



In-Booth Survey

EXHIBIT SURVEYS, INC.'s In-Booth Survey is an excellent tool for measuring the success of your booth, your staff, and your visitors' experiences, including:

- Visitor demographics and activity within the exhibit.
- The success of your staff in effectively communicating your messages and enhancing your brand.
- Enhancing relationships with customers and prospects.

SURVEY BENEFITS

The In-Booth Survey is a powerful sales and marketing tool that you can use to obtain straightforward and reliable feedback and insight from visitors. It takes the guesswork out of determining if your exhibit and staff achieved meaningful face-to-face contact with visitors.

- Third-party documentation of your visitors and staff by a highly recognized independent research, measurement, and consulting firm.
- Information that can be used as an effective sales and marketing tool.
- Data substantiating the value of events to executive management.
- Quick – even daily – turnaround of results.
- Questionnaire consulting and design, based on over 45 years of experience in exhibition and event research.

SURVEY MEASUREMENTS

As the scope and sophistication of exhibit research continues to evolve, the Exhibit Surveys team has the distinctive skills to develop a custom survey that provides pertinent visitor information specific to your needs, and the team will work closely with you throughout the process.

Your In-Booth Survey can include a wide variety of custom questions, although certain key performance indicators should be considered, including:

- Specific areas of the exhibit visited and actions taken within each area. For example:
 - Watched theater presentation or participated in an interactive or product demonstration.
 - Spoke with a rep.
 - Requested a follow-up meeting.
- Usefulness, relevancy, and believability of information gained.
- Helpfulness and knowledge of booth staff.
- Success of staff and exhibit in communicating important messages.
- Effectiveness of presentations.
- Feedback on tactical elements of the exhibit that cannot effectively be gathered days or weeks after their experience within the exhibit by follow-up sales calls.
- The degree of influence the exhibit had on purchase decisions.

SURVEY PROCESS

The In-booth Survey is conducted by professional interviewers who are provided by, trained, and supervised by Exhibit Surveys' management team. Your visitors are casually intercepted as they are leaving the exhibit and asked to provide feedback about their experience, areas visited, quality of engagement, actions taken, and information learned.

In addition to daily activity reports, a comprehensive final report presenting survey results, analysis, and recommendations will be prepared by the Exhibit Surveys team, for post-event discussions and clarification.



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Summary of Services

EXHIBIT SURVEYS, INC. has over 45 years of experience delivering qualitative and quantitative intelligence and measurement programs to corporate marketers, exhibition and event organizers, and industry suppliers. Exhibit Surveys has the incomparable expertise and keen understanding of how to design and implement research and measurement to provide the information you need to Be A Knowbody™.

Exhibit Surveys can help you:

- Make informed event investment decisions to ensure you have the right mix of events to achieve your corporate sales and marketing objectives.
- Document and quantify the role and value of your event marketing programs with your overall sales and marketing mix.
- Secure exhibit and event budgets.
- Bring accountability and credibility to your event marketing activities.
- Deliver ROI and value.
- Identify strengths and weaknesses to improve performance and maximize your investments.
- Stay ahead of your competition.
- Save time and money.

MEASUREMENT, RESEARCH AND CONSULTING

Exhibit Surveys' ROI (Return on Investment) and ROO (Return on Objectives) measurement and consulting services bring accountability to your trade show and event marketing programs. We provide valuable feedback for better key strategic and tactical decisions, such as event selection, investment justification, developing objectives and strategies, and improving overall performance.

Exhibit Surveys, Inc. has the proven research tools and expertise to help you uncover the critical information you need to effectively plan and execute your event marketing programs.

PROCESS

Each project begins with a thorough needs-assessment to ensure our deliverables meet your research objectives and business needs. All research methodologies are available, and the experienced Exhibit Surveys team will collaborate with you to determine the most effective methodology for your project.

All surveys and consulting projects are custom-designed based on almost five decades of experience and include the support of a dedicated project team throughout the duration of your project.

Exhibit Surveys will provide detailed and easy-to-understand reporting that truly serves as a decision-making tool for future event planning. Recommendations and conclusions are provided along with consulting and interpretation of results from Exhibit Surveys' senior staff, to ensure the results are clear and recommendations can be implemented for future success.

Exhibit Surveys provides research, measurement, and consulting for the following:

- Trade shows and exhibitions
- Private events and company-produced/sponsored events
- Customer events, customer conferences, user groups
- Internal events, sales conferences, executive briefing centers
- Virtual events
- Keynotes and educational sessions
- Mobile events/road shows
- New product launch events
- Activations in retail environments and airports
- Sponsorships
- Sports events, concerts, fairs/festivals and ceremonies



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Strategic Trade Show and Event Selection

EXHIBIT SURVEYS, INC.'s Strategic Trade Show and Event Selection consulting provides a comprehensive, custom-designed process for accurate event selection and investment decision-making. Be sure that you are participating in the right events and reaching more of your target audience. Based on your company's objectives, we evaluate your current and prospective events, develop a plan, and provide recommendations that will yield the best results and ROI (Return On Investment).

We research and evaluate the events in which your company currently participates, has formerly participated in, and those that should be considered, allowing you to identify the:

- Events in which to participate in and eliminate, and the rationale behind the decisions
- Level of investment per event (staffing, booth size, sponsorship level)
- Sales/marketing objectives per show, and relevance to objectives of your business

PROGRAM DEVELOPMENT

Regardless of the number of events evaluated, the following steps will be taken to support your strategic event planning:

- Step 1.** A thorough review of your existing event programs, target audiences, business and marketing plans, competitive environment, marketplace trends and any relevant existing business data.
- Step 2.** Interactive workshop and extensive interviews with your stakeholders - those who participate directly in the management and decisions involving events.

- Step 3.** Secondary research will be collected on each event that represents a potential opportunity for your company. Exhibit Surveys will draw upon proprietary data and will conduct additional analysis to inform recommendations.

- Step 4.** Develop and present and executable plan.

METRICS

Recommendations incorporated into your event selection plan will include the following analysis:

- Summary of results
 - Summary of internal stakeholder goals/initiatives for events
 - Summary of events recommended in which to exhibit/sponsor in the future
- Details of specific events recommended, including level of participation
 - Overall event value ranking
 - Event overview and facts
 - Attendance statistics
 - Exhibitor/sponsor Profile
 - Size of potential audience
- Event activity assessment based on Exhibit Surveys' Traffic Density calculation

DELIVERABLES

Exhibit Surveys will provide the following:

- Executable plan of results and how they should be used
- An online tool, dashboard and calculator that you can maintain to continue monitoring the event selection process



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Post-show Attendee Survey

EXHIBIT SURVEYS, INC.'s Attendee Survey is the cornerstone of our services, measuring exhibit performance, Return On Investment (ROI) and Return on Objectives (ROO) for your exhibit program. The Attendee Survey provides the following benefits to your exhibit program:

- Documents and quantifies the value and role of exhibits to the overall marketing mix.
- Justifies investments and validates decisions and budgets to maintain your program.
- Enhances strategic and tactical decision-making for future event selection and investment decisions such as developing your unique event objectives and strategy objectives to help achieve corporate sales, marketing communications and branding goals, developing tactics effectively event strategy execution.
- Identifies strengths and weaknesses to continuously improve exhibit performance, maximizing your investment.
- Provides unbiased comparisons with competitors, other exhibitors and Exhibit Surveys' event industry norms.
- Provides a comprehensive reporting tool for upper management and brings accountability to your exhibit program.

SURVEY MEASUREMENTS

Attendee profile and activity measurement typically includes the following metrics:

- **Demographics:** All relevant attendee demographics, including job title/function, type of industry, size of company, and geographical distribution.
- **Attendee Activity:** Includes hours/days spent visiting exhibits, traffic density, previous attendance, other shows attended, reasons for attending, publication readership, web-sites visited, social media usage.

- **Audience Quality:** Includes product interest, buying plans and buying influence levels for the specific types of products or services you exhibit.

The Exhibit Performance portion of the study provides a comprehensive assessment of your exhibit performance compared to your competitors and includes the following Exhibit Performance metrics:

- **Potential Audience:** These are the attendees defined as your target audience. Clearly defining your target justifies your investment and helps set realistic expectations for success.
- **Exhibit Attraction and Exhibit Engagement:** These metrics determine the success of your exhibit in selectively attracting your Potential Audience and efficiency in establishing meaningful face-to-face contact with them.
- **Visitor Quality:** These metrics compare the quality of your visitors against the overall show audience in such areas as product interest, buying plans, buying influence levels, and job title/function type of industry, to determine if your exhibit "selectively" attracted your target at the show.
- **Competitive Analysis:** A series of key performance success metrics are provided for your company, your competitors and other exhibitors. Comparisons are made in such areas as booth traffic, staff performance, staff interaction rate, more or less favorably inclined to purchase, number of new prospects reached, and most remembered exhibits.
- **Cost-Per-Visitor Reached:** Establishes the cost effectiveness of your participation in the show. Your costs are compared to Exhibit Surveys' industry norms and all-show averages.
- **Awareness of Products, Brands, Messages, and Attention-getting Techniques:** Measures recognition, awareness and top-of-mind association for your company in relation to your competitors for your types of products, brand names, and marketing communications.



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Sales Conversion Survey

EXHIBIT SURVEYS, INC.'s Sales Conversion Survey is a tool for measuring your exhibition program's Return on Investment (ROI). The Sales Conversion Survey:

- Identifies the percentage of your leads that purchased one or more products exhibited since attending the event.
- Quantifies the dollar volume of purchases from your company versus your competitors to determine the market share captured.
- Measures the influence of the exhibit versus other factors on purchases.
- Identifies the percentage of your leads who received follow-up by your sales personnel after the event.

SURVEY BENEFITS

Exhibit Surveys' research and measurement reaches the upper levels of corporate management far more frequently than an internally conducted survey because we present results in a format that is immediately usable, with detailed recommendations and next steps. Plus, we take the burden of conducting the survey and interpreting the results off of you. Some of the Sales Conversion Survey benefits include:

- Information that can be used as an effective sales and marketing tool.
- Independently researched documentation of visitor quality.
- Provides exhibitors with data to substantiate the value and outcome of events to all stakeholders .

SURVEY MEASUREMENTS

As the scope and sophistication of exhibition research continues to evolve, the Exhibit Surveys team has the distinctive skills to develop a custom survey that provides pertinent visitor purchasing information specific to your needs, and the team will work closely with you throughout the process. Your Sales Conversion Survey can include a wide variety of questions, although certain key measurements should be part of every survey, including the following:

- Percentage of your leads who purchased – resulted presented for specific product categories and total purchases for your company versus your competitors.
- Dollar volume of sales for specific product categories and total purchases for your company versus your competitors.
- Factors influencing purchases made (exhibit, literature, web site, phone call, sales call, advertising, and others).
- Percentage of leads who received follow-up from your sales personnel after the event.
- Profile of buyers (job title/function, type and size of organization, geographical distribution).

SURVEY PROCESS

The Sales Conversion survey is typically conducted three months to one year following an exhibition. The time will vary depending on your typical buying cycles, products exhibited, and the type of audience.

A comprehensive report presenting survey results, analysis and recommendations will be prepared by the knowledgeable Exhibit Surveys team, for post-report discussions and clarification.



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