The 2019 SVA NatCon Post-Conference Exhibitor Survey

Compiled by

Student Veterans of America Research Department

September, 2020

Part 1 General Questions

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| What were your primary goal for attending SVAs 2019 National Conference? |
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| To what degree do you are your primary goal was achieved? |
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| Including yourself, how many personnel did you bring to work at your booth? |
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| Based on the amount of traffic and interest you received during the conference, would you bring less, the same, or more personnel to work your booth at SVAs next national conference? |
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| Did you use all of your complimentary allotted National Conference registrations? |
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| Did you purchase any discounted extra exhibitor registrations? |
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| Did any of your personnel, including yourself, engage in the Professional Development Pavilion on the SVA National Conference Campus? |
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Part 2 Employment

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| Did you attended one of the breakout or general sessions at NatCon 2019? |
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| Are you or your company/organization interested in submitting a breakout session proposal for consideration for NatCon 2020? |
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| Did you meet any potential future employees at SVA's National Conference? |
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| How many on-site interviews did you conduct at SVA's National Conference? |
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| How many job offers did you make at SVA's National Conference? |
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| How many job offers have you made since SVA NatCon 2019? |
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Part 3 Statements

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| Please indicate the degree to which you agree or disagree with the following statements: - All of my logistical needs were met. |
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| 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. |
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| 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. |
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| 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. |
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| Please indicate the degree to which you agree or disagree with the following statements: - I received all the information I needed pre-conference to |
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| 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. |
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| 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. |
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| 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. |
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| Please indicate the degree to which you agree or disagree with the following statements: - SVAs National Conference staff was responsive to my needs. |
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| 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.). |
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| Please indicate the degree to which you agree or disagree with the following statements: - The hotel staff was responsive to my needs. |
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| 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. |
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| 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. |
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| Please indicate the degree to which you agree or disagree with the following statements: - This event was a positive investment for my company / organization. |
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Part 4 Lead Capture

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| Did you use the "Lead Capture" feature on the NatCon 2019 app? |
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| Did you experience any issues using the Lead Capture feature on the NatCon 2019 app? |
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| Was the Lead Capture feature helpful to you? |
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| Was the Lead Capture feature helpful to you? |
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Part 5 Feedbacks

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| Overall, which of the following best describes the traffic on the SVA National Conference Campus? |
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| Overall, which of the following best describes the SVA National Conference Campus's exhibit hall hours? |
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| How likely are you to attend the SVA 2020 National Conference? |
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