

## Monitoring trade fair success

To monitor trade fair success means calculating the profitability of a trade fair, recording contact costs and comparing the company's trade fair participations over years. This information is an important criterion for deciding on participation at future fairs.

If you want to know how successful your appearance at a trade fair actually was, it is not sufficient to concentrate solely on sales. Instead, indices for monitoring trade fair success must be drawn up. In this connection, the basis of all success monitoring is the systematic recording of contacts with the aid of a trade fair report.

### Example:

#### Output data

Trade fair: XY  
 Duration: 5 days  
 Total visitors: 48.239  
 Foreign share: 25.311  
 Total space: 62.000 qm  
 Price per qm: 119 Euro

	Company A		Company B	
Total contacts	420	100%	1.532	100%
Stand space	65 qm		200 qm	
Stand personal	9 persons		19 persons	
Contacts with foreign visitors	120	28,60%	855	55,80%
Contacts with German visitors	300	71,40%	677	44,20%
Existing contacts	372	88,60%	938	61,20%
New contacts	48	11,40%	594	38,80%
Managerial contacts	101	24%	551	36%
Contacts with buyers	219	52,00%	633	41,30%
Research and development contacts	100	24%	348	22,70%
Contacts resulting from invitations	250	59,50%	633	41,30%

Figures		
Contacts per qm	6.5 Contacts per qm	7,7 contacts per qm
Contacts made per person	46,6 contacts per person	80,6 contacts per person
Contacts made per person per day	2 contacts per person per day	6,1 contacts per person per day
Stand rent	7.735 Euro	23.000 Euro
Stand rent per contact	18,4 Euro per 1 contact	15,5 Euro per 1 contact
Share of contacts resulting from invitations	59.50%	41.30%

# Trade fair report



General information	
Trade fair/event	
Name of employee	
Date	

Personal information	
Name	
Company	
Position	
Area	
Address	
Country	
Telephone	
Fax	

Company information	
Type of Company	
Number of employees	
Sector	
Interactive client	
Potential client	
A Client	
B Client	
C Client	

Topics being discussed	
Interest in product	
Comments	

Result of conversation	
Offer requested	
Send further information	
Hand out prospectus	
Hand out price list	
hand out sample	
appointment set on	
appointment for presentation on side on	
Others	