

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@cfsline.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% |
| Total | 24 | 100% |

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% |
| Total | 24 | 100% |

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 |