



# Exhibitors' Meeting

3<sup>rd</sup> February 2010



**CONGRÈS  
ADF 2009  
25 AU 28 NOV.**

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# Contractors

<b>Venue Palais des Congrès</b>	<b>Organiser ADF</b>	
<b>Sales Manager</b>	<b>ADF / Carlita</b>	<b>Logistics</b>
<b>Operations Manager</b>	<b>ADF / GPS</b>	<b>Security services</b>
<b>(Un-)loading area Manager</b>	<b>ADF / Créatifs</b>	<b>Overall Installation</b>
<b>Event Manager/Technical</b>	<b>ADF / Camérus</b>	<b>Furniture</b>
<b>Staff for the Conference &amp; Exhibition</b>	<b>ADF / Ubiquus</b>	<b>Statistics - Entrance checkpoints</b>
	<b>ADF / ESI</b>	<b>Transport, handling</b>
	<b>ADF / JPB</b>	<b>Audiovisual equipment</b>
	<b>ADF / Arcance</b>	<b>Signage</b>



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# Exhibition Visitors Breakdown for 2007- 2008 - 2009

	2007	2008		2009	
Visits	24 583	25 167	+ 2.37%	24 701	- 1.85%
Renewed visits	15 063	15 463	+ 2.65 %	15 511	+ 0.30%
Total	39 646	40 630	+ 2.21 %	40 212	- 0.03%

*All figures excluding Officials and Exhibitors*



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# Conference Delegates Breakdown for 2009

	Registered for two days or more (up to five)	Renewed visits	Registered for one day only	Renewed visits
Dental Students	492	x 2.38	113	x 1.66
Dental Assistants	375		398	
Dental Technicians	30		16	
Conference Speakers	616			
Guests	257			
Retired Dentists	42		7	
Dental Surgeons	4 546		1 073	
<b>Total</b>	<b>6 358</b>	<b>15 132</b>	<b>1 577</b>	<b>2 616</b>
<b>Total number of Conference Delegates</b>		<b>7 935</b>		
<b>Total number of visits by Conference Delegates</b> <i>(including renewed visits)</i>			<b>17 748</b>	

*All figures excluding Organisers and Officials (approx. 100 badges)  
All figures excluding Exhibitors and their reps (approx. 6,400 badges)*



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# Exhibition Visitors Breakdown for 2009

	Visits over one day or more (up to five)	Renewed visits
Dental Students	854	x 1.47
Dental Assistants	1 653	
Dental Technicians	1 311	
Dental Surgeons	9 726	
Trade and Industry	2 016	
Accompanying Persons	1 207	
<b>Total</b>	<b>16 765</b>	<b>24 701</b>
<b>Total number of Exhibition Visitors</b>		<b>24 701</b>
<b>Total number of visits (including renewed visits)</b>		<b>40 212</b>

*All figures excluding Organisers and Officials (approx. 100 badges)*

*All figures excluding Exhibitors and their reps. (approx. 6,400 badges)*

# Statistics vs. Exhibitors' perception

The figures for 2009 are similar to those for 2008, but to the Exhibitors:

- the flow of visitors seemed less regular (for 40%)
- visitors seemed to spend less time on the stands (for 18 %)

## Explanation:

- ◆ conference attendance on the increase
- ◆ "diluted" number of visitors - larger Exhibition surface area (increased surface area on level 2 + Espace Champerret)
- ◆ more visitors organise their "itinerary" beforehand

**One solution: make your presence well-known**



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# Exhibitor Satisfaction Survey

## 2009



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# I - Positive points

**Over 92% of all exhibitors expressed satisfaction with the changes brought to the logistics in 2009 in the following areas:**

- Preparation (passes, waivers ...)
- Setting-up and dismantling hours
- Assistance
- Schedule of Condition
- Handling
- Signage



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## II - Negative points

**Changes brought to the logistics in 2009 were considered less satisfactory in terms of:**

	<b>Better</b>	<b>similar</b>	<b>Not as good</b>
<b>Parking facilities</b>	16.5 %	71.7 %	11.8 %
<b>(Un-)loading area</b>	14.8 %	72.7 %	12.5 %
<b>Goods-lifts</b>	21.5 %	59.2 %	19.3 %



# Analysis of the Negative points (parking facilities, (un-)loading area, goods-lifts)

The three negative points listed above are interrelated, with the goods-lift being the weakest link

Perception (feeling)	Reality (facts)
<ul style="list-style-type: none"><li>- the goods-lifts are always breaking down</li><li>- too much time is spent waiting</li><li>- Some levels are not as lucky as others in terms of facilities</li></ul>	<ul style="list-style-type: none"><li>- the goods-lifts were broken down for a total of <b>four hours</b> (i.e. 293 minutes)</li><li>- Out of the 48 hours over which the six goods-lifts were used, they were out of order for only 1.7% of the time, i.e. an average of 48.8 minutes per lift</li><li>- In the (un-)loading area, the time spent loading and unloading is too long</li><li>- Drivers do not follow the unloading instructions provided by the organiser</li></ul>



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## III - Solutions

- **(Un-)loading instructions** to be followed strictly
- All goods to be transported using **wrapped pallets**
- **Handling equipment** and resources to be increased
- Setting up and handling of **stand structures on the Sunday exclusively**
- Implementation of a **deposit system for all vehicles entering the (un-)loading area**: paid parking with refund of parking hours (except in the event of overstay)



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# IV - Use of the "Exhibitors' Area" on the ADF website

		2008	2009
<b>Did you use the Exhibitors' area ?</b>	<b>Yes</b>	39,64 %	<b>39,60 %</b>
	<b>No</b>	60,39 %	<b>60,40 %</b>

➔

	2008	2009
<b>To get more information</b>	89.22 %	<b>89.90 %</b>
<b>To download documents</b>	80.39 %	<b>81.80 %</b>
<b>To find out about new items and services</b>	30.39 %	<b>37.40 %</b>

		2008	2009
<b>Badge ordering service</b>	<b>Very good</b>	87.12 %	<b>89 %</b>
	<b>Needs improving</b>	12.88 %	<b>11 %</b>
<b>E-badge system</b>	<b>Very good</b>	86.61 %	<b>83 %</b>
	<b>Needs improving</b>	13.39 %	<b>16.5 %</b>



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# V - General organisation - Exhibition opening days -

## Results of the questionnaire regarding possible changes in the opening days of the Exhibition

<b>From Tuesday until Friday</b>	Yes	51.9 %	} <b>73.3 %</b>
	Maybe	21.4 %	
	No	26.6 %	

<b>From Tuesday 2 p.m. until Saturday 2 p.m.</b>	Yes	12.7 %	} <b>50.8 %</b>
	Maybe	38.1 %	
	No	49.3 %	

<b>From Wednesday until Saturday (current opening days)</b>	Yes	45.6 %	} <b>76.9 %</b>
	Maybe	31.3 %	
	No	23.1 %	

⇒ insufficient results to reach a definite conclusion - further investigation needed



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# General organisation

## Exhibition opening days

### Main constraints

- 40 hours of work without interruption, of which 50% is night work
- Strict Logistics Plan
- Procedures must be strictly adhered to
- Exhibition open on Friday from 9 a.m. until 7 p.m. (sometimes later)
- No dismantling activities allowed in the night from Friday to Saturday
- Nearly no room for manoeuvre if a breakdown occurs



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# VI - The Exhibition in the Espace Champerret

<b>Gross surface area</b>	450 sqm.
<b>Net surface area</b>	280 sqm.
<b>Number of exhibitors</b>	30 / 40
<b>Type of stand</b>	Pre-equipped modular structures
<b>Duration</b>	From Tuesday until 2 p.m. on Saturday
<b>Location</b>	Hall B - entrance before the reception desks Passage to all other areas Cloak-room and "Coffee-break" areas
<b>Visitors</b>	Thursday and Friday - per day: 200/260 Dentists registered as Conference Delegates 600/700 Dental assistants

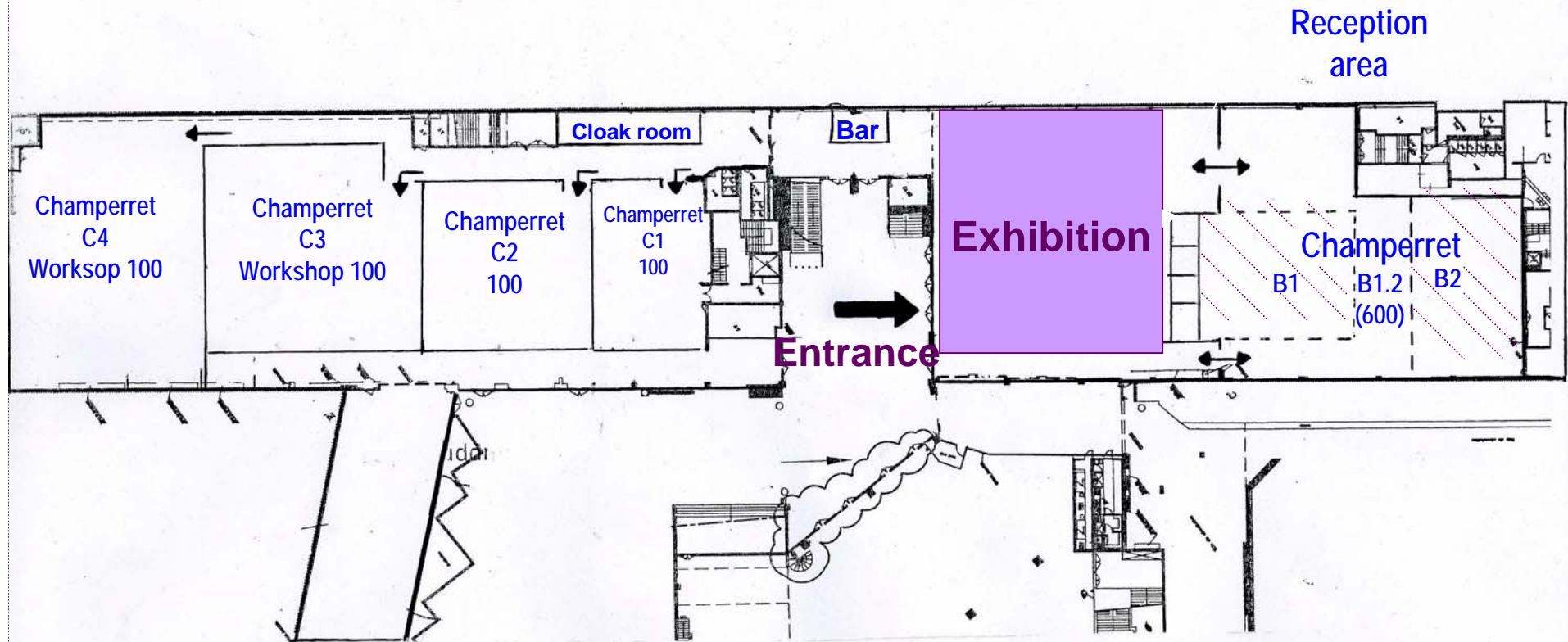
→ i.e. 2 400 to 3 000 visits and from 1 600 to 2 200 visitors

**Examples of Industrial sectors which may benefit more from renting a stand in the Espace Champerret:**

Scrub suits, Hygiene, The Press, Information Technologies (traceability, storage), Mail Order Selling, Filing, Disposable products...

# Espace Champerret - Layout

## ADF 2010 Conference and Trade Exhibition





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# The Exhibition in the Espace Champerret

## Conclusions for 2009:

- Technically feasible
- Poor results with Congress delegates attending the Workshops and Courses
- Very good results with Dental assistants

## The Dental Assistant Programme in 2010:

- Two days
- Five conferences
- One session broadcast live (Clinical demonstration)
- Two workshops

### Targets for 2010:

- 1 000 Dental Assistants
- 1 600 attendees



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## VII - Business Activity

		2008	2009	
Visitor Flow	More regular	43.31 %	33.3 %	→
	Identical	34.62 %	26.4 %	→
	Less regular	23.08 %	40.3 %	↗

		2008	2009	
Length of time spent on the stand	Longer	26.8 %	20.3 %	→
	Identical	60.13 %	62.7 %	↗
	Shorter	13.07 %	17.1 %	↗



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# Visitors and Business Activity

		2008	2009	
<b>the visitors seemed</b>	similar	47.06 %	55.7 %	↗
	More receptive	36.47 %	32.9 %	↘
	More motivated	26.47 %	29.1 %	↗

		2008	2009	
<b>Business Activity was</b>	Higher	37.42 %	39.9 %	↗
	Identical	44.52 %	33.5 %	↘
	Lower	18.06 %	26.6 %	↗



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# Business Activity by Exhibition Level

Was Business Activity different from one sector to the next?

Activity (sales) Level	-	=	+	
Level 1 Supplies	30 %	33 %	37 %	The Supplies Sector seems to have suffered most
Level 2 Equipment	25 %	28 %	47 %	The Equipment Sector increased its activity quite strongly
Level 3 Implantology	27 %	46 %	27 %	The Implants sector remains stable



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# Business Activity and Stand Size

**Impact of the size of the stand** (which can be assumed as proportional to the size of the company) **on business activity:**

Activity \ Stand size	-	=	+	
< 15 sqm	24 %	36 %	40 %	Small stands held up well
15 to 50 sqm	32 %	33 %	35 %	Medium-sized stands had the lowest increase and the highest decrease in business activity
> 50 sqm	26 %	31 %	43 %	Large stands enjoyed good business activity



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# VIII – Stand Location in 2010 *(wishes)*

			Satisfied with their location	Would like a different location
<b>Same-size stand</b>	Same location	56.3 %	<b>56.3 %</b>	
	Same area	3.6 %		<b>11.4 %</b>
	Same level	4.8 %		
	Different level	3 %		
<b>Total "same-size stand"</b>		<b>67.7 %</b>		
<b>Larger stand</b>	Same location	21.6 %	<b>21.6 %</b>	
	Same level	7.8 %		<b>10.2 %</b>
	Different level	2.4 %		
<b>Total "larger stand"</b>		<b>31.8 %</b>		
<b>Smaller stand</b>	Same location	0,6 %	<b>0.6 %</b>	
	Same level	0 %		<b>0 %</b>
	Different level	0 %		
<b>Total "smaller stand"</b>		<b>0.6 %</b>		
<b>Total "stand well located"</b>			<b>78.5 %</b>	
<b>Total "different location required"</b>				<b>21.6 %</b>

**Request remain stable for:**  
- the same location  
- a larger stand (31.7%)

**Area 2T Neuilly Side - target needs reconsidering**



Problems  
in 2009

Solutions  
for 2010

# Problems in 2009 / Solutions for 2010

<b>Problems</b>	Problems with surface areas, floor markings, conformity (9.1 %) Mistakes on the base map (20 %) Mistakes in the actual floor markings (20 %) Non-conformity with detailed scale plans (20 %) Non-conformity of stand structures with floor markings (20 %) Secondary repercussions (20 %)
<b>Solutions</b>	New base maps Clearer, more visible floor markings Conformity checks by the Logistics Officers Stand builders to introduce themselves systematically on arrival <b>"Temporary Delegation of Authority" Form</b>

# Problems in 2009 / Solutions for 2010

<b>Problems</b>	Not enough space to work in Clustered alleyways Time spent on handling procedures
<b>Solutions</b>	Reinforced Logistics Plan for deliveries Improved handling procedures <b>Temporary Delegation of Authority</b> "Pre-paid" parking system with deposit for the (un-)loading area

# Problems in 2009 / Solutions for 2010

<b>Problems</b>	<p>In 2008, only <b>1%</b> of the <b>100,000</b> invitations printed were used by visitors to obtain their badges.</p> <p>These invitations are therefore used primarily for promotional purposes.</p>
<b>Solutions</b>	<p>In 2009, an "<b>electronic invitation</b>" <b>service</b> was set up. Only 50 Exhibitors actually used it, but with great success.</p> <p>Many Exhibitors find this service very interesting but do not use it spontaneously - the advantages need to be promoted more clearly</p>



# Electronic Invitations



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du mercredi 25 au samedi 28 novembre

**INVITE your clients and prospects and put their VISITOR BADGE within EASY REACH**

Dear Exhibitor,

The ADF 2009 Exhibition is only a few weeks away...Let your clients and prospects know that you will be there by sending them an e-card personalised with your logo and a special message.

**Click here**, and send an electronic invitation card from your company to as many email addresses as you wish to, in just a few minutes.

The e-card is a modern, economical, and easy-to-use tool that will enable all your clients to locate your stand in the exhibition halls, to pre-register online for their visitor badge, and to browse through the scientific programme.

Please do not hesitate to contact us should you require any further information.

Best regards,

The Exhibition service

[expo@adf.asso.fr](mailto:expo@adf.asso.fr)

[www.adf.asso.fr/exhibition](http://www.adf.asso.fr/exhibition)





# Layout Modifications in 2010

## *In conformity with the directives issued by the Préfecture de police de Paris\**

- modified alleyways on levels 1,2 and 3 (different width and/or location and/or orientation, etc.)
- modifications to stand and/or re-location
- re-location of the ADF desks (reception and pavilion)

**Aim: to maintain the available Exhibition surface area and the number of Exhibitors**

*\* Paris police authorities*



# The ADF 2010 Exhibition Logo for your promotional media



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