



American Society of Civil Engineers

EXHIBITOR SURVEY

Dear Exhibitor,

It is through your comments and suggestions that the Civil Engineering Conference & Exposition is a premier event in the engineering field. Please help us make the next Civil Engineering Conference & Exposition even better by taking the time to complete the survey below and returning it by November 20, 2000. Thank you - we look forward to your input.

I. Objectives

A. What were your primary exhibition objectives at the Civil Engineering Conference & Exposition? Please rate each of the following 1 to 5, with 1 being the lowest and 5 being the highest. Please also indicate the level achieved for each objective:

Table with 3 columns: Objectives, Level Achieved, and a blank line for notes. Rows include Product Introduction, Deliver Information, Lead Development, Market/Product Research, Stay Competitive, Increase Awareness, and Other (please specify).

B. Please indicate your overall satisfaction with how the exhibition met your needs (circle one: 1=disappointed; 5=highly satisfied)

1 2 3 4 5

C. At which other trade shows do you exhibit? \_\_\_\_\_

D. Did you select space for the 2001 ASCE Civil Engineering Conference & Exposition in Houston?

Yes No

II. Promotion

A. Which of the following marketing tactics did you use to promote your participation?

- \_\_\_ Distributing complimentary exhibit passes (provided by ASCE), or other promotional piece(s), to your clients/prospects
\_\_\_ Poster or other announcement of the ASCE Civil Engineering Conference & Exposition in your office
\_\_\_ Press release before or after the event
\_\_\_ Sent in a listing for the Official Exhibitor Directory
\_\_\_ Small giveaways for everyone who visited your booth
\_\_\_ Advertisement in local newspaper, business or technical publication
\_\_\_ Salespeople promoting the exposition during sales calls
\_\_\_ Ordered labels of Conference attendees for a mailing before or after the exposition
\_\_\_ Other (Please specify): \_\_\_\_\_

B. What else can ASCE do to more effectively promote next year's show in Houston?

\_\_\_\_\_

III. Attendees & Booth Traffic

A. How would you characterize the attendees at the 2000 Civil Engineering Conference & Exposition? Please estimate a percentage for each category below:

- (a) \_\_\_\_\_% Decision Makers
(b) \_\_\_\_\_% Influential in Decision-Making Process
(c) \_\_\_\_\_% Buyers
(d) \_\_\_\_\_% Information Gatherers Only
(e) \_\_\_\_\_% Other (Please specify): \_\_\_\_\_

III. Attendees & Booth Traffic, continued

**B. Who was your target audience at the 2000 Civil Engineering Conference & Exposition?**

1. Titles: \_\_\_\_\_

2. Industries: \_\_\_\_\_

**C. Did you see these attendees?**                      Yes                      No

**D. How would you rate the quality of these attendees?**

Excellent                      Good                      Satisfactory                      Unsatisfactory

**E. What attendee demographic information would be beneficial to your company?** \_\_\_\_\_

**F. Which was your busiest day for exhibit traffic?** (circle one)

Wednesday (reception)      Thursday                      Friday

**G. Please rate your opinion of the exhibit hours:**

Just Right                      Too Few                      Too Many

**H. Do you feel the exhibit hall should remain open during conference sessions?** (circle one)                      Yes                      No

**I. Please provide your comments on the exhibit hours and the special events in the hall, as they relate to promoting booth traffic:**

**J. If the following types of additional activities were held in the exhibit hall next year, would they be positive or negative for your exhibit presence (circle one):**

Technical Demonstrations by Exhibitors      Positive      Negative      Comments: \_\_\_\_\_

Computer Fair                      Positive      Negative      Comments: \_\_\_\_\_

Student Static Displays/Poster Sessions      Positive      Negative      Comments: \_\_\_\_\_

Other Suggestions for Supplemental Exhibit Hall Activities: \_\_\_\_\_

**IV. Show Management & Organization**

**A. Please rate the quality of service you received from your NTP Account Executive, Christine von Steiger.**

Excellent                      Good                      Satisfactory                      Unsatisfactory

**B. Please rate the quality of service you received from your NTP Customer Service Rep, Jenny Bogue, in advance of the show.**

Excellent                      Good                      Satisfactory                      Unsatisfactory

**C. Please rate your opinion of the exhibition hall floor plan:**

Excellent                      Good                      Satisfactory                      Unsatisfactory

**D. Please rate the quality of the exhibitor pre-show materials, including the Exhibitor Service Manual:**

Excellent                      Good                      Satisfactory                      Unsatisfactory

**E. Please rate the exhibitor registration process:**

Excellent                      Good                      Satisfactory                      Unsatisfactory

**IV. On-Site Services**

**A. Please rate the quality of services provided by NTP exhibit management during event.**

Excellent                      Good                      Satisfactory                      Unsatisfactory

**B. Did National Trade Productions staff make themselves available to you on the exhibit floor?**

Yes                      No

Please provide comments on NTP exhibit management. \_\_\_\_\_

**C. Please rate the quality of the services provided by ASCE Conference staff.**

Excellent                      Good                      Satisfactory                      Unsatisfactory

**D. Did ASCE staff make themselves available to you at the conference?**

Yes                      No

Please provide comments on conference management. \_\_\_\_\_

**E. Please rate the quality of service you received from...**

Brede Exposition Services	Excellent	Good	Satisfactory	Unsatisfactory
International Wholesale Florist	Excellent	Good	Satisfactory	Unsatisfactory
AET Lead Retrieval	Excellent	Good	Satisfactory	Unsatisfactory
GES/TSE (Electrical)	Excellent	Good	Satisfactory	Unsatisfactory
CCP (Telephone)	Excellent	Good	Satisfactory	Unsatisfactory
A/V Factory	Excellent	Good	Satisfactory	Unsatisfactory
NMR (Computer Rental)	Excellent	Good	Satisfactory	Unsatisfactory

**F. Overall, Move-In was...**      Excellent      Good      Satisfactory      Unsatisfactory

**G. Overall Move-Out was...**      Excellent      Good      Satisfactory      Unsatisfactory

**V. Overall**

**A. How could the exposition be improved to better meet your firm's needs?**

\_\_\_\_\_

**B. Overall, how would you rate the 2000 ASCE Civil Engineering Conference & Exposition?**

Excellent      Good      Satisfactory      Unsatisfactory

**C. Would you be interested in Sponsorship Opportunities at the 2001 Civil Engineering Conference & Exposition?**

Yes                      No

**D. Would you be interested in participating on an Exhibitor Advisory Committee?**

Yes                      No

**E. Please note additional comments or suggestions for future shows below:**

\_\_\_\_\_

**F. Every year we contact ASCE exhibitors to get testimonials. May we contact you?**

Yes                      No

(OPTIONAL)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip : \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

PLEASE RETURN VIA MAIL OR FAX  
BY **NOVEMBER 20, 2000**, TO:

**National Trade Productions**

**Attn: Kent Riffert**

**313 S. Patrick Street**

**Alexandria, VA 22314-3567**

**Fax: 703/706-8229**