



2025 Maine Building Exhibitor Feedback Form

Thank you for joining us during the 2025 Big E Fair as a Maine Building Exhibitor. We are asking for your input to help us understand your exhibition experience. Importantly, your responses help us plan, and to better understand and communicate how this venue, which receives public funding, supports Maine brands and businesses directly and indirectly. If you have questions about this form, please email acfbige@maine.gov

* Required

Exhibitor Impact & Post Event Questionnaire - 2025

1. **What type of post-event outreach and/or touchpoints do you provide to Building visitors? ***

2. **How do you track post-event engagement from people who visit your booth at the fair? ***

3. Please provide a range for your estimated gross sales at this event. *

- N/A - do not sell items
- \$100 - 500
- \$500 - 1,500
- \$1,500 - 3,000
- \$3,000 - 5,000
- \$5,000 - 8,000
- \$8,000 - 12,000
- \$12,000 - 18,000
- \$18,000 - 25,000
- \$25,000 - 30,000
- \$30,000 - 40,000
- \$40,000 - 60,000
- More than \$60,000

4. Enter your estimated total costs: \$ *

The value must be a number

5. After your post-event accounting, were your actual costs: *

- Significantly less than estimated event costs
- Significantly more than estimated event costs
- About the same as your estimated event costs

6. Based on your actual gross sales and costs, how would you describe your net profit/loss from this event? *

- Significant profit
- Moderate profit
- Break-even
- Moderate loss
- Significant loss
- Not applicable (did not sell items)

7. If you have exhibited at the Big E or in the Maine Building previously, how does this year's profit margin compare to previous years? *

- N/A - first year
- No change - approximately the same
- Better
- Worse
- N/A - not selling items

8. How does this event fit into/support/complement your business development or outreach plans and goals? *

9. Why do you choose to participate in this event? Why would you not participate in the future? *

10. How much time do you typically set aside to prepare for an event? For example, making and planning inventory, promotions, staffing, supplies, etc. Did you spend the same, more or less time for this event? *

11. What opportunities are you missing or declining because you exhibit at the Maine Building? *

12. Do you currently have a marketing and business plan? Where do you go for support to make marketing decisions? *

13. What types of events do you typically participate in? (Check all that apply)

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- Local farmers markets
- Regional or state fairs
- Trade shows
- Pop-up shops or markets
- Food festivals
- Online sales or virtual events
- Other

14. Which local services or organizations have contributed to your success at this event? (For example, marketing support, business development, packaging, transportation, etc.) *

15. What additional support or resources would help improve your experience and success exhibiting at the Maine Building? *

16. What measurable outcomes have you achieved as a result of exhibiting at this event? *

17. How are you measuring the success of your participation? *

- Number of sales
- Total revenue generated
- Number of new customer contacts collected
- Website traffic data related to the event
- Social media engagement metrics (likes, shares, followers)
- Email list growth
- Customer demographics
- Inventory turnover
- Other

18. Tell us about business partnerships and relationships you've gained because you exhibited? In particular, please share relationships that are helping your business now and may in the future. How many...

1. New business contacts have you established?
2. New and repeat customers, have you met?
3. New wholesale accounts?
4. Collaborations achieved with other Maine businesses?
5. Maine-based vendor relationships have you started and continued beyond this exhibit opportunity?

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19. How much of your total annual sales or revenue do you estimate comes from being a Maine Building exhibitor? Enter a number greater than 0. For example, 1 = 1% *

Please enter a number greater than 0

20. Is there anything else you would like to share?

21. Include your email address:

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