

VISITOR PROFILE AND DEMOGRAPHICS

Line Of Business

Manufacturer of Finished Medical Devices	30%
Manufacturing Services Provider	20%
Mfr of Vascular or Orthopaedic Devices	14%
Mfr.of Medical Electronic Equipment	6%
Mfr.of Pharmaceuticals	3%
Government / Academic	3%

Position

Production/Manufacturing Engineering	33%
R&D	22%
Quality Control	22%
General / Corporate Management	17%
Product Development	12%
Purchasing	4%

Decision Making Capacity

Final Decision Maker	42%
Decision Makers	31%
Advisor	27%

Country Of Origin

Ireland	56%
United Kingdom	23%
Other European Country	17%
Outside Europe	4%

MAIN REASON TO VISIT AND SATISFACTION OF VISITORS

Main Reason To Visit

To get in touch with new vendors/suppliers	59%
To learn about new products	52%
To learn about latest technologies	52%
General overview of market and developments	47%
To stay in touch with existing relations	37%
Find information about technical aspects	27%
Visiting the conference	18%
Requesting quotations / invite tenders	6%
Specific information about prices and conditions	5%
Place orders / purchasing	1%
Other	8%

Visitor Satisfaction

Overall satisfaction (Very satisfied)	88%
Intention to visit next MEDTEC Ireland	77%
Recommend visiting MEDTEC Ireland	90%

REASON TO EXHIBIT AND SATISFACTION OF EXHIBITORS

Reasons To Exhibit

Making new contacts with potential clients / business partners	100%
Maintaining contacts with existing clients / business partners	52%
Image and public relations objectives	30%
Introducing a new product / service	30%
Direct sales / writing orders	4%

Exhibitor Satisfaction

Overall satisfaction (Very satisfied)	70%
Intention to exhibit next MEDTEC Ireland	74%
Recommend exhibiting MEDTEC Ireland	74%

TOTAL NUMBER OF EXHIBITORS 95

Note - The numbers stated in this overview are the results of a survey among exhibitors and visitors of MEDTEC Ireland 2008. The survey was conducted by an independent trend and research agency: Expo Result - www.exporesult.nl