

Trade Show Success & ROI Calculator

Event Details

- Trade Show Name:
- Date:
- Location:

Investment Breakdown

Expense Category	Cost (\$)	Metric	Value
Booth Space Rental		Total Booth Visitors	
Booth Design & Setup		Engaged Visitors (Demos, Sign-ups)	
Travel & Lodging		Leads Collected	
Shipping & Freight		Qualified Leads	
Marketing Materials		Leads Converted to Sales	
Promotional Giveaways		Total Revenue Generated	
Staff Salaries (Event Time)			
Other Costs			
Total Investment			

Performance Calculations

1. **Lead Conversion Rate:**

$$\text{Qualified Leads} \div \text{Total Booth Visitors} \times 100 = \underline{\hspace{2cm}} \%$$

2. **Cost per Lead:**

$$\text{Total Investment} \div \text{Leads Collected} = \underline{\hspace{2cm}} \text{ per lead}$$

3. **Revenue per Lead:**

$$\text{Total Revenue Generated} \div \text{Leads Converted to Sales} = \underline{\hspace{2cm}} \text{ per lead}$$

4. **Overall Event ROI:**

$$\text{Total Revenue Generated} - \text{Total Investment} \div \text{Total Investment} \times 100 = \underline{\hspace{2cm}} \%$$