



Bachelor Thesis

Equine, Leisure & Sports

*Requirements of exhibitors and sponsors
concerning regional equestrian fairs using the
example of Dülmen*

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1. Zusammenfassung

Ziel dieser Studie war die Untersuchung der Anforderungen von Ausstellern und Sponsoren an eine regionale Pferdemesse.

Pferdemessen sind ein wichtiges Segment in der Pferdesportindustrie. Jährlich werden viele Messen weltweit von verschiedenen Messeveranstaltern organisiert. Eine neue Freiluft Ausstellung unter dem Namen „Pferd & Freizeit“ wird erstmalig im Juli 2010 in Dülmen veranstaltet. Da Aussteller und Sponsoren unersetzliche Komponenten in Hinblick auf die finanzielle Ausgangssituation und der Qualität einer Veranstaltung sind, kommt der Befriedigung ihrer Ansprüche besondere Wichtigkeit hinzu.

Die deutsche Messeindustrie ist ein enormer Markt und bietet Ausstellern und Sponsoren vielseitige Möglichkeiten für eine Messepräsentation. Genutzt werden die vielen Ausstellungen hauptsächlich als Marketinginstrument und sind ein wichtiges Element im Marketing Mix vieler Firmen. Weiterhin ist die Gewinnung von Sponsoren ein fundamentaler Faktor um weitere Einnahmen zu generieren; daher werden meistens verschiedene Sponsoring Möglichkeiten in Form von Werbeleistungen angeboten. Als Ausstellungsfläche können diverse Orte und Bauwerke genutzt werden, solange sie eine geeignete Infrastruktur sowie attraktive Bedingungen für eine Standpräsentation mitbringen. Die individuelle Standpräsentation ist einer der Hauptfaktoren in Hinblick auf den Erfolg eines Unternehmens und führt daher zu verschiedenen Anforderungen.

Diese Studie wurde zwischen März 2010 und Mai 2010 innerhalb einer Abschlussarbeit für den Studiengang „Equine, Leisure & Sports“ an der Fachhochschule Van Hall Larenstein durchgeführt. Weitere Unterstützung war durch eine Kooperation mit der Stadt Dülmen gegeben. Für die Datensammlung wurde ein Fragebogen bestehend aus 19 Fragen entwickelt. Die Teilnehmer der Studie waren potentielle Aussteller für die „Pferd & Freizeit“ innerhalb eines Radius von 100km um Dülmen. Die 52 gesammelten Datensätze wurden mit dem Computerprogramm SPSS ausgewertet und analysiert.

Marketing wurde als Hauptziel von der Mehrheit der Teilnehmer angegeben. Hauptsächlich beide Besuchergruppen oder nur Privatbesucher sind die Zielgruppe der potentiellen Aussteller und Sponsoren. Als optimale Laufzeit wurde meistens eine kurze Laufzeit von drei Tagen angegeben.

Ein minimaler Planungszeitraum von drei Monaten ist erforderlich und das Internet würde die Mehrheit für Buchung und Planung des Messeauftrittes nutzen.

Ein Stand in der Halle und der eigene Standbau werden bevorzugt. Dabei werden am liebsten

Eckstände und Kopfstände gebucht. Zusätzliche Leistungen, insbesondere Strom, werden von allen Teilnehmer benötigt. Zum Auf- und Abbau wird meistens ein halber Tag benötigt, hierbei wurde eine Korrelation zwischen der benötigten Zeit sowie der Unternehmensgröße gefunden.

Für die Buchung von Sponsoring Leistungen ist unter anderem die Größe des Unternehmens ausschlaggebend. Logos auf Werbemitteln sind die am häufigsten gebuchten Sponsoring Leistungen. Die Mehrheit der Sponsoren erwartet einen zusätzlichen Service.

2. Abstract

This research was carried out to investigate the main requirements of exhibitors and sponsors concerning a regional equestrian fair.

Equestrian exhibitions are an important segment of the equine industry. Many equestrian sport fairs are organised by different companies all over the world. One new open air exhibition named “Pferd & Freizeit” will be launched for the first time in July 2010 in Dülmen. Because exhibitors and sponsors are needed to ensure the financial viability and the quality of an event it is important to satisfy their requirements as good as possible.

The exhibition industry in Germany is a huge market providing versatile possibilities for a presentation at a fair. The numerous exhibitions are mainly used as marketing tool within the company’ s marketing mix. Sponsoring is an important issue within the organisation and different sponsoring opportunities are offered to generate additional money. Different locations providing a suitable infrastructure and allocating attractive conditions for a booth presentation can be used for an exhibition. The individual booth presentation is one of the main factors influencing the success for a company with regard to the exhibition leading to various requirements.

The research was carried out between March 2010 and May 2010 within a bachelor thesis project of Van Hall Larenstein, the Netherlands. Further support was given by a cooperation with the city of Dülmen. A questionnaire consisting of 19 questions in total was developed and the necessary data was collected from potential exhibitors and sponsors within a 100km radius around Dülmen. The collected sample of the 52 data was evaluated and analysed with SPSS (version 18).

Marketing as main objective was indicated by the majority of the participants. Primarily both visitor groups or solely private visitors are targeted by the participants. Regarding the length of an exhibition three days were mostly indicated. This is leading to the fact that a short duration is preferred by a large fragment of the potential customers.

Mostly a minimum planning time of three months is required. Furthermore the internet will be used by the majority for booking and planning processes.

Inside booth positions and an own individual stand construction are preferred. Corner stands and block stands are most likely booked. Additional services, especially electricity, are required by all participants. A half day is mostly needed as build up and break down times and a correlation was found between the required time and the size of the company.

There is a correlation between the booking of sponsoring and the size of the company. The logo on

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promotional print materials is the most likely booked sponsoring opportunity. Additional service related to sponsoring is required by the majority of the participants.

3. Introduction

Playing historically an important role the horse today is mainly used for sport, leisure and recreation. It has high economic and environmental significance in society.

Horse riding is a very popular sport activity in Germany (more than 200.000 riders). Only in the last few years the equestrian sport has been increasing by 16%. Outdoor sport is getting more popular and the trend is to be healthy, to do sport, to be outside and to own a dog or a horse. Currently over 40% of horse riders are younger than 20 years. At the moment about 80% of the riding people are female and 80% of the teenagers who do horse back riding are girls (FN, 2006).

Related to the increase of the equestrian sport, riders and breeders demand for good horses, good services, special equipment and innovations in stable equipment and training technologies. Most preferred disciplines are jumping, dressage, eventing and vaulting. Driving is also popular.

There is a large number of different organisations and associations within the horse sector. These include organisations for the different disciplines and breeding organisations. One of the most important organizations in the equine sector in Germany is the Deutsche Reiterliche Vereinigung (FN).

Many equestrian sport fairs for trade visitors and/or private visitors are organised by different companies all over the world. Equestrian fairs are an important segment of the equine industry. They are used as a market place by many companies whereas attractive possibilities to get information about the horse sector are provided to private and trade visitors. A show program and an evening show is offered by most equestrian fairs to attract more visitors.

3.1 Dülmen and the environment

The city of Dülmen is strongly connected to the horse sector. Dülmen is directly situated in the Münsterland in Northrhine-Westphalia which is one of the biggest horse regions of Germany. About 80.000 horses and 58.000 active riders are located in the Münsterland. Many events related to the horse are organised yearly in this region, especially in Warendorf (e.g. the Bundeschampionat, Warendorfer Hengstparaden, etc.). The Münsterland is also known by tourists for its amazing cycling, walking and riding paths and attractions.

The traditional “Wildpferdefang” is one of the highlights every year in Dülmen. Thousands of visitors are expected to join this event yearly on the last Saturday in May. Furthermore, the Domäne

Karthaus and the DIPO (Deutsche Institut für Pferdeosteopathie) are known institutions which are linked with Dülmen by horse friends.

3.2 Pferd & Familie

The city of Dülmen is very interested in horse topics and wants to improve its reputation as horse city by launching an additional event. In 2010, a regional horse fair named “Pferd & Familie – 1. Dülmener Pferdeaktionstage” will be organised in July to attract people to visit Dülmen and inform people about the horse sector and the equestrian sport around Dülmen. The “Pferd & Familie” will be organised every year rotationally in Dülmen and Haltern am See. The exhibition will be opened Saturday and Sunday from 10 to 17 and mainly regional riders and families interested in horses are targeted to visit the event. Products, services and information will be presented by regional exhibitors from all market segments. Visitors will be attracted among other things by an attractive show program.

The exhibition area will be located outside (open air) on a field which is located in the ancient military base of Dülmen nearby to the local arena of the riding association. The caserne will be strongly connected with the horse sector in future as a modern riding centre and a development area “living with horses” are planned on this area. A suitable outdoor riding school for the show program and activities around the horse will be provided. Sufficient parking area is available by adjacent fields and due to the central location the event is easy to reach for exhibitors and visitors.

Following different booking options for a booth are available:

- booth in a big tent with other exhibitors
- booth in a individual tent
- booth without tent provided
- horse area

Sponsoring opportunities are also offered to generate additional income:

- firm logo in the show catalogue
- perimeter advertising around the show arena
- obstacles with firm logo
- firm logo on promotional print materials
- leaflet dispenser on the exhibition ground

Several possibilities to present their horses will be offered by the show program to exhibitors.

Furthermore, special prices for riding associations, livery yards and riding schools are used to attract exhibitors from this sector.

3.3 Problem definition

Sponsors and exhibitors attractive to the core target group are needed to ensure the financial viability and the quality of an event. Therefore the satisfaction of the requirements of exhibitors and sponsors is an important factor. This requirements are not defined for a regional equestrian fair at this moment. Thus the main focus of this report is on the special requirements of exhibitors and sponsors concerning a regional equestrian fair including the planning process before the exhibition, the booth positioning and type as well as the service required during a fair especially from sponsors.

3.4 Research objective, main question and sub questions

The overall objective of this research is to investigate the main requirements of exhibitors and sponsors concerning regional equestrian fairs and to determine the most suitable market segment for Dülmen.

The main question is to find out what are the main requirements of exhibitors and sponsors. Resulting from this main question following sub questions came up:

- What is the main objective of a company for an exhibition?
- Which booth type and position is preferred?
- What is the optimal length for a regional exhibition?
- How should the planning process be designed?
- Which type of sponsoring is preferred?
- What services are required by sponsors during the event?

Until now there has not been carried out published research regarding the requirements of exhibitors and sponsors concerning regional equestrian fairs.

4. Literature Review

The event sector is a vast industry. The success of an exhibition is depending on the interaction between the organisation committee, exhibitors and visitors (Pateli *et al.*, 2005). There is a broad variety of exhibitions and the different aspects of an exhibition are discussed in this part of the report.

4.1 Definition exhibition

An exhibition is time bound and mostly regularly at the same location organised. Furthermore it is market place with a presentation of a broad variety of products and services from different suppliers (Möllenberg and Teichmann, 2000).

There is a strict differentiation between the words exposition and trade fairs/ trade show which is mostly depending on the target group. Trade fairs/ trade shows are mainly open for trade visitors whereas expositions are also open for the public/ private visitors (Möllenberg and Teichmann, 2000).

Visitors from more than one region are targeted by national fairs and expositions whereas visitors from a special region are targeted by regional fairs and expositions. International fairs have a minimum of 10% foreign exhibitors and 5% trade visitors (AUMA, 2010a).

An exhibition is seen as a service for the organising committee, as an marketing instrument by exhibitors and as an instrument for information and purchasing by visitors (Selinski and Sperling, 1995). The aim of the organising committee is to provide an attractive marketing place (Jennerwein *et al.*, 2002).

4.2 Exhibitions as marketing tool

Exhibitions have become quite important as a marketing tool. Palumbo *et al.* stated 1998 that they can be a crucial components of a firm's marketing mix (Palumbo *et al.*, 1998) and they are regarded as an important tool in the marketing mix by exhibiting companies (Schasse *et al.*, 2005). A research on the importance of exhibitions in the marketing mix was carried out by the TNS Emnid institute. Exhibitions (83% importance) are ranked second behind the own homepage (90% importance) of a company (AUMA, 2010d) underlining the enormous importance in the marketing

mix. The importance of exhibitions in the future will be constant indicated by the majority of the participants (68%) or maybe increase (14%). 16% of the participants indicated a decrease of the importance in their marketing mix (AUMA, 2010d). An understanding of the requirements of the customers is needed for a successful marketing (Esch *et al.*, 2006). Also event agencies and organisers know the importance of exhibitions as marketing tool shown by a study from the TU Chemnitz and the FORUM MARKETING-EVENTAGENTUREN in 1999.

Also a certain region may benefit from an exhibition. Exhibitions as part of the communication politic are a temporary marketing instrument of a region and therefore the regional policy is an important factor for an event (Jennerwein *et al.*, 2002).

4.3 Overview of the exhibition industry in Germany

Germany is known for its number of international leading exhibitions compared to other European countries (Kresse, 2005). About 135 international exhibitions have been organised in Germany in 2009. These are completed by more than 174 regional fairs with about 50.000 exhibitors and 6.5 M visitors (AUMA, 2010b; AUMA, 2010c). Especially in the federal states North Rhine-Westphalia, Bavaria and Baden-Württemberg is a high appearance of exhibitions (AUMA, 2010d). Due to the actual economy situation the numbers of exhibitors and visitors are decreasing (AUMA, 2010d) and therefore it is quite important to satisfy the requirements of exhibitors, sponsors and visitors. Although there are already many existing virtual fairs which are known by most visitors the real fair seems to be preferred due to personal contact possibilities and the likeliness to see the real product (Barbini *et al.*, 2001).

There are many equestrian exhibitions and events/ competitions with an exhibition area in Germany and most of them target mainly private visitors. The biggest equestrian fair in Germany for private and trade visitors is the EQUITANA with a duration of 9 days and 90.000 m² in 17 exhibition halls organised in a two year rhythm. In 2009, 213.000 visitors and 861 were counted (EQUITANA, 2009a). The Spoga horse is organised yearly and the biggest trade visitor exhibition with 250 exhibitors and 3.805 visitors over a duration of 3 days (AUMA, 2010e). Yearly competitions with a big exhibition area are for example the CHIO Aachen in July and the Bundeschampionat in Warendorf in September. Other big equestrian exhibitions in Germany are for example:

- Americana in Augsburg
- Equimundo in Karlsruhe

- Eurocheval in Offenburg
- Faszination Pferd in Nürnberg
- HansePferd in Hamburg
- Hippologica in Berlin
- Hund und Pferd in Dortmund
- Nordpferd in Neumünster
- Pferd Bodensee in Friedrichshafen
- Pferd International in München Riem
- Pferd Rhein Ruhr in Rheinberg
- Pferd und Jagd in Hannover

The biggest open air equestrian exhibition is the EQUITANA Open Air in Neuss with 200 exhibitors and around 40.000 visitors. The EQUITANA Open Air is organised in a two year rhythm in the non-EQUITANA years (EQUITANA Open Air, 2008).

4.4 Sponsoring

The sponsorship of events is an important factor (Barbini *et al.*, 2001) and an instrument to think about (Nufer, 1998). Sponsoring is one of the new innovative „Below the line“arts of the communication mix (Nufer, 1998). There are two main objectives of sponsoring:

- effects of publicity and memory
- effects of image and attitude (Bruhn, 1991)

Event organisers and exhibition grounds are very creative in designing sponsoring packages and many different sponsoring opportunities are offered to the customers. Mostly presentation opportunities for posters are offered outside and inside the exhibition ground. Further typical sponsoring services are the firm logo on print documents/ advertisement papers as flyer, poster and maps. One common sponsoring service during equestrian exhibitions are banner which can be displayed around the riding arenas. An upcoming marketing tool for sponsoring is the internet. Banner ads, logo ads and newsletter ads can be booked to increase the recognition value (EQUITANA, 2010; Pferd Bodensee, 2010). Sometimes an additional service as a special catering area is offered to sponsors. Furthermore it is common to make mutual agreements related to sponsoring.

4.5 Exhibition ground

The success of an exhibition is also depending on the exhibition ground and the infrastructure. Most equestrian fairs are organised inside whereas equestrian events with exhibition area are mostly organised outside. The independence from the weather is one of the main advantages of indoor exhibitions. There are several possibilities for exhibition areas including the professional exhibition centres. Exhibition centres are distributed all over Germany and provide a professional infrastructure. The biggest exhibition centres within Northrhine-Westphalia are located in Essen, Düsseldorf, Dortmund and Cologne. Furthermore there are some smaller exhibition centres as the Messe Rheinberg. Next to the exhibition centres, buildings as sport gyms, city halls, arenas and ice stadiums are used (Jennerwein *et al.*, 2002). Furthermore tents are used for open air exhibitions for example at the EQUITANA Open Air (EQUITANA Open Air, 2010).

There are the following stand categories for most exhibitions:

1. row stand; one open side
2. corner stand; two open sides
3. head stand; three open sides
4. island stand; four open sides (Jennerwein *et al.*, 2002)

An adequate amount of parking areas is needed and special parking areas should be provided for exhibitors. Furthermore basics supplies as electricity, telephone, internet and water are required by exhibitors and have to be calculated (Jennerwein *et al.*, 2002).

The whole adjoining region of an exhibition ground is affected by the events. A research carried out by the ifo institute at the exhibition ground Leipzig showed that the gastronomy, hotels and the retail industry have the biggest profit (Penzkofer 2003).

4.6 Length and date of the exhibition

The date should be selected with regard to other important events as other exhibitions, regional events and sport events as for example the football world championships (Jennerwein *et al.*, 2002). Show program and supporting program as congresses related to an exhibition should be organised within the duration of this exhibition to secure the participation of visitors and exhibitors. Decreased numbers of visitors and exhibitors were counted by unfavourable choice of the date (Heyd, 1997).

There is a broad variety in the length of the equestrian exhibitions. Most exhibitions are organised

over a time of three days whereas the biggest equestrian sports fair is organised over 9 days. The durations of the biggest equestrian exhibitions in Germany are shown in table 1.

<i>Exhibition</i>	<i>Length</i>
EQUITANA	9 days
Eurocheval	5 days
Pferd & Jagd	4 days
EQUITANA Open Air	3 days
Pferd Bodensee	3 days
Pferd Rhein Ruhr	3 days
HansePferd	3 days
Spoga horse	3 days
Hund & Pferd	3 days

Table 1: duration of different equestrian exhibitions

4.7 Show programme

It is known that an attractive show programme can be useful for the success of an event (Jennerwein *et al.*, 2002). The show programme is one of the main aspects within the marketing of an exhibition and celebrities are highlighted by the promotion in advance. A show program next to the exhibition is required by most visitors, especially private visitors. Attractive show programmes are organised by all equestrian fairs. For example the EQUITANA organised more than 1000 hours programme and 15 congresses, 5 gala evenings and competitions in 10 disciplines (EQUITANA, 2009b). Many equestrian fairs also offer attractive gala shows as the HOP TOP Show and Stars (EQUITANA, 2009c and HansePferd, 2010). Unfortunately the show program is related to high expenses due to required surfaces and fencing and fees for participants.

4.8 Consumer satisfaction

It is known that the consumer satisfaction is a significant feedback for the market and therefore a good indicator for the future success (Matzler and Bailom, 2006). Exhibitor and visitor satisfaction are strongly related to each other. The exhibitor can be satisfied, if the visitors were satisfied with the presentation (Absatzwirtschaft, 1983). Target visitor group from exhibitors and the target group

of the exhibition should be matched. Regional fairs require exhibitors from the direct neighbourhood to be attractive for the customers (Jennerwein *et al.*, 2002).

A questionnaire is useful to determine the customer satisfaction with regard to the exhibition (Jennerwein *et al.*, 2002). Visitor and exhibitor interrogations are usually used by the organisation committee to measure the success of an event. The results of these interrogations are mainly used for the evaluation of the event as well as for marketing purposes with regard to the next event. Also the marketing of an event is an important factor to satisfy the requirements of the exhibitors and sponsors and should be controlled all the time to determine possible variations and whose reasons (Zanger and Drengner, 1999).

4.9 Presentation and objectives of exhibitors & sponsors

There are several important factors related to the success of a participation in a fair. Visitor orientation of the exhibitor is needed for a successful participation in a fair of a company (Munuera and Ruiz, 1999). Furthermore a positive experience of the visitor regarding the booth of a certain company results in a positive effect on the success of the participation (Chonko *et al.*, 1994) and the link between success of the participation and booth appearance is more and more recognized by exhibitors (Müller 1992). Size and appearance of the booth are the main factors to be reminded by a visitor which is shown by different studies (Seringhaus and Rosson, 2001; Gopalakrishna and Williams, 1992). Therefore 40% of the budget is spent on booth size and appearance (Stevens 2005). The size of the booth is also an important factor for the contact and interaction with the target group (Gopalakrishna and Lilien, 1995; Rosson and Seringhaus, 1995; Goldstein 2007) whereas the first impression of the booth appearance is the most important (Kunstenaar, 1983). This is supported by the fact that more money is spend for size and design by successful exhibitors than by unsuccessful exhibitors (Stevens 2005; Skov 2006; Zebhauser, 1980).

The majority of exhibitors defined the „on-site“sale as the most important goal for an exhibition (AUMA, 2007). There can be a positive impact of the booth on the personal interaction between visitor and exhibitor (Chonko *et al.*, 1994) leading to more „on-site“sales during the exhibition. A study on the differences between international and domestic trade show exhibitors showed many similarities between both groups. Both groups defined the two most important objectives of trade shows as gaining leads/new contacts and finding prime prospects (Palumbo *et al.*, 1998). This is supported by the statement that the main goal of exhibitors is the product marketing and sales

(Jennerwein *et al.*, 2002).

4.10 Requirements of exhibitors and sponsors

First of all it is useful to identify reasons for exhibiting and sponsoring. According to Palumbo *et al.* (1998) companies mainly exhibit for the reason to identify prospects. The success of an exhibition relies on the quantity and quality of the interaction and therefore an effective interaction between exhibitors and visitors is needed for an exhibition to be considered as successful (Mathes *et al.*, 2002)..

Furthermore the promotion of the exhibition itself and other events related to the exhibition is very important due to the fact that a good and effective advertisement is needed to promote the event in advance and required by exhibitors to reach all interested people (Barbini *et al.*, 2001). The promotion of an exhibition includes for example flyer, poster, sticker, banner and a website. A short memorable name and attractive logo is also needed. Furthermore an exhibitor map is needed and the press work should be started early to secure deadlines for printing (Jennerwein *et al.*, 2002). One other attractive tool is the e-marketing including platforms as Twitter, Facebook, studiVZ, schuelerVZ and other virtual communities.

Different services as electricity, water and W-Lan are effective tools for a professional presentation and therefore often required by exhibitors and sponsors to improve the booth presentation. Especially W-Lan is a useful communication tool during an exhibition to improve the interaction between exhibitors and visitors (Pateli *et al.*, 2005).

5. Method

5.1 Setting

The research for this report has been set up within a bachelor thesis project of Van Hall Larenstein, the Netherlands and in cooperation with the city of Dülmen. Furthermore the research was integrated within the organisation of a new launched regional equestrian fair named „Pferd & Freizeit Dülmen“ and will be used to optimize the customer satisfaction of the event.

The high number of non-respondents/ refusals resulting in less data sets was the main problem that occurred during the collection of the data.

5.2 Participants

Data has been collected from potential exhibitors and sponsors of the „Pferd & Freizeit Dülmen“ which meant that companies within a radius of 100km from the horse sector have been chosen. Also some companies from non-equestrian market segments have been taken into account due to the fact that they are mainly interesting for the sponsoring of such an event. Market research has been done in advance to collect a list with potential exhibitors and sponsors. Furthermore the network from Dülmen and an own network within the equine industry were used to collect the necessary data.

85 questionnaires have been sent out resulting in 52 valid returns.

5.3 Materials

A two-sided questionnaire has been developed to determine the requirements of exhibitors and sponsors. The questionnaire consisted of 6 sections and 19 questions in total. Information about the company was collected within the first section (2 questions). The second section (1 question) was designed to determine ancient participation(s) in a fair. Three questions have been asked in section 3 to get more detailed information about the ancient participation(s) in a fair whereas details on the planning process have been asked in section 4 (9 questions). The fifth section (3 questions) was related to sponsoring. The sixth section was to assess the particular interest in the „Pferd & Freizeit Dülmen“. The used questionnaire can be found in the appendix.

5.4 Procedures

Mainly telephone interviews have been done to get the necessary data. Furthermore a part of the questionnaires has been sent out to the potential exhibitors via e-mail or by personal contact. Detailed information on the research project (background information and objectives) were given to the participants in advance. Finally the results were analysed in order to answer the research questions. The whole research was carried out between March 2010 and May 2010.

5.5 Statistic

The collected data was processed and analysed with the statistical computer program SPSS. The use of SPSS helps to convert the outcomes into tables and graphs. In this research PASW Statistics 18 (SPSS Version 18) was used. For the evaluation of the data different analyses techniques as descriptive statistics, correlation tests (Spearman rank correlation) and cross tables were used but the main focus was on frequencies and cross tabulations.

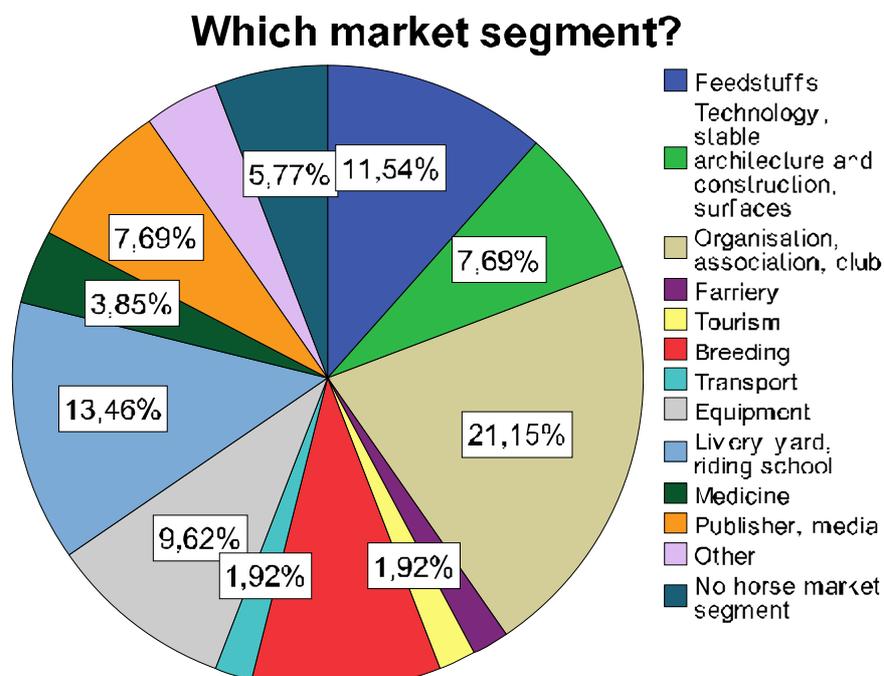
6. Results

Within the evaluation of the data it was obvious that most potential exhibitors and sponsors have the same requirements especially from the same market segment. Mainly frequency analyses have been used to show the main requirements. Almost no differences and/ or correlations have been found ($p>0.05$).

6.1 Market segments of participants

The data was collected from 13 different market segments. 12 segments were equestrian market segment whereas 1 segment was from other non-equestrian market segments. 52 data sets were collected in total. Most participants were organisations/ associations/ clubs (11 --> 21,2%) whereas 1 out of 52 (1,9%) was from the market segments farrier, tourism and transport at a time. Non-equestrian participants were an energy service company, a marketing service company and a development/ social company.

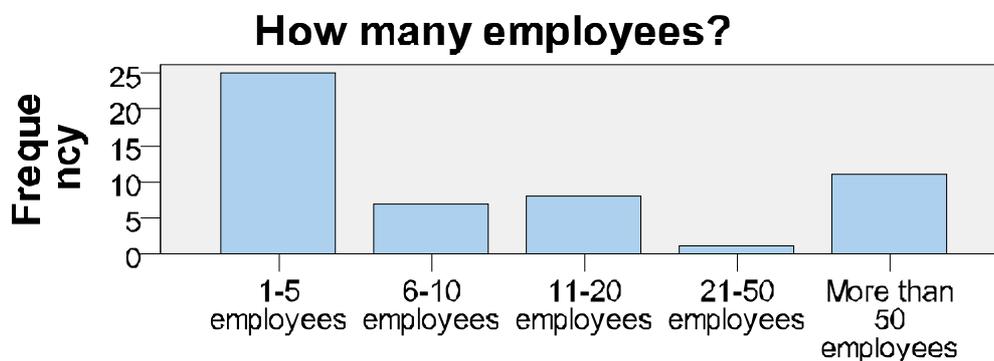
The different percentages of the frequencies depending on the market segment are shown in the pie chart below (chart 1).



6.2 Size of the company

Intervals were used for the amount of employed people within a company to determine the size of the company. Frequencies for the respective intervals were counted as following (chart 2):

- 1 to 5 employed people: 25 (48,1%)
- 6 to 10 employed people: 7 (13,5%)
- 11 to 20 employed people: 8 (15,4%)
- 21 to 50 employed people: 1 (1,9%)
- More than 50 employed people: 11 (21,2%)



How many employees?

Chart 2: Employed people within the company

6.3 Previous exhibition participations

Previous participations in exhibitions were counted for 31 out of 52 companies (59,6%) which is illustrated in a bar chart in the appendix. Also a cross-tabulation regarding previous participation in exhibitions compared to the market segment can be found in the appendix. No relationship ($p > 0.05$) between market segment and previous participation in exhibitions was found within the Chi-Square Test. 67,74% of the respondents have participated as exhibitor whereas 32,26% of the respondents have participated as exhibitor and sponsor. None of the respondent supported an exhibition solely by sponsorship. Most exhibitors/ sponsors which have already participated in an exhibition participate regularly (77,4%) in exhibitions and most of them have participated for the last time within a year (83,9%).

6.4 Main objective

A frequency table was used to determine the main objective of the potential exhibitors and sponsors. 34 out of 52 (65,4%) chose marketing as main objective of their participation. Sales during the exhibition is the main objective for 9 respondents (17,3%) whereas networking is the main objective for 7 respondents (13,5%). 2 out of the 52 participants (3,8%) have another main objective (new customer marketing and consultancy). The frequencies of the chosen main objective are shown in chart 3.



Chart 3: Main objective

6.5 Visitor target group

30 of the participants target both visitor groups (57,7%). Other 20 participants prefer private visitors (38,5%) whereas just 2 of the participants target trade visitors (3,8%). Solely trade visitors are just preferred within this research by companies from the medical market segment. See chart 4 for the bar chart regarding the preferred target group related to the market segment. No relationship (>0.05) was found between the visitor target group and the market segment within the Chi-Square Test.

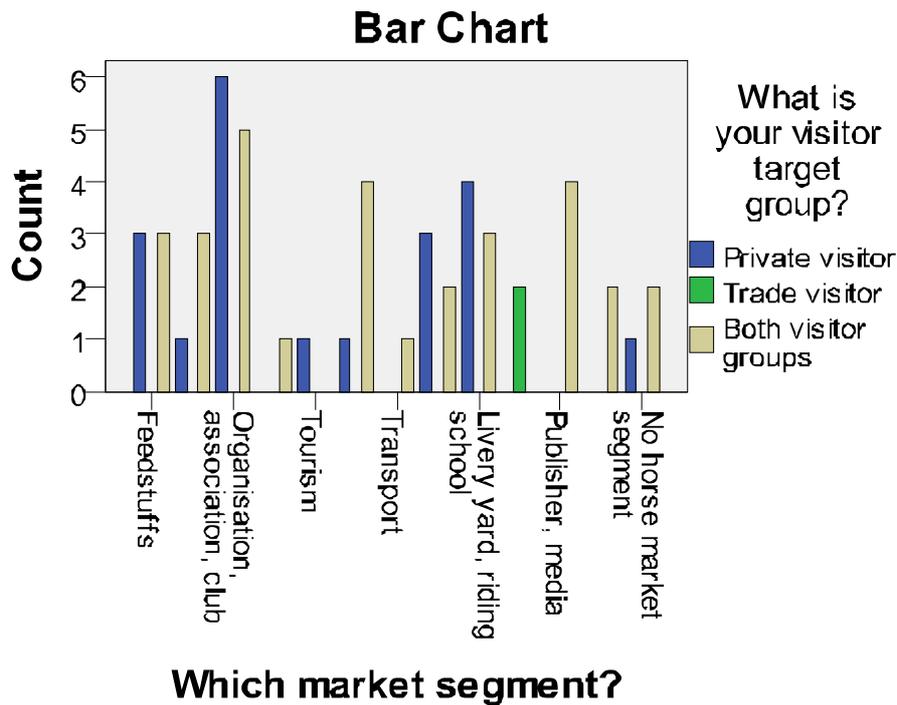


Chart 4: Target visitor group related to market segment

6.6 Length of the exhibition

A short duration of the event is preferred by most exhibitors. Following options were given:

- 2 days: 13 (25%)
- 3 days: 22 (42,3%)
- 5 days: 13 (25%)
- 7 days: 2 (3,8%)
- an other option was chosen by two participants (3,8%). Both indicated an optimal length of 1 day for an exhibition.

No relationship ($p > 0.05$) was found between the preferred length of an exhibition and the market segment within the Chi-Square Test.

6.7 Planning and booking process

The internet will be used by the majority of the participants (78,85%) for booking options and planning process. Companies require different planning times regarding an exhibition. Three

months time for the planning process before the exhibition is required by 24 of the participants (46,2%). 20 further of the participants (38,5%) need 6 months for the planning process whereas 7 (13,5%) require one year for the planning process before an exhibition. A planning time before the exhibition less than three months was indicated by one participant (1,9%). No relationship ($p>0.05$) was found between the required planning time before an exhibition and the market segment as well as between the required planning time and the size of the company within the Chi-Square Test.

6.8 Booth position and type

A booth in the hall is preferred by 31 potential exhibitors and sponsors (59,6%) whereas a booth in the open air area is preferred by 18 participants (34,6%). No indication or a double indication was given by 3 participants (5,8%). No relationship ($p>0.05$) was found between the market segment and booth position within the Chi-Square Test. When indicated a preference for a booth within the hall, most participants would prefer a corner stand or a block stand. Less in this group would prefer a row stand or an island stand.

The booth is preferably delivered by themselves by 35 participants (67,3%) whereas 16 prefer a booth delivered by the organisation committee (30,8%). No indication was given by one respondent. No relationship ($p>0.05$) was found between market segment and booth presentation within the Chi-Square Test.

Additional services during the exhibition are required as a booking option by all of the 52 participants:

- W-Lan at the booth is required by 17 of the participants (21,5%).
- Electricity at the booth is required by 50 of the participants (63,3%).
- Water at the booth is required by 12 of the participants (15,2%).
- A DVD-Player was required by one of the respondents.

6.9 Build up and dismantling times

To define the optimal time length for the build up and dismantling following categories and respondents were given:

- a half day: 32 respondents (61,5%)
- one day: 11 respondents (21,2%)

- two days: 3 respondents (5,8%)
- more than two days: 6 respondents (11,5%)

The frequencies of the preferred times for build up and dismantling are shown in chart 5. A relationship ($p < 0.05$) was found between the required time for build up and dismantling and the size of the company within the Chi-Square Test.

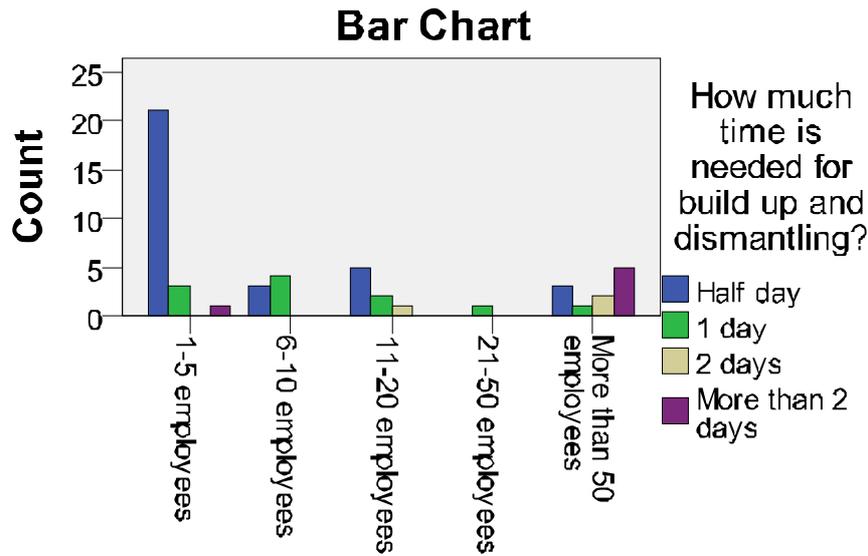


Chart 5: Planning time related to size of the company

6.10 Sponsoring of an event

Sponsoring services are booked by 19 out of the 52 participants (36,5%) whereas 33 out of the 52 participants will not book any sponsoring opportunities at all (63,5%). A significant correlation was found ($p < 0.05$) between the size of the company and the booking of sponsoring with a correlation coefficient of -0,494.

Following frequencies for the booking of the different sponsoring opportunities were found:

- Banner at the riding arena: 12 respondents (63,2%)
- Obstacle with firm logo/ advertisement: 6 respondents (31,6%)
- Logo on promotional print materials: 15 respondents (78,9%)
- Other were indicated as internet marketing and advertisement in the show catalogue by 4 of the respondents (21,1%).

A special service related to the sponsoring was required by 72,2% of the potential sponsors. Mutual

Requirements of exhibitors and sponsors concerning regional equestrian fairs using the example of Dülmen

agreements were demanded by 50% of the participants whereas 22,2% demanded a special VIP-/Catering area. No required additional service related to the sponsoring was indicated by 27,8% of the participants. No relationship ($p>0.05$) was found between an additional required service related to the sponsoring and the size of the company within the Chi-Square Test.

6.11 Pferd & Freizeit Dülmen

A secure participation on the „Pferd & Freizeit Dülmen“ was indicated by 10 out of the 52 participants (19,2%). No clear response for a participation or no participation was indicated by the other 42 participants (80,8%).

Further Graphs, Cross-tabulations etc. can be found in the SPSS output in the appendix.

7. Discussion

Although there was almost no significant correlation found, several trends can be observed regarding the requirements of exhibitors and sponsors regarding a regional equestrian fair. A bigger sample should be used to prove significant correlations and differences.

Numerous of the findings can be explained by one fact: More money is spent typically by major companies on the presentation for an exhibition than by smaller companies.

The market segment and the size of the company are important factors regarding the participation on an exhibition. Organisations/ associations/ clubs and livery yards/ riding schools which are the main target groups of the “Pferd & Freizeit Dülmen” are often not used to exhibit. Non-participation from companies of this market segments as well as companies employing less than five people can be explained by a limited marketing budget. Therefore some of the results are mainly influenced by this market segments.

Exhibitions are mainly used as a tool in the marketing mix of a company (Palumbo et al., 1998 and Schasse et al., 2005) which is supported by the results of this research. A trend for an increase or a constant importance of exhibitions as marketing tool was found in a research by the AUMA (AUMA, 2010d) and is also observed in this study by 65,4% of the participants indicating marketing as main objective with regard to the participation on an exhibition. A trend of a correlation between the market segment and the main objective can be observed show by sales during the exhibition as main objective from trade exhibitors.

Most equestrian exhibitions in Germany are private and trade visitor oriented (AUMA, 2010d) which can be explained by the findings of this research that the majority of the participants target both visitor groups or private visitors (96,2%). Especially for the retail equipment industry private visitors are attractive as the direct sales is the main target during the exhibition. Almost no differences in the private visitor group between competition rider and leisure rider were indicated by the participants, mostly all levels are favoured.

Although the biggest equestrian fair in Germany, the EQUITANA, is held over 9 days (EQUITANA, 2009) a shorter duration is preferred by the majority of the participants. This fact can

be explained by the difference between international exhibitors and regional exhibitors.

According to the results the optimal length of a regional equestrian fair seems to be three days or shorter. A duration of three days is practiced by several other German equestrian exhibitions as for example the EQUITANA Open Air, the Pferd Bodensee and the Pferd Rhein Ruhr (EQUITANA Open Air, 2010; Pferd Bodensee, 2010 and Pferd Rhein Ruhr 2010).

It seems that three months for planning are required by 46,2% of the participants. Although no significant correlation was found a trend can be observed. The indication that a short time frame for the planning process is sufficient could be explained by the suggestion that organisations/ associations/ clubs and livery yards/ riding schools as well as small companies are more likely to do spontaneous decisions. In contrast, bigger companies are more likely to plan the marketing budget up to one year in advance.

The internet is an important tool in the planning process and already applied by most of the equestrian exhibitions. When used correctly it can be an effective time and paper saving tool and will be accepted by the customers

Numerous locations can be occupied by an exhibition, for example exhibition centres, sport gyms, city halls, arenas and ice stadiums (Jennerwein et al., 2002). Inside exhibitions are more often offered than open air exhibitions. One example in the equine exhibition industry to offer the opportunity to choose between booking a booth inside or outside is the Eurocheval in Offenburg even though this choice is not common to offer. Independent of the weather, a booth inside a hall is preferred by the majority of the participants.

Jennerwein et al. stated 2002 that basics supplies as electricity, telephone, internet and water are required by the exhibitors. This statement is also applicable to a regional equestrian fair. Also in this research a high demand for electricity was found whereas a lower demand for W-Lan and water was indicated. Anyway W-Lan should be offered if possible as a tool to improve the interaction between visitors and exhibitors (Pateli *et al.*, 2005).

The booth type and presentation are important factors related to the success of the participation on an exhibition (Chonko et al., 1994) and more and more recognized by exhibitors (Müller, 1992). Exhibitors are likely to have an individual presentation indicated by the number of respondents

preferring an own stand construction.

The choice between a row stand, corner stand, block stand and island stand is usually offered for inside exhibitions and prices normally differ for the different booth types. An island stand can be used for an independent and very individual presentation whereas row stands are not as much noticeable as a booth with more than one open side. Corner stands and block stands are more likely to book within inside exhibitions than a row stand or an island stand. According to Stevens (2005) 40% of the budget is spent on booth size and appearance.

Build up and dismantling times typically depend on the length of an exhibition and certainly on the booth size and appearance. A half day time for the build up and break down was indicated by a considerable number of participants. More time is required especially by major companies. This can be explained by a logistic effort to a greater extend. Also a more complex booth construction and presentation can be a factor influencing the required time for the build up and break down.

The booking of sponsoring services is an essential factor for the organisation of a fair with regard to the financial situation. A relationship between the booking of sponsoring and the size of the company was found meaning that the probability of a sponsoring booking is higher depending on a bigger size of the potential sponsoring company.

Providing innovative marketing, the common sponsoring opportunities such as banner, obstacles with firm logo/ advertisement and logo on promotional print materials (EQUITANA, 2010; EQUITANA Open Air, 2010; Pferd Rhein Ruhr, 2010) are likely booked by companies for an exhibition to top the own presentation at the event off. A further sponsoring opportunity especially mentioned in this research was the internet sponsoring (banner on websites, links, etc.). This type of sponsoring is already offered by a large fragment of the event organisations.

Usually there is no official and additional service promised to sponsors. However additional services are required by a considerable number of sponsors. VIP-/ catering areas and mutual agreements were primarily indicated in this section.

Unfortunately, a participation with regard to the “Pferd & Freizeit Dülmen” was indicated by only a few potential exhibitors and sponsors. The marketing for this year’s “Pferd & Freizeit Dülmen” was started somewhat late explaining that most potential exhibitors and sponsors were not certain with regard to a participation at the time of this research.

8. Conclusion

Following points can be concluded after the consideration of the analysis of the results:

- The main objective of a company to exhibit or to sponsor is marketing proving that exhibitions are used as a tool in the marketing mix of many companies.
- Although a booth in the hall is preferred there are also many opportunities and several consumer preferences for open air exhibitions.
- Corner stands and block stands are preferred due to attractive presentation opportunities. Hence there should be a difference within booth prices for row stand, corner stand, block stand and island stand which is practiced by most event organisers.
- The own stand construction is primarily preferred compared to a systematic stand construction from the organising committee.
- Visitor marketing is an important factor and should be dependent on the target group.
- The optimal length for a regional equestrian fair seems to be three days.
- The internet is used by most companies for booking and planning and therefore a good tool which should be implemented. Even though three months seem to be enough as planning time more time should be calculated for bigger companies which have to plan the marketing budget early.
- Flexible times for build up and break down should be provided.
- Additional services as electricity, W-Lan and water should be offered as booking option.
- There is no clear preference for one special sponsoring opportunity and therefore different opportunities should be offered to secure the satisfaction of every potential sponsor.
- Special services for sponsors before and especially during the event should be provided. This can be for example mutual agreements, special advertisement in advance and a VIP-/Catering area during the event.

From the analysis of the collected data following points should be implemented especially regarding the „Pferd & Freizeit Dülmen“:

- Exhibitors and sponsors from the market segments organisation/ association/ club and livery yard/ riding school are not used to exhibit and need therefore special support from the organising committee although they are a very suitable market segment for the „Pferd & Freizeit Dülmen“.

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- The length should be extended from two days to three days (Friday to Sunday).
- The internet is a good tool to use for booking and planning options and used by most exhibitors and sponsors and should be introduced.
- Times for build up and break down should be more flexible to secure the satisfaction of all participants.
- A special VIP-/ Catering area (Messe-Lounge) should be set up to satisfy the sponsors of an event.
- Furthermore it is recommended to develop a questionnaire for visitors and exhibitors with regard to the actual exhibition to measure the success and the customer satisfaction.

In conclusion on the basis of the research:

To investigate the main requirements of exhibitors and sponsors concerning a regional equestrian fair

it became clear within this research that there is a high need to consider many requirements of exhibitors and sponsors leading to a higher customer satisfaction.

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10. Appendix

Indications regarding the company

→ Market segment

Statistics		
Which market segment?		
N	Valid	52
	Missing	0

Which market segment?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Feedstuffs	6	11,5	11,5	11,5
	Technology, stable architecture and construction, surfaces	4	7,7	7,7	19,2
	Organisation, association, club	11	21,2	21,2	40,4
	Farriery	1	1,9	1,9	42,3
	Tourism	1	1,9	1,9	44,2
	Breeding	5	9,6	9,6	53,8
	Transport	1	1,9	1,9	55,8
	Equipment	5	9,6	9,6	65,4
	Livery yard, riding school	7	13,5	13,5	78,8
	Medicine	2	3,8	3,8	82,7
	Publisher, media	4	7,7	7,7	90,4
	Other	2	3,8	3,8	94,2
	No horse market segment	3	5,8	5,8	100,0
	Total	52	100,0	100,0	

→ Employees

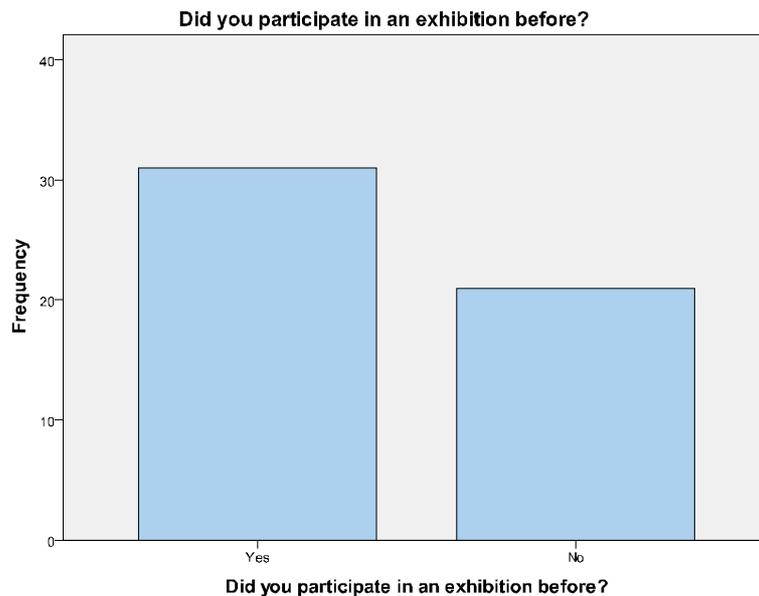
Statistics		
How many employees?		
N	Valid	52
	Missing	0

How many employees?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 employees	25	48,1	48,1	48,1
	6-10 employees	7	13,5	13,5	61,5
	11-20 employees	8	15,4	15,4	76,9
	21-50 employees	1	1,9	1,9	78,8
	More than 50 employees	11	21,2	21,2	100,0
	Total	52	100,0	100,0	

Previous participations

Statistics		
Did you participate in an exhibition before?		
N	Valid	52
	Missing	0

Did you participate in an exhibition before?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	59,6	59,6	59,6
	No	21	40,4	40,4	100,0
	Total	52	100,0	100,0	



→ Previous participation related to market segment

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Which market segment? * Did you participate in an exhibition before?	52	100,0%	0	,0%	52	100,0%

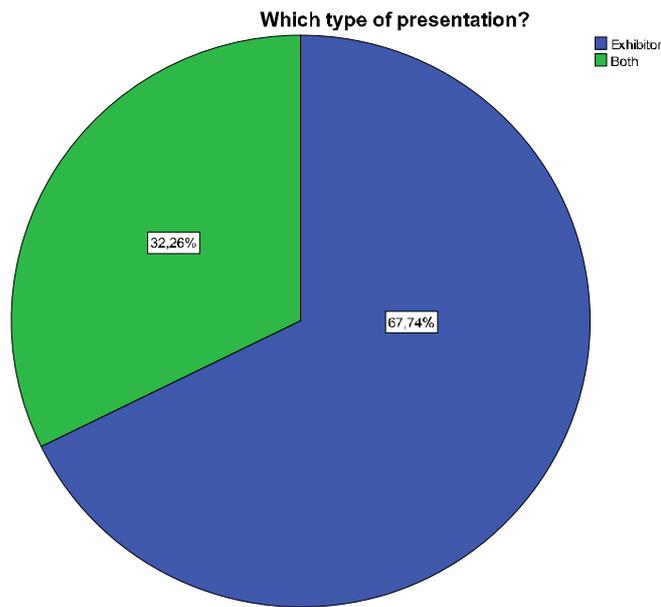
Which market segment? * Did you participate in an exhibition before? Crosstabulation				
Count				
		Did you participate in an exhibition before?		Total
		Yes	No	
Which market segment?	Feedstuffs	6	0	6
	Technology, stable architecture and construction, surfaces	4	0	4
	Organisation, association, club	1	10	11
	Farriery	0	1	1
	Tourism	1	0	1
	Breeding	2	3	5
	Transport	1	0	1
	Equipment	5	0	5
	Livery yard, riding school	2	5	7
	Medicine	2	0	2
	Publisher, media	4	0	4
	Other	0	2	2
	No horse market segment	3	0	3
Total		31	21	52

→ Type of presentation at the exhibition

Statistics		
Which type of presentation?		
N	Valid	31
	Missing	21
Std. Deviation		,950

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Which type of presentation?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Exhibitor	21	40,4	67,7	67,7
	Both	10	19,2	32,3	100,0
	Total	31	59,6	100,0	
Missing	System	21	40,4		
Total		52	100,0		



→ *Regular participation*

Statistics		
Did you participate regularly?		
N	Valid	31
	Missing	21

Did you participate regularly?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	46,2	77,4	77,4
	No	7	13,5	22,6	100,0
	Total	31	59,6	100,0	
Missing	System	21	40,4		
Total		52	100,0		

→ Last participations

Statistics		
When did you participate last time?		
N	Valid	31
	Missing	21
Std. Deviation		35,826

When did you participate last time?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	25,0	41,9	41,9
	2	2	3,8	6,5	48,4
	3	1	1,9	3,2	51,6
	4	1	1,9	3,2	54,8
	5	1	1,9	3,2	58,1
	7	2	3,8	6,5	64,5
	12	6	11,5	19,4	83,9
	36	3	5,8	9,7	93,5
	96	1	1,9	3,2	96,8
	180	1	1,9	3,2	100,0
	Total	31	59,6	100,0	
Missing	System	21	40,4		
Total		52	100,0		

Concrete planning process

→ Main target

Statistics		
What is your main target?		
N	Valid	52
	Missing	0

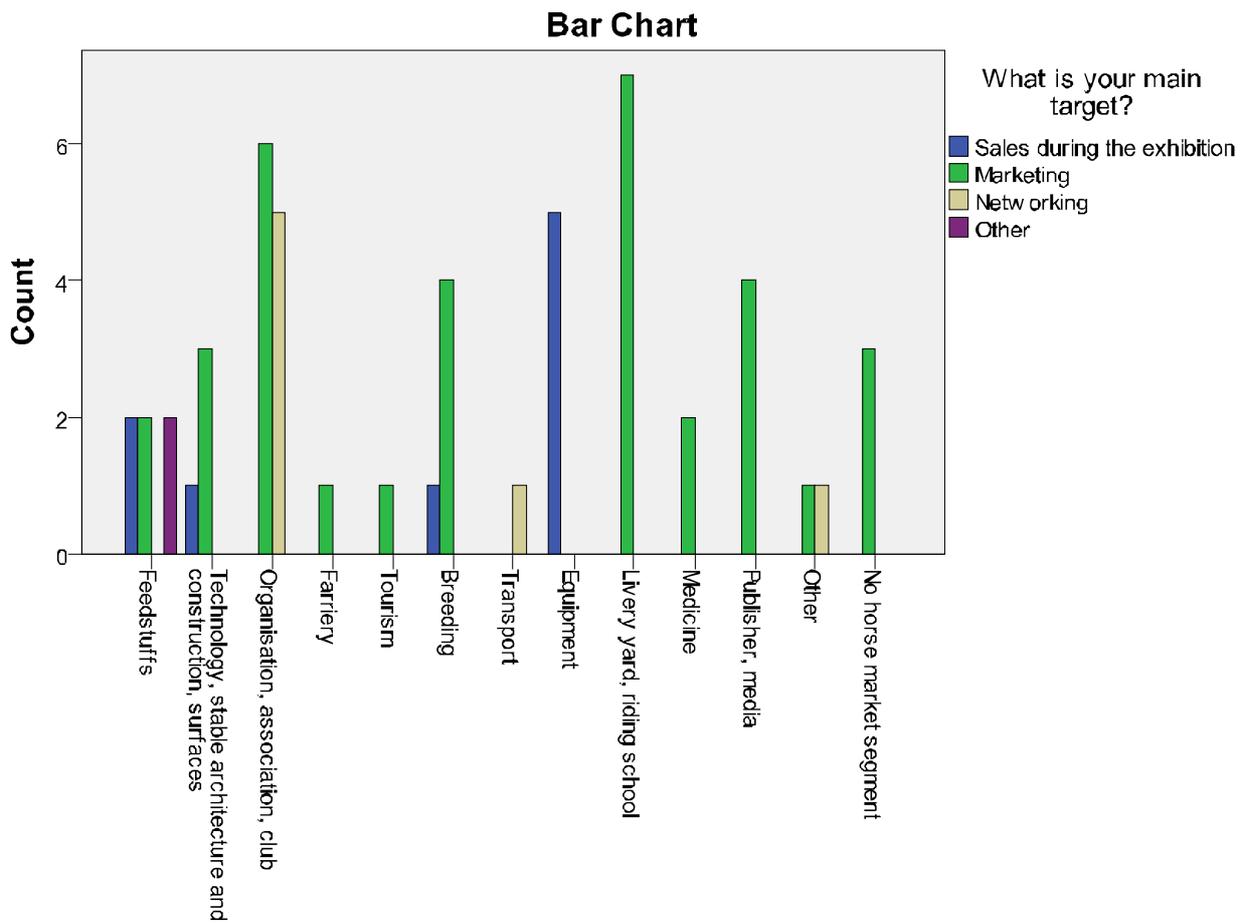
What is your main target?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sales during the exhibition	9	17,3	17,3	17,3
	Marketing	34	65,4	65,4	82,7
	Networking	7	13,5	13,5	96,2

Requirements of exhibitors and sponsors concerning regional equestrian fairs using the example of Dülmen

Other	2	3,8	3,8	100,0
Total	52	100,0	100,0	

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Which market segment? * What is your main target?	52	100,0%	0	,0%	52	100,0%

Which market segment? * What is your main target? Crosstabulation						
Count						
		What is your main target?				Total
		Sales during the exhibition	Marketing	Networking	Other	
Which market segment?	Feedstuffs	2	2	0	2	6
	Technology, stable architecture and construction, surfaces	1	3	0	0	4
	Organisation, association, club	0	6	5	0	11
	Farriery	0	1	0	0	1
	Tourism	0	1	0	0	1
	Breeding	1	4	0	0	5
	Transport	0	0	1	0	1
	Equipment	5	0	0	0	5
	Livery yard, riding school	0	7	0	0	7
	Medicine	0	2	0	0	2
	Publisher, media	0	4	0	0	4
	Other	0	1	1	0	2
	No horse market segment	0	3	0	0	3
Total		9	34	7	2	52

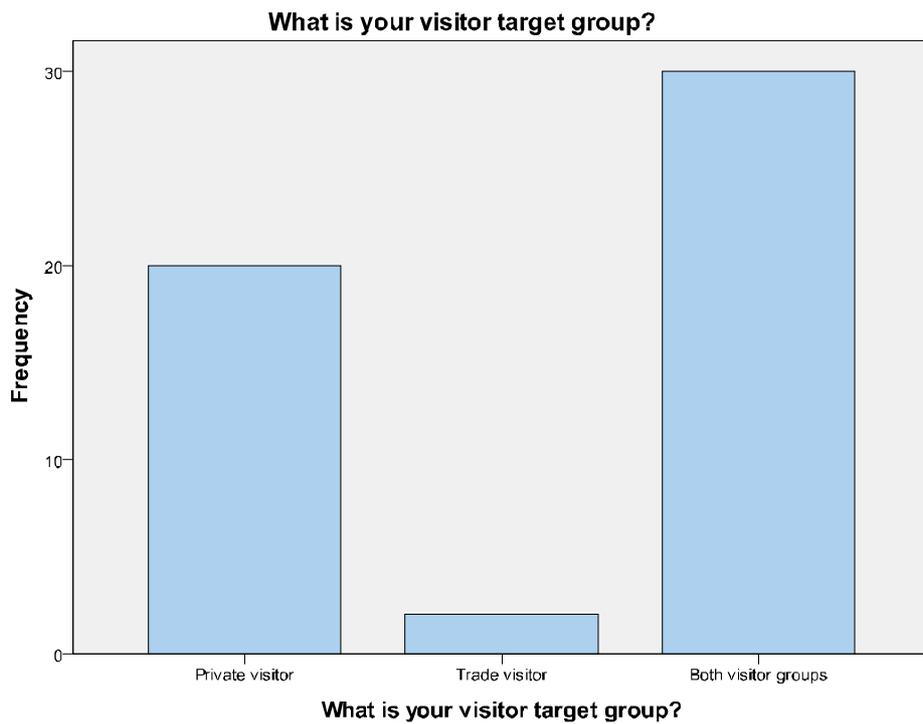


Which market segment?

→ Visitor target group

Statistics		
What is your visitor target group?		
N	Valid	52
	Missing	0

What is your visitor target group?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private visitor	20	38,5	38,5	38,5
	Trade visitor	2	3,8	3,8	42,3
	Both visitor groups	30	57,7	57,7	100,0
	Total	52	100,0	100,0	



Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Which market segment? * What is your visitor target group?	52	100,0%	0	,0%	52	100,0%

Which market segment? * What is your visitor target group? Crosstabulation					
Count		What is your visitor target group?			Total
		Private visitor	Trade visitor	Both visitor groups	
Which market segment?	Feedstuffs	3	0	3	6
	Technology, stable architecture and construction, surfaces	1	0	3	4
	Organisation, association, club	6	0	5	11
	Farrriery	0	0	1	1
	Tourism	1	0	0	1
	Breeding	1	0	4	5
	Transport	0	0	1	1

Requirements of exhibitors and sponsors concerning regional equestrian fairs using the example of Dülmen

	Equipment	3	0	2	5
	Livery yard, riding school	4	0	3	7
	Medicine	0	2	0	2
	Publisher, media	0	0	4	4
	Other	0	0	2	2
	No horse market segment	1	0	2	3
Total		20	2	30	52

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	63,448 ^a	24	,000
Likelihood Ratio	31,167	24	,149
Linear-by-Linear Association	1,021	1	,312
N of Valid Cases	52		

a. 38 cells (97,4%) have expected count less than 5. The minimum expected count is ,04.

→ *Internet*

Statistics		
Would you use the internet for booking and planning?		
N	Valid	52
	Missing	0

Would you use the internet for booking and planning?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	78,8	78,8	78,8
	No	11	21,2	21,2	100,0
	Total	52	100,0	100,0	

→ *Time required for planning*

Statistics		
How many time is required for the planning process?		
N	Valid	52
	Missing	0

Requirements of exhibitors and sponsors concerning regional equestrian fairs using the example of Dülmen

How many time is required for the planning process?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 months	24	46,2	46,2	46,2
	6 months	20	38,5	38,5	84,6
	1 year	7	13,5	13,5	98,1
	Other	1	1,9	1,9	100,0
	Total	52	100,0	100,0	

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	69,301 ^a	48	,024
Likelihood Ratio	53,773	48	,263
Linear-by-Linear Association	,856	1	,355
N of Valid Cases	52		

a. 65 cells (100,0%) have expected count less than 5. The minimum expected count is ,04.

→ Planning time related to market segment

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Which market segment? * How many time is required for the planning process?	52	100,0%	0	,0%	52	100,0%

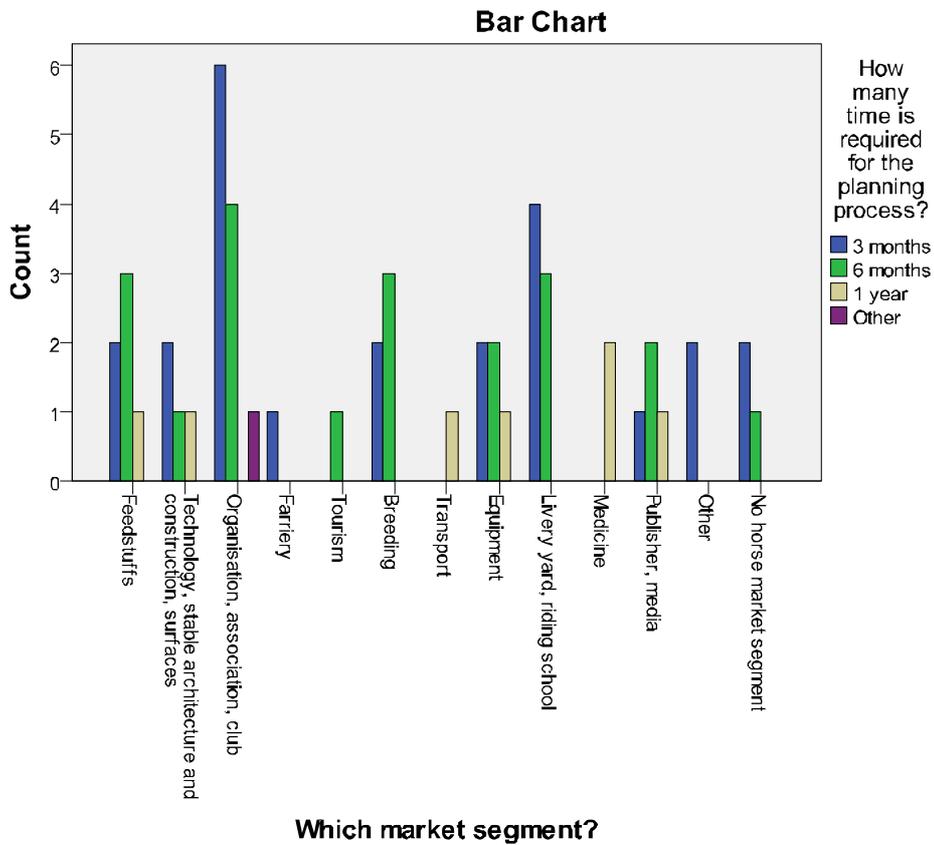
Which market segment? * How many time is required for the planning process? Crosstabulation						
Count						
		How many time is required for the planning process?				Total
		3 months	6 months	1 year	Other	
Which market segment?	Feedstuffs	2	3	1	0	6
	Technology, stable architecture and construction, surfaces	2	1	1	0	4
	Organisation, association, club	6	4	0	1	11
	Farriery	1	0	0	0	1
	Tourism	0	1	0	0	1
	Breeding	2	3	0	0	5

Requirements of exhibitors and sponsors concerning regional equestrian fairs using the example of Dülmen

	Transport	0	0	1	0	1
	Equipment	2	2	1	0	5
	Livery yard, riding school	4	3	0	0	7
	Medicine	0	0	2	0	2
	Publisher, media	1	2	1	0	4
	Other	2	0	0	0	2
	No horse market segment	2	1	0	0	3
Total		24	20	7	1	52

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35,004 ^a	36	,516
Likelihood Ratio	31,717	36	,672
Linear-by-Linear Association	,052	1	,820
N of Valid Cases	52		

a. 51 cells (98,1%) have expected count less than 5. The minimum expected count is ,02.



→ Planning time related to number of employees

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How many employees? * How many time is required for the planning process?	52	100,0%	0	,0%	52	100,0%

How many employees? * How many time is required for the planning process? Crosstabulation						
Count		How many time is required for the planning process?				Total
		3 months	6 months	1 year	Other	
How many employees?	1-5 employees	14	9	1	1	25
	6-10 employees	1	4	2	0	7
	11-20 employees	6	2	0	0	8
	21-50 employees	1	0	0	0	1
	More than 50 employees	2	5	4	0	11
Total		24	20	7	1	52

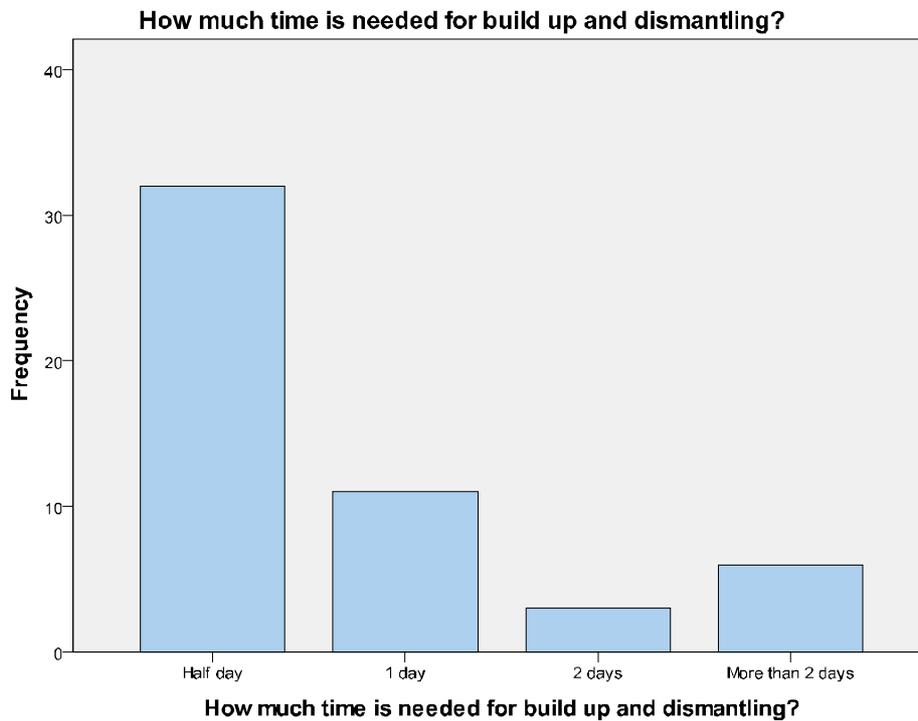
Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17,004 ^a	12	,149
Likelihood Ratio	18,637	12	,098
Linear-by-Linear Association	2,581	1	,108
N of Valid Cases	52		

a. 17 cells (85,0%) have expected count less than 5. The minimum expected count is ,02.

Build up and dismantling

Statistics		
How much time is needed for build up and dismantling?		
N	Valid	52
	Missing	0

How much time is needed for build up and dismantling?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Half day	32	61,5	61,5	61,5
	1 day	11	21,2	21,2	82,7
	2 days	3	5,8	5,8	88,5
	More than 2 days	6	11,5	11,5	100,0
	Total	52	100,0	100,0	



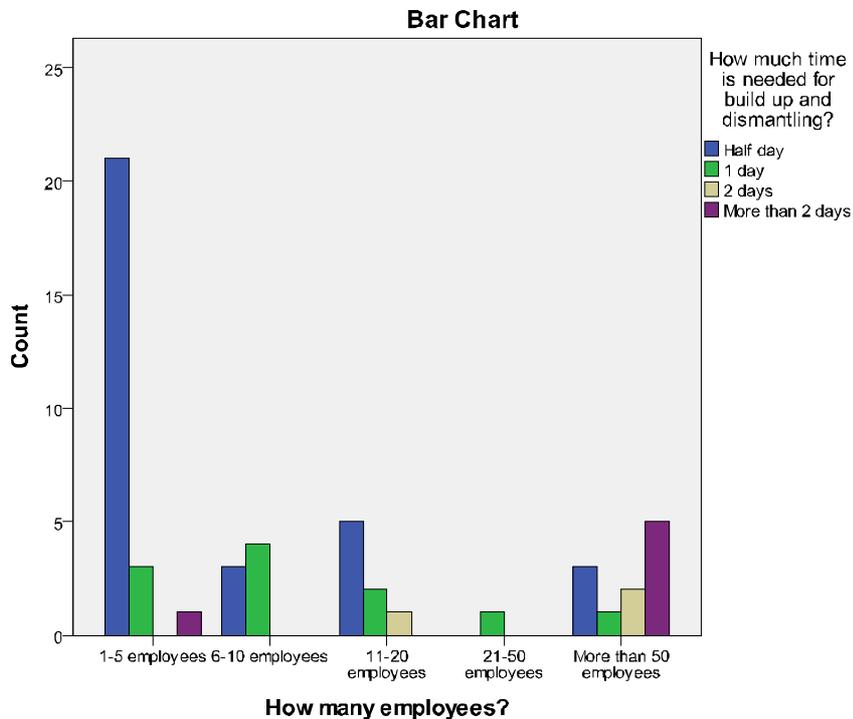
→ Required time related to number of employees

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How many employees? * How much time is needed for build up and dismantling?	52	100,0%	0	,0%	52	100,0%

How many employees? * How much time is needed for build up and dismantling? Crosstabulation						
Count		How much time is needed for build up and dismantling?				Total
		Half day	1 day	2 days	More than 2 days	
How many employees?	1-5 employees	21	3	0	1	25
	6-10 employees	3	4	0	0	7
	11-20 employees	5	2	1	0	8
	21-50 employees	0	1	0	0	1
	More than 50 employees	3	1	2	5	11
Total		32	11	3	6	52

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33,703 ^a	12	,001
Likelihood Ratio	30,534	12	,002
Linear-by-Linear Association	16,862	1	,000
N of Valid Cases	52		

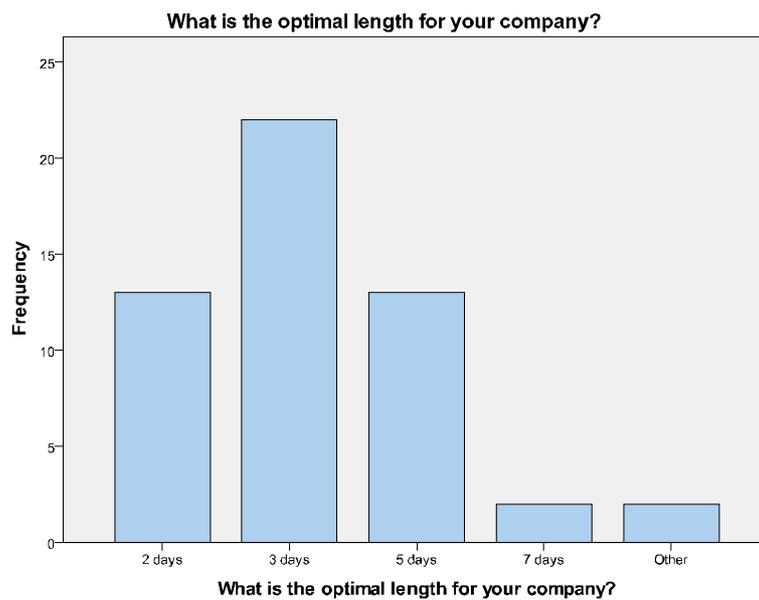
a. 17 cells (85,0%) have expected count less than 5. The minimum expected count is ,06.



Preferred duration

Statistics		
What is the optimal length for your company?		
N	Valid	52
	Missing	0

What is the optimal length for your company?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 days	13	25,0	25,0	25,0
	3 days	22	42,3	42,3	67,3
	5 days	13	25,0	25,0	92,3
	7 days	2	3,8	3,8	96,2
	Other	2	3,8	3,8	100,0
	Total	52	100,0	100,0	



→ Preferred length related to market segment

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Which market segment? * What is the optimal length for your company?	52	100,0%	0	,0%	52	100,0%

Requirements of exhibitors and sponsors concerning regional equestrian fairs using the example of Dülmen

Which market segment? * What is the optimal length for your company? Crosstabulation							
Count							
		What is the optimal length for your company?					Total
		2 days	3 days	5 days	7 days	Other	
Which market segment?	Feedstuffs	0	4	2	0	0	6
	Technology, stable architecture and construction, surfaces	0	2	1	1	0	4
	Organisation, association, club	5	2	2	0	2	11
	Farrivery	1	0	0	0	0	1
	Tourism	0	1	0	0	0	1
	Breeding	2	3	0	0	0	5
	Transport	0	0	0	1	0	1
	Equipment	0	2	3	0	0	5
	Livery yard, riding school	2	4	1	0	0	7
	Medicine	1	0	1	0	0	2
	Publisher, media	0	1	3	0	0	4
	Other	0	2	0	0	0	2
	No horse market segment	2	1	0	0	0	3
Total		13	22	13	2	2	52

→ Preferred booth position

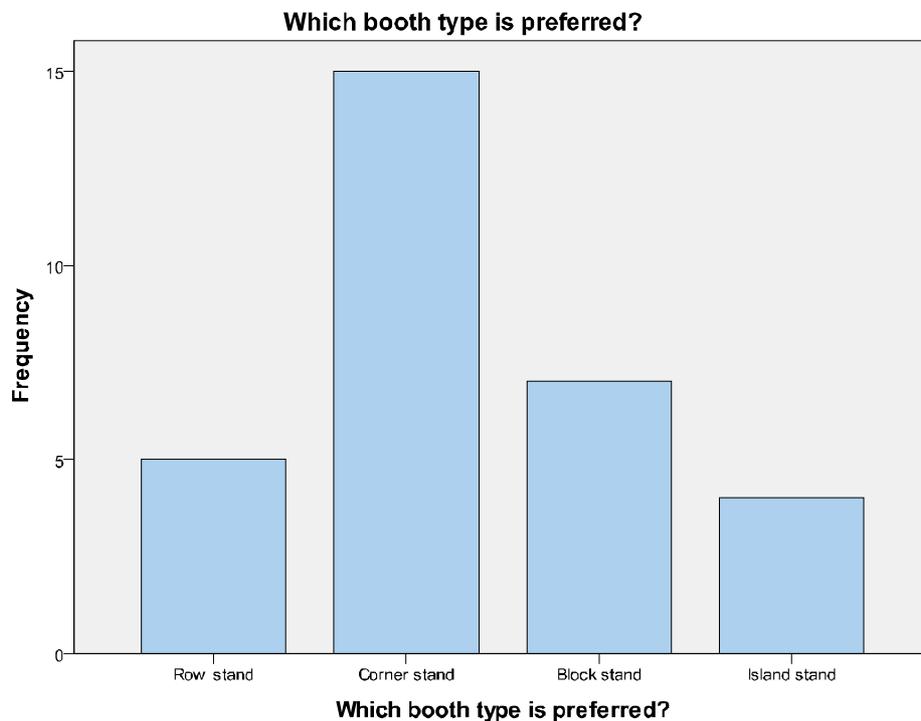
Statistics		
Which booth position is preferred?		
N	Valid	49
	Missing	3

Which booth position is preferred?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Inside	31	59,6	63,3	63,3
	Open air	18	34,6	36,7	100,0
	Total	49	94,2	100,0	
Missing	System	3	5,8		
Total		52	100,0		

→ Preferred booth type

Statistics		
Which booth type is preferred?		
N	Valid	31
	Missing	21
Std. Deviation		,909

Which booth type is preferred?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Row stand	5	9,6	16,1	16,1
	Corner stand	15	28,8	48,4	64,5
	Block stand	7	13,5	22,6	87,1
	Island stand	4	7,7	12,9	100,0
	Total	31	59,6	100,0	
Missing	System	21	40,4		
Total		52	100,0		



→ Preferred booth type related to number of employees

Correlations				
			How many employees?	Which booth type is preferred?
Spearman's rho	How many employees?	Correlation Coefficient	1,000	,230
		Sig. (2-tailed)	.	,213
		N	52	31
	Which booth type is preferred?	Correlation Coefficient	,230	1,000
		Sig. (2-tailed)	,213	.
		N	31	31

→ Booth construction

Statistics		
Which booth construction is preferred?		
N	Valid	51
	Missing	1

Which booth construction is preferred?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	System construction from organiser	16	30,8	31,4	31,4
	Own construction	35	67,3	68,6	100,0
	Total	51	98,1	100,0	
Missing	System	1	1,9		
Total		52	100,0		

→ Services required

Case Summary						
Cases						
Valid		Missing		Total		
N	Percent	N	Percent	N	Percent	
\$Services ^a	50	96,2%	2	3,8%	52	100,0%
a. Group						

Requirements of exhibitors and sponsors concerning regional equestrian fairs using the example of Dülmen

\$Services Frequencies				
		Responses		Percent of Cases
		N	Percent	
Services ^a	W-Lan	17	21,5%	34,0%
	Electricity	50	63,3%	100,0%
	Water	12	15,2%	24,0%
Total		79	100,0%	158,0%
a. Group				

Sponsoring

Statistics		
Would you book sponsoring services?		
N	Valid	52
	Missing	0

Would you book sponsoring services?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	19	36,5	36,5	36,5
	No	33	63,5	63,5	100,0
	Total	52	100,0	100,0	

→ *Sponsoring related to number of employees*

Correlations				
			How many employees?	Would you book sponsoring services?
Spearman's rho	How many employees?	Correlation Coefficient	1,000	-,494**
		Sig. (2-tailed)	.	,000
		N	52	52
	Would you book sponsoring services?	Correlation Coefficient	-,494**	1,000
		Sig. (2-tailed)	,000	.
		N	52	52

** . Correlation is significant at the 0.01 level (2-tailed).

→ *Sponsoring services*

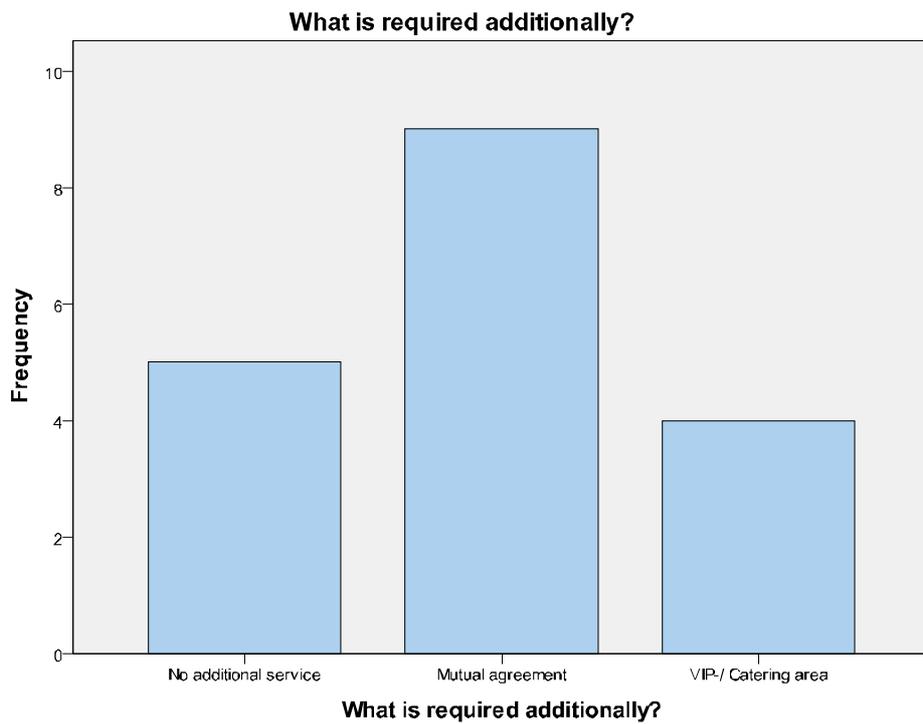
Case Summary						
Cases						
Valid		Missing		Total		
N	Percent	N	Percent	N	Percent	
\$Sponsoring ^a	19	36,5%	33	63,5%	52	100,0%
a. Group						

\$Sponsoring Frequencies				
		Responses		Percent of Cases
		N	Percent	
Sponsoring ^a	Banner	12	32,4%	63,2%
	Obstacle with firm logo	6	16,2%	31,6%
	Logo on promotional materials	15	40,5%	78,9%
	Other	4	10,8%	21,1%
Total		37	100,0%	194,7%
a. Group				

Statistics		
What is required additionally?		
N	Valid	18
	Missing	34
Std. Deviation		,725

→ *Additional service*

What is required additionally?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No additional service	5	9,6	27,8	27,8
	Mutual agreement	9	17,3	50,0	77,8
	VIP-/ Catering area	4	7,7	22,2	100,0
	Total	18	34,6	100,0	
Missing	System	34	65,4		
Total		52	100,0		



→ Additional required services related to number of employees

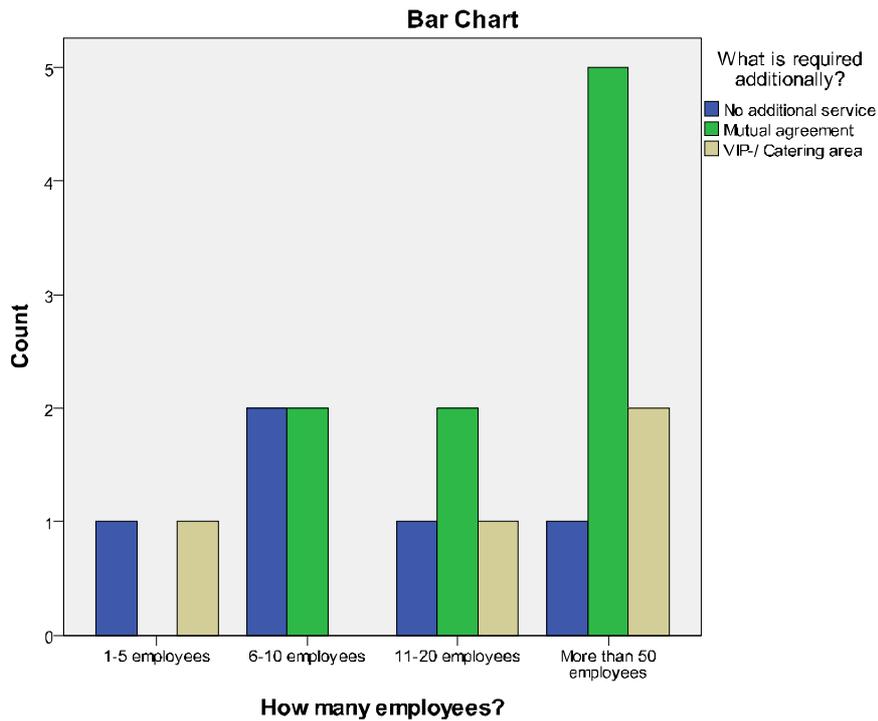
Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How many employees? * What is required additionally?	18	34,6%	34	65,4%	52	100,0%

How many employees? * What is required additionally? Crosstabulation					
Count		What is required additionally?			Total
		No additional service	Mutual agreement	VIP-/ Catering area	
How many employees?	1-5 employees	1	0	1	2
	6-10 employees	2	2	0	4
	11-20 employees	1	2	1	4
	More than 50 employees	1	5	2	8
Total		5	9	4	18

Requirements of exhibitors and sponsors concerning regional equestrian fairs using the example of Dülmen

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4,625 ^a	6	,593
Likelihood Ratio	6,279	6	,393
Linear-by-Linear Association	,928	1	,335
N of Valid Cases	18		

a. 12 cells (100,0%) have expected count less than 5. The minimum expected count is ,44.



Participation "Pferd & Freizeit"

Statistics		
Will you participate in the "Pferd & Freizeit"?		
N	Valid	52
	Missing	0

Will you participate in the "Pferd & Freizeit"?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	19,2	19,2	19,2
	No	42	80,8	80,8	100,0
	Total	52	100,0	100,0	

