

Are Your Tradeshow Efforts Paying Off?

In 2010, U.S. businesses spent close to 20% of their annual marketing budgets - \$26.44 billion* – on trade shows and other “in person” events. Yet, year after year, the reported percentage of leads that do not receive follow up hovers between 70% - 80%. This is despite the fact that 86% of marketers say that they attend trade shows for the primary purpose of generating leads.

Ask yourself: How does my company’s tradeshow and other in-person event marketing programs stack up to these industry averages? If your answer to that question is “not sure,” then you are part of yet another industry statistic: 54% of tradeshow exhibitors do not set objectives, and a much larger percentage has no formal process to either measure, report or quantify their event ROI.

Given that the cost of a typical event is considerable (factoring in registration fees, giveaways, booth rental/other exhibitor fees as well as the cost of staff time away from the office), it only makes sense to develop a strategy to increase your return on investment.



Trade Show Marketing By the Numbers†

- **88%** of attendees have not been seen by a member of your company’s sales staff in the preceding 12 months
- **Seven out of ten** attendees plan to buy one or more products
- **76%** asked for quotes and **26%** signed purchase orders (average all shows)
- **72%** of show visitors say the show influenced their buying decision
- **87%** of attendees will share some of the information obtained at an exhibition
- **64%** of attendees tell at least 6 other people about the event
- **58%** attend only the show in which you are exhibiting
- **40%** are first-time attendees
- It costs **22%** less to contact a potential buyer at a show than it does through traditional field sales calls

* Forrester Research: B2B Marketers 2010 Budget Trends

† MarketResearch.com

Consider Outsourcing Your Tradeshow Lead Follow-up

Your best strategy is to hire an experienced firm to handle your tradeshow/event lead follow-up, and there is no firm more experienced in the IT sector than TSRI.

At TSRI, we understand the critical dynamics to tradeshow follow-up. With our programs, you get:

- **Time sensitive telesales follow-up** with customized messaging
- **Program management with TrackonIT®**, our web-based lead management solution that provides lifecycle prospect tracking with 24x7 access to active campaigns
- **List management filters** which enable us to streamline the process by eliminating duplicates and unqualified prospects
- **Experienced telesales professionals** who participate in ongoing training and development programs
- **Weekly project reviews** with dedicated project team

Our results speak for themselves.

- We consistently post contact rates between **75% to 86%**
- Our contact to lead conversion as high as **60%**
- **1 out of 7 leads** convert to an appointment
- Many of our clients see **results within 48 to 72 hours** after program launch



Don't continue to let your investment in tradeshows and other events yield little to no return on investment. Consider TSRI's Tradeshow/Event Lead Follow-up Program and watch your results multiply exponentially.

Packages and Pricing

All of our packages include **custom calling scripts, up to 7 dial or email attempts, online reporting and 6 months of lead nurturing** with the goal of either setting an immediate appointment with the prospect or adding him/her to your active sales pipeline for future follow-up. Lead/prospect lists to be provided by the client.

- **Introductory Package: \$1,500 for 30 attendees/210 total dials**
- **Package 1: \$2,500 for 60 attendees/420 total dials**
- **Package 2: \$5,000 for 130 attendees/910 total dials**
- **Package 3: \$6,500 for 175 attendees/1,223 total dials**
- **Annual packages are also available. Call to get details!**

Ready to Learn More?

We invite you to visit our website at www.tsrweb.com for a more complete overview of TSRI's sales and marketing solutions. For immediate assistance, please call 877-639-7252.

