



FORMA AUTUMN '09 FAIR'S VISITOR AND EXHIBITOR SURVEY

Forma Autumn '09 Fair was held on 21.-23.8.2009 at Helsinki Fair Centre hall 6.

Both surveys were internet surveys made by Webropol and they were sent to all visitors and exhibitors who gave their email address.

3 858 visitors attended the fair from 9 countries: USA, Sweden, Russia, France, Estonia, The Netherlands, Chile, Canada, Finland.

The 232 exhibitors were from 5 different countries: Finland, Sweden, Estonia, Lithuania and Denmark.

As a member of The Finnish Union of Trade Fair Organisers, Forma Fair is under the Finnish Audit Bureau of Circulations. The Bureau audits the fair's amount of square meters, visitors and exhibitors.



Forma Autumn '09 Fair's Forma Fantasia –theme stand.

VISITORS

1) Visitors' position

Entrepreneur	63 %
Buyer	30 %
Owner	6 %
CEO	1 %

2) Age

Under 20 years	0 %
20–30 years	7 %
31–40 years	25 %
41–50 years	5 %
51–60 years	8 %
61–70 years	%
Over 70 years	1 %

3) Gender

Female	89 %
Male	11 %

4) How much time did you spend at Forma?

One day	82 %
Two days	16 %
Three days	2 %

5) Were you satisfied to Forma Fair?

Satisfied	95 %
Unsatisfied	5 %

6) How satisfied were you to the renewal of the fair's product range?

Satisfied	88 %
Unsatisfied	12 %

7) Do you attend Forma Fair every year?

Yes, both fair events	77 %
Yes, every autumn	22 %

Forma Autumn '09 Fair visitors' comments:

"Good 'ensemble'."

"A well organised event. Visually beautiful."

"Even though a fair is always a big investment it always brings cost-efficiently visibility and customers."

"It was great to see, that interesting small companies were there. Excellent fair, I had a few years break but now I visited the fair every day. Thank you also for tasty coffee and chocolate, the café was a happy and wonderful oasis in the middle of the hall."

"I was very pleased with what the fair gave to me. It was really nice to see, that more and more small companies with their unique and also ecological products attend Forma."

"There were many interesting events at the fair - birthday café was a great idea and it looked trendy and matched with Go Green -thinking."

"A great and necessary event, gets better every time!"

"This was my first time at Forma and I will come again."

"Very successful fair. I met the familiar suppliers and found new places to buy from. Packing shows were good especially because they teach you to use materials efficiently."

"My first time at Forma was a positive surprise! It was well organised and the atmosphere was great."

"Excellent and interesting event. You can really see, that the fair was planned by professionals."

EXHIBITORS

1) How many times have you been exhibiting at Forma?

This was the first time	14 %
2-5 times	31 %
Over 6 times	55 %

2) How satisfied were you to Forma Autumn '09 Fair?

Satisfied	77 %
Unsatisfied	23 %

3) How well did you reach your goals set for the fair participation?

	Well	Not well
Amonut/quaity of orders	65 %	35 %
Enhancing company image/visibility	86 %	14 %
Amount/quality of new contacts	71 %	29 %

4) What branch's customers are you aiming at with your product range? (Branches are listed in the order of importance defined by exhibitors)

- 1) Giftware shops
- 2) Interior decoration shops
- 3) Flower shops
- 4) Business gift buyers
- 5) Design shops
- 6) Museum shops
- 7) Department stores
- 8) Book shops
- 9) Markets
- 10) Kiosks

"Without Forma Fair we would not get so many customers in one weekend. Although the fair is a big investment it brings cost-efficiently visibility and customers. At the same time we can discuss about display ideas. What car or salesperson's bag could contain 25 square meters of products? None." Susanna Myllymäki, Kuitukuu

