**Please take a few minutes to complete this evaluation form. We would like to hear about your experiences associated with the [TITLE] Virtual Trade Event (VTE). Your feedback will be used to improve future virtual events.**

**Trade and sales data supplied on this form is strictly confidential**

**and will not be shared with outside sources.**

**First Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Last Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**1. Please rate the VTE in general:** Excellent Satisfactory Poor

10 9 8 7 6 5 4 3 2 1

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

🔿 Manufacturer 🔿 Service

🔿 Exporter/Trading Company 🔿 Other:

🔿 Distribution/Wholesaler

1. When you participated in this VTE, **was your firm new to this** **MARKET**?

🔾 Yes 🔾 No

1. When you participated in this VTE, **was your firm new to** **EXPORT**?

🔾 Yes 🔾 No

1. **Please identify your company size, sales and ownership type:**

**Sales Employees Ownership**

🔾 under $1 million 🔾 10-50 employees 🔾 Women-owned

🔾 $1-10 million 🔾 50-100 employees 🔾 Minority-owned

🔾 $10-50 million 🔾 100-250 employees 🔾 Veteran-owned

🔾 $50-250 million 🔾 250-500 employees 🔾 None of the above

🔾 over $250 million 🔾 over 500 employees

1. **How many products did you introduce during this VTE?**
2. **What were your on-site sales in US$ (contracts signed) at this VTE?**
3. **What are your projected 12-month sales as a result of your participation in this VTE?**
4. **How did you find out about the VTE? (check all that apply)**

|  |  |
| --- | --- |
| Notification from USDA/FAS staff |  |
| U.S. Embassy or AmCham Announcement |  |
| FAS website |  |
| Trade/Industry Organization or SRTG Announcement |  |
| Other (please specify): |  |

1. **Which factor weighed most heavily on your decision to participate in the VTE?**

|  |  |
| --- | --- |
| Opportunity to network and explore business partnerships |  |
| Opportunity to expand ongoing business in the region |  |
| Opportunity to begin business in the region |  |
| USDA support or sponsorship |  |
| Other (please specify): |  |

1. **How useful did you find the pre-event (market briefing) information provided for this VTE?**

Excellent Satisfactory Poor

10 9 8 7 6 5 4 3 2 1

**Suggestions for additional information**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Was this your first time exhibiting at a VIRTUAL TRADE SHOW?**

Yes

No

If no, please indicate which other virtual trade shows you have exhibited at previously.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **How would you rate the benefits of participating in the VIRTUAL TRADE SHOW relative to the lower costs (e.g., no travel costs, etc.)?**

Excellent Satisfactory Poor

10 9 8 7 6 5 4 3 2 1

**14. What outcomes did you expect as a result of participating in the VTE?**

|  |  |
| --- | --- |
| Increased exports |  |
| Joint ventures/investment opportunities |  |
| Increased market knowledge |  |
| Other (please specify): |  |

**15. How many serious local contacts (i.e. will have future follow up) did you establish as a result of the VTE? \_\_\_\_\_\_\_**

**16. How many pre-arranged business-to-business meetings did you conduct? \_\_\_\_\_\_\_\_\_\_\_**

**17. How many spontaneous business-to-business meetings (i.e. video) did you conduct? \_\_\_\_\_\_\_\_\_\_**

**18. Overall, how many visitors did you have at your virtual booth? \_\_\_\_\_\_\_\_\_\_**

**19. What results did you obtain from this event:**

**Product Sales in $US**

|  |  |  |
| --- | --- | --- |
| Closed an export contract |  |  |
| Have an export contract in progress |  |  |
| Learned about the local market |  |  |
| Other (Please specify) |  |  |

**20. What hindered you from closing a deal during the VTE? (check all that apply)**

|  |  |
| --- | --- |
| Lack of information about the company |  |
| Lack of information about the product |  |
| Price negotiations |  |
| Payment conditions |  |
| Shipping conditions |  |
| Lack of funding |  |
| Technical barriers to trade |  |
| Marketing Issues |  |
| Other (please specify): |  |

**SHOW QUALITY**

**21. Rate show’s effectiveness in meeting your exhibiting goals:** Excellent Satisfactory Poor

10 9 8 7 6 5 4 3 2 1

**22. Rate show in general: atmosphere, events program, hospitality:** Excellent Satisfactory Poor

10 9 8 7 6 5 4 3 2 1

**23. Rate the virtual platform in terms of being user-friendly and easy to navigate:**

Excellent Satisfactory Poor

10 9 8 7 6 5 4 3 2 1

**24. Rate the level of trust you have in the security of the VTE:** Excellent Satisfactory Poor

10 9 8 7 6 5 4 3 2 1

**25. Rate the duration of the VTE:** 🔾 Too Long 🔾 too Short

Suggestions \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**26. Rate the usefulness of the following elements of the virtual platform:**

**Auditorium** Very Useful Useful Not Needed

10 9 8 7 6 5 4 3 2 1

**Help Desk** Very Useful Useful Not Needed

10 9 8 7 6 5 4 3 2 1

**Exhibition Hall** Very Useful Useful Not Needed

10 9 8 7 6 5 4 3 2 1

**Resource Room** Very Useful Useful Not Needed

10 9 8 7 6 5 4 3 2 1

**Networking Lounge** Very Useful Useful Not Needed

10 9 8 7 6 5 4 3 2 1

**27. Rate the quality of interpretation services provided (if applicable):**

Excellent Satisfactory Poor

10 9 8 7 6 5 4 3 2 1

**28. Rate the quality of service provided by the contractor [*insert name*] for this VTE:**

Excellent Satisfactory Poor

10 9 8 7 6 5 4 3 2 1

**29. Rate the quality of service provided by USDA/FAS for this VTE:** Excellent Satisfactory Poor

10 9 8 7 6 5 4 3 2 1

**30. How could your experience during the VTE be improved?**

|  |  |
| --- | --- |
| More information on general economic conditions of the country |  |
| More information on foreign companies |  |
| More one-on-one business meetings |  |
| More training on technical aspects prior to VTE (such as how to have a B2B meeting, enter certain rooms, etc.) |  |
| Additional break time (e.g., in case meetings run over, time for restroom/coffee, etc.), |  |
| More opportunities to interact with other U.S. companies or foreign buyer participants |  |
| Longer duration of VTE |  |
| Other (Please specify) |  |

**31. Would you participate in future VTEs sponsored by USDA/FAS?**

Yes Maybe No

1. 9 8 7 6 5 4 3 2 1

**32. Additional comments/recommendations:**

Provide a statement mentioning successes or challenges that you during the VTE. Quote may be used in future exhibitor and/or visitor marketing materials. Thanks! Your support is greatly appreciated!

|  |
| --- |
|  |

***Thanks for your participation!***

Public Burden Statement. According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The public reporting burden for this information collection is estimated to average 25 minutes per response, including the time for reviewing instructions, and completing and submitting the collection of information.