

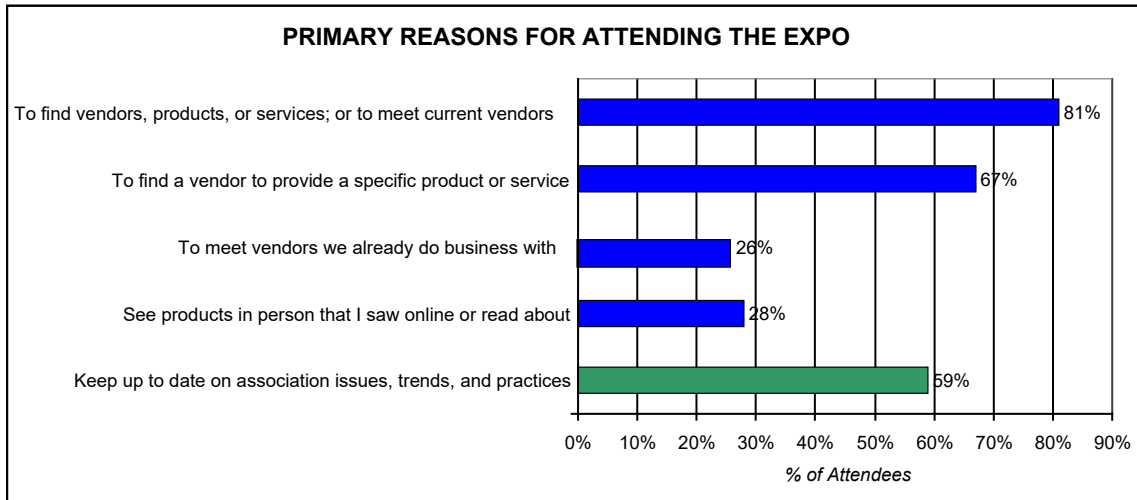
# The Cooperator Expo Attendee and Exhibitor Survey 2017

This past year Yale Robbins Publications engaged Accelera Publishing Research, an independent third-party research organization, to conduct a post-show study of both attendees and exhibitors from all of the Expos we've produced. Over 1,000 individuals participated in the study.

Overall the research showed that exhibitors feel that our shows offer significant opportunities to create new business opportunities and build relationships with new and existing customers. Overwhelmingly, exhibitors feel that they get good value from their investment in exhibiting at our shows, and that attendees have a very positive experience. The report reached the following specific conclusions:

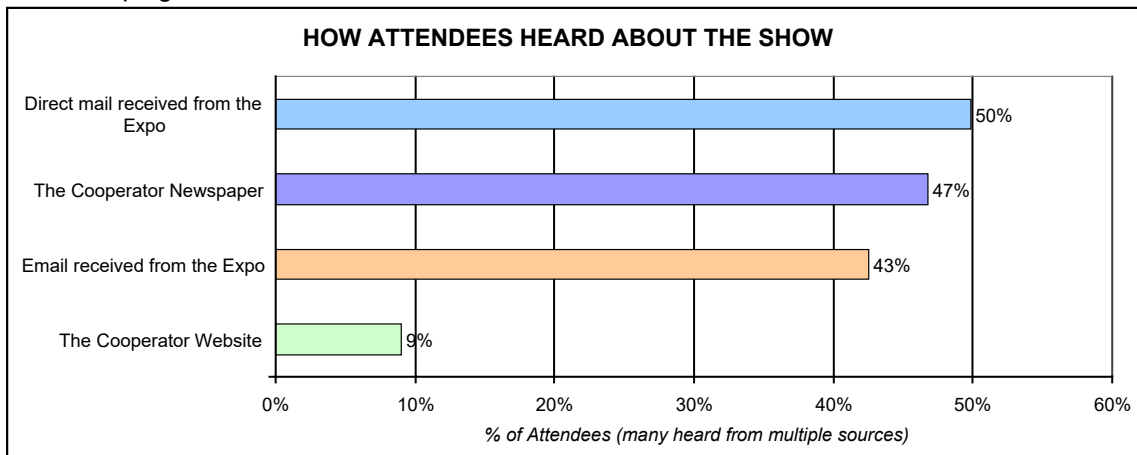
## 1. The shows offer unique opportunities for attendees to meet current vendors, identify new vendors, and learn about new products.

81% of attendees report that they came to the Expo to meet vendors, identify a vendor for a specific need, or learn more about specific products.



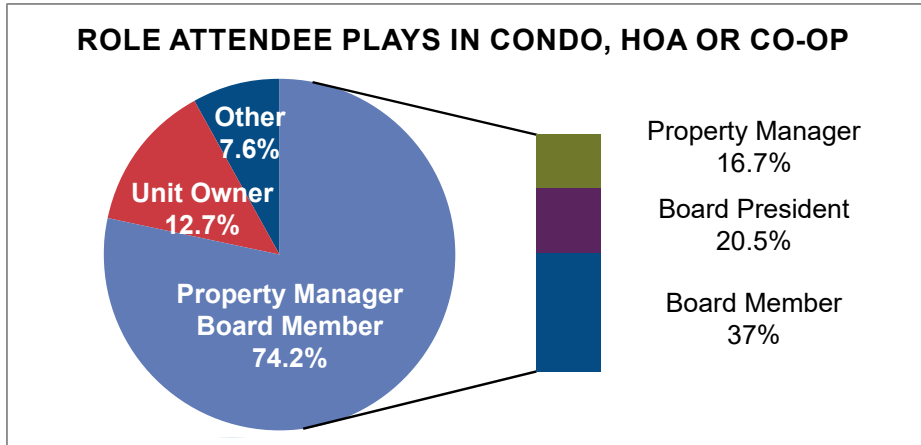
## 2. Show management invests heavily in pre-show promotion to insure a highly targeted attendance at each show.

83% of attendees report that they became aware of the show through advertising, direct mail or email campaigns.



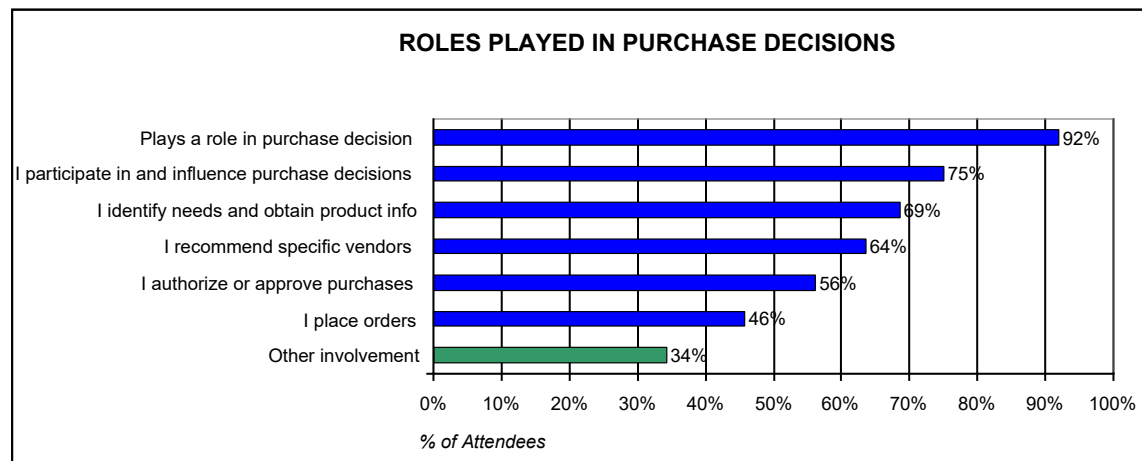
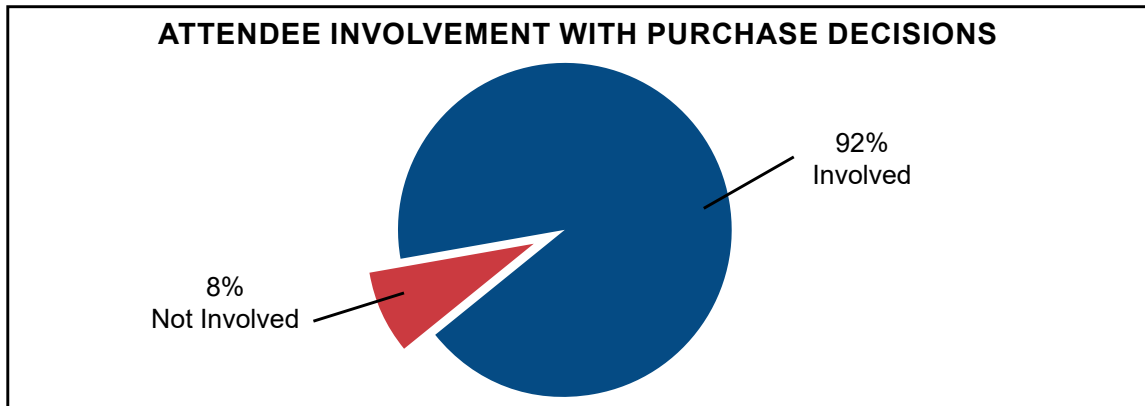
**3. Most attendees play significant roles in the management of their condos, co-ops, or HOAs.**

74% of attendees report that they are either managers, board presidents, or board members.



**4. Attendees are highly involved in buying decisions for their associations.**

92% of all attendees participate in the buying decisions of their buildings.



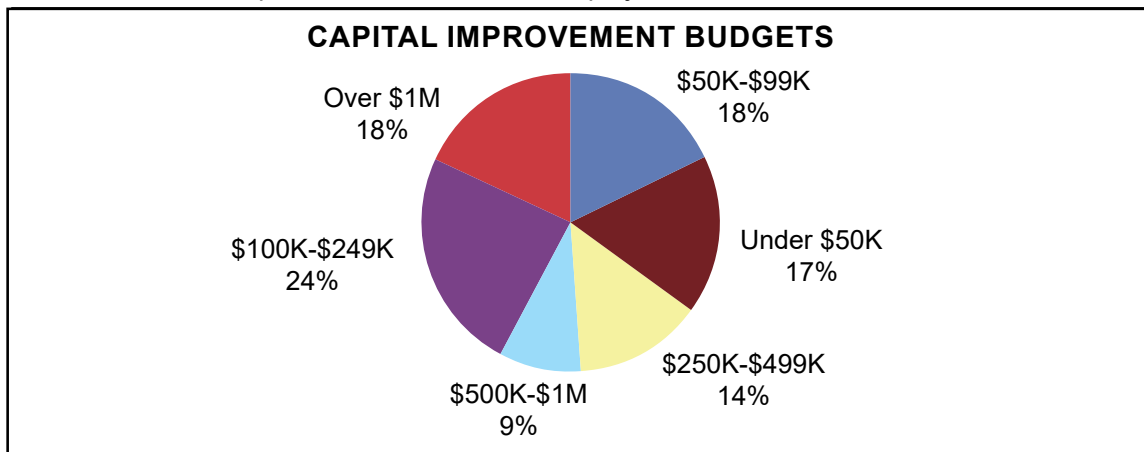
**5. The Expos provide a valuable marketplace that fulfills the needs of its attendees.**

94% of attendees (over 9 in 10) report that they found what they were looking for.

**6. The show provides a great opportunity to meet with individuals who are currently planning capital improvement projects.**

A majority of attendees' associations are planning capital improvements, and among these, the large majority came to find vendors.

Over 50% of attendees indicate that they are planning to undertake capital improvements, 62% of which came to the Expo to find vendors for these projects.

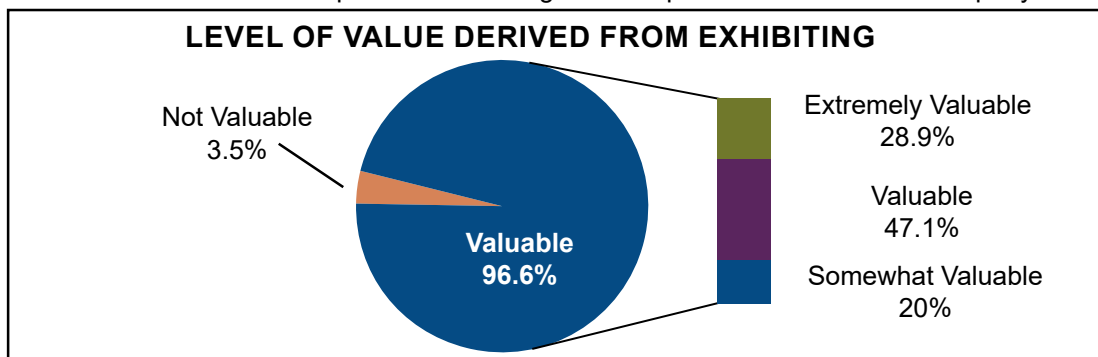


**7. Many capital improvement projects will take place in the next 12 months.**

Of the attendees reporting that they are planning capital improvement projects, nearly 59% report that their projects will take place in the next 12 months with budgets averaging over \$400,000.

**8. Virtually all exhibitors report that exhibiting at the Expo is valuable to their company.**

Overall 97% of exhibitors report that exhibiting at the Expo is valuable to their company.



**9. Virtually all exhibitors report that they had a very positive overall experience.**

Overall 92% of exhibitors rate their experience at the show as good, very good, or excellent.

**10. The overwhelming majority of exhibitors find the Expo valuable in every way.**

Overall 92% of exhibitors rate their experience at the show as good, very good or excellent.

