

# Exhibitors' Questionnaire:

Your opinion on the KWF Summit 2004

Kuratorium für Waldarbeit  
und Forsttechnik (KWF-GmbH)  
Postfach 1338

D-64820 Groß-Umstadt  
Germany

Fax: +49 (0)6078 / 785 50

Sender: (provision voluntary)

Your feedback will help us to improve the planning and organisation of future events.

The results of this survey will be discussed in detail with the KWF Board of Exhibitors.

## 1. How do you evaluate the location of the KWF Summit with regard to

- 1.1 its accessibility by car/train for exhibitors and visitors: good  bad   
suggestions for improvement \_\_\_\_\_
- 1.2 parking places: good  bad   
suggestions for improvement \_\_\_\_\_
- 1.3 size, preparation and structuring of the fairground: good  bad   
suggestions for improvement \_\_\_\_\_

## 2. Organisation of the "Forest Machinery and Innovations DemoFair" (FNS)

- 2.1 Were you satisfied with the organisation of the installation and the dismantling at the FNS?  
yes  no  partly   
suggestions for improvement \_\_\_\_\_
- 2.2 Were you adequately informed about the installation and the dismantling at the FNS?  
yes  no   
What was missing? \_\_\_\_\_  
What didn't work? \_\_\_\_\_
- 2.3 Were you satisfied with the support by the KWF Personnel?  
yes  no  partly   
If not, what didn't work? \_\_\_\_\_
- 2.4 Please evaluate the service and infrastructure offered that you did make use of (1=best; 6=worst)
- |   |                            |                            |                            |                            |                            |                            |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| instruction, signage, posts along the way | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> |
| supply of wood                            | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> |
| Internet (UMTS u. GPRS)                   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> |
| mobile phone network (D1 + D2)            | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> |
| Toilets                                   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> |
| waste disposal                            | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> |
| guarding                                  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> |
| procurement of rooms                      | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> |

What was missing? What didn't work properly? \_\_\_\_\_

2.5 Please evaluate the service providers on the fairground that you did work with (1=best; 6=worst)

power supply (Aggreko)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
tent built (Tartler)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
exhibition built (STAN)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
catering (Werner)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
wood chips (Seipelt)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
loader and transport, shipping (Kühne & Nagel)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>

2.6 Were you satisfied with your stand?

yes  no

if not, why? \_\_\_\_\_

2.7 Were you able to demonstrate your products to the desired extent?

yes  no

if not, why? \_\_\_\_\_

2.8 Were your demonstrations impaired by the neighbouring stands?

yes  no

### 3. Other parts of the Summit

3.1 Was it beneficial that the Conference and the In-Field Demonstrations were located directly in or next to the fairground?

yes  no

suggestions for improvement \_\_\_\_\_

3.2 Were the Conference (expert lectures, workshops, plenaries, forestal get-together) and the In-field Demonstration an important supplement to the programme for you as an exhibitor?

yes  no  partly

3.3 Did you or the personnel at you stand find the time to take a look at some of the other parts of the Summit?

yes  no

if yes, which \_\_\_\_\_

### 4. Fair Catalogue/information

4.1 How do you evaluate the Fair Catalogue with regard to

information good  bad  average

presentation good  bad  average

suggestions for improvement \_\_\_\_\_

4.2 Do you think the visitors were adequately informed about the whole programme of the Summit since there was the blue programme for the Summit, the daily programmes, the Conference Guide, the flyer with organisational information and the updated Fair Catalogue?

Yes  no

What was missing? \_\_\_\_\_

### 5. Visitors

5.1 Were you satisfied with the number of visitors at your stand?

regarding quality: yes  no  partly

regarding quantity: yes  no  partly

5.2 Did you have international expert visitors at your stand?  
none  few  some  many   
If yes, from which countries? \_\_\_\_\_

**6. Your company**

6.1 Was the KWF Summit a success for you?  
yes  no

6.2 Do you plan to participate again in four years?  
yes  no

6.3 At which expert fairs do you exhibit also? \_\_\_\_\_  
\_\_\_\_\_

6.4 What kind of products do you offer? (tractors, safety equipment, forest machines, EDP etc.)  
\_\_\_\_\_

7. Please evaluate the **KWF's PR and marketing** (1=best; 6=worst)  
1  2  3  4  5  6   
suggestions for improvement \_\_\_\_\_

**8. Day and multiple day tickets, reductions, group tickets, customer tickets, customer bonus tickets were**

concise yes  no  and  
adequately priced yes  no

**Flat prices** for the fair, the Conference and the In-field Demonstrations was a good innovation and should be maintained

yes  no   
suggestions for improvement \_\_\_\_\_

**9. Further suggestions, wishes and criticism**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Thank you very much for your time and support!**

**Your KWF Team**