

## ECS2011 visitor numbers

Registration Day 1: 949 visits. Day 2: 982 visits. Total 1931 visits.  
Excluding exhibitors and speakers: 1600 visits. Previous year: 1400. Increase 15%

## Visitor demographics at ECS2011

		<b>2011</b>
<b>Area of interest</b>	Semiconductor Components	39%
	Board Computers	36%
	Wireless Communications	41%
	Industry-Research cooperation	17%
	Software Tools	52%
	FPGA	28%
	Open Source	41%
	Multicore	22%
<b>Company Size</b>	5,000 +	17%
	100 to 4,999	34%
	Less than 100	49%
<b>Job function</b>	Corporate management	11%
	Technical management	17%
	Hardware Engineering	18%
	Software development	30%
	Marketing/sales/PR	14%
	Other	11%
<b>Purchasing Authority</b>	Approve	28%
	Recommend/specify	46%
	None	27%

## **2011 Visitor Feedback**

<b>Rating on a scale Poor – average – good - excellent</b>	<b>Percentage rating for good - excellent</b>
Pre-event information	86%
Event Organization	92%
Overall rating	82%
Will come back (Answered Definitely or likely)	81%

## **2011 Exhibitor Feedback**

<b>Rating on a scale Poor – average – good - excellent</b>	<b>Percentage rating for good - excellent</b>
Pre-event information	87%
Event Organization	84%
Overall rating	82%
Will come back as exhibitor (Answered Definitely or likely)	92%

**Returning Exhibitors from 2010** 88%