



Dashboard Made Easy

Dashboard Made Easy is new and innovative! There is nothing like it in the exhibit and event industry. What makes this product so unique is you are in complete control of your metrics. You decide from an inventory of options which metrics to track. You conduct the measurement, input the data and complete the metric calculations with a click of your mouse. Metrics are recorded, stored, and displayed by event, year, or by product category.

	Q3 2011	Q4 2011	Q1 2012	Q2 2012
Conversion	1000 - 10000000	1000 - 10000000	1000 - 10000000	1000 - 10000000
Booth visit	10000	10000	10000	10000
# Activities	10000	10000	10000	10000
# Product Demos	10000	10000	10000	10000
OnSitePass	10000	10000	10000	10000
# of Product L	10000	10000	10000	10000
# Exhibitor Companies	10000	10000	10000	10000
# Product Clinics	10000	10000	10000	10000
Budget	\$10000.00	\$10000.00	\$10000.00	\$10000.00
Actual	\$10000.00	\$10000.00	\$10000.00	\$10000.00
Budget - Actual	\$10000.00	\$10000.00	\$10000.00	\$10000.00
# Contacts	10000	10000	10000	10000
Actual contacts	10000	10000	10000	10000
Meeting cost	\$10000.00	\$10000.00	\$10000.00	\$10000.00
Meeting attendance	10000	10000	10000	10000
Meeting cost / meeting attendance	\$10000.00	\$10000.00	\$10000.00	\$10000.00
Interactive cost	\$10000.00	\$10000.00	\$10000.00	\$10000.00
Interactive participants	10000	10000	10000	10000
Interactive cost / participants	\$10000.00	\$10000.00	\$10000.00	\$10000.00

The entire process is controlled totally by *you* to meet *your* needs.

DASHBOARD MADE EASY FEATURES:

- *Allows you to post and share event results with internal stakeholders and management.*
- *Enables the exhibit professional to communicate the value of trade shows.*
- *Provides a foundation for continuous improvement.*
- *Creates an easy to access platform for asset allocation.*
- *Provides a basis for fact-based decision-making regarding strategies and tactics.*

METRICS IN THE STANDARD PRODUCT:

- **Contacts** (cost per contact)
- **Leads** (cost per lead)
- **Sponsorships** (cost per impression)
- **Meetings** (cost per attendee)
- **Hospitality** (cost per person reached)
- **Interactives** (cost per person reached)

TAKE A TOUR

Simply scan this code with your Smart Phone



or log on to:

<http://dashboard.marketch360.com>

Login info:

Email: demo@dme.com Password: dmedemo

You will come to your company's home page. Your logo and intro page content will be displayed along with the Main Menu.

See reverse side for more detailed information.

Since 1985, marketech360 has been the industry leader in exhibit and event staff training, marketing and measurement. All marketech360 programs are totally customized to meet individual client needs in a timely and affordable package. Our promise; with marketech360, you will **experience performance improvement.**



Dashboard Made Easy Dashboard

Logout

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Dashboard

Convention	DEMO 2011	AS 2011	CSS 2011	CSS 2011
Dates	10/03- 10/07/2011	06/29- 08/31/2011	08/25- 08/02/2011	08/25- 08/02/2011
Booth size	50x50	50x50	10x10	20x40
# Attendees	18000	2800	5600	5600
# Product Stations	5	5	4	2
OrthoPhase	2	3	-	2
E-62 Version 2	3	2	4	-
# Exhibiting Companies	350	222	15	15
# Practical Clinics	4	4	3	90
Budget	\$125000.00	\$95000.00	\$65000.00	\$85000.00
Actual	\$112650.00	\$102500.00	\$72000.00	\$81000.00
Budget - Actual	\$12,350.00	\$-7,500.00	\$-7,000.00	\$4,000.00
# Contacts	241	996	450	450
Actual cost/contact	\$467.43	\$102.91	\$160.00	\$180.00
Meetings cost	\$1250.00	\$25000.00	\$1280.00	\$650.00
Meetings attendance	24	124	40	12
Meeting cost / meetings attendance	\$52.08	\$201.61	\$32.00	\$54.17
Interactive cost	\$9500.00	\$11000.00	\$6500.00	\$12500.00
Interactive participants	635	106	82	312
Interactive cost / participants	\$14.96	\$103.77	\$79.27	\$40.06

**See the Help page for an overview of how each page works.*

The **Profile** page shows your company profile. The profile contains company, product and employee information. The profile also allows you to select the metrics that are important for you to track.

The **Conventions** page is where you load and list conventions. On the **Exhibits** page, you enter the data for each of the

metrics you selected on your Profile page. Each exhibit at each convention is entered.

The **Dashboard** then lists all exhibits and their associated metrics. You get an easy-to-read display which allows you to quickly see your selected key metrics and compare results from show to show to show.

PLEASE CALL US FOR DETAILS AND PRICING INFORMATION.



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