

# Final Report

# S.E.E.

SCANDINAVIAN  
**ELECTRONICS**  
EVENT

An event by:



**Stockholmsmässan**

# Facts & Figures

<b>Number of visits</b>	<b>per day</b>
Monday	1 400
Tuesday	2 090
Wednesday	1 567
<b>Total</b>	<b>5 057 visits</b>

Registered Exhibitor passes	2 090
Journalists	33
Students	321

## **Number of exhibitors**

Direct	265
From	14 countries

## **Surface**

Net	8 872,5 sqm
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## **Open Seminars**

Number	120
Participants	about 1 290 people

## **Activities**

Participants	about 875 people
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## **Opening hours**

April 13-15, 2010  
Tuesday - Thursday 9-17

## **Control**

Facts about Scandinavian Electronics Event is controlled by SFC, Scandinavian Fair Control.

## **Project management**

Mr Magnus Eriksson, project manager. Ms Aasa Goulin, project sales. Mr Leif Berglund, project sales. Ms Frida Andersson, project coordinator. Mr Lars Skantz, project consultant. Mr Lars Wallin, project consultant.

## **Organizer**

The Swedish Electronics Trade Association in cooperation with Stockholm International Fairs.

# Visitor Survey

## **Purpose**

The purpose of the survey is:

- to continuously monitor the visitor composition and their attitude towards the trade fair.
- to obtain basic data for product development, advertising and media selections as well as selling points towards both exhibitors and visitors.

## **Method**

An e-mail survey was sent out to a selection of 3 621 registered and scanned visitors. 1 384 replies were received, which is a reply frequency of 38%.

On the following pages is a summary of the most important results.

Some of the information presented is taken from the visitor registration system , VISIT.

Responsible for the survey are:

## **Nordiska Undersökningsgruppen (Scandinavian Poll & Survey Group)**

Project manager: Ellen Källberg

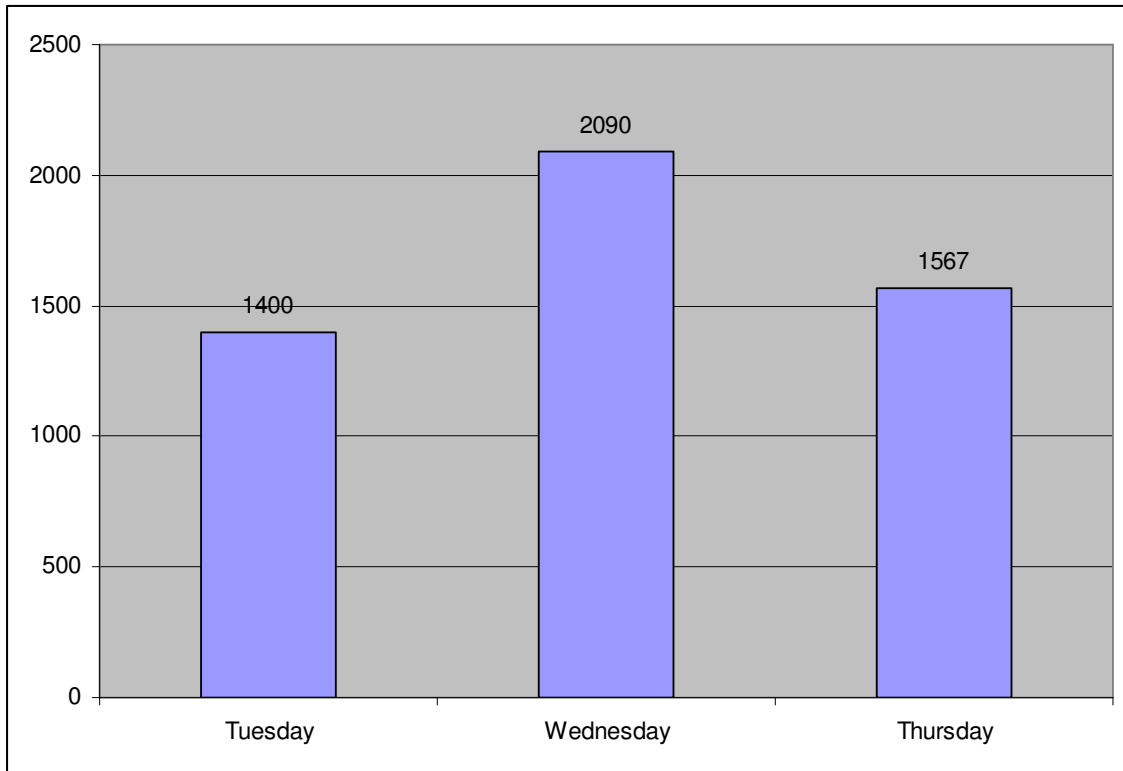
[ellen.kallberg@nugruppen.se](mailto:ellen.kallberg@nugruppen.se)

Project assistant: Sarah Hellström

[sarah.hellstrom@nugruppen.se](mailto:sarah.hellstrom@nugruppen.se)

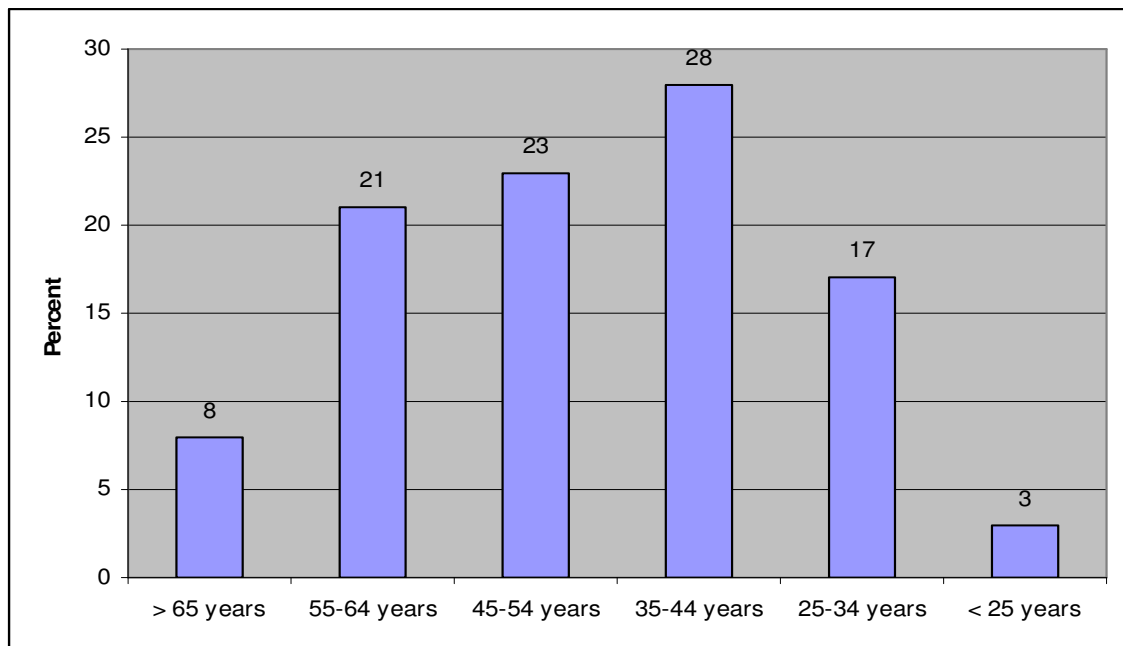
[www.nugruppen.se](http://www.nugruppen.se)

## 1. Number of visits



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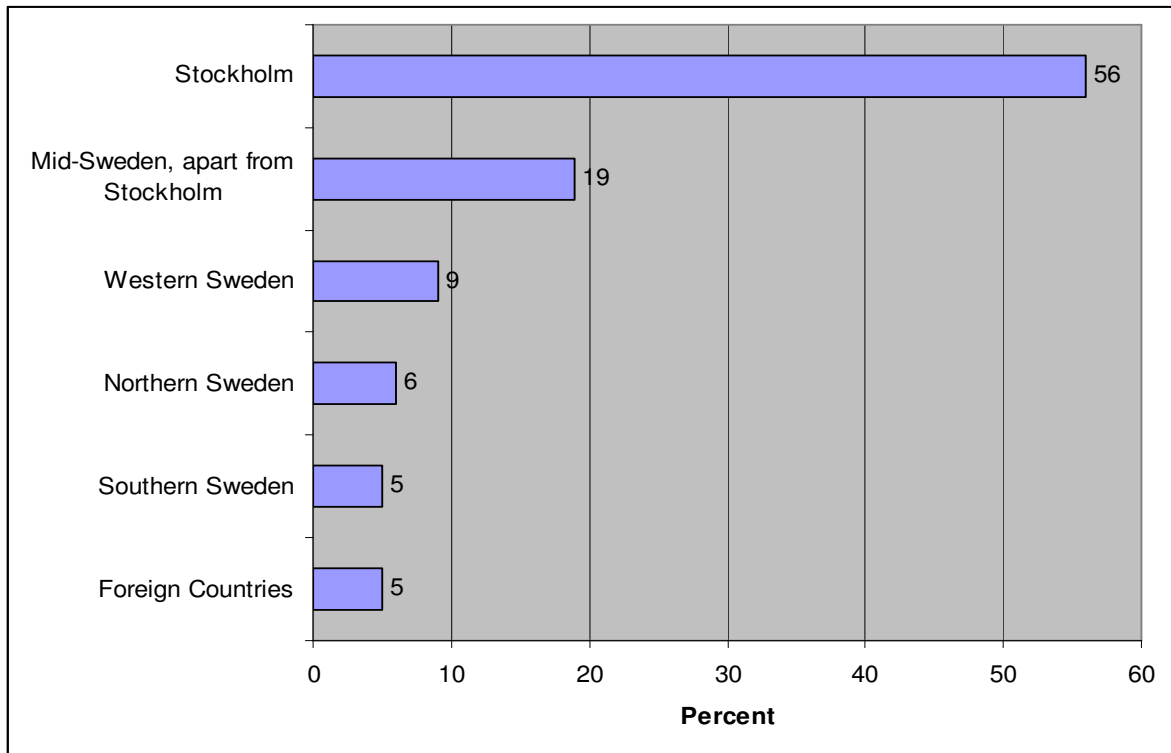
## 2. Distribution by age group and sex



Note: 9 % were women.

### 3. Geographical spread

*"In which county / country do you work?"*

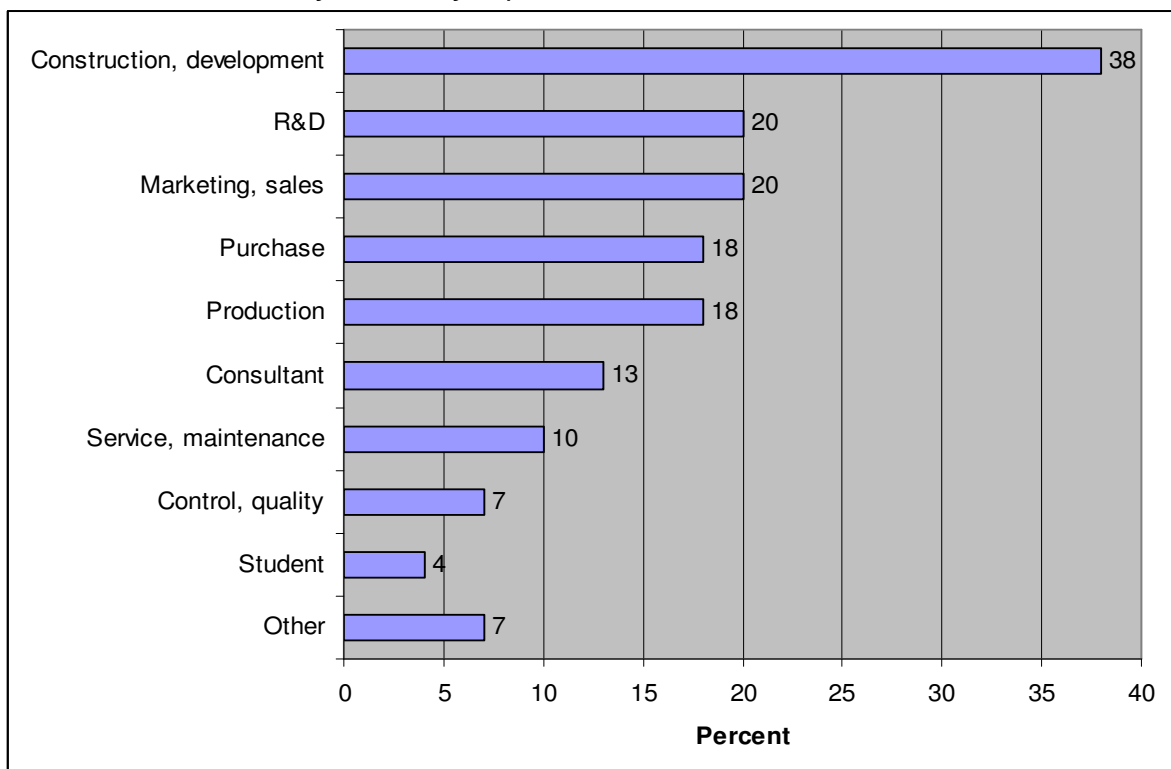


Source: VISIT

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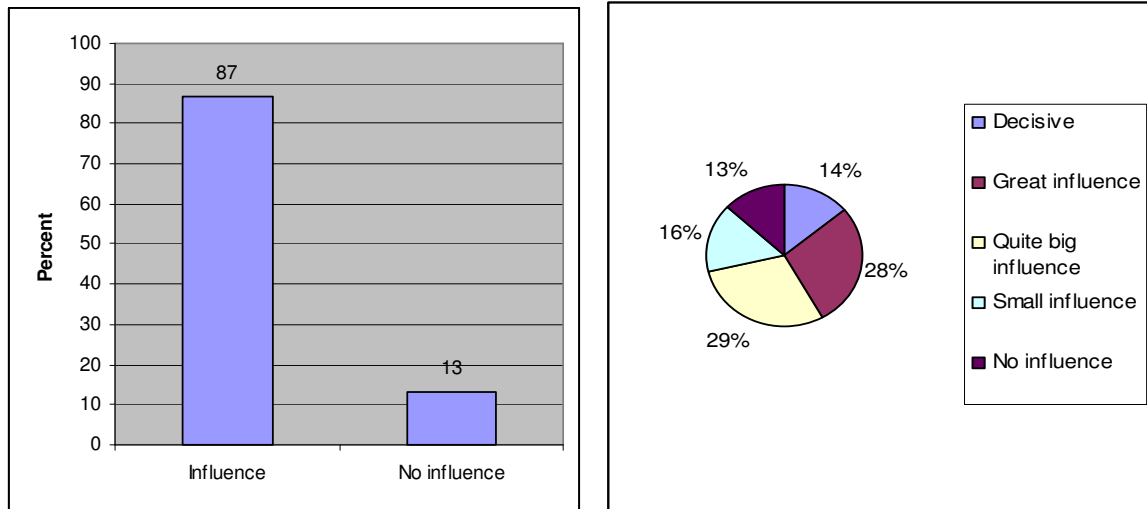
### 4. Visitor's field of work

*"What field of work do you mainly represent?"*



## 5. Influence on purchases

*"When your company has to order a product which is on display here at the trade fair, how much influence do you have on the purchase of this product?"*



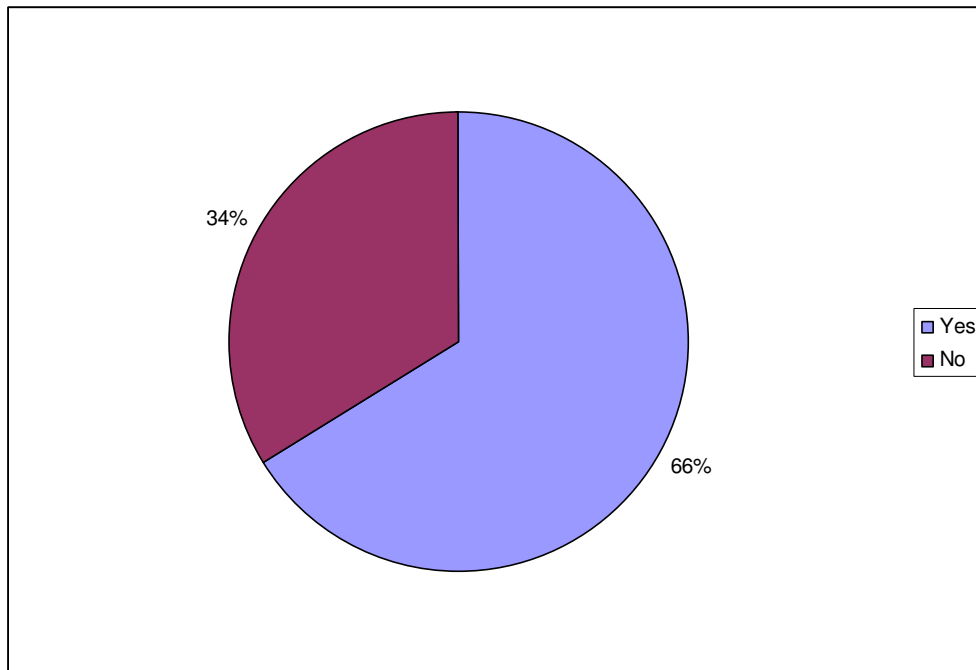
Note:

Almost 9 out of 10 visitors have influence over their company's purchases.

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## 6. Previous visits to Electronics Trade Fairs

*"Have you visited any Electronics trade fairs in Stockholm before?"*

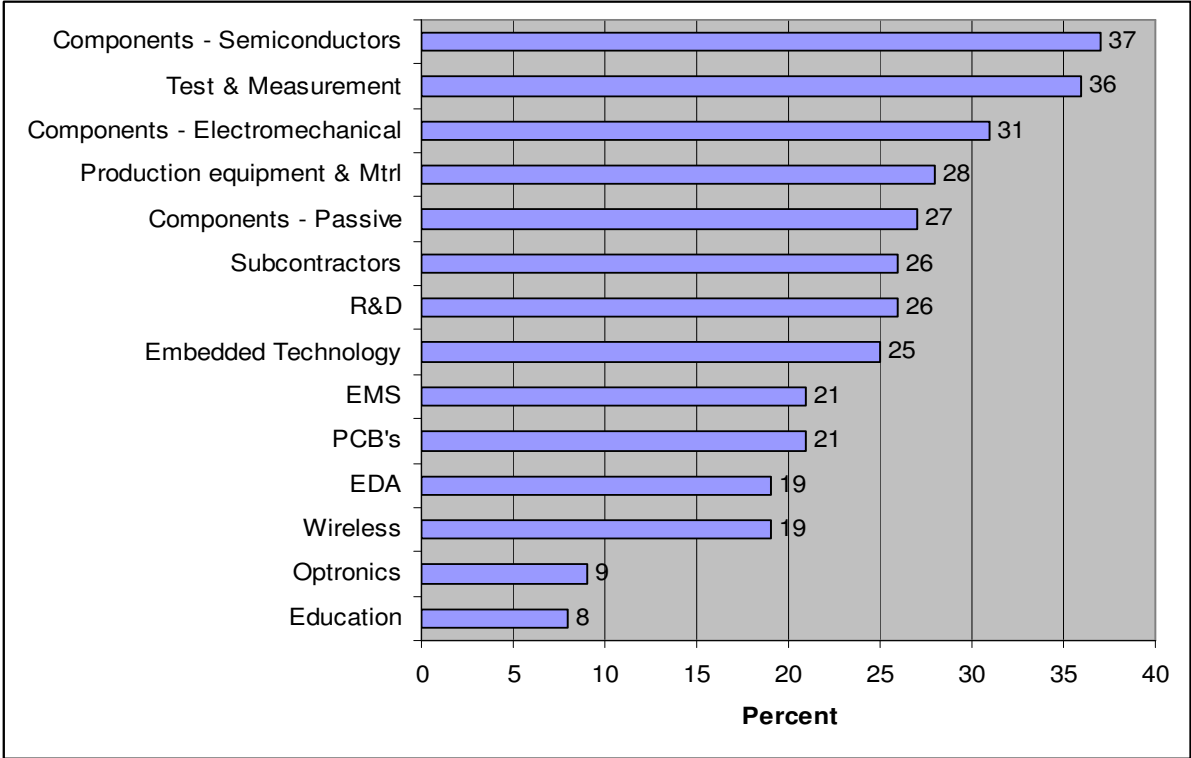


Note:

34 % were first time visitors.

### 7. Interesting exhibitor-/product categories

"Which exhibitor-/product categories do you have special interest in?"

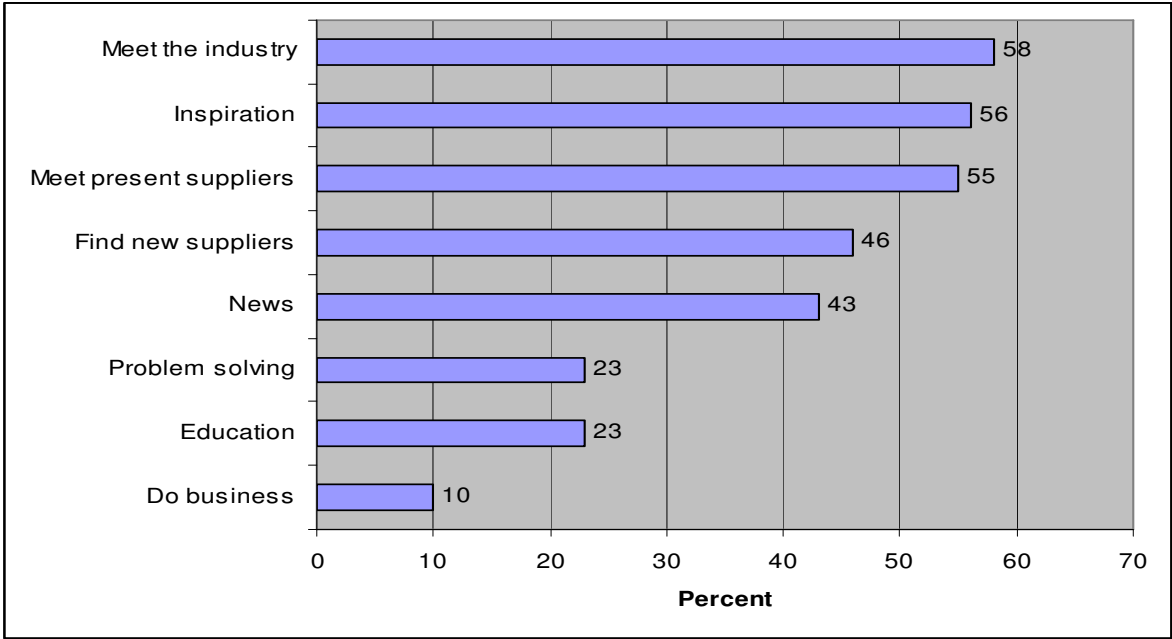


Note:  
Multiple choices were applicable.

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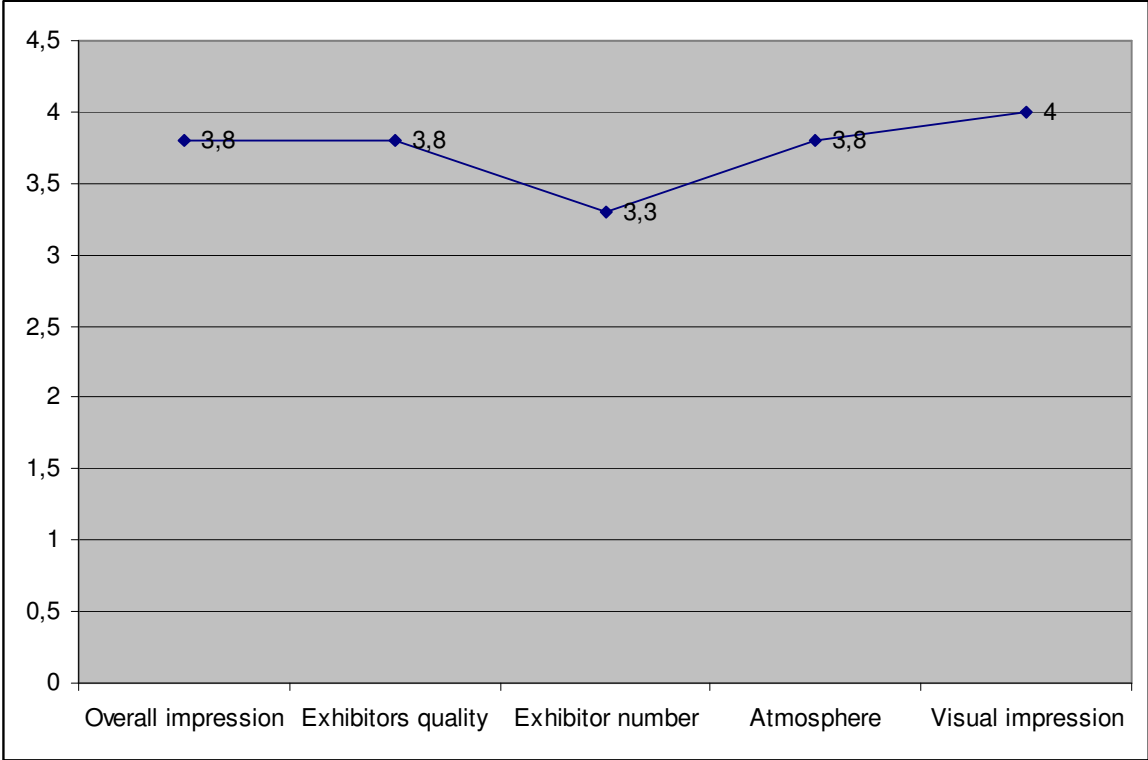
### 8. Purpose for the visit?

"For what purpose did you visit S.E.E.?"



### 9. Overall impression of the trade fair

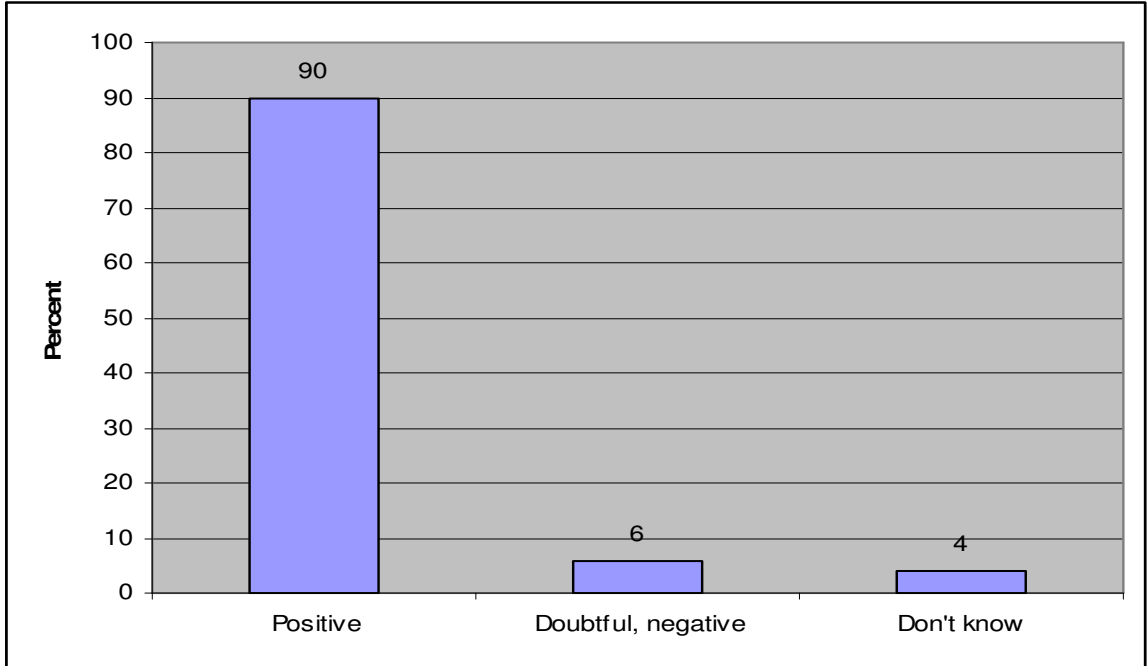
"What is your overall impression of this trade fair?"



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### 10. Interest in coming back

"Are you interested in S.E.E. when it opens in Stockholm, in April 2010?"



# Exhibitor Survey

## **Purpose**

- to evaluate the exhibitors' opinion of the event
- to obtain an overall picture of the exhibitors' effect of participating at the event
- to continuously measure the range and quality of the organizers different service functions

All interviews were conducted in the weeks after the event and all interviewed have full anonymity.

## **Method**

The survey was sent out to 230 addresses via e-mail and the replies have been gathered via e-mail and phone. 157 replies gives a reply frequency of 68 %.

Responsible for the survey are:

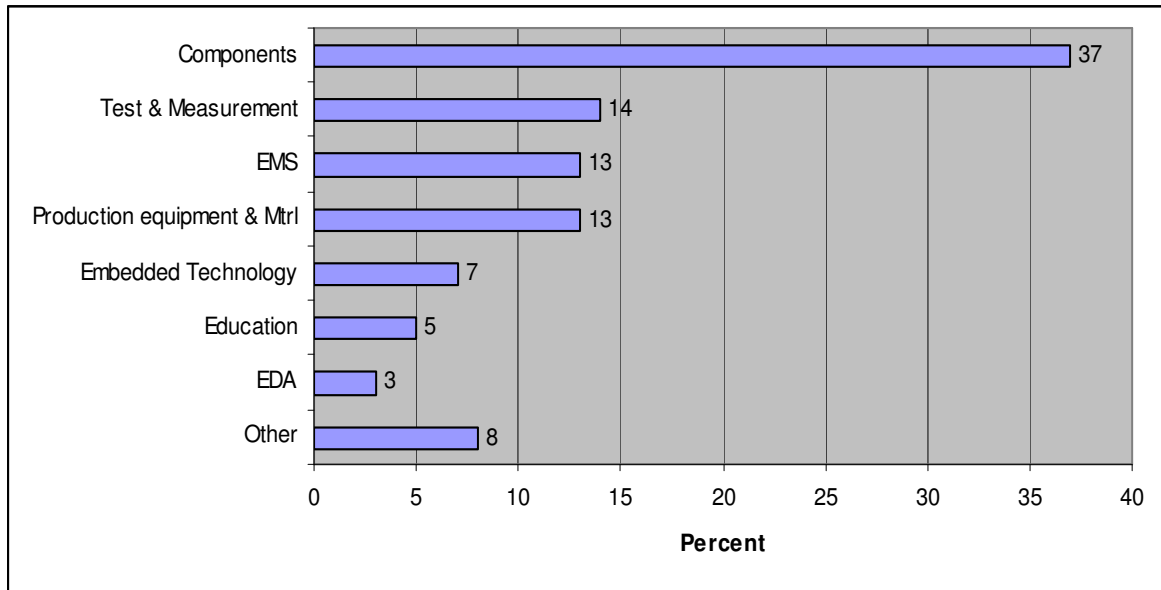
## **Nordiska Undersökningsgruppen (Scandinavian Poll & Survey Group)**

Project manager: Ellen Källberg     [ellen.kallberg@nugruppen.se](mailto:ellen.kallberg@nugruppen.se)  
Project assistant: Sarah Hellström     [sarah.hellstrom@nugruppen.se](mailto:sarah.hellstrom@nugruppen.se)

[www.nugruppen.se](http://www.nugruppen.se)

## 1. Industry / line of business

"Which category of exhibitor does your company primarily represent?"



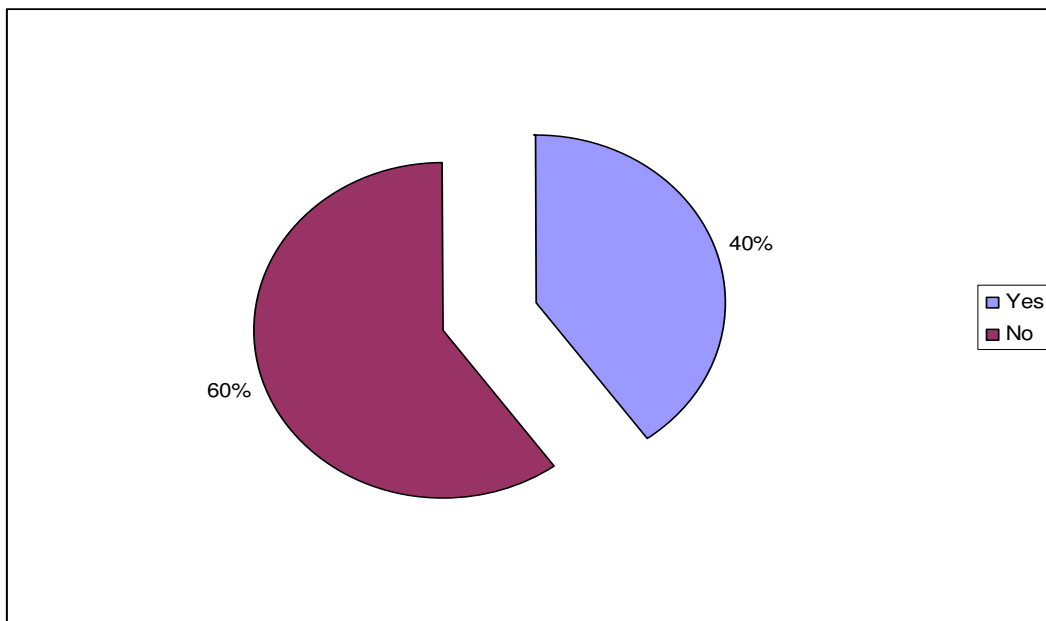
Note:

Multiple choice was applicable.

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## 2. Membership in Swedish Electronics

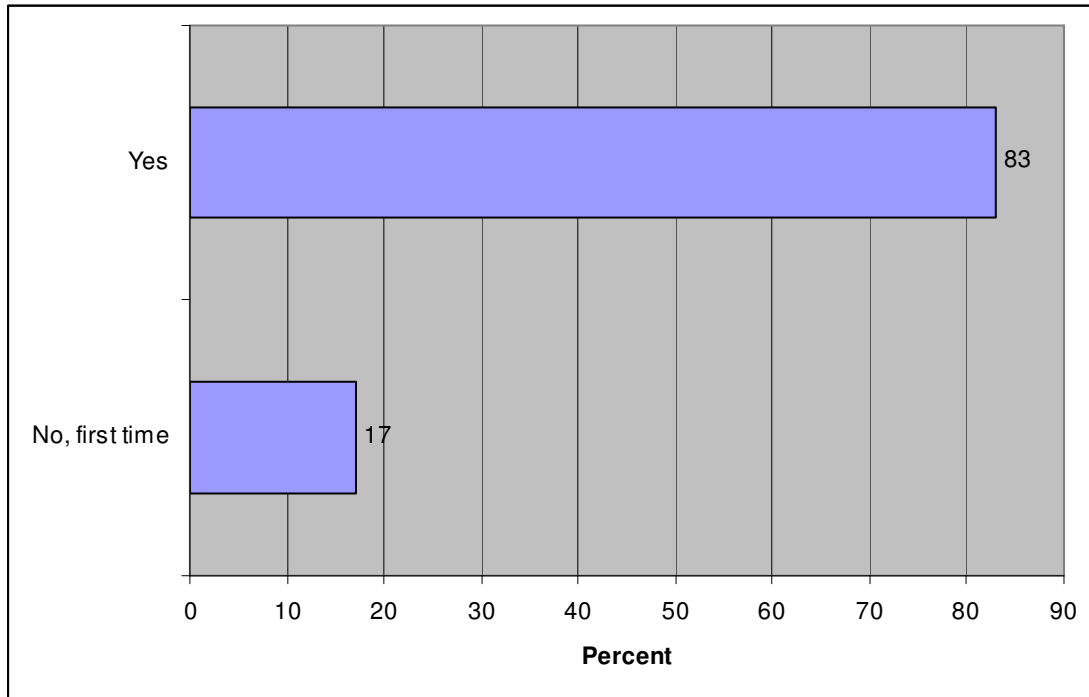
"Is your company a member in the Swedish Electronics Trade Association?"



Note: Of the total number of exhibitors at S.E.E., 27% were members.

### 3. Previous experience

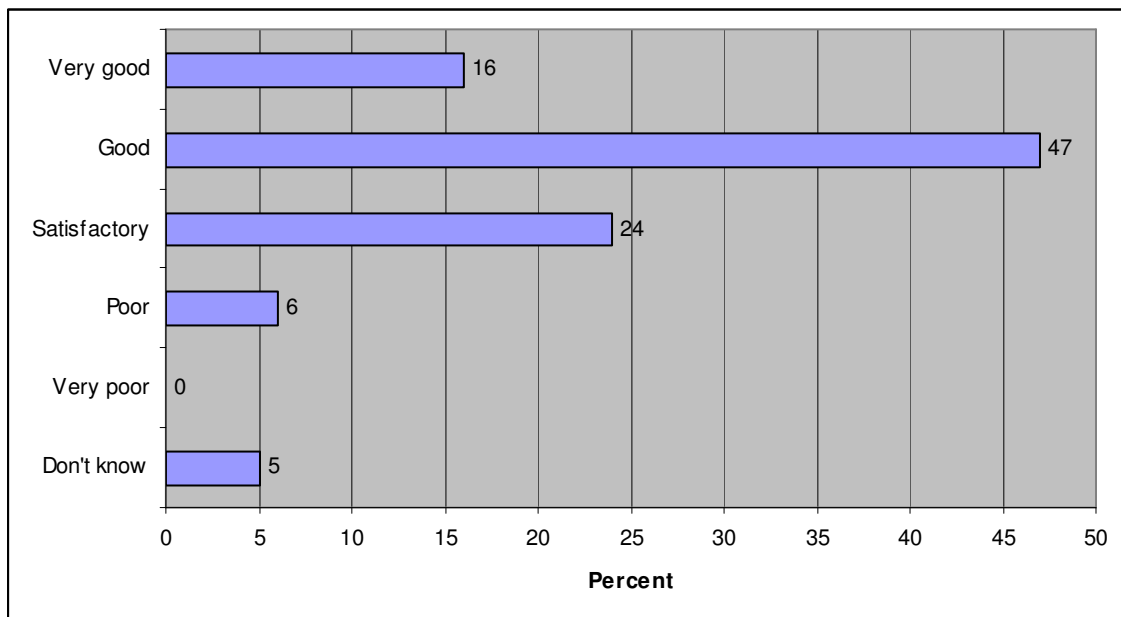
*"Have you exhibited at an electronics trade fair in Stockholm before?"*



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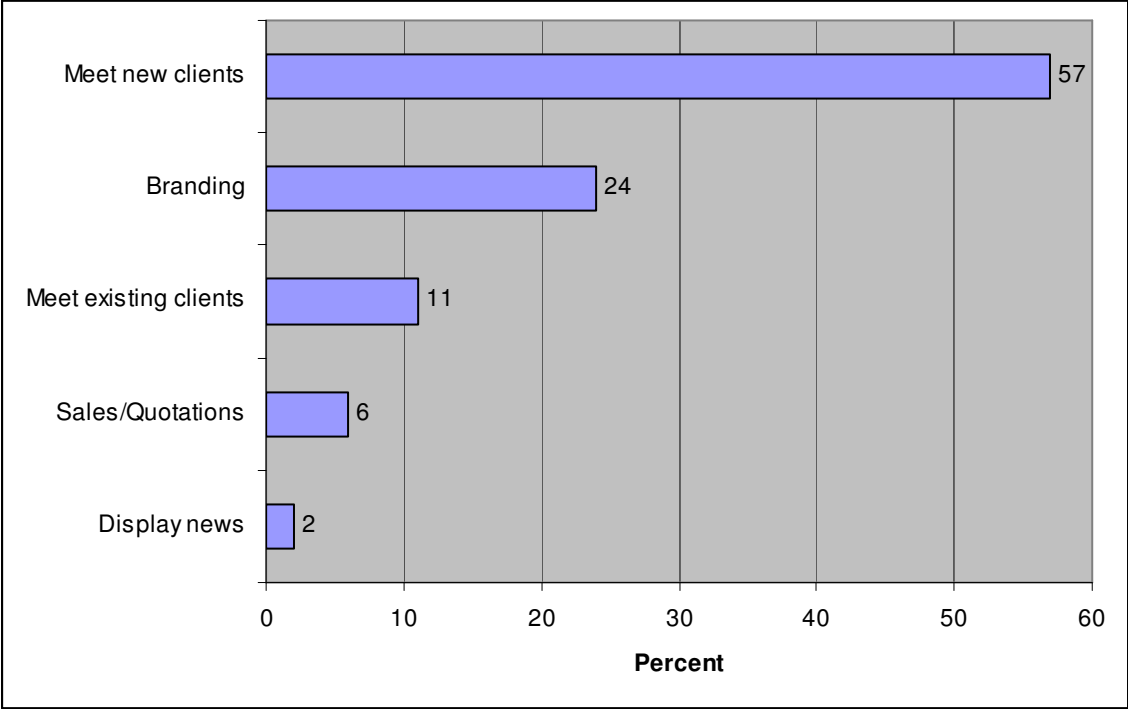
### 4. Marketing

*"How would you rate the organizers marketing of the event?"*



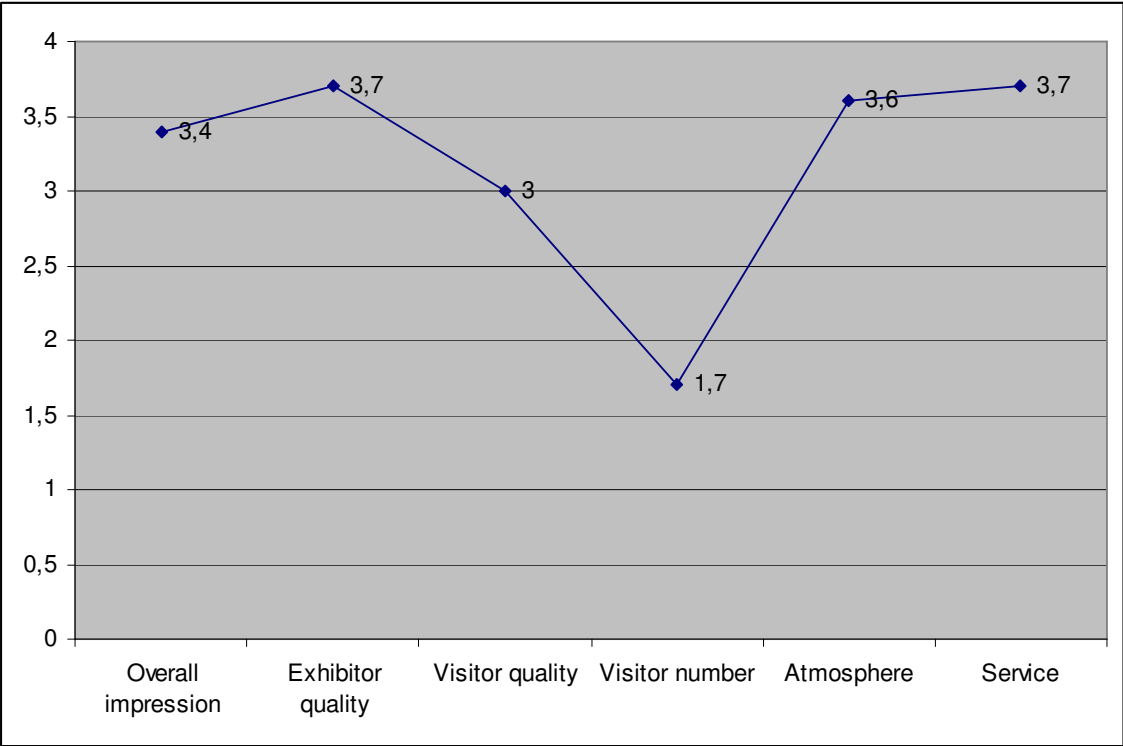
### 5. Purpose of exhibiting

“What was your main purpose for exhibiting?”



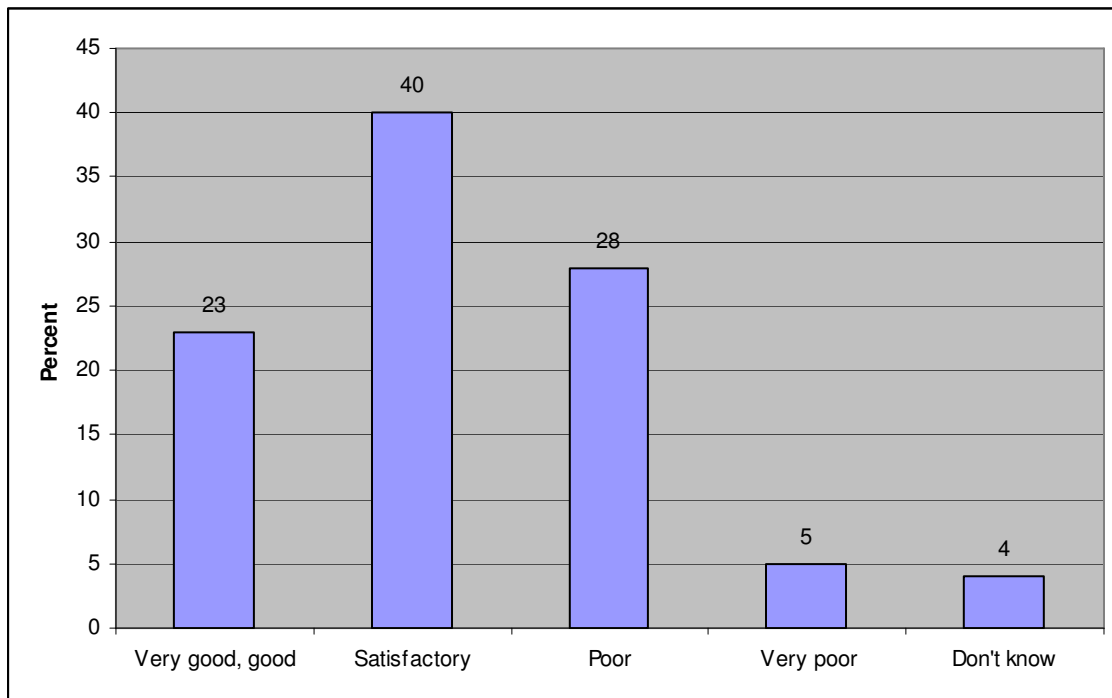
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### 6. Overall impression



## 7. Total result

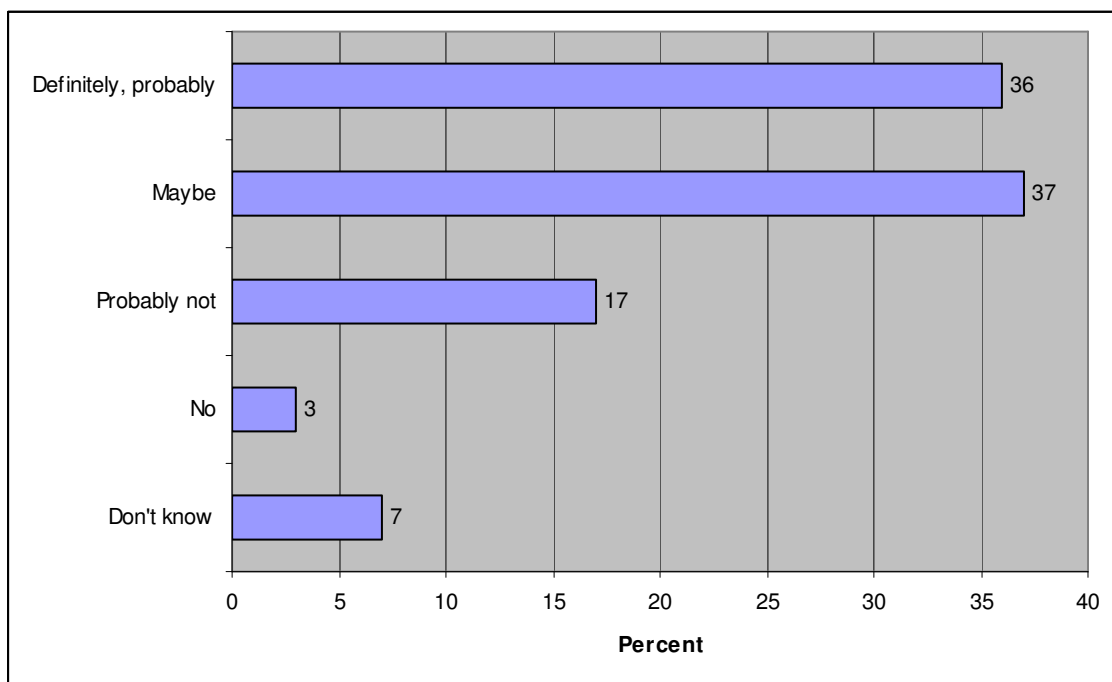
*"If you try to summarize already accomplished results and probable coming results from the visitor contacts you have had, how would you rate S.E.E.?"*



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## 8. Interest in S.E.E. 2012

*"Are you interested in exhibiting at the next S.E.E., in April 2012?"*



Welcome as an exhibitor at S.E.E. 2012!

**S.E.E.**

SCANDINAVIAN  
**ELECTRONICS**  
EVENT

April 17-19, 2012