

## Line Instructions for the Exhibit POST SHOW Report Form

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**Line 1: Event Name**

List the event name.

**Line 2: Date**

The date the form is originally filled out

**Line 3: NOAA Office(s) Participating**

State if it is a One-NOAA exhibit as well as any other line offices involved in the exhibit. List the office which has the lead role in the exhibit.

**Line 4: Exhibit Booth Size**

State the size of the exhibit in feet

**Line 5: Dates of Event**

The official date of the conference or event

**Line 6: Location**

List the geographical location of the conference or event to include convention center name, city, and state.

**Line 7: Number of Booth Personnel**

Report the approximate number of NOAA staff that will have an active role in the exhibit. In parentheses, report the number of NOS staff that will be actively present.

**Line 8: Number of Event Attendees**

Report the approximate number of attendees that will attend the conference or event.

**Line 9: Mission (Reason to Attend):**

State the main reasons for attending the exhibit. This should include the major themes and messages delivered. This line should have similar information as Line 12 of the Exhibit Pre Show Plan Form.

**Line 10: Mission Accomplished?**

Declare if the mission was a success and provide details as to how this conclusion was made. This should contain supporting

information as to success of meeting the specific objectives established in the planning process.

**Line 11: Estimated Costs**

State the approximate overall exhibit costs. This should include but are not limited to costs such as booth space, carpet and electrical rental, exhibit furniture rental, labor services, and shipping.

**Line 12: Actual Costs**

State the actual overall exhibit costs.

**Line 13: Positives**

Briefly describe, in bullet form, the positive attributes of the exhibit. These should provide supporting information as to the success of meeting specific objectives.

**Line 14: Negatives**

Briefly describe, in bullet form, the negative attributes of the exhibit. This line should also be utilized to provide supporting information as to why specific objectives were not met as well to further explain deficiencies or shortcomings.

**Line 15: Lessons Learned**

Briefly state lessons learned from the conference. This should be a summary of positives to be duplicated in the future, corrective actions to avoid repeated mistakes and recommendations for future events.

**Line 16: Next Year:**

State the dates of the event if known for next year.