

## SURVEY RESULT

**Exhibition:** **VIV-Europe-2014, Utrecht, The Netherlands** (20.– 22.05.2014)

### Evaluation of Questionnaire

Participants / Survey **40**

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

Number of visitors: (from 10 – 50) **38,5**

Quality of visitors: (from 10 – 50) **42,0**

Price-performance-ratio of the exhibition (from 10 – 50) **35,2**

Organization of the Exhibition: (from 10 – 50) **40,7**

Performance of the total infrastructure (from 10 – 50) **37,0**

Will you participate at the already announced VIV-Europe-2018?

Votes: Yes	<b>32</b>	<b>46,0</b>
Open decision	<b>8</b>	
No	<b>0</b>	

The average of all votes totally (including the vote for the next participation). [form average = 30]

**39,9** [above average]

VIV-Europe-2018 is scheduled for **July**.  
Is that a better choice than May?

Yes	<b>4</b>
Don't know	<b>6</b>
No	<b>29</b>

Vechta, 25. June 2014



Klaus Fahlbusch / Director

Please see details under:

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

**EXHIBITION:** **VIV-Europe-2014, Utrecht, The Netherlands** (20.– 22.05.2014)

**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 at the already announced VIV-Europe-2018?	<div>Yes</div> <div>50 30 10</div> <div>Don't know</div> <div>No</div>
VIV-Europe-2018 is scheduled for <b>July</b> . Is that a better choice than May?	<div>Yes</div> <div>1=1 1=1 1=1</div> <div>Don't know</div> <div>No</div>

Best rating (all: 50) = **300**

Average rating (all: 30) = **180**

Worst rating (all: 10) = **60**

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

**EXHIBITION:** **VIV-Europe-2014, Utrecht, The Netherlands** (20.– 22.05.2014)

**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	↓38,5	extremely low
	50	40	30
	20	10	
Quality of visitors	excellent	↓42,0	very bad
	50	40	30
	20	10	
Price-performance-ratio of the fair	excellent	↓35,2	very bad
	50	40	30
	20	10	
Organization of the trade fair	perfect	↓40,7	very bad
	50	40	30
	20	10	
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	↓37,0	very bad
	50	40	30
	20	10	
Will you participate at the already announced VIV-Europe-2018?	Yes	↓46,0	Don't know
	50	30	10
VIV-Europe-2018 is scheduled for July. Is that a better choice than May?	Yes	Don't know	No
	10,2 %	15,3 %	74,5 %



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

**39,9**

**EXHIBITION:** **VIV-Europe-2014, Utrecht, The Netherlands** (20.– 22.05.2014)

**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 3	40 29	30 7	20 1	10	extremely low
Quality of visitors	excellent	50 14	40 20	30 6	20	10	very bad
Price-performance-ratio of the fair	excellent	50 2	40 19	30 17	20 2	10	very bad
Organization of the trade fair	perfect	50 7	40 29	30 4	20	10	very bad
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, Transport, IT-support, Back staff availability, etc.)	perfect	50 1	40 28	30 9	20 2	10	very bad
Will you participate at the already announced VIV-Europe-2018?	Yes	50 32		30 8		10	Don't know No
VIV-Europe-2018 is scheduled for <b>July</b> . Is that a better choice than May?	Yes	4		6		29	Don't know No (39 votes only)

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

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**EXHIBITION:**     **VIV-Europe-2014, Utrecht, The Netherlands** (20.– 22.05.2014)

**Free Comments:**

**Evaluation Scheme V**

## Survey Questionnaire

- a) The response at our VIV-Europe-2014 Survey was very big in comparison to earlier Surveys. The total result is the best we ever have had.
- b) We asked not only members. Four participants (of 40) are non-members.
- c) Many comments criticise the announced July 2018 as new exhibition month.
- d) Text in round clamps (...) is added for depersonalization or for better understanding, and is not part of the origin comment.

### Participant comments.

- 1) Internet connection should be improved and should be free of charge considering the (high) costs of this fair.  
July probably is not a good choice. Either first half of June or September could be a better solution, if not May.
- 2) VIV-Europe in July is no option! (holiday season in Europe; 4<sup>th</sup> of July in the US).  
Too short build up and dismantling times in 2014!  
Expopoint, Expomatch, ClientPortal, Website: Too many (= confusing) sources for exhibitor infos and facility orders, etc. . In addition, varying deadlines on Website and Expopoint.  
Trade dinner Africa: No customers, only exhibitors. / VIV dome seminars: No participants.
- 3) (It will be) Ramadan [religious holiday and fastening time] 2018 in June.  
2018 Ramadan [fastening time] starts mid of May till 3rd week of June. So it's better idea to have exhibition end of April. Summer season you cannot take visitors from Arabic countries.
- 4) July is a typical month (of the) holiday season. I think, the number of possible customers in July will be lower than in May – unless it will be done in Spain instead of Holland.
- 5) The idea of an exhibition in July does NOT appeal to me at all:  
Too warm, - too many people will be focussed on taking their holiday in July/August, which can interfere with plans to attend this exhibition.  
The only reason for me to question if we should participate in 2018 is the idea of keeping this exhibition in July!
- 6) Good show, good quality.

Continuation:

- 7) An important trade fair for (us) for current and new customer interaction.
- 8) An exhibition in July is a very bad choice and will probably mean that (our company) will not participate.
- 9) We felt that we had a very good show this year.
- 10) Too much noise during and just after closing when there are still customers on the booth. This was really disturbing good discussions with customers.
- 11) July is a very bad time for a Show, if the Show would be in May, we would surely participate.
- 12) Due to summer holiday, July is bad timing. What are the good reasons, to move this exhibition from May to July? May is absolutely the preferred month!
- 13) Was a very good show.
- 14) (Our Questionnaire) is filled from the perspective of Americas only (North- and Latin America), from where visitation was on the low side.
- 15) Not much in the way of new business. The show was useful in the sense that we had a focal point for existing customers to come and meet us; but much of that was at our invitation. It would be better if the event were able to encourage more prospects.
- 16) The setting was great and quality of participants were good.  
VIV can do more to attract people from Latin America. This will enrich the VIV and possibly limit the need for participations in Latin America shows directly foe ShowCo participants.
- 17) The show was well organized and the number of qualitative visitors was high.  
Major remarks can be made about the extra guest meetings, like the African evening, Spanish meeting – presentation and speakers of innovative products were very bad attended.
- 18) July is usually a vacation time for many countries/companies.
- 19) The location we actually received was different from the one we ordered!  
Marking the booth number was not good enough and was very difficult to understand.  
Food quality in the exhibition hall was below expectations.