



## **EDMONTON FOCUS GROUP FACILITIES**

*Last updated January 2015*

### **OVERVIEW**

R.A. Malatest & Associates Ltd. is one of the only private sector companies with professional Focus Group facilities in the Edmonton area. As a full-service Research and Evaluation firm, R.A. Malatest & Associates Ltd. can anticipate and accommodate your Focus Group needs.

### **LOCATION**

The Focus Group facility (meeting room and private observation room), located in downtown Edmonton and is easily accessible through public transportation. Public parking is available in nearby pay lots, as well as street parking. Access is available through a street-level entrance of the Financial Building, which allows for the facilitation of evening/weekend Focus Group meetings. The building and its facilities are completely handicapped accessible.

### **FACILITY CHARACTERISTICS**

#### Group Room:

- Group room size: 20'6" by 15'0"
- Comfortably holds: 12 respondents
- Includes:
  - One ceiling-mounted omni-directional microphone
  - Two free-standing video camera recorders
  - Multidirectional speaker phone
  - WIFI
  - Flip chart paper and stand
  - Post-it Note Chart (2' by 3')
  - White Board
  - Credenza for the provision of beverages and snacks to participants
  - Air Conditioning

#### Observation Room:

- Observation room size: 11'6" by 6'10"
- Comfortably holds: 3 seats at the counter (can accommodate up to 4 in the room)
- One-way mirror 6' mirror
- Observation room is equipped with counter space, speaker system, shelves, refrigerator and Air Conditioning. WIFI, internet hard-line and telephone/fax lines are also available.

### **ROOM RENTAL RATES**

- One evening (1 group, 2 hours): \$300.00
- One evening (2 groups, 2 hours each): \$475.00
- One evening (3 or more groups): Specified by quote
- Daytime (8 a.m. to 5 p.m.): \$150.00/hour (minimum 2 hour rental) or \$675.00 (full day)
  - ✓ Includes: Audiotaping, videotaping and host/hostess

Special pricing for multiple evening or day sessions can be arranged.

### **INCENTIVES**

Given appropriate notice, R.A. Malatest & Associates Ltd. will provide incentives for your group, subject to receiving a cheque for the required amount a minimum of two business days prior to the scheduled group. A \$75 banking charge will apply.

Note: GST is not included in the above prices.



#### AVAILABLE EQUIPMENT/SUPPLIES:

✓ Videotaping	Included in room rental
✓ Audiotaping	Included in room rental
✓ White Board	Included in room rental
✓ Flip Chart Paper and stand	Included in room rental
✓ Notepads/pencils	Included in room rental
✓ Laptop Computer	Available upon request: \$75.00/session
✓ Multidirectional speaker phone	Available upon request: \$50.00/session
✓ Television – PC Compatible	Available upon request: \$75.00/session
✓ Photocopying/facsimile services	Charged separately

#### FOOD AND BEVERAGE CHARGES

Client and participant food and beverages are not included in room rental. Prices for this service are detailed below:

✓ Beverage service (tea, coffee, water, soft drinks):	\$3.00 per person, plus GST
✓ Full meal service (includes sandwiches, vegetable tray, sweets):	\$14.50 per person, plus GST
✓ Sandwiches only service:	\$6.95 per person, plus GST
✓ Sweets service:	\$3.50 per person, plus GST
✓ Cookie/sweets and beverage service:	\$4.50 per person, plus GST

\*Delivery Charge - \$12.00

Prices for customized meal/food services available upon request. All catering costs subject to a 10% handling fee.

#### FOCUS GROUP FACILITATION

Focus Group facilitation services are available from R.A. Malatest & Associates Ltd. Key services provided include:

- ✓ establishment of Focus Group objectives and development of a moderator's guide;
- ✓ convening/moderation of Focus Groups, including the services of the facilitator;
- ✓ preparation of related reporting documents;
- ✓ integration of Focus Group results with other quantitative research methods (telephone/mail-out surveys) if requested/required by client.

The fees for Focus Group facilitation services vary depending upon the complexity of the research objectives. Fees for analysis and presentation of the results in a report format also vary depending on the complexity of the research and the number of different Focus Groups conducted.

#### FOCUS GROUP PARTICIPANT RECRUITMENT SERVICES

R.A. Malatest & Associates Ltd. will provide recruitment services for Focus Groups held in our facility only. Recruitment services are not available for Focus Groups held elsewhere. The fees for recruitment services depend on the nature of client requirements. Generally, for recruitment from the general public population with no further restrictions, the cost is approximately \$60.00 per recruit. This cost includes the initial recruitment call, the mailing of a confirmation letter and a reminder call the day/evening before the Focus Group is held. This charge applies irrespective of whether or not the recruited participant actually participates in the Focus Group. Fees for recruitments with specific demographic requirements will be negotiated.

#### CONTACT INFORMATION

Supinder Perhar  
#300, 10621-100 Avenue  
Edmonton AB, T5J 0B3

Phone: (780) 448-9042, ext. 250  
Fax: (780) 448-9047  
E-Mail: [s.perhar@malatest.com](mailto:s.perhar@malatest.com)

For additional information, visit our website at [www.malatest.com](http://www.malatest.com).



**FOCUS GROUP FACILITY BOOKING FORM**

<b>Company Name:</b>	
<b>Contact:</b>	
<b>Telephone No.:</b>	
<b>Fax No.:</b>	
<b>Billing Address:</b>	
<b>Email Address:</b>	
<b>Project Name:</b>	
<b>Moderator:</b>	

Meeting Date	Start Time	End Time	No. of Expected Participants	No. of Expected Observers

**Equipment and Supplies Required**

(Included in rental cost except where noted but requires prior notification)

- Video/Audiotaping
- Free-standing easel/Flipchart
- Participants/Observers' Pencils/Notepads
- Laptop Computer (\$75.00/session)
- Speaker/Conference Phone (\$50.00/session)
- Whiteboard
- Name cards for participants
- Large Screen TV (\$75.00/session)
- LCD Projector (\$75.00/session)

**Services Required**

(Included in rental cost except where noted but requires prior notifications)

- Host/Hostess
- Notetaker (\$25.00/hour, subject to availability)
- Recruiting (quote provided separately)
- Catering (quote provided separately)



### Catering Required

Estimated time of Observers' arrival: \_\_\_\_\_

Estimated time of Moderator's arrival: \_\_\_\_\_

Moderator will require same catering as: Observers  Participants

*Observers:*

**Catering budget: maximum \$ \_\_\_\_\_ per person**

- |   |  |
|---|--|
| <input type="checkbox"/> No food required | <input type="checkbox"/> Hot Meal (Entrée: Y/N; Salad Y/N) |
| <input type="checkbox"/> Sandwiches       | <input type="checkbox"/> Vegetable Platter                 |
| <input type="checkbox"/> Fruit Platter    | <input type="checkbox"/> Desserts                          |
| <input type="checkbox"/> Coffee/Tea       | <input type="checkbox"/> Soft Drinks/Bottled Water         |

**Note:** (Please provide any special dietary requirements)

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*Participants:*

**Catering budget: maximum \$ \_\_\_\_\_ per person**

- |   |  |
|---|--|
| <input type="checkbox"/> No food required | <input type="checkbox"/> Hot Meal (Entrée: Y/N; Salad Y/N) |
| <input type="checkbox"/> Sandwiches       | <input type="checkbox"/> Vegetable Platter                 |
| <input type="checkbox"/> Fruit Platter    | <input type="checkbox"/> Desserts                          |
| <input type="checkbox"/> Coffee/Tea       | <input type="checkbox"/> Soft Drinks/Bottled Water         |

**Note:** (Please provide any special dietary requirements)

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### Honorariums Required

Number of Honorariums: \_\_\_\_\_

Amount per Honorarium: \_\_\_\_\_

Total amount of Honorariums: \_\_\_\_\_

- Cheque (in Canadian funds) mailed/couriered to R.A. Malatest & Associates Ltd. for our receipt at least 72 hours prior to group(s). \$75.00 banking charge will apply.
- R.A. Malatest & Associates Ltd. to add the cost of Honorariums to the invoice.
- None required/Will not be handled by R.A. Malatest & Associates Ltd. (will bring own)



**COST QUOTE**

*Facility Charge*

DATE (# Focus Groups x 1 hour each): ..... *Special Rate* \$

DATE (# Focus Groups x 1 hour each): .....\$

**SUB-TOTAL:**.....\$

Note: G.S.T. is not included in the above prices.

*Services Charge*

Notetaker (\$25.00 x # hours).....\$

Note: G.S.T. is not included in the above prices.

**TOTAL(excluding catering):**.....\$

Note: G.S.T. is not included in the above prices.

*Catering Services*

All catering costs are subject to a 10% handling fee. Cost will vary on Client's menu selection and budget requirements.

**Proposed budget:**

- Beverage Service (tea, coffee, water, soft drinks) \$3.00 per person
- Sweets Service: \$3.50 per person
- Sandwiches Only Service: \$6.95 per person
- Full Meal Service: \$14.50 per person
- \*Delivery Charge: \$12.00

Note: G.S.T. is not included in the above prices.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Please complete and return this form to R.A. Malatest & Associates Ltd. by:**

**Fax: 780-448-9042**

**Email: [s.perhar@malatest.com](mailto:s.perhar@malatest.com)**

**Thank you for selecting R.A. Malatest & Associates Ltd for your focus group facility rental requirements. We look forward to serving you.**

**Important: If you cancel a confirmed booking within 40 business hours of the group(s)/meetings, an administration fee of \$75.00 + G.S.T. will be charged.**