



Herron Associates, Inc.
Opinion and Marketing Research

Herron Associates' The Idea Center® has been rated as one of the best research facilities in the world by Impulse since inception. Here are several of the reasons why our clients agree.

www.herron-research.com

Indianapolis – The Idea Center®

The Idea Center®

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- Recruiting
- Focus Group Suites
- Commercial Test Kitchen
- Viewable Residential Kitchen
- Intercepts
- PC Lab & Usability Lab
- Viewable CLT/Multi-purpose
- Taste Tests
- Mock Juries – Legal Research
- Ethnography Research
- Living Room Setup
- Simulated Store Tests - Grocery Shelving
- HUT – home use tests
- Video Streaming

Welcome Reception:



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Focus Suite: The Capitol Suite

1,029 total square feet

Includes ledges, white boards, tack boards and strips, 5 feet of counter space.

Discussion room has window blinds which can be open or closed.

Tack board in the client viewing room.

Conference :	Viewing:	Lounge:
24' x 21'	19' x 15'	24' x 10'
504 square foot	285 square foot	240 square foot
Seats : 12 Conference style	Seats: 15	Seats: 3

Focus Suite: The Monument Circle Suite

1,004 total square feet.

Includes ledges, white boards, tack boards and strips, 5 feet of counter space.

Electrical installed in group room: 1 Nema 630 R.

Tack board in the client viewing room.

Viewing capabilities into residential kitchen.

Conference :	Viewing:	Lounge:
20' x 23'	26' x 15'	14' x 11'
460 square foot	390 square foot	154 square foot
Seats : 12 Conference style	Seats: 13	Seats: 2



Focus Suite: The Brickyard Suite

706 total square feet

Includes ledges, white boards, tack boards and strips and 5 feet of counter space

Conference :	Viewing:	Lounge:
19.6' x 16'	17.6' x 14'	17.6'' x 6'
460 square foot	246 square foot	105 square foot
Seats : 8 Conference style	Seats: 8	

Viewable Residential Kitchen

204 total square feet (17 x 12)

2 ranges, 1 gas and 1 electric

2 dishwashers, microwave, 2 stainless steel sinks, 1 top-mount refrigerator



CLT / Multi-purpose: The Big Ten Suite

1,628 total square feet.

Includes ledges, white boards, tack boards and strips and 30 feet of counter space.

13' ceilings.

Big Ten door frame 71" W, 83" H for large item access.

Research Room :	Viewing:
39' x 34'	24' x 12.6'
1326 square foot	302 square foot
Seats : 14+ Conference style 100 theater style 50 classroom style 6 tables of 8 rounds	Seats: 11



Commercial Test Kitchen

A RECOGNIZED LEADER IN TEST KITCHEN RESEARCH!



960 square feet (36' x 30')

8x8 walk-in cooler and 8x8 freezer

21 foot Ansul System commercial hood with ventilation

5 gas connections

3-well stainless steel sink with drain board, garbage disposal and grease well

90-second Hobart commercial dishwasher & sanitizer

7 stainless steel food preparation tables totaling 38" (two- 8 ft, two-5 ft, three-4ft)

Dual monitors for closed circuit viewing from CLT or group room

3 phase power, 450 dedicated amps to the kitchen

Double door entry & direct hallway access to tasting area(s)

71" double door width

Kitchen door frame 84"W, 83" H

12 ½ feet ceiling height

Hallway from Kitchen to CLT room 60" W

Loading dock delivery with overhead door

*Additional commercial and residential equipment available for rental.

The Herron Café / Respondent Waiting area

990 total square feet (30 x 33)

Refreshment service area (12 x 14) with sink (including water filtration) and ice maker

Other Amenities & Special Setup

Floor plan: <http://www.herron-research.com/facilities/idea-center/>

- Individual temperature settings in each viewing room, lounge and conference room
- Oversize door entry and ceiling height
 - 39-41" Door widths X 83" H
 - Dock level delivery access 71" W, 83" H
- PC lab capabilities for up to 32 laptops for direct internet entry
- Usability lab set-up
- Living room style set-up
- 4' grocery store shelving units for display for simulated store display. 24' in total.
- Videoconferencing and Video streaming capabilities

OVERFLOW CLIENT AREAS

Non-viewable Office

- 120 square feet (12 x 10)

Private Phone Booths / Work Areas

4 Total