

Marketing Advantage

THE SOUTH FLORIDA COOPERATOR'S Condo, HOA, Co-op & Apt. Expo

2013 Attendee Survey





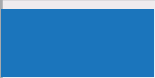
**Next Expo: Thursday, December 11, 2014
at the Greater Fort Lauderdale/
Broward County Convention Center, Ft. Lauderdale, FL**

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2013 THE SOUTH FLORIDA COOPERATOR'S CONDO, HOA, CO-OP & APT EXPO

Attendee Survey

1. I am a

Board Member		65%
Property Manager		21%
other		14%

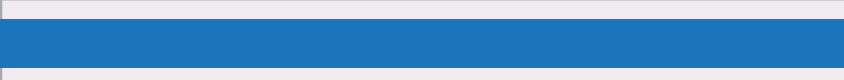

2. What is the most convenient time for you to attend the Expo?

10:00am-11:00am		64%
11:00am-12:00pm		22%
12:00pm-1:00pm		4%
1:00pm-2:00pm		7%
2:00pm-3:00pm		3%
3:00pm-4:00pm		1%
4:00pm-4:30pm		0%

3. Please rate the significance of each feature of the Expo, from 4 - very significant to 1 - not significant

	4	3	2	1
Exhibits	70.17% 127	23.76% 43	4.97% 9	1.10% 2
Seminars	58.18% 96	24.24% 40	7.27% 12	10.30% 17
Prizes	20.00% 33	29.09% 48	24.85% 41	26.06% 43
Advice Booths	38.01% 65	32.16% 55	16.37% 28	13.45% 23

4. Do you plan on attending next year's Expo?

Yes		97%
No		3%

Attendee Survey

5. What did you like about the show?

1. All the information about condo operations.
2. Met vendors I was not familiar with.
3. Variety of vendors.
4. Many info on contractor vendors.
5. The number of vendors (more the merrier).
7. Seminars were excellent. Vendors were very friendly and helpful. I was able to get all of my legal questions answered.
8. The variety of exhibitors, the advice booth and the seminar.
9. Appreciated the knowledgeable and entertaining instructors.
10. Seminars.
11. Availability of information.
12. Meeting new people.
13. New vendors.
14. Candid response to questions.
15. Easy access to expert information.
16. Vendor selection was quite elaborate in regards to the services represented.
17. The opportunity to talk with exhibitors.
18. Abundance of exhibits.
19. Availability of vendors in one place
20. Chance to interact with companies that had stuff we could use such as LED lighting, etc.
21. Discussions with exhibitors.
22. Variety of booths and companies showing their products and services.
23. Ability to see multiple vendors at one time and also to check out new products and services.
24. Everything. It was extremely informative.
25. Seeing all the suppliers under one roof.
26. I initially attended for the Condo Craze Board Training Certification seminar, and secondly for the exhibition. I liked the great number and variety of booths in the exhibition.
27. The many vendors.
28. It gave me information I didn't know.
29. Lots of varied exhibits and a great seminar. The food was good, too.
30. Variety.
31. All the exhibits.
32. Seminars and exhibits.
33. The friendliness and how helpful and informative everyone was.
34. Good variety of exhibits.
35. Excellent variety of booths, legal, management and products. Great registration process.
36. Very good info was provided.
37. Meeting different contractors.
38. The multitude of suppliers.
39. I liked that everyone was so very friendly and helpful. I also found that they were knowledgeable and if they were not sure of what was asked of them they tried to give the best advice or solution to my concerns.
40. Access to the full spectrum of experts, suppliers and vendors in a single location.
41. Talking to exhibitors.
42. The exhibitors were great. Lots of them and with great information.
43. Exhibitors were knowledgeable, friendly helpful, cheerful.
44. Variety of exhibitors, friendliness of exhibitors, availability of new info, ease of registering.

Attendee Survey

(continued)

45. Everything—we went for the certification which was most informative and stayed to contact the vendors. We spoke to management companies, lawyers, elevator companies, etc. and learned so much. It was a valuable event. We plan to attend next year and arrange to stay much longer.
46. Helpful, friendly exhibitors.
47. Variety, good information, very surprised of the number of exhibits.
48. The many booths with lots of choices of info to fit all situations.
49. Meeting vendors and learning new information from the seminars.
50. I enjoyed and learned from both seminars I attended. It was also interesting to speak with vendors about their products.
51. Availability of service vendors that provide service to condominiums.
52. Exhibitor info and samples.
53. Seeing items, such as roof paints, etc. to improve my condo.
54. Overall view of what is available to association directors.
55. Seminars and advice booths. However the trade show area was great because every type of vendor and service were together in one place.
56. Well presented. Vendors were informative, friendly, and helpful.
57. Meeting people getting information.
58. It was my first show and was very informative. I will attend again.
59. Qualified vendors and professionals all in one place. Found a roofer and elevator company last year.
60. There was plenty of info available to find vendors/contractors; ability to have your questions answered without having to make a service call.
61. Number of vendors from various companies that involve condos and HOA's needs.
62. Information provided for upcoming projects to be undertaken.
63. The amount of expertise with the vendors
63. Very concise. Broad spectrum of exhibitors.
64. Very broad and detailed comprehensively.
65. The opportunity to broaden my horizons.
66. Good opportunity to network with services and get advice about issues.
67. Easy to meet exhibitors.
68. The information about each exhibitor and the services they provide was terrific.
69. Large number of exhibitors.
70. The seminars and information provided by the speakers.
71. Knowledgeable sources.
72. Excellent opportunity to meet vendors from past assignments and for future assignments.
73. The exhibits were super and I met a lot of nice and helpful people. The 3 seminars I attended were very interesting. I learned a lot.
74. Everyone was very helpful and willing to answer questions. I learned a lot and look forward to next year.
75. Overall coverage of diversified exhibitors.
76. Very informative.
77. Good turnout of exhibitors.