

TRADE SHOW EVALUATION

So the event is over. The dust has settled, and you've read the hundreds of emails that piled up while you were out. Soon you'll be asked how the show went.

We've created this worksheet to help you evaluate the success of your show. Complete the form, and you'll be able to quickly see what worked and what areas need improvement. In addition, you can forward your evaluation and comments to others on your team.

We also invite you to forward your completed form to us. We'd be happy to supply you with expert advice, referrals, reading materials, analytics and innovative ideas to guarantee your success at your next show.

NAME EMAIL PHONE

SHOW NAME SHOW DATE BOOTH # BOOTH SIZE

		GREAT	GOOD	HELP!	COMMENTS
SHOW SELECTION	Show selection CORRECTLY TARGETED our ideal prospects				
PRE-SHOW MARKETING	Pre-show advertising EFFECTIVELY ATTRACTED our target market to the booth no matter where we were located				
BOOTH LOCATION	PERFECTLY POSITIONED to ensure not one customer or prospect could miss us				
BOOTH DESIGN	Our booth components EASILY ACCOMMODATED any need to reconfigure or adapt to changing space requirements				
BOOTH SET-UP	Booth set-up and coordination was FLAWLESS				
OVERALL APPEARANCE	Exhibit reflected the EXACT LOOK we wanted				
COMPETITION	Our booth definitely SET US APART from the competition				
BOOTH BRANDING	Exhibit reflected the EXACT FEEL we wanted to convey to prospects and customers				
EXHIBIT STRUCTURE	Our booth was physically in PERFECT CONDITION both before and after the show				
EXHIBIT IMPACT	Our company's messaging and unique selling proposition was CLEAR AND CONCISE				
BOOTH LAYOUT/FLOW	We had PLENTY OF ROOM for visitors to view our products and meet our representatives				

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SIGNAGE	Our customers and prospects could EASILY FIND our booth				
FINANCIAL OPTIONS	We chose the MOST EFFECTIVE options between purchasing, renting, leasing or using our current booth				
SALES STAFF	We had an EFFECTIVE NUMBER of sales staff to meet the needs of our show visitors				
COLLATERAL	We had the RIGHT NUMBER AND KIND of marketing materials available for booth visitors				
DEMONSTRATION	Our demonstration space and design PERFECTLY SHOWCASED our products and/or services				
VISITOR ENGAGEMENT BY STAFF	The sales staff selected were the BEST SUITED to represent us and capture sales opportunities				
LEAD GENERATION	We had an EFFICIENT METHOD to obtain leads during and after the show				
BUDGETS	We stayed WITHIN the budget				
VENDOR INVOICING	There were NO UNFORSEEN extra charges by any vendors				
TRANSPORTATION	Shipping costs were REASONABLE AND COMPETITIVE				
EMERGENCY RESPONSE	All applicable vendors supplied 24/7 SUPPORT				
COORDINATION SUPPORT	Our vendors were READILY AVAILABLE and PREPARED				
VENDOR EXPERTISE	We received GREAT ADVICE from our support vendors to improve our success				
TRACKING RESULTS AND ROI	We have an EFFECTIVE METHOD to track results and return on our investment				
EVENT RENEWAL	With the right support and costs, we would utilize this event again to GAIN NEW BUSINESS AND RETAIN OUR CUSTOMERS				

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Please add other aspects of the show below.

		GREAT	GOOD	HELP!	COMMENTS

In order to forward the completed document, please save and forward it as an attachment to those on your team.

Would you like HeavyDuty Branding to provide advice, referrals, reading materials, analytics or innovative ideas that can improve your next show's results?

If so, please forward the completed document to us at **hello@heavydutybranding.com**. Attach a picture or drawing of your booth if you so desire.