Monitoring trade fair success

To monitor trade fair success means calculating the profitability of a trade fair, recording contact costs and comparing the company´s trade fair participations over years. This information is an important criterion for deciding on participation at future fairs.

If you want to know how successful your appearance at a trade fair actually was, it is not sufficient to concentrate solely on sales. Instead, indices for monitoring trade fair success must be drawn up. In this connection, the basis of all success monitoring is the systematic recording of contacts with the aid of a trade fair report.

Example:

Output data

Trade fair:	XY			
Duration (Days)	3			
Total visitors:	15.000			
Foreign share:	5.000			
Total space:	10.000			
Price per m²:	100,00 €			
	Company A		**Company B**	
Total contacts	180	100%	300	100%
Stand space m²	45		120	
Stand personal	6		9	
Contacts with foreign visitors	55	30,56%	120	40,00%
Contacts with German visitors	125	69,44%	180	60,00%
Existing contacts	110	61,11%	230	76,67%
New contacts	70	38,89%	70	23,33%
Managerial contacts	15	8,33%	45	15,00%
Contacts with buyers	95	52,78%	130	43,33%
Research and development	70	38,89%	125	41,67%
Contacts resulting from invitations	50	27,78%	160	53,33%
Figures				
Contacts per m²	4	2,5		
Contacts made per person	30	33,33		
Contacts made per person per day	10	11,11		
Stand rent	4.500,00 €	12.000,00 €		
Stand rent per contact	25,00 €	40,00 €		

Observation of the competition

At the trade fair/exhibition

Name of competing company:

Type of stand, size and number:

Comments on stand design:

Exhibited products and services:

Are there new products?　　　　　　　　　yes　　　　　no

If yes, which?

Stand activities:　　　　　　　　　　　　yes　　　　　no

If yes, please briefly describe these stand activities

Stand activities:

Promotion activities outside the stand　　　yes　　　　　no

If yes, please describe briefly:

Number of personnel on the stand:

Stand was well attended:　　　　　　　　yes　　　　　no

If yes, approximately how many visitors?

Brochures/information material:　　　　　　yes　　　　　no

If available, please take!

Particular comments

Strategic relevance for own company:

Employee name:

Date and time: