Exhibitor Survey

Thank you for exhibiting at EC06. To help us continue to provide a show that helps you meet your sales goals, we ask that you complete this survey. The information will be used to modify schedules and events for upcoming conferences.

About the Your EC06 Experience

1. Did you attend any educational sessions at EC06 (e.g. Monday/Tuesday Training Courses, Wednesday/Thursday Technical Sessions, Field Day at the Beach)? □ Yes □ No

2. Did you stay at an IECA Host Hotel? □ Yes □ No

3. If you did not stay at an IECA Host Hotel, why not? □ Location □ Points program at other hotel □ Cost □ Other

4. EC06 expo was open for 14 hours over 3 days. I think the number of hours should be: Please choose one.
   □ Increased □ Decreased □ Left the same (no change)
   Comments: __________________________________________

5. Rate the exhibitor lounge: Please mark one
   □ Excellent □ Good □ Average □ Poor
   Comments: __________________________________________

6. What would you like to see in the exhibitor lounge? Mark as many as apply.
   □ Interview Room □ Lunch □ Education □ Internet □ Soda □ Room for Press Conferences
   Other: ________________________________

7. Would you be willing to pay additional booth fees if these services were offered? □ Yes □ No

8. Which hours did you see the most traffic Wednesday? Please choose one.
   □ 11am–1pm □ 1–3pm □ 3–5pm □ 5–6:30pm

9. Which hours did you see the most traffic Thursday? Please choose one.
   □ 11am–1pm □ 1–3pm □ 3–4pm

10. Did you meet a sufficient number of qualified buyers? □ Yes □ No

11. Would you exhibit at another IECA conference? □ Yes □ No

12. Why wouldn’t you exhibit at another IECA conference? __________________________________________

13. Would you consider exhibiting at another IECA event such as a field day? □ Yes □ No

About Advertising

14. Were you aware of EC06 advertising opportunities (e.g. the conference program)? □ Yes □ No

15. What additional advertising did you do to drive traffic to your booth? Mark all that apply
   □ Direct mail to your house list □ Direct mail to additional lists
   □ Email to your client list □ Email to additional lists
   □ Point of Sale Flyers □ Website listings
About Sponsorship

16. Are you aware of IECA sponsorship opportunities?  
☐ Yes  ☐ No

17. What do you think sponsorship does for IECA? *Mark all that apply.*

☐ Allows IECA to broaden education programming  
☐ Allows IECA to increase exhibitor services

☐ Enhances networking events  
☐ Allows IECA to increase profits

☐ Nothing, just allows manufacturers to gain more exposure  
☐ Allows IECA to increase services to attendees

About GES Exhibitor Services

18. Please rate GES on the following categories: *Please mark only one box per item*

<table>
<thead>
<tr>
<th>Category</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Did not use service</th>
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</thead>
<tbody>
<tr>
<td>Customer service</td>
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<td></td>
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<tr>
<td>Rented supplies</td>
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<td>Handling of your materials</td>
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About You

19. When would you like to receive the show kit?

☐ 2 weeks out  ☐ 4 weeks out  ☐ 6 weeks out  ☐ 2 months out  ☐ 3 months out

20. Who is your target customer?

☐ Builder/contractor  ☐ Regulator/inspector  ☐ Engineer/designer  ☐ Other (please describe)

☐ Manufacturer/distributor  ☐ Academic  ☐ Student

21. Would you be interested in taking a 1 hour webinar on driving traffic to your booth?  
☐ Yes  ☐ No  *Skip to question #23*

22. How much would you pay to take a webinar like this?

☐ $99.00-$199.00  ☐ $200.00-$299.00  ☐ $300.00-$399.00

Your Comments

23. What kinds of successful programs have you seen used to drive traffic to the expo hall?  
________________________________________________________

24. Do you have any additional comments or suggestions?  
________________________________________________________

25. Testimonials help use share the value of the conference with others.  
________________________________________________________

Yes, you may use my testimonial in marketing campaigns.

Name ___________________________ Company ___________________________

Please drop your survey in one of the collection boxes located throughout the convention center. If you would like to know the results of this survey, please email IECA at ecinfo.org after March 30, 2006. Thank you for your time.

IECA...your essential Best Management Practice  
www.ieca.org