

Please complete this questionnaire and return it to **OZ Optics' booth** at any tradeshows 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 ☐ i. Fiber Optic Products for Gyroscopes  
☐ b. High Power Components ☐ j. Fiber Optic Products for Biophotonics Applications  
☐ c. Polarization Maintaining Components ☐ k. Fiber Optic Components for OCT Applications  
☐ d. Test Equipment ☐ l. Fiber Optic Products Quantum Applications  
☐ e. Optoelectronic Packaging ☐ m. Other: \_\_\_\_\_  
☐ f. Fiber Optic Sensors  
☐ g. Attenuators  
☐ h. 2000 nm Components

**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. E-newsletter/Online Banners  
☐ b. News Publication(s): \_\_\_\_\_  
☐ c. Trade Show  
☐ d. Social Media  
☐ e. Word of Mouth  
☐ 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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