

**Contact:**

Gary Hornseth  
Hornseth Communications for Survey & Ballot Systems  
651.699.0759 / gary@hornseth.com

**For Immediate Release**

**SURVEY & BALLOT SYSTEMS INTRODUCES  
FLAT-FEE, WEB-BASED EXHIBITOR SURVEY PRODUCT**

*DirectSurv™ Exhibitor Survey Allows Exposition Managers to Collect  
Fast, Meaningful Information from Exhibitors and Vendors*

MINNEAPOLIS -- (July 8, 2004) -- Survey & Ballot Systems, Inc. (SBS), a global provider of custom information gathering services, today announced its newest offering -- the DirectSurv Exhibitor Survey.

Available now, the Web-based DirectSurv Exhibitor Survey is designed to allow managers of expositions of all kinds the ability to easily and efficiently survey their exhibitors and vendors for a flat fee of \$1,495.00 (discounted multi-year contracts also available).

“For years, SBS has worked closely with exhibition managers as the trusted, outsourced vendor for hundreds of data collection projects such as association elections, evaluations, and surveys,” said Jon Westerhaus, president. “Now, we’re proud to introduce this easy-to-use, standalone product designed to help exhibition managers capture the important reactions, likes and dislikes of their exhibitor clients and vendors.”

With the DirectSurv Exhibitor Survey, an exposition manager collects important feedback on up to 20 questions -- ten custom questions developed by the client and ten standard questions developed by SBS to allow comparison of results with industry norms. Survey questions may be open-ended, multiple choice, yes/no or rating/ranking.

For one flat fee, SBS handles every aspect of the exhibitor survey, from creation and testing of the survey instrument and database, to e-mail notices and collection of online responses, to tabulation and reporting of results.

“While expo managers attend to the thousands of other important tasks surrounding their shows, they can relax in knowing that their exhibitor survey is being handled securely, accurately and in full by experts in data collection and reporting,” Westerhaus added. “And the information they collect will be invaluable in planning future expositions.”

SBS will demonstrate the DirectSurv Exhibitor Survey as part of its own exhibit at the upcoming Annual Meeting and Exposition of the American Society of Association Executives (ASAE), Aug. 14-17 in Minneapolis. Along with DirectSurv survey capabilities, SBS also offers DirectVote™ election services, DirectEval™ course evaluation services and DirectCens™ census services. All are available using paper-based methods, Web-based methods or a combination of the two.

- more -

**Page 2**

**About Survey & Ballot Systems, Inc.**

Now in its fifteenth year, Survey & Ballot Systems, Inc., is a privately held firm specializing in providing Web and paper-based elections and surveys for a range of clients, specializing in associations. SBS offers a full range of custom information gathering services that can be tailored to meet client needs.

Survey & Ballot Systems is headquartered in suburban Minneapolis at 7653 Anagram Drive, Eden Prairie, Minn. 55344-7311. Visit SBS online at [www.gosbs.com](http://www.gosbs.com), or by phone toll-free at 800-974-8099.

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