

PixyliveX Corporate Exhibition ROI Workbook

A strategic performance measurement tool for corporate exhibitors. Use this workbook to evaluate financial return, pipeline impact, brand performance, and long-term strategic value generated from your exhibition investment.

1. Corporate Event Overview

Company Name:	
Event Name:	
Venue & Country:	
Stand Size & Type:	
Business Unit Represented:	
Show Dates:	

2. Total Investment Breakdown

Stand Design & Build:	R
Logistics & Installation:	R
Staffing & Travel:	R
Marketing & Media Spend:	R
Hospitality / Client Entertainment:	R
Other Associated Costs:	R
TOTAL INVESTMENT:	R

3. Commercial Performance Metrics

Total Leads Captured:	
Qualified Sales Leads:	
Strategic Meetings Held:	
Opportunities Created:	

Immediate Revenue Closed:	R _____
Projected Pipeline Value (6–12 months):	R _____

4. Financial ROI Calculation

Revenue Generated (Immediate + Confirmed):	R _____
Total Investment (Section 2):	R _____
Net Return (Revenue – Investment):	R _____
ROI (%) = (Net Return / Investment) x 100:	_____ %

5. Strategic & Brand Impact Assessment

Brand Awareness Impact:

Partnerships, Media Coverage or Strategic Outcomes:

Internal Business Objectives Achieved:

Prepared by PixyliveX – Where Design Meets Display. This workbook is designed to support data-driven exhibition investment decisions for corporate teams.