

getgeeked New York 2015 Attendee Survey Presentation

October 2015

Presentation Outline

- I. Section Headlines
- II. Attendee Demographics
- III. Attendee Influence
- IV. Event Feedback
- V. Benefits of Participation
- VI. Lenovo Platinum Sponsor Section

Survey Response Rate

- The 1037 consumers who attended getgeeked New York represented 726 separate Eventbrite RSVPs.
- 124 of these 726 RSVPs completed our Post Event Attendee Survey, representing a 17% completion rate.
- In total, there were 3701 RSVPs for getgeeked New York.



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Section Headlines

Attendee Demographics

- The male – female split at getgeeked New York 2015 was 57% - 43%.
- The coveted, hard-to-reach 26 – 35 year old age group represented 47% of attendees.
- getgeeked New York attendees were primarily single (79%) and without children (84%).

Attendee Influence

- Over ½ of the attendees are self-identified early adopters while over 90% read tech blogs regularly.
- Over 80% are asked for tech buying advice often (34%) or very often (46%).
- Consumer reviews (34%) and tech savvy friends (32%) are the primary modes of information gathering by getgeeked New York attendees.
- Almost ¾ of attendees share opinions about tech products and brands on social media “often” (44%) or very often (27%)

Attendee Feedback

- At 65%, “trying out new gadgets” was far and away their primary reason for attending getgeeked New York.
- Just under 75% of attendees rated their overall satisfaction with getgeeked New York as a 7 or above.
- Over 75% of attendees visited with at least $\frac{1}{2}$ of the exhibiting companies with just under 50% saying they visited with at least $\frac{3}{4}$ of them.

Participation Benefits

- Over $\frac{3}{4}$ of attendees said their opinion of participating companies improves either significantly (29.5%) or somewhat (45.9%).
- Over 30% of attendees said they have a “stronger relationship” with the companies they interacted with at getgeeked New York while over 56% say they understand their products better.
- Almost $\frac{1}{4}$ of attendees are “significantly” more likely to purchase the products of companies they met with while over $\frac{1}{2}$ are “somewhat” more likely.

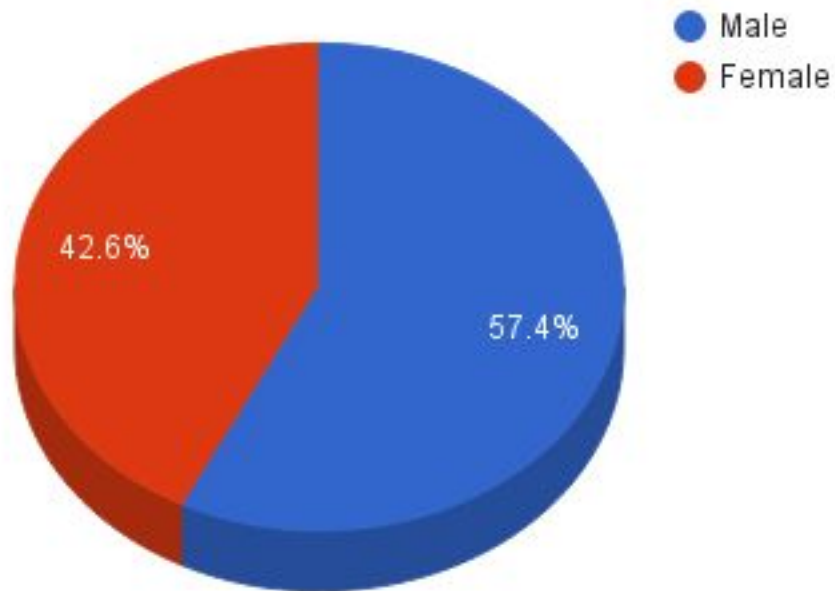


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Attendee Demographics

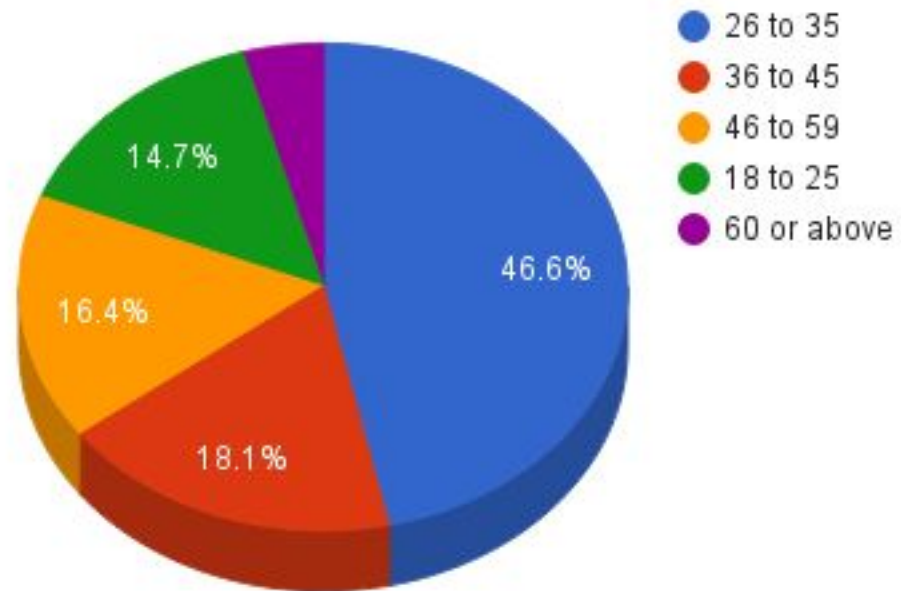
Gender

Are you male or female?



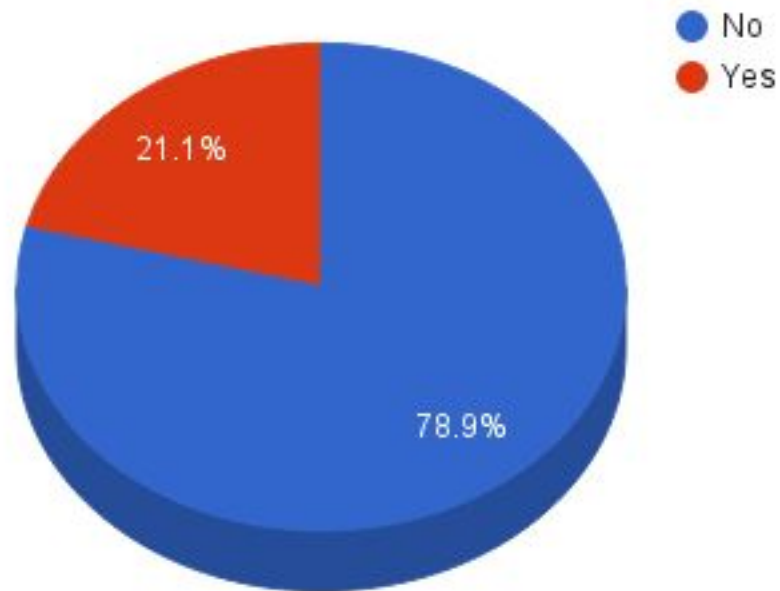
Age

Which of the following age groups do you fall into?



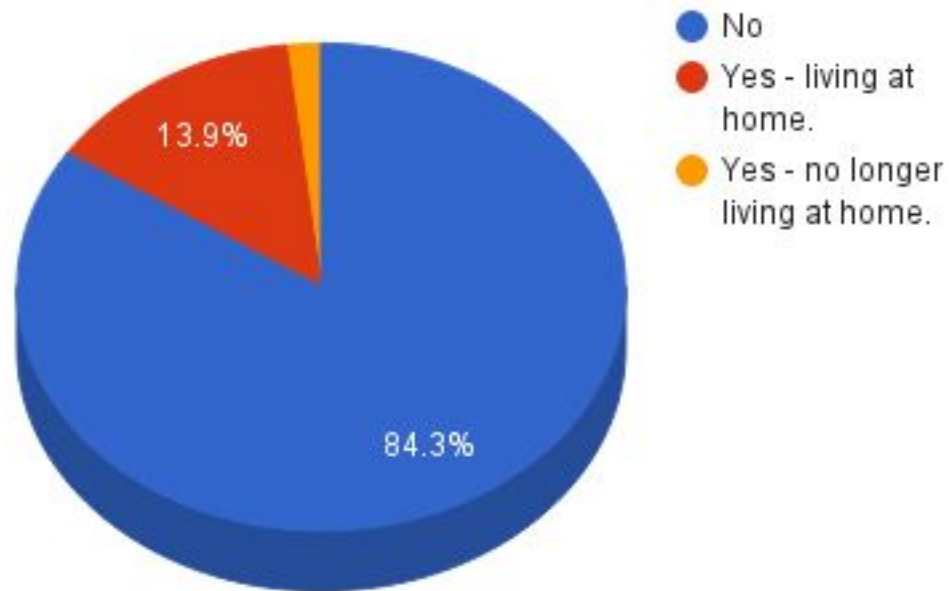
Marital Status

Are you married?



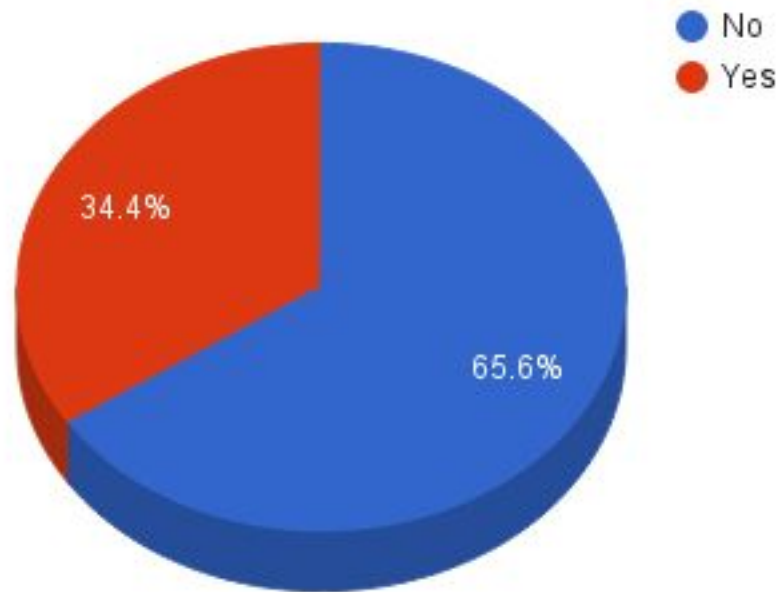
Children

Do you have children?



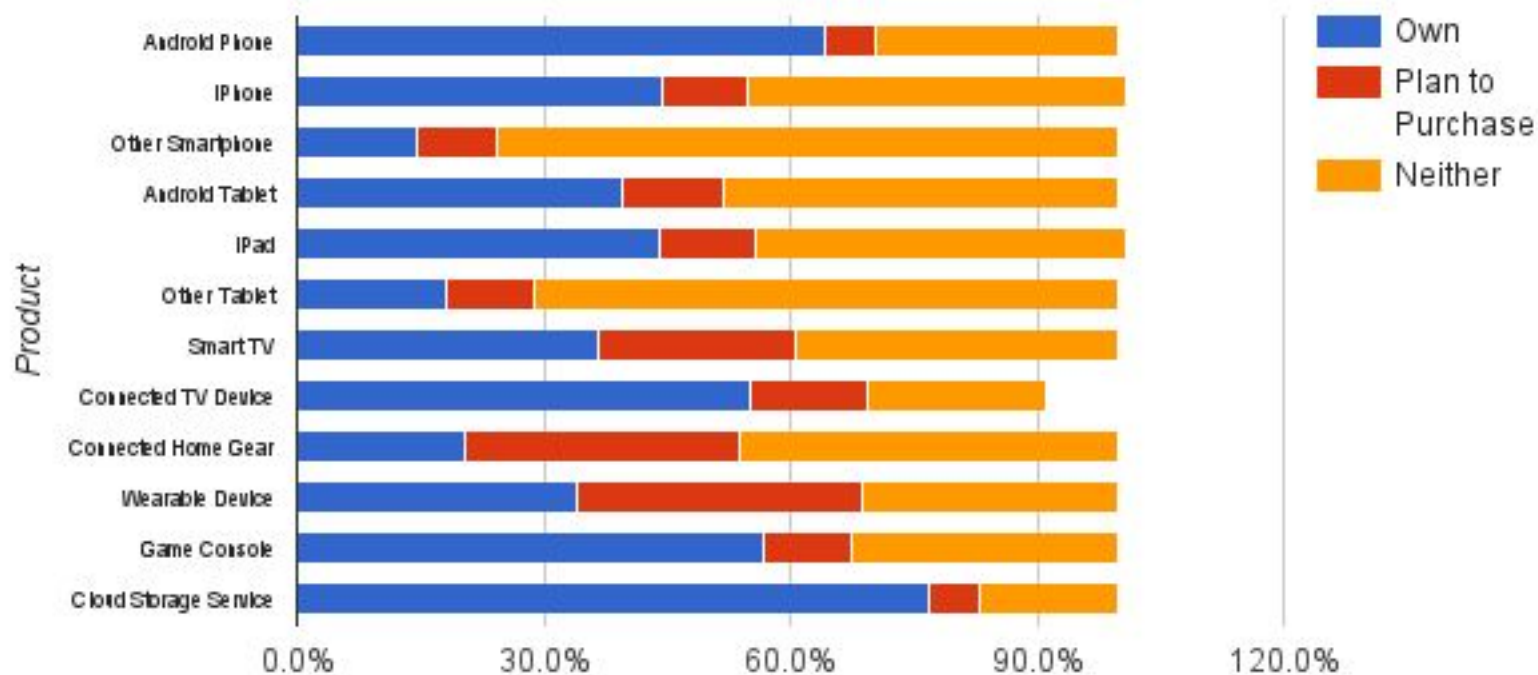
Tech Industry

Do you work in the technology industry?



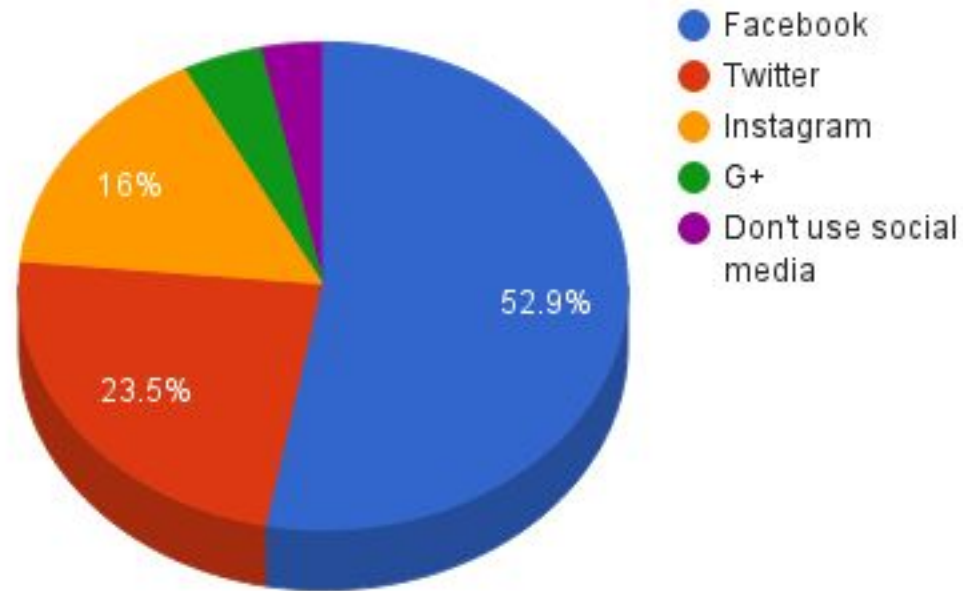
Tech Ownership

Please tell us which of the products or services you own or are planning to purchase in the next 6 months.



Social Network Preference

Which social media network do you use the most?





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Attendee Influence

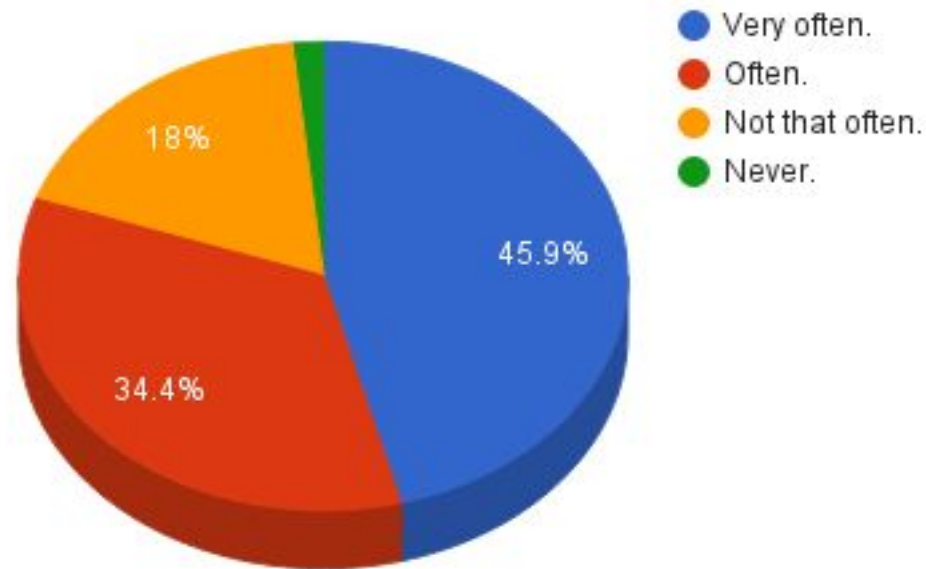
Adoption Level

Which of the following description best fits you?



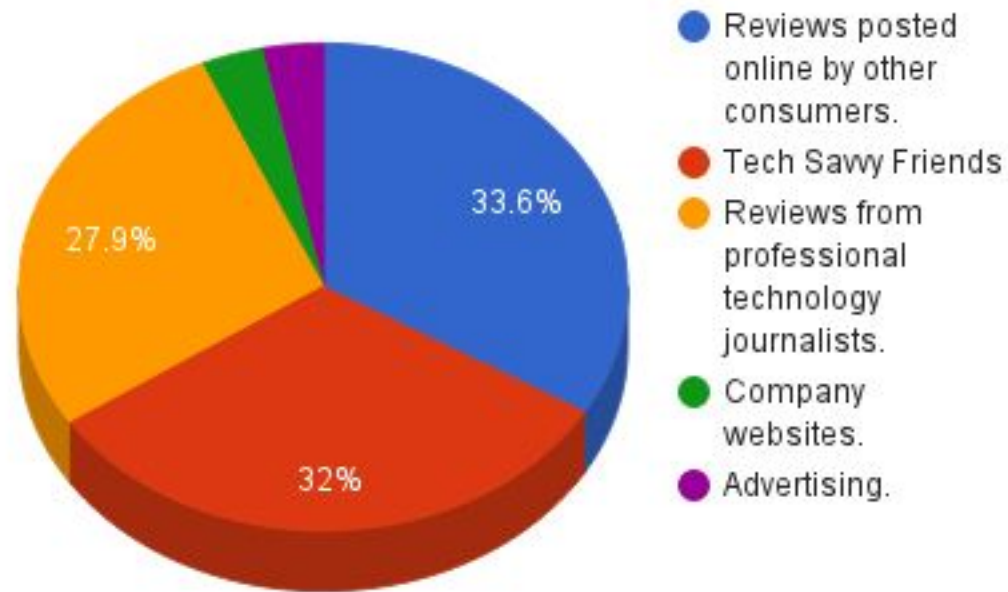
Purchase Influence

How often are you asked for advice by others on technology products and services?



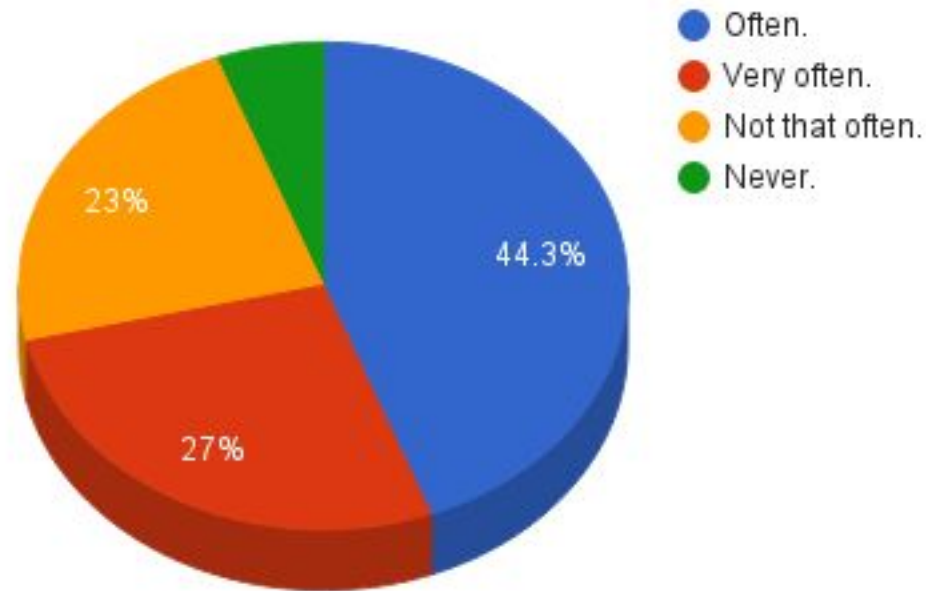
Purchase Research

Which of the following sources do you rely on MOST for advice on what technology products to purchase?



Social Media Sharing

How often do you share opinions about technology products and/or brands on social media?



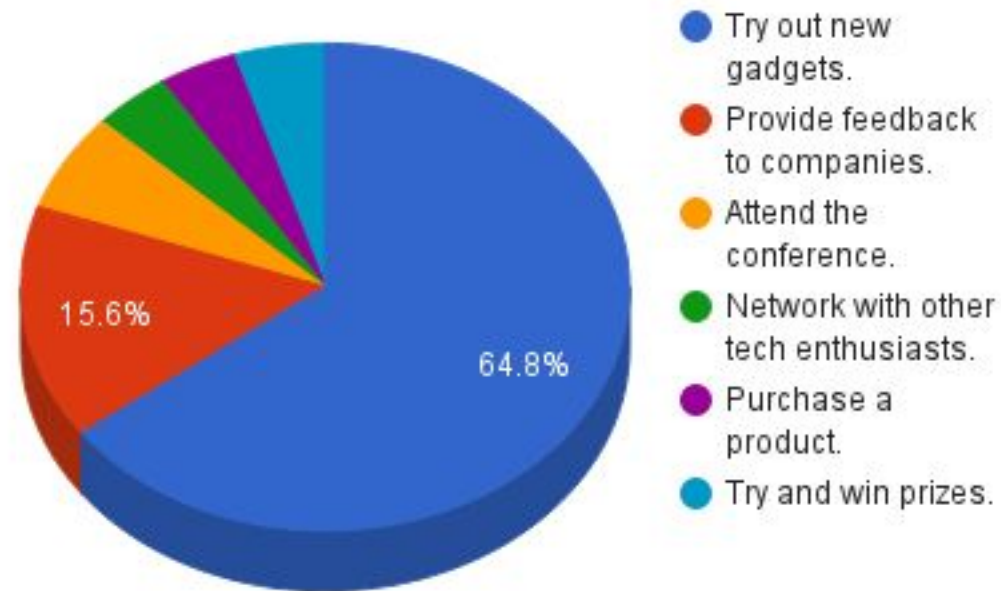


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Event Feedback

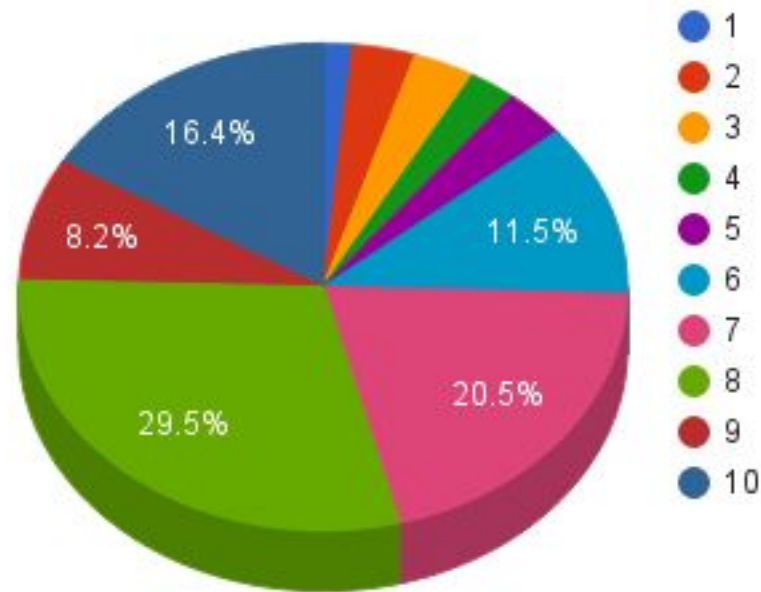
Reason for Attending

What was your primary reason for attending getgeeked New York?



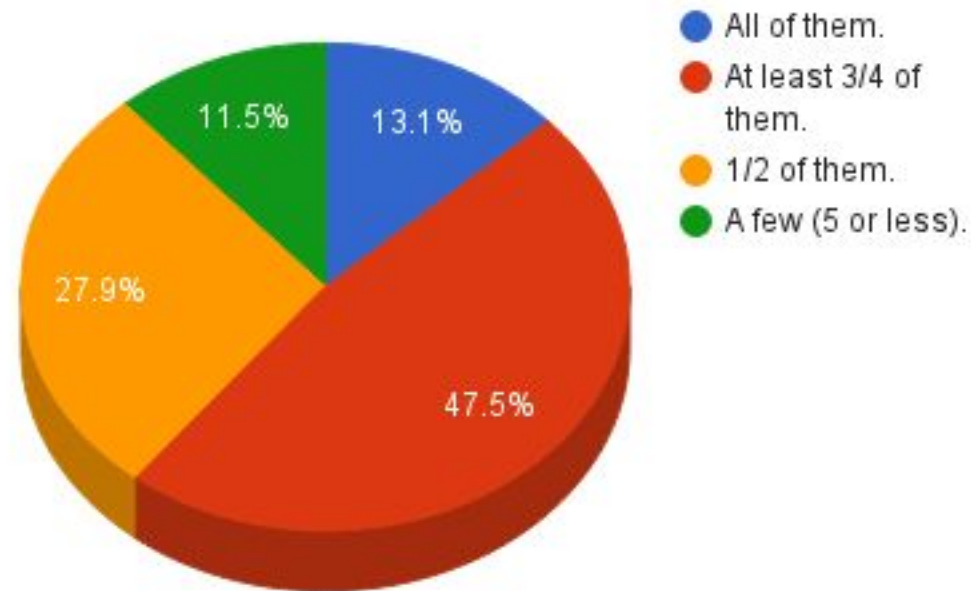
Satisfaction Level

On a scale of 1 to 10 where 10 is excellent and 1 is very poor, how satisfied were you with your getgeeked New York experience?



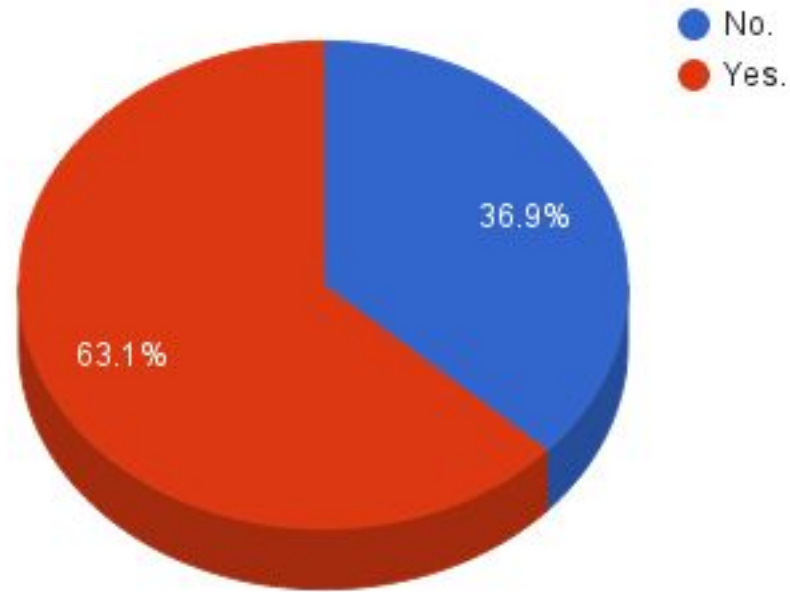
Sponsor Interaction Rates

How many getgeeked New York Sponsors would you estimate you interacted with at the event?



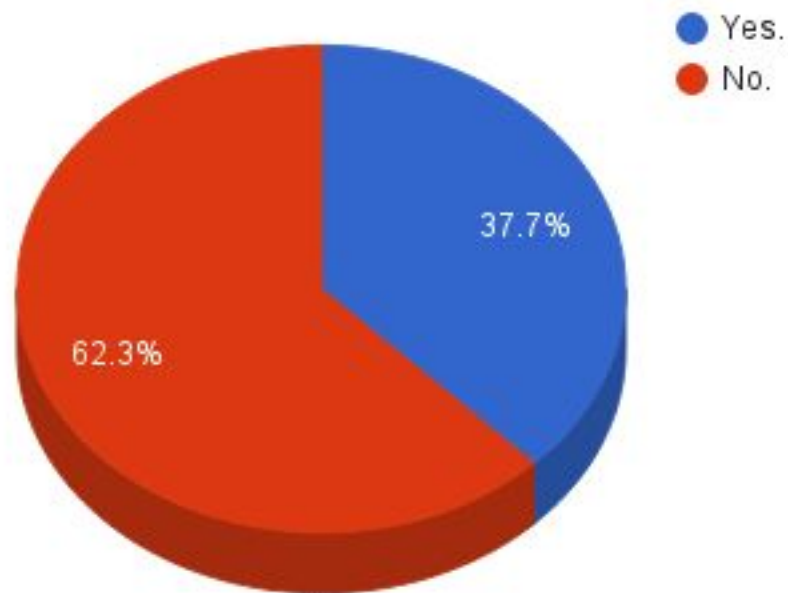
Contest Participation

Did you enter the Twitter or Instagram contests?



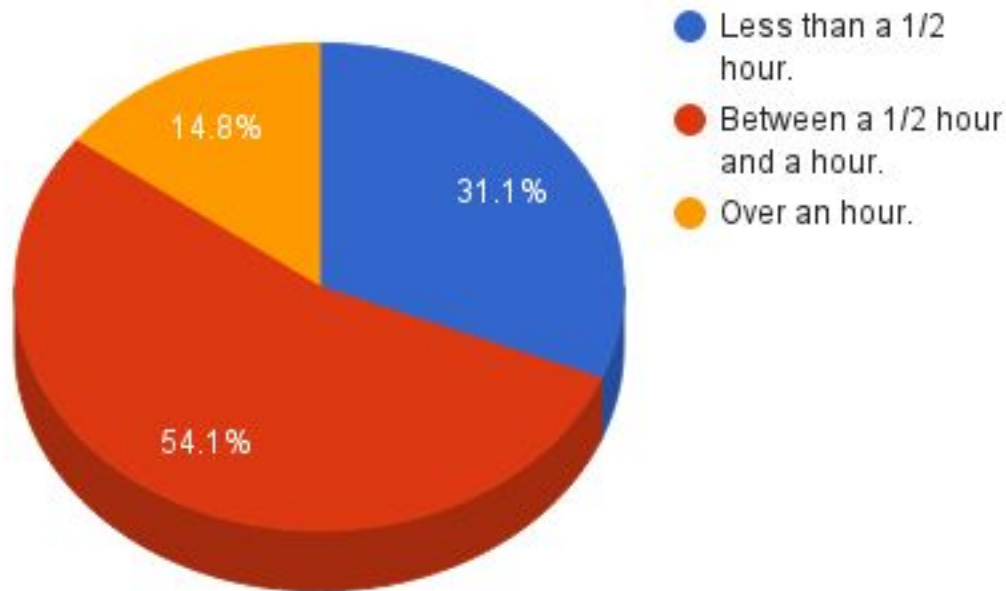
Conference Attendance

Did you attend any of the conference sessions?



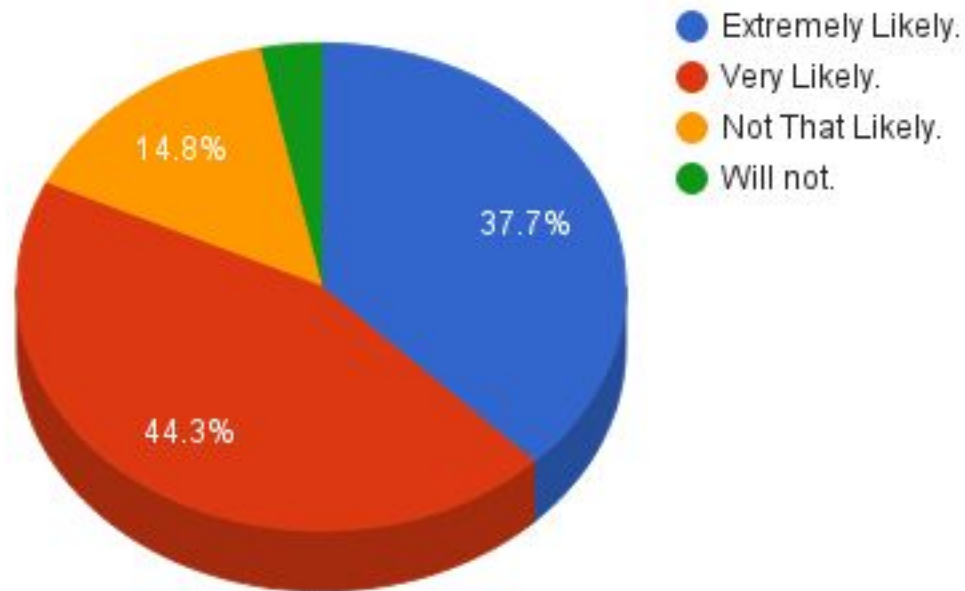
Wait To Get In

Approximately how long did you wait in line to get into the event?



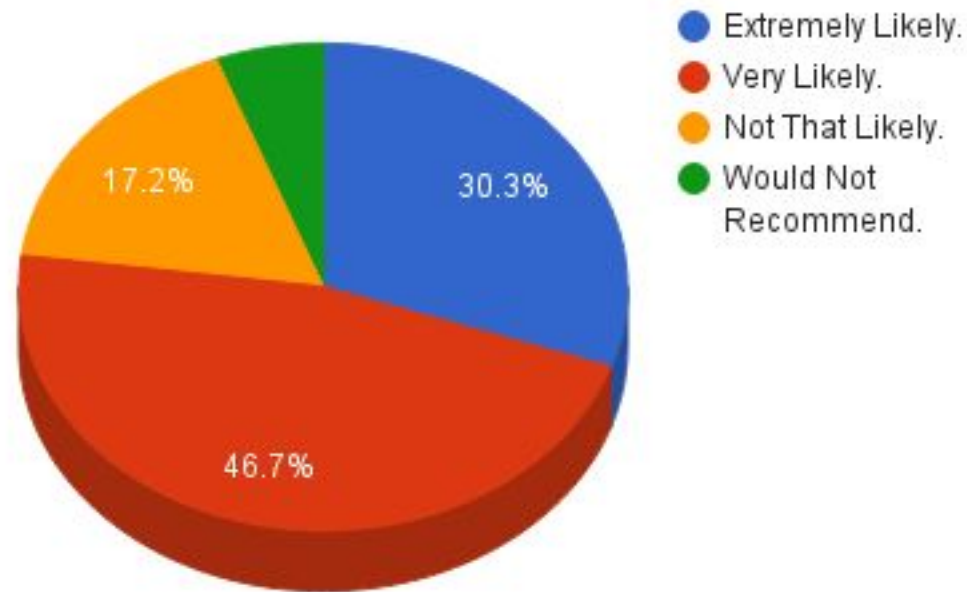
Likelihood of Attending Again

How likely are you to attend the next getgeeked New York event?



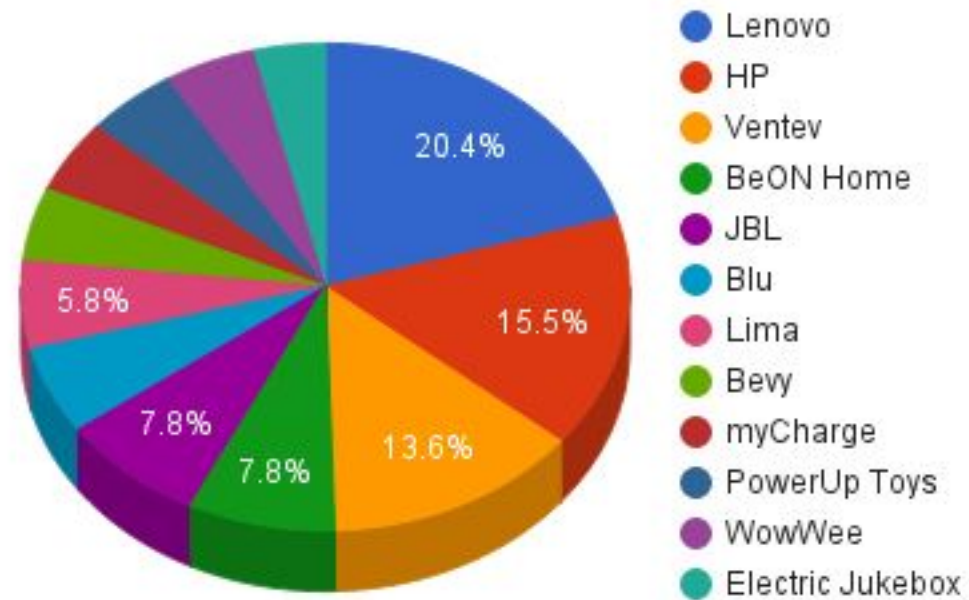
Likelihood of Recommending

How likely would you be to recommend that others attend the next getgeeked New York event?



Best in Show

Which company did you feel did the best job presenting its products and its brand.



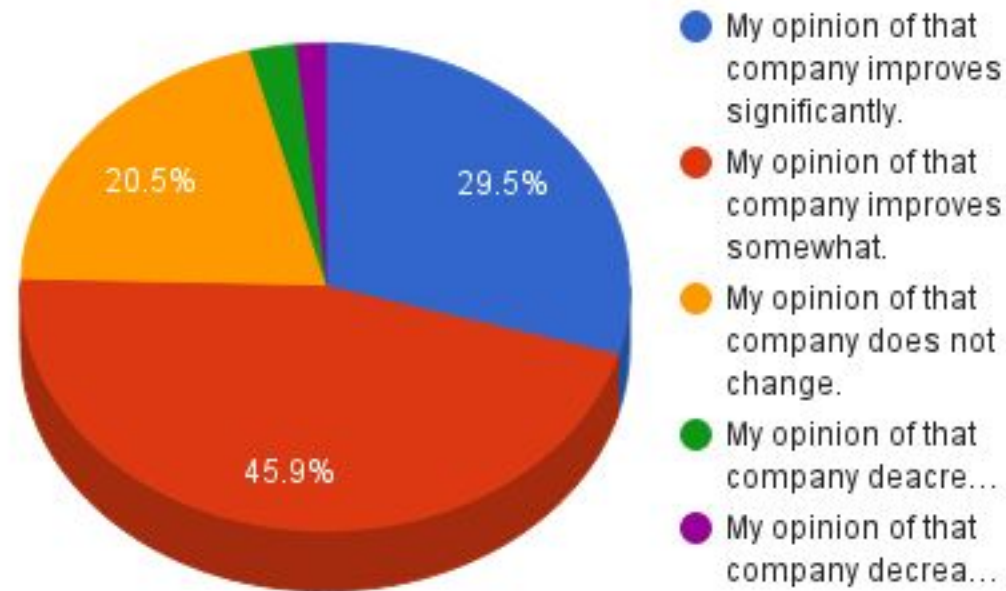
The logo for 'getgeeked' is displayed in a white speech bubble with a thin black border. The word 'get' is in a grey sans-serif font, and 'geeked' is in a blue sans-serif font. The background of the slide features a stylized circuit board pattern with various colored lines (grey, blue, green, orange, pink) and circular nodes.

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Participation Benefits

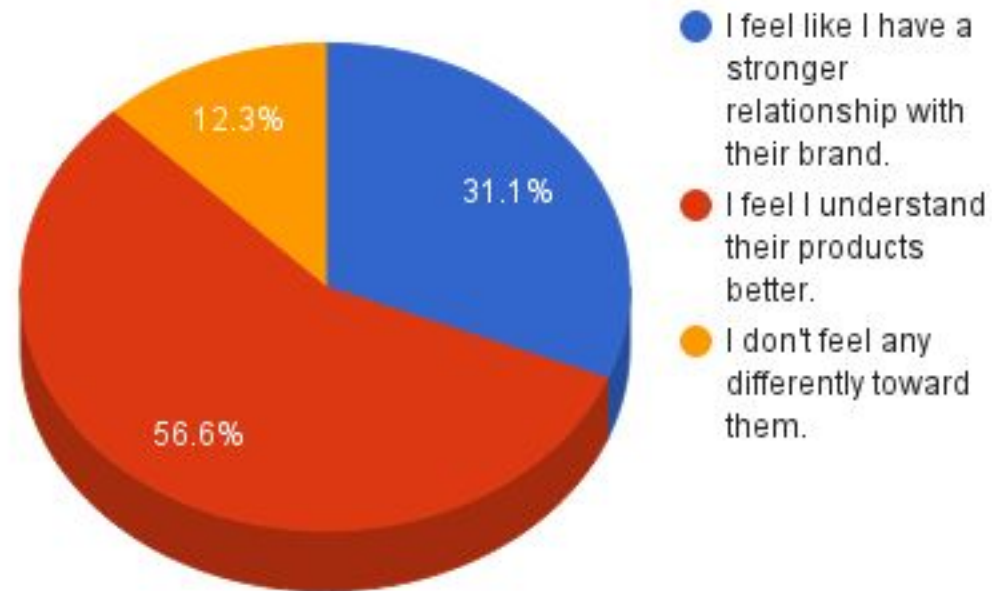
Brand Perception

Which of the following statements best describes your opinion after interacting with a company at getgeeked New York?



Relationship Building

Which of the following statements best describes how you feel after interacting with a company at getgeeked New York?



Purchase Intent

Which of the following statements best describes your likelihood of purchasing a company's products or services after interacting with that company at getgeeked New York?

