

## SURVEY RESULT

**Exhibition:** **VIV-Asia-2013, Bangkok, Thailand** (13.–15.03.2013)

### Evaluation of Questionnaire

Participants / Survey		<b>26</b>
<b>Evaluation result:</b>	(Average of all answers)	Ø
Number of visitors:	(from 10 – 50)	<b>38,5</b>
Quality of visitors:	(from 10 – 50)	<b>37,7</b>
Price-performance-ratio of the exhibition	(from 10 – 50)	<b>34,6</b>
Organization of the Exhibition:	(from 10 – 50)	<b>38,1</b>
Performance of the total infrastructure	(from 10 – 50)	<b>36,2</b>

Will you participate on the  
next VIV-Asia-2015?

Votes: Yes	<b>25</b>	<b>49,2</b>
Open decision	<b>1</b>	
No	<b>0</b>	

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

[form average = 30]

**39,1** better

Vote you for continuation at  
BITEC-showground?

<b>Yes</b>	<b>77,0 %</b>
<b>Don't know</b>	<b>23,0 %</b>
<b>No</b>	<b>0,0 %</b>

Please see details under

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

Vechta, 13. May 2013



Klaus Fahlbusch / Director

**EXHIBITION:** **VIV-Asia-2013, Bangkok, Thailand** (13.–15.03.2013)

**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 next VIV-Asia-2015?	Yes		don't know		No
	(50)		(30)		(10)
Vote you for continuation at BITEC-showground?	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:	<b>VIV-Asia-2013, Bangkok, Thailand</b>	(13.–15.03.2013)
Score System:	<b>Evaluation Scheme III</b>	

## 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	<b>↓38,5</b>	extremely low
	50	40	30
	20	10	
Quality of visitors	excellent	<b>37,7↓</b>	very bad
	50	40	30
	20	10	
Price-performance-ratio of the fair	excellent	<b>↓34,6</b>	very bad
	50	40	30
	20	10	
Organization of the trade fair	perfect	<b>↓38,1</b>	very bad
	50	40	30
	20	10	
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	<b>↓36,2</b>	very bad
	50	40	30
	20	10	
Will you participate on the next VIV-Asia-2015?	Yes <b>↓49,2</b>	don't know	No
	50	30	10
Vote you for continuation at BITEC-showground?	Yes <b>77,0%</b>	Don't Know <b>23,0%</b>	No <b>0,0%</b>



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

**39,1**

EXHIBITION: **VIV-Asia-2013, Bangkok, Thailand** (13.–15.03.2013)

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 2	40 19	30 4	20 1	10
Quality of visitors	excellent				very bad
	50 2	40 17	30 6	20 1	10
Price-performance-ratio of the fair	excellent				very bad
	50 1	40 11	30 13	20 1	10
Organization of the trade fair	perfect				very bad
	50 4	40 14	30 7	20 1	10
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect				very bad
	50	40 16	30 10	20	10
Will you participate on the next VIV-Asia-2015?	Yes		Don't know		No
	50 25		30 1		10
Vote you for continuation at BITEC-showground?	Yes		Don't know		No
	20		6		0

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

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EXHIBITION: **VIV-Asia-2013, Bangkok, Thailand** (13.–15.03.2013)

Free Comments:

**Evaluation Scheme V**

## Survey Questionnaire

- a) Although a huge number of ShowCo members participated at VIV-Asia-2013, we got not so many answers regarding our Survey. (In total 26).
- b) We asked not only members. Four participants (of 26) are non-members.
- c) For several participants the alternative to BITEC-showground is not clear. Therefore their answers are: "don't know".
- d) Text in round clamps (...) is added for better understanding, and is not part of the origin comment.

## Participant comments.

- 1) Despite VIV-Asia-2013 was a bit slower, compared to previous shows, it has been very good in terms of networking. Not so many potential customers, but most of them were decision makers. Overall a good show. Thanks.
- 2) (BITEC also in future?) We do not know the alternative.
- 3) BITEC is ok, but I do not know the alternative. If alternative is better, than I prefer that one. Distance HOTEL–BITEC is the only disadvantage I can think of now. Price of this show (per m<sup>2</sup>) is extreme high.
- 4) BITEC has excellent facilities, but the square metres are limited and as the market is expanding, so will the demand for extra metres of stand space (increase). Perhaps there are better grounds we are not aware of.
- 5) For (us) it was a good exhibition. We had a lot of visitors from the Far East and India. The transportation from the train to BITEC is problematic (too far to walk!). It will be very helpful if you turn on the air conditioning one day before the show starts. In the VIP-room, there was not enough food!
- 6) [a] Sign posting of individual events [on first floor] needs to be improved [bigger and clearer].  
[b] Access via sky train is excellent.
- 7) Response time was not good. For instance we ordered a water dispenser, but it was finally installed after 2-3 hours [after begin of the show] due to missing power outlet. The people were quite friendly but unfortunately too busy and overstrained. The way from BTS station to the exhibition centre is not very far, but quite inconvenient due to temperature and humidity. (A direct sky-access from the station to the BITEC-complex is necessary).  
It would be good to have better English speaking support [hostess] for future exhibitions. Proper English is a problem in Thailand.

Continuation:

- 8) I was expecting more clients coming from areas extra-Asia [for example Middle East and Oceania].
- 9) It looks like BITEC is getting too small. At the same time, smaller corridors create quickly impression of good attendance → makes all players happier.  
The infrastructure to the exhibition [getting away in the evening after the exhibition] is a disaster. What is the alternative for BITEC? Maybe something with good access to sky-train?
- 10) BITEC seems to be fully booked. After several years now there is a better connection by sky-train or taxi than the years before. I heard the “other” exhibition area is on the other side of Bangkok with very bad connections. If this situation will not improve during the next two years I would prefer to stay at the BITEC.
- 11) Transfer to downtown always difficult. Taxis are not readily available.  
Continuation at BITEC or not depends if the alternative is easiest connected to hotels.  
Otherwise is better to stay in BITEC.
- 12) Terrible English used in the last question. It seems the BITEC is requested an ever larger booth. Easy communication between down-town and show ground is a key success factor in a heavily congested city like Bangkok. Therefore alternatives to BITEC location should be carefully considered.
- 13) Very poor to open the doors 30 minutes before the announced time. Hall was very hot.  
We paid for a speaker’s meeting room and it was dirty and poorly identified. That was very disappointing.