

Show, Space, and Booth Staff Selection Worksheet

This worksheet helps you estimate 3 valuable things for each show you are considering: 1. The potential audience for your company (great for comparing the true value of shows to each other). 2. Exhibit staff required. 3. Total booth space required. Therefore, this worksheet is repeated in three sections of Skyline's Trade Show Tips – Show Selection, Space Selection, and Exhibit Staff Training.

$$\begin{array}{rclcl} \text{Total Show Attendance} & - & \text{Non Buyers} & = & \text{Net Audience Attendees} \\ \hline & - & \hline & = & \hline \end{array}$$

$$\begin{array}{rclcl} \text{Net Audience Attendees} & \times & \text{Product Interest (16%*)} & = & \text{High Interest Attendees} \\ \hline & \times & \underline{16\%} & = & \hline \end{array}$$

$$\begin{array}{rclcl} \text{High Interest Attendee} & \times & \text{Audience Interest} & = & \text{Potential Audience} \\ \hline & & \text{Factor} & & \\ & & 53\% \text{ For Vertical shows} & = & \hline & & 37\% \text{ For Horizontal shows} & & \end{array}$$

$$\begin{array}{rclcl} \text{Potential Audience} & / & \text{Total Show Hours} & = & \text{Visitors Per Hour} \\ \hline & & \hline & = & \hline \end{array}$$

$$\begin{array}{rclcl} \text{Visitors Per Hour} & / & \text{Staffer Presentations} & = & \text{Exhibit Staff Required} \\ \text{12 (On average)} & & \text{Per Hour} & & \\ \hline & / & \hline & = & \hline \end{array}$$

$$\begin{array}{rclcl} \text{Staff Required} & \times & \text{Space Needed Per Staff} & = & \text{Open Space Required} \\ & & \text{(50 square feet)} & & \\ \hline & \times & \hline & = & \hline \end{array}$$

$$\begin{array}{rclcl} \text{Open Space} & + & \text{Display Space} & + & \text{Product Space} & = & \text{Total Space} \\ \text{Required} & & & & & & \\ \hline & + & & + & & = & \hline \end{array}$$

***CEIR:** Studies have shown that 16%-20% of an audience will have a special interest in your products and/or services