

What was the most beneficial aspect of this conference for you as an exhibitor and your company?

- Networking
- Refreshment breaks in exhibit hall
- Sharing our ideas and solutions for housing authorities
- The opportunities to meet executive directors and staff
- Getting to see old and new clients
- One on one time with clients and prospects
- One on one with prospects
- We were able to talk to many housing authorities
- Introducing our new LED technology and seeing people positive reaction
- Interfacing with housing authority officials, and getting to meet/ know them and what their needs are.
- Actual break out session
- The tradeshow was great, but we like the communal events (dinner, hospitality suite) too, because it gives us a chance to really get to know the people, not just pitch to them
- Introducing each vendor separately during the vendor reception
- Visibility
- Great traffic flow
- Access to speak with various housing authority professional and explain our services
- Opportunities to present our product directly to PHA Executive Director users in person, and these conferences are also a good value for the cost and are easy to staff.
- Exposure to our clients via booth placement and sponsorship
- Relationship, building new and old

What do you feel would create more interaction time with prospects at the conference?

- Dedicated show times of 2 hours in the morning and in the afternoon
- You always do a great job insuring we get lots of interaction
- Having the lunch area in same format as previous conferences we have attended for SW/TX NAHRO
- Playing a game that requires attendees to ask questions about our company and have vendors provide answers with tickets for a drawing.
- Stamps for participants
- Having the lunch in the same room as the vendor booths, and possibly having vendor reception the 2nd night – seemed lightly attended and more people were there on day 2.
- The badges and silent auction were great ideas. If you really want to force people to talk to us, you could create a fun quiz that would require them to ask for specific info about the product in order to get a stamp, badge, etc.
- Longer breaks between sessions to interact with attendees. It seems that 30 minutes is not a lot of time.

- If there were any list of specific projects/ needs/ issues from the various HA's. It would definitely increase interaction time –invite vendors to evening events.
- Prospects to have more time to interact between activities, and include in your agenda for exhibitors to do a 10 minute presentation
- More time with Housing Authority
- Interaction time was great!
- Let them know that we are here to support them, as well as to service their needs
- I feel you are headed right with auction and ribbons. Vendors like to play also.
- Nothing! Exhibit time is perfect
- Felt there was enough
- Have lunch break in exhibit hall

Please list conference activates that you feel your participation in are not a value to your company:

- Games and things like that
- None
- None, I felt the event is extremely well run and coordinated
- Everything is valuable although the time the attendees are in the classes the 1.5 hours is quite wasteful
- I didn't think any of the activates you prepared were of no value. We were able to interact with lots of people at lunches/dinners that we didn't see at the booth, so it just increased our exposure.
- All great ideas!
- Non that I can think of

Please list any idea or thought you like contribute to the planning for upcoming Texas NAHRO Event

- Needs attendees list via excel format
- I feel bad that we haven't made it to vendor committee meetings, but I don't register and get the book until later on Mondays. Is there a way I can get the schedule ahead of time.
- I will advise if I think of anything. TX/SW NAHRO events are very well organized and do well with providing opportunities to vendors.
- Longer exhibit sessions
- Honestly I think you guys can limit the trade show to 2 days. Seems like the last was unnecessary, as the vast majority of attendees had been through exhibits multiple time on Monday and Tuesday
- We've done many shows that have breakout sessions and what those shows do is rotate the attendees thru the classrooms and actual vendor booths, so there is no down time for the vendors.
- Include set up a vendor session breakout meetings. Maybe ½ hour session would be a long line of PK meeting
- A place with better lighting

- Great Job!
- Monday reception too long – 2 hours max. Lose crowd and focus. Auction should have gone into day 2.
- The event was at a great location everything was convenient.
- 2 days exhibit time is enough for this size crowd
- Have in DFW area.