



Spring Group Ltd  
PO Box 12977, Penrose  
Auckland, New Zealand

4<sup>th</sup> June 2004

Michelle Kapinga  
TouchPoll Auckland  
PO Box 65462  
Mairangi Bay  
Auckland

Dear Michelle,

On behalf of Spring Group Ltd I wanted to thank you for all the effort you put into helping us make the Business Expo 2004 such a roaring success. As our first initiative in the journey towards the creation of a “one-stop shop” Business Mall for small to medium sized businesses, the Business Expo was a great chance to showcase appropriate products and services from across many business sectors

Over the course of the exhibition we were very pleased with the feedback that we received from Exhibitors and Attendees alike, all of whom made the same comments about the quality of the business opportunities that existed in this forum.

What was also exciting was the opportunity to **quantify** this feedback through the use of your TouchPoll survey system. Respondents simply touched their answers directly on a touchscreen computer and the system automatically tabulated the survey data. This was much faster than paper based surveys and provided the additional benefit of instant feedback - data was supplied within hours of the events' conclusion. We also noticed a high response rate since people seem to be intrigued by using the touchscreen technology.

We gathered both qualitative and quantitative data which has been an invaluable insight into the issues facing both our Exhibitors and Attendees since we ran separate surveys for each group. This data has enabled us to provide feedback to both Key Sponsors and Exhibitors whilst also fine tuning our business planning on the journey to creating the Business Mall. Also we can now incorporate new ideas that will help us to enhance the experience for Sponsors, Exhibitors and Attendees alike.

Thank you again for all your help, and we look forward to using TouchPoll again at the Business Expo 2005.

Kindest regards,

Simon Brown  
Executive Manager