

# NCSFA Corporate Committee News

## NOVEMBER 2009



*Communication from the committee to the corporate membership*

### ***Exhibits down --- Spirits high:***

The committee extends our thanks and appreciation to those exhibitors who supported the organization at the 2009 conference during these economic-challenged times. Your “*support the organization*” and “*have to be there*” attitude was truly phenomenal.

Although overall attendance was down, the conference and education sessions were well attended. And while we all wished for more foot traffic in the exhibit hall, pretty much all who attended went through the hall.



Many of our members and friends could not attend the conference because of budget cuts that resulted in no travel or no travel outside the state. We hope budgets loosen up next year so our members can attend the 2010 conference.

### ***Exhibitor Survey Results:***

My thanks to all exhibitors who completed and returned the survey. Your input will help us plan for next year. Here are the results of the 2009 exhibitor survey:

1. Is this your first time exhibiting at NCSFA? Circle one.

Yes	<b>17.9%</b>	No	<b>78.6%</b>
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2. If yes, what encouraged you to exhibit at this conference? Check all that apply.

<input type="checkbox"/>	Conference promotions	<b>10.7%</b>
<input type="checkbox"/>	Recommended by others	<b>10.7%</b>
<input type="checkbox"/>	Want to get into the government market	<b>17.9%</b>
  
3. If you are a returning exhibitor, please tell us why you support the association: Circle all that apply.

a.	Quality contacts	<b>53.6%</b>
b.	Like the small group	<b>28.6%</b>
c.	Easier to have one-on-one contact with prospects/customers	<b>60.7%</b>
d.	Believe in the organization	<b>57.1%</b>
  
4. Would you be interested in speaking at a future conference? Circle one.

Yes	<b>85.2%</b>	No	<b>14.3%</b>
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5. If yes, what would you speak about?

**1) Propane, Fuel Management, EPACK, Fuels, Fleet Card 2) Vehicle Manufacturers (product review), 3) Fleet Management Systems, 4) Motor Pool Management, 5) Driver Safety, 6) Accident Management (mitigating costs), 7) Maintenance, 8) Outsourcing, 9) Transmissions/Engines, 10) Vehicle lifts**

6. Please rate the overall tradeshow. Circle one.

Excellent 4% Good 46% Fair 50%

7. Please rate the quality of the contacts at your booth. Circle one.

Excellent 21% Good 32% Fair 46%

8. What do you think about the location of this year’s conference? Circle all that apply.

- a. Just right 75%
- b. Too far from airport 3.8%
- c. Exhibit hall not adequate 3.8%
- d. Other, please 11.5%

**Explain: Nice facility, unique hotel, convenient hotel/conference center; nice venue if you can find your way around; Prefer exhibit & vehicle display together**

9. Do you like the idea of having a vendor-only reception to relax? Circle one.

Yes 57% No 43%

10. Do you think you will exhibit at next year’s NCSFA conference in Salt Lake City, UT? Circle one.

Yes 87% No 8.7% Undecided 4.3%

11. Do you attend any of the education sessions? Yes 73.9% No 26.1%

12. What suggestions do you recommend to improve the tradeshow format?

**Put the bar in the tradeshow area; It’s a good set up – difficult circumstances w/attendance; vehicles in the exhibit area. I know it is difficult in smaller convention/hotel venues; vehicle display & booth should not be in separate locations, particularly if exhibit hours are concurrent; The outside display was a large distraction to inside booths; Don’t have dinner during trade show hours. Nobody was visiting booths; Shorter hours; I believe the format is successful – obviously issue with quantity of attendees; shorten the exhibit hours; breakdown was at 12pm which is the time for lunch. So, you have to either breakdown or attend lunch. Need to think about a way to resolve this conflict; Keep speakers to allotted time. Provide breakdown time for exhibits that does not overlap lunch; None; None;**

13. As an exhibitor, what could NCSFA do to increase its value to you as an individual or corporation?

**Get more attendees; Session on how OEM’s can help state fleet administrators; aggressively solicit more states to join/participate with your organization; More members visit the display; Include lists of not only attendees but all members; more information needs to be sent out and more frequent. Better job at recruiting government contacts; better layout for booths; better attendance at the show; increase attendees; provide more attendees/contacts; I think that this year even w/economic conditions it was good; get more attendants;**

14. Are you a dues-paying member of NCSFA? Circle one.

Yes 30.4% No 69.6%

15. Would you be interested in becoming a member of the Corporate Liaison Committee? Circle One.

Yes 44.4% No 55.6%

## Conference Sponsors:

The association extends its thanks and appreciation to this year's sponsors:

AssetWorks  
BioDiesel Board  
Comdata  
The CEI Group, Inc.  
Clean Energy

General Motors  
Honda  
Navistar  
Wright Express  
Viking-Cives Midwest, Inc.

## Start Planning for the 2010 Conference!

It isn't too early to start planning for next year's conference which will be September 26 – 30, 2010 at Park City, Utah. Mark your calendar and make sure you budget for your exhibit and sponsorship.

Sponsorship solicitation will start early in 2010.

## Questions?

If you have any questions regarding the conference, exhibit space or sponsorship please contact Sherry Lewis, Executive Director or Kathi Croze, Corporate Liaison at the email or numbers listed below.

## 2009 NCSFA Corporate Liaison Committee

Thanks to the 2009 corporate committee for their commitment to support NCSFA and help make it a better organization for all members.

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