

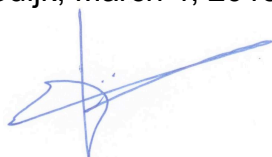
Exhibition: IPPE Atlanta (27. – 29. January 2015)

Evaluation of Questionnaire

Participants / Poll		17
Evaluation result:		
Number of visitors:	(from 10 – 50)	32,3
Quality of visitors:	(from 10 – 50)	39,4
Price-performance-ratio of the fair	(from 10 – 50)	32,3
Organization of the trade fair:	(from 10 – 50)	34,1
Performance of the total infrastructure (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	(from 10 – 50)	30,0
Will you participate on the next IPPE 2017?	Yes	12
	Don't know	4
	No	1
UEP decided further to have no meeting in Atlanta. Do you think, this decision has negative impact to IPPE?	Yes	7
	Don't know	8
	No	2
The average of all votes totally (including the vote for the next participation).		35,16

Please see details under Evaluation Scheme (II),
Evaluation Scheme (III),
Evaluation Scheme (IV) and
Evaluation Scheme (V).

Cuijk, March 4, 2015



Ted Seijnder / Director

EXHIBITION: **IPPE Atlanta USA** (27–29.01.2015)

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 2017?	Yes		Don't know		No
	50		30		10
UEP decided further to have no meeting in Atlanta. Do you think, this decision has negative impact to the IPPE?	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** (27–29.01.2015)

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	39,4 ↓	very bad
	50	40	30
	20	10	
Price-performance-ratio of the fair	excellent	32,3 ↓	very bad
	50	40	30
	20	10	
Organization of the trade fair	perfect	34,1 ↓	very bad
	50	40	30
	20	10	
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	30,0 ↓	very bad
	50	40	30
	20	10	
Will you participate on the next IPPE 2017?	Yes	42,9 ↓	Don't know
	50	30	10
UEP decided further to have no meeting in Atlanta. Do you think, this decision has negative impact to the IPPE?	Yes	47,1 %	Don't Know
	41,2 %	11,7 %	

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

35,16

EXHIBITION: **IPPE Atlanta USA** (27–29.01.2015)

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	6	2	0
Quality of visitors	excellent				very bad
	50	40	30	20	10
	3	10	4	0	0
Price-performance-ratio of the fair	excellent				very bad
	50	40	30	20	10
	1	4	10	2	0
Organization of the trade fair	perfect				very bad
	50	40	30	20	10
	2	4	10	1	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
	1	4	9	3	0
Will you participate on the next IPPE 2017	Yes		Don't know		No
	50		30		10
	12		4		1
UEP decided further to have no meeting in Atlanta. Do you think, this decision has negative impact to the IPPE?	Yes		Don't know		No
	7		8		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** (27–29.01.2015)

Free Comments:

Evaluation Scheme V

Participant comments.

- 1) We are satisfied about the IPPE 2015. Number of visitors was low, maybe also due to location in Hall C. About the deviation of the visitors, we hoped to reach more people from USA.
- 2) I tried to get a meeting room in the hotel I was staying (W downtown). The organizer prohibited the hotel to rent me a meeting room, during show hours. I found this a very limiting factor for me to conduct business at the show.
- 3) Showco members location in hall C was negative experience, as this hall is too far from main entry.
- 4) We already told IPPE about our concern. We are a 58 year exhibit
- 5) Hotels are expensive (bad quality/performance ratio) Hall C was far away and not easy to find. It was a huge improvement that similar companies are grouped together and not as before all over the place.
- 6) Good exhibition for us, especially useful for customers from central & South America. Hotel prices have reached crazy levels – for many parties too expensive – this will point customers away from this exhibition
- 7) Very few USA visitors in Hall C
- 8) Best show in many years. The big discussion factor is EUP meeting, which will have an impact on egg producers attendance. Will a certain number of egg producers still come? Perhaps only those located more in the South.
- 9) This fair is mainly a show for South Americans. SHOWCO should identify another event in the US to be attended by US farmers
- 10) Hall C too far away from the main entrance. Better to reduce the size of hall B to 2/3 and increase the size of Hal C with 1/3 extra space. Positive that most of the Showco members were placed together in one hall.