





2011 Exhibitor Survey

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

4		20.8%
3		71.7%
2		5.7%
1		1.9%

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

4		27.5%
3		58.8%
2		13.7%
1		0.0%

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





	4	3	2	1	Rating Average
Postcard program	9.3% (4)	44.2% (19)	27.9% (12)	18.6% (8)	1.00
Products of interest lists (Via Excel)	11.9% (5)	45.2% (19)	31.0% (13)	11.9% (5)	1.00
Advertising in the show issue of The NJ Cooperator	27.3% (12)	50.0% (22)	13.6% (6)	9.1% (4)	1.00
Advertising in the program guide	27.9% (12)	53.5% (23)	11.6% (5)	7.0% (3)	1.00
Lead Retrieval	34.1% (15)	38.6% (17)	15.9% (7)	11.4% (5)	1.00
Exhibitor Training (Expo University)	7.5% (3)	37.5% (15)	30.0% (12)	25.0% (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	55.1% (27)	34.7% (17)	10.2% (5)	0.0% (0)	1.00
Location	56.5% (26)	30.4% (14)	13.0% (6)	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		46.2%
Somewhat		36.5%
No		0.0%
Didn't use it		9.6%
Didn't know it existed		7.7%




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		26.5%
3		49.0%
2		18.4%
1		6.1%

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		16.3%
3		65.3%
2		14.3%
1		4.1%

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		48.9%
3		40.4%
2		4.3%
1		6.4%