The following example shows how to use key equations to calculate the overall value and payback ratio of your trade show investment.

Each equation requires information from departments within your organization (as color-coded below).

- Sales
- PR
- Marketing
- Management
- Advertising

**Estimated Revenue:**

- 32 sales leads
- x 10-percent close rate
- x $30,000 average value of a sale
- = $96,000 estimated revenue

_Add any revenue retention and/or cross- or up-sell values to this total._

**Total Cost Savings:**

- 25 customer meetings
- x $1,500 average off-site meeting cost
- = $37,500
- + $30,000 (300 qualified leads x $100 per field-sales call)
- + $15,000 ($150 per name added to database x 100 names)
- = $82,500 total cost savings

_Add any other relevant cost savings, such as the reuse of creative materials for field sales or future marketing activities._

**Promotional Value:**

- 10,000 gross impressions (GIs) from direct marketing
- + 20,000 GIs from media coverage
- + 30,000 GIs from on-site promotion
- + 25,000 GIs from exhibit
- = 85,000 total GIs

- 85,000 total GIs
- x $0.05 per GI (dollar value of one GI)
- = $4,250 total value of GIs

- 4,000 targeted impressions (TIs) from direct marketing
- + 8,000 TIs from media coverage
- + 12,000 TIs from on-site promotion
- + 10,000 TIs from exposure to your exhibit
- = 34,000 total TIs

- 34,000 total TIs
- x $0.45 extra value of one TI
- (the value of one TI minus the value of one GI)
- = $15,300 total additional value of TIs

- $4,250 total value of GIs
- + $15,300 total additional value of TIs
- = $19,550 promotional value

**Total Value:**

- $96,000 estimated revenue
- + $82,500 total cost savings
- + $19,550 promotional value
- = $198,050 total value

**Payback Ratio:**

- $198,050 total value
- + $140,000 show budget
- = $1.41:1 Payback Ratio

**FILL IN THE BLANKS**

To calculate the total value and payback ratio for any particular show on your organization’s annual calendar, complete the following calculations. For a blank payback-ratio worksheet or customizable template, visit www.ExhibitorOnline.com/Payback.

**Estimated Revenue:**

- ___ sales leads
- x ___ percent close rate
- x $________ average value of a sale
- = $________ estimated revenue

_Add any revenue retention and/or cross- or up-sell values to this total._

**Total Cost Savings:**

- ___ customer meetings
- x $________ average off-site meeting cost
- = $________
- + ___ (___ qualified leads x $_____ per field-sales call)
- + $_______ ($___ per name added to database x ____ names)
- = $________ total cost savings

_Add any other relevant cost savings, such as the reuse of creative materials for field sales or future marketing activities._

**Promotional Value:**

- ________ gross impressions (GIs) from direct marketing
- + ________ GIs from media coverage
- + ________ GIs from on-site promotion
- + ________ GIs from exhibit
- = ________ total GIs

- ________ total GIs
- x $________ per GI (dollar value of one GI)
- = $________ total value of GIs

- ________ targeted impressions (TIs) from direct marketing
- + ________ TIs from media coverage
- + ________ TIs from on-site promotion
- + ________ TIs from exposure to your exhibit
- = ________ total TIs

- ________ total TIs
- x $________ extra value of one TI
- (the value of one TI minus the value of one GI)
- = $________ total additional value of TIs

- $________ total value of GIs
- + $________ total additional value of TIs
- = $________ promotional value

**Total Value:**

- $________ estimated revenue
- + $________ total cost savings
- + $________ promotional value
- = $________ total value

**Payback Ratio:**

- $________ total value
- = $________ Payback Ratio