

WHY CHOOSE QUALISIGHT?

Convenient Location

QualiSight at Research & Marketing Strategies, Inc. (RMS) is located minutes off of the NY State Thruway (Exit 39) and several area Interstates. It is also within 20 minutes of Hancock International Airport and 15 minutes of downtown Syracuse, New York. There are many upscale restaurants and hotels within a 5-mile radius, providing you with convenience and quality hospitality and accommodations. Reservations can be made for you by RMS.

Aggressive Recruiting

Research & Marketing Strategies, Inc. offers a full service call center with Internet survey and CATI capabilities, using fine-tuned questionnaires and trained professional telesurveyors to assist in your recruiting needs.

Significant Experience

The RMS team of moderators offers 20+ years experience successfully conducting focus groups among all types of industry segments.



Visit us at www.RMSQualiSight.com

ABOUT RESEARCH & MARKETING STRATEGIES, INC.

Research & Marketing Strategies, Inc. (RMS) is an experienced, full-service marketing and market research firm providing a wide range of custom-tailored services. The firm has been serving customers since 2002 with 50-plus years market research experience among the staff.

Services Provided

- Customized Survey Research
 - Telephone
 - Mail
 - Fax
 - Internet
- Qualitative Research
 - Focus Groups
 - Indepth Interviews
 - Town Meetings
- Image & Awareness Studies
- Community Satisfaction
- Competitive Positioning
- Marketing Plan Development
- Customer Profiling & Analysis
- New Program Feasibility Studies
- Geographic/Psychographic Profiling
- Advertising Effectiveness Analysis

Learn more about Research & Marketing Strategies by calling 866-567-5422 or visiting us at www.RMSresults.com



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QualiSight

Central New York's Premier Focus Group Research Facility



*... Developing effective
marketing strategies
from conversation*



315-635-9802

www.RMSQualiSight.com
or www.RMSresults.com

**Providing Superior
Marketing Intelligence**

QUALISIGHT

AMENITIES & FEATURES

Core Features:

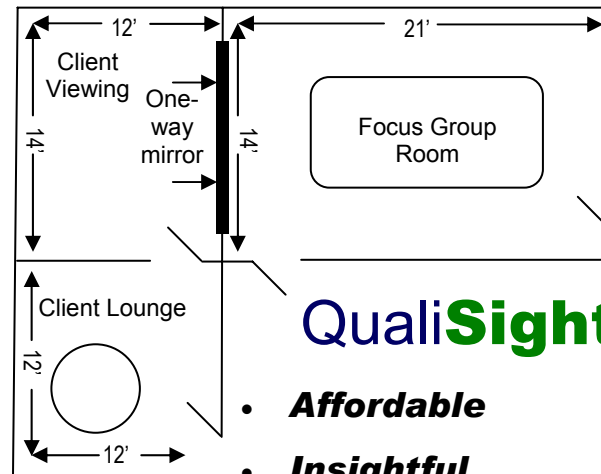
- Inviting, easily located reception area to greet participants;
- Distinct client viewing room with ample work space;
- Extra large double-glass, one-way mirror to separate participant and client rooms;
- Insulated walls and ceilings to sound proof and minimize noise distractions;
- Large conference table for participants to gather around with 12-14 accompanying chairs;
- Stationary and portable microphones for audio feed and digital recording;
- Display rails, white boards, easels and tack boards in focus group room for media display;
- DVD videography services; and
- Wireless Internet access in the client viewing room.

Standard Facility Rental Fee per Group with discount pricing based upon volume and usage needs

Rental fee includes host/hostess, refreshments, digital video and audio recording.

Optional Features:

- Expanded video feed capabilities into client room and lounge for "live" television viewing;
- Focus group moderation services;
- Recruitment of participants;
- Manually operated video recording to allow videographer to manipulate the video image zoom;
- Internet access and presentation capabilities to participants;
- Television and InFocus projection capabilities;
- Customized menu choice catering; and
- Webinar presentation capabilities.



QualiSight

- **Affordable**
- **Insightful**
- **Professional**

WHY DO A FOCUS GROUP IN CNY?

The Central New York regional demographic matches closely to New York State and the entire country on such key attributes as gender, age, income, employment, and education – making the area a perfect test market.

In addition to exceptional sample mix attributes, the CNY region offers affordability and excellent psychographic segmenting volume. The regional population will allow you to obtain the targeted research information you need while maintaining your budget integrity.



Make Research & Marketing Strategies an integral part of your research team. QualiSight is minutes from Hancock International Airport and downtown Syracuse and offers exceptional customer service amenities.

Call Research & Marketing Strategies today at 1-866-567-5422 or visit www.RMSQualiSight.com