### Selected results of the exhibitor survey

#### Structural Data 2018

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Germany</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor</td>
<td>558</td>
<td>503</td>
<td>55</td>
</tr>
<tr>
<td>Net exhibition area in sqm incl. special show</td>
<td>15,186</td>
<td>14,402</td>
<td>784</td>
</tr>
<tr>
<td>Visitor</td>
<td>24,032</td>
<td>23,720</td>
<td>312</td>
</tr>
</tbody>
</table>

#### Range allocation

- Nursing: 18.4%
- Information technology/data processing: 15.4%
- Therapy: 12.3%
- Room furnishings: 9.8%
- Hygiene: 8.8%
- Home and building technology: 7.6%
- Personnel services/consulting: 7.1%
- Technical literature, media and training: 6.5%
- Nutrition: 6.3%
- Kitchen and home economics: 5.8%
- Textiles and clothing: 5.8%

#### Presence of innovations

- 74.9% show new products/further developments

#### Participation goals

- 83.4% Acquiring new customers
- 81.6% General information about the range of products/services
- 69.3% Image building/representation
- 63.0% Information about novelties (products)
- 62.0% Cultivation of customers relations
- 48.6% Exchange of experience
- 46.3% Acquisition of cooperation partners
- 40.1% Observation of competitors
- 33.2% Direct conclusion of business transactions

#### Relevant target groups at the trade fair

- Nursing home: 78.3%
- Senior citizens residence: 63.2%
- Outpatient nursing: 63.0%
- Day care facilities: 53.7%
- Rehabilitation clinic: 49.1%
- Assisted living: 48.9%
- Hospital: 45.6%
- Short-term nursing facilities: 42.6%
- Disabled facilities: 41.1%
- Carrier: 41.1%

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**Number of visitors**

- 77.9% are very satisfied to satisfied with the number of visitors at the trade fair.

**Recommendation intention**

- 83.2% recommend participation.

**Overall impression**

- 79.7% are all in all (completely) satisfied.

**Trade fair benefit**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – very high benefit</td>
<td>12.0%</td>
</tr>
<tr>
<td>Grade 2</td>
<td>32.0%</td>
</tr>
<tr>
<td>Grade 3</td>
<td>32.0%</td>
</tr>
<tr>
<td>Grade 4</td>
<td>16.4%</td>
</tr>
<tr>
<td>Grade 5</td>
<td>5.6%</td>
</tr>
<tr>
<td>6 – very low benefit</td>
<td>2.0%</td>
</tr>
</tbody>
</table>

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