



**Marketing Advantage**

# THE NEW JERSEY COOPERATOR'S Premier Condo, HOA & Co-op Expo

## 2011 Attendee Survey



**Wednesday, May 9, 2012 at  
the Meadowlands Exposition Center, Secaucus**

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The New Jersey Cooperator and New Jersey Condo, HOA & Co-op Expo  
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# NEW JERSEY COOPERATOR'S CONDO, HOA & CO-OP EXPO

## 2011 Attendee Survey

### 1. I am a

		Response Percent
Board Member		54.8%
Property Manager		13.3%
Other		31.9%

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

		Response Percent
10:00 am - 11:00 am		42.0%
11:00 am - 12:00 pm		37.7%
12:00 pm - 1:00 pm		7.2%
1:00 pm - 2:00 pm		6.5%
2:00 pm- 3:00 pm		5.8%
3:00 pm - 4:00 pm		0.7%

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

	4	3	2	1
Exhibits	60.6% (83)	32.8% (45)	6.6% (9)	0.0% (0)
Seminars	40.8% (49)	28.3% (34)	14.2% (17)	16.7% (20)
Prizes	10.1% (12)	16.8% (20)	36.1% (43)	37.0% (44)
Advice Booths	21.0% (25)	37.0% (44)	18.5% (22)	23.5% (28)

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

		Response Percent
Yes		94.9%
No		5.1%

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### 5. What did you like about the show?

1. Very helpful, was looking for some information, and got quite a bit.
2. As a board member, the opportunity to speak with various suppliers who are all gathered in one place is huge.
3. The many giveaways and the gracious vendors
4. Ability to see multiple vendors of the same product or service
5. I like the seminars and hearing about new trends that my Board and I need to be aware of. I also like the discussions during the seminars and hearing about how my peers are handling situations that could affect my community.
6. Very good
7. Meeting service providers
8. Everything. Very satisfied
9. Variety of exhibitors.
10. Informative
11. I enjoyed seeing the vendors there and their willingness to talk to everyone. There were a lot of new vendors.
12. It was a great way to meet new vendors for my business.
13. The ease of access and set-up. It was very easy to maneuver around the show.
14. I was looking for specific vendors and spoke to some very helpful people.
15. The arrangement of exhibitors
16. seminars & vendors
17. It was very informative and educational
18. I liked the variety of vendors at the show.
19. very informative vendors
20. Broad variety of exhibitors; high quality seminars
21. It was in a place with a lot of space. You had chairs in the back where you could sit down get a soda or something to eat.
22. Well organized. Good seminars.
23. Meeting industry people, informative seminars and visiting the exhibitors' booths.
24. Large turnout
25. Good set up for easy viewing. Vendors were friendly and informative. Plan to contact some of them. Nice lunch.
26. Free advice given by the various exhibitors & attorneys. Becoming aware of various vendors and their products. Customer friendliness of all concerned.
27. The seminars were informative. I liked the interaction provided by attending the management food room
28. Very well organized.
29. Seminars offered
30. Over all it was very informative
31. Loved the seminars and the advice at the vendors
32. Eclectic group of vendors...easy to navigate
33. The variety of the exhibits.
34. Many vendors informative
35. The advice booths and the variety of vendors.
36. Interesting exhibitors for goods and services.
37. It was representative of the management community in New Jersey. From management to service to legal companies.
38. I thought the seminars I attended were very informative.
39. Exhibits, face-to-face contact
40. The Many Management Booths
41. The varied types of industries displaying.
42. Organized...friendly
43. Lots of exhibitors across a wide range of categories.
44. Found it to be educational and informational.
45. The exhibitors
46. That it was on one floor and they had booth numbers.
47. Variety of booths
48. Seminars
49. The opportunity to learn about some of the issues other board members are dealing with and how they deal with them.

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# 2011 Attendee Survey

(continued)

51. The large number of exhibitors
52. Advice booths, law firms
53. Interesting seminars, advise booth, booths
54. Advice booths
55. A good representation of contractors were present.
56. Ambience
57. The booths
58. Good number of exhibitors
59. Good vendors
60. Networking opportunities
61. Great variety of vendors, good setup
62. Array of vendors in one place.
63. I picked up a lot of informational flyers that I intend to give to our condo board. Examples, power washing, gutters & leaders, screen/glass patio enclosures.
64. The seminars
65. Meeting vendors and the seminars are fabulous. I always come away with good information and new ideas.
66. Lots of different exhibitors.
67. The information about every company
68. Ability to network and find new vendors.
69. Had most entities involved with HOAs.
70. I was able to meet with lenders who specialize in association loans and management companies.
71. Get to meet all the people in one place.
72. It was great to meet with some of my current clients and make new connections all in one place. I managed to do a week's worth of connecting with people in 3 hours.
73. A tremendous turnout, I was really impressed
74. Excellent seminar.
75. Lots of contacts at the booths.
76. The exhibits, We were looking for an architect, design and engineering firm, we found two.
77. It was excellent that the program guide had an exhibitor by industry section. It made it perfect

- to see the exact exhibitors you needed to especially if you were short on time. I liked the advice booths and the atmosphere was good. Also the device that scanned the badges that exhibitors had was great. The visitor did not have to sign a form or leave a card—all information was scanned in by the exhibitor by pointing this device at the visitor's badge. Remarkable!
78. Meeting a variety of vendors
  79. Good representation from many companies.
  80. Number of board members attending
  81. Lots of vendors
  82. Seminars and advice booth hospitality room
  83. Seminars, variety of booths and expertise of people in booths
  84. Everything. As usual, very informative and interesting.
  85. The show was during business hours which made it more convenient.
  86. Speaking with vendors and attending the seminars. One of the sponsors provided a lunch which allowed me to network with board members from other buildings.
  87. Q & A at various booths.
  88. It was nice.
  89. Met up with old contacts, made a few new ones
  90. The exhibits
  91. Being able to talk to exhibitors about their product or service and how it applies to my fairly small HOA
  92. seminar about legal issues
  93. Very well organized this year
  94. Well organized
  95. Location
  96. Legal seminar exhibits
  97. I enjoyed all of it.
  98. The set-up was very easy to follow, you were not tripping over everyone trying to get to the booths.
  99. Variety of industry sub-categories represented.