

Cresta Shopping Centre - Promotional Courts

Exhibitors Feedback Form



*Whatever you want!*

This form is to be handed and completed by **all exhibitors** utilizing Cresta Shopping Centre Promotional Courts.

By signing the form below the exhibitor gives permission for related information to be used by Plan A and Cresta Shopping Centre for promotional courts marketing purposes and to report on the performance of the promotional courts.

Name of Exhibitor :- \_\_\_\_\_

Court :- \_\_\_\_\_

Type of Product/s - Service/s :- \_\_\_\_\_

Dates :- \_\_\_\_\_

1. How did you experience the booking process - the ease and efficiency thereof ?

Excellent  Good  Average  Poor

Comments :-

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2. How did you experience the set up and dismantling - the ease and efficiency thereof ?

Excellent  Good  Average  Poor

Comments :-

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3. What was your level of satisfaction with the court space - size, design and position thereof ?

Excellent

Good

Average

Poor

Comments :-

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4. From an operational point of view what was your level of satisfaction with the carpets (clean, tidy ..) and general centre security?

Excellent

Good

Average

Poor

Comments :-

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5. How do you rate the performance of your exhibition/event in terms of awareness/exposure that was created for yourselves (noting if leads were generated/prospective future turnover)?

Excellent

Good

Average

Poor

Comments (Specific customer response related to this) :-

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6. How do you rate the performance of your exhibition/event in terms of turnover ?

Excellent  Good  Average  Poor

Comments (Would appreciate if you could provide us with % achieved related to budget/target):-

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7. Did you do any other marketing in support of your exhibition/event at Cresta Shopping Centre ?

If so, what was your spend (R) and which mediums did you utilize?

Comments (Would appreciate if you could provide us with copies of e.g. newspaper adv. Pamphlets, radio schedule & costs etc.) :-

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8. Do you promote your brand/product at any other shopping centre/mall in the country? If yes please specify which one/s? Could you also give us some descriptive comparisons in regards to the mall/centre which offers you the highest return on investment in the way of awareness, turnover and overall offering ?

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9. How do you rate the 'affordability' and results of Cresta Shopping Centre's courts in relation to other centres?

Excellent

Good

Average

Poor

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10. Would you utilize Cresta Promotional Courts again as part of your Marketing Mix, and if so, could you please provide us with a statement we could consider for our promotional courts marketing purposes.

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11. Any other comments

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Print Name/Surname

Signature

Date

***Thank you for your effort and time in completing this questionnaire. Cresta Management & Marketing.***