



Trade Show Evaluation for the Exhibit Staff

Your feedback is vital to our trade show evaluation process. Please take a few minutes to complete this form. Your analysis will help us identify aspects of our exhibit marketing program that need strengthening.

Name of Show:

Location:

Date:

Number of shows you worked:

Number of hours you staffed our booth at this show:

1. What do you think our primary objective was for exhibiting in this show?

In your opinion, was the objective(s) achieved? Yes No

If no, why not?

2. Approximately how many total prospects did you engage in a dialogue in our exhibit?

Total Number

Was the quality of the majority of the prospects:

Excellent Good Fair Poor

3. Is our booth conducive to engaging customers and prospects in conversation?

If no, please explain.

4. Did you have an opportunity to invite important customers or prospects to the show through a mailing, phone conversation or personal invitation? Yes No

If yes, how many came to the booth to see you?

5. Did you feel the booth was? Understaffed Adequately Staffed Over Staffed

6. Did you think our booth space was: Too Small Too Large Just Right

7. Completion of lead forms: How many did you complete?

How many are "Hot Prospects?"

8. Did our booth do a great job of representing our company's position in the marketplace? Yes No

If no, why not?

9. Rate the overall effectiveness of our booth compared to the competition.

Excellent Good Poor Inferior

Which competitors were at the show?

(1)

(2)

(3)

8. What suggestions do you have for future trade shows to improve our overall performance?

Comments?