



## Introducing a New Opportunity for Exhibiting Firms at the 2010 School Equipment Show – PRODUCT PURCHASER FOCUS GROUPS

School Equipment Show exhibitors now have the opportunity for direct, candid feedback from the people who influence and make purchase decisions for your product lines. These focus groups are an ideal vehicle to help you gain a better understanding of brand loyalty, generate new ideas for improving distribution, or assess the probable success of new product introductions.

As a sponsor of the **School Equipment Show Product Purchaser Focus Groups**, you will be able to provide questions to stimulate discussion regarding your products and obtain a better understanding of customer reactions, sales objections, and challenges. Candid, confidential feedback can be crucial to bringing new or improved products successfully to market. These focus groups are designed to help you gain this critical marketing intelligence through face-to-face, focused discussions with key decision makers and influencers.

This is your opportunity to get inside the minds of buyers and truly understand the issues facing school purchasing officials and architects on a daily basis. By providing a platform where key purchasing influences can come together and voice their concerns and opinions in a structured environment led by a independent, professional moderator, the School Equipment Show Product Purchaser Focus Groups will help open doors at the buying level in organizations and assist with building solid, meaningful relationships between buyers and sellers. Making time on the tradeshow floor for a structured dialogue with multiple buyers can be difficult if not impossible, so why not invest in an hour or more of focus group discussion with a School Equipment Show Product Purchaser Focus Group?

### Benefits:

- Customized questions unique to your company and product line.
- Access and consultation with the session moderator prior to the event to ensure your needs are met.
- Increased market presence with your target audience.
- A personalized report regarding your products' marketplace perception within two weeks of the show. This report will analyze in detail all discussions relevant to your products, including verbatim transcripts and quotes, and a summary of the key findings.

### Focus Group Composition:

Each focus group will be comprised of 7-8 specifiers – a mix of purchasing officials, architects and facility planners drawn from registered attendees and professionals in the Phoenix area. Participants will commit to candidly evaluate products and provide background regarding their assessment and needs for each product under the direction of a professional facilitator.

### Pricing Levels:

The program offers three distinct options, to offer you flexibility. For all sessions, manufacturers will receive a written report and briefing for their specific session or segment.

Level One: \$500 per exhibiting manufacturer for a shared two-hour session. Up to 4 manufacturers may participate in this session with short breaks between each segment.

Level Two: \$1,500 per one-hour private session for a single manufacturer.

Level Three: The sponsoring company will pay travel and expenses of participants. In return, the manufacturer will receive a one-hour complimentary focus group. (Additional session time can be arranged at the Level Two rate of \$1,500).

## 2010 School Equipment Show Product Purchaser Focus Group Application

Complete this form and mail or fax it with payment to NSSEA at the address listed at the bottom. The deadline to participate is **September 24**. Space is limited and rooms will be assigned by receipt date of the reservation form with payment. Receipt of the reservation form does not guarantee participation.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ On-site Contact \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### Product Purchaser Focus Groups can be scheduled during the following times:

Wednesday, November 17, 8:00 - 10:00 am or 11:30 am - 1:30 pm

Thursday, November 18, 8:00 - 10:00 am or 11:30 am - 1:30 pm

### Requested time/date preference:

1st Choice – Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

2nd Choice— Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

### Session type request:

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NSSEA will provide breakfast or lunch to the focus group participants. Sponsoring companies are responsible for delivering their product(s) to the meeting room prior to the session and for meeting with the focus group moderator via telephone conference prior to the session to review your objectives.

**Payment:** Enclosed is my check payable to NSSEA in the full amount of \$ \_\_\_\_\_

Or charge to my:  Visa  Mastercard  Discover  American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_

**Please send payments to:** NSSEA, 8380 Colesville Road, Suite 250, Silver Spring, MD 20910

Fax credit card payments to 301.495.7386

**Questions:** If you have any questions about Product Purchaser Focus Groups, please contact Adrienne Watts Dayton at 800.395.5550, ext. 1031 or via email at [awatts@nssea.org](mailto:awatts@nssea.org).