

III. Exhibitors Satisfaction with Globe '94

Questions 9 and 10 focused on exhibitors' satisfaction with the show. As seen in Table 5, exhibitors were generally pleased with Globe '94. In total, 94% reported that they were either "very pleased" or "pleased." Only 3% were "not pleased at all."

Table 5: Exhibitors Satisfaction with Globe '94

<u>Response</u>	<u>% of Exhibitors</u>
Very pleased	21%
Pleased	73%
Not so pleased	3%
Not pleased at all	3%

Exhibitors also were asked whether they preferred sub-sector groupings (e.g., air pollution companies grouped together). One-third of respondents (32%) reported they preferred sub-sector grouping, while 68% did not.

IV. Exhibitor Interest in Globe '96

Questions 11 through 13 dealt with exhibitor interest in future trade shows. Table 6 presents exhibitor intentions to attend Globe '96. The majority of exhibitors (56%) indicated that they would attend the future show, while only 5% reported that they would not. A large percentage (38%) was undecided.

Table 6: Plans to Attend Globe '96

<u>Response</u>	<u>% of Exhibitors</u>
Yes, will attend	57%
No, will not attend	5%
Undecided	38%