

LOGO

General Conference and Exposition Evaluation

The conference organizers value your feedback and insight. Please take a few moments to fill out the following evaluation.

Shade circles like this: ● Not like this: ⊗ ⊕ ⊙ ☉ Fill in the circles completely & use dark pen or pencil. Thank you.

1) Please rate your overall experience at the Conference?

Extremely Valuable Very Valuable Valuable Somewhat Valuable Not Valuable at all Other: _____

2) Did you visit the Exposition? Yes No

If yes, please rate the following on the Expo floor:

	Excellent	Very Good	Good	Fair	Poor
Availability of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of exhibitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of exhibitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3) What was your primary reason for attending the Exposition?

Evaluating new products Networking Purchase products Compare competitive products
 Meeting with vendors/exhibitors Other: _____

4) Generally, what amount of exhibiting companies that you visited clearly articulated product benefits through signage and personal interaction in their booths?

Many exhibitors Some exhibitors Several exhibitors Few exhibitors None of the exhibitors

Other: _____

What top three companies did a great job of communicating their message through valuable product knowledge and positive visitor interaction?

1. _____ 2. _____ 3. _____

Please indicate which companies did a poor job of communicating their messages?

1. _____ 2. _____ 3. _____

Were there exhibiting companies you did not visit because you were unsure what they were selling? Yes No

5) Did you visit the New Product Station (showcase of innovative information products and services) on the Exposition floor?

Yes No

Comments: _____

If yes, please select your experience: (Choose all that apply)

Extremely valuable new product information not available anywhere else Insightful Interesting Educational Not Valuable

6) Did you visit the following special events?

Please rate your experience:

			Extremely Valuable	Very Valuable	Valuable	Somewhat Valuable	Not Valuable
Microsoft Hands-On Lab	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security Showcase	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seminar (Monday)	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workshop (Monday)	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interoperability Lab	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town Hall Meeting	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Committee Meeting	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keynote Sessions	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
			Excellent	Very Good	Good	Fair	Poor
Gala	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcome Reception	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7) Please rate the value of the Conference as your primary source for evaluating new products and comparing competitive products.

Extremely Valuable Very Valuable Valuable
 Somewhat Valuable Not Valuable at all



8) Did you see products or services that you plan to purchase over the next six months?
 Yes No Not sure need to continue further evaluation I will be referring products seen at the Conference to others

9) What products or companies would you like to see that were not at this year's Exposition?
1. _____ 2. _____ 3. _____

10) How valuable was the exhibitor **Product Category Listing** in the on-site Program Guide in locating products that you were searching for in the Exposition?
 Extremely Valuable Very Valuable Valuable Somewhat Valuable Not Valuable at all Other: _____
Comments or suggestions: _____

11) Would private one-on-one vendor/exhibitor meetings on the Expo floor be of value to you and your company?
 Extremely Valuable Very Valuable Valuable Somewhat Valuable Not Valuable at all Other: _____

12) How many total hours did you spend in the Expo? 1-2 2-3 3-4 4-6 6-8 8-10 11 + Did not visit Expo

13) The length of Exposition Hall hours were: Too long Too short Just right

14) How did you hear about the Conference? (Choose all that apply)
 Attended previous Conference Participating Sponsor/Exhibitor Industry Associate/Peer/Friend Conference Web Site
 Email invitation/newsletter Direct Mail Brochure Web Banner Billboard Advertisement Telephone Invitation
Other: _____

15) What events have you attended or do you plan to attend in 2005? (Choose all that apply)
 CSI MISTI USENIX InfoSec World
 FOSE Netsec GovSec Black Hat Briefings
 AFCEA SANS WEBSEC Network + Interop
 DEFCON Sector 5 InfoSecurity Event Gartner IT Security Summit
 Computers, Freedom and Privacy Vanguard Enterprise Security Expo Not attending any other security event
Other: _____

16) Which trade publications do you read on a regular basis (4 out of 5 issues)? (Choose all that apply)

<input type="radio"/> Baseline	<input type="radio"/> Dr. Dobbs Journal	<input type="radio"/> Forbes	<input type="radio"/> Semiconductor Times
<input type="radio"/> CIO	<input type="radio"/> EWeek	<input type="radio"/> Wired	<input type="radio"/> SC Magazine
<input type="radio"/> CSO	<input type="radio"/> Info Security Tech Rpt	<input type="radio"/> IEEE Security & Privacy	<input type="radio"/> Software Dev. Mag.
<input type="radio"/> CISSPS.COM	<input type="radio"/> InfoWorld	<input type="radio"/> Gvt Security News	<input type="radio"/> SysAdmin Magazine
<input type="radio"/> Computer Law & Security	<input type="radio"/> Info Security	<input type="radio"/> Network World	<input type="radio"/> Telecom Trends
<input type="radio"/> Computers & Security	<input type="radio"/> ISC2 Newsletters	<input type="radio"/> SecurityFocus.com	<input type="radio"/> Slashdot
<input type="radio"/> Contingency Plan. & Mgt	<input type="radio"/> Wall Street Journal	<input type="radio"/> SecurityTracker.com	
<input type="radio"/> CyberDefense Magazine	<input type="radio"/> Business Week	<input type="radio"/> SECOM.com	

News Web sites: _____
Other: _____

17) What other services or activities could we provide on the Expo floor to enhance the value of your visit for you and your company?

