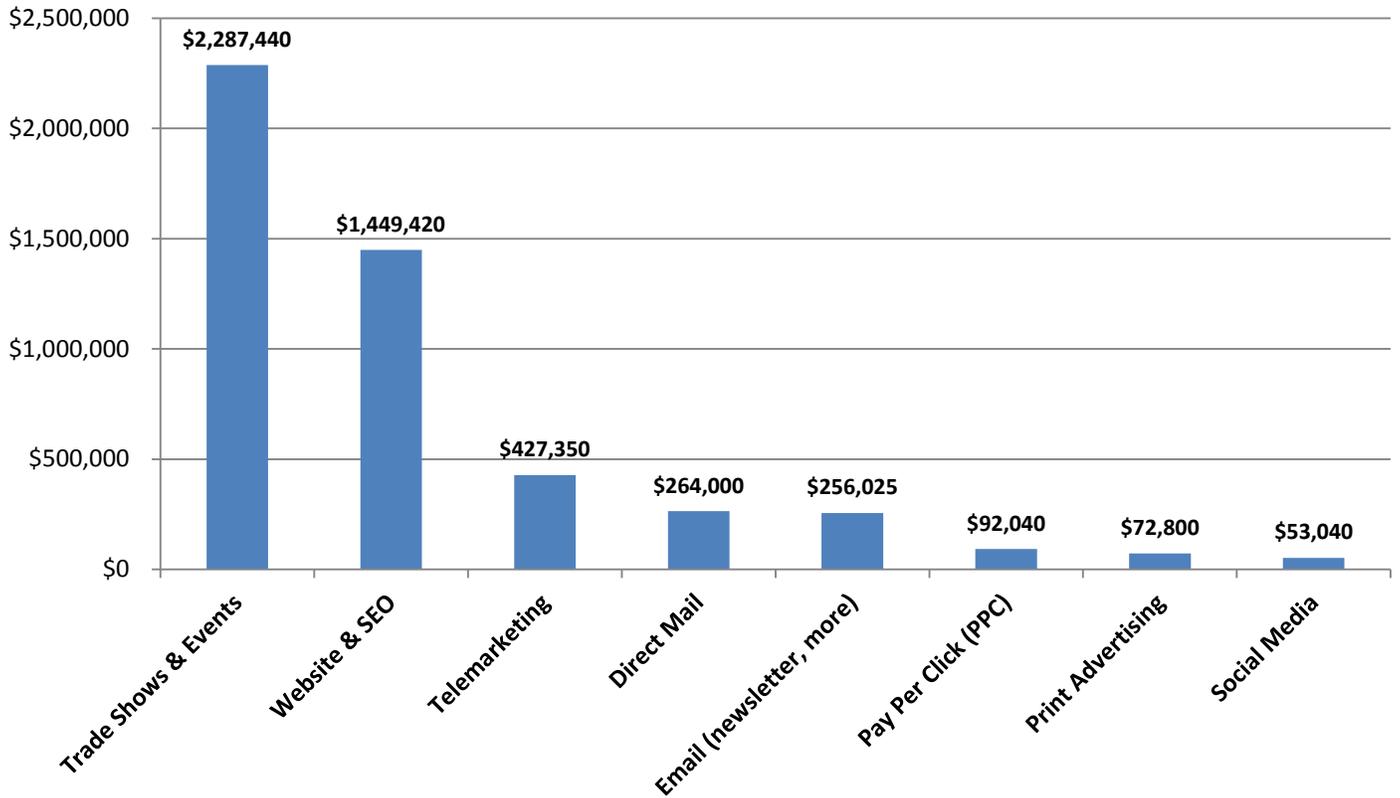
Media and Lead Counts				Budget		2015 ROI and Payback <i>(Sales reported as forecasted until 18 months, then actual sales will be used)</i>			
Digital or Offline	2015 Leads	2014 Leads	Leads Change	2015 Costs	Cost Per Lead	Close rate	Average sale	Sales dollars	ROI from sales
Website & SEO	1428	1270	12%	\$273,867	\$192	7%	\$ 14,500	\$ 1,449,420	5.3
Pay Per Click (PPC)	118	145	-19%	\$24,879	\$211	6%	\$13,000	\$ 92,040	3.7
Trade Shows & Events	1059	827	28%	\$281,659	\$266	9%	\$ 24,000	\$ 2,287,440	8.1
Email (newsletter, more)	209	252	-17%	\$37,289	\$178	7%	\$ 17,500	\$ 256,025	6.9
Telemarketing	407	498	-18%	\$82,678	\$203	5%	\$ 21,000	\$ 427,350	5.2
Social Media	136	98	39%	\$11,789	\$87	3%	\$ 13,000	\$ 53,040	4.5
Direct Mail	176	265	-34%	\$165,890	\$943	10%	\$ 15,000	\$ 264,000	1.6
Print Advertising	65	81	-20%	\$74,876	\$1,152	8%	\$ 14,000	\$ 72,800	1.0
Totals / Averages	2105	2166	-3%	\$ 679,060	\$ 323	7%	\$ 17,250	\$ 3,452,695	5.0

ROI from 2015 Marketing Lead Generation

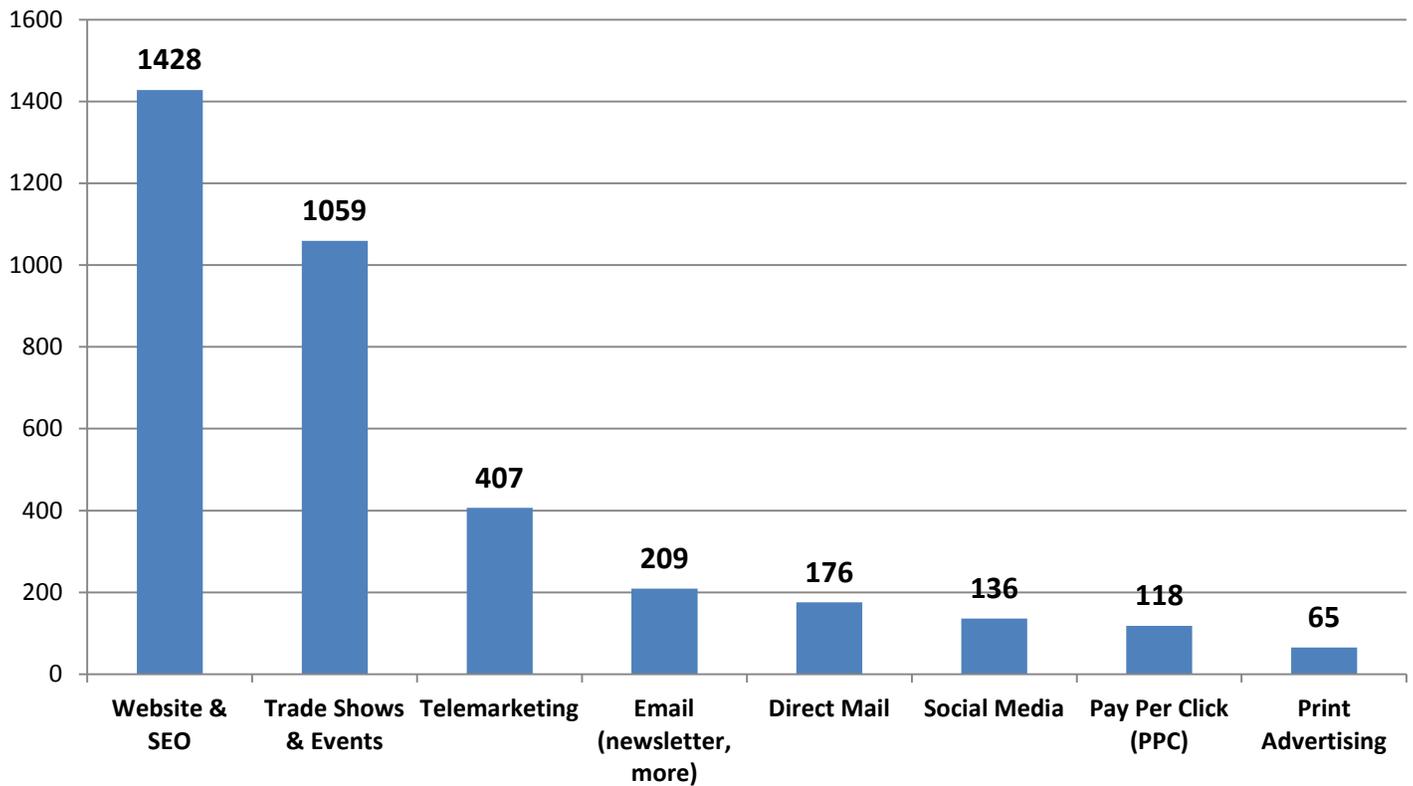
Sales reported as forecasted until 18 months, then actual sales will be used



2015 Sales From Marketing Leads



2015 Lead Counts



Cost Per Lead of 2015 Marketing Leads

