

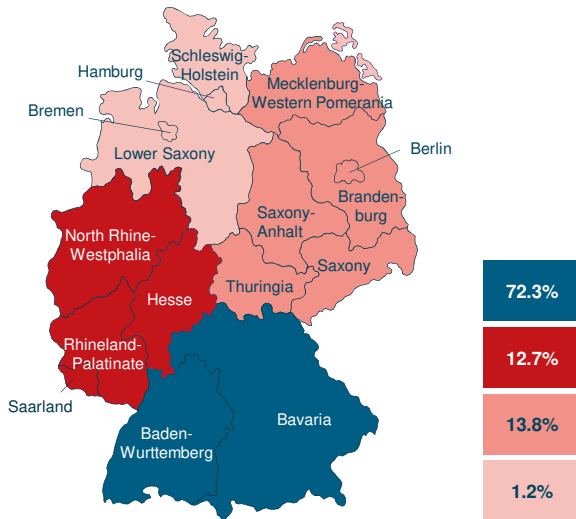
Selected results of the trade visitor survey

Structural Data 2019	Total	Germany	Inter-national
Exhibitor	673	606	67
Net exhibition area in sqm incl. special show	18,785	17,696	1,089
Visitor	27,042	26,339	703

Share of trade visitors: 98.2%

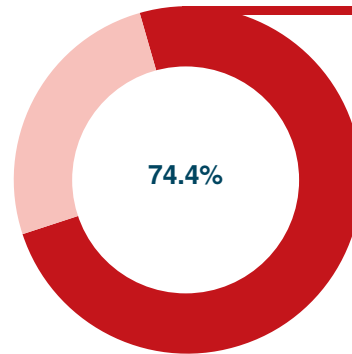
Origin

(the %-figures concerning the Federal States relate to German trade visitors)

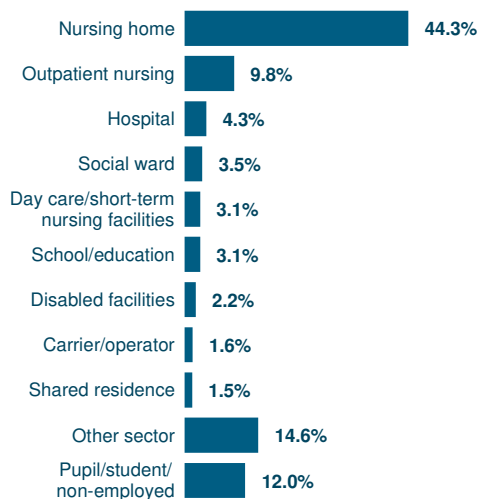


Purchasing and procurement decisions

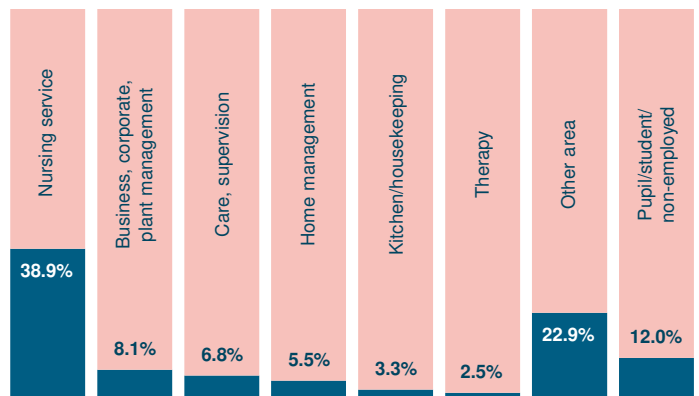
of professional visitors have an influence on procurement decisions in their company



Sectors of economy



Range of duties in the company



Gathered and analysed by:

Selected results of the trade visitor survey

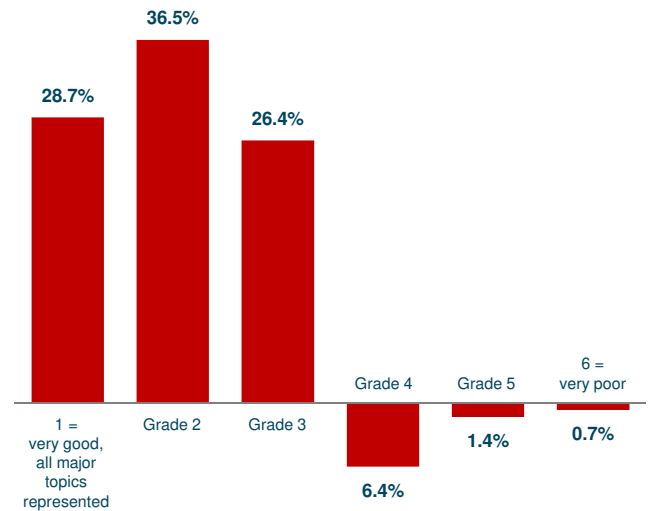
Reasons for visiting

(Multiple answers/abstract >10%)

General information about new developments, innovations and trends	50.5%
Opportunity to try out or test practical things yourself	26.9%
Information on further training / advanced training options	23.8%
General market orientation (orientation on the entire spectrum of the sector, all relevant providers in the market, etc.)	20.1%
Development and / or maintenance of contacts	18.4%
Development and deepening subject-specific knowledge (uncomplicatedly within the halls / without registration)	16.4%
Exchange (of experience or information) with colleagues or like-minded people	12.9%
Information on career prospects / career options	12.1%
Development and deepening subject-specific knowledge (e.g. through concluded congresses and conferences)	10.1%

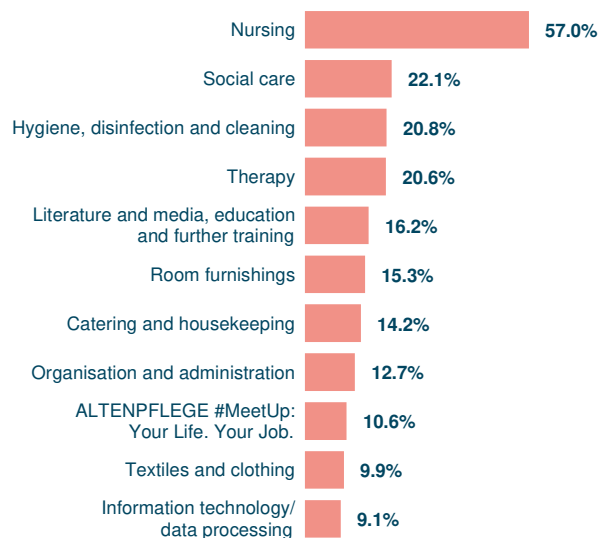
Rating of offerings

(Scale from 1 = very good, all major topics represented to 6 = very poor)

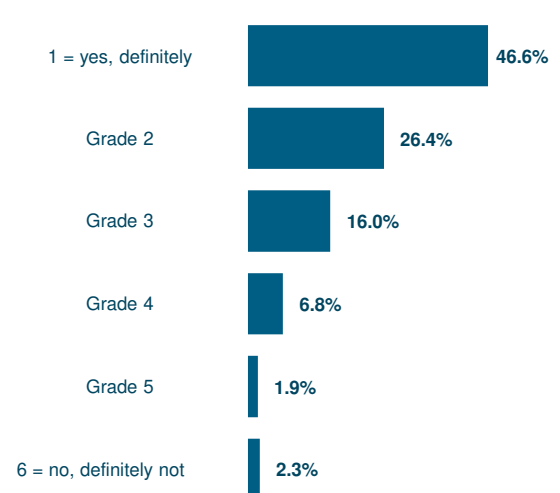


Interest of offer

(Multiple answers/abstract >9%)



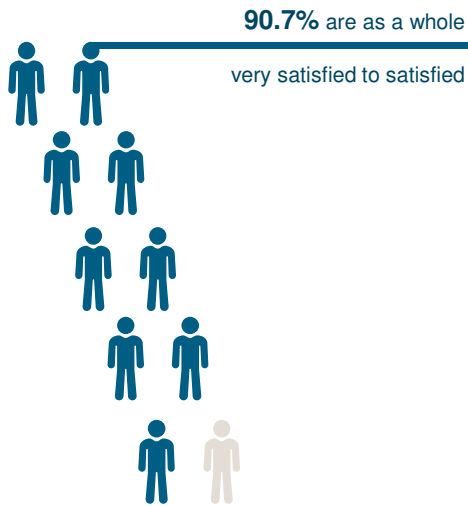
Trade fair benefit



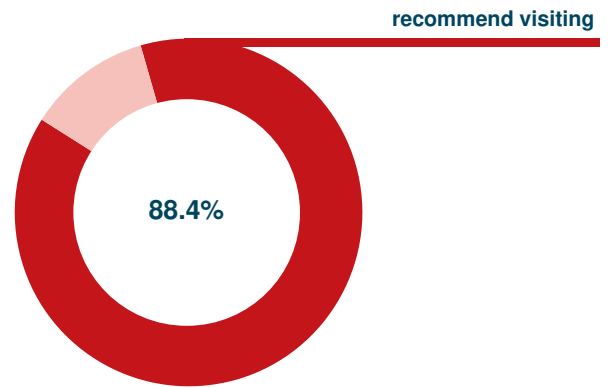
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Overall impression



Recommendation intention



Intention to visit again

