
SCI Safari Post Show Exhibitor Study 2008

Developed for



By

Tradeshaw Week
CUSTOM RESEARCH
FULL-SERVICE MARKET RESEARCH AND CONSULTING

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Introduction

Tradeshow Week Custom Research was commissioned by SCI to conduct a post-show exhibitor survey. The survey tracked exhibitors' satisfaction with the total show experience and gauged their sense of the value received from participating in SCI 2008.

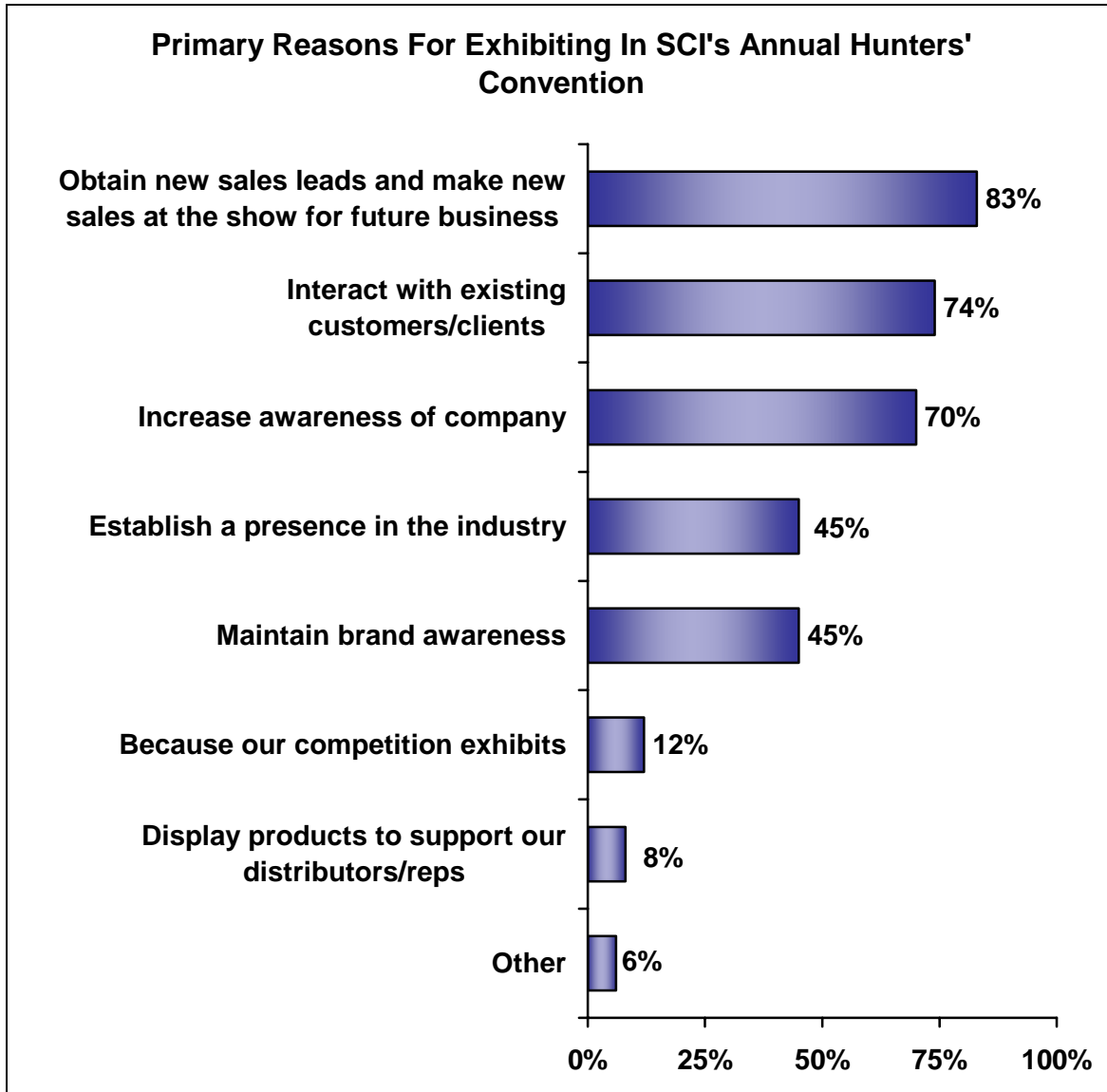
In February 2008 *Tradeshow Week* Custom Research invited 857 SCI exhibitors to participate in a research survey. The invitations were sent via email and 370 responded for a 43.2% response rate.

The verbatim responses are presented in the final section of the report. These unaided responses are the direct comments offered by exhibitors. The research team has fixed many, but possibly not all of the write-in grammatical and spelling mistakes.



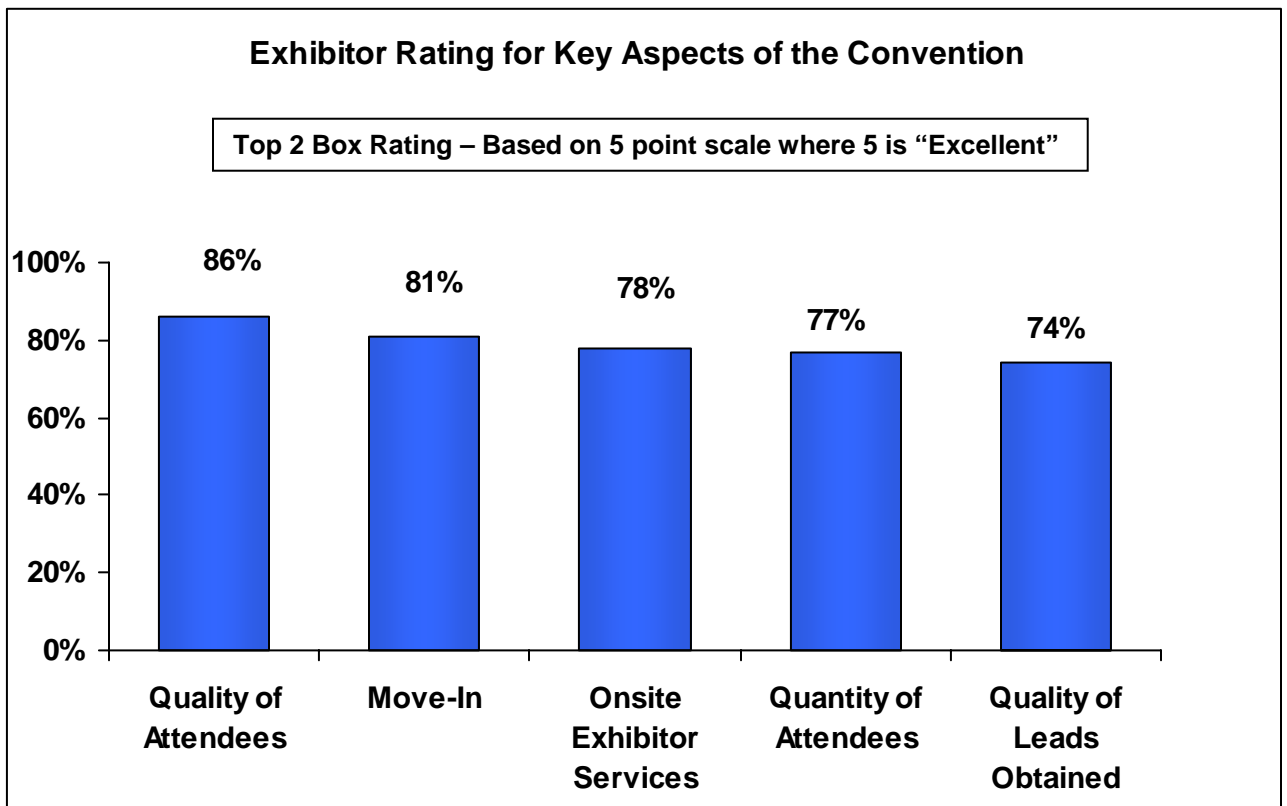
Executive Summary

Reasons to Exhibit



Exhibitor Rating of SCI's Annual Hunters' Convention

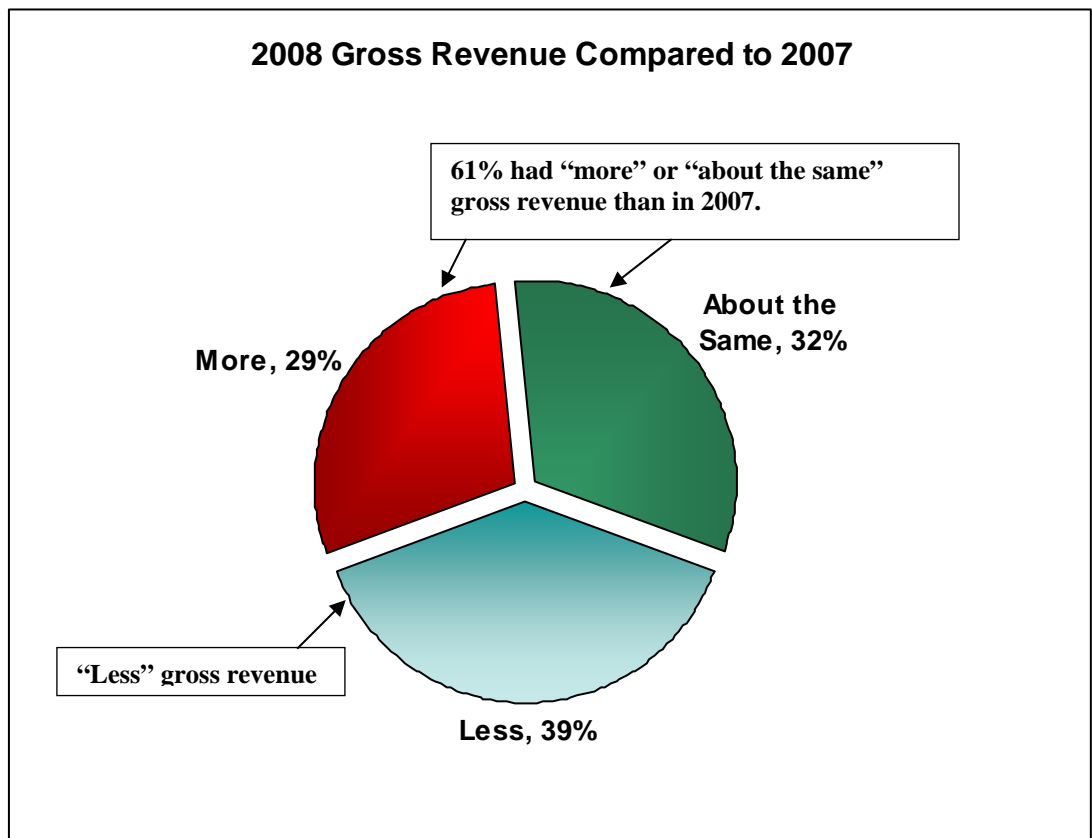
- After factoring in all exhibiting costs (travel, hotel, food, set up, take down, exhibitor registration, SCI donation, etc.), 75% of exhibitors provided a positive rating for the Convention:
 - Great Value: 4%
 - Very Good Value: 21%
 - Acceptable Value: 50%
- Two out of three exhibitors (66%) were happy with the level of attendee traffic at their booth.



- Exhibitors provided their highest satisfaction ratings for the following elements of the Convention (using a 1 to 5 scale where 5 is “extremely satisfied”).
 - Facility Appearance: 92% (top 2 box: 5 and 4 combined rating)
 - Cleanliness of the facility: 89%
 - Safety/security services: 82%
 - Hotel Accommodations: 76%
 - Directional Signage: 73%

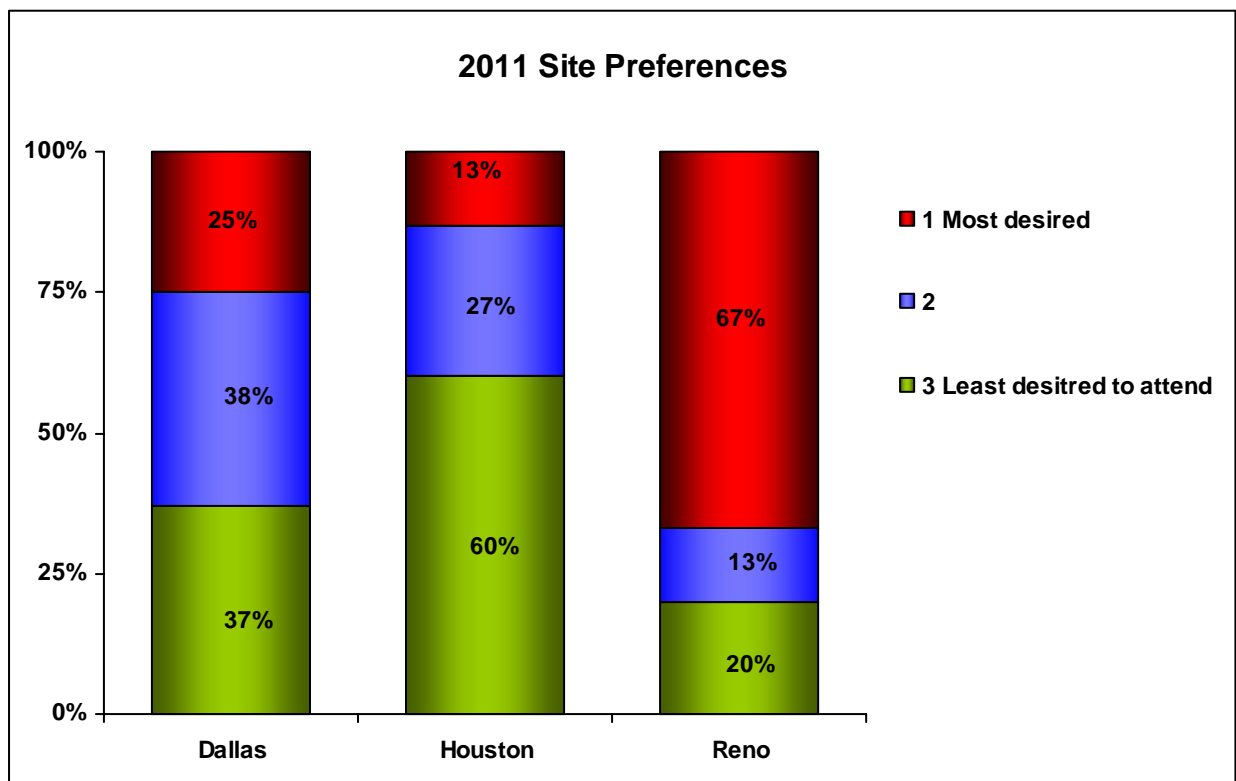
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- Exhibitors rated their satisfaction with sources of Convention information on a 5 point scale where 5 is considered “extremely satisfied”. The highest ratings were for:
 - SCI Staff: 88% (top 2 box: 5 and 4 combined rating)
 - Knowledge of Exhibitor Staff: 84%
 - Exhibitor Website Information (showSCI.com): 83%
 - About nine out of ten exhibitors (89%) felt they were treated “good” by SCI.
 - 93% of exhibitors were either “Very” or “Somewhat satisfied” with the exhibitor’s Tuesday night Welcome Reception.

Exhibitor’s Convention Results



- Exhibitor's gross revenues from the Convention fall into the following ranges:
 - Under \$50,000: 58%
 - \$50,000 to \$100,000: 24%
 - Over \$100,000: 17%
- On average, exhibitors estimated that SCI leads resulted in \$44,284 in business after the Convention. This includes \$0.0 as a response.
- Percentage of exhibitor's annual gross revenue resulting from the SCI Annual Convention: 24.9% average

Convention Location, Date, Logistics



- 34% believe SCI has out-grown its current location in Reno.
- 43% think SCI could continue to grow in Reno using multiple venues.

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- 14% would support higher booth fees as an alternative for growth and expansion.
 - 52% would be in favor of adding a fifth day to the Convention to allow more flexibility in attendees' schedules.
 - More exhibitors found SCI's priority point policy to be equitable than not – 56% for the policy vs. 44% against.
 - Three out of four exhibitors (74%) are in favor of limiting the total number of booths taken by any one exhibitor.
 - Most exhibitors (58%) do not support a sprung structure to add exhibit space.

Exhibitor Preferences

- The top products and services exhibitors would like to see more of on the show floor are:
 - Hunting Services: 49%
 - Hunting Equipment: 47%
- Exhibitors would like to see less of the following products and services on the show floor are:
 - Jewelry: 52%
 - Vehicles: 47%
 - Home Furnishings: 44%
 - Artwork: 33%
- 55% would not like to see real estate sales as a new product on the show floor.

SCI Exhibitor Profile

- On average, SCI exhibitors have been taking part in the SCI Annual Hunters' Convention for 11 years.
- The largest cluster of SCI exhibitors taking part in the survey are primarily focused on "Hunting Services" (58%).
- Two out of three exhibitors (65%) make purchases from other exhibitors – with the largest grouping of exhibitors (40%) spending less than \$1,000.

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- About half the exhibitors (56%) own an outfitting/guide operation.
 - One in three exhibitors (32%) who have an outfitting/guide operation have acreage that's used as an enclosure to conduct hunting operations – average acreage is 58,188.

For a detailed look at exhibitor suggestions to improve SCI's placement process, as well as what exhibitors liked best, least and other important issues, please see the "Verbatim Responses" section.

Exhibitor Survey Findings:

1. How many years have you exhibited in SCI's Annual Hunters' Convention?

Average: 11 years
Median: 10
High: 36
Low: 1

2. My company's business is focused primarily on:

	Number of Responses	Response Ratio
Hunting Services	213	58%
Artwork	28	8%
Firearms	22	6%
Clothing	17	5%
Fishing Trips	15	4%
Hunting Equipment	13	4%
Specialty items/vehicles	13	4%
Jewelry	10	3%
Travel & Lodging	10	3%
Knives	8	2%
Optics	7	2%
Taxidermy	7	2%
Home Furnishings	5	1%
Ammunition	2	1%
Archery Equipment	0	0%

3. Do you also use the Convention to make purchases from other exhibitors?

	Number of Responses	Response Ratio
Yes	240	65%
No	130	35%

4. If you make purchases from other exhibitors, how much? (This information is confidential.)

	Number of Responses	Response Ratio
Up to \$1,000	97	40%
\$1,001 to \$2,500	42	17%
\$2,501 to \$5,000	33	14%
\$5,001 to \$10,000	35	15%
\$10,001 to \$25,000	19	8%
\$25,001 to \$50,000	8	3%
\$50,001 to \$75,000	2	1%
\$75,001 to \$100,000	1	0%
More than \$100,000	4	2%

5. What were your company's primary reasons for exhibiting in the Convention this year? (Mark all that apply)

	Number of Responses	Response Ratio
Obtain new sales leads and make new sales at the show for future business	306	83%
Interact with existing customers/clients	272	74%
Increase awareness of company	258	70%
Establish a presence in the industry	168	45%
Maintain brand awareness	167	45%
Because our competition exhibits	45	12%
Display products to support our distributors/ reps	30	8%
Other, please specify	21	6%

6. In rating your overall Convention experience, how were you treated by SCI?

	Number of Responses	Response Ratio
Good	329	89%
Bad	41	11%

7. Please rate each of the following aspects of the Convention, on a scale of 1 to 5, where 1 = poor and 5 = excellent.

	Top 2 Box (5 and 4 combined rating)	Excellent	4	3	2	Poor
Quality of Attendees	86%	169 47%	140 39%	40 11%	7 2%	0 0%
Move-In	81%	145 40%	147 41%	51 14%	11 3%	6 2%
Onsite Exhibitor Services	78%	135 38%	144 40%	59 17%	17 5%	2 1%
Quantity of Attendees	77%	126 35%	150 42%	69 19%	14 4%	2 1%
Quality of Leads Obtained	74%	108 31%	150 43%	65 19%	22 6%	6 2%
Move-Out	74%	130 36%	137 38%	58 16%	21 6%	14 4%
Show Floor Management	73%	128 36%	131 37%	57 16%	28 8%	12 3%
General Service Contractor (Freeman)	68%	109 31%	129 37%	76 22%	27 8%	9 3%
Quantity of Leads Obtained	61%	61 17%	156 44%	96 27%	36 10%	5 1%

8. Please rate your level of satisfaction with each of the following elements of your Convention experience on a 5 point scale where 1 = not at all satisfied and 5 = extremely satisfied.

	Top 2 Box (5 and 4 combined rating)	Extremely satisfied	4	3	2	Not at all satisfied
Facility Appearance	92%	179 50%	150 42%	27 8%	3 1%	1 0%
Cleanliness of the facility	89%	176 49%	144 40%	32 9%	7 2%	0 0%
Safety/security services	82%	141 39%	153 43%	47 13%	12 3%	4 1%
Hotel Accommodations	76%	114 32%	157 44%	65 18%	14 4%	5 1%
Directional Signage	73%	96 27%	164 46%	69 19%	19 5%	11 3%
Donation Pick Up	67%	98 30%	119 37%	85 26%	16 5%	5 2%
Audio/visual services (microphones, LCD, etc.)	66%	74 23%	135 43%	86 27%	18 6%	4 1%
Parking/shuttle service	63%	92 27%	124 36%	80 23%	31 9%	16 5%
Frequency of Auction	54%	60 18%	117 36%	98 30%	30 9%	22 7%
Booth Placement Contract Process	52%	80 22%	110 30%	76 21%	51 14%	44 12%
Food & beverage services	49%	55 15%	121 34%	106 29%	56 16%	23 6%
Hotel Rates	45%	51 14%	110 31%	118 33%	57 16%	17 5%

9. Please rate each of the following sources of Convention information on a 5 Point scale where 1 = not at all satisfied and 5 = extremely satisfied.

	Top 2 Box (5 and 4 combined rating)	Extremely satisfied	4	3	2	Not at all satisfied
SCI Staff	88%	167 48%	139 40%	28 8%	6 2%	6 2%
Knowledge of Exhibitor Staff	84%	106 31%	183 53%	42 12%	10 3%	4 1%
Exhibitor Website Information (showSCI.com)	83%	111 33%	168 50%	46 14%	4 1%	4 1%
Exhibitor Manual	82%	127 37%	153 45%	51 15%	8 2%	2 1%
Exhibitor Newsletter	76%	115 34%	143 42%	61 18%	13 4%	5 1%
SCI Committees	74%	107 34%	128 40%	60 19%	17 5%	5 2%
Membership services	73%	107 33%	130 40%	73 22%	12 4%	4 1%
Promotion of Auction Items	66%	89 27%	126 39%	71 22%	26 8%	15 5%
Auction Sales	58%	73 23%	113 35%	86 27%	30 9%	18 6%

10. My company's gross revenue from the Convention was:

	Number of Responses	Response Ratio
Up to \$24,999	109	37%
\$25,000 to \$49,999	63	21%
\$50,000 to \$99,999	73	24%
\$100,000 to \$249,999	40	13%
\$250,000 or more	13	4%

11. What percentage of your annual gross revenue comes through the SCI Annual Convention? (This information is confidential)

Average: 24.9%
 Median: 20%
 High: 90%
 Low: 1%

12. If you exhibited at this year's show, how did your gross revenue compare with last year's show?

	Number of Responses	Response Ratio
More	97	29%
Less	128	39%
The Same	107	32%

13. How much business do you write after the Convention as a result of SCI leads? (This information is confidential)

Including \$0.0:

Average: \$44,284
 Median: \$20,000
 High: \$500,000
 Low: \$0.0

Excluding \$0.0:

Average: \$51,166
 Median: \$22,000
 High: \$500,000
 Low: \$100

14. Factoring in all exhibiting costs (travel, hotel, food, set up, take down, exhibitor registration, SCI donation, etc.) my company found the 2008 Convention to be a:

	Number of Responses	Response Ratio
Great Value	14	4%
Very good Value	74	21%
Acceptable Value	174	50%
Somewhat Unacceptable Value	54	15%
Poor Value	12	3%
Unacceptable value	7	2%
Other, please specify	15	4%

15. Do you feel SCI has out-grown its current location in Reno?

	Number of Responses	Response Ratio
Yes	118	34%
No	228	66%

16. Do you think that SCI could continue to grow in Reno using multiple venues (i.e. Event Center, hotel meeting space, etc.)

	Number of Responses	Response Ratio
Yes	147	43%
No	195	57%

17. Due to limited exhibit space available in Reno, would you support higher booth fees as an alternative for growth and expansion?

	Number of Responses	Response Ratio
Yes	50	14%
No	296	86%

18. SCI is considering three sites for its 2011 convention. Please rank all of the cities on a 1 to 3 scale, where 1 = most desired and 3 = least desired.

	Most desired	2	Least desired
Dallas	86 25%	133 38%	127 37%
Houston	45 13%	95 27%	206 60%
Reno	233 67%	44 13%	69 20%

19. How important is gaming / gambling in selecting a Convention destination?

	Number of Responses	Response Ratio
Very important	30	9%
Somewhat important	96	28%
Somewhat unimportant	50	15%
Not important at all	168	49%

20. Would you be in favor of adding a fifth day to the Convention to allow more flexibility in attendees' schedules?

	Number of Responses	Response Ratio
Yes	179	52%
No	165	48%

21. If a fifth day were added, would you prefer Tuesday or Sunday?

	Number of Responses	Response Ratio
Tuesday	145	47%
Sunday	162	53%

22. How much of a booth fee increase would you support as reasonable to cover additional expenses for adding a fifth day to exhibit?

	Number of Responses	Response Ratio
\$100-\$199	222	72%
\$200-\$299	53	17%
\$300-\$399	21	7%
\$400-\$499	4	1%
\$500 +	7	2%

23. Were you happy with the level of attendee traffic at your booth?

	Number of Responses	Response Ratio
Yes	224	66%
No	115	34%

24. What could SCI do to better manage show floor traffic?

25. What did you like BEST about the 2008 SCI's Annual Hunter's Convention?

26. What did you like LEAST about the 2008 SCI's Annual Hunter's Convention?

27. What ONE improvement would you make to the Convention and why?

28. What is your current ranking for booth placement?

	Number of Responses	Response Ratio
1-250	145	43%
251-500	89	26%
501-750	51	15%
751-1,000	54	16%

29. Do you believe SCI's priority point policy is equitable?

	Number of Responses	Response Ratio
Yes	187	56%
No	144	44%

30. How would you improve SCI's placement process?

31. Do you support limiting the total number of booths taken by any one exhibitor?

	Number of Responses	Response Ratio
Yes	245	74%
No	86	26%

32. If yes, how many total booths would you like to see as a reasonable cap for a large display?

	Number of Responses	Response Ratio
10 – 12	202	87%
14 – 16	22	9%
18 – 20	6	3%
20 or more	2	1%

33. A sprung structure is being considered for additional exhibit space in 2009. Do you support this for growth and expansion?

	Number of Responses	Response Ratio
Yes	140	42%
No	191	58%

34. What would you like to see MORE of on the show floor? (Mark all that apply)

	Number of Responses	Response Ratio
Hunting Services	162	49%
Hunting Equipment	155	47%
Firearms	95	29%
Archery Equipment	88	27%
Optics	81	24%
Travel & Lodging	81	24%
Ammunition	76	23%
Fishing Trips	74	22%
Taxidermy	73	22%
Clothing	71	21%
Knives	64	19%
Vehicles	42	13%
Artwork	37	11%
Home Furnishings	31	9%
Jewelry	15	5%

35. What would you like to see LESS of on the show floor? (Mark all that apply)

	Number of Responses	Response Ratio
Jewelry	172	52%
Vehicles	155	47%
Home Furnishings	146	44%
Artwork	110	33%
Clothing	78	24%
Travel & Lodging	53	16%
Fishing Trips	38	11%
Ammunition	22	7%
Archery Equipment	21	6%
Knives	16	5%
Firearms	15	5%
Taxidermy	15	5%
Hunting Services	14	4%
Optics	7	2%
Hunting Equipment	5	2%

36. If SCI considered adding real estate sales of large land tracts, hunting properties and managed conservation properties as an exhibitor category, would you be in favor of adding real estate sales as a new product on the show floor?

	Number of Responses	Response Ratio
Yes	149	45%
No	182	55%

37. Do you support or oppose local retailers in Reno (Cabela's, Sportsman Warehouse, etc) offering shuttle service to attendees from the Reno Sparks Convention Center to their stores during show hours?

	Number of Responses	Response Ratio
Support	149	45%
Oppose	182	55%

38. Please provide any additional comments regarding local retailers in Reno offering shuttle service to attendees from the Reno Sparks Convention Center to their stores during show hours?

39. Are there too many peripheral meetings and events during SCI's show hours?

	Number of Responses	Response Ratio
Yes	198	60%
No	133	40%

40. Do you attend the exhibitor's Tuesday night Welcome Reception?

	Number of Responses	Response Ratio
Yes	184	56%
No	147	44%

41. How satisfied were you with the exhibitor's Tuesday night Welcome Reception?

	Number of Responses	Response Ratio
Very satisfied	114	63%
Somewhat	55	30%
Somewhat unsatisfied	12	7%
Not at all satisfied	1	1%

42. Do you own an outfitting/guide operation?

	Number of Responses	Response Ratio
Yes	184	56%
No	146	44%

43. If you own an outfitting/guiding business, is any acreage used as an enclosure to conduct your hunting operation?

	Number of Responses	Response Ratio
Yes	58	32%
No	126	68%

How much acreage (Indicate the amount):

Average: 58,188 acres
Median: 6,000
High: 960,000
Low: 30

44. What percentage of your hunting operation is conducted in an enclosure?

Average: 63.4%
Median: 70.0%
High: 100%
Low: 1.0%

45. What species are hunted in the enclosure?

46. Which country/state/or province do you primarily conduct your hunting operation in?