

## **Trade Show Research Questions**

What level of company are the vendors that typically attend this show? (multi-national, start-ups)

About how many vendors typically attend?

Is this an ordering or cash-and-carry show or both?

What vendor companies have been there and for how long – eg synthetics might not be a fit

What kinds of things have people done with vendor booths that were memorable?

About how many buyers typically attend?

Who typically attends this show from the buyer companies? (PR, buyers, CEOs)

How does this show fit with the buying cycle; i.e., for what season are buyers purchasing merchandise?

What does it cost for buyers to attend the show?

Do buyers generally order at the show or just preview merchandise?