



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 :-

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

Excellent Good Average Poor

Comments :-

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

Excellent

Good

Average

Poor

Comments :-

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 :-

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) :-

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):-

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.) :-

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 ?

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

Excellent

Good

Average

Poor

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.

11. Any other comments

Print Name/Surname

Signature

Date

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