



EVENTCORP

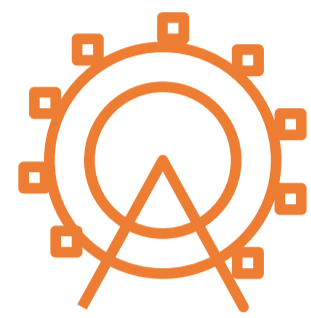
SERVICES

Insights · Analytics · Results

IMPROVING YOUR FAIR STARTS HERE



2.7 million people surveyed and counting



1,100+ events of all shapes and sizes serviced

iafe[®]

Official research & analytics partner of the IAFE, with 100+ satisfied fair clients



Conducting research in 3 countries

20+

Years of versatile experience



CUTTING EDGE RESEARCH CUSTOMIZED FOR YOU USING:

- Point of Experience Survey Kiosks
- Pre and Post Event Online Surveys

SOME AREAS THAT WE MEASURE INCLUDE:

- Quantifiable Economic Impact of Fairs/Fair Grounds
- Fair Feature & Service Ratings
- Purchase & Attendance Behaviors
- Effectiveness of Advertising
- Sponsorship Metrics
- Out-of-Region Spending
- Industry Leading Benchmarking

Contact or visit us at **Booth #925** to take advantage of our **IAFE Special**, with value added services valid for 2018 research projects confirmed between the Convention and Dec 31st, 2017.

"The team at Eventcorp is responsive, proactive, and enjoys working on our event. They offer valuable insight into the market research environment as they partner with many other world-class fairs, football, golf and other majorevents throughout North America. I lean on them for cutting-edge technology, additional ways to gain insight and lessons learned from other events."

– **Debbie Vengco, Marketing Manager, LA County Fair**

"The customer service provided by Eventcorp was phenomenal. On a scale of 1-10, Eventcorp is an 11!"

– **Kathleen O'Leary, CEO, Wisconsin State Fair**

www.eventcorpservices.com

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