

## Developing a Trade Show Exhibitor's Overall Satisfaction Measurement Scale

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## **Abstract**

An overall satisfaction measurement scale accounting for the significant roles of three key stakeholders (i.e., trade show visitors, exhibitors, and organizers) in a trade show context was constructed and validated through a pilot test, scale purification and validation. The final instrument consisted of 46-items representing 3 dimensions and 12 sub-dimensions of exhibitors' satisfaction. Reliability, unidimensionality, content validity, construct validity, discriminant validity, and predictive validity of the scale were tested and established using 594 responses from 3 trade shows in China. The resulting instrument improves upon existing instruments in that it comprehensively measures exhibitors' performance at a trade show and explains a large portion of exhibitors' overall satisfaction.