

Exhibitor Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Please answer for your organization's experience at the event identified above.
Consider the goal your team brought to the show and the services it used. Every question is optional. Do not include visitor names, contact details or confidential commercial information.

1. What was your organization's main goal for exhibiting?

- ☐ Meet potential customers
- ☐ Maintain existing relationships
- ☐ Introduce a product or service
- ☐ Find partners
- ☐ Build awareness
- ☐ Learn about the market
- ☐ Another goal
- ☐ No single main goal

2. How well did the event support progress toward that goal?

- ☐ Not at all well
- ☐ Slightly well
- ☐ Moderately well
- ☐ Very well
- ☐ Extremely well
- ☐ Too early to tell
- ☐ Not applicable

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3. How clear were the setup instructions provided before arrival?

- ☐ Not at all clear
- ☐ Slightly clear
- ☐ Moderately clear
- ☐ Very clear
- ☐ Extremely clear
- ☐ I did not use the instructions

4. How suitable were the visitors you met for your main exhibiting goal?

- ☐ Not at all suitable
- ☐ Slightly suitable
- ☐ Moderately suitable
- ☐ Very suitable
- ☐ Extremely suitable
- ☐ I did not meet visitors
- ☐ Not sure

5. How satisfied were you with organizer support during the event?

- ☐ Very dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat satisfied
- ☐ Very satisfied
- ☐ I did not use organizer support

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6. Which area should the organizer improve first?

- ☐ Pre-event information
- ☐ Setup or breakdown arrangements
- ☐ Visitor recruitment
- ☐ Wayfinding to booths
- ☐ Onsite support
- ☐ Networking opportunities
- ☐ Another area
- ☐ No improvement needed
- ☐ Not sure

7. What specific change would help in that area?
