



**A TASTE OF COLORADO
2017 MARKETPLACE & HOME & LIFESTYLES QUESTIONNAIRE**

Thank you for participating in this year's festival. Please share your perspective and opinion with us.

Business Name (optional): _____ **Booth # (optional):** _____

1) How many years have you participated in A Taste of Colorado's Marketplace? _____

2) What is your vendor classification?

Colorado Made _____ Fine Arts & Crafts _____ Hand-Crafted _____

Specialty Foods _____ Commercial _____

Home & Lifestyles Products _____ Home & Lifestyle Services _____

3) Please tell us what you liked or disliked about your booth location.

4) Do you Market or promote this show prior to the event? If so, how? (IE: website, Facebook, Twitter, ads, etc...)

5) How would you change our vendor classification system?

6) Please circle one regarding the size of the Marketplace / Home & Lifestyle Areas

(A total of 293 vendor spaces were sold in 2017- 10 CO Made, 56 Fine Art, 75 Hand-Crafted, 20 Specialty Foods, 95 Commercial and 37 Home & Lifestyles)

Too Few

Too Many

Just Right

7) Please rank your daily sales or leads generation 1 - 4, with 1 being the best score:

Sales Revenues: Friday _____ Saturday _____ Sunday _____ Monday _____

Leads Generation: Friday _____ Saturday _____ Sunday _____ Monday _____

8) Do you wish to apply for a space in Marketplace for 2018?

Yes ____ **No** ____ If no, please tell us why:

9) Have your sales/ leads generation at other shows in 2017 been up, down or even? Please share with us how other shows you participated in this year compared to your experience at A Taste of Colorado in terms of 2017 sales/ leads vs. 2016 sales/ leads vs. 2015 sales/ leads, etc....

10) Please list your 3 favorite/most successful shows you have participated in during recent years:

11) Please give us your thoughts/ recommendations on how we can improve your experience in the following areas:

- a. Application Process / Payment Procedure/ New Online Application Process

- b. Set-up / Load Out Procedure / Suggestions

- c. Communication between Our Staff and You/ Your Staff

- d. Layout of the Festival

- e. Security

- f. Overall Organization

- g. Early Closers/Late Openers – We are giving serious consideration to instituting monetary penalties for vendors who close early or open late with the 2018 festival. Please share your comments.

12) Please provide any other comments and/or suggestions- is there anything we can do to make your experience at the Festival better:

*Please tell us where to send upcoming information about the 2018 A Taste of Colorado Festival.
(Only if this address is different than what we have on file)*

Business Name: _____

Contact Name: _____

Phone: _____

EMAIL: _____

Thank you for your input!

REMEMBER 2018 Applications will be available online at www.atasteofcolorado.com in the New Year.