

Visit Europe Media Exchange, NEW YORK, November 6, 2008

Media Survey

Exhibitor Survey

The Venue - Millennium Broadway	4.26 Average	
5 Excellent	22 of 43 respondents	51%
4 Very Good	11/43	26%
3 Good	9/43	21%
2 Fair	1/43	2%
1 Poor	0/43	0%
The Organization of the Event	4.49	
5 Excellent	27/43	63
4 Very Good	11/43	26
3 Good	4/43	9
2 Fair	1/43	2
1 Poor	0/43	0
The Format	4.35	
5 Excellent	20/43	47
4 Very Good	19/43	44
3 Good	3/43	7
2 Fair	1/43	2
1 Poor	0/43	0
The Time Frame (time of year)	4.33	
5 Excellent	21/43	49
4 Very Good	17/43	40
3 Good	3/43	7
2 Fair	2/43	5
1 Poor	0/43	0
Satisfied your Business Needs	4.07	
5 Excellent	21/43	49
4 Very Good	9/43	21
3 Good	9/43	21
2 Fair	3/43	7
1 Poor	1/43	2
Website	3.95	
5 Excellent	16/41	39
4 Very Good	12/41	29
3 Good	9/41	22
2 Fair	3/41	7
1 Poor	1/41	2
Online Registration	3.81	
5 Excellent	18/42	43
4 Very Good	7/42	17
3 Good	8/42	19
2 Fair	9/42	21
1 Poor	0/42	0
Online Appointment Requests	3.44	
5 Excellent	12/43	28
4 Very Good	11/43	26
3 Good	6/43	14
2 Fair	12/43	28
1 Poor	2/43	5
Email Communications	4.02	
5 Excellent	21/42	50
4 Very Good	6/42	14
3 Good	11/42	26
2 Fair	3/42	7
1 Poor	1/42	2
Printed Directory for Media	4.34	
5 Excellent	21/41	51
4 Very Good	13/41	32
3 Good	7/41	17
2 Fair	0/41	0
1 Poor	0/41	0

The Location (New York)	4.50 Average	
5 Excellent	7 of 12 respondents	58%
4 Very Good	4/12	33%
3 Good	1/12	8%
2 Fair	0/12	0%
1 Poor	0/12	0%
The Venue - Millennium Broadway	3.58	
5 Excellent	1/12	8
4 Very Good	6/12	50
3 Good	4/12	33
2 Fair	1/12	8
1 Poor	0/12	0
Appointments	3.50	
5 Excellent	0/12	0
4 Very Good	6/12	50
3 Good	6/12	50
2 Fair	0/12	0
1 Poor	0/12	0
Breakfast	3.60	
5 Excellent	2/10	20
4 Very Good	3/10	30
3 Good	4/10	40
2 Fair	1/10	10
1 Poor	0/10	0
Luncheon	4.00	
5 Excellent	4/11	36
4 Very Good	4/11	36
3 Good	2/11	18
2 Fair	1/11	9
1 Poor	0/11	0
Reception	3.25	
5 Excellent	1/12	8
4 Very Good	5/12	42
3 Good	3/12	25
2 Fair	2/12	17
1 Poor	1/12	8
Quality of Media	3.50	
5 Excellent	0/12	0
4 Very Good	7/12	58
3 Good	4/12	33
2 Fair	1/12	8
1 Poor	0/12	0
Website	4.00	
5 Excellent	3/11	27
4 Very Good	6/11	55
3 Good	1/11	9
2 Fair	1/11	9
1 Poor	0/11	0
Printed Directory for Exhibitors	4.08	
5 Excellent	5/12	42
4 Very Good	3/12	25
3 Good	4/12	33
2 Fair	0/12	0
1 Poor	0/12	0
Overall organization	4.25	
5 Excellent	4/12	33
4 Very Good	7/12	58
3 Good	1/12	8
2 Fair	0/12	0
1 Poor	0/12	0