

2006 Exhibitor Survey

Summary of Results

- The average number of years exhibitors participated in SCI's Annual Hunter's Convention is 10.4. 41% of respondents were companies ranked in the top 250.
- Support for recent policy stating that in 2008 each exhibitor badge holder must be a member of SCI:
 - Yes 43%
 - No 57%

Comment Summary: Although the majority of exhibitors do feel that anyone benefiting from doing business on the show floor should demonstrate their support for SCI by being a member, most also feel that it is an unnecessary, unwarranted, and unfair requirement for *every* worker to become a member by mandate. The majority of people brought in to work are family, friends and employees.

- Support raising booth fees \$100 per booth in 2008 to include membership fees for the two exhibitor badges issued:
 - Yes 24%
 - No 76%

Comment Summary: Based upon our summary of the prior question, the majority of exhibitors feel that, when all costs are factored in, SCI is near the top of the industry pricing. Adding more fees is not warranted, nor would it be for the right purpose. Exhibitors feel that fees should only be raised when it does not dilute their cost to benefit ratio.

- The primary reasons most often cited for exhibiting in the Convention are:
 1. Make new sales at the show 76%
 2. (tie) Interact with existing customers 75%
 2. (tie) Maintain image, presence and/or awareness 75%
 4. Obtain new sales leads for future business 65%
- When exhibitors rate overall aspects of the Convention they provide their highest ratings for the "quality of attendees" and "quantity of attendees".
- Exhibitor satisfaction levels for the Convention experience were lowest for "hotel rates", "food & beverage services" and the "frequency of auctions".

- Exhibitor satisfaction levels for Convention information were highest for “SCI staff” and the “exhibitor manual.” Overall, satisfaction was lowest for information regarding “auction sales”.
- 61% of exhibitors indicate their gross revenue from the Convention was under \$50,000 and 39% said it was over \$50,000. 38% of exhibitors claim to make less than \$25,000, while 4% make \$250,000 or more.
- On average, the percentage of annual gross revenue earned through the SCI Annual Convention is 22%.
- Almost 3 out of 4 exhibitors (74%) said their gross revenue from this year’s show was more than last year (35% More, 39% the same). According to survey averages, 273 (equal to 26%) of approximately 1,050 companies claim they did less business in 2006 than in prior years.
- The average amount of business written after the Convention as a result of SCI leads is \$42,325.
- Four out of five exhibitors (80%) found the 2006 Convention to be either an “acceptable value” or better.
- Exhibitors feel SCI has outgrown Reno:
Yes 36%
No 64%

Comment Summary: The majority of exhibitors prefers Reno, as it provides the most focused attendees and offers fewer distractions. They would, however, like to “slip” away to Vegas every couple/few years for a change of pace.

- The potential 2010 SCI Convention sites receiving the largest percentage of “most desired” ratings are:
 1. Reno 42%
 2. Las Vegas 40%
 3. San Antonio 13%
 4. Dallas 12%
- Exhibitor support for SCI proposal to add Tuesday as a possible fifth Convention day:
Yes 49%
No 51%

Comment Summary: Although the response ratio is fairly evenly split, exhibitors’ stated reasons are opposed to adding a fifth day. Those who supported the addition tended toward Sunday rather than Tuesday.

- Most exhibitors (88%) support as reasonable a booth fee increase of between \$100 to \$199 if a fifth day to exhibit is deemed appropriate.
- Support of SCI's proposed sprung structure for additional exhibits in Reno in 2008:
 - Yes 44%
 - No 56%
- When asked what ONE improvement SCI could implement to make the booth placement process better, the response was that management should continue to perfect the present placement system, always keeping in mind the foundation of the show – the little guides and outfitters from around the world, even if that means allocating or reserving space for various categories of exhibitors so that smaller companies aren't pushed aside.
- Exhibitors cited quality of attendees, quantity of motivated buyers, and quality of speakers and entertainers as features they liked BEST about the 2006 Annual Convention.
- Total expense, booth costs, loss of position in ranking, number of auctions, food, and the growing number of exhibitors whose lines of business are unrelated to the hunting industry were most commonly cited as the LEAST liked features about the 2006 Annual Convention.
- Exhibitors indicated that they would like to see a limit to the number of booths allowed, the elimination of non-hunting-industry exhibitors, and an increase in seating areas when asked what ONE improvement they would like to see made to the Convention.
- Support for SCI's need to diversify revenue and grow the organization through corporate sponsorships:
 - Yes 71%
 - No 29%
- Support limiting the total number of booths taken by any one exhibitor:
 - Yes 74%
 - No 26%

Comment Summary: Generally, exhibitors would like to see greater control over who is doing business on the show floor, including disallowing booth sub-letting.

- The average number of booths considered reasonable for a large display is 5.5.

- When asked whether they support the addition of 120 new booths in a sprung structure, exhibitors indicated they didn't believe they would be treated the same in a tent as they would be in a facility. They also indicated that such an addition would be warranted only if attendance levels support an increase in floor space. SCI's focus should be on making the show better, not bigger. We must maintain high standards.
- On the show floor, exhibitors would like to see more:
 1. Professional Hunting & Guide Hunters 56%
 2. Retail hunting goods 49%
 3. Firearms 30%
- Exhibitors would like to see less non-hunting related goods or services.