

IQ 2019 Survey Summary for Sponsors/Exhibitors

August 20, 2019

IQ 2019 Attendee Statistics

- 751 total attendance
- 559 attendees (excluding vendors)
- 329 people from wineries

IQ Attendees – Trended

	2018	2019
Total Gathering	673	751
Attendees/Speakers	466	559
Exhibitors/Sponsors	167	152
Staff	40	40
Attendees		
People from Wineries	360	329

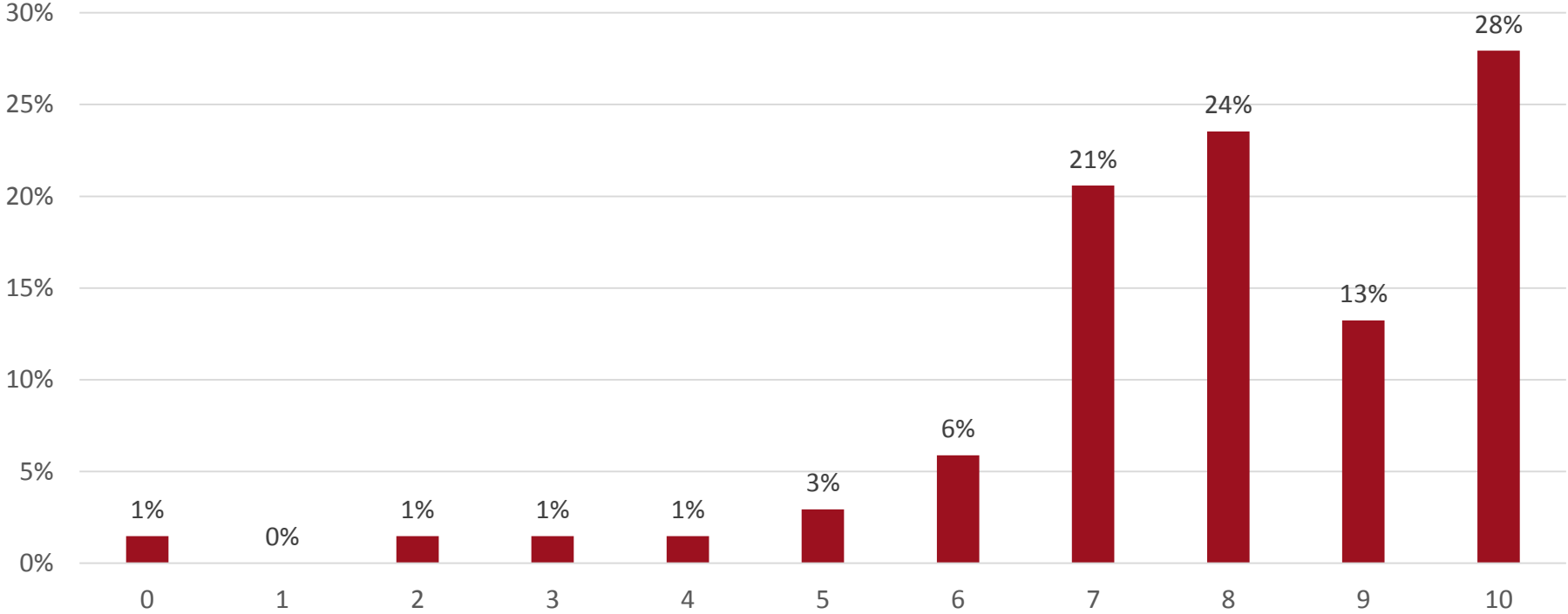
Attendee Survey

68 Respondents

2019 Attendee Survey Summary

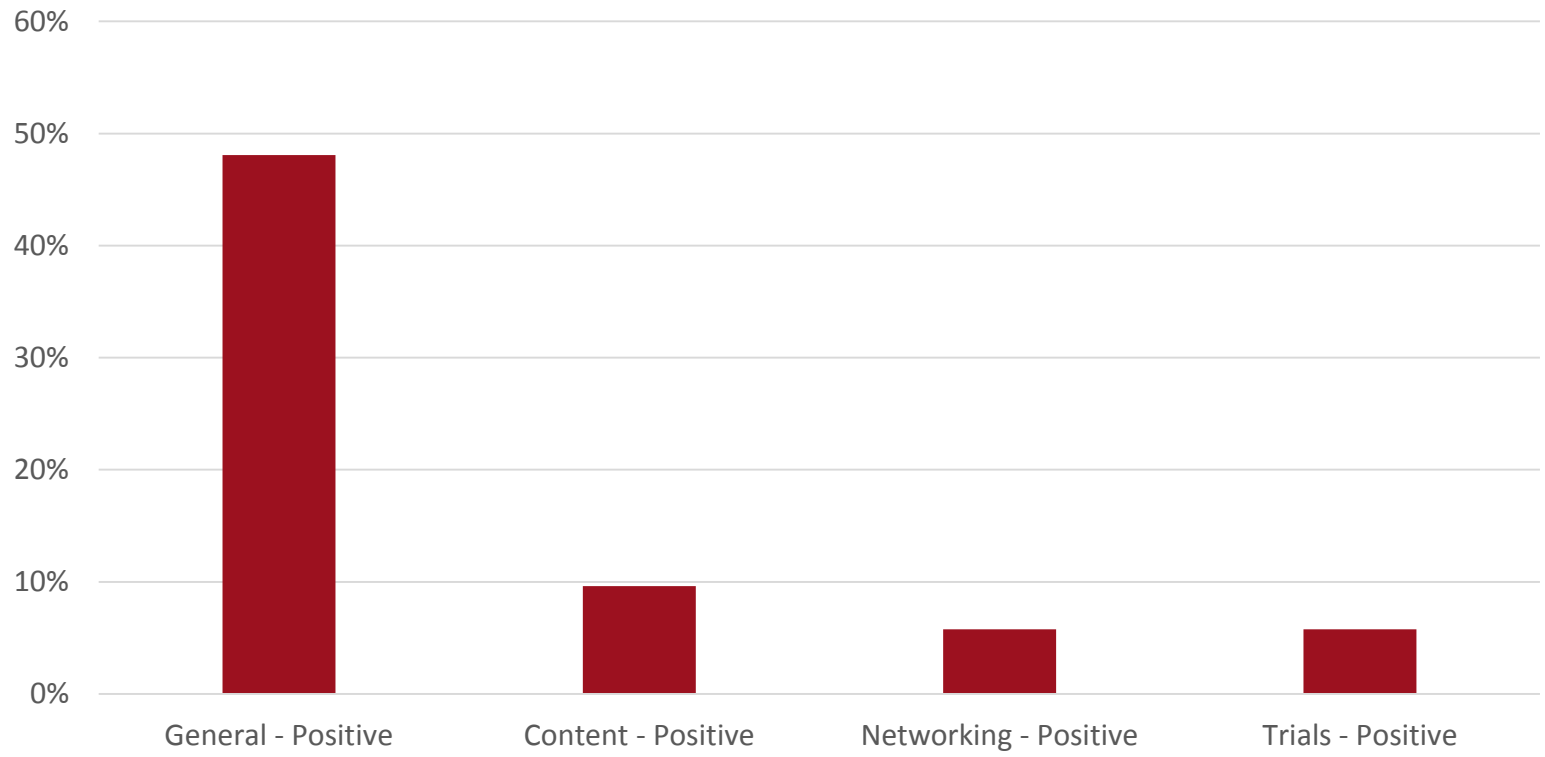
- When asked how likely they would be to recommend IQ to colleagues on a scale of 0 to 10, the average response was 7.9. 65% of attendees responded 8 or higher.
- Attendees gave IQ high marks in these areas:
 - Session content
 - Quality of companies exhibiting
- Attendees suggestions for improving IQ:
 - Improve trials tasting format
 - Refine schedule to allow more time for trials and sessions
 - Improve layout of event (easier to navigate)

How likely is it that you would recommend IQ to a friend or colleague?



65% of Attendees rated IQ an 8 or higher.

Primary Reasons Giving IQ High Marks



Primary Reasons for POSITIVE Opinion

- General (venue, organization, event staff, etc.)
- Session content

Most Important Improvements for 2020

- Trials layout and organization
 - Easier access to the winemaker
 - Reduce waiting times for tastings
 - Better signage/maps
- Sessions:
 - Improve session quality/topics
 - Timing of schedule/less overlap between trials and sessions

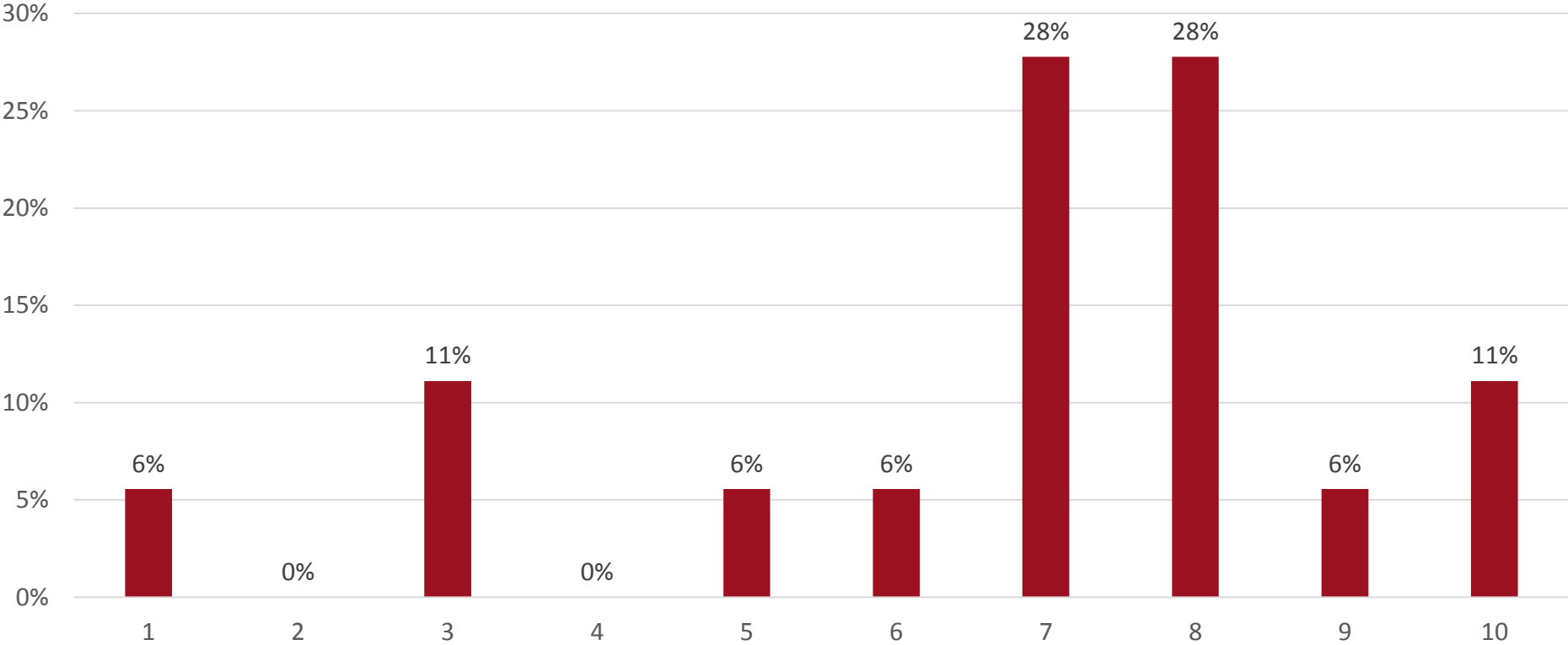
Sponsor/Exhibitor Survey

18 Respondents

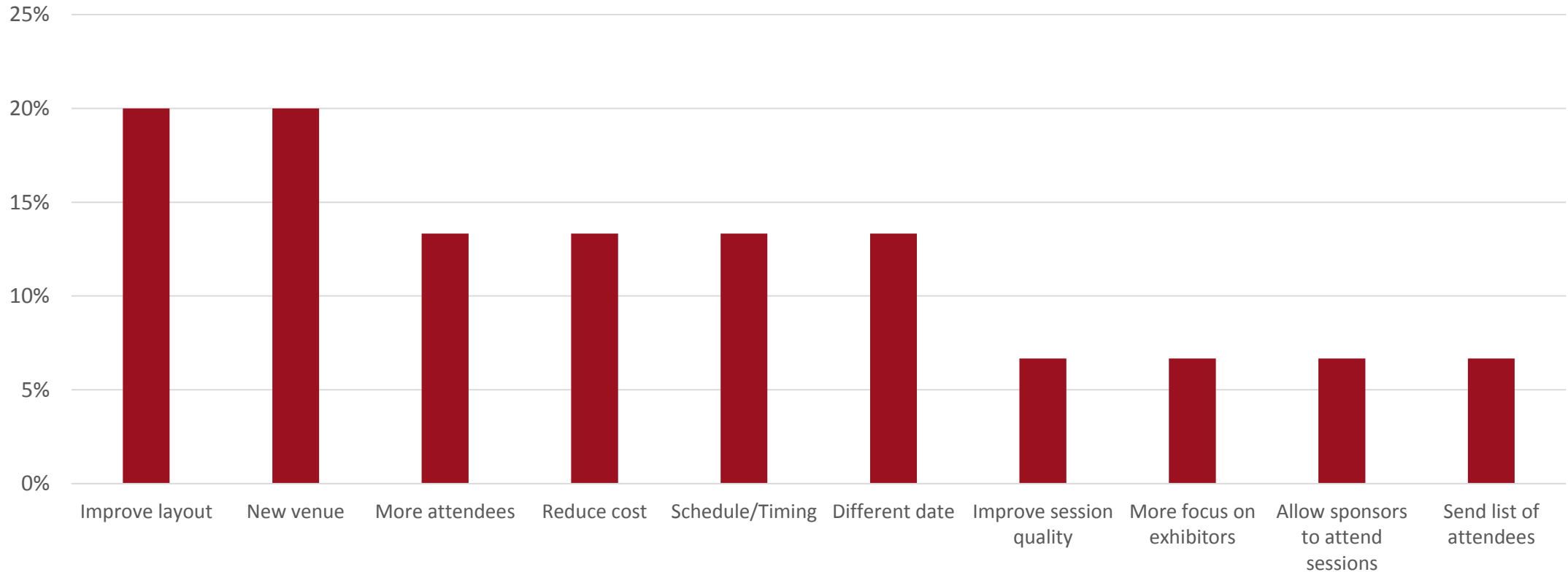
Sponsor/Exhibitor Survey Summary

- When asked how likely they would be to recommend IQ to colleagues on a scale of 0 to 10, the average response was 6.8. 44% of sponsors responded 8 or higher.
- Sponsors gave IQ high marks in several areas:
 - Contact with IQ staff prior to the event, quality of attendees, food, and facilities received the highest ratings.
- Sponsors top suggestions for improving IQ:
 - Improve event layout and schedule
 - Consider different venue and date
 - More attendees
 - Reduce cost

How likely is it that you would recommend IQ to a friend or colleague?



What is the most important change we make to improve IQ?



Thank You!

- Thank you for sponsoring/exhibiting at IQ 2019.
- See you at IQ 2020.
- Event date and venue information will be announced soon.