

SURVEY RESULT

Exhibition: IPE-Atlanta-2011, USA (26. – 28. January 2011)

Evaluation of Questionnaire

Participants / Survey		27
Evaluation result:	(Average of all answers)	Ø
Number of visitors:	(from 10 – 50)	34,8
Quality of visitors:	(from 10 – 50)	38,5
Price-performance-ratio of the exhibition	(from 10 – 50)	32,6
Organization of the Exhibition:	(from 10 – 50)	34,8
Performance of the total infrastructure	(from 10 – 50)	37,8
Will your company participate on the next exhibition here? (2012)	Total votes: Yes	7
	Open decision	10
	No	10
		27,8
The average of all votes totally (including the vote for the next participation).	[form average = 30]	34,4 better
Do you prefer a 2-year-rhythm for this fair?	Yes	92,6 %
	No	7,4 %
Please see details under	Evaluation Scheme (II), Evaluation Scheme (III), Evaluation Scheme (IV) and Comment collection (V).	

Vechta, 25. February 2011



Klaus Fahlbusch / Director

EXHIBITION:	<u>IPE-Atlanta-2011, USA</u>
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 exhibition here?	Yes		don't know		No
	(50)		(30)		(10)
Additional vote: Do you prefer a 2-year-rhythm of this fair?	Yes				No
	(1=1)				(1=1)

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

RATING AVERAGE:	<u>50</u>∅	<u>30</u>∅	<u>10</u>∅
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EXHIBITION:	<u>IPE-Atlanta-2011, USA</u>
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	34,8 ↓	extremely low
	50	40	30
	20	10	
Quality of visitors	excellent	38,5 ↓	very bad
	50	40	30
	20	10	
Price-performance-ratio of the fair	excellent	32,6 ↓	very bad
	50	40	30
	20	10	
Organization of the trade fair	perfect	34,8 ↓	very bad
	50	40	30
	20	10	
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	37,8 ↓	very bad
	50	40	30
	20	10	
Will you participate on the next exhibition here?	Yes	don't know ↓ 27,8	No
	50	30	10
Additional vote: Do you prefer a 2-year-rhythm of this fair?	Yes		No
	92,6 %		7,4 %


The average of all votes totally
(including the vote for the next participation)
34,4

EXHIBITION:	<u>IPE-Atlanta-2011, USA</u>
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 1	40 13	30 11	20 2	10
Quality of visitors	excellent	very bad			
	50 4	40 16	30 6	20 1	10
Price-performance-ratio of the fair	excellent	very bad			
	50 2	40 7	30 14	20 4	10
Organization of the trade fair	perfect	very bad			
	50 1	40 17	30 5	20 3	10 1
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	very bad			
	50 2	40 19	30 4	20 2	10
Will you participate on the next exhibition here?	Yes	don't know	No		
	50 7	30 5 + 5	10 10		
Additional vote: Do you prefer a 2-year-rhythm of this fair?	Yes	No			
	25	2			

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

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EXHIBITION: **IPE-Atlanta-2011, USA**

Free Comments:

Evaluation Scheme V

Survey Questionnaire

- a) The new form of our Questionnaire confused some exhibitors regarding their answer concerning question six. In conformity with the ShowCo philosophy it should be answered "NO". The next recommended show is 2013 (not 2012).
- b) Five apparent confused votes are shifted to the category "DON'T KNOW".
- c) We asked not only members. The two votes for a yearly IPE comes not from ShowCo members.

Participant comments.

- 1) Our efforts at the show will be scaled back in 2012. *(No member)*.
- 2) I feel this show is becoming more relevant for the US market only – rest of macro areas such as Latin America, Middle East and Asia are gravitating around other shows. IPE would gain considerably if they become more proactive an support exhibitors with extra activities, even during show preparation(common mailing, free thematic areas for such things as organic production, animal welfare etc.)
- 3) The show of 2011 was better then expected with more visitors, both local and international. Surprising good number of Eastern Europe visitors. many visitors with investment plans. The quality of the visitors has improved.
- 4) Good show for international visitors, bad show if you are looking for US people.
- 5) Better US attendance than in past years. Strong Latin American contingent. Disappointing European participation.
- 6) The freight handling is very bad with all trucks going in line. The organization and possibilities to do work your self on lifts etc. is not possible – every must be done by GES and manpower and prices are horrible.
- 7) We might to decide to downsize the booth next year as we did last year – we have an office in USA and need to be present at the show. *(No member)*.
- 8) This year we had a lot more international visitors. We believe that this exhibition will remain being organised every year because of its scientific program. Customers are attracted to this show: Atlanta is a very convenient hub to reach for both national and international visitors. Although we would like to have it organised every 2 years for budget reasons, we might have no other choice than to be there, because of the presence of US competitors that compete also international.
- 9) Bad WiFi network.
- 10) IPE-Atlanta is by far the best trade show for the Latin America market. As such it justifies to have this event take place on an annual basis. *(No member)*.