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## MDCP quarterly report Part B: 2010 IFTA

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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 \$122 m in exports.)

### 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-Pav exhibitors

Instances of a U.S. firm exhibiting in the American Pavilion at FIMART. 1st year: 20, 2nd year: 30, 3rd year: 40 = Goal: 90.

### 21-Exhibitor mtgs

Meeting count. For each exhibiting company at every American Pavilion, ensure at least 40 pre-scheduled "meetings of substance," i.e., a sit-down, one-on-one discussion with international buyers.  $20 \times 40 + 30 \times 40 + 40 \times 40 = \text{Goal: } 3,600$

### 22-Catalog partic

Instances of U.S. firms marketing their products on IFTA's "TheFilmCatalogue.com" 300 (annually) x 3 years = Goal: 900.

### 23-Pav evaluations exhib

Pavilion evaluations. Surveys completed by U.S. exhibitors on exhibitor satisfaction, pavilion effectiveness, suggestions for future pavilions, effect on sales, etc. 1st yr: 32, 2nd yr: 48, 3rd yr: 64 = Goal: 144

### 24-Pav evaluations for buyers

Pavilion evaluations. Surveys completed by foreign buyers on pavilion effectiveness, suggestions for future pavilions, effect on sales, etc. 50 per pavilion = Goal: 300

### 25-Media mentions

Articles and other features where the project is noted in industry media such as The Hollywood Reporter, Variety, and Screen Digest. 1st yr: 4, 2nd yr: 2, 3rd yr: 2 = Goal 8

### 26-Mktg campaigns

Advance email marketing campaigns to foreign buyers. Number of promotional email campaigns to foreign buyers for exhibiting U.S. firms. Three (3) emails to 6,000 buyers per event x 6 events = Goal: 108,000 emails.

**27-Exhibitors rptg**

U.S. exhibitors submitting reporting documents within 2 weeks of the event. Goal: 90. (Compare to 20-Pav exhibitors)

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**50-Comments**

Enter any comments regarding any of the numeric responses above. E.g. "27-Includes 5 U.S. exhibitors that did not report until 3 weeks after the event." (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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