



MALATEST VICTORIA FOCUS GROUP FACILITIES

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OVERVIEW

R.A. Malatest & Associates Ltd. operates one of the largest professional focus group facilities on Vancouver Island. 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 Victoria, is easily accessible through public transportation. Public pay parking is available nearby, as well as street parking (free after 6:00 p.m.). Access is available through a street-level entrance which allows for the facilitation of evening/weekend focus group meetings. The building and its facilities are wheelchair accessible.

FACILITY CHARACTERISTICS

Group Room:

- Group room size: 26'10" by 15'3"
- Comfortably holds: 11 respondents & 1 moderator
- Includes: Two ceiling-mounted omni-directional microphones; One wall-mounted video camera recorder; White Board; Flip Chart and Paper (2' by 3'); Display area; Refrigerator

Observation Room:

- Observation room size: 15'3" by 9'8"
- Comfortably holds: 8 viewers
- One-way mirror: 8' mirror
- Observation room is equipped with counter space, refrigerator and speaker system. WIFI available.

ROOM RENTAL RATES

- One evening* (1 group, 2 hours) \$350.00
 - One evening (2 groups, 2 hours each) \$650.00
 - Daytime (from 8:00 a.m. to 5:00 p.m.)..... \$200.00/hour (minimum 2 hour rental)
 - Full day (8:00 a.m. to 5:00 p.m.)..... \$850.00
- (Special pricing for multiple sessions and/or sessions longer than two hours can be arranged)*

Real time webstreaming through a unique link may be made available for \$175.00 per day. For this service a minimum two-weeks notice is required before the scheduled event.

Note: Please note that GST and any catering requirements are not included in the above prices. GST and catering will be added to the total bill.

INCENTIVES

R.A. Malatest & Associates Ltd. will provide incentives for focus group participants on behalf of event organizers with sufficient notice provided, subject to receiving a cheque for the required amount a minimum of two business days prior to the scheduled event. A \$75 admin fee will apply for preparing the incentives. Note that according to CRA rules, incentives are tax applicable.

*evening hours our 5:00 pm. to 10:00 p.m.

AVAILABLE EQUIPMENT/SUPPLIES

- Videotaping/Audiotaping Included in room rental
- White Board & Flip chart..... Included in room rental
- Flip Chart Paper..... Included in room rental
- Notepads/pencils Included in room rental
- Television and/or DVD player \$75.00/day
- Laptop Computer \$75.00/day/computer
- iPad/tablet..... \$25.00/day/tablet
- LCD Projector \$75.00/day
- Speaker/conference phone..... \$50.00/day
- Photocopying/facsimile services..... \$0.45/page for Color
- Photocopying/facsimile services \$0.15/page for B/W
- USB (for recordings) \$6.50

FOOD AND BEVERAGE SERVICES

Client and participant food and beverages are not included in room rental. Prices for basic focus group catering options are detailed below:

- Beverage service (tea, coffee, water, soft drinks, juice) \$3.00 per person, plus GST
- Sandwich service..... \$65.00 per group, plus GST
- Desert squares \$30.00 per group, plus GST
- Muffins/loaves..... \$35.00 per group, plus GST

Prices for customized food services for clients/viewers available upon request. We have on hand menus from local restaurants that offer delivery service to enable clients to choose their own food on the evening of the session(s). Customized food and beverage charges are subject to a 10% handling fee along with tax and gratuity and will be added to the final invoice.

FOCUS GROUP FACILITATION SERVICES

Focus group facilitation services are available which if desired may include establishment of focus group objectives and development of a moderator's guide, convening/moderation of focus groups (including the services of the facilitator), preparations for 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

Should you require recruitment services for your focus groups, costs are quoted on a per recruit basis and may vary depending on the needs and requirements of the event screener and can range from \$100/recruit to \$300/recruit. Recruitment costs include the initial recruitment call and reminder calls the day/evening before the focus group is held. The recruitment services charge (once confirmed) applies to all recruits that arrive on time irrespective of whether or not the recruited participant actually participates in the focus group. Due to internal projects, availability may be limited.

CONTACT INFORMATION

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