

Marketing Advantage

THE CHICAGOLAND CONDO, HOA, CO-OP & APT. EXPO

2013 Attendee Survey



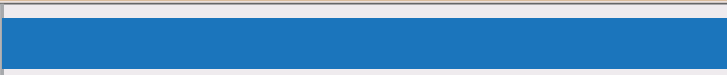
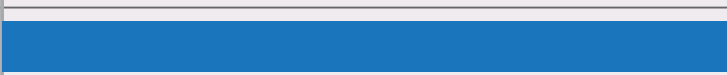
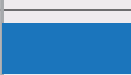

**Next Expo: Tuesday, October 28, 2014
at the Navy Pier Convention Center, Chicago, IL**

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The Chicagoland Cooperator and The Chicagoland Condo, HOA & Co-op Expo
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2013 THE CHICAGO COOPERATOR'S CONDO, HOA, CO-OP & APT EXPO

Attendee Survey

1. I am a

Board Member		50%
Property Manager		26%
Apartment Building Owner		9%
other		15%



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

10:00am-11:00am		57%
11:00am-12:00pm		21%
12:00pm-1:00pm		9%
1:00pm-2:00pm		6%
2:00pm-3:00pm		5%
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	64.77% 125	31.09% 60	3.11% 6	1.04% 2
Seminars	47.43% 83	25.71% 45	16.57% 29	10.29% 18
Prizes	13.89% 25	15.00% 27	27.78% 50	43.33% 78
Advice Booths	31.49% 57	27.07% 49	20.99% 38	20.44% 37

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

Yes		93%
No		7%

Attendee Survey

5. What did you like about the show?

1. Seminars and booths. I went to get info regarding management companies. I achieved that and got info I needed and didn't know I needed.
2. The many vendors & speakers.
3. Chance to meet with vendors and learn about new products/services.
4. Variety of various services aimed at condos.
5. Advice booths.
6. Gathering information from various suppliers.
7. The seminars.
8. New innovations.
9. Seminars, advice booths and exhibits were all helpful with advice and pass-outs (esp. on Illinois condo law).
10. Opportunity to network with vendors and other board members.
11. Advice from attorneys tables.
12. The variety of vendors.
13. Primarily, information from the seminars. Secondly, information and conversation with the exhibitors.
14. All the vendors in one location.
15. Liked the variety on the floor and the seminars I attended were helpful and pertinent...and, of course, all the candy and giveaways.
16. The exhibits and friendly people.
17. Number of booths staffed by knowledgeable people; seminars were relevant.
18. I liked the wealth of info and the variety of vendors available even providing the same service. This was good to compare.
19. Representatives, especially from law firms and engineers, were happy to offer advice.
20. Was very informational and would recommend friends and board members next time.
21. Chance to find new suppliers.
22. Seminars were good, got some useful info.
23. Opportunity to take a look at the range of products and services available to our bldg—I am president of a Streeterville high rise and always like to know what is "out there."
24. Additional exhibitors since I last attended.
25. It had a large variety of vendors.
26. Excellent network opportunity. The show keeps getting better each year.
27. The seminars.
28. Less management firms and more vendors we use daily in property management.
29. New exhibitors.
30. Seminars and their handouts-also the CAI seminar at 8:30am.
31. People Just as last year, I learn so much from vendors and attendees. The vendors were so positive, they made me feel I was important.
32. Seminars and direct live contact in booth with very knowledgeable people.
33. Meeting vendors.
34. Learned about what services/vendors are out there. A better understanding of work required as a board member.
35. The ability to talk to the people in the services I need.
36. Variety of vendors over last year many bed bug companies.

Attendee Survey

(continued)

37. I like the informational seminars.
38. Nice collective of different service providers. Well organized, good layout. Executed very well.
39. Gaining updated information. Having my knowledge & state of association verified. Appreciate all of the various vendor's participation.
40. Great to see new products.
41. The many places to find information.
42. The booths were invaluable—I was very happy to be able to speak to business owners and representatives to set up further appointments.
43. Getting to see what other companies are out there and if I can use them versus who I have.
44. This was my first show and I was amazed by the wealth of knowledge and how much I learned by talking to the exhibitors.
45. Wide array of exhibitors from many different products and service.
46. Compact, friendly.
47. There was a very nice variety of vendors to see.
48. I really liked the seminars.
49. Very Informative.
50. The wealth of information provided by the vendors and seminars.
51. It is the best one we go to all year. We look forward to it.
52. I learned some new things and made contact with new vendors which we may use.
53. I like the booths and seminars.
54. Lots of vendors in one place.
55. Many different exhibitors.
56. Able to find new/current vendors for projects within HOA.
57. Great place to learn about different vendors and meet folks that you deal with but never see.
58. It's a good condo expo that provided what I expect from a quality trade show.
59. The wide variety of products available to board members.
60. I liked the information that they give us about their booth also what they give out.
61. The exhibits and seminars.
62. I enjoyed the seminars, the open communications with the audience and comments from others, that were in similar situations.
63. I liked all of the vendors who were exhibiting.
64. Speaking directly and frankly with professionals who genuinely want to help.
65. Lot to choose from.
66. The amount of vendors in attendance.
67. This was my first time attending the Expo. I loved it. I loved the number and variety of vendors. All were pertinent to the invited audience. The seminars were topics relevant to attendees. Vendors were friendly, inviting, informative, and did not "force" their products/services on me.
68. A lot of great vendors.
69. All vendors in one space.
70. We are especially in need of plumbers, etc. and appreciated being able to meet the various vendors.
71. The number of exhibitors and the broad range of servicers and suppliers was excellent.