1. 展览会有关数据

<table>
<thead>
<tr>
<th></th>
<th>海 外</th>
<th>国 内</th>
<th>总 计</th>
</tr>
</thead>
<tbody>
<tr>
<td>展览会总面积(m²)</td>
<td>32047</td>
<td>74753</td>
<td>106800</td>
</tr>
<tr>
<td>展览会净面积(m²)</td>
<td>12993</td>
<td>30307</td>
<td>43300</td>
</tr>
<tr>
<td>参展厂商</td>
<td>215</td>
<td>838</td>
<td>1053</td>
</tr>
<tr>
<td>参观人数</td>
<td>5082</td>
<td>45649</td>
<td>50731</td>
</tr>
<tr>
<td>参展国家</td>
<td>33</td>
<td></td>
<td></td>
</tr>
<tr>
<td>观众国家</td>
<td></td>
<td></td>
<td>102</td>
</tr>
</tbody>
</table>

2. 展览会观众相关数据

2.1 观众区域分析

2.1.1 国内观众组成

- 华北地区 56.83%
- 华东地区 23.80%
- 华南地区 7.45%
- 华中地区 4.29%
- 东北地区 3.81%
- 西北地区 1.56%
- 西南地区 1.18%
- 其他 1.08%

2.1.2 海外观众组成

- 亚洲 52.28%
- 港澳台 18.45%
- 欧洲 11.59%
- 南美洲 8.80%
- 北美洲 4.11%
- 大洋洲 3.49%
- 非洲 1.28%
2.2 观众所在公司的性质

2.3 观众在公司中的主要职责

2.4 观众感兴趣的产品（可多选）

2.5 观众从哪种渠道获知展览会（可多选）

<table>
<thead>
<tr>
<th>上届展会</th>
<th>收到电子邮件</th>
<th>收到邀请函</th>
<th>互联网浏览、搜索</th>
<th>媒体广告</th>
<th>其他</th>
</tr>
</thead>
<tbody>
<tr>
<td>40.75%</td>
<td>7.02%</td>
<td>9.42%</td>
<td>30.18%</td>
<td>3.78%</td>
<td>8.85%</td>
</tr>
</tbody>
</table>
1. STRUCTURAL DATA OF EXHIBITION

<table>
<thead>
<tr>
<th></th>
<th>Overseas</th>
<th>National</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Space in (m²)</td>
<td>32047</td>
<td>74753</td>
<td>106800</td>
</tr>
<tr>
<td>Net Exhibition Space in (m²)</td>
<td>12993</td>
<td>30307</td>
<td>43300</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>215</td>
<td>838</td>
<td>1053</td>
</tr>
<tr>
<td>Visitors</td>
<td>5082</td>
<td>45649</td>
<td>50731</td>
</tr>
<tr>
<td>Nationalities of Exhibitors</td>
<td></td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>Nationalities of Visitors</td>
<td></td>
<td>102</td>
<td></td>
</tr>
</tbody>
</table>

2. VISITORS SURVEY

2.1 ORIGINS OF VISITORS

2.1.1 ORIGINS OF NATIONAL VISITORS

2.1.2 ORIGINS OF OVERSEAS VISITORS
2.2 VISITORS FROM THE FOLLOWING DEPARTMENTS

- Manufacturer (HVAC&R) 37.38%
- Contractor/Dealer/Wholesaler/Distributor 17.16%
- Importer / Exporter 7.44%
- Designing / Building Firm 6.46%
- Component & Part Manufacturer 6.46%
- Consulting Engineering 5.81%
- Educational Institute 5.01%
- Real Estate / Building Management 3.49%
- R&D Institute, Technical Supervision, Association 2.98%
- Manufacture’s Agent / Rep 2.76%
- Industrial Plant Operation 1.83%
- Public Utility 1.56%
- Government Dept. 1.11%
- Industrial Magazin / Media 0.55%

2.3 POSITION OF VISITORS IN COMPANY

- Engineer 24.31%
- Management (Pres., VP., Mgr., etc.) 15.75%
- Chairman / Owner 14.71%
- Sales 11.90%
- Purchasing 7.44%
- Research / Product Design 7.21%
- Project Manager 5.90%
- Student 5.80%
- Operations / Maintenance 2.14%
- Other 1.52%
- Education 1.40%
- Quality Control / Assurance 1.10%
- Editor / Publisher 0.47%
- Architect 0.35%

2.4 MAIN INTERESTS IN THE FOLLOWING PRODUCT SEGMENTS (MULTIPLE CHOICES)

2.5 CHANNELS TO BE ACKNOWLEDGED (MULTIPLE CHOICES)

<table>
<thead>
<tr>
<th>Previous Session</th>
<th>Receiving E-mail</th>
<th>Receiving Invitation</th>
<th>Internet</th>
<th>Advertisement</th>
<th>To Be Informed by Other People</th>
</tr>
</thead>
<tbody>
<tr>
<td>40.75%</td>
<td>7.02%</td>
<td>9.42%</td>
<td>30.18%</td>
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