

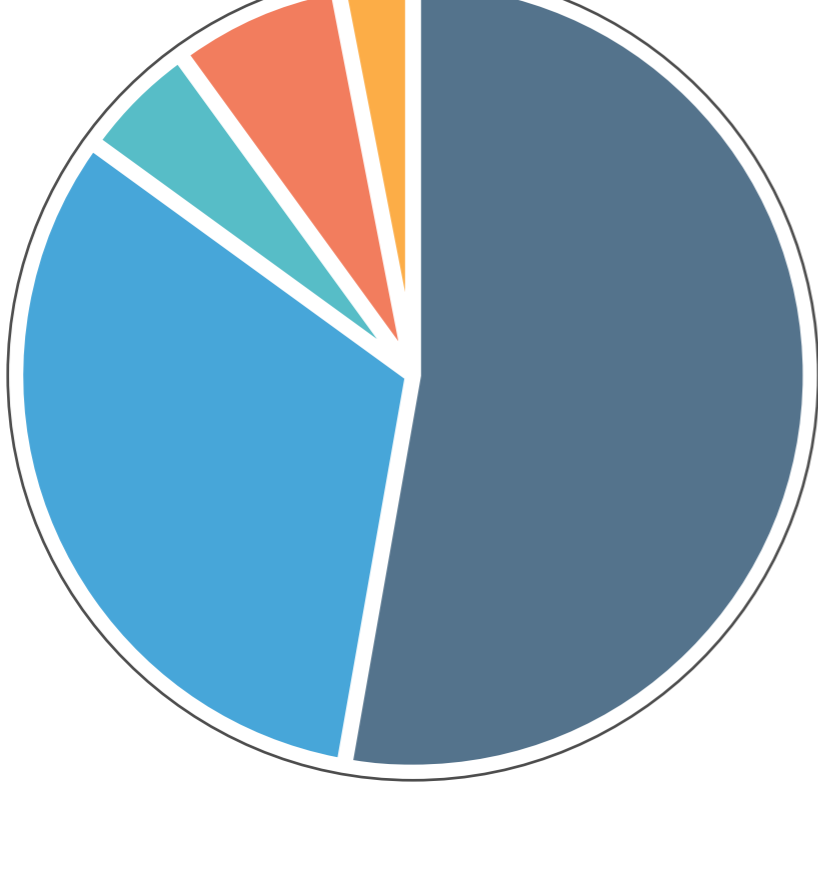
GAME PLAN SURVEY

Response Counts

Completion Rate: 99%
 Complete: 824
 Partial: 8
 Totals: 832

1

Did you review Game Plan BEFORE the show?



53.2%

Yes, I leafed through it to see what exhibitors were showing

31.7%

Yes, plus I researched some of the companies' websites that were listed

4.7%

No, I didn't look at it before the show, but did use it during the show

7.2%

No, I didn't use it at all

3.1%

I don't recall seeing or receiving Game Plan

2

Game Plan was designed to "walk" you through the show, floor by floor, aisle by aisle? Did it work?



28.8%

Yes, I carried it around with me and used it to guide me through the show

35.1%

Yes, I referred to it a handful of times during the show

21.4%

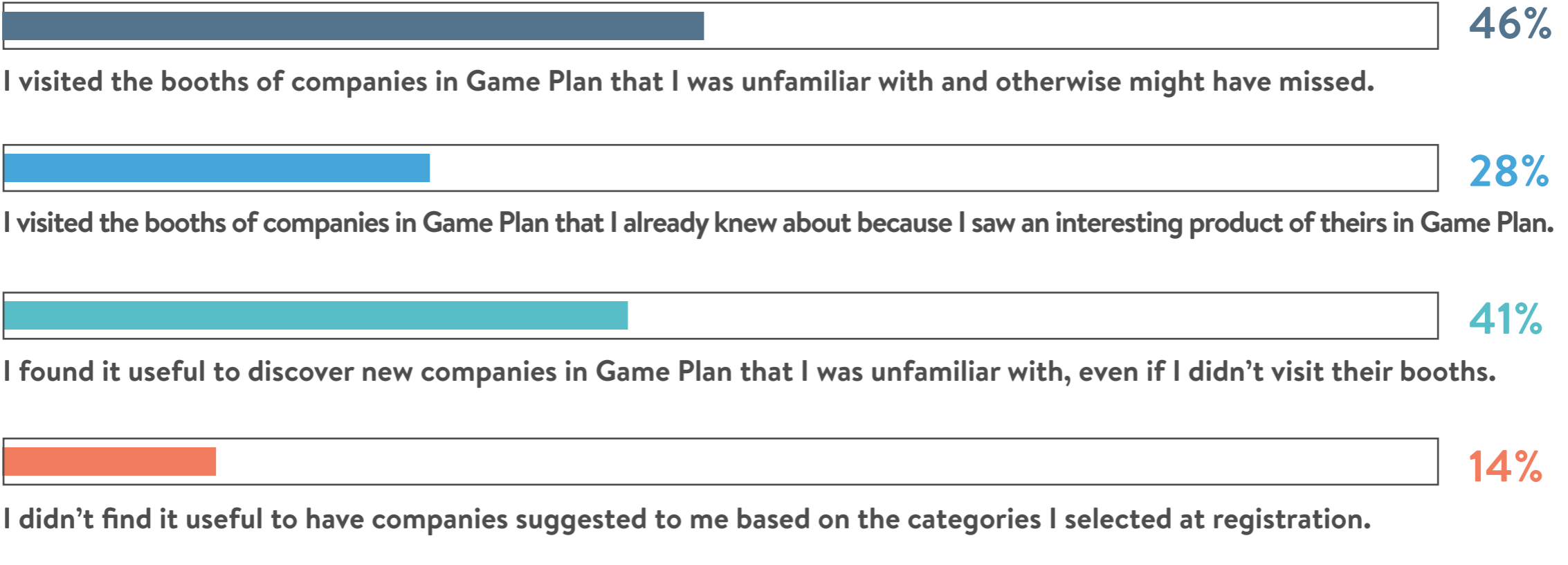
No, I didn't use it during the show, but still found it useful before or after

14.7%

No, I didn't use it at all

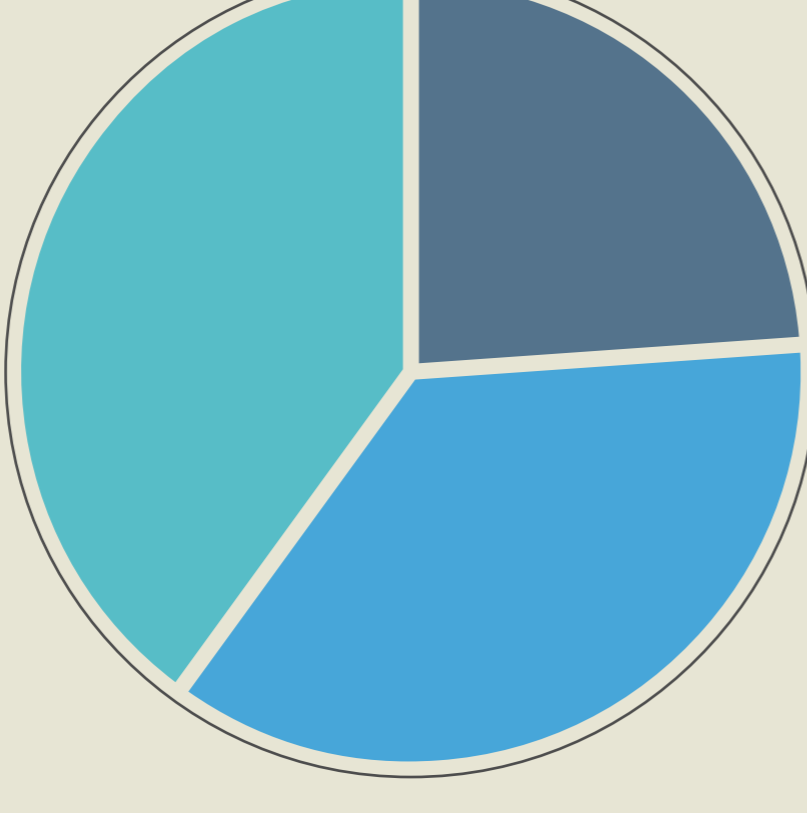
3

One of Game Plan's goals is to uncover companies in the categories you expressed an interest in that you may not have planned to see. How successful was this goal? (Check all that apply.)



4

How do you feel about Game Plan being a printed guide vs an app?



23.7%

Prefer an interactive app

36.4%

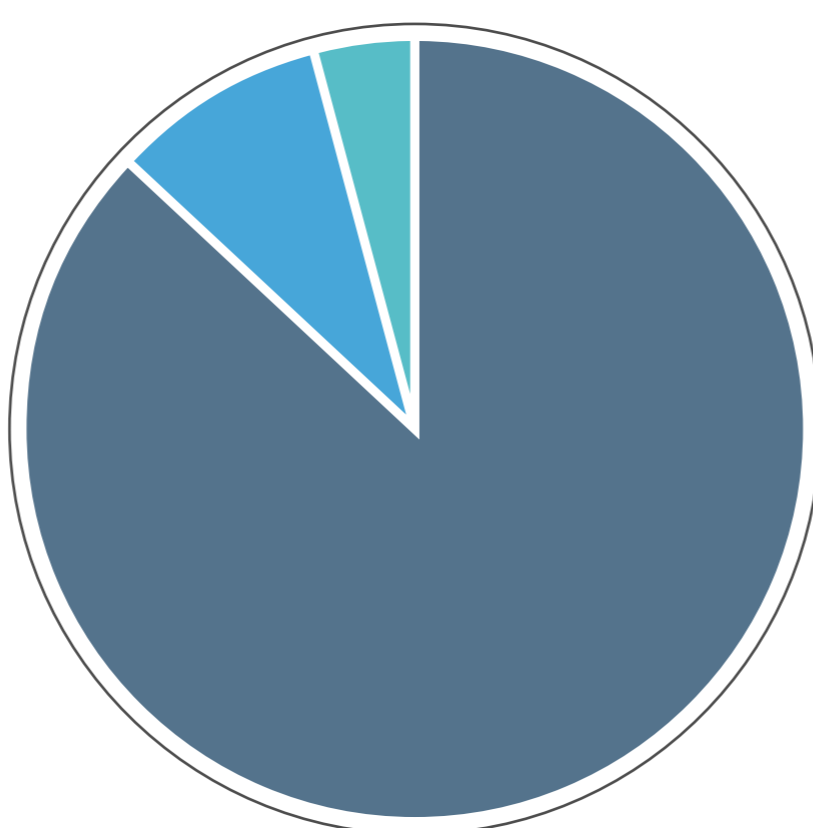
Prefer print—easier to see, make notes, etc.

39.8%

Prefer both!

5

Do you find the format of Game Plan useful, with four products, a small photo, and some quick bullet points?



86.9%

Yes

9.2%

No

3.9%

Other

6

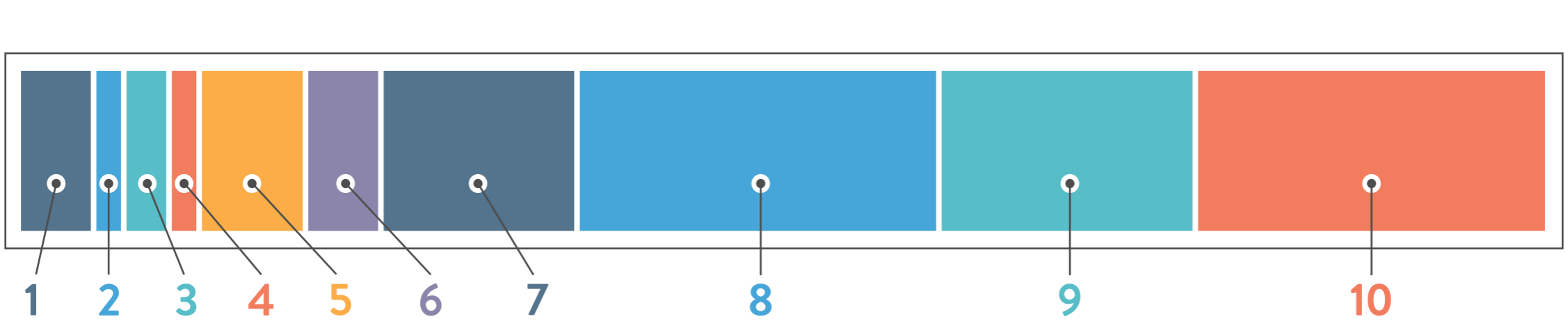
Will you keep Game Plan as a reference guide?

YES - 71%

NO - 29%

7

Based on your experience, how likely is it that you would recommend Game Plan to a colleague attending a future PACK EXPO show? (not at all likely) 0 - 10 (extremely likely)



8

Is this your first time attending PACK EXPO?

YES / 51%

NO / 49%