

Die Leitmesse 2017

25. – 27. April · Messezentrum Nürnberg





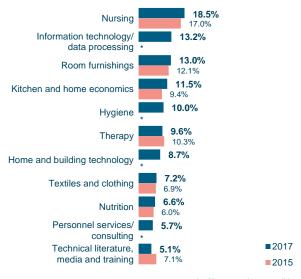
Selected results of the exhibitor survey

Base: Nuremberg 2017 (Nuremberg 2015)

Structural Data 2017	Total	Germany	Inter- national
Exhibitor	652	609	43
Net exhibition area in sqm incl. special show	19,345	18,592	753
Visitor	26,800	26,136	864

Range allocation

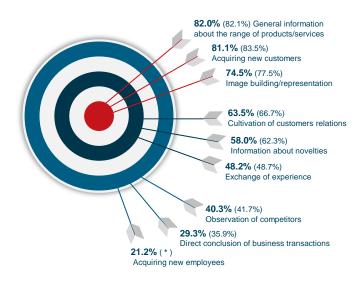
(Multiple answers/abstract >5%)



* = No comparison possible

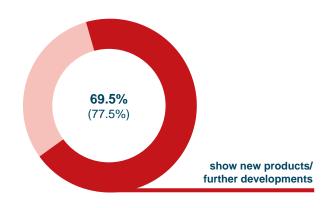
Participation goals

(Multiple answers/abstract >24%)



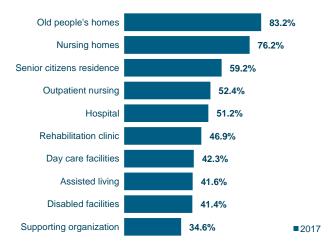
* = No comparison possible

Presence of innovations



Relevant target groups at the trade fair

(Multiple answers/abstract >34%)



Without comparison to 2015

Gathered and analysed by:







Selected results of the exhibitor survey

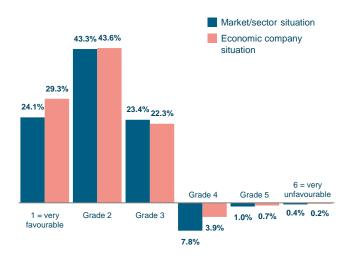
Base: Nuremberg 2017 (Nuremberg 2015)

Number of visitors and interest

Are completely satisfied to satisfied with the number of visitors 83.9% (74.8%)0 100 84.7% (81.6%)of visitors were interested in products and services

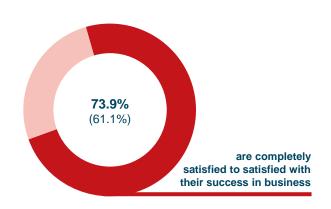
Current market/sector and company situation

(Scale from 1 = very favourable to 6 = very unfavourable)

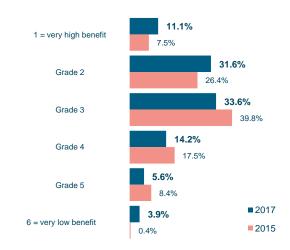


Without comparison to 2015

Business success



Trade fair benefit



Gathered and analysed by:







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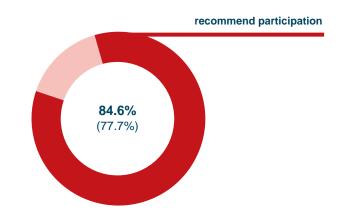
VINCENTZ

Base: Nuremberg 2017 (Nuremberg 2015)

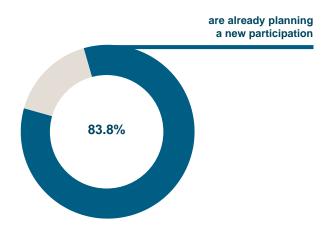
Overall impression

84.6% (81.4%) are all in all (completely) satisfied

Recommendation intention



Intention to participate again



No comparison to 2015 possible

Gathered and analysed by:

