



EXECUTIVE REPORT

Your show, in numbers.

Prepared for a fragrance company | ASD Market Week, Las Vegas | August 25-27, 2026. This report turns three days of anonymous booth measurement into decisions for the next show. Every people figure is a calibrated estimate from hand-counted booth camera footage, not a measured count.

The show (calibrated estimate)	Result
Visits	991
Engaged 30s or longer	727 / 73%
Two minutes or more	436 / 44%
Average / middle visit	5.8 min / 3.3 min
Hours of attention	103

What the show delivered

The calibrated estimate is 991 booth visits across the three days. 727 of them stayed 30 seconds or longer (73%), and 436 stayed two minutes or more (44%). The average visit ran 5.8 min and the middle visit 3.3 min. Together that is 103 hours of attention on your product.

Attention concentrated in two places

The counter and the lounge hold 90% of all the time spent in the booth. Protect their product access and conversation space as the first rule of the next floor plan.

The last day fell away

Day 2 to Day 3: visitors 288 to 265, engaged 209 to 165, and two-minute visits 165 to 58. Look at the experience and the audience mix behind that drop before buying more space.

What this report does not measure

Attention is not a sale. Connect qualified leads, orders and full show cost to these figures, and the next report can answer the money question directly.



Where attention was won, and lost.

A visitor stepping in is the start of an opportunity. The question is whether the booth gives them a reason to stay.

How visits divided (calibrated estimate)	Show	Aug 26-27
Visits	991	553
Under 30 seconds	264	179
30 seconds or longer	727	374
Two minutes or more	436	223
Engagement rate	73%	68%

The engagement opportunity

264 visits ended inside 30 seconds. A clear product benefit, a quick demonstration and an easy next step are the levers to test against that group.

A target worth testing

Five points on the 73% engagement rate is about 50 more engaged visitors at the same traffic. Treat that as a planning scenario, not a forecast.

Longer is not automatically better

Two-minute visits can be real conversations, or a queue. Read lead quality alongside dwell before treating longer stays as a win.

What the funnel cannot tell you

The sensor sees the booth, not the whole hall. These are visits, not identified people, and someone who returns on another day is counted again.



The last day needs a closer look.

Three days, measured the same way. Day one was rebuilt from recorded positions after the show.

Day	Visits (est.)	30s+	Rate	2 min+	Average visit
Day 1	438	353	81%	213	6.4 min
Day 2	288	209	73%	165	6.1 min
Day 3	265	165	62%	58	4.5 min

A smaller crowd does not explain it all

From Day 2 to Day 3 visitors fell 8%, while engaged visitors fell 21%. The engagement rate dropped from 73% to 62%.

Deep attention dropped most

Two-minute visits went from 165 to 58. That is a retention signal worth investigating, not proof that any person, product or layout caused it.

What to check before changing the plan

Demo availability, product stock, appointment schedules, audience mix and any change to the booth experience. Log those by hour next show so the team can tell a quiet hall from a weaker offer.

An action for the next show

Keep the core demo and the buyer follow-up offer running through the final day, and compare the same measures each day against visitor volume.



Match the experience to demand.

Visitors are counted in the hour their visit began. The same hour behaves differently across days, so treat this as a starting point, not a fixed schedule.

Hour PDT	Day 1	Day 2	Day 3	Aug 26-27 engaged
9 am	25	28	22	35
10 am	52	22	39	43
11 am	54	45	48	65
12 pm	51	41	35	53
1 pm	46	48	40	60
2 pm	78	40	32	44
3 pm	47	22	26	35
4 pm	39	21	13	24
5 pm	46	21	10	15

The busiest window

11 am was the strongest hour on the live days with 93 visitors. 521 visitors, 53% of the show, arrived between 10 am and 2 pm. Keep demonstrations and accessible product ready across that block.

Plan for variation

Staff the busy middle of the day fully, and move breaks to the quieter hours rather than splitting the crew evenly across the day.

Use a measured rhythm

Review visitors, engaged share and qualified leads each hour. Test scheduled demos in matched time blocks instead of assuming a busier hour sells better.

Late-day opportunity

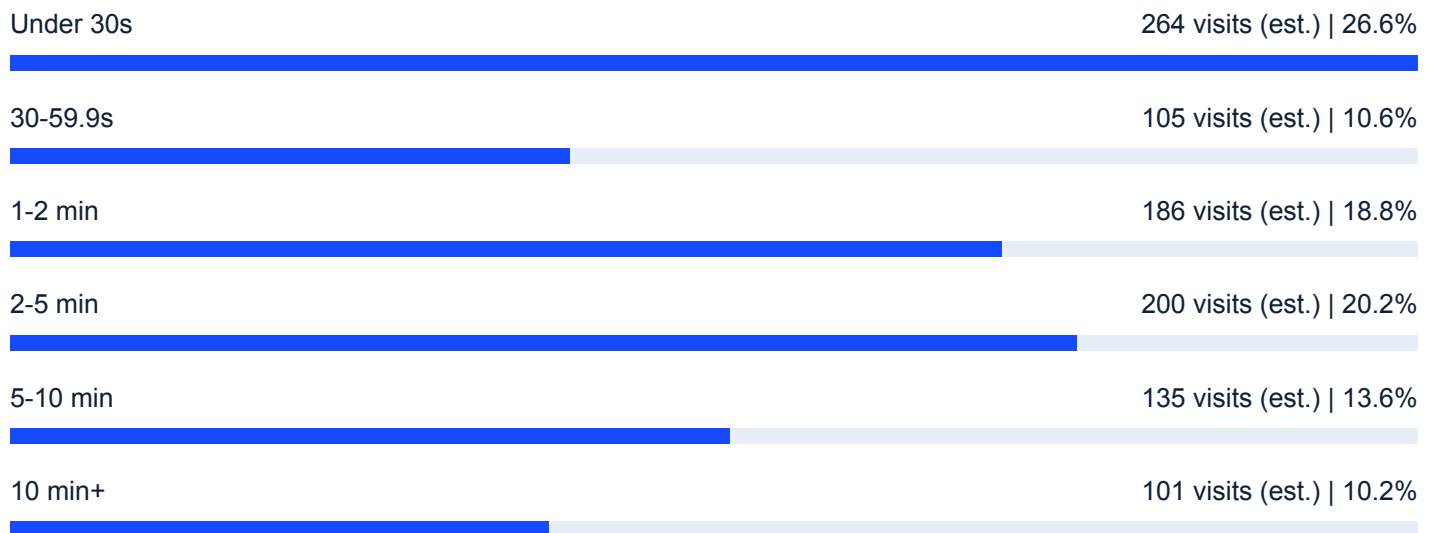
The final three hours still brought 245 visitors. Lower volume is not zero opportunity; a targeted appointment or follow-up invitation is worth testing.



04 / HOW LONG VISITS LASTED

Design for a quick start and a deeper visit.

The average visit ran 5.8 min and the middle visit 3.3 min. A minority of long stays lifts the average, so deliver value quickly, then make it easy to continue.



Deliver the first benefit early

264 visitors, 27% of the show, stayed under 30 seconds. A short explanation, a visible comparison and a low-friction demo are the hypotheses to test there.

Create a second step

291 visitors stayed between 30 seconds and two minutes. Offer a deeper product discussion or a follow-up booking without blocking the quick experience.

Read the range, not just the average

A quarter of visits ended inside 1.3 min, while the longest tenth ran past 13.1 min. The longest single visit was 197.4 min.

Keep the measure fixed

Whatever thresholds you compare on, keep them identical between shows, or the comparison measures the definition rather than the booth.



Protect the counter and lounge experience.

Zone results cover August 26 and 27. One visitor can use more than one zone, so zone visits do not add up to people.

Zone	Zone visits	Hours	Average visit	Per visitor
Counter	462	27.6	3.6 min	3.0 min
Lounge	329	20.1	3.7 min	2.2 min
Seating	191	5.1	1.6 min	0.6 min

Counter: the largest pool of attention

The counter drew 462 zone visits and 27.6 hours, 52% of all zone attention, about 3.0 minutes per visitor. Keep the core product offer here.

Lounge: substantial use, worth preserving

The lounge held 20.1 hours (38%), averaging 3.7 min per visit. This is where the longest buyer conversations happened.

Seating: a question to investigate

Seating averaged 1.6 min per visit against 3.6 min at the counter. Before removing seats, watch whether those short visits serve companions and rest.

Avoid a false efficiency claim

These hours show use, not revenue per square foot. Attribute sales before deciding a zone pays for itself.



Make room for shared product discovery.

The data supports which zones were used together and rough direction of travel. It does not establish full journeys, named buyers or verified groups.

Arrived with	Visitors	Share	30s+ rate
Solo	281	28%	41%
Pair	267	27%	38%
Three-person	198	20%	38%
4+	245	25%	41%

Most visitors used more than one zone

330 of 553 live-day visitors used two or three zones. Keep the connections between zones open and obvious.

Counter and lounge went together

221 visitors used both the counter and the lounge, the most common pairing. These are overlaps, not a fixed order of travel.

Treat group size as a design clue

72% of visitors arrived within seconds of someone else. The software infers this from timing, so nearby strangers can be grouped; use it to shape the space, not to report verified parties.

A group-friendly experience is testable

Let two or three people see the demonstration together and give companions somewhere to stand. Compare engaged share during matched test periods.



Turn attention into an investment case.

This data explains how the booth was used. A financial return needs verified cost, qualified leads and attributed sales, which were not part of the telemetry.

Available now	Needed for a financial return
Visitors and engagement	Verified show costs
Daily and hourly performance	Deduplicated qualified leads
Zone use and attention	Attributed orders and contribution margin
Group and movement signals	An agreed attribution window

Measure the full investment

Record space, build, shipping, travel, labor, technology and follow-up costs, on one consistent policy, and use the same policy every show.

Link the commercial outcome

Record qualified leads, appointments, quotes, orders and contribution margin against an agreed attribution window. Do not equate an anonymous visit with a badge scan.

Use the right calculation

Show return = (attributed contribution profit minus total show cost) divided by total show cost. Break-even orders = total show cost divided by average contribution profit per order.

Use attention as the interim measure

Until sales are attributed, cost per engaged visitor is the working number: total show cost divided by 727.

Decide after follow-up

Review qualified leads right after the show, then attributed outcomes at 30, 60 and 90 days, keeping new business separate from existing customers.



A short list of experiments worth running.

Test one material change at a time, balanced across comparable hours and days, and keep a simple record of what changed.

1. Clarify the opening offer | Marketing lead

Hypothesis: a concise product benefit plus a quick demo lifts the share of visitors reaching 30 seconds. Alternate existing and revised messaging in balanced blocks.

2. Compare Product A and Product B | Product lead

Use equally visible placements and rotate positions across matched periods. Record which product sat in each zone and when.

3. Improve companion access | Booth lead

Test a wider viewing position for small groups while keeping the walkway clear. Primary measure: engagement rate.

4. Validate the role of seating | Sales lead

Compare an explicit invitation to a seated consultation against the current experience. Primary measure: qualified consultations booked.

Agree the decision rule in advance

Set the minimum worthwhile improvement, the test length and the acceptable tradeoff before the show opens.

Use the product sequence

HindSight establishes what happened. BoothSight monitors traffic as it happens. ForeSight compares scenarios for the next show.



How these numbers were produced.

Source: the booth sensor database from the show, read only, joined to booth camera footage used to calibrate the counts. Aggregates only; no individual paths are included.

Scope

Visits beginning between 9 am and 6 pm PDT on August 25-27, 2026. A visit means a person inside the booth zones; time is accumulated zone dwell.

Calibration

The sensor splits one visit into several tracks and undercounts time spent still. Booth camera footage was counted by hand to measure both: sensor tracks are divided by 4.4, and recorded time is multiplied by 1.99. Every people figure in this report is therefore a calibrated estimate, not a measured count. Aisle traffic was not counted, so there is no conversion rate for this show.

Day one

Day one was rebuilt from recorded positions after the show; the original backup held no zone dwell.

What remains unknown

No verified unique reach, demographics, repeat visitors, product-level exposure or sales attribution. Coverage is the booth, not the hall.