

***Broadcast Engineering* offers advertisers a complimentary ExhibitorPlus™ study**

Broadcast Engineering has contracted with Paramount Research to conduct an ExhibitorPlus study among all of its qualified advertisers at the 2004 NAB trade show. This study costs a minimum of \$10,000-\$20,000 but is being provided as part of our NAB special offering at no charge to those advertisers who run display ads (1/2 page or larger) in each of the four *Broadcast Engineering* NAB issues – March, April, June and the *Special NAB Report Tabloid*. The ExhibitorPlus study is a comprehensive look at exhibitor performance. Each study calculates key performance indicators and segments the data by business classification and job title. An exhibitor has the ability to see how they were rated by the general trade show audience and to pinpoint how they were perceived by their target market.

Benefits of the ExhibitorPlus study include:

- **Specific demographic information about trade show attendees**

The study will detail the types of professionals who attended the trade show. Data points to be collected include:

 - Job title
 - Business class
 - Level of purchasing authority
 - Geographic region
 - What were attendee expectations/motivations for attending the show?
 - How many hours did they spend on the trade show floor?
 - What types of products or services were they interested in seeing and which ones do they expect to purchase in the next 12 months?
- **A thorough evaluation of your exhibit**

Participants will be asked several questions about their experience at your exhibit. This information will provide a broad overview of the performance of your exhibit and staff. Since the data will be segmented by attendee demographic information, you will be able to determine if your target market is reaching your exhibit and how they rated your exhibit. Specific information that will be collected include:

 - What percentage of attendees visited your exhibit?
 - How long did they stay?
 - How effective was your exhibit staff at getting face-to-face contact with your target market?
 - Did they get/request any promotional materials while visiting your exhibit?
 - How did attendees rate the look of the exhibit?
 - Did visitors rate your exhibit staff as knowledgeable?
 - How did they feel about their overall experience at your exhibit?
 - As a result of visiting your exhibit, are they more likely to purchase one of your products?
- **Paramount Research will conduct personal interviews with attendees as they leave your exhibit for an additional fee.** These interviews will focus on gathering top-of-mind perception verbatims from attendees in regards to their experience at your exhibit. **Contact your market manager for more detail. This special offer is only available to the first ten exhibitors who sign up so don't delay.**

Each advertiser who participates in this study will receive a complete report summarizing the survey findings. In addition, those advertisers who elect to have interviews conducted at their exhibit will receive a PDF document summarizing their findings.

The ExhibitorPlus study will be conducted using an online survey methodology. Email invites will be sent to a representative sample of 2004 NAB attendees. The survey will be conducted approximately one week after NAB and results will follow three weeks later. Paramount Research strictly adheres to the practices set forth by the Marketing Research Association to ensure quality data.