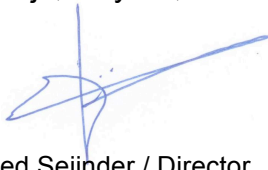


## **Exhibition: VIV Europe , Utrecht (20-22 June 2018)**

### **Evaluation of Questionnaire**

		<b>2018</b>	<b>2014</b>
Participants/Survey	(from 10 – 50)	<b>35</b>	40
Number of visitors:	(from 10 – 50)	<b>32,9</b>	38,5
Quality of visitors:	(from 10 – 50)	<b>39,4</b>	42,0
Price-performance-ratio of the fair	(from 10 – 50)	<b>30,6</b>	35,2
Organization of the fair:	(from 10 – 50)	<b>36,0</b>	40,7
Performance of the total infrastructure: (from 10 – 50)		<b>35,4</b>	37,0
(Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)			
Will you attend the next VIV Europe edition in 2022?	Yes	<b>28</b>	<b>32</b>
	Don't know	<b>7</b>	<b>8</b>
	No	<b>0</b>	<b>0</b>
Do you prefer to have this show in May instead of June and return to the old exhibition days: Tues-,Wednes- and Thursday	Yes	<b>26</b>	
	Don't know	<b>5</b>	
	No	<b>4</b>	
The average of all votes totally (including the votes for the next participation)		<b>36,7</b>	<b>39,9</b>
Please see details under		Evaluation Scheme (II), Evaluation Scheme (III), Evaluation Scheme (IV) and Evaluation Scheme (V).	

Cuijk, July 27, 2018



Ted Seijnder / Director

**EXHIBITION:** VIV Europe , Utrecht (20-22 June 2018)

**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 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 attend the next VIV Europe edition in 2022?	<div>Yes</div> <div>50 30 10</div> <div>Don't know</div> <div>No</div>
Do you prefer to have this show in May instead of June and return to the old exhibition days: Tues-, Wednes- and Thursday	<div>Yes</div> <div>1=1 1=1 1=1</div> <div>Don't know</div> <div>No</div>

Best rating	(all: 50)	=	<b>300</b>
Average rating	(all: 30)	=	<b>180</b>
Worst rating	(all: 10)	=	<b>60</b>

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

**EXHIBITION:** VIV Europe , Utrecht (20-22 June 2018)

**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	32,9	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	30,5	very bad		
	50	40	30	20	10
Organization of the trade fair	perfect	36,0	very bad		
	50	40	30	20	10
Performance of the total infrastructure. (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)	perfect	35,4	very bad		
	50	40	30	20	10
Will you attend the next VIV Europe edition 2022?	Yes	Don't know	No		
	28	7	0		
Do you prefer to have this show in May instead of June and return to the old exhibition days: Tues-,Wednes- and Thursday	Yes	Don't Know	No		
	26	5	4		

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

**36,7**

**EXHIBITION:** VIV Europe , Utrecht (20-22 June 2018)

**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 2	40 15	30 12	20 3	extremely low	10 3
Quality of visitors	excellent	50 3	40 28	30 3	20 1	very bad	10 0
Price-performance-ratio of the fair	excellent	50 0	40 10	30 18	20 6	very bad	10 1
Organization of the trade fair	perfect	50 5	40 16	30 9	20 5	very bad	10 0
Performance of the total infrastructure. (Traffic,Hotel,Halls-quality,Transport,IT-support, Back staff availability, etc.)	perfect	50 3	40 19	30 8	20 4	very bad	10 1
Will you attend the next VIV Europe edition 2022?	Yes	1=1 28	Don't know	1=1 7	No	1=1 0	
Do you prefer to have this show in May instead of June and return to the old exhibition days: Tues-,Wednes- and Thursday	Yes	26	Don't know	5	No	4	

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

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**EXHIBITION:** VIV Europe , Utrecht (20-22 June 2018)

**Free Comments:**

**Evaluation Scheme V**

### **Comments of exhibitors(1).**

The badge readers were out-dated, not fit for a year 2018 fair

Show date can remain as it is, exhibition days tues-wednes-and thursday

Good show, VIV Europe slowly becoming more a regional show- mainly Europe- with fewer visitors from Asia / Middle East / Africa / South America / North America and also less from Russia. VIV Europe used to be World Show, this is no longer the case. Too much renovation of roads near exhibition - bringing items to show day before exhibition very time consuming. with new procedure - rest organisation excellent.

Toilets where not available. Signs could be bit more. Quality was good. Wifi was very slow, hall 11 was extremely hot the very first day

1. I found the number of people arriving in Hall 12 extremely low. Maybe the visitors in general were OK, but they hardly got to Hall 12 because of the "table and lunch blockage" between 11 and 12. I asked Ruwan Berculo to improve this after bad experiences on the 1st day. But general feeling is that the overall numbers were way to low for such an important exhibition once in 4 years. So I believe VIV and all exhibitors failed in being interesting for the customers with this show.

2. I also complained to Ruwan about hygiene in toilets. 2nd day was a bit better but still not up the standard for receiving worldwide guests.

3. For sure the exhibition must be back on Tue/Wed/Thu Regarding May: I think also, but depending on other exhibitions and events (Ramadan, football, etc). This timing this year was probably also already too close to summer holiday season and Ramadan. All in all: we are not happy with the performance of this show.

A lot of visitors from outside the EU - many visitors from MEA, North Africa and Asia.

Seems much more international than 4 years ago – that's great.

May is a busy month so June is no problem. Would prefer either Tuesday to Thursday or Wednesday to Friday morning till noon. Friday was really slow and that is why the price ratio was fair. It was in fact an exhibition for two days instead of three.

We suffered a partial hiding of our stand because our Turkish neighbors hanged a nasty black curtain behind the partition wall to prevent our silos to be visible from the distance, as they might have disguised their visitors. But we hadn't broken any rule in terms of the height of the advertisement. We protested this at the organizers but they kindly refused to make the neighbors remove that curtain. All this was quite frustrating.

Not enough visitors from France, Germany, Spain. Poorly attended seminars during show

**EXHIBITION:****VIV Europe , Utrecht (20-22 June 2018)****Free Comments:****Evaluation Scheme V****Comments of exhibitors(2).**

Before and after fair time is a little problematic. During the installation of the booth before fair, they let people to work till 6pm. All other fairs (including EuroTier) let stand companies to make construction all night. After the fair, it is very difficult to get information where is your empty boxes and when they will possibly be at your booth. Company who arrange transportation can not give an answer and we just wait

Bad wifi and the one you can buy is extremely expensive. Referring to the last question we think it would be better to have the show in two days as the last day is very poor or at least have the show end earlier e.g. at 16:00 in the afternoon.

The show was good in general... but the main issue that VIV Europe should work on it from maybe marketing wise is to try to attract more the customers from the CIS countries since there was not much customers from those countries.

Do not mind June, but prefer to return to Tues, Wed, Thursday and finish earlier on the last day and not at 6.00 pm.

Friday was a bad day: hardly any visitors. We could have "closed" the booth.

We want to work with own catering without any interference of the Jaarbeurs. Jaarbeurs catering was a hassel.

Last day (Friday) was extremely quiet.

Last day should be for inter trade only or Customer with invitation only.

Unfortunataey VIV Europe is too far away than our expectations and also far away than the existing exhibition which held 2014. Because of the increasing number of local exhibitions in the North Africa and whole world, the number visitors affected a lot. Even the expo area is not same as 2014. We don't think that 2022 will be better than this expo. So the space of our booth will be smaller.