

POST-EVENT EXPO ROI & EXPENSE CALCULATOR

EVENT / EXPO NAME

DATE OF EVENT

LOCATION / VENUE

TARGET AUDIENCE

1. Expense Breakdown

EXPENSE CATEGORY / DESCRIPTION	BUDGETED AMOUNT (\$)	ACTUAL AMOUNT (\$)	VARIANCE (\$)
Booth Space Rental / Registration Fee			
Booth Design, Construction & Graphics			
Shipping, Drayage & Freight handling			
Show Services (Electricity, Wi-Fi, Cleaning)			
Marketing, Advertising & Sponsorships			
Collateral, Giveaways & Promotional Items			
Staff Travel (Flights, Lodging, Meals)			
On-Site Agency Staff, Hostesses or Entertainers			
Lead Retrieval Devices & Tech Rentals			
Miscellaneous Contingency Expenses			
TOTAL EXPENSES			

2. Lead & Pipeline Performance

METRIC DESCRIPTION	TARGET GOAL	ACTUAL ACHIEVED
Total Leads Captured (Raw)		
Marketing Qualified Leads (MQLs)		

Metric Description	Target Goal	Actual Achieved
Sales Qualified Leads (SQLs)		
Estimated Pipeline Value (\$)		
Closed/Won Revenue from Event (\$)		

3. Post-Event ROI Evaluation

COST PER LEAD (CPL)	
RETURN ON INVESTMENT (ROI %)	
PIPELINE TO SPEND RATIO	