









# 2011 Exhibitor Survey

1. How satisfied were you with the Expo, 4 - very satisfied to 1 - not satisfied ?

4		37.9%
3		46.6%
2		10.3%
1		5.2%

2. Please rate the usefulness of the Expo website, from 4 - very useful to 1 - not useful.

4		34.5%
3		52.7%
2		7.3%
1		5.5%

3. Please rate the significance of each marketing opportunity provided by The Co-op & Condo Expo, from 4 - very significant to 1 - not significant






	4	3	2	1	Rating Average
Postcard program	15.2% (7)	34.8% (16)	21.7% (10)	28.3% (13)	1.00
Products of interest lists (Via Excel)	19.5% (8)	43.9% (18)	17.1% (7)	19.5% (8)	1.00
Advertising in the show issue of The Cooperator	29.5% (13)	31.8% (14)	20.5% (9)	18.2% (8)	1.00
Advertising in the program guide	25.0% (10)	30.0% (12)	25.0% (10)	20.0% (8)	1.00
Lead Retrieval	32.6% (15)	30.4% (14)	19.6% (9)	17.4% (8)	1.00
Exhibitor Training (Expo University)	20.5% (8)	28.2% (11)	25.6% (10)	25.6% (10)	1.00

4. How satisfied were you with the venue and location of the show, 4 - very satisfied to 1 - not satisfied?

	4	3	2	1	Rating Average
Convention Hall Facility	34.0% (18)	58.5% (31)	3.8% (2)	3.8% (2)	1.00
Location	52.0% (26)	44.0% (22)	4.0% (2)	0.0% (0)	1.00

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5. Did you find the exhibitor checklist on our website helpful in preparation for the show?

Yes		56.1%
Somewhat		24.6%
No		3.5%
Didn't use it		12.3%
Didn't know it existed		3.5%





6. How satisfied are you with the number and quality of leads you received at the show, 4 - very satisfied to 1 - not satisfied?

4		19.2%
3		40.4%
2		28.8%
1		11.5%

7. How satisfied were you with the number of property managers and board members at the show, from 4 - very satisfied to 1 - not satisfied?

4		25.0%
3		44.2%
2		25.0%
1		5.8%

8. Based on your experience this past year, how likely is it that you will exhibit again at next year's show, 4 -very likely to 1 - not likely?

4		44.2%
3		34.6%
2		13.5%
1		7.7%