

Event Metrics

Research Pros, Inc.

How do your plans for trade show exhibition and attendance factor into your strategy for growth?

Do you know the ROI generated by each event?

Reviewing your event/expo calendar and re-shaping your strategy, without affecting revenue growth and image, is not only possible... **IT IS ESSENTIAL.**

When you have both hard and soft ROI metrics for your teams' efforts and expenses at each expo, conference, and trade show, then you can take rational steps to both save money and grow. Not all events create equal value.

Event Research from Research Pros, Inc. delivers knowledge about the hard and intangible returns on your event investments. We work with you to develop metrics for event attendance/exhibition value. We partner with you to improve your event effectiveness. This means lower costs and improved prospects, sales, and market positioning (through our Event Research Intelligence Services).

WHAT YOU KNOW*							WHAT YOU WILL LEARN		
Co.	Personnel	Travel/Lodging	Exhibit/Transport	Collateral	Off-the-Floor	Total	Impact/Image	Leads/Sales	ROI
A	\$11,200	\$1,570	\$13,900	\$2,700	\$1,780	\$31,150	?	?	?
B	\$24,000	\$6,264	\$36,700	\$2,570	\$6,065	\$75,599	?	?	?
C	\$21,176	\$4,832	\$58,000	\$5,600	\$4,078	\$93,686	?	?	?
D	\$43,450	\$7,950	\$75,000	\$8,963	\$14,672	\$150,035	?	?	?
E	\$82,987	\$10,915	\$110,535	\$27,000	\$9,007	\$240,444	?	?	?
F	\$102,420	\$17,530	\$555,500	\$43,029	\$18,022	\$736,501	?	?	?
YOU	YOU	YOU	YOU	YOU	YOU	YOU	?	?	?

*Numbers are for illustrative purposes only. Any similarity to actual company numbers is purely coincidental.

Unlisted Images, Inc.



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