



**Your opinion is important to us.
Thank you very much!**

Trade visitor enquiry EURO ID 2010
4th to 6th May 2010, Cologne

1. How long was your trade visit?

- 0.5 days
- 1 day
- 2 days
- 3 days

2. How did you travel to the trade exhibition?

- by car
- by train
- by aircraft
- by public transport

3. How did you learn about the EURO ID 2010?

- Advertisement
- Editorial coverage
- Inserts
- Invitation from an exhibitor
- Invitation / information from IBC
- Recommendation from AIM
- Homepage EURO ID 2010
- Homepage of an exhibitor
- Other Internet pages
- Transponder Roadshow
- Recommendation of a colleague
- Posters
- XING
- Others: _____

Name of the magazine _____

Name of the magazine _____

Name of the magazine _____

Name of the exhibitor _____

Link _____



4. When did you decide to visit the trade fair?

- Within the last week before the event
- Within the last four weeks before the event
- It was long-term planning

5. What were the main reasons for your visit at the EURO ID 2010? (Multiple answers possible)

- General market orientation
- Information/ search for novelties
- Search for concrete products and problem solutions
- Information exchange with colleagues from the industry
- Planning of purchases and investments
- Observation of competitors
- Participation in the framework programme
- Others: _____

6. Did you plan to see or arrange to meet with a specific exhibitor in advance of the trade fair?

- yes, appointments were made in advance
- yes, but without advance appointments
- no

7. Did you use our Business Matching?

- yes
- I had no information about it
- interesting for the future
- no

8. Did you get the information you were looking for?

- yes
- partially
- no

If not, what kind of information was missing? _____

9. How did you like the framework programme? Grading system 1 to 6 (very good to unsatisfactory)

User Forum: _____

Tracking and Tracing Theatre (T&TT): _____



10. Do you intent placing concrete orders with exhibitors after your trade visit?

- yes
- decision is still pending
- no

11. How do you rate the trade fair with regard to.....Grading system 1 to 6 (very good to unsatisfactory)

- ...the location of the trade fair? _____
- ...the scope of exhibitors? _____
- ...the scope of solutions/products/services? _____
- ...the business talks with exhibitors? _____
- ...the trade fairs performance in general? _____

12. Are there any exhibitors or solution/product groups (e.g.: Sensor Technology / Telematics / IT-Security / Biometry / SmartCards etc.) which you would expect to be represented more?

Exhibitor: _____

Solution / product group: _____

13. Will you attend next years EURO ID 2011?

- probably yes
- probably not, because..... _____

14. Will you recommend attending the show EURO ID?

- probably yes
- probably not, because..... _____

15. In the future would you be interested in attending a congress taking place in parallel to the trade fair?

- yes
- no

If so, what are the subjects you are particularly interested in?



16. Which other trade fairs do you attend to be informed about AutoID / RFID?

17. What are the specialized magazines and newspapers you regularly consult for information on AutoID / RFID?

Specialized magazines
national: _____

Specialized magazines
international: _____

18. Do you have any suggestions, positive comments or critical remarks for the organiser with regard to this trade fair or future ones?

18. To conclude we would like to know which is the industry you are working in and what country you are coming from:

Production

- Pharmaceutical/Chemical Industry
- Mechanical Engineering
- Automotive Industry
- Electronic/Electric Engineering
- Wood/Paper/Print
- Garment Industry
- Food
- Other Productions _____

Trade

- Pharmaceutical/Chemical industry
- Mechanical Engineering
- Automotive Industry
- Electronic/Electric Engineering
- Wood/Paper/Print
- Garment Industry
- Food
- Other Trades _____



Logistics/transport

- Intralogistics
- Distribution Logistics
- Passenger Transport
- Freight Transport
- Other Logistics _____

Services/other industries

- Telecommunications
- Banking/Insurances
- Universities/Educational Institutes/Libraries
- Consultancies
- IT- Providers
- Real Estate Business/Building Industry/Facility Management
- Health Sector/Hospitals
- Trade Associations
- Culture/Sport/Event Management
- Others _____

Country:

- Germany
- Austria
- Switzerland
- Netherlands
- Others

Name: _____	Company: _____
Position: _____	Industry: _____
Date: _____	Time: _____

Many thanks for your support!
www.euro-id-tradefair.com