

# Estimate Your Potential in Your ASD Show Investment

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**START HERE and in just 5 short minutes** you can calculate your company's Buyer Interaction Capacity, Cost Per Interaction, Breakeven Point, Potential Sales and Return on Investment (ROI) for the investment you are making by participating in the ASD Market Week event.

**1. Enter the number of booth staff you are bringing**

*Rule of thumb is 1 staffer per 50 sq ft, so 2-3 per 10 x 10)*

**2. Enter target # of buyer interactions per hour per staffer**

*Rule of thumb is you can have 3 to 5 real good buyer conversations per hour, per staffer*

**3. Number of 10 x 10' Booths you will have at ASD show**

**4. Average Order Size**

*Based on your company sales history, what is your average order size in dollars*

### 5. At Show Sales Conversions

What is the percentage of buyers that come to your booth throughout the show that you estimate your staff can convert to a sale immediately?

 %

### 6. Sales Lead Capture

What is the percentage of buyers that come to your booth that you estimate your staff can get as a sales lead to follow up on after the show?

 %

### 7. Sales Lead Conversions

Based on the leads your team brings back from the show, estimate the percentage that will turn into a sale? (20%, 30%, etc?)

 %

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## YOUR CUSTOMIZED RESULTS

### 8. Buyer Interaction Capacity

This is the total possible number of buyer interactions you can have based on your booth size, number of staff and show hours.

Note: 34 (in calculation below) is the number of hours for the entire 4 day show.

To calculate:

$$\begin{array}{ccccccc} \boxed{\phantom{000}} & \times & \boxed{\phantom{000}} & \times & \boxed{34} & = & \boxed{\phantom{00000}} \\ \text{Answer to} & & \text{Answer to} & & & & \text{\# of Buyer} \\ \text{Question \#1} & & \text{Question \#2} & & & & \text{Interactions you can} \\ & & & & & & \text{have at show site} \end{array}$$

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## 9. Show Investment

Calculated by price of 10 x 10' booth X Number of booths you are taking X 3. Industry suggested that 7.5% of investment should be allocated to advertising and sponsorships to maximize your sales potential. So a good rule of thumb is to multiply the cost to rent the booth space X 3 to account for travel, hotel, etc

To calculate:

$$\boxed{\phantom{0000}} \times \boxed{\phantom{0000}} \times \boxed{3} = \$ \boxed{\phantom{0000000}}$$

*Answer to Question #3*
*Average price per 10 x 10*
*Estimated Show Investment*

## 10. Cost Per Buyer Interaction

To calculate:

$$\$ \boxed{\phantom{0000000}} \div \boxed{\phantom{0000000}} = \$ \boxed{\phantom{0000000}}$$

*Answer to Question #9*
*Answer to Question #8*
*Your cost per Buyer Interaction at ASD show*

## 11. Savings per Buyer Interaction

The industry average cost of a field sales call is \$596. This is the savings you realize per buyer interaction by participating at ASD show

To calculate:

$$\$ 596.00 - \$ \boxed{\phantom{0000000}} = \$ \boxed{\phantom{0000000}}$$

*Answer to Question #10*
*Savings per buyer interaction*

## 12. Number of Orders Needed to Breakeven

To calculate:

$$\begin{array}{c} \$ \\ \boxed{\phantom{000000}} \end{array} \div \begin{array}{c} \$ \\ \boxed{\phantom{000000}} \end{array} = \boxed{\phantom{000000}}$$

*Answer to Question #9*                      *Answer to Question #4*                      *# of orders to Break even (cover your cost) of participating in ASD*

## 13. Estimated Number of Leads Captured

To calculate:

$$\boxed{\phantom{000000}} \times \begin{array}{c} \% \\ \boxed{\phantom{000000}} \end{array} = \boxed{\phantom{000000}}$$

*Answer to Question #8*                      *Answer to Question #6*                      *# of Sales Leads*

## 14. Estimated at Show Sales

To calculate:

$$\boxed{\phantom{000000}} \times \begin{array}{c} \% \\ \boxed{\phantom{000000}} \end{array} = \boxed{\phantom{000000}} \times \begin{array}{c} \$ \\ \boxed{\phantom{000000}} \end{array} = \begin{array}{c} \$ \\ \boxed{\phantom{000000}} \end{array}$$

*Answer to Question #8*                      *Answer to Question #5*                      *Answer to Question #4*                      *at Show Sales*

## 15. Estimated Post Show Sales

To calculate:

$$\boxed{\phantom{000000}} \times \begin{array}{c} \% \\ \boxed{\phantom{000000}} \end{array} \times \begin{array}{c} \$ \\ \boxed{\phantom{000000}} \end{array} = \begin{array}{c} \$ \\ \boxed{\phantom{000000}} \end{array}$$

*Answer to Question #13*                      *Answer to Question #7*                      *Answer to Question #4*                      *Post Show Sales*

## 16. Estimated Total Sales from ASD

To calculate:

$$\boxed{\$ \quad} + \boxed{\$ \quad} = \boxed{\$ \quad}$$

*Answer to Question #14*      *Answer to Question #15*      *Total Sales*

## 17. Return on Investment

For every \$1 you invest to participate in the show, you will get this many dollars in return

To calculate:

$$\boxed{\$ \quad} \div \boxed{\$ \quad} = \boxed{\$ \quad}$$

*Answer to Question #16*      *Answer to Question #9*      = Your ROI from ASD  
Show Investment

If you got  $\boxed{\$ \quad}$  in return for every

*Answer to Question #17*

\$1 you invest, how many dollars would

you invest?