





# U.S.-[COUNTRY] VTTE [DATES]

**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:**

<b>Auditorium</b>	Very Useful	Useful	Not Needed
	10 9 8 7	6 5 4	3 2 1
<b>Help Desk</b>	Very Useful	Useful	Not Needed
	10 9 8 7	6 5 4	3 2 1
<b>Exhibition Hall</b>	Very Useful	Useful	Not Needed
	10 9 8 7	6 5 4	3 2 1
<b>Resource Room</b>	Very Useful	Useful	Not Needed
	10 9 8 7	6 5 4	3 2 1
<b>Networking Lounge</b>	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

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**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
10	9	8	7	6	5	4	3	2	1		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!*

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