

IALA IMC Industrial Member Survey Report

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Number Surveyed:	Bounced Emails:	Valid Responses:	Response Rate:
146	19	21	17%

Purpose:

To survey all Industrial Members on behalf of the IMC, to obtain feedback about the IALA Exhibition, held in Incheon, Korea in May 2018. Feedback will be consolidated and shared with the IMC committee providing suggestions for improvement to IALA for future conference events. The next scheduled event is 2022 in Rio de Janeiro, Brazil.

Key Insights:

- 21 respondents attended as an exhibitor in 2018, however 3 abandoned the survey before completing in full.
- 3 respondents didn't attend in 2018 however two are planning to, in 2022. The third has identified cost being the factor, not to attend.
- Overall exhibition attendees found the event to be of value to increase global exposure, gain industry insights, network and a great platform to introduce new products. A couple of members commented that "It really is the only focused international exhibition for AtoN companies".
- 50% mentioned their disappointment in the location of the exhibition and lunch space being so far away from the conference hall.
- 40% felt that the conference was not well organized with some stating communication difficulties in English, insufficient time to visit the IM exhibition, length of the conference and delegate numbers being down due to the location and cost to attend.
- Overall access, setup and pack down for exhibitors was sufficient, however one sighted OH&S concerns around vehicle traffic from stand contractors and another finding that bright lighting from buoy and lighthouse manufacturers was annoying for others.
- The decision to prohibit sanding, sawing or painting in the hall was deemed an excellent idea from one exhibitor.
- 60% felt that there was not sufficient time for delegates to access the stand due to location of the exhibition. Some suggestions for improvement include provision in the main program for the exhibition, sessions at the speakers' corner and generally a higher priority given to IM exhibitors in future.
- The suggestion for a dedicated session for the exhibitor hall was highly regarded with 83% responding yes to this question.
- Other suggested improvements to network included pre-booked meeting timeslots with delegates, introducing a 10-minute product presentation for exhibitors, events on the exhibition floor and opening cocktail party.
- The vast majority were favorable to the new format agenda however were against an awards ceremony.
- The vast majority found the IM evening to be a good networking opportunity however one suggested making it less formal to allow for mingling amongst guests.
- 86% of respondents are planning to attend in 2022 with the balance either unsure or sighting distance and cost to be a factor.