

**TUESDAY  
APRIL 30<sup>th</sup>  
2019**

**Largest Independent Insurance Agent and Company Expo in the Midwest!**



## Company/Vendor Satisfaction Survey

How would you rate the morning education breakout sessions at the 2019 MIIAB EXPO? (Please leave blank if N/A)

1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

Answer	1	2	3	4	5	Number of Responses	Rating Score*
For Account Managers...Agency Service Tips & Tech Tools						12	4.0
Social Engineering Attacks-What will they think of next?						19	4.6
MIIAB Tools to Survive & Thrive						8	4.6

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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### Details

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Answer	1	2	3	4	5
For Account Managers...Agency Service Tips & Tech Tools	0 (0.0%)	1 (8.3%)	3 (25.0%)	3 (25.0%)	5 (41.7%)
Social Engineering Attacks-What will they think of next?	0 (0.0%)	0 (0.0%)	1 (5.3%)	6 (31.6%)	12 (63.2%)
MIIAB Tools to Survive & Thrive	0 (0.0%)	0 (0.0%)	1 (12.5%)	1 (12.5%)	6 (75.0%)



Hold the mouse over each color of the bar to see the number of respondents.

Answer	1	2	3	4	5	Number of Responses	Rating Score*
For Account Managers...Agency Service Tips & Tech Tools	0%	8%	25%	25%	42%	12	4.0
Social Engineering Attacks-What will they think of next?	0%	5%	32%	63%	0%	19	4.6
MIIAB Tools to Survive & Thrive	0%	12%	12%	75%	0%	8	4.6

How would you rate the Awards Luncheon at the 2019 MIIAB EXPO? (Please leave blank if N/A)

1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Length of the Awards Luncheon						66	4.2
Food						65	3.2
New Video Format for Awards						65	4.8
Guest Speaker Steve Kelley						65	3.2

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## Details

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Answer	1	2	3	4	5
Length of the Awards Luncheon	1 (1.5%)	0 (0.0%)	8 (12.1%)	30 (45.5%)	27 (40.9%)
Food	7 (10.8%)	16 (24.6%)	11 (16.9%)	17 (26.2%)	14 (21.5%)
New Video Format for Awards	0 (0.0%)	0 (0.0%)	1 (1.5%)	14 (21.5%)	50 (76.9%)
Guest Speaker Steve Kelley	5 (7.7%)	10 (15.4%)	21 (32.3%)	23 (35.4%)	6 (9.2%)



Hold the mouse over each color of the bar to see the number of respondents.

Answer		Number of Responses	Rating Score*
Length of the Awards Luncheon		66	4.2
Food		65	3.2
New Video Format for Awards		65	4.8
Guest Speaker Steve Kelley		65	3.2

## How would you rate the Exhibit Hall at the 2019 MIIAB EXPO? (Please leave blank if N/A)

1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Number of Exhibitors						97	4.7
Exhibit Hall Layout						98	4.6
Length of the Exhibit Hall						98	4.3
Quality of Exhibitors						95	4.7

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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## Details

1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

Answer	1	2	3	4	5
Number of Exhibitors	0 (0.0%)	0 (0.0%)	3 (3.1%)	25 (25.8%)	69 (71.1%)
Exhibit Hall Layout	0 (0.0%)	1 (1.0%)	6 (6.1%)	28 (28.6%)	63 (64.3%)
Length of the Exhibit Hall	1 (1.0%)	4 (4.1%)	14 (14.3%)	28 (28.6%)	51 (52.0%)
Quality of Exhibitors	0 (0.0%)	1 (1.1%)	4 (4.2%)	22 (23.2%)	68 (71.6%)



Hold the mouse over each color of the bar to see the number of respondents.

Answer		Number of Responses	Rating Score*
Number of Exhibitors		97	4.7
Exhibit Hall Layout		98	4.6
Length of the Exhibit Hall		98	4.3
Quality of Exhibitors		95	4.7

### How would you rate the Emerging Leader Reception at the 2019 MIIAB EXPO? (Please leave blank if N/A)

1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Length of the Emerging Leader Reception						38	4.1
Food						37	3.7
Layout						38	3.9

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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#### Details

1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

Answer	1	2	3	4	5
Length of the Emerging Leader Reception	1 (2.6%)	2 (5.3%)	2 (5.3%)	21 (55.3%)	12 (31.6%)
Food	2 (5.4%)	5 (13.5%)	7 (18.9%)	12 (32.4%)	11 (29.7%)
Layout	2 (5.3%)	4 (10.5%)	4 (10.5%)	15 (39.5%)	13 (34.2%)



Hold the mouse over each color of the bar to see the number of respondents.

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Length of the Emerging Leader Reception	5%	5%	55%	32%		38	4.1
Food	5%	14%	19%	32%	30%	37	3.7
Layout	5%	11%	11%	39%	34%	38	3.9

### How would you rate the Mystic Lake Venue at the 2019 MIIAB EXPO? (please leave blank if N/A)

1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Ease of Parking						97	4.1
Meeting Rooms						83	4.6
Hotel Rooms						53	4.7
On-Site Restaurants						63	3.9
On-Site Entertainment						47	4.0

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

Answer	1	2	3	4	5
Ease of Parking	5 (5.2%)	6 (6.2%)	15 (15.5%)	24 (24.7%)	47 (48.5%)
Meeting Rooms	0 (0.0%)	2 (2.4%)	4 (4.8%)	19 (22.9%)	58 (69.9%)
Hotel Rooms	0 (0.0%)	0 (0.0%)	4 (7.5%)	9 (17.0%)	40 (75.5%)
On-Site Restaurants	3 (4.8%)	9 (14.3%)	7 (11.1%)	17 (27.0%)	27 (42.9%)
On-Site Entertainment	4 (8.5%)	2 (4.3%)	8 (17.0%)	11 (23.4%)	22 (46.8%)

Answer		Number of Responses	Rating Score*
Ease of Parking	5% 6% 15% 25% 48%	97	4.1
Meeting Rooms	23% 70%	83	4.6
Hotel Rooms	8% 17% 75%	53	4.7
On-Site Restaurants	14% 11% 27% 43%	63	3.9
On-Site Entertainment	9% 17% 23% 47%	47	4.0

Please select the preferred venue for our future EXPOs

Answer	0%	100%	Number of Responses	Response Ratio
Mystic Lake Center			65	65.0%
Minneapolis Convention Center			21	21.0%
St. Paul Rivercentre			8	8.0%
Other: Mall of America			1	1.0%
No Responses			5	5.0%
<b>Totals</b>			<b>100</b>	<b>100%</b>

Please rate the following items according to how they describe your experience at the 2019 MIAB EXPO.

1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Overall Satisfaction with pre-show information & support						86	4.5
Value of exhibitor space for price paid						81	4.1
Efficiency of exhibitor registration process						77	4.5
Overall quality of attendees						89	4.4
Satisfaction with CorExpo						64	4.3
Was the hours of the trade show adequate						84	4.3

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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Details

1 = 1 Star , 2 = 2 Stars , 3 = 3 Stars , 4 = 4 Stars , 5 = 5 Stars

Answer	1	2	3	4	5
Overall Satisfaction with pre-show information & support	0 (0.0%)	0 (0.0%)	4 (4.7%)	34 (39.5%)	48 (55.8%)
Value of exhibitor space for price paid	1 (1.2%)	5 (6.2%)	13 (16.0%)	29 (35.8%)	33 (40.7%)
Efficiency of exhibitor registration process	0 (0.0%)	1 (1.3%)	3 (3.9%)	29 (37.7%)	44 (57.1%)
Overall quality of attendees	0 (0.0%)	2 (2.2%)	4 (4.5%)	35 (39.3%)	48 (53.9%)
Satisfaction with CorExpo	0 (0.0%)	1 (1.6%)	8 (12.5%)	24 (37.5%)	31 (48.4%)
Was the hours of the trade show adequate	0 (0.0%)	5 (6.0%)	8 (9.5%)	29 (34.5%)	42 (50.0%)



Hold the mouse over each color of the bar to see the number of respondents.

Answer		Number of Responses	Rating Score*
Overall Satisfaction with pre-show information & support		86	4.5
Value of exhibitor space for price paid		81	4.1
Efficiency of exhibitor registration process		77	4.5
Overall quality of attendees		89	4.4
Satisfaction with CorExpo		64	4.3
Was the hours of the trade show adequate		84	4.3

### Did the attendance at the exhibit hall meet your expectations

Answer	0%	100%	Number of Responses	Response Ratio
Yes			84	84.0%
No			12	12.0%
No Responses			4	4.0%
<b>Totals</b>			<b>100</b>	<b>100%</b>

### Do you plan on exhibiting with us next year?

Answer	0%	100%	Number of Responses	Response Ratio
Yes			89	89.0%
No			1	1.0%
No Responses			10	10.0%
<b>Totals</b>			<b>100</b>	<b>100%</b>

### Please let us know what we did well and/or what we need to improve on.

- Leave a little more space between exhibitors. An exhibitor right next to us had their sign in the corner and so close to our booth that our booth was somewhat hidden.
- We had a location that was kind of out of the way. That is why i gave the value for cost a 3. We now have a map and will pick a better location next year.
- The food at the luncheon was questionable, and the space for exhibitors was a bit cramped when high traffic numbers were there. The Cyber Extortion class was very interesting, but I felt it was over the head of older people in the class - I personally liked it however.
- Video for Award Winners was excellent and much better than speeches!!! Send off for DS retirement was great! Nice Job!
- It seemed that attendance in the afternoon was down, perhaps due to the distance to the venue and the poor weather. I enjoyed the venue, but I also do like the Minneapolis Convention Center.
- Please send the attendee list a few days prior to the event, rather than after. Overall, fantastic event and we look forward to attending next year!
- Mystic Lake was a fabulous venue. Please give the Mystic Lake location strong consideration for future years.
- This was my first time and I thought it was great.

- The vendors, food, people, and venue all were great. thank you,
- Name tags should show the name of the Agency/Company in larger font. This should be very obvious when looking at name-tags but in the current format it is almost hidden.
- Thanks for all your hard work!
- The traffic at exhibition exceeded expectations. In addition, other years, end of tradeshow dead last hour and exhibitors tearing down early. Guests still visiting booths til end! Did not start tear down til 4:30 as a result. Think venue helped with less concern to get out of downtown by a certain time!
- I thought the exhibit hall was too squeezed. I'd consider less vendors next year unless you have a bigger room. Great job with everything! You guys helped with a missing badge for one of the PGR staff that came to town, and pre-info and registration went very well. I wasn't very impressed with this year's speaker, relative to previous speakers in past years. (PJ Fleck, Matt Birk). Thanks!
- I think you try too hard to make the food for the lunch fancy. Something like the salad with a 1/2 sandwich & soup or lasagna would be fine. It would probably be easier to serve and taste better. The exhibit hall seems to run a little long, by 3:30 or 4 most of the people are through there already. I like the 1 day format. The accommodations at Mystic are great. Kind of limited on the restaurant choices. Nice function and a good event to reacquaint with those you only see annually, at this convention. You are doing a great job!
- Lunch items looked good but were bland. I know it's hard to make selection for large crowd. The lunch items fell short, but the trade show snacks were great.
- The Luncheon at the end got really long and ran over to when the exhibit started. Really loved the video of the award recipients how that was done. The reception was really nice, but as a company person with a booth that had to man that and then the reception started before it was over, I felt like we didn't get as much value the last hour as people were starting to head that way. I think it should have started at 4:30 vs 3:30 otherwise I loved the layout and everything else.
- Overall the expo was good. Talking with a lot of people during the exhibit time the biggest thing that I heard about is the lack of food choices, and things to do. Most of the people spoken to would rather be back at the convention center in Minneapolis.
- I think the exhibit hall could be a shorter period of time. 3 hours is plenty.
- I think the exhibit hall could be cut back a half hr to an hour. I think 1-3:30 or 1:00-4:00 would be adequate. Very good attendance and lots of traffic at the trade show.
- Missed Frank at Award Lunch
- Awesome crowd and exhibit hall. You have an amazing team of staff and volunteer leaders. The passion and commitment to the independent agent is very evident in all in attendance.
- I think the program could be reshuffled to offer more content to the attendees in the morning or throughout the day.
- Great Job Overall. Grinnell Mutual requests to be in the corner by the bar again next year, great spot.
- We are seeing any value out of attending this convention. I think my crew only talked to about 3 or 4 agents that actually sold crop insurance. The other 4 agents already sell for us.
- There were not as many agent's as I thought there would be at the expo
- Shorten the trade show to 2 1/2 hours. Make sure Diamond sponsors get top booth choices.
- The Exhibit Hall was fine, but we did not care for our location. We are a Diamond Partner and believe we should get a better location.

- Announce winners of prizes
- I recommend shortening the exhibition by 1/2 hour, finish up at 4PM.
- The last reception did not go long enough. A lot of us finally finished packing up and the event was shutting down. drink tickets for exhibitors please.
- Please send as few emails with as little wording as possible for exhibiting.
- The exhibitors time should be lengthened a bit
- Loved the convention space and hotel rooms - very nice! Really enjoyed the video for the award winners. Would have been nice to acknowledge them publicly or have them stand up. I would like to see the expo itself shortened by an hour. Would consider going back to downtown as there are more options for dining and entertainment. Thanks for putting on the convention!
- I loved the new venue! I parked near hotel entrance, so it was a distance to walk but was fine.
- Suggestion would be to shorten the trade show and possibly do some sort of booth/stamp system to bring around more foot traffic. Attendance seemed a little light with agencies, but a lot of carriers.
- Preferred the previous year when food was more readily available.
- Great job by the MIAAB staff! everything went smoothly.
- Loved the parking, very convenient
- Attendance seemed down this year, not sure if this was due to the location or day of the week. Since the morning sessions start early, it would be nice to have some breakfast items prior to the sessions.
- It was very difficult to locate the drop-off spot to unload material for the convention. When we did finally locate the entrance, it was raining and there was not covered area to get from vehicles to the main door.
- Loved the venue. Length of show may be a little too long. By 3:30 there were not a lot of participants left visiting booths.
- Fabulous event! Our first time to attend. The only thing we would want to see different is the length of time the trade show hall / exhibits stays open. Instead from 1-4.30, but from 9-5. We'll be back. Kudos to the MIIAB team!
- I think the change of venue was long overdue and a great choice. The schlepping in & out and the accessibility was a VERY welcome change for the better. I heard many, many comments on the accessibility and I think you could expect to see an increase in attendance next year. Keith did (and has done) an exceptional job of herding the cats every year and he needs to be recognized for his efforts. Overall, in this case, change is good. I DON'T miss parking downtown and certainly don't miss the commute. Keep up the good work!
- I was taken by surprise when there was no continental breakfast items available, like in years past. Please include that next year.
- I think that an effort should be made to encourage more larger agency attendance. The expo hall seems to have way more vendor people than agents.
- Exhibition Hall - as a Diamond Sponsor I thought a couple of drink tickets were in order

Pre-Convention - received attendee list after the event which was useless but would have been valuable going into the event

Food - although the luncheon is banquet food and so the bar is not set very high . . . I didn't think it was a very impressive meal

Reception - area was long and narrow and not as appealing as Brits Pub layout chicken skewers were the any appetizers left and they were tasteless (but again my expectations are not real high for the quality of appetizers)

Restaurants - the Meadows was probably a C- and the Steakhouse jumps to \$100 a plate the buffet is not ideal to take guests to At least Downtown you have multiple choices

- I think the length of the expo could have ended at 3:30 pm. Everyone is done walking through by then. Love the location. Much easier than downtown Minneapolis.
- Mystic Lake needs to have valet carts available for exhibitors to bring all of their items in for the tradeshow. I was told these were not available and makes it difficult to bring in a lot of items for the booths. The food at the luncheon was not a very good choice and heard from many that they didn't like the lunch and left most of their meals on their plate. The venue was an awesome choice, easy to get to, didn't have to pay for parking and avoided the downtown traffic hassle.
- Well done - thank you
- Have a booth contest ;) !
- I believe the new venue was great, and I think the location was good for the southern MN agents. There seemed to be many more in attendance this year than past years.