

# 2009 Michigan Restaurant – EXHIBITOR SURVEY

## Share your thoughts

As a participant in the 2009 Michigan Restaurant Show, we would appreciate it if you would take a few moments to complete this survey. Your feedback is invaluable for identifying areas for improvement and what aspects of the Exhibit you would like us to repeat.

Please complete this survey and return by fax to the Michigan Restaurant Association at 517.482.7663

### Please rate the following aspects of the 2009 Michigan Restaurant Show:

|                             |                       |                  |                           |
|-----------------------------|-----------------------|------------------|---------------------------|
| Pre-Exhibit Communication-  | Exceeded expectations | Met expectations | Did not meet expectations |
| Quality of Marketing Pieces | Exceeded expectations | Met expectations | Did not meet expectations |
| Exhibitor Registration-     | Exceeded expectations | Met expectations | Did not meet expectations |
| Move-In/Move-Out -          | Exceeded expectations | Met expectations | Did not meet expectations |
| Quality of Attendees-       | Exceeded expectations | Met expectations | Did not meet expectations |
| Happy Hour Reception-       | Exceeded expectations | Met expectations | Did not meet expectations |

### Were the Exhibit Hours? (Circle appropriate response)

Too long      Just right      Too short

### Did the Show meet your marketing needs?

Exceeded expectations      Met expectations      Did not meet expectations

### Were you a first time exhibitor at The Michigan Restaurant Show?

Yes      No

### Do you plan to exhibit at 2010 Michigan Restaurant Show?

Yes      No      Company Name \_\_\_\_\_

### Did the Show allow you to make contact with people and companies you had never seen before?

Yes      No

### 6. What can we do to enhance the Show for exhibitors in the future?

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### 7. Additional comments:

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**Thank you for participating in the 2009 Show!**

**To reserve your booth for 2010 contact Brian at 800.968.9668, ext 3936**