

## EXHIBITOR SATISFACTION SURVEY

As we make plans for 2023, we would appreciate your honest feedback regarding the 2022 21st Century Building Expo & Conference. Your feedback is critical and appreciated. We want to give you the most value for your money, so your comments are important to us. Feel free to pass this survey along to others who worked in your booth. Thank you.



1. Please rate the overall success of your exhibit at the 2022 21CBEC.

- Excellent     Good     Average     Fair     Poor

2. How would you rate the QUALITY of attendees? (1= low, 7 = high) \_\_\_\_\_

3. How would you rate the QUANTITY of attendees? (1 = low, 7 = high) \_\_\_\_\_

Any Comments?: \_\_\_\_\_

3. What could we have done to make your exhibiting experience better?

4. What do you think were the pros & cons of our new location at the Concord Convention Center?

5. What would you like to see changed next year in our new location?

7. We currently offer a number of different traffic builders (from Grand Prize Giveaway, lunch for our conference attendees, Builders, Beer & Banter Celebration, breakfast seminars on the Expo floor, ). What other ideas do you have to increase floor traffic or build excitement on the floor?

**9. Please share your Expo experience with us**

	Excellent	Very Good	Good	Fair	Poor
Overall Experience					
Foot traffic Overall					
Exhibition registration, materials, process					
Sponsorship Opportunities					
Builders, Beer & Banter Celebration					

**10. Did you do anything prior to the Expo to drive traffic to your booth?**

**11. Did you like the two hour break on Wednesday before the Builders, Beer & Banter Celebration or would you have preferred to go straight through from 11:00 am to 7:00 pm?**

**12. Who is your primary target audience?**

Custom Builders    Production Builder    Architects    Developer    Tradesperson– which field: \_\_\_\_\_

**13. Did you encounter any problems or frustrations during the event that were not addressed to your full satisfaction?**

**14. How likely are you to return to the Expo next year?**

Definitely    Most Likely    Maybe    Most likely not    Definitely Not

Comment: \_\_\_\_\_

**If you would like to be contacted about your comments or if we have your permission to use your comments in future marketing pieces, please complete the information below.**

**Name (printed)** \_\_\_\_\_

**Company** \_\_\_\_\_

**Your email** \_\_\_\_\_

**Your Phone Number** \_\_\_\_\_

Please contact me regarding my comments.    Yes, you may use my comments for marketing.

**Please return by email to Tracie Garrett [tgarrett@nchba.org](mailto:tgarrett@nchba.org)**