

The IRE team is offering two exclusive focus group opportunities during the 2022 Show. One opportunity will be available on Tuesday morning and one on Wednesday morning.

For exhibitors looking for a qualitative research opportunity to gain a better understanding of buying practices, get honest feedback on new product development, identify key trends, opportunities, and industry challenges or any number of other research needs, we're offering this opportunity to explore with a group of industry professionals.

What does the focus group opportunity include:

- Meeting room at the convention center for the focus group
- Focus groups to take place from 7:30 am – 9:00 am each morning. Breakfast would be served to participants
- Recruiting of 8 to 10 participants. Recruitment effort can be targeted to the types of professionals of most interest to the client. The advantage of a focus group at IRE, also results in a good regional distribution of participants.
- We would offer each participant a \$100 AMEX gift card as an honorarium for their participation
- We would provide "audio recording". If the client wants something more elaborate such as video recording, there would be at an added fee.
- We would provide an experienced focus group moderator.
- The moderator would also work with the client to develop a "Discussion Guide" for the focus group. And offer guidance on what can be accomplished during the 1 ½ hour focus group

PRICING..... \$10,000

