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## Buyers@tradeshows. What to expect?

Posted by arta - 2008/07/28 09:29

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Hi everyone! Hope you are well :)

If you are a designer and have attended a tradeshow before, I'd reeeeaaly appreciate if you could answer a few (4) questions. For your convenience they are arranged as a multiple choice questionnaire, you can just copy/paste in your reply and highlight the one you think is closest to right.

I understand that it depends a lot on circumstances, please read each question with on average in it.

Q: How many buyers is it reasonable to expect from your first trade show?

A: 0 1 2 3 4 5

Q: How many more do you get each following season for some 5 seasons?

A: By the 6th season it is reasonable to expect to have:

twice as many buyers as you began with

3 times as many

4 times as many

5 times as many

Q: How many styles on average does a buyer get?

A: Out of a 40 style collection it is reasonable to assume that a buyer will get:

5 10 15 20 25 30

Q: How many pieces of each style will they normally buy?

A: 2xpopular sizes and one of the rest

4xpopular sizes and 2xthe rest

6xpopular sizes and 3xthe rest

Thank you so much for your time,

Kind regards,

Anastasia

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## Re:Buyers@tradeshows. What to expect?

Posted by saji - 2008/07/28 10:11

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Hi are you a designer?

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## Re:Buyers@tradeshows. What to expect?

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Hi are you a designer?

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## Re:Buyers@tradeshows. What to expect?

Posted by arta - 2008/07/28 10:15

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Yes, it's going to be my first trade show so want to be thoroughly prepared for all possible scenarios

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