



2009 BCA Expo Attendee Survey Results

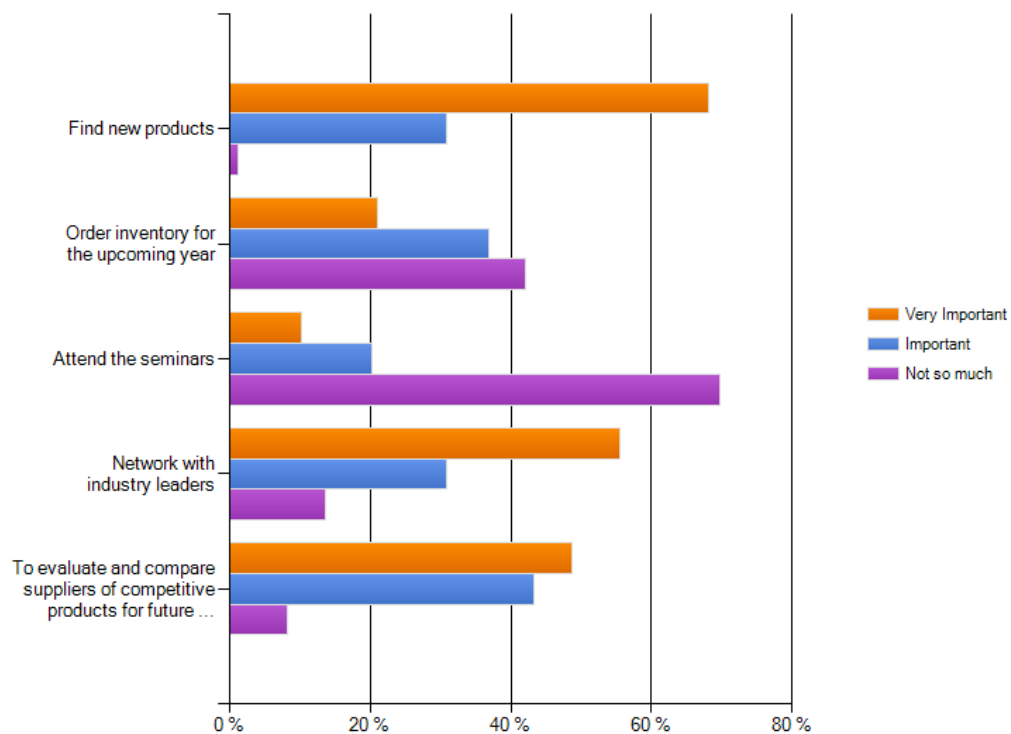
9/1/2009

40% response rate

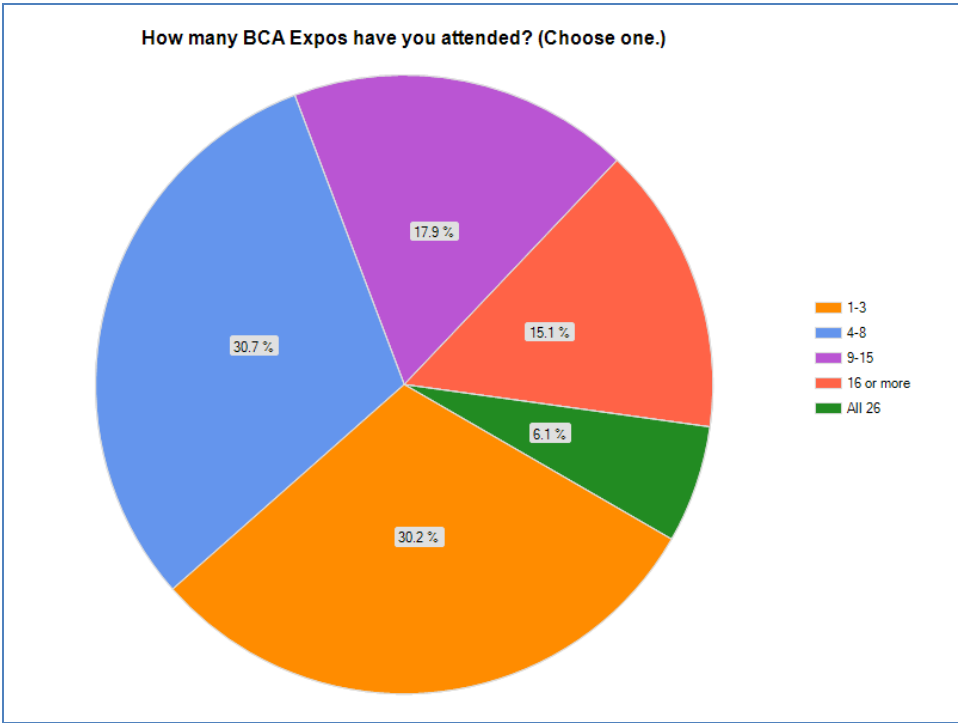
BCA Expo verified attendees include retailers (70%) from the U.S. (83%) and Canada (7%). Almost 63% of them have been in business for more than 10 years.

Over 55% of BCA Expo attendees make the buying decision for their businesses, and a full 50% of them buy at the Expo. Another 20% buy within a month after the show.

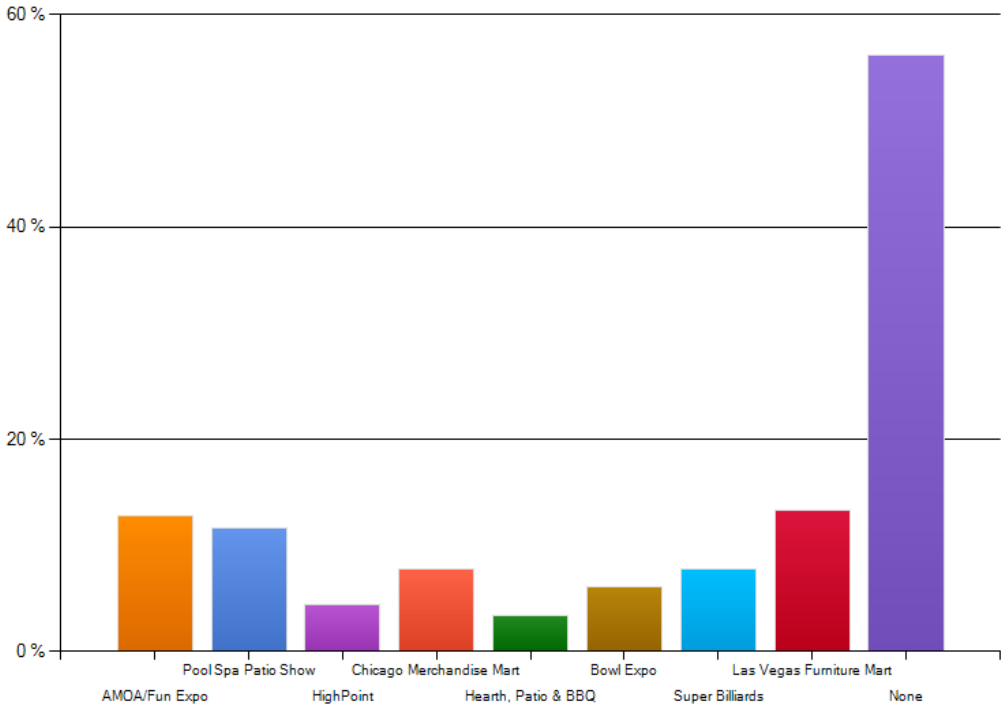
Why do you attend the BCA Expo? (Select one rating for each answer.)



BCA Expo attendees have a primary purpose in seeing and buying new products (68%).

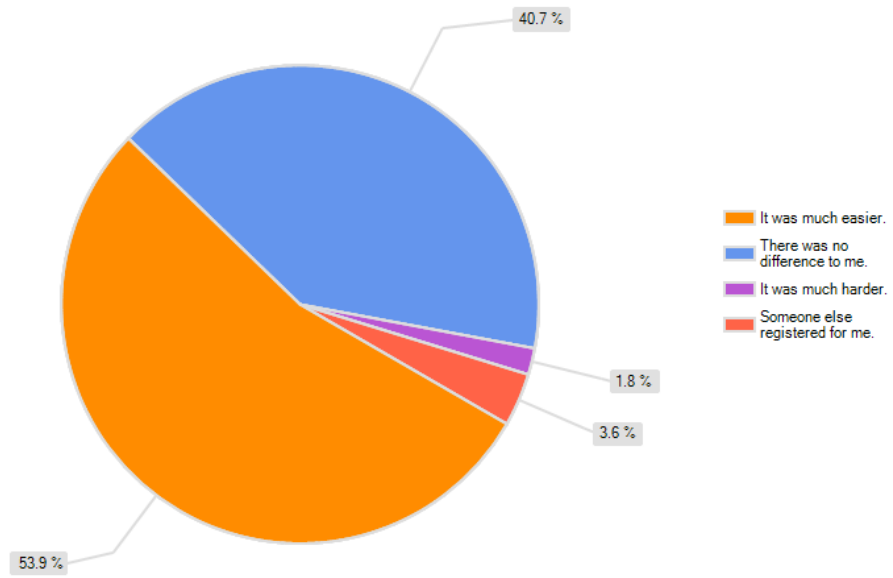


What other trade shows/industry events do you attend? (Select all that apply.)

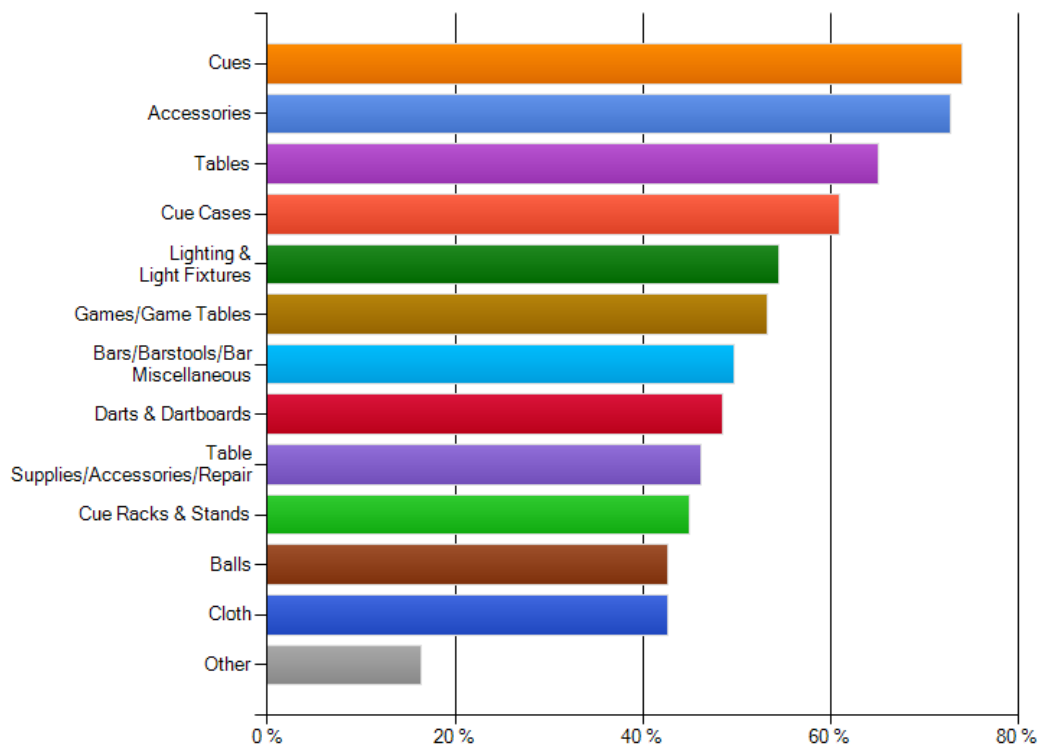


Note that BCA Expo attendees are "repeat customers" and 54% of them are exclusive to this event.

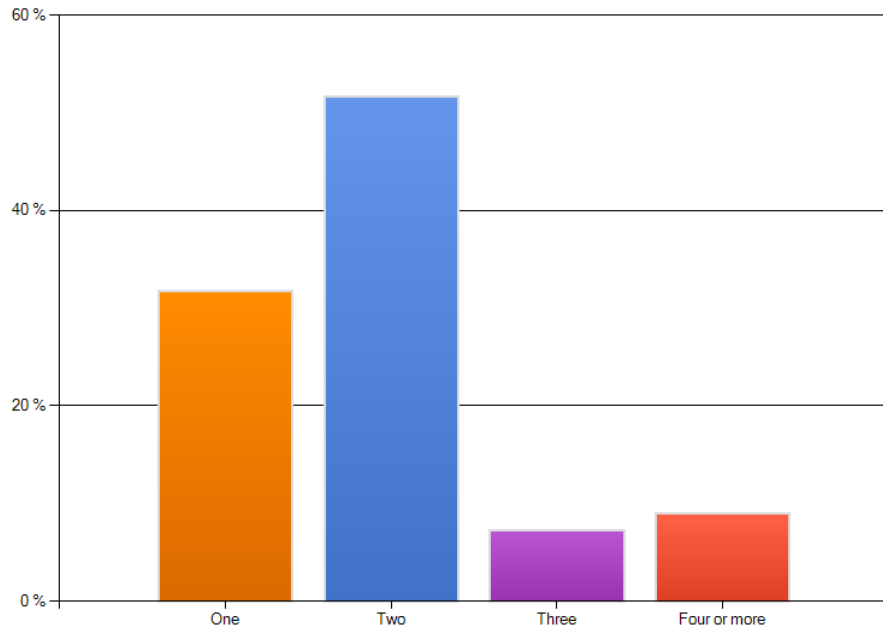
What did you think of the new registration process? (Choose one.)



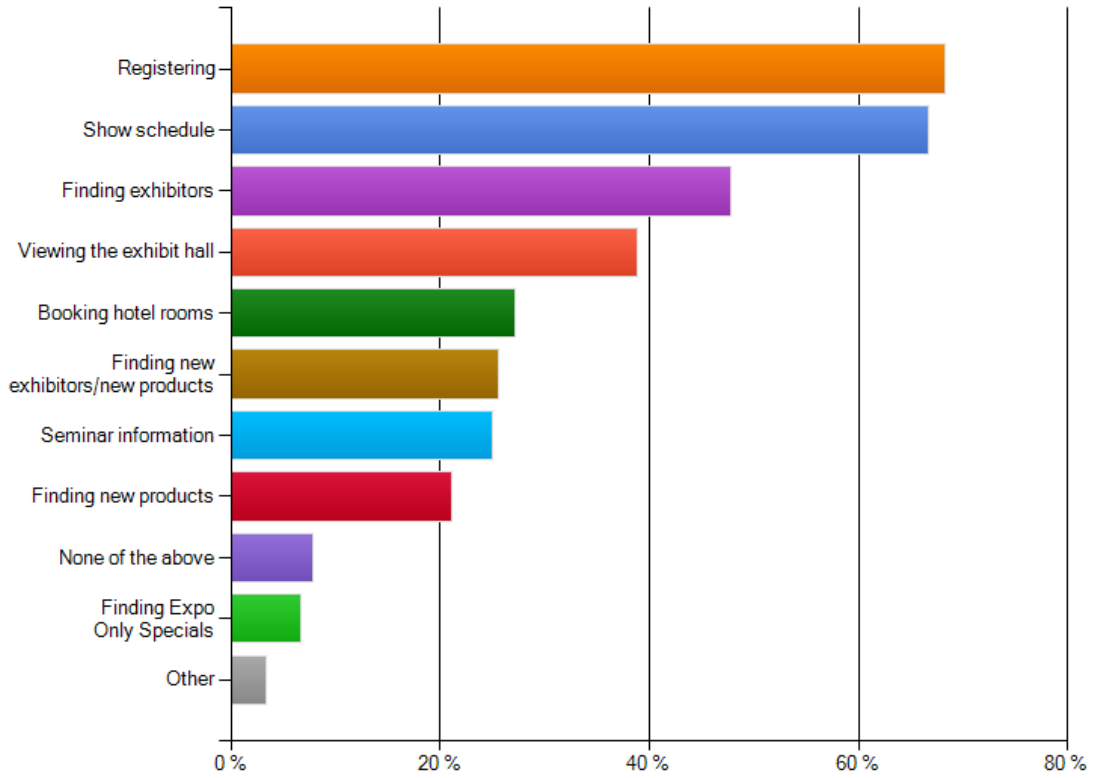
What type of products were you looking for at the Expo? (Select all that apply.)



How many employees from your company attend a trade show? (Choose one)



Did you use the BCA Expo Web site for: (Select all that apply.)



Do you plan to attend the 2010 BCA Expo in Las Vegas (June 24-26, 2010)?

