



Promotional Products Association International
2007 PROMOTIONS EAST POST-SHOW EVALUATION

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EXECUTIVE SUMMARY

Sample, Response Rate and Margin of Error:

The attendee survey was e-mailed to a sample of 3096 distributor attendees, and the exhibitor survey was mailed to 808 exhibiting companies. The overall response rate from distributors was 27.6% (n=856) as opposed to 16.3% last year. The response from suppliers was 29.7% (n=244) as opposed to 31.74% last year from suppliers. The margin of error for the distributor survey was +/- 2.96 this year (+/- 4.97% last year) at the 95% confidence interval and +/-5.2% (+/- 5.1% last year) at the 95% confidence interval for the supplier survey.

Snapshot:

- In general, distributor ratings of the show are higher than last year
- The distributor overall rating of the show was 4.40 (4.33 last year)
- Supplier overall ratings of the show on the other hand were lower - 3.76 (3.83 last year). While the mean score is lower it is important to note that 73% of suppliers rated the show overall as "excellent" or very good".
- Distributor ratings of products and services at the show were in general higher than last year. Supplier ratings were also higher than last year for most products and services at the show
- There were 179 positive comments or kudos from distributors about the show. There were a total of 393 comments from distributors. Of these, 179 were kudos.
- There were 28 positive comments from suppliers. But there were also 26 comments on low attendance/traffic. Suppliers were happy with the quality of distributors that visited their booth. Their satisfaction rating with quality of distributors was 4.08 this year compared to 4.04 last year.
- Initially suppliers did not have an open-ended question for comments. This decision was originally made in order to keep the survey short since we were doing an online post-show survey for the first time. However, suppliers were given an opportunity to comment when the reminder email was sent. Some suppliers sent their comments separately. Since the distributor survey went after the supplier survey, we made sure distributors had a comment section.

Reasons for Attending/ Exhibiting:

Distributors' reasons for attending in rank order by mean score are below:

- To see new products - 4.63
- To locate products for specific clients - 4.20
- To network with suppliers - 4.07
- To pick up catalogs -2.61
- To attend education sessions -2.47

Suppliers' reasons for exhibiting are in rank order by mean score below:

- To network with distributors- 4.74
- To display/introduce new products -4.24
- To distribute catalogs-3.19
- To take sample orders-3.11
- To network with suppliers-2.36

Areas visited by distributors:

- 87.5% of distributors reported visiting the Coupon Book Booth
- 39.4% of distributors visited the Silent Auction
- 37.5% visited the PPAI Bookstore
- 29.8% of distributors visited the Regional Partner Booth

Adequacy of Networking Opportunities, Show Hours, Level of Traffic in Booth – Suppliers:

Networking:

- 92.7% of suppliers stated that there were an adequate number of networking opportunities at the show.

Show Hours:

- 61.0% of suppliers thought that the show hours were adequate.