Sample report. The booth, the brand and every number in it are illustrative.

post-show report

Sample Co. at a 3-day *trade show*

3,200 sq ft booth (40 × 80 ft) on the main aisle · 6 cameras · 6 stations · report sent the day after the show closed

visits
9,790
over three show days, each person counted once across cameras

time per visit
2:20
on average, staff left out

capture rate
14.1%
of the 69,676 people who walked the aisle came in

peak in the booth
50
Day 2, 2:10 PM, most around the hero display

What stood out

01 **The aisle was busiest at lunch, and the booth caught the fewest of those people.**
Capture rate fell to 11% from 12 PM to 1 PM, against 18% at 10 AM. The aisle carried 11,380 people in that hour over the three days.
Next show: Run the hero demo on the hour at noon and 12:30 PM, with a greeter at the front edge.

02 **More visits started at the hero display than anywhere else, and most ended there.**
It was the first stop for 25% of visits and drew 83% in all, but 57% of the people leaving it walked straight out of the booth.
Next show: Point people from the hero display to the demo bar, where station visits ran longest (1:44 on average).

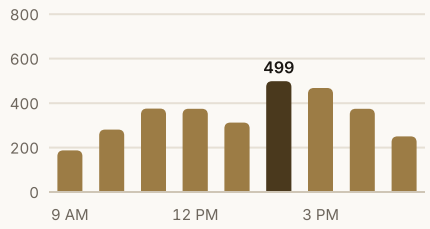
03 **For every person playing the interactive wall, 2.4 stood and watched.**
Watchers stayed 0:36 on average, and 10% of them went on to play.
Next show: Station someone beside the wall to hand the controller to the people watching.

04 **The left side, between the watching area and the welcome counter, stayed cold.**
It is 14% of the floor and held 2% of the time people spent in the booth (heat map, page 3).
Next show: Give people a reason to walk there: a demo seat, a second photo spot or a product on a plinth.

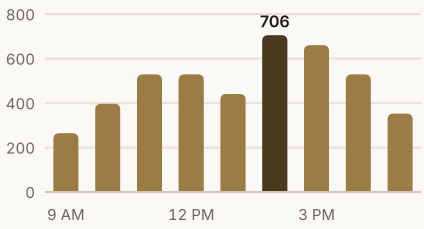
Traffic

Visits built through the morning, dipped over lunch and peaked between 2 and 3 PM every day. Day 2 was the busiest, with 706 visits in its best hour.

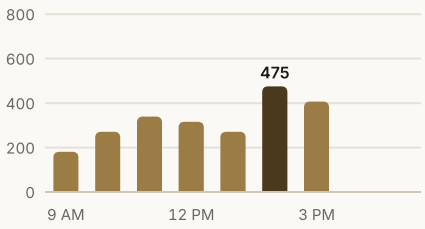
Day 1
3,120 visits



Day 2
4,410 visits

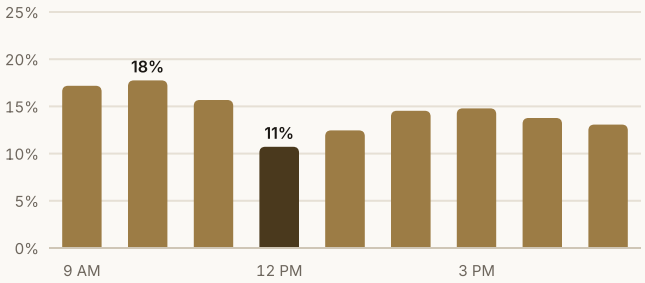


Day 3
2,260 visits

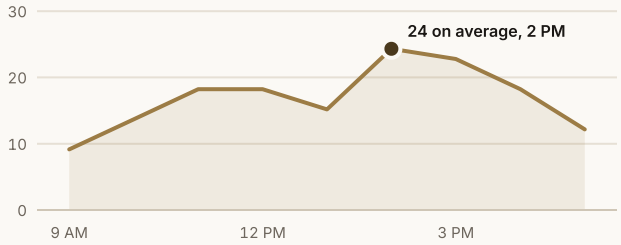


Visits that started in each clock hour, venue time. Day 3 closed at 4 PM.

Capture rate by hour
of the people walking the aisle, the share who came in (all three days)



People in the booth, Day 2
average number of people on the floor through each hour



Day by day

Day	Visits	Aisle traffic	Capture rate	Time per visit	Peak in the booth
Day 1	3,120	21,328	14.6%	2:24	41 at 2:35 PM
Day 2	4,410	34,786	12.7%	2:04	50 at 2:10 PM
Day 3	2,260	13,562	16.7%	2:44	44 at 2:20 PM
Show	**9,790**	**69,676**	**14.1%**	**2:20**	**50**

your counts beside ours

1,224 badge scans

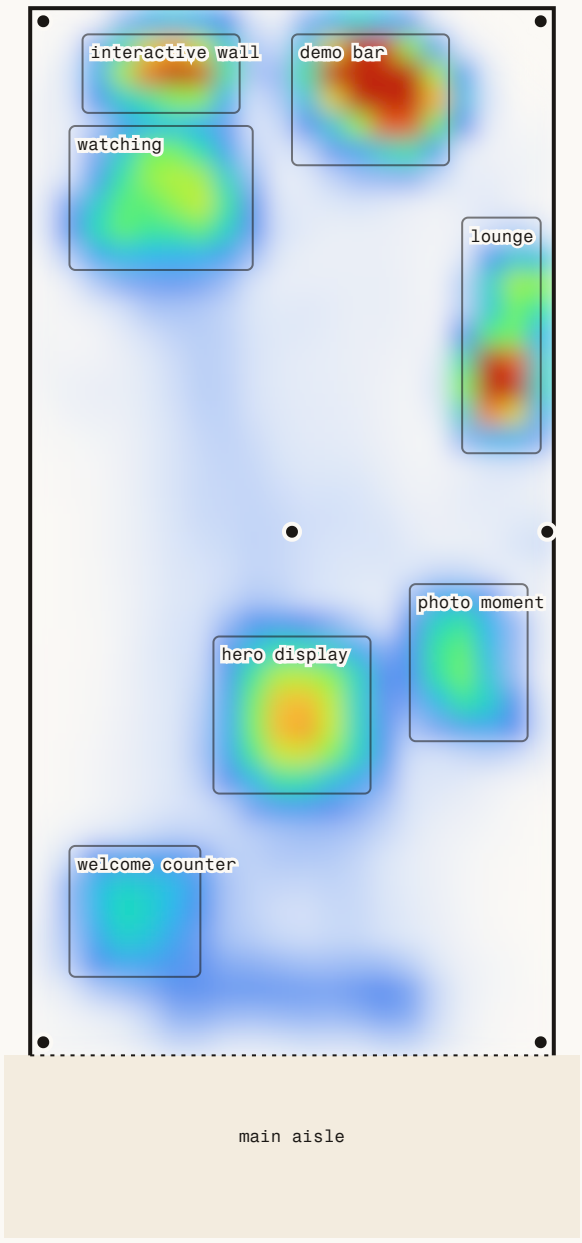
One scan for every 8 visits. Sample Co.'s team scanned 1,224 badges over the show; the other seven visits in every eight left no record in the lead system. Those are the people this report counts: everyone who walked in, watched a demo and walked on.

Where people *spent* their time

Every person in the booth is placed on the floor plan several times a second. The heat map adds up the time spent in each 2 ft square; the flow map shows which way people walked through each 4 ft square. Staff are left out of both. Most people headed into the booth up the middle and came back out down the right side, past the photo moment.

Heat map

time spent on each part of the floor, all three days

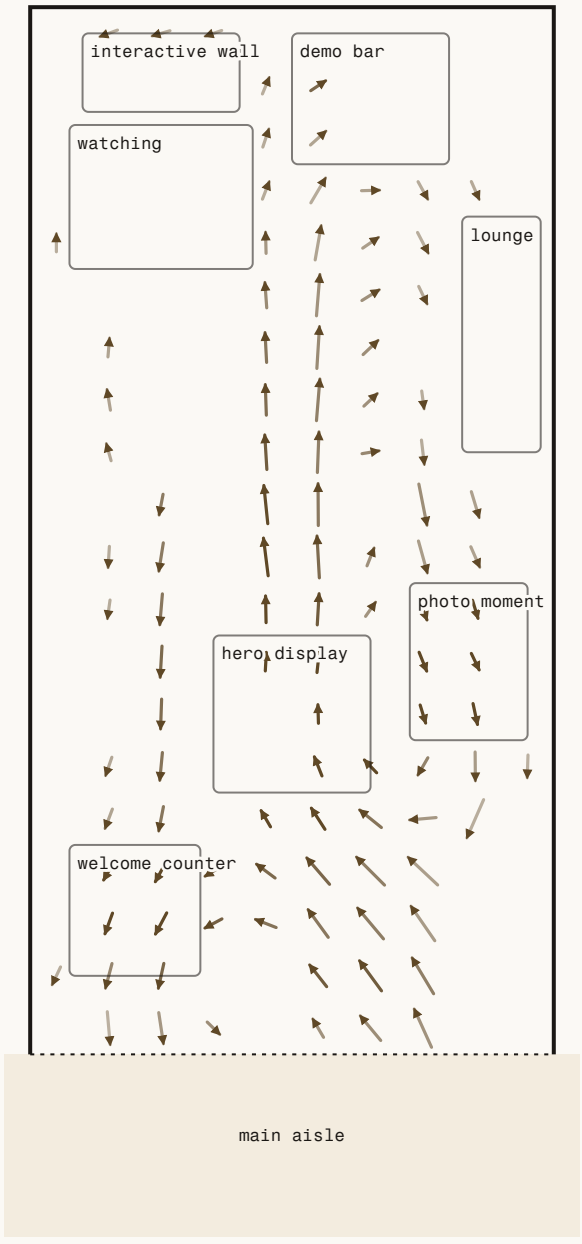


less time → more time

● camera

Flow map

the way people walked; long arrows where they walked through, short ones where they slowed down



→ walking direction

Stations

Each station has its own zone on the floor plan. A station visit counts when someone stays in the zone for 3 seconds or more; one visit to the booth can include several stations.

Station	Station visits	Share of booth visits	Time there	Peak there
Welcome counter	3,520	36%	0:22	21
Hero display	8,130	83%	0:25	21
Photo moment	3,570	37%	0:26	15
Lounge	2,100	21%	1:16	13
Interactive wall				
playing	1,970	20%	1:04	13
watching	4,740	48%	0:36	15
Demo bar	2,460	25%	1:44	15

Time there is the average per station visit. Peak there is the most people in the zone at one moment.

> **For every person playing the interactive wall, 2.4 stood and watched.** 10% of the watchers went on to play.

Where people go *next*

Of the people leaving each spot, where they went next. These are shares of the people we could follow from one station to the next, never counts.

First stop after walking in

Hero display	25%
Left without stopping at a station	21%
Watching the interactive wall	12%
Demo bar	10%
Welcome counter	9%
Somewhere else	22%

After the hero display

Left the booth	57%
Watching the interactive wall	13%
Photo moment	9%
Demo bar	9%
Somewhere else	11%

After watching the interactive wall

Left the booth	42%
Hero display	26%
Playing the interactive wall	10%
Welcome counter	9%
Somewhere else	13%

How we *measured*

6 dome cameras on the booth structure, placed from the booth's 3D model before the show. A server in the back office placed every person on the floor plan and counted live through every show day; Sample Co. watched the numbers on a screen in its back office.

Visit	A person crossing the booth line into the booth. Every person is placed on the floor plan, so someone seen by three cameras counts once. We report visits, not unique people: a guest who leaves and comes back is a second visit.
Time per visit	All the time people spent in the booth, divided by visits. It is an average.
Capture rate	Of the people who walked the aisle in front of the booth, the share who came in.
People in the booth	Everyone on the floor at a moment, each person counted once.
Station visit	Someone inside a station's zone for 3 seconds or more. Time there is the average per station visit.
Heat and flow maps	Time spent in each 2 ft square of the floor, and the walking direction in each 4 ft square.
Where people go next	Shares of the people leaving a station, by where they went next. Shares only, never counts.
Staff	Left out of every number: we register the staff shirts at install and mask staff-only areas such as the back office.
Times	Venue clock time.

What we don't measure

No facial recognition, no age or gender estimates, no sentiment, and no personal data in the results. Cameras are matched by position and time on the floor plan, never by appearance.

Footage

The client chooses: we delete the footage the day after we process it, or hand it over to keep. Sample Co. chose deletion.

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