

## Instructions for completing the InfoComm International 2009 Financial Survey

- ▶ **Please complete every question — incomplete responses cannot be tabulated.**
- ▶ **The first 100 respondents who submit a fully-completed survey by April 22, 2009 will receive a customized report.** This report will be prepared individually for each company, and will compare your company's specific responses to the overall sample.
- ▶ Please review the survey before you begin filling it out so you can determine the type of information you will need to have on-hand.
- ▶ Please contact Mary K. Baehr, PRC, CTS, Senior Market Research Analyst at mbaehr@infocomm.org if you have any questions about this research program or how to complete the survey.

To complete the form:

1. Download the PDF of the survey using the link provided in the email you received. The form can be used with version 6 or higher of the Adobe Reader® software. **However, it is best viewed with version 8 or 9.** Visit the Adobe website at <http://www.adobe.com> to download a free copy of the Reader if you do not have a copy already (or if you have an older version). Third party readers are not recommended.
2. With version 8 or 9 of the Reader, you can save your work at any time and then finish at a later time. **Earlier versions of the Reader will not allow you to save the information you type into the survey.**
3. If you are using version 6 or 7 of the Adobe Reader®, you can still complete the form on your computer screen. But since you cannot save your work with these versions of the Reader, you must complete the form in a single session and then print it.
4. Once you have completed the form, return it via one of the following methods:
  - a) If you are using version 8 or 9 of the Reader, you can save the form and email it to **infocomm\_research@awpresearch.com** as an attachment.
  - b) Print out the completed form and FAX it to AWP Research at **(703) 834-1749**.
  - c) Print out the completed form and mail it to:  
AWP Research  
ATTN: InfoComm Research  
898 Broad Oaks  
Herndon, VA 20170-3600
5. If you prefer, you can print out a blank copy of the survey and complete it manually. Please send your completed form to AWP Research via FAX or mail.

**Most importantly, thank you for your participation. Your input is essential so we can build an accurate depiction of the financial performance of our industry.**

**RESPONSE DEADLINE: April 22, 2009**

**Note: The survey must be completed in full to qualify for your free custom report. Incomplete survey responses cannot be tabulated.**

**Please provide a mailing address where you would like your custom report sent.  
Custom reports are limited to the first 100 respondents who submit a fully-completed survey.**

Name:

Company:

Address:

City:

State:

Zip:

Note: If you would prefer NOT to receive a custom report, please check here:

**Please provide a contact name and email address in case we have questions regarding your survey responses:**

Name:

Email:

**I. Your Company**

1. In what state/province is your company's headquarters located? \_\_\_\_\_
2. How many locations does your company have? \_\_\_\_\_
3. In what year was your company founded? \_\_\_\_\_
4. How is your company organized?
  - a. Sole proprietorship
  - b. General Partnership
  - c. Limited Partnership
  - d. Limited Liability Partnership (LLP)
  - e. Limited Liability Company (LLC)
  - f. Corporation (Chapter C)
  - g. Corporation (Chapter S)
5. Please indicate the number of people employed by your company as of the following dates. Please include staff at ALL company locations:

	Number of employees on January 1, 2008	Number of employees on January 1, 2009
Full-time		
Part-time		
Contract/temporary (full- or part-time)		

6. Is your company presently a member of InfoComm International?
  - a. Yes
  - b. No
  - c. Not sure

Company:

**II. Revenue Sources**

7. Please indicate your company's total gross revenue and pre-tax profit (or loss) for the following years.

	<u>Total gross revenue</u>	<u>Pre-tax profit (or loss)</u>
FY 2007:	\$	\$
FY 2008:	\$	\$
FY 2009 (forecast):	\$	\$

8. Please indicate the total number of projects and total gross revenue for your company in FY 2008 for the following functions:

	<u>Total number of projects</u>	<u>Total gross revenue for FY08</u>
a. Non-integrated sales (box sales) .....		\$
b. Rental and staging services .....		\$
c. Systems integration .....		\$
d. Design consultation services (exclusive of associated equip. sales) ..		\$
e. Repair service, maintenance contracts, and employees contracted to others .....		\$
f. Other (please describe: _____ )		\$
<b>TOTAL:</b>		

**Note: Your Question 8 total must be equal to your response to Question 7 for FY08. If not, please adjust your responses or your survey cannot be tabulated.**

↑↓ These must be equal ↓↑

**Total from Question 7 for FY 2008 =**

9. What changes, if any, do you expect to see over the next 12 months concerning your company's revenue sources?

Significant decline
Somewhat decline
Remain about the same
Somewhat increase
Significant increase
Not sure

- a. Non-integrated sales (box sales) \_\_\_\_\_
- b. Rental and staging services \_\_\_\_\_
- c. Systems integration \_\_\_\_\_
- d. Design consultation services (exclusive of associated equipment sales) \_\_\_\_\_
- e. Repair service, maintenance contracts, and employees contracted to others \_\_\_\_\_
- f. All other revenue sources \_\_\_\_\_

Company:

### III. Project Backlog and Valuation

10. Please indicate the value of your project backlog for the following time periods:

*Project backlog is the total of all revenue remaining to be realized for uncompleted projects. For consulting work, please limit your response to consulting service fees.*

A. Present project backlog is valued at: \$

B. Project backlog 12 months ago was valued at: \$

11. Did your company derive ANY revenue in 2008 from **rental and staging** activities?

a. Yes

b. No → Please skip to question 12

**IF YES:** Please indicate the number of projects and the total gross revenue realized from your company's FY 2008 **rental and staging** activities that fell within the following project size categories:

Category	Total <b>number</b> of rental & staging projects within each category	Total <b>gross revenue</b> from rental & staging projects within each category
a. Projects valued at less than \$25,000		\$
b. Projects valued at \$25,000 to \$100,000		\$
c. Projects valued at greater than \$100,000		\$

TOTAL =

TOTAL =

**Note: Your Q8 and Q11 responses must be equal or your survey cannot be tabulated.**

↑ These must be equal ↓

↑ These must be equal ↓

Totals from question 8B =

12. Did your company derive ANY revenue in 2008 from **systems integration** services/activities?

a. Yes

b. No → Please skip to question 13

**IF YES:** Please indicate the number of projects and the total gross revenue realized from your company's FY 2008 **systems integration projects** activities that fell within the following project size categories:

Category	Total <b>number</b> of systems integration projects within each category	Total <b>gross revenue</b> from systems integration projects within each category
a. Projects valued at less than \$50,000		\$
b. Projects valued at \$50,000 to \$250,000		\$
c. Projects valued at \$250,001 to \$750,000		\$
d. Projects valued at greater than \$750,000		\$

TOTAL =

TOTAL =

**Note: Your Q8 and Q12 responses must be equal or your survey cannot be tabulated.**

↑ These must be equal ↓

↑ These must be equal ↓

Totals from question 8C =

Company:

13. Did your company derive ANY revenue in 2008 from **design consulting** services/activities?

- a. Yes
- b. No → Please skip to question 14

**IF YES:** Please indicate the number of projects and the total gross revenue realized from your company's FY 2008 **design consulting** activities that fell within the following project size categories. Please limit responses to consulting service fees realized by your company.

Category	Total <b>number</b> of design consulting projects within each category	Total <b>gross revenue</b> from design consulting projects within each category
a. Projects valued at less than \$80,000		\$
b. Projects valued at \$80,000 to \$200,000		\$
c. Projects valued at greater than \$200,000		\$

<b>TOTAL =</b>	<b>TOTAL =</b>
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**Note: Your Q8 and Q13 responses must be equal or your survey cannot be tabulated.**



**Totals from question 8D =**

**IV. Financial Metrics**

14. Please provide the following **balance sheet values** as of the end of your FY 2008:

- A. Accounts receivables ..... \$
- B. Current assets ..... \$
- C. Total assets ..... \$
- D. Equity, beginning of fiscal year ..... \$
- E. Equity, end of fiscal year ..... \$
- F. Current liabilities ..... \$
- G. Value of rental inventory (based upon acquired cost) ..... \$  
*(if not applicable, please enter a zero)* .....

15. Please provide the following **cost of sales** values for your FY 2008:

- A. Total material costs ..... \$
- B. Total contract labor costs ..... \$  
*(Contract labor entails all labor expenses incurred from personnel who are NOT considered employees of your company.)*
- C. Total labor costs (other than contract labor) ..... \$
- D. Cross rental equipment expenses *(if not applicable, please enter a zero)* . . . . \$
- E. All other job costs ..... \$

**TOTAL cost of sales:**

Company:

16. Please provide the following **operating, selling and administrative expenses** for your FY 2008:

- A. Salaries and payroll taxes (do not include benefits) . . . . . \$
- B. Benefits . . . . . \$
- C. Marketing and promotion expenses . . . . . \$
- D. Training and education expenses . . . . . \$
- E. All other operating, selling and administrative expenses such as rent, utilities, depreciation, office expenses, insurance, etc. . . . . \$

**TOTAL operating, selling and administrative expenses:**

17. What was your company's net interest expense for FY 2008?

Net interest expense. . . . . \$

**V. Market Trends**

18. Listed below are a variety of market venues. Please indicate how significant each was as a source of your company's **TOTAL** revenue for FY 2008:

<b>No involvement in this venue</b>	<b>Less than 10% of revenue came from this venue</b>	<b>10%–25% of revenue came from this venue</b>	<b>26%–50% of revenue came from this venue</b>	<b>51%–75% of revenue came from this venue</b>	<b>Greater than 75% of revenue came from this venue</b>
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- a. Airport/Transit facilities \_\_\_\_\_
- b. Corporate/Enterprise Offices (*other than Finance/Insurance and Manufacturing/Industrial*) \_\_\_\_\_
- c. Education (K-12, Higher Education) \_\_\_\_\_
- d. Finance/Insurance \_\_\_\_\_
- e. Government/Military \_\_\_\_\_
- f. Healthcare \_\_\_\_\_
- g. Home/Residential/Consumer \_\_\_\_\_
- h. Houses of Worship \_\_\_\_\_
- i. Manufacturing/Industrial \_\_\_\_\_
- j. Non-profit/Associations/Museums \_\_\_\_\_
- k. Performance Venues/Hotels/Convention Centers \_\_\_\_\_
- l. Retail/Shopping Centers \_\_\_\_\_
- m. International (all markets) \_\_\_\_\_
- n. All others (describe: \_\_\_\_\_ ) \_\_\_\_\_

Company:

19. Looking **three years into the future**, please indicate if the following venues will become more or less important to your company as a revenue source:

Will become <b>LESS</b> important as a revenue source	Will remain the same	Will become <b>MORE</b> important as a revenue source	Not sure
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a. Airport/Transit facilities

b. Corporate/Enterprise Offices (*other than Finance/Insurance and Manufacturing/Industrial*)

c. Education (K-12, Higher Education)

d. Finance/Insurance

e. Government/Military

f. Healthcare

g. Home/Residential/Consumer

h. Houses of Worship

i. Manufacturing/Industrial

j. Non-profit/Associations/Museums

k. Performance Venues/Hotels/Convention Centers

l. Retail/Shopping Centers

m. International (all markets)

n. All others

20. Again, looking **three years into the future**, please indicate the changes, if any, you think your company will experience regarding the following:

Significantly decrease	Somewhat decrease	Remain about the same	Somewhat increase	Significantly increase	Not sure
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a. Gross sales

b. Net profit

c. Gross margin

d. Number of employees

**Thank you!**

**Please return your completed survey to AWP Research:**

**Via FAX: 703.834.1749**

**Via email: [infocomm\\_research@awpresearch.com](mailto:infocomm_research@awpresearch.com)**

**Via mail: AWP Research  
ATTN: InfoComm Research  
898 Broad Oaks  
Herndon, VA 20170-3600**

**Responses must be received by April 22, 2009**