

Supplier Assessment

*"Are my current exhibit providers **contributing to the success** of my trade show program?"*

*"In which areas do they **shine**, and where might **I need more support**?"*

How **satisfied** are you with your **event and tradeshow vendors and suppliers?**

This 6-question assessment is designed to help you evaluate your partnerships and how they're contributing overall to your event program.

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1 – SERVICE

Your trade show provider can build you the Taj Mahal of exhibits — BUT if their communication isn't timely and efficient, and if they don't go the extra mile for you both on and off the show floor — then it might be time to look elsewhere for **the service you deserve**.

Ask yourself: Do I have a dedicated Account Manager? Are my requests addressed in a timely manner? How do they handle mistakes or unexpected mishaps? Are they honest and upfront with me if there's a better way to do something?

Rate your provider from 1 – 10. (10 being the best)

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1	2	3	4	5	6	7	8	9	10

Why did you rate them that way?

2 – INNOVATION

The design of your trade show booth should reflect your corporate image and be functional for the specific event. A culture of creativity should be portrayed in your approach to events to keep them customer-focused for maximum engagement. Think about your engagement strategies during the event, and their effectiveness.

Ask yourself: Are my current partners providing new ideas and communicating the latest trends with me? Do they understand how design ergonomics enhance the attendee experience, and then provide inviting and effective solutions? Does my supplier understand our engagement goals and provide unique engagement points for my brand activation?

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3 – CREATIVITY

Your marketing and client outreach strategies adapt and evolve over time, right? Your event space should do the same. Your designers should know the WOW factors that resonate with your audience, and they should be able to present options that are realistic to your budget. They should value a collaborative process and be open to constructive feedback.

Ask yourself: Do my suppliers provide solutions that help tailor my brand expression to suit the audience segments from show to show? Do they understand the importance of an ever-evolving brand presence to continuously capture attention year over year? Are my suppliers providing me with impactful solutions to communicate my various levels of messaging?

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4 – SUSTAINABILITY

Sustainability initiatives for trade shows and corporate events are no longer a “nice to have,” they are a must for socially conscious brands. This extends to your exhibit providers as well. Think about if, and how, they support your brand’s sustainability mission.

Ask yourself: Do my current suppliers have a published sustainability statement? Are they communicating sustainable solutions with me? Do they have any sustainability certifications?

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5 – PRICING

The final invoice after a trade show should be exactly what you signed off on in the initial agreement. If the unexpected happens, incurred fees should be brought to your attention immediately and backed up with a transparent statement.

Ask yourself: Have I been caught off guard after events with unanticipated fees? Do my current suppliers offer guaranteed pricing? Do they break down pricing in a clear, easy-to-understand manner?

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6 – ADDED VALUE

The best exhibit providers do more than design, build, and set up your booth. They are your partner in your exhibit marketing strategy. Knowing how to incorporate virtual and digital solutions into the 3D environment, being a resource for industry knowledge and trends, and understanding how the event impacts your marketing efforts are signs of a true partnership.

Ask yourself: Do my suppliers understand the importance of tech and provide options to integrate into our event environment? Are they industry thought leaders who provide resources to help me as an event marketer? Do they offer support for pre-show and post-show marketing opportunities? Do they use technology to help with the backend and logistical management of my program?

Rate your provider from 1 – 10. (10 being the best)

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Great job! You're done with your Supplier Assessment!
Now it's time to get your results.

Total Score – add up the total number of points that you rated your provider. (*Ex: if you scored all 10s, your total score would be 60*)

Average Score – With your total score calculated, divide that number by 6 to get your overall average rating.

So, how'd they do?

Interested in discussing your event and tradeshow strategy with a Steelhead expert?

Let's chat!

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