

## PAYBACK-RATIO WORKSHEET

The following example shows how to use four key equations to determine the overall value of your trade show investment.

### Revenue:

\_\_\_\_\_ hot leads  
 x \_\_\_\_\_ close-rate percentage  
 x \_\_\_\_\_ average value of a sale or contract  
 = \$ \_\_\_\_\_ **estimated revenue** → \$ \_\_\_\_\_ revenue

### Cost Savings:

\_\_\_\_\_ customer meetings x \_\_\_\_\_ average off-site meeting cost  
 + \_\_\_\_\_ qualified leads x \_\_\_\_\_ per field-sales call +  
 + \_\_\_\_\_ per qualified name added to the marketing  
 database x \_\_\_\_\_ qualified names  
 = \$ \_\_\_\_\_ **total cost savings** → \$ \_\_\_\_\_ cost savings

*This formula may include other cost savings, such as cost of cold calls and cost of creative development for future marketing activities.*

### Customer-Relationship Management:

\_\_\_\_\_ current market revenue  
 x \_\_\_\_\_ percentage of existing customers reachable at the show +  
 x \_\_\_\_\_ cost of revenue retention, as a percentage of revenue  
 x \_\_\_\_\_ percentage of total CRM activity for the year (estimated impact of seeing  
 existing customers at the show)  
 = \$ \_\_\_\_\_ **CRM accomplished at the show** → \$ \_\_\_\_\_ CRM

### Promotion Impact:

\_\_\_\_\_ gross impressions (GIs) from direct marketing  
 + \_\_\_\_\_ GIs from media  
 + \_\_\_\_\_ GIs from on-site promotion  
 + \_\_\_\_\_ GIs from exhibit +  
 = \_\_\_\_\_ **total GIs**

\_\_\_\_\_ total GIs  
 x \_\_\_\_\_ dollar value of one GI  
 = \$ \_\_\_\_\_ **total value of GIs**

\_\_\_\_\_ target impressions (TIs) from direct marketing  
 + \_\_\_\_\_ TIs from media  
 + \_\_\_\_\_ TIs from on-site promotion  
 + \_\_\_\_\_ TIs from exposure to your exhibit  
 = \_\_\_\_\_ **total TIs**

\_\_\_\_\_ total TIs  
 x \_\_\_\_\_ extra value of one TI (dollar value of one TI – dollar value of one GI)  
 = \$ \_\_\_\_\_ **total additional value of TIs**

\_\_\_\_\_ total value of GIs  
 + \_\_\_\_\_ total additional value of TIs  
 = \$ \_\_\_\_\_ **total value of impressions**

\$ \_\_\_\_\_ promotion  
 = \_\_\_\_\_ value  
 \$ \_\_\_\_\_ total value

<b>Payback Ratio:</b>	
_____ total value	÷
_____ total budget	=
\$ _____	<b>:1 Payback Ratio</b>