

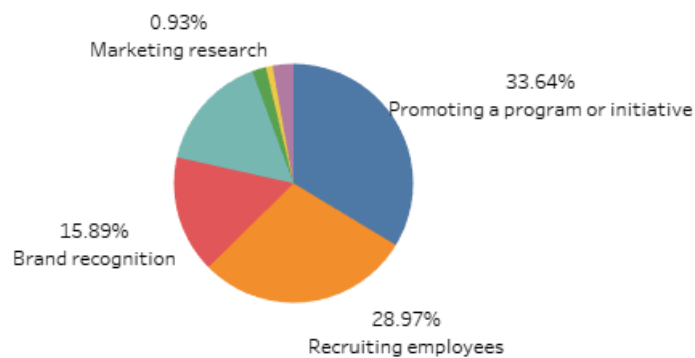
The 2019 SVA NatCon Post-Conference Exhibitor Survey

Compiled by
Student Veterans of America Research Department
September, 2020

Part 1 General Questions

What were your primary goal for attending SVAs 2019 National Conference?

Promoting a program or initiative	36
Recruiting employees	31
Brand recognition	17
Networking	17
Research	2
Marketing research	1
Other	3

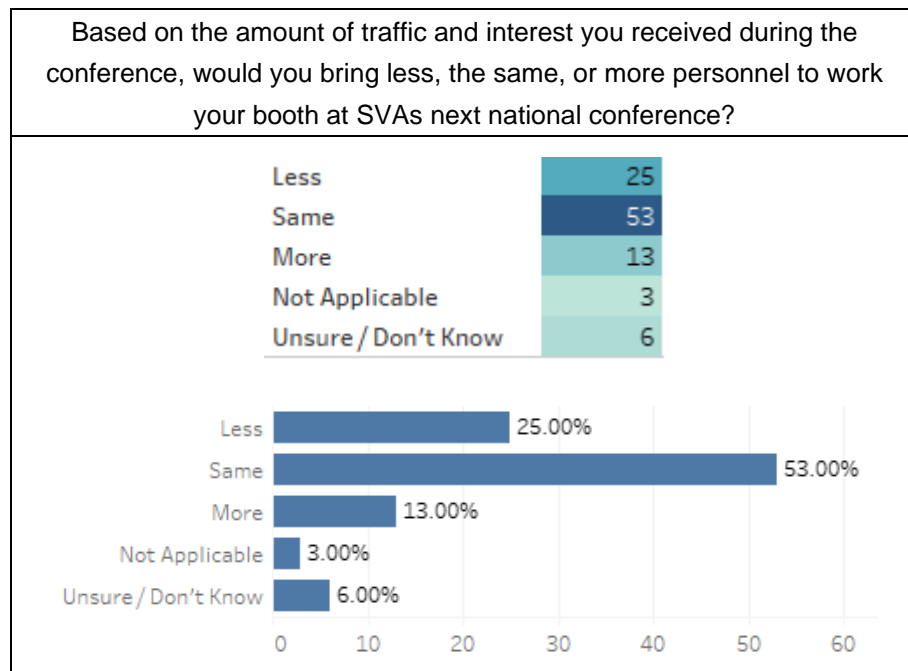


To what degree do you are your primary goal was achieved?

Completely achieved goal	15.09%
Goal nearly achieved	19.81%
Moderate progress in achieving goal	40.57%
Minor progress in achieving goal	22.64%
No progress towards goal	1.89%

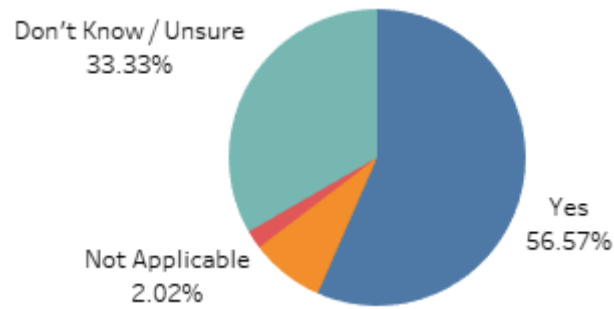


Including yourself, how many personnel did you bring to work at your booth?	
1	7.00%
2	22.00%
3	16.00%
4	12.00%
5	6.00%
6	10.00%
7	2.00%
8	2.00%
9	3.00%
Ten or more	17.00%
Not Applicable	1.00%
Unsure / Don't Know	2.00%



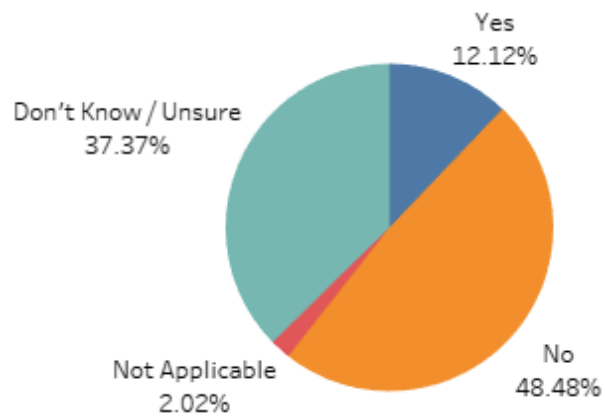
Did you use all of your complimentary allotted National Conference registrations?

Yes	56.57%
No	8.08%
Not Applicable	2.02%
Don't Know / Unsure	33.33%



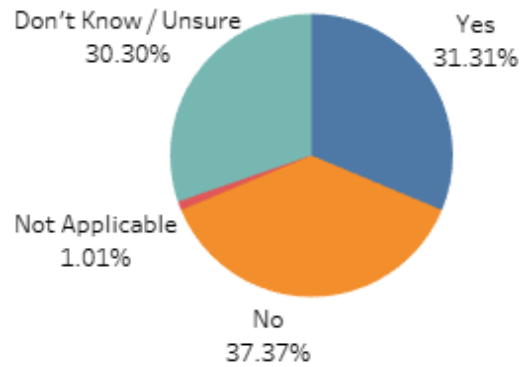
Did you purchase any discounted extra exhibitor registrations?

Yes	12.12%
No	48.48%
Not Applicable	2.02%
Don't Know / Unsure	37.37%



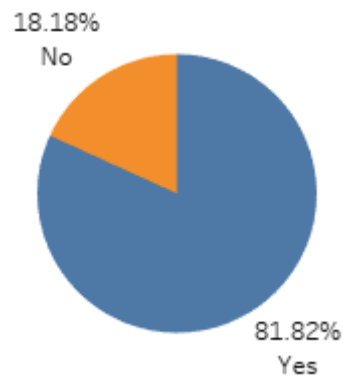
Did any of your personnel, including yourself, engage in the Professional Development Pavilion on the SVA National Conference Campus?

Yes	31.31%
No	37.37%
Not Applicable	1.01%
Don't Know / Unsure	30.30%

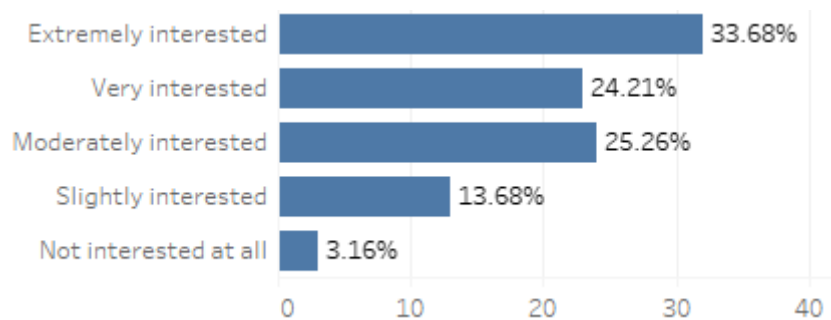


Part 2 Employment

Did you attended one of the breakout or general sessions at NatCon 2019?

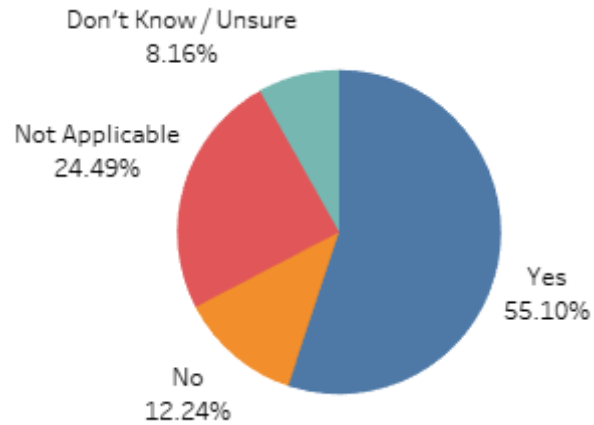


Are you or your company/organization interested in submitting a breakout session proposal for consideration for NatCon 2020?



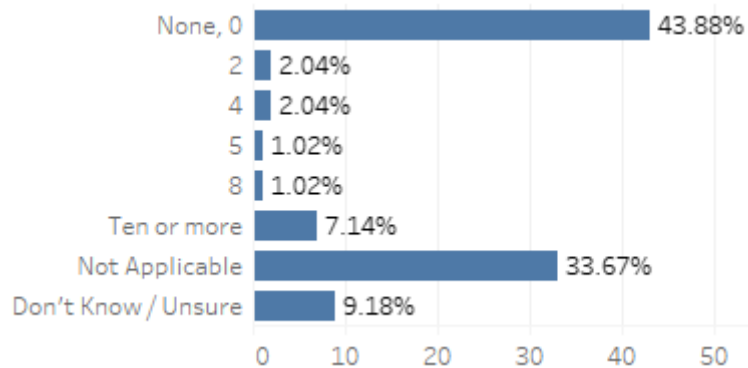
Did you meet any potential future employees at SVA's National Conference?

Yes	55.10%
No	12.24%
Not Applicable	24.49%
Don't Know / Unsure	8.16%

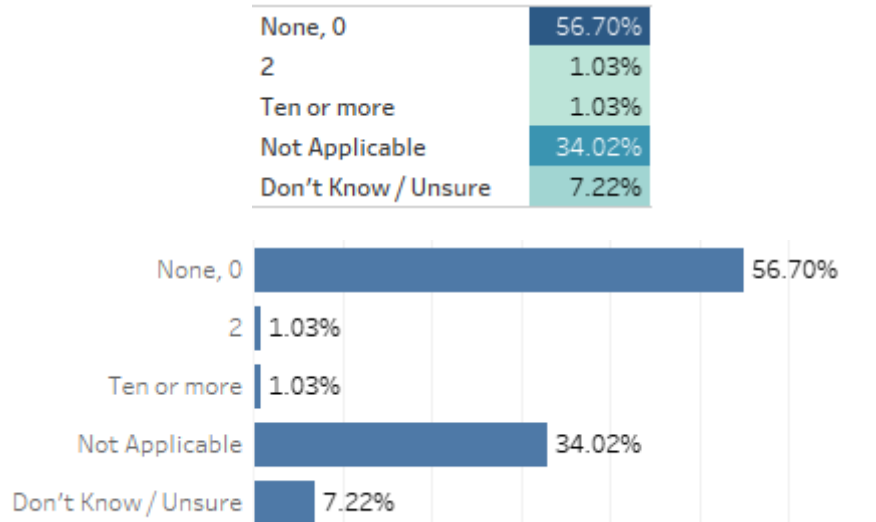


How many on-site interviews did you conduct at SVA's National Conference?

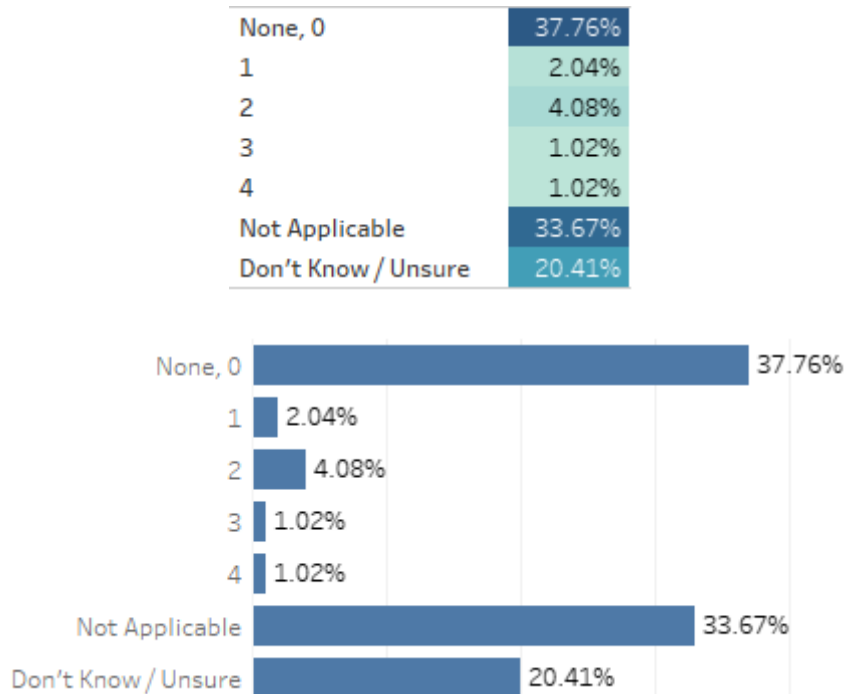
None, 0	43.88%
2	2.04%
4	2.04%
5	1.02%
8	1.02%
Ten or more	7.14%
Not Applicable	33.67%
Don't Know / Unsure	9.18%



How many job offers did you make at SVA's National Conference?



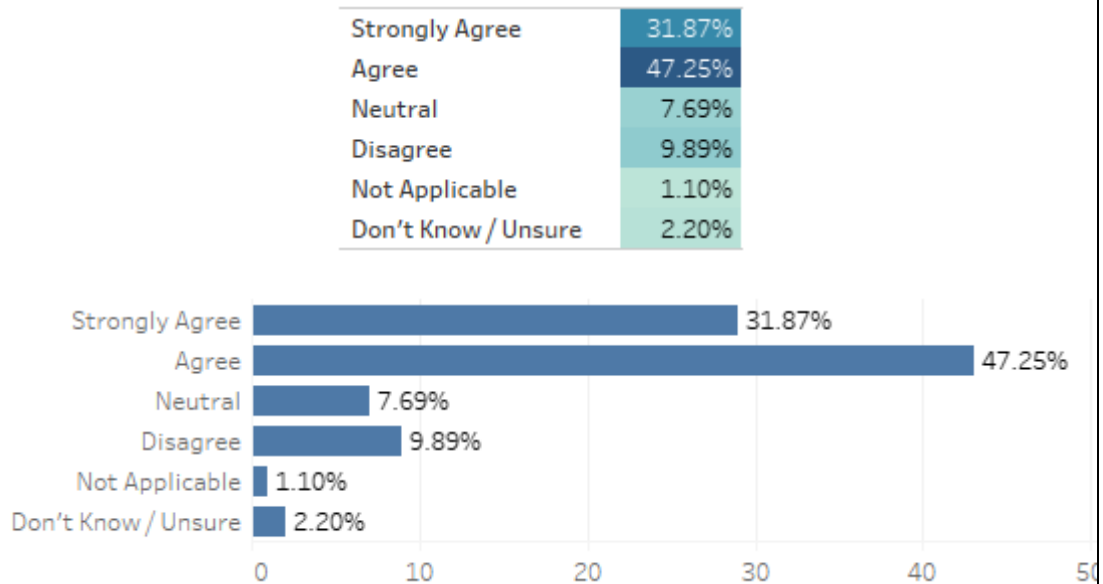
How many job offers have you made since SVA NatCon 2019?



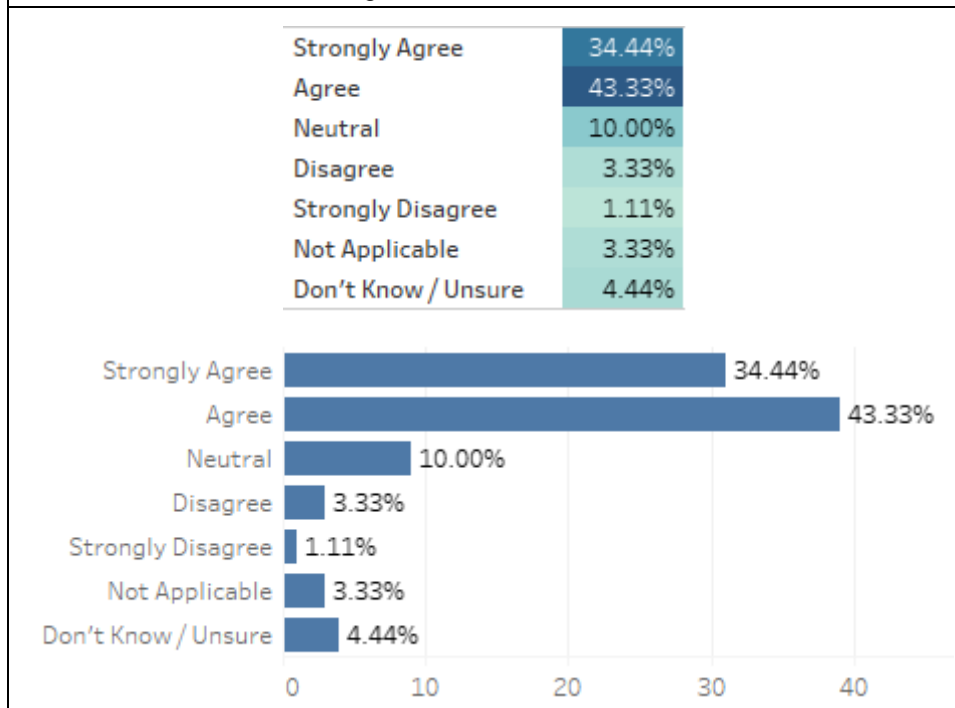
Part 3 Statements

Please indicate the degree to which you agree or disagree with the following statements: -

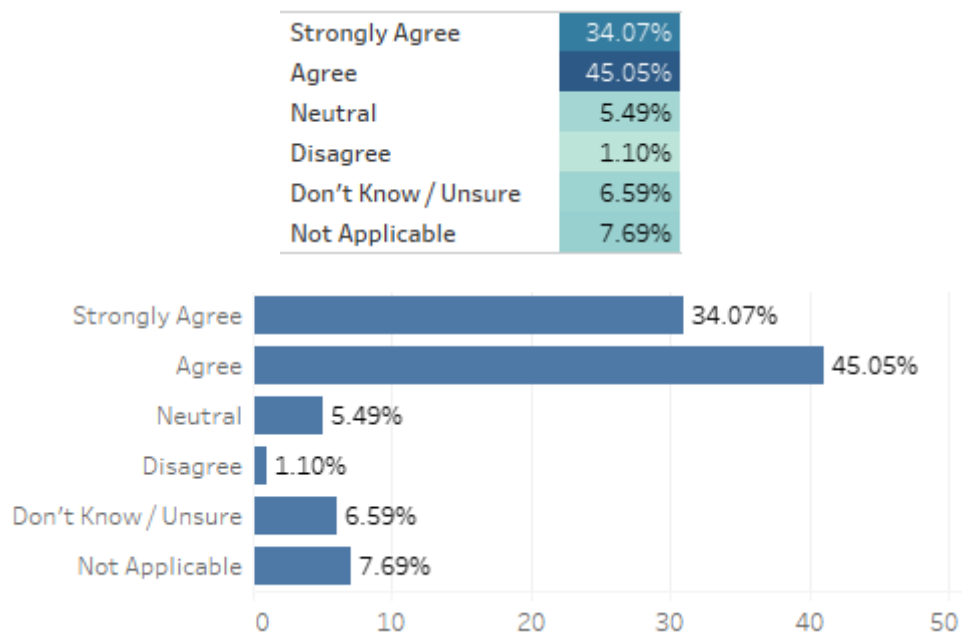
All of my logistical needs were met.



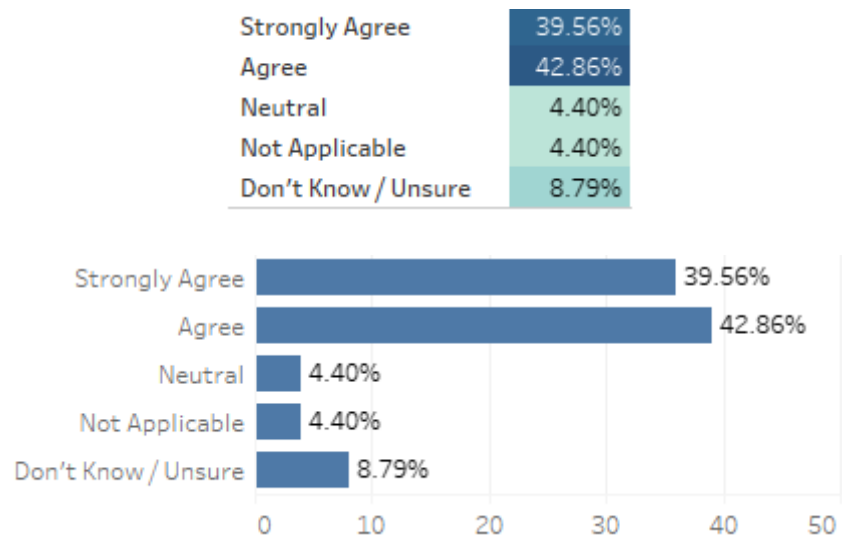
Please indicate the degree to which you agree or disagree with the following statements: - As opposed to an exhibit hall only pass, I found the full conference registrations to be a valuable benefit.



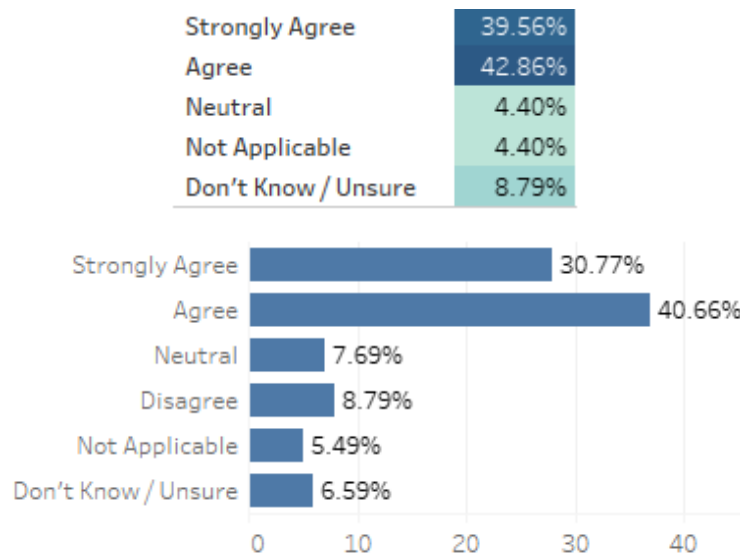
Please indicate the degree to which you agree or disagree with the following statements: - I found it easy to load in / load out my exhibit materials.



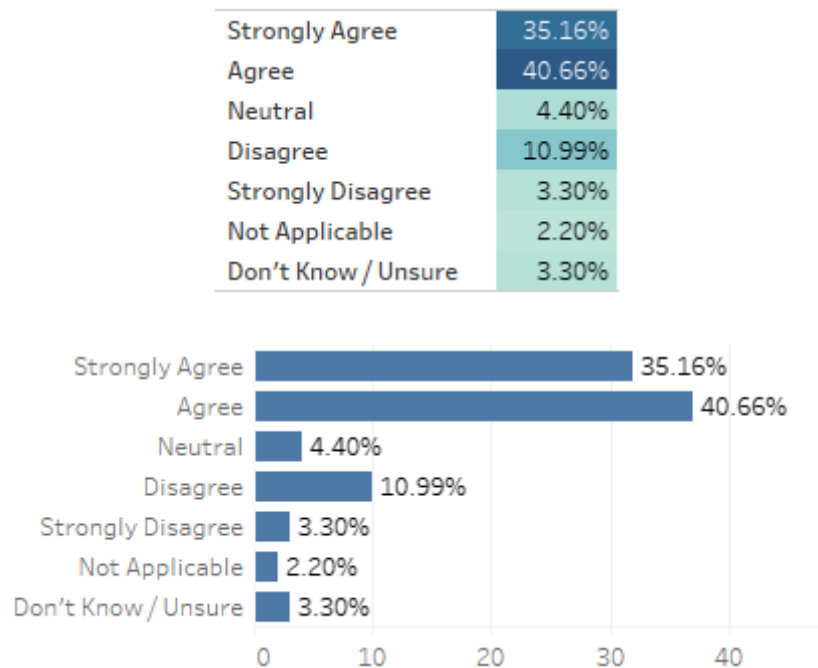
Please indicate the degree to which you agree or disagree with the following statements: - I found it easy to set up my booth on SVAs
National Conference Campus site.



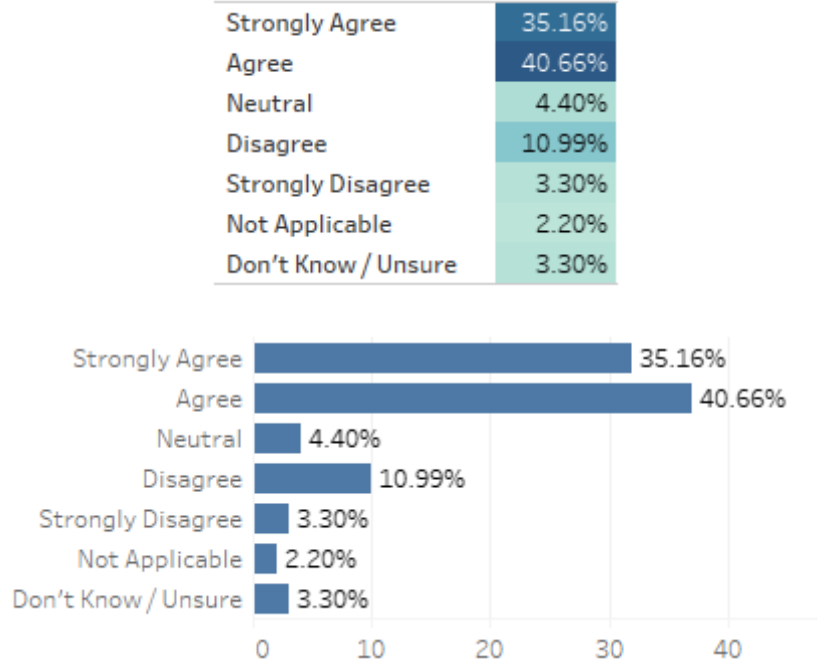
Please indicate the degree to which you agree or disagree with the following statements: - I received all the information I needed pre-conference to



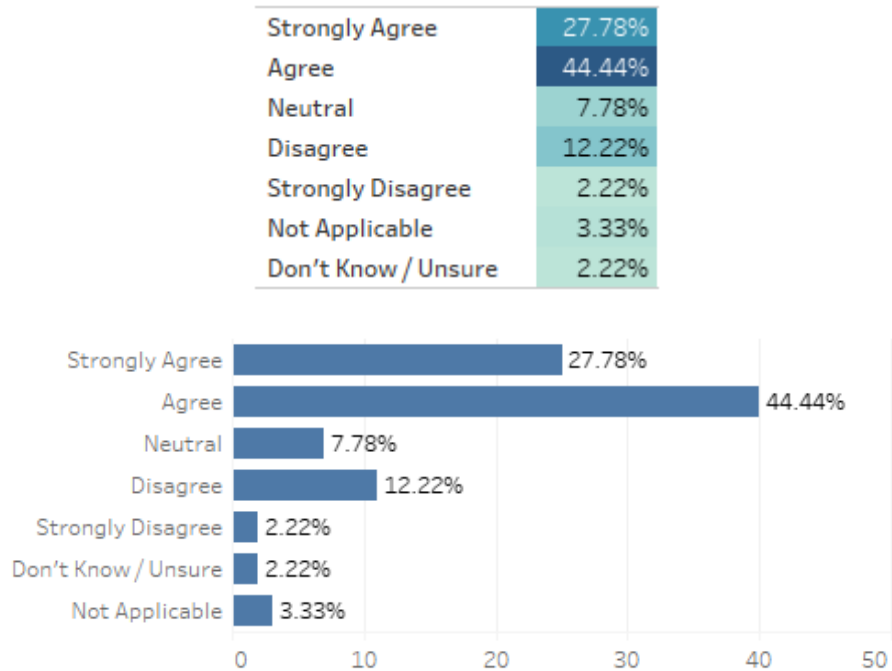
Please indicate the degree to which you agree or disagree with the following statements: - I was well informed by SVAs National Conference management via email on what to expect.



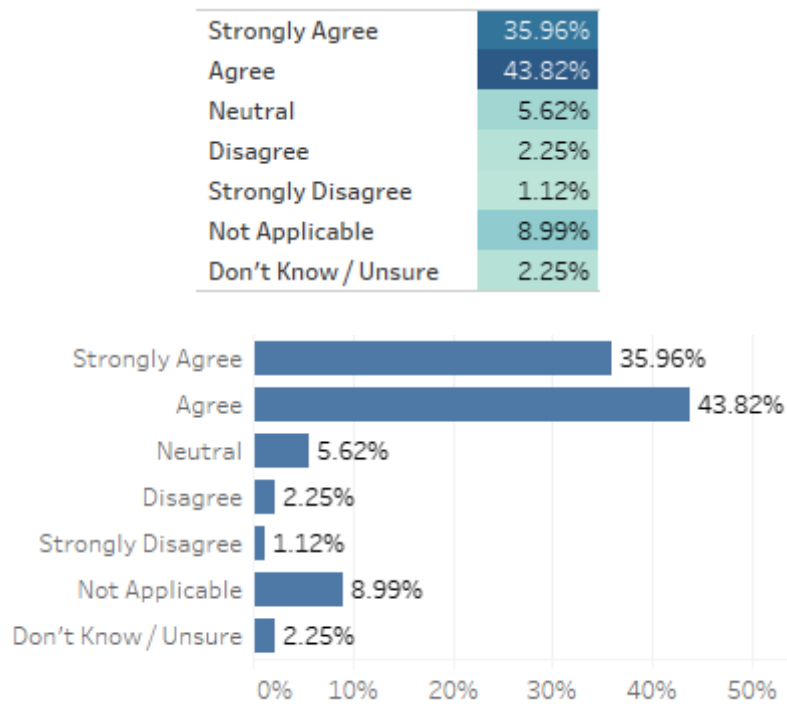
Please indicate the degree to which you agree or disagree with the following statements: - I was well informed by SVAs National Conference management via email on what to expect.



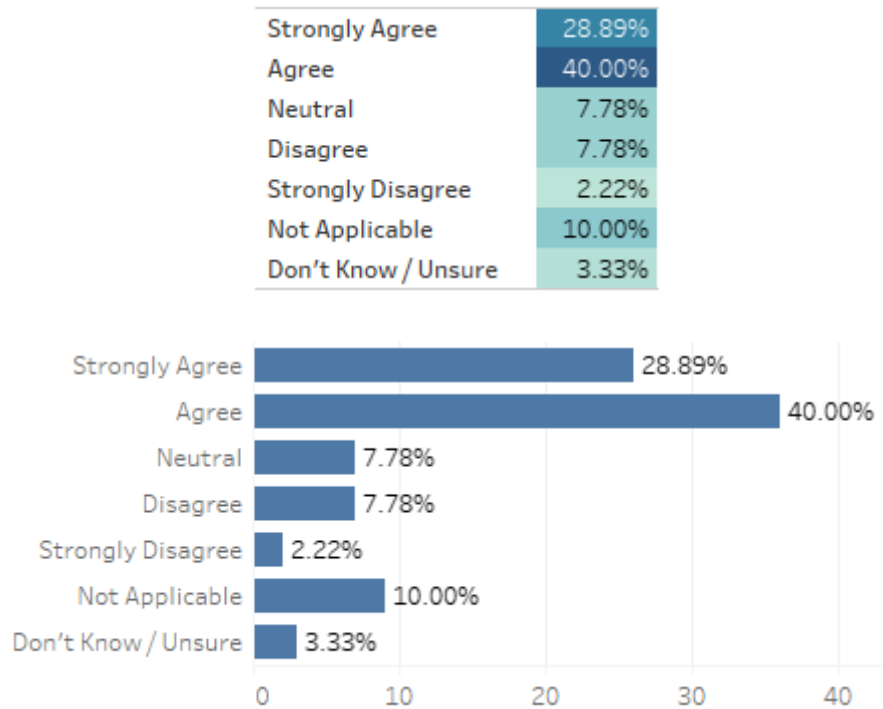
Please indicate the degree to which you agree or disagree with the following statements: - If needed, I knew how to reach support on-site at SVAs National Conference.



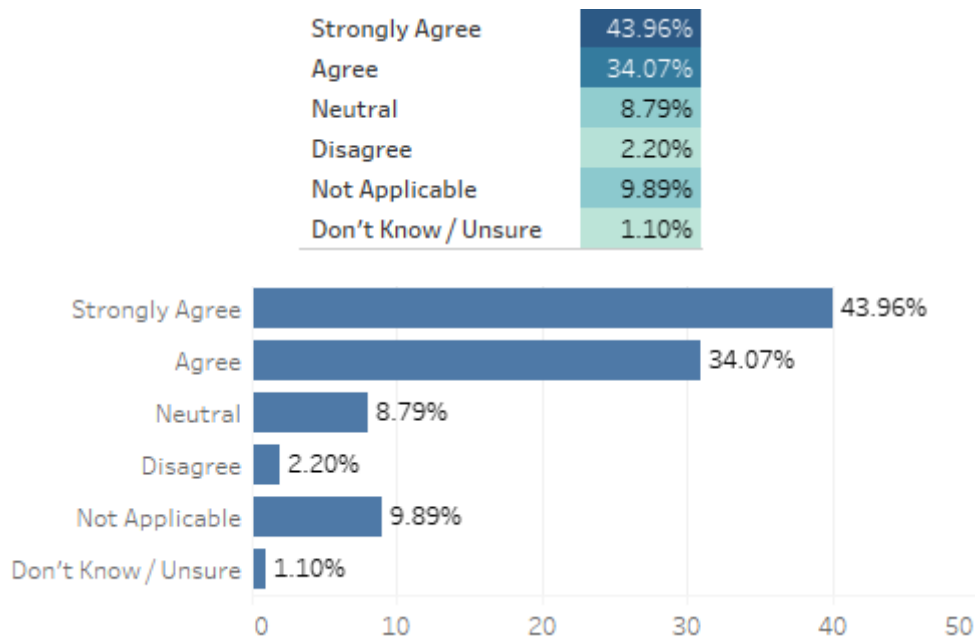
Please indicate the degree to which you agree or disagree with the following statements: - SVAs National Conference staff was responsive to my needs.



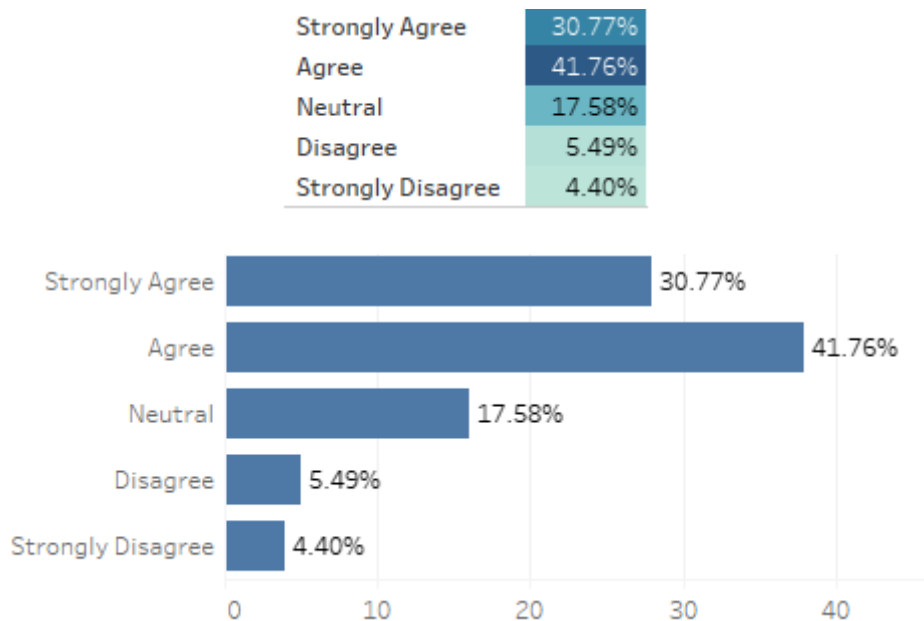
Please indicate the degree to which you agree or disagree with the following statements: - The event venue provided appropriate recognition for our sponsorship (i.e. signage, on-stage recognition, etc.).



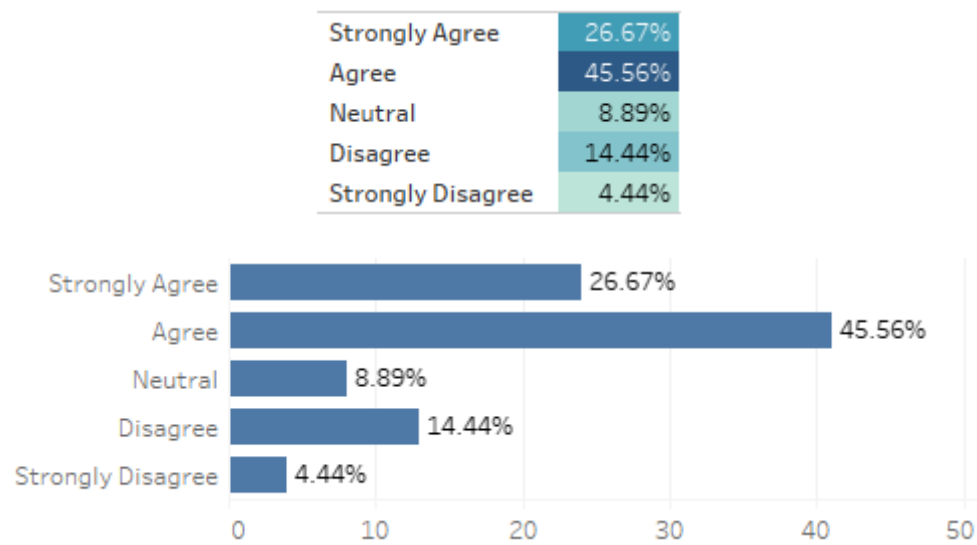
Please indicate the degree to which you agree or disagree with the following statements: - The hotel staff was responsive to my needs.



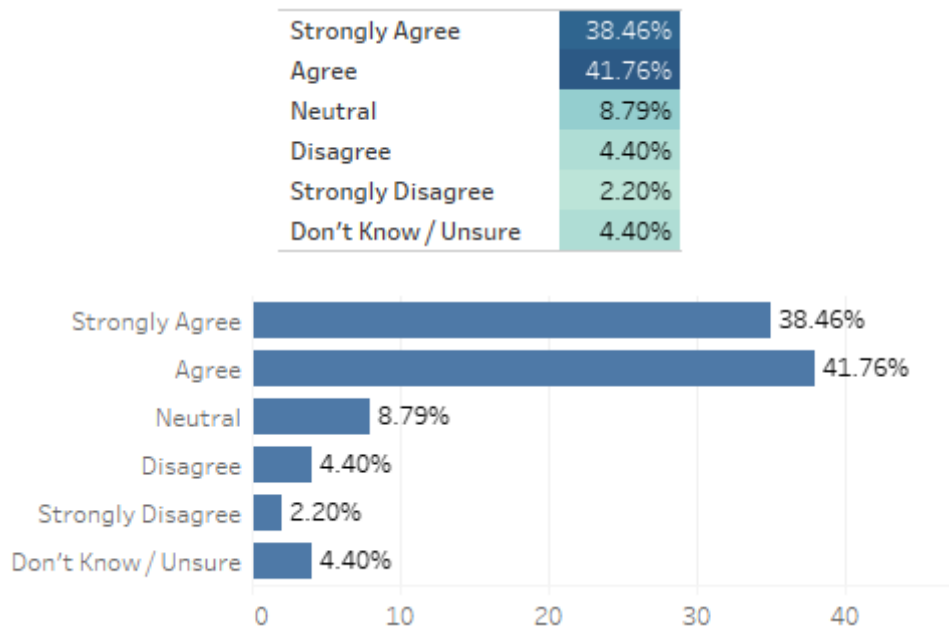
Please indicate the degree to which you agree or disagree with the following statements: - The location of my booth on SVA's National Conference Campus was suitable for generating traffic.



Please indicate the degree to which you agree or disagree with the following statements: - The structure of the SVA National Conference gave me ample time to interact with attendees.



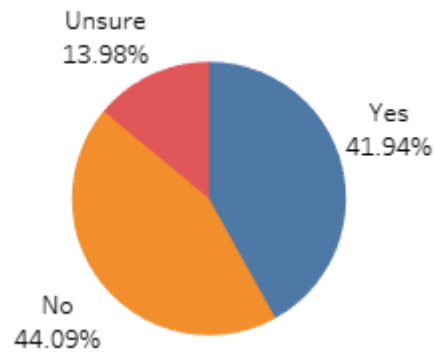
Please indicate the degree to which you agree or disagree with the following statements: - This event was a positive investment for my company / organization.



Part 4 Lead Capture

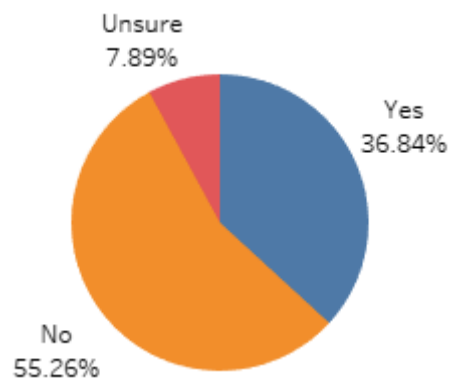
Did you use the "Lead Capture" feature on the NatCon 2019 app?

Yes	41.94%
No	44.09%
Unsure	13.98%



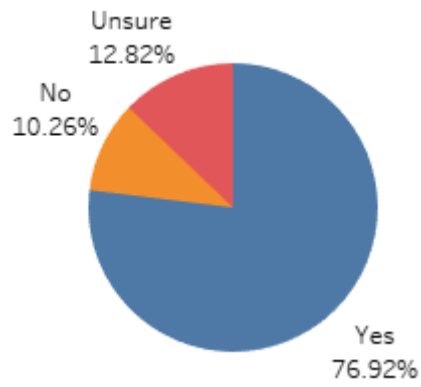
Did you experience any issues using the Lead Capture feature on the NatCon 2019 app?

Yes	36.84%
No	55.26%
Unsure	7.89%



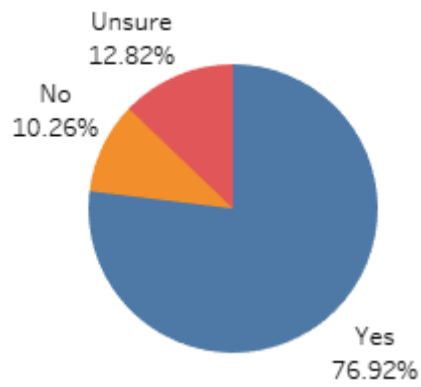
Was the Lead Capture feature helpful to you?

Yes	76.92%
No	10.26%
Unsure	12.82%



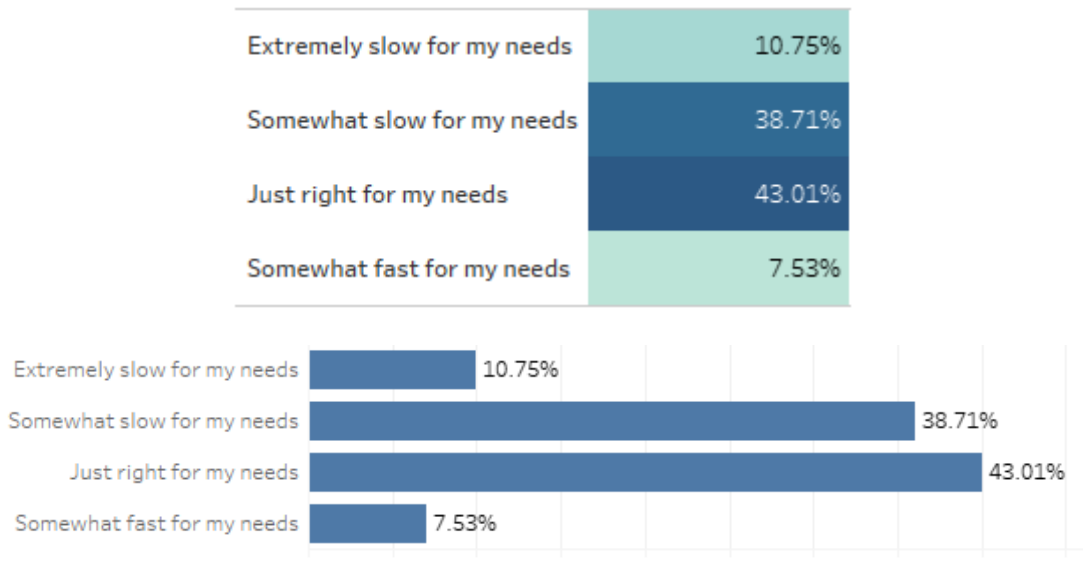
Was the Lead Capture feature helpful to you?

Yes	76.92%
No	10.26%
Unsure	12.82%

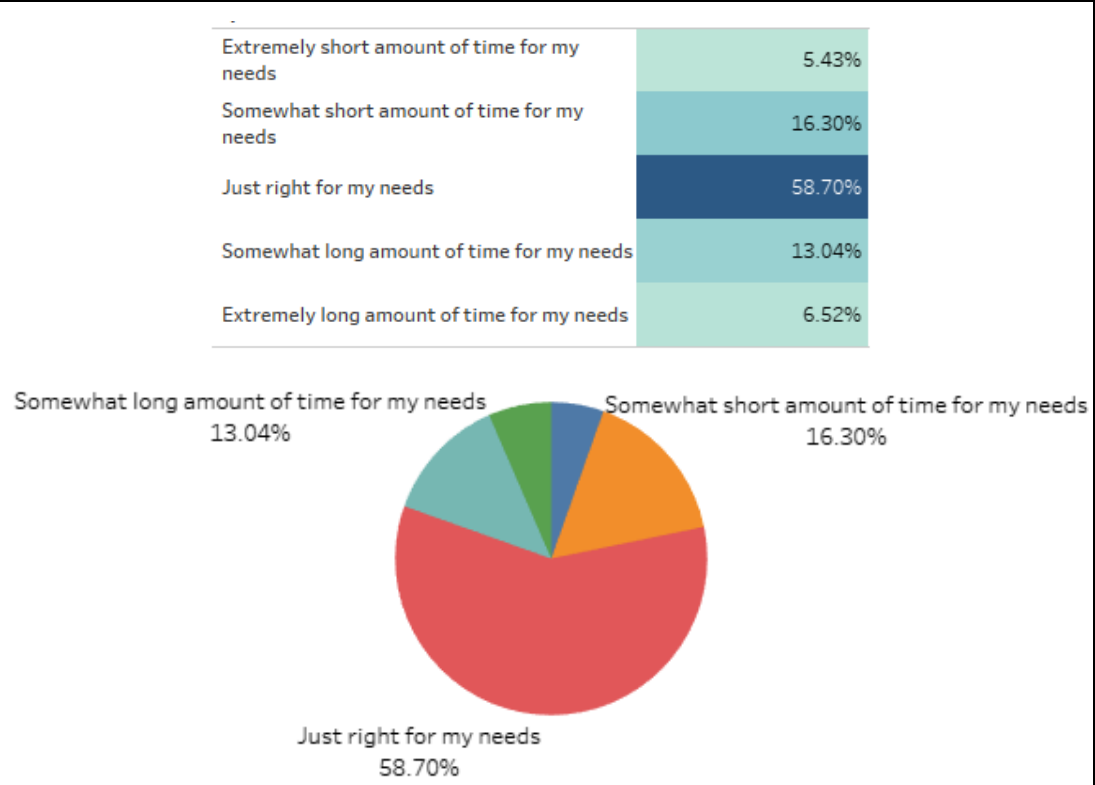


Part 5 Feedbacks

Overall, which of the following best describes the traffic on the SVA National Conference Campus?



Overall, which of the following best describes the SVA National Conference Campus's exhibit hall hours?



How likely are you to attend the SVA 2020 National Conference?

