

NEACUHO

Northeast Association of College and University Housing Officers



Exhibitor Survey

Annual Conference 2019

Albany, NY

Assessment Packet

Included in this Assessment Packet:

- Executive Summary by Assessment Coordinator 1 page
- Conference Summary via Google Analytics 3 pages
- Comment Responses: Program feedback comments 1 page

Report prepared by: Heather Quire M.S. Ed.
NEACUHO Assessment Coordinator



Executive Summary – Reported By: Heather Quire -Assessment Coordinator

Conference: Exhibitor Evaluation for Annual Conference 2019

Conference Date: October 2-4, 2019

Conference Location: The Desmond Hotel in Albany, NY

What assessment methodology was used?

A post-event survey was used to determine the Exhibitor satisfaction of the conference. The survey was approximately 8 questions in length and included both quantitative and qualitative data. For quantitative data collection, Exhibitors were asked to rate their satisfaction using a scale of 1 to 5 (1 being strongly dissatisfied and 5 being strongly satisfied with the experience). For qualitative data collection, Exhibitors were asked for specific question about sponsorship request timeframe and any comments they had regarding the exhibitor experience conference as a whole.

What were the findings?

- There was 31.57% response rate 12 respondents of the 38 Exhibitors emails survey was sent to.
- Overall Exhibitor Conference Satisfaction: [4.58/5.0] 91.67% satisfaction
- Satisfaction of each aspect of the conference (avg. %):
 - Arrival & Set up of booth area at the Exhibitor Hall: [4.58/5.0] 91.67%
 - Communication from corporate relations committee about conference information: [4.91/5.0] 98.33%
 - Date and time of the NEACUHO Conference: [4.75/5.0] 95%
 - Length of Exhibit Hall: [4.33/5.0] 86.67%
- Trends in the comments and key takeaways:
 - The overall satisfactory of the exhibitors was very high on all aspects of the exhibitor fair.
 - The rating for length of exhibitor fair was scored high at 86% in comparison to lasts year: 71.03%.
 - For the question on time of sponsorship requests several comments state to ask 1 month prior to the conference.

How do you plan to use the results?

Help the Corporate Relations Committee with planning of the exhibitor hall for the annual in Niagara Falls, NY.

What change (if any) needs to be made to the assessment process?

None at this time.

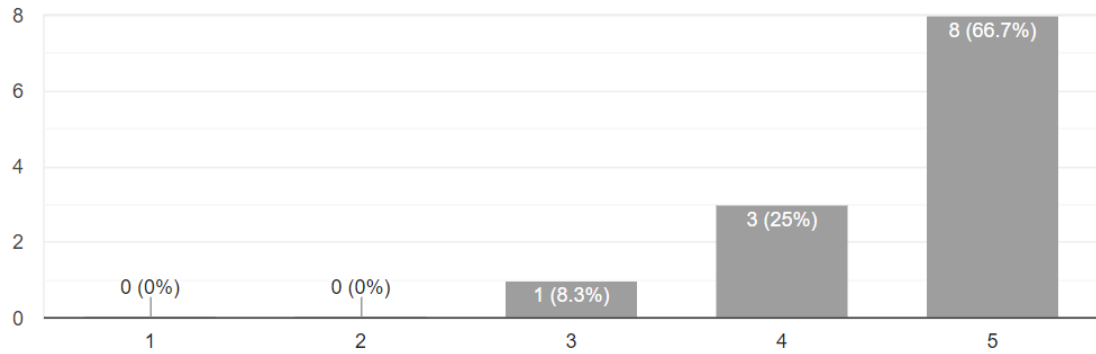
What results do you think should be communicated out to the membership?

Any and all information the Corporate Relations Chair decides.

Satisfaction with Conference as an Exhibitor

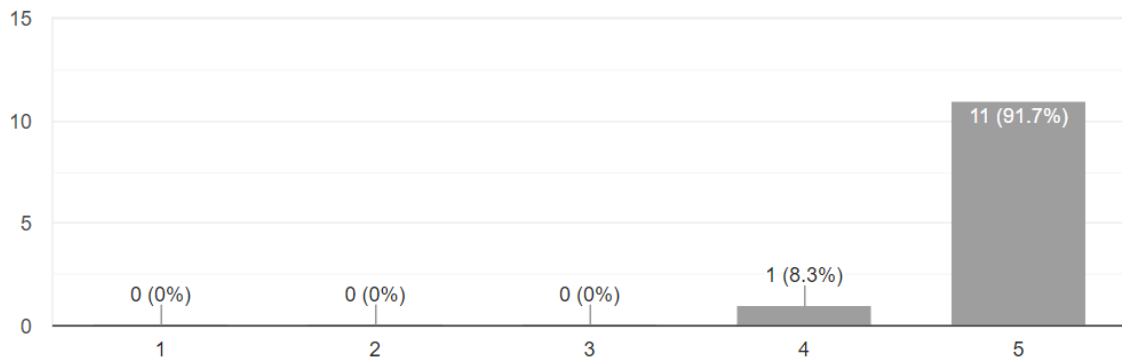
Arrival & Set up of booth area at the Exhibitor Hall/Fair

12 responses



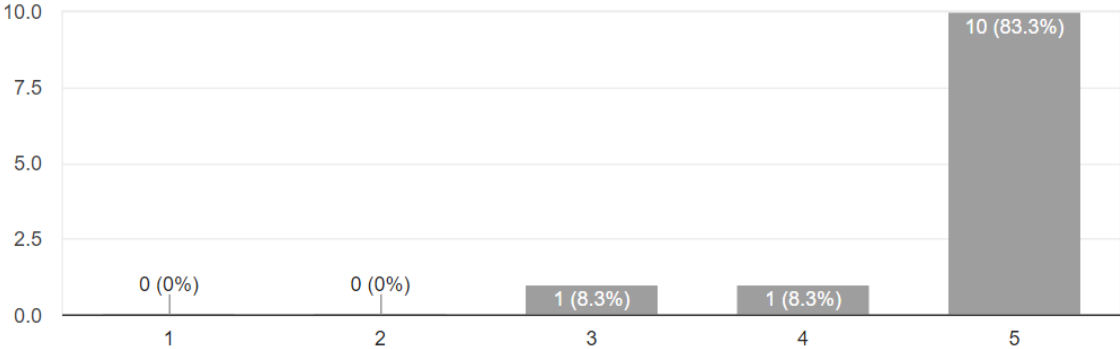
Communication from corporate relations committee about conference information

12 responses



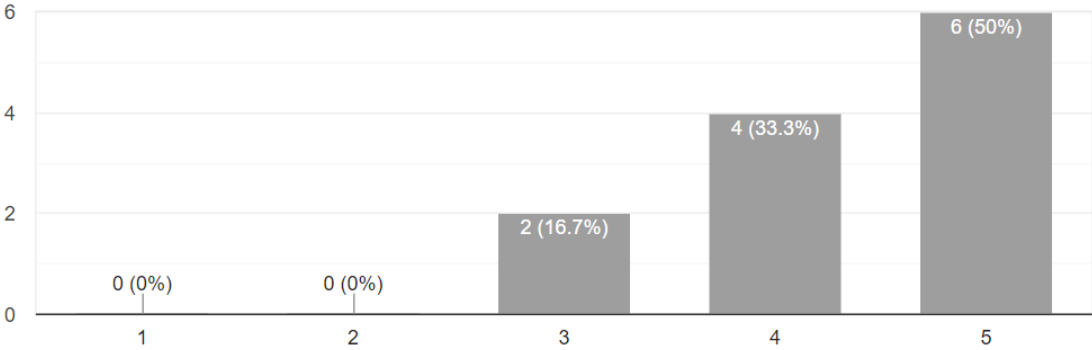
Date and time of the NEACUHO Conference

12 responses



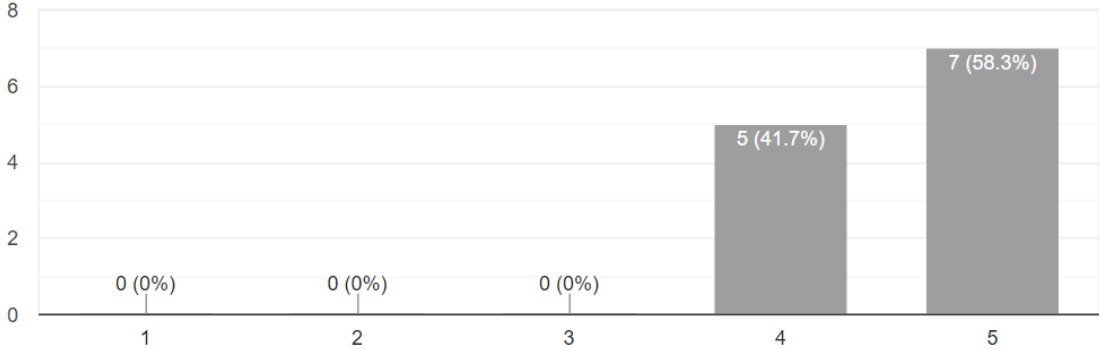
Length of Exhibit Hall/Fair

12 responses



Overall Experience

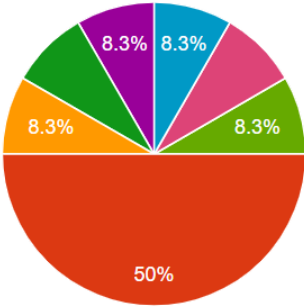
12 responses



Feedback Comments

Would you prefer the time-frame of the Exhibit Hall/Fair to be...

12 responses



- shorter in length of time
- longer in length of time
- timeframe is good
- It seems there is a quick burst in the beginning and then everyone is gon...
- Length of one on one time was perfect
- Consider having a morning option,...
- I thought it was just fine!
- Just right!

If you were to be able to sponsor a portion of conference, when would you prefer to be asked for this opportunity?

n/a

At least one month prior to event

Scholarship donation was preferred this year.

Month in advance

N/A

June

Prior to Dec. as our fiscal planning is done by then for the following year

Please give any additional comments and feedback about your conference experience.

n/a

Everything was great. It's always a pleasure to come and meet with all of you. We hope to continue the relationship for many years to come.

Please stick to the standard 10' foot booth so we can use our existing materials!

Overall great experience. 2 things to add. Exhibit hall fair could be longer or spread over two days instead to increase awareness. Also the internet signal at the Desmond was not great.

As a Compass Sponsor of the event this year we felt our visibility wasn't as strong as we were tucked into a corner, but that was due to the layout of space and not the fault of NEACUHO.

Please, please, please make the attendees name bolder and easier to read! This was the only negative we felt at this years conference. Really liked the Desmond location.

This was a great and very productive event. The traffic was solid the entire exhibit time. I appreciated the buffet lunch before exhibits followed by dessert in the exhibit area.

This was my first NEACUHO meeting and it was really valuable.