



Exhibit Surveys

ROI & ROO EXHIBIT PERFORMANCE MEASUREMENT SERVICES

Exhibit Surveys, Inc., the leader in market research and measurement for the trade show industry, is the preferred vendor again this year for measurement at the 2008 ALA Annual Conference. Since 1963, Exhibit Surveys has been providing exhibitors with actionable data to enhance strategic and tactical decision-making, to help justify and maintain their exhibit programs and to measure their success.

The following survey descriptions are examples of the types of measurement tools we offer to help determine ROI and ROO from exhibiting. To receive additional information, check the box(es) below and fax this form to (732) 741-5704 or contact Lorraine Flynn directly at (732) 704-1335 or at lorraine@exhibitsurveys.com.

Post-show Attendee Survey\$7,500*

The American Library Association has commissioned Exhibit Surveys, Inc. to conduct an independent post-show survey of the attendees to the 2008 Annual Conference. This survey will measure all of the important characteristics of the show audience. Exhibitors may obtain a free copy of this report upon request to ALA.

The attendee survey gives a comprehensive profile of the attendees, but will NOT include information on the performance of individual exhibits. As a service to exhibitors, ALA is permitting us to conduct an additional survey of the attendees designed to measure exhibit performance.

The Post-show Attendee Survey is the cornerstone of our measurement services. It provides all the attendee and exhibit performance information necessary to enhance your decision-making and increase ROI and ROO for future events. More specifically, this survey will:

- ✓ Document and quantify the value and role of your ALA exhibit to the overall marketing mix.
- ✓ Provide justification for exhibiting.
- ✓ Validate decisions and budgets to maintain your program.
- ✓ Enhance strategic and tactical decision-making for your exhibit program:
 - Show selection and show investment decisions
 - Develop individual show strategy and objectives that will achieve corporate sales, marketing communications and branding objectives
 - Create tactics to effectively execute show strategy and achieve objectives
- ✓ Identify strengths and weaknesses to continuously improve exhibit performance and ROI/ROO
- ✓ Benchmark performance against competitors and industry norms

Post-show Lead Survey\$5,500

This survey is focused on measuring the performance of your exhibit in achieving marketing communications objectives for the show (message conveyance, awareness building, brand enhancement, and affecting attitudes that would make visitors more likely to purchase). This survey also assesses the tactical elements of the exhibit (staff performance, theater presentations, demonstrations and information provided) to identify strengths and weaknesses for improved performance. A profile of your leads is provided including product interest and buying plans, role in buying, demographics, and exposure of your visitors to your competitors' exhibits. This determines the success of the exhibit in attracting qualified visitors. This profile, along with the measure of the performance of the exhibit in achieving marketing communications objectives, validates whether the exhibit was successful in moving your visitors along the initial stages of the purchasing path.

Sales Conversion Survey\$7,500

This survey is designed to measure bottom-line ROI. The Sales Conversion Survey quantifies the contribution and value of your exhibit's leads to your company's overall revenue objectives and documents the buying power of your leads to provide justification for exhibiting. More specifically, the survey measures the percentage of leads that purchased one or more types of products exhibited since attending the show and determines the dollar volume of those purchases from your company, as well as from your competitors, to determine the share of market captured. This survey also quantifies the influence of your exhibit versus other factors on these purchases and the percentage of your leads that received follow-up by your sales personnel after the show.

Pre/Post Event Surveyprice varies

The Pre/Post Survey is the best method for measuring the effectiveness of an exhibit in achieving marketing communications objectives. Companies making a major investment to achieve these kinds of objectives will find this method the most accurate for measuring their ROO. The Pre/Post Survey measures the impact of an exhibit on changing an attendee's awareness, perception and purchase preference for a company and its products. The pre-event survey establishes benchmark levels of awareness, perception, etc. The post-event survey measures the change in awareness, message conveyance, etc. as a result of visiting your exhibit and/or attending an exhibition or event.

Custom Research/Measurement

As a full service, international market research firm using all qualitative and quantitative research methods, Exhibit Surveys, Inc. has the experience to meet all your specialized exhibition and event research and measurement needs. Quotes will be provided after a thorough needs assessment analysis.

Yes, I would like more information on your measurement services.

Name:	
Title:	
Company	
Phone	
Email	
Booth #	
Booth Size	

ALA 2008

**For more information, please fax this form to Exhibit Surveys, Inc. at 732-741-5704
or contact Lorraine Flynn at
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