

NCSFA CORPORATE COMMITTEE NEWS

*Communication from the committee to the
corporate membership*



January 2008

California, here we come!

Mark your calendars – the 2008 NCSFA Conference will be held in Long Beach, CA, September 28 – October 3, 2008 at the Long Beach Hyatt Hotel and Convention Center.

Think about your sponsorship and exhibit plans in 2008 and make sure NCSFA is at the top of the list. There will be more information about the conference at a later date.

Hershey was a big success!

- Largest number ever of exhibitors
- 54% of exhibitors responded to survey
- First reception for exhibitor only
- New successful exhibit hall game introduced
- Increased recognition for our sponsors, exhibitors and corporate members
- Exhibit hall dinner, speakers and breakfasts were well received

Corporate Liaison Committee added to the Hershey success

This was the first official corporate liaison committee and the committee's first conference. Our accomplishments for the first year:

- Created the Corporate Committee newsletter – a tool to communicate with the corporate membership
- Increased vendor contact through an expanded mailing list
- Requested, and received, an advanced exhibit hall layout
- Requested, and received, an exhibitor-only reception with door prizes
- Requested, and received, a game in the exhibit hall to encourage fleet managers to visit our booths
- Requested, and received, booth signage designating sponsorship and membership
- Involvement in many aspects of the conference planning, not just the exhibit hall

The committee looks forward to applying what we have learned from the 2007 conference to the 2008 conference.

If anyone has any suggestions please contact the Corporate Liaison, Kathi Croze at kathi.croze@ceinetwork.com or 918-296-3298.

2007 Hershey Exhibitor Survey Results

The information submitted through this survey is very valuable to the organization and will help guide the corporate committee in their planning for 2008.

The actual survey questions and responses are below but, here's the recap:

- Of the 35 exhibitors who responded 13 were new exhibitors
- Overall, the tradeshow had a good to excellent rating
- Most of the exhibitors thought the amount of traffic at their booth was good
- The majority of the exhibitors thought the quality of the contacts at their booth was excellent
- 77% thought the game helped to increase the traffic at their booth
- Only a small percentage participated in the exhibitor showcase and, of those, 67% recommended this format for 2008
- The majority of the exhibitors see value in exhibiting at NCSFA
- The positive response to the vendor-only reception was overwhelming however; many were not able to stay because of other commitments. We are planning another reception for 2008 so please make arrangements to stay for it
- Almost half the exhibitors exhibited in Savannah and 82% of those thought the Hershey show was better
- Most of the respondents suggested keeping the trade show format of 1 ½ days the same while a very small percentage suggested reducing it to one day
- Most of our exhibitors are planning on exhibiting in Long Beach and a few are still undecided

Survey questions and responses:

1. First Conference: **37% Yes** **63% No**
2. Rate overall tradeshow:
Excellent = 40% **Good = 51%** **Fair = 6%**
3. Rate amount of traffic at booth:
Excellent = 11% **Good = 57%** **Fair = 27%**
4. Rate quality of contacts at booth:
Excellent = 49% **Good = 40%** **Fair = 11%**
5. Do you think the game helped to increase traffic at your booth?
77% Yes **23% No**
6. Did you participate in the exhibitor showcase?
17% Yes **83% No**
7. If yes, would you recommend this again for next year?
67% Yes **33% No**
8. Do you or your company see value in exhibiting at NCSFA?
High = 51% **Some = 46%** **No = 3%**

9. Do you like the idea of a vendor-only reception?
82% Yes **18% No**
10. Did you exhibit in Savannah (2006)?
49% Yes **51% No**
11. If yes, how does this show compare to Savannah?
Better = 82% **Same = 18%** **Worse = 0%**
12. NCSFA generally schedules the trade show for 1 ½ days. How do you feel about this traditional model?
Keep the same = 74% **Change to 1 day = 26%**
13. Do you think you will exhibit next year in Long Beach, CA?
82% Yes **4% No** **14% Not sure**
14. Do you attend any of the educational sessions?
58% Yes **42% No**

Thank you to all exhibitors who responded to the survey and who also offered input and suggestions apart from the survey.

Sponsorship opportunities were a huge success

Each evening the hospitality suites were well attended and the Tee-shirt swap was the biggest success ever. We were entertained and saw another side to some of our members that we never knew existed. There was an interesting array of Tee-shirts and many that were hits!

The charitable book drive was another big success and is on the schedule for 2008.

Start thinking about which event you may want to sponsor in 2008.

Long Beach, CA

Serviced by Los Angeles International, John Wayne and Long Beach Airports, the Long Beach Waterfront area is a happening place to be. Many restaurants and shops are in walking distance and sites of interest include the Queen Mary and Aquarium of the Pacific.

Long Beach is also close to many theme parks such as Disneyland and Knott's Berry Farm. And, Catalina Island is only 26 miles across the bay – just a boat ride away.

Plan on taking a few extra days to enjoy the sites!

Remember the dates: September 28 – October 3, 2008.

Corporate Membership

Are you supporting this association or just showing up to exhibit? Become a member and be closer to your prospective customers. If you haven't seen it, here is a list of the benefits:

- Access to member demographic information
- Networking and one-on-one interaction with fleet decision makers
- Sponsorship opportunities
- Discount on exhibit fees
- More company recognition
- Free quarterly newsletter
- Free web link from NCSFA website to member's company website
- Eligibility to be invited to join the liaison committee
- And more to come

Mailing Lists – A fleet member mailing list is only available to NCSFA Corporate Members. This list will not be sold to non-members.

If exhibiting, corporate members will also have a sign in their booth that says, "We are a proud member of NCSFA". Go to the NCSFA website to join!

Thank you to the 2007 corporate committee members:

John Brewington, CAFM
Brewington & Company
336-786-9020
jjbrewington@earthlink.net

Adam Bruttell
Voyager Fleet Systems, Inc.
832-486-1172
adam.bruttell@usbank.com

Greg Burbach
Chrome Systems
800-936-8906
gburbach@chrome.com

Renata Caine
Wright Express
650-556-1044
Renata_caine@wrightexpress.com

Kathi Croze – NCSFA Corporate Liaison
The CEI Group, Inc
918-296-3298
Kathi.croze@ceinetwork.com

William Poch, Jr.
Allison Transmission
908-359-9463
William.poch@allisontransmission.com

Bob Rhoads
Quigley Motor Company Inc.
800-233-9358 x134
bob@quigley4x4.com

Steve Saltzgeber
Advisor, NCSFA
801-685-3040
ssaltzgeber@ncsfa.net