

** All information provided is completely confidential and individual company responses will be treated as commercially confidential.

Name: _____						
Company: _____						
1. Did the availability of the STEP Sustainability Promotion Program encourage you to enter the market?						
<input type="checkbox"/> Yes <input type="checkbox"/> No						
2. Would you have participated or visited without the financial support of the program?						
<input type="checkbox"/> Yes <input type="checkbox"/> No						
3. The business development objectives achieved as part of this initiative were: (please check all that apply)						
<input type="checkbox"/> Found new customers to purchase, distribute or import our products or services						
<input type="checkbox"/> Found new customers to represent (agents or brokers) our products or services						
<input type="checkbox"/> Pursued new joint venture opportunities, alliances or partnerships						
<input type="checkbox"/> Identified partners/subcontractors for an international development project						
<input type="checkbox"/> Other (please elaborate): _____						
4. Results:						
# of sales leads acquired: _____ <i>(STEP defines a sales lead as any contact initiated during the activity that holds the potential to evolve into a business opportunity.)</i>						
# of new potential customers/opportunities over the next 12 months: _____ <i>(The count of new customers/opportunities indicates the expected deals arising from the activity within the following 12 months.)</i>						
Approximate dollar value of new and anticipated sales over the next 12 months (CDN \$) _____ <i>(The approximate dollar value represents the total estimated Canadian Dollars anticipated from these deals over the subsequent 12 months.)</i>						
5. Please rank each of the following elements of the program:						
	Did not Use N/A	Not Helpful 1	2	3	Extremely Helpful 4	5
Funding for airfare or mileage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funding for accommodations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funding for trade show costs <small>(booth, furnishings, electrical, shipping)</small>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funding for translation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funding for on the ground transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Please comment on the value of the STEP Sustainability Promotion Program to your business strategy:						
7. Do you have any suggestions for improvements to the program?						