



# Exhibitor Survey

Thank you for exhibiting at InfoToday 2003. Please take a few minutes to complete the following survey, as your feedback will help us to evaluate this year's show and increase its effectiveness in the future.

Once completed, please return your survey to the exhibitor registration desk. After the show, surveys should be mailed to **Conference Department, Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055 (Fax: 609-654-4309).**

Thank you for your help!

### Please rate the following items according to how they describe your experience at InfoToday 2003.

	<i>Excellent</i>	<i>Satisfactory</i>	<i>Poor</i>		
1. Overall satisfaction with pre-show information and support.....	1	2	3	4	5
2. Overall satisfaction with sales effort and support .....	1	2	3	4	5
3. Usefulness of exhibitor service manual .....	1	2	3	4	5
4. Value of exhibit space for price paid .....	1	2	3	4	5
5. Overall satisfaction with sales leads .....	1	2	3	4	5
6. Quantity of new prospects generated.....	1	2	3	4	5
7. Overall quality of attendees.....	1	2	3	4	5
8. Efficiency of exhibitor registration process.....	1	2	3	4	5
9. Overall satisfaction with the New York Hilton & Towers.....	1	2	3	4	5
10. Overall satisfaction with exhibit hall and space.....	1	2	3	4	5
11. Exhibit hall security before/after show hours .....	1	2	3	4	5
12. Responsiveness of decorator (GES) .....	1	2	3	4	5
13. Quality of labor personnel.....	1	2	3	4	5
14. Satisfaction with Internet service provider (Show Digital) .....	1	2	3	4	5
15. Satisfaction with lead retrieval system.....	1	2	3	4	5
16. How satisfied were you with exhibiting at InfoToday 2003? <input type="radio"/> Very satisfied <input type="radio"/> Satisfied <input type="radio"/> Dissatisfied					
17. How valuable is this show as a tool in reaching your customers? <input type="radio"/> Very Valuable <input type="radio"/> Somewhat valuable <input type="radio"/> No value					

*Continued...*

18. How likely are you to exhibit at InfoToday next year?

- Plan to exhibit    Possibly, but undecided    Probably not, but undecided    Will not exhibit

If you are not planning to exhibit, what is your primary reason? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

19. What best describes your primary product or service?

- |   |   |
|---|---|
| <input type="radio"/> Databases                       | <input type="radio"/> Publisher/Publishing Services |
| <input type="radio"/> Knowledge Management            | <input type="radio"/> Information Retrieval         |
| <input type="radio"/> Library Automation & Services   | <input type="radio"/> Association                   |
| <input type="radio"/> Business/Corporate Intelligence | <input type="radio"/> Other _____                   |

20. Do you have any other comments about your experience at this year's show or suggestions on how we can make the show better for you in the future? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

21. May we use your comments in our 2004 show marketing materials?

- Yes    No

***OPTIONAL:***

You may remain anonymous, however it may be helpful to show management if you complete the following:

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

E-MAIL \_\_\_\_\_

***Return completed surveys to:***

**Conference Department  
Information Today, Inc.  
143 Old Marlton Pike  
Medford, NJ 08055**

**Phone: 609-654-6266**

**Fax: 609-654-4309**