



SALMED 2012

Międzynarodowe Targi Sprzętu i Wyposażenia Medycznego
International Trade Fair of Medical Equipment and Instruments

Company
Hall no.
Stand no.

QUESTIONNAIRE

Attachment to the entry form for the **ACANTHUS AUREUS** Competition
at **SALMED**

Please complete a short questionnaire:

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

- 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)



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

- 1. Exposition of the logo
- 2. Presentation of information about activities of the company
- 3. Attractive image of the stand
- 4. Making the stand visible in a different way, i.e.
- 5. Organisation of a conference, a specialist seminar
- 6. Presentation of displayed products and their applications
- 7. Presentations of new market offers
- 8. Information and promotional materials available at the stand
- 9. Talks with clients, exchange of contact data
- 10. Talks with key clients
- 11. Presentation of the widest possible market offers
- 12. Organisation of a press conference
- 13. Organisation of a meeting with VIPs
- 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)





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)

.....
.....

Town, date

.....

Company stamp

.....

Signature of an authorised person