

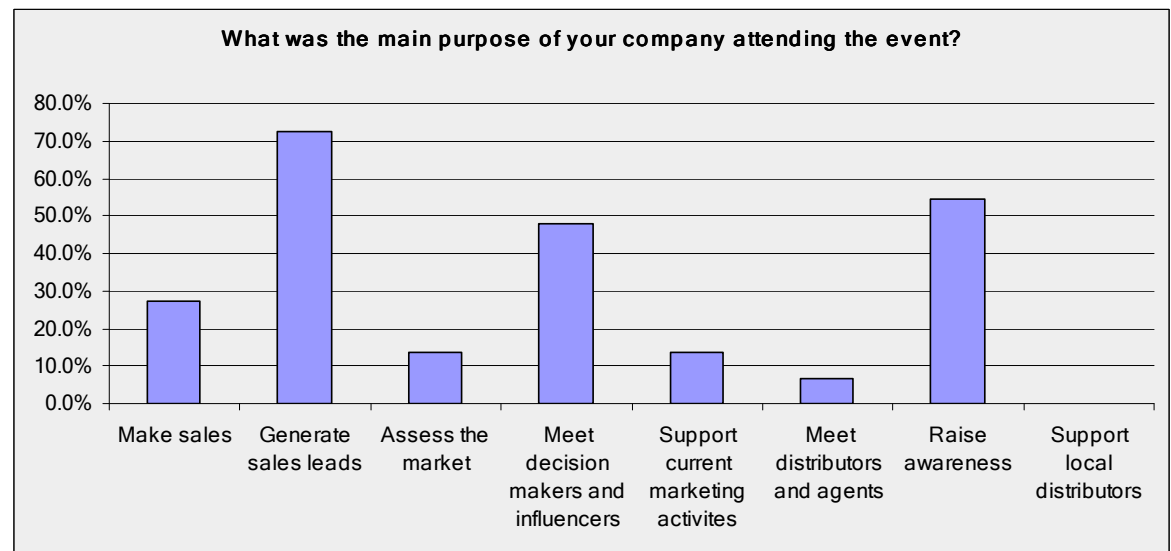
# FM Ireland and Health & Safety Ireland 9 – 10 March 2011, RDS, Dublin

## Exhibitor Survey Results (Conducted by Survey Monkey 12/3 – 31/3)

Total Number of Exhibitors FM Ireland = 101

### Question 1 - What was the main purpose of your company attending the event?

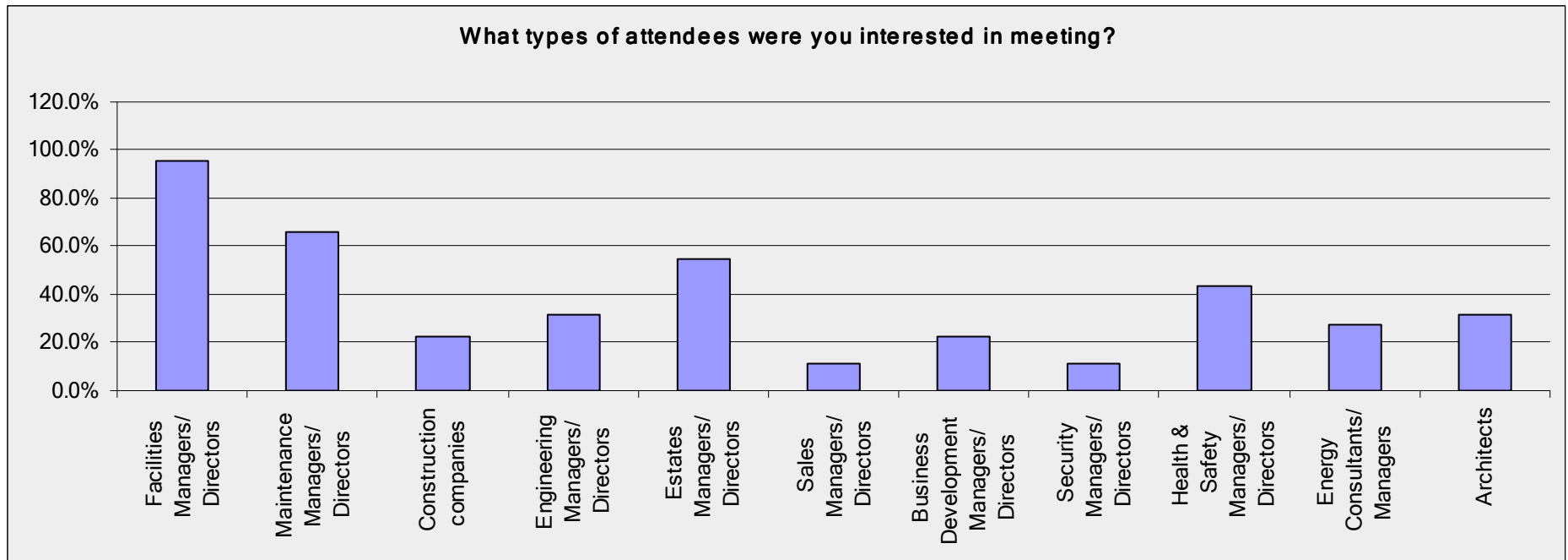
What was the main purpose of your company attending the event?	
Answer Options	Response Percent
Make sales	27.3%
Generate sales leads	72.7%
Assess the market	13.6%
Meet decision makers and influencers	47.7%
Support current marketing activities	13.6%
Meet distributors and agents	6.8%
Raise awareness	54.5%
Support local distributors	0.0%
Other (please specify)	



## Question 2 - What types of attendees were you interested in meeting?

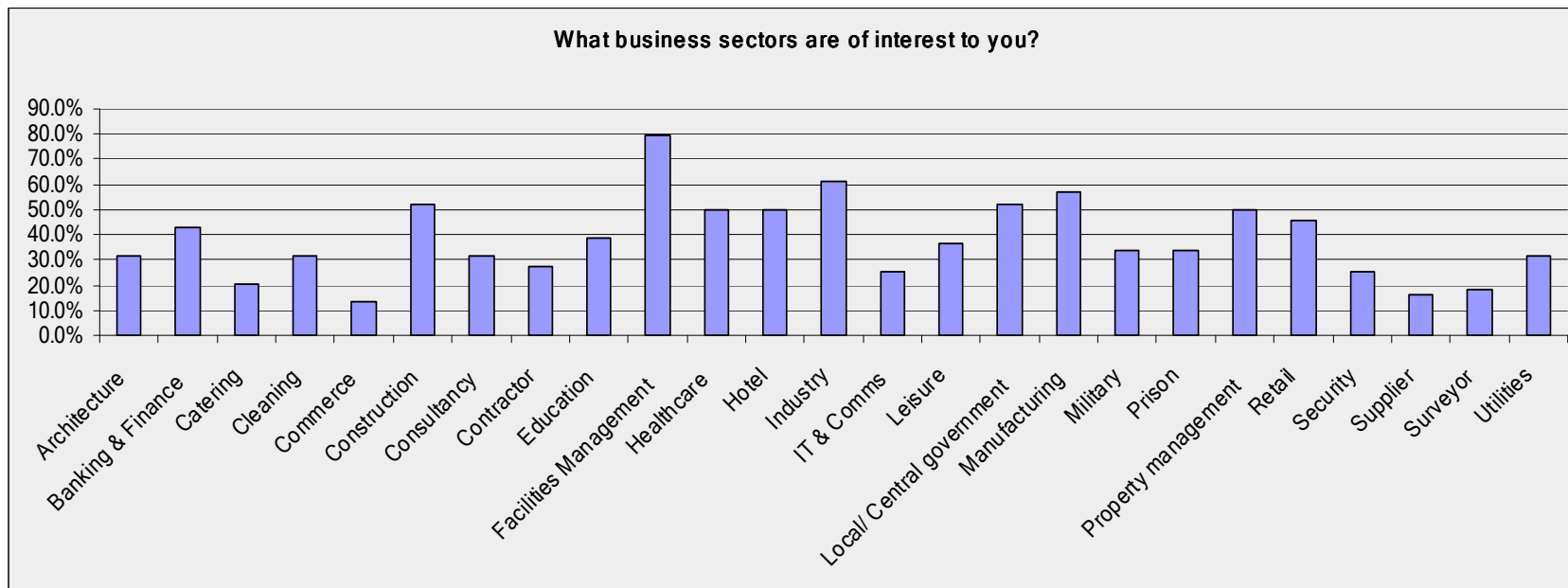
What types of attendees were you interested in meeting (Tick all appropriate)	
Answer Options	Response Percent
Facilities Managers/ Directors	95.5%
Maintenance Managers/ Directors	65.9%
Construction companies	22.7%
Engineering Managers/ Directors	31.8%
Estates Managers/ Directors	54.5%
Sales Managers/ Directors	11.4%
Business Development Managers/ Directors	22.7%
Security Managers/ Directors	11.4%
Health & Safety Managers/ Directors	43.2%
Energy Consultants/ Managers	27.3%
Architects	31.8%
Other (please specify)	

*answered question*



### Question 3 - What business sectors are of interest to you?

What business sectors are of interest to you?			
Answer Options	Response Percent	Answer Options	Response Percent
Architecture	31.8%	IT & Comms	25.0%
Banking & Finance	43.2%	Leisure	36.4%
Catering	20.5%	Local/ Central government	52.3%
Cleaning	31.8%	Manufacturing	56.8%
Commerce	13.6%	Military	34.1%
Construction	52.3%	Prison	34.1%
Consultancy	31.8%	Property management	50.0%
Contractor	27.3%	Retail	45.5%
Education	38.6%	Security	25.0%
Facilities Management	79.5%	Supplier	15.9%
Healthcare	50.0%	Surveyor	18.2%
Hotel	50.0%	Utilities	31.8%
Industry	61.4%	Other (please specify)	



#### Question 4 - What business sectors are of interest to you?

How satisfied were you with the quality of visitors on your stand?

Answer Options	Response Percent
Extremely Satisfied	2.3%
Very Satisfied	46.5%
Satisfied	48.8%
Not Very Satisfied	2.3%
Not Satisfied At All	0.0%
Comment	



#### Question 5 - How satisfied were you with the quantity of visitors to your stand?

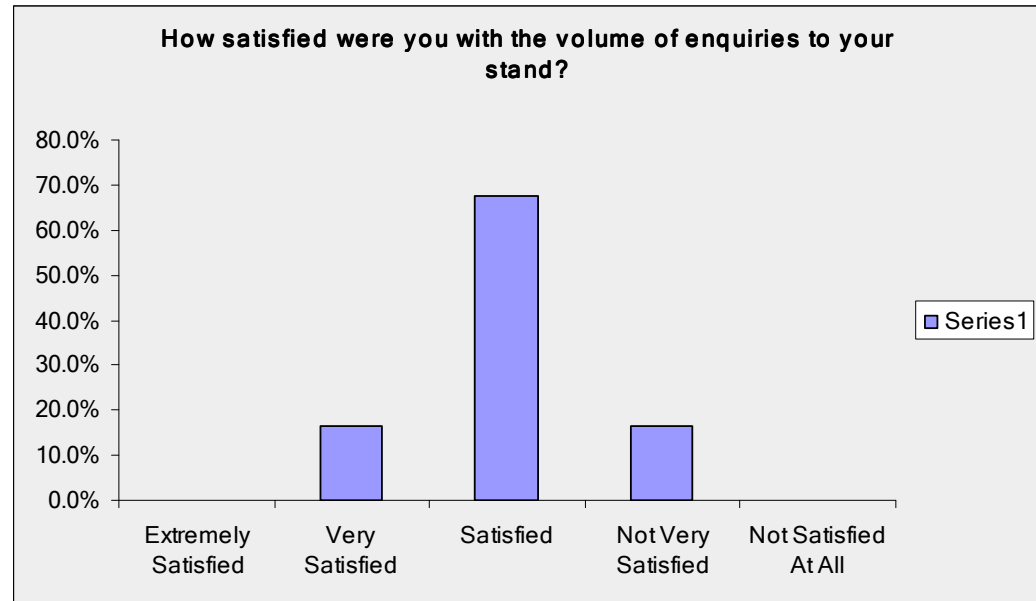
How satisfied were you with the quantity of visitors to your stand?

Answer Options	Response Percent
Extremely Satisfied	0.0%
Very Satisfied	20.9%
Satisfied	65.1%
Not Very Satisfied	11.6%
Not Satisfied At All	2.3%
Comment	



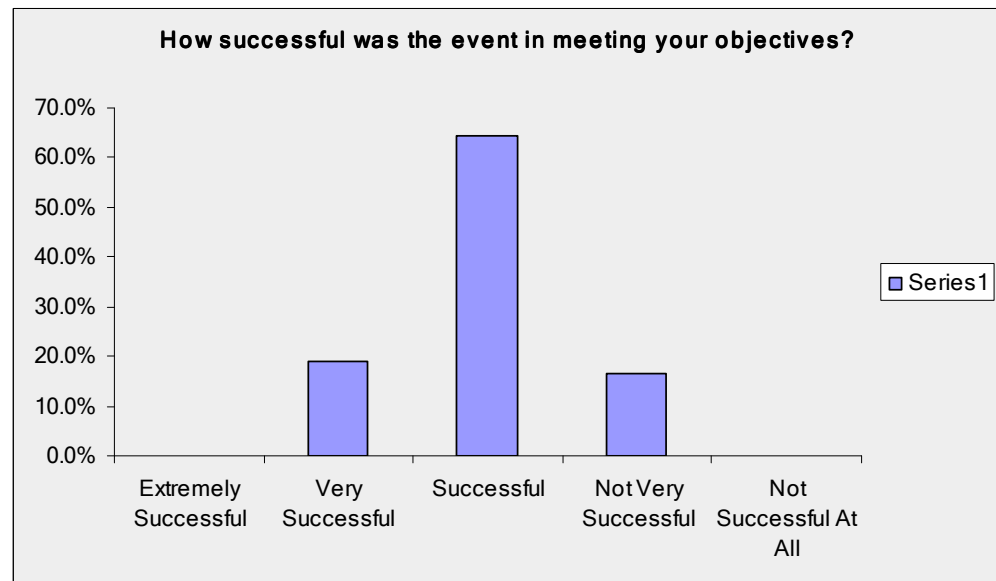
**Question 6 - How satisfied were you with the volume of enquiries to your stand?**

How satisfied were you with the volume of enquiries to your stand?	
Answer Options	Response Percent
Extremely Satisfied	0.0%
Very Satisfied	16.3%
Satisfied	67.4%
Not Very Satisfied	16.3%
Not Satisfied At All	0.0%
Comment	



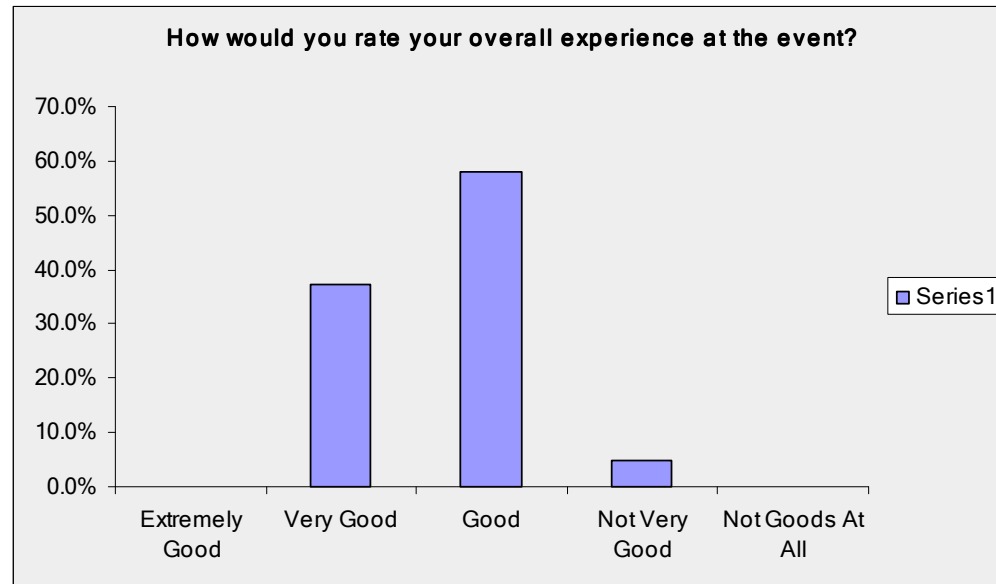
**Question 7 - How successful was the event in meeting your objectives?**

How successful was the event in meeting your objectives?	
Answer Options	Response Percent
Extremely Successful	0.0%
Very Successful	19.0%
Successful	64.3%
Not Very Successful	16.7%
Not Successful At All	0.0%



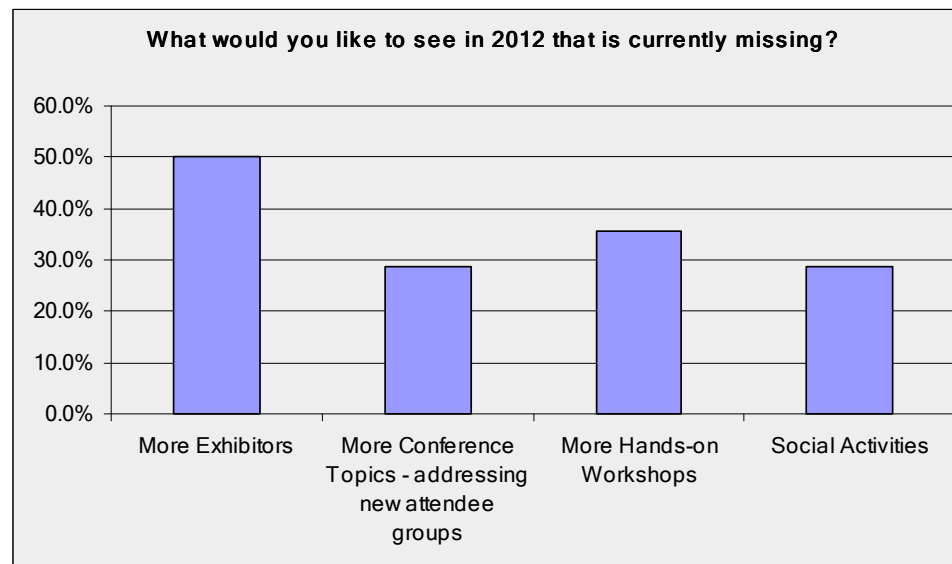
### Question 8 - How would you rate your overall experience at the event?

How would you rate your overall experience at the event?	
Answer Options	Response Percent
Extremely Good	0.0%
Very Good	37.2%
Good	58.1%
Not Very Good	4.7%
Not Goods At All	0.0%
Comment	



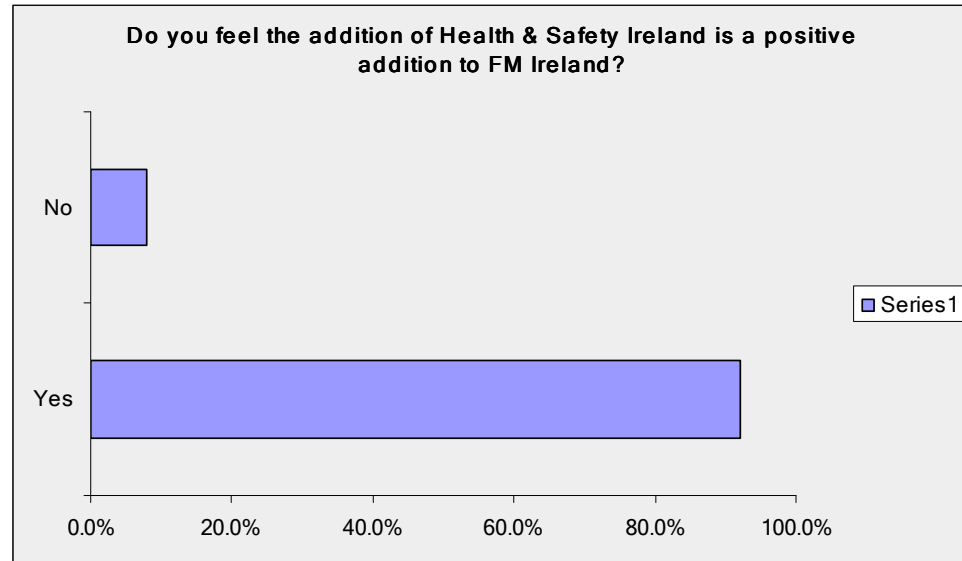
### Question 9 - What would you like to see in 2012 that is currently missing?

What would you like to see in 2012 that is currently missing?	
Answer Options	Response Percent
More Exhibitors	50.0%
More Conference Topics - addressing new attendee groups	28.6%
More Hands-on Workshops	35.7%
Social Activities	28.6%
Other (please specify)	



**Question 10 - Do you feel the addition of Health & Safety Ireland is a positive addition to FM Ireland?**

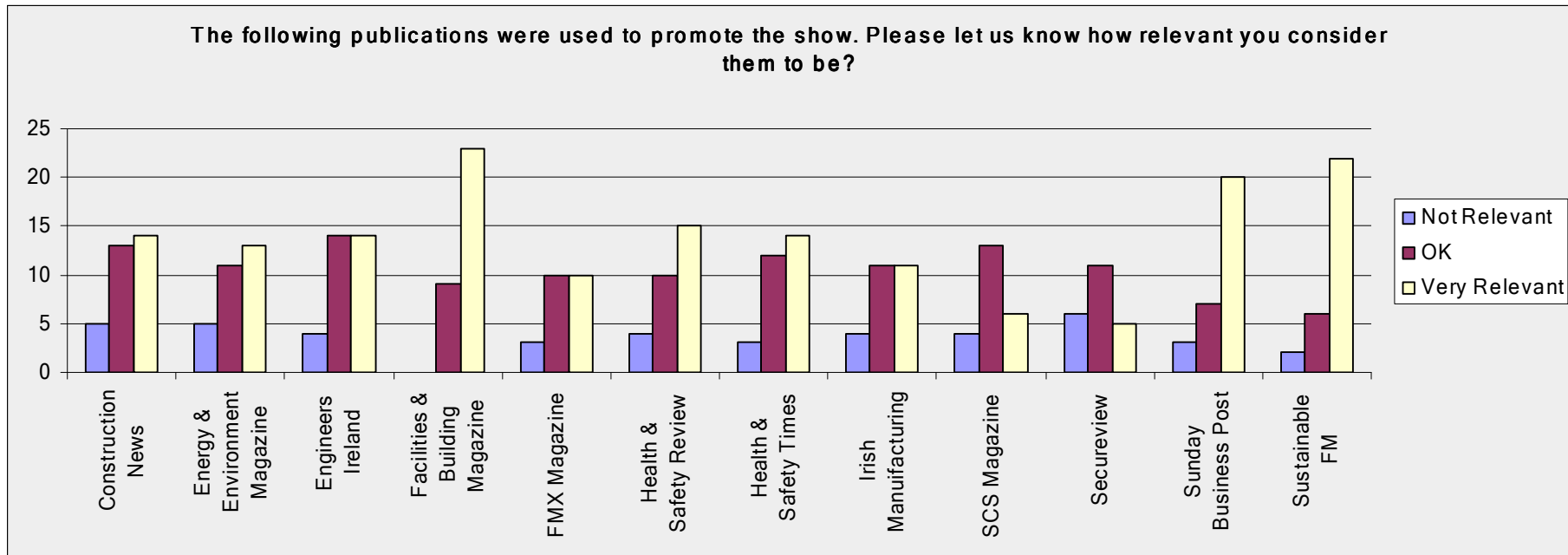
Do you feel the addition of Health & Safety Ireland is a positive addition to FM Ireland?	
Answer Options	Response Percent
Yes	92.1%
No	7.9%
Comment	



**Question 11 - The following publications were used to promote the show. Please let us know how relevant you consider them to be?**

The following publications were used to promote the show. Please let us know how relevant you consider them to be?

Answer Options	Not Relevant	OK	Very Relevant
Construction News	5	13	14
Energy & Environment Magazine	5	11	13
Engineers Ireland	4	14	14
Facilities & Building Magazine	0	9	23
FMX Magazine	3	10	10
Health & Safety Review	4	10	15
Health & Safety Times	3	12	14
Irish Manufacturing	4	11	11
SCS Magazine	4	13	6
Secureview	6	11	5
Sunday Business Post	3	7	20
Sustainable FM	2	6	22



## Question 12 - Do intend to exhibit at the show in 2012?

Do intend to exhibit at the show in 2012?	
Answer Options	Response Percent
Yes	73.2%
No	18.2%
Did not Answer Question	8.6%

