

# Focus Groups at Catalyst Ranch



## What Makes Catalyst Ranch Uniquely Right for Your Focus Groups?

Catalyst Ranch has become the preferred choice of cutting edge market researchers who are in the forefront of their profession, developing innovative ways to gain valuable information and insights from consumers. Market research techniques continue to evolve, but the facilities typically used for focus groups have remained the same for decades. **Our space, your research.**

Let respondents relax in an environment that has been uniquely designed by Catalyst Ranch to reduce inhibitions – filled with comfy couches, armchairs, coffee tables, handcrafted rugs, colorfully painted walls, paintings and ethnic accents. Get them talking. That's why they're here. **Our space, your insights.**

### Room Size

### Capacities

**Mambo**  
(1,100 sq. ft.)

25

**Jitterbug**  
(1,400 sq. ft.)

30

**Foxtrot**  
(300 sq. ft.)

10

**Polka**  
(1,700 sq. ft.)

50

**Catalyst  
Ranch®**



For more info, please contact:

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# How Can We Set Up the Rooms?

Our variety of large spaces allows your clients to be right in the room with the consumers either actively interacting or quietly observing. Or they can choose to be tucked away in their own private and super comfortable viewing room, watching all the action through mirrors and on monitors. The rooms are flexible and can be tailored to your needs. Here are some examples:

## With Mirrors



**Foxtrot (Observation Room)**

↖ This room  
watches  
this room ↗



**Mambo (Respondent Room)**

## Without Mirrors



**Jitterbug Room**



**Mambo Room**

Our New Space! ↗



**The Polka**

## What's Included in the Room Rental?

- 1GB Fiber wireless and wired internet
- LCD projector & screen with an assortment of adapter cords
- Flat Screen TV
- Flipchart easels & pads
- Vertical and horizontal dry erase boards
- Copier/Scanner/Printer
- Ideation boards for additional wall space
- Unlimited hot and cold beverages
- Client & Respondent Snacks

*And Ranch Hands are always at the ready!*



## What Additional Services Do We Provide?

- Moderators
- Video Conferencing for Remote Viewing
- Audio Recording
- Unmanned Video Recording
- Dedicated Hostess
- Ranch Hands for Hire
- Transcription Services
- Creative Thinkers for Hire

*We've got a list of independent recruiters. Just ask us to find out more!*



## What About Catering?

Our fabulous catering partner, Tri-Star, offers delicious food for you, your clients and your respondents. They're our catering partner, plying you, your clients and your respondents with delectable, inventive cuisine, sure to please everyone!

*And we have a world famous snack service!*





# How Do You Get Here?

We're accessible. Smack dab in downtown Chicago, with easy parking, trains, cabs, sidewalks. Right off the Kennedy Expressway, a quick hop to both airports. A short walk from several subway stops and all the major train stations. We offer discounted validated parking at a parking garage a block away. Fine dining and lodging are within strolling distance, too. **Waltz over here the first time. You'll jitterbug back.**



**P** = Voucher parking garage

**P** = Public lots



"Last week I had the opportunity to experience your facility for the first time with a group I was facilitating. I feel compelled to share my thoughts with you and your team. First, let me say that feeling welcome is an understatement. In most cases, when you walk into a venue you are ignored at best. Your team was very proactive in letting me know their name, how they could be helpful, not just once but regularly. Wow, what a difference having someone available makes in easing my stress level when setting up. What a great experience for my group and the learning, well, that was inevitable. You just help me to look good. I would recommend this venue to others without question. Thanks again for a great week."

Diane Obrist-Lynam  
Senior Consultant  
The Gallup Organization



"Catalyst Ranch provided all the hassle free administrative aspects that you would want from a market research viewing facility with the size of rooms that you could only get at a hotel. The creative environment really helped our respondents to be fully engaged. Whilst the hotels can be very helpful and attentive, they less often 'get' our needs - you simply don't get the same stress free experience that you do at the Ranch. At the Ranch there is certainly a 'wow' factor but it is a fun, accessible one; whilst waiting for the session to start, the surroundings give the respondents something to talk about and help break any awkwardness."

Rachel Harsant  
Mojo Brand Development