

MWBH 2005 Survey on Bookfairs
May 2005

	A	B	C	D	E	F	G
1	Survey Questions with the number of responses in each column						
2							
3	A. Please circle the answer that best describes your situation:	Did not Answer	Yes	No			
4	1. I exhibited at the 2002 DePaul Book fair	2	23	6			
5	2. I exhibited at the 2003 DePaul Book fair	0	20	11			
6	3. I exhibited at the 2004 DePaul Book fair	1	20	10			
7							
8	B. If you did not exhibit at the DePaul Book fairs, did you at least once in the past 3 years, do the following:						
9	4. Attended day of fair to buy	27	4	0			
10	5. Attended the dinner	27	4	0			
11	6. Did not attend	28	3	0			
12							
13		Did not Answer	Strongly Disagree				Strongly Agree
14		0	1	2	3	4	5
15	D. 7. Assuming booth costs can be held to previous levels, would you return to De Paul University site for the fall book fairs in 2005, 2006, 2007?	4	2	4	4	5	12
16	E. If you do not plan to return to De Paul, please rate the following for how they affected your decision						
17	8. Booth Costs are too high	21	2	4	1	1	1
18	9. Booth size is small	22	4	3	1	0	1
19	10. Table Size is too small	22	4	2	2	0	1
20	11. Want electricity	22	5	2	0	1	1
21	12. Want Glass showcases	23	5	0	2	1	0
22	13. Don't like the ambiance	23	3	4	1	0	0
23	14. Difficult Loading & Unloading	22	3	1	2	2	1
24	15. Did not sell enough to cover costs	24	1	1	1	3	1
25	16. Made decision to not sell at bookfairs	24	6	0	0	1	0
26	17. Difficult location for out of town dealers	22	5	2	1	1	0
27	18. Dissatisfied with book fair attendance	20	0	2	6	0	3
28	19. Parking for customers is too difficult	21	2	2	2	4	0
29	20. Public transportation for customers is not adequate	22	6	1	2	0	0
30	F. 21. If we cannot negotiate a contract at De Paul or find another site where booth costs can be kept to our previous levels – should cancel the Fall book fair for 2005?	5	10	1	8	4	3
31							
32		Did not Answer	Yes	No			
33	G. Please circle the answer that best describes your situation:						
34	22. I exhibited at the 2002 Loyola Book Fairs	1	28	2			
35	23. I exhibited at the 2003 Loyola Book Fairs	2	24	5			
36	24. I exhibited at the 2004 Loyola Book Fairs	1	24	6			

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37	H. If you did not exhibit at the Loyola Book fair, did you at least once in the past 3 years,						
38	25. Attended day of fair to buy	26	5				
39	26. Attended the dinner	30	1				
40	27. Did not attend	31	0				
41		Did not Answer	Strongly Disagree				Strongly Agree
42			1	2	3	4	5
43	J. 28. Assuming costs can be held to previous levels, would you participate in the Spring Book Fairs at Loyola University in 2005, 2006, or 2007?	3	3	3	4	5	13
44							
45	K. If you do not plan to return to Loyola, please rate the following issues for how they affected your decision						
46	29. Booth Costs are too high	23	2	6	0	0	0
47	30. Booth size is small	23	7	1	0	0	0
48	31. Table Size is too small	23	6	2	0	0	0
49	32. Want electricity	22	6	2	0	0	1
50	33. Want Glass showcases	23	5	2	0	0	1
51	34. Don't like the ambiance	23	4	3	0	1	0
52	35. Difficult Loading & Unloading	23	5	1	0	2	0
53	36. Did not sell enough to cover costs	22	2	2	0	3	2
54	37. Made decision to not sell at bookfairs	24	5	0	1	1	0
55	38. Difficult location for out of town dealers	23	5	0	2	0	1
56	39. Dissatisfied with book fair attendance	21	0	1	1	5	3
57	40. Parking for customers is too difficult	23	5	1	2	0	0
58	41. Public transportation for customers is not adequate	23	5	2	0	1	0
59							
60							
61	L. If booth costs could be kept reasonably comparable (within \$100) to other MWBH booth fees, would you exhibit in a MWBH book Fair were held in the following locations?	Did not Answer	Strongly Disagree				Strongly Agree
62			1	2	3	4	5
63	42. North Shore suburbs (eg. Evanston)	5	1	0	3	5	16
64	43. NW Suburbs (eg. Park Ridge, Arlington Hts)	6	5	0	8	7	5
65	44. West loop – West of Chicago River	7	1	1	12	6	4
66	45. O'Hare /Rosemont area	4	6	6	6	5	4
67	46. University of Illinois area (Taylor/Halsted)	7	3	4	10	4	3
68	47. South Loop (Printers Row, Cermak)	6	2	3	7	10	3
69	48. Far south – 57th street or further	6	8	4	5	4	4
70	49. Ravenswood (North of De Paul)	7	0	3	11	7	3
71	50. Western suburbs – Du Page Cty, Naperville	6	7	3	4	7	4

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114	Too far away for dinner						
115	Retired from bkfairs						
116	Resources are tied up with Major remodeling going on						
117	Don't do bookfairs / could not answer any questions/ too far away to attend any MWBH Chgo fairs						
118	Too far (475 mi) and had a conflict						
119	Distance						
120	Selling mail order only						
121	Open Shop hard to get away; maybe De Paul in 06 & 07						
122	conflict						
123	Too far a distance:Not interested in exhibiting in chgicagl						
124	not interested in books outside my field						
125	Personal health problems have prevented participation						
126	Cost of fair-effort - not cost effective for us - so we do not plan to exhibit in the future						
127							
128	I. If you did not attend – could you please state at least one reason why you didn't attend?						
129	Never participated in bookfairs- either one						
130	Retired from bkfairs						
131	conflict						
132	May close open shop in a few years and would consider doing bookfairs on the road again.						
133	location & Ambiance						
134							
135	M. What other Chicago area venue(s) do you suggest to the book fair committee to investigate for future Book Fairs :						
136	Palmer House in Chgo						
137	Navy Pier was the best venue						
138	Combine with DuPage / Galena has an Expo Center-maybe a summer weekend						
139	Like Nwwestern and printers row when did bookfairs						
140	Navy Pier						
141							
142	R. What suggestions do you have to increase attendance						
143	Newspaper ads						
144	Hire a professional promoter						
145	Radio advertisements/ Have only one day / Why not have a book fair committee						
146	Navy Pier attendance better						
147	Like the idea about the world's fair people or other specialities						
148	Tie in with the newberry/ give them half the proceeds/use their mailing list						
149	Would not want to do a fall fair that competes with the Dupage bkfair/Dupage is a growing audience						
150	Publicity publicity Publicity Must get local dealers to help more						
151	Free admission if we can afford it						
152	Better dealers/ like the idea of Hyde park, Univ of Chgo						
153	Advertise more						
154	Write article about MWBH history, send photos to local newspapers, send to community calendars,						

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155	More antique roadshow type of participation/ bring a book for appraisal						
156	Big name entertainment/ orgainze with another event- Columbia writing events, poetry events, pormote kids read / enourage and bring in a younger crowd						
157	2004 Attendees of the Loyola fair do not like this location. Not a good location						
158	Send mailing to area art dealers; send mailing to area booksellers who are not MWBH members; send mailing to independents- Chestnut , Stuart Brent, etc.						
159	Convince Chgo booksellers to participate or at least support and promote the show; 2005 attendance disgraceful						
160	More free passes / send out earlier postcards etc. and dealer promotion can be done better						
161	4 bookfairs per year/ 2 fixed locatins & 2 locations that change						
162	Seminars, book appraisals for fair visitors, expert talks, raffels, autograph events						
163	Until the group regains its collegial sensibility I don't imagine much will help						
164							
165							
166	S. What have you seen done elsewhere						
167	willing to upgrade to a more expensive venue ie Navy Pier						
168	Leaflets distributed						
169	Author appearances, Seminars, Postcard mailings						
170	Need all MWBH members to help advertise/ get a non-profit co ssponsor, free tickets mailings.						
171	Have a few MWBH dealers offer appraisals						
172	Curtain divders						
173	Appraisals for a minimal fee						
174	General impression is that bookfairs are more and more for higher end dealers and customers/ need to focus on these dealers and customers						
175	door prizes, music, food & coffee						
176	Add seminars along with publicity						
177	Newspaper like Mpls bkfair						
178	Get local bkshops to help						
179	A 2 day fair is difficult for those with stores. Printers row is different but an evenign show on sat is difficult						
180	Invite customers to bring unwanted books for donation, trade or consignment						
181	Hire a professional public relations person to market the show						
182	Mandatory coat check/ mandatory check of receipt to merchandise						
183	Buffet is nice; organizer talks to all exhibitors to see how everything went.						
184	give away an inexpensive gift to participating dealers						
185	Navy Pier - did well there / willing to pay more						
186	Raffle?						
187	Recruite more dealers/ avoid NY AAAB bkfair						
188	Raise ticket price						
189	If you cannot fill the hall then no other factor makes much difference						
190							
191	Other comments						

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192	Would not want tot exhibit in any suburb but evanston						
193	We should really question why a two day show is necessary. We can't do a two day show - would do the fairs if one day (appears have a store)						
194	Raise booth rentals to cover cossts						
195	Go back to northwestern - I doubt if I will return to Chgo show						
196	"I gave two tickets to customers for the last fair. They went on Sunday morning and told me there were very few booths, not many people and not much of a selection. If they had to pay for the ticket, they would have been very upset"						
197	Why two days? We have an Open shop and cannot give up Saturdays- won't ever do a two day fair						
198	Disappointed in the Twin Cities bookfair but think other forces are at work.						
199	Too old and too tired to do bookfairs but would if I could get just one or two tables and take mostly paper.						
200	Cannot participate in book fairs due to personal reasons, but I fully support them (paraphrased)						
201	Would support any MWBH bookfair if it fits my schedule and need more dealers to exhibit						
202	Why do you seem to want to return to DePaul so badly? Your survey analysis was very biased in favor of returning to DePaul. For example, you say 38.7 strongly agreed and 16.9 somewhat agreed to return. You could have said 46% disagreed and 16.9 somewhat						
203							
204	Source: 2005 MWBH Survey/Survey Results to Membership						