

## Exhibitors' Survey

**Automechanika Argentina 2008**

**November 12 – 15**

**La Rural Trade Center  
Buenos Aires, Argentina**

# Table of contents

## **Exhibitors' survey**

### **Method of exhibitors' survey**

#### **1. Structure of the interviewed exhibitors**

**Company's headquarter**

**Economic sector**

**Origin of the visitors on the booth**

#### **2. Objectives of show participation and attainment of objectives**

**Objectives of show participation**

**Attainment of show participation objectives**

#### **3. Visitor target groups and reaching of visitor target groups**

**Visitor target groups**

**Visitor target groups and reaching of target groups**

**Average reaching of target groups**

#### **4. Interest in other Automechanika events**

**In which other Automechanika shows are you interested in participating?**

# Table of contents

## 5. Assessment of services and general conditions

Assessment of the booth/hall

Assessment of general conditions and services

Assessment of general conditions and services delivered by the show venue

## 6. Overall assessment

Assessment of the current economic situation

Overall assessment

Overall assessment concerning ...

Participation at Automechanika Argentina in future

## 7. Visitors advertising

## Exhibitors` Survey

## Methods of exhibitors' survey Automechanika Argentina 2008

- Conducting written exhibitors' survey during the last days of Automechanika Argentina.
- Distribution of the questionnaires to the stand managers of all exhibition stands, which means to all exhibitors.
- Capture and data analysis of **338 interviews**.

# Methods of exhibitors' survey




## Automechanika Argentina 2008

### Comment:

For questions based on views and opinions the scale of points are ranging from

1 = exceptionally satisfied to 5 = dissatisfied

and are summed up as following:

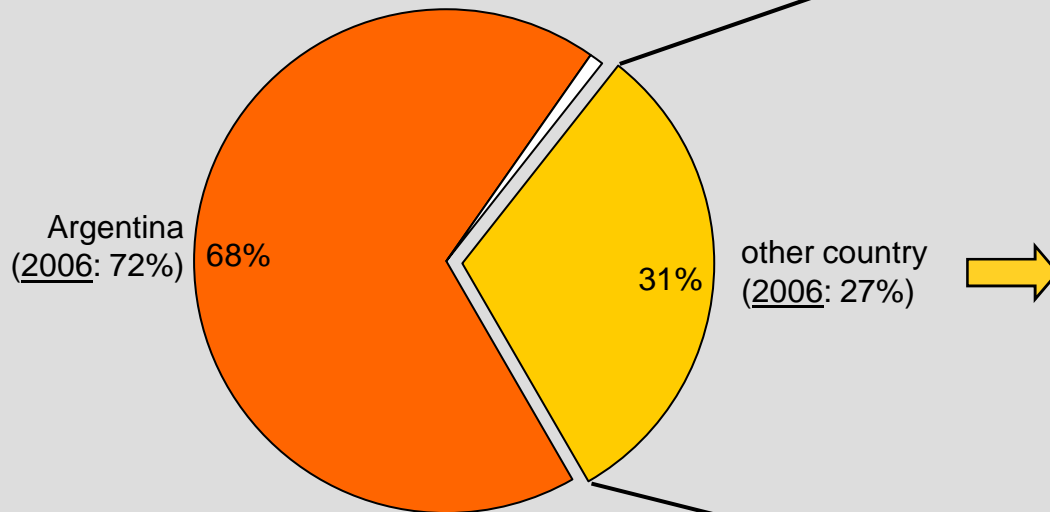
Scale points 1 and 2:	TOP-Box (assessment very satisfied/blue colour)	
Scale point 3:	MIDDLE-Box (assessment satisfied/green colour)	
Scale points 4 and 5:	LOW-Box (assessment less satisfied/red colour)	

## 1. Structure of the interviewed exhibitors

# 1.1 Company's headquarter

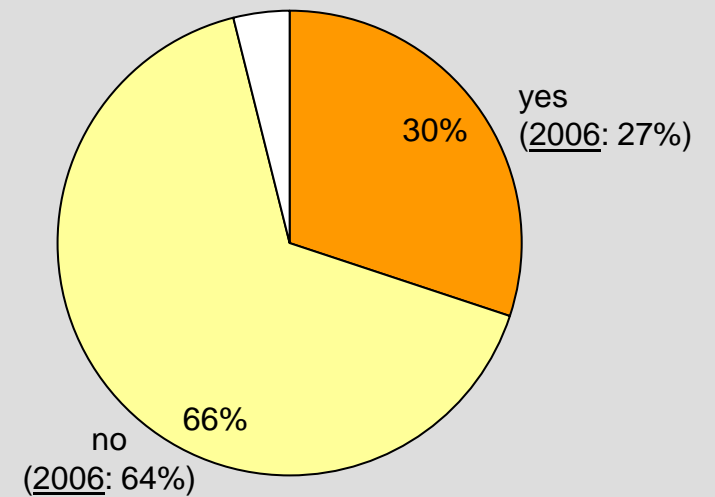
## Exhibitors at Automechanika Argentina 2008

Where is your company's headquarter?

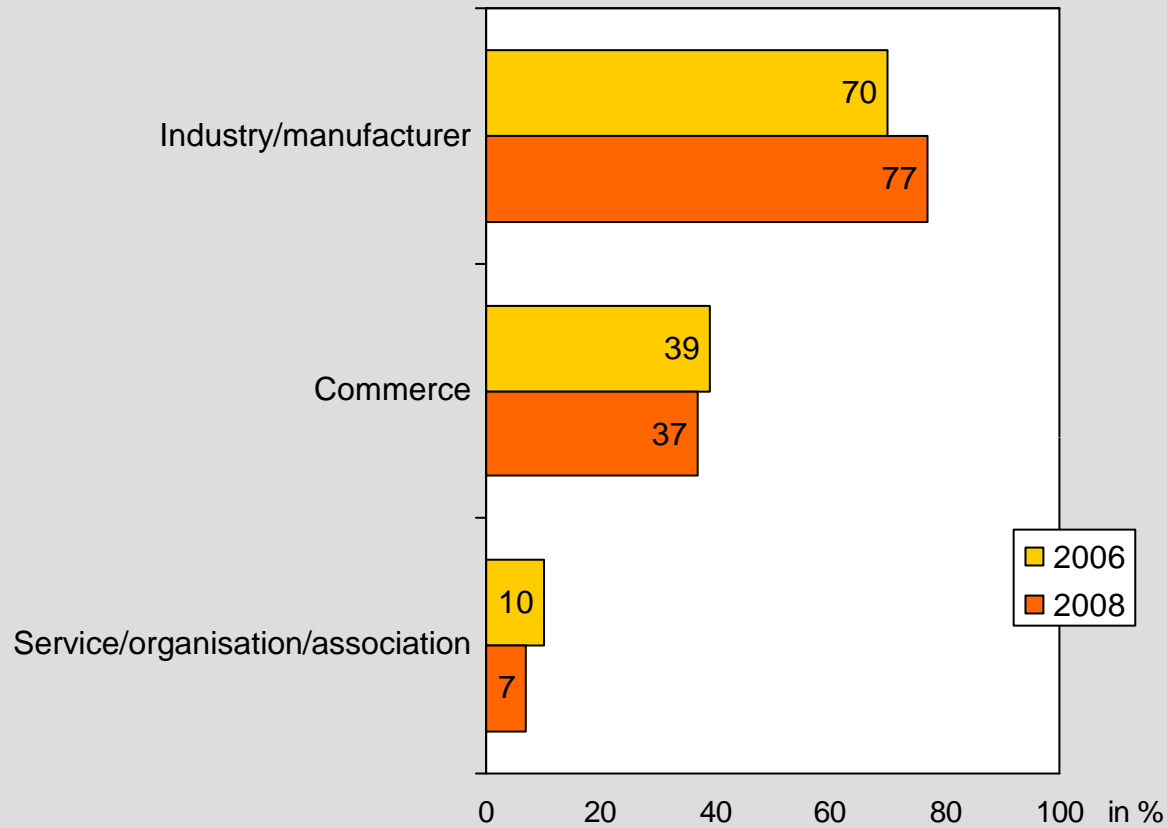


no data

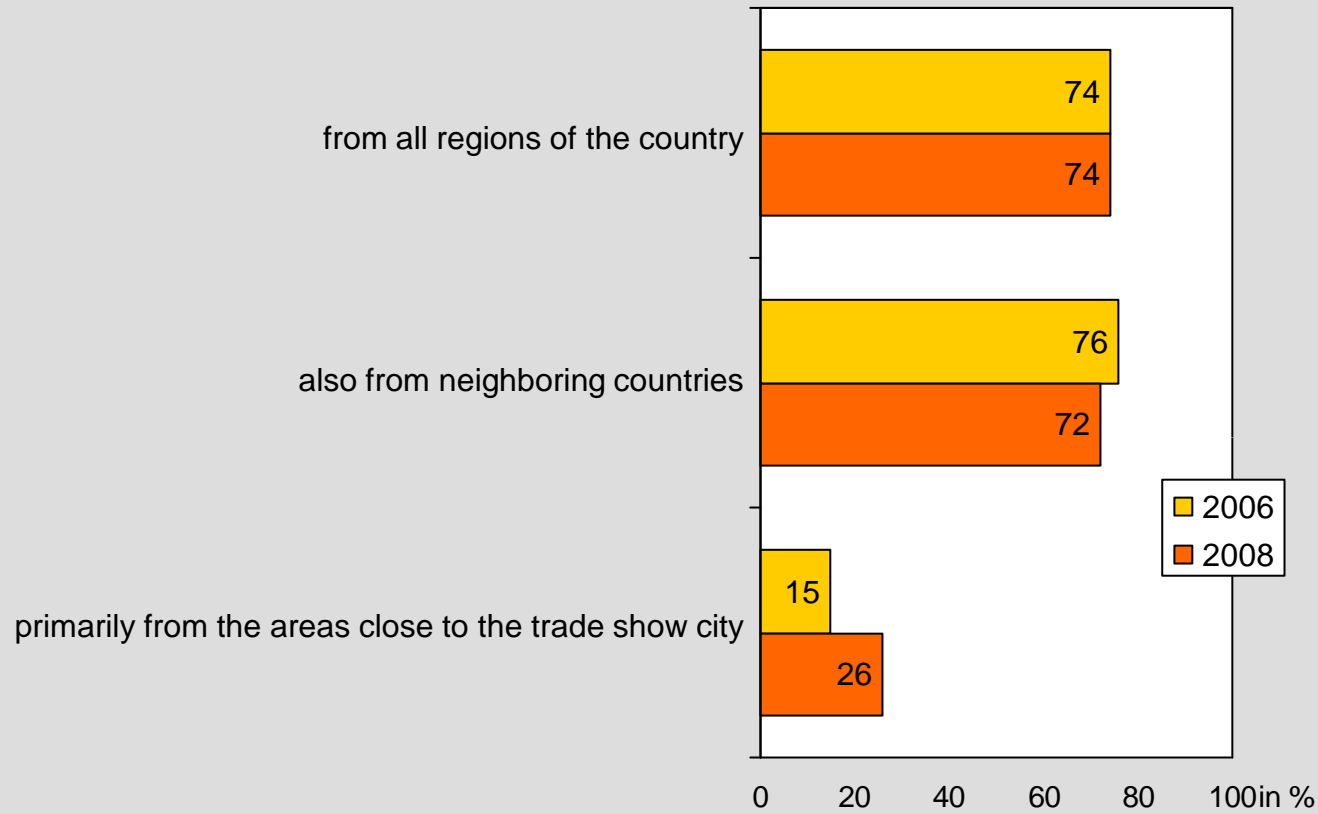
Does your company have a sales organisation in Argentina?



## 1.2 Economic sector Exhibitors at Automechanika Argentina 2008



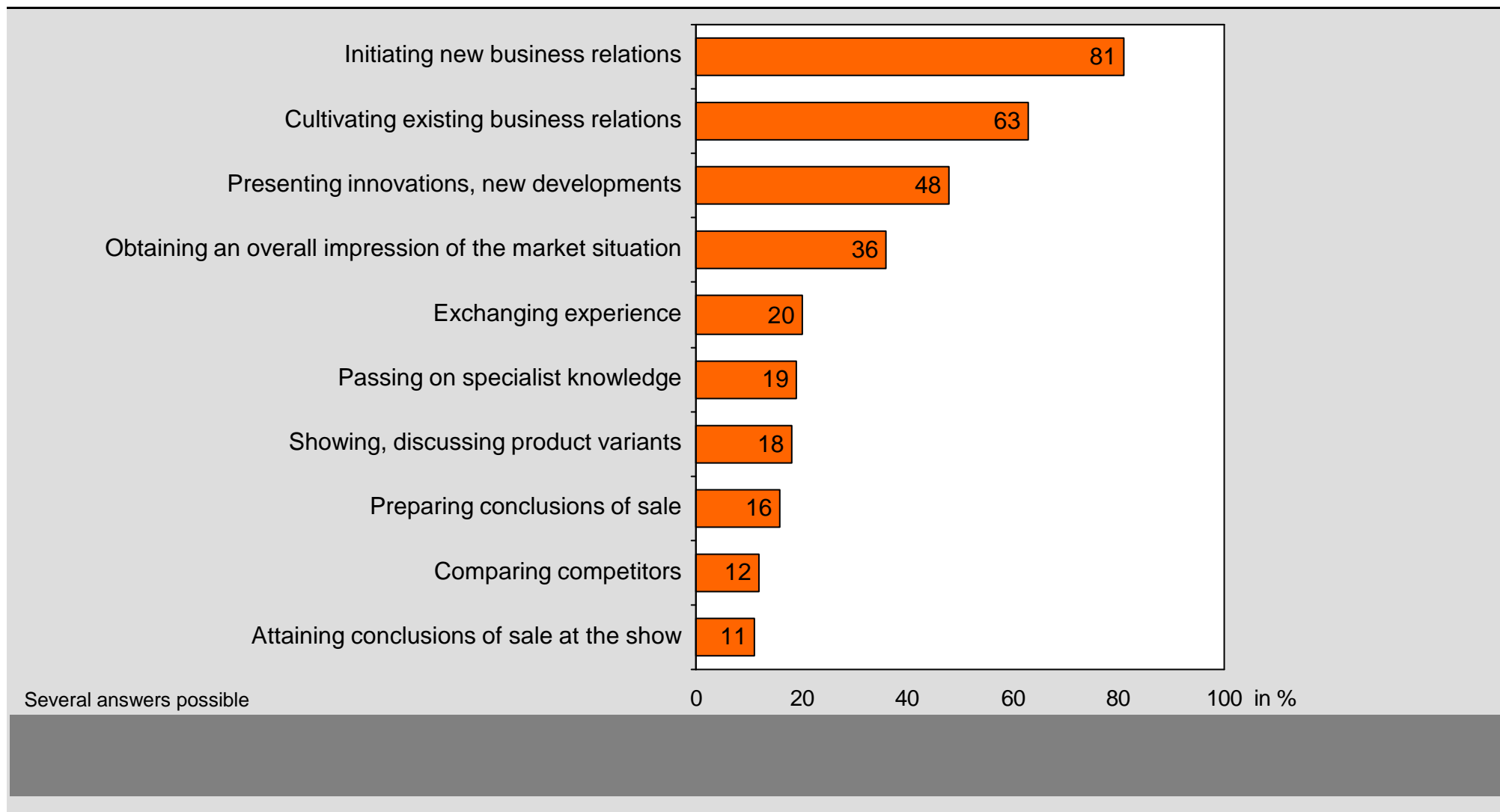
# 1.3 Origin of the visitors on the booth Exhibitors at Automechanika Argentina 2008



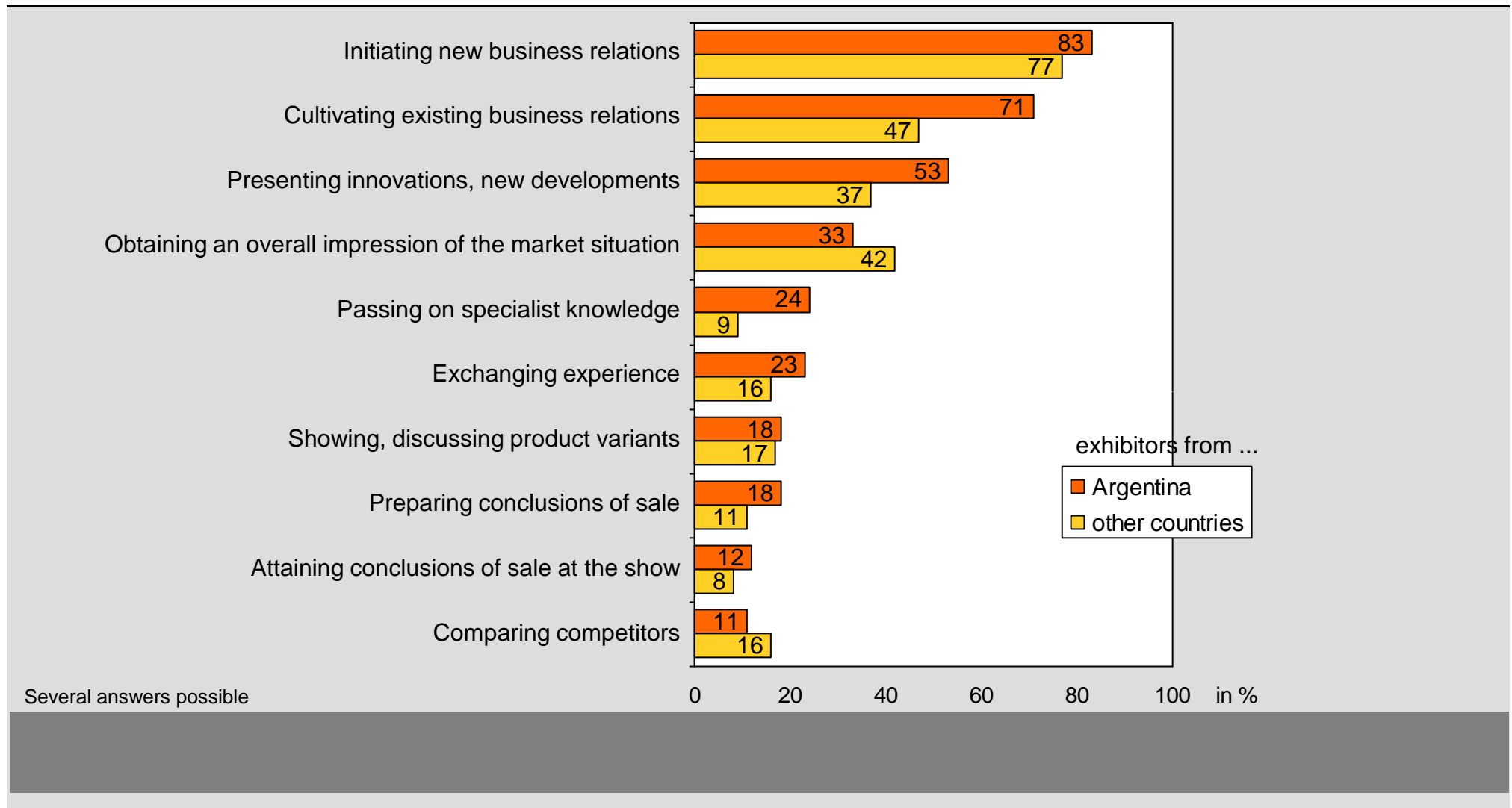
Several answers possible

## 2. Objectives of show participation and attainment of objectives

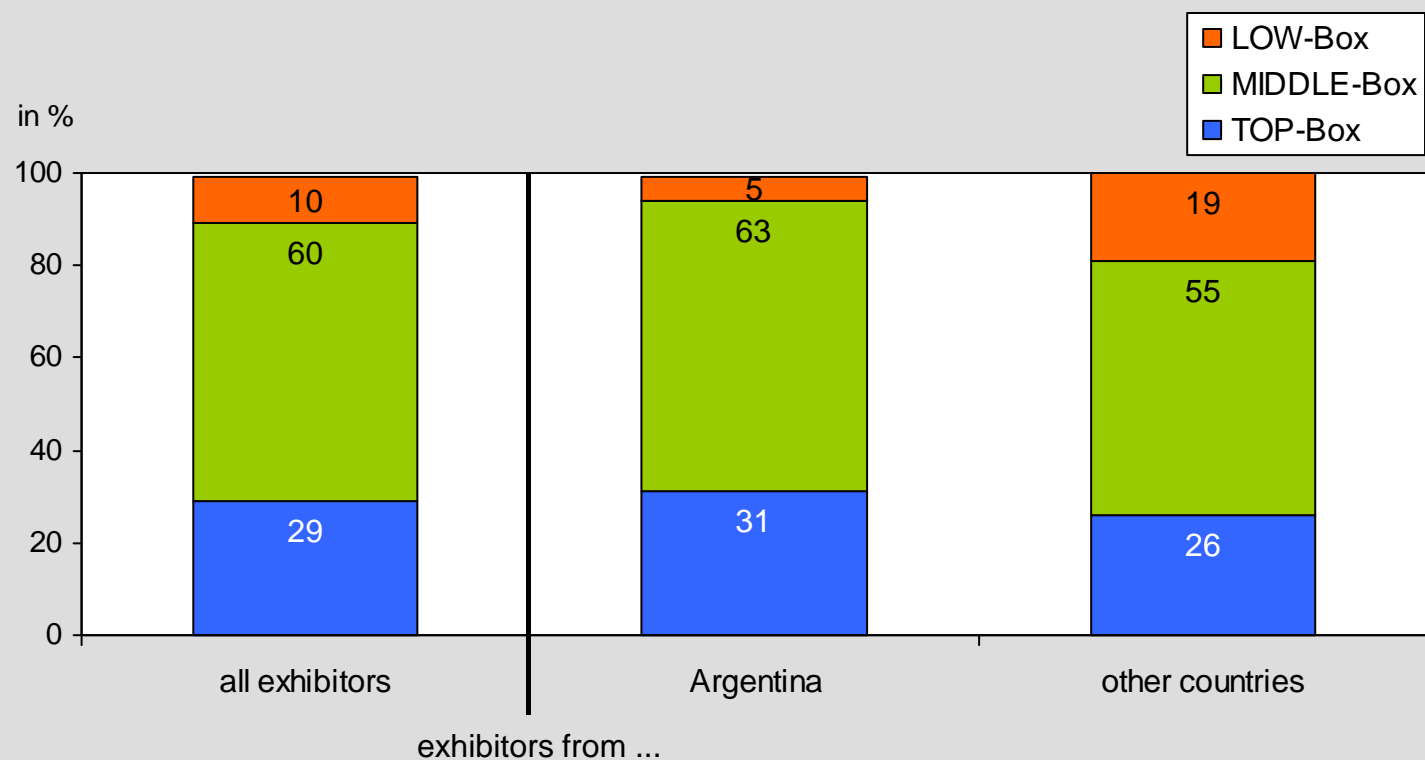
## 2.1.1 Objectives of show participation Exhibitors at Automechanika Argentina 2008



## 2.1.2 Objectives of show participation Exhibitors at Automechanika Argentina 2008



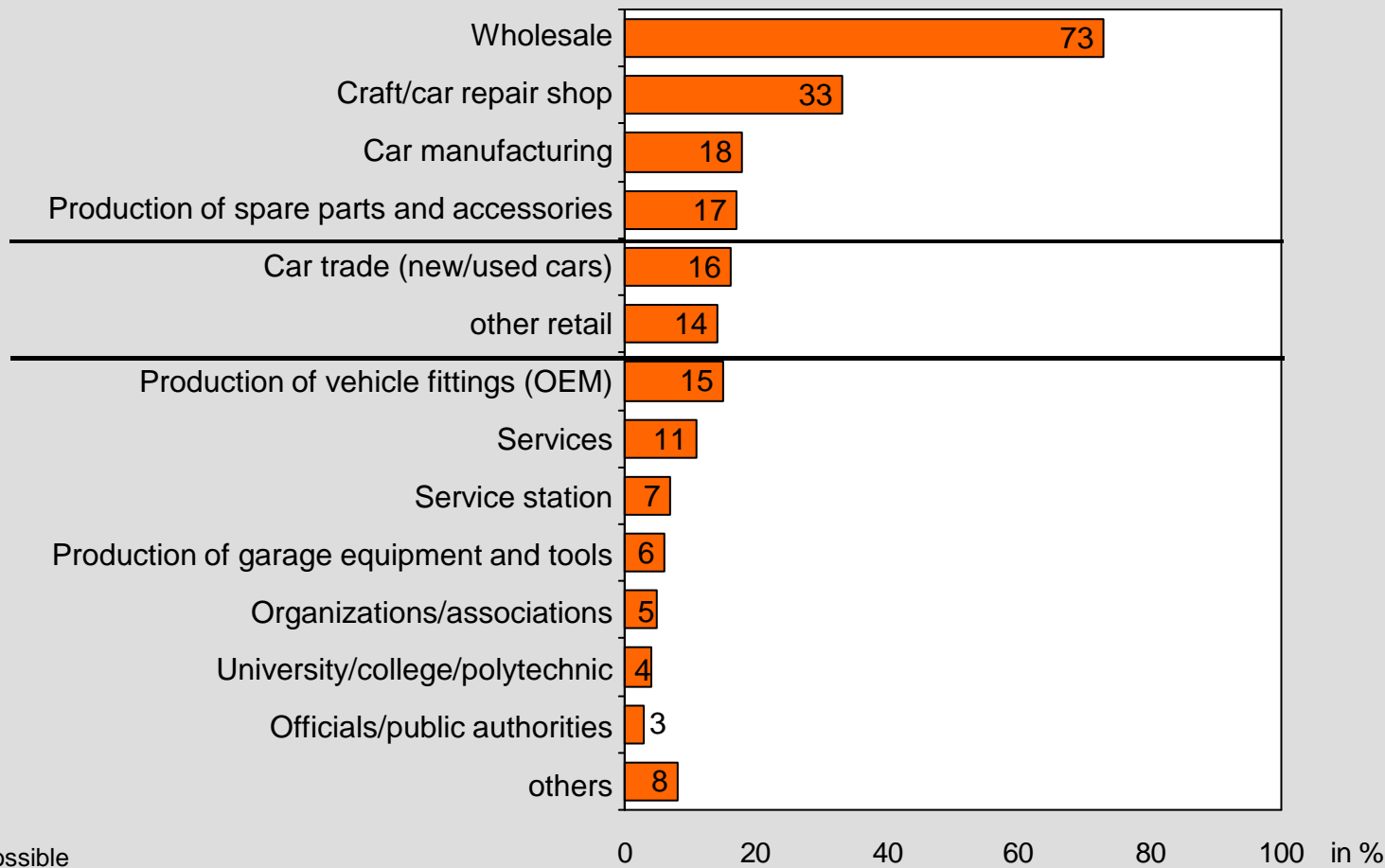
## 2.2 Attainment of show participation objectives Exhibitors at Automechanika Argentina 2008



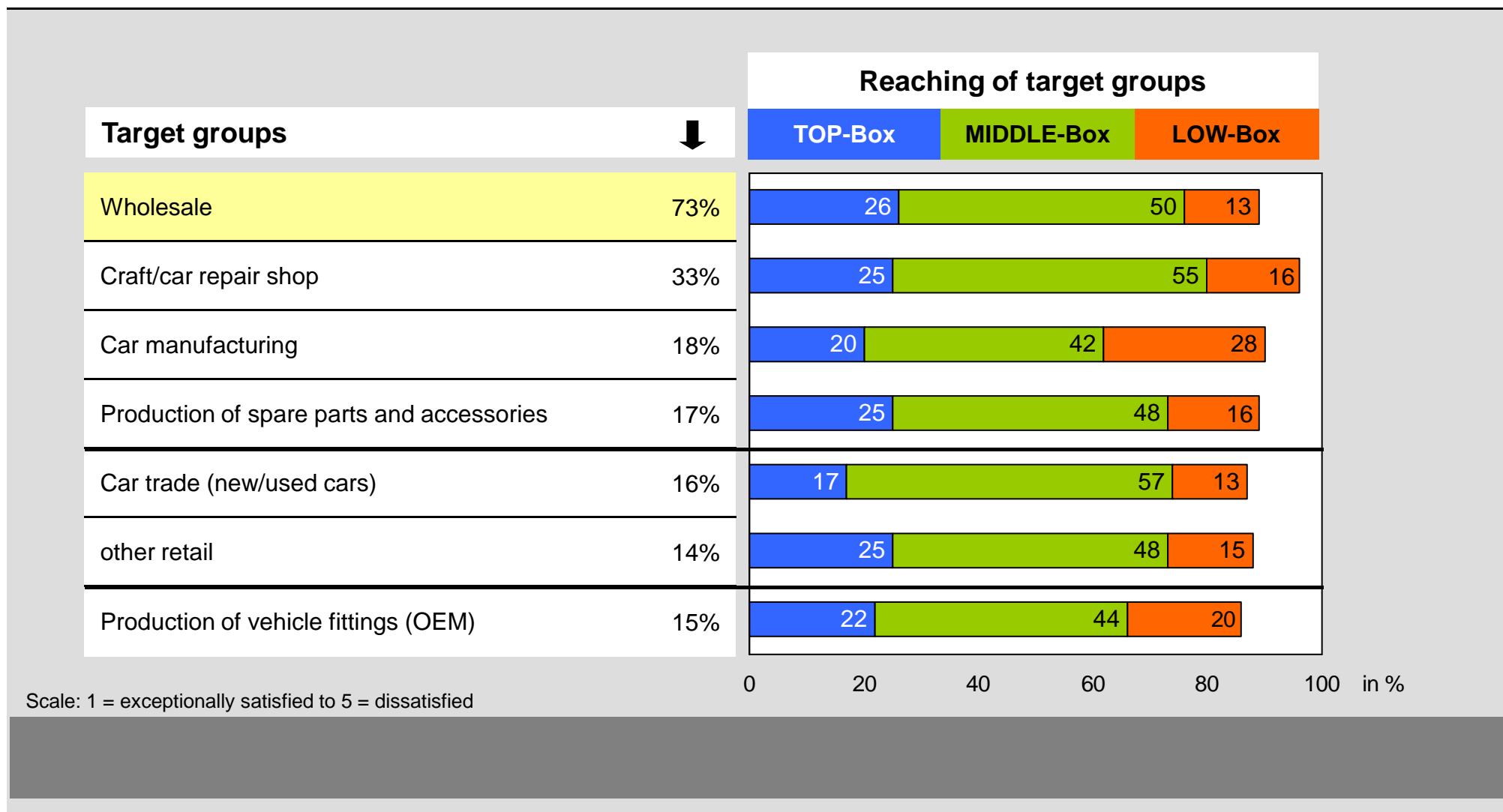
### 3. Visitor target groups and reaching of visitor target groups

### 3.1 Visitor target groups

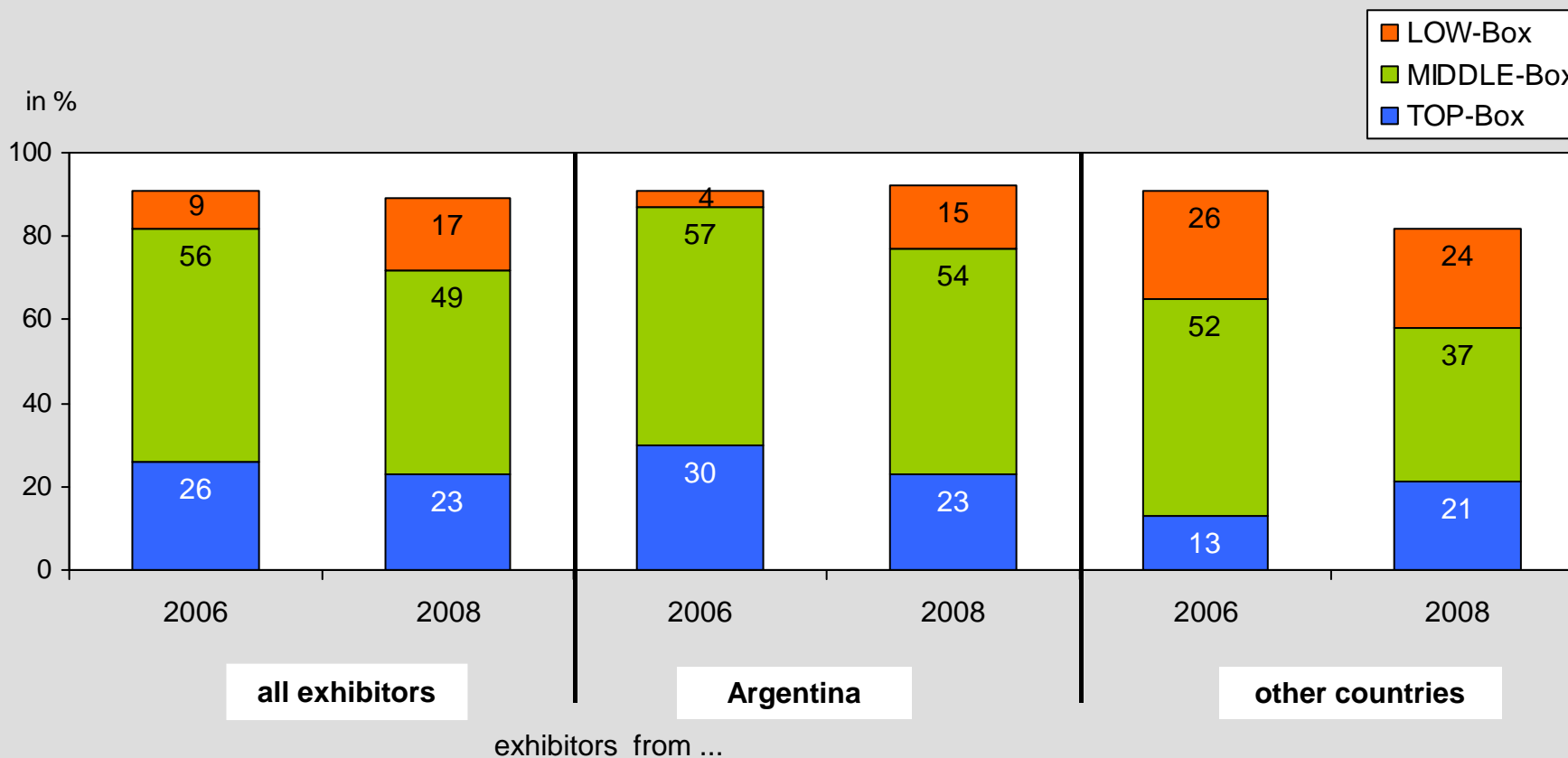
#### Exhibitors at Automechanika Argentina 2008



## 3.2 Visitor target groups and reaching of target groups Exhibitors at Automechanika Argentina 2008



### 3.3 Average reaching of target groups Exhibitors at Automechanika Argentina 2008



Scale: 1 = exceptionally satisfied to 5 = dissatisfied

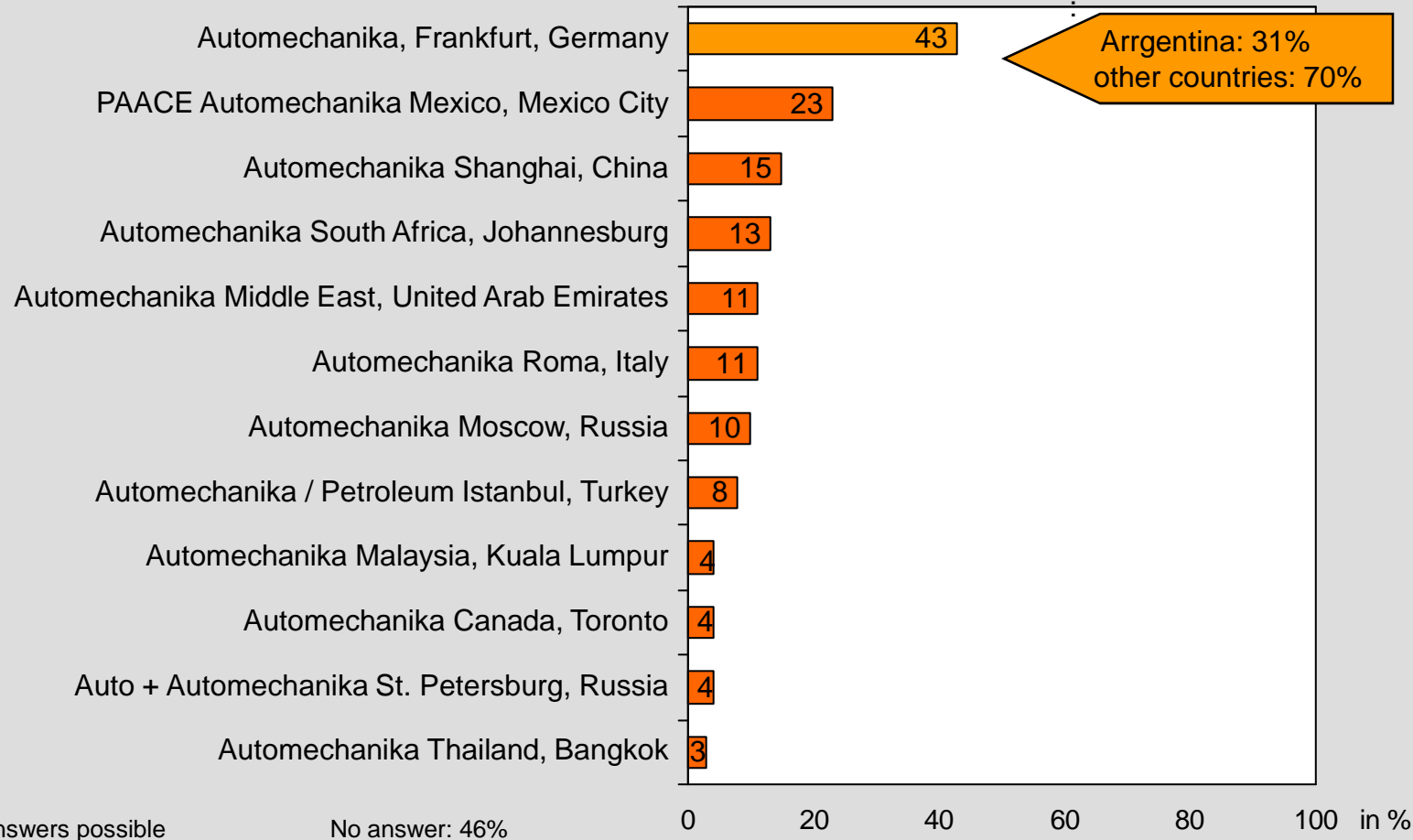
#### 4. Interest in other Automechanika events

# 4.1 In which other Automechanika shows are you interested in participating?

## Exhibitors at Automechanika Argentina 2008

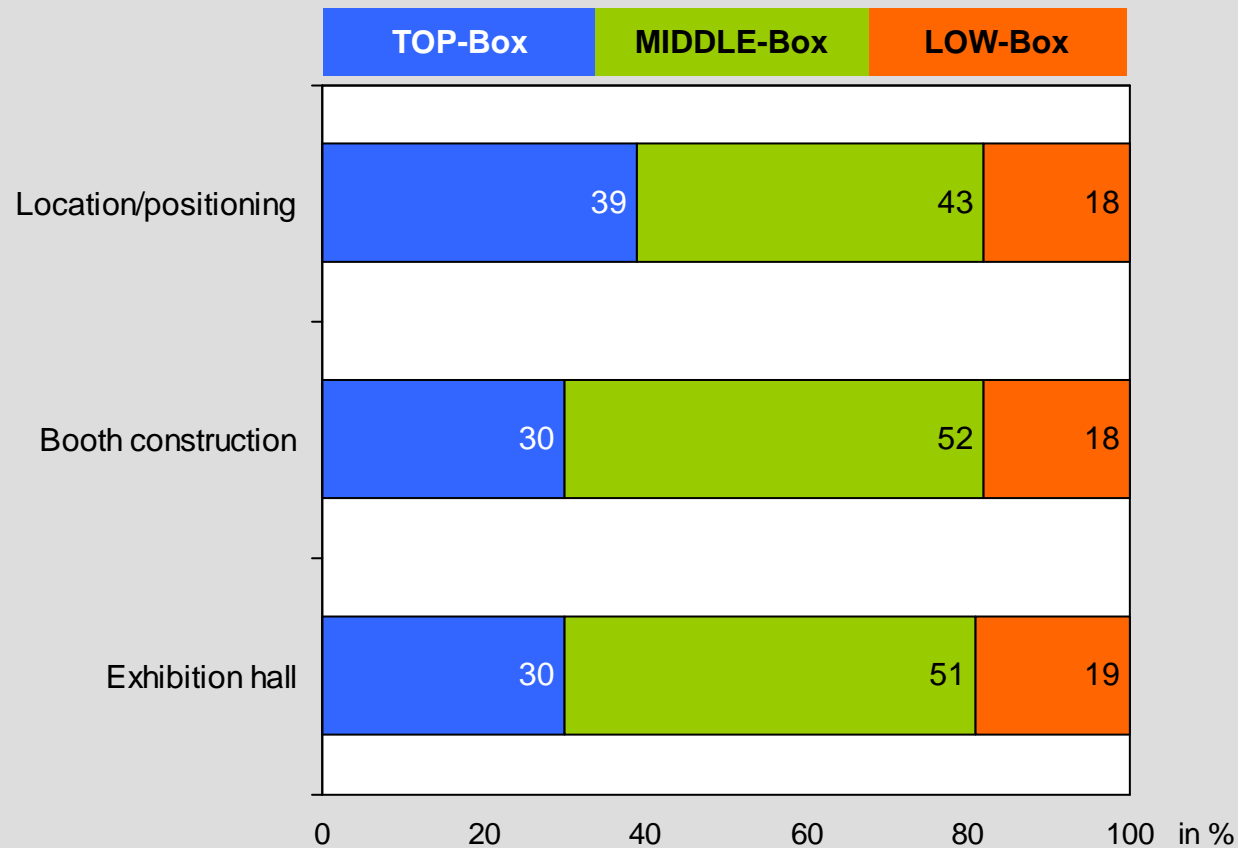


exhibitors from ...



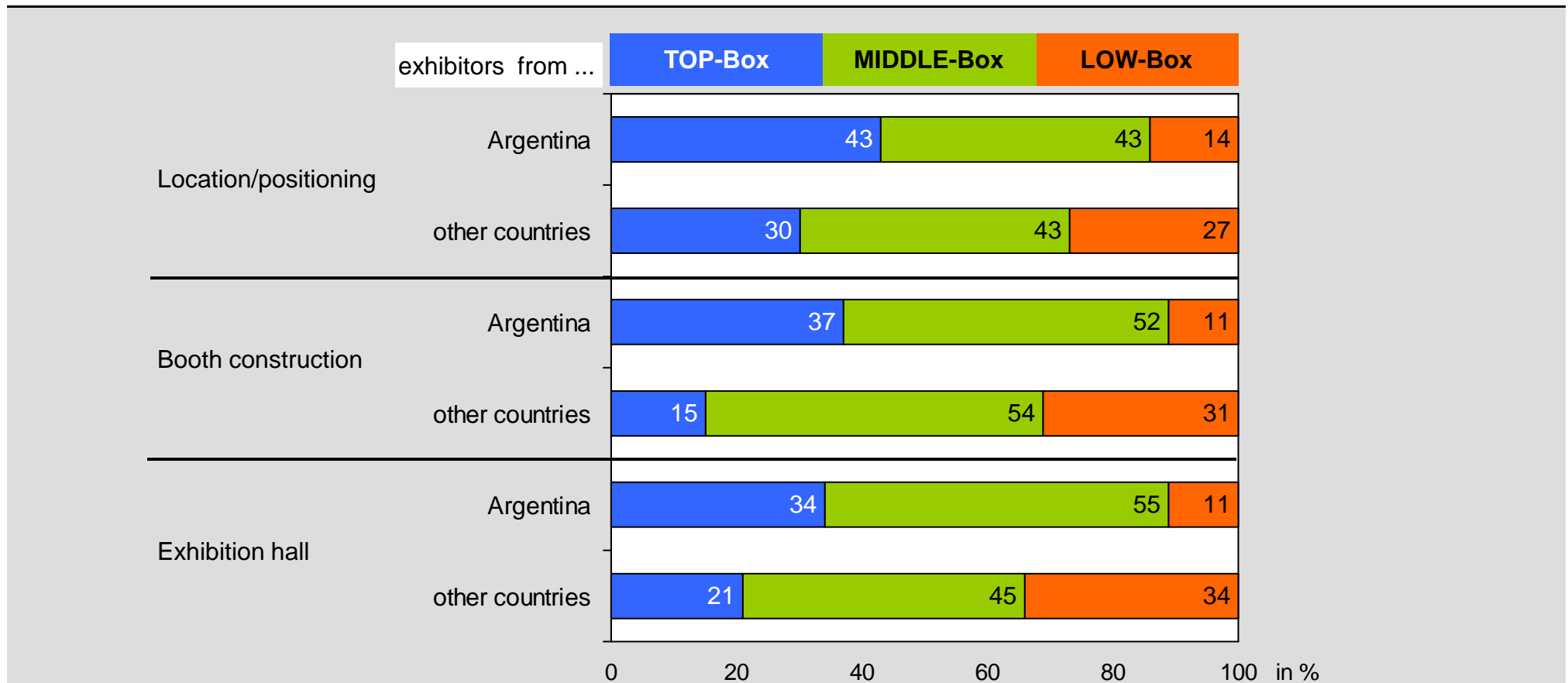
**5. Assessment of services and general conditions**

## 5.1.1 Assessment of the booth/hall Exhibitors at Automechanika Argentina 2008



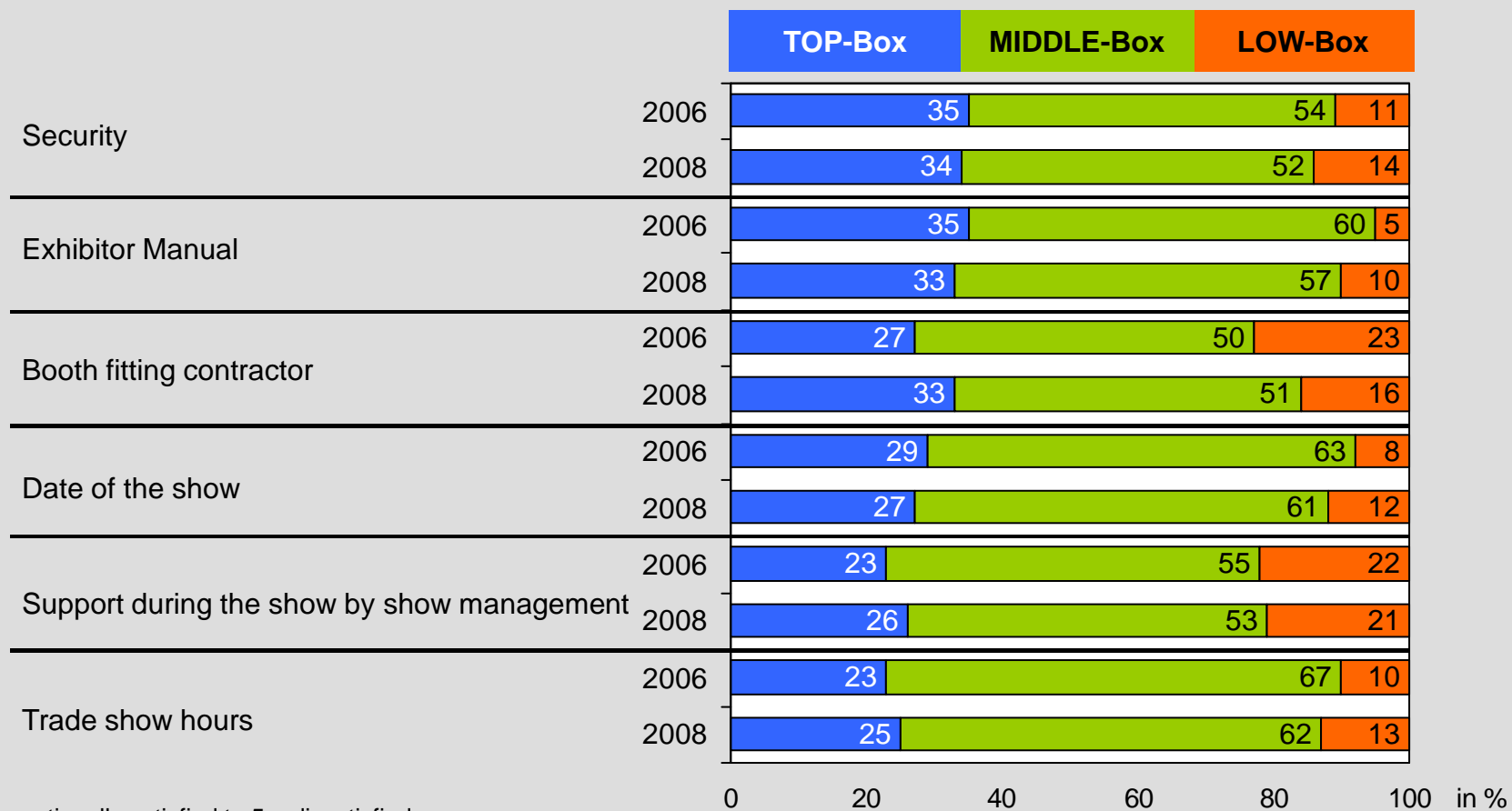
Scale: 1 = exceptionally satisfied to 5 = dissatisfied

## 5.1.2 Assessment of the booth/hall Exhibitors at Automechanika Argentina 2008

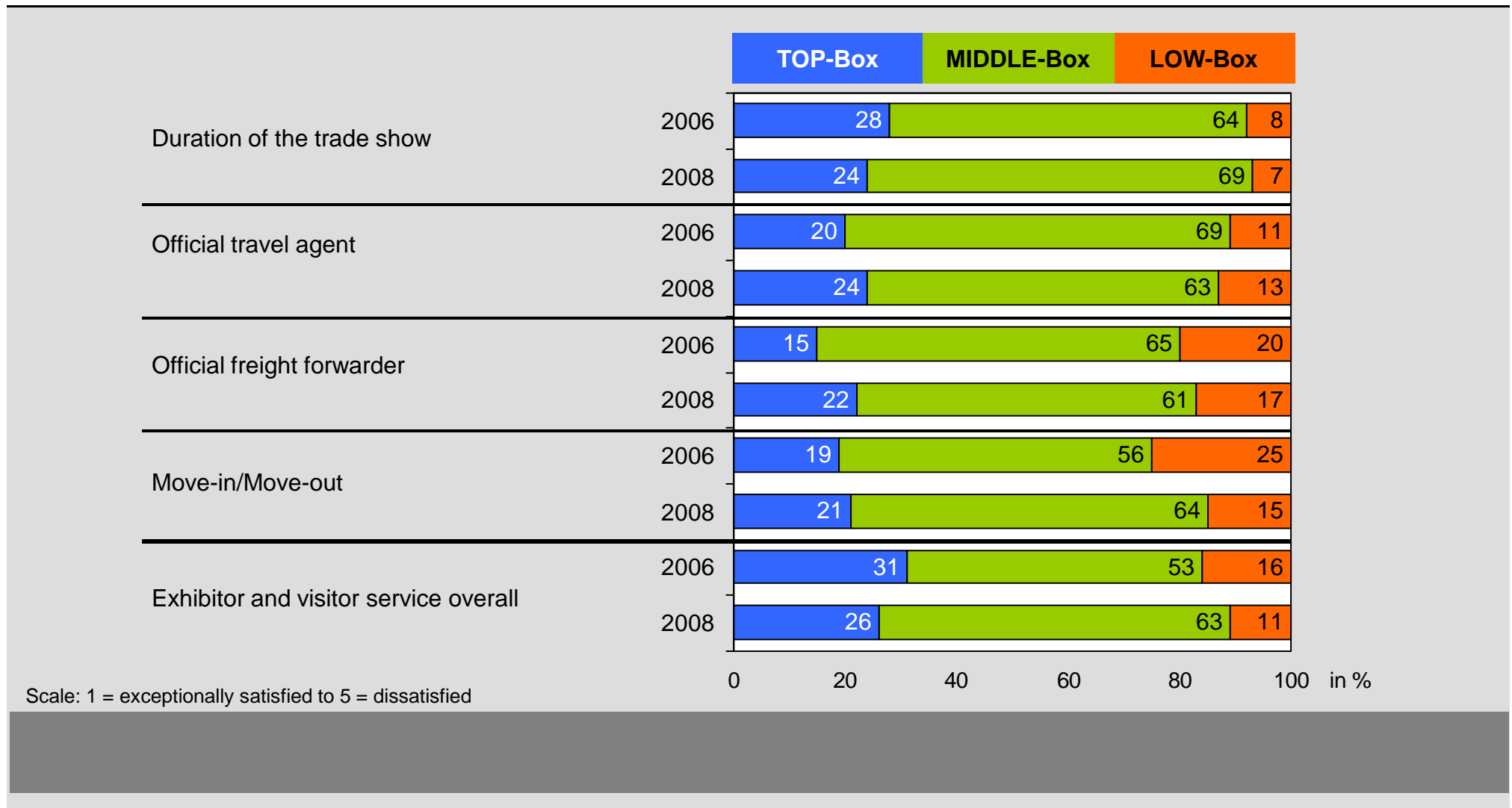


Scale: 1 = exceptionally satisfied to 5 = dissatisfied

## 5.2.1 Assessment of general conditions and services Exhibitors at Automechanika Argentina 2008



## 5.2.2 Assessment of general conditions and services Exhibitors at Automechanika Argentina 2008



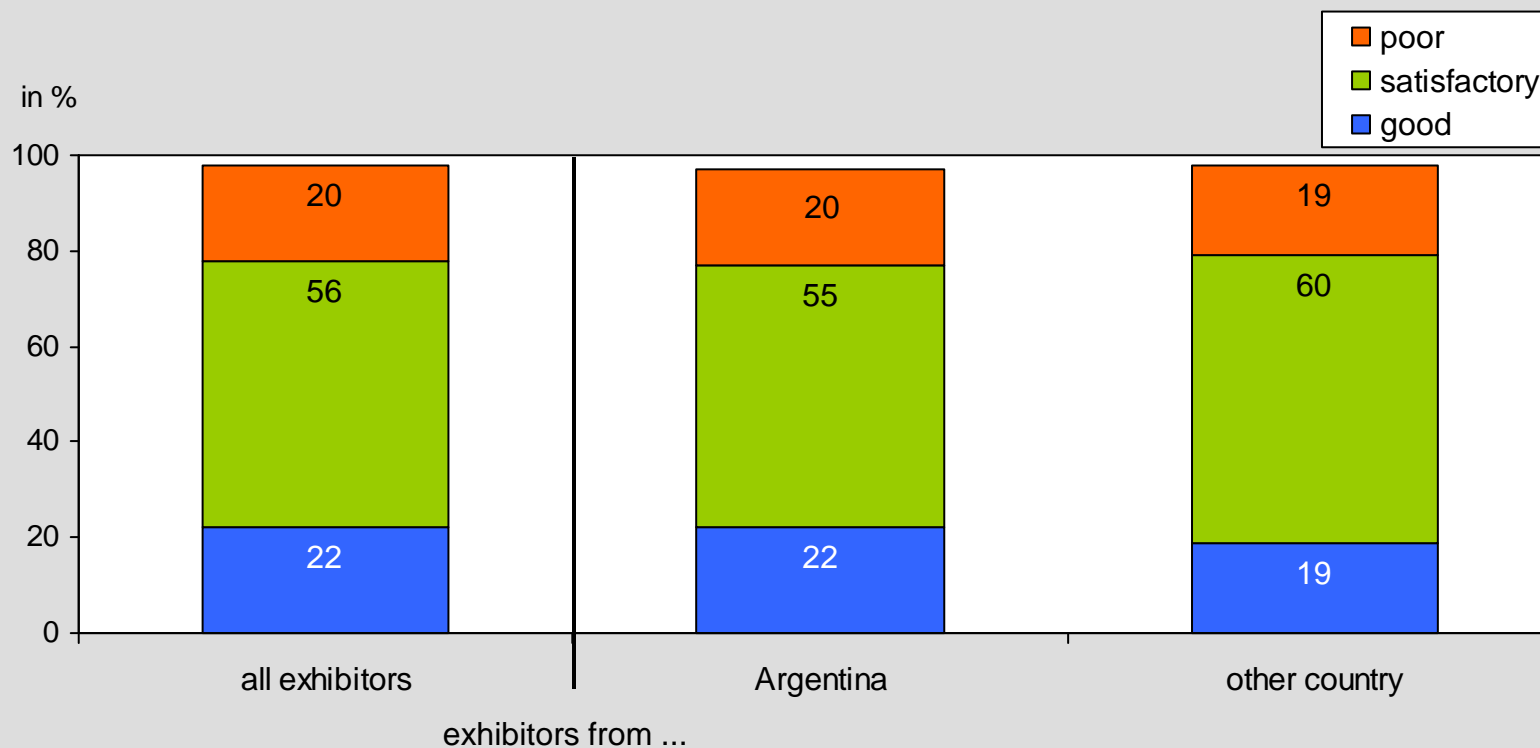
### 5.3 Assessment of general conditions and services delivered by the Show venue

#### Exhibitors at Automechanika Argentina 2008

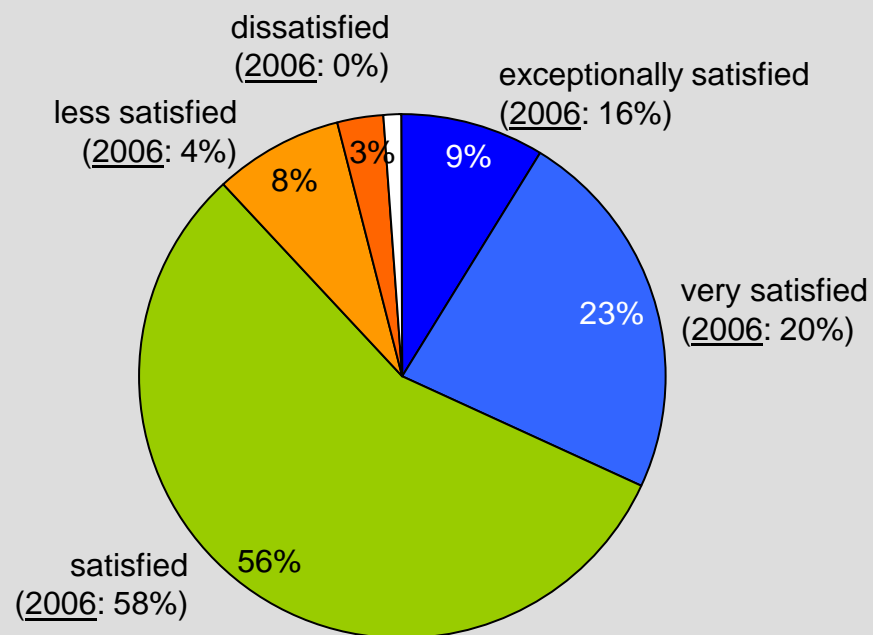


## 6. Overall assessment

## 6.1 Assessment of the current economic situation Exhibitors at Automechanika Argentina 2008

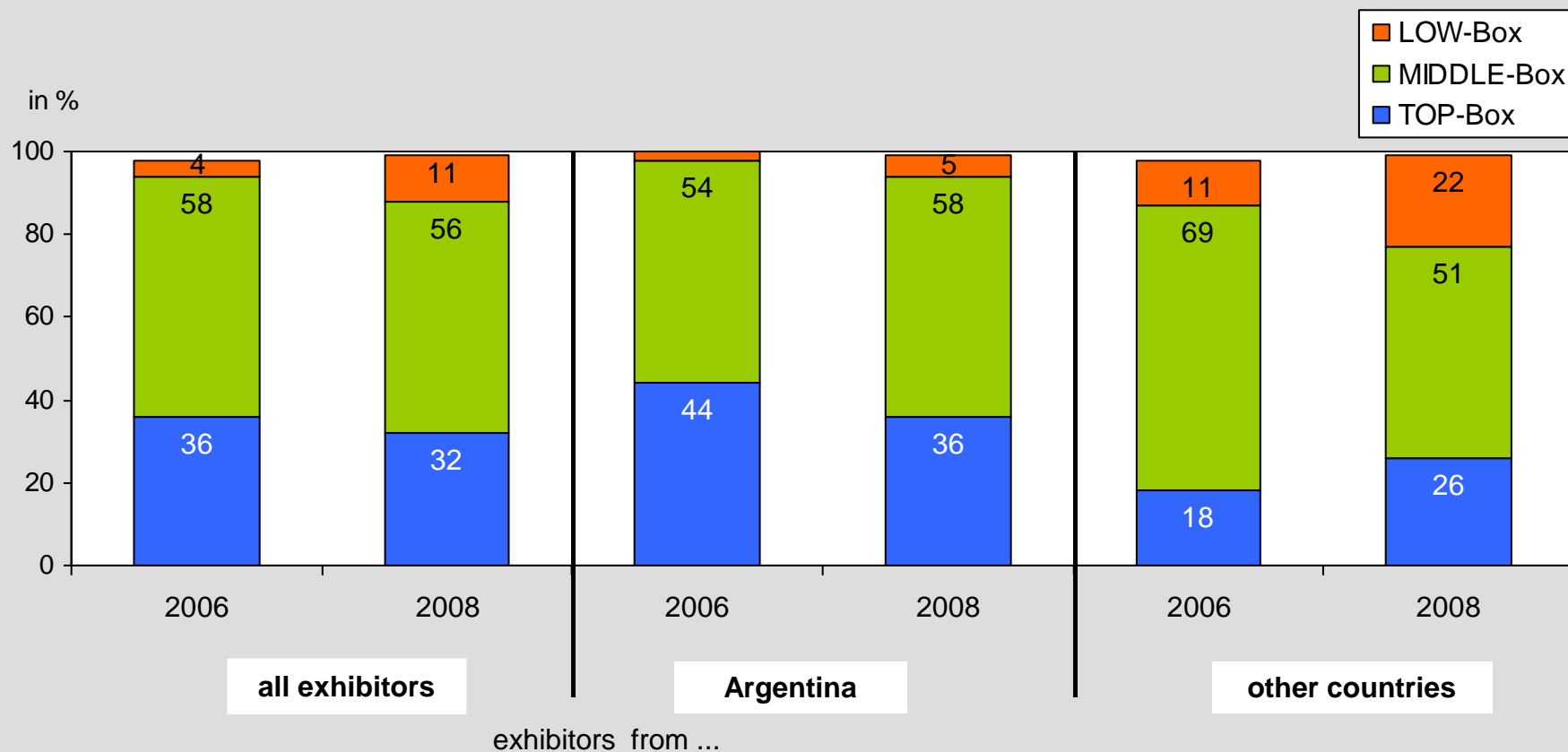


## 6.2.1 Overall assessment Exhibitors at Automechanika Argentina 2008



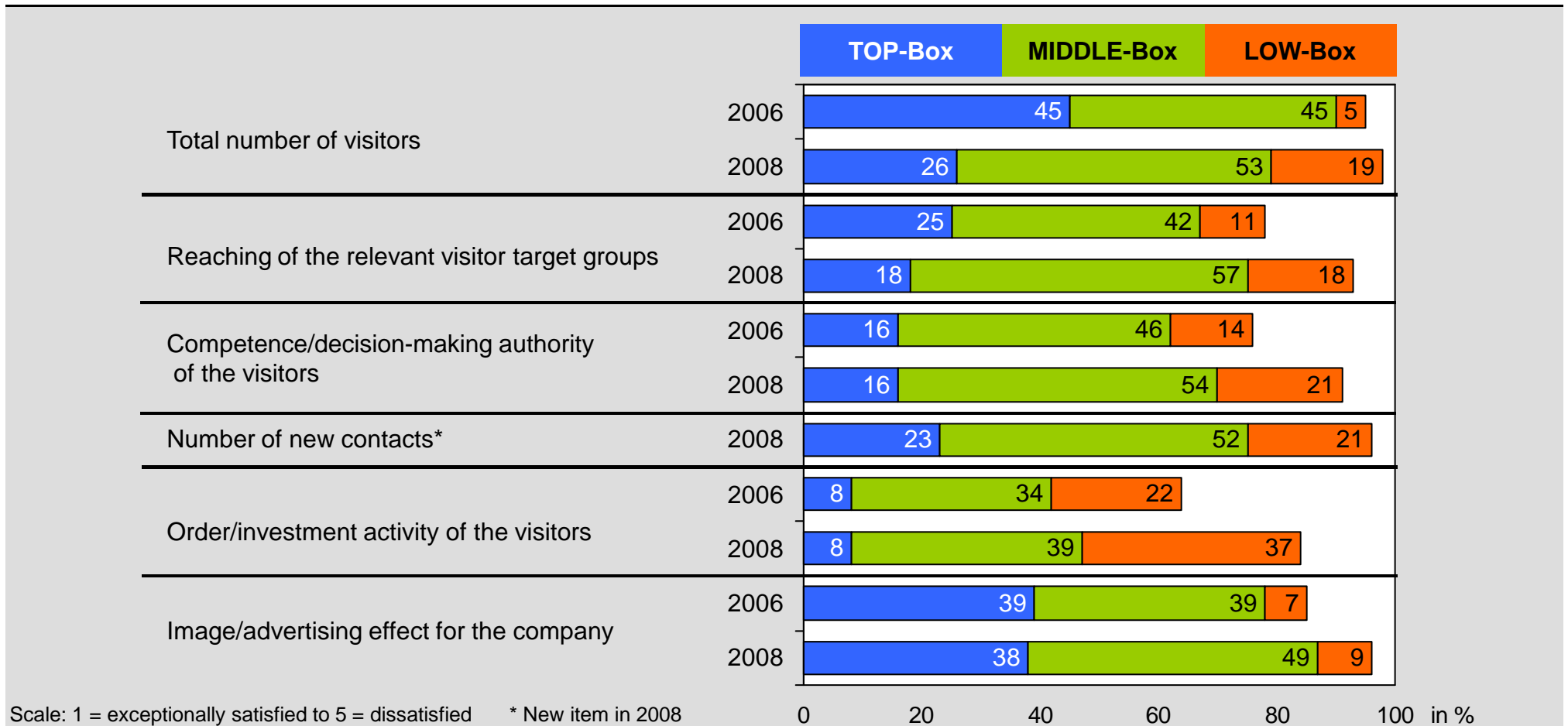
no data

## 6.2.2 Overall assessment Exhibitors at Automechanika Argentina 2008

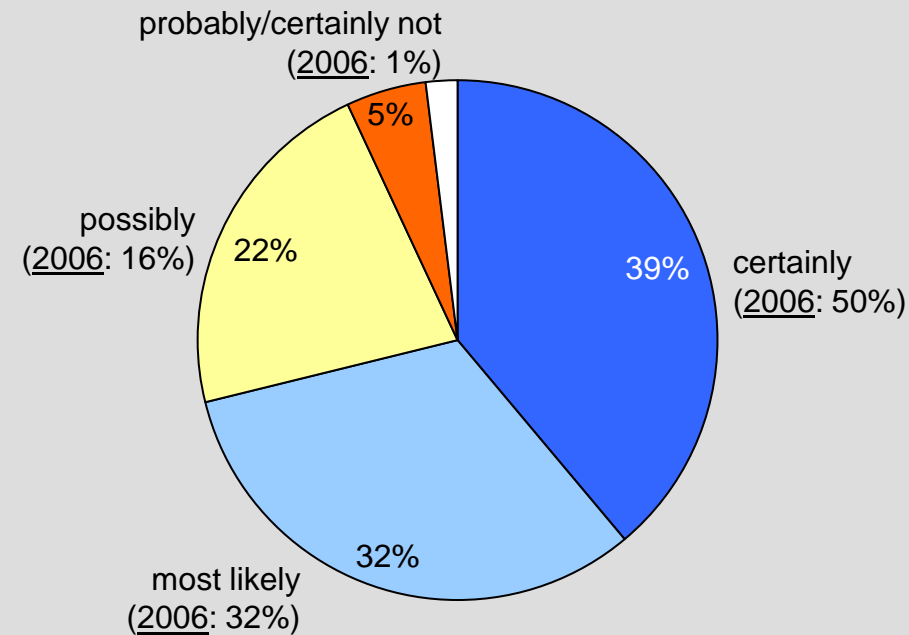


Scale: 1 = exceptionally satisfied to 5 = dissatisfied

## 6.3 Overall assessment concerning ... Exhibitors at Automechanika Argentina 2008

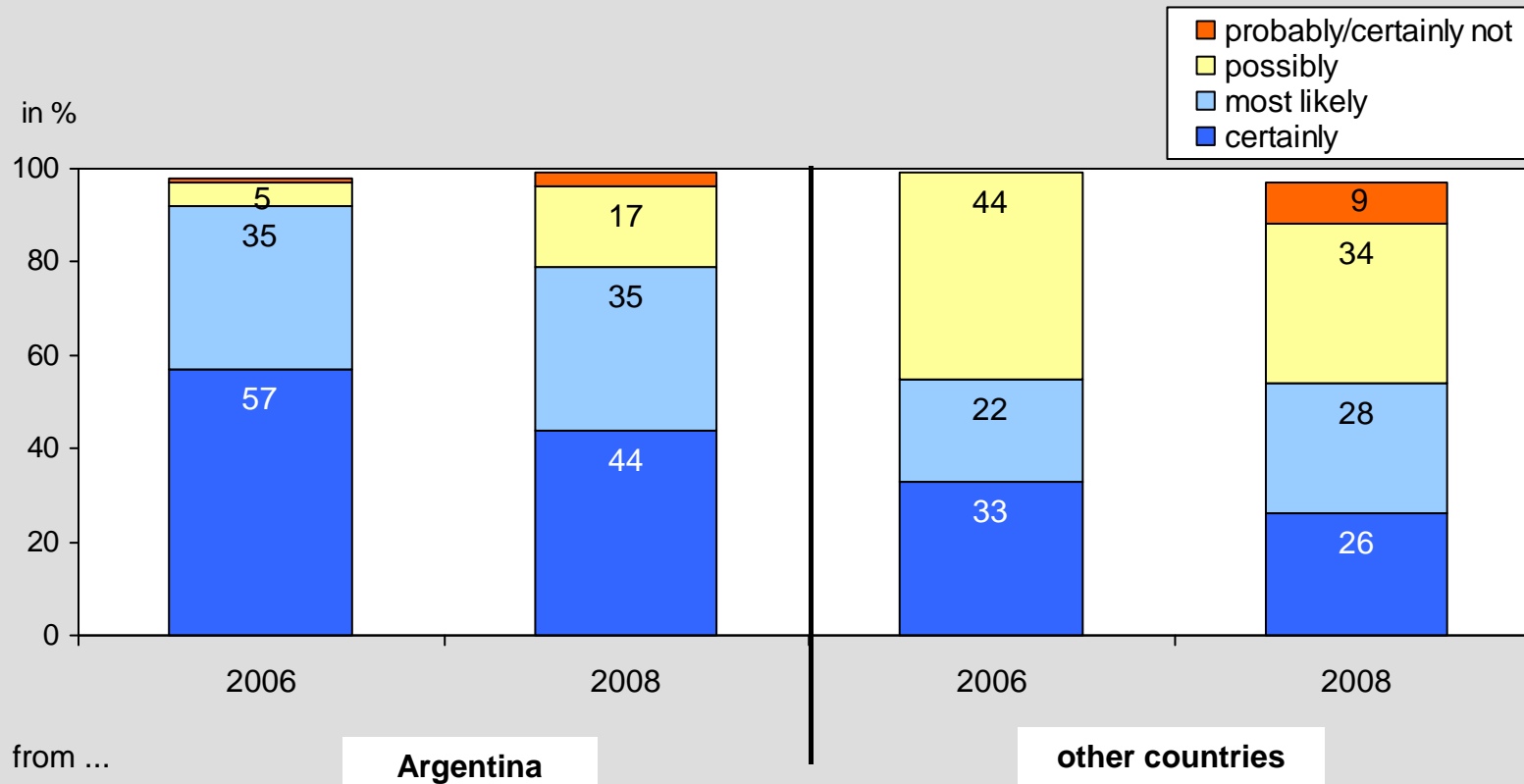


## 6.4.1 Participation at Automechanika Argentina in future Exhibitors at Automechanika Argentina 2008



no data

## 6.4.2 Participation at Automechanika Argentina in future Exhibitors at Automechanika Argentina 2008



## 7. Visitors advertising

# 7.1 Visitors advertising

## Exhibitors at Automechanika Argentina 2008

What type of promotion did you use to advertise your participation and invite your customers/prospects to Automechanika Argentina?

