



BRC Trade Show Co-Op Program Return on Investment Analysis

Prepared for:

	Number of Shows	
	1 Show	Multiple Shows
Trade Show Leads Generated	250	0
Leads Converted	12.5	0
Revenue	1 Show	Multiple Shows
Average Per Person Sale		\$0
Trade Show Revenue Generated	\$0	\$0
Cost	1 Show	Multiple Shows
Cost of BRC Membership		\$0
Cost of Trade Show		
Total BRC Investment	\$0	\$0
Net Trade Show Revenue	1 Show	Multiple Shows
	\$0	\$0
Return on BRC Investment	1 Show	Multiple Shows
	#DIV/0!	#DIV/0!

Instructions: Tab to move between fields. Enter the number of shows you plan to attend, your company's average sale, cost of each trade show and annual BRC membership dues.

The BRC Trade Show Co-Op program provides highly-qualified leads that your business cannot capture any other way. As a participant in this program, you may contact people who visit the BRC booth directly with a special offer or incentive to patronize your business. The more trade shows in which you participate and the more group business you capture, the greater your revenue from this program.

Assumptions:

1. BRC receives 250 leads from each trade show, on average
2. Of trade show leads received by BRC, 5% will travel to Breckenridge and patronize your business