



**Association for Accounting Marketing
2009 Summit
June 2 - 5, 2009 ■ Austin, Texas**

Exhibitor Evaluation

We need your ideas, thoughts and suggestions in developing marketing opportunities that make sense for you! Please take a moment to complete this evaluation and return it to the AAM Registration Desk or to AAM Headquarters at your earliest convenience.

EVALUATIONS MAY BE TAKEN ONLINE AT WWW.ACCOUNTINGMARKETING.ORG

Trade Show

1. Did exhibiting and participating at this show provide you with good business leads?
Yes No

2. Was there enough traffic in the exhibit hall?
Yes No

3. Did the special functions/activities held in the exhibit hall contribute to the traffic flow?
Yes No (If no, please explain.)

4. Did you feel that sufficient time was allocated for the trade show?
Yes No (If no, please explain.)

5. Was the size and location of your booth adequate?
Yes No (If no, please explain.)

6. Was Viper:
Helpful Yes No
Courteous Yes No
Prompt Yes No
Priced competitively for special services Yes No
Would you recommend using them again Yes No
Was the exhibitor packet mailed timely, with
clear instructions and requirements, etc. Yes No

Other suggestions and ideas you would like to see implemented:

see reverse side

Hotel/Accommodations/Food

- 7. Did you enjoy the Hilton Austin as a meeting facility for AAM? Yes No

- 8. Did you enjoy Austin as a meeting venue? Yes No

- 9. Was the Hilton Austin:
 - Staff courteous Yes No
 - Prompt in responding to requests Yes No
 - Room rates priced competitively Yes No
 - Food quality acceptable Yes No
 - Facilities adequate Yes No

Other comments:

AAM Staff/AAM Headquarters Support

- 10. Was AAM:
 - Staff courteous Yes No
 - Prompt in responding to requests Yes No
 - Pre-meeting materials timely and helpful Yes No
 - Meeting materials/information helpful Yes No

Other comments and ideas about how we can do a better job in making the trade show a productive time for you and your company:

Future Meetings/Expositions

- 11. Do you plan to exhibit at the 2010 AAM Summit? Yes No (If not, why?)
- 12. Would you be willing to supply a list of your clients that you would like us to invite to the next AAM Summit? Yes No

Other comments:

By completing this evaluation, AAM will provide you with a final attendee list via e-mail.

Name _____ (or attach business card)
Company _____
Address _____
City, State, ZIP _____
E-mail Address _____

FAX TO: Association for Accounting Marketing, 816.472.7765