

Please complete this questionnaire and return it to **OZ Optics' booth** at any tradeshow at which OZ Optics will be exhibiting in North America this year. You will receive a free gift bag, which may include: **Shopping Bag, Stress Mini Soccer Ball, 4 Color Pen, Universal Cord, USB Power Plug, USB Stick, and Desktop Calendar, etc.**

If you don't have a business card with you, please provide your information by filling in blanks below.

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov.: \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

1. Are you an existing customer of OZ Optics?  
 a. Yes       b. No
2. **Product Interest** (Please select one or more options if applicable):  
 a. Fiber Optic Delivery Systems  
 b. High Power Components  
 c. Polarization Maintaining Components  
 d. Test Equipment  
 e. Optoelectronic Packaging  
 f. Fiber Optic Sensors  
 g. Attenuators  
 h. 2000 nm Components  
 i. Other: \_\_\_\_\_
3. Have you heard of OZ Optics' Online Catalog (shop.ozoptics.com)?  
 a. Yes (Please proceed to Questions 5)  
 b. No (Please proceed to Question 4)
4. If No, where do you learn new developments from?  
 a. Advertisement Publication(s): \_\_\_\_\_  
 b. E-newsletter/Online Banners  
 c. News Publication(s): \_\_\_\_\_  
 d. Trade Show Promotions (i.e. separate booth for online catalog)  
 e. Social Media  
 f. Other: \_\_\_\_\_
5. If Yes, how did you hear about our online catalog?  
 a. OZ Optics' monthly email  
 b. Advertisement  
 c. Referral/ Colleague  
 d. Trade Show  
 e. Other: \_\_\_\_\_
6. Have you visited our online catalog?  
 a. Yes  
 b. No. Why not? \_\_\_\_\_
7. How many times have you visited our online catalog?  
 a. 1-4 times  
 b. 5-9 times  
 c. More than 10 times
8. Based on your experience of visiting our online catalog, please rate your satisfaction. (1 being the worst to 5 being best)
 

	worst				best
a. Product searchability:	1	2	3	4	5
b. Product range available on website:	1	2	3	4	5
c. Availability of information:	1	2	3	4	5
d. Pricing:	1	2	3	4	5
9. Based on your experience of visiting our online catalog, would you visit again?  
 a. Yes (Please proceed to Question 11)  
 b. No
10. If No, based on your experience of our online catalog, please select the reason why you won't visit our site again.  
 a. Web Design  
 b. Lack of Product Drawing  
 c. Required item not available on the website  
 d. Searchability  
 e. Other: \_\_\_\_\_
11. Did you purchase from our online catalog?  
 a. Yes  
 b. No (Please proceed to Question 13)
12. If Yes, based on your experience of purchasing from our online catalog, would you purchase again?  
 a. Yes (Please proceed to Question 14)  
 b. No
13. If No, based on your experience of our online catalog, please select the reason why you didn't purchase.  
 a. Price  
 b. Lead time  
 c. Product Information & Drawings  
 d. Product Specification  
 e. Budget or information request only  
 f. Other: \_\_\_\_\_
14. Comments or suggestions to improve our online catalog.  
 \_\_\_\_\_  
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