

Do the math.

COST OF CONTACTING A PROSPECT IN THE FIELD

\$308

COST PER VISITOR CONTACTED AT AN EXHIBITION

\$212

COST TO CLOSE A SALES CALL WITHOUT AN EXHIBITION

\$1140

COST TO CLOSE A SALES CALL WITH AN EXHIBITION

\$705



*Statistical data provided by the Center for Exhibition Industry Research™

Exhibitions + Events = Great Business Sense

BE THERE.

