

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

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

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

YES NO

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

YES NO

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

<u>Sales</u>	<u>Employees</u>	<u>Ownership</u>
<input type="radio"/> under \$1 million	<input type="radio"/> 10-50 employees	<input type="radio"/> Women-owned
<input type="radio"/> \$1-10 million	<input type="radio"/> 50-100 employees	<input type="radio"/> Minority-owned
<input type="radio"/> \$10-50 million	<input type="radio"/> 100-250 employees	<input type="radio"/> Veteran-owned
<input type="radio"/> \$50-250 million	<input type="radio"/> 250-500 employees	<input type="radio"/> None of the above
<input type="radio"/> over \$250 million	<input type="radio"/> over 500 employees	

6. How many products did you introduce during this VTE?

7. What were your on-site sales in US\$ (contracts signed) at this VTE?

8. What are your projected 12-month sales as a result of your participation in this VTE?

9. 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):	

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10. 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):	

11. 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: _____

12. 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. _____

13. 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)		

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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

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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?

32. Additional comments/recommendations:

Provide a statement mentioning successes or challenges that you had 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.