

SURVEY RESULT

Exhibition: VIV-Russia-2011, Moscow-Russia (17.-19. May 2011)

Evaluation of Questionnaire

Participants / Survey **29**

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

Number of visitors: (from 10 – 50) **24,5**

Quality of visitors: (from 10 – 50) **33,5**

Price-performance-ratio
of the exhibition (from 10 – 50) **24,5**

Organization of the
Exhibition: (from 10 – 50) **34,8**

Performance of the
total infrastructure (from 10 – 50) **27,9**

Will your company participate
on the next exhibition
here? (2013)

Total votes: Yes	16	39,7
Open decision	11	
No	2	

The average of all votes totally [form-average = 30] **30,8**
(including the vote for the next participation).

Do you prefer a 2-year-rhythm for this fair?	Yes	96,6 %
	No	3,4 %
	Don't know	0,0 %

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

Vechta, 22. June 2011



Klaus Fahlbusch / Director

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EXHIBITION: **VIV-Russia-2011, Moscow-Russia** (17.–19. May 2011)

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 exhibition here?	Yes		don't know		No
	(50)		(30)		(10)
Additional vote: Do you prefer a 2-year-rhythm of this fair?	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:	VIV-Russia-2011, Moscow-Russia (17.-19. May 2011)
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	24,5↓	extremely low
	(50) (40) (30) (20) (10)		
Quality of visitors	excellent	33,5↓	very bad
	(50) (40) (30) (20) (10)		
Price-performance-ratio of the fair	excellent	24,5↓	very bad
	(50) (40) (30) (20) (10)		
Organization of the trade fair	perfect	34,8↓	very bad
	(50) (40) (30) (20) (10)		
Performance of the total Infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	27,9↓	very bad
	(50) (40) (30) (20) (10)		
Will you participate on the next exhibition here?	Yes	↓39,7	don't know
	(50) (30) (10)		
Additional vote: Do you prefer a 2-year-rhythm of this fair?	Yes	don't know	No
	(96,6%) (0,0%) (3,4%)		


The average of all votes totally
(including the vote for the next participation)
30,8

EXHIBITION:	VIV-Russia-2011, Moscow-Russia (17.–19. May 2011)
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	30	20	extremely low	10
			4	10	10		5
Quality of visitors	excellent	50	40	30	20	very bad	10
		3	9	13	3		1
Price-performance-ratio of the fair	excellent	50	40	30	20	very bad	10
			4	10	10		5
Organization of the trade fair	perfect	50	40	30	20	very bad	10
			15	13	1		
Performance of the total Infrastructure: (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	50	40	30	20	very bad	10
			6	14	6		3
Will you participate on the next exhibition here?	Yes	50	30	No	10		
		16	11		2		
Additional vote: Do you prefer a 2-year-rhythm of this fair?	Yes	28	0	No	1		

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

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EXHIBITION: **VIV-Russia-2011, Moscow-Russia** (17.–19. May 2011)

Free Comments: **Evaluation Scheme V**

Survey Questionnaire

- a) This survey yielded the worst result, which we have had so far.
- b) Texts in round clamps (xyz) are added by me.
- c) We asked not only ShowCo members.
- d) All results of earlier surveys you can find in the Member Area of our website.
To open the Member Area you need your individual password.

Participant comments.

- 1) Unsatisfactory amount of Russian visitors, inconvenient location for an agricultural show.
- 2) The costs to deliver some samples for the stands were unbelievable. There was only one Dutch company, which had the exclusivity inside the exhibition. They asked us 10.000 € to send one pallet which a value of 300 €.
- 3) The last day was very low with visitors. But in total we could not complain about the attention we had.
The exhibitors dinner was not as good as I expected. It was too “static” using the long tables. It would be much better to have a buffet, so that everyone can walk around and meet with each other. Then this might also lower the costs for it and allow more people to come. The dinner/buffet should then also be at the premises of the show, not somewhere else. This lowers the number of attendees. We should then also get more entrance tickets for the buffet. (2 per booth was not sufficient). So make it cheaper and more accessible, is my advice.
- 4) The big integrations know the players in the industry. They don't take the time, to visit Moscow for a meeting at the show. If they need equipments they will invite the companies to there place.
- 5) Overall (it was a) good show. (The organizer should) consider, to make it 4 days instead of 3. The reason for this is, that on the last day exhibitors are packing early and this results in the fact, that (the) 2nd day is too busy and the crew can not handle the flow of visitors. The 1st day is relatively slow as well as with any exhibition.
- 6) More exhibitors than two years ago and I think less visitors.
Transport and handling costs of the display material at the fair (are) much too expensive.
No free WLAN – this should be a must on such a fair for the exhibitors.

- 7) An irritating thing was the fact, that we could not connect our laptop computer in the VIV IT-corner to the internet. In principle I, and several others, can only hook up to the computer system in our office with a known (other) computer. In the past it was very simple, to pull the internet plug out of the computers in the VIV IT-corner and to push the same plug into our laptop. This was not allowed this year. Very irritating for me and others! Otherwise I would have given the performance a very good grade!
I also found the VIV Moscow sign on the outside of the building small.
I am questioning, if enough promotion was done in Russia?
- 8) Very expensive fair with not so many customers. People know where to go in Russia; so most of them do not visit the fair. It is good for maintaining the current relations; but that is it.
- 9) Very expensive!
- 10) I don't know if Moscow is still longer the place to be, for showing our equipments to potential customers. Maybe a different formula [with less equipment (and) m²] is a solution. Also the number of other shows [in Moscow and several areas] might play a role, so less people see VIV as "the place to be". I (find this a) worrying situation and would like to discuss this in ShowCo.