

ACETA Visitors to Trade Shows

Welcome

Welcome to the ACETA survey about your experience and satisfaction when visiting as a delegate at commercial and entertainment technology trade shows.

If you are an exhibitor and not a delegate then you are in the wrong survey! You need to go to back to the ACETA website and click on EXHIBITOR survey instead.

This survey is being conducted by ACETA, the recently formed industry association for manufacturers and importers of commercial and entertainment technology. Your feedback will give the ACETA Board the information it needs to talk further with the various show organisers to create a valuable, cost effective trade show calendar for the industry.

This survey is completely confidential so please feel free to be honest.

The survey is in three parts: first we ask about you and your business, then we ask what shows you attend and your satisfaction with them, then we ask about why you attend shows.

At the very end you have the option of adding your name and email address so you can get a copy of the results. Please be completely confident that this does not mean your responses will then be identifiable. They won't. This survey is confidential and the info you give at the end is only for a copy of the report.

If the comment boxes are too small for what you have to say please email it to me at sara.hood@mortongroup.com.au

If you have any questions please call the ACETA office on 03 9527 8133.

1. What type of business are you in?

- AV display
- Broadcast
- Lighting
- Pro audio
- Staging
- Hire
- Production
- Other (please specify)

2. What level are you?

- Business owner/senior manager
- Account service
- Technician or technical support
- Other (please specify)

3. Where do you travel from?

- Within the city where the show is held
- Within the State where the show is held
- Other Australian city or town
- New Zealand
- Pacific Island
- Other
- Other (please specify)

4. Who pays for you to attend a trade show?

- I do (from my own pocket)
- My employer makes a contribution
- My employer pays all the costs
- Other (please specify)

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The Australian shows

Please now tell us about the shows you attend as a delegate:

5. Which of the following shows do you attend?

	Always	Sometimes	Never	N/A
AMAC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CEDIA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ENTECH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integrate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SMPTE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Please rate the shows by how satisfied you are with each of them, in general.

	Lowest						Highest	N/A
AMAC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
CEDIA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
ENTECH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Integrate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
SMPTE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

7. Which of the following statements best matches your views of THIS year's shows?

	Lowest						Highest	N/A
AMAC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
CEDIA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
ENTECH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Integrate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
SMPTE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

8. Thinking about the past few years, has your satisfaction with shows:

- Risen
- Stayed the same
- Fallen
- Why?

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What are you looking for in a show?

This is the final section and asks what you are looking for in a commercial and entertainment technology trade show.

*9. What are your main reasons for visiting a trade show?

	Not at all important						Critical	N/A
Keep up with what's changing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Review total market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Check out what's new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
See all products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find out about sales deals and programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit companies that supply us	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk with technical experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet industry colleagues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Training sessions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

10. How important is it that trade shows include training sessions?

	Not very						Extremely important
AMAC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CEDIA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ENTECH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integrate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SMPTE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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11. Which of the following sessions would YOU attend?

- Technical innovation (not product or brand specific)
- Product presentations
- International product experts
- Case studies
- Personalities
- Future development previews
- Legislative changes (such as wireless audio, integration of A Tick and C Tick)
- I already said that training isn't important
- Other (please specify)

12. How important is it that training sessions can earn externally validated points towards an industry qualification?

- Important for entry level employees
- Important for ongoing professional development
- Enables me to easily assess a job candidate's skill level
- Neither here nor there for me
- Training sessions aren't that good/relevant so the points they earn are valueless
- Offering points for trade show training is a waste of time

13. Which of the following shows will you attend next time it's run?

	Definitely	Maybe	No	N/A
AMAC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CEDIA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ENTECH Melbourne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ENTECH Sydney	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integrate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SMPTE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Finally

Thank you for completing this survey. If you would like a copy of the results, please leave your details below. Be assured this information is ONLY used to send you the report and your responses to the survey are completely confidential.

* 14. Please provide your information here

Name:	<input type="text"/>
Company:	<input type="text"/>
City/Town:	<input type="text"/>
Country:	<input type="text"/>
Email Address:	<input type="text"/>