

**Thank you** for exhibiting at the **2005 Virginia Equine Extravaganza**. Your opinion is important to us. **Please** take a few minutes to complete the following survey, as your feedback will help us to evaluate this year's show and increase its effectiveness in the future. Once completed, please **drop the survey off at the show office** or **mail or fax** your survey to Moonlark, LLC, 640 Owl Ct. Arnold, MD 21012 or Fax: 410-510-1306

Please rate the following items according to how they describe your experience at Virginia Equine Extravaganza 2005.

Overall satisfaction with pre-show information and support	<i>Excellent</i>		<i>Satisfactory</i>		<i>Poor</i>
Usefulness of exhibitor information	1	2	3	4	5
Value of exhibit space for price paid	1	2	3	4	5
Overall satisfaction with sales leads	1	2	3	4	5
Quantity of new prospects generated	1	2	3	4	5
Overall quality of attendees	1	2	3	4	5
Efficiency of exhibitor registration process	1	2	3	4	5
Overall satisfaction with the Richmond Raceway Complex	1	2	3	4	5
Overall satisfaction with exhibit hall and space	1	2	3	4	5
<i>Overall satisfaction with clinicians and presenters</i>	1	2	3	4	5
Overall satisfaction with show hours	1	2	3	4	5
Responsiveness of decorator (Exhibits, Inc.)	1	2	3	4	5
Quality satisfaction with the exhibitor services	1	2	3	4	5

How satisfied were you with exhibiting at The Virginia Equine Extravaganza 2004?

Very satisfied       Satisfied       Dissatisfied

How valuable is this show as a tool in reaching your customers?

Very Valuable       Somewhat valuable       No value

How likely are you to exhibit at the Virginia Equine Extravaganza next year?

Plan to exhibit       Possibly, but undecided       Probably not, but undecided       Will not exhibit

If you are not planning to exhibit, what is your primary reason? \_\_\_\_\_

What best describes your primary product or service?

\_\_\_\_\_

Do you have any other comments about your experience at this year's show or suggestions on how we can make the show better for you in the future? (use back if necessary)

\_\_\_\_\_

\_\_\_\_\_

May we use your comments in **our** 2004 show marketing materials?       Yes       No

**OPTIONAL:** You may remain anonymous, however, it may be helpful to show management if you **complete** the following:

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

E-MAIL \_\_\_\_\_

**Return completed surveys to:**

**Moonlark, LLC**  
**640 Owl Ct.**  
**Arnold, MD 21012**  
**Fax: 410-510-1306**