**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.