

TRADE SHOW EVALUATION

This form is applicable for all major Regional and Dealer Trade Shows and should be completed by factory or Sales Representative and set to Marketing Services Department within five (5) days of the completion of the show. A copy should be forwarded to the appropriate Regional Sales Manager.

I. General Information

Trade Show Name: _____

Date and Location: _____

Booth Size: _____ Eqpt. To Be Displayed: _____

Date Eqpt. Ordered: _____

Eqpt. Arrival Date: _____

Dealer Participation? Yes _____ No _____

If Yes, Specify Dealer: _____

Expected Show Attendance: _____

Target Market: _____

Financial Contribution: \$ _____

Dealer Contribution: \$ _____

Date and Location of Previous Show(s) - If Company Participated: _____

II. Trade Show Evaluation:

Show Attendance Satisfactory? Yes _____ No _____

If No, Explain: _____

Did Key Buying Influences (i.e. Consultants, Architects, Etc.) Attend the Show: Yes _____ No _____

Please Explain: _____

Equipment/Booth Delivered on Time and in Good Condition: Yes _____ No _____

If No, Explain: _____

Competitors Attending Show: _____

Reactions to Equipment By Show Attendees: Excellent _____ Good _____ Fair _____ Poor _____

Please Explain: _____

Did the Show Generate the Expected Number of Sales Leads? Yes _____ No _____ How Many? _____

Any Equipment Not Sold at Show and Returned? _____

If Sold, To Whom? _____

Benefits of Show: _____

Evaluate Show in Comparison to Previously Held Shows: Excellent _____ Good _____ Fair _____ Poor _____

Please Explain: _____

If This Show is Held Next Year, Should We Participate? Yes _____ No _____

Any Problems Relating to Installation or Dismantling of Eqpt.? Yes _____ No _____

If Yes, Please Explain _____

Comment and Suggestions: _____

Sales Representative

Regional Sales Manager

Date

Date

CC: Marketing Department