

## 2015 Conference Expanded Sponsor Survey Results

### 10 Respondents:

Chase Brass and Copper Co., Dan Borkowski

CMD Group, Laura Marlow

CSA Group, Ramiro Matta

International Code Council (ICC)

Lavelle Industries, Chip Way

Mechanical Hub, John Mesenbrink

Sloan Valve, Daniel Gleiberman

Sloan Valve, Peter Jahrling

Anonymous (2)

*NOTES: Present at the conference, but without a completed survey with an attached name were: NSF International, American Society of Plumbing Engineers (ASPE), BNP Media; International Association of Plumbing and Mechanical Officials (IAPMO); TMB Publishing and Truesdail Laboratories.*

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**1) Would you recommend the PMI Conference? (10 responding)**

YES (10) = 100%

NO (0)

*No written comments.*

**2) What factors influenced your decision to sponsor/exhibit at our conference? (please check all that apply)**

**CONNECTING WITH PMI MEMBERS:** (7 out of 10 responding) = 70%

**CONFERENCE LOCATION:** (1 of 10 responding) = 10%

**OVERALL MEETING CONTENT:** (7 of 10 responding) = 70%

**SPECIFIC ELEMENT OF THE MEETING, PLEASE LIST: (i.e. location, specific committee meeting):** (0 out of 10 responding) = 0%

**OTHER:** (3 out of 10 responding) = 30%

*Comments:*

- Ability to present.
- Usual participation.
- First time I've been allowed.

### 3) Exhibitor/Conference Pre-planning and Registration Ranking

#### PROCESS FOR RESERVING YOUR BOOTH SPACE (exhibiting sponsors only):

**GREAT** (4 out of 8 responding) = 50%

**GOOD** (4 out of 8 responding) = 50%

**AVERAGE** (0 out of 8 responding)

**NEEDS IMPROVEMENT** (0 out of 8 responding)

**N/A** (2, not included in percentage calculations)

#### COMMUNICATION FROM PMI STAFF ON WHAT TO EXPECT:

**GREAT** (5 out of 9 responding) = 56%

**GOOD** (4 out of 9 responding) = 44%

**AVERAGE** (0 out of 9 responding)

**NEEDS IMPROVEMENT** (0 out of 9 responding)

**N/A** (1, not included in percentage calculations)

#### UNDERSTANDING OF SPONSOR/EXHIBITOR BENEFITS/PACKAGE:

**GREAT** (5 out of 9 responding) = 56%

**GOOD** (3 out of 9 responding) = 33%

**AVERAGE** (1 out of 9 responding)

**NEEDS IMPROVEMENT** (0 out of 9 responding)

**N/A** (1, not included in percentage calculations)

#### HOTEL STAFF'S HELPFULNESS IN RECEIVING PRE-SHIPPED PACKAGES, ETC.:

**GREAT** (5 out of 5 responding) = 100%

**GOOD** (0 out of 5 responding)

**AVERAGE** (0 out of 5 responding)

**NEEDS IMPROVEMENT** (0 out of 5 responding)

**N/A** (5, not included in percentage calculations)

#### Comments:

- We were under the impression that the badge sponsorship meant that our logo would be visible on the name tag in the badge holder and printed on the conference event schedule. Perhaps the 'badge' sponsorship should be renamed to 'Conference Schedule' sponsorship to make it clearer where the logo will be placed.

#### 4) Exhibitor/Conference Review and Ranking

##### **NUMBER OF BOOTH VISITORS:**

**GREAT** (1 out of 5 responding) = 20%  
**GOOD** (4 out of 5 responding) = 80%  
**AVERAGE** (0 out of 5 responding)  
**NEEDS IMPROVEMENT** (0 out of 5 responding)  
**N/A** (5, not included in percentage calculations)

##### **QUALITY OF BOOTH TRAFFIC, LEADS, CONTACTS:**

**GREAT** (2 out of 5 responding) = 40%  
**GOOD** (2 out of 5 responding) = 40%  
**AVERAGE** (1 out of 5 responding)  
**NEEDS IMPROVEMENT** (0 out of 5 responding)  
**N/A** (5, not included in percentage calculations)

##### **ROOM FOR EXHIBIT SETUP:**

**GREAT** (1 out of 6 responding) = 17%  
**GOOD** (4 out of 6 responding) = 67%  
**AVERAGE** (1 out of 6 responding)  
**NEEDS IMPROVEMENT** (0 out of 6 responding)  
**N/A** (4, not included in percentage calculations)

##### **SIZE OF YOUR INDIVIDUAL BOOTH SPACE:**

**GREAT** (1 out of 4 responding) = 25%  
**GOOD** (3 out of 4 responding) = 75%  
**AVERAGE** (0 out of 4 responding)  
**NEEDS IMPROVEMENT** (0 out of 4 responding)  
**N/A** (6, not included in percentage calculations)

##### **TIME ALLOWED FOR SET-UP/TEAR-DOWN:**

**GREAT** (1 out of 2 responding) = 50%  
**GOOD** (1 out of 2 responding) = 50%  
**AVERAGE** (0 out of 2 responding)  
**NEEDS IMPROVEMENT** (0 out of 2 responding)  
**N/A** (8, not included in percentage calculations)

##### **PMI PASSPORT PROGRAM TO BUILD BOOTH TRAFFIC:**

**GREAT** (2 out of 5 responding) = 40%  
**GOOD** (2 out of 5 responding) = 40%  
**AVERAGE** (1 out of 5 responding)  
**NEEDS IMPROVEMENT** (0 out of 5 responding)  
**N/A** (5, not included in percentage calculations)

**TIME OF NETWORKING BREAKS/TIME SPENT WITH ATTENDEES:**

**GREAT** (4 out of 8 responding) = 50%

**GOOD** (4 out of 8 responding) = 50%

**AVERAGE** (0 out of 8 responding)

**NEEDS IMPROVEMENT** (0 out of 8 responding)

**N/A** (2, not included in percentage calculations)

*Comments:*

- We only sponsored the coffee break.
- We did not exhibit, but I participated in the breaks and networking sessions. I would recommend a larger space for next time. It was a bit difficult to walk around the room with the bar set up in the middle and folks networking in the remaining open areas. *[Editor's Note: Thanks for the comment. We purposely center the exhibits around the refreshments to drive traffic.]*

**5) How would you rate your overall experience with the Exhibitor Program at the PMI Conference?**

**GREAT** (4 out of 9 responding) = 44%

**GOOD** (5 out of 9 responding) = 56%

**AVERAGE** (0 out of 9 responding)

**NEEDS IMPROVEMENT** (0 out of 9 responding)

**N/A** (1, not included in percentage calculations)

*No written comments.*

**6) Exhibiting Sponsors Only: Do you feel exhibiting at the 2015 Fall Conference was worth the time and money you invested? (6 responding, 4 skipped)**

YES (6) = 100%

NO (0)

*Comments:*

- The sponsored coffee break gave us the opportunity to expand our brand sponsorship.

**7) What can we do to improve the Exhibitor experience at future PMI Conferences?**

*(1 responding, 9 skipped)*

*Comments:*

- Locate the exhibitor area in a larger space.

**8) Can we count on you to exhibit at the 2016 PMI Conference, October 24-27, at the The Westin O'Hare in Rosemont, IL? If "No" why not?**

*(8 responding, 2 skipped)*

YES (8) = 100%

NO (0)

*Comments:*

- I am not responsible for making this decision at my company.

**9) Additional Comments**

*(3 responding, 7 skipped)*

*Comments:*

- It is a great idea to have the exhibits in the networking/break area. With additional space it would be a much better experience for all. Providing complimentary registration with the exhibit sponsorship is a great idea.
- Great Conference. I enjoyed the speakers and thought Ross Shaffer was one of the best ever... He was highly relevant and highly entertaining—very difficult to do both so kudos to all of you for a great conference.
- Comments pertain to the coffee break that [we] sponsored.