

LIVE EVENTS:

Measuring Success



What happens when the show's over? Weeks of planning are behind you and you brought your A-game to the booth – now it's time to measure success.

Each exhibitor measures success differently depending on their goals, and it might take several weeks after the fact to know the true effects the event had on your business. Remember: Exhibiting is a long-term investment and you'll reap the benefits well into the future.

HOW SHOULD YOU MEASURE SUCCESS?

GOALS

Assess the goals you set prior to exhibiting. It's easier to gauge short-term goals immediately, while you'll need to keep track of long-term ones.

SCANNED BADGES

How many people stopped by your booth? This is a straightforward metric that will give you instant feedback on the success of your event compared to years past.

NEW CUSTOMERS

How did your pre-show expectations to meet new prospects stack up against reality? Did your scheduled meetings go as planned? Did you close sales? Analyze your performance and adjust future plans as necessary.

ESP RESULTS

It will take some time to monitor these results as event visitors take their interest in your brand to ESP®. Once these metrics (product clicks, website visits, orders) become available, you'll know just how much of an impact your exhibit made on visitors.

ASI Show® hosts many events throughout the year. If you're interested in exhibiting, contact your account representative to learn more.