

Visit Europe Media Exchange, NEW YORK, November 3, 2010

Media Survey

Exhibitor Survey

Venue - The Waldorf=Astoria 4.46 Average

5 Excellent	17 of 26 respondents	65%
4 Very Good	5/26	19%
3 Good	3/26	12%
2 Fair	1/26	4%
1 Poor	0/26	0%

Organization of the Event 4.36

5 Excellent	11/25	44
4 Very Good	12/25	48
3 Good	2/25	8
2 Fair	0/25	0
1 Poor	0/25	0

Format 4.19

5 Excellent	11/26	42
4 Very Good	11/26	42
3 Good	2/26	8
2 Fair	2/26	8
1 Poor	0/26	0

Time Frame (time of year) 4.31

5 Excellent	13/26	50
4 Very Good	9/26	35
3 Good	3/26	12
2 Fair	1/26	4
1 Poor	0/26	0

Satisfied your business needs 3.96

5 Excellent	11/25	44
4 Very Good	5/25	20
3 Good	6/25	24
2 Fair	3/25	12
1 Poor	0/25	0

Website 4.04

5 Excellent	10/25	40
4 Very Good	8/25	32
3 Good	5/25	20
2 Fair	2/25	8
1 Poor	0/25	0

Online Registration 3.96

5 Excellent	11/26	42
4 Very Good	7/26	27
3 Good	5/26	19
2 Fair	2/26	8
1 Poor	1/26	4

Online Appointment Requests 3.96

5 Excellent	10/25	40
4 Very Good	9/25	36
3 Good	2/25	8
2 Fair	3/25	12
1 Poor	1/25	4

Email Communications 4.16

5 Excellent	12/25	48
4 Very Good	8/25	32
3 Good	2/25	8
2 Fair	3/25	12
1 Poor	0/25	0

Printed Directory for Media 4.28

5 Excellent	14/25	56
4 Very Good	5/25	20
3 Good	5/25	20
2 Fair	1/25	4
1 Poor	0/25	0

Location (New York) 4.38 Average

5 Excellent	14 of 21 respondents	67%
4 Very Good	3/21	14%
3 Good	2/21	10%
2 Fair	2/21	10%
1 Poor	0/21	0%

Venue - The Waldorf=Astoria 4.05

5 Excellent	7/21	33
4 Very Good	8/21	38
3 Good	6/21	29
2 Fair	0/21	0
1 Poor	0/21	0

Appointments 4.24

5 Excellent	10/21	48
4 Very Good	6/21	29
3 Good	5/21	24
2 Fair	0/21	0
1 Poor	0/21	0

Breakfast 2.83

5 Excellent	1/18	6
4 Very Good	5/18	28
3 Good	4/18	22
2 Fair	6/18	33
1 Poor	2/18	11

Luncheon 4.19

5 Excellent	9/21	43
4 Very Good	9/21	43
3 Good	1/21	5
2 Fair	2/21	10
1 Poor	0/21	0

Reception 3.80

5 Excellent	5/20	25
4 Very Good	7/20	35
3 Good	7/20	35
2 Fair	1/20	5
1 Poor	0/20	0

Quality of Media 3.43

5 Excellent	1/21	5
4 Very Good	9/21	43
3 Good	9/21	43
2 Fair	2/21	10
1 Poor	0/21	0

Website 4.10

5 Excellent	5/21	24
4 Very Good	13/21	62
3 Good	3/21	14
2 Fair	0/21	0
1 Poor	0/21	0

Printed Directory for Exhibitors 4.24

5 Excellent	6/21	29
4 Very Good	14/21	67
3 Good	1/21	5
2 Fair	0/21	0
1 Poor	0/21	0

Overall Organization 4.38

5 Excellent	8/21	38
4 Very Good	13/21	62
3 Good	0/21	0
2 Fair	0/21	0
1 Poor	0/21	0