

Exhibitor Questionnaire Summary

Conducted: Sept. 16-28, 2007



The following represents a summary of responses to an exhibitor satisfaction survey, which was secured from exhibitors that participated in the Premier Guitar Festival in Boston. Exhibitors' responses were captured either by a questionnaire passed out at the event or by an email response to a questionnaire delivered electronically to exhibitors that did not fill out the questionnaire on site.

Of 128 exhibitors, 91 or 72.8% of exhibitors have thus far provided feedback.

Here is a "report card" in which we have averaged and weighted responses to questions in terms of a rating scale; an "A" ("5" on the questionnaire); "B" ("4" on the questionnaire); "C" ("3" on the questionnaire); "D" ("2" on the questionnaire); and "E" ("1" on the questionnaire).

Satisfaction with attendee volume	3.5 (C+)
Satisfaction with attendee quality	4.1 (B)
Satisfaction with exhibitor service/support	4.7 (B+)
Quality of attendee marketing campaign	3.8 (C+)
Importance of entertainment at the Event	4.2 (B)
Quality of entertainment at the Event	4.3 (B)
Importance of workshops at the Event	4.4 (B)
Quality of workshops at the Event	4.2 (B)
Volume of sales/leads at the Event	3.9 (C+/B-)
Quality of sales/leads at the Event	4.2 (B)
Overall rating	4.0 (B)

Here are some interesting verbatim responses to the following open-ended questions.

"What Did You Like Most"

"Professional all the way; not a flea market in a fairground's quonset hut!"

“Treated like a valued customer by PG Staff”

“Talk to consumers and retailers”

“VIP event was great; as was hearing the remnants of **Boston**”

“Took orders that I now have to send to a retailer who should have exhibited themselves”

“Media coverage”

“The Virtual Festival is why I participated; your camera crews were everywhere; smart idea; can’t wait to see the online show”

“Instruction and entertainment was first class and well run”

“Got to connect with good players with money; no riff/raff”

“Great value for the cost ... virtual festival online should give us real exposure to thousands more players”

What Did You Like Least?

“Facility parking fees were too high”

“Festival promotion focused on instruction; entertainment; too little emphasis on buy-sell-trade”

“Noise control needed. Sunday was fine; Saturday was hell”

“Would like to see more buyers but the ones we scored had real money in their jeans”

“Hoped for more attendance but damn good for a first time event in a new city. Psyched about the exposure I’ll get on the virtual festival online. When does it go live?”

What Would You Change?

“Promotion geared more to buy-sell-trade.”

“Better noise control”

“Admission price was a bit high ... slightly higher than Dallas but much more value for an attendee ... but add that admission to Boston’s “parking piracy” and you get some price resistance.”

“Timing ... I’d make it late September or early October”

“A big name guitarist heading the roster. Your gang was great; but too old; too “inner circle”; less drawing power than a big name would provide; even if he can’t play like these guys.”

How Far Would You Travel?

“For this kind of class event, any big regional market where you can draw area retailers and consumers would work for us.”

“Twelve hour radius”

“Where we have sufficient number of dealers”

Many exhibitors suggested using locations within a 100 mile to a 750 mile radius of the Festival

What Other Markets?

“Not New Jersey ... market has been junked up by opportunistic show producer”

“Not Texas; already too many events”

Top 10 regional markets in descending order by number of exhibitor mentions:

- | | |
|----------------|----------------------|
| 1. Chicago | 6. Philadelphia |
| 2. Los Angeles | 7. Denver |
| 3. New York | 8. Seattle |
| 4. Nashville | 9. Atlanta |
| 5. Miami | 10. Any major market |

What Time Of Year?

By Percentage of Mentions

Fall	48%
Summer	26%
Spring	18%
Winter	8% (all in Southern locations)

Other Comments

“Great first effort”

“Hope you’re coming back”

“Industry really needs a professionally run event; other than NAMM, that reaches consumers.”

“Good luck ... great idea”

“Decent”

“Well done”

“Battle of the bands is a cool idea”

“How many people will see the virtual festival?”

“A close AL pennant race and the Yanks in town hurt attendance”

“Boston is corrupt ... parking fees are authorized, union, rip-off”

“Decorator was clueless ... your staff did their job”

“Hall looked great particularly compared to the flea markets”

“Need more “buy-sell-trade” specific advertising”

“Radio coverage was everywhere but message too broad; too little emphasis on gear; too much emphasis on artists”

“Registration was great ... can I buy the names of attendees?”

“Manufacturers need this kind of event ... flea markets, large and small, are yesterday”

“Wanted more attendance but at least spent big money on promotions; you counted registrants; provided real numbers; and captured names ... no one else does.”

“Bet attendance doubles; triples next year ... the work is out.”