

# Exhibition-Performance-Benchmarking Agritechnica 2019

## That's the idea...

The Exhibition-Performance-Benchmarking **provides insights** about your **share of visitors** and important KPIs about your **Exhibition-Performance** in comparison to your closest **competitors** Agritechnica 2019

## Your Benefits...



**Transparency**  
about important dimensions of exhibition success



**Optimization Potential**  
and insights about best practices of exhibition participations



**Exhibition Success**  
well founded analysis that helps to increase budget efficiency

## That's how it works...

### Method

**Face-to-Face Interviews** with visitors leaving the exhibition ground/halls.

### Benchmarking

All **participating exhibitors** may include up to **5 competitors of their choice** into the study.

### KPIs

- **Reach** (share of visitors)
- **Targeting:**
  - Visitor groups
  - Industry
  - Position
  - Decision-making power
- **Visitor Experience**
  - Over all satisfaction
  - Hospitality
  - Net Promotor Score (NPS)
- **Communication**
  - Conversation quota
  - Conversation satisfaction
- **Knowledge Transfer**
  - Recall/Recognition of Highlights
  - Satisfaction of information needs

### Reporting

**Results and findings** will be displayed in a comprehensive **PowerPoint chart report** and **personally presented** in a **Webinar**.

### Invest

Per Exhibitor

€ 2.900

## Feedback of participants

„FairControl has made it really easy for us to get valuable insights about our performance at trade shows and also benchmark it to our main competitors.

The results not only provide transparency on our central dimensions of exhibition success, they also include Quick-wins, hands-on ideas and recommendation for optimizing future trade show participations“.

## Any questions?

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