

SURVEY RESULT

Exhibition: **SPACE-2013, Rennes, France** (10.–13.09.2013)

Evaluation of Questionnaire

Participants / Survey

23

Evaluation result: (Average of all answers)

∅

Number of visitors: (rating: 10 – 50)

28,7

Quality of visitors: (rating: 10 – 50)

34,3

Price-performance-ratio of the exhibition (rating: 10 – 50)

30,5

Organization of the Exhibition: (rating: 10 – 50)

32,6

Performance of the total infrastructure (rating: 10 – 50)

27,4

Will you participate on the SPACE-2015?

Votes: Yes **17**
Open decision **6**
No **0**

44,8

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

[Form average = 30]

33,1

little bit better than average

Prefer you a 2-year-rhythm also for SPACE?

Yes **77,0 %**
Don't know **0,0 %**
No **21,7 %**

Please see details under

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

Vechta, 07. November 2013



Klaus Fahlbusch / Director

EXHIBITION:	SPACE-2013, Rennes, France	(10.–13.09.2013)
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	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 SPACE-2015?	Yes		don't know		No
	(50)		(30)		(10)
Prefer you a 2-year-rhythm also for SPACE?	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 ∅
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EXHIBITION:	SPACE-2013, Rennes, France	(10.–13.09.2013)
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	extremely low	
	50	10	
	40	20	
	30	28,7	
Quality of visitors	excellent	very bad	
	50	10	
	40	20	
	30	34,3	
Price-performance-ratio of the fair	excellent	very bad	
	50	10	
	40	20	
	30	30,5	
Organization of the trade fair	perfect	very bad	
	50	10	
	40	20	
	30	32,6	
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	very bad	
	50	10	
	40	20	
	30	27,4	
Will you participate on the SPACEI-2015?	Yes	don't know	No
	50	30	10
	44,8		
Prefer you a 2-year-rhythm also for SPACE?	Yes	Don't Know	No
	78,3%	0,0%	21,7%


The average of all votes totally
(including the vote for the next participation)
33,1

EXHIBITION: **SPACE-2013, Rennes, France**

(10.–13.09.2013)

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	50	40 5	30 10	20 8	10	extremely low	
Quality of visitors	excellent	50	40 14	30 5	20 4	10	very bad	
Price-performance-ratio of the fair	excellent	50	40 8	30 7	20 5	10 1	very bad	
Organization of the trade fair	perfect	50	40 9	30 11	20 3	10	very bad	
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	50	40 6	30 6	20 10	10 1	very bad	
Will you participate on the SPACE-2015?	Yes	50 17		Don't know	30 6		No	10
Prefer you a 2-year-rhythm also for SPACE?	Yes	18		Don't know	0		No	5

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

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EXHIBITION: **SPACE-2013, Rennes, France** (10.–13.09.2013)

Free Comments: **Evaluation Scheme V**

Survey Questionnaire

- a) Although several reminders we got not so many answers regarding our Survey. (In total 23). Two participants answered not to question 3 (prize-worthiness).
- b) We asked not only members. Five participants (of 23) are non-members.
- c) Text in round clamps (...) is added for better understanding, and is not part of the origin comment.

Participant comments.

- 1) Poor organization of taxi service, especially after exhibitor's evening. Shuttle bus service could have been better the first day, the day after it was better.
Location: far away from hotels, local infrastructure is not adapted.
- 2) # Mobil communication very bad / 3G network very bad.
Dirty and old fashioned / not well maintained toilets.
No [easy] possibility to access emails / internet.
Quality of parking, especially when it rains, is very bad and impossible, to keep your shoes or cloths clean.
Traffic, especially after the exhibition, is horrible. Impossible to get out quickly due to poor infrastructure.
- 3) Exhibition "SPACE" in France is not an international Fair like VIV-Europe, etc. . Most of all it is the unique and very important event for the French market and local business. That's why we want to participate to this fair each year.
- 4) France is one of our homelands and we have 5 companies here that exhibit together.
- 5) Most frustrating issue by infrastructure is the lack of internet. Internet is permanently overloaded. However, the number and quality of the visitors was ok. There was no new business. Poultry market is in minor because of low market prices and saturation of the market supply. Fact that ShowCo members were separated from breeding organizations and feed suppliers was also not helpful. (Non-members of) ShowCo got a place in better areas. Finally the show was disappointing.
- 6) We had to battle with new bureaucratic and expensive barriers: A "Health & Safety coordinator" must be appointed if stand comprising structures are larger than 3,50 m. Costs per stand: € 794,-- and much too much paper-warfare.
- 7) (We) exhibit every year – but we don't show poultry equipment [only pig equipment] the years that we [ShowCo] has decided not to participate. (Booth in pig halls every year).
- 8) # It must be internationalised.
3 days duration would be enough.

Continuation:

- 9) The layout of the halls 10A and 10B was terrible. ShowCo must work very hard with the organizers to get a more logical layout of the exhibitors.
- 10) No taxis were available. Who not came with the own car, got big problems.
The day, when the minister came, the shuttle bus to the airport was canceled without any alternative.
- 11) We think that there are more & more international visitors from North Africa, Middle East and Asia – compared to previous years.
- 12) A 2-year-rhythm is more than sufficient. Every year is too much. The halls have poor facilities with regard to water and sewerage.
Having all livestock breeders together gives a better overview of genetics offering.
It would help multi-species companies to avoid having to build multiple stands.
- 13) Due to French crisis in poultry market there were nearly no French visitors. In our booth only 20%. But interest from other countries was good. 3 days would be better than 4 days [for poultry].