

**Visit Europe Media Exchange, SAN FRANCISCO, November 6, 2009**

**Media Survey**

**Exhibitor Survey**

<b>The Venue - Sheraton Fisherman's Wharf Hotel</b>	<b>3.75 Average</b>	
5 Excellent	2 of 12 respondents	17%
4 Very Good	7/12	58%
3 Good	1/12	8%
2 Fair	2/12	17%
1 Poor	0/12	0%

<b>The Organization of the Event</b>	<b>4.33</b>	
5 Excellent	7/12	58
4 Very Good	3/12	25
3 Good	1/12	8
2 Fair	1/12	8
1 Poor	0/12	0

<b>The Format</b>	<b>4.58</b>	
5 Excellent	8/12	67
4 Very Good	3/12	25
3 Good	1/12	8
2 Fair	0/12	0
1 Poor	0/12	0

<b>The Time Frame (time of year)</b>	<b>4.33</b>	
5 Excellent	6/12	50
4 Very Good	4/12	33
3 Good	2/12	17
2 Fair	0/12	0
1 Poor	0/12	0

<b>Satisfied your Business Needs</b>	<b>4.50</b>	
5 Excellent	7/12	58
4 Very Good	4/12	33
3 Good	1/12	8
2 Fair	0/12	0
1 Poor	0/12	0

<b>Website</b>	<b>3.83</b>	
5 Excellent	4/12	33
4 Very Good	2/12	17
3 Good	6/12	50
2 Fair	0/12	0
1 Poor	0/12	0

<b>Online Registration</b>	<b>3.92</b>	
5 Excellent	4/12	33
4 Very Good	4/12	33
3 Good	3/12	25
2 Fair	1/12	8
1 Poor	0/12	0

<b>Online Appointment Requests</b>	<b>3.83</b>	
5 Excellent	4/12	33
4 Very Good	3/12	25
3 Good	4/12	33
2 Fair	1/12	8
1 Poor	0/12	0

<b>Email Communications</b>	<b>3.75</b>	
5 Excellent	5/12	42
4 Very Good	3/12	25
3 Good	1/12	8
2 Fair	2/12	17
1 Poor	1/12	8

<b>Printed Directory for Media</b>	<b>3.67</b>	
5 Excellent	3/12	25
4 Very Good	3/12	25
3 Good	5/12	42
2 Fair	1/12	8
1 Poor	0/12	0

<b>The Location (SAN FRANCISCO)</b>	<b>4.50 Average</b>	
5 Excellent	1 of 2 respondents	50%
4 Very Good	1/2	50%
3 Good	0/2	0%
2 Fair	0/2	0%
1 Poor	0/2	0%

<b>The Venue - Sheraton Fisherman's Wharf</b>	<b>3.50</b>	
5 Excellent	0/2	0
4 Very Good	1/2	50
3 Good	1/2	50
2 Fair	0/2	0
1 Poor	0/2	0

<b>Appointments</b>	<b>4.50</b>	
5 Excellent	1/2	50
4 Very Good	1/2	50
3 Good	0/2	0
2 Fair	0/2	0
1 Poor	0/2	0

<b>Breakfast</b>	<b>3.50</b>	
5 Excellent	0/2	0
4 Very Good	1/2	50
3 Good	1/2	50
2 Fair	0/2	0
1 Poor	0/2	0

<b>Luncheon</b>	<b>3.00</b>	
5 Excellent	0/2	0
4 Very Good	0/2	0
3 Good	2/2	100
2 Fair	0/2	0
1 Poor	0/2	0

<b>Reception</b>	<b>3.00</b>	
5 Excellent	0/1	0
4 Very Good	0/1	0
3 Good	1/1	100
2 Fair	0/1	0
1 Poor	0/1	0

<b>Quality of Media</b>	<b>4.00</b>	
5 Excellent	0/2	0
4 Very Good	2/2	100
3 Good	0/2	0
2 Fair	0/2	0
1 Poor	0/2	0

<b>Website</b>	<b>4.50</b>	
5 Excellent	1/2	50
4 Very Good	1/2	50
3 Good	0/2	0
2 Fair	0/2	0
1 Poor	0/2	0

<b>Printed Directory for Exhibitors</b>	<b>4.50</b>	
5 Excellent	1/2	50
4 Very Good	1/2	50
3 Good	0/2	0
2 Fair	0/2	0
1 Poor	0/2	0

<b>Overall organization</b>	<b>4.50</b>	
5 Excellent	1/2	50
4 Very Good	1/2	50
3 Good	0/2	0
2 Fair	0/2	0
1 Poor	0/2	0