

# Feedback Survey Report



To gain a better understanding of what visitors and exhibitors are looking for from GreenTrade Expo and the Awards of Excellence, a feedback survey was emailed to 487 attendees and exhibitors.

*(The survey invitation list is smaller than the actual visitor/exhibitor list as several registrations were made under the same email address and Survey Monkey does not send duplicate invitations to the same email address)*

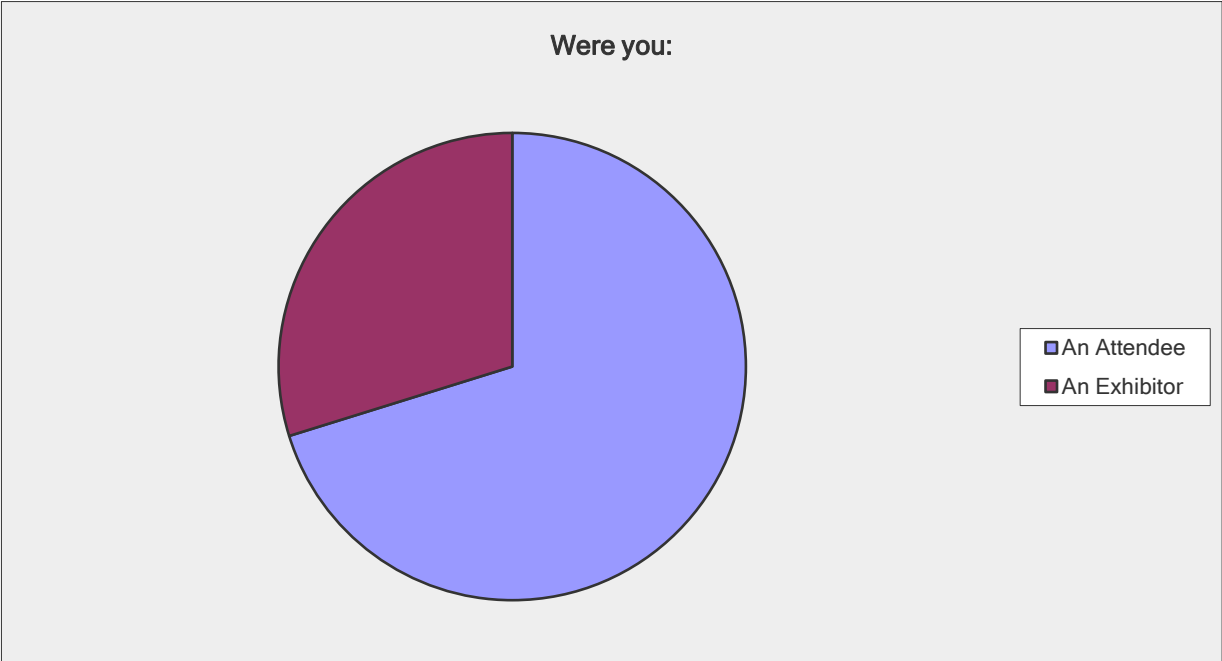
Of the 487 surveys distributed, 244 emails were opened. Of those 244 emails, there were 130 click throughs to the survey of which 124 people completed the survey. This equals a 95.38% completion rate or a 50.10% response rate, both of which are well above the average response rates for online surveys.

*(\*\*Completion rate is calculated based on the number of respondents/click throughs (130) and the response rate is calculated based on the number of emails opened (244) vs. emails distributed (487)\*\*)*

The last question of the survey asked if the respondents would like to remain on our distribution list. This is to ensure that the GreenTrade Expo distribution list continues to adhere to CASL (Canadian Anti-Spam Legislation).

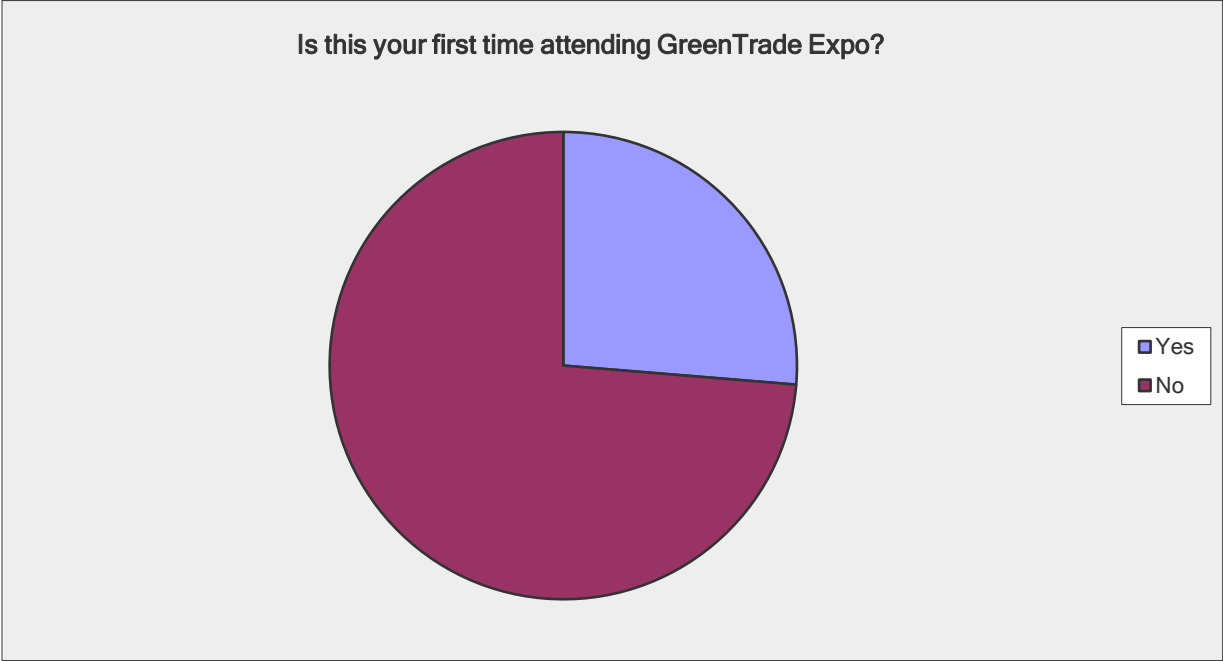
Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

Were you:		
Answer Options	Response Percent	Response Count
An Attendee	70.2%	87
An Exhibitor	29.8%	37
<i>answered question</i>		124
<i>skipped question</i>		0



Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

Is this your first time attending GreenTrade Expo?		
Answer Options	Response Percent	Response Count
Yes	26.3%	15
No	73.7%	42
answered question		57
skipped question		67

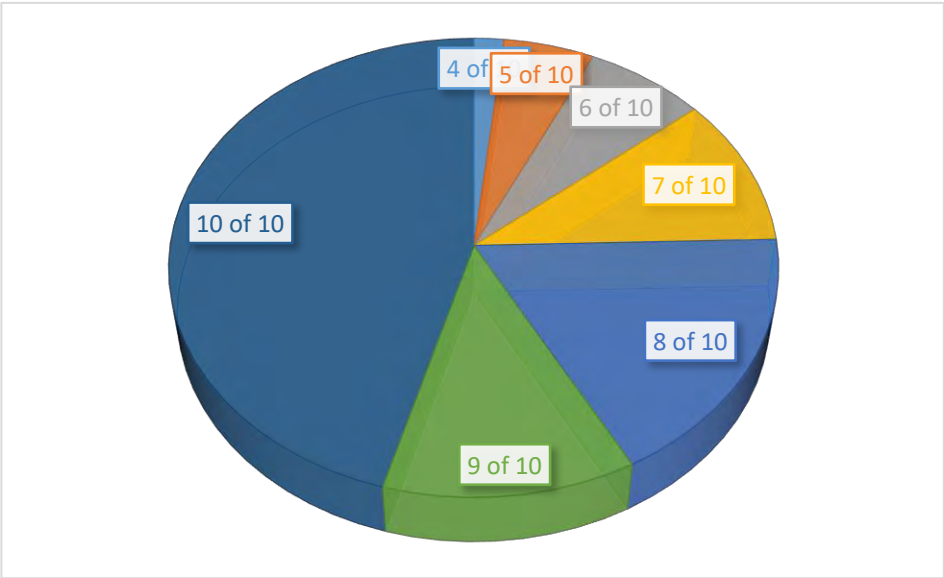


Awards of Distinction Gala and GreenTrade Expo 2017  
feedback survey

On a scale of 1 to 10 , how likely is it that you would attend GreenTrade Expo again? Base your answer on 1=Not very likely, 5 = Maybe, 10=

Answer Options	Response Count
	57
<i>answered question</i>	57
<i>skipped question</i>	67

Value	Response
4 of 10	1
5 of 10	3
6 of 10	4
7 of 10	6
8 of 10	10
9 of 10	7
10 of 10	26



## Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

**What could we add to GreenTrade in 2018 (next year) that would increase your satisfaction and guarantee you attended the show?"**

Answer Options	Response Count
	57
<i>answered question</i>	57
<i>skipped question</i>	67

## Response Text

**Change nothing**

nothing									
nothing									
Nothing									
Nothing									
Nothing									
Nothing									
not sure									
I thought it was pretty good as it was, I'll be there anyway. What to add to the show? I don't know, free beer and dancing girls? :-)))									
it's good as is									
Can't think of anything									
It was a good format									
Happy with status quo									
Nothing comes to mind, I enjoyed the show!									

## Seminars & Demonstrations

More seminars on business								
better scheduling of the seminarsto much criss cross of seminars of interest to me.								
Good seminars like you had this year, communities in bloom, NCC , Joan Johnson								
I miss the MTO breakfast every year due to the time. If it was a lunch, it would increase my ability to attend.								
A bit more depth and more interaction with delegates in the form of panels								
On site tool demos for battery powered equipment								
new speakers								
greenroof technology, products, lectures								
More Seminars, possibly a keynote at lunch								
More landscape innovation and good seminar								
We go for the seminars. They help get us excited for the upcoming season!								
More speakers from city's further away								
I Like the seminars, but missed them this year due to snow. More, and more diverse seminars will never hurt!								

## Exhibitors

more industrie in mowing grass with professionnel tractor									
I am an arborist and there is not much there for me									
I would like to see greater exhibitor variety, e.g. planting containers, garden art/sculptures. Connon NVK did have the living plants wall-mounted pictures.									
I was hoping to see more green walls...and smaller scale machinery for fitting in tight spaces (smaller yards)									
- Pool industry - equipment booths and seminars- after hours event for additional networking. Example: sens game , snow plow derby etc									
Arborists									
More tree equipment									
Was good but more exhibitors is always better									
More food vendors									
More vendors.									
More on aquatic									
more landscape equipment									
More landscaping equipment									
Smaller landscaping machinery									
New and different vendors									
More Exhibitors									

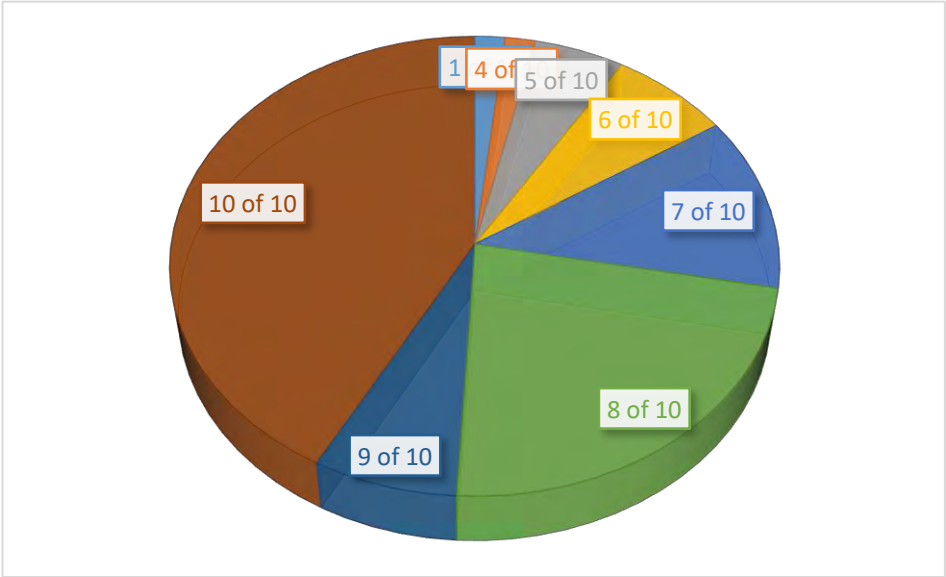
### Miscellaneous

Plant ID challenge								
possibly free parking again								
Snacks								
not super relevant to our bussiness								
More give aways for sure								
Better lunch.								
Better hours								
Larger								
Extend Show to 4 or 5 PM.Did not get enough time to talk some of my suppliers.Or go to 2 day format ?								
Have a seminar on newest trends of tools in Landscaping								
Better weather								

Awards of Distinction Gala and GreenTrade Expo 2017  
feedback survey

How likely is it that you would recommend attending GreenTrade Expo to a friend or colleague? Base your answer on 1=Not very likely, 5 =	
Answer Options	Response Count
	57
<i>answered question</i>	57
<i>skipped question</i>	67

Value	Response
1 of 10	1
4 of 10	1
5 of 10	3
6 of 10	4
7 of 10	7
8 of 10	13
9 of 10	4
10 of 10	24

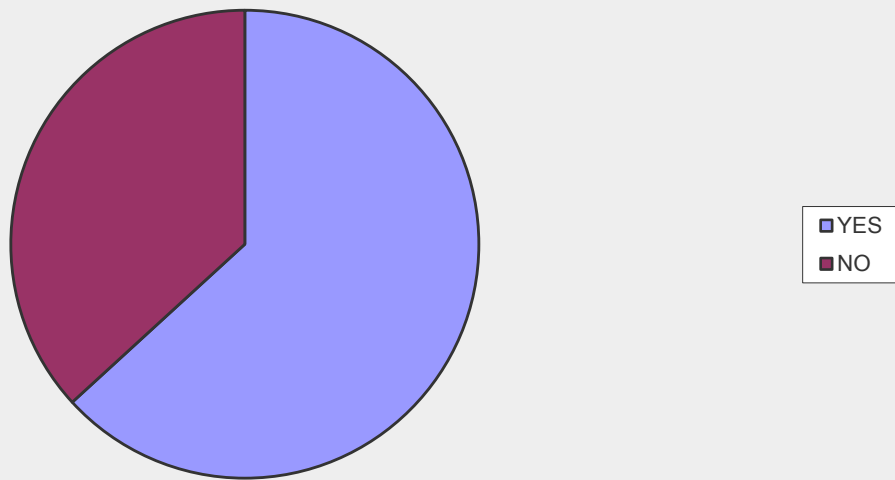


## Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

Did the free parking influence your decision to attend?

Answer Options	Response Percent	Response Count
YES	63.2%	36
NO	36.8%	21
Comments		21
<i>answered question</i>		<b>57</b>
<i>skipped question</i>		<b>67</b>

Did the free parking influence your decision to attend?

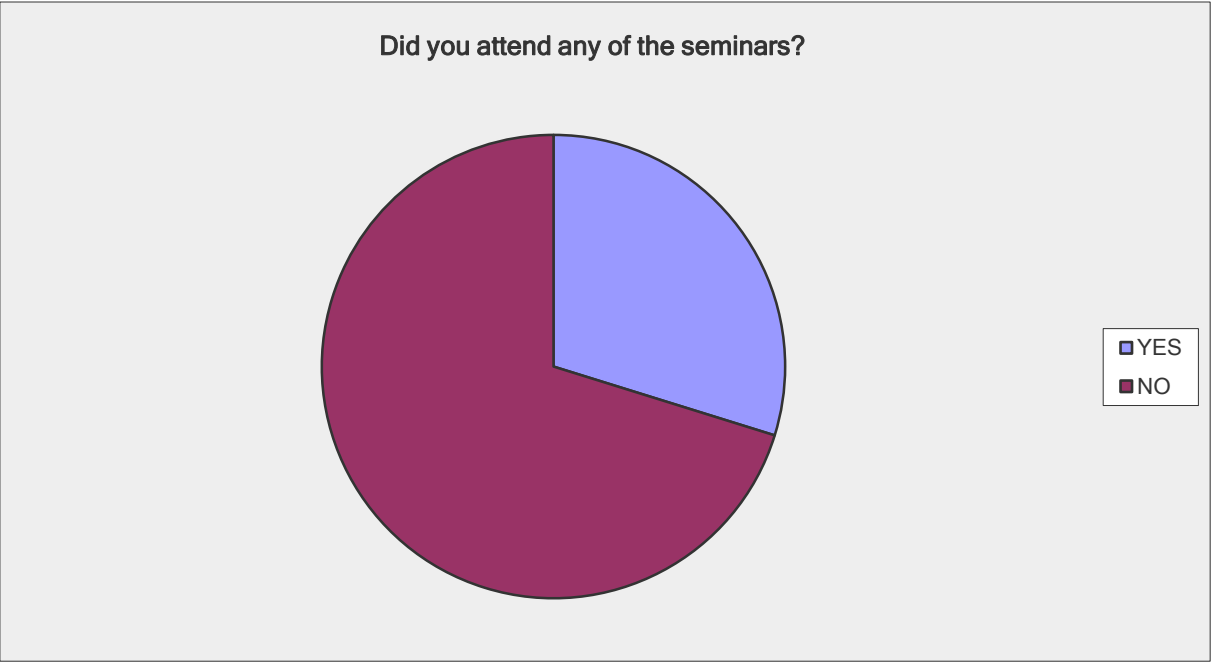


### Comments

With 10 staff attending and arriving independently, it was helpful.	
Much appreciated	
Free parking was a nice bonus.	
Will come anyways. It is a bonus with free parking	
no but it was a welcome surprise	
Nice	
It was a pleasant surprise, Thank you Kelly!	
that was great, although I would have attended as in past	
I was going anyway, even in the snowstorm we had this year on that day!	
No, but it was a much-appreciated bonus	
It was welcome	
Pleasant surprise	
I'm sure it did for many others	
Always helps	
I like it did not know it was free till I arrived	
loved it! Thank you Geo!	
BUT it was a good idea	
But thanks	
i did not know until I got there	
I did not know it was free in advance.	
Would pay for Parking & Attendance	

Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

Did you attend any of the seminars?		
Answer Options	Response Percent	Response Count
YES	29.8%	17
NO	70.2%	40
answered question		57
skipped question		67

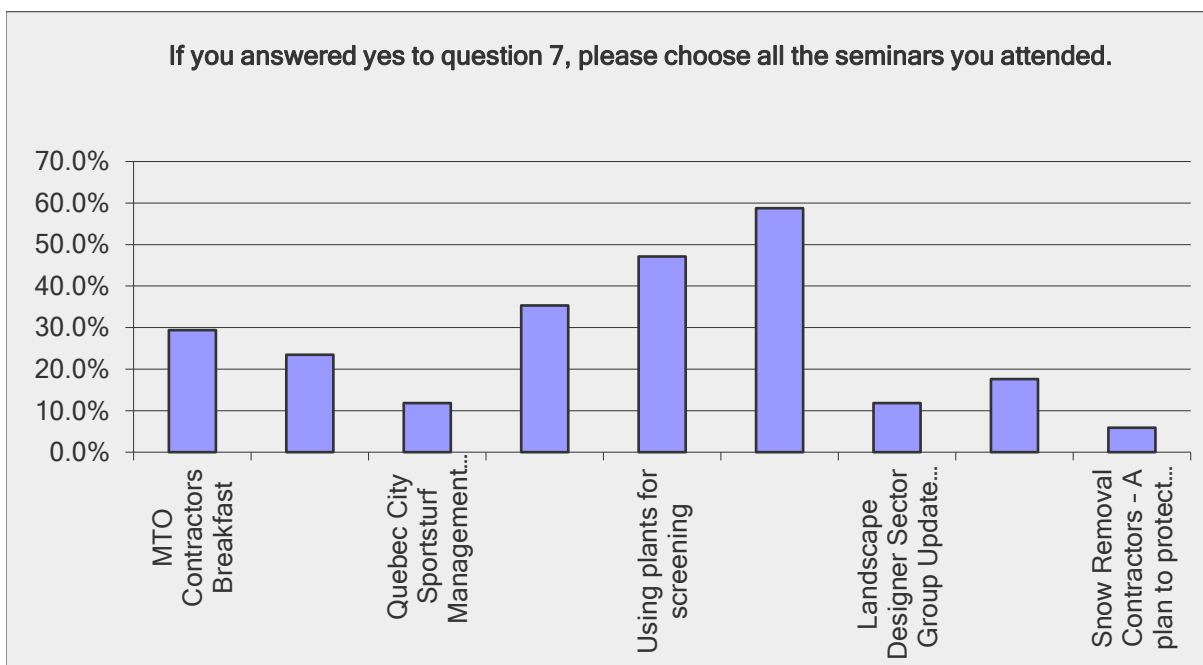


## Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

If you answered yes to question 7, please choose all the seminars you attended.

Answer Options	Response Percent	Response Count
MTO Contractors Breakfast	29.4%	5
Employment Insurance Changes and the SUB Program	23.5%	4
Quebec City Sportsturf Management Programs	11.8%	2
MosaiCanada 150 Gatineau 2017 - An insiders look at	35.3%	6
Using plants for screening	47.1%	8
150 years of Canadian Landscape & Garden Design	58.8%	10
Landscape Designer Sector Group Update Meeting	11.8%	2
Leveraging Government Funding for employee training	17.6%	3
Snow Removal Contractors - A plan to protect your	5.9%	1
<b>answered question</b>		<b>17</b>
<b>skipped question</b>		<b>107</b>

If you answered yes to question 7, please choose all the seminars you attended.

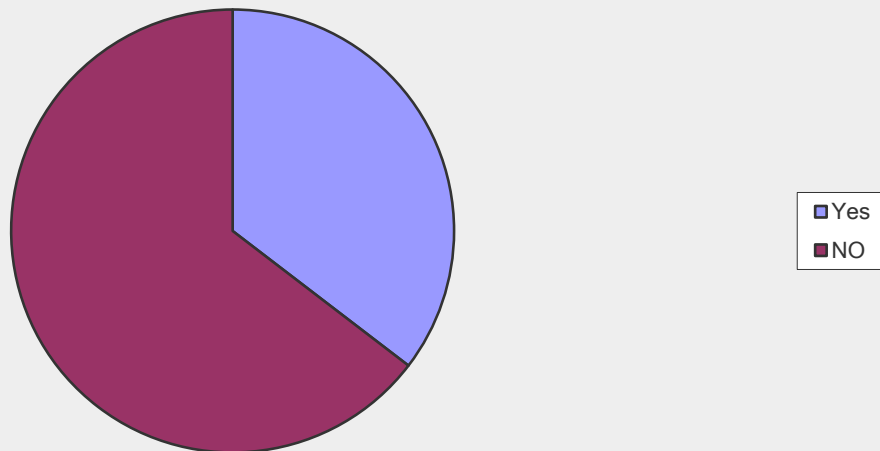


## Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

Are there any topics or speakers you would like to see at GreenTrade Expo 2018?

Answer Options	Response Percent	Response Count
Yes	35.4%	17
NO	64.6%	31
Comments		15
<i>answered question</i>		<b>48</b>
<i>skipped question</i>		<b>76</b>

Are there any topics or speakers you would like to see at GreenTrade Expo 2018?

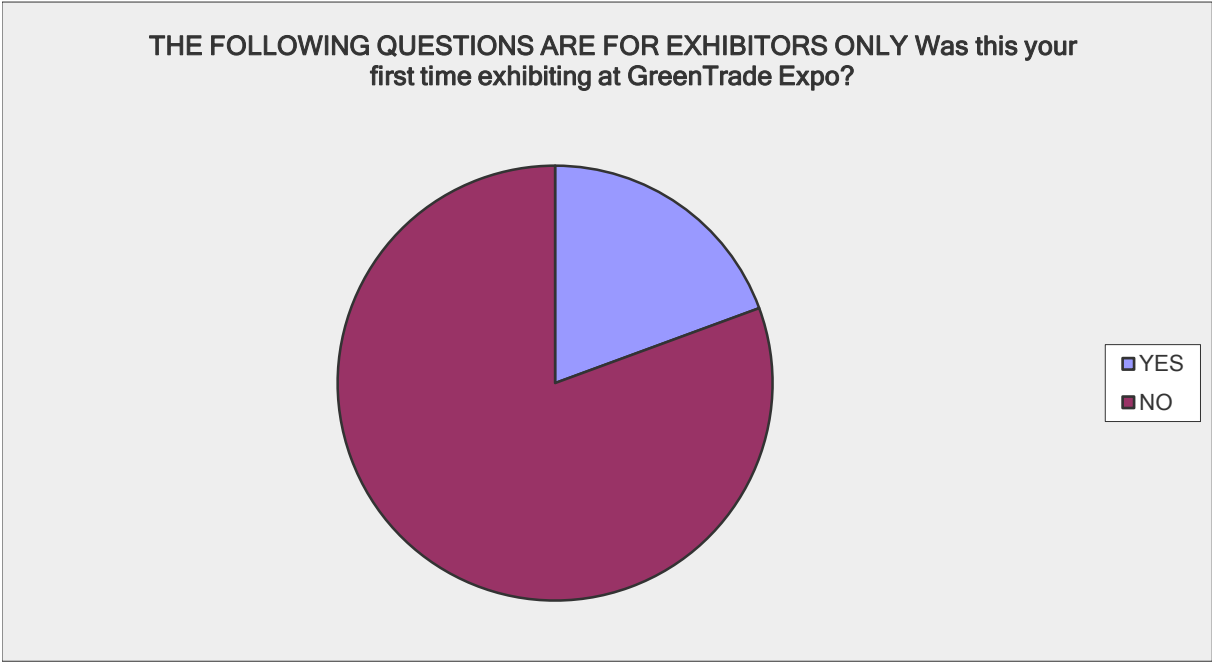


### Comments

Managing the new workforce	Updates on WSIB		
Incorporating garden art & tropical plants in the newly created as well as the existing garden.			
Ways to create seasonal focal points & how to overwinter the tropical plants			
How to' for new products/plants.			
Examples of Arboriculture and Horticulture practices from other areas of the world.			
Ottawa botanical garden org	Garden design speakers		
tree & shrub trimming	fertilizer		
Not sure			
Topic - estimating jobs, best CAD programs, especially free ones			
My staff were delegated to seminars and updated the team the next day. More efficient for us.			
Missed 2 morning seminars as I had mtgs till my arrival at 11:30am			
greenroofs, permeable paving systems, structural soil, soil cells,			
Self Development			
Horticulture talks			
Tree diseases in Ontario			
Business development			

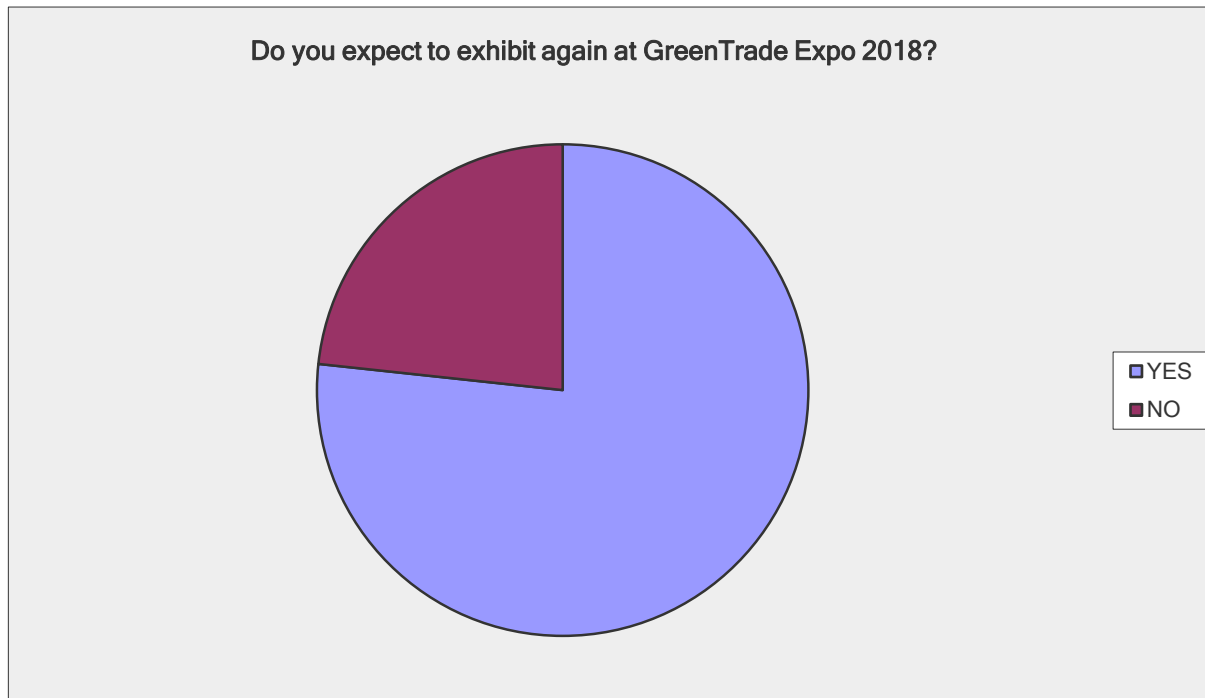
Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

THE FOLLOWING QUESTIONS ARE FOR EXHIBITORS ONLY Was this your first time exhibiting at GreenTrade Expo?		
Answer Options	Response Percent	Response Count
YES	19.4%	7
NO	80.6%	29
<i>answered question</i>		36
<i>skipped question</i>		88



## Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

Do you expect to exhibit again at GreenTrade Expo 2018?		
Answer Options	Response Percent	Response Count
YES	76.7%	33
NO	23.3%	10
If No , why not?		8
<i>answered question</i>		<b>43</b>
<i>skipped question</i>		<b>81</b>



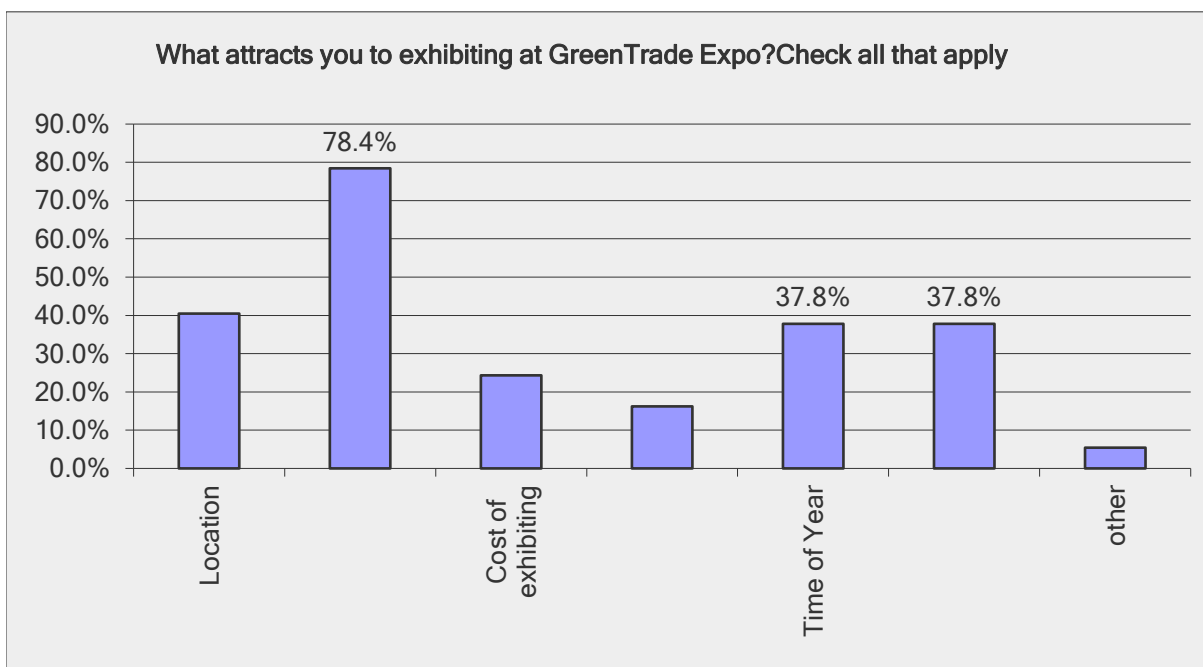
### If No , why not?

It is too dicey to rely on a 1-day show and to be honest I am not happy with the marketing efforts made by Green Trade.					
Haven't fully decided yet, but lack of attendance is the main concern and the cost is getting too high.					
didn't exhibit this year					
uncertain.					
Attendance was low at Expo 2017 and also it's Valentine's Day.					
Date conflict with ISA					
not an exhibitor					
but not 100%. Value for \$, time of year needs to be outside snow season! Not impressed that					
competitor actively and blatantly soliciting employees for jobs					

## Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

What attracts you to exhibiting at GreenTrade Expo?Check all that apply

Answer Options	Response Percent	Response Count
Location	40.5%	15
Exposure to green professionals in Eastern Ontario and	78.4%	29
Cost of exhibiting	24.3%	9
Customer Service	16.2%	6
Time of Year	37.8%	14
Length of show (one day)	37.8%	14
other	5.4%	2
If other please explain	13.5%	5
<i>answered question</i>		<b>37</b>
<i>skipped question</i>		<b>87</b>



### If other please explain

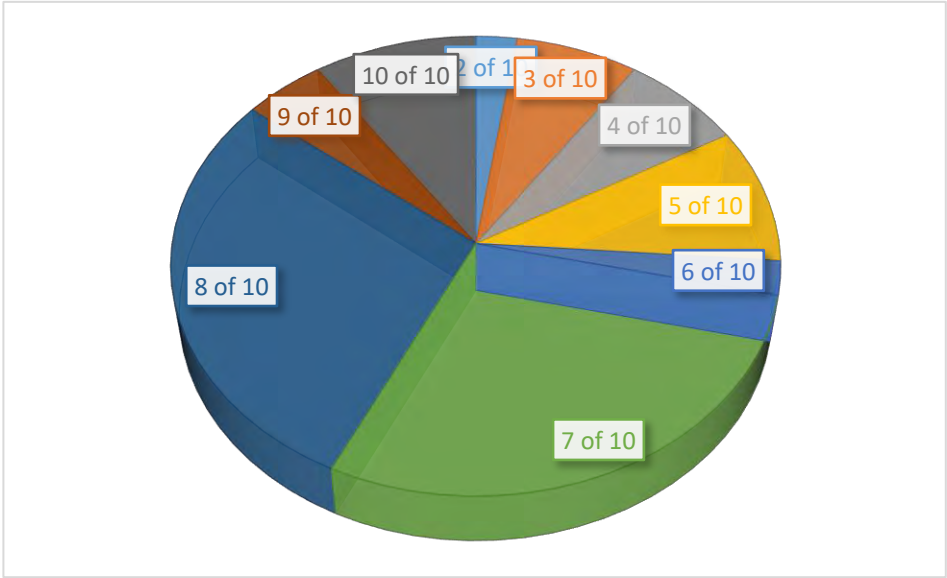
effective way to reconnect with network
interaction with students and industry
Should be 2 Days not 1
You guys are awesome!
I have to be there. But I wish it was a 2 day show

Awards of Distinction Gala and GreenTrade Expo 2017  
feedback survey

Based on a scale of 1-10, how would you rate GreenTrade Expo 2017? Base your answer on 1=Poor, 5=Met expectations, 10=Excellent!

Answer Options	Response Count
	43
<i>answered question</i>	<b>43</b>
<i>skipped question</i>	<b>81</b>

Value	Results
2 of 10	1
3 of 10	3
4 of 10	3
5 of 10	4
6 of 10	1
7 of 10	12
8 of 10	12
9 of 10	2
10 of 10	4



## Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

What would we have to change about Greentrade 2018 (next year) to have you increase your rating of our show?"Comments/suggestions:

Answer Options	Response Count
	22
<i>answered question</i>	22
<i>skipped question</i>	102

### Response Text

#### Increase hours/days

Longer hours or on two days so if there,s a snow storm, contractor can come later or the next day...				
I would attend a 2 day show. I believe the market is big enough to handle a second day				
One day is not long enough and and thours of the day itself are too short as not everyone is able to get time off work. I would suggest it goes until 7 or 8pm in the evening if kept at one day				
Make it two days instead of one.				
A one-day show limits the amount of effort put into our booth. A two-day show is preferred.				
Make it a 2 day show				
2 Day Show				
Possibly look at 2 days. Poor weather can drastically impact a 1 day show from both sides.				
Amalgamate with another show to make it even more effective and then it could go to two days.				
Consider creating a 2-day show (this year was supposed to be 2 days)				

#### Exhibitors/Show Traffic

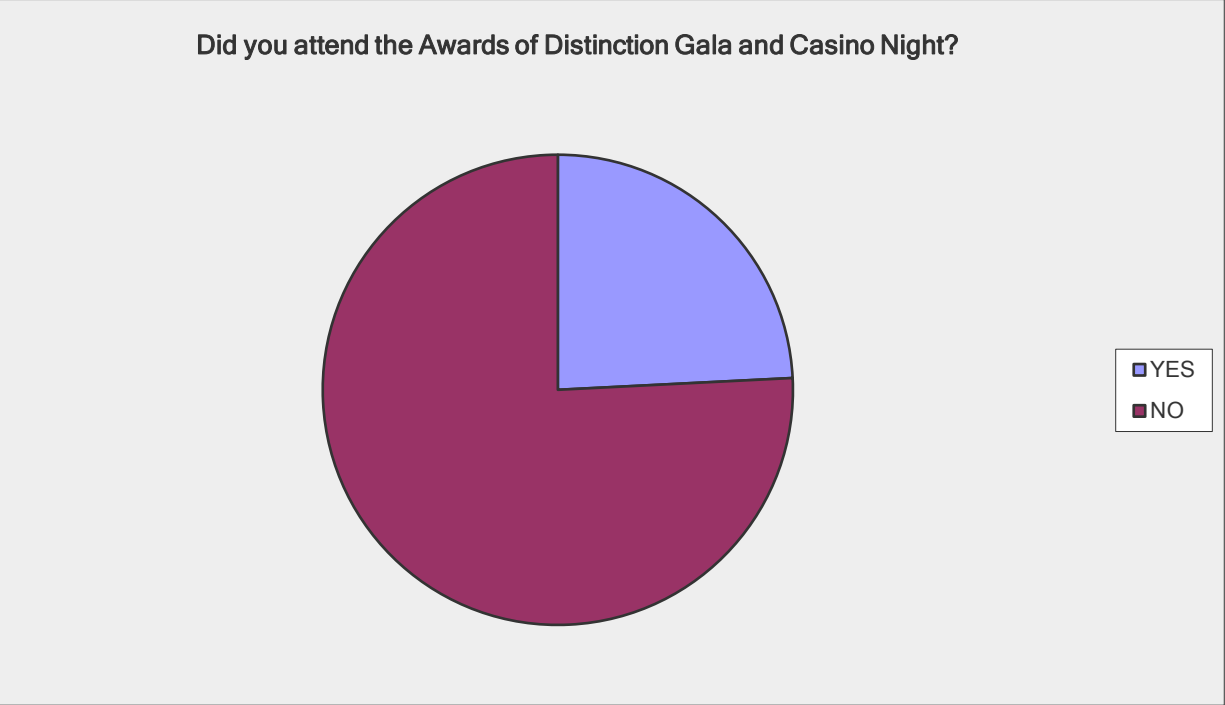
a couple of suppliers that have been going were not there this year. nursery trades				
Attendance seems to have been affected by bad weather. So not a thing you can change...				
greater variety of exhibitors to draw more people				
Different Day. Need more attendees.				
More people thru show, schedule the best education - speaker for 3pm when trade show closes				

#### Miscellaneous

More forklifts/better strategy for cleanup at the end! I asked for this last year. There are some attendees that have many/large items that need to be loaded with the forklift and prevent others from moving forward until their stuff is looked after. Perhaps there should be a limit on blocks of forklift time? If it is longer than that period you need to provide your own machine/equipment or wait until everyone else is out. We had 1 skid to load onto a bed of a pickup and waited over an hour watching the operator dismantle one booth				
Do not allow exhibitors to solicit for jobs				
Later in year due to snow - April				
More on pond features				
Not unexpectedly and without notice invoice the full amount in March after the show! Payment is meant to be 50% Nov/Dec and then 50% Feb				
solid after hours event				
No storm, but that you dont contrôle!				
Increase marketing: 90% of Green Trade industry professionals either do not know about it or do not get timely timely notifications about the show				
Open the doors to more clients and better promotion, possibly combine it with other similar shows. Promote and expand the educational component better				

Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

Did you attend the Awards of Distinction Gala and Casino Night?		
Answer Options	Response Percent	Response Count
YES	24.2%	22
NO	75.8%	69
If NO why not?		45
answered question		91
skipped question		33



If NO why not?

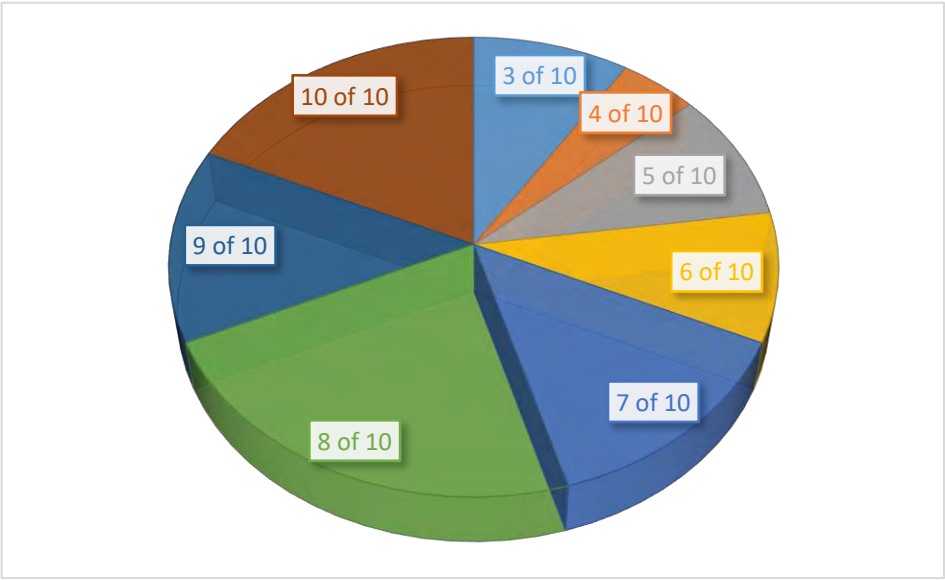
We signed up for the Gala and Breakfast but due to snow/traffic we couldn't attend either and was a complete waste of money			
Didnt know much about it, wouldn't have gone anyway, not interested			
prior engagement			
not interested in giving ourselves a pat on the back or going to a casino			
We are not members of the trade organization and its a bad week as we are involved in the Rv show the previous week which is a huge time commitment			
As a salesperson, I don't get to Ottawa enough so when I do, I like to spend one on one time with clients vs attending a large party			
do not live in the immediate area			
I attended in 2016 and enjoyed it. I will likely attend a future event but, not necessarily every year.			
Didn't know about it.			
didn't have time			
Too expensive			
Too busy. And snow.			
We were not available to attend			
As exhibitor not really that interested			
I prefer to go during day only.			
not interested			
Other commitments			
Timing wasn't good for me.			
I did not know of either events.			
Not interested			
not interested			
From out of town... Mostly interested in seeing exhibitors.			
Not paying money for that			
Not a member of landscape ontario			
Not available			
First year participating. Will probably attend next year			
Expensive, no exposure, always the same crowd, why would I?			
No time			
Not interested			
Couldn't make it			
I have a small personal business, and don't have funds for these events, or professional reason to attend.			
mid-week daycare pickup			
Tie restrain			
It was on Valentines. Other staff attended.			
Not interested			
1. Had other business mtg at that time 2. Don't care for anything to do with Casino Evenings or the gambling world. Awards Gala however, yes			
We attended last year and did not do enough networking to go again this year			
other commitments			
Not interested			
Not of interest to me			
It's expensive and doesn't overly interest me. Mainly price though.			
No interest			
Not interested			
No time			

Wasn't in the schedule to do so.			
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Awards of Distinction Gala and GreenTrade Expo 2017  
feedback survey

THE FOLLOWING QUESTIONS ONLY PERTAIN TO THOSE WHO ATTENDED THE GALA	
Overall, how would you rate this year's Gala and	
Answer Options	Response Count
	22
<i>answered question</i>	22
<i>skipped question</i>	102

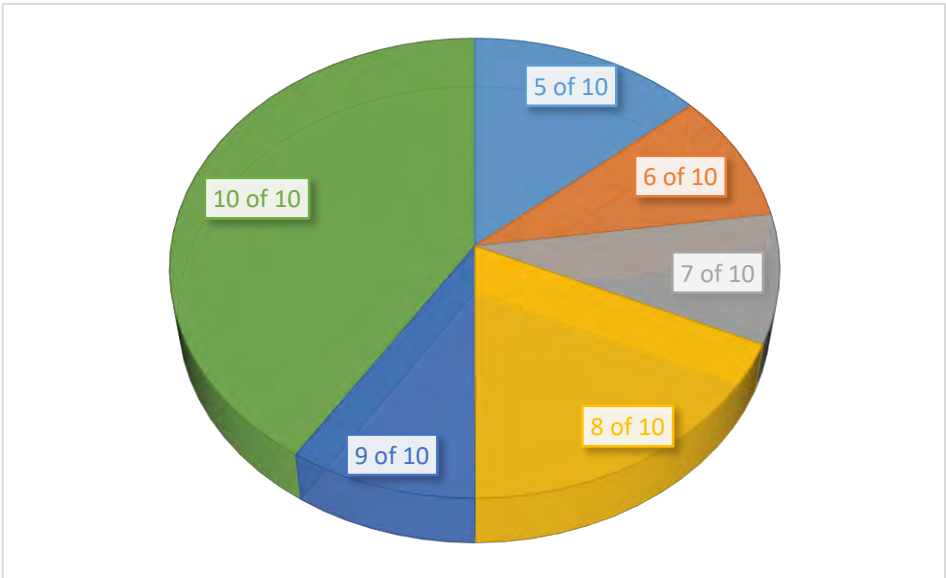
Value	Response
3 of 10	2
4 of 10	1
5 of 10	2
6 of 10	2
7 of 10	3
8 of 10	5
9 of 10	3
10 of 10	4



Awards of Distinction Gala and GreenTrade Expo 2017  
feedback survey

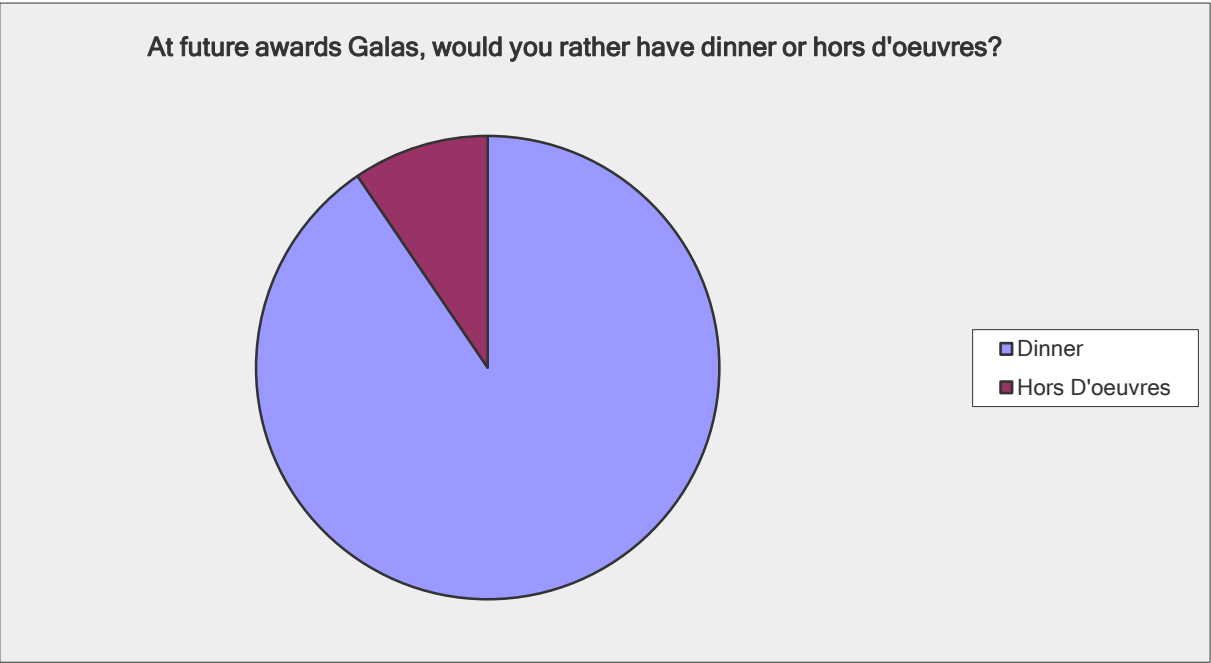
How would you rate the food at the Awards Gala?Using a Scale 1 - 10 where 1=Poor, 5=Met expectations, 10=Excellent	
Answer Options	Response Count
	22
<i>answered question</i>	22
<i>skipped question</i>	102

Value	Response
5 of 10	3
6 of 10	2
7 of 10	2
8 of 10	4
9 of 10	2
10 of 10	9



Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

At future awards Galas, would you rather have dinner or hors d'oeuvres?		
Answer Options	Response Percent	Response Count
Dinner	90.5%	19
Hors D'oeuvres	9.5%	2
Comments		3
answered question		21
skipped question		103

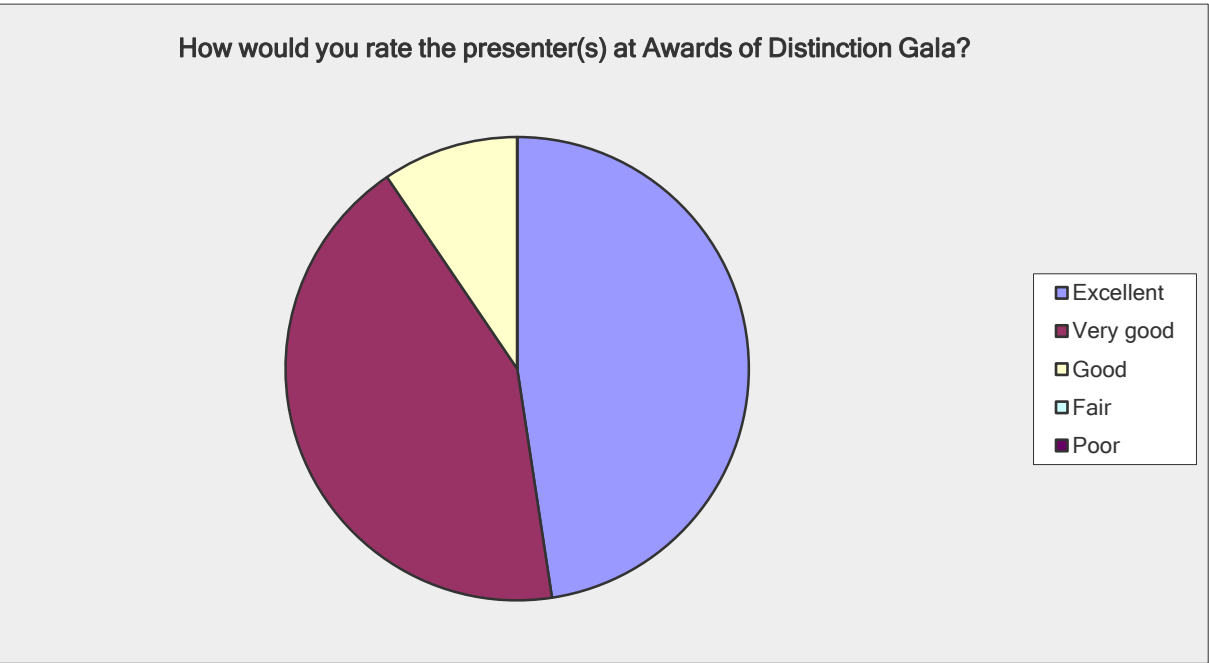


Comments

Our company attended, but I did not personally go.
It was a much improved food spread than last year!
The dinner was nice

Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

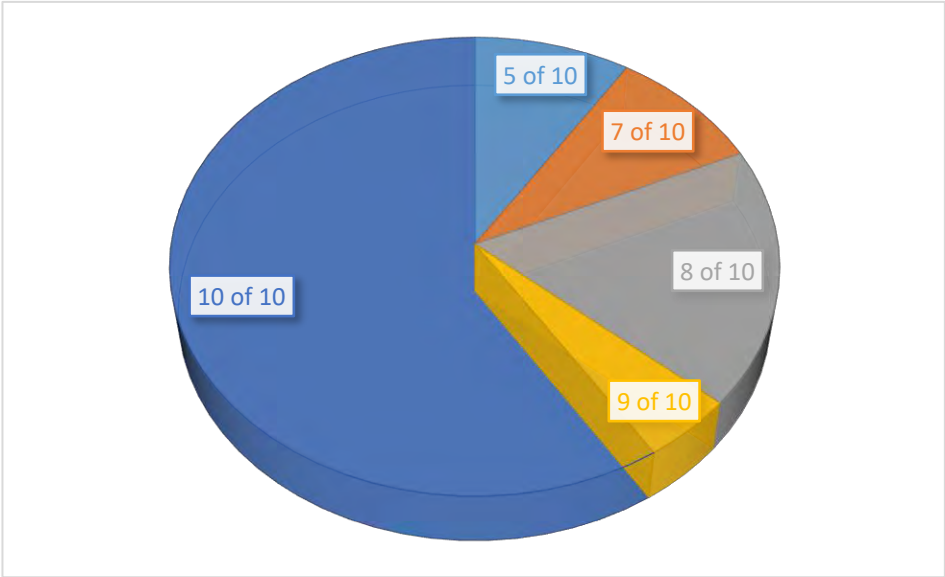
How would you rate the presenter(s) at Awards of Distinction Gala?		
Answer Options	Response Percent	Response Count
Excellent	47.6%	10
Very good	42.9%	9
Good	9.5%	2
Fair	0.0%	0
Poor	0.0%	0
answered question		21
skipped question		103



Awards of Distinction Gala and GreenTrade Expo 2017  
feedback survey

How would you rate the venue on a scale of 1 to 10 where 1=Poor, 5=Met expectations, 10=Excellent	
Answer Options	Response Count
	22
<i>answered question</i>	22
<i>skipped question</i>	102

Value	Response
5 of 10	2
7 of 10	2
8 of 10	4
9 of 10	1
10 of 10	13

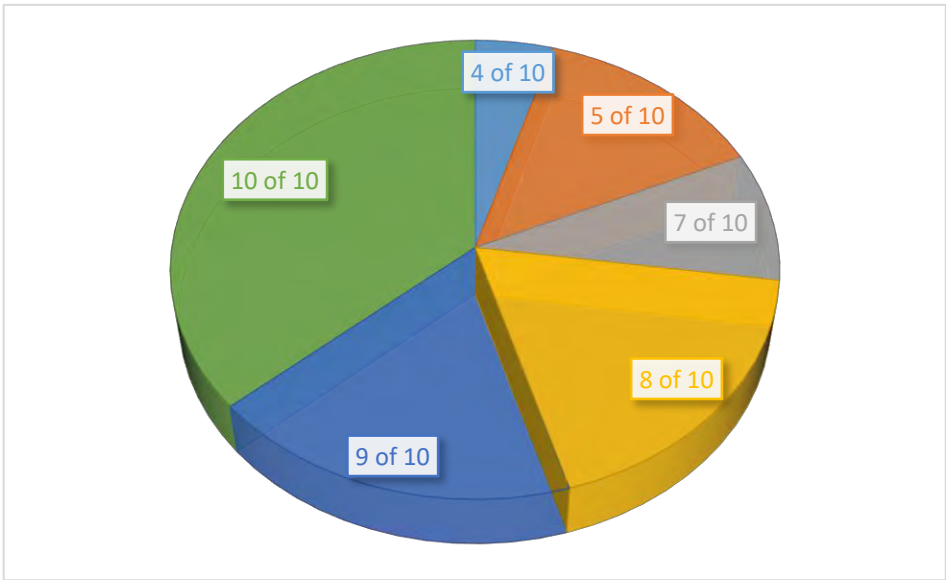


Awards of Distinction Gala and GreenTrade Expo 2017  
feedback survey

How likely is it that you would attend the Gala again in 2018?Based on a scale of 1 to 10, where 1=Not very likely, 5 = Maybe, 10= I would not

Answer Options	Response Count
	22
<i>answered question</i>	22
<i>skipped question</i>	102

Value	Response
4 of 10	1
5 of 10	3
7 of 10	2
8 of 10	4
9 of 10	4
10 of 10	8

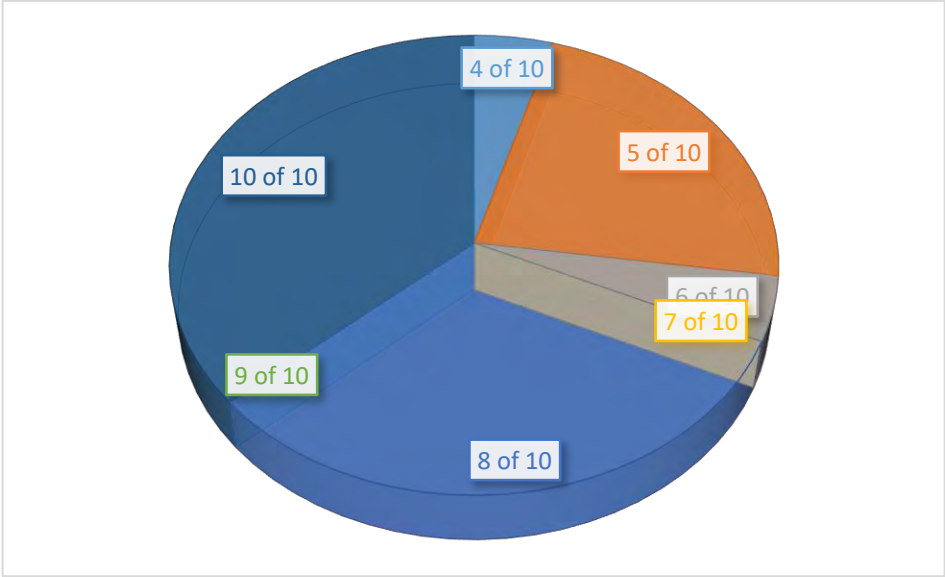


Awards of Distinction Gala and GreenTrade Expo 2017  
feedback survey

How likely is it that you would recommend the Gala and Casino Night to a friend or colleague?Base your answer on a scale of 1-10, 1= Definitely

Answer Options	Response Count
	22
<i>answered question</i>	22
<i>skipped question</i>	102

Value	Response
4 of 10	1
5 of 10	5
6 of 10	1
7 of 10	0
8 of 10	7
9 of 10	0
10 of 10	8



## Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

What could we add, or change, to make the Awards Gala more fun?

Answer Options	Response Count
	9
<i>answered question</i>	9
<i>skipped question</i>	115

### Response Text

Not so many award winners - pick 2 in each category				
It was fun.				
Perhaps change it from Valentine's day? Seems some people skipped because they were with their spouse etc.				
An improvement would be to the band. It was great that they were there, but they didn't play enough during the awards - too much empty quiet time during the presentations/photos				
I enjoyed it fully				
Seems like it was all exhibitors this year.				
Nothing comes to mind				
Change it up - Shorten Awards time, more time for networking. No Casino night				
We as sponsors hoping to have more contractors there. Perhaps include a Contractor's Award				

Awards of Distinction Gala and GreenTrade Expo 2017 feedback survey

Do you consent to be included to the distribution list for future GreenTrade Expo announcements		
Answer Options	Response Percent	Response Count
YES	81.1%	73
NO	18.9%	17
<i>answered question</i>		90
<i>skipped question</i>		34

