



# 31<sup>st</sup> Annual International Operating Conference & Trade Show

George R. Brown Convention Center • Hilton Americas–Houston  
June 6-8, 2011 • Houston, TX USA

## Exhibitor's Trade Show Evaluation

Membership Status:  Supplier Member  Non-Member

Did you attend the Conference?  yes  no  
Did you attend any of the Workshops?  yes  no

Your Role/Position in Your Company:  
 Management  Technical  Sales  Administrative

Other \_\_\_\_\_

Are you exhibiting for the first time?  yes  no  
If no, when did you last exhibit?  2010  2009  2008  2007 or before

Approximately how many ILTA Trade Shows have you exhibited in?  
 1-5  6-10  11-15  15 or more  20 or more

Did your company make an Exhibitor Presentation?  yes  no

Please rate the following aspects of this year's Trade Show:

- show hours  excellent  good  fair  poor
- exhibit layout (floor plan)  excellent  good  fair  poor
- size of show  excellent  good  fair  poor
- floor traffic  excellent  good  fair  poor
- variety of attendees  excellent  good  fair  poor
- exhibit hall  excellent  good  fair  poor
- networking opportunities  excellent  good  fair  poor
- leads generated  excellent  good  fair  poor
- communication from ILTA  excellent  good  fair  poor

How did you promote attendance at the Trade Show?

exhibitor invitations  direct mail  broadcast e-mail  web site  
 word of mouth  didn't promote If not, why? \_\_\_\_\_

Did you use electronic lead retrieval?  yes  no  
If so, will you use it again?  yes  no

Do you plan to exhibit next year?  yes  no

Office location:

City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_

Comments and/or Suggestions:

---

---

---

---

---