



WILLIAM RADER
PRODUCTIONS

Pre-Trade Show Questionnaire

Please answer each question as completely as possible. Feel free to attach additional pages.

COMPANY INFORMATION

Name of your company _____

Years in business _____

Main business of the company (or division if large corporation)

How is your company perceived by others in the industry? (largest, specialty company, niche markets, best in industry for providing specific solution to a problem)

Who are your main competitors?

SHOW OBJECTIVES

Why are you attending this particular show?

Are you planning a pre-show mailing? If so, please attach a copy to this questionnaire.

Will your company be giving away product samples or an imprinted gift to the attendees? If so, what are you planning?

What are your objectives for this show? (lead capture, meeting new accounts, making sales appointments with current customers)

PRODUCT INFORMATION

What products or services will you be featuring at this show?

Are there other similar products already on the market? _____

What does your product do? How does it do it better?

Does it offer a new solution to an existing problem that had not been available before? Describe briefly.

How is this product/service different/better than existing products?

Please list up to five points about your product/service that I can incorporate into my presentation.

- 1.
- 2.
- 3.
- 4.
- 5.

What is the main message you want attendees taking away with them after seeing my presentation?
