



**Post-show Survey
2009 NAWLA Traders Market®
November 5 – 7 • Chicago, IL
Key Summary Points**

The following list is a summary of general conclusions drawn from the results of the post-show survey in 2009. It is in no way a conclusive list.

Percentages are based upon the percentage of actual respondents to the survey and not on total attendance.

Total 2009 Attendance – 1106 (includes attendees and exhibitors)

*All Participants: 978 total e-mails sent
455 total respondents – response rate = 47% of e-mailed and 41% of total attendance
523 non-respondents
10 opt outs
21 bounce backs*

*Attendees: 352 attendees e-mailed
159 attendees responded = 14.3% of total participants (1106)
45% of attendees e-mailed responded (159 / 352 e-mailed attendees)*

*Exhibitors: 669 exhibitors e-mailed
236 exhibitors responded = 21.3% of total participants (1106)
35% of exhibitors e-mailed responded (236 / 669 e-mailed exhibitors)*

*Both Wholesalers and Manufacturers:
47 respondents or 4% identified themselves as being both attendee and exhibitor*

Attendee response:

45% in 2009

32% in 2008

22% in 2007

Exhibitor response:

35% in 2009

30% in 2008

25% in 2007

Comments – What Participants are Saying

Attendees

The fact that you still had the show in this down economy was a good thing. In spite of attendance being down, [the NAWLA Traders Market[®]] is still the best bang for my buck when it comes to the over-all opportunity to see my suppliers on an efficient dime!

I knew that the attendance would be down this year. I can think of no better time to attend. Maybe that is the story NAWLA should tell during the next economic downturn. The time to plan for growth is when it is slow.

Everyone was upbeat. Key people from various companies attended. Networking was alive and well.

NAWLA is a class act ... keep up the good work!

Exhibitors

The entertainment was both relevant and enjoyable! The tone is great during these hard times and the “wind of change” fits perfectly in this period when all the rules need to be revisited.

This Market is still the best opportunity to network with your existing customer base in one location, all at one time. As a supplier / exhibitor, it will always be worth it for that.

As always, I believe this is the best run Traders show I've been too. It's well attended (even in bad times), it's well organized, secure and fun.

The fact that we have all of our major shippers under one roof is an excellent opportunity for us to visit, entertain and discuss opportunities. The wholesalers seemed a bit scarce, but we made the most of it. Love Chicago!

All Participants – 455 respondents total

- Nearly 80% of all participants visited NAWLA's Website in preparation for the show.
- 56% of all participants rated the onsite Exhibitor Addendum and Attendee List (printed list of registrants) as a 3 or "very satisfied."
- 71% of all participants would prefer the show to open at 1:00 p.m. on Friday.
- 52% of all participants found the Product Categories on the on-site *NAWLA MarketGuide* to be useful.
- In general, 80 to 85% of all participants did not participate in any educational session in 2009.
- All participants recommended the following industry topics for future sessions: 1) Housing Market, 2) Changing Distribution Channels and 3) Sales Training.
- More than 80% of all participants agree with an early show closing on Saturday.
- All participants were at least satisfied with NAWLA's Signature Events (Grand Opening Luncheon and two receptions).
- Market conditions affected the number of employees sent in 2009 for a little more than 40% of participants. In general, these participants sent 1 or 2 less people in 2009.
- 66% of all participants do not want NAWLA to make any changes to the 2009 schedule.
- In general, the show should not be moved from Fall to Spring (February / March).
- A Demonstration Area with Focus on Green Products (on show floor) was favored as a new show element by more than 60% of respondents.
- In general, more than 40% of all participants would be more likely to attend the NAWLA Traders Market if it were held in Las Vegas, NV. Twenty-six percent would be less likely to attend, and 32% do not know.
- More than 80% of all participants were at least very satisfied with the 2009 event.