

British International Motor Show Questionnaire 2008

SUMMARY OF EXHIBITORS' FEEDBACK

This summary is for discussion purposes ONLY. There were 15 completed questionnaires returned, covering 20 brands. However, not all questions were answered, and the responsibility for returning the questionnaire varied brand on brand. Also, written comments were generally used to in support of lower scores rather than to explain higher scores.

- **Motor Show Promotion/Marketing**

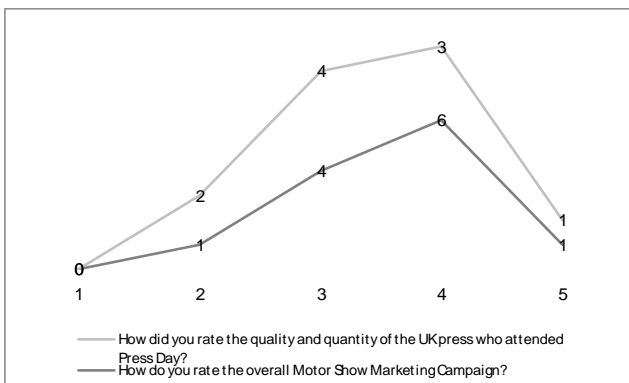
How do you rate the overall Motor Show Marketing Campaign?

- **Press Day (22 July 2008)**

How did you rate the quality and quantity of the UK press who attended Press Day?

- **Summary comment [5 is high]**

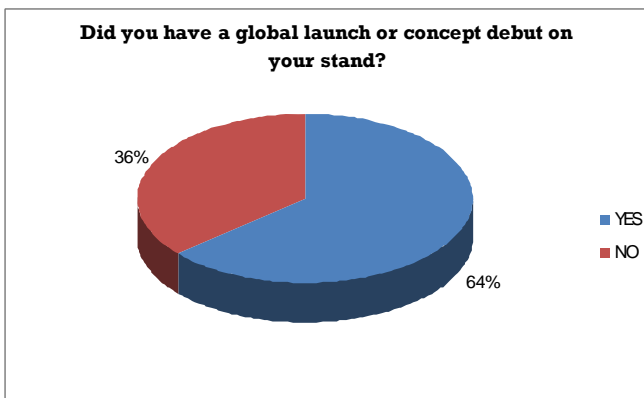
Majority favourable views, marketing campaign praised, but some concern it was London centric.



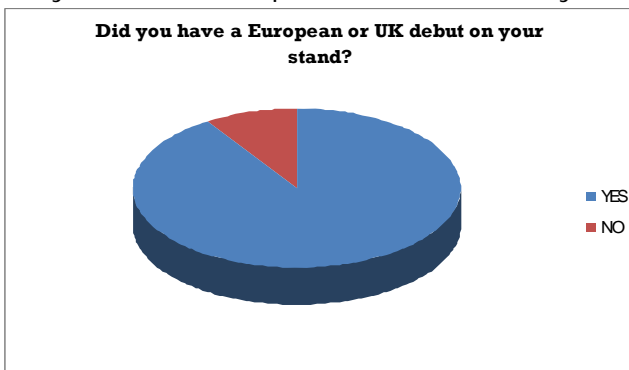
- Did you have a global launch or concept debut on your stand?

- **Summary comment**

The majority of respondents had some kind of launch at the Show.



- Did you have a European or UK debut on your stand?

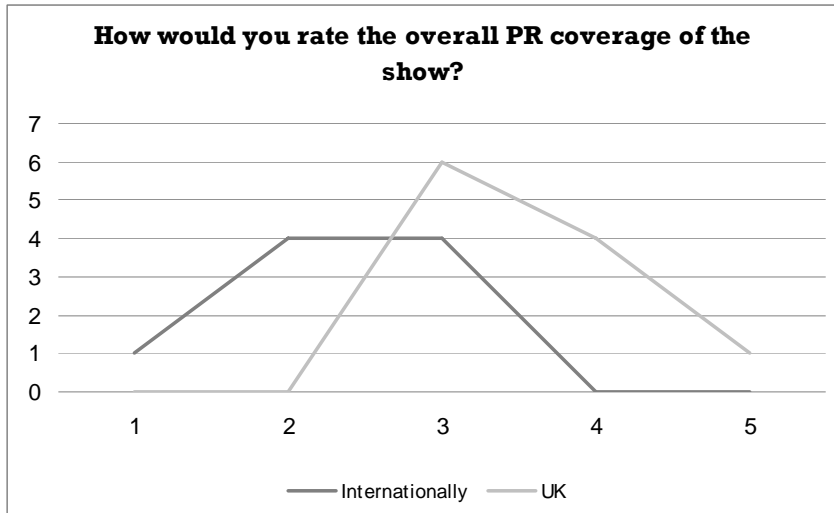


Media Coverage

How would you rate the overall PR coverage of the show?

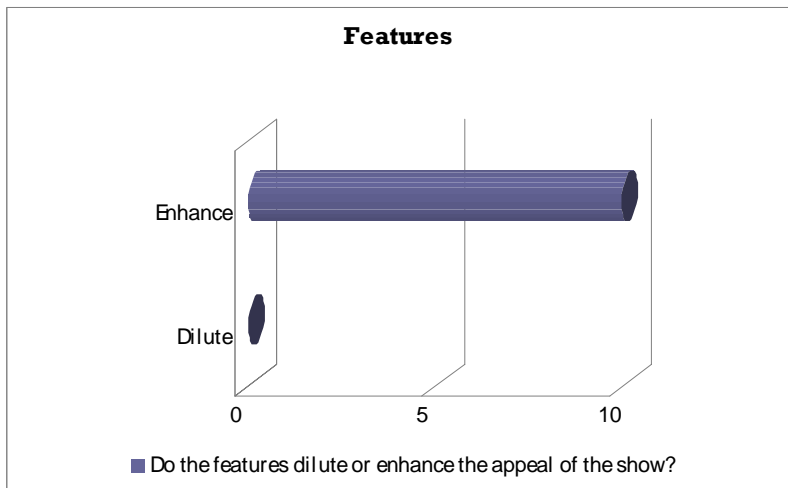
- Internationally
- UK

- **Summary comment** [5 is high]
Up on 2006, but international coverage still lags behind national media.



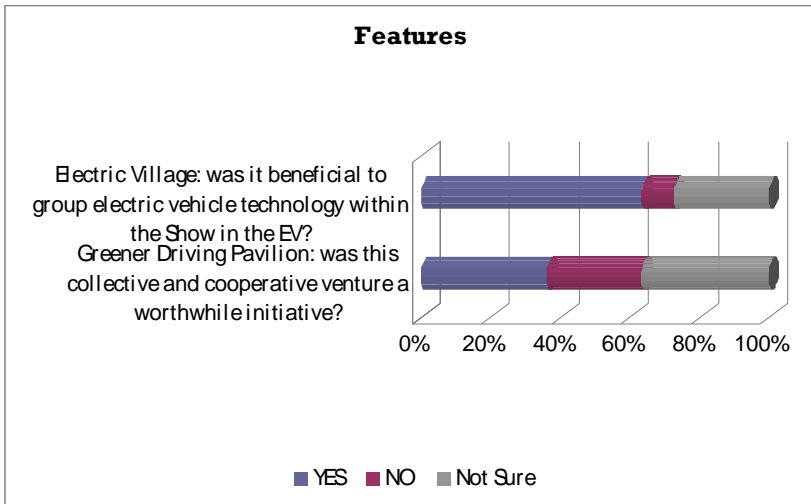
- **The Features**
Do the features dilute or enhance the appeal of the show?

- **Summary comment**
A solid endorsement of the additional show features.



- Greener Driving Pavilion: was this collective and co-operative venture a worthwhile initiative?
- Electric Village was it beneficial to group electric vehicle technology within the Show in the EV?

- **Summary comment**
Whilst respondents were generally in favour of the Electric Village, the enthusiasm was markedly reduced for the GDP, with some comment that GDP seemed to lack a cohesive focus.



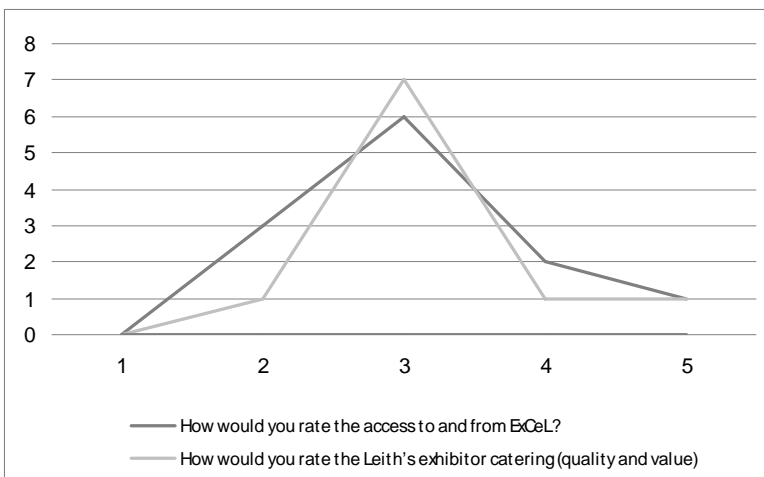
• **The Venue**

How would you rate the access to and from ExCeL?

How would you rate the Leith's exhibitor catering (quality and value)

• **Summary comment** [5 is high]

Fair for both, concern over transport to and from, with some strong critical comments for catering.



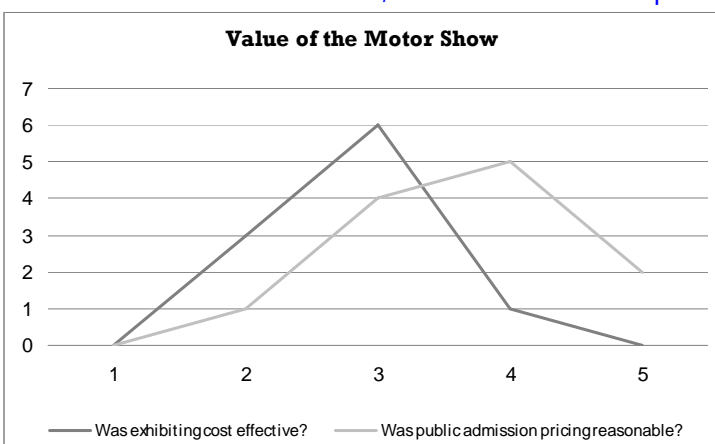
• **Value of the Motor Show**

Was exhibiting cost-effective?

Was public admission pricing reasonable?

• **Summary comment**

Exhibition costs reasonable, but extras added up. Good ticket offers but expensive for larger families.

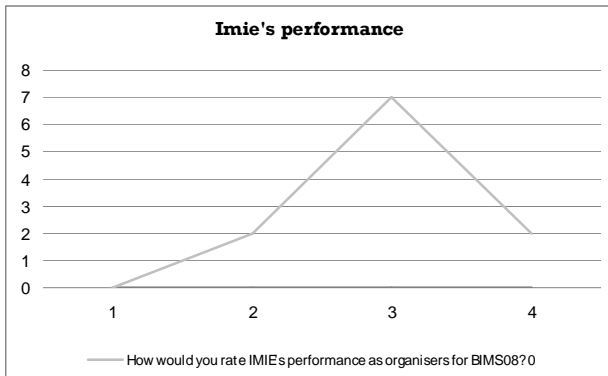


• **Status of the Motor Show**

How would you rate imie’s performance as organisers for BIMS 08?

• **Summary comment** [5 is high]

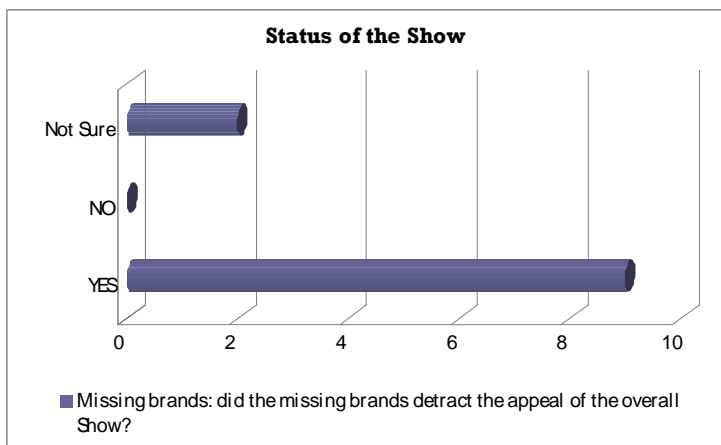
Majority positive feedback on imie’s role.



- How does the 2008 Show compare to 2004 and 2006?
- Does this Show continue to grow in status?
- Missing brands: did the missing brands detract the appeal of the overall Show?

• **Summary comment**

Majority endorsed 2008 as having been better than 2006. Majority felt that the number of missing brands compromised the status of the Show.



• **Future Shows**

What is the likelihood of your brand participating in the 2010 Show?

• **Summary comment**

Principle brands made affirmative response to 2010, whilst others felt that it was too far away to commit today (the negative was one non-exhibiting brand).

