

# SECOND LOOK SURVEY

**Response Counts**  
 Completion Rate: 99%  
 Complete: 207  
 Partial: 2  
 Totals: 209

## 1 Did you find it a useful reminder of some of the companies whose booths you visited?

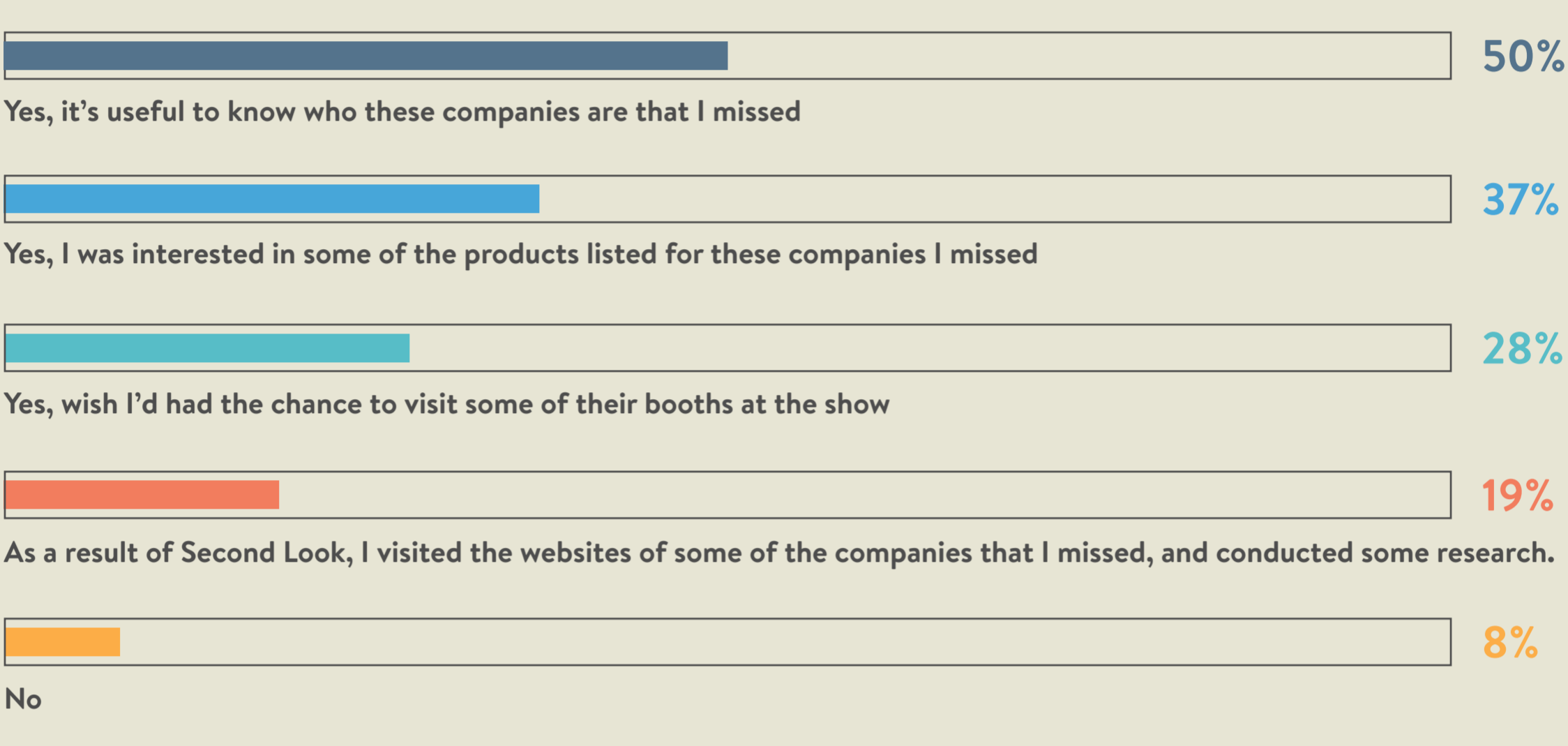


**65.6%**  
 Yes, useful to be reminded of these companies

**28.2%**  
 Yes, and I did some post-show research by visiting their websites, prompted by Second Look

**6.2%**  
 No

## 2 One of Second Look's goals is to uncover companies in the categories you expressed an interest in that you may have MISSED at the show. Even if you didn't visit them, was it useful to see these companies? Check all that apply.



## 3 Do you find the format of Second Look useful, with four products, a photo, subcategory information, a brief company profile, and contact info?



**84.6%**  
 Yes, useful to be reminded of these companies

**6.7%**  
 Yes, and I did some post-show research by visiting their websites, prompted by Second Look

**8.7%**  
 Tell us specifically what you liked about Second Look

### Tell us specifically what you liked about Second Look

- 1. Concise and to the point. A lot of information in a condensed format.
- 1. I can compare just by taking a look at it plus the brief description very useful.
- 1. I liked how you put ever section separately and listed the possible vendors.
- 1. Just as you mentioned above - it gave me information and prompted research I might not have had.
- 1. Photos helped alot.
- 1. Reminded me of some places.
- 1. Seeing what I missed.
- 1. The fact that it seemed like the second look was personalized for my interest.
- 1. This is extremely helpful. This catalogue can be used as a tool immediately and/or tabled until needed. Great work folks!
- 1. as a reminder of who we talked with.
- 1. brief and relevant.
- 1. format was fine .
- 1. instead of scrolling through various categories of the same company product, i could at a glance see the specific product.
- 1. compared to other like products...
- 1. listing of exhibitors and products.
- 1. photos.
- 1. the organization.
- 1. visuals that recall the memory.
- 1. well organized.

Total: 18

## 4 Will you keep Second Look as a reference guide?



## 5 Based on your experience, how likely is it that you would recommend Second Look to a friend or colleague? (not at all likely) 0 - 10 (extremely likely)

