



Company: _____

Name: _____

Your opinion is important to us!

Exhibitor assessment sheet
 EURO ID 2010
 4th to 6th May 2010, Cologne

Your opinion is important for us! Your critical comments and any suggestions for the future are very important for us to improve marketing, organisation and support continuously. Therefore please answer the questions below. We will collect the assessment sheets on the last day of the trade fair. Moreover we will be happy to talk to you personally at any time. If you want to take more time for answering the questions you may return the assessment sheet back to us by fax to +49 (0) 211 / 96 86 – 47 54 .

1. **How satisfied have you been with...** (Grading system 1 = very good to 6 = unsatisfactory)

- ... the organisation during the run-up to the trade fair? _____
- ... the exhibition's location? _____
- ... Exhibitor support provided by the organiser on site? _____
- ... the technical assistance provided by EXPO XXI? _____
- ... the location of your stand premises? _____
- ... the User Forum? _____
- ... the Tracking and Tracing Theatre? _____
- ... the exhibitor night? _____
- ... Catering / Restaurants? _____
- ... the price award ceremony of European AUTO ID-Awards? _____

2. **What have been your targets for the EURO ID 2010 and which of them have you reached fully, in part or not at all?**

	fully	in part	not at all
a) Strengthening of existing business contacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Initiating and developing new business contacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Sales negotiations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Purchasing agreements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Representation, PR, image building	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Presentation of novelties and further developments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Information on the overall service scope	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Consultancy talks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. What are the visitor target groups that you have reached at the EURO ID 2010?

4. What are the visitor target groups that you have missed at the EURO ID 2010?

5. Have you been satisfied with the quantity and the quality of your contacts (right target groups, decision makers)?

Quantity:

- Yes
 No, because _____

Quality:

- Yes
 No, because _____

Remarks:

6. Did the visitors approach you or did you mainly have to address the visitors by yourself?

- The visitors approached us
 We addressed the visitors actively

7. What were the marketing measures you carried out during the run-up of the trade fair?

8. What other companies would you as an exhibitor/sponsor have expected to meet at this trade fair?

9. Which topic areas / close-by technologies should become part of EURO ID 2011 as part of a future development programme for the show?

	ja!	warum nicht!?	nein!
a) Sensor Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Telematics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) IT-Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Smart Cards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Biometry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Mobile Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Others: _____			

10. Have you been satisfied with the performance of the suppliers from the Exhibitor-Service-Folder?

Yes, especially with _____

No, because _____

11. How do you rate the EURO ID 2010 in general?

(Grading system 1= very good to 6= unsatisfactory)

12. General remarks

13. Do you intent exhibiting at the EURO ID 2011?

Yes, probably with assumedly _____sq.m

No, because _____

14. How do you rate the EURO ID 2010 News Service?

(Grading system 1= very good to 6= unsatisfactory)

Thank you for your support!
EURO ID 2010 Team

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