



SHOWCO ASSOCIATION

Legal Seat: Padova – Italy • Head Office: Am Bählinger Bach 2, 49413 Dinklage Germany

• Tax-Nr.: 68/279/00898 • USt-IdNr.(VAT): DE266624897

• President: Paul de Schouwer, Barneveld-NL • Vice-Presidents: Massimo Finco, Marsango-IT and Diederik Fetter, Horst-NL • Director: Ted Seijnder Cuijk-NL

Evaluation of Questionnaire IPPE 2019 (February 12-14)

| | 2017 | 2019 |
|--|--------------------------------|--------------|
| Participants / Poll | 22 | 17 |
| Evaluation result: | | |
| Number of visitors: (score from 10 – 50) | 32,3 | 29,4 |
| Quality of visitors: (score from 10 – 50) | 37,7 | 38,2 |
| Price-performance-ratio of the fair (score from 10 – 50) | 29,6 | 25,8 |
| Organization of the trade fair: (score from 10 – 50) | 34,6 | 34,1 |
| Performance of the total infrastructure (score from 10 – 50) (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.) | 32,3 | 31,7 |
| Will you participate on the next IPPE? | Yes 20 Don't know 1 No 1 | 12 5 0 |
| Do you think IPPE is potential also the best show for the Latin American market? | Yes 13 Don't know 7 No 2 | 10 4 3 |
| The average of all votes totally: (including the votes for next participation) | 35,6 | 33,8 |
| Please give your ranking for 2019 edition of IPPE (10 = extremely good 1 = extremely bad) | | 6,6 |

Comparison annual figures: green is better, red is less, black is equal or not applicable

Cuijk-NL, March 14, 2019

Ted Seijnder/ director



Exhibitors comments ShowCo participants IPPE 2019

We exhibits every year at the IPPE - especially for our Latin American Customers through or US Sister Company. I have indicated that we would do so from day 1 at Showco and right now I don't see any reason to change this.

On-fair handling (move-in / move-out operations) is far too expensive. Definitely, not a show to meet US farmers. Still good for Central / Latin American leads or Canadian.

It was an average show for North America, and above average for Latin America, perhaps even the best ever for that group. I don't believe the preliminary released attendance of 33,000 people can be right. Looked like much less than that. Unloading and loading of trucks became more difficult due to cutting in number of docks. That makes my rating of general organization drop from 4 squares to 3 squares above. Cost and demands of people to help assemble signage (hang from the ceiling) continues to be ridiculously expensive and intrusive. Cost of everything, including coffee is offensively expensive. With all above said, it is an important show and as long as people come we need to be there.

The food and beverage catering needs much improvement. In the past 5 exhibitions, there has not been a year where our catering order has been served correctly or on time, despite very specific instructions agreed upon by the catering company. As in previous years, each day required multiple calls to the catering office to bring the corrected order, bring refills noted on the contract, or even have hot beverages that did not turn cold within the hour. We would like to see the meeting room rental fee at the nearby hotels waived if the customer achieves a minimum amount of dollars spent in food and beverage for the meetings.

Regarding the question whether IPPE is the best show for the Latin American market, it is the best show hosted annually. The Latin America Poultry Congress is the best bi-annual show for the market.

Attendance on first day moderate; second day better. Still an important show with visitors from outside the Americas (Japan, Philippines, ...) but clearly less people from Middle East compared to some years ago.

It was a good show for our company. Quality of visitors at the booth was great! Even though we were in Hall C. Very expensive!! (handling GES; food and beverages Levy Restaurant). Poor service. We had a constructive talk with GWCC (Chief Commercial Officer) + Levy Restaurant (General Manager). Ranking could be an 8 if the services provided would be better organized