



Marintec China – Exhibitor Survey 2023

Name _____ Job Title _____
 Company _____ Email _____ Stand # _____
 Country _____ City _____

1) How would you rate your satisfaction with your experience at Marintec China?

Extremely satisfied -----						----- Extremely dissatisfied				
10	9	8	7	6	5	4	3	2	1	0

If the rating is 5 or lower, kindly provide reasons: _____

2) How likely would you be to attend Marintec China again in the future?

Extremely satisfied -----						----- Extremely dissatisfied				
10	9	8	7	6	5	4	3	2	1	0

If the rating is 5 or lower, kindly provide reasons: _____

3) How likely are you to recommend Marintec China to a friend or colleague?

Extremely likely -----						----- Not at all likely				
10	9	8	7	6	5	4	3	2	1	0

If the rating is 5 or lower, kindly provide reasons: _____

4) Is your company a first-time participant in Marintec China?

Yes No → **Jump to Question (6)**

5) How did you learn about Marintec China?

Advertisement Print Online
 Invitation from Organiser Exhibitors Publications
 Event website
 Social Media Facebook WeChat Linkedin
 Word of mouth Company Association Publication
 Other (please specify): _____

6) To what extent have your objectives for exhibiting in this exhibition been achieved?

	5 Excellent	4 Good	3 Average	2 Fair	1 Poor	0 N/A
Find new buyers						
Find franchise partners / agents						
Explore new markets						
Launch new products						
Brand-building						
Collect market information						
Consolidate contacts with buyers/ business partners						

Other objectives (please specify): _____

7) To what extent are you satisfied with the fair in the following aspects?

	5 Excellent	4 Good	3 Average	2 Fair	1 Poor	0 N/A
Business opportunities						
Visitor traffic						
Visitor quality						
Visitor quality Pre-show service of the Organiser						
Onsite service of the Organiser						
Facilities and services of the exhibition centre						
Official stand contractor(s)						
Official forwarder(s)						
Move-in and move-out arrangement						
Scale of the fair						

Other comments (please specify): _____

8) How useful are the following free marketing materials / channels provided by the Organiser in promoting your presence at the exhibition?

	5 Excellent	4 Good	3 Average	2 Fair	1 Poor	0 N/A
Printed invitation flyer						
E-Invitation						
Exhibitor list in website/WeChat						
Exposure in the Calendar of Event						
Show highlights						

Other channels (please specify): _____

9) Your company is focused on:

- Domestic China market
 - My current top 3 markets (cities) are: _____
 - My target markets (cities) are: _____
- Overseas (other than mainland China) market
 - My current top 3 markets (cities) are: _____
 - My target markets (cities) are: _____
- Both, the percentage for domestic market is _____% and for overseas market is _____%

11) Please select the exhibition(s) that you rate most important for your company (Please tick Top 3).

- SMM (Hamburg, Germany) Marintec China (China) Other (please specify): _____
- Posidonia (Greece) Kormarine (Korea)
- Norshipping (Norway) Sea Asia (Singapore)

12) What are your plans for participating in this exhibition next year?

- Will participate with: same stand size as this time (____ sqm); a larger stand (____ sqm)
- May participate, the deciding factor will be: _____
- Will not participate, because: _____

13) Do you agree the thematic feature / special exhibition area dedicated to highlight specific product category can generate more attention from the visitors?

- Agree Not Agree No comment.

14) Are you interested in the industry trends, latest products and technologies?

- Cruise Shipbuilding
- Smart Ship / Ship Intelligence
- Decarbonisation
- Digital Security
- None of the above (please indicate) _____

15) Marintec China is committed to running events in a responsible and sustainable way. The following questions will help us understand how well we are doing. To what extent do you agree or disagree with the following statements?

	Strong disagree	Disagree	Neutral	Agree	Strongly agree
It matters that the event is run in a sustainable and responsible way.					
The events met my expectations for a sustainable and responsible event.					

16) What would make your experience with Marintec China even better?

Filled by: _____ Title: _____

--- End of Survey ---