

MDCP quarterly report Part B: 2011 USTA

For Part B below report on performance measures unique to your project. Do not cumulate the results from previous quarters. Report only the results from the quarter you select below. (Part A is where you will report your progress on your goal of generating \$315 m in exports.)

* Required

01-Reporter *

E-mail address of person submitting report.

03-Qtr ended *

For three months or any portion thereof ended on date you select. Report results only once for the quarter in which they occurred.

2010.09.30

20-Intl buyer mtgs at shows

Number of MICE buyer meetings at each Discover America pavilion or trade show. 6 @ 5 per year = Goal: 90.

21-Intl buyers at missions

Number of international buyers participating at all trade missions or workshops. 32 per year = Goal: 96

22-Invitations buyers

Number of MICE buyer invitations extended to qualified buyers. 110 yr 1 + 85 yr 2 + 85 yr 3 = Goal: 280.

23-Buyer regs

Total MICE buyer registrations from all countries. 1st yr: 100, 2nd yr: 175 3rd yr: 250 = Goal: 525

24-Appts requested

Appointments requested from registered MICE buyers (# buyers x 30). 1st yr 3000, 2nd yr 5250, 3rd yr 7500 = Goal: 15,750

25-Appts sched

Appointments scheduled for registered MICE buyer (# buyers x 20). 1st yr: 2000, 2nd yr: 3500, 3rd yr: 5000 = Goal 10,500

26-US supplier surveys done

Percent of completed surveys from U.S. suppliers who met with MICE buyers = Goal: 75%.

40-Comments

Enter any comments regarding any of the numeric responses above. E.g. "26-Number of U.S. suppliers surveyed approx. 215." (Comments are NOT required.) Supplemental documentation of quarterly activity such as published studies, event fliers, and photos can be emailed separately to Brad.Hess@trade.gov.

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