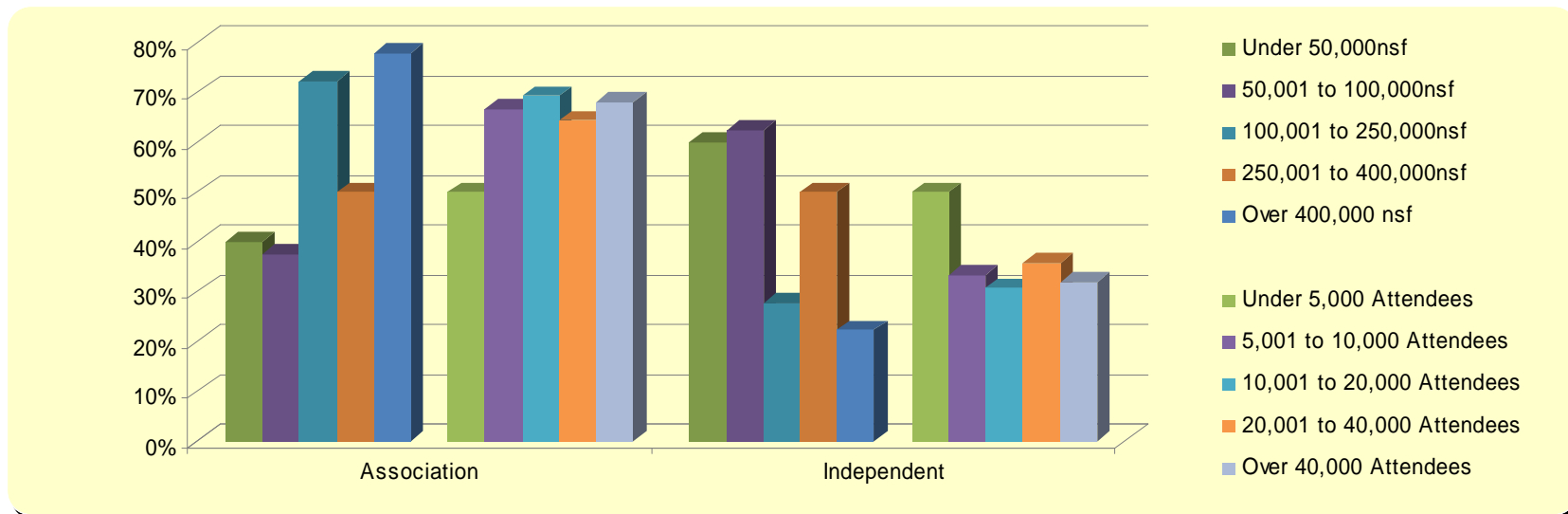


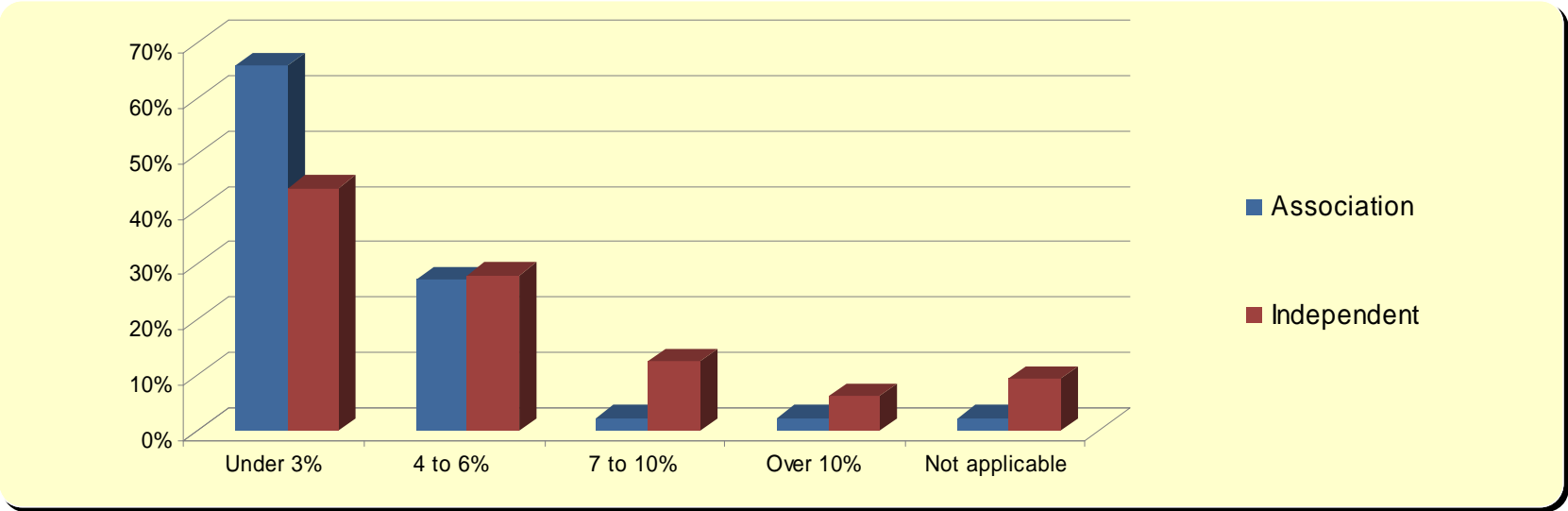


*ECEF 2009 Peer-to-Peer Executive Learning
Results of Interactive Audience Response Questions*

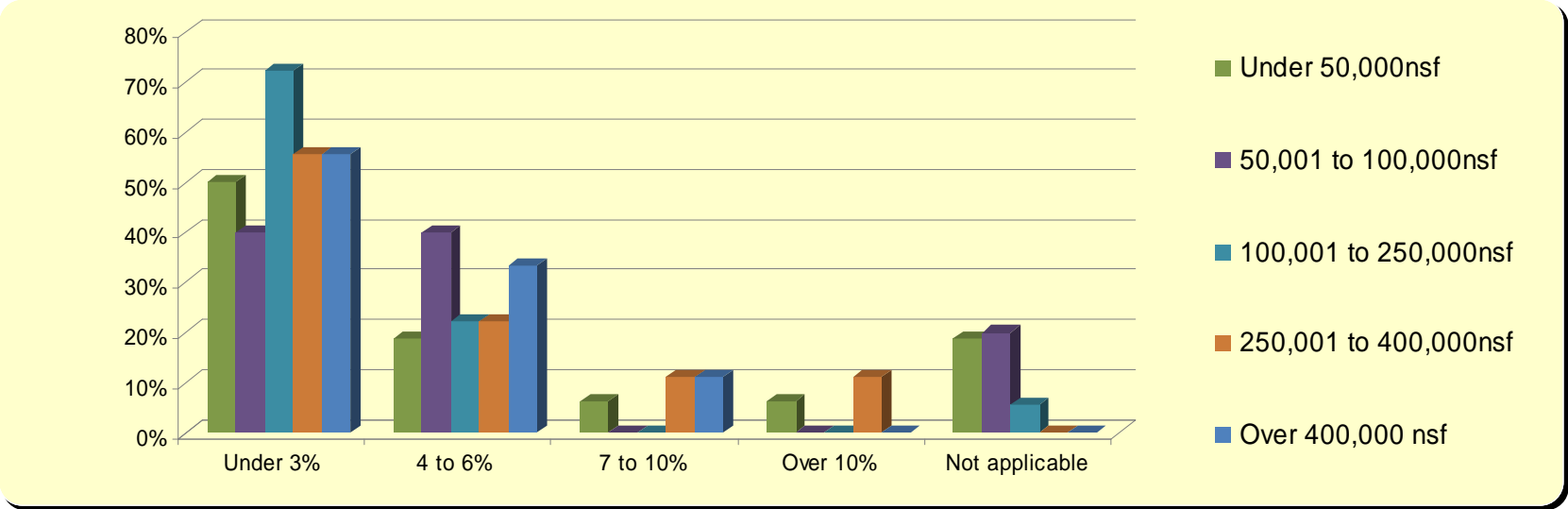
Q1. Type of event producer attending ECEF, by nsq and attendance at largest event.



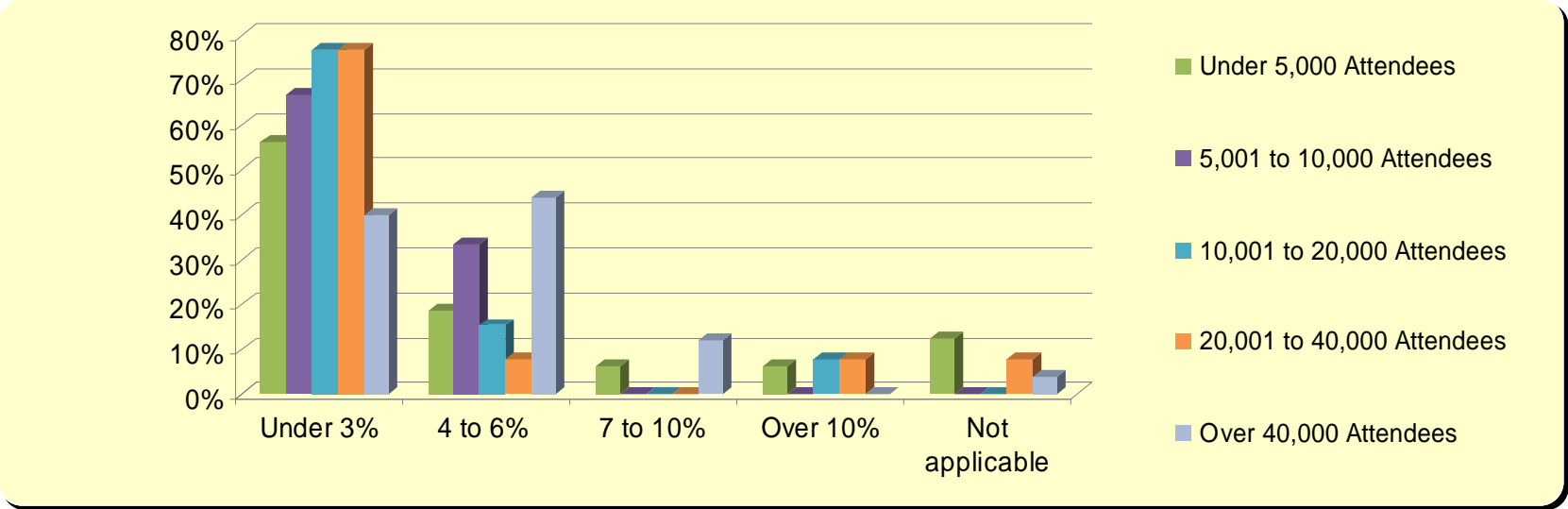
Q2a. What percent of your total event revenue comes from Internet activities like virtual events, distance learning, ads, sponsorships and enhanced exhibitor listings?



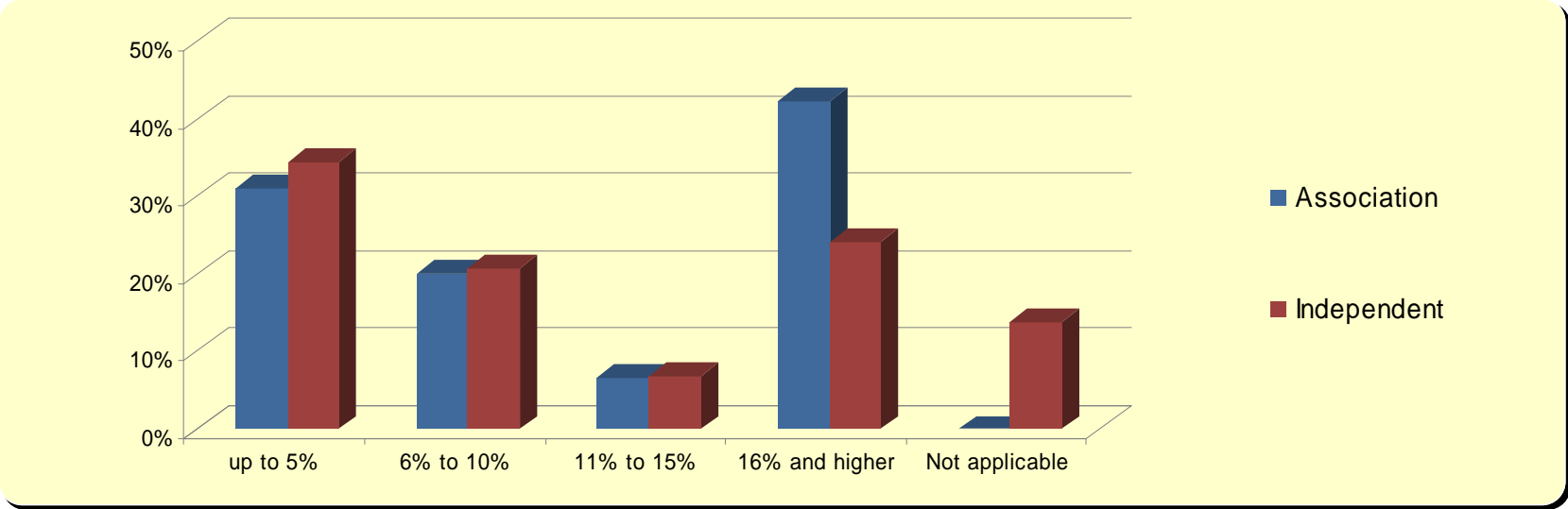
Q2b. What percent of your total event revenue comes from Internet activities like virtual events, distance learning, ads, sponsorships and enhanced exhibitor listings – by net square feet of largest event?



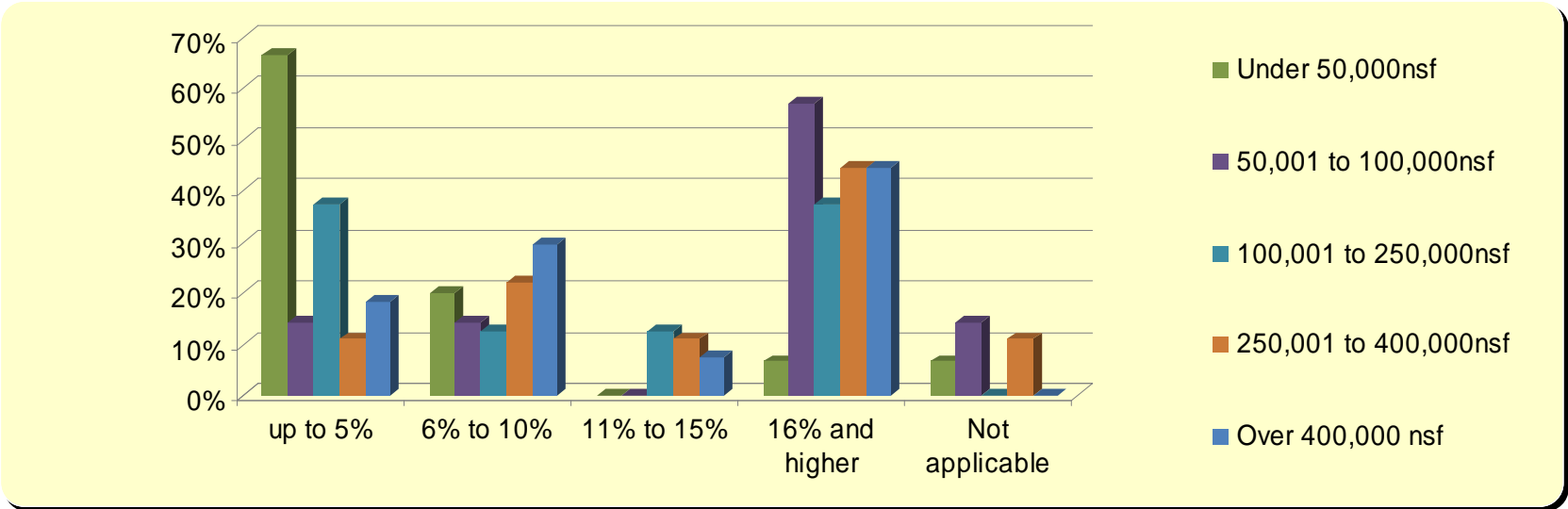
Q2c. What percent of your total event revenue comes from Internet activities like virtual events, distance learning, ads, sponsorships and enhanced exhibitor listings – by attendance at largest event?



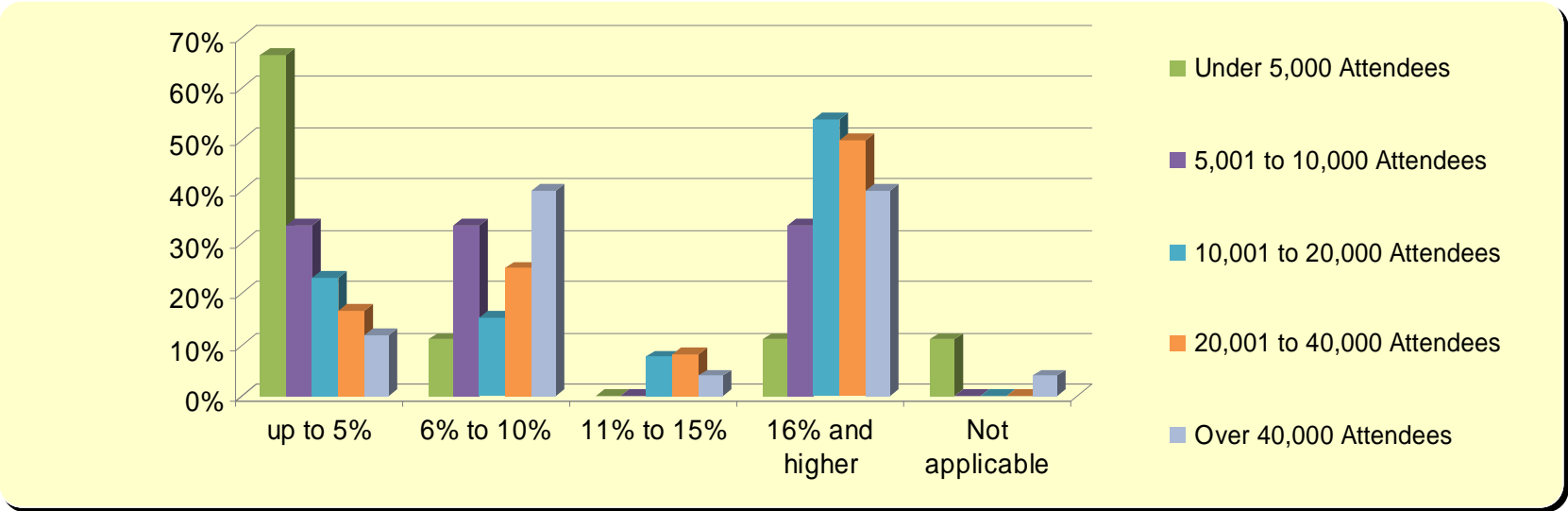
Q3a. What percent of your attendees, exhibitors and media are from outside the United States?



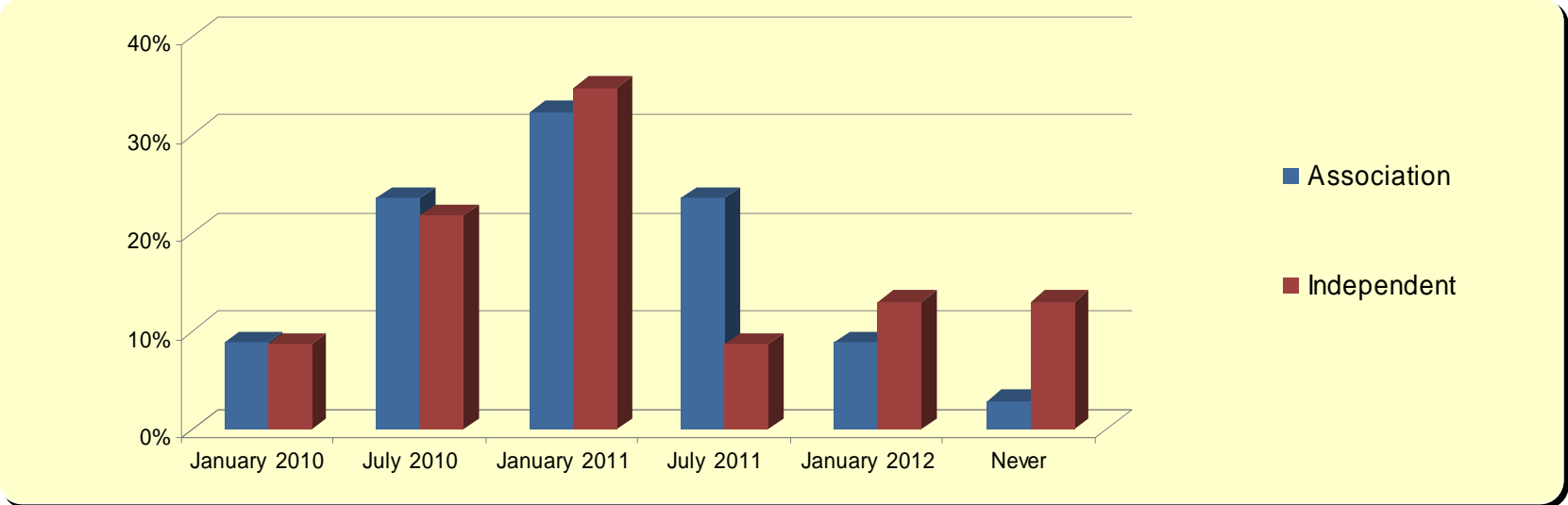
Q3b. What percent of your attendees, exhibitors and media are from outside the United States – by net square feet of largest event?



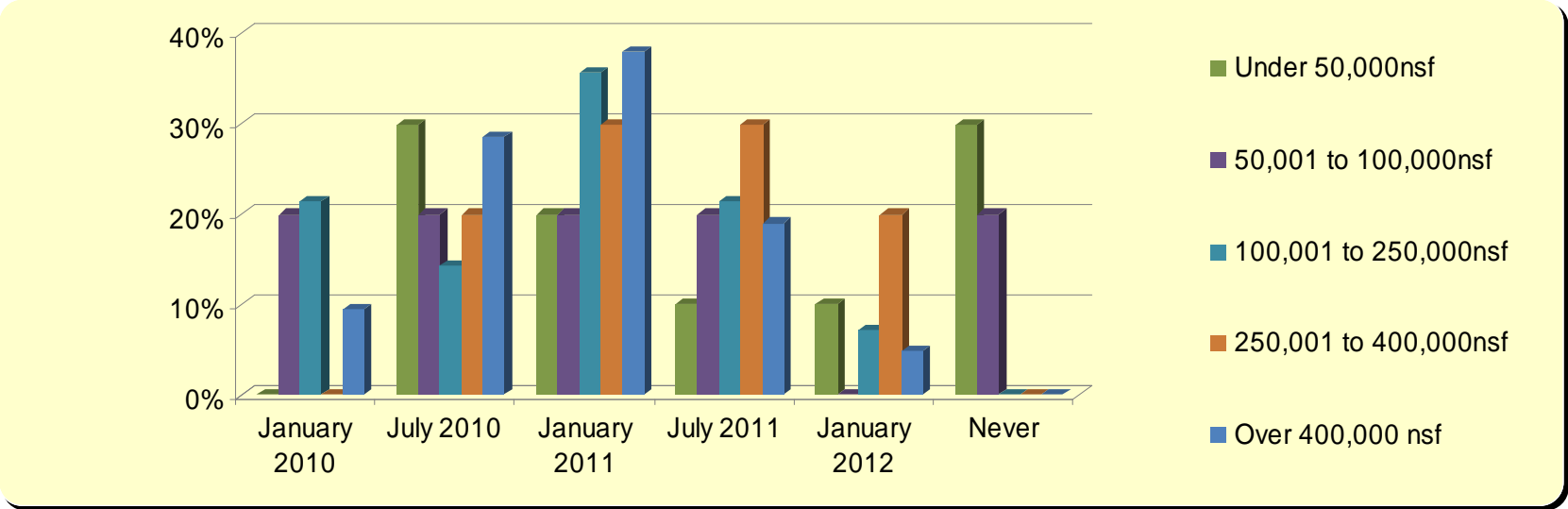
Q3c. What percent of your attendees, exhibitors and media are from outside the United States – by attendance at largest event?



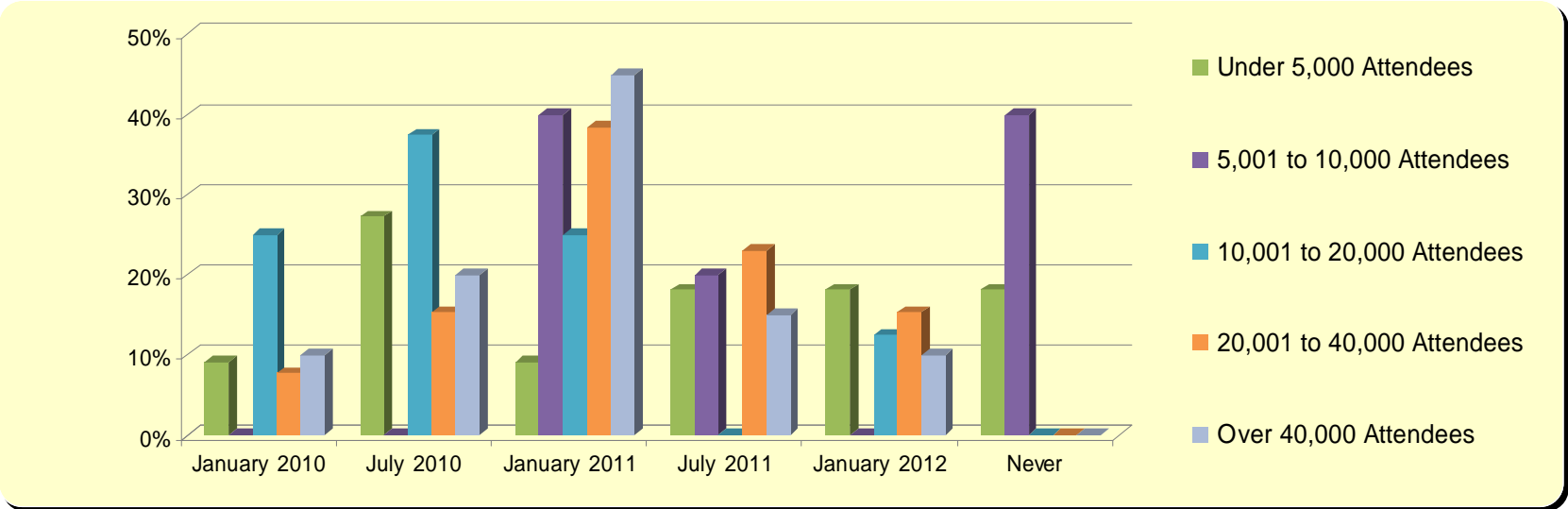
Q4a. If your show's total revenue is down, when do you expect it to rebound?



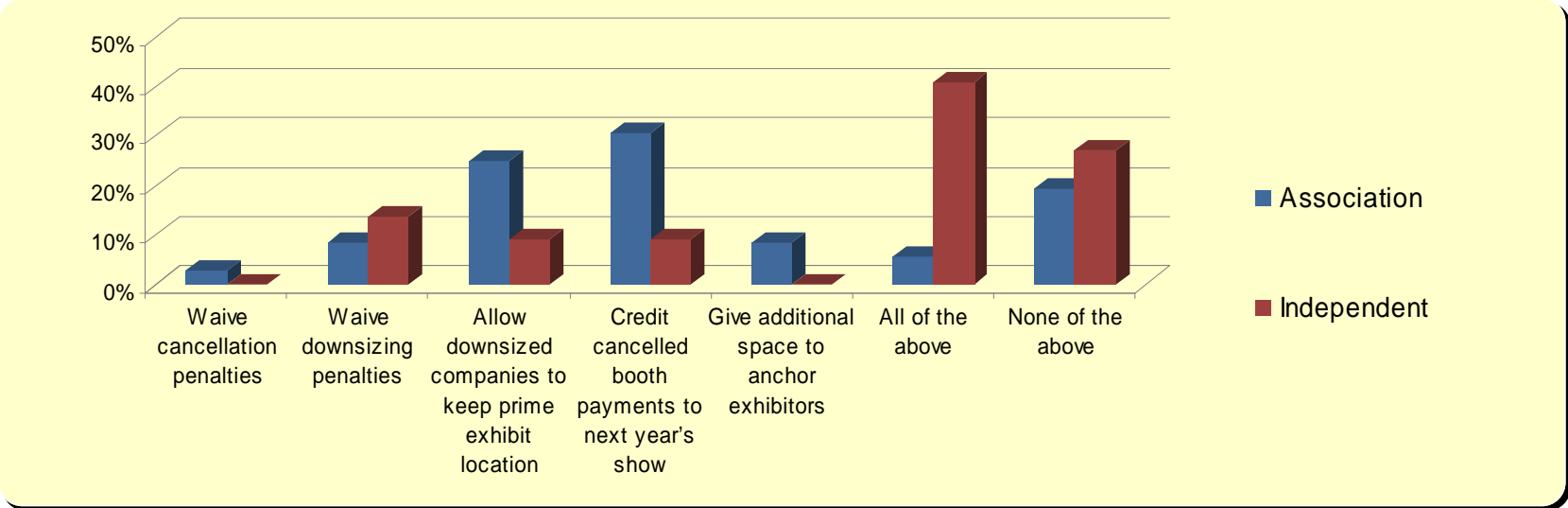
Q4b. If your show's total revenue is down, when do you expect it to rebound – by net square feet of largest event?



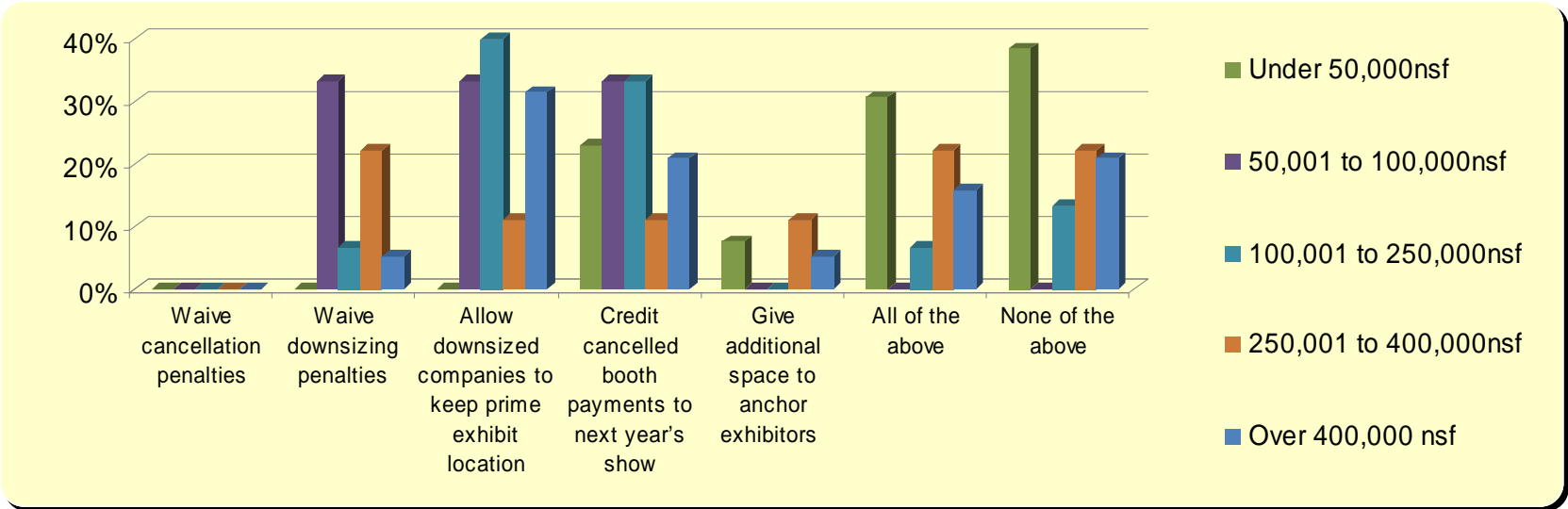
Q4c. If your show's total revenue is down, when do you expect it to rebound – by attendance at largest event?



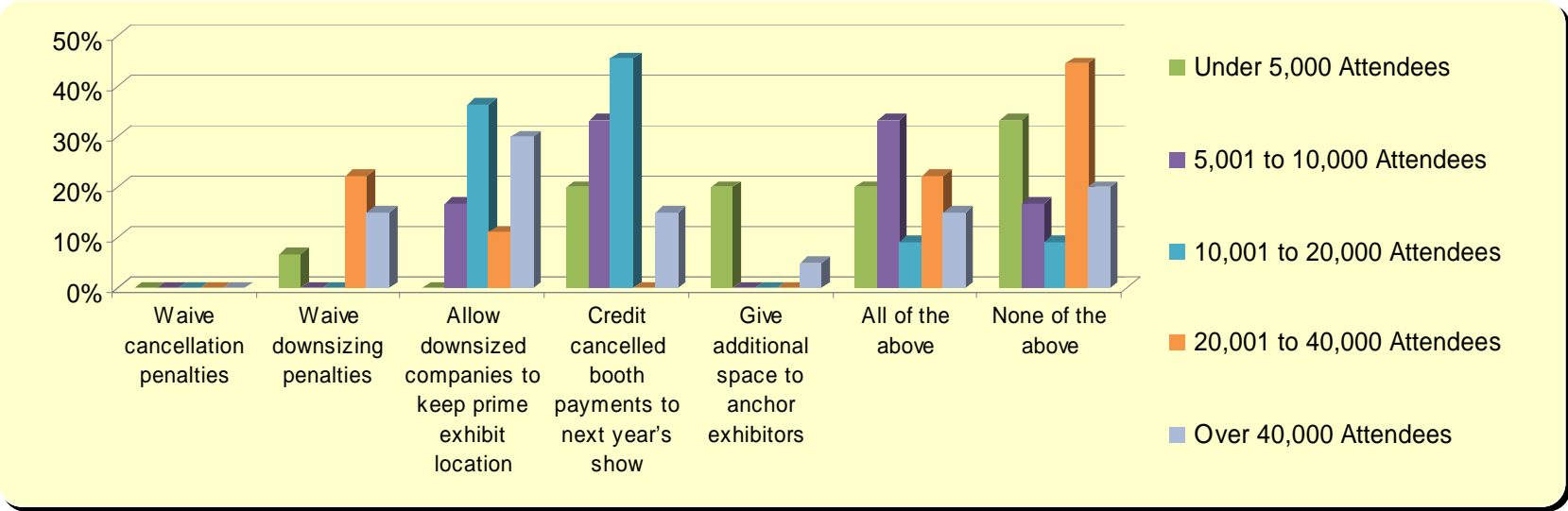
Q5a. During this recession, how have you been helping your exhibitors/sponsors?



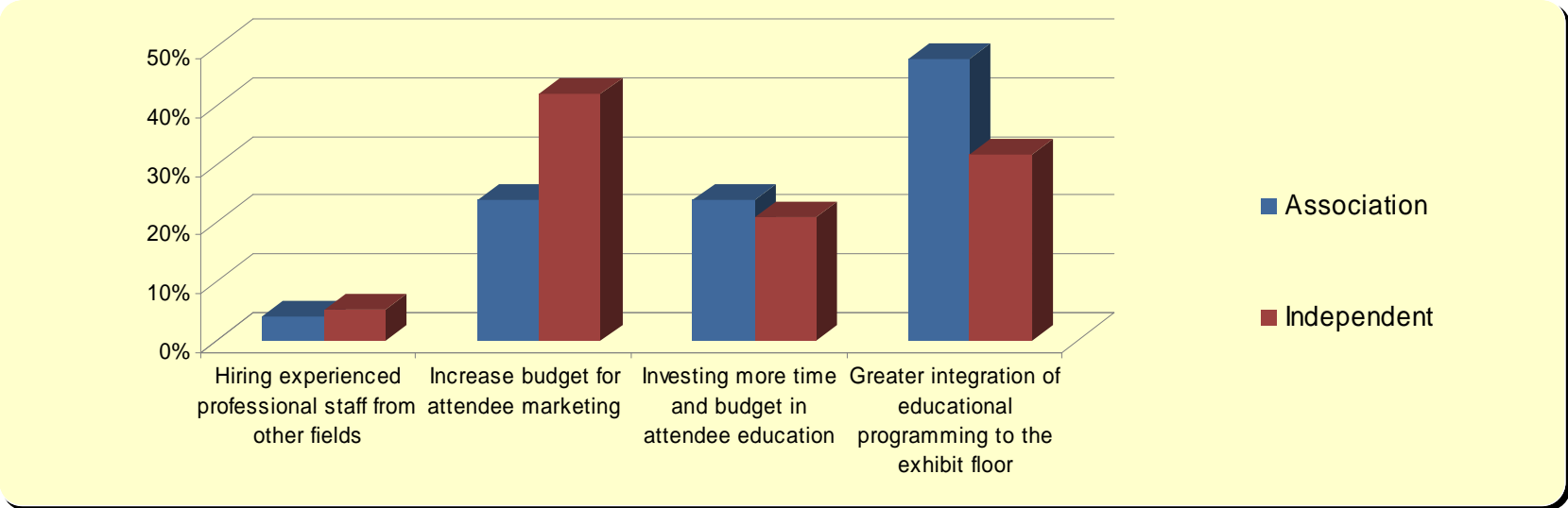
Q5b. During this recession, how have you been helping your exhibitors/sponsors – by net square feet of largest event?



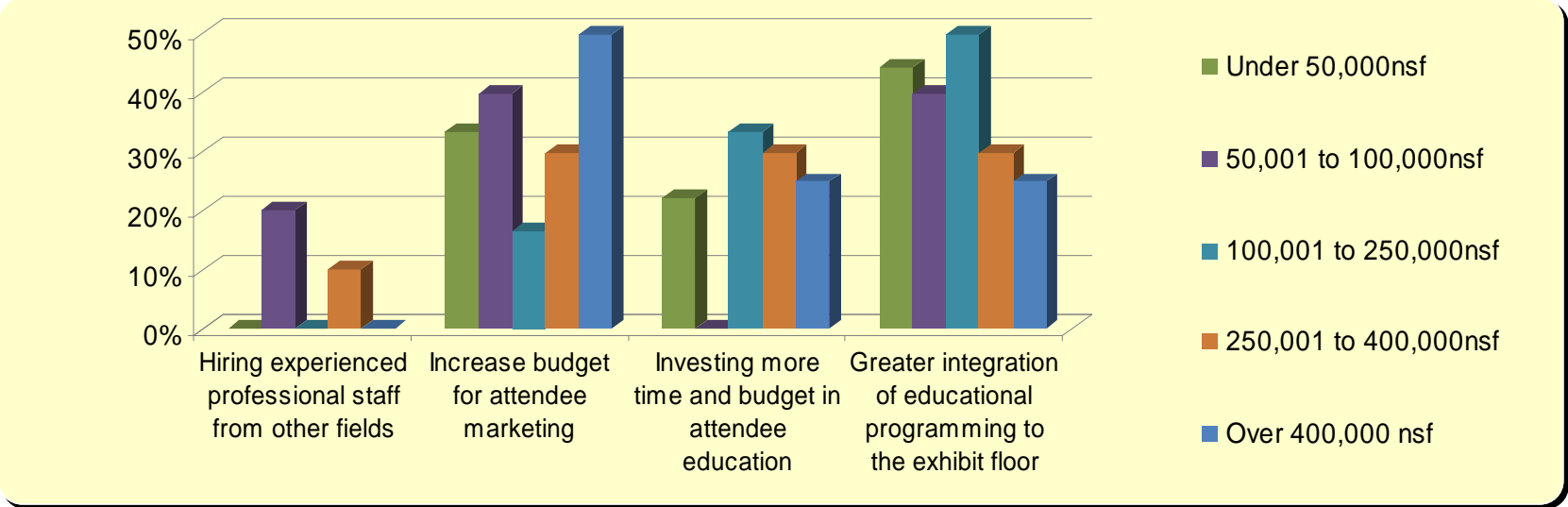
Q5c. During this recession, how have you been helping your exhibitors/sponsors – by attendances at largest event?



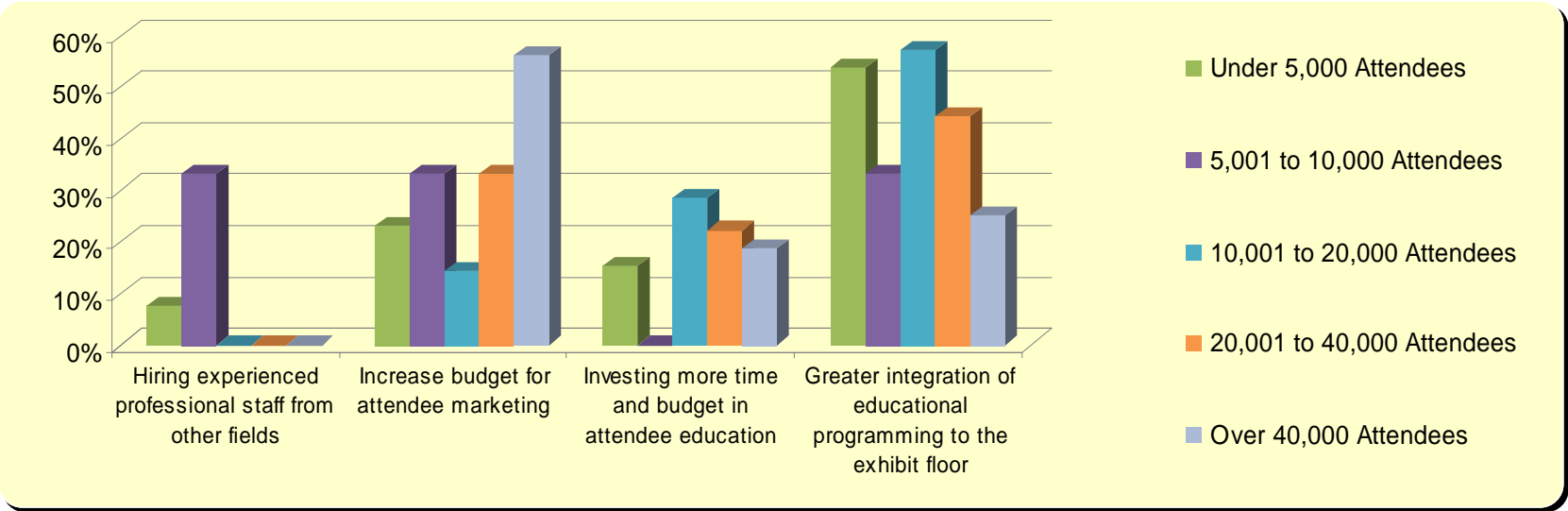
Q6a. What are you doing differently now - **internally** - to strengthen your show?



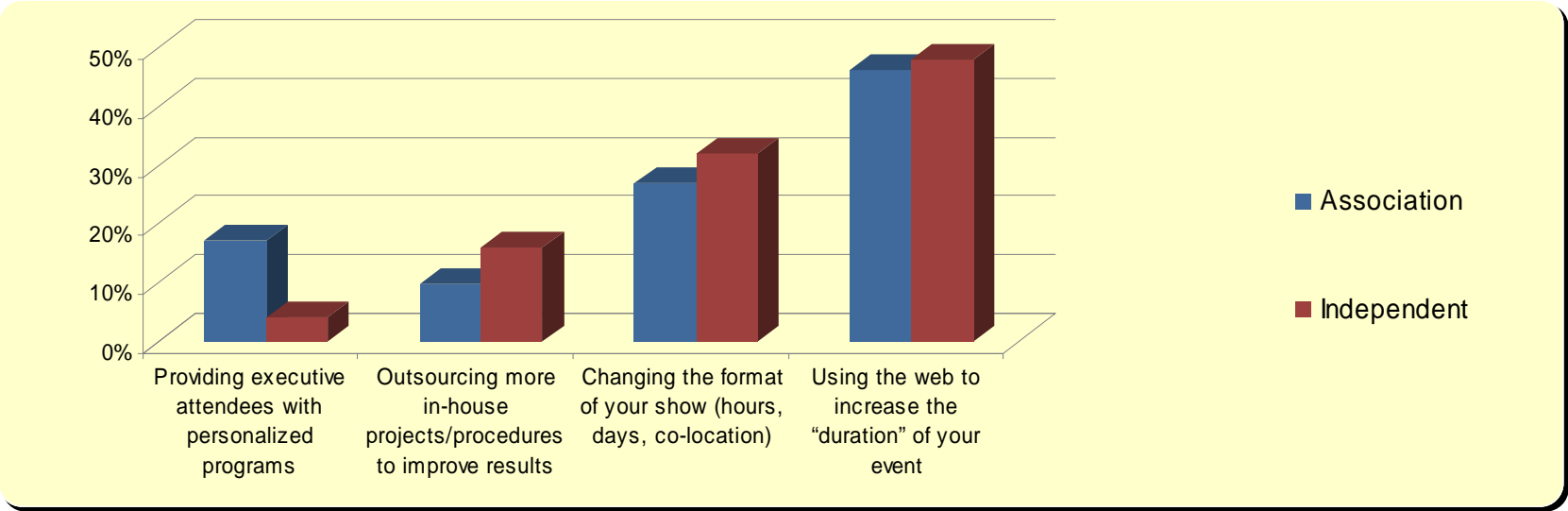
Q6b. What are you doing differently now - **internally** - to strengthen your show – by net square feet of largest event?



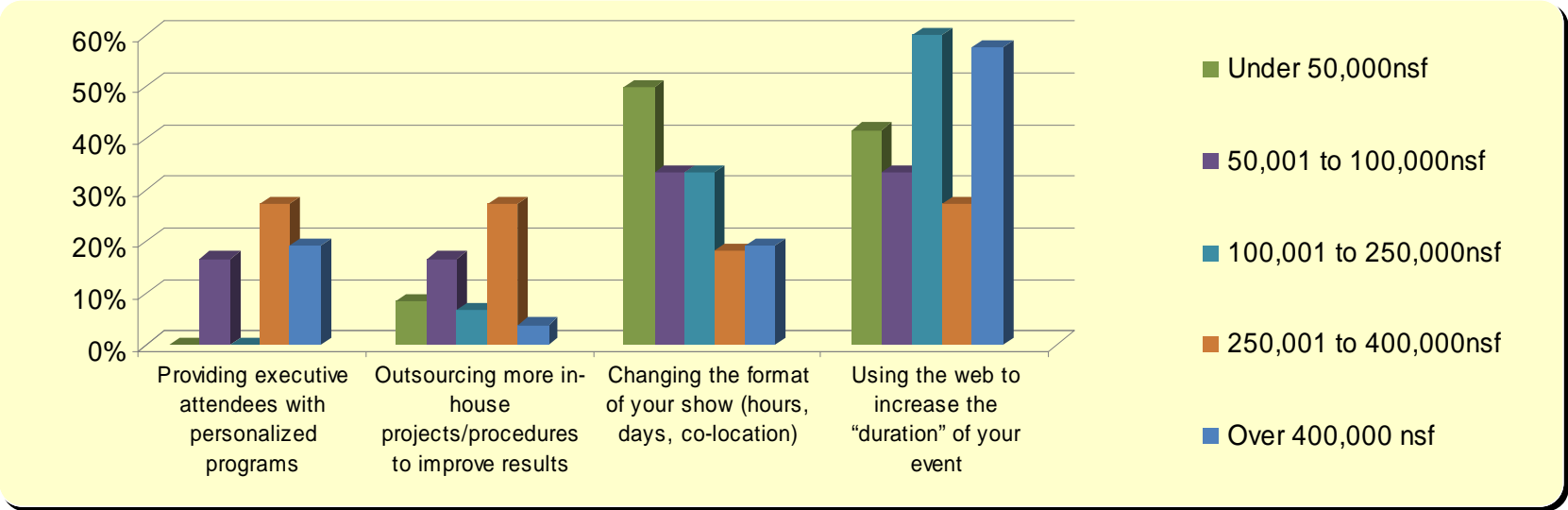
Q6c. What are you doing differently now - **internally** - to strengthen your show – by attendance at largest event?



Q7a. What are you doing differently now - **externally** - to strengthen your show?



Q7b. What are you doing differently now - **externally** - to strengthen your show – by net square feet of largest event?



Q7c. What are you doing differently now - **externally** - to strengthen your show – by attendance at largest event?

