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Fairs & Exhibitions

Meetings and Incentive Travel Market

MITM notarizes participants' evaluation of the event

Thursday, January 12, 2012

Often, some travel trade exhibitions communicate results inflating the numbers of attendees and claiming excellent evaluation of the show by the participants, without any proof. This is not the case with **MITM**, Meetings and Incentive Travel Market -MITM reports- which asks its exhibitors and buyers to rate the event as “poor”, “fair”, “good” or “excellent”.

Now, as reported by GSAR Marketing -MITM's organizing company- the fair backs up those results by a public notary to certify that they are veracious, and as such were duly registered and guaranteed to be true by the European Public Notary **Jose Usera Cano** who on December 22nd, 2011, legitimated and legalized them with seal and numbers 0167582776 (exhibitors) and 016580780 (buyers).

These notarized results were:

From MITM exhibitors (83% replied):

- Trade Fair Format: Poor 0%, Fair 9.0%, Good 29.6%, Excellent 61.4%
- Trade Fair Organization: Poor 2.3%, Fair 9.0%, Good 29.6%, Excellent 59.1%
- Quality of the Buyers: Poor 0%, Fair 11.3%, Good 29.6%, Excellent 59.1%
- Business Opportunities: Poor 0%, Fair 20.4%, Good 34.1%, Excellent 45.5%
- Trade Fair Overall Rating: Poor 0%, Fair 9.0%, Good 36.4%, Excellent 54.6%

From MITM buyers (99% replied):

- Trade Fair Format: Poor 1.5%, Fair 6.2%, Good 37.50%, Excellent 54.8%
- Trade Fair Organization: Poor 0%, Fair 6.2%, Good 37.5%, Excellent 56.3%
- Business Opportunities: Poor 0%, Fair 1.5%, Good 39.1%, Excellent 59.4%
- Trade Fair Overall Rating: Poor 0%, Fair 1.5%, Good 45.3%, Excellent 53.2%.