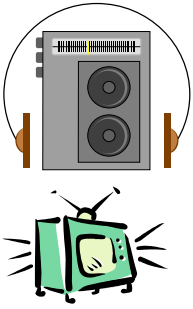


TRADE BUSINESS INFORMATION

Help us help you by providing the following information:



What radio station(s) do you listen to at work _____ at home _____
What TV stations do you watch _____
What Cable stations do you watch _____
What time of day do you watch TV _____
What Newspapers do you read _____
What Trade Magazines do you read _____
Misc/Other Media _____ at work _____ at home _____
Which of the above do you feel gives you the best return? _____



What percentage (%) of your annual gross revenues are dedicated to:
Administrative _____
Advertising / Marketing / Promotion _____
Bus. Development - Seminars/Training _____
Customer Service - Family Programs _____
Shows _____

What shows do you participate in during the year?



Describe, if appropriate, your average customer: _____

Do you have access to features &/or celebrities through your manufacturers? _____



Are you interested in Sponsorship Opportunities or do you have any referrals for us?



Do you have a web site for your business? Yes / No
If no, are you interested in developing a web site? Yes / No
If yes, web address: _____
Email address: _____
What % of business do you attribute to your on-line presence: _____
Do you surf the web? Yes / No
If yes, what do you use the Internet for the most? _____



What Professional &/or Recreational Affiliations / Associations are you involved with (i.e. ski clubs, NMMA, MRAA, committees, boards, etc.):

Please mail to CMTA, 20 Plains Road, Essex, Connecticut or fax to (860) 767-3559.
Please feel free to use the other side for any additional information. Thank you.