



SURFEX

surface & coatings technology, 100% covered

22-23 May | 2018

Ricoh Arena, Coventry, UK

Statement of Attendance

This statement of attendance contains a detailed analysis of the registration data.

Contents

Confirmation of the Exhibitor & Attendance Data

An analysis of the pre-registration received over the period leading up to Surfex

An analysis of visitors by job function

A record of the daily visitor arrival timings

An analysis of visitor attendance at the TechFocus and Industry Insight sessions

Results from analysis of the registration data and reports from exhibitors confirm that Surfex attracted visitors from a cross section of the market including formulating, development and R&D chemists; brand / product managers; buyers; senior company executives; international attendees and students.

Here is a breakdown of the overall attendance figures:

Exhibitor Summary		
Year	2016	2018
Number of Exhibiting Stand Holders	75	87
Total Number of Exhibitors Incl Sharing Companies	-	141

Combined Attendance	
Combined 2-Day Attendance	1183
Day 2 re-entries	148

Visitor Attendance Summary (including re-entries on day 2)

Day 1 (22 May)	649
Day 2 (23 May)	534

Attendance Notes

- There were 1,341 pre-registrations during the months leading up to Surfex. Of that number, 70% (937 visitors) actually attended. This is an encouraging conversion rate which offers opportunities a) to increase the number of pre-registrations in 2020 and also to enhance the conversion proportion.
- There were 98 on-site registrations.
- The 148 re-entries are 23% of the day 1 attendees. A key strategy for 2020 will be to increase the number of visitors that attend for 2 days. There are a number of strategies that can encourage that outcome.

RESULTS

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Visitor Reasons to Attend

Results from the survey of attendees (over 250 replies) indicates that the key reasons to attend were as follows:

To source information for my colleagues / department	44%
To find new ideas	44%
To identify new suppliers	40%
To meet with existing suppliers	38%
To find industry innovations	38%

Other significant reasons to attend include:

To solve product issues/problems:	17%
To attend the TechFocus / Industry Insight sessions	17%

“ Having never been before I came across some good suppliers who were eager to discuss further. ”

“ It was a very good day. I got to meet some great people/companies and found it a genuine benefit to my own work. ”

From an exhibitor viewpoint, it is encouraging to see how significant visitors rated finding new suppliers and to meet existing ones.

A number of the following outcomes also appear in the visitor responses.

Requested further information from an exhibitor	60%
Arranged further meetings / discussions with an exhibitor	49%
Requested samples from an exhibitor	33%

Other significant reasons to attend include:

Requested a quotation from an exhibitor	17%
Started to develop a new product	10%

Exhibitor Outcomes

Exhibitors too can be seen to have achieved a number of their objectives from Surfex. Almost every exhibitor that responded to the Surfex survey attended to meet new contacts at Surfex (97%) – nicely correlating with a significant number of visitors attending to find new suppliers.

Exhibitor aims, and outcomes achieved

To build company / brand awareness	90%
To grow business / market share	77%
To maintain company visibility in the market	71%
To meet with existing clients	61%

There were also very similar outcomes to the exhibitor assessment of both the quantity and quality of enquiries taken on their stand.

	Extremely Satisfied	Very Satisfied	Satisfied
Quantity of Enquiries	10%	32%	55%
Quality of Enquiries	10%	32%	58%

“ Needs to be one day longer! ”

Exhibitors had positive / aspirational reasons to attend. In terms of meeting their overall objectives, exhibitors considered Surfex:

- Successful (52%)
- Very successful (35%)
- Extremely successful (10%)

A Sales Opportunity

There have been significant outcomes reported by exhibitors who completed the survey with 87% reporting that they had sent further product, technical or commercial information to visitors. Other significant outcomes include:

Arranged a subsequent meeting/meetings	74%
Sent a quotation	58%
Met with visitors new to them	55%
Sent samples	52%

Other significant outcomes are:

Discussed new product development opportunities	48%
Arranged to attend the site of a visitor	35%
Processed an order	16%

“ Excellent show. ”

“ Improved venue over the NEC. Larger exhibition than previously. ”



Further Analysis

Pre-registration data	
20%	of the total pre-registrations were made during the week of Surfex.
50%	of the pre-registrations were made over the period of 5 – 23 May 2018.
70%	Of the number of people who pre-registered converted to actual attendance. This compares reasonably with other similar events where pre-registration attendance varies from 65% - 90%.

A key conclusion of this analysis is to identify means of:

- a. Encouraging more people to pre-register.
- b. Adding visitor incentives to build the conversion of pre-registrations from 70% to 90%.



Analysis of Arrival Times		
Day	Up to 10.00	Up to 12.00
22 May	33%	80%
23 May	40%	90%

The analysis indicates the need to increase incentives for more visitors to arrive by 10.00. Such incentives – including attractive content – can include complimentary parking, free market reports, complimentary snacks and other such initiatives.



Visitor Analysis by Job Function	
Scientific / Technical Attendees	41%
Management	20%
Visitors Active in Development	34%
Sales / Business	33%
Education	1%

The content of Surfex 2018 was significantly modified to attract a higher number of technical attendees and to encourage face-to-face and business discussions where the emphasis was on technology.



Demographics	
South (inc London & SE)	26%
Midlands	24%
North	35%
International	8%

Visitors were attracted to Surfex from around the UK, with a number also attending from abroad.

TechFocus & Industry Insight Attendance	
Attendance at TechFocus	30%
Attendance at Industry Insight	16%
Attendance at TechFocus / Industry Insight	39%

Analysis of the attendance at TechFocus and / or Industry Insight sessions indicates that nearly 40% of visitors attended a TechFocus or Industry Insight session.



The data included in this Organisers' Statement indicates specific areas of Surfex for development / enhancement and also provides a benchmark for future attendance.



Make your mark

For more information, analysis or feedback about Surfex call: +44 (0) 1892 518877 or email Katie Jamieson, katiejamieson@step-exhibitions.com www.surfex.co.uk



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