

Visit Europe Media Exchange, HOLLYWOOD, FL, November 1, 2010
Media Survey **Exhibitor Survey**

Venue-Westin Diplomat Resort & Spa 4.21 Average

5 Excellent	9 of 19 respondents	47%
4 Very Good	7/19	37%
3 Good	1/19	5%
2 Fair	2/19	11%
1 Poor	0/19	0%

Organization of the Event 4.68

5 Excellent	14/19	74
4 Very Good	4/19	21
3 Good	1/19	5
2 Fair	0/19	0
1 Poor	0/19	0

Format 4.79

5 Excellent	15/19	79
4 Very Good	4/19	21
3 Good	0/19	0
2 Fair	0/19	0
1 Poor	0/19	0

Time Frame (time of year) 4.42

5 Excellent	12/19	63
4 Very Good	4/19	21
3 Good	2/19	11
2 Fair	1/19	5
1 Poor	0/19	0

Satisfied your business needs 4.26

5 Excellent	9/19	47
4 Very Good	7/19	37
3 Good	2/19	11
2 Fair	1/19	5
1 Poor	0/19	0

Website 4.21

5 Excellent	8/19	42
4 Very Good	9/19	47
3 Good	0/19	0
2 Fair	2/19	11
1 Poor	0/19	0

Online Registration 4.42

5 Excellent	11/19	58
4 Very Good	6/19	32
3 Good	1/19	5
2 Fair	1/19	5
1 Poor	0/19	0

Online Appointment Requests 4.63

5 Excellent	12/19	63
4 Very Good	7/19	37
3 Good	0/19	0
2 Fair	0/19	0
1 Poor	0/19	0

Email Communications 4.68

5 Excellent	15/19	79
4 Very Good	2/19	11
3 Good	2/19	11
2 Fair	0/19	0
1 Poor	0/19	0

Printed Directory for Media 4.50

5 Excellent	13/18	72
4 Very Good	3/18	17
3 Good	1/18	6
2 Fair	0/18	0
1 Poor	1/18	6

Location (Hollywood, FL) 3.91 Average

5 Excellent	4 of 11 respondents	36%
4 Very Good	4/11	36%
3 Good	1/11	9%
2 Fair	2/11	18%
1 Poor	0/11	0%

Venue-Westin Diplomat Resort & Spa 4.27

5 Excellent	5/11	45
4 Very Good	4/11	36
3 Good	2/11	18
2 Fair	0/11	0
1 Poor	0/11	0

Appointments 4.45

5 Excellent	7/11	64
4 Very Good	2/11	18
3 Good	2/11	18
2 Fair	0/11	0
1 Poor	0/11	0

Breakfast 4.09

5 Excellent	6/11	55
4 Very Good	1/11	9
3 Good	3/11	27
2 Fair	1/11	9
1 Poor	0/11	0

Luncheon 4.45

5 Excellent	7/11	64
4 Very Good	2/11	18
3 Good	2/11	18
2 Fair	0/11	0
1 Poor	0/11	0

Reception 4.73

5 Excellent	9/11	82
4 Very Good	1/11	9
3 Good	1/11	9
2 Fair	0/11	0
1 Poor	0/11	0

Quality of Media 3.82

5 Excellent	3/11	27
4 Very Good	4/11	36
3 Good	3/11	27
2 Fair	1/11	9
1 Poor	0/11	0

Website 4.09

5 Excellent	2/11	18
4 Very Good	8/11	73
3 Good	1/11	9
2 Fair	0/11	0
1 Poor	0/11	0

Printed Directory for Exhibitors 4.45

5 Excellent	5/11	45
4 Very Good	6/11	55
3 Good	0/11	0
2 Fair	0/11	0
1 Poor	0/11	0

Overall Organization 4.45

5 Excellent	7/11	64
4 Very Good	2/11	18
3 Good	2/11	18
2 Fair	0/11	0
1 Poor	0/11	0