

Methods for Calculating Return on Investment (RoI)

- *Percent of Goal Achieved*: $\text{leads gathered} \div \text{goal} = \text{percent of goal}$
- *Cost per Qualified Lead*: $\text{amount invested} \div \text{number of qualified leads} = \text{cost/qualified lead}$
- *Cost per Impression*: $\text{amount invested} \div \text{number of visitors} = \text{cost per impression}$
- *Percent of Leads Converted to Sales*: $\text{number of sales} \div \text{number of leads} = \text{percentage of leads to sales}$
- *Percent of Total Attendees Attracted*: $\text{number of leads} \div \text{number of attendees} = \text{percentage of attendees attracted}$
- *Sales Made per Dollar Spent*: $\text{amount of sales (in a given time frame)} \div \text{amount invested} = \text{sales per dollar spent}$
- *Media Impressions*: $\text{circulation} \times 2.5 \text{ (average pass-along factor)} = \text{media impressions}$ [for broadcast, use Nielson or Arbitron ratings]

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