

Exhibition: IPPE Atlanta USA 2017 (January 31 -February 2)

Evaluation of Questionnaire

| | | |
|--|---|-------------|
| Participants / Poll | | 22 |
| Evaluation result: | | |
| Number of visitors: | (from 10 – 50) | 32,3 |
| Quality of visitors: | (from 10 – 50) | 37,7 |
| Price-performance-ratio of the fair | (from 10 – 50) | 29,6 |
| Organization of the trade fair: | (from 10 – 50) | 34,6 |
| Performance of the total infrastructure (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.) | (from 10 – 50) | 32,3 |
| Will you participate on the next IPPE 2019? | Yes | 20 |
| | Don't know | 1 |
| | No | 1 |
| Do you think IPPE is potential also the best show for the Latin- American market? | Yes | 13 |
| | Don't know | 7 |
| | | 2 |
| If no, please name the exhibition | | |
| The average of all votes totally: (including the votes for next participation) | | 35,6 |
| Please see details under | Evaluation Scheme (II), Evaluation Scheme (III), Evaluation Scheme (IV) and Evaluation Scheme (V). | |

Cuijk, March 22, 2017



Ted Seijnder / Director

EXHIBITION: IPPE Atlanta USA 2017 (January 31 - February 2)

Score System:

Evaluation Scheme II

Survey Questionnaire

Please, evaluate the above mentioned exhibition by answering the following questions. The left circuit means always the best evaluation; the right circuit means always the most unsatisfied evaluation. – **The schedule shows the weight of each vote.**

| | | | | | |
|--|----------------|------|------------|------|---------------|
| Number of visitors | extremely high | | | | extremely low |
| | (50) | (40) | (30) | (20) | (10) |
| Quality of visitors | excellent | | | | very bad |
| | (50) | (40) | (30) | (20) | (10) |
| Price-performance-ratio of the fair | excellent | | | | very bad |
| | (50) | (40) | (30) | (20) | (10) |
| Organization of the trade fair | perfect | | | | very bad |
| | (50) | (40) | (30) | (20) | (10) |
| Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.) | perfect | | | | very bad |
| | (50) | (40) | (30) | (20) | (10) |
| Will you participate on the next IPPE 2019? | Yes | | Don't know | | No |
| | (50) | | (30) | | (10) |
| Do you think IPPE is potential also the best show for the Latin-American market? If no, please name the exhibition | Yes | | Don't know | | No |
| | (1=1) | | (1=1) | | (1=1) |

| | | | |
|----------------|-----------|---|------------|
| Best rating | (all: 50) | = | 300 |
| Average rating | (all: 30) | = | 180 |
| Worst rating | (all: 10) | = | 60 |

RATING AVERAGE: **50** ∅ **30** ∅ **10** ∅

EXHIBITION: IPPE Atlanta USA 2017 (January 31 - February 2)

Score System:

Evaluation Scheme III

Survey Questionnaire

Please, evaluate the above mentioned exhibition by answering the following questions. The left circuit means always the best evaluation; the right circuit means always the most unsatisfied evaluation. – **The schedule shows the position of the majority of all votes.**

| | | | |
|--|----------------|------------|---------------|
| Number of visitors | extremely high | 32,3 ↓ | extremely low |
| | 50 | 40 | 30 |
| | 20 | 10 | |
| Quality of visitors | excellent | 37,7 ↓ | very bad |
| | 50 | 40 | 30 |
| | 20 | 10 | |
| Price-performance-ratio of the fair | excellent | 29,6 ↓ | very bad |
| | 50 | 40 | 30 |
| | 20 | 10 | |
| Organization of the trade fair | perfect | 34,6 ↓ | very bad |
| | 50 | 40 | 30 |
| | 20 | 10 | |
| Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.) | perfect | 32,3 ↓ | very bad |
| | 50 | 40 | 30 |
| | 20 | 10 | |
| Will you participate on the next IPPE 2019? | Yes ↓47,3 | Don't know | No |
| | 20 | 1 | 1 |
| Do you think IPPE is potential also the best show for the Latin-American market? If no, please name the exhibition | Yes | Don't Know | No |
| | 13 | 7 | 2 |

**The average of all votes totally.
(including the votes for next participation)**

35,6

EXHIBITION: IPPE Atlanta USA 2017 (January 31 - February 2)

Score System:

Evaluation Scheme IV

Survey Questionnaire

Please, evaluate the above mentioned exhibition by answering the following questions. The left circuit means always the best evaluation; the right circuit means always the most unsatisfied evaluation. – **The schedule shows the number of votes in each category.**

| | | | | | |
|---|----------------|----|------------|----|---------------|
| Number of visitors | extremely high | | | | extremely low |
| | 50 | 40 | 30 | 20 | 10 |
| | 1 | 8 | 8 | 5 | 0 |
| Quality of visitors | excellent | | | | very bad |
| | 50 | 40 | 30 | 20 | 10 |
| | 2 | 14 | 5 | 1 | 0 |
| Price-performance-ratio of the fair | excellent | | | | very bad |
| | 50 | 40 | 30 | 20 | 10 |
| | 1 | 3 | 13 | 4 | 1 |
| Organization of the trade fair | perfect | | | | very bad |
| | 50 | 40 | 30 | 20 | 10 |
| | 0 | 13 | 6 | 3 | 0 |
| Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, Transport, IT-support, Back staff availability, etc.) | perfect | | | | very bad |
| | 50 | 40 | 30 | 20 | 10 |
| | 0 | 11 | 6 | 4 | 1 |
| Will you participate on the next IPPE 2019 | Yes | | Don't know | | No |
| | 20 | | 1 | | 1 |
| Do you think IPPE is potential also the best show for the Latin-American market? If no, please name the exhibition | Yes | | Don't know | | No |
| | 13 | | 7 | | 2 |

If there are any questions regarding the survey and its evaluation, please contact us.

Tel.: +31-485-314891; Mobil: +31-653437923

E-Mail: ted.seijnder@ziggo.nl

EXHIBITION: IPPE Atlanta USA 2017 (January 31 - February 2)

Free Comments:

Evaluation Scheme V

Participant comments.

The IPPE is potential the best show for the Latin-American market that is held in the USA. In Latin-America itself there is a show that is in general in potential the best show for the Latin-American market, the Congreso Latino Americano de Avicultura.

The Infrastructure around IPPE 2017 was/is very expensive, the costs of the floor space is more competitive. We participate through our US daughter company and we do so every year especially for the Latin - American market. The IPPE show layout doesn't always make sense!!!

Number of visitors was only OK for Latin-America and Canada. Not so much for USA.

Logistic services by GES are extreme poor, not customers friendly and terribly expensive. IPPE must improve this.

Number of visitors clearly lower than last year, but some of the ones that came were good quality
Few visitors from some Latam countries (Mexico, Colombia) --> maybe Congreso Latinoamericano de Avicultura is a better show for this?
Or maybe room for new initiatives in Latin America?

Hotels, restaurants, ... very expensive for mediocre quality.
Hall layout not ideal/ logical (Aviagen in hall B, Cobb in hall C), different sector (slaughter equipment, premix, hatchery equipment) mixed up in the hall

Extremely high prices to storage our crates, very abusive.

less exhibitors than expected, very silent 3rd day

All services at the exhibition center is extremely expensive!

IPPE (annual show) and LAPC (bi-annual show) have equal value for us for the Latin America market.

Too many side events during the show.

The best show for the Latin-American market is Congreso Latinoamericano de Avicultura.

Feel that the location of the booth was too far away from the main entrance to hall B. The custolers did find the booth but the location should have been more centered.

What could be improved is the assigning of hotels. We had to use three different hotels because we couldn't all stay in one hotel for construction and show. Our location of the booth. Maybe something can be done about that.