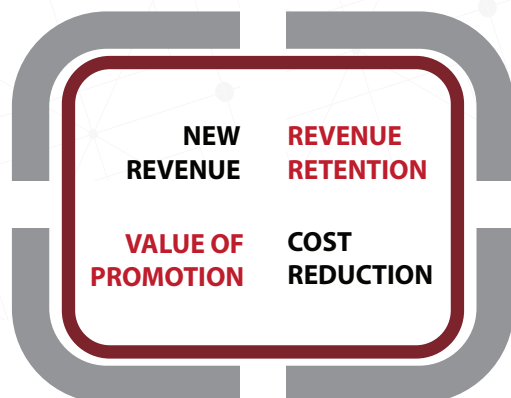




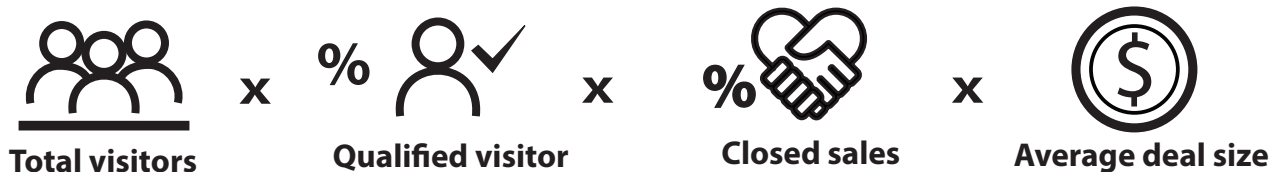
BEIRE Guides: Principles of ROI

Why is ROI so important?

Measuring ROI of an exhibition doesn't have to be a complicated process, but many exhibitors neglect the value of accurately measuring it and thus are missing out on a key metric that informs future marketing spend.



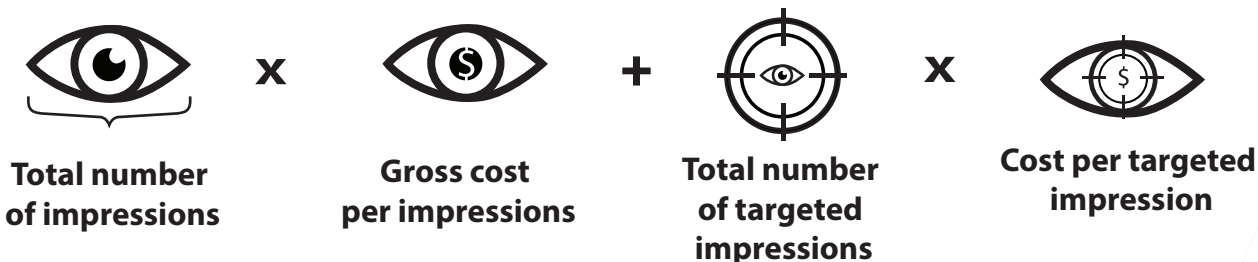
New Revenue:



Revenue Retention



Value of Promotion



Cost Reduction



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We design, manufacture and deliver custom-only exhibition stands and virtual showrooms that engineer connections.

Connecting People in Spaces.