

Marketing Advantage

THE COOPERATOR'S 25TH ANNUAL Co-op & Condo Expo

2011 Attendee Survey



**Tuesday, April 17, 2012 at
The Hilton New York Hotel**









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THE COOPERATOR'S CO-OP & CONDO EXPO 2011 Attendee Survey

1. I am a

		Response Percent
Board Member		48.7%
Property Manager		16.0%
Other		35.3%



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

		Response Percent
9:00 am - 10:00 am		22.4%
10:00 am - 11:00 am		27.4%
11:00 am - 12:00 pm		15.4%
12:00 pm - 1:00 pm		13.3%
1:00 pm - 2:00 pm		7.1%
2:00 pm - 3:00 pm		7.1%
3:00 pm - 4:00 pm		6.2%
4:00 pm - 5:00 pm		1.2%

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

	4	3	2	1
Exhibits	59.4% (142)	33.1% (79)	7.1% (17)	0.4% (1)
Seminars	29.8% (62)	33.2% (69)	21.6% (45)	15.4% (32)
Prizes	10.4% (22)	16.0% (34)	28.3% (60)	45.3% (96)
Advice Booths	27.9% (61)	32.0% (70)	22.4% (49)	17.8% (39)

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

		Response Percent
Yes		92.4%
No		7.6%

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5. What did you like about the show?

1. Very informative
2. Accessibility of the exhibitors
3. Quality vendors
4. New products
5. Very comprehensive with many exhibitors. Made the trip worthwhile.
6. The diversity of the many services offered.
7. The variety of products and services.
8. Vendor booths
9. Excellent selection of booths
10. Very informative
11. The expertise of those at the booths
12. The interaction.
13. Well organized, plenty of room to move around, very informative vendors, very helpful with questions.
14. Warm & friendly people
15. Very educational and informative
16. Liked the seminars
17. It is so important for me to keep up on all new service items
18. Good variety of vendors/service providers.
19. The variety of exhibits
20. Good insights
21. Having relevant vendors and contacts in one place at one time.
22. It had a lot of information
23. Opportunity to meet vendors and industry friends.
24. The different vendors and information provided
25. It was great
26. The seminar was fantastic (Benchmarking)
27. Chance to meet new vendors, keep up with what is out there.
28. The opportunity to meet vendors and discuss issues specific to my building.
29. Good place to meet vendors and also see new things for co-ops
30. Very informative
31. Wide variety of vendors and services offered.
32. The exhibitor booths and being able to talk to owners of the business etc.
33. Opportunity to talk with many, various vendors in one location.
34. The different venue
35. The amount of contacts you can make.
36. Variety of exhibitors
37. Exhibits
38. Advice booth
39. Saw useful exhibitors
40. Exhibits and Advice booth
41. New product/services that are available
42. I enjoyed the opportunity to touch base with so many potential clients in the industry and to see what is relevant in the co-op/condo field.
43. The variety of exhibitors
44. It was very informative
45. Chance to talk to exhibitors and ease of registration
46. Good mix of exhibitors
47. The layout worked very well, met some companies I do business with and found some I may do some business with in the future.
48. The diversity of different vendors
49. The show was well represented by key vendors in the industry. Additionally, the seminars were very informative.
50. Wide range of information available, particularly vendors that could help with some of our co-op problems/issues
51. Good presentations and good information
52. There was a lot of choice in companies offering services.
53. The knowledge, professionalism and readiness to work together or get one further information.
54. The number and variety of exhibitors present, and the information and advice they provided.
55. The variety.
56. The experts
57. Interesting exhibits
58. The many booths to compare information with.

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(continued)

59. Multiple providers in areas I was interested in.
60. The seminars were very informative.
61. Exhibition and advice booths are very helpful for co-op board.
62. Knowledgeable exhibitors
63. The vendors were all excellent in giving out information , brochures and other materials for their companies
64. Free advice given out by people at the booths
65. That the various exhibits were usually staffed by people who do the work, no merely salespeople
66. Vendor booths
67. Seeing numerous vendors all at one location
68. The wealth of information each booth had and the willingness of them to want to come to your board or unit owners' meeting to explain their business.
69. Some exhibits showed new products, ideas
30. Always good
31. The vendors were amazing. The seminar I attended was informative. It was for board members and management but it was great getting the inside scoop from a shareholder perspective.
32. Got some good ideas. Will plan to spend more time next year
33. Exhibits & product info
34. Found people
35. Variety. advice booths
36. The opportunity to speak with the vendors with a variety of services offered
37. Good variety
38. The exhibits. The advice table. The networking opportunities.
39. Seeing vendors, new products, networking, etc.
40. Helpful info on product lines, management info
41. Variety of exhibitors.
42. Most of the booths were quite attractive and easily displayed their information.
43. Everything is there in one place....vendors and info
44. All the information
45. Saw the people/business that I needed to see all in one place
46. Seeing former vendors. Seeing new ones.
47. The vendors and the conferences...I missed the cyber cafe.
48. Loved the fact that there were so many exhibitors who are definitely going to be a resource for my co-op at a later date.
49. Different exhibits
50. Many products & vendors which were germane to our bldg.
51. It was interesting. Got information to bring back to other members of my board.
52. The opportunity to speak with people first hand.
53. That I got to actually meet some of the vendors and discover new ones
54. Very informative. relevant to my co-op and specific questions I had. Thank you!
55. The coverage of condominium issues
56. Lot's of the latest information on various products
57. Orderly and well executed
58. Location was good. More convenient than Javits Center
59. I got to meet service providers that I would not ordinarily meet. In the past we used providers recommended by our management company and it was eye-opening to see the myriad of choices available.
60. Meeting and talking to vendors
61. The exhibits are always good. it's nice to meet many of the contractors who work on my building, face to face
62. Access to many vendors in one place.
63. I like seeing all the exhibitors
64. Exhibitors were very informative
65. That there was many interesting vendors and got some info I needed.
66. An increase in booths and vendors. Good traffic flow on exhibit floor
67. I was able to meet some vendors, ask a few questions, get some ideas
68. Vendors set up, information given
69. Diversity
70. Range of sponsors