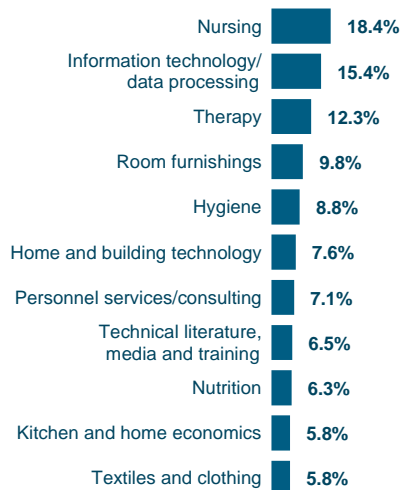


Selected results of the exhibitor survey

Structural Data 2018	Total	Germany	Inter-national
Exhibitor	558	503	55
Net exhibition area in sqm incl. special show	15,186	14,402	784
Visitor	24,032	23,720	312

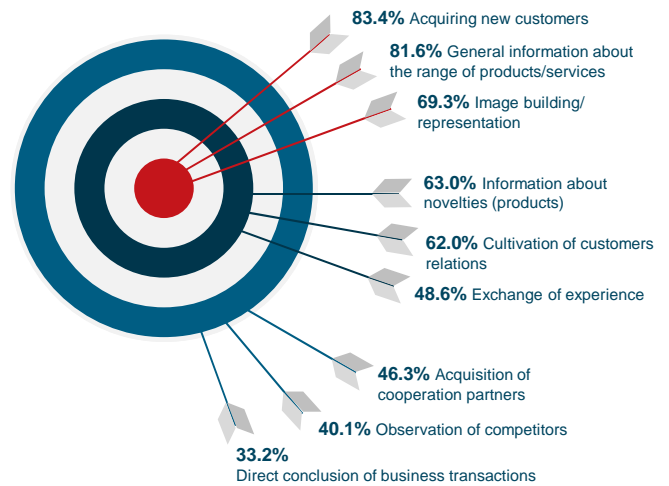
Range allocation

(Multiple answers/abstract >=5.8%)

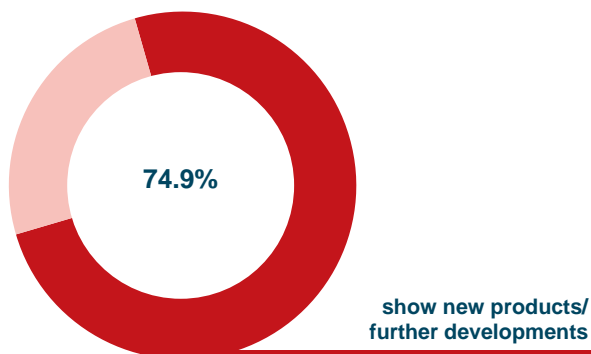


Participation goals

(Multiple answers/abstract >33%)

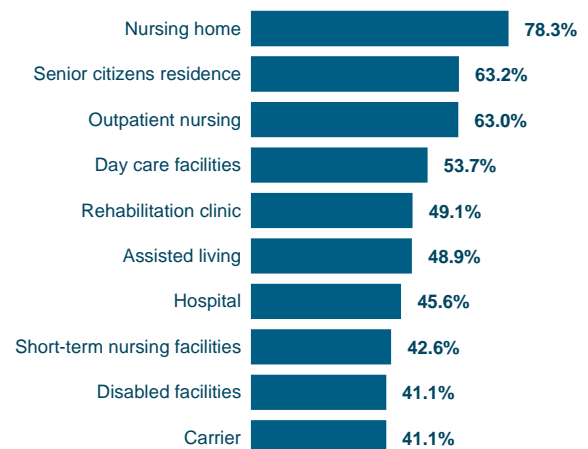


Presence of innovations



Relevant target groups at the trade fair

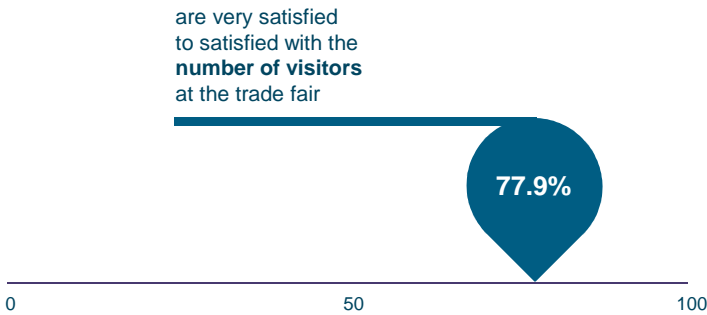
(Multiple answers/abstract >41%)



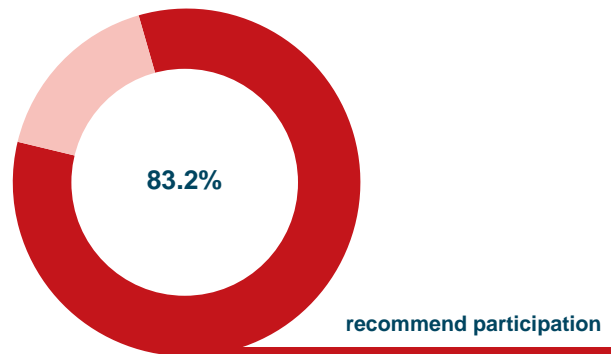
Gathered and analysed by:

Selected results of the exhibitor survey

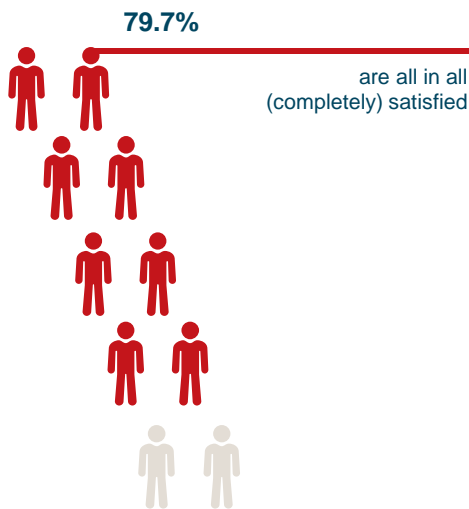
Number of visitors



Recommendation intention



Overall impression



Trade fair benefit

