

## Constant Contact Survey Results

**Survey Name:** 2015 Ann Conv Exhibitor Preference Survey

**Response Status:** Partial & Completed

**Filter:** None

Apr 23, 2015 1:51:31 PM

**1. Please enter your contact information below and complete the survey to be entered in a drawing for a \$50 Visa Card (optional). (Just think - a chance to make \$50 for less than two minutes of work! Don't you wish everything was like this?) Thank you for your time!**

First Name	23
Last Name	23
Company Name	23

**2. Please rank in order of preference the following schedule options.**

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Least				
	1	2	3	4	5
Current schedule with Golf and Trade Fair on Day 1	3 13%	4 17%	4 17%	6 26%	6 26%
Day 1: Trade Fair (5-8pm) and Day 2: Golf (10am-4pm)	4 17%	4 17%	3 13%	6 26%	6 26%
Day 1: Golf (10am-4pm) and Day 2: Trade Fair (5-8pm) - 3 hours with heavy HD's	3 13%	4 17%	12 52%	2 9%	2 9%
Day 1: Golf (10am-4pm) and Day 2: Trade Fair (5-7pm) - 2 hours with formal dinner	5 22%	9 39%	2 9%	5 22%	2 9%
Other option - please describe below in Comment box	8 35%	2 9%	2 9%	4 17%	7 30%

**12 Comment(s)**

1=LEAST	mark@appsnebr.com
Day 1 - Golf 10:30-? and Trade Fair from either 5-7 or 6-8. Last year the golf ran long because of early morning rain - should have be shortened to a 9-hole tournament so people could get to the trade fair on time, but chairman blew the call.	jallen@colinsgrp.com
Would like to keep trade fair on day one	dteche@cfslinc.com
Have no comment on this	slinbo@firstcomp.com

The problem with golf followed by trade fair on the same day is weather can make the golf longer then it becomes very difficult to complete golf get back to the trade fair to meet with agents.	marvin.rhodes@rcis.com
As a vendor, a "formal" dinner following a short trade fair makes for a very chaotic (at worst) and non-productive (at best) experience. It causes all attendees to rush through the vendor booths within a short timeframe with the main concern being getting their card punched/stamped. It is very difficult to talk about our product with the few attendees who want to ask us questions when there's a line of people waiting to get a card punched so they can sit for dinner. Standup/informal is preferred	susanm@homewarrantyinc.com
No additional suggestions	ckage@unitedfiregroup.com
really prefer tradeshow on the 14th - if you move it - it conflicts with IL tradeshow the next day. Thanks!	zach.hintze@quomation.com
Day 1 Golf (10-4) and Trade Fair (5-7) 2 hours with HD. 3 hours is too long.	sdeger@cwgins.com
#4: Golf (10-4)and the Fair 5:30 to 7:30. This would allow enough time after golfing to clean up and/or get back in time to set-up booth.(A formal dinner could follow, but not that important, as some vendors may head home to save motel costs. Then they would not lose work time on the road the following morning)	gary@yellowvan.com
From my perspective, it seems best to have the trade fair more in the "middle" to make it more likely for higher attendance at the exhibits.	lestelle@capitalpremium.net
Note: Current schedule is hard to get back to Trade show in time to set up before show starts.	mike.keegan@ipfs.com

### 3. Please choose your preference for the length of the Trade Fair.

	Number of	Response Ratio
Keep Trade Fair to only one evening.	20	83.3%
Extend Trade Fair from one evening to include the following day during	4	16.6%
Other	0	0.0%
No Responses	0	0.0%
<b>Total</b>	<b>24</b>	<b>100%</b>

#### 8 Comment(s)

Have something to draw them to the trade show	llogan@ncmic.com
The last hour of the Trade Fair has been dead the past decade or so. I would say shorten it to 2 hours, but other "paying" exhibitors may not want to do that as they are paying \$400 in hopes that this year it will be different. Make it two hours and the place will be alive with people and activity - I know, a novel concept.	jallen@colinsgrp.com
Cut it back to two hours	slinbo@firstcomp.com

With the kind of money we pay, anything that lets us be with agents is a plus.	marvin.rhodes@rcis.com
we do several tradeshows throughout the year - just our 2 cents - some people are morning people - others prefer evenings for the tradeshow. nice to have multiple contact points.	zach.hintze@quomation.com
2 hours max	sdeger@cwgins.com
If Fair done on 2 days, it would require 2 nights lodging rather than 1 night, due to our location.	gary@yellowvan.com
I think two hours is adequate, three hours seems to be too much currently.	lestelle@capitalpremium.net

#### 4. Please rate the importance of the convention golf outing in your marketing strategy.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Not Very	Somewhat	Very Important	I do not golf
	6	10	3	5
	25%	42%	13%	21%

5 Comment(s)

Allows us to say "thank you" to customers by having them be our guest at a Country Club we would not normally be able to play. Nice to see lots of clients & potential clients and talk to them before & after the outing as many do not attend the Trade Fair.	jallen@colinsgrp.com
Oct 14th golf can be very cold.	marvin.rhodes@rcis.com
how big is this tournament? how many agents golf? can be more important if more agents show up	zach.hintze@quomation.com
I am a golfer, but people are more relaxed and more things can be accomplished in that atmosphere	gary@yellowvan.com
I appreciate the opportunity to "exhibit/sponsor" at the Golf Outing. There are agents that you will be exposed to there, that you will not be exposed to at the "inside exhibit/dinner" times.	lestelle@capitalpremium.net

#### 5. How likely are you to attend the 2015 Annual Convention at the Embassy Suites in La Vista on October 14-16,

	Number of	Response Ratio
Very Likely	20	83.3%
Somewhat likely	4	16.6%
Somewhat unlikely	0	0.0%
Very unlikely	0	0.0%
No Responses	0	0.0%
<b>Total</b>	<b>24</b>	<b>100%</b>

**6. Do you have any other suggestions for improving the 2015 Annual Convention (Oct 14-16, Embassy Suites, La Vista)? We welcome your feedback to help in planning our events and making your attendance at those events as successful for your company as possible.**

11 Response(s)

For whatever reason, the "punch card" has run its course, many attendees don't bother w/ it any longer. I do like the intent behind it so finding another push to visiting booths is needed. Maybe having some prizes (free CEUs, drink tickets,etc.) for the "X" number of visitor to a booth and the "X" number of agent from a certain region would help	rdeveny@proag.com
Just plenty of time with vendors.	mark@appsnebr.com
Timing is an issue because if the golf event runs long and the individuals have dinner plans, there is a much shorter window to attend the trade fair, if they attend at all. That said, you do a nice job with the convention. All trade fairs face these same type of issues.	llogan@ncmic.com
Golf Tournament has never started at 10:00 because the golf courses will make sure the frost is out of the ground - sometimes the shotgun start is pushed back to 11:00.	jallen@colinsgrp.com
Not at this time. Thanks for allowing us the opportunity to express our opinions.	rodmuench@muenchinsurance.com
You need to move the convention up to an earlier date if you want the golf outing to be successful. Too many times the weather gets bad in the middle of October	slinbo@firstcomp.com
No other suggestions	ckage@unitedfiregroup.com
we enjoy the annual conventions. please update my email to jr@quomation.com Thank You!	zach.hintze@quomation.com
Thank you for your interest in our input!	lestelle@capitalpremium.net
I attend a number of conventions and conferences, you guy's do a great job.	mike.keegan@ipfs.com
If having any entertainment, have music and/or comedy or combination of both and keep crowd involved.	matt.casey@theimtgroup.com