
EVENT SURVEY GROUP

Beginners Guide to an Exhibitor Questionnaire

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The Power of Data Analysis:

Conducting a post event survey won't help to improve your event success until you effectively interpret the data and create usable action plans.

- The real power is in the ability to turn data into usable ideas for an improved event marketing plan, exhibitor acquisition and retention, and valuable at-show experiences.
- Data interpretation is based on a deep examination of cross tabulations, segmentation analysis, thorough decipher of written comments and year-over-year tracking.

Survey data alone is a compass that broadly points out elements of event success. Data interpretation is the roadmap that directs you turn by turn until you reach your goals.

Exhibitor Questions

Below are sample questions for event exhibitors. These questions are for reference only. Entirely new question sets may be developed when useful and appropriate.

Question purpose is to inform...	Exhibitor Questions
Motivations	<p>What were your 2 or 3 primary objectives for exhibiting at the Event? (No more than 3 please)</p> <ul style="list-style-type: none">• Identify new customers• Market new product(s) or service(s)• ETC.• ETC.
Success Measurement	<p>Overall, did your organization meet its objectives for exhibiting?</p> <p>What is your rating of the Event in terms of the value you received compared to the time and money you spent?</p> <p>How likely are you to participate in the next Event?</p> <p>Please select the answer that best describes if the Event met your expectations.</p>

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Experience Rating	<p>Please rate your experience with our third party vendors using the following scale: "4" =Very good "1"= Poor..... N/A.</p> <ul style="list-style-type: none"> • Contractor • Lead retrieval • AV • ETC. <p>How would you rate the following at the Event?</p> <ul style="list-style-type: none"> • Quality of sales leads you identified • ETC. • ETC.
Marketing effectiveness	How did you hear about the Event? Check all that apply.
Loyalty	<p>How likely would you be to recommend the Event to a friend or colleague?</p> <ul style="list-style-type: none"> • 0 Not at all likely – 10 Extremely likely
Improvement	<p>What, if anything, needs to change in order for you to exhibit at the next Event?</p> <p>Please provide any additional suggestions for adding new sponsorship opportunities at the Event?</p>