

**LOWELL COMMUNITY EXPO - 2010**

And the survey says...								
Question #1: Did the Expo meet your expectations?								
Question #2: Did you receive new business/customers from attending the Expo?								
Question #3: How was the traffic flow at your booth?								
Question #4: Would you be willing to pay a premium to be located to Gym A?								
Question #5: Did the Expo marketing meet your expectations?								
Scale:	(Did not meet expectations)	1	2	3	4	5	(Exceeded Expectations)	
<b>Company:</b>	<b>Location:</b>	<b>Prev. Part.</b>	<b>Q#1</b>	<b>Q#2</b>	<b>Q#3</b>	<b>Q#4</b>	<b>Q#5</b>	<b>Comments:</b>
Mackenzie's Animal Sanctuary	B Gym	no	4	4	4	1	4	Please include us on the your marketing list for 2011 registration
Gilda's Club Grand Rapids	A Gym	no	5	4	5		5	We had an increase in attendance to our Lowell Clubhouse the Tuesday following Expo 3/30. Nearly 60 people visited the Clubhouse! We are so grateful for the chance to be a part of the e Expo and for the great placement. Thank you!
Modern Photographics	B Gym	yes	4	4	4	1	4	
Beachum Flooring	A Gym	yes	4	4	4	4	4	Time will tell if we get customers and heard marketing on WOTV, B93 and Ledger. The teams helping with set-up and take-down were very, very helpful again this year. Thank you! Liz and Staff - you work so hard to make this event what it is! Great Job!
B & E Coating Services	A Gym	yes						I think it is important to have an enter and exit out the same door, traffic was confusing. Please include us next year.
State Farm	Hall	yes						We had a great time at Expo. I do enjoy meeting with the people. The BNI next to us wanted to know if we would be there again next year because of the "swarm". Sue in my office organizes that and does a wonderful job! Thank you for a 3 pm close!
Lowell Area Historical Museum	A Gym	yes	5	5	4	1	4	The Museum is always happy with the Chambers efforts and marketing. WE know how hard you work. We are proud to be a part of the community. The people that stopped by our booth were also happy to be a part of this community!
Kara Raimer Designs	A Gym	no	5	5	4	3	5	Lots of people stopped to chat in front of my booth in Gym A. I didn't appreciate other vendors "selling" at my booth (to me). I missed a lot of people walking by because of this. There were also a couple that I'm pretty sure didn't even have a booth in the Expo going around selling to vendors. Maybe we could add a vendor networking time to specifically meet/sell our goods or services to each other? Overall, I had a wonderful experience at the Expo and hope to see lots of call backs! Thank you for supporting all of our entrepreneurs!
Arctic Inc. Heating & Cooling	A Gym	yes	4	4	4	1	5	Thanks to the Ignite volunteers for helping unloading. Awards to those who have the most informative, best looking booth.
Birchwood Garden Apartments	A Gym	no	5	5	4	2	5	Traffic to our location was a little slow this year.
Greenridge Realty Inc	A Gym	yes	5	5	5	1	5	I do not believe in "taxing" those who have been loyal to the program that has provided for the current successes. A new business or business that jumps in and out of Expo over the years, shouldn't receive equal treatment as those who have been consistent toward the Chamber goal. If you are seeking additional revenue, then raise all booth fees, but maybe a discount for 2nd table. Since the Chamber is now operating from a position of strength (sold out booths), now would be the time to increase pricing. For those businesses that have been loyal, why not allow them to choose the booth and maintain that position, as long as they continue their involvement. New businesses would need to wait their turn to move to a different booth of choice. If you've ever tried to get "good" UM or MSU football tickets, they are controlled by season ticket holders that maintain their seat by keeping their position year after year, then "moving up" because of their loyalty to the program. Again, we don't participate for our business, we participate to promote our community and support our
YMCA	A Gym	yes	4	2	3	3	3	Traffic to our location was a little slow this year.
First United Methodist Church of Lowell	A Gym	yes	5		5	1	4	New business, we are a church, ask God! No bad location at Expo. Great Expo!!! Keep up the good work Lizzy and Staff.
Lowell United Methodist Preschool	A Gym	yes	4	5	5	1	5	Has it always ended @ 3pm? It seemed better, not so dead toward the end this year. Maybe bump back a weekend so not so close to Easter & Spring Break. 2:30 pm would be okay to end the day too. Grand Job! Thanks!

Arrowhead Golf Course	Hall	yes	4	?	5	1	5	I liked my location this year! You guys do a great job of promotion, can't go anywhere in Lowell w/out seeing advertising for the Expo. I have done expos in Ionia & Forest Hills, this seems to be more well attended than both of those. Great Job!!
Samaritan's Purse/Operation Christmas	Hall	yes	4	5	4	1	4	
Murray Lake Marina Inc	Café	yes	4	4	4	2	4	
Tastefully Simple	B Gym	no	4	5	4	3	4	
Hunter Construction	B Gym	yes	5	3	5	2	5	Possibly will get customers. Great job this year. Thank you.
Mimi's Oil	B Gym	yes	5	5	5	1	5	We got 2 pages full of people who want to be contacted for our classes on oils & natural health care!!
Inbody Tree Service	B Gym	yes	4	4	3	1	5	Thank you for putting on another fine Expo!
Miller Orthodontics	B Gym	yes	4	3	3	1	3	
Branch Adventures	A Gym	yes	5	5	4	?	5	Went well, really appreciate the help from Impact Youth w/unloading and use of cart!
Beauticontrol	A Gym	yes	5	5	5	?	5	
Edward Jones Investments	A Gym	yes	5	5	5	3	5	Great job Liz & Friends! Liked the 3 pm end time.
JB Harrison Insurance	A Gym	yes						
F Meijer Heartland Trail/Grand River Rail	Café	yes	4	4	4	1	4	
Lowell/Rockford Ambulance	B Gym	yes	5	4	4	1	5	Have student help w/loading & unloading of display stuff. Repair the microphone/speakers in Gym B. Could not understand a thing!!
Trombly Chiropractic	B Gym	yes	4	3	5	1	4	Gym B was awesome, 1st time in Gym B, I loved it! We could not understand the announcements in Gym B.
Discover Chiropractic Center PC	B Gym	yes	4	2	3	5	3	2 Chiropractors in the same gym when there are 3 rooms, needed to be separated more in my opinion.
Flat River Outreach Ministries	B Gym	yes	5	4	5	1	5	Great party Liz and Staff!!!
Litehouse Inc	B Gym	yes	4	4	4	2	5	Great job on promoting this year. Glad to see flyer in Buyers Guide & covered in Ionia Shoppers Guide too!
Curves for Women - Lowell	B Gym	yes	5	5	4	2	4	
City of Lowell	Hall	yes	4	N/A	4	1	N/A	I think everything went well. Good Job.
Frozen Creek Floral & Farm	Café	yes	4	4	4	1	4	Great job! Well done!
Costco Wholesale	B Gym	yes	4	4	5	4	5	I forgot my door prize. I am so sorry. Very happy with the show again!!
East Kent County Republicans	A Gym	yes	5	5	4	5	5	
We MI Bluegrass Music Assoc	B Gym	yes	5	5	4	1	5	Very large crowd. Very well organized. People will come to our events. We attract a crowd no matter where located. Lots of good promotion!
River Valley Credit Union	Hall	yes	4	3	5	2	3	
David Legal Advocates, PLC	Hall	no	4	2	4	1	4	We were in main hallway near the entrance and based on our observation of flow and volume of the Expo could conclude earlier such 1 pm.
Certa Pro Painters	Hall	yes	4	4	4	2	3	I still can't believe the people who come by and grab handfuls of candy or take other promotion items but have
School of Missionary Aviation Technology	Hall	yes	4	1	4	1	3	#19 was a very good location.
First Baptist Church	A Gym	yes	5	5	5	5	5	
Fallasburg Historical Society	Hall	yes	3	3	3	1	3	Thank you so much for allowing us to participate. It was everything we expected it to be and gave us good publicity for our Historical Society.
Lowell City Directory	Hall	yes	5	5	5	5	5	Great Job.... Great Sponsors!!!!!!
Advanced Eyecare Professionals	Café	yes	5	5	5	1	5	All places are good so don't see a need to pay more! Great job Liz and Staff!!
Lowell Ledger/Litho/Buyers Guide	Hall	yes	5	3	5	1	5	
Lowell Area Arts Council	A Gym	yes	5	5	4	2	5	Lots of people talking to us, slower in the morning than usual, loved all the street signs!! Great Job Liz and
McCauls Auto Service	A Gym	no	5	5	4	4	5	
Kumon Math & Reading	Café	no	5		5	1	5	I'd pay a premium for my spot in the café again. It was a great high traffic spot. Lunch was very well organized!
Thornapple River BNI	Hall	yes	5	4	4	1	4	BNI we were located in the hall and really enjoyed our location this year.
Roll Away Family Fun Center	A Gym	yes	4	2	5	1	3	
Royal Heritage Conference Center	A Gym	yes	5	4	5	3	4	
Daisy Floral	Café	yes	5	5	5	3		Larry is awesome!! So is Liz Baker and the whole Expo Staff, thrilled to have been a part of the Lowell Expo!
First Congregational Church of Lowell	Café	yes	3		3	1	3	Traffic was down from last year, to early to tell if we received customers.
Little Monkey's Child Cared	B Gym	no	5	5	5	5	5	
Cousin's Hallmark/River Hollow	A Gym	yes	5	5	5	1	5	
The Pampered Chef	A Gym	no	5	5	5	2	5	Had a great time. This really gave me a chance to get my name out.

Mona Vie	Café	no	5	5	5	1	5	We had a great spot in the Café!
Zoe' Life	A Gym	no	4	4	5	1	3	
Avon by Sherry	A Gym	yes	4	5	5	?	4	
Firstbank	B Gym	yes	5	3	5	1	5	
Flat River Waste	Café	yes	4	4	4	1	3	Make everyone sign up for our waste service!!
CruisingCo/MouseEar/Vacations	Café	yes	5	5	5	1	5	I was in the café for the first time! I want to stay here next year...Wow! Love this spot!! Thank You!!!! Amazing Day!
Lowell Area Conservation Association	Hall	yes	5	5	5	1	5	Gets better every year, traffic flow to our booth much better then expected, really good overall!
Frugal Window Cleaning	A Gym	no	5	5	5	1	3	Thank you Liz and all the members that make the Expo happen. We were very happy to be a part of this experience.
Health Motion Physical Therapy	Café	yes	4	4	3	1	3	
Mainsail Coaching LLC	A Gym	no	4	3	4	1	4	
Digital Image Signs & Graphics	A Gym	yes	4	4	2	3	4	I was in the corner of Gym A, traffic flow to my booth was not good.
Lowell Area Trailway	Café	yes	5	5	5	1	5	We had a great turnout at our location. Thank you for all you do!!!
Waddell & Reed Financial Advisors	A Gym	no	3	3	4	1	4	
Kent District Library/Lowell & Alto Branches	A Gym	yes	4	3	2	1	2	We hope to have a different table location next year.
Harding Enterprises	Café	yes	5	5	5	4	5	Keep food booth open longer. Loyal, repeat vendors, get to choose their spot or keep the one they have.
Calvary Christian Reformed Church of Lowell	A Gym	yes	4	4	5	2	4	
Ada Lowell 5	A Gym	yes	3	3	3	1	5	
Noah's Pet Cemetery	A Gym	yes	4	4	3	3	4	
Great Clips for Hair	A Gym	yes	5	5	4	4	5	
Lowell Community Wellness	A Gym	yes	4	4	4	2	4	The stage sound system didn't carry throughout the gym. It was hard to hear parts of the demonstrations. We have a great time!
SDNB Subway	Café	no	5	5	5	1	5	
Snap Fitness	A Gym	no	4	5	4	1	5	Very nice to have people help load/unload. Thanks
Alpha Women's Center of Lowell	Hall	yes	4	2	4	1	4	
Main Street Driving	Café	yes	3	3	4	1	3	Defiantly more foot traffic in the main gym then cafeteria. Push people through café as soon as they can and end w/them walking down hallway.
Farm Bureau Insurance	Café	no	4	4	4	3	3	
Appletree Christian Learning Center	Hall	yes	5	2	4	1	5	
Ridgeline	A Gym	yes	2	1	2		2	
Flat River Wood Carvers	B Gym	no						We were very satisfied and impressed with that turn out and the number of people who stopped at our booth. Especially, being our 1st time. If we would have been located in Gym A, I don't think we would have been able to have the personal contact and be able to give the people the individual time that we were able to do. We weren't able to eat or drink or carve. This is a GOOD thing. We all received orders from the show. . We would like to be one of the first to ask you to sign us up for 2011. Thanks Liz and crew for wonderful opportunity.
		<b>Average:</b>	<b>4.4</b>	<b>4.0</b>	<b>4.2</b>	<b>1.8</b>	<b>4.3</b>	
<b>Notes from Expo Wrap-up</b>								
<b>Send out applications early to reserve same spot (paid)</b>								
Recycling for bottles								
Stamp on cards, vendors pay a premium to be on card								
Helpers were great								
Meals were very economical, cheaper than Rockford!								
Seniority for same booth ever year								
Great volunteers								
Great traffic								
Big gym by the state is loud, no flow								
Lots of coffee spilling because of the many vendors offering it, access to mop bucket								
Best Advertisement - Buyers Guide was wonderful								
Chamber booth up front								