

# NELSON GROWABLES GARDEN FAIR



## STALLHOLDERS QUESTIONNAIRE

NOVEMBER 2009

Please complete this questionnaire and return to Glenda or if you prefer you can drop it off or post it to Maria at Founders using the address on the back of the questionnaire.

**1. What worked well for you at the Nelson Growables Garden Fair?**

(Please tick  all that apply):

- The location (Founders)
- Time of the year (November)
- That is was a garden-focused event
- Stall layout
- Inclusion of demonstrations, education
- The emphasis on selling plants
- Other - please include your comments here:

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**2. What did not work well for you? (Please tick  all that apply):**

- The location (Founders)
- Time of the year (November)
- That is was a garden-focused event
- Stall layout
- Other - please include your comments here:

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**3. Did you encounter any challenges?**

- No
- Yes

Please explain: .....

**4. What do you think could be changed or done differently next time?**

(Please tick  all that apply):

- Different location (Suggestions?.....)
- Different time of the year (Suggestions? .....
- Different stall layout (Suggestions?.....)
- Different marketing approach (Suggestions?.....)
- Other suggestions for improvement?

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**5. Would you consider being a stallholder if the event was held again?**

Yes

No

Comments: .....

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**6. Do you think that the Nelson Growables Garden Fair was worthwhile from:**

**(i) a marketing perspective?** (eg: increasing your business' profile)

Yes

No

**(ii) a commercial/financial perspective** (eg: are you happy with sales on the day?)

Yes

No

Comments: .....

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**7. Do you have any other suggestions or feedback on the Nelson Growables Garden Fair 2009?**

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**Thank you for your feedback.**

Please return this questionnaire to Glenda or if you prefer you can post it to Maria at Founders using the address on the back of the questionnaire by  
***Monday 23<sup>rd</sup> November 2009.***

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Event Manager  
Nelson Growables  
PO Box 1412  
**NELSON 7040**

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