**Lead Qualification Guidelines**

Company: Click here to enter text.

Name: Click here to enter text.

Date: Click here to enter a date.

Below is a list of criteria of our audience for Vitafoods Europe. During the execution of your programme, it is important that we are bringing in qualified leads. Please review and select those that define your qualified lead.

**PRIMARY BUSINESS ACTIVITY** (Select ALL that apply)

Manufacturer

Distributor

Contract Manufacturer

Private Label Provider

Export

Import

Research / Scientific / Academic

Retailer

Wholesaler

Consultant

**PRIMARY INDUSTRY** (Select ALL that apply)

Animal Nutrition

Beverages

Dietary / Health Supplements

Food

Functional Beverages

Functional Food

Health Food

Natural & Herbal Medicine

Nutricosmetics

Personal Care

Pharmaceuticals

**TITLE CLASS** (Select ALL that apply)

Owner / Managing Director / President / Chief Executive / COO

Director / Vice-President / Head of Department

Senior Manager

Manager - with staff

Manager - without staff

Executive

Assistant

Pharmacist / Scientist / Laboratory

Consultant

Student

**AREA OF FOCUS** (Select ALL that apply)

Consulting / Advisory

Education

Finance

Government

Legal/ Regulatory

Management

Marketing / Brand Management

Product Development / Innovation

Purchasing / Procurement / Buying

Research / Scientific / Analytic

Sales

Testing / Quality Assurance

**GEOGRAPHIC REGION** (Select ALL that apply)

Europe EU

Europe non EU

Asia

South East Asia

Middle East & North Africa

North America

Australasia & Pacific

South / Central Africa

**LEAD FILTERING** (separate email addresses and/or domains that you would like to exclude from inviting)

Click here to enter text.

**LEAD FILTERING** (separate email addresses and/or domains that you would **NOT** like to exclude from inviting)

Click here to enter text.