

Hello, this is _____ calling from Connect Research on behalf of the Department of Foreign Affairs and International Trade. May I please speak with an individual who staffed your company's booth at Globe '94? (When the correct person is on the line, reintroduce yourself) We are conducting a brief survey of individuals who exhibited at Globe '94: Developing the Business of the Environment, a trade show held in Vancouver from March 21-25, 1994. We understand your company was an exhibitor at the Globe '94 show, is that correct?

Yes _____ (Continue)

No _____ (Thank you and Terminate call)

Did you, yourself attend the show?

Yes _____

Would you be the most appropriate person to answer a few questions about the Globe '94 show?

Yes _____ (Continue to question 1)

No _____

Would you kindly give me the name of the person you think would be the most appropriate to answer a few questions about the Globe '94 show? _____

May I speak with him/her?

Yes _____ (start from beginning)

No _____ (arrange call back and terminate call)

1. Did you receive a profile of the foreign visitors prior to or at Globe '94?

Yes _____ No _____

Were you satisfied with the information?

Yes _____ (Continue)

No _____ (Ask what would you have liked to see included?)

2. What type of information on your company did the foreign visitors seek? _____

3. As a result of Globe '94, did you receive from foreign visitors...

Yes No

leads? _____

trial orders? _____

4. As a result of Globe '94, did you receive requests for...

Yes No

preliminary proposals or quotations? _____

possible distributorships? _____

joint ventures? _____

other business proposals? _____

5. Have you followed up with respect to these requests?

Yes _____ No _____