

Question	Descr.	Total Responses	Answers	Answer Selections	Answer Selections (%)
Q1	Did you review Game Plan BEFORE the show?	180	Yes, I leafed through it to see what exhibitors were showing	73	41%
			Yes, plus I researched some of the companies' websites that were listed	67	37%
			No, I didn't look at it before the show, but did use it during the show	11	6%
			No, I didn't use it at all	24	13%
			I don't recall seeing or receiving Game Plan	5	3%
Q2	Game Plan was designed to "walk" you through the show, floor by floor, aisle by aisle. Did it work?	179	Yes, I carried it around with me and used it to guide me through the show	37	21%
			Yes, I referred to it a handful of times during the show	71	40%
			No, I didn't use it during the show, but still found it useful before or after	38	21%
			No, I didn't use it at all	33	18%
Q3	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.)	169	I visited the booths of companies in Game Plan that I was unfamiliar with and otherwise might have missed	67	40%
			I visited the booths of companies in Game Plan that I already knew about because I saw an interesting product of theirs in Game Plan	44	26%
			I found it useful to discover new companies in Game Plan that I was unfamiliar with, even if I didn't visit their booths	79	47%
			I didn't find it useful to have companies suggested to me based on the categories I selected at registration	26	15%
Q4	How do you feel about Game Plan being a printed guide vs an app?	173	Prefer an interactive app	44	25%
			Prefer print—easier to see, make notes, etc.	47	27%
			Prefer both!	82	47%
Q5	Do you find the format of Game Plan useful, with four products, a small photo, and some quick bullet points?	175	Yes	149	85%
			No	13	7%
			Other	13	7%
Q6	Please explain why you answered 'No' or 'Other'.	21	Did not observe that level of organization but I may have overlooked it because I only looked at it a few times briefly.	1	5%
			Did not use it, used the printed ligature before to come up with a list of who I needed to see.	1	5%
			Did not use this part	1	5%
			Didn't use	1	5%
			Didn't use	1	5%
			I did not find the game plan feature easy to use.	1	5%
			I did not notice that you sent it to me.	1	5%
			I did not use game plan	1	5%
			I did not use the game plan because I decided in my new job just join to partner's plans	1	5%
			I didn't even notice that part of the game plan, and discarded extra pages so that it would fit into my pocket.	1	5%
			I do not know what game plan is and don't remember seeing it	1	5%
			I used the App before and during the show	1	5%
			I went to the show to find bottle companies and found it very difficult to locate them with the resources provided. I found the show very disorganized and this is after attending the first time attendee briefing.	1	5%
			It did not really make a difference	1	5%
			Not something I found useful	1	5%
			Some of the quick bullet points didn't tell me what the company offered. It was mostly about who the company was and how long they had been in business. Tell me what you make and what it can be used for.	1	5%
			The format was fine and probably most helpful for people new to the Show.	1	5%
The map part needed to be easier to reference all the booths on one page vs multiple pages with the details about each. I would prefer to reference details separately since the show was SO big, the map was more useful.	1	5%			
Was not aware of this feature	1	5%			
Was not familiar with this portion of the app	1	5%			
I did not use the app	1	5%			
Q7	Will you keep Game Plan as a reference guide?	175	Yes	120	69%
			No	55	31%
Q8	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)	153	1	8	5%
			2	6	4%
			3	2	1%
			4	2	1%
			5	16	10%
			6	10	7%
			7	22	14%
			8	28	18%
			9	17	11%
			10	42	27%
Q9	Is this your first time attending PACK EXPO?	179	Yes	88	49%
			No	91	51%
					0%