



Company Pavilion no. Stand no.

QUESTIONNAIRE

Attachment to the entry form for the **ACANTHUS AUREUS** Competition at **ITM Poland**

Please complete a short questionnaire:

I. What are the objectives of your participation in the fair (you can select more than one objective).

- \Box 1. To show the company's presence on the market.
- □ 2. Direct contacts with clients and new orders
- □ 3. To establish new business contacts
- □ 4. To develop relations with existing clients
- □ 5. To collection information about the sector and the competition / market research
- □ 6. To present new products
- □ 7. To improve corporate image
- □ 8. To raise brand awareness
- 9. To implement the corporate development strategy
- 10. Other (please specify)

ul. Głogowska 14, 60-734 Poznań, POLSKA/ POLAND tel. +48 61/ 869 20 00, fax +48 61/ 869 29 99, e-mail: info@mtp.pl, www.mtp.pl Regon 004870933 Sąd Rejonowy Poznań – Nowe Miasto i Wilda w Poznaniu, Wydział VIII Krajowego Rejestru Sądowego, numer KRS 0000202703

Sąd Rejonowy Poznań – Nowe Miasto i Wilda w Poznaniu, Wydział VIII Krajowego Rejestru Sądowego, numer KRS 0000202703 Poznań District Court (Nowe Miasto & Wilda), 8th Division of the National Court Register, registered number KRS 0000202703 NIP / Taxpayer Identification Number 777-00-00-488, Kapitał Zakładowy/ Initial capital: 42 310 200,00 PLN MTP należa do: / PIF is a member of:





II. Please select a marketing activity that you will undertake at your stand (you can choose more than one activity).

- \square 1. Exposition of the logo
- \square 2. Presentation of information about activities of the company
- \square 3. Attractive image of the stand
- \square 4. Making the stand visible in a different way, i.e.
- \Box 5. Organisation of a conference, a specialist seminar
- □ 6. Presentation of displayed products and their applications
- □ 7. Presentations of new market offers
- \square 8. Information and promotional materials available at the stand
- \square 9. Talks with clients, exchange of contact data
- \square 10. Talks with key clients
- \square 11. Presentation of the widest possible market offers
- \square 12. Organisation of a press conference
- □ 13. Organisation of a meeting with VIPs
- \Box 14. Organisation of training for staff at the stand
- □ 15. Entry of a product to the Gold Medal Competition and its presentation at the stand
- 16. Organisation of a marketing event attractive for trade fair visitors
- □ 17. Other (please specify)

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III. What marketing activities are you planning after the show is finished (you can choose more than one activity).

1. Questionnaire among visitors
2. Questionnaire among company's staff
3. Questionnaire among clients
4. Analysis of press clippings
5. Analysis of sales effects obtained at the fair
6. Analysis of visitor turnout at the stand
7. Analysis of collected contact data
8. Comparison of the exposition presented at the fair with expositions of competitors
9. Comparison of commercial offers presented at the fair with offers of competitors
10. Other (please specify)

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..... Town, date

Company stamp

Signature of an authorised person

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