

Trade Show Metrics

Helps you see the focus

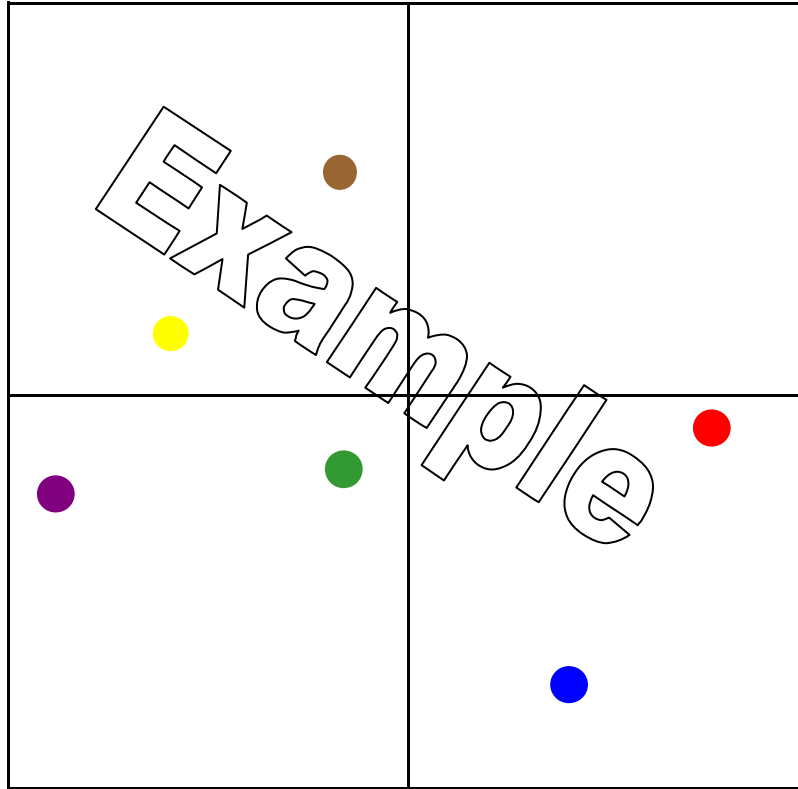
Trade Show Name: _____

Location: _____

Date: _____

Outstanding
Performance

A



F

1

Not
Strategically
Important

5

Highly
Strategically
Important

Topic

Quality of Traffic



Rated C5 - Medium grade for performance, but high importance

Lead Generation



Rated D3 - Medium grade for performance, medium importance

Media



Rated F4 - Poor performance, high importance

Exhibit design & flow



Rated C2 - Medium performance, more strategic importance

Exhibit logistics



Rated B3 - Good performance, mid-range importance

Timeline for exhibit



Rated D1 - Strategically not very important, average performance at the show

Etc.

