

USDA/FAS EVALUATION FORM

Help us to plan even better shows in the future by taking a few minutes to complete this evaluation form. Trade sensitive data supplied on individual forms will be kept confidential.

Your Results

1. How many products did you introduce or test market at this show? _____
2. Which products generated the most buyer interest? _____

3. How many serious contacts did you make? _____
4. What were your on-site sales (signed contracts) at this show?
\$ _____
5. What are your projected 12-month sales (dollar amount) resulting from this show?
\$ _____

Our Service

Please rate the following services that were provided by FAS or show organizer.

6. The consolidation services and shipping instructions

Excellent					Satisfactory				Poor	Did not receive
10	9	8	7	6	5	4	3	2	1	

Suggestions for improvement: _____

Shipping costs US \$ _____ Name of Freight forwarder: _____

7. The usefulness of the market information provided by FAS (if applicable)

Excellent					Satisfactory				Poor	Did not receive
10	9	8	7	6	5	4	3	2	1	

What would you like to see more of: _____

8. The pre-show briefing and information packets distributed at the show (if applicable)

Excellent					Satisfactory				Poor	Did not receive
10	9	8	7	6	5	4	3	2	1	

Suggestions for improvement: _____

9. The FAS staff attitude, including courtesy and efficiency

Excellent					Satisfactory				Poor	
10	9	8	7	6	5	4	3	2	1	

10. The show's effectiveness in meeting your exhibiting goals

Excellent					Satisfactory				Poor	
10	9	8	7	6	5	4	3	2	1	

11. Would you participate in this show again?

Yes					Maybe				No
10	9	8	7	6	5	4	3	2	1

12. Of the visitors who attended the show:

Quality:

Excellent					Satisfactory			Poor
10	9	8	7	6	5	4	3	2

Quantity::

Excellent					Satisfactory			Poor
10	9	8	7	6	5	4	3	2

13. What results did you obtain from this event?

	Signed	Pending
___ Agent/distributor agreements	___	___
___ Licensee agreements	___	___
___ Joint venture agreements	___	___

14. Please indicate which of your firm's objectives were met at the show. (All items may not apply.)

	YES	NO
Finding a sales representative	___	___
Finding a licensee	___	___
Finding a joint venture partner	___	___
Immediate sales during event	___	___
Market exposure	___	___

Suggestions/Improvements

15. Please provide additional comments, recommendations and/or suggestions for improvement in show procedures.

Company Profile

16. What is your primary business activity? Please check one of the following:

- Manufacturer
- Exporter/Trading Company
- Distribution/Wholesaler
- Service
- Other: _____

17. When you participated in this show, was your firm new to **MARKET**? _____ Yes _____ No
 When you participated in this show, was your firm new to **EXPORT**? _____ Yes _____ No

18. **Please identify your company size, in terms of annual sales and employment.** The USDA/FAS is committed to providing services and opportunities for small and minority companies. To ensure that these services and opportunities are being used and made available at shows, FAS requests demographic information from the company prospects.

- | | | |
|---|---|---|
| Sales | Employees | Ownership |
| <input type="checkbox"/> under \$1 million | <input type="checkbox"/> 10-50 employees | <input type="checkbox"/> American Indian or Alaska Native |
| <input type="checkbox"/> \$1-10 million | <input type="checkbox"/> 50-100 employees | <input type="checkbox"/> Asian |
| <input type="checkbox"/> \$10-50 million | <input type="checkbox"/> 100-250 employees | <input type="checkbox"/> Black or African American |
| <input type="checkbox"/> \$50-250 million | <input type="checkbox"/> 250-500 employees | <input type="checkbox"/> Hispanic or Latino |
| <input type="checkbox"/> over \$250 million | <input type="checkbox"/> over 500 employees | <input type="checkbox"/> Native Hawaiian or Other |

- Islander
 White

19. How did you hear about this event? _____

20. Are you using the wealth of information available to you on the FAS/USDA website? _____ Yes _____ No

Name: _____

Company: _____

Products exhibited: _____

Thank you very much for your time in completing this evaluation.

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