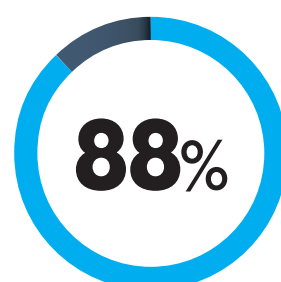


## EXHIBITOR SATISFACTION SURVEY

### Research methodology

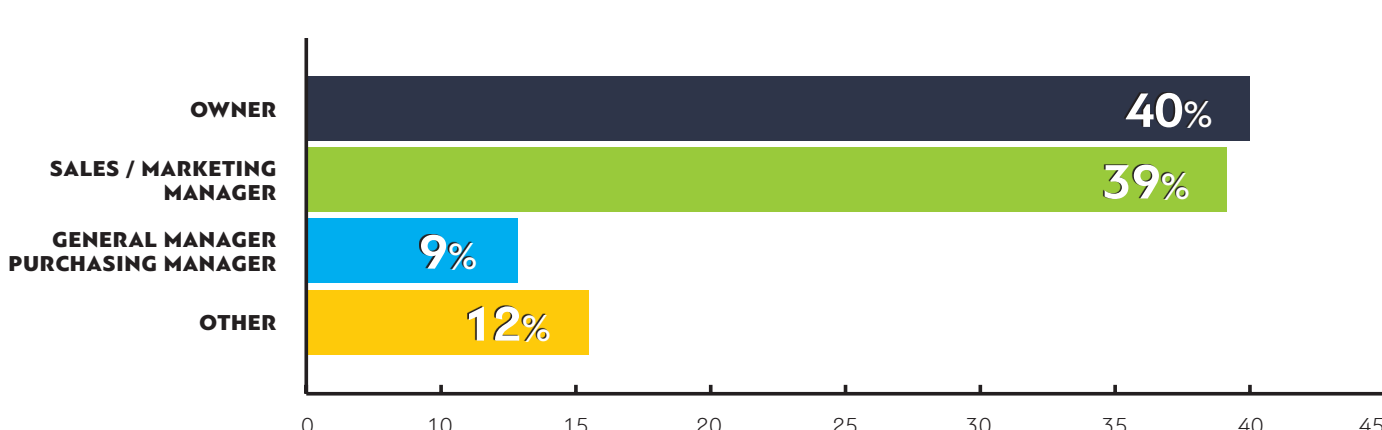
FORUMSA, organizer of HORECA trade show, with the aim of improving the exhibition, assigned ALCO the HORECA 2020 evaluation survey on the satisfaction of its exhibitors, concerning their participation at the trade show. The quantitative research was conducted in the form of personal telephone interviews using a semi-structured questionnaire of 8'-10' duration, on a sample of 250 exhibitors. The participants at the survey were 40% owners, 39% marketing managers, 9% general managers and sales managers, and 12% held another position inside the company. These impressive results that confirm that HORECA is the largest and most important trade show for the provisioning and equipping of Hospitality and Foodservice companies in Greece, since it satisfies most of their commercial needs and demands.



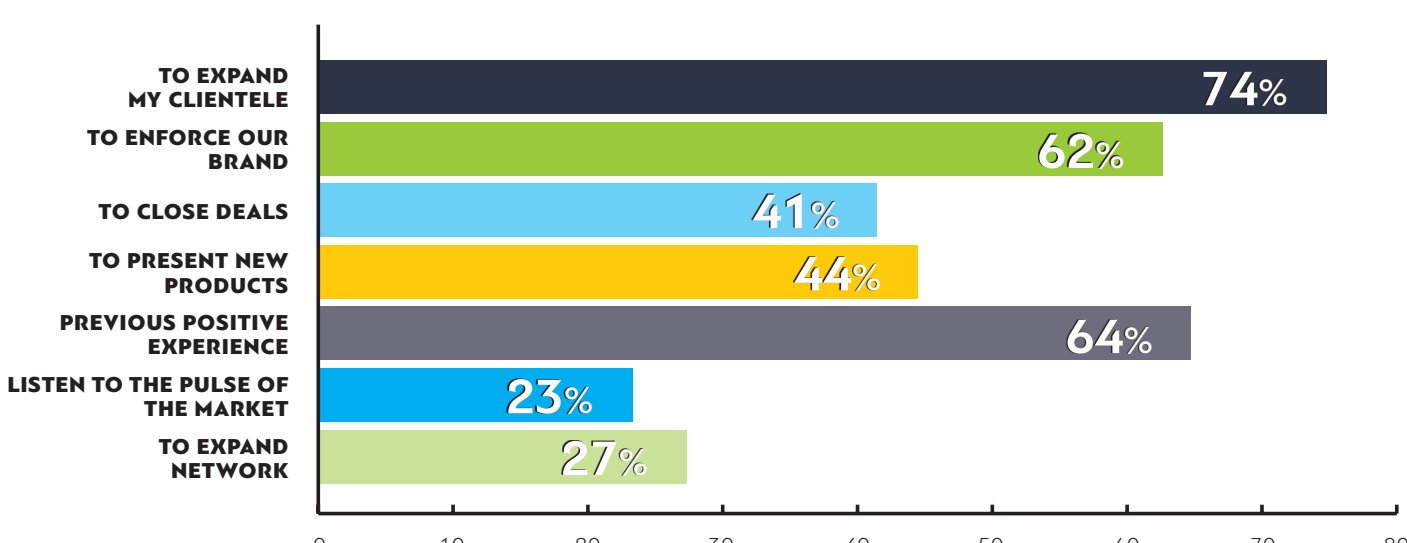
**of the interviewees are decision makers**

### SURVEY RESULTS

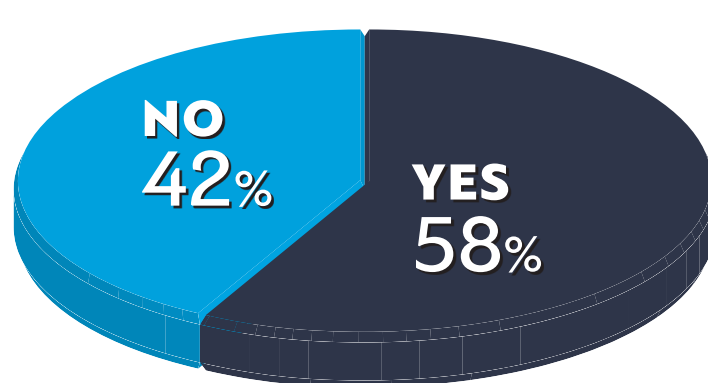
#### What is your job title inside the company?



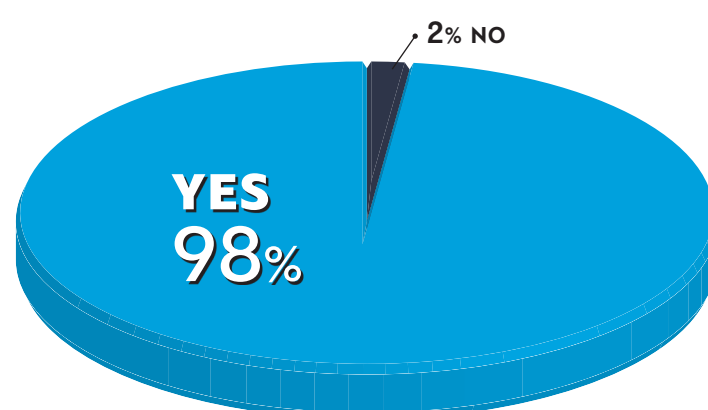
#### For what main reasons did you choose to participate in HORECA 2020?



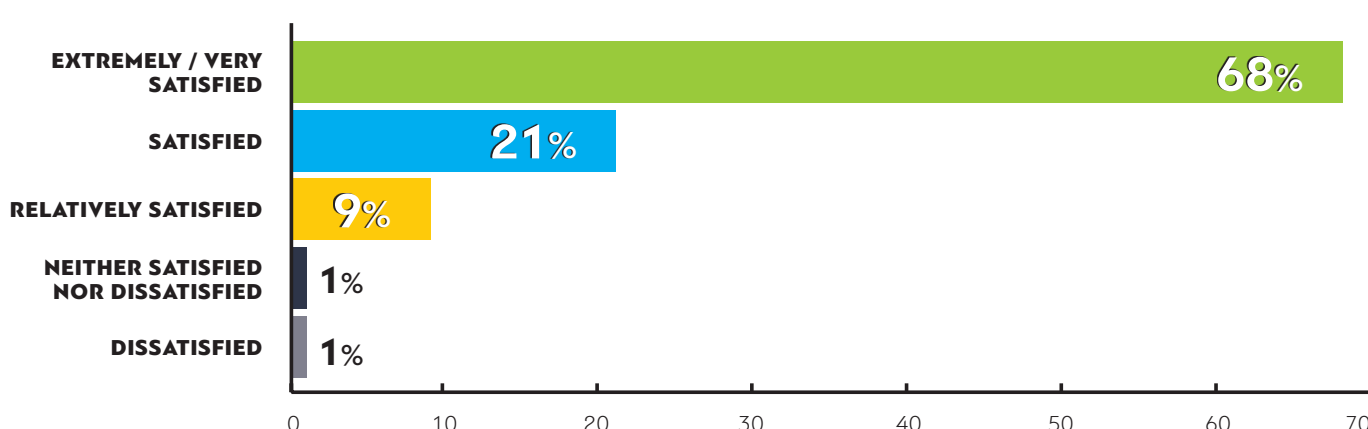
#### Did you close deals during HORECA 2020 with the visitors?



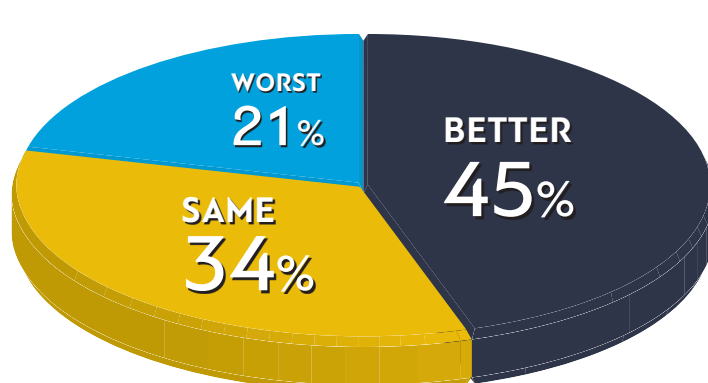
#### Do you expect to close deals during the next 6 months with clients who visited HORECA 2020?



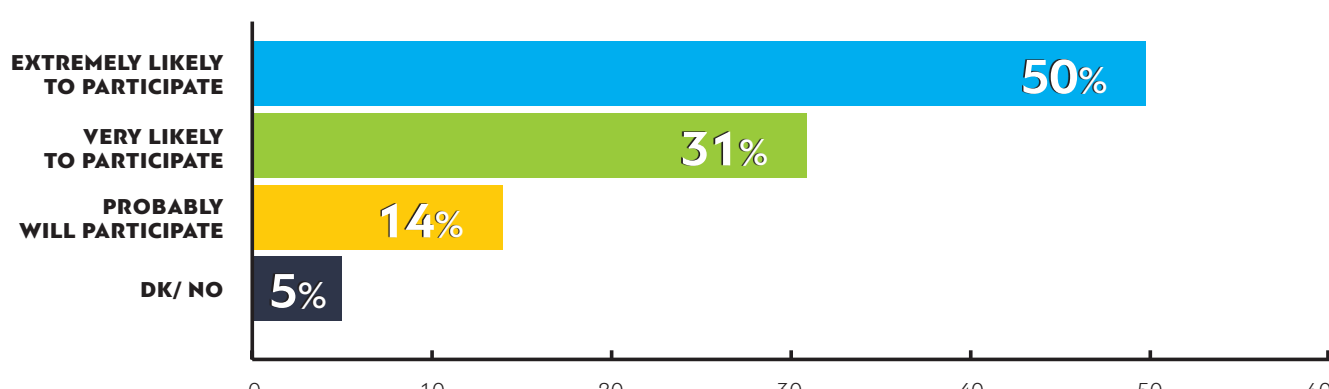
#### Were you satisfied with your participation in HORECA 2020?



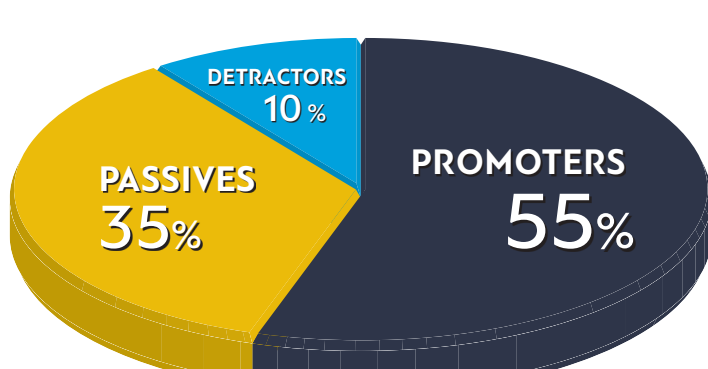
#### Do you think HORECA 2020 was better, same or worst from HORECA 2019?



#### How likely is that your company will participate in HORECA 2021?



#### Will you recommend to one of your sector's company to participate at HORECA 2021\*?



\*NET PROMOTER SCORE