

XYZ Building Solutions  
International Builders' Show  
February 7 — 10, 2007  
Booth Exit Survey Report

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# Conference and Exposition Overview

## International Builders Show 2007

**Association:** National Association of Home Builders

**Show:** International Builders' Show & nextBUILD

**Dates:** February 7 - 10, 2007

**Location:** Orlando, FL

**Venue:** Orange County Convention Center

**Total attendance:** 103,971\*

**Exhibiting companies:** 1,900+

**Exhibit days:**4

**Exhibit hours:** Wed,Thur, Fri 9:30AM - 5PM; Sat 9AM-3PM; 28.5 hours total

**Total exhibiting space:** 1,036,000 net square feet

### Conference and Exposition

The 2007 International Builders' Show (IBS), sponsored by the National Association of Home Builders, recorded its sixth straight year as the world's largest annual light construction trade show. The four day event drew a total of 103,971 attendees to view demonstrations and working models of the latest product innovations in over 300 building industry categories. Qualified decision makers interacted with over 1,900 exhibitors who showcased products and services across 1,036,000 net square feet of exhibit space. Registered attendees also selected from over 300 educational sessions and seminars, including a keynote address by Ted Koppel.

\*IBS figure confirmed by Lynn Margiotta 2-15-07

# Survey Objectives and Methodology

## Survey Objectives

To determine the following:

- Quality of staff interaction and exhibit accessibility
- Usefulness of information received
- Recall of key messages and production demonstrations
- Attendee perception of XYZ brand and specific product segments
- Planned actions by attendees as a result of visit to booth
- Visitor profiles including decision-making ability and industry segment

## Survey Methodology

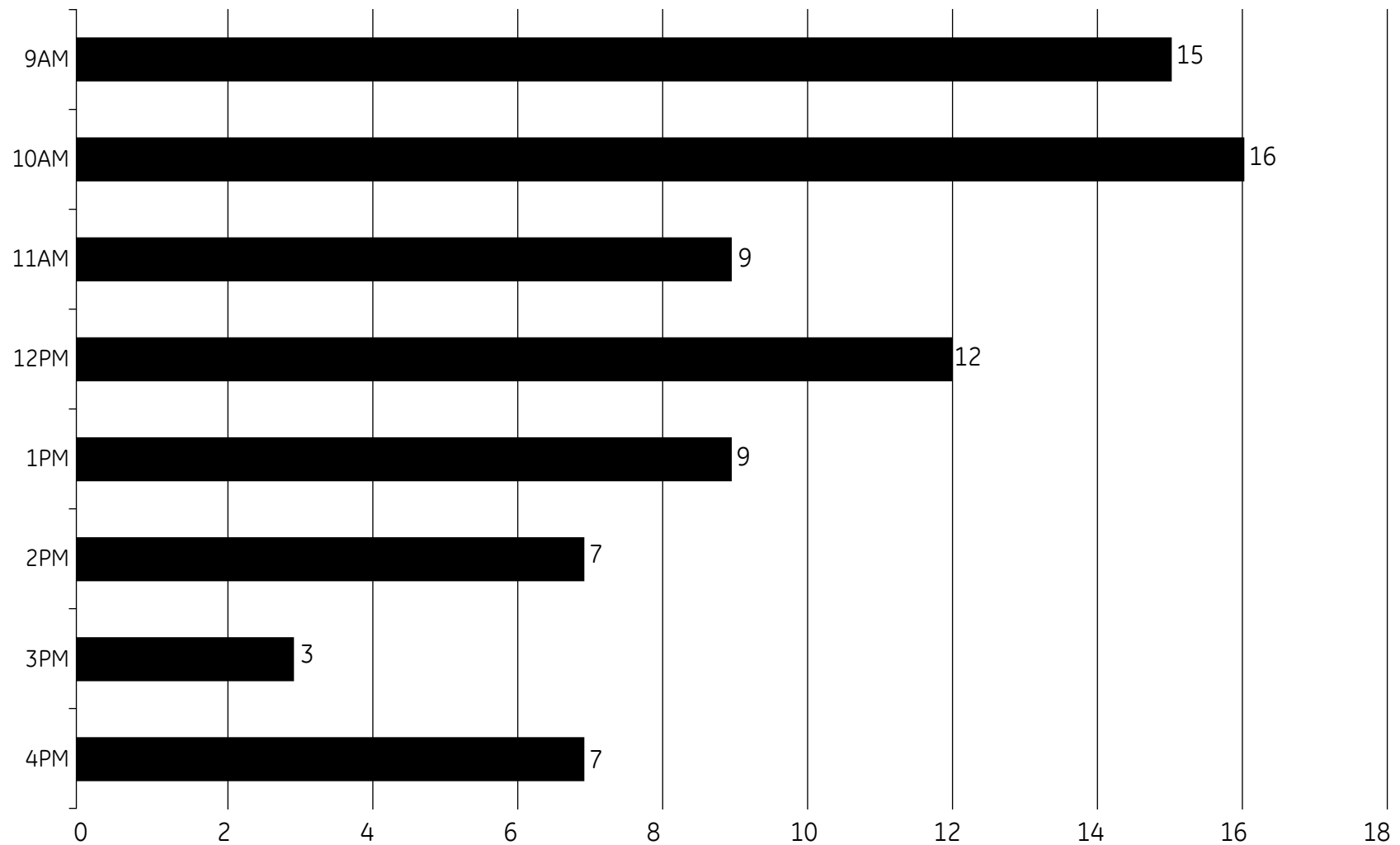
Synchronicity, Inc. was commissioned to conduct a survey of visitors during their visit to the XYZ exhibit

- Surveys were conducted with attendees as they exited the XYZ exhibit space
- Two professional pollsters conducted the interviews
- Pollsters targeted attendees who had spent significant time in the exhibit and/or had been observed to have interacted with staff
- Pollsters employed a wireless PDA to prompt questions and record answers
- Survey design used a forced-choice response format and only one verbatim response to facilitate post-survey data interpretation
- Response format used a five-point rating scale plus a "Not Applicable" answer option
- Completed surveys were immediately uploaded to a wireless network server.
- No incentive was given for participation
- A total of 309 interviews were conducted over four days

## Booth Exit Survey Questions

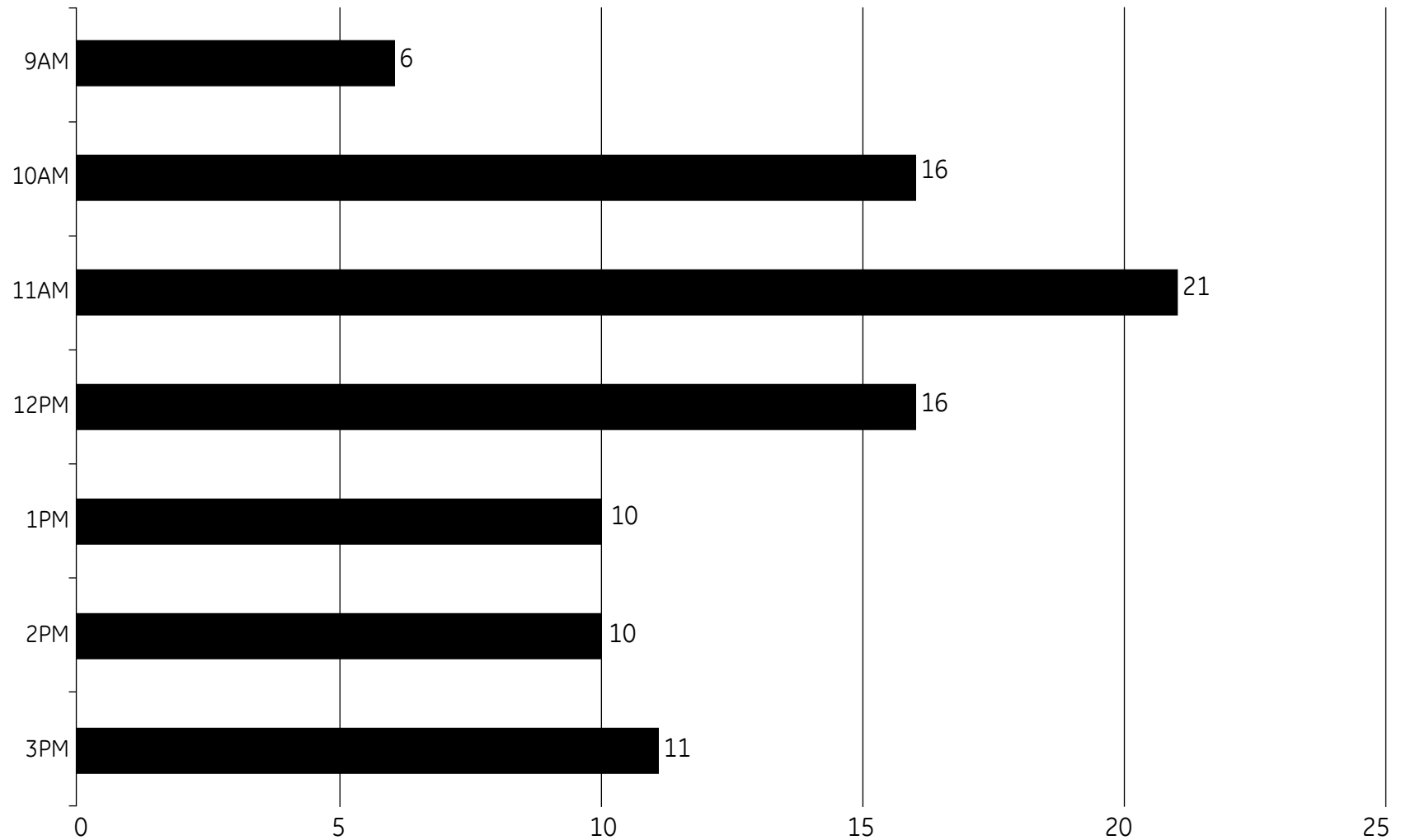
1. Please rate personnel accessibility
2. Please rate personnel ability to answer technical questions
3. Please rate booth attractiveness
4. Please rate booth product and demo accessibility
5. How useful was the information you received in the following exhibit areas:
  - Area A
  - Area B
  - Area C
  - Area D
  - Area E
  - Area F
6. What primary message was communicated in the XYZ Building Solutions exhibit?
7. What prompted you to visit the XYZ Building Solutions exhibit?
8. Please rate your perception of XYZ Building Solutions as it relates to the following statements:
  - XYZ provides quality products that help sell more homes.
  - XYZ provides quality products that manage moisture.
  - XYZ provides energy efficient solutions.
  - XYZ provides quality products that perform and give homebuilders a competitive advantage.
9. As a result of your visit:
  - Did you have your badge swiped?
  - Would you recommend the XYZ booth to another attendee?
  - Would you visit the XYZ website?
  - Would you visit a dealer's showroom?
  - Would you purchase XYZ products?
10. As a result of your visit, how has your opinion of XYZ Building Solutions changed?
11. Which of the following most closely describes your company?
12. Which of the following categories most closely describes your position?

## Survey distribution for Wednesday, February 7



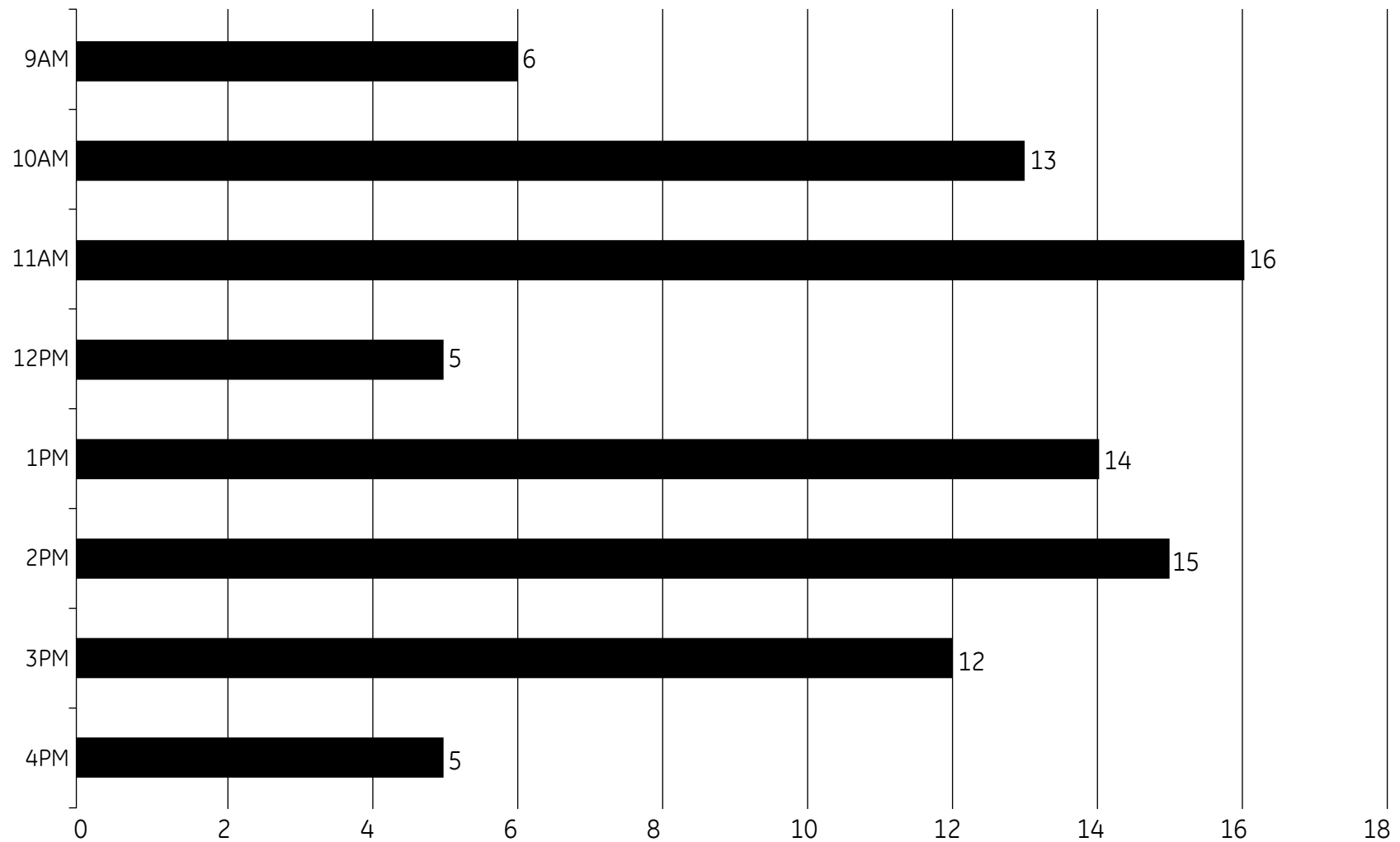
78 Surveys out of 309 total

## Survey distribution for Thursday, February 8



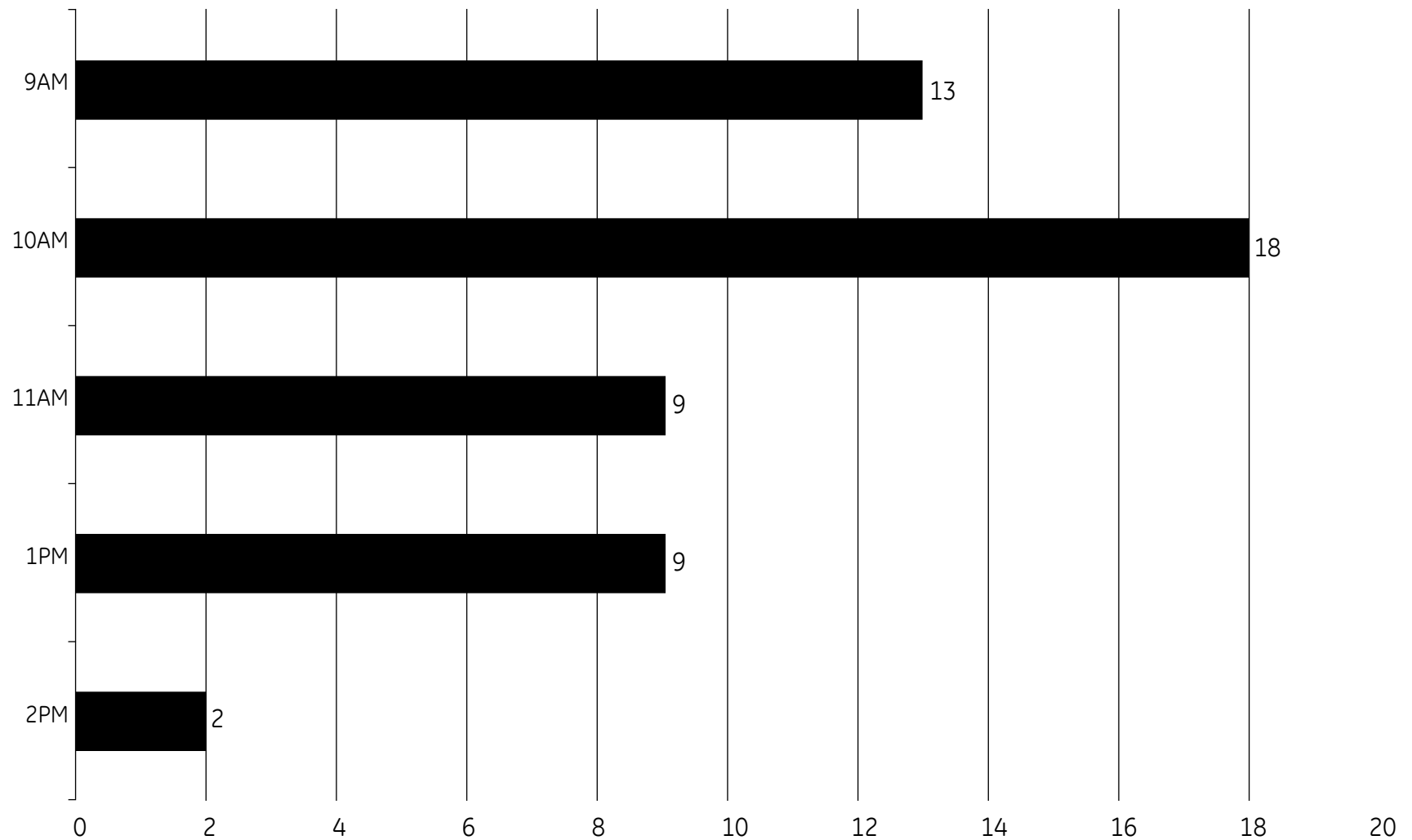
90 surveys out of 309 total

## Survey distribution for Friday, February 9



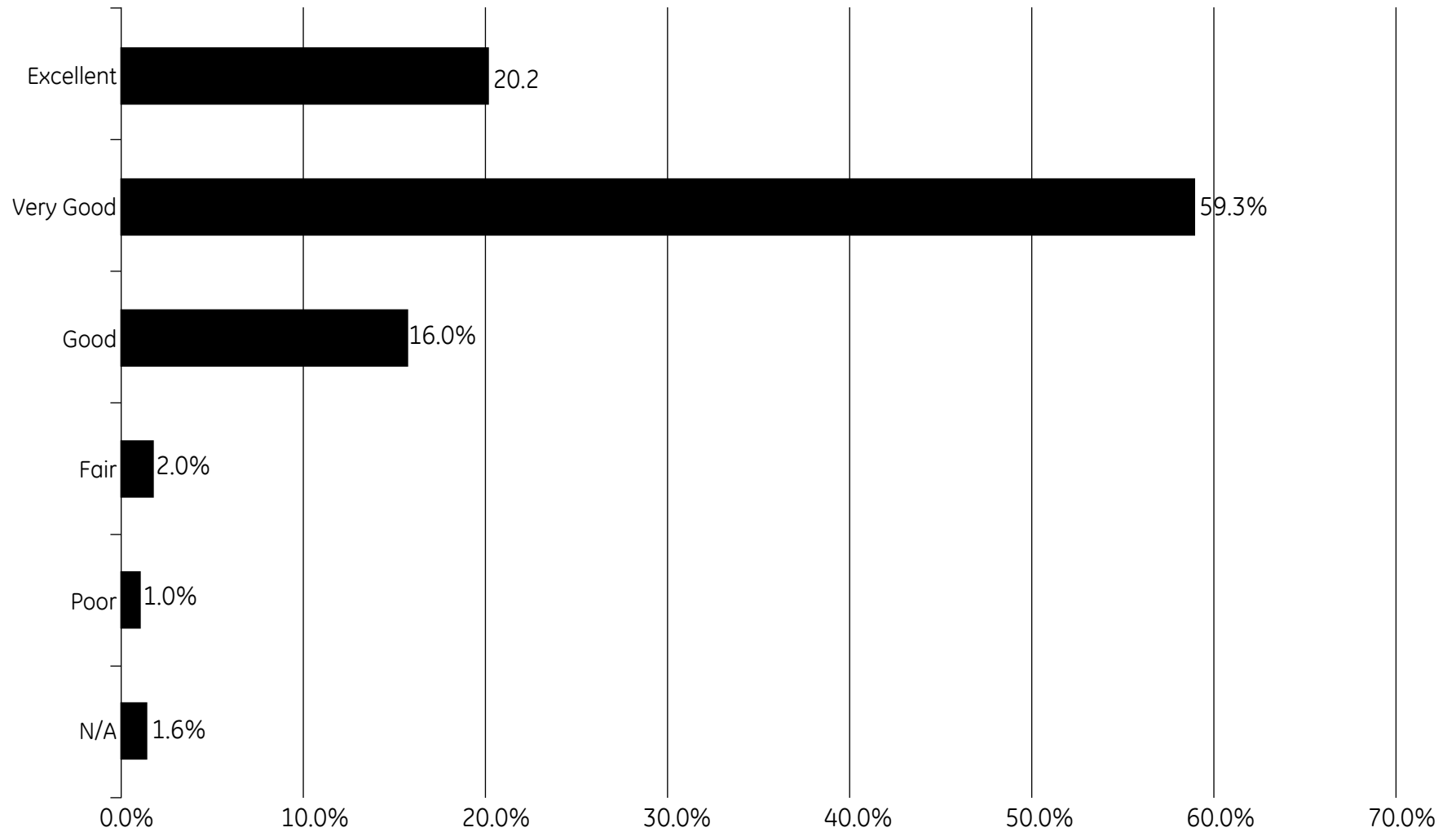
86 surveys out of 309 total

## Survey distribution for Saturday, February 10



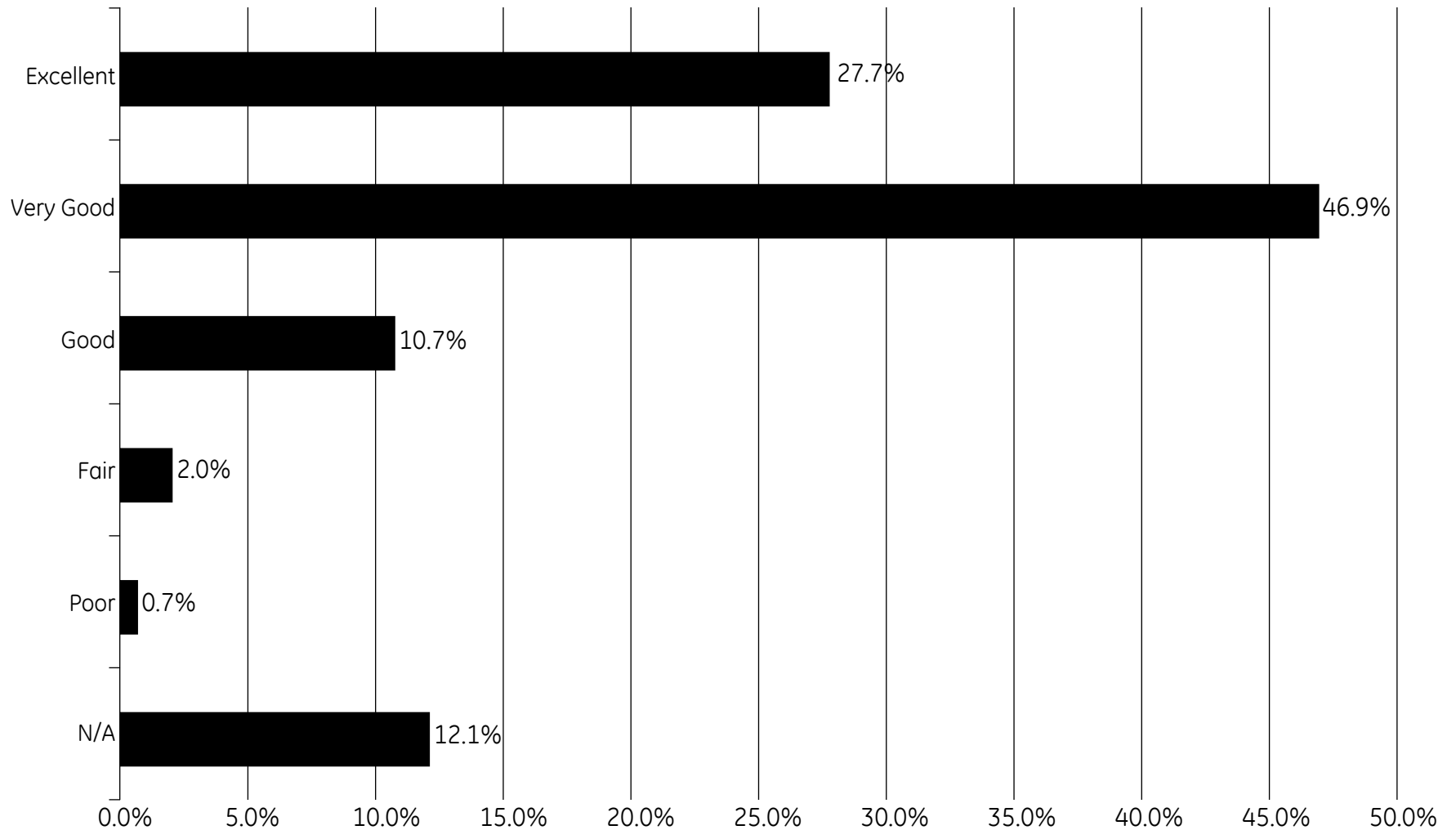
51 Surveys out of 309 total

## Please rate personnel accessibility



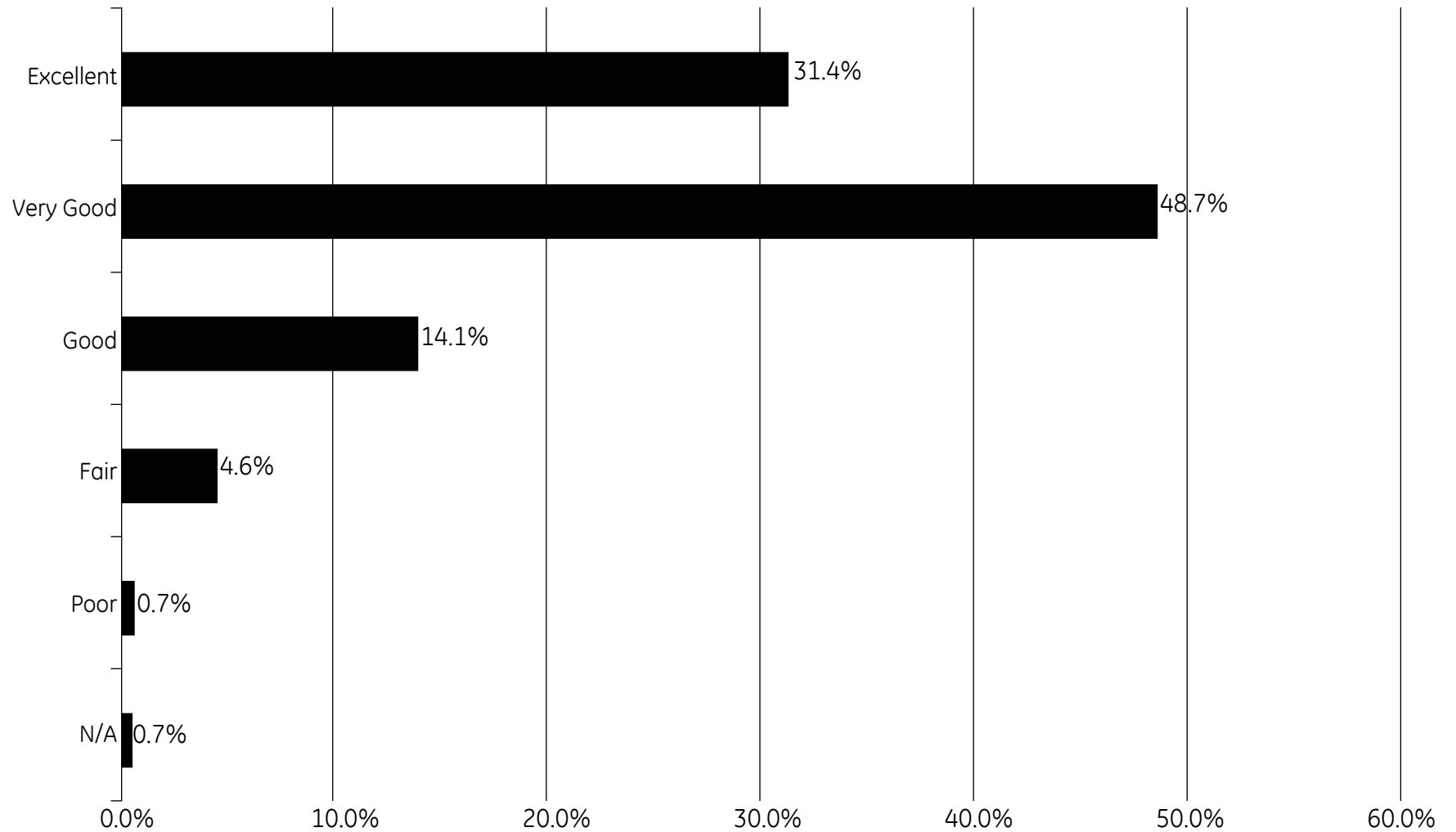
■ Note: Based on 307 responses

## Please rate booth personnel ability to answer technical questions



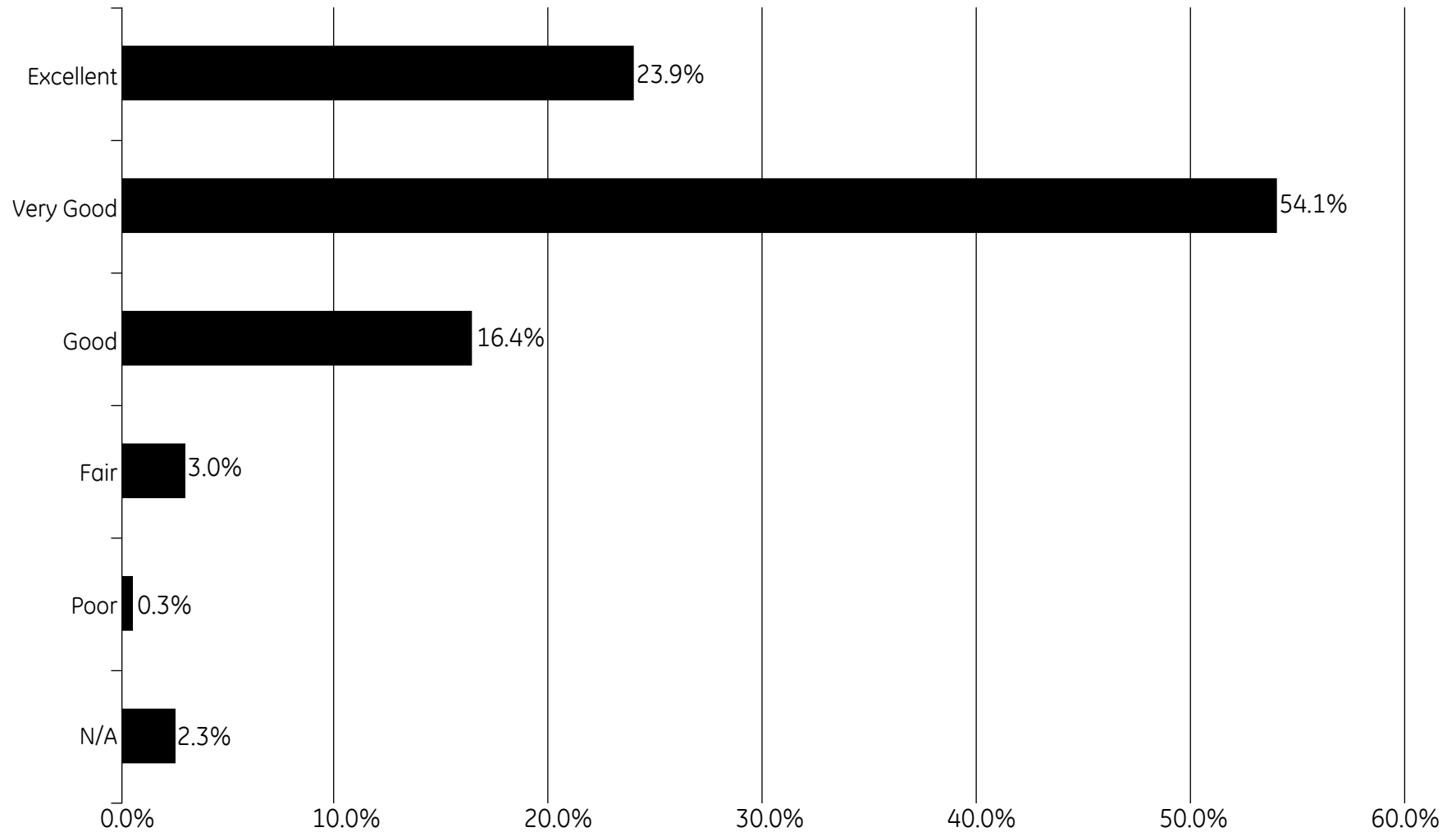
■ Note: Based on 307 responses

## Please rate booth attractiveness



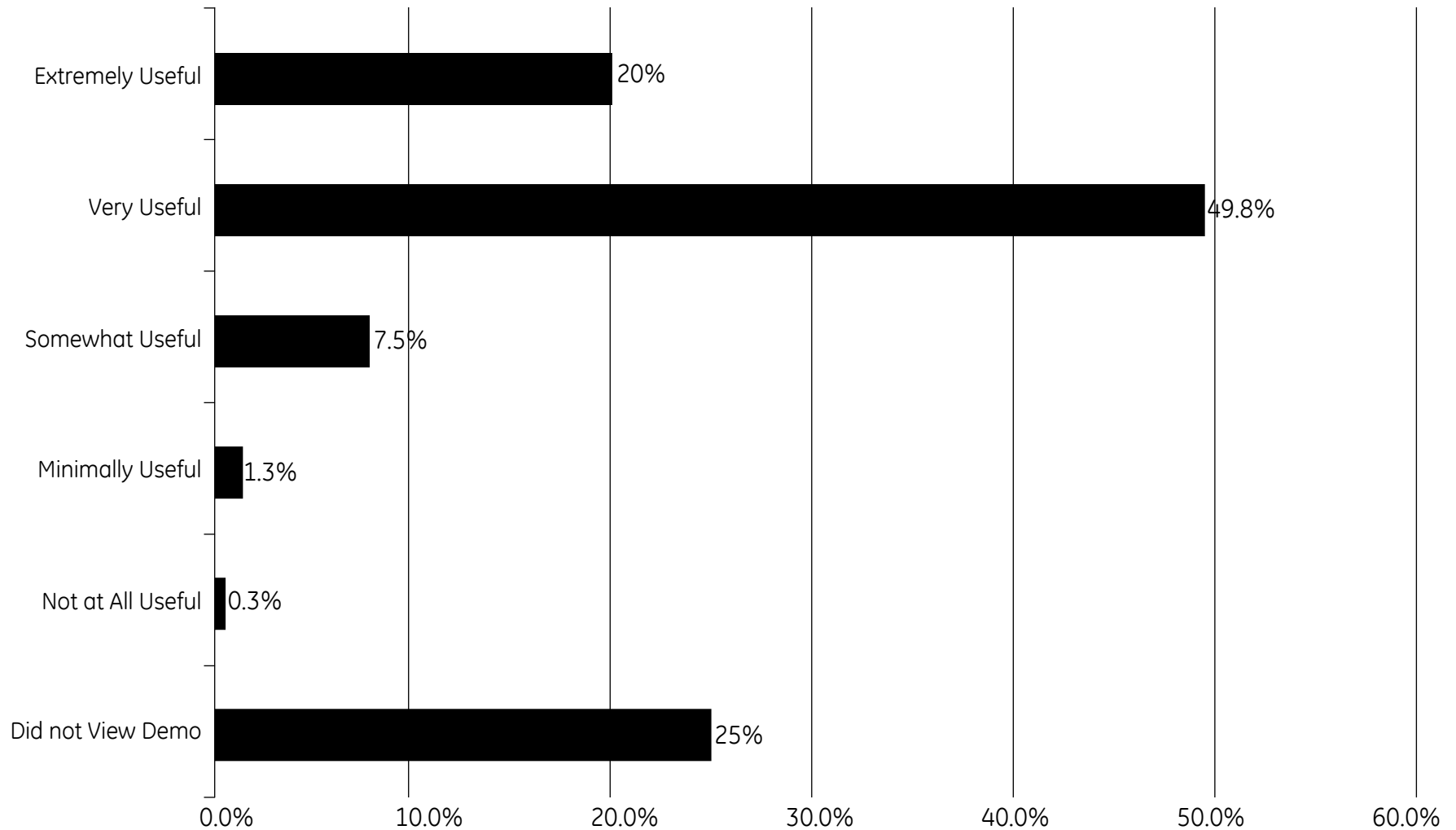
■ Note: Based on 306 responses

## Please rate booth product and demo accessibility



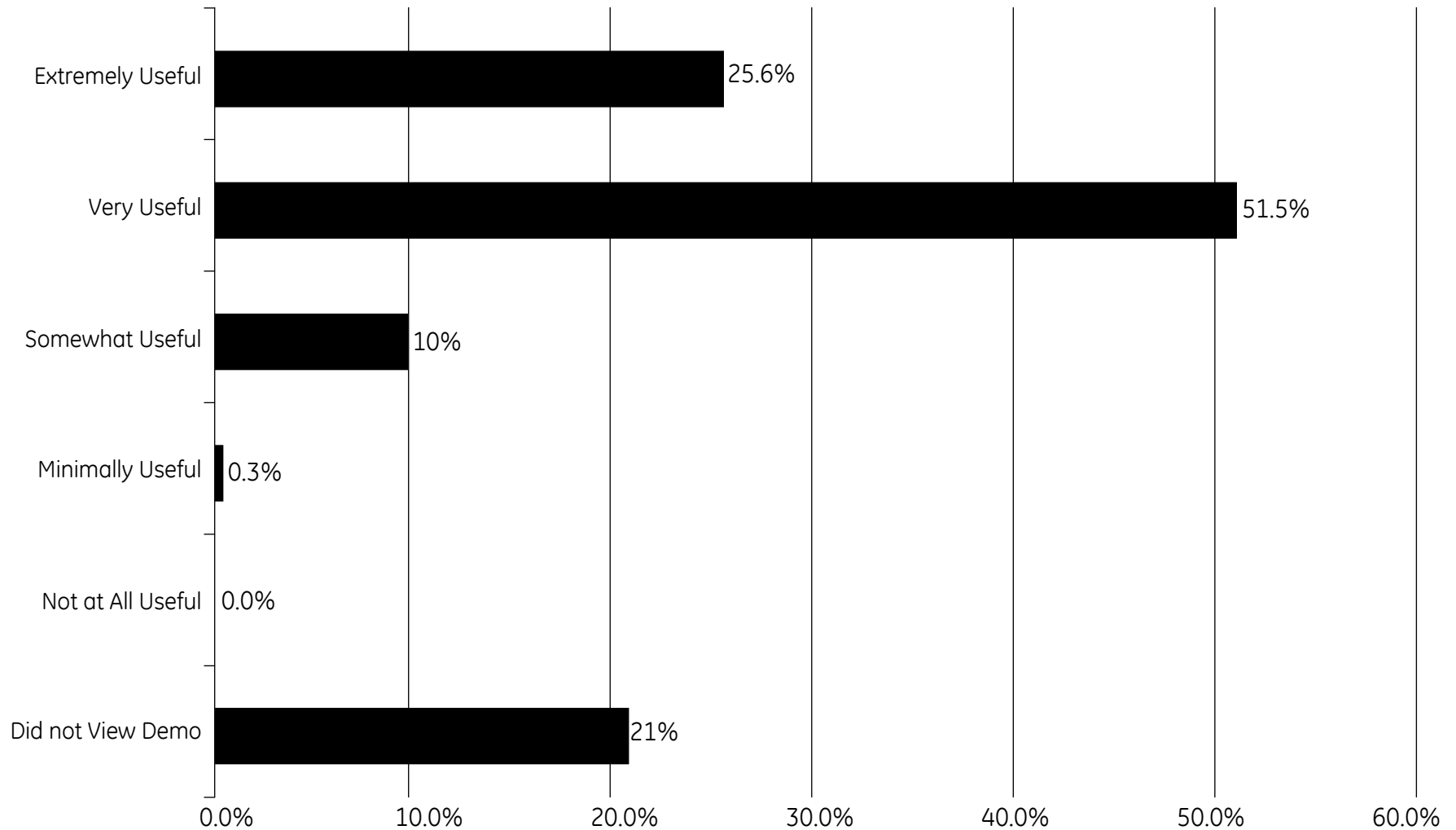
■ Note: Based on 305 responses

## How useful was the information you received in the Area A exhibit area?



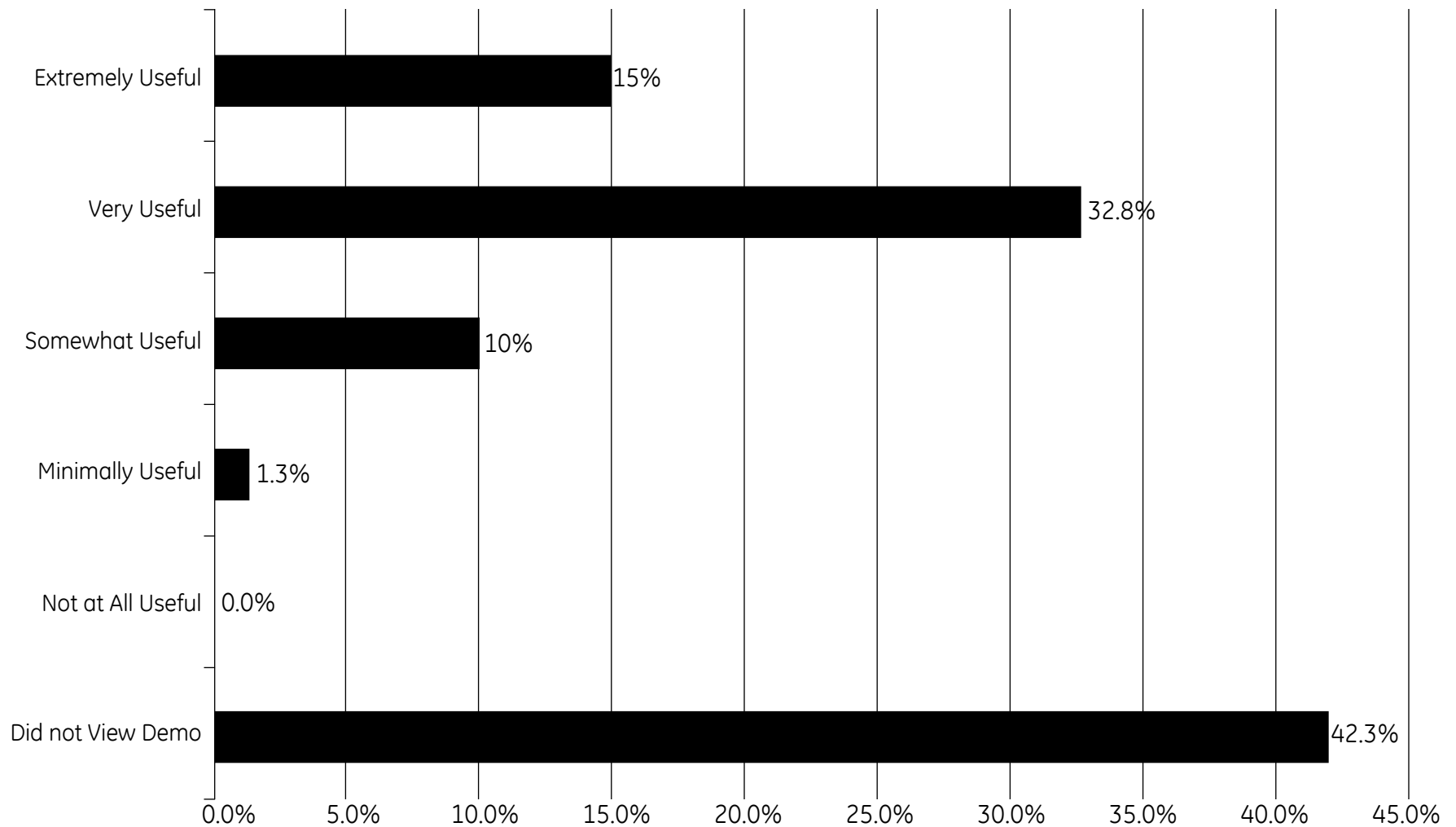
■ Note: Based on 305 responses

## How useful was the information you received in the Area B exhibit area?



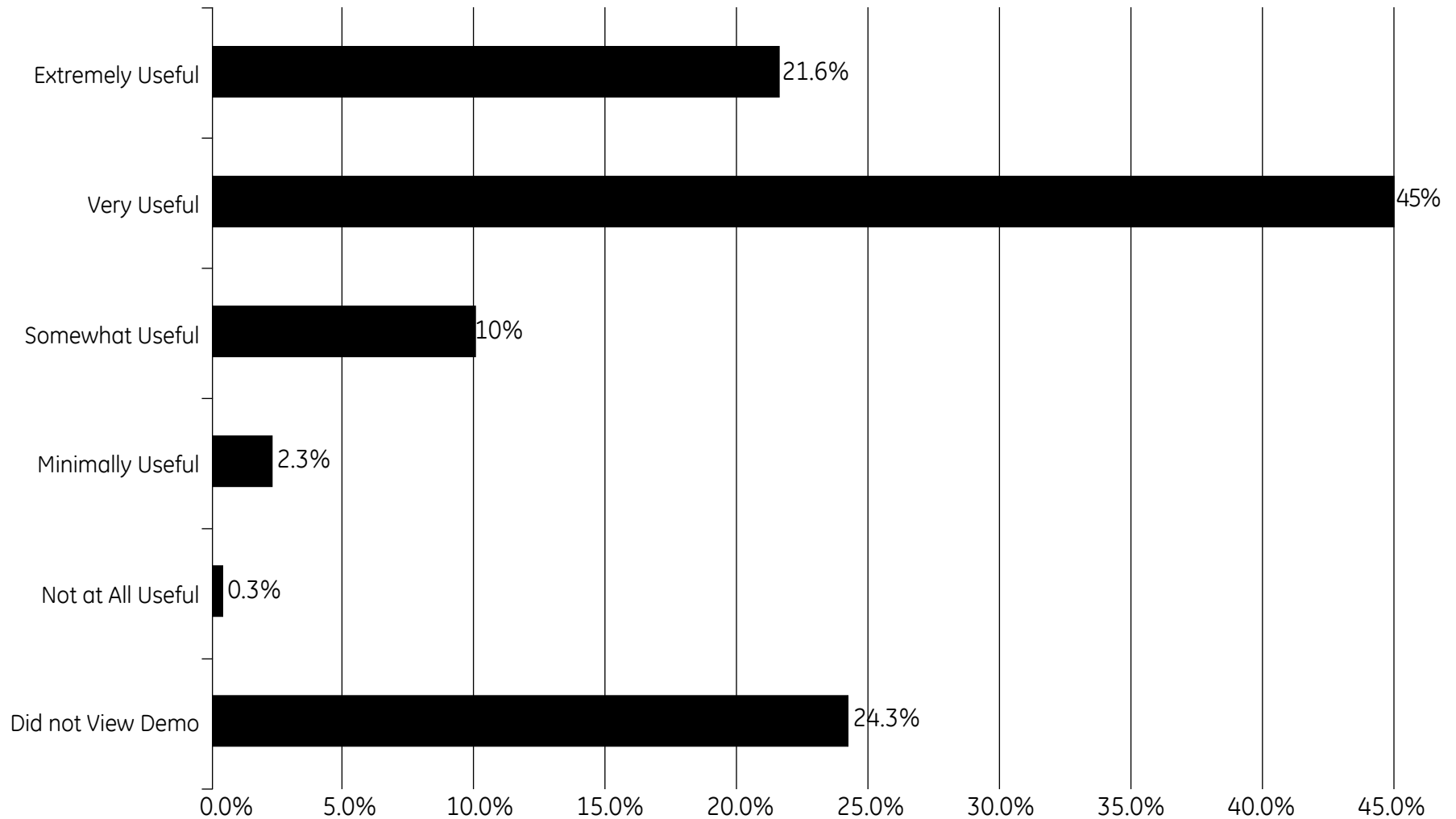
■ Note: Based on 305 responses

## How useful was the information you received in the Area C exhibit area?



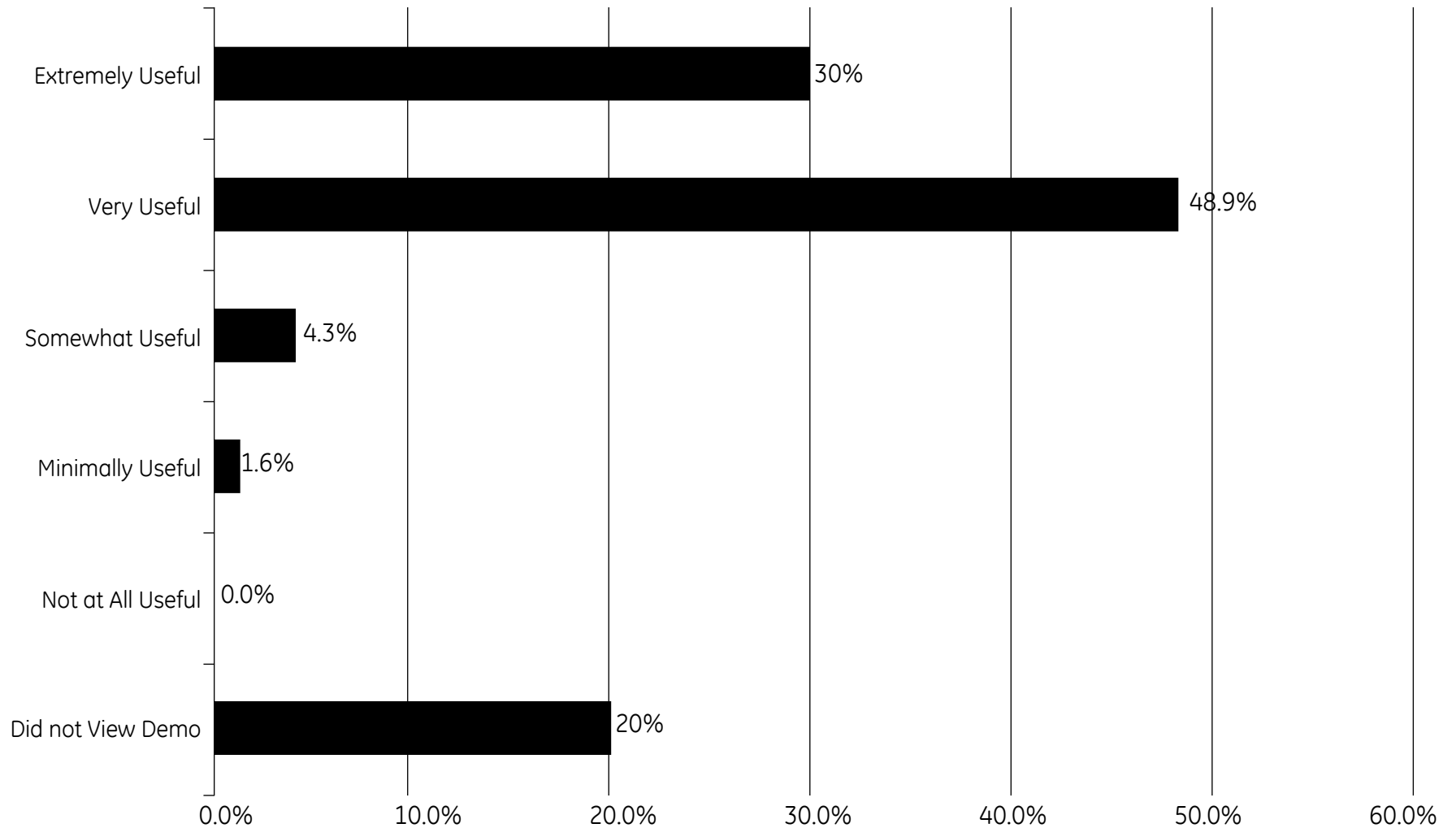
■ Note: Based on 305 responses

## How useful was the information you received in the Area D exhibit area?



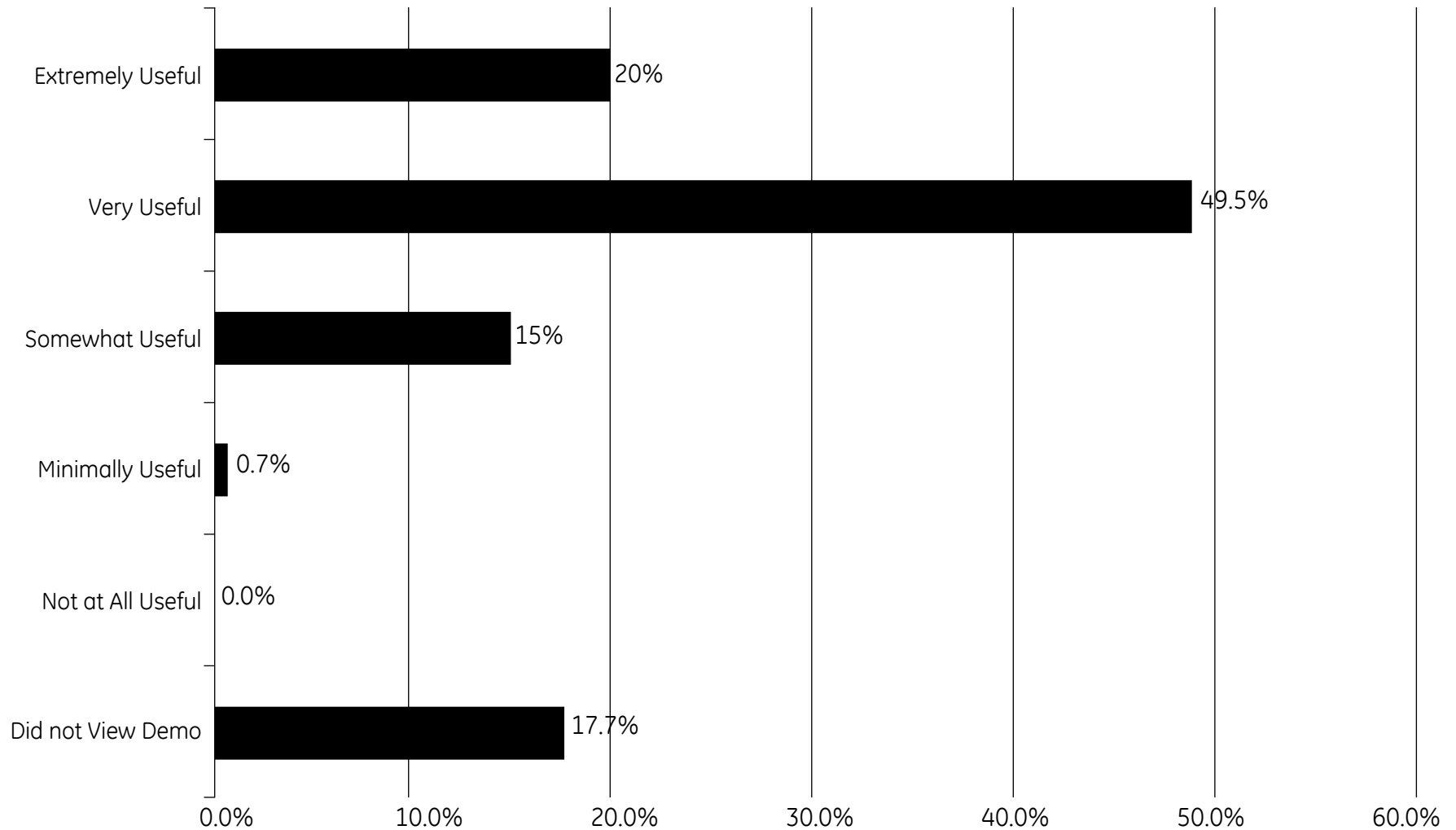
■ Note: Based on 305 responses

## How useful was the information you received in the Area E exhibit area?



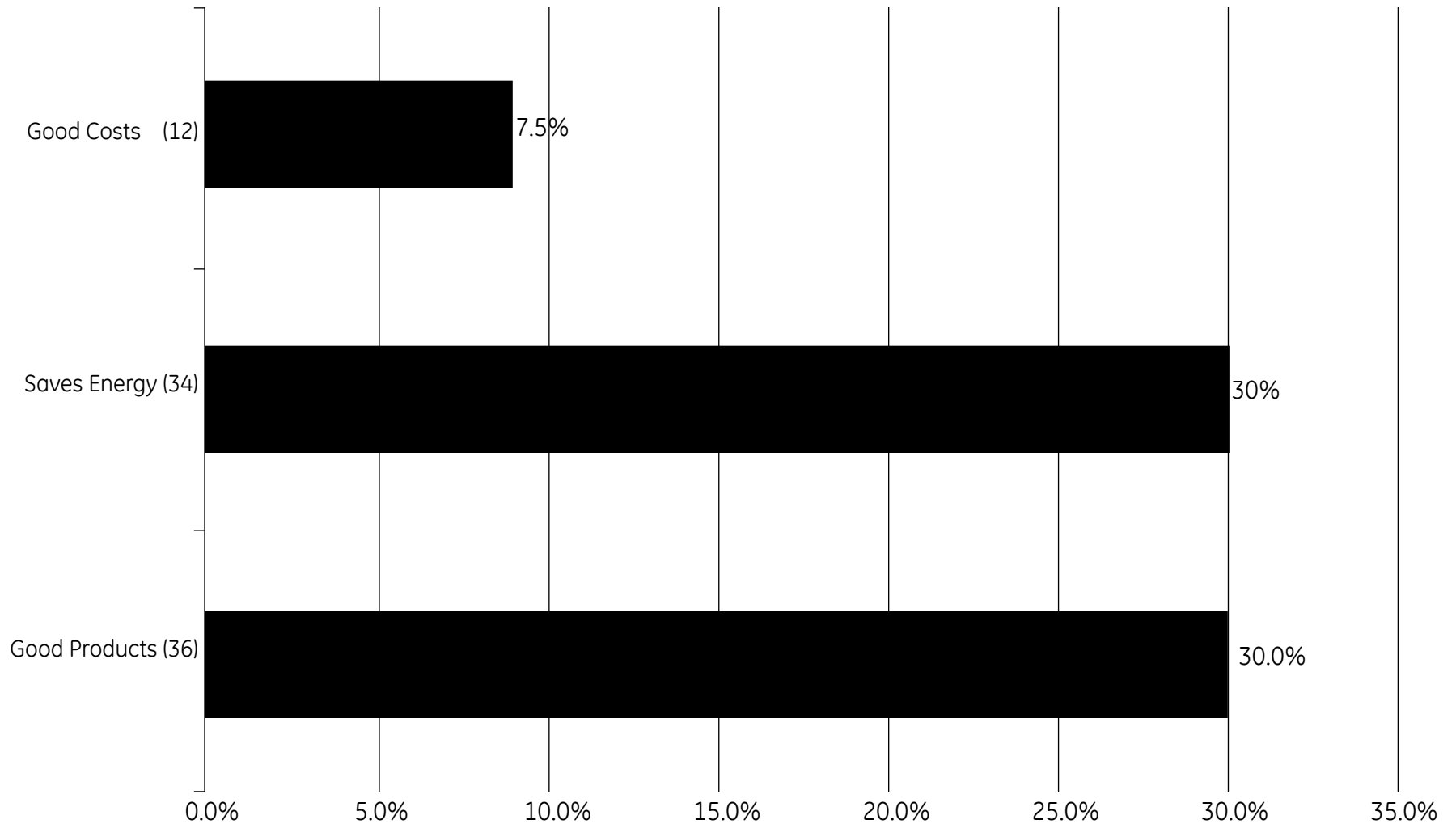
■ Note: Based on 305 responses

## How useful was the information you received in the Area F exhibit area?



■ Note: Based on 305 responses

# What primary message was communicated in the XYZ Building Solutions exhibit?



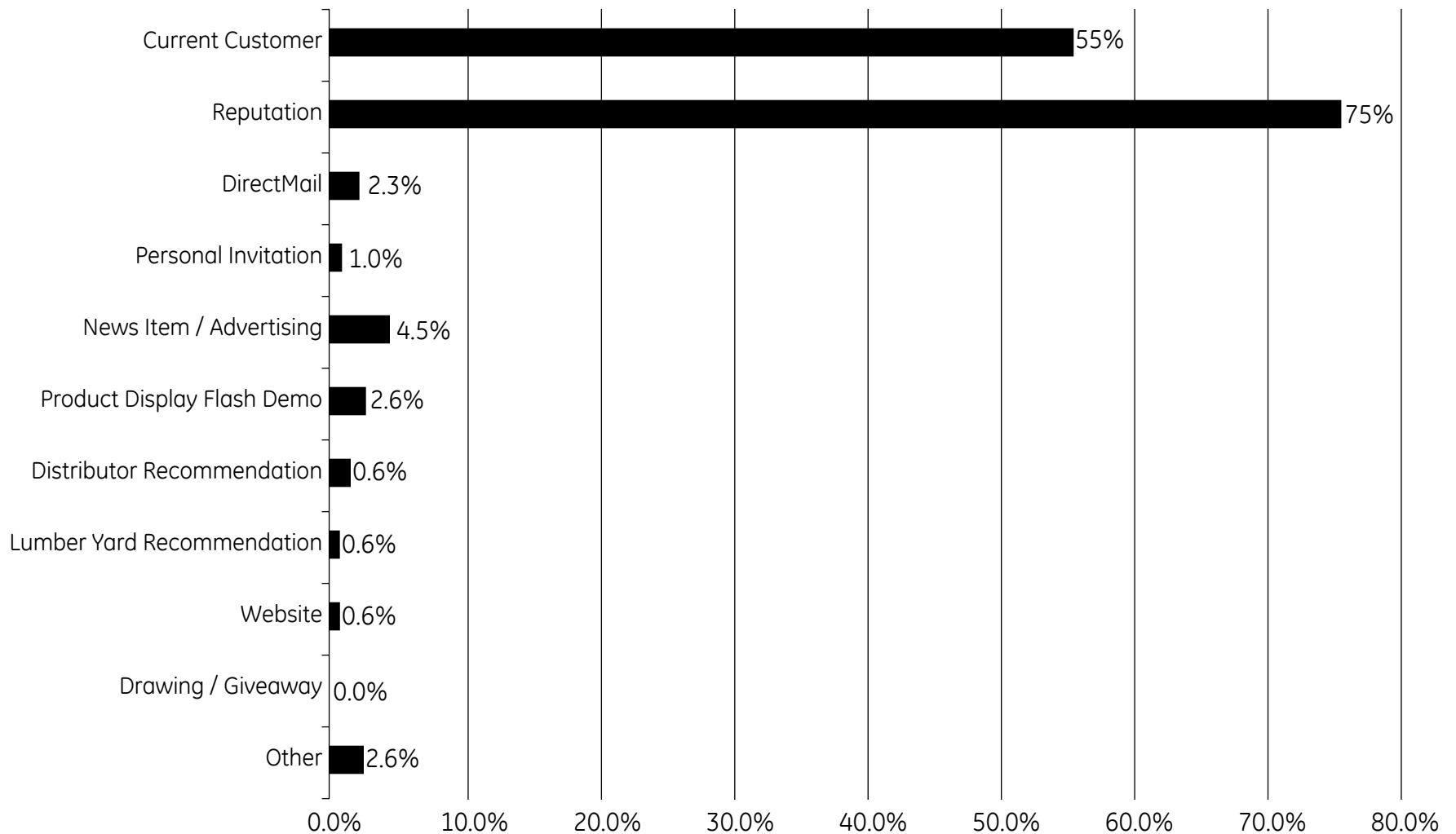
Note: Based on 129 total responses

## What primary message was communicated in the XYZ Building Solutions exhibit?

All other responses in addition to Good Cost, Good Products, Saves Energy

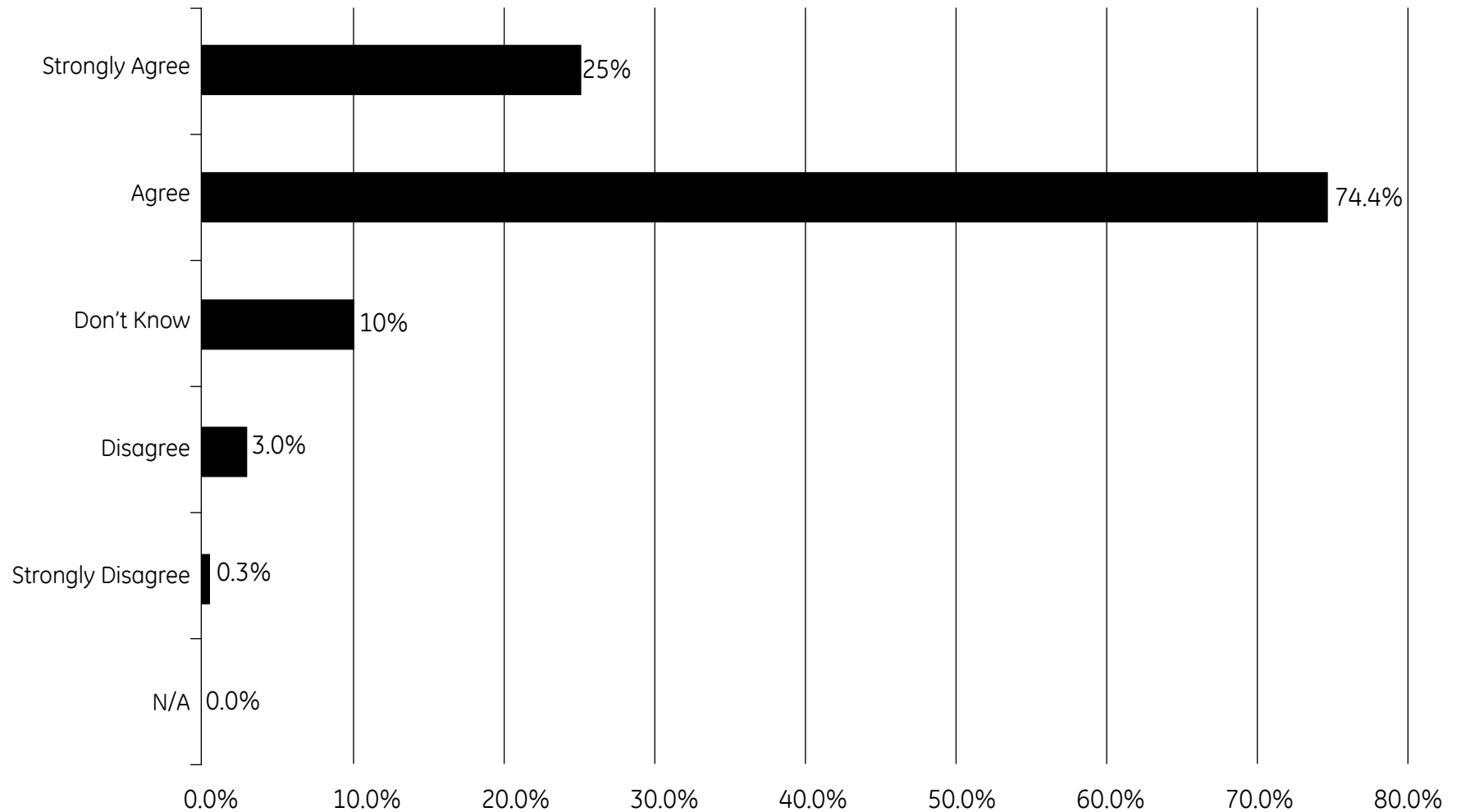
A lot to look at. Saves energy	Great prod. Saves energy	Too technical
Building solutions	Hard to find the new prods.	Total package of prod.
Energy solutions	Impressive	Variety of prods.
Care for the environment and our children's future.	In select	Variety of uses energy efficient.
Couldn't find new products	Infiltration protection	Variety products
XYZ helps with moisture	Innovation	Versatile
XYZ solves problems	Interesting info	You can see the booth from far
Ease of use	Lot of new products	The best demos in the show
Efficient conservation energy	Love the products	The best looking booth, saves energy
Energy savings	New product	Too much to see, too busy
Excellent message moisture	No message	Too much to look at, confusing
Gets you air tight home	No message	Too technical
Good energy	Not a clear message	Total package of prod.
Good insulation. Air tight	Saves	Variety of prods.
Good message	The best demos in the show	Variety of uses energy efficient.
Good quality	The best looking booth ,saves energy	Variety products
Great	To use styrofoam instead of plywood	Versatile
Great booth	Too much to see too busy	You can see the booth from far
	Too much to look at confusing	

## What prompted you to visit the XYZ Building Solutions exhibit?



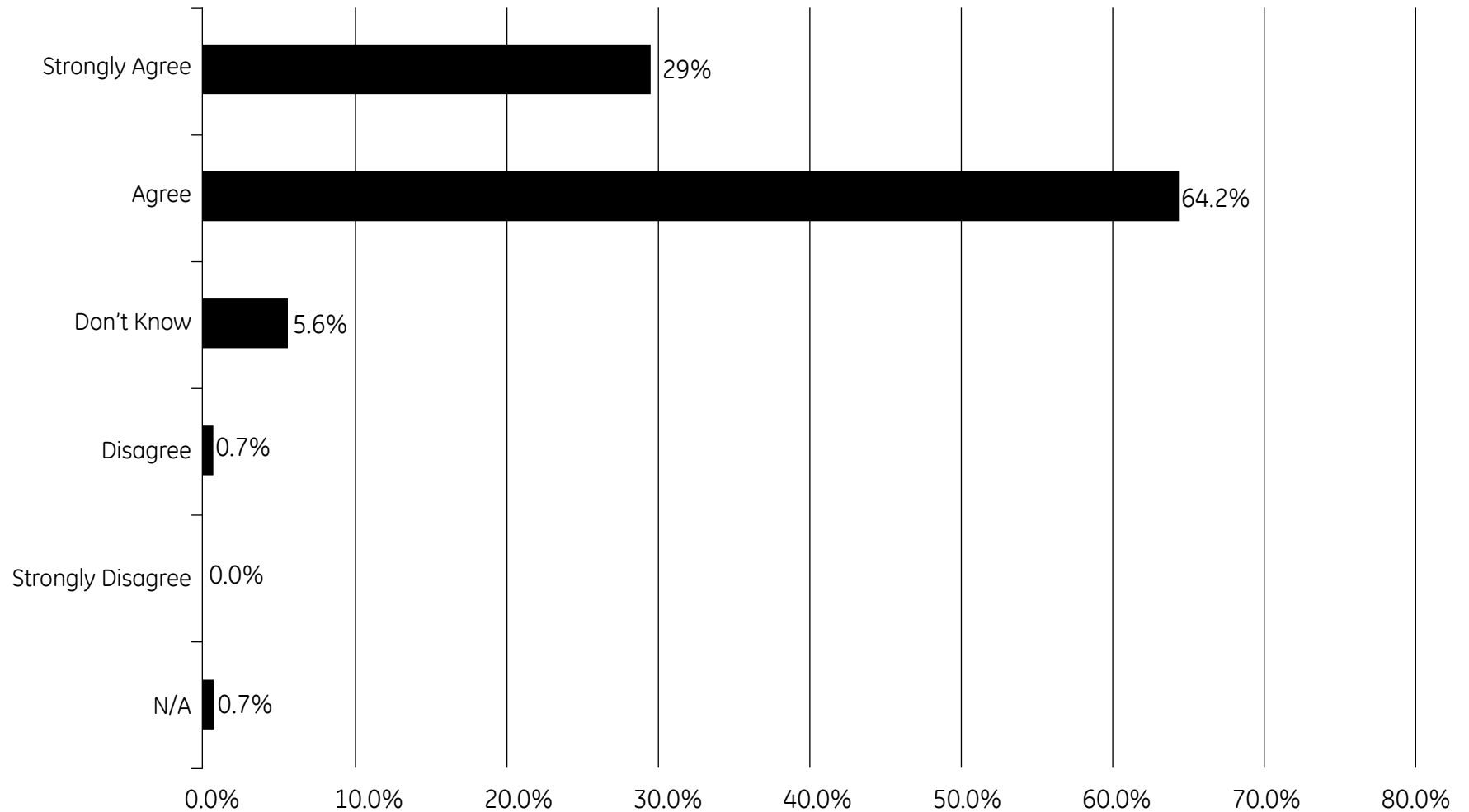
Note: Chart exceeds 100% in total because respondents were allowed to give multiple answers to question

Please rate your perception of XYZ Building Solutions as it relates to the following statement. XYZ Building Solutions provides quality products that help sell more homes:



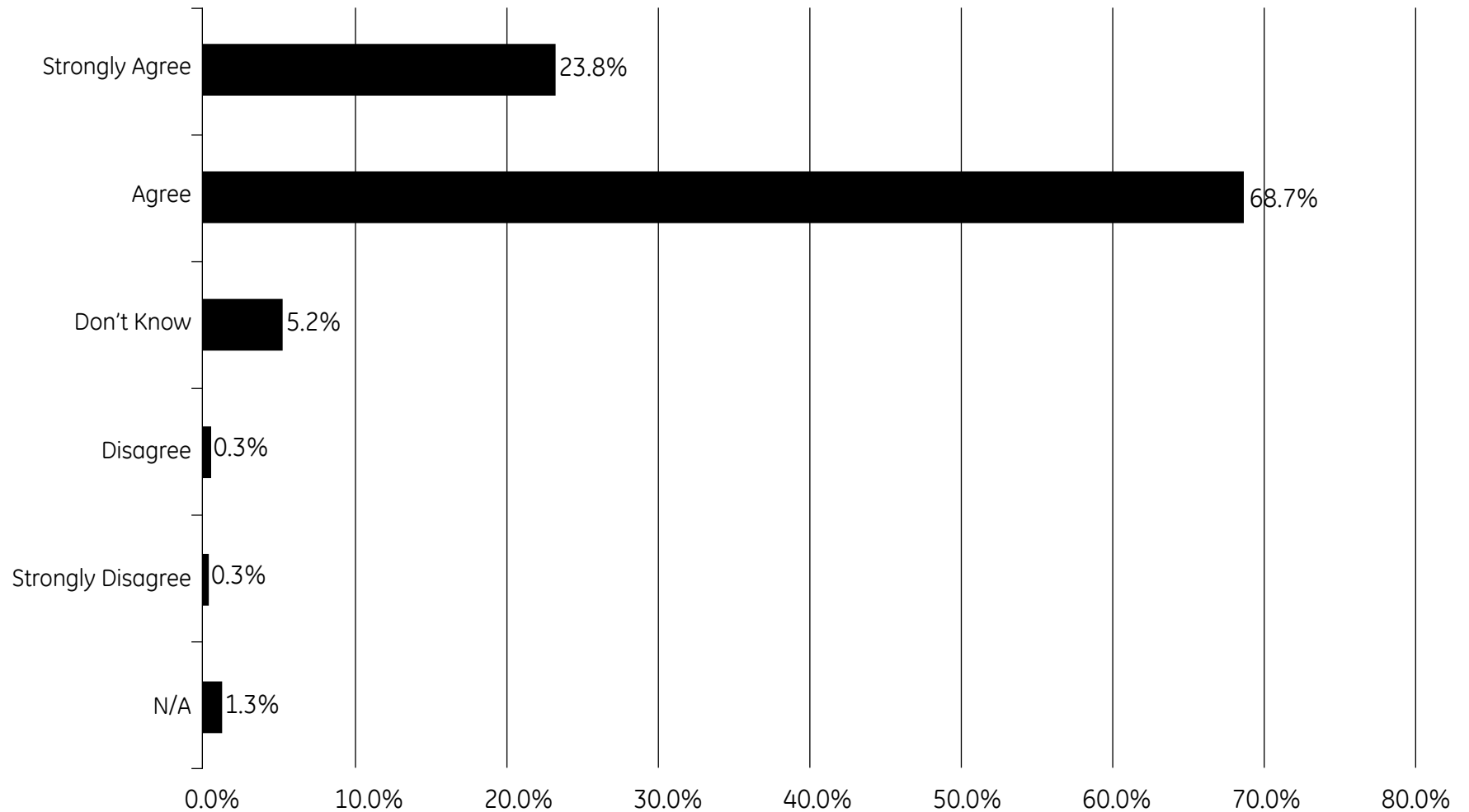
Note: Based on 305 responses

Please rate your perception of XYZ Building Solutions as it relates to the following statement. XYZ Building Solutions provides quality products that manage moisture:



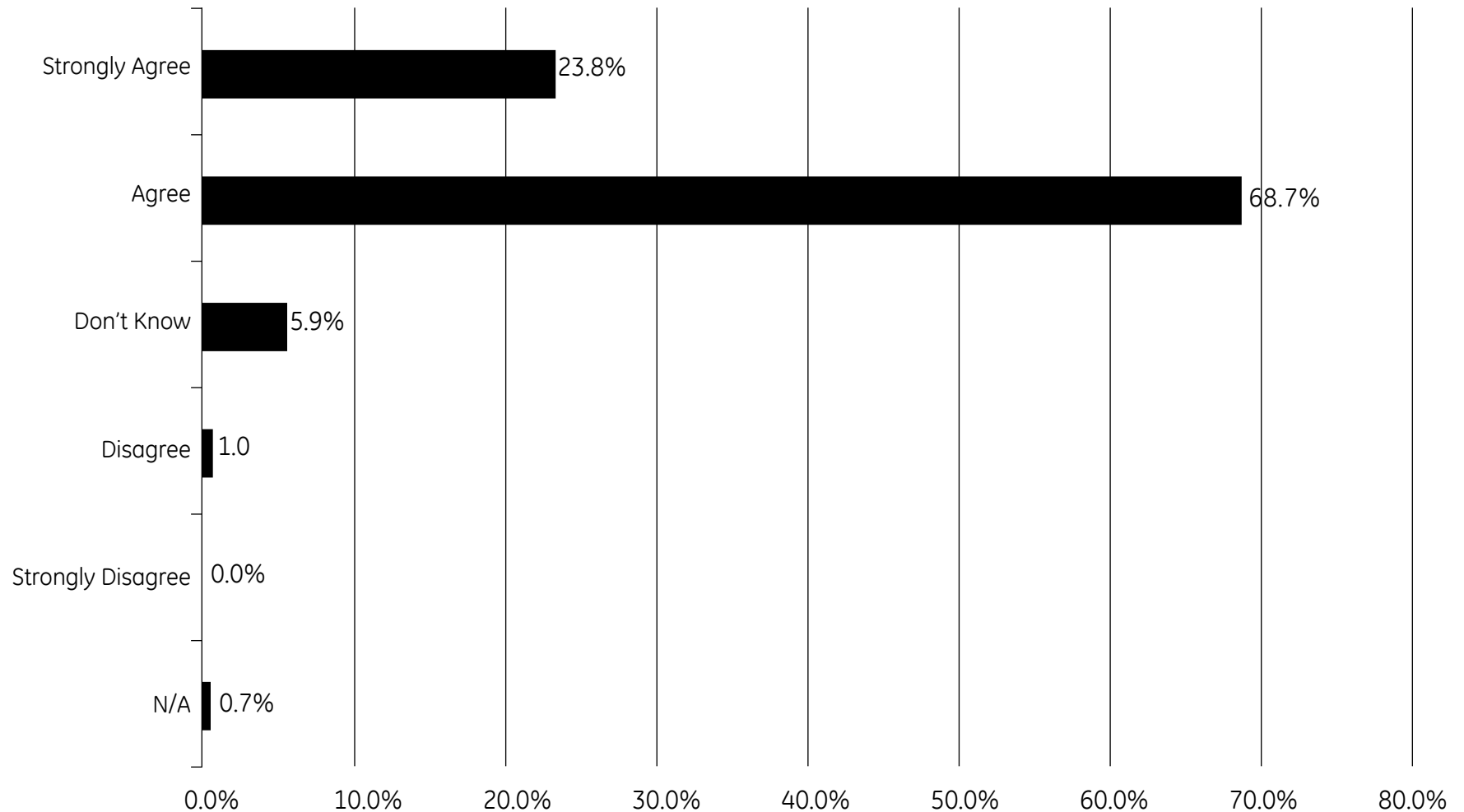
Note: Based on 305 responses

Please rate your perception of XYZ Building Solutions as it relates to the following statement. XYZ Building Solutions provides quality energy efficient solutions:



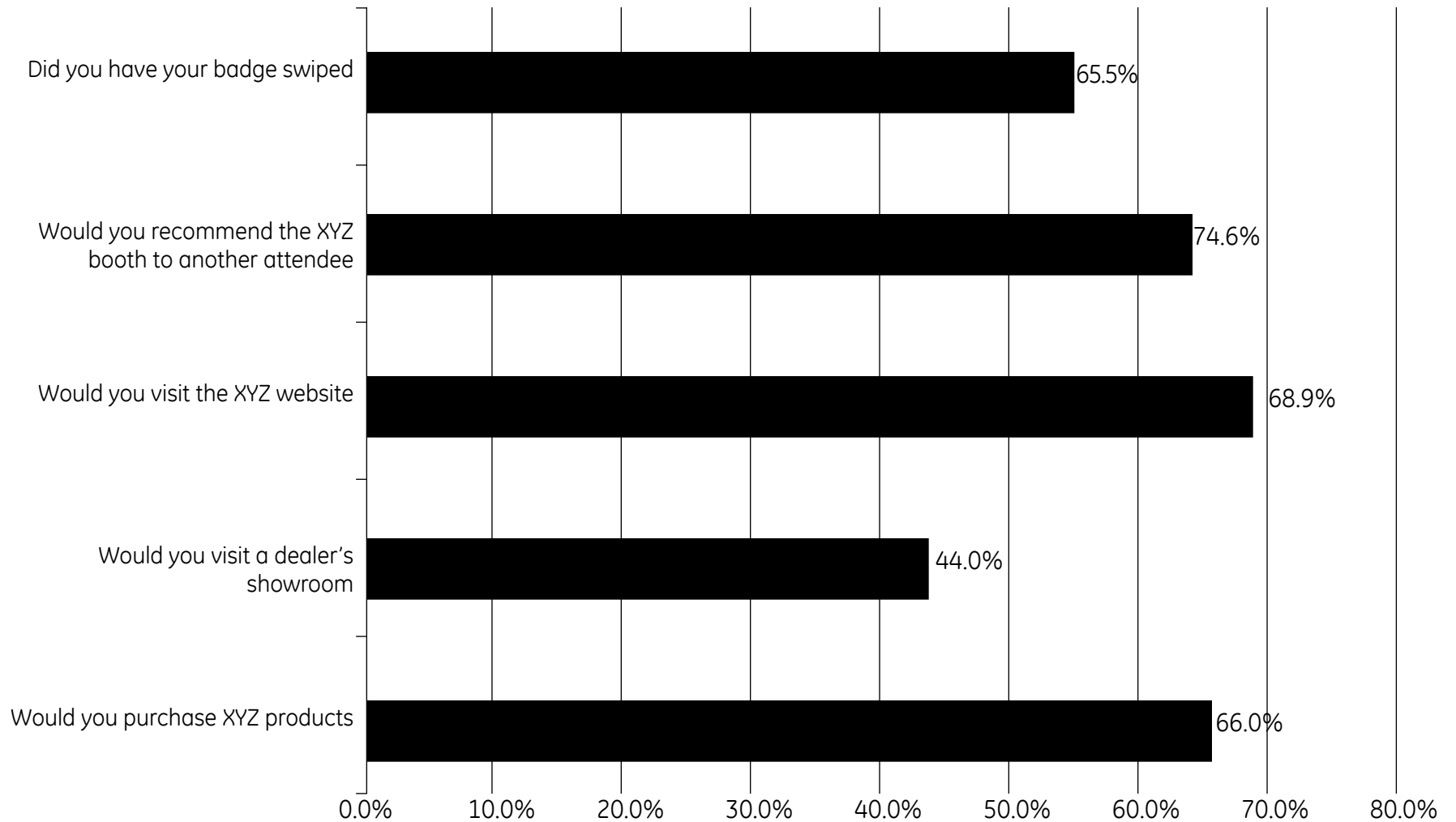
Note: Based on 305 responses

Please rate your perception of XYZ Building Solutions as it relates to the following statement. XYZ Building Solutions provides quality products that perform and give homebuilders a competitive advantage:



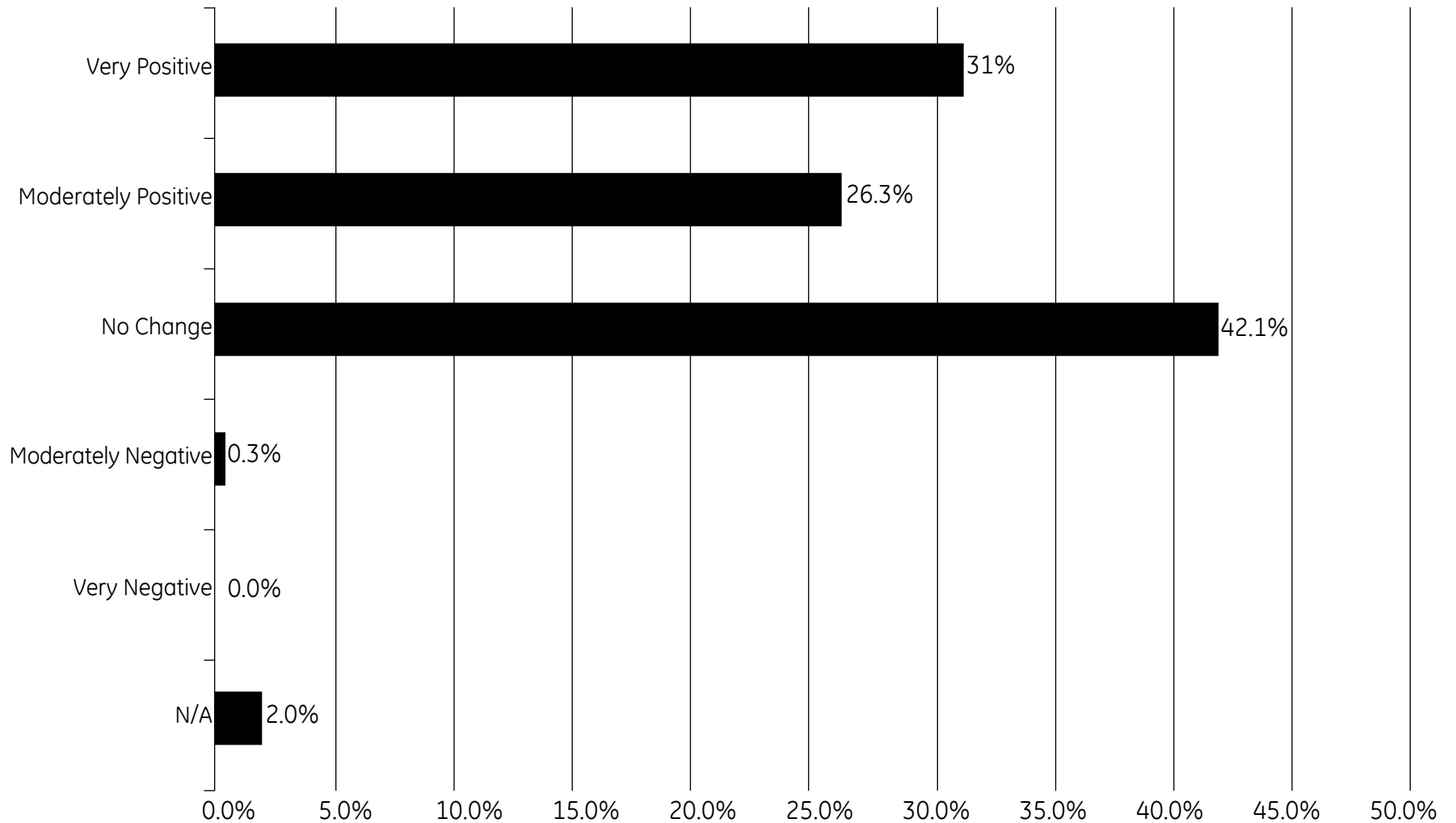
Note: Based on 305 responses

## As a result of your visit:



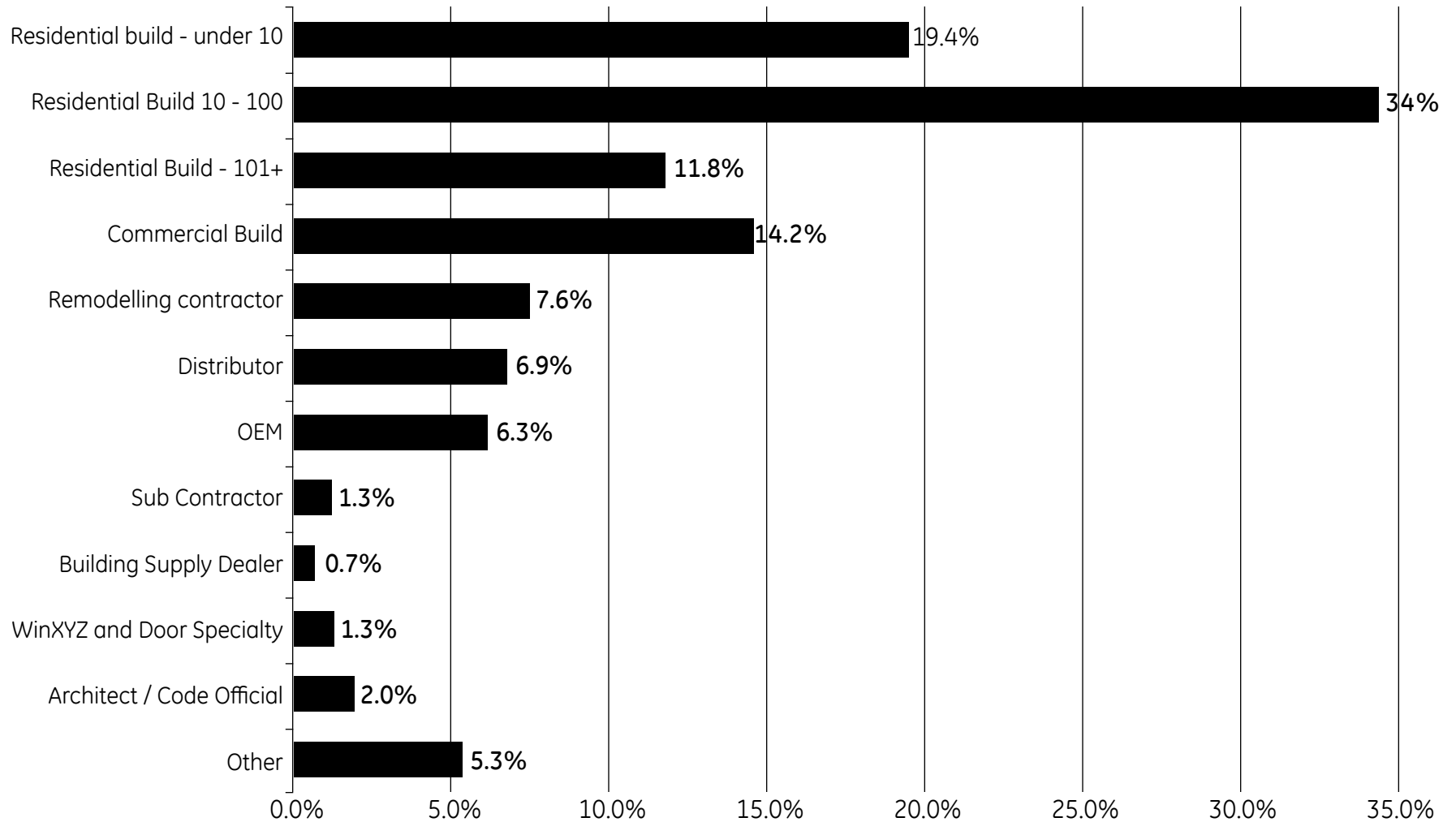
Note: Chart exceeds 100% total because respondents were allowed to give multiple answers to question

# As a result of your visit how has your opinion of XYZ Building Solutions changed?



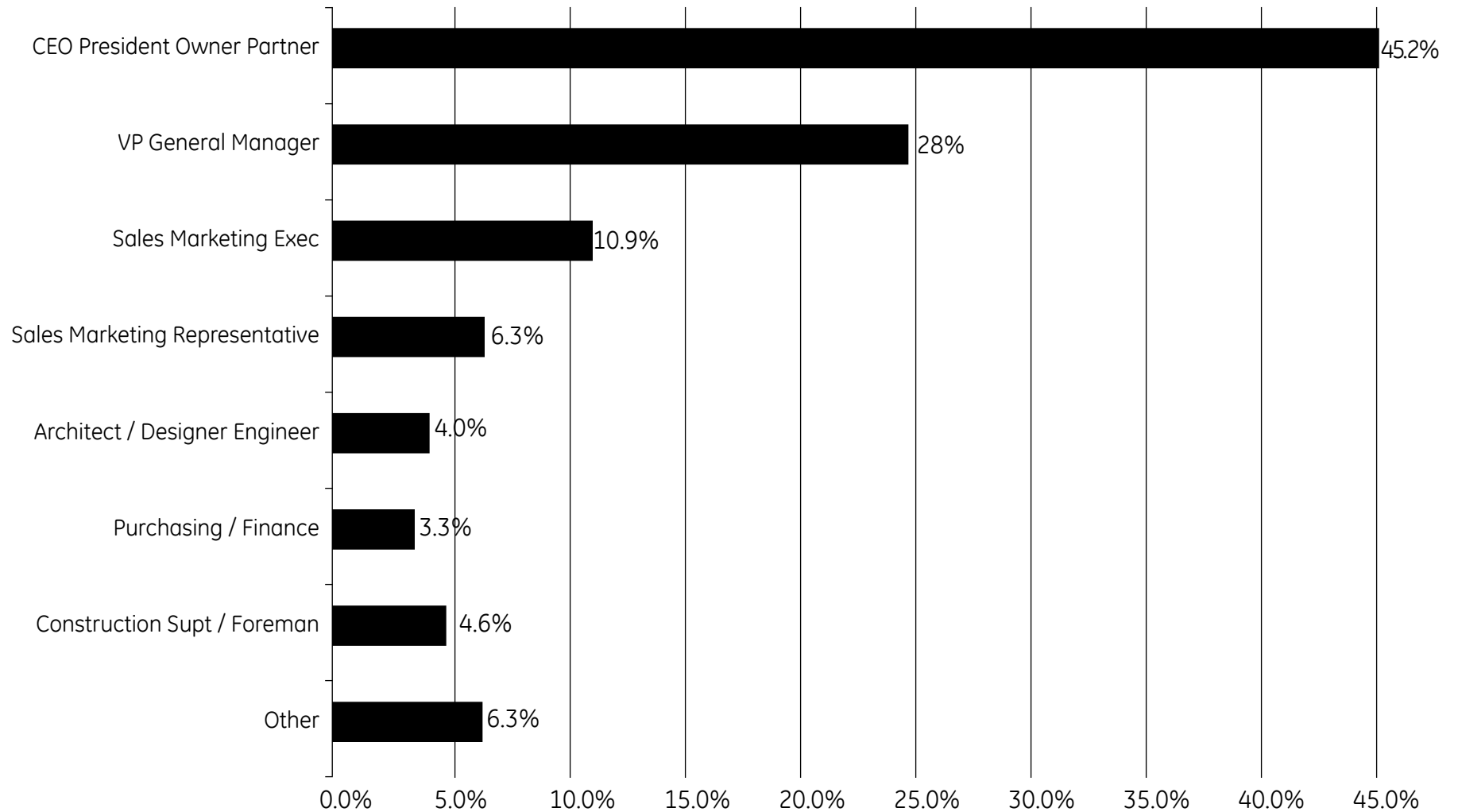
■ Note: Based on 304 responses

## Which of the following most closely describes your company:



■ Note: Based on 304 responses

# Which of the following categories most closely describes your position?



■ Note: Based on 303 responses