

Marketing Advantage

THE COOPERATOR'S 27TH ANNUAL Co-op, Condo & Apt. Expo

2014 Attendee Survey



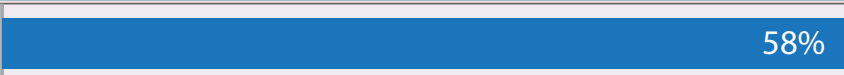
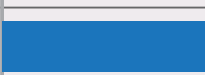


**Next Expo: Tuesday, April 21, 2015 at
Hilton New York**

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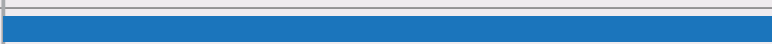
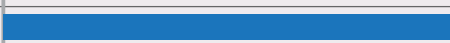
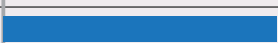
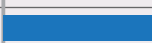

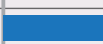
2014 THE COOPERATOR'S CO-OP, CONDO & APT EXPO

Attendee Survey

1. I am a

Board Member		58%
Property Manager		14%
Apartment Building Owner		4%
other		23%

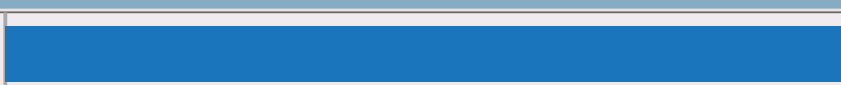

2. What is the most convenient time for you to attend the Expo?

9:30am-10:00am		28%
10:00am-11:00am		31%
11:00am-12:00pm		18%
12:00pm-1:00pm		11%
1:00pm-2:00pm		6%
2:00pm-3:00pm		3%
3:00pm-4:00pm		4%
4:00pm-4:30pm		0%

3. Please rate the significance of each feature of the Expo, from 4-very significant to 1-not significant

	4	3	2	1
Exhibits	58.27% 81	36.69% 51	4.32% 6	0.72% 1
Seminars	27.34% 35	37.50% 48	14.06% 18	21.09% 27
Prizes	12.20% 15	14.63% 18	20.33% 25	52.85% 65
Advice Booths	30.77% 40	32.31% 42	14.62% 19	22.31% 29

4. Do you plan on attending next year's Expo?

Yes		96%
No		4%

Attendee Survey

5. What did you like about the show?

1. Good place to access everything.
2. Product + services represented by vendors, with their collective knowledge and amazing amount of all sorts of information and resources, and an ability to network with vendors and others.
3. The variety of vendors
4. Interesting exhibits. Good mix of vendors.
5. The advice booth was very handy and I appreciated the individuals I spoke with.
6. The chance to meet people, get ideas, network and learn.
7. It offered a lot of good information.
8. Excellent as usual. Much information provided on multiple topics all relevant to co-op/condo management. I liked the seminars—very instructive.
9. The exhibitors.
10. I like the different contractors.
11. The seminars and the exhibits.
12. Legal advice.
13. I liked the seminars and professional advice.
14. The variety and number of exhibitors.
15. The vendors' presentations as well as the seminar I attended which was very educational. I was delighted with the vendors themselves, thank you.
16. It was informative and I liked chatting with the vendors relevant to my building.
17. Great variety of booths.
18. I like the being able to go into detail about specific concerns regarding my co-op.
19. Exhibits and advice on electronic recycling.
20. The variety of different services.
21. The advice booth was extremely helpful. Liked the variety of vendors.
22. Opportunity to meet so many vendors in one place.
23. Exhibits.
24. Talking with particular vendors gave me a clearer idea of the technical requirements for lining a chimney and renewing our roof. Also liked to learn about "new" technological approaches that I wasn't aware of.
25. Talking with new possible vendors.
26. Diverse and helpful.
27. It was great meeting different types of people with different expertise.
28. Informative.
29. Top people from companies there to chat. Much info obtained in short amount of time, and great contacts made.
30. Being able to see at a glance what is being offered and what is new.
31. I liked the seminars and the friendly exhibitors. I also liked the people representing the Cooperator.
32. Meeting the exhibitors.
33. Talking with exhibitors and seminars.
34. A chance to meet with vendors and see their services.
35. Update on suppliers and products and improvements available. Renew old and make new contacts with suppliers.
36. The opportunity to visit different vendors.
37. It was my first time. I liked everything about it.
38. As a first-timer, I appreciated the variety of vendors at the Expo and the efforts of the organizer. The location (Hilton) is excellent.

Attendee Survey

(continued)

39. Got to meet new potential vendors/sources.
40. Helping to update my knowledge on co-op affairs, and making contacts.
41. The information that the individual booths were able to give.
42. The informative classes.
43. A variety of topics in seminars & booths. Also excellent advice booths.
44. Exhibitors freely answered questions.
45. Seminars & advice booths.
46. Lots of vendors, good information.
47. The seminars were informative and there were plenty of vendors.
48. It was my first show and I was positively impressed.
49. Talking to the various vendors that can help us with our services.
50. Number of exhibitors.
51. I found a lot of companies which can help us! This Expo educated me, now I have better understanding as a board member!
52. The ability to talk to representatives.
53. The seminars were timely and helpful.
54. Variety of vendors was good.
55. Discussion with vendors.
56. As a new board member, I shopped for information, possible companies to follow up. As treasurer, I looked for ways to save money for our condo.
57. Different exhibitors.
58. A chance to see new products and gather info.
59. Exposure to the vendor community.
60. Multiple vendors of similar services
61. There were many exhibitors with a lot to offer. The ability for them to scan my ID badge was very efficient way of sharing contact info. The NYSERDA seminar was very informative and the speaker was accessible and patient in explaining the information.
62. Issues relevant to our condo community.
63. I brought a new developer to the show to connect with services she will need while building a new condo development. It was very helpful for her.
64. I appreciated the variety of information I received. I also adored the fact that my ID was my contact info, and that they could just scan my ID to contact me.
65. Seeing all the different services
66. One place for all.
67. Excellent selection of vendors.
68. Opportunity to talk to vendors.
69. Seminar I went to was very informative. I liked the new vendors I saw.
70. Good mix of exhibits.
71. Everyone we spoke with at the exhibit booths were extremely knowledgeable.
72. Exhibitors were friendly and didn't push for my business.
73. The seminars were good and the advice/information provided by several vendors was very helpful.
74. That it was set up nicely. Information in order to get your day started. It was a full house.
75. Somehow it was a bit different than in previous years, but vendors were helpful in explaining my questions..very friendly too.
76. It is well attended and lively.