



## 2023 Exhibitor Survey Results – Summary

### 16 of 23 Exhibitors Participated – 70%

1. Have you exhibited with the Wilmington Safety School before?
  - a. Yes **(12)**
  - b. No **(4)**
  
2. How do you rate the Wilmington Convention Center venue as an exhibitor?
  - a. Excellent **(13)**
  - b. Very Good **(3)**
  - c. Satisfactory **(0)**
  - d. Unsatisfactory **(0)**
  
3. Did you receive the response/value you expected from being an Exhibitor?
  - a. Yes **(16)**
  - b. No **(0)**
  
4. How would you rate the Wilmington Safety School as for showcasing your company?
  - a. Excellent **(6)**
  - b. Very Good **(9)**
  - c. Satisfactory **(1)**
  - d. Unsatisfactory **(0)**
  
5. Did the Safety School scheduling and length of breaks give you enough time to interact with attendees?
  - a. Yes **(16)**
  - b. No **(0)**
  
6. How would you rate the Mega-Prize card for driving attendees into your booth for more detailed information about your company?
  - a. Excellent **(10)**
  - b. Very Good **(3)**
  - c. Satisfactory **(3)**
  - d. Unsatisfactory **(1)**
  
7. How would you rate the Exhibitor registration and payment process?
  - a. Excellent **(6)**
  - b. Very Good **(6)**
  - c. Satisfactory **(3)**
  - d. Unsatisfactory **(0)**
  
8. How would you rate the Exhibitor check-in and set-up process?
  - a. Excellent **(10)**
  - b. Very Good **(5)**
  - c. Satisfactory **(0)**
  - d. Unsatisfactory **(0)**
  
9. Which days of the week do you prefer for future Wilmington Safety Schools?
  - a. Wednesday, Thursday **(1)**
  - b. Thursday, Friday **(14)**
  - c. Other (Please describe):
  
10. Is there a preferred time of the year other than usual last week of July?
  - a. Yes **(2)** If so, when?
  - b. No **(14)**
  
11. In the future, would you be interested in a program that could earn you a free or discounted exhibitor booth based on referring attendees to the Wilmington Safety School?
  - a. Yes **(9)**
  - b. No **(4)**

12. If asked by a colleague, would you recommend they exhibit with the Wilmington Safety School?

a. Yes **(15)**

b. No **(1)**

13. What are our opportunities for improvement? **See Below**

14. Do you have other feedback not included above? **See Below**

15. Do you plan to exhibit at the Wilmington Safety School again?

a. Yes **(16)**

b. No **(0)**

**Responses #13 Opportunities for improvement:**

- A quiz that you can only answer by learning about each exhibitor.
- Send out pre-conference list of attendees so we can set up meetings/dinners.
- Friday for travel is heavy – Wed/Thursday would be better for me (response to #9)
- More attendees
- Website information, photos to promote speakers and vendors.
- Prefer April, May, September, or November (response to #10)
- Workshops

**Responses #14 Other feedback:**

- Many great conversations with decision makers
- Small enough to interact with attendees.
- Best yet
- Good exposure
- Great board members, easy to work with, liked Exhibitor meetings, great attendees, and vendors.
- No improvements needed – well run.
- Vibrant show, good speakers, good vibe
- I thought it was great.
- It's a better mood when it's the end of the week.