

Exhibit Surveys' White Paper Explores Beyond ROI and ROO

/EINPresswire.com/ Using Measurement to Enhance Decisions and Improve Exhibit Results

RED BANK, NJ – January 22, 2013 - Exhibit Surveys, Inc., the leading provider of research, measurement, and consulting services exclusively for the exhibition and event industry announced today that a white paper focusing on event marketing Return On Investment (ROI) and Return On Objectives (ROO) is now available on its web site.



Joe Federbush is the author of this white paper

“Beyond ROI and ROO: Using Measurement to Enhance Decisions and Improve Exhibit Results,” asserts that trade show, exhibition, and event marketing measurement programs should not be aimed strictly at ROI or ROO to justify an investment, because they tell little about how to achieve better results in the future. Further measurement focusing on show selection and investment, strategic and tactical planning, and performance improvement are critical for continuous improvement. Show organizers, meeting planners, and exhibit managers can all benefit from the paper’s content.

“Exhibit performance measurement is more than gauging bottom line results. It’s about repeatedly achieving better outcomes,” commented Joe Federbush, vice president of sales and marketing, Exhibit Surveys, Inc., who authored the paper. “Measurement can provide much more than justification for exhibiting. It is the marketer’s play book for making great decisions that will lead to improved results.”

To download the free white paper, click on www.exhibitsurveys.com/whitepapers.

About Exhibit Surveys, Inc.

Established in 1963, Exhibit Surveys, Inc. specializes exclusively in conducting research, measurement and strategic consulting for the exhibition and event marketing industry. The company has conducted primary research on more than 5,000 exhibitions and events and over 10,000 individual exhibits in all major segments of commerce on six continents. Its clients represent all segments of the event industry, including exhibition organizers, exhibitors, private event organizers, suppliers, CVBs and convention facilities. For more information, follow Exhibit Surveys on Facebook, Twitter, LinkedIn, and visit www.exhibitsurveys.com or call 1.732.741.3170.

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