

The Exhibitor ROI & Loyalty Audit.

A Practical Framework to
Improve Rebook Rates and
Commercial Alignment

This document is designed to help exhibition organisers assess, strengthen and maximise the commercial value they deliver to exhibitors – improving retention, partnership depth and long-term growth.

Document produced by:



Why This Audit Matters Now.

Exhibitors are increasingly treating event participation as a strategic investment — and their expectations reflect that shift.

Today's brands are not satisfied with headline footfall or basic lead counts. They judge event success on tangible commercial outcomes such as:

- **Audience quality and buying power** — **93%** of exhibitors report that quality of leads is the most important outcome they seek from events.
- **Professional networking opportunities** — **79%** of exhibitors value networking on site as a key success metric.
- **Lead generation that drives pipeline and sales** — **67%** of exhibitors see trade shows as an effective way to generate sales opportunities.
- **Demonstrating clear ROI relative to other marketing channels** — **52%** of business leaders believe events deliver the highest ROI compared to other channels.

This evolution is driven by economic scrutiny and the need to justify marketing spend against measurable results — not assumptions.

Today's exhibitors demand:

- Audience relevance and seniority
- Meaningful engagement metrics
- Transparent commercial reporting
- Strategic partnership support

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This audit is designed to help organisers bridge the gap between traditional measures of activity and the commercial expectations of top brands — helping you move from a transactional supplier to a strategic growth partner.

PREPARED FOR

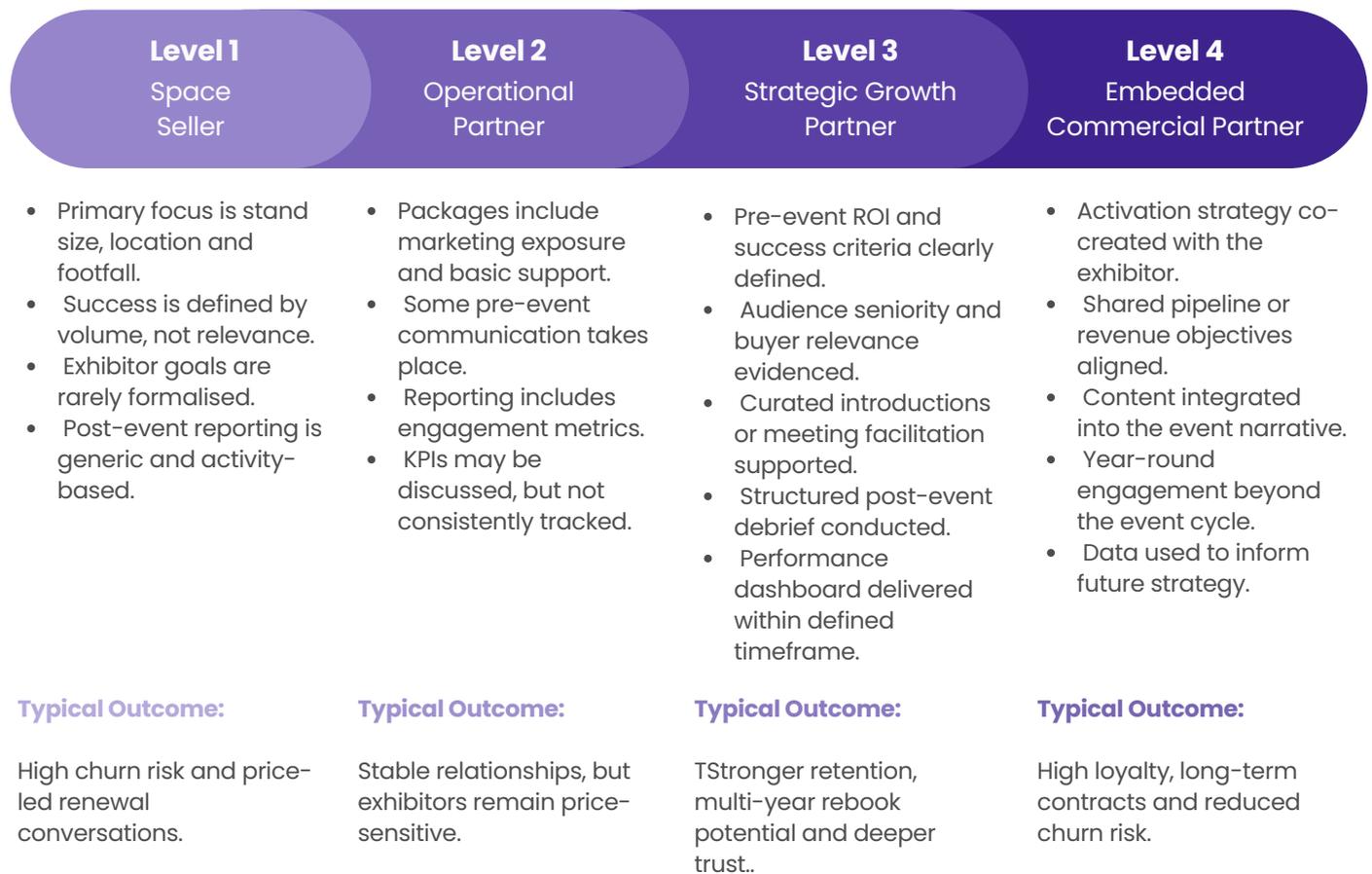
International Confex
Attendees.

The Exhibitor Partnership Maturity Model.

Most organisers believe they deliver strong exhibitor value.

Few define it, measure it or benchmark it structurally.

This model helps you identify where your organisation currently operates – and what progression looks like.



Where Are You Now?

Circle your current level.

What would need to change operationally to move up one level?

The Brand Reality Check Scorecard.

Score your event against four commercial pillars.

Use the scale below:

1 = Undefined or inconsistent

3 = Operational but not strategic

5 = Clearly defined, measured and embedded

Be honest. This is an internal diagnostic – not a marketing exercise.

Pillar	Diagnostic Question	Score 1-5
ROI ^{area} Clarity	Do exhibitors define measurable commercial success before the event – and do we document it?	
Data Transparency	Do we provide structured, exhibitor-specific reporting that links activity to commercial outcomes?	
Audience Quality	Can we evidence decision-maker seniority, buying authority and relevance – not just volume?	
Partnership Depth	Do we proactively advise and challenge exhibitors – or simply fulfil contracted deliverables?	

Total Score: / 20

Interpretation.

0–8 → Transactional Supplier

Value is activity-based. Retention risk is high.

9–14 → Operational Partner

Delivery is reliable, but differentiation is limited. Exhibitors remain price-sensitive.

15–18 → Strategic Partner

Commercial alignment is visible. Retention potential increases.

19–20 → Embedded Commercial Partner

You are integrated into exhibitor growth strategy. Loyalty is strong.

What Brands Actually Measure.

Most organisers track what they deliver.

Few track what exhibitors report internally.

Complete the table below for your top five revenue-generating exhibitors.

If you cannot confidently complete these fields, alignment gaps likely exist.

Exhibitor	Primary KPI (as defined by them)	How They Measure ROI Internally	Pipeline or Revenue Target	Strategic Brand Objective	Rebook Risk (L / M / H)

Reflection.

- How many exhibitors have clearly defined commercial KPIs before the event?
- How many receive reporting aligned to those KPIs?
- Where is renewal most likely to be price-led rather than performance-led?
- Which exhibitors are at highest rebook risk?

If you cannot clearly answer these questions, your renewal conversations may be reactive rather than strategic.

The Exhibitor Alignment Gap.

Exhibitor churn rarely happens suddenly.
It develops through repeated misalignment between expectations and delivery.

Tick all statements that reflect your current operating model.

Pre-Event Alignment

- We sell sponsorship packages before formally defining exhibitor success metrics.
- We do not conduct structured pre-event goal-setting calls with exhibitors.
- Success criteria are discussed informally but not documented.
- We rarely align on how ROI will be measured internally by the exhibitor.

Audience & Targeting

- We rely heavily on total attendance figures rather than evidencing audience quality and buying power.
- We do not consistently share persona, seniority or buyer-role breakdowns.
- We cannot clearly evidence decision-maker attendance ratios.
- We do not provide exhibitors with recommended target profiles before the event.

Activation & Onsite Support

- We leave activation strategy largely to the exhibitor.
- Curated introductions or facilitated meetings are not part of our offer.
- We do not proactively suggest content or speaking opportunities aligned to exhibitor objectives.
- Engagement tracking during the event is limited or unavailable.

Reporting & Accountability

- Post-event reporting is standardised rather than tailored to individual KPIs.
- We do not benchmark exhibitor performance against agreed objectives.
- We do not connect engagement metrics to commercial outcomes (pipeline, revenue potential).
- Structured post-event debrief calls are inconsistent or informal.

Renewal & Strategic Partnership

- Renewal conversations focus primarily on price, space or visibility.
- We rarely present forward-looking optimisation recommendations.
- We do not share multi-year growth or partnership roadmaps.
- Exhibitors primarily view us as a supplier rather than a strategic partner.

Add up
your score

20

Alignment Risk Index.

0–4 ticks → Alignment Strong: Commercial alignment is embedded. Retention risk is low.

5–8 ticks → Emerging Misalignment: Some structural gaps exist. Risk may increase without intervention.

9–14 ticks → Structural Risk: Alignment gaps are material. Retention likely to be price-led.

15+ ticks → High Churn Probability: Exhibitor relationships are predominantly transactional.

The Exhibitor ROI Planning Framework.

Complete this before each show cycle – not after.

This document should be agreed in advance with the exhibitor and used to guide activation, reporting and renewal discussions.

Exhibitor Overview

- Exhibitor Name:**
- Account Manager (Internal):**
- Primary Commercial Objective:**
 - Revenue Generation
 - Pipeline Acceleration
 - Brand Positioning
 - Market Entry
 - Product Launch
 - Relationship Building

Notes:

Defining Commercial Success

What does success look like for this brand?

- Revenue Target:**
- Pipeline Target (Value or Volume):**
- Qualified Lead Target:**
- Strategic Brand Objective:**
- Internal Stakeholder They Must Report To:**

Notes:

If you do not know who they report to, alignment is incomplete.

Target Audience Alignment

Answer *all* of the following questions:

1. **Key Buyer Personas They Want to Meet**
2. **Minimum Seniority Level Required**
3. **Industries / Segments Prioritised**
4. **How Will We Evidence Audience Quality**

Notes:

Activation Strategy

How will this exhibitor's objectives be supported?

Detail your response in the notes section.

1. **Content Integration**
2. **Speaking or Thought Leadership Opportunity**
3. **Curated Introductions / Meeting Facilitation**
4. **Onsite Engagement Mechanism**
5. **Marketing Amplification (Pre & Post Event)**

Notes:

Measurement Plan

What will be measured? (tick all that apply)

- Meetings booked
- Qualified leads
- Seniority breakdown
- Engagement duration
- Content interaction
- Pipeline value attributed

Notes:

Do they have a custom KPI

How and when will reporting be delivered?

Post-Event Debrief Scheduled: Yes / No

Date:

Renewal Positioning

- What would need to be achieved to justify renewal?
- What optimisation opportunities should be discussed at debrief?
- Is this exhibitor a candidate for multi-year partnership? Yes / No

Notes:

The Rebook Risk Indicator.

Exhibitor churn rarely happens because of one bad event.

It happens when commercial alignment weakens over time.

Use the indicators below to assess renewal probability. **Tick all statements that apply.**

High Rebook Risk Signals

These behaviours suggest relationships are transactional or fragile:

- No measurable ROI agreed before the event
- Reporting is generic and not aligned to exhibitor KPIs
- Audience quality is assumed, not evidenced
- Renewal discussions focus primarily on price, space or discount
- No structured post-event debrief conducted
- No optimisation recommendations presented
- Limited engagement between event cycles
- Exhibitor participation varies year to year
- The exhibitor views you primarily as a supplier, not a partner

Low Rebook Risk Signals

These behaviours indicate strategic partnership and loyalty:

- Clear commercial objectives defined in advance
- Structured reporting aligned to exhibitor KPIs
- Evidence of seniority, buyer intent and engagement depth
- Proactive advisory conversations pre- and post-event
- Multi-year roadmap or strategic discussion underway
- Regular communication beyond event cycle
- Performance review and optimisation planning documented
- Defined internal relationship owner on both sides

Rebook Probability Assessment

Step 1: Count your High Risk Signals.

- 0-2 → Strong Retention Position
- 3-5 → Emerging Renewal Risk
- 6-8 → High Churn Probability
- 9+ → Relationship Predominantly Transactional

Step 2: Count your Low Risk Signals.

- 0-2 → Limited protective factors
- 3-5 → Moderate stabilisation
- 6+ → Strong retention protection

Which column did you tick more in?

If High Risk signals outnumber Low Risk signals, renewal conversations are likely reactive.

If Low Risk signals outnumber High Risk signals, renewal conversations are likely strategic.

Retention strength is defined by your weakest recurring behaviour, not your strongest occasional one.

Executive Summary & Action Plan.

This audit should result in a commercial decision — not just reflection.
Use the template below to present findings to leadership and align on next steps.

Retention Risk Overview

Overall Alignment Score (from previous pages):

Current Partnership Maturity Level:

- Space Seller
- Operational Partner
- Strategic Growth Partner
- Embedded Commercial Partner

Key Findings

Overall Alignment Score (from previous pages):

Number of Exhibitors Lacking Defined ROI:

Highest-Risk Relationship Category:

- Pre-Event Alignment
- Audience & Targeting
- Activation Strategy
- Reporting & Accountability
- Renewal & Strategy

Commercial Impact Assessment

If no structural changes are made, retention is likely to be:

- Price-led
- Volatile
- Stable
- Strategically secured

Estimated Retention Impact Next Cycle & Revenue at Risk (if known):

Immediate Improvement Actions (Next 90 Days)

1.

2.

3.

Thank you!

Exhibitor loyalty is not built on footfall alone.

It is built on measurable commercial impact, proactive partnership and documented accountability.

Organisers who define, measure and optimise exhibitor ROI will strengthen retention, reduce price sensitivity and increase long-term contract value.

This audit is designed to help you close the alignment gap – and move from supplier to strategic growth partner.

Thank you for taking the time to access this report. We hope you find it useful.

Want to go deeper?

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