

Visit Europe Media Exchange, TORONTO, November 4, 2008

Media Survey

Exhibitor Survey

The Venue - Sheraton Centre	4.52 Average	
5 Excellent	11 of 21 respondents	52%
4 Very Good	10/21	48%
3 Good	0/21	0%
2 Fair	0/21	0%
1 Poor	0/21	0%
The Organization of the Event	4.43	
5 Excellent	12/21	57
4 Very Good	6/21	29
3 Good	3/21	14
2 Fair	0/21	0
1 Poor	0/21	0
The Format	4.20	
5 Excellent	7/20	35
4 Very Good	10/20	50
3 Good	3/20	15
2 Fair	0/20	0
1 Poor	0/20	0
The Time Frame (time of year)	4.05	
5 Excellent	7/21	33
4 Very Good	10/21	48
3 Good	3/21	14
2 Fair	0/21	0
1 Poor	1/21	5
Satisfied your Business Needs	4.05	
5 Excellent	7/21	33
4 Very Good	9/21	43
3 Good	4/21	19
2 Fair	1/21	5
1 Poor	0/21	0
Website	3.95	
5 Excellent	6/21	29
4 Very Good	10/21	48
3 Good	3/21	14
2 Fair	2/21	10
1 Poor	0/21	0
Online Registration	4.00	
5 Excellent	9/21	43
4 Very Good	5/21	24
3 Good	5/21	24
2 Fair	2/21	10
1 Poor	0/21	0
Online Appointment Requests	4.00	
5 Excellent	9/21	43
4 Very Good	5/21	24
3 Good	5/21	24
2 Fair	2/21	10
1 Poor	0/21	0
Email Communications	4.29	
5 Excellent	11/21	52
4 Very Good	6/21	29
3 Good	3/21	14
2 Fair	1/21	5
1 Poor	0/21	0
Printed Directory for Media	4.10	
5 Excellent	6/21	29
4 Very Good	11/21	52
3 Good	4/21	19
2 Fair	0/21	0
1 Poor	0/21	0

The location (Toronto)	4.67 Average	
5 Excellent	7 of 9 respondents	78%
4 Very Good	1/9	11%
3 Good	1/9	11%
2 Fair	0/9	0%
1 Poor	0/9	0%
The venue - Sheraton Centre	4.44	
5 Excellent	5/9	56
4 Very Good	3/9	33
3 Good	1/9	11
2 Fair	0/9	0
1 Poor	0/9	0
Appointments	4.44	
5 Excellent	4/9	44
4 Very Good	5/9	56
3 Good	0/9	0
2 Fair	0/9	0
1 Poor	0/9	0
Breakfast	3.22	
5 Excellent	2/9	22
4 Very Good	2/9	22
3 Good	2/9	22
2 Fair	2/9	22
1 Poor	1/9	11
Luncheon	4.22	
5 Excellent	4/9	44
4 Very Good	3/9	33
3 Good	2/9	22
2 Fair	0/9	0
1 Poor	0/9	0
Reception	4.44	
5 Excellent	4/9	44
4 Very Good	5/9	56
3 Good	0/9	0
2 Fair	0/9	0
1 Poor	0/9	0
Quality of Media	4.00	
5 Excellent	2/9	22
4 Very Good	5/9	56
3 Good	2/9	22
2 Fair	0/9	0
1 Poor	0/9	0
Web Site	4.22	
5 Excellent	4/9	44
4 Very Good	3/9	33
3 Good	2/9	22
2 Fair	0/9	0
1 Poor	0/9	0
Printed Directory for Exhibitors	4.67	
5 Excellent	6/9	67
4 Very Good	3/9	33
3 Good	0/9	0
2 Fair	0/9	0
1 Poor	0/9	0
Overall organization	4.67	
5 Excellent	6/9	67
4 Very Good	3/9	33
3 Good	0/9	0
2 Fair	0/9	0
1 Poor	0/9	0