

CUSTOMER NEEDS ANALYSIS

Prepared for

Company Name _____
Contact _____
Address _____

Telephone () _____
Fax () _____

Date _____

Section 1 – Your Marketing Strategies

Your Objectives Why are you exhibiting?

Importance on a scale of
1 (least) to 10 (most)

- Obtain qualified sales leads _____
- Create a corporate image _____
- Sell (right on the show floor) _____
- Demonstrate product _____
- New product launch _____
- Test market reaction (to new product or service) _____
- Public relations _____
- Attract distributors or dealers _____
- Attract new employees _____
- Maintain or enhance market position _____
- Evaluation of competition _____
- Other (describe) _____

Should your exhibit reflect any other media advertising?

- No
- Yes

- Newspaper
- Magazine
- Corporate Literature
- Product Literature
- Television Commercial
- other
- WWW

Details

Your company's market position

Where is your company's position in your own industry as it relates to the following categories?

	High	Medium	Low
Quality of product or service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Innovation of product or service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price of product or service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Image or reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Will your new exhibit be used in altering your market position?

- Yes
- No

If yes, please explain

Your Competition

Are there any specific competitors that could be exhibiting in the same shows as you attend that could have a bearing on your exhibiting strategies or techniques?

- Yes
- No

If yes, who are they and how will they affect your strategies?

Is there anything that your competition does in their exhibiting program that you wish to emulate or that we should avoid?

Yes No

If yes, please explain.

Show Information

Show Information for this Presentation

Name of Show _____

Location _____

Booth Number(s) _____

Show Manager _____

Telephone (_____) _____ Fax (_____) _____

Floor Plan Attached? Yes No

Show Kit Attached? Yes No

Other Shows

How many shows per year will this exhibit service? _____

If information is available, please list those shows.

Name/City	Dates
_____/_____	_____
_____/_____	_____
_____/_____	_____
_____/_____	_____

Will this new exhibit need the following?

	Yes	No	Describe
Carpet	<input type="checkbox"/>	<input type="checkbox"/>	_____
Lighting	<input type="checkbox"/>	<input type="checkbox"/>	_____
Storage	<input type="checkbox"/>	<input type="checkbox"/>	_____
Literature Dispensers	<input type="checkbox"/>	<input type="checkbox"/>	_____
Product Demonstrations			
a) Counter Top	<input type="checkbox"/>	<input type="checkbox"/>	_____
b) Wall Mounted	<input type="checkbox"/>	<input type="checkbox"/>	_____
c) Floor models	<input type="checkbox"/>	<input type="checkbox"/>	_____
d) Other	<input type="checkbox"/>	<input type="checkbox"/>	_____
Special Effects	<input type="checkbox"/>	<input type="checkbox"/>	_____
Shipping Cases	<input type="checkbox"/>	<input type="checkbox"/>	_____

Exhibit Properties/Type

Do you have any specific requirements that will pre-determine the type of exhibit properties in any of the following categories?

	Yes	No
Modular	<input type="checkbox"/>	<input type="checkbox"/>
Custom	<input type="checkbox"/>	<input type="checkbox"/>
Portable	<input type="checkbox"/>	<input type="checkbox"/>

Is there a specific system that is of interest to you now?

Yes No

If yes, which system? _____

Graphic Requirements

Corporate Identification	Artwork attached?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Corporate Colours	_____	
Product Identification	Photography		
	(a) Prints		
	B&W	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Colour	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	(b) Transparencies	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Signage	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Bilingual?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Will you require other *Bequia Marketing* services?

	Yes	No
Storage	<input type="checkbox"/>	<input type="checkbox"/>
Installation/Dismantle	<input type="checkbox"/>	<input type="checkbox"/>
Transportation	<input type="checkbox"/>	<input type="checkbox"/>
Site Services Coordination	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitor Training **	<input type="checkbox"/>	<input type="checkbox"/>

** Ask about this package. **Bequia Marketing** offers an exclusive training. This package is the most important exhibit investment your company will ever make.

Your Exhibit Investment

Budget

What budget has been set aside for this investment? \$ _____

Has there been a certain percentage set aside for the creative aspect of this proposal? Yes No

If yes, what percentage? _____ %

Which of the following will be included in your budget?

	Yes	No
Design	<input type="checkbox"/>	<input type="checkbox"/>
Fabrication	<input type="checkbox"/>	<input type="checkbox"/>
Graphics Allowance	<input type="checkbox"/>	<input type="checkbox"/>
Carpet	<input type="checkbox"/>	<input type="checkbox"/>
Shipping Cases	<input type="checkbox"/>	<input type="checkbox"/>
Storage	<input type="checkbox"/>	<input type="checkbox"/>
Installation & Dismantle	<input type="checkbox"/>	<input type="checkbox"/>
Transportation	<input type="checkbox"/>	<input type="checkbox"/>
Taxes	<input type="checkbox"/>	<input type="checkbox"/>

Method

Which method best suits expenditure?

- Purchase
- Lease (Term of _____ months)
- Rental

Life Expectancy of the exhibit

What is the anticipated life expectancy of this exhibit? _____ uses.
_____ years.

Do you have a current exhibit supplier

- Yes
- No

Where did you get our name? _____

If not, who is your current exhibit supplier?

Will they be making a presentation for this current project?

- Yes
- No

Proposal Competition

Will there be other exhibit supplier making a presentation for this project?

- Yes
- No

If yes, how many other? _____

We thank you for this analysis information

Bequia Marketing

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46 reasons to exhibit in a trade show, exposition, conference, a corporate event.
...and after the event you will be able to add even more.

Check the ones that apply to you

- | | |
|---|---|
| <input type="checkbox"/> Demonstrate new products or services | <input type="checkbox"/> Educate sales force |
| <input type="checkbox"/> Meet buyer face to face | <input type="checkbox"/> Educate dealers |
| <input type="checkbox"/> Interact with audience preselected by interest | <input type="checkbox"/> Relate to competition |
| <input type="checkbox"/> Appeal to special customer interests | <input type="checkbox"/> Conduct market research |
| <input type="checkbox"/> See buyers not usually accessible to sales personnel | <input type="checkbox"/> Recruit personnel |
| <input type="checkbox"/> Uncover unknown buying influences | <input type="checkbox"/> Attract new representation |
| <input type="checkbox"/> Be compared with other suppliers | <input type="checkbox"/> Highlight new products or services to media |
| <input type="checkbox"/> Showcase technical support personnel | <input type="checkbox"/> Use as three-dimensional sales opportunity |
| <input type="checkbox"/> Shorten buying process | <input type="checkbox"/> Develop action-oriented media |
| <input type="checkbox"/> Make immediate sales | <input type="checkbox"/> Create customer lists |
| <input type="checkbox"/> Project image | <input type="checkbox"/> Show audio visuals or products or services |
| <input type="checkbox"/> Create image | <input type="checkbox"/> Support wholesalers |
| <input type="checkbox"/> Continue customer contact | <input type="checkbox"/> Reach customers at low cost per call |
| <input type="checkbox"/> Meet potential clients | <input type="checkbox"/> See top management personnel |
| <input type="checkbox"/> Qualify buyers | <input type="checkbox"/> Meet power buyers |
| <input type="checkbox"/> Introduce new products or services | <input type="checkbox"/> Target market by type of attendance |
| <input type="checkbox"/> Demonstrate nonportable equipment | <input type="checkbox"/> Target market by function of attendance |
| <input type="checkbox"/> Understand customer problems | <input type="checkbox"/> Develop leads for dealers |
| <input type="checkbox"/> Solve customer problems | <input type="checkbox"/> Develop leads for wholesalers |
| <input type="checkbox"/> Identify new product or service applications | <input type="checkbox"/> Develop leads for representatives |
| <input type="checkbox"/> Showcase projected new product or services | <input type="checkbox"/> Reach known prospects not being contacted |
| <input type="checkbox"/> Obtain product or service feedback | <input type="checkbox"/> Reach unknown prospects not being contacted |
| <input type="checkbox"/> Build sales force morale | <input type="checkbox"/> Reach existing customers who need personal attention |