

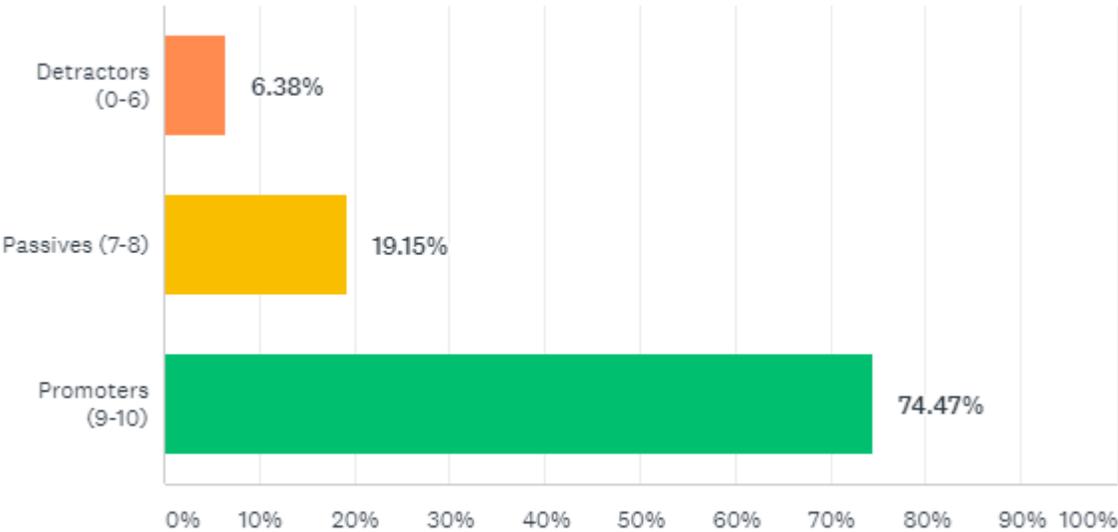


Age-Friendly Expo Exhibitor Survey  
Results  
Age-Friendly Sarnia  
June 13, 2019

# QUESTION 1: HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THE EXPO TO A FRIEND OR COLLEAGUE?

1. **Total Participants: 56 ; Total Answered: 47 ; Total Skipped: 9**

DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
6.38% 3	19.15% 9	74.47% 35	68



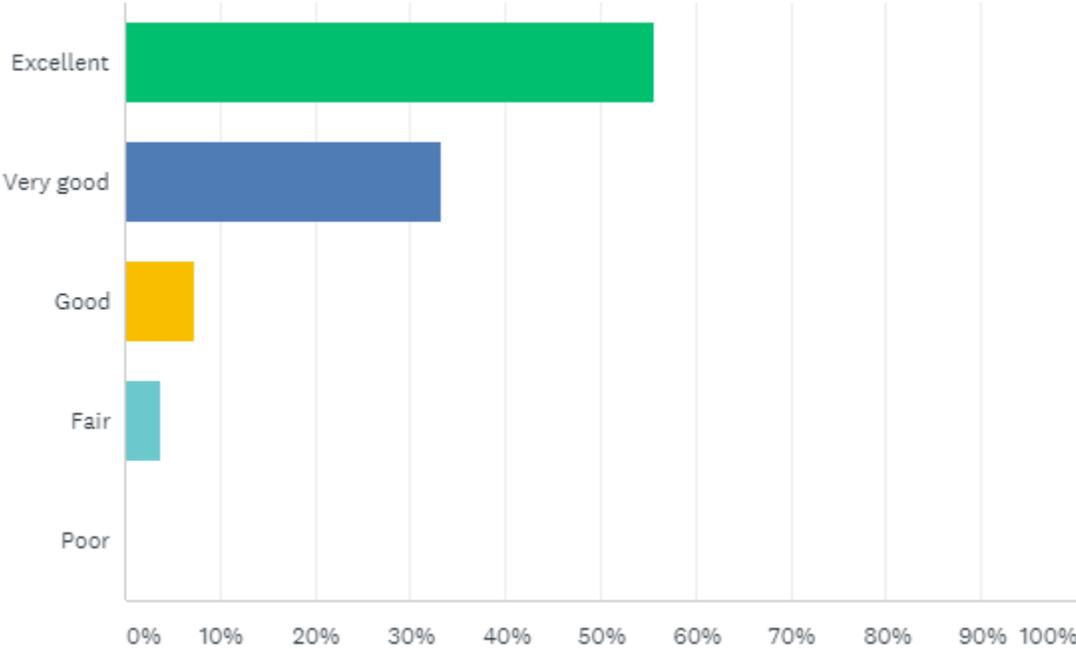
Graph Created by SurveyMonkey

# QUESTION 2: OVERALL, HOW WOULD YOU RATE THE EVENT?

1. **Total Participants: 56 ; Total Answered: 54 ; Total Skipped: 2**

ANSWER CHOICES	RESPONSES	
Excellent	55.56%	30
Very good	33.33%	18
Good	7.41%	4
Fair	3.70%	2
Poor	0.00%	0
<b>TOTAL</b>	<b>54</b>	

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### QUESTION 3: WHAT BENEFITS DID YOU AND YOUR ORGANIZATION RECEIVE AS AN EXHIBITOR AT THE EXPO?

**1. Total Participants: 56 ; Total Answered: 46 ; Total Skipped: 10**

Category of Comment	Number of Comments	Examples
Networking	18	<ul style="list-style-type: none"> <li>- “Networking opportunities, meeting potential clients”</li> <li>- “Made new contacts – with businesses as well as general public”</li> </ul>
Information: Sharing/Receiving	6	<ul style="list-style-type: none"> <li>- “Learned a lot about how to support my elderly clients. Great resources &amp; opportunity to promote my program services”</li> <li>- “A lot of people did not know about 211, so we told them.”</li> </ul>
Exposure	19	<ul style="list-style-type: none"> <li>- “Visitors came into the store, spoke about the Expo and were excited to purchase what they saw there.”</li> <li>- “Connections to community partners, great exposure”</li> </ul>
Too Soon To Tell	2	<ul style="list-style-type: none"> <li>- “I think this will be a question that will be answered over the next year as we see if people access the programs and services that we have available”</li> <li>- “Too soon to tell”</li> </ul>
Non-Answer	1	<ul style="list-style-type: none"> <li>- “.”</li> </ul>

Table 1: Summary of Comments for Question 3

<p>Networking:</p> <ul style="list-style-type: none"> <li>- “Great Connections with the Community”</li> <li>- “Networking opportunities, meeting potential clients”</li> <li>- “meet and talk with the public to educate and over our services”</li> <li>- “We were able to connect with existing and new clients”</li> <li>- “We were able to engage with a lot of people and were able to set up some appointments with some of the visitors”</li> <li>- “Excellent opportunity to talk to seniors”</li> <li>- “It was a great opportunity to meet a large amount of potential clients that may not have been aware of our business and the services we provided. It was also a fantastic opportunity to network with other businesses in similar fields.”</li> <li>- “Direct potential client contact”</li> <li>- “New contacts in the industry and potential clients”</li> </ul>
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- "we talked to lots of people"
- "Scads of connections with people who might be interested in operating a small home-based business. Educated seniors about home child care and child care in Lambton County in general. Connected and networked with community partners; familiar and new."
- "We were able to help many people with better balance and more. Also made great connections."
- "Able to connect to seniors regarding tours and working closely with our client The Strangway Community Centre"
- "Great morning crowd to interact with. "
- "We were able to reconnect with other community partners from Sarnia and surrounding areas. Additionally, we were able to connect with organizations, business professionals, and senior representatives from Sarnia, all willing to learn about the ways to support international talents in our communities"
- "Opportunities to reach potential clients and inform patrons of services available to them."
- "Made new contacts- with businesses as well as general public"
- "Many interested people in our programs, Connecting with partners"

#### Information: Sharing/Receiving

- "Great sharing of information in a very organized venue"
- "Learned a lot about how to support my elderly clients. Great resources [&] Opportunity to promote my program services."
- "Good inter-action at the table. People were happy and forthcoming willing to share knowledge and ask questions. We learned much feedback from our participants"
- "A lot of people did not know about 211, so we told them."
- "Lots of people asking about our new apartments that are being built and about convalescent care questions which is awesome!"
- "We were able to give prospects the proper information about our community and have great interest in our community now."

#### Exposure

- "Exposure and educating the community partners as well as the people who attended the expo"
- "exposure"
- "More exposure to our service. Connections with other vendors."
- "exposure beyond the usual scope"
- "Lots of folks stopped by the booth. Current members, past members and family members of members past and present. It was very good for exposure for our Order."
- "letting the community know about our services"
- "Awareness of our program"
- "we received wonderful exposure and were able to connect with our community and promote hearing health, care, awareness and services"
- "We boosted our community profile"
- "exposure"
- "Showcasing our company to potential clients and networking"
- "Exposure"
- "Building of awareness and promotion of services"
- "Connections to community partners, great exposure"
- "Very large crowd- great booth location"
- "Exposure, knowledge sharing"

<ul style="list-style-type: none"> <li>- "Visitors came into the store, spoke about the EXPO and were excited to purchase what they saw there"</li> <li>- "Reached out to many people to learn about us."</li> <li>- "We reached lots of people"</li> </ul>
<p>Too Soon To Tell</p> <ul style="list-style-type: none"> <li>- "I think this will be a question that will be answered over the next year as we see if people access the programs and services that we have available"</li> <li>- "Too soon to tell"</li> </ul>
<p>Non-Answer</p> <ul style="list-style-type: none"> <li>- "."</li> </ul>

*Table 2: Comments for Question 3*

## QUESTION 4: DO YOU HAVE ANY SUGGESTED CHANGES TO THE EXPO TO ENHANCE THE EXHIBITOR EXPERIENCE?

### 1. Total Participants: 56 ; Total Answered: 42 ; Total Skipped: 14

Category of Comment	Number of Comments	Examples
Time	8	<ul style="list-style-type: none"> <li>- "Add incentives for people to come in the evening hours if going to be open until 7. Have some focused advertising for the 'working' senior"</li> <li>- "Hard to tell if it was necessary to stay open past 5. The rain really scared a lot of people away"</li> </ul>
Venue/Environment	8	<ul style="list-style-type: none"> <li>- "Different venue with better parking, cost was way too high to participate, too many rules, many vendors felt very nervous about the many rules"</li> <li>- "Try to get a bigger arena so we can all be in the same room"</li> </ul>
Organization/Details	9	<ul style="list-style-type: none"> <li>- "Overall thought it was excellent. Maybe make sure companies with the same product are not next to each other"</li> <li>- "More clear schedule of Sarnia Transit Shuttle"</li> </ul>
Positive Comments	8	<ul style="list-style-type: none"> <li>- "All was good. Be very proud. You showed us all how it is done professionally."</li> <li>- "No, it was perfect, vendors were not crowded in"</li> </ul>
Non- Answers	8	<ul style="list-style-type: none"> <li>- "No"</li> <li>- "Not at this time"</li> </ul>

Table 3: Summary of Comments for Question 4

Time	<ul style="list-style-type: none"> <li>- "Add incentives for people to come in the evening hours if going to be open until 7. Have some focused advertising for the 'working senior'"</li> <li>- "The evening definitely saw a slowdown in attendance. Maybe having something special in the evening to pull people in? Or maybe just adjusting the hours a little bit?"</li> <li>- "do not go until 7 - that age group does not come out past 6 - after 5 you might get a few coming from work but after 6 was very quiet"</li> <li>- "7 pm seemed a little late. Maybe end at 5 pm or 6 pm"</li> <li>- "Does not need to go to 7 pm"</li> <li>- "Would suggest 5 pm is a long enough day"</li> <li>- "Hard to tell if it was necessary to stay open past 5. The rain really scared a lot of people away."</li> </ul>
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- "The day was very long for those who had to be at the booth for the entire day. Perhaps volunteers who could cover booths for organizations with limited staff resources to lunch etc. Attend exhibitors to see if they need a break/food etc."

#### Venue/Environment

- "The tables were a little close together and the proof of insurance requirement could be better communicated ahead of time so there is no surprises. I would also suggest another venue in future with more parking, so exhibitors can par onsite. It is inconvenient to have to take a shuttle to your car and then drive back to pack up."
- "Different venue with better parking, Cost was way too high to participate, Too many rules, many vendors felt very nervous about the many rules"
- "I would have liked a little more table and/or floor space for display. With everyone having floor displays, space was tight."
- "Different location this one was awful for parking. I think Clearwater Arena would have been better"
- "Try to get a bigger arena so we can all be in the same room"
- "Yes a different location. The Arena was not well suited to the event, parking was difficult."
- "Tricky to change, but the parking situation was not ideal. The venue was great though!"
- "Improved parking, the transit options are great but people like their cars. Show could have ended at 5 pm"

#### Organization/Details

- "More clear schedule of Sarnia Transit shuttle"
- "As we spoke about....it's very costly for small business owners such as myself. Also I was told by some visitors that they were pretty much abandoned at the pickup areas as no shuttle came. Perhaps hosting it at the Clearwater Arena would have been better for parking, etc."
- "I would suggest more shuttles and more often for vendors and others, who were coming to and from the parking on Victoria St. I waited over 20 minutes at noon and then had to walk as no shuttle came. This was difficult for me as have a bad back and had things to carry."
- "Larger font on the map, it was hard to read"
- "1) you should ask for proof of insurance up to one week in advance, not the day before (or change the wording in the contract to reflect that proof is required) 2) be less strict on who should be there. I need to switch staff at the end of the day however the contract made it seem like that would be an issue although our booth was manned until the end of day (even though others were tearing down ahead of time) 3) Parking - provide more options than the one parking lot."
- "There was a gravel entrance that could cause serious structural damages to vehicles entering that way. From the road it looked like an entrance to parking lot. It should have been blocked off. We told the organizers but they didn't do anything about it. One man on staff simply said 'They shouldn't enter that way.' Sure enough, there were many vehicles entering that way since nothing was done about it, and loud damaging noises could be heard from across the parking lot whenever a vehicle entered that route. Very frustrating. I would also recommend having the event at Clearwater Arena so people could park right there. That way if it rained people would still come. "
- "Send all rules and regulations out before at the time of agreeing to be a vendor. The vendor fees are very high. So possibly lower the cost."
- "Overall thought it was excellent. Maybe make sure companies with same product are not next to each other."

<ul style="list-style-type: none"> <li>- "Was a great event. The power sources need to be looked at - I did not have 75 feet of extension cord to be able to hook up to your cables"</li> </ul>
<p>Positive Comments</p> <ul style="list-style-type: none"> <li>- "I loved the atmosphere. I did not get any negative feedback with regard to the layout. The benches were a very nice touch."</li> <li>- "We were very impressed with the event"</li> <li>- "All was good. Be very proud. You showed us all how it is done professionally."</li> <li>- "No - it was such a great venue and looked fabulous, loved the park benches for great resting areas for our seniors"</li> <li>- "Nothing that we could see, nice lay out loved the trees and benches for folks to be able to sit down if needed."</li> <li>- "No, it was perfect, vendors were not crowded in"</li> <li>- "Nothing, the leadership was great and must be very smart"</li> <li>- "No. Everything was great."</li> </ul>
<p>Non-Answers</p> <ul style="list-style-type: none"> <li>- "no"</li> <li>- "Not at this time"</li> <li>- "."</li> <li>- "no"</li> <li>- "no"</li> <li>- "No"</li> <li>- "not at this time"</li> <li>- "none"</li> </ul>

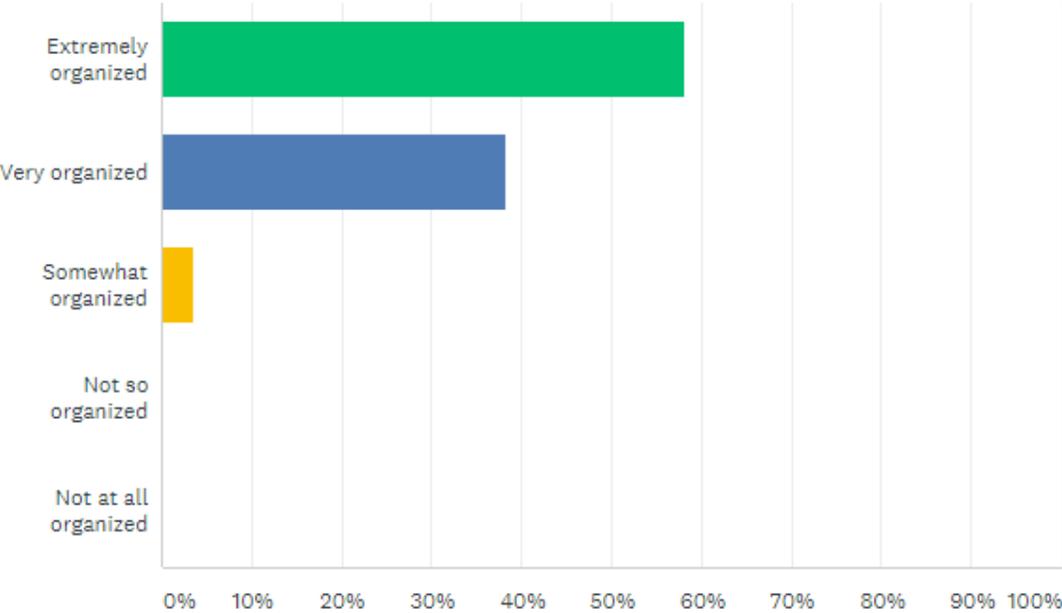
Table 4: Comments for Question 4

# QUESTION 5: HOW ORGANIZED WAS THE EVENT?

1. **Total Participants: 56 ; Total Answered: 55 ; Total Skipped: 1**

ANSWER CHOICES	RESPONSES
Extremely organized	58.18% 32
Very organized	38.18% 21
Somewhat organized	3.64% 2
Not so organized	0.00% 0
Not at all organized	0.00% 0
<b>TOTAL</b>	<b>55</b>

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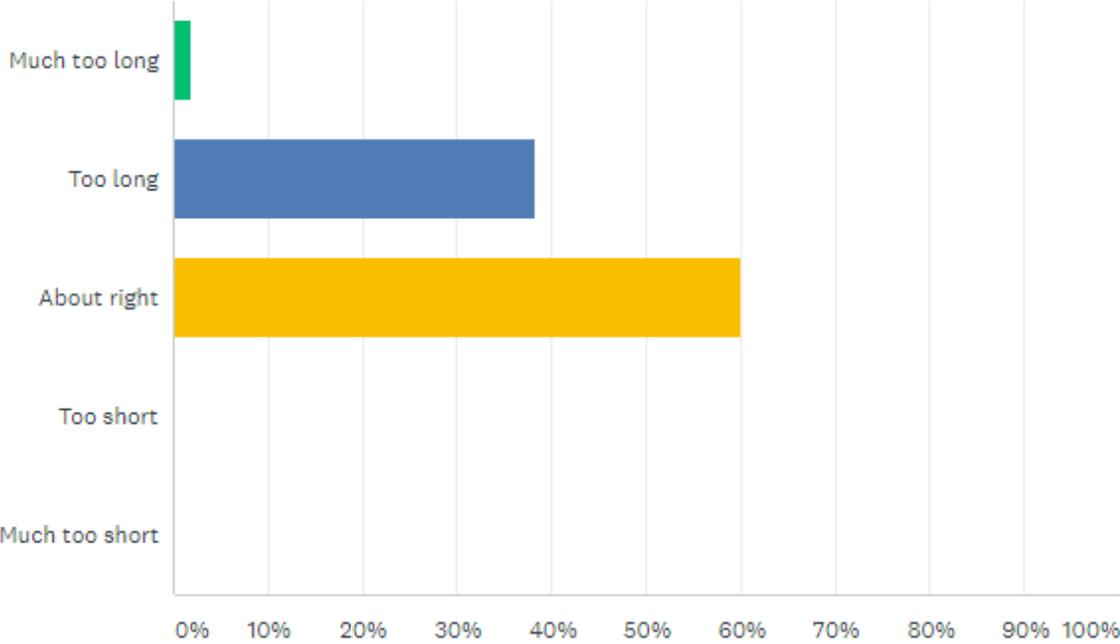
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# QUESTION 6: WAS THE EVENT LENGTH TOO LONG, TOO SHORT OR ABOUT RIGHT?

**1. Total Participants: 56 ; Total Answered: 55 ; Total Skipped: 1**

ANSWER CHOICES	RESPONSES	
Much too long	1.82%	1
Too long	38.18%	21
About right	60.00%	33
Too short	0.00%	0
Much too short	0.00%	0
<b>TOTAL</b>	<b>55</b>	

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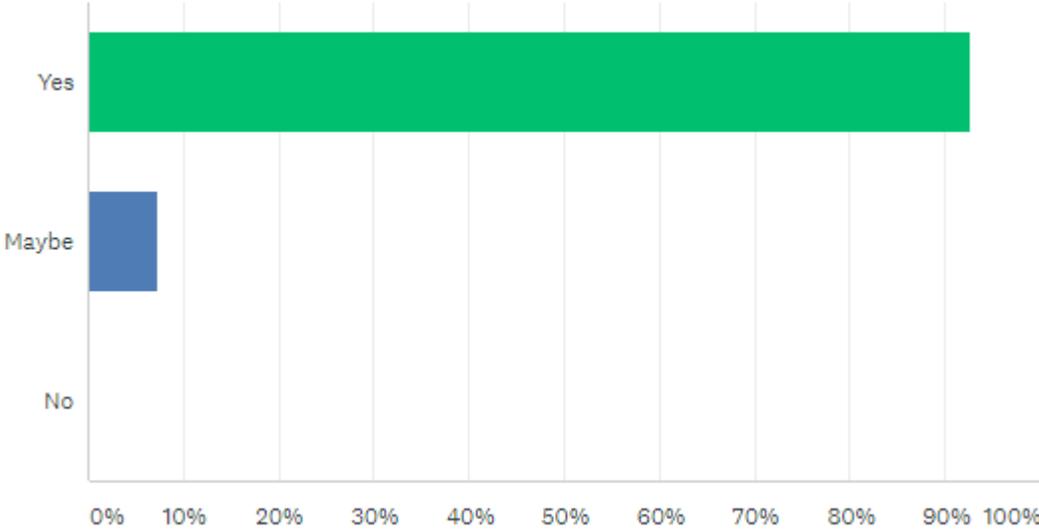
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# QUESTION 7: WOULD YOU BE INTERESTED IN PARTICIPATING IN FUTURE AGE-FRIENDLY EVENTS?

**1. Total Participants: 56 ; Total Answered: 54 ; Total Skipped: 2**

ANSWER CHOICES	RESPONSES	
Yes	92.59%	50
Maybe	7.41%	4
No	0.00%	0
<b>TOTAL</b>		<b>54</b>

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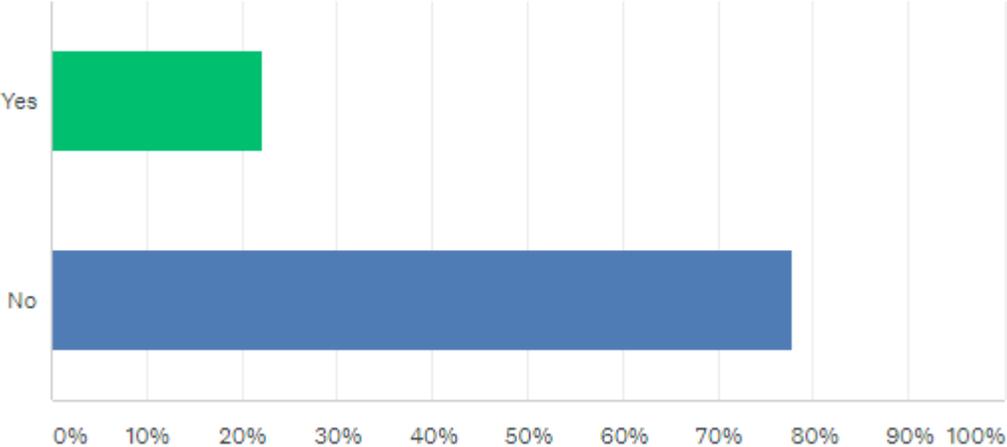
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# QUESTION 8: DID YOUR ORGANIZATION PARTICIPATE AS A SPONSOR?

1. **Total Participants: 56 ; Total Answered: 54 ; Total Skipped: 2**

ANSWER CHOICES	RESPONSES	
Yes	22.22%	12
No	77.78%	42
<b>TOTAL</b>		<b>54</b>

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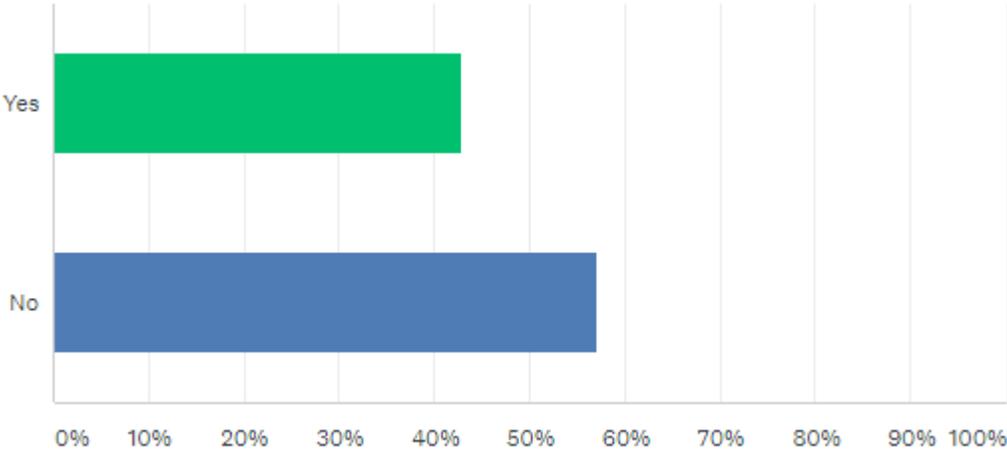
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# QUESTION 9: WOULD YOUR ORGANIZATION BE INTERESTED IN BEING A SPONSOR AGAIN OR FOR FUTURE EVENTS?

1. **Total Participants: 56 ; Total Answered: 49 ; Total Skipped: 7**

ANSWER CHOICES	RESPONSES	
Yes	42.86%	21
No	57.14%	28
TOTAL		49

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## QUESTION 10: IS THERE ANYTHING ELSE YOU'D LIKE TO SHARE ABOUT THE EVENT?

### 1. Total Participants: 56 ; Total Answered: 36 ; Total Skipped: 20

Category of Comment	Number of Comment	Examples
Compliments	21	<ul style="list-style-type: none"> <li>- "Just want everyone involved to know that they were part of excellence – in case they didn't know what excellence felt like"</li> <li>- "Excellent set-up, clean, organized, great having benches for patrons, friendly organizers, overall....amazing event."</li> </ul>
Organization/Details	7	<ul style="list-style-type: none"> <li>- "Scrambled at the last minute to get insurance certificate"</li> <li>- "I didn't realize there were more vendors in another part of the arena, it may benefit vendors to all be in one area, just my thought."</li> </ul>
Time	4	<ul style="list-style-type: none"> <li>- "It was a good time had by all. It was a very long day."</li> <li>- "I believe that participation by the general public would have been better later in the day if the weather had not turned, so recommend keeping the same hours next year. In addition, having later hours afford people who still work an opportunity to attend while giving vendors access to a younger demographic. I cannot answer the sponsorship question at this time. It would be considered for the future"</li> </ul>
Money	1	<ul style="list-style-type: none"> <li>- "How much money was raised for the LSA for whom you were FILLING IN this year with the promise to donate all funds raised to them?"</li> </ul>
Marketing	1	<ul style="list-style-type: none"> <li>- "Although I think you tried to market to the 55 and over crowd, many in the community view it to be a seniors fair. Perhaps a marketing angle of "Are you taking care of aging parents? Are you looking for things to help your parents remain independent in their home? Then this is the show for you". That line of marketing may have brought those 55 and over out. I know for myself I visited a lot of booths gathering info for my own parents. Just a way to open up the event to a larger market"</li> </ul>
Non-Answer	2	<ul style="list-style-type: none"> <li>- ""</li> <li>- "no"</li> </ul>

Table 5: Summary of Comments for Question 10

## Compliments

- "Great Job!"
- "Well done!!!"
- "Fantastic job all around!"
- "great organization - good job Amy"
- "Quite enjoyed the food booth. The chicken soup and salmon salad was wonderful."
- "Great job. Looking forward to next year"
- "It was very nicely set - up and great flow for people to visit the different areas"
- "It was great!!"
- "Thank you for the opportunity to be involved. It was a wonderful event."
- "Overall, it was a successful event. It was great to see how positive the attendees were and there were great networking opportunities with the public and other organizations. Organizing it into the neighbourhoods was such a creative idea!"
- "Just want everyone involved to know that they were part of excellence - in case they didn't know what excellence felt like"
- "great job done from Amy and her team"
- "It was perfect"
- "Good traffic flow"
- "Excellent work by the team that put this together. The design for traffic flow was well done and it looked open and friendly"
- "Great set-up. The streets were a great idea."
- "Well done to everyone involved in organizing this event! Great job!"
- "Loved it, the atmosphere was great, the flow for visitors was nice as well! Good Job!"
- "Great event!!!!!"
- "Excellent set-up, clean, organized, great having benches for patrons, friendly organizers, overall...amazing event."
- "You're the best!!"

## Organization/Details

- "Scrambled at the last minute to get insurance certificate"
- "Would have recommended healthier food option, like wraps."
- "I went to leave at 3:30 for an appointment, when I got to the door, there was a gentlemen waiting. I asked him if the shuttle bus was still going around and he told me he had been waiting 20 min for it and it hadn't shown up. I couldn't wait for it, but I didn't see if on my walk to my car."
- "Could have used another volunteer at the free coffee & cookie station and more supplies. I think the number of people attending were much greater than expected."
- "Sponsorship is just not within our financial means. Excellent job. People really liked the flow, really liked having places to sit and rest. Parking off site was a bit challenging for people at the end of the day when they were packing up their booths. Perhaps the option for exhibitor to move their vehicles to the parking lot for the last few hours to make packing up easier. Just a thought. Otherwise great day. Well organized. I would say the day was a great success."
- "We were in the communication and information room. I'm not sure whether people were told about the room as they came in through the other entrance. A lot of people seemed to be surprised that there were coffee/cookies. It would be nice if the welcome message / kick off could be done in the larger area section with a mic so all people could attend/hear"
- "I didn't realize there were more vendors in another part of the arena, it may benefit vendors to all be in one area, just my thought."

## Time

<ul style="list-style-type: none"> <li>- "It was a good time had by all. It was a very long day."</li> <li>- "I can't thank Amy and her team enough! I am so incredibly impressed with how well-run and received this event was! I indicated above that I felt the event was too long...I only say that because I feel that once we hit the dinner hour, the crowd was quite minimal. Perhaps it could wrap up a little earlier? Just a thought...Otherwise, I feel the expo was remarkable! Well done and eagerly anticipating next year's event! Thank you for including me!"</li> <li>- "I would recommend 10 am to 5 pm for show hours and a different location. I am very impressed with the organization of this event in a very short period of time. The trees lining the main boulevard looked great. Seating in the main boulevard was a great idea. I would recommend more garbage bins. Overall one of the best tradeshow I have been to this year!"</li> <li>- "I believe that participation by the general public would have been better later in the day if the weather had not turned so recommend keeping the same hours next year. In addition, having later hours affords people who still work an opportunity to attend while giving vendors access to a younger demographic. I cannot answer the sponsorship question at this time. it would be considered for the future. "</li> </ul>
<p>Money</p> <ul style="list-style-type: none"> <li>- "How much money was raised for the LSA for whom you were FILLING IN this year with the promise to donate all funds raised to them?"</li> </ul>
<p>Marketing</p> <ul style="list-style-type: none"> <li>- "Although I think you tried to market it to the 55 and over crowd, many in the community to it to be a seniors fair. Perhaps a marketing angle of "Are you taking care of aging parents? Are you looking for things to help your parents remain independent in their home? Then this is the show for you". That line of marketing may have brought those 55 and over out. I know for myself I visited a lot of booths gathering info for my own parents. Just a way to open up the event to a larger market. "</li> </ul>
<p>Non-Answer</p> <ul style="list-style-type: none"> <li>- "."</li> <li>- "no"</li> </ul>

Table 6: Comments for Question 10