



## **Market research**

**Deadline: 19.02.2010**

Hall: \_\_\_\_\_|

Stand No. \_\_\_\_\_|

### **Gelszus**

Messe-Marktforschung GmbH  
Uhlandstr. 68

Exhibitor: (please fill in block letters)

22087 Hamburg - Germany

Official in charge:

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VAT ID No.

**For further details** - please contact us  
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Fax:

## **Exhibition Effectiveness Control – so that you know how visitors perceive and judge your participation**

### **Stand visitor survey**

Visitors to your stand will be selected at random for interview. Using a semi-structured questionnaire, their opinions will be obtained on various topics to be approved in advance by you. The survey is computer supported. Respondents enter their answers into the computer on a touch screen; an interviewer will be on hand to provide assistance.

This exhibition stand survey will provide you with detailed information about your audience, i.e. whether you are reaching your target group, what their expectations are, and how they rate your stand design and stand personnel. This information is fundamental to future planning for the optimal use of your potential for success.

- You obtain objective information about your stand visitors
- You also receive information about those visitors who did not talk to anyone at your stand
- You can use the survey to compile information on subjects unrelated to the exhibition

### **Exhibition Bus**

The Exhibition Bus is offered in close cooperation with Messe Berlin. Thus, your individual questions are integrated into the visitor survey. The survey does not take place on your stand but on "neutral ground." You can, for example, test visitor awareness of your exhibition presence. You can also investigate the background and motivation of visitors to the event who did not visit your stand. Additionally, you receive the results of the demographic survey concerning visitor makeup conducted by the organizer. This enables you to better analyze the information obtained.

- You reach a representative cross-section of all visitors to the event
- You also receive information about exhibition visitors who did not come to your stand
- You save money, because the costs of the survey are shared by the organizer

**We would be very happy to respond to your individual needs and provide you with a free offer.**

***\_/ Yes, we are interested. Please contact us.***