

U.S. Exhibitor Survey Form for Trade Shows



OMB Number: xxxx-xxxx
Expiration Date: xx/xx/xxxx

The U.S. Department of Agriculture (USDA) and your (insert USDA-endorsed Trade Show name) USA Pavilion organizer kindly request your feedback.

Public Burden Statement

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* Required

1. Name of Attendee: *

2. Email: *

3. Phone Number:

4. Organization Name: *

5. What is your organization type? *

- U.S. Company
- USDA Cooperator
- State and Regional Trade Group
- State Department of Agriculture
- Other

6. Did you participate in this show as a member of an association or organization? *

- Yes, a USDA Cooperator
- Yes, a State and Regional Trade Group
- Yes, a State Department of Agriculture
- No, I am not a member of any association or organization.
- Other

7. What is the name of the association or organization you are a member of? *

8. Products Exhibited: *

9. When you participated in the show, was your firm new to this market?

- Yes
- No

10. When you participated in this show, was your firm new to export?

- Yes
- No

Company Profile and Trade Show Results

Trade and sales data supplied on this form is private, secure, and safeguarded and will not be shared with outside sources.

11. Company Sales:

	<\$1 Million	\$1-10 million	\$10-50 million	\$50-100 million	>\$100 Million
Sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Number of Employees:

	<10	10-50	50-100	100-250	250-500	>500
Employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Company Ownership: *

- Women-owned
- Minority-owned
- Veteran-owned
- Tribal-owned
- LGBTQ-owned
- Prefer not to answer
- None of the above
- Other

14. Is your business located in a county with less than 50,000 residents? *

- Yes
- No
- I do not know

15. How many **products** did you introduce or test market at this trade show? *

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25
- 26
- 27

- 28
- 29
- 30
- 31
- 32
- 33
- 34
- 35
- 36
- 37
- 38
- 39
- 40
- 41
- 42
- 43
- 44
- 45
- 46
- 47
- 48
- 49
- 50
- Other

16. How many **serious contacts** did you establish as a direct result of this trade show? *

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
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- 21
- 22
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- 31
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- 38
- 39
- 40
- 41
- 42
- 43
- 44
- 45
- 46
- 47
- 48
- 49
- 50
- Other

17. What were your **on-site sales** in US\$ (contracts signed) at this trade show? *

- 0
- 1,000
- 2,000
- 3,000
- 4,000
- 5,000
- 6,000
- 7,000
- 8,000
- 9,000
- 10,000
- 20,000
- 30,000
- 40,000
- 50,000
- 60,000
- 70,000
- 80,000
- 90,000
- 100,000
- 110,000
- 120,000
- 130,000
- 140,000
- 150,000
- 160,000
- 170,000
- 180,000

- 190,000
- 200,000
- 210,000
- 220,000
- 230,000
- 240,000
- 250,000
- 260,000
- 270,000
- 280,000
- 290,000
- 300,000
- 310,000
- 320,000
- 330,000
- 340,000
- 350,000
- 360,000
- 370,000
- 380,000
- 390,000
- 400,000
- 410,000
- 420,000
- 430,000
- 440,000
- 450,000
- 460,000
- 470,000
- 480,000

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490,000

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660,000

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690,000

700,000

710,000

720,000

730,000

740,000

750,000

760,000

770,000

- 780,000
- 790,000
- 800,000
- 810,000
- 820,000
- 830,000
- 840,000
- 850,000
- 860,000
- 870,000
- 880,000
- 890,000
- 900,000
- 910,000
- 920,000
- 930,000
- 940,000
- 950,000
- 960,000
- 970,000
- 980,000
- 990,000
- 1,000,000
- 1,010,000
- 1,020,000
- 1,030,000
- 1,040,000
- 1,050,000
- 1,060,000
- 1,070,000

- 1,070,000
- 1,080,000
- 1,090,000
- 1,100,000
- 1,110,000
- 1,120,000
- 1,130,000
- 1,140,000
- 1,150,000
- 1,160,000
- 1,170,000
- 1,180,000
- 1,190,000
- 1,200,000
- 1,210,000
- 1,220,000
- 1,230,000
- 1,240,000
- 1,250,000
- 1,260,000
- 1,270,000
- 1,280,000
- 1,290,000
- 1,300,000
- 1,310,000
- 1,320,000
- 1,330,000
- 1,340,000
- 1,350,000
- 1,360,000

- 1,370,000
- 1,380,000
- 1,390,000
- 1,400,000
- 1,410,000
- 1,420,000
- 1,430,000
- 1,440,000
- 1,450,000
- 1,460,000
- 1,470,000
- 1,480,000
- 1,490,000
- 1,500,000
- 1,510,000
- 1,520,000
- 1,530,000
- 1,540,000
- 1,550,000
- 1,560,000
- 1,570,000
- 1,580,000
- 1,590,000
- 1,600,000
- 1,610,000
- 1,620,000
- 1,630,000
- 1,640,000
- 1,650,000

- 1,660,000
- 1,670,000
- 1,680,000
- 1,690,000
- 1,700,000
- 1,710,000
- 1,720,000
- 1,730,000
- 1,740,000
- 1,750,000
- 1,760,000
- 1,770,000
- 1,780,000
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- 1,810,000
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- 1,970,000
- 1,980,000
- 1,990,000
- 2,000,000
- Other

18. What are your **projected 12-month sales** in US\$ resulting from this trade show? **Please include any on-site sales in your projected 12-month sales.** *

- 0
- 50,000
- 100,000
- 150,000
- 200,000
- 250,000
- 300,000
- 350,000
- 400,000
- 450,000
- 500,000
- 550,000
- 600,000
- 650,000
- 700,000
- 750,000
- 800,000
- 850,000
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- 9,700,000
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- 9,800,000
- 9,850,000
- 9,900,000
- 9,950,000
- 10,000,000
- Other

19. Did you participate under one of USDA's market promotion programs?

- Market Access Program (MAP)
- Regional Agricultural Promotion Program (RAPP)
- Not Applicable
- Other

20. Besides this trade show, are you implementing programs funded by MAP or RAPP in this market?

- Yes
- No

21. How many U.S. companies did you bring and/or represent at this trade show?

22. How many of those companies were supported using MAP and/ or RAPP funding?

23. Do you have a local representative or branch office in this market?

- Yes
- No

Trade Show Rating:

- 1 Star = Poor
- 3 Stars= Satisfactory
- 5 Stars= Excellent

24. As part of our ongoing efforts to showcase success stories from recent trade shows, we are compiling quotes from participating companies. **Could you please provide a brief quote highlighting the positive impact that the trade show had on your business?** Specifically, we are interested in any significant outcomes, partnerships formed, or business growth you experienced as a direct result of participating in the trade show.

25. Rate the trade show in **general**:



26. Rate **this year's visitors** at the show:



27. Rate the (insert USA Pavilion organizer name) communication, efficiency, helpfulness, quality:



28. Would you participate in this show again?

- Yes
- No
- Undecided

29. How did you find out about the trade show? (check all that apply)

- USDA announcement
- U.S. Embassy or AmCham Announcement
- FAS website
- Trade/Industry Organization or SRTG Announcement
- Notification from USDA/FAS staff
- The USA Pavilion Organizer
- Other

30. How could your experience during the trade show be improved?

31. Please list any services that you would like to see in the USA Pavilion in future trade shows:

32. Would you like to receive up-to-date information on USDA-sponsored trade events (trade shows, virtual trade events, trade missions)?

- Yes, opt me in
- No, not interested

33. Send opt-in also to colleague(s) :

please provide name and email of colleague(s):

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