







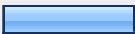


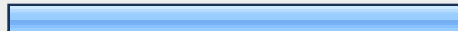


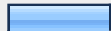


2009 Annual Conference & Exhibition Survey for Exhibitors

1. How did you learn about the 2009 PHRA Conference and Exhibition?			
		Response Percent	Response Count
PHRA membership monthly mailer postcard		12.0%	3
PHRA web site		24.0%	6
Perspectives Newsletter		4.0%	1
Conference brochure in the mail		8.0%	2
PHRA Weekly Update Email		12.0%	3
Exhibited at previous conference (s)		44.0%	11
Information in the mail/email (I'm not a PHRA Member)		4.0%	1
Member of PHRA		20.0%	5
Previous conference attendee		20.0%	5
Friend/Colleague		4.0%	1
Other (please specify)		4.0%	1
		<i>answered question</i>	25
		<i>skipped question</i>	1

2. Please rate the following...							
	VERY satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	VERY dissatisfied	N/A	Rating Average
Overall quality of the conference	61.5% (16)	30.8% (8)	0.0% (0)	7.7% (2)	0.0% (0)	0.0% (0)	1.54
Degree to which the conference met your expectations	50.0% (13)	42.3% (11)	0.0% (0)	7.7% (2)	0.0% (0)	0.0% (0)	1.65
Roaming Lunch throughout the Exhibit Hall	26.9% (7)	42.3% (11)	3.8% (1)	11.5% (3)	7.7% (2)	7.7% (2)	2.54
Length of time with attendees	19.2% (5)	42.3% (11)	7.7% (2)	26.9% (7)	3.8% (1)	0.0% (0)	2.54
Overall conference format	30.8% (8)	50.0% (13)	7.7% (2)	0.0% (0)	3.8% (1)	7.7% (2)	2.19
Registration system	65.4% (17)	30.8% (8)	3.8% (1)	0.0% (0)	0.0% (0)	0.0% (0)	1.38
PHRA web site	57.7% (15)	23.1% (6)	7.7% (2)	0.0% (0)	0.0% (0)	11.5% (3)	1.96
PHRA on-site brochure with exhibitor listing	65.4% (17)	34.6% (9)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	1.35
Conference location- downtown Pittsburgh	84.6% (22)	7.7% (2)	0.0% (0)	7.7% (2)	0.0% (0)	0.0% (0)	1.31
Conference facility -- Heinz Field	76.0% (19)	16.0% (4)	4.0% (1)	4.0% (1)	0.0% (0)	0.0% (0)	1.36
Food & beverage	34.6% (9)	46.2% (12)	11.5% (3)	7.7% (2)	0.0% (0)	0.0% (0)	1.92
Conference staff and volunteers were visible, helpful, courteous	84.0% (21)	8.0% (2)	4.0% (1)	4.0% (1)	0.0% (0)	0.0% (0)	1.28
Pre-conference social in the Exhibit Hall on Tuesday evening	50.0% (13)	7.7% (2)	7.7% (2)	0.0% (0)	7.7% (2)	26.9% (7)	2.88
	<i>answered question</i>						
	<i>skipped question</i>						

3. How many "warm" leads did you receive at the conference?				
			Response Percent	Response Count
0-10			69.2%	18
10-20			11.5%	3
20-30			3.8%	1
30+			15.4%	4
			<i>answered question</i>	26
			<i>skipped question</i>	0

4. Please indicate one thing you would change for the 2010 conference.				
			Response Count	
			19	
			<i>answered question</i>	19
			<i>skipped question</i>	7

5. Please indicate one thing you liked that you would advise to keep the same for the 2010 conference.				
			Response Count	
			20	
			<i>answered question</i>	20
			<i>skipped question</i>	6

6. Would you consider exhibiting at the 2010 PHRA Conference & Exhibition?				
			Response Percent	Response Count
Yes		100.0%	25	
No		0.0%	0	
			<i>answered question</i>	25
			<i>skipped question</i>	1

7. Please provide any additional comments or suggestions.				
			Response Count	
			9	
			<i>answered question</i>	9
			<i>skipped question</i>	17