



EXHIBITOR EVALUATION FORM

*Please take a few moments to complete this questionnaire and fax to +1.510.841.2340.
We appreciate your input!*

Exhibitor Information:

Full name _____ Title _____

Exhibiting company name _____

Company address _____

City _____ State _____ Zip/Postal Code _____ Country _____

Your direct phone number _____

Your email address _____

Your function at ISMRM 2006 _____

Overall Evaluation:

1. Overall, how would you rate your experience at ISMRM 2006:
 Excellent Good Satisfactory Unsatisfactory

2. What did you enjoy most about this show?

3. Do you plan to exhibit at ISMRM 2007 in Barcelona, Spain? Yes No

4. If you, how will you adjust the size of your booth?
 Increase space decrease space remain the same

5. At what other trade shows do you exhibit (please expand acronyms)?

6. How does ISMRRM compare with other trade shows you have attended?

7. Did you generate a satisfactory number of leads from this show? Yes No

Ancillary Functions:

8. Did your company organize an event at this year's meeting? Yes No

9. If so, what was the type and attendance of your event?

10. Where was your event held?

Sponsorship:

11. Are you interested in sponsorship opportunities for 2007? Yes No

12. Are there any specific items you are considering sponsoring at next year's meeting?

13. Do you have any suggested items that should be made available for sponsorship?

Attendees:

14. How would you characterize the attendees at the 2006 ISMRRM meeting? Please provide and estimated percentage below:

- _____ % Decision makers
- _____ % Influential in decision-making process
- _____ % Buyers
- _____ % Information gatherers only
- _____ % Other (Please specify) _____

15. What attendee demographic information would be beneficial to your company?

Booth Traffic and Show Floor:

16. Attendee traffic in the exhibit hall for the following days was:

- | | | | | |
|--------------------|------------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Sunday, 5/7/06 | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor |
| Monday, 5/8/06 | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor |
| Tuesday, 5/9/06 | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor |
| Wednesday, 5/10/06 | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor |
| Thursday, 5/11/06 | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor |

17. What was your busiest day for booth traffic:

- Sunday Monday Tuesday Wednesday Thursday

18. Please provide your comments on special events in the hall, including coffee breaks and lunch distribution, as they relate to promoting booth traffic:

19. Do exhibiting hours need to be shortened or lengthened?

- Shortened Lengthened On target

20. How would you suggest we adjust the show hours (i.e. close on Wednesday night):

21. Would you be interested in ordering an exhibitor meeting room on the exhibit floor if available for a fee?

- Yes No

22. What size exhibitor meeting room would you be interested in ordering? (list as square feet or as maximum capacity, i.e. 300 square feet or 30 people)

Show Management and Organization:

23. Please rate your opinion of the exhibit hall floorplan:

- Excellent Good Satisfactory Unsatisfactory

24. How could the floorplan be improved:

ISMRRM 2006 Exhibitor Evaluation Form

25. Please rate the quality of the exhibitor pre-show materials, including the Exhibitor Service kit:

- Excellent Good Satisfactory Unsatisfactory

26. Was there any information you thought was missing from the service kit?

27. Please rate the exhibitor registration process:

- Excellent Good Satisfactory Unsatisfactory

28. Please rate the services provided by Champion Exposition Services:

- Excellent Good Satisfactory Unsatisfactory

29. Please rate your move-in experience:

- Excellent Good Satisfactory Unsatisfactory

30. Please rate your move-out experience:

- Excellent Good Satisfactory Unsatisfactory

31. Do you have any suggestions as to how show management can make your pre-show experience easier or better:

32. Do you have any suggestions as to how show management can make your onsite experience easier or better:

Thank you very much for your comments and for your participation in the ISMRM 14th Scientific Meeting and Exhibition.