

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:



Total visitors



Qualified visitor



Closed sales



Average deal size

Revenue Retention



Existing client meetings



Average deal size



Upsells



Value of Promotion



Total number of impressions



Gross cost per impressions



Total number of targeted impressions



Cost per targeted impression

Cost Reduction



Number of sales meetings



Average cost of sales



No of event leads



Average cost of qualified leads



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

Connecting People in Spaces.