

# VISITOR AND EXHIBITOR CLUSTERS AT EASTERN-EUROPEAN AGRICULTURAL FAIRS

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*There is no exact information concerning the economic effect of the agricultural exhibitions neither on national nor on international level. Some publications focus on the positive externalities of exhibitions, but the exhibition itself is a neglected topic. Although the fair is one of the most ancient marketing-tools; its role is still relatively high in the marketing mix of different economic sectors, even nowadays, in the Internet-age. One of these sectors is the agribusiness, where the exhibition is a place of business-to-business communication, Customer Relationship Management, and last, but not least an important Point Of Sale.*

*The aim of the present paper is to point out the importance of exhibitions through the assessment of their popularity. From this aim, we have derived the following objectives:*

- To build a model concerning the relationships among the interested parties.*
- To assess the visitors of five Eastern-European exhibitions.*
- To assess the exhibitors of the same exhibitions.*
- To compare the opinion and expectation of the mentioned groups.*
- To test the model, based on the questionnaires' data.*
- To measure the radius of attraction by the attendees, as well as by exhibitors*

*I have collected primary data through questionnaires and site visit, and also have obtained secondary data from printed and electronic documents.*

*In this paper, I present a model, which describes the relationships among the interested parties. The data was collected on four different exhibitions: Farmerexpo (Debrecen, Hungary) in 2005 and 2006, OMÉK (Budapest, Hungary) from 2005 and Polagra-Farm (Poznan, Poland) 2006.*

*Keywords: Exhibition, fair, visitors (attendees), exhibitors, radius of attraction, cluster analysis*

## **1. Introduction**

It is difficult to make a distinction between the concepts of “exhibition” and “fair”. Even though the two are not identical, they are used interchangeably in everyday language moreover the distinctions that can be made are not consistently marked in the relevant literature, either. Accordingly, in this study, I am not going to differentiate between these two concepts.

Fairs and exhibitions belong to the oldest marketing tools. Many authors deal with evaluation of these events, examining them from different viewpoints.

## **2. Literature review**

### **2.1. Economic importance of the exhibitions**

To introduce the importance of the topic, I present the exhibitions held in Hungary. Table 1 shows the events registered by the Hungarian Chamber of Commerce and Industry. The different groups correspond to the extent the events are related to agriculture. Five groups of fairs can be distinguished, based on international practice:

1. *Agriculture*: this group of fairs specializes in crop production and animal husbandry and the machinery connected to these activities (AGRO+MASHEXPO).
2. *Food and Agriculture*: agriculture and food processing have a similar weight at the expos (AGRA SAVARIA, AGRORAAB, OMÉK).
3. *Food*: exhibitions focused on food products and food processing (FOODAPEST).

4. *General and agriculture*: this group comprises fairs that are designed for a broader audience, however, in addition to consumer products, agriculture and food industry also play a particular role, (ZALAEGERSZEGI ŐSZI VÁSÁR).
5. *Non-agriculture*: not related to agriculture. (HUNGAROTHERM).

**Table 1 – Exhibitions and fairs in Hungary 1998-2010**

Type/Years	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>Agriculture</b>	23	18	22	15	10	16	14	11	4	8	9	4	3
<b>Food + Agriculture</b>	8	7	5	4	7	6	9	6	9	6	1	4	5
<b>Food</b>	5	12	10	12	10	6	14	12	12	7	11	13	5
<b>General and agriculture</b>	3	7	4	1	2	2	3	7	5	3	7	10	9
<b>Non-agriculture</b>	143	168	163	161	205	210	200	83	201	185	106	85	51
<b>Altogether</b>	<b>182</b>	<b>212</b>	<b>204</b>	<b>193</b>	<b>234</b>	<b>240</b>	<b>240</b>	<b>119</b>	<b>231</b>	<b>209</b>	<b>134</b>	<b>116</b>	<b>73</b>

Source: Forbát 1998, 2000, 2002-2007 and SZ.-Kovács 1999, 2001; 2008-2010 (own edition)

A continuous decrease can be seen in the number of exhibitions, what is also a consequence of the global economic crisis originating from 2008.

## 2.2. Importance of the exhibitions as marketing instruments

The importance of a fair or show-participation can be summarized as follows: an exhibition makes a good possibility for PR, CRM, and Direct Sale purposes, too, because an exhibition concentrates a market, making it similar to a classic free competition. “Notwithstanding the caliber of the topic, the most cited authors in the territory of marketing have no special attention concerning this type of communication and sale and the buyer-seller relationships” (Narayandas-Rangan, 2004). Kotler’s (1998) “classic” book introduces the motivations of the exhibitors as follows: “The participating sellers want to acquire diverse advantages, for example:

- To make new contracts
- To manage existing customer relations
- Introducing new products
- Meeting new buyers
- Further sales to the present consumer public
- The “school” the consumers with printed materials, videos and other audiovisual methods.”

A summarizing table of the literature between 1976 and 2009 was made concerning the frequency of participating objectives in case of exhibitors, including the above mentioned citation of Kotler (1998). The most salient objectives for exhibitors are the following:

**Table 2 – The most salient functions of exhibitions in the literature**

Order	Name of the function	Frequency
1	Contracting businesses / Making sales	18
2	Presentation of (new) products / Introduction of new products	16
3	Information sharing / Spreading information	15
4	CRM – Customer Relationship Management	13
5	Sales-promotion	11
6	B2B – Business to Business communication	10

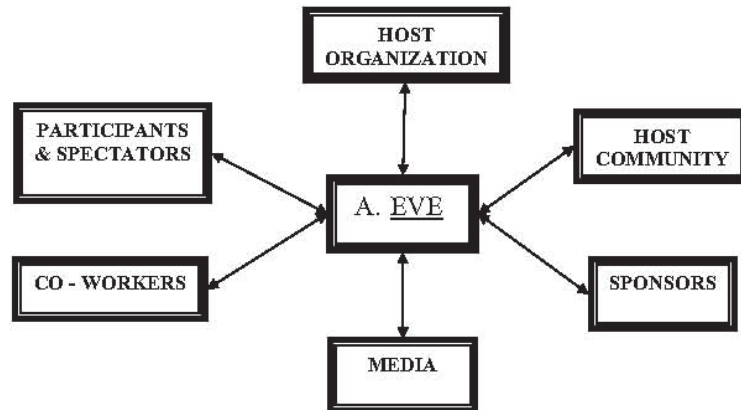
7	Strengthening company image	10
8	Communication	10
9	Searching for wholesalers, retailers, and distributors	10
10	Collecting orders / Finding new customers	10

Source: Own editing – basis: 44 publications between 1976 and 2009\*

### 2.3. Initial Research models

There were two models taking into consideration as blueprint for the research, parallel to the starting objectives. These were the model of *Spiropoulos et al. (2006)* and *Getz (2007)* et al.

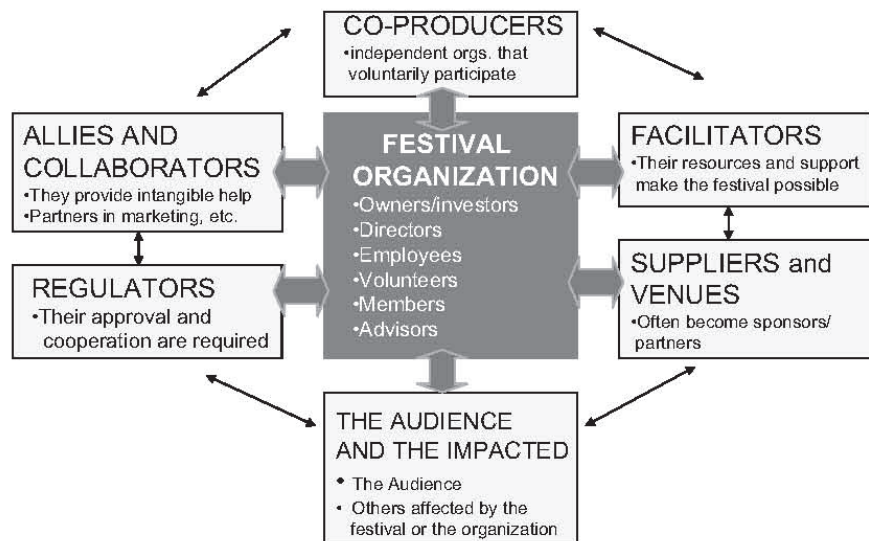
The model of *Spiropoulos et al. (2006)* includes six major event stakeholder groups. These are the “Host organization,” the “Host community,” the “Co-workers” and the “Event sponsors,” the “Media,” and the “Participants and spectators” (See Figure 1).



**Figure 1 - The relation of stakeholders to events.**

Source: *Spiropoulos et al., 2006.* (\* “A. EVE” stands for “A.ctual EVEnt”)

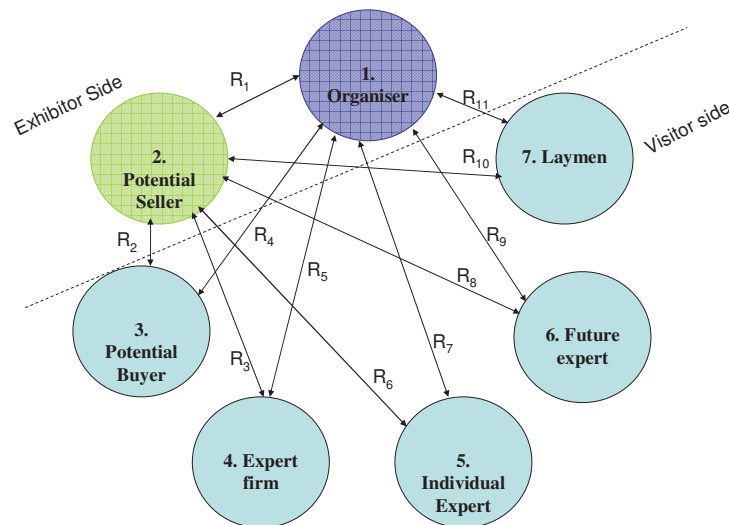
*Getz (2007)* and his colleagues summarize the major stakeholder roles similarly to six groups, but different ones, as we can see in Figure 2.



**Figure 2 – Major stakeholder roles**

Source: *Getz et al. 2007.*

Based on the previous described models, a starting model was established, where the Organizers and Potential Sellers are on the Exhibitors' side, while the Potential Buyers, Expert companies, Individual experts, Future experts and Laymen represent the Visitors' (or Attendees') side (Figure 3).



**Figure 3 - Network of relations in the exhibition business**

Source: own research \*(**R – Relationship**)

The organizers comprise all the companies that play a central role in the organization of the fair. The Potential sellers are the companies that offer their products and services on the stands and, in return, pay the organizers for the use of stands. The term Potential buyer refers to visitors who are in a decision-making position in their (own) firm, planning and researching purchase possibilities. Expert firms include consulting companies, market research firms and professional associations (e.g. Economic Chambers). By Individual expert was meant visitors who gain (total or part of) their income from agriculture or agribusiness. The Future experts are university / secondary-school students or people who intend to start their own agribusiness or agricultural company. Laymen include non-expert visitors who simply seek entertainment at the fair (often family members who belong to the previous groups).

### 3. Materials and Methods

#### 3.1. The observed fairs

##### Farmerexpo

From the very first moment (1992), FARMER-EXPO has consciously endeavoured to create opportunities for widening relations, deepening partnerships, supporting agribusiness sector. In accordance with the description above Farmerexpo provides a forum for all the agribusiness employed, and also for the domestic or foreign companies connected to the agricultural sector to introduce their products and services.

The professional programme of the exhibition has been widening year by year. Among the programmes there are professional conferences, forums for agricultural experts to collect new, important knowledge, the latest research results and other practical, useful experiences.

The show had been developing dynamically - taking both the net exhibition area and the number of exhibitors into consideration - until 1999, when an other exhibition organizing company got interested in Farmer-Expo.

The professional programmes provide various subjects from business meetings through plant breeding symposiums to agricultural political forums. The Hungarian Animal Breeders' Association acknowledges FARMER-EXPO as its official live-stock exhibition. Since 1994 - when as first member of the live-stock exhibition the pig appeared - the organizers have consciously broadened the live-stock exhibition year by year. Today 7 species of animals are shown at the exhibition - pork, horse, poultry, cattle, sheep, goat and rabbit. (I1)

### **OMÉK**

The first Hungarian pedigree animal breeding exhibition was organized by István Széchenyi (Significant historic politician in Hungary), in 1829. The initiative of Széchenyi belongs in historical view to the oldest animal exhibitions, such as "Royal Show" in England, or the exhibition in Bern in 1804. Miklós Szabó reported over 53 rural exhibitions between 1867 and 1909. After the World War I. in 1921 participated Minister of Agriculture Nagyatádi Szabó István and Minister President Teleki Pál. After the World War II the first "bigger" international exhibition was located at the area of agricultural exhibitions in 1971: the I. Hunting World Expo. The OMÉK 1990 was represented by numerous participants of research and educational institutions [13].

"OMÉK the International Exhibition of Agriculture and Food is the oldest and largest farming exhibition in Hungary. The history of OMÉK begins with the 1896 Millennial Exposition in Budapest when Hungary celebrated its first thousand years. In 2005 will witness the 74th time this event that welcomes both representatives from the field and the general public as well. It will also see the historic first time the exhibition is being held within the European Union.

OMÉK's role has always been twofold: one, to give an account of where the sector has gone in the previous five years and of what has been achieved; and, two, to set a course for the coming years and outline the tasks that lie ahead in terms of growth and progress. With OMÉK 2005, this dual role has become all the more important in the light of our accession to the European Union: a report must be made on our experience of little more than a year as an EU member-state, one which discusses EU requirements and options for farming and the regions as well as evidence of suitability for EU membership." (I2)

### **Hódmezőgazda**

The „Alföldi Állattenyésztési Napok” Exhibition and Fair became the most significant professional meeting of the Hungarian agriculture. It is organized by the Hód-Mezőgazda Zrt, with the full support of the Hungarian Animal Breeding Association. Since 2005 it has been opened towards the crop production too.

This corporation created the culture of animal breeding shows, whereas the leading animal breeding countries acted as a blueprint. It is connected with impressive, Hungarian-type classic buildings, with the largest number of attendees in the rural Hungary. There are six species in focus: horse, cattle, pork, sheep, goat and poultry. (I3)

### **Polagra**

Poznań International Fair (MTP) was established in 1921. It is one of the trade show organizers with the longest history. The 1st Poznań Trade Fair, a domestic trade show, was organized between 28 May and 5 June 1921 at the initiative of Poznań merchants. In 1927 MTP joins UFI, the Global Association of the Exhibition Industry. In 1929 - General Domestic Exhibition (PWK) was an overview of the economic and cultural achievements of Poland. The exhibitions, organized on a space of 650,000 square metres, attracted 4.5 million visitors. In the 1930s the Poznań International Fair flourished and was ranked the fourth European organizer of international trade shows. In the late 1940s, the trade grounds, which were badly destroyed

during the Second World War, were rebuilt. In the following years the Poznań International Fair developed its exhibition programme and gradually added new exhibitions and trade shows to the programme. Old exhibition halls were rebuilt and expanded and many new halls as well as other facilities were built.

Presently the Poznań International Fair organizes over 60 events every year – different trade shows prepared for over 100 sectors of the economy. Every year it attracts over 300,000 visitors and more than 11,500 exhibitors.

Polagra Farm was a complex agricultural exhibition until 2007, including the machinery, buildings, animal husbandry and the crop production, organized yearly with it's complementary: the Polagra Food. Nowadays the Polagra brand is divided for three exhibitions: Food, Tech and Premiery. (I4)

### 3.2. Sampling and statistical methods

The research methodology was determined by the following preconditions, which had to be met:

- a large and representative sample needs to be collected
- close-ended questions need to be complemented by open-ended questions
- qualitative and quantitative evaluation methods need to be combined.

The most appropriate research instrument was the use of questionnaires (comprising a series of case studies), as is shown by the following authors: *Bryman (2004)*, *Kozak (2006)* and *Malhotra (2005 and 2008)*. *Malhotra (2008)* states, that “the questionnaire is a structured method of data collection, which consists of a series of written or oral questions for which the respondents provide answers”.

The size of the samples and the total number of visitors and exhibitors are shown in the following table:

*Table 3 – Questionnaires collected at the sample fairs*

	Number of exhibitors	Number of questionnaires collected from exhibitors	Number of visitors	Number of questionnaires collected from visitors
<b>Farmerexpo '05</b>	207	89	24 602	810
<b>Farmerexpo '06</b>	304	99	25 116	800
<b>OMÉK '05</b>	604	97	130 000	746
<b>Polagra '06</b>	743	86	70 315	421
<b>Hódmezőgazda '10</b>	420	52	50 000	405
<b>Collected altogether:</b>	-	<b>423</b>	-	<b>3 182</b>
<b>Evaluated:</b>	-	<b>416</b>	-	<b>3 159</b>

*Source: Own research*

The two (attendee and exhibitor) databases were evaluated by basic descriptive statistical analyses what made a profiling of the average attendee and exhibitor possible, but were also undertaken a tow-step cluster analysis.



## 4. Results and Discussion

### 4.1. Average attendee profile

As a result of profiling the “average visitor or attendee”, the following general picture emerged of the typical attendee, based on the most frequent categories and the most characteristic averages. The average visitor of Eastern-European fairs turned out to be:

- a middle aged man (42 years old),
- with a diploma or a degree,
- a member of a family of three or four people.

In addition, the following details emerged:

- if he has a farm, its size is larger than the country average,
- the primary goal of his visit is to gain knowledge, the secondary objective is entertainment,
- making contracts is not one of the main reasons he visits fairs,
- he has income from agriculture,
- he is not an animal breeder.

After describing the average visitor, I now turn to the visitor profile of each fair.

**Polagra** is significantly different from the other fairs because:

- the attendees came from the longest distance (142 kms),
- the average level of discounts perceived by the visitors is the lowest here.

As for **OMÉK** :

- the visitors came from an average distance of 111 kms,
- the main goal of participation was entertainment,
- visitors had the highest expectations concerning the discounts offered by exhibitors,
- it was attended by the lowest number of visitors who have farms (33%)

In the case of **Farmereexpo**:

- the visitors came from the shortest average distance (65 and 72 kms),
- the visitors rated the fair as the worst in 2005 (at an average of 3.55 points on a scale of 1-5 points aimed at measuring visitors' satisfaction).

Finally, in the case of **Hódmezőgazda**:

- the proportion between the two sexes was the most balanced,
- the visitors had the lowest average age,
- it was the most highly appreciated of all the exhibitions (it received 4.54 points out of a maximum of 5)

### 4.2. Average exhibitor profile

The profile of the “average exhibitor” is described the same way as that of the “average visitor”.

The average exhibitor of an Eastern-European agricultural fair:

- comes from a company's whose form is limited company (Ltd.),
- employs between 5 and 50 people,
- his typical activity is agricultural machinery trade,
- the representatives of the companies are middle-aged,
- the instruments most commonly used at the fair to attract customers are brochures, the presence of professional dealers and giving free advice,
- the customers' expectations about the fair are perceived by the exhibitors' to be one or more of the following items: trying products, watching demonstrations and shows. These perceived expectations do not, for the most part, correspond to the competitive advantages formulated by the exhibitors.
- As for the perceived economic efficiency of exhibitions, the majority of the exhibitors think that the investment incurred by the costs of an exhibition will only return profit on the long run.

While the average exhibitors' profile (see above) described general patterns, the profiles that are characteristic of the four fairs that were observed describe unique properties as well as the parameters of variance.

**Polagra**, is markedly different from all the other fairs with respect to visitors as well as exhibitors for the following reasons:

- exhibitors come to Polagra from a longer distance (the exhibitor radius of the fair is 363 kms), which is a consequence of the host country's size as well as the importance of agriculture,
- Polish exhibitors consider image building as their highest priority,
- only 28% of the exhibitors prepare special discounts for the fair, which is lower than the percentage of Hungarian exhibitors with special discounts,
- the lower number of companies with special discounts is balanced by the total number of discounts that were given at the fair, which exceeds the Hungarian numbers,
- the use of in-fair customer-attracting instruments is lower in Poznan,
- the companies here are, for the most part, represented by independent, intellectual free-lancers.

Characteristics of **OMÉK**:

- The exhibitor radius is the shortest (115 kms),
- this fair is rated lowest in terms of exhibitors' satisfaction (3.07 of the maximum 5), which is primarily due to the duration of the fair,
- however, the fair is rated highest in terms of the total number of contracted businesses / contacts made, which highlights the fact that satisfaction ratings are based, for the most part, on subjective opinion, and do not reflect the individual firms' interests and success at the fair),
- The use of in-fair customer-attracting instruments is the highest in Budapest.

Characteristics of **Farmerexpo**:

- In 2006 the number of potential business contracts was the highest: on average, 18 businesses were contracted by each exhibitor ,
- the exhibiting firms here are mostly represented by people at the highest management level, which is not typical of the other fairs.

**Hódmezőgazda** has the following characteristics:

- most of the exhibitors represent animal breeding companies,
- the representatives have a diploma, half of them are top or medium level managers,
- exhibiting activity has decreased significantly over a five year period,
- based on the satisfaction ratings, this fair is the favourite among exhibitors,
- the number of contacts made at the fair is the lowest,
- the majority of Hódmezőgazda exhibitors think that the investment incurred by the cost of the fair will return profit.

#### **4.3. Cluster Structure of Attendees**

The profiling of fairs is a method whereby typical values are used to describe the characteristics of a particular phenomenon. Behind the typical values there are unique visitor and exhibitor groups which can be interesting for both groups of stakeholders. In order to explore these groups, the clustering method seems to be the most appropriate measure.

When describing various clustering methods, several authors (cf. e.g. *Sajtos-Mitev* 2008, and *Malhotra* 2008) suggest the subsequent application of a number of methods. Hierarchical and K-means clustering methods do not enable the combination of different – nominal, ordinal and metric – variables without previous standardization. Since in this case different variables have to be combined, *Sajtos-Mitev* (2008) offers a two-step clustering method as a novel approach. A



further advantage of this method is that it determines the optimal number of clusters. The variables incorporated in the cluster analysis are as follows:

a) Categorical variables (nominal and ordinal):

- - the type of exhibitions attended,
- - maximal distance for a fairs' visit,
- - primary goal of the visit,
- - secondary goal of the visit,
- - the fair's relatedness to agriculture,
- - type of relatedness,
- - the gender of the attendees,
- - the level of education of the attendees.

b) Metric variables:

- - the number of exhibitions visited on average per year,
- - distance between home and the fair in kilometres,
- - content level (on a 1-5 Likert-scale)
- - share of agriculture in the total income (percentages)
- - size of farm (cultivated area in hectares)
- - attendees' age (in years)

The analysis was performed using the Log-Likelihood distance measure, the Schwarz-Bayes clustering criterion and automatic cluster number determination.

The cluster analysis resulted in two groups, which were named **Laymen (Group 1)** and **Farmers (Group 2)**, these two groups correspond to the "Potential Buyer" group in the initial logical model.

Characteristic differences between the two clusters:

- The Farmers' average visiting radius is higher (105 kms as opposed to 65 kms in the case of Laymen).
- The share of agriculture in the total income of the family is higher in the case of the Farmers (53%) compared to the Laymen (1,3%).
- The Farmers' share is more than 90% with respect to the following variables: their auxiliary/complementary agricultural income, whether or not they are agricultural producers / employees of agribusiness firms.
- The average size of the farms owned by the Farmers (133has), is significantly higher than that owned by the Laymen (less than 1 hectare).
- The Farmers mainly visit agricultural fairs, Laymen visit other types of exhibitions.
- The willingness to travel is greater in the case of Farmers (77% of the Farmers are willing to travel more than 500 kms, while 75% of the Laymen are only willing to participate in local fairs)
- 60% of the Farmers marked "gaining knowledge" as the primary goal of visiting fairs; 65% marked "personal relationship management" and 70% marked "business". Most of the laymen marked "entertainment" as their primary goal of visiting fairs.
- Personal relationship management (65%) and business (70%) also rate high as the Farmer's secondary goals of visiting fairs..
- 64.5 % of the Farmers are men ; women comprise only 38% of this group.

As a result of the cluster analysis, the groups labelled "Experts" , "Future experts" and "Representatives of expert firms" had to be eliminated,. This suggests that exhibiting firms should consider using a more careful pre-selection process of the visitors, since, as the above

findings show, the number of Laymen who visit fairs is high, these groups, however, could be more effectively targeted via PR and image communication measures.

#### ***4.4. Cluster Structure of Exhibitors***

I performed a similar, two-step analysis in the case of the exhibitor groups as well. The variables incorporated in the cluster analysis were the following:

a) Categorical variables (nominal and ordinal):

- - opinion about the financial efficiency of fairs,
- - company form,
- - main company activity,
- - number of employees,
- - business deals (finding a partner on the long run),
- - presence of special in-fair discounts.

b) Metric variables:

- - frequency of exhibition per year (number of occasions),
- - actual distance between the exhibition and the company headquarters,
- - importance of PR contacts (on a 1 to 5 Likert-type scale),
- - importance of personal contacts (on a 1 to 5 Likert-type scale),
- - importance of business contacts (on a 1 to 5 Likert-type scale),
- - importance of market research (on a 1 to 5 Likert-type scale),
- - satisfaction level (on a 1 to 5 Likert-type scale),
- - number of in-fair communication instruments used.

The methods / settings of the analysis were similar to those used in the course of analysing the visitor-database: Log-Likelihood distance measure, Schwarz-Bayes clustering criterion and automatic cluster number determination.

The clustering methods resulted in two clusters, these were named “Minor Companies” and “Major Companies”. The initial logical model assumed a homogenous exhibitor group with a variety of objectives depending on the attendee groups. However, this hypothesis was disproved because the number of attendee groups is lower than projected, moreover, the exhibitor side, which was presumed to be homogenous, turned out to be fragmented. The following list of features served as a basis for the categorization of the two groups:

- The Major Companies exhibit more often (they hold, on average, 4.79 exhibitions per year compared to 3.72 exhibitions per year in the case of Minor ones)
- The representatives of Major Companies came from longer distances (on average, from 190 kms, while those of Minor ones came from an average distance of 166 kms).
- The satisfaction level of Major firms turned out to be higher on average (3.71 vs. 3.43)
- The number of employees was lower in the case of the Minor companies (lower than 200)
- The Minor companies’ typical business activity involved trading agricultural machinery, while the Major companies’ activity was not so closely related to agriculture.

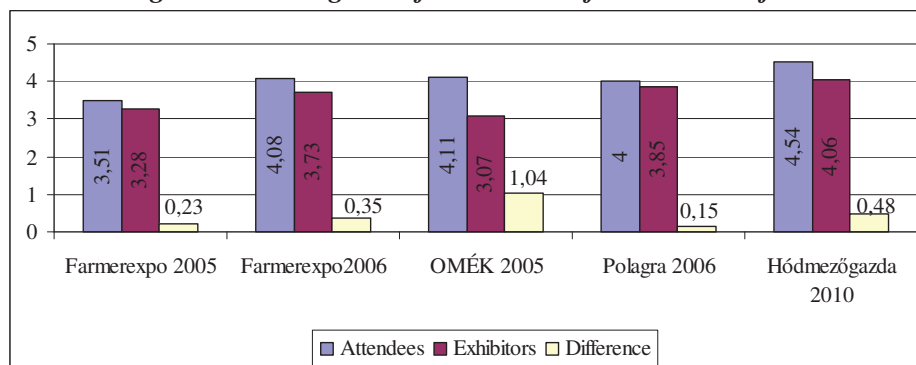
The Major companies differ from the Minor ones along the following parameters: (I) they are bigger in size, (II) they participate in exhibitions more frequently, (III) their representatives travel longer distances to the venue of the exhibition, (IV), they have a higher opinion of PR as a marketing instrument.

The Minor companies are less professional, however, they offer a higher number of special discounts not only at fairs but also in the course of their regular business activity, which is also characterized by regionalism.

#### 4.5. Synthesis of the results with respect to visitors and Exhibitors

There are several correspondences between the questionnaires filled out by the visitors and the exhibitors, the analysis of these enables us to compare the opinion of the different groups of stakeholders. One of the most important correspondences is the average satisfaction level (Figure 6).

**Figure 4 – Average satisfaction level of the observed fairs**



Source: Own research

Farmerexpo 2005 was held at an unusual date (in spring instead of summer), which caused a low level of average satisfaction level. The expo was held on its usual date of August 20<sup>th</sup> a year later, which regained the favourable opinion of the stakeholders. The opinions concerning OMÉK are along two extremes: the exhibitors rate it as the lowest among all the expos that were observed, the visitors, however, rate it quite high. Hódmezőgazda, on the other hand, turned out to be popular with both interest groups.

**Table 4 – Average radius of attraction of observed fairs**

Designation	Attendees	Exhibitors	Difference
	Average	Average	
<b>Farmerexpo '05</b>	65,39	176,68	111,29
<b>Farmerexpo '06</b>	72,01	165,82	93,81
<b>OMÉK '05</b>	111,81	115,32	3,51
<b>Polagra '06</b>	142,75	363,75	221
<b>Hódmezőgazda '10</b>	108,95	182,13	73,18
<b>Altogether:</b>	93,58	194,95	101,37

Source: Own research (Significant differences are marked by different colour)

By far the largest radius of attraction with respect to both groups can be observed in the case of Polagra, which can be explained by the large size of the country. The Exhibitors in Hungary show no significant differences (at a level of 0.05). However, there are significant differences between the fairs held in Hungary with respect to attendees: Farmerexpo turns out to be a primarily local event, while the other Hungarian fairs have an average attraction radius of over 100 kms. (The significant differences are shown in Table 4 marked by different colours.)

The radii are also shown in Figure 6, where a Central-European map makes the geographical distances more visible.

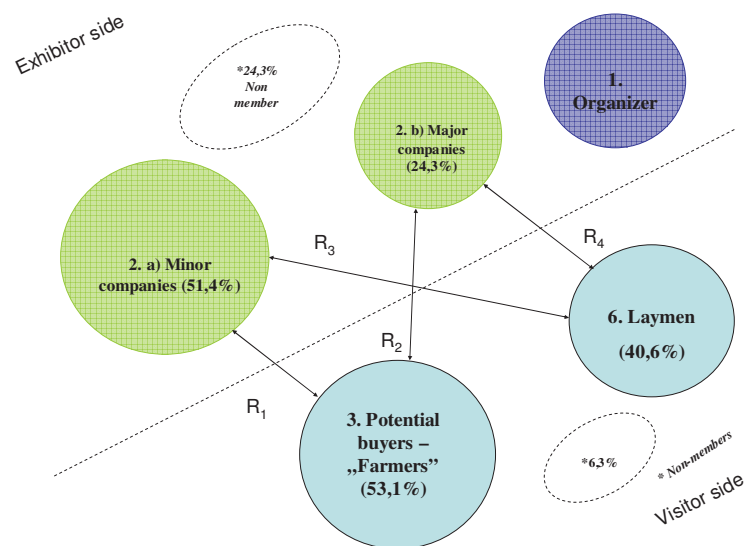
Attendees:  
 Debrecen: 68 km  
 Budapest: 112 km  
 Hódmezővásárhely: 109 km  
 Poznan: 142 km

Exhibitors:  
 Debrecen: 171 km  
 Budapest: 115 km  
 Hódmezővásárhely: 182 km  
 Poznan: 363 km



*Figure 6 – Radius of attraction on map*

The analysis of the correspondences enables us to assess the different perceptions held by exhibitors and visitors, respectively, and to understand the relations between the two stakeholder groups, as presented in Figure 6.



*Figure 6 – The modified logical model of stakeholder groups at exhibitions yielded by cluster analysis*

If we compare Figures 3 and 6, we can see the differences between the findings of the cluster analysis and our initial logical model in terms of the network of relations that exist between the visitor and exhibitor groups.

Table 5 shows the probabilities for the respective parties to find business partners. The chances of success depend on the proportion of clusters and the primary and secondary goals expressed by the parties concerned.

*Table 5 – Relations between exhibitor and attendee clusters*

<b>Exhibitor cluster</b>	<b>Objective of exhibitor in the relation</b>	<b>Relation probability</b>	<b>Objective of attendee in the relation</b>	<b>Attendee (Visitor) cluster</b>
<b>Minor companies (51,4%)</b>	<b>Relationship management (CRM), Contracting business, PR</b>	<b>R1 = 27,3%</b>	Gaining knowledge, <b>Personal contact management, Contracting business</b>	<b>Potential buyers - Farmers (53,1%)</b>
	<b>Relationship management - (CRM), Contracting business, PR</b>	<b>R2 = 20,9%</b>	<b>Entertainment</b>	<b>Laymen (40,6%)</b>
<b>Major companies (24,3%)</b>	<b>Relationship management (CRM), Contracting business, PR</b>	<b>R3 = 12,9%</b>	Gaining knowledge, <b>Personal contact management, Contracting business</b>	<b>Potential buyers - Farmers (53,1%)</b>
	<b>Relationship management - (CRM), Contracting business, PR</b>	<b>R4 = 9,9%</b>	<b>Entertainment</b>	<b>Laymen (40,6%)</b>

As the table shows, a relationship (R1) is most likely to be formed between minor companies and farmers as potential buyers since their objectives meet and their proportions are the highest. The relationship between minor businesses and laymen (R2) is somewhat less likely to be formed, as the two groups have different goals in participating in fairs. Since the major companies are outnumbered, the number of contacts with the farmers (R3) may be limited, but the motivations behind participation are matched in this relationship. What laymen and major businesses (R4) have in common is that the former visit fairs for an opportunity to be entertained, major companies, on the other hand, provide entertainment as part of their PR activity.

By way of summarizing the factors that motivate the various parties concerned it can be established that the main objective of participation is relationship management, followed by the possibility of making business contracts, followed by entertainment/being entertained, a factor which is of primary importance to visitors.

In marketing communication fairs function as multifunctional instruments; their most important role is in general communication and relationship management, while their role in making business contracts is of secondary importance.

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