



DATE: \_\_\_\_\_

**PROTECTED - COMMERCIAL**  
Subject to Access to Information Act

### EXHIBITOR'S QUESTIONNAIRE

|                         |                    |          |
|-------------------------|--------------------|----------|
| Name/address of company | Name of trade fair |          |
|                         | Location and dates | Booth #  |
| Completed by            | Title              | Tel. No. |

**EVALUATION CRITERIA: 1 = LOW / 5 = HIGH**

**PURPOSE OF PARTICIPATION :** Rank your top five priorities and indicate your level of success.

| Priority   | Success |   |   |   |   |
|--|---------|---|---|---|---|
| <input type="checkbox"/> Contact Prospective Clients                         | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Assess market demand, product or service acceptance | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Introduce new products/services                     | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Maintain visibility, support dealers/partners       | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Identify/appoint Agents or Distributors             | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Identify/secure licensing agreement                 | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Identify/negotiate joint venture/strategic alliance | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Secure orders, bid, or quote opportunities          | 1       | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> Identify competition                                | 1       | 2 | 3 | 4 | 5 |

COMMENTS

Value of knowledge gained at this fair about:

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| (a) market trends                           | 1 | 2 | 3 | 4 | 5 |
| (b) market strategy                         | 1 | 2 | 3 | 4 | 5 |
| (c) competitors and their products          | 1 | 2 | 3 | 4 | 5 |
| (d) other knowledge gained (please specify) | 1 | 2 | 3 | 4 | 5 |

COMMENTS

**IMPACT**

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| (a) importance of participation in this trade fair on your trade strategy                    | 1 | 2 | 3 | 4 | 5 |
| (b) importance of being part of the Canadian National Stand (as opposed to exhibiting alone) | 1 | 2 | 3 | 4 | 5 |
| (c) of Canadian presence (booth design, position, etc.)                                      | 1 | 2 | 3 | 4 | 5 |

COMMENTS

How many times has your company participated in this trade fair?      1    2    3    4    >4

For this market, is your company a:

|                      |                          |                       |
|----------------------|--------------------------|-----------------------|
| new exporter         | <input type="checkbox"/> | (no sales yet)        |
| expanding exporter   | <input type="checkbox"/> | (some sales)          |
| established exporter | <input type="checkbox"/> | (market well covered) |