ABC EXPO 2015 Trade Show Report

October 15 – 17, 2015, Las Vegas Convention Center 20 x 20 Booth, Booth #540

Summary

- 35% more "A" leads than last year
- Overall lead counts up 25% over last year

ROI: We forecast a 12.2 to 1 ROI from this year's show’s sales.

Payback: Adding cost savings and marcom value to sales, the forecasted payback from this show is 14.8 to 1.

Client Meetings: 43.


Notable key prospect meetings: Apple, Fujitsu, Verizon.

<table>
<thead>
<tr>
<th>Leads</th>
<th>2015</th>
<th>2014</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>A leads</td>
<td>115</td>
<td>87</td>
<td>32%</td>
</tr>
<tr>
<td>B leads</td>
<td>67</td>
<td>56</td>
<td>20%</td>
</tr>
<tr>
<td>C leads</td>
<td>78</td>
<td>65</td>
<td>20%</td>
</tr>
<tr>
<td>Total leads</td>
<td>260</td>
<td>208</td>
<td>25%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>&quot;A&quot; + &quot;B&quot; leads</th>
<th>182</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forecasted close rate</td>
<td>14%</td>
</tr>
<tr>
<td>Forecasted average sale</td>
<td>$28,400</td>
</tr>
<tr>
<td>Forecasted sales dollars</td>
<td>$723,632</td>
</tr>
<tr>
<td>Forecasted ROI</td>
<td>12.2 to 1</td>
</tr>
</tbody>
</table>

| Forecasted costs | $58,000 |
| Actual costs     | $59,213 |
| Variance         | $1,213  |

| MarComm / Promo value | $26,311 |
| Cost savings         | $129,000 |
| Total show value     | $878,943 |
| Payback              | 14.8 to 1 |
Key Drivers:

New 20 x 20 exhibit:

- Lighter weight reduced our shipping, drayage, and set up costs by $4,500
- More open design and brighter, bolder graphics helped entice more people to visit our booth.

Expanded pre-show promotion campaign:

- Better targeted our best prospects
- Multiple media: email, phone, social media, post card mailing
- Email brought in the most appointments for the dollar, with telemarketing next, and post cards last.
- We will expand telemarketing next show and omit post cards
- We also had 1,200 views of our show microsite referred by our social media campaign, and had over 450,000 impressions via social media (Twitter, LinkedIn, and Facebook) about our participation at the show

Booth Staffing

First-time booth staffers Tyrelle Smith (31 leads) and Amit Singh (25 leads) did very well and will be asked to staff again.

<table>
<thead>
<tr>
<th>Booth Staffers</th>
<th>Leads</th>
<th>Department</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Cavanaugh</td>
<td>42</td>
<td>Sales</td>
<td></td>
</tr>
<tr>
<td>Tille Myerson</td>
<td>36</td>
<td>Product Marketing</td>
<td></td>
</tr>
<tr>
<td>Tyrelle Smith</td>
<td>31</td>
<td>Customer Service</td>
<td>1st show!</td>
</tr>
<tr>
<td>Rita Gonzalez</td>
<td>31</td>
<td>Sales</td>
<td></td>
</tr>
<tr>
<td>Amit Singh</td>
<td>25</td>
<td>Engineering</td>
<td>1st show!</td>
</tr>
<tr>
<td>Celeste Dupont</td>
<td>24</td>
<td>Senior Management</td>
<td></td>
</tr>
<tr>
<td>Betty Johnson</td>
<td>21</td>
<td>Sales</td>
<td></td>
</tr>
<tr>
<td>Bob Carelli</td>
<td>15</td>
<td>Customer Service</td>
<td></td>
</tr>
<tr>
<td>Brittini Washington</td>
<td>13</td>
<td>Sales</td>
<td></td>
</tr>
<tr>
<td>David Oberg</td>
<td>7</td>
<td>Sales</td>
<td>Last show</td>
</tr>
<tr>
<td>Unknown</td>
<td>15</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>260</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Booth staffer comments:

- “It was easier to engage people in the aisles with the more open design.”
- “My client complimented me on the look of our booth, and asked me to schedule a presentation to her management team within two weeks after the show.”
- “THANK YOU for expanding the storage for our stuff.”
- “Can we look at using our phones for lead gathering next year?”
- “Having an engineer in the booth was a lifesaver whenever there were product questions I didn’t know.”
2015 Trade Show and Event Report

Summary

In 2015 was another strong year for our trade shows and events. Highlights include:

- 28% increase in leads
- Successful launch of our new Acme product at Innovation Summit with 59”A” or “B” leads
- Nearly doubled lead counts at our Spring User Group Event
- Over $2.3 million in forecasted sales
- Over $3 million in total forecasted payback
- An overall 8.5 to 1 ROI from sales, and 11.3 to 1 payback from total value created
- Most shows produce an excellent ROI. This year we dropped the Gargantuan Show because of poor performance in 2014, and we recommend dropping 2016 Tech Europa show because of poor ROI and payback.

Payback Ratio - 2015 Trade Shows & Events

Sales reported as forecasted until 18 months post show, then actual sales will be used
Outcome of 2015 initiatives for our trade show and event program:

- **New 20 x 20 booth**: Cleaner, more open look helped boost lead counts, while lower operating costs help booth pay for itself in 4 years.
- **Second client event**: Successful event created many repeat sales opportunities and allowed customer groups to meet with our teams.
- **Added YXZ Conference in September 2015**: High quality attendees produce many quality leads and a forecasted 12.2 to 1 payback.
- **Expanded Social Media integration**: Booth staffers and sales teams trained to use their social media accounts to promote the show, produced over 2 million impressions over the entire 2015 show schedule.

2015 Show-by-show results:

<table>
<thead>
<tr>
<th>2015 Dates</th>
<th>Show or Private Event</th>
<th>Size</th>
<th>&quot;A&quot; Leads</th>
<th>&quot;B&quot; Leads</th>
<th>&quot;C&quot; Leads</th>
<th>Total Leads</th>
<th>&quot;A&quot; Leads</th>
<th>&quot;B&quot; Leads</th>
<th>&quot;C&quot; Leads</th>
<th>Total Leads</th>
<th>Leads Change</th>
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<tbody>
<tr>
<td>Jan 25-27</td>
<td>Innovation Summit</td>
<td>100 sf</td>
<td>35</td>
<td>24</td>
<td>50</td>
<td>109</td>
<td>42</td>
<td>25</td>
<td>45</td>
<td>112</td>
<td>-3%</td>
</tr>
<tr>
<td>Oct 15-17</td>
<td>ABC Expo</td>
<td>400 sf</td>
<td>115</td>
<td>67</td>
<td>78</td>
<td>260</td>
<td>87</td>
<td>56</td>
<td>65</td>
<td>208</td>
<td>25%</td>
</tr>
<tr>
<td>June 5-6</td>
<td>Summer Private Event</td>
<td>Ballroom</td>
<td>40</td>
<td>29</td>
<td>100</td>
<td>169</td>
<td><strong>NEW SHOW IN 2015</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Sep 12-14</td>
<td>YXZ Conference</td>
<td>200 sf</td>
<td>41</td>
<td>35</td>
<td>61</td>
<td>137</td>
<td><strong>NEW SHOW IN 2015</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>May 21-22</td>
<td>Spring User Group Event</td>
<td>Hotel</td>
<td>52</td>
<td>34</td>
<td>98</td>
<td>184</td>
<td>31</td>
<td>20</td>
<td>47</td>
<td>98</td>
<td>88%</td>
</tr>
<tr>
<td>March 19-21</td>
<td>South East Hi-Tech Show</td>
<td>200 sf</td>
<td>20</td>
<td>18</td>
<td>28</td>
<td>66</td>
<td>20</td>
<td>14</td>
<td>23</td>
<td>57</td>
<td>16%</td>
</tr>
<tr>
<td>Feb 4-8</td>
<td>Tech Europa</td>
<td>54 sm</td>
<td>25</td>
<td>40</td>
<td>178</td>
<td>243</td>
<td>32</td>
<td>43</td>
<td>187</td>
<td>262</td>
<td>-7%</td>
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</tbody>
</table>

**Dropped**
- **Gargantua Show**: 800 sf

<table>
<thead>
<tr>
<th>2015 Dates</th>
<th>Show or Private Event</th>
<th>Size</th>
<th>&quot;A&quot; &quot;B&quot; &amp; &quot;C&quot; Leads</th>
<th>Average Sale</th>
<th>Sales Dollars</th>
<th>ROI from Sales</th>
<th>MarComm / Promo Value</th>
<th>Cost Savings</th>
<th>Total Show Value</th>
<th>Payback Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 25-27</td>
<td>Innovation Summit</td>
<td>100 sf</td>
<td>59% 12%</td>
<td>$17,500</td>
<td>$123,900</td>
<td>12.6</td>
<td>$19,800</td>
<td>$31,000</td>
<td>$174,700</td>
<td>17.8</td>
</tr>
<tr>
<td>Oct 15-17</td>
<td>ABC Expo</td>
<td>400 sf</td>
<td>182% 14%</td>
<td>$28,400</td>
<td>$723,632</td>
<td>12.2</td>
<td>$26,311</td>
<td>$129,000</td>
<td>$878,943</td>
<td>14.8</td>
</tr>
<tr>
<td>June 5-6</td>
<td>Summer Private Event</td>
<td>Ballroom</td>
<td>69% 26%</td>
<td>$24,000</td>
<td>$430,560</td>
<td>10.3</td>
<td>$11,400</td>
<td>$95,000</td>
<td>$536,960</td>
<td>12.9</td>
</tr>
<tr>
<td>Sep 12-14</td>
<td>YXZ Conference</td>
<td>200 sf</td>
<td>76% 15%</td>
<td>$17,500</td>
<td>$199,500</td>
<td>8.7</td>
<td>$15,250</td>
<td>$65,000</td>
<td>$279,750</td>
<td>12.2</td>
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<tr>
<td>May 21-22</td>
<td>Spring User Group Event</td>
<td>Hotel</td>
<td>86% 31%</td>
<td>$21,000</td>
<td>$559,860</td>
<td>9.5</td>
<td>$11,400</td>
<td>$140,000</td>
<td>$711,260</td>
<td>12.0</td>
</tr>
<tr>
<td>March 19-21</td>
<td>South East Hi-Tech Show</td>
<td>200 sf</td>
<td>38% 17%</td>
<td>$22,000</td>
<td>$142,120</td>
<td>7.0</td>
<td>$21,000</td>
<td>$49,000</td>
<td>$212,120</td>
<td>10.4</td>
</tr>
<tr>
<td>Feb 4-8</td>
<td>Tech Europa</td>
<td>54 sm</td>
<td>65% 12%</td>
<td>$32,000</td>
<td>$249,600</td>
<td>3.2</td>
<td>$31,857</td>
<td>$125,000</td>
<td>$406,467</td>
<td>5.2</td>
</tr>
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</table>

**Dropped**
- **Gargantua Show**: 800 sf

Totals / Averages: 516 leads, 19% average sale, $2,305,272, 8.5% ROI from sales, $117,228 in MarComm/promo value, $603,000 in cost savings, total show value of $3,025,500, payback ratio of 11.3.
Lead counts by booth staff. Be sure to thank our booth staffers!

<table>
<thead>
<tr>
<th>Booth Staffers</th>
<th>Department</th>
<th>Leads</th>
<th># of Shows</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Cavanaugh</td>
<td>Sales</td>
<td>75</td>
<td>3</td>
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<td>Tille Myerson</td>
<td>Product Marketing</td>
<td>71</td>
<td>3</td>
</tr>
<tr>
<td>Rita Gonzalez</td>
<td>Sales</td>
<td>62</td>
<td>3</td>
</tr>
<tr>
<td>Celeste Dupont</td>
<td>Senior Management</td>
<td>55</td>
<td>3</td>
</tr>
<tr>
<td>Heidi Russell</td>
<td>Marketing Communications</td>
<td>51</td>
<td>2</td>
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<tr>
<td>Betty Johnson</td>
<td>Sales</td>
<td>48</td>
<td>4</td>
</tr>
<tr>
<td>Shawn Biggerton</td>
<td>Sales</td>
<td>46</td>
<td>4</td>
</tr>
<tr>
<td>Jennifer Hodges</td>
<td>Customer Service</td>
<td>45</td>
<td>3</td>
</tr>
<tr>
<td>Mandy Shultz</td>
<td>Senior Management</td>
<td>42</td>
<td>3</td>
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<td>Sigurd Hanson</td>
<td>Engineering</td>
<td>39</td>
<td>3</td>
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<tr>
<td>Jim Farmer</td>
<td>Sales</td>
<td>38</td>
<td>3</td>
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<tr>
<td>Karen Wilder</td>
<td>Senior Management</td>
<td>36</td>
<td>3</td>
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<tr>
<td>Natalie James</td>
<td>Sales</td>
<td>35</td>
<td>3</td>
</tr>
<tr>
<td>Puneet Gupta</td>
<td>Engineering</td>
<td>34</td>
<td>2</td>
</tr>
<tr>
<td>Tyrelle Smith</td>
<td>Customer Service</td>
<td>31</td>
<td>1</td>
</tr>
<tr>
<td>Milton Harris</td>
<td>Sales</td>
<td>30</td>
<td>2</td>
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<tr>
<td>Suleiman Noor</td>
<td>Sales</td>
<td>29</td>
<td>2</td>
</tr>
<tr>
<td>Bob Carelli</td>
<td>Customer Service</td>
<td>27</td>
<td>2</td>
</tr>
<tr>
<td>Amit Singh</td>
<td>Engineering</td>
<td>25</td>
<td>1</td>
</tr>
<tr>
<td>Brittini Washington</td>
<td>Sales</td>
<td>23</td>
<td>4</td>
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<tr>
<td>Todd Parkinson</td>
<td>Sales</td>
<td>22</td>
<td>4</td>
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<td>Jordon Sarf</td>
<td>Sales</td>
<td>21</td>
<td>2</td>
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<td>Amanda Thompson</td>
<td>Product Marketing</td>
<td>19</td>
<td>3</td>
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<td>Wanda Jefferson</td>
<td>Sales</td>
<td>16</td>
<td>3</td>
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<td>Fiona Muldoon</td>
<td>Customer Service</td>
<td>15</td>
<td>2</td>
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<td>Christy Merman</td>
<td>Marketing Communications</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>David Oberg</td>
<td>Sales</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>Tom Sullivan</td>
<td>Product Marketing</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>Unknown</td>
<td></td>
<td>92</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>1059</strong></td>
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2015 Marketing Lead Generation Report

Overall Lead Generation Spending and Results

<table>
<thead>
<tr>
<th>Media and Lead Counts</th>
<th>2015 Leads</th>
<th>2014 Leads</th>
<th>Leads Change</th>
<th>2015 Costs</th>
<th>Cost Per Lead</th>
<th>Close rate</th>
<th>Average sale</th>
<th>Sales dollars</th>
<th>ROI from sales</th>
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</thead>
<tbody>
<tr>
<td>Digital or Offline</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Website &amp; SEO</td>
<td>1428</td>
<td>1270</td>
<td>12%</td>
<td>$273,867</td>
<td>$192</td>
<td>7%</td>
<td>$14,500</td>
<td>$ 1,449,420</td>
<td>5.3</td>
</tr>
<tr>
<td>Pay Per Click (PPC)</td>
<td>118</td>
<td>145</td>
<td>-19%</td>
<td>$24,879</td>
<td>$211</td>
<td>6%</td>
<td>$13,000</td>
<td>$ 92,040</td>
<td>3.7</td>
</tr>
<tr>
<td>Trade Shows &amp; Events</td>
<td>1059</td>
<td>827</td>
<td>28%</td>
<td>$281,659</td>
<td>$266</td>
<td>9%</td>
<td>$24,000</td>
<td>$ 2,287,440</td>
<td>8.1</td>
</tr>
<tr>
<td>Email (newsletter, more)</td>
<td>209</td>
<td>252</td>
<td>-17%</td>
<td>$37,289</td>
<td>$178</td>
<td>7%</td>
<td>$17,500</td>
<td>$ 256,025</td>
<td>6.9</td>
</tr>
<tr>
<td>Telemarketing</td>
<td>407</td>
<td>498</td>
<td>-18%</td>
<td>$82,678</td>
<td>$203</td>
<td>5%</td>
<td>$21,000</td>
<td>$ 427,350</td>
<td>5.2</td>
</tr>
<tr>
<td>Social Media</td>
<td>136</td>
<td>98</td>
<td>39%</td>
<td>$11,789</td>
<td>$87</td>
<td>3%</td>
<td>$13,000</td>
<td>$ 53,040</td>
<td>4.5</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>176</td>
<td>265</td>
<td>-34%</td>
<td>$165,890</td>
<td>$943</td>
<td>10%</td>
<td>$15,000</td>
<td>$ 264,000</td>
<td>1.6</td>
</tr>
<tr>
<td>Print Advertising</td>
<td>65</td>
<td>81</td>
<td>-20%</td>
<td>$74,876</td>
<td>$1,152</td>
<td>8%</td>
<td>$14,000</td>
<td>$ 72,800</td>
<td>1.0</td>
</tr>
<tr>
<td>Totals / Averages</td>
<td>2105</td>
<td>2166</td>
<td>-3%</td>
<td>$679,060</td>
<td>$323</td>
<td>7%</td>
<td>$17,250</td>
<td>$3,452,695</td>
<td>5.0</td>
</tr>
</tbody>
</table>

ROI from 2015 Marketing Lead Generation

Sales reported as forecasted until 18 months, then actual sales will be used