



Game Plan Survey

November 2024

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.)

Series 1

54%

I found it useful to discover new companies in Game Plan that I was unfamiliar with, even if I didn’t visit their booths

34%

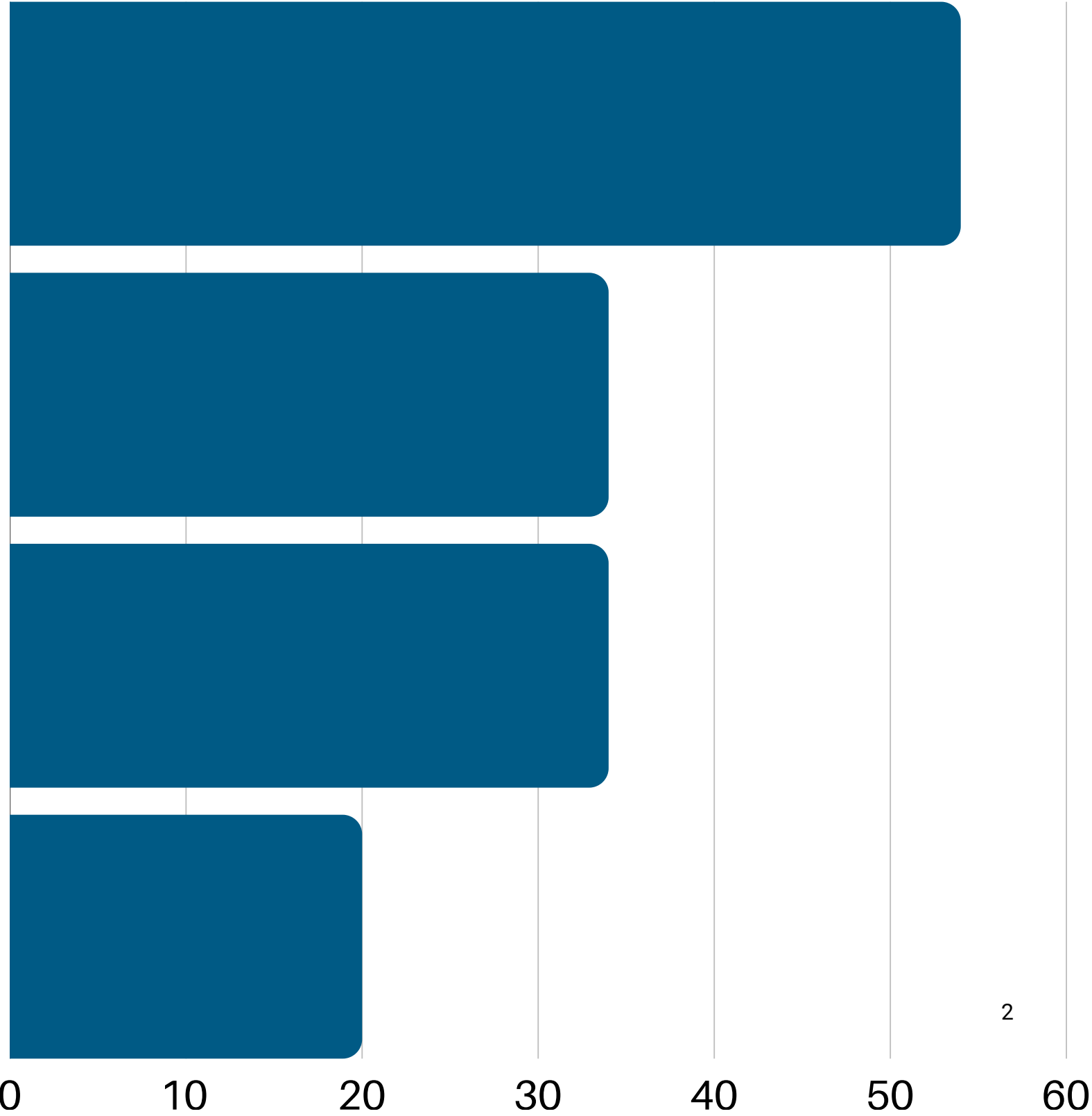
I visited the booths of companies in Game Plan that I was unfamiliar with and otherwise might have missed

34%

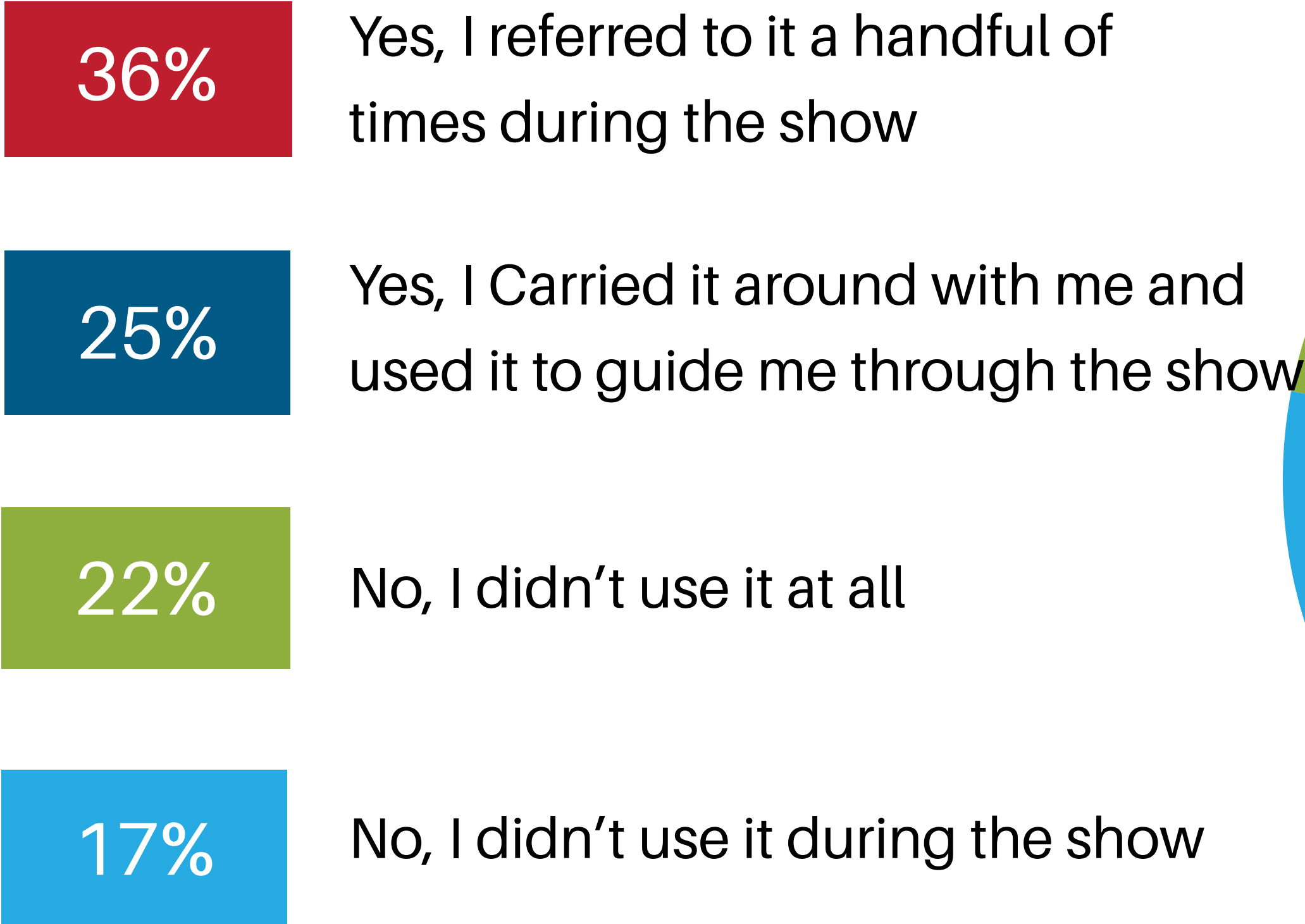
I visited the booths of companies in Game Plan that I already knew about because I saw an interesting product of their in Game Plan

20%

I didn’t find it useful to have companies suggested to me based on the categories I selected at registration



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



Did you review Game Plan before the show?

39%

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

31%

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

14%

No, I didn't use it at all

11%

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

6%

I don't recall seeing or receiving Game Plan



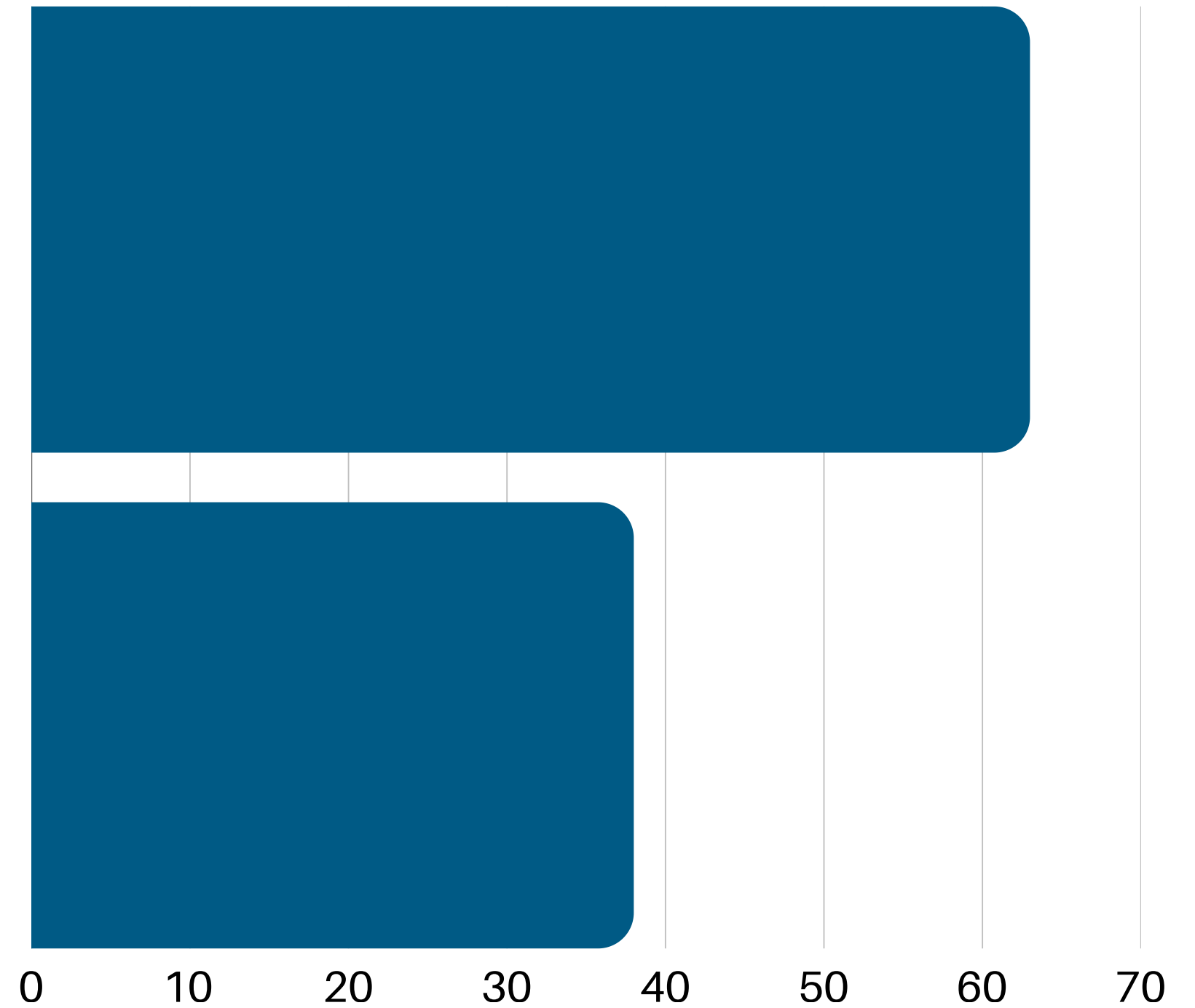
Did you keep Game Plan as a reference guide?

63%

Yes

38%

No



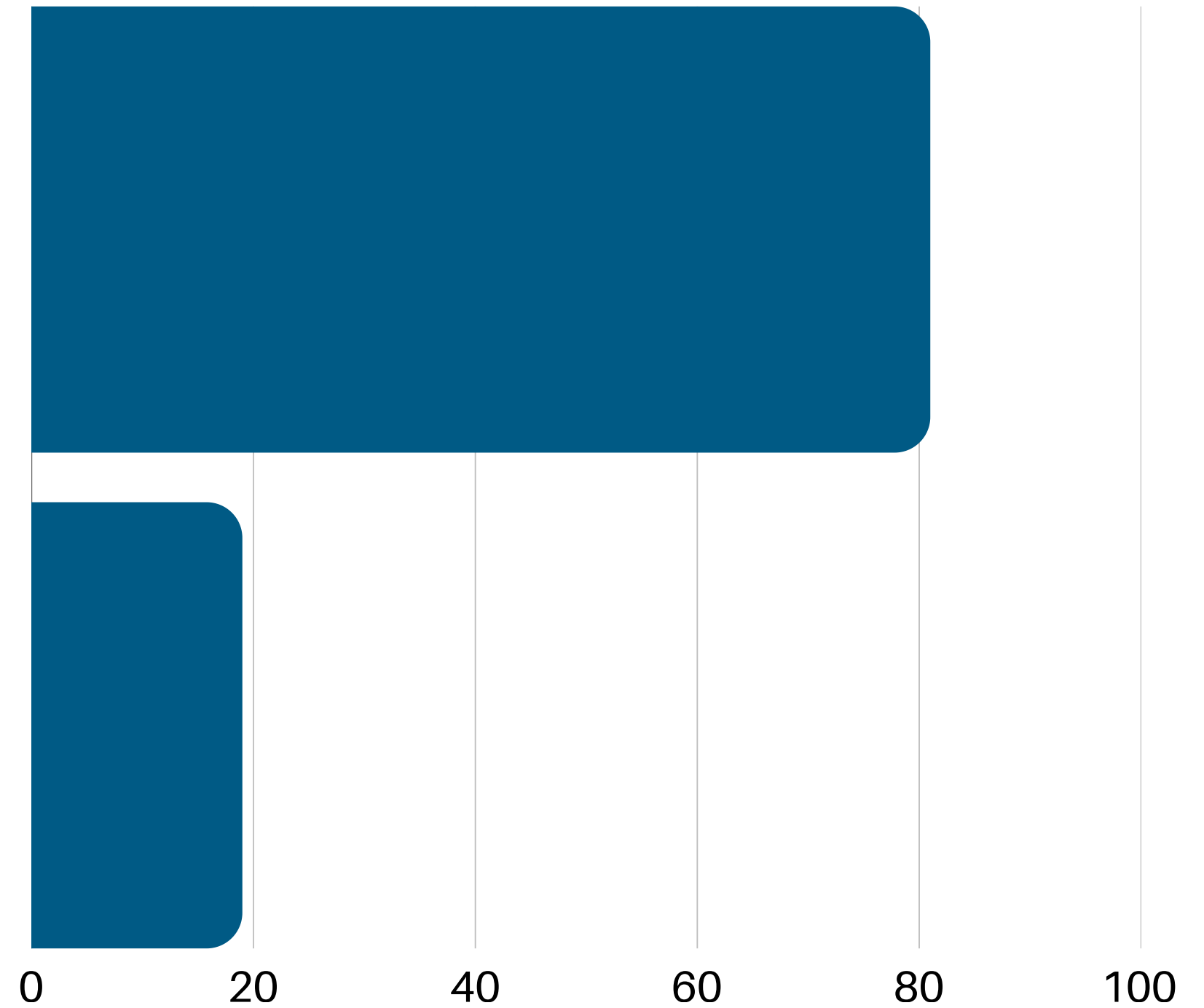
Did you find the format of Game Plan useful, with four products,
a small photo, and some quick bullet points?

81%

Yes

19%

No



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)

