



## Trade Show Evaluation for the Exhibit Manager

Evaluation is a key component of any marketing technique. This form will help you evaluate trade shows to determine if the objectives are being met, and identify what is and isn't working. The only way to measure performance is to examine your results against your objectives.

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|---|-----|-----------|------|------|------|
| 1. Did we identify the market accurately at the show?<br>Comments   | Yes | No        |      |      |      |
| 2. Did we showcase the products and services our prospects wanted to see and buy?<br>If "No," what could we have done?                                |     |           | Yes  | No   |      |
| 3. Were we prepared to help them solve their problems?<br>How so?   | Yes | No        |      |      |      |
| 4. Do we understand our client's changing needs and can we respond quickly?<br>Comments?  |     |           | Yes  | No   |      |
| 5. Did our customers and prospects know we would be exhibiting in this show?<br>How did they know?  |     |           | Yes  | No   |      |
| 6. Did we give them a compelling reason to come visit our booth?<br>What was it?  |     | Yes       | No   |      |      |
| 7. Did we mail letters, postcards, or invitations to key people, followed by a phone call or visit?<br>Comments                                       |     |           | Yes  | No   |      |
| 8. Did we schedule appointments with key clients at the booth or off-site?<br>Did we involve top management?<br>Comments?                             |     |           | Yes  | No   |      |
| 9. Did we use promotional materials to publicize our show presence?<br>If so, what?   |     | Yes       | No   |      |      |
| 10. Were our staff adequately trained and prepared for this event?<br>How so?   |     | Yes       | No   |      |      |
| 11. Did staff understand show objectives and also have pre-specified objectives?<br>What were they?   |     | Yes       | No   |      |      |
| 12. Were all staff members familiar enough with the products & services to discuss or demo them adequately?<br>If not, what challenges did they face? |     |           | Yes  | No   |      |
| 13. Was a cross product training session conducted, or were staff members provided with cross product pocket information to use in the booth?         | Yes | No        |      |      |      |
| 14. Was there adequate technical support staff available to answer the tough technical questions?   |     |           | Yes  | No   |      |
| 15. How would you rate the quality of your leads?<br>Is the lead form working well?<br>If not, what changes should be made?                           |     | Excellent | Good | Fair | Poor |
| 16. Overall, how would you rate the success of this show?<br>Should you continue to exhibit in this show?<br>If no, why not?                          |     | Excellent | Good | Fair | Poor |