



MASSBUYS EXPO 2025: Exhibitor and Attendee Feedback

The Operational Services Division was pleased to welcome 1,024 Attendees and 707 Exhibitor staff from 256 businesses to the MASSBUYS 2025 EXPO (attendance growing 13% year over year). Sixty-eight businesses (27%) and 183 Attendees (18%) responded to our MASSBUYS post-event survey.

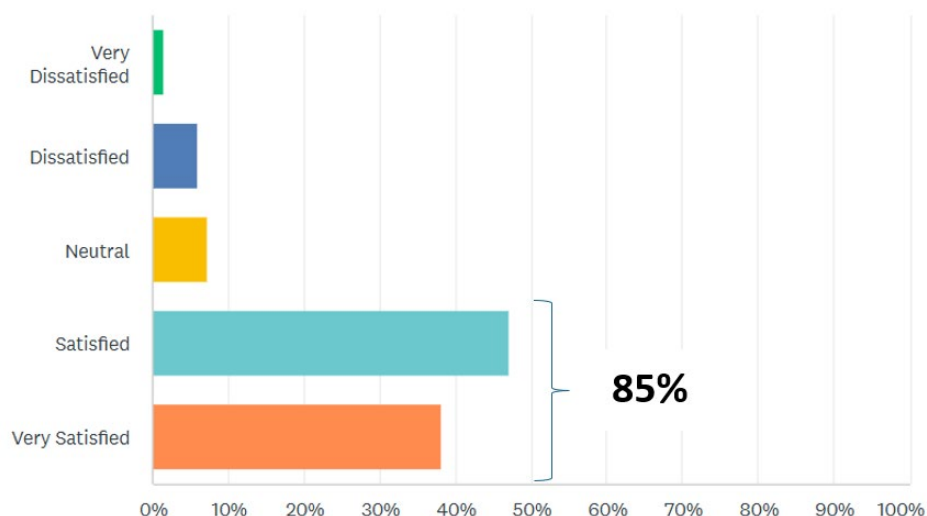
Statewide Contract Vendors and Buyers praised the event, from the choice of venue and event activities to networking opportunities and event logistics. Here are top-line summaries of our findings:

Exhibitors

[\(Complete Exhibitor survey data\)](#)

Value Versus Investment

85% of Exhibitors were *Satisfied* or *Very Satisfied* with the value they received for their investment at MASSBUYS.



Suggestions to Improve MASSBUYS Experience

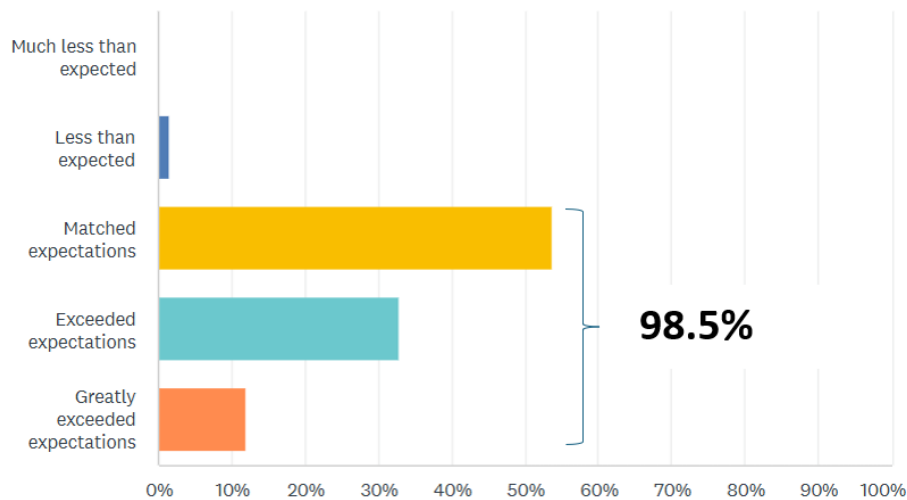
- More formal networking opportunities
- More one-on-one opportunities with state, local government, and education entities
- Better understanding of venue, layout, and event schedule before booth selection
- More attendee traffic on Concourse level
- More time needed for booth breakdown

Suggestions to Improve MASSBUYS Experience *continued*

- Provide Attendee list prior to the event
- Better lighting in West Club area
- Coffee in the afternoon
- Announcements about the Vehicle Zone and how to get there
- Need a reason for buyers to stay after lunch
- Organize Vendors by industry
- Option to have boxed lunch and remain in booth
- Booth layout/set-up inconsistent
- Exhibitor Reception with attendees

Venue

Overwhelmingly, the event venue *Matched* or *Exceeded* Exhibitors' expectations.



Event Elements

Exhibitors provided high marks for all aspects of the event with an overall average of 4.03 out of 5.

	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	N/A	TOTAL	WEIGHTED AVERAGE
▼ Helpfulness of OSD Staff	0.00% 0	0.00% 0	11.94% 8	19.40% 13	65.67% 44	2.99% 2	67	4.55
▼ Check-In Process	0.00% 0	2.94% 2	5.88% 4	27.94% 19	61.76% 42	1.47% 1	68	4.51
▼ Communications from OSD	0.00% 0	1.49% 1	13.43% 9	25.37% 17	58.21% 39	1.49% 1	67	4.42
▼ Program Directory	0.00% 0	2.99% 2	17.91% 12	29.85% 20	40.30% 27	8.96% 6	67	4.18
▼ Exhibitor Assistance from Corporate Events	0.00% 0	4.55% 3	16.67% 11	21.21% 14	33.33% 22	24.24% 16	66	4.10
▼ MASSBUYS App	0.00% 0	4.48% 3	7.46% 5	13.43% 9	20.90% 14	53.73% 36	67	4.10
▼ EXPO Hall Ambiance	0.00% 0	3.03% 2	27.27% 18	30.30% 20	34.85% 23	4.55% 3	66	4.02
▼ Breakfast	0.00% 0	1.49% 1	25.37% 17	20.90% 14	19.40% 13	32.84% 22	67	3.87
▼ Length of Event	1.52% 1	3.03% 2	36.36% 24	28.79% 19	28.79% 19	1.52% 1	66	3.82
▼ Lunch	7.46% 5	4.48% 3	16.42% 11	28.36% 19	28.36% 19	14.93% 10	67	3.77
▼ Lead Retrieval Scanning (if purchased)	4.69% 3	1.56% 1	3.13% 2	3.13% 2	12.50% 8	75.00% 48	64	3.69
▼ Loading Dock	1.47% 1	2.94% 2	11.76% 8	4.41% 3	11.76% 8	67.65% 46	68	3.68
▼ Business Opportunity/Leads	3.03% 2	9.09% 6	34.85% 23	22.73% 15	27.27% 18	3.03% 2	66	3.64

Exhibitor Day

65% of Exhibitors who responded to the survey joined us on Exhibitor Day and provided positive feedback on all activities. The overall average was 4.08 out of 5.

	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	N/A	TOTAL	WEIGHTED AVERAGE
▼ Gillette Stadium Lighthouse Tours	0.00% 0	0.00% 0	6.67% 4	11.67% 7	15.00% 9	66.67% 40	60	4.25
▼ One-on-One Meetings with Category Management	0.00% 0	1.69% 1	5.08% 3	16.95% 10	18.64% 11	57.63% 34	59	4.24
▼ Exhibitor Reception	0.00% 0	0.00% 0	11.86% 7	13.56% 8	15.25% 9	59.32% 35	59	4.08
▼ Exhibitor Workshop: Marketing Your Business to the Commonwealth	0.00% 0	3.39% 2	5.08% 3	15.25% 9	10.17% 6	66.10% 39	59	3.95
▼ Exhibitor Workshop: Contract Compliance and Tips for Managing Your Statewide Contract	0.00% 0	3.39% 2	3.39% 2	11.86% 7	6.78% 4	74.58% 44	59	3.87

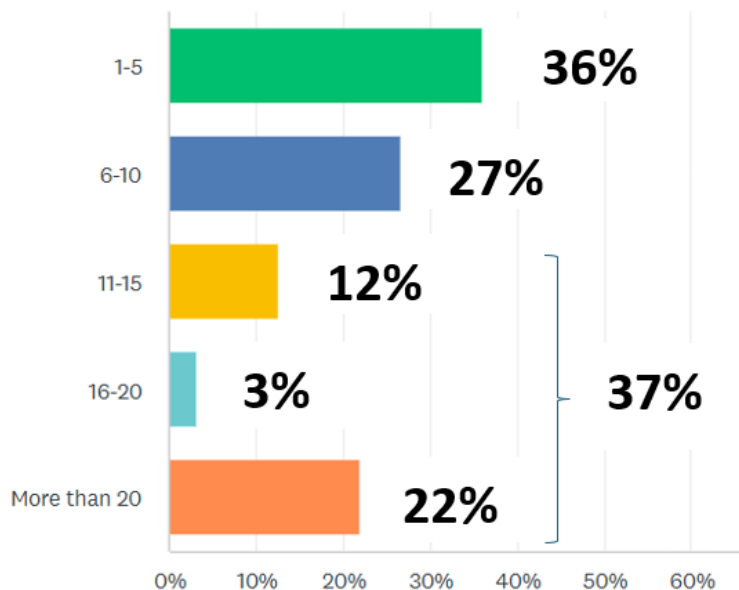
Attendee Profile Assessment

38% of respondents felt that half or more of the buyers who visited their booths were interested in their products/services. 34% of respondents felt that half or more of the buyers had buying influence over their products/services. 30% of Exhibitors felt that half or more of buyers planned to buy their products/services in the next 12 months.

	LESS THAN 25%	25% - 50%	51% - 75%	MORE THAN 75%	TOTAL	WEIGHTED AVERAGE
▼ Were primarily interested in free items at your exhibit space	25.00% 16	25.00% 16	25.00% 16	25.00% 16	64	2.50
▼ Represent potential users of your products/services	23.44% 15	35.94% 23	32.81% 21	7.81% 5	64	2.25
▼ Interested in your products/services	26.56% 17	35.94% 23	28.13% 18	9.38% 6	64	2.20
▼ Have buying influence over your products/services	28.13% 18	37.50% 24	31.25% 20	3.13% 2	64	2.09
▼ Represent current users of your products/services	31.25% 20	32.81% 21	31.25% 20	4.69% 3	64	2.09
▼ Plan to buy your products/services in the next 12 months	45.31% 29	25.00% 16	26.56% 17	3.13% 2	64	1.88

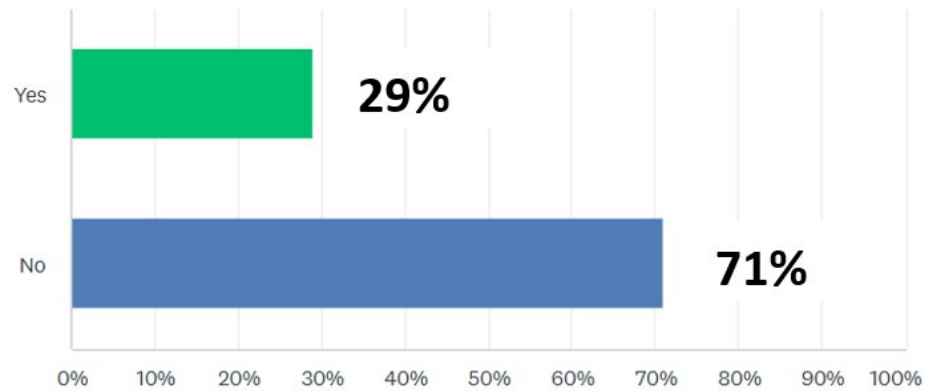
Conversations with Attendees

37% of Exhibitors had 11 or more conversations that would likely lead to product/service purchases in the next 12 months.



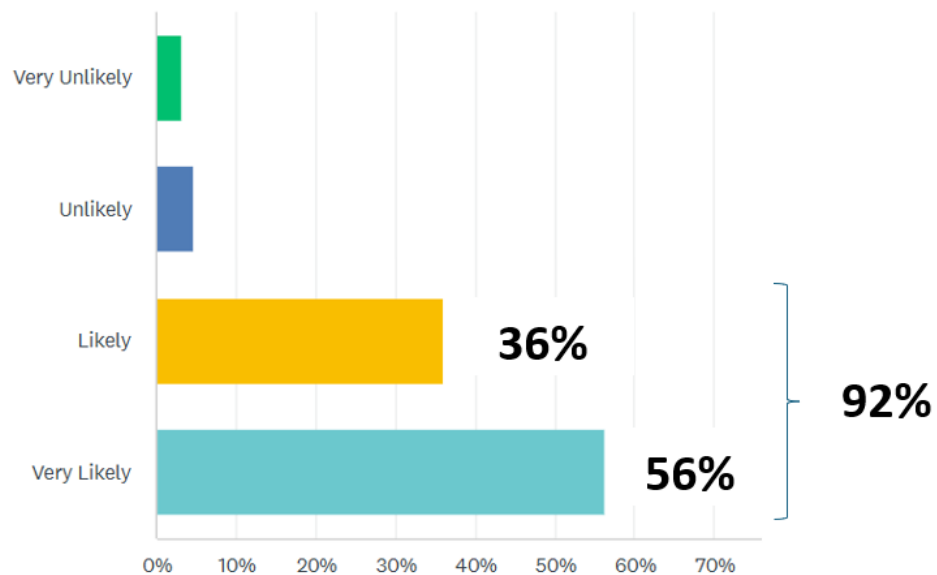
Pre-event Marketing

Most Exhibitors did not advertise their attendance at MASSBUYS. Of those that did advertise, 12 provided details: half posted on social media, one sent out a mailing, and the remaining businesses sent out emails (anywhere from 50-1,500 buyers contacted).



Future Participation at MASSBUYS

92% percent of Exhibitors are interested in attending MASSBUYS in the future.



Additional Feedback

- Super friendly and helpful staff; observed attendees and vendors enjoying the event
- Appreciated the vendor workshops; information on marketing and COMMBUYS
- Vendor Help Desk on Exhibitor Day and during the event

MASSBUYS Exhibitor Testimonials

MASSBUYS provides us with the unique ability to meet with our dedicated buyer base throughout the Commonwealth. We find this the best way to keep face-to-face contact with our existing buyers and meet new agencies and personnel.

Bill Domack, G A Blanco and Sons, Inc.

This year we opted to purchase the [lead retrieval] app, and we are glad we did. Last year we furnished our leads manually and came away with about 30 leads. This year with the app, we scanned over 100 leads and 80 had notes. The notes feature was key in this – makes follow-up very easy. Definitely glad we used the app and will use it next year as well!

Naomi Bishop, Airgas

This year was our first at the MASSBUYS EXPO after being awarded our first state contract last year. We were impressed by the number of attendees who saw that we are a Managed Services Provider and came to our booth specifically to talk to us about their concerns. It was a great opportunity for us to broaden our connections with local municipal leaders. We will definitely be back for years to come!

Chris Martin, Micro Technology Solutions, Inc.

Attendee Feedback

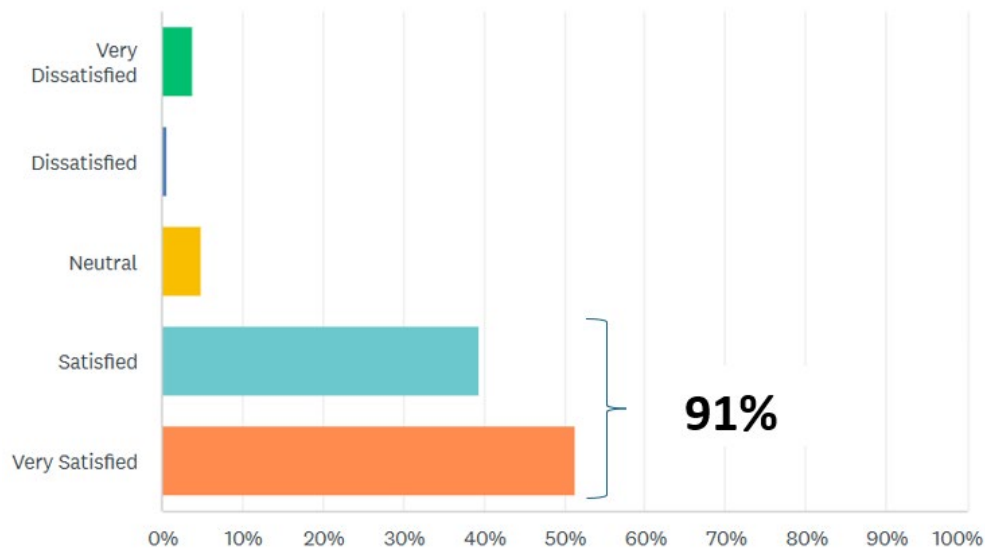
([Complete Attendee survey data](#))

Attendee Breakdown

Organization Type	Attendees 2025	% 2025	Attendees 2024	% 2024
Executive Department	484	47.3%	414	45.0%
City/Town	268	26.2%	271	29.4%
Public School	130	12.7	70	7.6%
Quasi-Agency	48	4.7%	63	6.8%
Housing Authority	47	4.6%	36	3.9%
Higher Education	25	2.4%	35	3.8%
Non-Profit	20	2.0%	27	2.9%
Other	2	0.1%	5	0.5%
Total	1024		921	

Event Satisfaction

The event was well-received by buyers who responded with a 91% *Satisfied/Very Satisfied* rating.

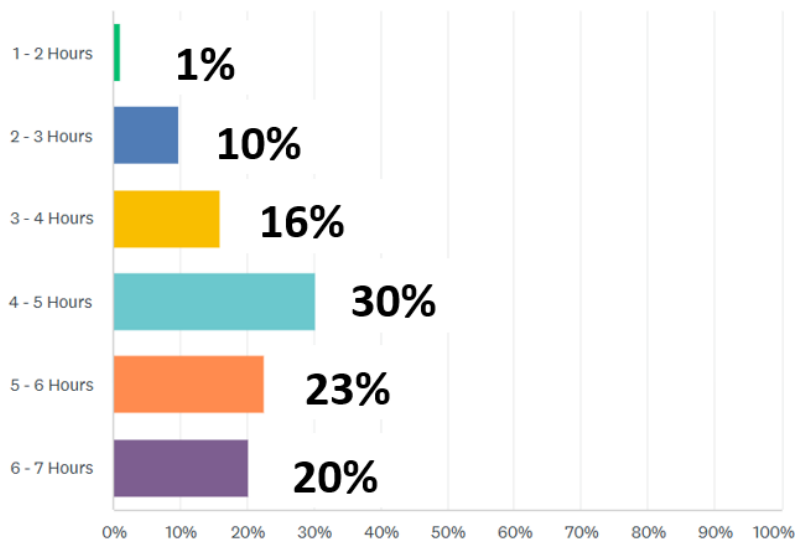


Suggestions to Improve MASSBUYS Experience

- Some booth areas tight; some wide open
- More seating options closer to vendors
- Record the workshops
- Provide a map of vendor booths in advance of the event
- Better parking signage
- Better guidance for getting to the lunch location
- Lunch line too long; provide multiple spots for lunch
- Vegan options for breakfast
- More signs showing where to bring donations
- Charter bus from Boston
- Not enough time to attend workshops and visit Exhibitors
- Ability to use app to identify specific types of vendors (e.g., clothing)
- Coffee all day
- Include contact numbers on booths
- Not enough breakfast seating
- Hard to find the Vehicle Zone

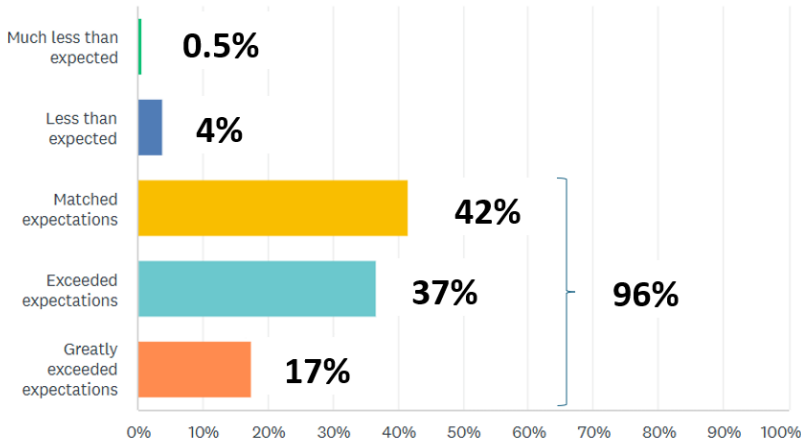
Time Spent at MASSBUYS

Most Attendees spent at least 4 hours at MASSBUYS, with the majority spending 4-5 hours.



Venue

96% of Attendees evaluated the venue to have *Matched, Exceeded, or Greatly Exceeded* their expectations.



Event Elements

The event received high marks in all areas with an overall average rating of 4.13 out of 5 (4.2 in 2024).

	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	N/A	TOTAL	WEIGHTED AVERAGE
▼ Check-In Process	0.00% 0	0.56% 1	6.11% 11	16.11% 29	76.67% 138	0.56% 1	180	4.70
▼ Helpfulness of OSD Staff	0.55% 1	4.40% 8	10.99% 20	25.82% 47	54.40% 99	3.85% 7	182	4.34
▼ Communications from OSD	0.00% 0	2.75% 5	13.74% 25	29.67% 54	52.20% 95	1.65% 3	182	4.34
▼ Lunch	0.55% 1	5.52% 10	13.81% 25	23.76% 43	40.88% 74	15.47% 28	181	4.17
▼ Program Directory	0.56% 1	3.33% 6	20.00% 36	23.89% 43	40.00% 72	12.22% 22	180	4.13
▼ Length of Event	0.00% 0	3.85% 7	17.03% 31	39.56% 72	37.36% 68	2.20% 4	182	4.13
▼ Quality of Conversations with Exhibitors	0.00% 0	4.40% 8	23.08% 42	34.07% 62	38.46% 70	0.00% 0	182	4.07
▼ EXPO Hall Ambiance	1.12% 2	4.47% 8	23.46% 42	37.99% 68	32.40% 58	0.56% 1	179	3.97
▼ Workshop Selections	0.00% 0	3.87% 7	24.86% 45	24.31% 44	29.83% 54	17.13% 31	181	3.97
▼ MASSBUYS App	2.78% 5	6.11% 11	11.67% 21	14.44% 26	27.78% 50	37.22% 67	180	3.93
▼ Breakfast	1.11% 2	5.56% 10	24.44% 44	20.00% 36	17.78% 32	31.11% 56	180	3.69

Event Activities

Additional event activities also received noteworthy marks with a rating of 3.90 (4.19 in 2024).

	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	N/A	TOTAL	WEIGHTED AVERAGE
▼ Lighthouse Tours	0.55% 1	1.10% 2	5.52% 10	9.39% 17	30.94% 56	52.49% 95	181	4.45
▼ OSD Information Booth	0.00% 0	1.65% 3	17.58% 32	29.12% 53	31.87% 58	19.78% 36	182	4.14
▼ Sock Drive for Individuals Experiencing Homelessness	3.31% 6	1.10% 2	11.05% 20	9.94% 18	24.86% 45	49.72% 90	181	4.03
▼ Professional Headshots	1.66% 3	1.66% 3	6.63% 12	6.08% 11	14.92% 27	69.06% 125	181	4.00
▼ Zen Zone	1.11% 2	2.22% 4	7.78% 14	6.11% 11	11.67% 21	71.11% 128	180	3.87
▼ Vehicle Zone	1.10% 2	5.49% 10	22.53% 41	24.18% 44	19.78% 36	26.92% 49	182	3.77
▼ Chair Massage	1.69% 3	2.25% 4	5.06% 9	2.81% 5	8.99% 16	79.21% 141	178	3.73
▼ MASSBUYS App Scavenger Hunt Game	3.87% 7	3.87% 7	8.84% 16	3.87% 7	6.63% 12	72.93% 132	181	3.20

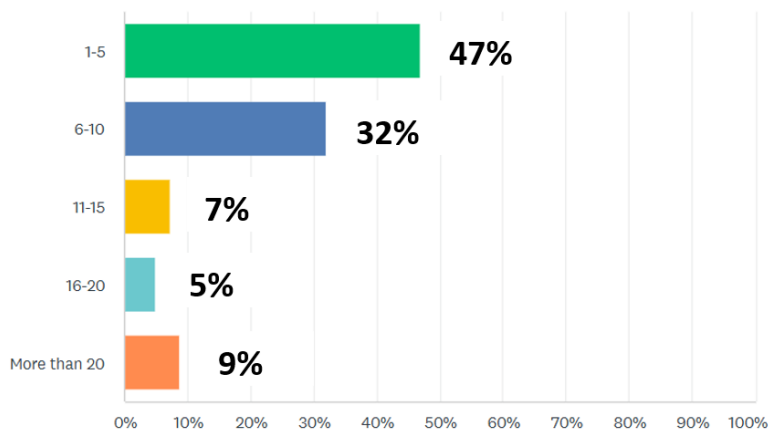
Workshop Presentations

Workshops garnered an impressive 4.19 rating out of 5 (3.88 in 2024).

	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	N/A	TOTAL	WEIGHTED AVERAGE
▼ Civilian Response to Active Shooter Events	0.00% 0	0.00% 0	1.23% 2	2.47% 4	11.73% 19	84.57% 137	162	4.68
▼ Transforming Service Delivery Through AI: A Year of Innovation and Impact	0.00% 0	0.62% 1	2.48% 4	2.48% 4	12.42% 20	81.99% 132	161	4.48
▼ A Preview of Mosaic: The Commonwealth's New Financial Accounting Solution	0.00% 0	1.18% 2	5.33% 9	10.65% 18	22.49% 38	60.36% 102	169	4.37
▼ Positive Psychology: The Science of Happiness	0.00% 0	0.61% 1	3.66% 6	6.71% 11	12.80% 21	76.22% 125	164	4.33
▼ Building an Inclusive Future	0.00% 0	0.61% 1	1.82% 3	2.42% 4	6.67% 11	88.48% 146	165	4.32
▼ Buying Clean: The Future of Procurement in the Clean Economy	0.00% 0	0.63% 1	2.50% 4	3.13% 5	4.38% 7	89.38% 143	160	4.06
▼ The Economic Outlook and Agenda for the Healey Administration	0.60% 1	1.79% 3	5.95% 10	10.12% 17	9.52% 16	72.02% 121	168	3.94
▼ Fraud and Abuse Prevention: Navigating State Procurement Laws Through Education	1.83% 3	1.83% 3	8.54% 14	8.54% 14	10.98% 18	68.29% 112	164	3.79
▼ All About Grants! Funding State and Local Government Projects to Reduce GHG Emissions	0.00% 0	1.19% 2	5.36% 9	3.57% 6	3.57% 6	86.31% 145	168	3.70

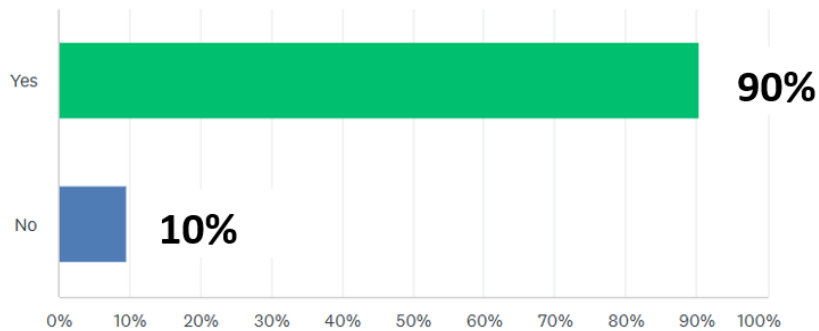
Conversations with Vendors

79% of Attendees had between 1 and 10 conversations that will likely lead to purchases over the next 12 months.



Selection of Vendors

90% of Attendees were pleased with the selection of Exhibitors at MASSBUYS.

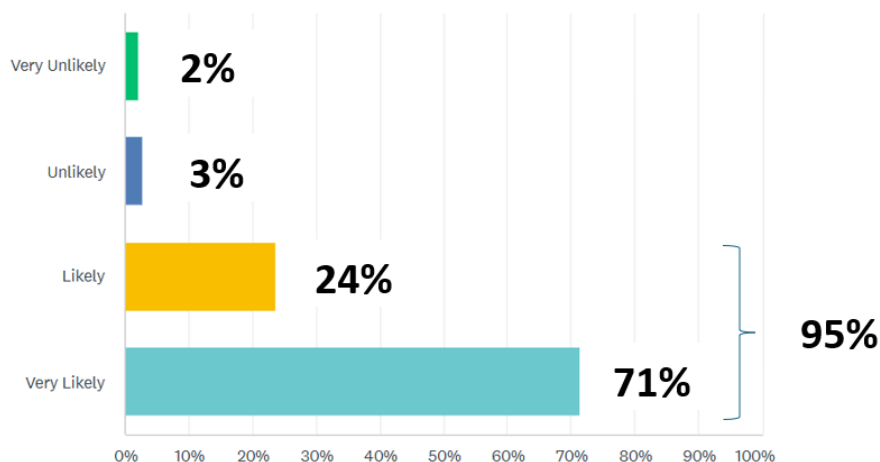


Vendor categories Attendees would have liked to see at MASSBUYS included:

- Equipment vendors, such as heavy duty and construction equipment
- Furniture vendors
- Trades contractors: paving, signage, plumbing, HVAC, electrical, roofing, etc.
- Public safety (PSE01 and HLS06) and medical vendors
- Sanitation businesses
- Cleaning product suppliers, fire alarm businesses, suppliers of energy-efficient light fixtures
- Vendors that service the Cape
- Uniform providers
- PunchOut vendors
- Environmental construction and sampling companies
- Food businesses
- Vendors from HSP45
- Computer/network infrastructure vendors; ITS vendors

Future Participation at MASSBUYS

95% of Attendees plan to attend MASSBUYS again in the future. (96% in 2024).



Additional Attendee Feedback

- Pleased that every training had huge slides to read along and each speaker had a microphone – important elements for hearing-impaired individuals
- First-time experience. Met a lot of vendors, already started working with a few
- Presentations by different agencies made for a phenomenal experience
- Few perks in public service, but MASSBUYS felt like a perk – nice balance of education, networking, and fun
- Excellent workshops/ speakers

MASSBUYS Attendee Testimonials

It is always great to meet with vendors to learn more about what they can offer. Through some conversations I learned that some of the cleaning supply companies offer scientific lab supplies and was able to locate some new suppliers to send upcoming bids to for some projects we have coming up.

Lynne Reed, Bridgewater State University

MASSBUYS is an outstanding opportunity for public procurement professionals to connect directly with Statewide Contract Vendors, discover new products and services, and stay informed on best practices.

Svetlana Salemme, Town of Yarmouth

MASSBUYS was a phenomenal event and a MUST if you are a procurement professional in the Commonwealth. Not only was I able to converse with some of the Vendors that my agency does business with on a regular basis, but also interact with experts from all oversight agencies, such as CTR, OSD, SDO, etc. I look forward to attending in the future to say the least!

Jose Samayoa, MassAbility

I'm a bureau level procurement professional and getting to put a face to the names of the Vendors is invaluable. Plus, the information sessions are super informative. It's cool to see the actual stuff from the catalogs.

Ryan Naismith, BSAS

Listening to the upcoming changes, and also what is going on within Mass is enlightening! I like chatting with my current vendors and meeting new ones! The location is wonderful! It's nice to get out of the office in May!

Janine Hynds, Department of Transportation