

VISITORS

Were the visitors to your booth appropriate?

1 2 3 4 5

Proportion of visitors who were:

Local	%
National	%
International	%
TOTAL	

ENQUIRIES/LEADS

Number of Serious Enquiries/Leads Received:

Proportion which were from potential:

Buyers	%
Agents/Distributors	%
J.V. Partners/ Strategic Alliances	%
Others	%

SALES POTENTIAL

(a) sales, on-site or short term (<3 months)	1	2	3	4	5
(b) sales, medium term (3 to 12 months)	1	2	3	4	5
(c) sales, long term (>12 months)	1	2	3	4	5

What promotional activities did you undertake in preparation for this event, i.e., advertising, direct mail, etc.?

OTHER GENERAL COMMENTS: (Would you participate in this event again, are there better events in this market?)
(Include suggestions to improve your own and the government's future participation in this event.)