



ABC Conference Overall Report

Which industry does your company operate in?

Response	Frequency	Percent	0	20	40	60	80	100
Manufacturing	8	5.0%						
Financial	43	26.9%						
Telecommunications	38	23.8%						
Public Sector	48	30.0%						
Retail	23	14.4%						

Please rate the following items regarding your experience at the ABC Conference.

Program brochure and printed materials

Response	Frequency	Percent	0	20	40	60	80	100
Excellent	22	13.8%						
Good	70	44.0%						
Fair	61	38.4%						
Poor	6	3.8%						
Not Applicable	0	0.0%						

Online registration

Response	Frequency	Percent	0	20	40	60	80	100
Excellent	24	15.0%						
Good	70	43.8%						
Fair	55	34.4%						
Poor	11	6.9%						
Not Applicable	0	0.0%						

Onsite hospitality

Response	Frequency	Percent	0	20	40	60	80	100
Excellent	27	17.0%						
Good	66	41.5%						
Fair	56	35.2%						
Poor	10	6.3%						
Not Applicable	0	0.0%						

Printed program guide

Response	Frequency	Percent	0	20	40	60	80	100
Excellent	18	11.3%						
Good	70	43.8%						
Fair	65	40.6%						
Poor	7	4.4%						
Not Applicable	0	0.0%						

Food/Beverage

Response	Frequency	Percent	0	20	40	60	80	100
Excellent	18	11.3%						
Good	80	50.0%						
Fair	50	31.3%						
Poor	12	7.5%						
Not Applicable	0	0.0%						

Conference city/location

Response	Frequency	Percent	0	20	40	60	80	100
Excellent	23	14.4%						
Good	68	42.5%						
Fair	60	37.5%						
Poor	9	5.6%						
Not Applicable	0	0.0%						



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Please rate your level of satisfaction in the following categories of the conference.

Satisfaction with vendors present

Response	Frequency	Percent	0	20	40	60	80	100
Extremely Satisfied	21	13.1%						
Satisfied	68	42.5%						
Dissatisfied	63	39.4%						
Extremely Dissatisfied	8	5.0%						
Not Applicable	0	0.0%						

Satisfaction with exhibit hours

Response	Frequency	Percent	0	20	40	60	80	100
Extremely Satisfied	20	12.5%						
Satisfied	81	50.6%						
Dissatisfied	52	32.5%						
Extremely Dissatisfied	7	4.4%						
Not Applicable	0	0.0%						

Cost/value to attend conference

Response	Frequency	Percent	0	20	40	60	80	100
Extremely Satisfied	22	13.8%						
Satisfied	65	40.6%						
Dissatisfied	67	41.9%						
Extremely Dissatisfied	6	3.8%						
Not Applicable	0	0.0%						

Overall satisfaction with conference

Response	Frequency	Percent	0	20	40	60	80	100
Extremely Satisfied	26	16.3%						
Satisfied	63	39.4%						
Dissatisfied	65	40.6%						
Extremely Dissatisfied	6	3.8%						
Not Applicable	0	0.0%						

Are you likely to attend this conference next year or recommend it to someone in your organization:

Response	Frequency	Percent	0	20	40	60	80	100
Yes	110	68.8%						
No	50	31.3%						



ABC Conference Overall Report

Please note what you liked most about the ABC Conference.

It was beautiful here! Would love to come again!

It was very informative.

THE LOCATION WAS PERFECT.

I love Arizona. Such a nice change from venues like Las Vegas or L.A.

The various subjects and material covered were most helpful.

VERY WELL PUT TOGETHER.

My territory is N.M. so was nice to not have another L.A. (cal) conference.

Materials and handouts were very well presented.

There was a great variety of vendors in attendance.

materials were great!