



## Inventors Council of Central Florida

[www.InventCF.com](http://www.InventCF.com)

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# Method for Collecting Attendee Demographic Information at Maker Faire 2015

To make demographic data collection process easier for both the attendees and exhibitors at the event we will attempt to intercept the attendees as they enter the inventors area and have them fill out a basic demographic form. To encourage them and to have a number to link their data to the inventors' surveys we will give them a drawing ticket. The number from the ticket should be entered on the form before handing it to the attendee to fill it out. Half of the ticket will go into a pot for drawings during the event. The other half will be held by the attendee.

When the attendee fills out a survey at an exhibitor's booth the exhibitor will ask for the ticket number and add that to their survey form creating a link between it and the demographic information. The attendee will keep his ticket to be used at other exhibits and for other drawings. It is suggested the exhibitor provide some sort of incentive for the attendee to fill out their questionnaire in the form of their own drawing prize. Since the attendee must keep their ticket the inventor will need to write down the ticket number on a small piece of paper and put it in their own jar in addition to putting the number on their survey form.

In case an attendee did not fill out a basic demographic form at the entrance each exhibitor will be supplied with copies of the form and a supply of raffle tickets to allow the attendee to fill out the form on the spot. The exhibitor will then save half of the ticket to add to the ICCF drawings, place the ticket number on the demographic form, and turn in the form to the ICCF staff by before each drawing.

Drawings will be held at 1 PM and 6 PM on Saturday and 12 Noon and 4 PM on Sunday at the ICCF table using the tickets collected. There should be a total of 4 prizes for ICCF one will be awarded at each drawing. Prizes will be awarded to the attendees whose numbers have been drawn and are present at the drawing. Winning tickets will not be put back in the drawing. To reduce the number of duplicate demographic forms we will need to keep the tickets from day to day. The first day tickets will be put in a separate drawing jar from the second day. During the second day drawings tickets will be selected alternately from these jars.

ICCF will gather the drawing jars from the inventors doing surveys and perform the drawing for each of them in succession after doing the drawing for the ICCF Prize. When a winner is drawn they will be sent to the appropriate inventor to get their prize and have a picture taken with the inventor. We will perform all the drawings then send the winners to the inventors. A single ticket has the potential for winning multiple times. That is once for ICCF and once for each other survey they fill out.

After the event the basic demographic data will be compiled and emailed to the exhibitors as an Excel spreadsheet. The exhibitor will then be able to correlate that data to the data they collected and do their market analysis.

For this event each inventor doing a survey will need to provide 5 prizes. 4 for the visitors who fill out their surveys and one for ICCF to award for filling out the demographic forms. It is suggested each prize have a value from \$10 to \$20. This could be in the form of a gift card or a sample of your invention. At \$20 for 5 prizes the total cost for your survey data is only \$100. That is a great price to pay for the information which will guide the future of your invention.

It is expected you could gather between 50 and 200 surveys over the 2 days depending on how efficient you are so plan accordingly.



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## Peoples Choice Award

Each person who fills out a demographic form will also be given 2 yellow tickets to vote for their favorite inventor's exhibit. This will be done by placing the tickets in the Peoples Choice box at their favorite exhibits. There is no restriction on how they use their tickets. They can place one at two separate exhibits or put both at one exhibit. Whoever has the most tickets at the end of the event will be the "Peoples Choice" and will get an ICCF certificate. The inventors are encouraged to remind the visitors to use their tickets.

## Duties for ICCF Staff

- Hand out ICCF business cards so visitors have a record of our website.
  - There are approximately 60 information sheets which can be given to those more interested but they need to make it through 2 days.
  - Demographic Surveys
    - Prepare clipboards with
      - Survey
      - 2 yellow tickets
      - one double red ticket
      - Safety pin
      - Write ticket number on the survey form.
    - Have plenty of pencils.
    - Explain survey does not collect any personally identifiable information and they have many chances to win if they do a survey at each inventor.
    - Explain how the surveys help the inventors decide to take the next step.
    - Show them the map where the surveys are being held.
    - Show visitors the prize list.
    - Give survey to visitor and put half the red ticket in drawing jar.
    - Safety pin is to secure the red ticket to the wrist band of the visitor so they have it handy and don't lose it. (I was surprised how many either lost their ticket or put it in the Peoples' Choice bin.)
    - File surveys
    - Before drawing, collect drawing jars from inventors doing surveys.
      - Empty red tickets into ICCF drawing jar
      - Use inventor jars with slips in for secondary drawings
  - Announce to assembled group that all drawings will be held at this table. Winners can go to the appropriate table to get their prizes after drawings are complete.
  - Announce prize and who is providing it before each drawing. (from prize claim form provided by inventors)
  - Give each winner prize claim form to present to get their prizes.
  - Discard winning tickets and slips
  - Return ticket and slip jars to inventors
- Peoples' Choice award.
    - Visitors who do surveys should also get 2 yellow tickets to place in Peoples' Choice boxes on Inventor's tables.
    - We should only be giving tickets to survey takers to prevent box stuffing.
    - They may distribute tickets as they choose.
    - Show visitors map showing inventors' tables.
    - Tally of tickets will be at end of the faire.
    - Certificates for Peoples' Choice and first runner up will be mailed after the faire.
  - Invention Help
    - Guide them to our website.
    - Patents are not the only way to make money on an invention
    - Typical Invention Process
      - Idea
      - Check Prior Art
      - Provisional Patent



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- Market Study
  - Business Plan
  - Go – No Go Decision
  - Marketing
  - Funding Sources
  - Utility Patent
  - Licensing or Manufacturing
- The idea is the easy part.
- Getting it to market is the hard part.



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### Duties of Inventors

- If visitor does not already have a red ticket
  - use a demographic sheet provided by ICCF to get data.
  - Follow procedure outlined for ICCF staff.
  - Be sure to explain and provide tickets for Peoples' Choice
- If doing your own survey:
  - Prepare several clipboards with
  - Survey form
  - small blank piece of paper (slip)
  - Record visitor's red ticket number on survey form and on slip
  - Place slip in your own drawing jar
  - Administer survey
- Before drawing take your clearly marked drawing jar and prize claim form to ICCF table.
  - Drawings are at noon and 4 PM.
  - It is suggested you print out 4 prize claim forms which include your display name, and the prize awarded. This will be used to announce the inventor, and the prize. It will then be given to the winner who will return it to you for the actual prize.
  - After the drawing the winner will need to return to your table to claim the actual prize. That way you can take a publicity picture with you, the winner, the prize, and your display which you can use for more publicity. (tweet it)
- Remind visitors to use their Peoples' Choice tickets at your table.
- Be sure to talk about your project
  - How you came up with it
  - Problems you encountered
  - Solutions to problems
  - Helpful hints to avoid special situations
  - How they can do it with their own project
  - Whatever else you want to talk about

- Pass out something which will allow them to contact you in the future. **YOU CANNOT COLLECT CONTACT INFORMATION.**
  - Business cards
  - Sell sheets
  - Trinkets
- Smile
- Stand in front of your table not behind
- Talk to the kids too. They are our future inventors.
- Have Fun!

### Things Inventors Doing Surveys Need to Provide

- Two ticket jars – labeled with your exhibit name
  - One for your drawing
  - One for Demographic tickets
  - These should be easy to open for drawings
- 100 Small pieces of paper to use for your own drawing (slips)
- 100 Your own survey forms
  - Be sure it includes a space to write the ICCF red ticket number in.
- 10-20 pencils
- 3 or more clipboards

### ICCF Will Provide

- Peoples' Choice ticket boxes
- For those doing surveys
  - Demographic Survey Forms
  - Red tickets
  - Yellow tickets
  - Safety pins
  - If you run out get more from the ICCF table