

Visit Europe Media Exchange, NEW YORK, November 2, 2009
Media Survey

Exhibitor Survey

The Venue - Millennium Broadway Hotel	4.38 Average	
5 Excellent	12 of 24 respondents	50%
4 Very Good	9/24	38%
3 Good	3/24	13%
2 Fair	0/24	0%
1 Poor	0/24	0%
The Organization of the Event	4.63	
5 Excellent	18/24	75
4 Very Good	4/24	17
3 Good	1/24	4
2 Fair	1/24	4
1 Poor	0/24	0
The Format	4.38	
5 Excellent	13/24	54
4 Very Good	8/24	33
3 Good	2/24	8
2 Fair	1/24	4
1 Poor	0/24	0
The Time Frame (time of year)	4.29	
5 Excellent	12/24	50
4 Very Good	8/24	33
3 Good	3/24	13
2 Fair	1/24	4
1 Poor	0/24	0
Satisfied your Business Needs	4.08	
5 Excellent	12/24	50
4 Very Good	5/24	21
3 Good	5/24	21
2 Fair	1/24	4
1 Poor	1/24	4
Website	4.04	
5 Excellent	10/24	42
4 Very Good	8/24	33
3 Good	3/24	13
2 Fair	3/24	13
1 Poor	0/24	0
Online Registration	4.25	
5 Excellent	13/24	54
4 Very Good	7/24	29
3 Good	1/24	4
2 Fair	3/24	13
1 Poor	0/24	0
Online Appointment Requests	3.92	
5 Excellent	9/24	38
4 Very Good	9/24	38
3 Good	3/24	13
2 Fair	1/24	4
1 Poor	2/24	8
Email Communications	4.50	
5 Excellent	17/24	71
4 Very Good	2/24	8
3 Good	5/24	21
2 Fair	0/24	0
1 Poor	0/24	0
Printed Directory for Media	4.38	
5 Excellent	11/24	46
4 Very Good	11/24	46
3 Good	2/24	8
2 Fair	0/24	0
1 Poor	0/24	0

The Location (New York)	4.53 Average	
5 Excellent	8 of 15 respondents	53%
4 Very Good	7/15	47%
3 Good	0/15	0%
2 Fair	0/15	0%
1 Poor	0/15	0%
The Venue - Millennium Broadway	4.00	
5 Excellent	4/15	27
4 Very Good	9/15	60
3 Good	0/15	0
2 Fair	2/15	13
1 Poor	0/15	0
Appointments	4.27	
5 Excellent	7/15	47
4 Very Good	5/15	33
3 Good	3/15	20
2 Fair	0/15	0
1 Poor	0/15	0
Breakfast	3.50	
5 Excellent	1/14	7
4 Very Good	7/14	50
3 Good	5/14	36
2 Fair	0/14	0
1 Poor	1/14	7
Luncheon	3.60	
5 Excellent	3/15	20
4 Very Good	5/15	33
3 Good	5/15	33
2 Fair	2/15	13
1 Poor	0/15	0
Reception	3.69	
5 Excellent	2/13	15
4 Very Good	5/13	38
3 Good	6/13	46
2 Fair	0/13	0
1 Poor	0/13	0
Quality of Media	3.53	
5 Excellent	1/15	7
4 Very Good	7/15	47
3 Good	6/15	40
2 Fair	1/15	7
1 Poor	0/15	0
Website	4.20	
5 Excellent	6/15	40
4 Very Good	6/15	40
3 Good	3/15	20
2 Fair	0/15	0
1 Poor	0/15	0
Printed Directory for Exhibitors	4.33	
5 Excellent	7/15	47
4 Very Good	6/15	40
3 Good	2/15	13
2 Fair	0/15	0
1 Poor	0/15	0
Overall organization	4.33	
5 Excellent	6/15	40
4 Very Good	8/15	53
3 Good	1/15	7
2 Fair	0/15	0
1 Poor	0/15	0