

GD Sound Dynamics
Mr G Dixon
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The highest possible rating for importance is a maximum of 5 and the highest possible rating for performance is also a maximum of 5.

*A minus sign indicates performance lags behind importance and a positive sign indicates performance exceeds importance.

	1 very poor	2 poor	3 average	4 good	5 very good		
	Importance ratings			Performance ratings			
	The exhibitor rating of importance	The average rating for all participating exhibitors	The VISOR importance rating - average across all shows	The exhibitor rating of performance	The average rating for all participating exhibitors	The VISOR performance rating - average across all shows	The difference between the exhibitors rating for importance and performance*
Importance rated 5							
Increase awareness of your brands/products/services	5	4.72	4.83	5	3.94	3.70	0
Increase awareness of your company	5	4.63	4.81	5	3.90	3.74	0
Recruit new distributors/partners/retailers	5	3.96	3.64	5	3.36	3.10	0
Seeking business partners	5	3.33	3.05	5	3.21	2.93	0
Generating sales leads	5	4.73	4.79	4	3.59	3.41	-1
Exploring business opportunities in new markets/sectors	5	4.17	3.91	4	3.31	3.12	-1
Looking for new business ideas	5	3.67	3.53	4	3.39	3.24	-1

Importance rated 4 out of 5							
Generate PR coverage	4	3.78	3.37	5	3.37	2.99	+1
Reposition your brand(s)	4	3.48	3.57	5	3.70	3.40	+1
Meeting with current customers	4	4.57	4.13	4	3.95	3.47	0
Being seen as part of the industry community	4	4.08	3.74	4	3.92	3.58	0
Meet and sell to new customers	4	4.57		4	3.35		0
Building a sales prospect database	4	3.93	4.02	4	3.23	3.08	0
Collecting competitive intelligence	4	3.69	3.62	4	3.46	3.27	0
Conduct market research	4	3.30	3.29	4	3.40	3.05	0
Observing your competitors	4	3.74	3.59	4	3.53	3.38	0
Launching a new product	4	4.21	3.84	4	3.82	3.44	0
Building your mailing list	4	3.83	3.80	4	3.47	3.16	0
Support your current distributors/partners/retailers	4	4.12	3.66	3	3.82	3.33	-1
Develop relationships with key journalists/industry publications	4	3.54	3.42	3	3.18	2.69	-1
Finalising contract negotiations/signing a deal	4	3.37		3	2.86		-1
Test market a new product prototype	4	3.19	3.44	3	3.60	3.25	-1

Importance rated 2 out of 5							
Selling to current customers	2	4.04	3.93	3	3.50	3.21	+1
Taking orders on the stand	2	3.28	3.81	3	2.71	2.84	+1

Importance rated 1 out of 5							
Networking with other exhibitors	1	3.51	3.64	3	3.55	3.49	+2
Introducing new staff to the market	1	2.90	2.67	3	3.68	3.31	+2
Selling to other exhibitors	1	2.71	2.86	2	2.72	2.81	+1
Seeking to find new employees	1	2.16	1.98	1	2.85	2.54	0



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Sales and Marketing - Results and Forecasts:	Sales	
	Last 12 months	Next 12 months
	Significant increase	Significant increase

Marketing	
Last 12 months	Next 12 months
Slight increase	Slight increase

Level of Confidence in your Market Place:	3 - Average confidence
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Additional Marketing Activities undertaken:	Additional Marketing Activities not undertaken:
Free tickets to clients and prospects, Stand number and show logo on current advertising campaigns, PLASA08 banners and buttons on our own website	We entered press releases about our company exhibiting at PLASA08, We telemarketed our clients and prospects telling them we will be at PLASA08,

Types of visitors exhibitor wanted to see:	Total visitor types:
Architects	62
Buyer/Specifiers	380
Dealers/Distributors	1876
Event Organisers	220
Installers/Contractors	164
Lighting Designers	729
Project Managers	2075
Total:	5506

Pre Show Objectives and Comments:	No
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Post Show Comments:	It was much too loud on the stands!
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