

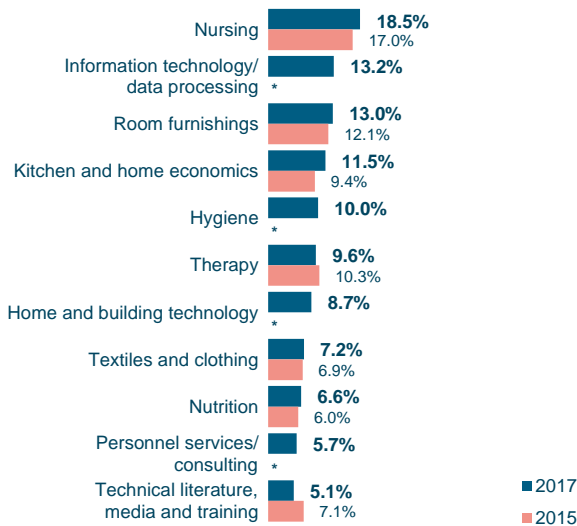
## Selected results of the exhibitor survey

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

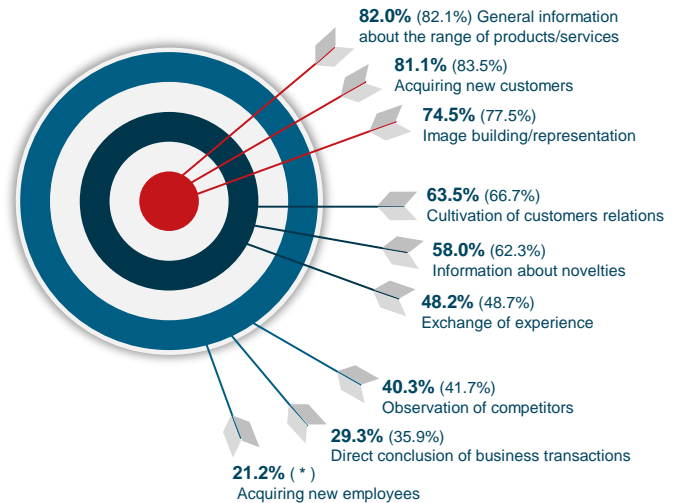
(Multiple answers/abstract >5%)



\* = No comparison possible

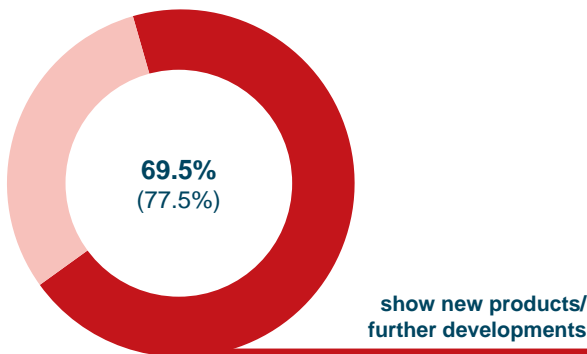
### Participation goals

(Multiple answers/abstract >24%)



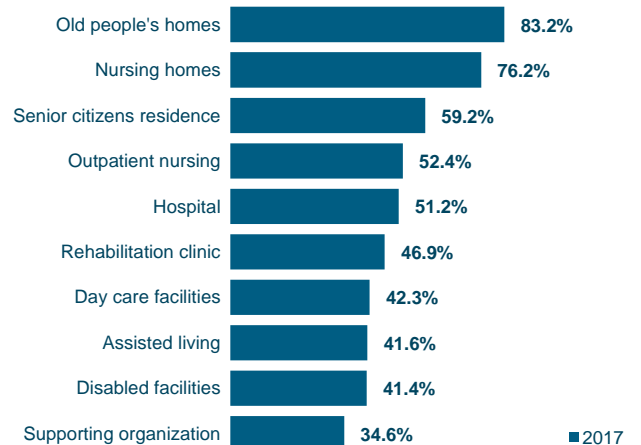
\* = No comparison possible

### Presence of innovations



### Relevant target groups at the trade fair

(Multiple answers/abstract >34%)



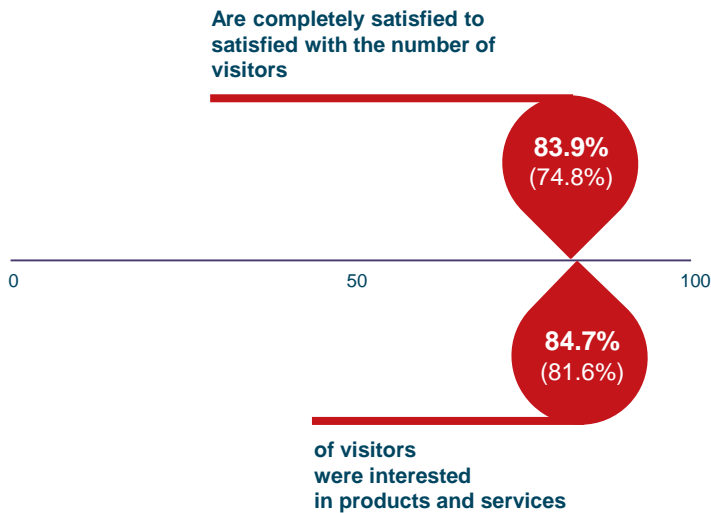
Without comparison to 2015

Gathered and analysed by:

Selected results of the exhibitor survey

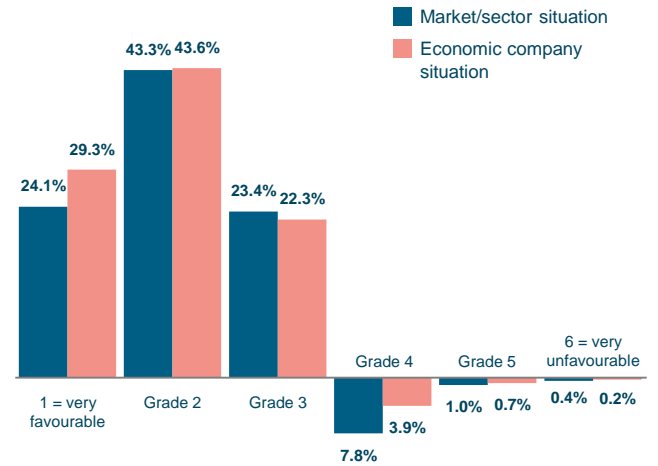
Base: Nuremberg 2017 (Nuremberg 2015)

**Number of visitors and interest**



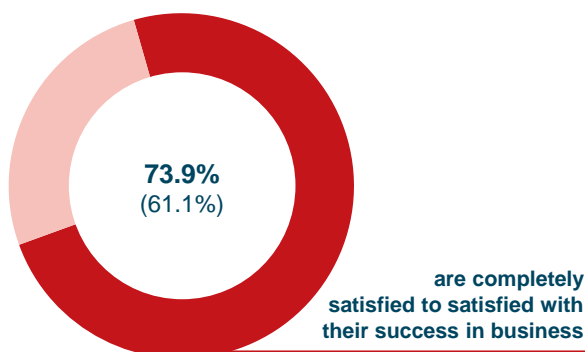
**Current market/sector and company situation**

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

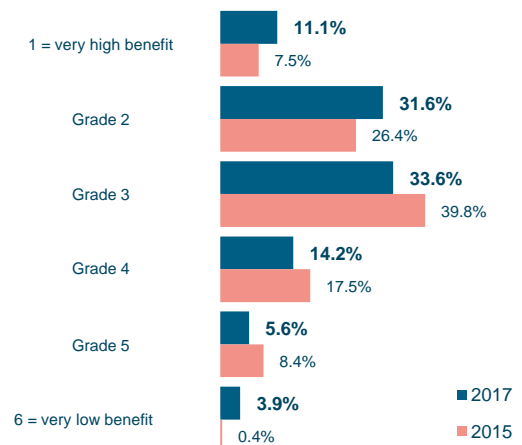


Without comparison to 2015

**Business success**



**Trade fair benefit**

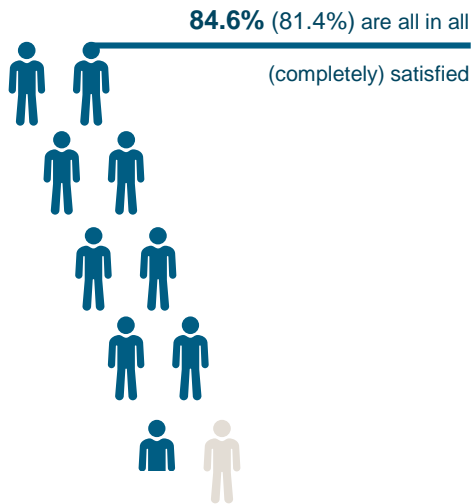


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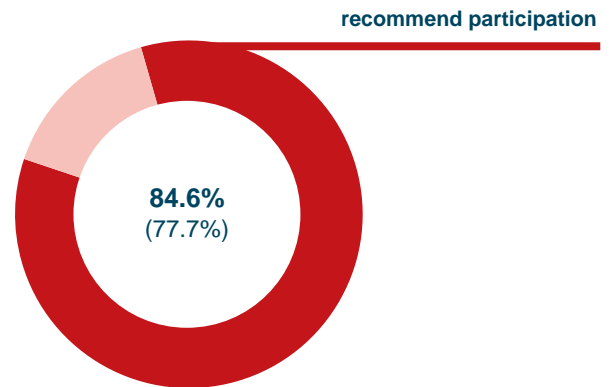
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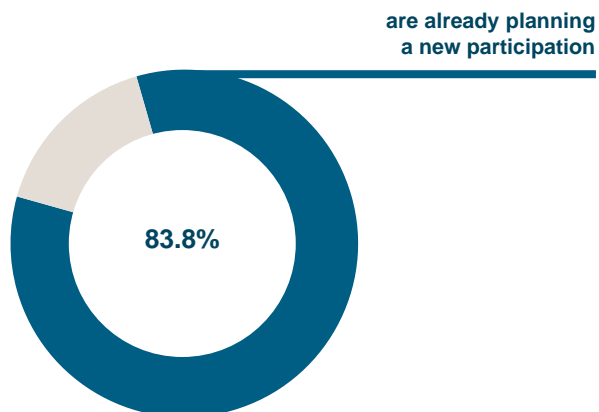
Overall impression



Recommendation intention



Intention to participate again



No comparison to 2015 possible

Gathered and analysed by: