



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

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



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Please add other aspects of the show below.

		GREAT	GOOD	HELP!	COMMENTS
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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

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

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

Since 1987, ProExhibits has provided one-stop, turnkey trade show exhibit design, production and management services, ranging from cost effective custom modular and portable trade show booths to show-stopping exhibits with square footage in the thousands. We facilitate all types of events.

ProExhibits specializes in exceeding client expectations, exemplified by winning over 80% of all qualified design proposals, coupled with a near perfect (99%) customer satisfaction rating. We welcome the opportunity to utilize our expertise to guarantee your success.