

## **Exhibition: EuroTier Hanover (15 – 18 November 2016)**

### **Evaluation of Questionnaire**

|   |   |              |
|---|---|--------------|
| Participants / Poll   |   | <b>26</b>    |
| Evaluation result:  |   |              |
| Number of visitors:   | (from 10 – 50)  | <b>33,46</b> |
| Quality of visitors:  | (from 10 – 50)  | <b>39,62</b> |
| Price-performance-ratio of the fair   | (from 10 – 50)  | <b>32,31</b> |
| Organization of the trade fair:   | (from 10 – 50)  | <b>37,69</b> |
| Performance of the total infrastructure   | (from 10 – 50)  | <b>33,08</b> |
| (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)  |   |              |
| Will you participate the next European poultry show of the ShowCo Exhibition Plan:  | Yes   | <b>20</b>    |
|   | Don't know  | <b>4</b>     |
|   | No  | <b>2</b>     |
| VIV-Europe 2018?  |   |              |
| Do you believe that for the next EuroTier(2020) 3 exhibition days are better than the 4 days that have been applied so far? | Yes   | <b>18</b>    |
|   | Don't know  | <b>5</b>     |
|   | No  | <b>3</b>     |
| The average of all votes totally (exclusive votes for the next participation and votes 3 or 4 exhibition days)              |   | <b>35,23</b> |
| Please see details under  | Evaluation Scheme (II),<br>Evaluation Scheme (III),<br>Evaluation Scheme (IV) and<br>Evaluation Scheme (V). |              |

Cuijk, December 22, 2016



Ted Seijnder / Director

**EXHIBITION:** EuroTier Hanover (15 – 18 November 2016)

**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.<br>(Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)      | perfect        |            |       |      | very bad      |
|   | (50)           | (40)       | (30)  | (20) | (10)          |
| Will you participate the next European poultry show of the ShowCo Exhibition Plan: VIV-Europe 2018?                         | Yes            | Don't know | No    |      |               |
|   | (1=1)          | (1=1)      | (1=1) |      |               |
| Do you believe that for the next EuroTier(2020) 3 exhibition days are better than the 4 days that have been applied so far? | Yes            | Don't know | No    |      |               |
|   | (1=1)          | (1=1)      | (1=1) |      |               |

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

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

**EXHIBITION:** EuroTier Hanover (15 – 18 November 2016)

**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  | <div>extremely high</div> <div>33,4 ↓</div> <div>extremely low</div> <div>50 40 30 20 10</div> |
| Quality of visitors   | <div>excellent</div> <div>39,6 ↓</div> <div>very bad</div> <div>50 40 30 20 10</div>           |
| Price-performance-ratio of the fair   | <div>excellent</div> <div>32,3 ↓</div> <div>very bad</div> <div>50 40 30 20 10</div>           |
| Organization of the trade fair  | <div>perfect</div> <div>37,6 ↓</div> <div>very bad</div> <div>50 40 30 20 10</div>             |
| Performance of the total Infrastructure.<br>(Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)      | <div>perfect</div> <div>33,0 ↓</div> <div>very bad</div> <div>50 40 30 20 10</div>             |
| Will you participate the next European poultry show of the ShowCo Exhibition Plan: VIV-Europe 2018?                         | <div>Yes</div> <div>Don't know</div> <div>No</div> <div>1=1 1=1 1=1</div>                      |
| Do you believe that for the next EuroTier(2020) 3 exhibition days are better than the 4 days that have been applied so far? | <div>Yes</div> <div>Don't Know</div> <div>No</div> <div>1=1 1=1 1=1</div>                      |



**The average of all votes totally.**  
(exclusive votes for the next participation and votes 3 or 4 exhibition days)

**35,23**

**EXHIBITION:** EuroTier Hanover (15 – 18 November 2016)

**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<br>1 | 40<br>11   | 30<br>11 | 20<br>2 | extremely low<br>10<br>1 |
| Quality of visitors   | excellent      | 50<br>6 | 40<br>15   | 30<br>3  | 20<br>2 | very bad<br>10<br>0      |
| Price-performance-ratio of the fair   | excellent      | 50<br>1 | 40<br>8    | 30<br>13 | 20<br>4 | very bad<br>10<br>0      |
| Organization of the trade fair  | perfect        | 50<br>1 | 40<br>20   | 30<br>3  | 20<br>2 | very bad<br>10<br>0      |
| Performance of the total Infrastructure.<br>(Traffic, Hotel, Halls quality, Transport, IT-support, Back staff availability, etc.) | perfect        | 50<br>1 | 40<br>10   | 30<br>10 | 20<br>3 | very bad<br>10<br>2      |
| Will you participate the next European poultry show of the ShowCo Exhibition Plan: VIV-Europe 2018?                               | Yes            | 20      | Don't know | 4        | No      | 2                        |
| Do you believe that for the next EuroTier(2020) 3 exhibition days are better than the 4 days that have been applied so far?       | Yes            | 18      | Don't know | 5        | No      | 3                        |

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

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**EXHIBITION:** EuroTier Hanover (15 – 18 November 2016)

**Free Comments:**

**Evaluation Scheme V**

### **Comments of exhibitors**

- Hotels & traffic are major issue! Hotel price excessive!
  - Entrance cost too expensive.
  - Combination with Poultry/Pig increases traffic.
  - IT support was not existing at all.
  - Last day there were not visitors at Hall
  - The international visitors were very regional, we missed our visitors from Africa, Latin America and certain parts of Asia.
  - Traffic to the exhibition is real bottleneck; the show does not really start until 10am, after the first visitors emerge from the congested traffic.
  - Tendency of these shows is that most visitors are known contacts, number of new contacts is limited.
  - The customer market for poultry equipment selling is moving more and more outside from central Europe. So VIV-Europe 2018 seems to be more and more redundant.
  - Very good show, day 2 & 3 were excellent, shortening the show is not good, many customers came back indicating that 2 full days at the exhibition is actually too short - they really needed 3 days and to offer some flexibility I would prefer staying with a 4-day exhibition.
  - The one weakness was that the Poultry section was really in a corner of the fair grounds, not ideal.
  - Hotel rooms in & around Hannover extremely expensive!!!!
  - The price for extensions in the sealing and lights are extremely high.
  - Generally prices for all services round these tradeshows grown far too high. We are seriously considering participation in such shows world wide - compared to spending on other marketing communication channels instead of tradeshows.
  - Good high quality contacts.
  - Last day very slow. Lot of companies already started dismantling early in afternoon.
  - 1 day (the last) could be on specific invitation only so it could be dedicated to special or inter company meetings.
  - The following items should be improved: Wifi performance inside the exhibition halls/ Traffic flow is even worse than Utrecht / Hotel prices, especially for the last minute customer bookings, are extremely high
  - At Friday a lot of companies start to dismantle their booth at 12 o'clock despite the show closes on 6pm. This is very disturbing.
- It really is not acceptable that staff who will be doing the disassembly is not allowed to come earlier to the show. Firstly, also these employees should have the possibility to see the show.
- Secondly, they also need to have some time to relax, have a chat with the other employees and customers, have a drink and eat something before they start with working.