

# 28th annual Facilities Management Expo • Wednesday, October 23, 2024

## Exhibitor Survey

1. Why did you choose to exhibit in the show? (check any or all that apply) ☐ Build Customer Base ☐ Introduce New Product(s) ☐ Visibility/Image ☐ Competitors were there ☐ Looking for Distributors/Reps ☐ Reinforce Customer Loyalty  
☐ Other: \_\_\_\_\_
2. Were you satisfied overall with the FACILITIES MANAGEMENT EXPO?  
☐ Very satisfied ☐ Somewhat satisfied ☐ Satisfied ☐ Somewhat dissatisfied ☐ Dissatisfied
3. Did you meet the types of people you expected? ☐ Yes ☐ No  
If yes, who were your best prospects (titles or type of organization)? \_\_\_\_\_  
If no, what segment was missing? \_\_\_\_\_
4. Did you refer to the show's web site at **www.fmexpo.net** \_\_\_\_\_
5. **Show Marketing:** Direct mailer to 3,800+ previous & potential attendees; 12,000 tickets printed and distributed; **billboards (new)**; ads on WBFO & WEBR; Business First 10-page Special Section; Constant Contact eblasts; support of many professional associations, Facebook page; LinkedIn posts, social media posts and ads; and press releases. Other ideas?  
\_\_\_\_\_  
\_\_\_\_\_
6. We're **Partners in Promotion...** How did you promote your presence at the FM Expo?  
a) Link/mention the show on your company web site? \_\_\_\_\_  
b) Distribute the electronic show promo materials to your Email address book? \_\_\_\_\_  
c) Distribute tickets? How many and how? \_\_\_\_\_  
d) Social media (Facebook, LinkedIn, etc) to spread the word about your participation in the FM Expo?  
Comments: \_\_\_\_\_  
e) If you did any other pre-show promotion, tell us what. \_\_\_\_\_  
\_\_\_\_\_
7. What do you think of the **facility** (The Hamburg Fairgrounds Event Center) for the FM Expo?  
Comments: \_\_\_\_\_
8. The **show hours** were 10:00am-4:00 pm again this year. Suggested times? \_\_\_\_\_
9. Did show management (PPM), communicate effectively? Did you receive adequate information and updates? (NOTE: make sure my email is not blocked on your computer.)  
Comments: \_\_\_\_\_
10. Please express your overall opinion of the FACILITIES MANAGEMENT EXPO and its value to you and your company. Your comments may be used in future publicity. Use back or another sheet if necessary.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
11. Will your company be interested in exhibiting in the 29th annual FM Expo next Oct. 22, 2025? ☐ Yes ☐ No ☐ Possibly  
If you answered "No", please tell us why: \_\_\_\_\_
12. How often do you (personally) work at a tradeshow? ☐ First time ☐ Once a year ☐ 2-4 times a year ☐ 5 or more times a year  
Company \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_

**Please return this form to the show office before departing today or submit to:**  
**NANCY BOYD HALEY, SHOW MANAGER • PPM BUSINESS SERVICES**  
**Email to: [nancy@fmexpo.net](mailto:nancy@fmexpo.net) PO Box 888 • Hamburg, NY 14075-0888**