

## SURVEY RESULT

**Exhibition:** **IPPE-2013, Atlanta, GA, USA** (29.–31.01.2013)

### Evaluation of Questionnaire

Participants / Survey **26**

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

Number of visitors: (from 10 – 50) **31,2**

Quality of visitors: (from 10 – 50) **35,8**

Price-performance-ratio  
of the exhibition (from 10 – 50) **29,2**

Organization of the  
Exhibition: (from 10 – 50) **33,1**

Performance of the  
total infrastructure (from 10 – 50) **36,9**

Will your company participate  
on IPPE-2015?

Votes: Yes	<b>22</b>
Open decision	<b>4</b>
No	<b>0</b>

**46,9**

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

[form average = 30]

**35,5**

better

Do you prefer a **2-year-rhythm**  
for this trade fair?

<b>Yes</b>	<b>96,2 %</b>
Don't know	<b>0,0 %</b>
No	<b>3,8 %</b>

Please see details under

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

Vechta, 27. February 2013



Klaus Fahlbusch / Director

EXHIBITION: **IPPE-2013, Atlanta, GA, USA** (29.–31.01.2013)

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 IPPE-2015?	<div>Yes don't know No</div> <div>50 30 10</div>
Do you prefer a 2-year-rhythm for this trade fair?	<div>Yes No</div> <div>1=1 1=1</div>

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

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

EXHIBITION: **IPPE-2013, Atlanta, GA, USA** (29.–31.01.2013)

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	31,2↓	extremely low		
	50	40	30	20	10
Quality of visitors	excellent	35,8↓	very bad		
	50	40	30	20	10
Price-performance-ratio of the fair	excellent	29,2↓	very bad		
	50	40	30	20	10
Organization of the trade fair	perfect	33,1↓	very bad		
	50	40	30	20	10
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	36,9↓	very bad		
	50	40	30	20	10
Will you participate on IPPE-2015?	Yes	46,9↓	don't know	No	
	50	30	10		
Do you prefer a 2-year-rhythm for this trade fair?	Yes	Don't Know	No		
	96,2 %	0,0 %	3,8%		



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

**35,5**

EXHIBITION: **IPPE-2013, Atlanta, GA, USA** (29.–31.01.2013)

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
		6	17	3	
Quality of visitors	excellent				very bad
	50	40	30	20	10
	2	13	9	2	
Price-performance-ratio of the fair	excellent				very bad
	50	40	30	20	10
		5	14	7	
Organization of the trade fair	perfect				very bad
	50	40	30	20	10
	2	9	11	3	1
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect				very bad
	50	40	30	20	10
	2	14	8	2	
Will you participate on IPPE-2015?	Yes	Don't know		No	
	50	30		10	
	22	4			
Do you prefer a 2-year-rhythm for this trade fair?	Yes	Don't know		No	
	25	0		1	

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

Tel.: +49-4441-3266; Mobil: +49-174-9127137

Fax: +49-4441-3180

E-Mail: klaus.fahlbusch@email.de

EXHIBITION: **IPPE-2013, Atlanta, GA, USA** (29.–31.01.2013)

**Free Comments:** **Evaluation Scheme V**

## Survey Questionnaire

- a) Although a huge number of ShowCo members participated in Atlanta, we got not so many answers regarding our Survey.
- b) We asked not only members. Three participants (of 26) are non-members. This is to consider with view to the comments also.
- c) The result is a little bit better in comparison with the 2011-Survey for Atlanta.

## Participant comments.

- 1) The exhibition should last 3 **full** days. [1<sup>st</sup> day opening time at 11:00 am is a non-sense]. Booths should be allocated in a more logical way by “exhibit groups”, not at random like this year. WiFi connection was very poor.
- 2) Participation on IPPE-2015 depends on our market position in 2 years.
- 3) IPPE become every time more and more a Latin-America show.
- 4) In general a good show. I’m not sure why the first day starts so late, but I do believe that the “Tuesday through Thursday”-show is better than a “Wednesday through Friday”-show.
- 5) Due to the fact that the IPPE has become **the** major show for Latin America our customers rotate their visits and we have come to the conclusion that we should return to the IPPE-2014.
- 6) Compared to earlier shows the organization was more flexible and less bureaucratic.
- 7) We felt that this year’s show was a considerable improvement over last year’s shows.
- 8) Service/support to exhibitors improved compared to previous years. Latin America presence has been increasing.
- 9) Participation next year will depend if our competitors will be there.
- 10) A 2-year rhythm for this trade fair is unrealistic in the eyes of the US Poultry Association. The IPPE funds the Association; going to every other year would cause a major cut in the associations funding. Not showing up can be viewed as not supporting to the US Poultry Industry.
- 11) More visitors from other nationalities than USA visitors; mainly Latin America. Quite long walking distance from Hall A to Hall B. They should improve the distribution of the exhibiting companies according to the field where we are specialized. In general it was a good show, well organized and quite many visitors of different nationalities. This is one of the 3 most important exhibitions worldwide.