



EXHIBIT DECISION

EVENT _____

URL _____

DATE (S) _____ to _____

LOCATION _____

RECRUITER _____

Registration Costs _____ Early Bird _____

Registration Deadline _____ Early Bird _____

ATTENDANCE

Projected for Upcoming Year _____ 2006 = _____ 2005 = _____

Demographics of Attendees _____

EXHIBITION

Exhibit Days & Hours _____

Total Exhibit Square Footage _____ Booth size _____

Requirements/Limitations _____

Projected Number of Exhibitors _____ Last year _____ Year prior _____

Confirmed This Year (if known) _____

Past 'National' Exhibitors _____

Past 'Local' Exhibitors _____

ADVERTISING / SPONSORSHIP OPPORTUNITIES

Sponsorships _____

Directories, Programs, Dailies, other event comms) _____

Website placement _____

Speaker/Education Track _____

"Ground-level" (door hangers, bag inserts, exhibit hall snacks) _____

Attendee Mailings _____

Related Trade Journals _____

Other _____

GENERAL RANKINGS

| | Most | | | Least |
|--|------|---|---|-------|
| 1) Relevance to Target Hiring Audience? | 1 | 2 | 3 | 4 |
| 2) Cost/Benefit? | 1 | 2 | 3 | 4 |
| 3) Time/Benefit? | 1 | 2 | 3 | 4 |
| 4) Ability to attract hires in short-term? | 1 | 2 | 3 | 4 |
| 5) Ability to attract hires in long-term? | 1 | 2 | 3 | 4 |

OTHER COMMENTS

ASSESSMENT

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