

## AASHTO/RAC Representatives 2010 Annual Meeting Exhibitor Satisfaction Survey

An in-house survey by Organizational Results

### Summary Statement

*Overall, survey respondents were mostly satisfied (85 percent) with their experiences as exhibitors at the 2010 Annual Meeting. Most thought the exhibit hall created a good opportunity for networking, which was the primary objective for most exhibitors (85 percent). Responses gave the highest ratings to the conference staff and the price of the booth. Only one of the respondents said it would not consider being an exhibitor next year based on the cost and time for the level of booth traffic.*

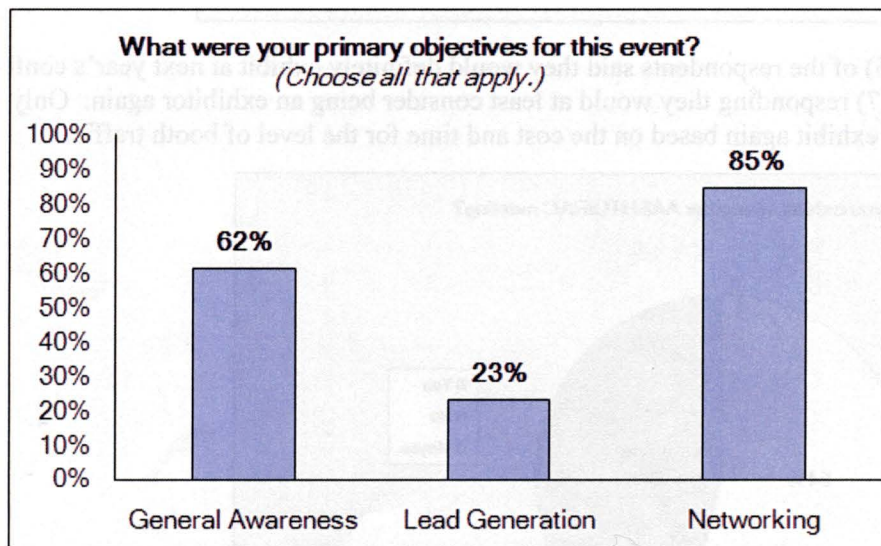
### Background

For the first time, the AASHTO/RAC Representatives meeting included an exhibition hall with paid booth space. A total of 21 vendors from private and public organizations purchased booth space. All breaks during the conference were held in the exhibition hall to increase opportunities for interaction with conference participants.

The online survey asked for satisfaction ratings in 8 areas and suggestions for improvement. In addition, the survey asked exhibitors their objectives for participating, how well the conference met those objectives and whether they would consider being an exhibitor next year.

### MoDOT Findings

A total of 13 out of 21 exhibitors responded to the survey for a response rate of nearly 62 percent. This provided a 90 percent confidence level for the survey responses with a 15 percent margin of error.



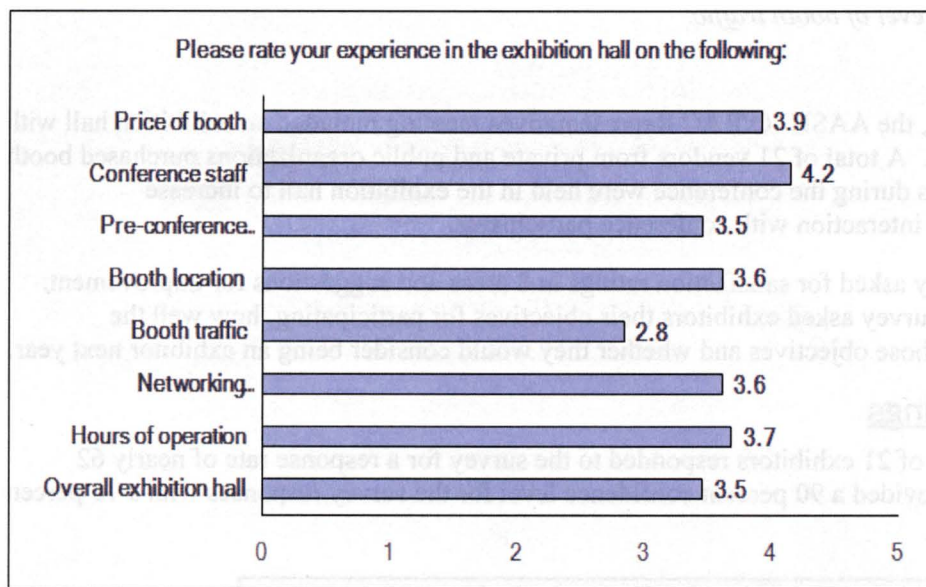
A total of 85 percent of respondents said networking was one of their primary objectives for exhibiting at the conference and an equal number (85 percent) said the event did at least an average job of meeting their objectives.



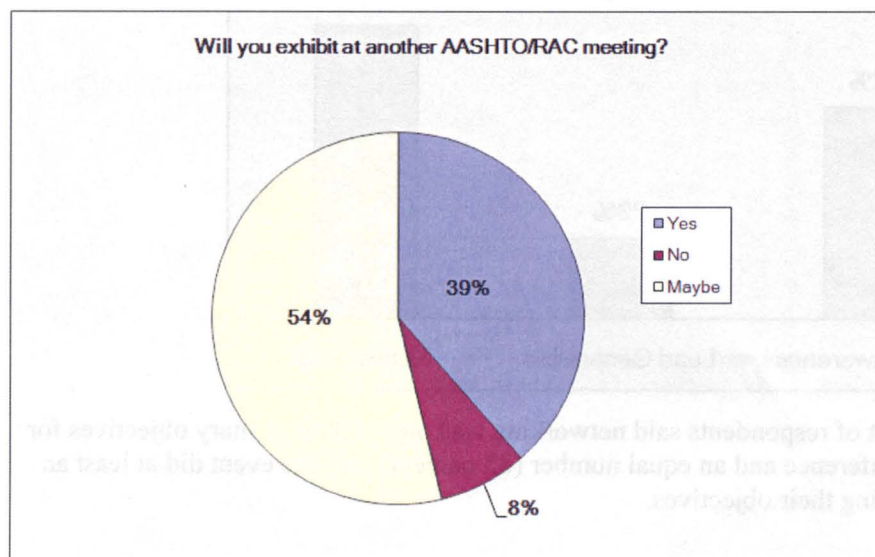
**How well did this event meet those objectives?**

Answer Options	Response Percent	Response Count
Excellent	23%	3
Above average	31%	4
Average	31%	4
Below average	15%	2
Poor	0%	0

Seven of the eight items the respondents rated on a five-point scale received higher than average scores (3.0). The one item to rate lower than average was the traffic at the booth (2.85). Two items, conference staff and price of booth, rated above average.



Nearly 40 percent (5) of the respondents said they would definitely exhibit at next year's conference with another 54 percent (7) responding they would at least consider being an exhibitor again. Only one respondent said they would not exhibit again based on the cost and time for the level of booth traffic.



## Exhibitor Comments

- Conference coordination overall was excellent! My only concern was not getting exhibit info far enough in advance. Also, typically there is conference aides/support to help with set-up/break down of the display (additional cost, of course). Perhaps, you should look into an external company to provide that support, as well as shipping and warehouse storage needs. I love that you have a smaller group which really helps our program engage with those stakeholders who are most valuable--without getting lost in a crowd.
- Better food and venue.
- Please provide the option of registering as an "outside" participant, without being an exhibitor.
- a little better communication regarding the make-up of attendees so that message can be targeted
- maybe decentralize the refreshments or somehow co-mingle the refreshments amongst the exhibitors so you force people to at least walk past most of the booths
- Increase the attendance
- There was not really any incentive to visit the exhibits
- One thing that you really did an amazing job with...keeping the exhibitors in the same room as the luncheon and breaks, thus encouraging conference attendees to visit the booths. The traffic was amazing! Thank you for a job well done. The breaks were also very creative and enjoyable (i.e. the popcorn stand! nice touch!!).
- My exhibit was well-attended and I enjoyed networking with RAC members and meeting other attendees. The opening reception was great, and having the break location/snacks in the exhibit hall was an excellent format. Thanks for the opportunity!
- It would be nice for more attendees to visit various booths in the exhibit hall.
- Great opportunity for us. Thank you!

