

Visit Europe Media Exchange, SAN FRANCISCO, October 30, 2008
Media Survey **Exhibitor Survey**

The Venue - Hilton San Francisco **4.08 Average**

5 Excellent	6 of 25 respondents	24%
4 Very Good	16/25	64%
3 Good	2/25	8%
2 Fair	1/25	4%
1 Poor	0/25	0%

The Organization of the Event **4.28**

5 Excellent	10/25	40
4 Very Good	13/25	52
3 Good	1/25	4
2 Fair	1/25	4
1 Poor	0/25	0

The Format **4.28**

5 Excellent	9/25	36
4 Very Good	15/25	60
3 Good	0/25	0
2 Fair	1/25	4
1 Poor	0/25	0

The Time Frame (time of year) **4.12**

5 Excellent	7/25	28
4 Very Good	14/25	56
3 Good	4/25	16
2 Fair	0/25	0
1 Poor	0/25	0

Satisfied your business needs **4.24**

5 Excellent	9/25	36
4 Very Good	13/25	52
3 Good	3/25	12
2 Fair	0/25	0
1 Poor	0/25	0

Website **3.92**

5 Excellent	4/25	16
4 Very Good	15/25	60
3 Good	6/25	24
2 Fair	0/25	0
1 Poor	0/25	0

Online Registration **4.20**

5 Excellent	8/25	32
4 Very Good	15/25	60
3 Good	1/25	4
2 Fair	1/25	4
1 Poor	0/25	0

Online Appointment Requests **3.92**

5 Excellent	7/25	28
4 Very Good	10/25	40
3 Good	7/25	28
2 Fair	1/25	4
1 Poor	0/25	0

Email Communications **4.24**

5 Excellent	10/25	40
4 Very Good	11/25	44
3 Good	4/25	16
2 Fair	0/25	0
1 Poor	0/25	0

Printed Directory for Media **4.32**

5 Excellent	12/25	48
4 Very Good	9/25	36
3 Good	4/25	16
2 Fair	0/25	0
1 Poor	0/25	0

The Location (San Francisco) **4.33 Average**

5 Excellent	4 of 9 respondents	44%
4 Very Good	4/9	44%
3 Good	1/9	11%
2 Fair	0/9	0%
1 Poor	0/9	0%

The Venue - Hilton San Francisco **3.67**

5 Excellent	3/9	33
4 Very Good	2/9	22
3 Good	2/9	22
2 Fair	2/9	22
1 Poor	0/9	0

Appointments **3.88**

5 Excellent	1/8	13
4 Very Good	5/8	63
3 Good	2/8	25
2 Fair	0/8	0
1 Poor	0/8	0

Breakfast **3.00**

5 Excellent	1/9	11
4 Very Good	2/9	22
3 Good	3/9	33
2 Fair	2/9	22
1 Poor	1/9	11

Luncheon **3.78**

5 Excellent	2/9	22
4 Very Good	4/9	44
3 Good	2/9	22
2 Fair	1/9	11
1 Poor	0/9	0

Reception **3.63**

5 Excellent	1/8	13
4 Very Good	4/8	50
3 Good	2/8	25
2 Fair	1/8	13
1 Poor	0/8	0

Quality of Media **4.11**

5 Excellent	4/9	44
4 Very Good	2/9	22
3 Good	3/9	33
2 Fair	0/9	0
1 Poor	0/9	0

Website **4.56**

5 Excellent	5/9	56
4 Very Good	4/9	44
3 Good	0/9	0
2 Fair	0/9	0
1 Poor	0/9	0

Printed Directory for Exhibitors **4.56**

5 Excellent	5/9	56
4 Very Good	4/9	44
3 Good	0/9	0
2 Fair	0/9	0
1 Poor	0/9	0

Overall Organization **4.56**

5 Excellent	5/9	56
4 Very Good	4/9	44
3 Good	0/9	0
2 Fair	0/9	0
1 Poor	0/9	0