

# Win \$25 — Survey — Win \$25

This survey could be worth \$25 if your name is drawn. Please fax or mail survey by March 31.

## This section concerns the VDTA/SDTA Trade Show

What factors determine your decision to attend a trade show? (check all that apply)

- Location  Time of year  Education  Vendors  Other \_\_\_\_\_

What factors your decision to visit a particular booth at a trade show? (check all that apply)

- Offers of a show special  See new product lines  Gives away door prizes  
 To speak with the sales reps  Ability to lodge complaints

Do you take your family to trade shows?

- Sometimes  Always  No  Yes, if the location is applicable

If VDTA/SDTA rotated cities for the show, what city in January through March, would you attend?

Please rank 1 through 8, 1 being the most desired.

- \_\_ Dallas, TX      \_\_ Reno, NV      \_\_ Philadelphia, PA      \_\_ Las Vegas, NV  
\_\_ San Diego, CA      \_\_ Orlando, FL      \_\_ Tampa, FL      \_\_ Atlantic City, NJ

What days of the week would best serve your needs?

- Thurs., Fri., Sat.  Fri., Sat., Sun.  Sun., Mon., Tue.  Other \_\_\_\_\_

What types of seminars would you like to see offered at the convention?

- Business  Product  Technical  Service  Other \_\_\_\_\_

What type of Keynote would you like to hear at the convention?

- Motivational  Instructional  Sales & Marketing  Other \_\_\_\_\_

## This section is about your business.

How long have you been in business? \_\_\_\_\_ How many employees \_\_\_\_\_

Products carried:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Vacuums                      | <input type="checkbox"/> Sewing machines                | <input type="checkbox"/> Notions                               |
| <input type="checkbox"/> Small appliances             | <input type="checkbox"/> Patterns                       | <input type="checkbox"/> Fabric – quilting                     |
| <input type="checkbox"/> Carpet cleaning supplies     | <input type="checkbox"/> Fabric – home dec              | <input type="checkbox"/> Longarm or shortarm quilting machines |
| <input type="checkbox"/> Central vacuums              | <input type="checkbox"/> Quilting machines              | <input type="checkbox"/> Commercial equipment                  |
| <input type="checkbox"/> Janitorial cleaning supplies | <input type="checkbox"/> Fabric – fashion               | <input type="checkbox"/> Rental equipment                      |
|   | <input type="checkbox"/> Commercial embroidery machines | <input type="checkbox"/> Other _____                           |

Do you stock impulse items?  Yes  No

Do impulse items add to your store profits?  Yes  No

How important is a diverse product line to your business for added profits?

- Very important  Important  Not important

What approximate percentage of your business comes from repeat customers?

- 10%  25%  33%  50%  75%  Other \_\_\_\_\_

Do you direct mail customers any of the following? (check all that apply)

- Birthday cards  Anniversary cards  Reminders to service their machines  
 Store sale information  Discount coupons  Info on special promotions  
 Class information  Other \_\_\_\_\_

(OVER)

Do you stock janitorial cleaning chemicals for household use?  Yes  No If yes, % of sale\_\_\_\_\_

Would you like to sell janitorial cleaning supplies for household use?  Yes  No

Do you have a rental center?  Yes  No If yes, % of business\_\_\_\_\_

Do you offer in-home or delivery service?  Yes  No

Do you service the equipment you sell?  Yes  No

**This section is about the trade publications.**

Which of the following trade publications do you read consistently?

- Floor Care Professional™* and *Central Vac Professional™*  *SQE Professional™*
- Craftrends*  Other: \_\_\_\_\_

Do you keep back issues of the above publications?

\_\_ Yes, please circle which ones above      \_\_ Sometimes      \_\_ No

How would you rate the importance of the trade publications to your business?

- Very important     Important     Somewhat important     Not important

How likely are you to contact companies you see advertised in the following publications:

*Floor Care Professional™* & *Central Vac Professional™*:

- Very Likely     Likely     Somewhat Likely     Not Likely

*SQE Professional™*:

- Very Likely     Likely     Somewhat Likely     Not Likely

*Quilting NOW™*:

- Very Likely     Likely     Somewhat Likely     Not Likely

VDTA/SDTA Phone Book/Product Guide

- Very Likely     Likely     Somewhat Likely     Not Likely

PLYB (Professional Longarm Yellowbook)

- Very Likely     Likely     Somewhat Likely     Not Likely

What type of articles do you like to read in the publications? (circle all that apply)

- Business     Product releases     Industry News     Technical
- Executive Profiles     Projects     Other \_\_\_\_\_

**This section concerns membership.**

Do you display the membership decal?     Yes     No

Check below the benefits you use or would like more information.

**You use**

**More information**

- |                          |  |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Business/Personal Insurance (Benefit Resources)                       |
| <input type="checkbox"/> | <input type="checkbox"/> Freight Savings Plan (Siriani & Associates)                           |
| <input type="checkbox"/> | <input type="checkbox"/> Credit Card Processing & Gift Cards (First Horizon Merchant Services) |
| <input type="checkbox"/> | <input type="checkbox"/> Home Source Credit Card Program (Textron Financial)                   |
| <input type="checkbox"/> | <input type="checkbox"/> Product Protection Plan (Bankers Warranty Group)                      |
| <input type="checkbox"/> | <input type="checkbox"/> Manufacturers Discount Coupons  |
| <input type="checkbox"/> | <input type="checkbox"/> Postcards & Brochures   |
| <input type="checkbox"/> | <input type="checkbox"/> Certification Programs  |
| <input type="checkbox"/> | <input type="checkbox"/> International Vacuum Month  |
| <input type="checkbox"/> | <input type="checkbox"/> International Sewing Month  |

*(These are not ALL the membership benefits. Please see Web site at www.vdta.com for complete list.)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

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

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

Yes  No Do you want to receive information from the Association by e-mail?

**Fax to 515-282-4483 or mail to Survey, VDTA, 2724 2nd Ave. Des Moines, IA 50313**