

## SURVEY RESULT

**Exhibition:** EuroTier-2012, Hanover–Germany (13.–16.11.2012)

### Evaluation of Questionnaire

Participants / Survey **42**

**Evaluation result:** (Average of all answers) **Ø**

Number of visitors: (from 10 – 50) **36,0**

Quality of visitors: (from 10 – 50) **39,8**

Price-performance-ratio  
of the exhibition (from 10 – 50) **34,0**

Organization of the  
Exhibition: (from 10 – 50) **39,8**

Performance of the  
total infrastructure (from 10 – 50) **35,0**

Will your company participate  
on the next  
VIV-Europe-2014?

Votes: Yes **33**  
Open decision **5**  
No **4**

**43,8**

The average of all votes totally [form average = 30]  
(including the vote for the next participation).

**38,1**

better

Do you prefer a **2-year-distance**  
between  
European Premium Exhibitions?

**Yes 97,6 %**  
Don't know **2,4 %**  
No **0,0 %**

Please see details under

Evaluation Scheme (II),  
Evaluation Scheme (III) and  
Evaluation Scheme (IV).  
Comment collection

Vechta, 10. January 2013



Klaus Fahlbusch / Director

**EXHIBITION:** **EuroTier-2012, Hanover–Germany** (13.–16.11.2012)

**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	<div>extremely high</div> <div>50 40 30 20 10</div> <div>extremely low</div>
Quality of visitors	<div>excellent</div> <div>50 40 30 20 10</div> <div>very bad</div>
Price-performance-ratio of the fair	<div>excellent</div> <div>50 40 30 20 10</div> <div>very bad</div>
Organization of the trade fair	<div>perfect</div> <div>50 40 30 20 10</div> <div>very bad</div>
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	<div>perfect</div> <div>50 40 30 20 10</div> <div>very bad</div>
Will you participate on the next VIV-Europe-2014?	<div>Yes</div> <div>50 30 10</div> <div>don't know</div> <div>No</div>
Do you prefer a 2-year-distance between European Premium Exhibitions?	<div>Yes</div> <div>1=1</div> <div>No</div> <div>1=1</div>

Best rating (all: 50) = **300**

Average rating (all: 30) = **180**

Worst rating (all: 10) = **60**

**RATING AVERAGE:** **50** Ø **30** Ø **10** Ø

EXHIBITION: **EuroTier-2012, Hanover–Germany** (13.–16.11.2012)

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	36,0↓					extremely low
	50	40	30	20	10		
Quality of visitors	excellent	39,8↓					very bad
	50	40	30	20	10		
Price-performance-ratio of the fair	excellent	34,0↓					very bad
	50	40	30	20	10		
Organization of the trade fair	perfect	39,8↓					very bad
	50	40	30	20	10		
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	35,0↓					very bad
	50	40	30	20	10		
Will you participate on the next VIV-Europe-2014?	Yes	43,8↓	don't know				No
	50		30				10
Do you prefer a 2-year-rhythm between European Premium Exhibitions?	Yes	97,6 %	Don't Know	2,4 %			No



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

**38,1**

**EXHIBITION:** **EuroTier-2012, Hanover–Germany** (13.–16.11.2012)

**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	50 2	40 25	30 11	20 4	extremely low	10
Quality of visitors	excellent	50 4	40 33	30 5	20	very bad	10
Price-performance-ratio of the fair	excellent	50	40 17	30 25	20	very bad	10
Organization of the trade fair	perfect	50 6	40 30	30 5	20 1	very bad	10
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	50 3	40 21	30 12	20 6	very bad	10
Will you participate on the next VIV-Europe-2014?	Yes	50 33	Don't know	30 5	No	10 4	
Do you prefer a 2-year-distance between European Premium Exhibitions?	Yes	41	Don't know	1	No		

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

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**EXHIBITION:** **EuroTier-2012, Hanover–Germany** (13.–16.11.2012)

**Free Comments:**

**Evaluation Scheme V**

## Survey Questionnaire

- a) Our Questionnaire was changed a little bit in question six (in comparison with earlier surveys). The question has not regard to the next EuroTier but to the next VIV-Europe-2014. The huge number of positive votes underlines the compliance with the ShowCo policy.
- b) We asked not only members. 7 participants (of 42) are non-members.
- c) Two of the non-members voted “Don’t know” regarding participation at the VIV-Europe-2014. One non-member voted “No”.

## Participant comments.

- 1) Wireless service were poor – automatic disconnect after 10 minutes of no activity. Very inconvenient.
- 2) Internet could be free of charge
- 3) EuroTier was ok., the number of visitors was less then expected but the quality was good. Possibly, the fact that the Poultry Halls of EuroTier-2012 was far away from the main entrance made that less people found this hall. Also the fact that we also have Atlanta and Bangkok and Moscow in the coming 6 months made people decide not to come to EuroTier 2012.
- 4) We don’t know – but we believe that EuroTier exhibition is more important than the VIV-Europe. Why not having a EuroTier (for poultry) every 2 years?
- 5) Generally we would prefer every 2 years EuroTier-Show (with World-poultry-Show) as the only one Premium-Show in Europe. We don’t need really a VIV-Utrecht-Show!
- 6) Because of the location of the halls there were not many “pig- and cow- visitors” passing. That was much better as before. All passing people were potentially interested.
- 7) Normally the DLG organization has a very high standard in the organization of the EuroTier fair. This time there has been a lot of failure in the communication on all levels.
- 8) We will not be in this hall (8) again.
- 9) We prefer participation on EuroTier-2012 instead of VIV-Europe-2014.

Continuation:

- 10) Wi-Fi access was available in the halls, however, at a very high price. The organizers should consider providing complementary access to all exhibitors. If this is not possible, then at a much lower and affordable rate.
- 11) The show organizer should try to find broker and agreement with a number of hotels in order to secure more reasonable accommodation prices for participants.
- 12) Extremely bad Wi-Fi connection.
- 13) The show was (as expected) very good. Especially Tuesday and Wednesday were very busy. Thursday was good and Friday was very low.  
We would like to suggest to go to Tuesday – Thursday (3 days).
- 14) Hotel accommodation was not always easy to book.  
Show itself was organized very well. We like to maintain our presence at European exhibitions in line with ShowCo. ([Non-member](#)).
- 15) Unfortunately in 2014 we will have to consider the participation to both, EuroTier and VIV-Europe. Since our company is providing equipments for all agriculture industries and not only for poultry we might not stay away of one of the two. ([Non-member](#)).
- 16) Free Internet connection for the exhibitors is highly recommended.