



TRADE SHOW EVALUATION ProExhibits

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 the worksheet below 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 here at ProExhibits. 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 Address Phone Number

Show Name Show Date Booth number 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 COST EFFECTIVE option 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 UNFORESEEN 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.				

