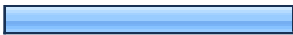









1. Exhibitor Name (may leave blank/complete anonymously)

	Response Count
	50
answered question	50
skipped question	24








2. What type of Exhibitor are you?

	Response Percent	Response Count
Literary Exhibitor 	43.1%	31
Radical BookFair Pavilion Tabler	0.0%	0
Authors' Tent Participant 	51.4%	37
Programming Partner 	5.6%	4
answered question		72
skipped question		2

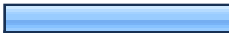


3. What type/kind of business do you have/represent?

		Response Percent	Response Count
Author		59.4%	38
Bookseller		7.8%	5
Literary/Cultural Organization		20.3%	13
Publisher		10.9%	7
Literary/Book-Themed Products		1.6%	1
Other (please specify)			11
answered question			64
skipped question			10

4. How did you hear about the Baltimore Book Festival? (please select all that apply)

		Response Percent	Response Count
BOPA Staff Outreach		10.8%	7
Email		13.8%	9
Facebook/Twitter		3.1%	2
Word of Mouth		30.8%	20
Other Exhibitor		7.7%	5
Website (Please Specify)		24.6%	16
Other (Please Specify)		26.2%	17
Website or Other (please specify)			30
answered question			65
skipped question			9

5. How would you rate the festival's marketing/publicity efforts?

		Response Percent	Response Count
Excellent		33.8%	25
Good		48.6%	36
Fair		17.6%	13
Poor		0.0%	0
Suggestions?			15
answered question			74
skipped question			0

6. How satisfied were you with the application process? Please rate the following:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Rating Average	Response Count
Clarity of Exhibitor Criteria	52.1% (38)	42.5% (31)	4.1% (3)	1.4% (1)	0.0% (0)	4.45	73
Application Fee	37.5% (27)	43.1% (31)	12.5% (9)	5.6% (4)	1.4% (1)	4.10	72
Clarity of Exhibitor Guidelines	58.3% (42)	37.5% (27)	4.2% (3)	0.0% (0)	0.0% (0)	4.54	72
Follow-Up	57.7% (41)	35.2% (25)	5.6% (4)	1.4% (1)	0.0% (0)	4.49	71
answered question							73
skipped question							1

7. How satisfied were you with your exhibitor space? Please rate the following:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Rating Average	Response Count
Tent Placement	49.3% (36)	35.6% (26)	4.1% (3)	8.2% (6)	2.7% (2)	4.21	73
Tables and Chairs	39.2% (29)	35.1% (26)	17.6% (13)	5.4% (4)	2.7% (2)	4.03	74
Signage	40.3% (29)	36.1% (26)	15.3% (11)	5.6% (4)	2.8% (2)	4.06	72
Electric Supply	42.9% (30)	32.9% (23)	21.4% (15)	2.9% (2)	0.0% (0)	4.16	70
Security	41.1% (30)	39.7% (29)	19.2% (14)	0.0% (0)	0.0% (0)	4.22	73
answered question							74
skipped question							0

8. How satisfied were you with the festival's services? Please rate the following:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Rating Average	Response Count
Accessibility of Event Staff	51.4% (38)	40.5% (30)	4.1% (3)	1.4% (1)	2.7% (2)	4.36	74
Questions Answered Quickly	56.8% (42)	35.1% (26)	5.4% (4)	0.0% (0)	2.7% (2)	4.43	74
Problems Resolved	50.0% (36)	33.3% (24)	15.3% (11)	0.0% (0)	1.4% (1)	4.31	72
Check-In	58.3% (42)	34.7% (25)	6.9% (5)	0.0% (0)	0.0% (0)	4.51	72
Overall Festival Experience	40.5% (30)	43.2% (32)	8.1% (6)	5.4% (4)	2.7% (2)	4.14	74
answered question							74
skipped question							0

9. How satisfied were you with your on-site sales?

		Response Percent	Response Count
Excellent		10.0%	7
Good		37.1%	26
Fair		24.3%	17
Poor		28.6%	20

Comments: 42

answered question 70

skipped question 4

10. How would you rate your ability to attract new customers to your store/business because of exhibiting at the Baltimore Book Festival?






		Response Percent	Response Count
Excellent		18.1%	13
Good		48.6%	35
Fair		16.7%	12
Poor		16.7%	12

Comments: 22

answered question 72

skipped question 2

11. How likely is it that you will participate in the 2012 Baltimore Book Festival? PLEASE NOTE: Applications for 2012 will be available on www.baltimorebookfestival.com in January.

		Response Percent	Response Count
Very Likely		58.1%	43
Somewhat Likely		16.2%	12
Unsure		10.8%	8
Somewhat Unlikely		5.4%	4
Very Unlikely		9.5%	7
answered question			74
skipped question			0

12. Please feel free to make any additional comments regarding your experience at the Baltimore Book Festival.

	Response Count
	42
answered question	42
skipped question	32