



Chicago Section IFT the First Section



Suppliers' Night 2011 Survey Summary

The Business Office sent out a survey to all 3100+ attendees/exhibitors on December 7 followed up by a reminder email on December 13. As of noon on December 14, 303 people had completed the survey. The following is a summary of the responses.

If you would like further detail, the full survey and all the responses can be obtained by contacting Lynnda Nelson by email at businessoffice@chicagoift.org or by phone at 630-916-4960. Lynnda followed up by email with those who had negative responses or who had suggestions for us to consider in the future.

Summary of Rated Questions

1. Who attended?
 - a. 43% Attendees
 - b. 26% Exhibitors
 - c. 30% both attendees and exhibitors
2. 24% of the attendees attended for the first time, 29% for more than 10 years
3. 99% rated the overall experience satisfactory or excellent
4. 19% attended the social hour and 12% attended the Innovation NOW! Forum
5. Of those who attended the Innovation NOW! Forum (132 survey respondents) all but one said they would attend again. The reason cited for not attending was that exhibitors were setting up in the exhibit hall.
6. 67% of the attendees used the online exhibitor map prior to the show to plan who they were going to see during the show.
7. Only 5 people rated the Exhibitor Guide as poor. All the respondents felt that what was included in the Exhibitor Guide was relevant and very important.
8. 23% of the attendees arrived between 11 AM and noon.
9. All but 4 people were happy with their registration experience.
10. All but 4 people were happy with their experience in the exhibit hall (same 4 people)
11. All but 6 people felt that the increased aisles between rows of exhibitors made it easier to navigate through the hall and meet with exhibitors / customers.
12. 83% appreciated the tables around the exterior of the hall to sit and socialize.



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13. 75% of the attendees felt the exhibit hall hours were just right. 12% of the exhibitors wanted the time decreased. 12% of the attendees wanted the time increased.
14. 35% of the attendees enjoyed and attended the social hour. 32% were interested in attending next year, but couldn't attend this year.
15. More than 90% of the exhibitors found the online booth registration experience satisfactory or excellent. Less than 10 exhibitors (2, 9, and 6) rated the experience as poor.
16. Less than 10% of the exhibitors were unhappy with booth traffic, quality of traffic and overall experience. (5%, 9%, and 4%)

Summary of Written Comments

1. Overall experience was excellent.
2. Speakers at the Forum were sometimes difficult to hear and handouts from the speakers would be helpful.
3. Most people who were not exhibitors who did not attend the Forum could not attend due to not being able to get off work for the entire day.
4. Some people were unhappy that their badges were not found when they pre-registered. However, once the show began we found that many of the badges that were made were there, but had been overlooked by the volunteers.
5. There were several negative comments about the concession stand not offering good choices and the food being cold.
6. Many exhibitors stated that they could not attend the social hour because they had to take down their booths. We did clearly market to exhibitors that they had until 7 PM to take down their booths.

End of Report