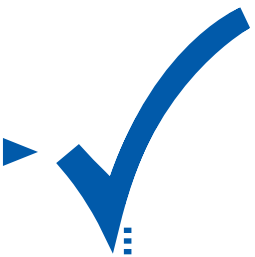




***Audited Trade Fair  
and Exhibition Figures***



***Report  
2004***  
***www.fkm.de***

Regularly updated  
information on  
FKM-audited events  
can be found  
on the Internet:  
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**Information on  
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# ***Report 2004***

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# The FKM in 2004

The number of FKM-audited trade fairs declined only slightly in 2004 despite the difficult economic situation; at 287 events (2003: 293) the correct collection of the exhibitor, visitor and space statistics were checked by a public accountant.

Three trade fair organizers were admitted to the FKM in 2004: AMA Service GmbH, Wunstorf; the Gesellschaft für Ausstellungen in Darmstadt mbH and the Rostocker Messe- und Stadthalengesellschaft mbH.

Carnex GmbH & CO. KG, Bad Breisig, Messe am Rhein GmbH Handwerksmesse Koblenz, Messe Sinsheim GmbH and P. E. Schall GmbH, Frickenhausen, left the FKM. As a result, the FKM now consists of 73 German trade fair organizers and three foreign guest members, the Verona Fair Company, the Hong Kong Trade Development Council and MVK, Moscow. These three organizers had a total of 21 trade fairs audited last year.

The number of members has remained practically constant in the last few years, although several small companies, also as a result of the adverse economic conditions, have closed down their operations.

At the same time, it has been possible to attract new members, which are active in the regional exhibition

market. That is, above all, encouraging because in this area, in many cases there is a considerable need for greater clarity and truth in exhibition statistics.

Especially in economically difficult times it is necessary, with the help of correct statistical material, to secure credibility in the eyes of exhibitors and visitors. The majority of exhibitors accept, incidentally, that the number of visitors also occasionally declines, as long as the quality of the event is maintained and their own results at the event come up to expectations.

The core of every FKM audit is the basic data of exhibitors with their own stands, rented stand space and visitors, in each case differentiated between German and foreign contingents.

To determine the target groups which can be reached through a trade fair participation, the FKM's visitor structure analyses are of central importance for the exhibiting industry. For almost two-thirds of the events audited, standardized trade or private visitor tests are available, providing information about the origin, competence or length of stay of the visitors.

The exhibiting industry makes use of these tests as an important instrument for participation planning and monitoring success. In addi-

tion, this data is a criterion when it is a question of deciding pro trade fair in comparison with other marketing instruments.

## Comparability and reliability

The FKM is an organization of the German trade fair and exhibition companies which was founded in 1965 by six organizers. It has set itself the objective of promoting clarity and truth in the trade fair industry through uniformly collected statistics of exhibition space, exhibitors and visitors.

The data collected by the FKM in accordance with the statutes and rules of the FKM are controlled by a company of public accountant. As a result, the comparability of the registered events between each other and over time is guaranteed.

## Online Service

In the FKM's online service at [www.fkm.de](http://www.fkm.de) all products are available for downloading, also including the brochure „Trade fair planning with FKM Data“, which provides detailed tips for the use of audited statistics. At its heart the FKM online service consists of information about the tasks and the method of operation of the FKM, the key definitions, hints on the use of FKM data as well as links to the individual members.

Via the FKM homepage the trade fair statistics controlled by the FKM's public accountant including the visitor analyses are available in the online database of AUMA, which is responsible for management of the FKM. In addition, there are also direct links from the pages of the individual FKM members to the AUMA database. There the user will directly find the events of the individual partners which are registered for FKM audit.

The folder „Audited trade fair data“ - Our service for your success“ explains in brief, precise form the reasons for the necessity of data-oriented trade fair planning and illustrates what the FKM offers and what the exhibitors can improve in their trade fair planning with the help of FKM data.

#### Visitor structure test redesigned

This FKM Annual Report for the first time presents the FKM visitor structure test in a newly structured form: whereas the previously a differentiation was already made at the beginning of the interview between trade and private visitors, now initially the visitor groups are both asked basic questions. Only then are special questions asked of trade and/or

private visitors. As a result, information such as region of origin and frequency of trade fair visits are now regularly available for all visitors.

#### International trade fair transparency

Together with other European audit organizations, for the 10th time the FKM has published the brochure „Euro Fair Statistics“. 19 countries took part: Austria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Norway, Poland, Portugal, Romania, Slovak Republic, Slovenia, Spain, Sweden, Switzerland and the Ukraine.

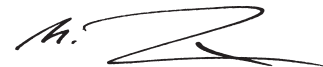
From around 1,500 events, with the exception of the visitor statistics, figures are collected according to practically identical criteria in the individual countries. The observation of the rules is in each case controlled by one or more public accountants or other independent organizations. For the first time the brochure is now being published in the form of a pdf file. It can be downloaded at [www.fkm.de](http://www.fkm.de).

The Standardization Institute from Singapore applied to the ISO Secretariat in Geneva in spring 2004 for a so-called fast track process in order to have interna-

tional terms in the trade fair industry and audit procedures standardized.

This application was initially rejected. As a consequence, Singapore then submitted a regular application. AUMA has requested the German Standardization Institute (DIN) to abstain from voting on behalf of Germany in the renewed vote on the matter, but to declare its willingness in the event of the application being accepted, to cooperate with AUMA and FKM in a suitable international committee. In the meantime, the application has been accepted.

Parallel to this the FKM supports the UFI - the Global Association of the Exhibition Industry - in the development of standards for the definition and auditing of trade fair statistics in order to guarantee the exhibiting industry worldwide a uniform basis for its decisions on trade fair participation.



Michael von Zitzewitz  
(Chairman)

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Heiko Könicke,  
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Dr. Hermann Kresse  
Harald Kötter (Deputy)



# Locations

- Trade fairs and exhibitions
- FKM members
- ⊙ Trade fairs and exhibitions and FKM members



# Auditor's Certificate

## A. Audit commission

The Society for the Voluntary Control of Fair and Exhibition Statistics commissioned us to audit whether the statistics reported for the registered events conform with the statutes of the society. For this commission, also in relation to third parties, our General Terms and Conditions for Auditors and Auditing Companies of 1st January 2002 apply.

## B. Object, type and scope of the activity

We have audited events registered for the first time without

exception, a selection of recurring events without advance notice according to the statutes of the FKM. The selection was free of restrictions by the society.

## C. Basic legal provisions and documents

The basis for the audit are the statutes and rules of the Society for the Voluntary Control of Fair and Exhibition Statistics (FKM) of December 2001.

## D. Result

Our audit did not lead to any objections.

Cologne, 15th March, 2005

Ernst & Young AG  
Wirtschaftsprüfungsgesellschaft



Hendrik Hollweg  
Public accountant



Jörg Brüggemann  
Public accountant

# ***Exhibition Space, Exhibitors, Visitors***

## Space figures

The rented stand space is broken down according to hall space and outdoor exhibition space, as well as according to space rented by domestic or foreign exhibitors. Stands, display panels and demonstrations, which deal with the theme of an event comprehensively or specific aspects of it, independent of exhibitors, are treated as special shows.

Net exhibition space consists of the rented stand space and space for special shows. Gross exhibition space consists of the net space plus the corresponding access and service areas.

## Visitor figures

Beginning from 2001, the visitor figures are calculated according to the number of admissions to the trade fair centre. The number of admissions per day can, on the one hand, be determined by an electronic visitor admission system, whereby a maximum of one admission is registered per day.

Organizers which do not use such a system, can calculate the number of visitors according to the number of day tickets sold and the minimum use of multiple-day tickets sold; it is assumed that such tickets are used at least as often as is economically worthwhile in comparison to the day ticket.

Basis for establishing the number of visitors can also be a registration, irrespective of whether an entrance fee has to be paid or not. In such cases, the number of admissions can be determined by a visitor-admission-system or - if an entrance fee has to be paid - by the minimal use of the tickets sold.

## Exhibitor figures

Companies or organizations, which offer goods or services via their own personnel from their own separate rented space, are counted as exhibitors.

Additionally represented firms are such companies whose goods or services are offered by another exhibitor. The number of exhibitors may not include the figures for additionally represented firms.

For the official detailed regulations see the brochure FKM Statutes and Rules

# Events 2004

## Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 90–100	Duration (Days)	Rented Space							Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total					
			Domestic	Foreign	Domestic	Foreign						
<b>Ansbach</b>												
1	KONTAKTA – Regional Consumer Exhibition	9	2.927	43	1.825	55	4.850	5.992	10.842	34.000		
<b>Augsburg</b>												
2	afa Augsburg Spring Exhibition	9	13.606	631	2.010	44	16.291	6.030	22.321	39.000		
3	Americana	5	5.734	1.258	985	40	8.017	3.029	11.046	31.500		
4	GrindTec	4	5.611	1.356			6.967	63	7.030	13.800		
<b>Bad Salzungen</b>												
5	ZOW – Furniture Components	4	9.890	6.655			16.545		16.545	28.000		
<b>Bayreuth</b>												
6	Oberfranken-Ausstellung – Reg. Consumer Exhibition	9	6.008	330	3.296	50	9.684	2.909	12.593	19.250		
<b>Berlin</b>												
7	Art Forum Berlin	5	3.064	2.252			5.316	1.092	6.408	10.400		
●	8 bautec/Build IT	5	17.057	1.833			18.890	4.223	23.113	50.800		
●	9 FRUIT LOGISTICA	3	6.327	15.073			21.400	320	21.720	36.000		
●	10 Import Shop	5	3.270	2.966			6.236	1.065	7.301	21.000		
●	11 InnoTrans	4	23.190	14.391	1.945	942	40.468		40.468	82.100		
●	12 International Green Week	10	38.371	14.583			52.954	8.776	61.730	114.000		
●	13 ITB – International Tourism Exchange	5	26.951	55.304	292	350	82.897		82.897	148.000		
14	Moderner Staat – Efficiency in Public Administration	2	1.908	15			1.923	821	2.744	4.100		
<b>Braunschweig</b>												
15	Harz + Heide – Regional Consumer Exhibition	9	11.577	663	3.839	105	16.184	3.345	19.529	31.600		
<b>Bremen</b>												
16	Bremen Classic Motorshow	2	8.890	1.093			9.983	5.311	15.294	31.100		
17	CARAVAN	3	10.391				10.391	548	10.939	14.600		
18	bike.market.future	2	1.948	187			2.135	1.323	3.458	9.250		
19	fish international	4	4.390	2.157			6.547	578	7.125	18.000		
20	hafa Bremen – Regional Consumer Exhibition	9	12.909	641	1.016		14.566	7.822	22.388	40.000		
<b>Dillingen</b>												
21	WIR – Regional Consumer Exhibition	9	3.887		1.256		5.143	2.454	7.597	18.000		
<b>Dortmund</b>												
22	CREATIVA	5	6.951	694			7.645	2.144	9.789	30.400		
23	DKM – Int. Trade Fair for Finance and Insurance Companies	3	4.657	897			5.554		5.554	14.300		
24	DORTMUNDER HERBST – Reg. Consumer Exhibition	10	16.352	1.262			17.614	345	17.959	42.700		
25	FAHOBA – Specialist Exh. for Hobby and Handicrafts	3	1.654	60			1.714		1.714	5.400		
26	HairPower	2	874	93			967	1.355	2.322	7.800		
27	HobbyTronic	5	2.756	76			2.832	616	3.448	11.200		
28	INTERMODELLBAU	5	8.185	392			8.577	12.874	21.451	46.300		
●	29 Inter-tabac	3	5.855	777			6.632		6.632	15.500		
●	30 JAGD & HUND – Hunting and Fishing	6	9.075	1.767			10.842	3.114	13.956	35.600		
31	WEST-ANTIQUÉ	4	844	72			916	40	956	4.300		
32	West German Minerals Days	2	804	114			918	110	1.028	5.750		
<b>Dresden</b>												
33	auto mobil	3	7.352		40		7.392	1.048	8.440	19.600		
34	Dresdner Ostern – Garden, Pets, Handicrafts	4	3.863	320	245		4.428	3.990	8.418	21.050		
35	Travel Market, Dresden	3	4.257	1.690	72		6.019	723	6.742	16.000		
36	Gourmet Dresden	3	1.150	153			1.303	359	1.662	4.600		
37	Hunting, Fishing, Riding	3	1.524	76	90		1.690	2.465	4.155	8.000		
38	KarriereStart	3	2.850	24			2.874	841	3.715	8.550		
<b>Düsseldorf</b>												
39	BEAUTY INTERNATIONAL	3	20.139	2.072			22.211	2.113	24.324	49.300		
●	40 boot	9	55.726	44.361	154	50	100.291	7.986	108.277	215.000		
●	41 CARAVAN SALON	10	64.002	15.229	1.484	55	80.770	4.426	85.196	135.200		
42	DIMA – Consumer Dialogue	3	5.049	457			5.506	4.300	9.806	19.100		
●	43 drupa	14	70.625	88.876	574	1.257	161.332	1.013	162.345	231.700		
44	FACILITY MANAGEMENT	3	636				636	42	678	1.500		
●	45 GDS International Shoe Fair – Spring	4	21.707	53.364			75.071	4.342	79.413	170.000		
●	46 GDS International Shoe Fair – Autumn	4	19.997	56.803			76.800	12.974	89.774	186.100		
●	47 glasstec	5	21.778	38.966	30	38	60.812	4.986	65.798	123.500		
●	48 hogatec	5	17.088	5.504	50		22.642	1.513	24.155	53.100		
49	IAM International Investors' Fair	3	3.179	262			3.441		3.441	7.100		
50	InterCool	4	9.347	3.149			12.496	549	13.045	24.600		

+ Events with changing venues

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<b>Exhibitor Figures</b>					<b>Additionally represented firms</b>			<b>Visitor Figures</b>		
<b>Exhibitors</b>								<b>Number of Admissions (Explanations see p. 9)</b>		
<b>No.</b>	<b>Domestic</b>	<b>Foreign</b>	<b>Total</b>	<b>from ... countries</b>	<b>Domestic</b>	<b>Foreign</b>	<b>Total</b>	<b>Domestic</b>	<b>Foreign</b>	<b>Total</b>
1	317	5	322	3						52.749
2	450	26	476	11	3		3			85.100
3	151	35	186	12	1		1			36.132
4	173	52	225	14						7.845*
5	226	192	418	23	60	72	132	9.826	7.539	17.365*
6	286	15	301	7						43.316
7	93	66	159	21				24.537	5.386	29.923*
8	534	87	621	23				62.828	1.479	64.307*
9	227	885	1.112	54				8.050	14.066	22.116*
10	254	283	537	62				41.873	380	42.253*
11	741	628	1.369	35				34.377	16.029	50.406*
12	1.070	472	1.542	58				461.468	4.661	466.129*
13	2.187	7.816	10.003	175				110.433	26.411	136.844*
14	179	1	180	2				3.122	18	3.140*
15	484	21	505	9						69.008*
16	324	42	366	11				22.404	717	23.121*
17	59		59	1						13.874
18	141	9	150	5				11.084	11	11.095*
19	245	178	423	41				9.189	1.622	10.811
20	590	16	606	9						72.930
21	281		281	1						52.022
22	406	35	441	8				81.400	574	81.974*
23	259	28	287	10				6.507	113	6.620
24	619	38	657	12				123.369	371	123.740*
25	37	2	39	3						1.605
26	45	6	51	4						6.019
27	98	5	103	5				40.943	750	41.693*
28	378	23	401	10				84.996	10.828	95.824*
29	119	42	161	19	2	4	6			4.698*
30	361	115	476	21				62.849	4.949	67.798*
31	46	3	49	4						2.001
32	162	37	199	21						6.554
33	120		120	1	8		8			25.534
34	334	36	370	12						65.354
35	376	147	523	27	8	6	14	27.446	221	27.667*
36	80	17	97	6						5.546
37	135	4	139	3	17	1	18	21.560	440	22.000
38	211	2	213	3						18.487
39	505	101	606	21				51.983	3.201	55.184*
40	1.050	627	1.677	49				264.720	44.171	308.891*
41	408	126	534	22				144.437	21.202	165.639*)*
42	201	19	220	9				4.438	628	5.066*
43	715	1.151	1.866	52				178.699	215.779	394.478*
44	74	2	76	3	3		3	1.994	16	2.010
45	187	1.299	1.486	47				14.604	23.527	38.131*
46	195	1.446	1.641	47				15.130	21.417	36.547*
47	373	715	1.088	45	189		189	23.221	30.531	53.752*
48	389	174	563	22				29.813	3.760	33.573*)*
49	96	16	112	8				6.715	193	6.908*
50	207	112	319	23				8.035	2.750	10.785*

\* Visitors Profile Analyses see page 33 ) ascertained by representative sampling

## Events 2004

## Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 90–100	Duration (Days)	Rented Space							Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total					
			Domestic	Foreign	Domestic	Foreign						
51	InterMeat	4	13.504	3.406				16.910	144	17.054	28.100	
52	InterMopro	4	8.913	2.620		15		11.548	98	11.646	20.300	
● 53	K	8	71.169	89.139				160.308	1.197	161.505	235.000	
● 54	MEDICA / ComPaMed	4	65.570	54.861	350	12		120.793	2.209	123.002	252.500	
● 55	METAV	5	50.243	8.337				58.580		58.580	96.100	
56	ProWein	3	16.179	19.241				35.420	1.444	36.864	73.100	
57	PSI Messe	3	19.118	11.655				30.773	414	31.187	52.600	
● 58	REHACare International	4	18.912	6.448				25.360	4.268	29.628	69.200	
● 59	Tube	5	12.809	15.495				28.304	612	28.916	52.300	
● 60	wire	5	16.189	30.858				47.047	559	47.606	88.500	
<b>Erfurt</b>												
61	Grüne Tage Thüringen	3	3.861	99	5.912			9.872	5.109	14.981	34.100	
62	Haus + Technik	3	2.296	40	88			2.424	353	2.777	6.450	
63	inoga	4	4.076	313	31			4.420	2.576	6.996	21.350	
64	Leisure & Caravaning	4	5.413	595				6.008	980	6.988	11.000	
65	Riding, Hunting, Fishing	3	3.436	176	231			3.843	3.978	7.821	17.550	
66	Thüringen-Ausstellung – Regional Consumer Exhibition	9	7.400	270	318			7.988	3.000	10.988	20.000	
<b>Essen</b>												
67	ALUMINIUM	3	9.901	9.742				19.643	1.193	20.836	43.300	
68	DEUBAU	6	24.252	1.449				25.701	2.096	27.797	65.000	
69	E-world – energy & water	3	8.539	1.439				9.978	1.022	11.000	25.200	
70	FIBO	4	20.233	8.119				28.352	9.488	37.840	72.100	
71	HAUS + GARTEN	5	5.248	202				5.450	3.501	8.951	20.500	
72	IFLO	2	2.603	359				2.962	2.522	5.484	13.900	
73	IPM	4	24.940	17.654				42.594	2.360	44.954	105.000	
74	MODE-HEIM-HANDWERK – Reg. Consumer Exhibition	9	19.271	1.170				20.441	1.060	21.501	65.000	
75	REIFEN – World Market for the Tyre Trade	4	12.044	7.353				19.397	188	19.585	40.800	
76	TOURISM/CAMPING	5	26.633	2.593				29.226	2.000	31.226	83.000	
● 77	SECURITY	4	24.318	7.010	20			31.348	1.659	33.007	68.000	
78	SHK Essen	5	29.529	1.199				30.728	474	31.202	67.200	
<b>Frankfurt/Main</b>												
● 79	Ambiente	5	85.788	105.205				190.993	2.417	193.410	319.700	
80	Art Frankfurt	4	5.713	1.515				7.228	369	7.597	17.900	
● 81	Automechanika	6	60.802	88.242	8.671	4.152		161.867	2.003	163.870	282.700	
● 82	Beautyworld	4	9.076	6.046				15.122	987	16.109	33.100	
● 83	Christmasworld	5	23.872	23.255				47.127	2.425	49.552	89.400	
● 84	Heimtextil	5	45.722	109.155				154.877	5.662	160.539	276.100	
● 85	IFFA / IFFA Delicat	6	30.748	26.122				56.870	488	57.358	102.600	
86	Light + Building	5	64.016	46.093				110.109	2.876	112.985	209.700	
● 87	Musikmesse	4	17.656	27.561	250			45.467	8.200	53.667	107.500	
● 88	Paperworld	5	37.937	53.433				91.370	2.479	93.849	156.900	
89	PRO SIGN	3	3.700	1.426				5.126	273	5.399	11.500	
● 90	ProLight + Sound	4	10.352	12.514	30			22.896	1.800	24.696	53.000	
● 91	Tendence Lifestyle	5	68.662	61.788				130.450	1.729	132.179	233.100	
● 92	Texcare	5	7.446	10.143				17.589		17.589	30.200	
<b>Freiburg</b>												
93	Baden Messe – Reg. Craft and Industry Exh./ECOTREND	9	10.661	680	5.274	82		16.697	1.812	18.509	34.800	
94	CFT – Camping, Leisure, Tourism	9	11.442	392	3.951			15.785	554	16.339	30.400	
● 95	INTERBROSSA/BrushExpo	3	2.862	5.705				8.567	30	8.597	13.500	
● 96	Intersolar	3	6.327	1.386	402	35		8.150		8.150	14.300	
97	Modellbau	3	656		10			666	6.651	7.317	18.000	
98	Plaza Culinaria	3	1.987	207				2.194	186	2.380	5.300	
<b>Friedrichshafen</b>												
● 99	EUROBIKE	4	17.612	17.301	606	755		36.274	4.849	41.123	72.100	
● 100	European OutDoor Trade Fair	4	10.264	13.900	98	381		24.643	15.412	40.055	64.500	
101	Fruchtwelt Bodensee	3	4.769	971	290	31		6.061	1.910	7.971	14.100	
102	HAM RADIO/HAMtronic	3	2.269	429				2.698	1.568	4.266	10.100	
+ 103	Holzbau und Ausbau	4	13.252	1.223	1.443			15.918	980	16.898	35.900	
● 104	INTERBOOT	9	19.675	9.905	3.615	539		33.734	1.900	35.634	69.600	
105	Pferd Bodensee – Horse Riding and Hunting	4	6.086	749				6.835	3.624	10.459	29.000	

+ Events with changing venues

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Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
51	273	121	394	16				10.350	2.718	13.068*
52	158	88	246	14				6.343	1.706	8.049*
53	1.083	1.821	2.904	53				115.720	115.258	230.978*
54	1.568	2.709	4.277	70				80.738	55.414	136.152*
55	834	164	998	26				54.037	6.205	60.242*
56	747	1.946	2.693	38	18	223	241	25.429	5.282	30.711*
57	455	330	785	29				6.285	10.383	16.668*
58	523	279	802	31				44.177	5.910	50.087*
59	271	459	730	43				13.296	13.296	26.592*
60	305	662	967	43				15.439	19.810	35.249*
61	239	7	246	4				18.871	191	19.062*
62	161	2	163	2						7.536*
63	199	113	312	30				18.309	4.295	22.604*
64	210	26	236	10	33	34	67			31.346
65	170	10	180	7						23.215*
66	466	11	477	9						57.209
67	291	310	601	38	9	2	11	8.805	4.720	13.525*
68	681	38	719	16				77.484	2.150	79.634*
69	312	67	379	13				7.785	875	8.660*
70	245	115	360	27				42.618	5.106	47.724*
71	227	11	238	8						66.289
72	72	14	86	7				7.632	792	8.424*
73	745	569	1.314	36	16	3	19	48.193	12.580	60.773*
74	739	54	793	21						202.443*
75	189	217	406	41				8.101	7.242	15.343*
76	533	215	748	23				109.372	1.216	110.588*
77	516	364	880	39				28.379	10.549	38.928*
78	476	30	506	11				48.783	1.251	50.034*
79	1.500	3.132	4.632	88				91.109	52.412	143.521*
80	119	36	155	13						6.772
81	999	3.465	4.464	72		4	4	101.922	61.415	163.337*
82	203	361	564	39				8.533	1.748	10.281*
83	304	703	1.007	35				16.204	13.872	30.076*
84	563	2.507	3.070	72				48.748	50.055	98.803*
85	432	426	858	43	2		2	34.381	22.074	56.455*
86	819	1.101	1.920	52				84.064	31.997	116.061*
87	484	976	1.460	49				46.893	18.335	65.228 <sup>1)</sup> *
88	615	1.899	2.514	65				32.628	36.268	68.896*
89	136	66	202	25	2	5	7	6.018	963	6.981*
90	232	398	630	34				17.708	9.027	26.735 <sup>1)</sup> *
91	1.502	2.212	3.714	86				67.463	23.675	91.138*
92	94	158	252	22				7.176	6.155	13.331*
93	582	35	617	7	54	23	77			81.483
94	195	18	213	6	10	2	12			59.060
95	43	82	125	20						5.618
96	226	65	291	20						15.384
97	117	3	120	4						13.741
98	126	8	134	7						12.525
99	267	494	761	35	3	97	100	28.928	14.770	43.698*
100	175	399	574	34	6	65	71	7.087	7.030	14.117*
101	160	39	199	10	14	22	36			12.285
102	94	26	120	12	13	57	70			17.477
103	303	34	337	10	26	24	50	19.583	3.439	23.022
104	428	128	556	17	21	100	121	78.327	24.330	102.657*
105	139	28	167	8	12	1	13			16.696

\* Visitors Profile Analyses see page 33 <sup>1)</sup> ascertained by representative sampling

# Events 2004

## Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 90–100	Duration (Days)	Rented Space							Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total					
			Domestic	Foreign	Domestic	Foreign						
<b>Gelnhausen</b>												
106	ÖKO-TRENDS	3	700		900			1.600	200	1.800	3.000	
<b>Groß-Umstadt</b>												
107	KWF – Forest Machinery and Innovations Demo Fair	4	1.091	172	31.210	6.072		38.545	60.400	98.945	123.600	
<b>Hamburg</b>												
108	DU UND DEINE WELT – Regional Consumer Exh.	10	21.181	2.522	1.388	80	25.171	8.832	34.003	67.500		
●	109	hanseboot	9	19.804	13.544	4.383	1.708	39.439	1.975	41.414	75.800	
	110	HANSEPFERD	3	10.810	1.320	212		12.342	10.087	22.429	42.800	
●	111	INTERNORGA	6	35.509	4.851	1.387	30	41.777	1.337	43.114	67.900	
+	112	Interschau	4	3.034	965	6		4.005	6.028	10.033	15.900	
	113	Marketing Services	3	4.660	487			5.147	500	5.647	15.200	
	114	NORD ELEKTRO	3	7.090	789			7.879	1.069	8.948	19.700	
	115	NORTEC	4	8.009	637			8.646	2.231	10.877	22.350	
●	116	REISEN HAMBURG – Tourism and Caravaning	5	20.877	3.864	133		24.874	5.220	30.094	61.700	
●	117	SMM	5	21.844	15.012	332	95	37.283	250	37.533	65.600	
	118	USSIFA	3	2.554	52			2.606	75	2.681	3.800	
	119	WindEnergy	4	5.527	2.625			8.152	1.052	9.204	21.200	
<b>Hannover</b>												
	120	ABF	9	30.057	1.042	197		31.296	3.209	34.505	67.100	
+	121	Altenpflege – Products and Service for Elderly Care	3	20.695	845			21.540	1.032	22.572	49.400	
●	122	CeBIT	7	218.633	84.824	7.537	1.545	312.539	3.381	315.920	437.200	
●	123	DOMOTEX	4	29.721	58.318			88.039	5.901	93.940	166.000	
	124	EuroBLECH	5	42.685	28.559			71.244		71.244	121.900	
●	125	EuroTier	4	45.157	23.178	805		69.140	2.480	71.620	134.500	
●	126	HANNOVER MESSE	6	105.748	37.234	434		143.416	15.143	158.559	266.300	
	127	Hannover Messe, Trade Fair: Digital Factory	6	2.818	196			3.014	224	3.238	11.000	
	128	Hannover Messe, Trade Fair: Energy incl. Husum Wind	6	18.977	8.928	374		28.279	1.309	29.588	51.300	
	129	Hannover Messe, Trade Fair: Factory Automation	6	38.341	6.549	60		44.950	2.264	47.214	78.300	
	130	Hannover Messe, Trade Fair: INTERKAMA <sup>+</sup>	6	12.917	4.080			16.997	1.000	17.997	29.000	
	131	Hannover Messe, Trade Fair: Micro Technology	6	2.538	438			2.976	150	3.126	6.500	
	132	Hannover Messe, Trade Fair: Research & Technology	6	5.154	1.310			6.464		6.464	14.000	
	133	Hannover Messe, Trade Fair: Subcontracting	6	14.630	13.127			27.757		27.757	49.400	
	134	Hannover Messe, Trade Fair: Surface Technology with Powder Coating Europe	6	8.346	2.147			10.493	626	11.119	16.700	
	135	Infa – Regional Consumer Exhibition	9	30.624	2.323	340		33.287	15.757	49.044	140.300	
	136	Pferd & Jagd– Equestrian Sport, Hunting, Fishing	4	16.014	992	70		17.076	5.362	22.438	70.100	
<b>Heilbronn</b>												
	137	Unterland-Ausstellung – Regional Exhibition	9	7.507	382	1.347		9.236	2.199	11.435	19.600	
<b>Hofheim – Wallau</b>												
	138	InNaTex – Natural and organic textiles (January)	3	3.225	509			3.734	399	4.133	7.000	
	139	InNaTex – Natural and organic textiles (July)	3	3.130	461			3.591	399	3.990	7.000	
<b>Idar-Oberstein</b>												
	140	INTERGEM	4	1.575	177			1.752	337	2.089	3.950	
<b>Jever</b>												
	141	Nordsee-Schau – Regional Consumer Exhibition	9	3.366		3.506		6.872	2.200	9.072	19.100	
<b>Karlsruhe</b>												
	142	Inventa – Regional Consumer Exhibition	4	7.677	68			7.745	438	8.183	19.000	
	143	Karlsruhe Wedding Days	2	1.163	9			1.172	286	1.458	5.600	
	144	LEARNTEC	4	4.864	341			5.205	439	5.644	14.300	
	145	Offerta – Regional Consumer Exhibition	9	23.628	1.430			25.058	10.552	35.610	52.000	
	146	RESALE	3	5.327	2.567	1.446	300	9.640		9.640	21.300	
<b>Kempten</b>												
	147	Allgäuer Festwoche – Regional Consumer Exhibition	9	5.702	377	8.034		14.113	777	14.890	26.500	
<b>Köln</b>												
+	148	didacta	5	20.901	741			21.642	4.974	26.616	65.400	
	149	Eurocargo	3	3.820	413	118	27	4.378	671	5.049	15.700	
	150	Handarbeit und Hobby	3	4.697	2.206			6.903	415	7.318	18.400	
●	151	IFMA Cologne	4	16.863	9.503			26.366	4.358	30.724	73.800	
●	152	imm cologne	7	83.831	81.308			165.139	9.859	174.998	285.000	
●	153	International Hardware Fair/PRACTICAL WORLD	4	44.318	64.713			109.031	3.251	112.282	255.000	
●	154	ISM – International Sweets and Biscuits Fair	4	17.553	31.742			49.295	266	49.561	82.000	
●	155	Kind + Jugend	3	11.987	17.425			29.412		29.412	52.900	

+ Events with changing venues

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Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
106	83	1	84	2	2	2	4			2.740*
107	273	91	364	16						34.144
108	826	100	926	33				163.148	1.648	164.796*
109	690	190	880	29				113.141	5.705	118.846*
110	418	54	472	17				56.636	688	57.324*
111	715	124	839	21				98.478	2.629	101.107*
112	100	41	141	14						10.085
113	307	27	334	21						6.884
114	172	27	199	12	21	2	23	14.105	200	14.305*
115	341	33	374	11	9	1	10	12.902	317	13.219*
116	685	375	1.060	70	4	2	6	101.428	1.545	102.973*
117	595	857	1.452	48	5	3	8	25.175	16.976	42.151*
118	96	2	98	3						2.779
119	203	129	332	18	3		3	5.902	2.059	7.961*
120	574	54	628	16						120.794
121	606	29	635	13				35.379	539	35.918*
122	3.168	2.941	6.109	64				376.707	112.523	489.230*
123	302	883	1.185	54				20.215	26.363	46.578*
124	820	504	1.324	31				41.305	19.437	60.742*
125	876	589	1.465	40	32	82	114	84.927	25.944	110.871*
126	2.872	2.213	5.085	60				129.574	42.961	172.535*
127	130	24	154	7				31.241	9.650	40.891 <sup>1)</sup> *
128	371	379	750	39				51.232	19.335	70.567 <sup>1)</sup> *
129	713	327	1.040	32				65.763	22.747	88.510 <sup>1)</sup> *
130	319	204	523	34				54.731	19.632	74.363 <sup>1)</sup> *
131	130	49	179	16				30.345	9.166	39.511 <sup>1)</sup> *
132	277	124	401	15				43.206	11.833	55.039 <sup>1)</sup> *
133	642	985	1.627	53				40.164	14.185	54.349 <sup>1)</sup> *
134	259	86	345	21				32.951	10.010	42.961 <sup>1)</sup> *
135	1.205	75	1.280	29						239.047
136	583	51	634	15						82.034*
137	342	10	352	6						56.450
138	177	38	215	15				1.288	236	1.524
139	170	41	211	19				990	174	1.164
140	111	16	127	14				2.071	430	2.501
141	189		189	1	27		27			73.692
142	250	4	254	3	32		32	28.344	2.465	30.809*
143	87	1	88	2						3.788
144	218	40	258	13				5.218	522	5.740*
145	735	54	789	14	117	3	120	137.333	1.950	139.283*
146	287	143	430	24	79	54	133	3.531	6.202	9.733*
147	382	21	403	4						85.524*
148	529	40	569	13	206	5	211	91.826	2.258	94.084*
149	162	20	182	10				3.331	466	3.797*
150	88	92	180	20				6.049	1.758	7.807
151	252	369	621	37	64	55	119	41.234	5.255	46.489
152	464	824	1.288	47	44	37	81	82.806	33.066	115.872*
153	711	2.688	3.399	56	96	184	280	32.663	41.571	74.234*
154	233	1.100	1.333	70	34	117	151	12.311	21.028	33.339*
155	138	332	470	40	12	19	31	3.594	7.678	11.272*

\* Visitors Profil Analyses see page 33 <sup>1)</sup> ascertained by representative sampling

## Events 2004

## Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 90–100	Duration (Days)	Rented Space							Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total					
			Domestic	Foreign	Domestic	Foreign						
156	Modellbahn	4	3.989	416				4.405	10.429	14.834	45.000	
● 157	ORGATEC	5	29.712	36.167				65.879	1.461	67.340	142.400	
● 158	photokina	6	37.710	39.332				77.042	8.428	85.470	196.500	
159	TRAVELMARKET KÖLN INTERNATIONAL	3	4.970	2.205				7.175	466	7.641	45.000	
● 160	spoga/gafa	3	52.961	79.887				132.848	3.481	136.329	279.300	
161	Westdt. Kunst Messe Köln / KUNSTKÖLN / Antiquarian Book Fair	6	6.964	1.273				8.237	1.533	9.770	38.100	
<b>Leipzig</b>												
● 162	AUTO MOBIL INTERNATIONAL/AMITEC	9	30.950	28.133				59.083	3.432	62.515	114.500	
163	CADEAUX – March	3	11.089	501				11.590	711	12.301	30.800	
164	CADEAUX – September/Comfortex	3	15.460	709				16.169	918	17.087	46.200	
165	denkmal	4	6.791	802				7.593	1.513	9.106	21.000	
166	efa	3	9.821	104				9.925	176	10.101	22.000	
167	Fachdental Leipzig	2	3.809	212				4.021	318	4.339	10.000	
168	GC – Games Convention	4	20.595	124	560			21.279	11.960	33.239	60.000	
169	Home-Garden-Leisure/Central German Handicrafts Fair	9	22.467	1.657				24.124	5.519	29.643	69.200	
170	Leipzig Book Fair/Antiquarian Book Fair	4	9.753	1.144				10.897	7.435	18.332	44.400	
171	MIDORA	3	3.030	385				3.415	153	3.568	10.000	
172	modell – hobby – spiel	3	9.126	424	90			9.640	19.365	29.005	65.100	
173	ORTHOPÄDIE & REHA-TECHNIK	4	7.114	2.606				9.720	831	10.551	30.500	
174	REALLOCATION	2	407	270				677		677	2.000	
175	Sachsenback	3	8.627	512				9.139	1.840	10.979	20.000	
176	Touristik & Caravaning	5	19.680	3.752				23.432	3.638	27.070	55.000	
177	Z – The Subcontracting Fair	3	3.485	934				4.419	500	4.919	13.000	
<b>Lohr am Main</b>												
178	Main-Spessart-Ausstellung – Reg. Consumer Exhibition	4	1.524		1.793			3.317	1.993	5.310	10.000	
<b>Lörrach</b>												
179	REGIO – Regional Consumer Exhibition	10	7.722	927	1.911	172		10.732	842	11.574	23.000	
<b>Magdeburg</b>												
180	AIR MAGDEBURG	4	1.482	21	2.945	250		4.698	1.533	6.231	13.450	
181	LBA – Building Exhibition	3	1.799		185			1.984	338	2.322	7.750	
182	LEBEN – Regional Consumer Exhibition	4	2.797	12	98			2.907	248	3.155	8.600	
183	MAGDEBOOT	4	3.056	51	740	10		3.857		3.857	9.900	
184	vaQum	3	553	163				716	318	1.034	2.800	
<b>Mainz</b>												
185	Rheinland-Pfalz-Ausstellung – Reg. Consumer Exhibition	9	12.421	1.028	3.301	60		16.810	3.348	20.158	47.000	
<b>Mannheim</b>												
186	MANNHEIMER MAIMARKT	11	34.220	2.462	31.920	230		68.832	4.765	73.597	177.500	
<b>Melle</b>												
187	Grönegau-Ausstellung – Regional Consumer Exhibition	9	3.366		3.057			6.423	1.200	7.623	14.500	
<b>München</b>												
● 188	Analytica	4	19.724	5.788				25.512	180	25.692	50.000	
189	AUTOMATICA	4	18.599	2.464				21.063	1.495	22.558	44.000	
● 190	BAUMA + MINING	7	60.843	64.597	131.816	91.576		348.832	350	349.182	548.800	
● 191	C-B-R – Caravan, Watersport, Tourism	5	25.639	6.821				32.460	2.842	35.302	67.400	
+● 192	ROOF + WALL	4	17.016	1.643	1.488			20.147	1.448	21.595	41.200	
● 193	electronica	4	57.038	32.553				89.591		89.591	152.300	
194	EXPO REAL	3	18.547	3.812				22.359	1.197	23.556	42.000	
+ 195	EXPOPHARM	4	17.641	1.011				18.652	1.006	19.658	33.100	
196	FAIRWAY	2	2.156	304				2.460	619	3.079	6.650	
197	Garten München	4	5.184	644				5.828	1.708	7.536	20.000	
● 198	GOLF EUROPE	3	4.466	5.287				9.753	1.038	10.791	22.000	
199	HEIM + HANDWERK / food + life	9	32.640	5.280				37.920	4.372	42.292	77.000	
200	I.H.M.	7	38.760	8.249				47.009	6.499	53.508	110.000	
● 201	inhorgenta Europe	4	23.308	6.012				29.320	1.359	30.679	64.500	
202	INTERMOT	5	25.872	35.932	21			61.825	54.604	116.429	201.000	
● 203	ispo – Summer	3	13.685	21.572				35.257	8.590	43.847	94.500	
● 204	ispo – Winter	4	27.566	55.799				83.365	5.026	88.391	161.000	
205	METAV	4	20.023	2.606				22.629		22.629	40.000	
● 206	SYSTEMS	5	20.334	1.945				22.279	2.391	24.670	77.000	
<b>Münster</b>												
207	Antiques Exhibition	5	1.502	130				1.632	80	1.712	5.400	

+ Events with changing venues

● Recognized by UFI – The Global Association of the Exhibition Industry

Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
156	160	18	178	12	1		1			77.385
157	266	429	695	40	76	56	132	27.567	26.680	54.247*
158	389	770	1.159	46	183	210	393	79.609	47.906	127.515*
159	458	219	677	49	12	230	242			37.150
160	564	1.652	2.216	64	38	141	179	21.486	23.878	45.364
161	194	38	232	13						24.901
162	354	54	408	17	3		3	248.433	4.554	252.987*
163	426	21	447	10	4		4			9.719
164	557	52	609	18	2		2	11.180	159	11.339*
165	342	73	415	13	5	3	8	13.621	1.331	14.952*
166	233	5	238	6	9	1	10			15.752*
167	180	20	200	12	1	19	20			5.462
168	219	22	241	12	16	1	17	101.564	3.466	105.030*
169	956	47	1.003	15	45		45	180.752	1.274	182.026*
170	1.471	431	1.902	30	10		10			109.130*
171	119	26	145	15	1	18	19	2.655	79	2.734*
172	409	27	436	10	1	4	5	94.328	953	95.281*
173	154	126	280	27						12.071
174	49	35	84	14				604	163	767*
175	246	21	267	8	4	7	11	14.117	288	14.405*
176	763	339	1.102	47				71.516	2.980	74.496*
177	299	134	433	19		3	3	3.261	449	3.710*
178	151		151	1	55		55			36.612
179	364	33	397	6	5		5	54.551	8.880	63.431*
180	78	5	83	5						7.929
181	125		125	1						4.804
182	199	1	200	2						9.290*
183	99	3	102	3						14.031*
184	50	15	65	10						581
185	651	29	680	14						80.379
186	1.372	79	1.451	22						378.422*
187	182		182	1	8		8			45.008
188	667	364	1.031	34	21	27	48	21.075	9.032	30.107*
189	428	111	539	22	2	6	8	14.469	2.553	17.022*
190	1.363	1.442	2.805	47				299.557	116.494	416.051*
191	638	505	1.143	62	13	6	19	133.906	5.434	139.340*
192	320	52	372	18	3	3	6	21.732	3.308	25.040*
193	1.276	1.729	3.005	48	119	437	556	41.188	33.012	74.200*
194	1.081	253	1.334	30	10		10	22.975	5.128	28.103*
195	353	57	410	20	5	1	6			24.367
196	96	23	119	10				1.745	625	2.370
197	206	21	227	6	9	1	10	71.006	717	71.723*
198	131	184	315	27				2.825	2.506	5.331
199	971	183	1.154	26	120	14	134			145.304
200	1.168	415	1.583	40	107	35	142	182.264	3.720	185.984*
201	784	369	1.153	35				19.236	7.619	26.855*
202	279	801	1.080	42	3	4	7	108.735	42.286	151.021*
203	200	867	1.067	37				9.721	13.988	23.709*
204	316	1.209	1.525	46				23.562	33.906	57.468*
205	466	69	535	16				20.331	2.590	22.921*
206	1.057	172	1.229	28	8	6	14	61.381	4.478	65.859*
207	62	5	67	3						5.609

\* Visitors Profile Analyses see page 33 ) ascertained by representative sampling

# Events 2004

## Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 90–100	Duration (Days)	Rented Space							Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total					
			Domestic	Foreign	Domestic	Foreign						
208	Frühling-Blumen-Freizeit + Golf – Reg. Consumer Exhibition	9	4.907	142	21			5.070	4.946	10.016	15.100	
209	IPOMEX	3	1.561	115				1.676	966	2.642	5.800	
<b>Nürnberg</b>												
210	BIO FACH	4	15.224	13.454				28.678	2.156	30.834	65.000	
211	BRAU / Bevale	3	26.910	15.488				42.398	96	42.494	80.900	
212	CONSUMENTA	9	28.465	2.748				31.213	15.785	46.998	82.300	
213	embedded world	3	7.691	1.216				8.907	292	9.199	18.500	
214	ENKON dezentral	3	2.092	132				2.224	80	2.304	4.800	
215	e-procure	3	2.261	52				2.313	600	2.913	5.750	
216	EUROGUSS	3	4.677	1.825				6.502		6.502	10.500	
217	FachPack/Print Pack/LogIntern	3	35.973	4.370				40.343	369	40.712	72.500	
218	FREIZEIT, GARTEN + TOURISTIK/Car Show	9	29.448	2.060				31.508	6.227	37.735	65.500	
219	GaLaBau	4	36.240	5.018				41.258	5.000	46.258	93.000	
220	HOLZ-HANDWERK / fensterbau/frontale	4	62.517	10.067				72.584		72.584	117.700	
221	IFH/INTHERM	4	32.475	2.248				34.723	490	35.213	59.600	
+ 222	IKK	3	14.512	18.966				33.478	575	34.053	60.000	
223	IMA	4	7.135	751				7.886	556	8.442	12.700	
224	Interzoo	4	18.304	21.958				40.262		40.262	68.700	
225	IWA & OutdoorClassics	4	9.969	16.022				25.991	723	26.714	47.500	
226	POWTECH/TechnoPharm/Explorisk	3	17.679	4.070				21.749		21.749	48.100	
227	SMT/Packaging/HYBRID	3	10.019	1.997				12.016	638	12.654	25.800	
● 228	Spielwarenmesse – International Toy Fair	6	55.444	49.225				104.669	100	104.769	156.100	
229	SPS/IPC/DRIVES	3	33.507	3.016				36.523	369	36.892	65.100	
<b>Offenbach</b>												
230	I.L.M. Essentials – Int. Leather Goods Fair	3	7.861	1.606				9.467	850	10.317	18.000	
● 231	I.L.M. Summer Styles – Int. Leather Goods Fair	4	8.442	2.141				10.583	850	11.433	18.000	
● 232	I.L.M. Winter Styles – Int. Leather Goods Fair	3	8.305	1.952				10.257	850	11.107	18.000	
233	Werkstätten Messe Offenbach – Sheltered Workshop Fair	4	2.610	36				2.646	850	3.496	6.000	
<b>Offenburg</b>												
234	Badische Weinmesse – Wine Exhibition	2	1.624					1.624	995	2.619	5.950	
235	EURO CHEVAL	5	5.510	2.965	9.336	502		18.313	8.432	26.745	56.900	
236	OBERRHEIN-MESSE – Regional Consumer Exhibition	9	10.180	1.580	11.388	155		23.303	4.308	27.611	58.000	
<b>Passau</b>												
237	Passauer Frühling – Regional Consumer Exhibition	9	9.109	1.858	1.901	34		12.902	2.443	15.345	26.500	
<b>Pirmasens</b>												
238	plw – leather and more	2	2.381	205				2.586	1.250	3.836	6.800	
<b>Plauen</b>												
239	VOREA – Regional Consumer Exhibition	9	2.903	20	786	32		3.741	1.491	5.232	8.750	
<b>Regensburg</b>												
240	dona – Regional Consumer Exhibition	9	5.910		2.225			8.135	3.209	11.344	18.500	
<b>Rendsburg</b>												
241	Flora	2			2.178			2.178	1.500	3.678	5.400	
242	NORLA + NORKOFA	4	3.816	56	21.833	752		26.457	26.350	52.807	74.000	
<b>Rheine</b>												
243	Westfalenschau – Regional Consumer Exhibition	9	3.948		2.532			6.480	1.600	8.080	20.000	
<b>Rosenheim</b>												
244	SOM – Regional Consumer Exhibition	9	6.648	580	1.964	120		9.312	1.352	10.664	17.500	
<b>Schweinfurt</b>												
245	ufra – Regional Consumer Exhibition	9	6.522		2.758			9.280	4.576	13.856	20.800	
<b>Schwerin</b>												
246	NORD-HAUS – Building Exhibition	3	440		42			482	290	772	1.200	
<b>Stuttgart</b>												
● 247	AMB	5	28.642	5.044	63			33.749	267	34.016	56.400	
248	Blickfang – Interior and Fashion	3	907	184				1.091		1.091	4.400	
249	CAT PRO	4	1.649	706				2.355	1.153	3.508	9.000	
● 250	CMT / Caravaning-Motoring-Tourism	9	31.517	2.004	49			33.570	1.421	34.991	56.400	
251	FACHDENTAL SÜDWEST	2	3.896	172				4.068	288	4.356	10.700	
252	Family & Home / Minerals & Fossils, Model Railways	9	13.759	1.391	64			15.214	10.615	25.829	50.000	
253	hobby + elektronik	4	5.179	91				5.270	824	6.094	16.200	
+● 254	Interbad incl. bodylife	4	10.477	6.201	15			16.693	1.855	18.548	42.300	
● 255	INTERGASTRA	6	25.832	1.856	306			27.994	2.765	30.759	56.400	

+ Events with changing venues

● Recognized by UFI – The Global Association of the Exhibition Industry

Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
208	188	6	194	4						39.393
209	81	8	89	7	13	5	18			875
210	624	1.273	1.897	67				19.557	9.999	29.556*
211	917	560	1.477	45				26.961	9.972	36.933*
212	800	75	875	15						189.039*
213	288	111	399	17				8.962	1.559	10.521*
214	100	7	107	5				2.956	694	3.650*
215	152	3	155	4				2.957	156	3.113*
216	176	95	271	21				4.258	1.065	5.323*
217	979	178	1.157	19				26.239	3.021	29.260*
218	531	171	702	15						178.746
219	754	136	890	25				45.000	4.451	49.451*
220	956	245	1.201	27				79.373	12.921	92.294*
221	541	57	598	13				42.317	864	43.181*
222	310	571	881	44				16.651	11.101	27.752*
223	104	36	140	16				5.983	755	6.738*
224	296	805	1.101	47				14.569	16.503	31.072*
225	266	722	988	47				11.759	15.165	26.924
226	668	206	874	26				11.950	5.346	17.296*
227	411	134	545	19	25	83	108	16.624	6.790	23.414
228	1.034	1.671	2.705	65	149	40	189	42.130	37.122	79.252*
229	878	152	1.030	27	35	32	67	28.940	2.882	31.822
230	126	98	224	13				2.652	814	3.466
231	135	78	213	21				4.091	1.140	5.231
232	127	66	193	17				3.088	859	3.947
233	110	2	112	3				6.829	86	6.915
234	120		120	1	3	1	4			3.054*
235	324	108	432	16				41.879	8.577	50.456*
236	562	37	599	7	35	56	91	67.830	4.561	72.391*
237	355	56	411	5						72.769
238	76	70	146	12				398	97	495
239	152	3	155	3	10		10			30.112
240	339		339	1						55.230*
241	70		70	1						4.616
242	317	6	323	3	65	30	95			49.149
243	194		194	1	53		53			55.121
244	335	28	363	7				45.745	1.269	47.014*
245	373		373	1						69.257*
246	29		29	1						1.847
247	687	147	834	19	59	73	132	47.520	2.501	50.021*
248	93	18	111	2						10.280
249	112	16	128	9	6	2	8	4.490	140	4.630*
250	941	389	1.330	35	9	7	16	173.368	1.751	175.119*
251	165	21	186	11		19	19	10.481	106	10.587*
252	658	92	750	26	5		5			82.209*
253	149	6	155	6	11		11			76.347 <sup>1)</sup>
254	338	151	489	26	10	6	16	16.639	5.255	21.894*
255	634	67	701	12	13	5	18	65.931	2.039	67.970*

\* Visitors Profile Analyses see page 33 <sup>1)</sup> ascertained by representative sampling

## Events 2004

## Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 90–100	Duration (Days)	Rented Space							Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total					
			Domestic	Foreign	Domestic	Foreign						
+● 256	INTERGEO	3	8.516	1.232	18		9.766		9.766	21.000		
● 257	INTERVITIS/ INTERFRUCTA	5	16.321	7.162	1.928	53	25.464	2.619	28.083	55.600		
258	invest	3	2.343	456			2.799		2.799	11.000		
259	ISA/IWB/Coins/Weltantik/Minerals & Fossils	3	6.656	1.153			7.809	5.481	13.290	38.000		
260	Medizin	3	2.710	45			2.755		2.755	10.700		
261	Modellbau Süd – Exhibition for Model Construction	4	2.185	28			2.213	5.992	8.205	17.000		
262	NewCome	2	3.344	46			3.390	1.785	5.175	19.000		
263	Pflege & Reha	3	3.373	115			3.488	991	4.479	11.000		
264	rescue	3	1.154	112	50		1.316	1.185	2.501	7.900		
265	Retro Classics	3	6.188	355			6.543	19.494	26.037	56.400		
266	südback	5	15.464	919	8		16.391	2.360	18.751	42.300		
267	Süddeutsche Spielmesse – Games, Toys	4	2.095	135			2.230	1.593	3.823	10.600		
268	TV Textilveredelung & Promotion	3	2.620	365			2.985	403	3.388	6.600		
269	V+S	5	732	24			756	109	865	2.700		
270	VISION	3	3.294	1.466			4.760	90	4.850	13.000		
<b>Villingen-Schwenningen</b>												
271	Südwest-Messe – Regional Consumer Exhibition	9	13.864	655	17.265	116	31.900	796	32.696	56.600		
<b>Wächtersbach</b>												
272	Messe Wächtersbach – Regional Consumer Exhibition	9	6.717	450	6.219	60	13.446	3.969	17.415	28.100		
<b>Wiesbaden</b>												
+ 273	Workmen's Security	3	6.071	603			6.674	428	7.102	15.000		
274	MeasComp/Sensors	3	2.648	168			2.816	238	3.054	7.200		
<b>Hong Kong</b>												
● 275	electronicAsia	4	2.547	3.783			6.330		6.330	12.400		
● 276	Electronics Fair (autumn)	4	21.167	10.100			31.267		31.267	56.600		
● 277	Electronics Fair (Spring Edition)	4	10.773	8.481			19.254		19.254	37.100		
● 278	Fashion Week (Fall/Winter)	4	8.568	5.940			14.508		14.508	28.500		
● 279	Gifts and Premium Week	4	26.414	9.186			35.600		35.600	68.200		
● 280	Houseware Fair	4	13.732	12.554			26.286		26.286	51.100		
● 281	International Jewellery Show	4	17.208	7.250			24.458		24.458	47.800		
282	International Lighting Fair	4	5.382	9.315			14.697		14.697	30.500		
● 283	Optical Fair	3	5.021	6.176			11.197		11.197	21.800		
284	Summer Sourcing Show for Gifts, Houseware & Toys	4	9.362	5.589			14.951		14.951	29.200		
● 285	Toys and Games Fair	4	16.774	10.073			26.847		26.847	50.800		
● 286	Watch and Clock Fair	5	14.154	2.061			16.215		16.215	31.200		
<b>Moskau</b>												
287	AnalyticaExpo	4	1.544	400	8		1.952		1.952	5.400		
288	International Construction Week	5	6.815	1.083	542	9	8.449		8.449	23.600		
289	International Forum PCV Expo	4	3.782	1.308	51	43	5.184		5.184	14.400		
290	ROSUPACK / LUXPACK / ALUMPACK	5	9.245	3.677	279		13.201		13.201	28.300		
<b>Shanghai</b>												
291	bauma China	4	7.595	6.654	30.881	9.741	54.871		54.871	102.000		
<b>Verona</b>												
292	ABITARE IL TEMPO	5	25.984	4.766			30.750	25.767	56.517	107.300		
● 293	FIERAGRICOLA	5	42.567	822	2.668	90	46.147	16.913	63.060	98.800		
● 294	MARMOMACC	4	34.373	14.293	9.805	3.260	61.731	1.471	63.202	120.500		
● 295	Vinitaly/SOL/Enolitech	5	70.824	2.904	188	48	73.964	5.122	79.086	143.000		

+ Events with changing venues

● Recognized by UFI – The Global Association of the Exhibition Industry

Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from ... countries	Domestic	Foreign	Total	Domestic	Foreign	Total
256	200	64	264	23	193	30	223	13.892	2.094	15.986*
257	385	193	578	24	28	39	67	29.274	8.257	37.531*
258	101	30	131	10				9.779	302	10.081
259	675	156	831	32						34.242
260	180	5	185	5	2		2			6.848
261	99	2	101	3						53.588 <sup>1)</sup>
262	217	7	224	4	3		3			7.532
263	193	5	198	5	9		9			8.511*
264	69	4	73	4				4.604	512	5.116*
265	149	19	168	8		2	2	31.628	1.318	32.946*
266	358	32	390	9				24.051	1.266	25.317*
267	91	7	98	8	2	1	3			54.312 <sup>1)</sup>
268	73	16	89	12	2	2	4	3.403	601	4.004*
269	44	1	45	2	5	1	6			2.500
270	111	71	182	18	14	23	37			4.283*
271	651	22	673	7	132	23	155			103.384
272	421	15	436	10						61.706*
273	193	29	222	18	49	7	56	9.093	176	9.269*
274	154	15	169	9	29	32	61	5.799	282	6.081*
275	204	351	555	14				15.923	16.895	32.818
276	1.311	718	2.029	23				24.004	29.768	53.772
277	695	765	1.460	17				19.574	18.485	38.059
278	519	464	983	14				10.971	9.131	20.102
279	2.452	994	3.446	33				28.732	27.738	56.470
280	964	1.103	2.067	33				14.143	17.366	31.509
281	854	526	1.380	34				12.666	12.246	24.912
282	291	604	895	24				9.491	12.458	21.949
283	192	335	527	19				2.658	5.450	8.108
284	810	506	1.316	19				22.663	10.625	33.288
285	1.050	757	1.807	35				12.932	12.853	25.785
286	648	120	768	17				9.851	6.733	16.584
287	149	26	175	6				5.881	236	6.117
288	603	65	668	13				22.893	655	23.548
289	293	71	364	17				9.237	325	9.562
290	455	190	645	29				21.656	1.956	23.612
291	395	343	738	27				37.554	9.833	47.387
292	500	120	620	23				40.993	8.012	49.005
293	602	28	630	13	335	183	518	116.068	12.138	128.206
294	766	526	1.292	46	62	74	136	39.201	22.251	61.452
295	3.618	201	3.819	26	621	113	734	108.125	25.665	133.790

\* Visitors Profil Analyses see page 33 <sup>1)</sup> ascertained by representative sampling

## Events 2004

## Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 90–100	Duration (Days)	Rented Space							Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total					
			Domestic	Foreign	Domestic	Foreign						
<b>A MULTI-INDUSTRY FAIRS</b>												
<b>AI Investment and Consumer Goods Fairs</b>												
200	I.H.M., München	7	38.760	8.249				47.009	6.499	53.508	110.000	
<b>AII Investment Goods Fairs</b>												
● 126	HANNOVER MESSE, Hannover	6	105.748	37.234	434			143.416	15.143	158.559	266.300	
<b>AIII Consumer Goods Fairs</b>												
● 79	Ambiente, Frankfurt/Main	5	85.788	105.205				190.993	2.417	193.410	319.700	
● 91	Tendence Lifestyle, Frankfurt/Main	5	68.662	61.788				130.450	1.729	132.179	233.100	
<b>B SPECIALIZED FAIRS AND EXHIBITIONS</b>												
<b>BI Agriculture, Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their equipment</b>												
● 9	FRUIT LOGISTICA, Berlin	3	6.327	15.073				21.400	320	21.720	36.000	
61	Grüne Tage Thüringen, Erfurt	3	3.861	99	5.912			9.872	5.109	14.981	34.100	
73	IPM – Essen	4	24.940	17.654				42.594	2.360	44.954	105.000	
101	Fruchtwelt Bodensee, Friedrichshafen	3	4.769	971	290	31		6.061	1.910	7.971	14.100	
107	KWF, Groß-Umstadt	4	1.091	172	31.210	6.072		38.545	60.400	98.945	123.600	
● 125	EuroTier, Hannover	4	45.157	23.178	805			69.140	2.480	71.620	134.500	
219	GaLaBau, Nürnberg	4	36.240	5.018				41.258	5.000	46.258	93.000	
242	NORLA + NORKOFA, Rendsburg	4	3.816	56	21.833	752		26.457	26.350	52.807	74.000	
<b>BII Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their equipment</b>												
● 12	International Green Week, Berlin	10	38.371	14.583				52.954	8.776	61.730	114.000	
19	fish international, Bremen	4	4.390	2.157				6.547	578	7.125	18.000	
● 29	Inter-tabac, Dortmund	3	5.855	777				6.632		6.632	15.500	
36	Gourmet Dresden	3	1.150	153				1.303	359	1.662	4.600	
● 48	hogatec, Düsseldorf	5	17.088	5.504	50			22.642	1.513	24.155	53.100	
50	InterCool, Düsseldorf	4	9.347	3.149				12.496	549	13.045	24.600	
51	InterMeat, Düsseldorf	4	13.504	3.406				16.910	144	17.054	28.100	
52	InterMopro, Düsseldorf	4	8.913	2.620	15			11.548	98	11.646	20.300	
56	ProWein, Düsseldorf	3	16.179	19.241				35.420	1.444	36.864	73.100	
63	inoga, Erfurt	4	4.076	313	31			4.420	2.576	6.996	21.350	
● 85	IFFA / IFFA Delicat, Frankfurt/Main	6	30.748	26.122				56.870	488	57.358	102.600	
98	Plaza Culinaria, Freiburg	3	1.987	207				2.194	186	2.380	5.300	
● 111	INTERNORGA, Hamburg	6	35.509	4.851	1.387	30		41.777	1.337	43.114	67.900	
● 154	ISM, Köln	4	17.553	31.742				49.295	266	49.561	82.000	
175	Sachsenback, Leipzig	3	8.627	512				9.139	1.840	10.979	20.000	
211	BRAU / Beviale, Nürnberg	3	26.910	15.488				42.398	96	42.494	80.900	
234	Badische Weinmesse, Offenbach	2	1.624					1.624	995	2.619	5.950	
● 255	INTERGASTRA, Stuttgart	6	25.832	1.856	306			27.994	2.765	30.759	56.400	
● 257	INTERVITIS / INTERFRUCTA, Stuttgart	5	16.321	7.162	1.928	53		25.464	2.619	28.083	55.600	
266	südback, Stuttgart	5	15.464	919	8			16.391	2.360	18.751	42.300	
<b>BIII Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their equipment</b>												
● 45	GDS International Shoe Fair – Spring, Düsseldorf	4	21.707	53.364				75.071	4.342	79.413	170.000	
● 46	GDS International Shoe Fair – Autumn, Düsseldorf	4	19.997	56.803				76.800	12.974	89.774	186.100	
● 84	Heimtextil, Frankfurt/Main	5	45.722	109.155				154.877	5.662	160.539	276.100	
● 92	Texcare, Frankfurt/Main	5	7.446	10.143				17.589		17.589	30.200	
118	USSIFA, Hamburg	3	2.554	52				2.606	75	2.681	3.800	
138	InNaTex (January), Hofheim-Wallau	3	3.225	509				3.734	399	4.133	7.000	
139	InNaTex (July), Hofheim-Wallau	3	3.130	461				3.591	399	3.990	7.000	
140	INTERGEM, Idar-Oberstein	4	1.575	177				1.752	337	2.089	3.950	
● 155	Kind + Jugend, Köln	3	11.987	17.425				29.412		29.412	52.900	
171	MIDORA, Leipzig	3	3.030	385				3.415	153	3.568	10.000	
201	inhorgenta Europe, München	4	23.308	6.012				29.320	1.359	30.679	64.500	
230	I.L.M. Essentials, Offenbach	3	7.861	1.606				9.467	850	10.317	18.000	
● 231	I.L.M. Summer Styles, Offenbach	4	8.442	2.141				10.583	850	11.433	18.000	
● 232	I.L.M. Winter Styles, Offenbach	3	8.305	1.952				10.257	850	11.107	18.000	
238	plw – leather and more, Pirmasens	2	2.381	205				2.586	1.250	3.836	6.800	
268	TV Textilveredelung & Promotion, Stuttgart	3	2.620	365				2.985	403	3.388	6.600	
<b>BIV Building, Completion and Extension, and their equipment</b>												
● 8	bautec/Build IT, Berlin	5	17.057	1.833				18.890	4.223	23.113	50.800	
44	FACILITY MANAGEMENT, Düsseldorf	3	636					636	42	678	1.500	
62	Haus + Technik, Erfurt	3	2.296	40	88			2.424	353	2.777	6.450	
68	DEUBAU, Essen	6	24.252	1.449				25.701	2.096	27.797	65.000	

+ Events with changing venues

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Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
200	1.168	415	<b>1.583</b>	<b>40</b>	107	35	<b>142</b>	182.264	3.720	<b>185.984*</b>
126	2.872	2.213	<b>5.085</b>	<b>60</b>				129.574	42.961	<b>172.535*</b>
79	1.500	3.132	<b>4.632</b>	<b>88</b>				91.109	52.412	<b>143.521*</b>
91	1.502	2.212	<b>3.714</b>	<b>86</b>				67.463	23.675	<b>91.138*</b>
9	227	885	<b>1.112</b>	<b>54</b>				8.050	14.066	<b>22.116*</b>
61	239	7	<b>246</b>	<b>4</b>				18.871	191	<b>19.062*</b>
73	745	569	<b>1.314</b>	<b>36</b>	16	3	<b>19</b>	48.193	12.580	<b>60.773*</b>
101	160	39	<b>199</b>	<b>10</b>	14	22	<b>36</b>			<b>12.285</b>
107	273	91	<b>364</b>	<b>16</b>						<b>34.144</b>
125	876	589	<b>1.465</b>	<b>40</b>	32	82	<b>114</b>	84.927	25.944	<b>110.871*</b>
219	754	136	<b>890</b>	<b>25</b>				45.000	4.451	<b>49.451*</b>
242	317	6	<b>323</b>	<b>3</b>	65	30	<b>95</b>			<b>49.149</b>
12	1.070	472	<b>1.542</b>	<b>58</b>				461.468	4.661	<b>466.129*</b>
19	245	178	<b>423</b>	<b>41</b>				9.189	1.622	<b>10.811</b>
29	119	42	<b>161</b>	<b>19</b>	2	4	<b>6</b>			<b>4.698*</b>
36	80	17	<b>97</b>	<b>6</b>						<b>5.546</b>
48	389	174	<b>563</b>	<b>22</b>				29.813	3.760	<b>33.573*)*</b>
50	207	112	<b>319</b>	<b>23</b>				8.035	2.750	<b>10.785*</b>
51	273	121	<b>394</b>	<b>16</b>				10.350	2.718	<b>13.068*</b>
52	158	88	<b>246</b>	<b>14</b>				6.343	1.706	<b>8.049*</b>
56	747	1.946	<b>2.693</b>	<b>38</b>	18	223	<b>241</b>	25.429	5.282	<b>30.711*</b>
63	199	113	<b>312</b>	<b>30</b>				18.309	4.295	<b>22.604*</b>
85	432	426	<b>858</b>	<b>43</b>	2		<b>2</b>	34.381	22.074	<b>56.455*</b>
98	126	8	<b>134</b>	<b>7</b>						<b>12.525</b>
111	715	124	<b>839</b>	<b>21</b>				98.478	2.629	<b>101.107*</b>
154	233	1.100	<b>1.333</b>	<b>70</b>	34	117	<b>151</b>	12.311	21.028	<b>33.339*</b>
175	246	21	<b>267</b>	<b>8</b>	4	7	<b>11</b>	14.117	288	<b>14.405*</b>
211	917	560	<b>1.477</b>	<b>45</b>				26.961	9.972	<b>36.933*</b>
234	120		<b>120</b>	<b>1</b>	3	1	<b>4</b>			<b>3.054*</b>
255	634	67	<b>701</b>	<b>12</b>	13	5	<b>18</b>	65.931	2.039	<b>67.970*</b>
257	385	193	<b>578</b>	<b>24</b>	28	39	<b>67</b>	29.274	8.257	<b>37.531*</b>
266	358	32	<b>390</b>	<b>9</b>				24.051	1.266	<b>25.317*</b>
45	187	1.299	<b>1.486</b>	<b>47</b>				14.604	23.527	<b>38.131*</b>
46	195	1.446	<b>1.641</b>	<b>47</b>				15.130	21.417	<b>36.547*</b>
84	563	2.507	<b>3.070</b>	<b>72</b>				48.748	50.055	<b>98.803*</b>
92	94	158	<b>252</b>	<b>22</b>				7.176	6.155	<b>13.331*</b>
118	96	2	<b>98</b>	<b>3</b>						<b>2.779</b>
138	177	38	<b>215</b>	<b>15</b>				1.288	236	<b>1.524</b>
139	170	41	<b>211</b>	<b>19</b>				990	174	<b>1.164</b>
140	111	16	<b>127</b>	<b>14</b>				2.071	430	<b>2.501</b>
155	138	332	<b>470</b>	<b>40</b>	12	19	<b>31</b>	3.594	7.678	<b>11.272*</b>
171	119	26	<b>145</b>	<b>15</b>	1	18	<b>19</b>	2.655	79	<b>2.734*</b>
201	784	369	<b>1.153</b>	<b>35</b>				19.236	7.619	<b>26.855*</b>
230	126	98	<b>224</b>	<b>13</b>				2.652	814	<b>3.466</b>
231	135	78	<b>213</b>	<b>21</b>				4.091	1.140	<b>5.231</b>
232	127	66	<b>193</b>	<b>17</b>				3.088	859	<b>3.947</b>
238	76	70	<b>146</b>	<b>12</b>				398	97	<b>495</b>
268	73	16	<b>89</b>	<b>12</b>	2	2	<b>4</b>	3.403	601	<b>4.004*</b>
8	534	87	<b>621</b>	<b>23</b>				62.828	1.479	<b>64.307*</b>
44	74	2	<b>76</b>	<b>3</b>	3		<b>3</b>	1.994	16	<b>2.010</b>
62	161	2	<b>163</b>	<b>2</b>						<b>7.536*</b>
68	681	38	<b>719</b>	<b>16</b>				77.484	2.150	<b>79.634*</b>

\* Visitors Profile Analyses see page 33 ) ascertained by representative sampling

## Events 2004

## Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 90–100	Duration (Days)	Rented Space						Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total				
			Domestic	Foreign	Domestic	Foreign					
78	SHK Essen	5	29.529	1.199			30.728	474	31.202	67.200	
86	Light + Building, Frankfurt/Main	5	64.016	46.093			110.109	2.876	112.985	209.700	
+ 103	Holzbau und Ausbau, Friedrichshafen	4	13.252	1.223	1.443		15.918	980	16.898	35.900	
● 153	Int. Hardware Fair/PRACTICAL WORLD, Köln	4	44.318	64.713			109.031	3.251	112.282	255.000	
165	denkmal, Leipzig	4	6.791	802			7.593	1.513	9.106	21.000	
174	REALLOCATION, Leipzig	2	407	270			677		677	2.000	
181	LBA – Building Exhibition, Magdeburg	3	1.799		185		1.984	338	2.322	7.750	
● 190	BAUMA + MINING, München	7	60.843	64.597	131.816	91.576	348.832	350	349.182	548.800	
+● 192	ROOF + WALL, München	4	17.016	1.643	1.488		20.147	1.448	21.595	41.200	
194	EXPO REAL – Gewerbe-Immobilien, München	3	18.547	3.812			22.359	1.197	23.556	42.000	
221	IFH/INTHERM, Nürnberg	4	32.475	2.248			34.723	490	35.213	59.600	
+ 222	IKK, Nürnberg	3	14.512	18.966			33.478	575	34.053	60.000	
246	NORD-HAUS Building Exhibition, Schwerin	3	440		42		482	290	772	1.200	
<b>BV Furnishings, Household Appliances, Houseware, and their equipment</b>											
5	ZOW – Furniture Components, Bad Salzufen	4	9.890	6.655			16.545		16.545	28.000	
● 123	DOMOTEX, Hannover	4	29.721	58.318			88.039	5.901	93.940	166.000	
● 152	imm cologne, Köln	7	83.831	81.308			165.139	9.859	174.998	285.000	
248	Blickfang – Interior and Fashion, Stuttgart	3	907	184			1.091		1.091	4.400	
<b>BVI Health, Body Care, Protection at Work, and their equipment</b>											
26	HairPower, Dortmund	2	874	93			967	1.355	2.322	7.800	
39	BEAUTY INTERNATIONAL, Düsseldorf	3	20.139	2.072			22.211	2.113	24.324	49.300	
● 54	MEDICA / ComPaMed, Düsseldorf	4	65.570	54.861	350	12	120.793	2.209	123.002	252.500	
● 58	REHACare International, Düsseldorf	4	18.912	6.448			25.360	4.268	29.628	69.200	
● 82	Beautyworld, Frankfurt/Main	4	9.076	6.046			15.122	987	16.109	33.100	
+ 121	Altenpflege, Hannover	3	20.695	845			21.540	1.032	22.572	49.400	
167	Fachdental Leipzig, Leipzig	2	3.809	212			4.021	318	4.339	10.000	
173	ORTHOPÄDIE & REHA-TECHNIK, Leipzig	4	7.114	2.606			9.720	831	10.551	30.500	
+ 195	EXPOPHARM, München	4	17.641	1.011			18.652	1.006	19.658	33.100	
251	FACHDENTAL SÜDWEST, Stuttgart	2	3.896	172			4.068	288	4.356	10.700	
+● 254	Interbad incl. bodylife, Stuttgart	4	10.477	6.201	15		16.693	1.855	18.548	42.300	
260	Medizin, Stuttgart	3	2.710	45			2.755		2.755	10.700	
263	Pflege & Reha, Stuttgart	3	3.373	115			3.488	991	4.479	11.000	
264	rescue, Stuttgart	3	1.154	112	50		1.316	1.185	2.501	7.900	
+ 273	Workmen's Security, Wiesbaden	3	6.071	603			6.674	428	7.102	15.000	
<b>BVII Environment Protection, Safety, Cleaning, Communal Services, and their equipment</b>											
● 77	SECURITY, Essen	4	24.318	7.010	20		31.348	1.659	33.007	68.000	
106	ÖKO-TRENDS, Gelnhausen	3	700		900		1.600	200	1.800	3.000	
209	IPOMEX, Münster	3	1.561	115			1.676	966	2.642	5.800	
<b>BVIII Transport, Traffic, Logistics, and their equipment</b>											
● 11	InnoTrans, Berlin	4	23.190	14.391	1.945	942	40.468		40.468	82.100	
16	Bremen Classic Motorshow, Bremen	2	8.890	1.093			9.983	5.311	15.294	31.100	
33	auto mobil, Dresden	3	7.352		40		7.392	1.048	8.440	19.600	
75	REIFEN, Essen	4	12.044	7.353			19.397	188	19.585	40.800	
● 81	Automechanika, Frankfurt/Main	6	60.802	88.242	8.671	4.152	161.867	2.003	163.870	282.700	
● 117	SMM, Hamburg	5	21.844	15.012	332	95	37.283	250	37.533	65.600	
149	Eurocargo, Köln	3	3.820	413	118	27	4.378	671	5.049	15.700	
● 162	AUTO MOBIL INTERNATIONAL/AMITEC, Leipzig	9	30.950	28.133			59.083	3.432	62.515	114.500	
180	AIR MAGDEBURG	4	1.482	21	2.945	250	4.698	1.533	6.231	13.450	
265	Retro Classics, Stuttgart	3	6.188	355			6.543	19.494	26.037	56.400	
<b>BIX Information, Communication, Office, Entertainment Electronics, Photo, Film, and their equipment</b>											
42	DIMA, Düsseldorf	3	5.049	457			5.506	4.300	9.806	19.100	
● 43	drupa, Düsseldorf	14	70.625	88.876	574	1.257	161.332	1.013	162.345	231.700	
89	PRO SIGN, Frankfurt/Main	3	3.700	1.426			5.126	273	5.399	11.500	
113	Marketing Services, Hamburg	3	4.660	487			5.147	500	5.647	15.200	
● 122	CeBIT, Hannover	7	218.633	84.824	7.537	1.545	312.539	3.381	315.920	437.200	
● 157	ORGATEC, Köln	5	29.712	36.167			65.879	1.461	67.340	142.400	
● 158	photokina, Köln	6	37.710	39.332			77.042	8.428	85.470	196.500	
170	Leipzig Book Fair/Antiquarian Book Fair, Leipzig	4	9.753	1.144			10.897	7.435	18.332	44.400	
● 206	SYSTEMS, München	5	20.334	1.945			22.279	2.391	24.670	77.000	
215	e-procure, Nürnberg	3	2.261	52			2.313	600	2.913	5.750	

+ Events with changing venues

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<b>Exhibitor Figures</b>					<b>Additionally represented firms</b>			<b>Visitor Figures</b>		
<b>Exhibitors</b>								<b>Number of Admissions (Explanations see p. 9)</b>		
<b>No.</b>	<b>Domestic</b>	<b>Foreign</b>	<b>Total</b>	<b>from ... countries</b>	<b>Domestic</b>	<b>Foreign</b>	<b>Total</b>	<b>Domestic</b>	<b>Foreign</b>	<b>Total</b>
78	476	30	506	11				48.783	1.251	50.034*
86	819	1.101	1.920	52				84.064	31.997	116.061*
103	303	34	337	10	26	24	50	19.583	3.439	23.022
153	711	2.688	3.399	56	96	184	280	32.663	41.571	74.234*
165	342	73	415	13	5	3	8	13.621	1.331	14.952*
174	49	35	84	14				604	163	767*
181	125		125	1						4.804
190	1.363	1.442	2.805	47				299.557	116.494	416.051*
192	320	52	372	18	3	3	6	21.732	3.308	25.040*
194	1.081	253	1.334	30	10		10	22.975	5.128	28.103*
221	541	57	598	13				42.317	864	43.181*
222	310	571	881	44				16.651	11.101	27.752*
246	29		29	1						1.847
5	226	192	418	23	60	72	132	9.826	7.539	17.365*
123	302	883	1.185	54				20.215	26.363	46.578*
152	464	824	1.288	47	44	37	81	82.806	33.066	115.872*
248	93	18	111	2						10.280
26	45	6	51	4						6.019
39	505	101	606	21				51.983	3.201	55.184*
54	1.568	2.709	4.277	70				80.738	55.414	136.152*
58	523	279	802	31				44.177	5.910	50.087*
82	203	361	564	39				8.533	1.748	10.281*
121	606	29	635	13				35.379	539	35.918*
167	180	20	200	12	1	19	20			5.462
173	154	126	280	27						12.071
195	353	57	410	20	5	1	6			24.367
251	165	21	186	11		19	19	10.481	106	10.587*
254	338	151	489	26	10	6	16	16.639	5.255	21.894*
260	180	5	185	5	2		2			6.848
263	193	5	198	5	9		9			8.511*
264	69	4	73	4				4.604	512	5.116*
273	193	29	222	18	49	7	56	9.093	176	9.269*
77	516	364	880	39				28.379	10.549	38.928*
106	83	1	84	2	2	2	4			2.740*
209	81	8	89	7	13	5	18			875
11	741	628	1.369	35				34.377	16.029	50.406*
16	324	42	366	11				22.404	717	23.121*
33	120		120	1						25.534
75	189	217	406	41				8.101	7.242	15.343*
81	999	3.465	4.464	72		4	4	101.922	61.415	163.337*
117	595	857	1.452	48	5	3	8	25.175	16.976	42.151*
149	162	20	182	10				3.331	466	3.797*
162	354	54	408	17	3		3	248.433	4.554	252.987*
180	78	5	83	5						7.929
265	149	19	168	8		2	2	31.628	1.318	32.946*
42	201	19	220	9				4.438	628	5.066*
43	715	1.151	1.866	52				178.699	215.779	394.478*
89	136	66	202	25	2	5	7	6.018	963	6.981*
113	307	27	334	21						6.884
122	3.168	2.941	6.109	64				376.707	112.523	489.230*
157	266	429	695	40	76	56	132	27.567	26.680	54.247*
158	389	770	1.159	46	183	210	393	79.609	47.906	127.515*
170	1.471	431	1.902	30	10		10			109.130*
206	1.057	172	1.229	28	8	6	14	61.381	4.478	65.859*
215	152	3	155	4				2.957	156	3.113*

\* Visitors Profile Analyses see page 33 ) ascertained by representative sampling

## Events 2004

## Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 90–100	Duration (Days)	Rented Space							Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total					
			Domestic	Foreign	Domestic	Foreign						
<b>BX Education, Setting up a business</b>												
38	KarriereStart, Dresden	3	2.850	24				2.874	841	3.715	8.550	
144	LEARNTEC, Karlsruhe	4	4.864	341				5.205	439	5.644	14.300	
+ 148	didacta, Köln	5	20.901	741				21.642	4.974	26.616	65.400	
262	NewCome, Stuttgart	2	3.344	46				3.390	1.785	5.175	19.000	
<b>BXI Sports and Games, Leisure, and their equipment</b>												
3	Americana, Augsburg	5	5.734	1.258	985	40		8.017	3.029	11.046	31.500	
● 13	ITB – International Tourism Exchange, Berlin	5	26.951	55.304	292	350		82.897		82.897	148.000	
17	CARAVAN, Bremen	3	10.391					10.391	548	10.939	14.600	
18	bike.market.future, Bremen	2	1.948	187				2.135	1.323	3.458	9.250	
22	CREATIVA, Dortmund	5	6.951	694				7.645	2.144	9.789	30.400	
25	FAHOBA, Dortmund	3	1.654	60				1.714		1.714	5.400	
27	HobbyTronic, Dortmund	5	2.756	76				2.832	616	3.448	11.200	
28	INTERMODELLBAU, Dortmund	5	8.185	392				8.577	12.874	21.451	46.300	
● 30	JAGD & HUND – Hunting & Fishing, Dortmund	6	9.075	1.767				10.842	3.114	13.956	35.600	
32	West German Minerals Days, Dortmund	2	804	114				918	110	1.028	5.750	
35	Dresden Travel Market, Dresden	3	4.257	1.690	72			6.019	723	6.742	16.000	
37	Hunting, Fishing, Riding, Dresden	3	1.524	76	90			1.690	2.465	4.155	8.000	
● 40	boot, Düsseldorf	9	55.726	44.361	154	50		100.291	7.986	108.277	215.000	
● 41	CARAVAN SALON, Düsseldorf	10	64.002	15.229	1.484	55		80.770	4.426	85.196	135.200	
64	Travel & Caravaning, Erfurt	4	5.413	595				6.008	980	6.988	11.000	
65	Riding, Fishing, Hunting, Erfurt	3	3.436	176	231			3.843	3.978	7.821	17.550	
70	FIBO, Essen	4	20.233	8.119				28.352	9.488	37.840	72.100	
71	HAUS + GARTEN, Essen	5	5.248	202				5.450	3.501	8.951	20.500	
76	TOURISM/CAMPING, Essen	5	26.633	2.593				29.226	2.000	31.226	83.000	
● 87	Musikmesse, Frankfurt/Main	4	17.656	27.561	250			45.467	8.200	53.667	107.500	
● 90	ProLight + Sound, Frankfurt/Main	4	10.352	12.514	30			22.896	1.800	24.696	53.000	
94	CFT – Camping, Leisure, Tourism, Freiburg	9	11.442	392	3.951			15.785	554	16.339	30.400	
97	Modellbau, Freiburg	3	656		10			666	6.651	7.317	18.000	
● 99	EUROBIKE, Friedrichshafen	4	17.612	17.301	606	755		36.274	4.849	41.123	72.100	
● 100	European OutDoor Trade Fair, Friedrichshafen	4	10.264	13.900	98	381		24.643	15.412	40.055	64.500	
102	HAM RADIO/HAMtronic, Friedrichshafen	3	2.269	429				2.698	1.568	4.266	10.100	
● 104	INTERBOOT, Friedrichshafen	9	19.675	9.905	3.615	539		33.734	1.900	35.634	69.600	
105	Pferd Bodensee, Friedrichshafen	4	6.086	749				6.835	3.624	10.459	29.000	
● 109	hanseboot, Hamburg	9	19.804	13.544	4.383	1.708		39.439	1.975	41.414	75.800	
110	HANSEPFERD, Hamburg	3	10.810	1.320	212			12.342	10.087	22.429	42.800	
+ 112	Interschau, Hamburg	4	3.034	965	6			4.005	6.028	10.033	15.900	
● 116	REISEN HAMBURG	5	20.877	3.864	133			24.874	5.220	30.094	61.700	
120	ABF, Hannover	9	30.057	1.042	197			31.296	3.209	34.505	67.100	
136	Equestrian Sport, Hunting, Fishing, Hannover	4	16.014	992	70			17.076	5.362	22.438	70.100	
150	Handarbeit und Hobby, Köln	3	4.697	2.206				6.903	415	7.318	18.400	
● 151	IFMA Cologne, Köln	4	16.863	9.503				26.366	4.358	30.724	73.800	
156	Modellbahn, Köln	4	3.989	416				4.405	10.429	14.834	45.000	
159	TRAVEL MARKET INTERNATIONAL, Köln	3	4.970	2.205				7.175	466	7.641	45.000	
● 160	spoga/gafa, Köln	3	52.961	79.887				132.848	3.481	136.329	279.300	
168	GC – Games Convention, Leipzig	4	20.595	124	560			21.279	11.960	33.239	60.000	
172	modell – hobby – spiel, Leipzig	3	9.126	424	90			9.640	19.365	29.005	65.100	
176	Tourism & Caravaning, Leipzig	5	19.680	3.752				23.432	3.638	27.070	55.000	
183	MAGDEBOOT, Magdeburg	4	3.056	51	740	10		3.857		3.857	9.900	
191	C-B-R, München	5	25.639	6.821				32.460	2.842	35.302	67.400	
196	FAIRWAY, München	2	2.156	304				2.460	619	3.079	6.650	
197	Garten München	4	5.184	644				5.828	1.708	7.536	20.000	
● 198	GOLF EUROPE, München	3	4.466	5.287				9.753	1.038	10.791	22.000	
202	INTERMOT, München	5	25.872	35.932	21			61.825	54.604	116.429	201.000	
● 203	ispo – Summer, München	3	13.685	21.572				35.257	8.590	43.847	94.500	
● 204	ispo – Winter, München	4	27.566	55.799				83.365	5.026	88.391	161.000	
208	Frühling-Blumen-Freizeit und Golf, Münster	9	4.907	142	21			5.070	4.946	10.016	15.100	
218	FREIZEIT, GARTEN + TOURISTIK incl. Car Show, Nürnberg	9	29.448	2.060				31.508	6.227	37.735	65.500	
223	IMA, Nürnberg	4	7.135	751				7.886	556	8.442	12.700	
224	Interzoo, Nürnberg	4	18.304	21.958				40.262		40.262	68.700	
225	IWA & OutdoorClassics, Nürnberg	4	9.969	16.022				25.991	723	26.714	47.500	
● 228	Spielwaremesse – International Toy Fair, Nürnberg	6	55.444	49.225				104.669	100	104.769	156.100	

+ Events with changing venues

● Recognized by UFI – The Global Association of the Exhibition Industry

Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from ... countries	Domestic	Foreign	Total	Domestic	Foreign	Total
38	211	2	213	3						18.487
144	218	40	258	13				5.218	522	5.740*
148	529	40	569	13	206	5	211	91.826	2.258	94.084*
262	217	7	224	4	3		3			7.532
3	151	35	186	12	1		1			36.132
13	2.187	7.816	10.003	175				110.433	26.411	136.844*
17	59		59	1						13.874
18	141	9	150	5				11.084	11	11.095*
22	406	35	441	8				81.400	574	81.974*
25	37	2	39	3						1.605
27	98	5	103	5				40.943	750	41.693*
28	378	23	401	10				84.996	10.828	95.824*
30	361	115	476	21				62.849	4.949	67.798*
32	162	37	199	21						6.554
35	376	147	523	27	8	6	14	27.446	221	27.667*
37	135	4	139	3	17	1	18	21.560	440	22.000
40	1.050	627	1.677	49				264.720	44.171	308.891*
41	408	126	534	22				144.437	21.202	165.639 <sup>1)</sup>
64	210	26	236	10	33	34	67			31.346
65	170	10	180	7						23.215*
70	245	115	360	27				42.618	5.106	47.724*
71	227	11	238	8						66.289
76	533	215	748	23				109.372	1.216	110.588*
87	484	976	1.460	49				46.893	18.335	65.228 <sup>1)</sup> *
90	232	398	630	34				17.708	9.027	26.735*
94	195	18	213	6	10	2	12			59.060 <sup>1)</sup>
97	117	3	120	4						13.741
99	267	494	761	35	3	97	100	28.928	14.770	43.698*
100	175	399	574	34	6	65	71	7.087	7.030	14.117*
102	94	26	120	12	13	57	70			17.477
104	428	128	556	17	21	100	121	78.327	24.330	102.657*
105	139	28	167	8	12	1	13			16.696
109	690	190	880	29				113.141	5.705	118.846*
110	418	54	472	17				56.636	688	57.324*
112	100	41	141	14						10.085
116	685	375	1.060	70	4	2	6	101.428	1.545	102.973*
120	574	54	628	16						120.794
136	583	51	634	15						82.034*
150	88	92	180	20				6.049	1.758	7.807
151	252	369	621	37	64	55	119	41.234	5.255	46.489
156	160	18	178	12	1		1			77.385
159	458	219	677	49	12	230	242			37.150
160	564	1.652	2.216	64	38	141	179	21.486	23.878	45.364
168	219	22	241	12	16	1	17	101.564	3.466	105.030*
172	409	27	436	10	1	4	5	94.328	953	95.281*
176	763	339	1.102	47				71.516	2.980	74.496*
183	99	3	102	3						14.031*
191	638	505	1.143	62	13	6	19	133.906	5.434	139.340*
196	96	23	119	10				1.745	625	2.370
197	206	21	227	6	9	1	10	71.006	717	71.723*
198	131	184	315	27				2.825	2.506	5.331
202	279	801	1.080	42	3	4	7	108.735	42.286	151.021*
203	200	867	1.067	37				9.721	13.988	23.709
204	316	1.209	1.525	46				23.562	33.906	57.468
208	188	6	194	4						39.393
218	531	171	702	15						178.746
223	104	36	140	16				5.983	755	6.738*
224	296	805	1.101	47				14.569	16.503	31.072*
225	266	722	988	47				11.759	15.165	26.924
228	1.034	1.671	2.705	65	149	40	189	42.130	37.122	79.252*

\* Visitors Profile Analyses see page 33 <sup>1)</sup> ascertained by representative sampling

## Events 2004

## Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 90–100	Duration (Days)	Rented Space							Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total					
			Domestic	Foreign	Domestic	Foreign						
235	EURO CHEVAL, Offenburg	5	5.510	2.965	9.336	502	18.313	8.432	26.745	56.900		
241	Flora, Rendsburg	2			2.178		2.178	1.500	3.678	5.400		
● 250	CMT / Caravaning, Motoring, Tourism, Stuttgart	9	31.517	2.004	49		33.570	1.421	34.991	56.400		
253	hobby + elektronik, Stuttgart	4	5.179	91			5.270	824	6.094	16.200		
259	ISA/IWB/Coins/Weltantik/Minerals & Fossils, Stuttgart	3	6.656	1.153			7.809	5.481	13.290	38.000		
261	Modellbau Süd – Exh. for Model Construction, Stuttgart	4	2.185	28			2.213	5.992	8.205	17.000		
267	South German Games Fair, Stuttgart	4	2.095	135			2.230	1.593	3.823	10.600		
<b>BXII Electrical Engineering and Electronics</b>												
114	NORD ELEKTRO, Hamburg	3	7.090	789			7.879	1.069	8.948	19.700		
166	efa, Leipzig	3	9.821	104			9.925	176	10.101	22.000		
● 193	electronica, München	4	57.038	32.553			89.591		89.591	152.300		
213	embedded world, Nürnberg	3	7.691	1.216			8.907	292	9.199	18.500		
227	SMT/Packaging/HYBRID, Nürnberg	3	10.019	1.997			12.016	638	12.654	25.800		
229	SPS/IPC/DRIVES, Nürnberg	3	33.507	3.016			36.523	369	36.892	65.100		
<b>BXIII Metal-Working, Automation, Measuring, Quality Assurance</b>												
4	GrindTec, Augsburg	4	5.611	1.356			6.967	63	7.030	13.800		
● 55	METAV, Düsseldorf	5	50.243	8.337			58.580		58.580	96.100		
● 59	Tube, Düsseldorf	5	12.809	15.495			28.304	612	28.916	52.300		
● 60	wire, Düsseldorf	5	16.189	30.858			47.047	559	47.606	88.500		
67	ALUMINIUM, Essen	3	9.901	9.742			19.643	1.193	20.836	43.300		
115	NORTEC, Hamburg	4	8.009	637			8.646	2.231	10.877	22.350		
124	EuroBLECH, Hannover	5	42.685	28.559			71.244		71.244	121.900		
127	Hannover Messe, Trade Fair: Digital Factory	6	2.818	196			3.014	224	3.238	11.000		
129	Hannover Messe, Trade Fair: Factory Automation	6	38.341	6.549	60		44.950	2.264	47.214	78.300		
130	Hannover Messe, Trade Fair: INTERKAMA	6	12.917	4.080			16.997	1.000	17.997	29.000		
189	AUTOMATICA, München	4	18.599	2.464			21.063	1.495	22.558	44.000		
205	METAV, München	4	20.023	2.606			22.629		22.629	40.000		
216	EUROGUSS, Nürnberg	3	4.677	1.825			6.502		6.502	10.500		
● 247	AMB, Stuttgart	5	28.642	5.044	63		33.749	267	34.016	56.400		
274	MeasComp/Sensors, Wiesbaden	3	2.648	168			2.816	238	3.054	7.200		
<b>BXIV Plastic and Wood Processing, and their equipment</b>												
● 53	K, Düsseldorf	8	71.169	89.139			160.308	1.197	161.505	235.000		
220	HOLZ-HANDWERK / fensterbau/frontale, Nürnberg	4	62.517	10.067			72.584		72.584	117.700		
<b>BXV Power Supply Industry, and its equipment</b>												
69	E-world – energy & water, Essen	3	8.539	1.439			9.978	1.022	11.000	25.200		
● 96	Intersolar, Freiburg	3	6.327	1.386	402	35	8.150		8.150	14.300		
119	WindEnergy, Hamburg	4	5.527	2.625			8.152	1.052	9.204	21.200		
128	Hannover Messe, Trade Fair: Energy incl. Husum Wind	6	18.977	8.928	374		28.279	1.309	29.588	51.300		
214	ENKON dezentral, Nürnberg	3	2.092	132			2.224	80	2.304	4.800		
<b>BXVI Other Investment Goods Industries</b>												
● 47	glasstec, Düsseldorf	5	21.778	38.966	30	38	60.812	4.986	65.798	123.500		
95	INTERBROSSA, Freiburg	3	2.862	5.705			8.567	30	8.597	13.500		
131	Hannover Messe, Trade Fair: Micro Technology	6	2.538	438			2.976	150	3.126	6.500		
132	Hannover Messe, Trade Fair: Research & Technology	6	5.154	1.310			6.464		6.464	14.000		
133	Hannover Messe, Trade Fair: Subcontracting	6	14.630	13.127			27.757		27.757	49.400		
134	Hannover Messe, Trade Fair: Surface Technology incl. Powder Coating Europe	6	8.346	2.147			10.493	626	11.119	16.700		
146	RESALE, Karlsruhe	3	5.327	2.567	1.446	300	9.640		9.640	21.300		
177	Z – The Subcontracting Fair, Leipzig	3	3.485	934			4.419	500	4.919	13.000		
184	vaQum, Magdeburg	3	553	163			716	318	1.034	2.800		
● 188	Analytica, München	4	19.724	5.788			25.512	180	25.692	50.000		
217	FachPack/Print Pack/LogIntern, Nürnberg	3	35.973	4.370			40.343	369	40.712	72.500		
226	POWTECH/TechnoPharm/Explorisk, Nürnberg	3	17.679	4.070			21.749		21.749	48.100		
249	CAT PRO, Stuttgart	4	1.649	706			2.355	1.153	3.508	9.000		
+ 256	INTERGEO, Stuttgart	3	8.516	1.232	18		9.766		9.766	21.000		
269	V+S, Stuttgart	5	732	24			756	109	865	2.700		
270	VISION, Stuttgart	3	3.294	1.466			4.760	90	4.850	13.000		
<b>BXVII Other Consumer Goods and Service Industries</b>												
14	Moderner Staat, Berlin	2	1.908	15			1.923	821	2.744	4.100		
23	DKM – Trade Fair for Finance and Insurance Companies, Dortmund	3	4.657	897			5.554		5.554	14.300		
49	IAM International Investors' Fair, Düsseldorf	3	3.179	262			3.441		3.441	7.100		
57	PSI Messe, Düsseldorf	3	19.118	11.655			30.773	414	31.187	52.600		

+ Events with changing venues

● Recognized by UFI – The Global Association of the Exhibition Industry

Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
235	324	108	432	16				41.879	8.577	50.456*
241	70		70	1						4.616
250	941	389	1.330	35	9	7	16	173.368	1.751	175.119*
253	149	6	155	6	11		11			76.347 <sup>1)</sup>
259	675	156	831	32						34.242
261	99	2	101	3						53.588 <sup>1)</sup>
267	91	7	98	8	2	1	3			54.312 <sup>1)</sup>
114	172	27	199	12	21	2	23	14.105	200	14.305*
166	233	5	238	6	9	1	10			15.752*
193	1.276	1.729	3.005	48	119	437	556	41.188	33.012	74.200*
213	288	111	399	17				8.962	1.559	10.521*
227	411	134	545	19	25	83	108	16.624	6.790	23.414
229	878	152	1.030	27	35	32	67	28.940	2.882	31.822
4	173	52	225	14						7.845*
55	834	164	998	26				54.037	6.205	60.242*
59	271	459	730	43				13.296	13.296	26.592*
60	305	662	967	43				15.439	19.810	35.249*
67	291	310	601	38	9	2	11	8.805	4.720	13.525*
115	341	33	374	11	9	1	10	12.902	317	13.219*
124	820	504	1.324	31				41.305	19.437	60.742*
127	130	24	154	7				31.241	9.650	40.891 <sup>1)</sup> *
129	713	327	1.040	32				65.763	22.747	88.510 <sup>1)</sup> *
130	319	204	523	34				54.731	19.632	74.363 <sup>1)</sup> *
189	428	111	539	22	2	6	8	14.469	2.553	17.022*
205	466	69	535	16				20.331	2.590	22.921*
216	176	95	271	21				4.258	1.065	5.323*
247	687	147	834	19	59	73	132	47.520	2.501	50.021*
274	154	15	169	9	29	32	61	5.799	282	6.081*
53	1.083	1.821	2.904	53				115.720	115.258	230.978*
220	956	245	1.201	27				79.373	12.921	92.294*
69	312	67	379	13				7.785	875	8.660*
96	226	65	291	20						15.384
119	203	129	332	18	3		3	5.902	2.059	7.961*
128	371	379	750	39				51.232	19.335	70.567 <sup>1)</sup> *
214	100	7	107	5				2.956	694	3.650
47	373	715	1.088	45	189		189	23.221	30.531	53.752*
95	43	82	125	20						5.618
132	130	49	179	16				30.345	9.166	39.511 <sup>1)</sup> *
133	277	124	401	15				43.206	11.833	55.039 <sup>1)</sup> *
134	642	985	1.627	53				40.164	14.185	54.349 <sup>1)</sup> *
135	259	86	345	21				32.951	10.010	42.961 <sup>1)</sup> *
146	287	143	430	24	79	54	133	3.531	6.202	9.733*
177	299	134	433	19		3	3	3.261	449	3.710*
184	50	15	65	10						581
188	667	364	1.031	34	21	27	48	21.075	9.032	30.107*
217	979	178	1.157	19				26.239	3.021	29.260*
226	668	206	874	26				11.950	5.346	17.296*
249	112	16	128	9	6	2	8	4.490	140	4.630*
256	200	64	264	23	193	30	223	13.892	2.094	15.986*
269	44	1	45	2	5	1	6			2.500
270	111	71	182	18	14	23	37			4.283*
14	179	1	180	2				3.122	18	3.140*
23	259	28	287	10				6.507	113	6.620
49	96	16	112	8				6.715	193	6.908*
57	455	330	785	29				6.285	10.383	16.668*

\* Visitors Profil Analyses see page 33 <sup>1)</sup> ascertained by representative sampling

## Events 2004

## Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 90–100	Duration (Days)	Rented Space							Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total					
			Domestic	Foreign	Domestic	Foreign						
72	IFLO, Essen	2	2.603	359				<b>2.962</b>	2.522	<b>5.484</b>	<b>13.900</b>	
● 83	Christmasworld, Frankfurt/Main	5	23.872	23.255				<b>47.127</b>	2.425	<b>49.552</b>	<b>89.400</b>	
● 88	Paperworld, Frankfurt/Main	5	37.937	53.433				<b>91.370</b>	2.479	<b>93.849</b>	<b>156.900</b>	
143	Karlsruhe Wedding Days, Karlsruhe	2	1.163	9				<b>1.172</b>	286	<b>1.458</b>	<b>5.600</b>	
163	CADEAUX – March, Leipzig	3	11.089	501				<b>11.590</b>	711	<b>12.301</b>	<b>30.800</b>	
164	CADEAUX – September/Comfortex, Leipzig	3	15.460	709				<b>16.169</b>	918	<b>17.087</b>	<b>46.200</b>	
210	BIO FACH, Nürnberg	4	15.224	13.454				<b>28.678</b>	2.156	<b>30.834</b>	<b>65.000</b>	
233	Werkstätten Messe, Offenbach	4	2.610	36				<b>2.646</b>	850	<b>3.496</b>	<b>6.000</b>	
258	invest, Stuttgart	3	2.343	456				<b>2.799</b>		<b>2.799</b>	<b>11.000</b>	
<b>BXVIII Arts and Antiques</b>												
7	Art Forum Berlin	5	3.064	2.252				<b>5.316</b>	1.092	<b>6.408</b>	<b>10.400</b>	
31	WEST-ANTIQUÉ, Dortmund	4	844	72				<b>916</b>	40	<b>956</b>	<b>4.300</b>	
80	Art Frankfurt, Frankfurt/Main	4	5.713	1.515				<b>7.228</b>	369	<b>7.597</b>	<b>17.900</b>	
161	Westdt. Kunst Messe Köln / KUNSTKÖLN / Antiquariatsmesse Köln	6	6.964	1.273				<b>8.237</b>	1.533	<b>9.770</b>	<b>38.100</b>	
207	Antiques Exhibition, Münster	5	1.502	130				<b>1.632</b>	80	<b>1.712</b>	<b>5.400</b>	
<b>C GENERAL CONSUMER EXHIBITIONS</b>												
1	KONTAKTA, Ansbach	9	2.927	43	1.825	55		<b>4.850</b>	5.992	<b>10.842</b>	<b>34.000</b>	
2	afa, Augsburg	9	13.606	631	2.010	44		<b>16.291</b>	6.030	<b>22.321</b>	<b>39.000</b>	
6	Oberfranken-Ausstellung Bayreuth	9	6.008	330	3.296	50		<b>9.684</b>	2.909	<b>12.593</b>	<b>19.250</b>	
● 10	Import Shop, Berlin	5	3.270	2.966				<b>6.236</b>	1.065	<b>7.301</b>	<b>21.000</b>	
15	Harz + Heide, Braunschweig	9	11.577	663	3.839	105		<b>16.184</b>	3.345	<b>19.529</b>	<b>31.600</b>	
20	hafa Bremen	9	12.909	641	1.016			<b>14.566</b>	7.822	<b>22.388</b>	<b>40.000</b>	
21	WIR, Dillingen	9	3.887		1.256			<b>5.143</b>	2.454	<b>7.597</b>	<b>18.000</b>	
24	DORTMUNDER HERBST, Dortmund	10	16.352	1.262				<b>17.614</b>	345	<b>17.959</b>	<b>42.700</b>	
34	Dresdner Ostern, Dresden	4	3.863	320	245			<b>4.428</b>	3.990	<b>8.418</b>	<b>21.050</b>	
66	Thüringen-Ausstellung, Erfurt	9	7.400	270	318			<b>7.988</b>	3.000	<b>10.988</b>	<b>20.000</b>	
74	MODE-HEIM-HANDWERK, Essen	9	19.271	1.170				<b>20.441</b>	1.060	<b>21.501</b>	<b>65.000</b>	
93	Baden Messe ECOTREND, Freiburg	9	10.661	680	5.274	82		<b>16.697</b>	1.812	<b>18.509</b>	<b>34.800</b>	
108	DU UND DEINE WELT, Hamburg	10	21.181	2.522	1.388	80		<b>25.171</b>	8.832	<b>34.003</b>	<b>67.500</b>	
135	Infa, Hannover	9	30.624	2.323	340			<b>33.287</b>	15.757	<b>49.044</b>	<b>140.300</b>	
137	Unterland-Ausstellung, Heilbronn	9	7.507	382	1.347			<b>9.236</b>	2.199	<b>11.435</b>	<b>19.600</b>	
141	Nordsee-Schau, Jever	9	3.366		3.506			<b>6.872</b>	2.200	<b>9.072</b>	<b>19.100</b>	
142	Inventa, Karlsruhe	4	7.677	68				<b>7.745</b>	438	<b>8.183</b>	<b>19.000</b>	
145	Offerta, Karlsruhe	9	23.628	1.430				<b>25.058</b>	10.552	<b>35.610</b>	<b>52.000</b>	
147	Allgäuer Festwoche, Kempten	9	5.702	377	8.034			<b>14.113</b>	777	<b>14.890</b>	<b>26.500</b>	
169	Home-Garden-Leisure/Central German Handicrafts Fair, Leipzig	9	22.467	1.657				<b>24.124</b>	5.519	<b>29.643</b>	<b>69.200</b>	
178	Main-Spessart-Ausstellung, Lohr am Main	4	1.524		1.793			<b>3.317</b>	1.993	<b>5.310</b>	<b>10.000</b>	
179	REGIO, Lörrach	10	7.722	927	1.911	172		<b>10.732</b>	842	<b>11.574</b>	<b>23.000</b>	
182	LEBEN, Magdeburg	4	2.797	12	98			<b>2.907</b>	248	<b>3.155</b>	<b>8.600</b>	
185	Rheinland-Pfalz-Ausstellung, Mainz	9	12.421	1.028	3.301	60		<b>16.810</b>	3.348	<b>20.158</b>	<b>47.000</b>	
186	MANNHEIMER MAIMARKT, Mannheim	11	34.220	2.462	31.920	230		<b>68.832</b>	4.765	<b>73.597</b>	<b>177.500</b>	
187	Grönegau-Ausstellung, Melle	9	3.366		3.057			<b>6.423</b>	1.200	<b>7.623</b>	<b>14.500</b>	
199	HEIM + HANDWERK / food + life, München	9	32.640	5.280				<b>37.920</b>	4.372	<b>42.292</b>	<b>77.000</b>	
212	CONSUMENTA, Nürnberg	9	28.465	2.748				<b>31.213</b>	15.785	<b>46.998</b>	<b>82.300</b>	
236	OBERRHEIN-MESSE, Offenburg	9	10.180	1.580	11.388	155		<b>23.303</b>	4.308	<b>27.611</b>	<b>58.000</b>	
237	Passauer Frühling, Passau	9	9.109	1.858	1.901	34		<b>12.902</b>	2.443	<b>15.345</b>	<b>26.500</b>	
239	VOREA, Plauen	9	2.903	20	786	32		<b>3.741</b>	1.491	<b>5.232</b>	<b>8.750</b>	
240	dona, Regensburg	9	5.910		2.225			<b>8.135</b>	3.209	<b>11.344</b>	<b>18.500</b>	
243	Westfalenschau, Rheine	9	3.948		2.532			<b>6.480</b>	1.600	<b>8.080</b>	<b>20.000</b>	
244	SOM, Rosenheim	9	6.648	580	1.964	120		<b>9.312</b>	1.352	<b>10.664</b>	<b>17.500</b>	
245	ufra, Schweinfurt	9	6.522		2.758			<b>9.280</b>	4.576	<b>13.856</b>	<b>20.800</b>	
252	Family & Home/Minerals & Fossils, Model Railways, Stuttgart	9	13.759	1.391	64			<b>15.214</b>	10.615	<b>25.829</b>	<b>50.000</b>	
271	Südwest-Messe, Villingen-Schwenningen	9	13.864	655	17.265	116		<b>31.900</b>	796	<b>32.696</b>	<b>56.600</b>	
272	Messe Wächtersbach, Wächtersbach	9	6.717	450	6.219	60		<b>13.446</b>	3.969	<b>17.415</b>	<b>28.100</b>	

+ Events with changing venues

● Recognized by UFI – The Global Association of the Exhibition Industry



<b>Exhibitor Figures</b>					<b>Additionally represented firms</b>			<b>Visitor Figures</b>		
<b>Exhibitors</b>								<b>Number of Admissions (Explanations see p. 9)</b>		
<b>No.</b>	<b>Domestic</b>	<b>Foreign</b>	<b>Total</b>	<b>from ... countries</b>	<b>Domestic</b>	<b>Foreign</b>	<b>Total</b>	<b>Domestic</b>	<b>Foreign</b>	<b>Total</b>
72	72	14	86	7				7.632	792	8.424*
83	304	703	1.007	35				16.204	13.872	30.076*
88	615	1.899	2.514	65				32.628	36.268	68.896*
143	87	1	88	2						3.788
163	426	21	447	10	4		4			9.719
164	557	52	609	18	2		2	11.180	159	11.339*
210	624	1.273	1.897	67				19.557	9.999	29.556*
233	110	2	112	3				6.829	86	6.915
258	101	30	131	10				9.779	302	10.081
7	93	66	159	21				24.537	5.386	29.923*
31	46	3	49	4						2.001
80	119	36	155	13						6.772
161	194	38	232	13						24.901
207	62	5	67	3						5.609
1	317	5	322	3						52.749
2	450	26	476	11	3		3			85.100
6	286	15	301	7						43.316
10	254	283	537	62				41.873	380	42.253*
15	484	21	505	9						69.008*
20	590	16	606	9						72.930
21	281		281	1						52.022
24	619	38	657	12				123.369	371	123.740*
34	334	36	370	12						65.354
66	466	11	477	9						57.209
74	739	54	793	21						202.443*
93	582	35	617	7	54	23	77			81.483
108	826	100	926	33				163.148	1.648	164.796*
136	1.205	75	1.280	29						239.047
138	342	10	352	6						56.450
142	189		189	1	27		27			73.692
143	250	4	254	3	32		32	28.344	2.465	30.809*
146	735	54	789	14	117	3	120	137.333	1.950	139.283*
147	382	21	403	4						85.524*
169	956	47	1.003	15	45		45	180.752	1.274	182.026*
178	151		151	1	55		55			36.612
179	364	33	397	6	5		5	54.551	8.880	63.431*
182	199	1	200	2						9.290*
185	651	29	680	14						80.379
186	1.372	79	1.451	22						378.422*
187	182		182	1	8		8			45.008
199	971	183	1.154	26	120	14	134			145.304
212	800	75	875	15						189.039*
236	562	37	599	7	35	56	91	67.830	4.561	72.391*
237	355	56	411	5						72.769
239	152	3	155	3	10		10			30.112
240	339		339	1						55.230*
243	194		194	1	53		53			55.121
244	335	28	363	7				45.745	1.269	47.014*
245	373		373	1						69.257*
252	658	92	750	26	5		5			82.209*
271	651	22	673	7	132	23	155			103.384
272	421	15	436	10						61.706*

\* Visitors Profil Analyses see page 33 ) ascertained by representative sampling

# **FKM**

## ***Visitors Profile Analyses***

The FKM visitors profile analyses are compiled by representative survey. They provide in-depth information on visitors. Some of the 2004 surveys are already conducted according to a new structure, which had been agreed upon end of 2003.

Their compilation follows standard criteria which enables the comparison of visitor statistics between individual events. The questions and types of response have been agreed upon in association with the Trade Fairs' Transparency Committee of AUMA – Association of the German Trade Fair Industry.

The visitors profile analyses are subject to independent audit in just the same way as the quantitative visitor figures. In as far as structural tests were not carried out for exhibitions and fairs of 2004 in the reporting year, the year of the last survey is given behind the title of event.







ITB Berlin	
<b>Trade visitor data</b>	
<b>Total number of visitors</b>	<b>136 844</b>
<b>Proportion of trade visitors</b>	<b>57 %</b>
<b>Region of residence</b>	%
up to 100 km	22
more than 100 km up to 300 km	19
over 300 km	59
<b>Total Germany:</b>	<b>68</b>
Baden-Württemberg	7
Bavaria	11
Berlin	25
Brandenburg	9
Bremen	2
Hamburg	4
Hesse	5
Mecklenburg-West Pomerania	3
Lower Saxony	6
North Rhine-Westphalia	11
Rhineland-Palatinate	2
Saarland	-
Saxony	7
Saxony-Anhalt	4
Schleswig-Holstein	2
Thuringia	2
<b>Total Foreign</b>	<b>32</b>
of which EU	33
Rest of Europe	51
Africa	8
North America	2
South and Central America	1
Middle East	2
East Asia	2
Australia	-
<b>The five countries with the highest visitor shares</b>	%
Poland	36
Austria	10
Netherlands	5
Great Britain	5
Switzerland	3
<b>Economic sector</b>	%
Tourism organizations	4
Tour operator	18
Travel agency	14
Trade fair organizer/conference and congress organizer	3
Hotel company	8
Transport carriers (bus, train, ship and air companies)	5
Travel technology, information and reservation systems	3
PR/advertising/consultancy	5
Leisure centre/leisure park	1
Publishing houses/press	3
Research institute/educational institution	3
Tourism federations/associations	5
Other	9
Student	31
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	21
In an advisory capacity	15
No	11
student	33
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	3
Department head, group head	11
Other salaried staff	13
Other public service	3
Skilled worker	2
Lecturer, teacher, scientific assistant	3
Trainee	6
Other	3
Student	31
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	21
Research/development/design	4
Planning/work preparation	10
Manufacture/production	4
Production, quality control	2
Buying/procurement	9
Finance/accounting, controlling	4
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	22
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other	14
Student	31
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2003	33
2002	30
2001	25
Earlier events	23
First visit	46
<b>Size of company/organization (employees)</b>	%
1- 4	19
5- 9	9
10- 49	16
50- 99	6
100- 199	5
200- 499	5
500- 999	2
1 000- 9 999	3
10 000 and more	31
student	3
other not gainfully employed	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	53
two	21
three	12
four	6
five	8
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	%
1st day	29
2nd day	38
3rd day	44
4th day	50

MODERNER STAAT Berlin	
<b>Basic data all visitors</b>	
<b>Total number of visitors</b>	<b>3 140</b>
<b>Region of residence</b>	%
up to 50 km	25
more than 50 km up to 100 km	3
more than 100 km up to 300 km	16
over 300 km	56
<b>Total Germany:</b>	<b>99</b>
Baden-Württemberg	4
Bavaria	6
Berlin	22
Brandenburg	8
Bremen	1
Hamburg	2
Hesse	6
Mecklenburg-West Pomerania	2
Lower Saxony	11
North Rhine-Westphalia	25
Rhineland-Palatinate	2
Saarland	1
Saxony	5
Saxony-Anhalt	1
Schleswig-Holstein	3
Thuringia	3
<b>Total Foreign</b>	<b>1</b>
of which EU	100
Rest of Europe	-
Africa	-
North America	-
South and Central America	-
Middle East	-
East Asia	-
Australia	-
<b>Position in the company/organization</b>	%
Minister, president of a federal agency, Minister President, Regional President	3
Principal, head of ministerial dept, assistant secretary, head of government dept.	10
Lord mayor, department head, mayor, councillor, district administrator	12
Head of public office, department head	13
Department head, section head, subject head	26
Member of the board, managing director, owner	7
Department head, authorized signatory	4
Department head, group head	7
Specialist	8
Other salaried staff	7
Trainee	2
Student	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2003	32
2002	28
Earlier events	6
First visit	49
<b>Proportion of trade visitors</b>	<b>100 %</b>
<b>Additional data trade visitors</b>	
<b>Economic sector</b>	%
Federal administration	18
Regional administration	24
Municipal administration, ministry	40
Private industry	17
Association, organization, trade union	5
Foreign representation, embassy	1
Politics (federal)	4
Politics (regional)	2
Politics (municipal)	9
Educational facility	6
Other	6
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	33
In an advisory capacity	28
No	17
student	2
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	24
Research/development/design	4
Planning/work preparation	7
Manufacture/production	1
Production, quality control	2
Buying/procurement	5
Finance/accounting, controlling	22
Information, communication technology (EDP)	28
Administration/organization/personnel/social welfare/training	27
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	5
Student	2
Other not gainfully employed	1
<b>Size of company/organization (employees)</b>	%
1- 4	3
5- 9	3
10- 49	7
50- 99	7
100- 199	11
200- 499	22
500- 999	11
1 000- 9 999	20
10 000 and more	12
student	2
other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	37
two	63
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	82
2nd day	81

Harz + Heide Braunschweig (2003)	
<b>Private visitor data</b>	
<b>Total number of visitors</b>	<b>72 320</b>
<b>Proportion of private visitors</b>	<b>90 %</b>
<b>Region of residence</b>	%
Locally	34
within a 25 km radius	35
further than 25 km within a 50 km radius	21
further than 50 km within a 100 km radius	4
further than 100 km radius	6
Germany	99
Other country	1
<b>Sex</b>	%
Male	51
Female	49
Accompanied by husband/wife/partner	52
<b>Age</b>	%
up to 20 years	7
over 20 up to 30 years	21
over 30 up to 40 years	25
over 40 up to 50 years	22
over 50 up to 60 years	15
over 60 up to 70 years	9
over 70 years	2
<b>Occupation</b>	%
Unskilled/skilled worker	14
Salaried staff	36
Civil servant	9
Self employed/freelance	2
Housewife	6
Other occupation	5
Trainee/student/pupil	12
Old-age-pensioner	8
Other not working	3
<b>Net household income</b>	%
up to 750,- EUR	7
more than 750,- EUR up to 1 000,- EUR	5
more than 1 000,- EUR up to 1 250,- EUR	6
more than 1 250,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	9
more than 2 000,- EUR up to 2 500,- EUR	8
more than 2 500,- EUR up to 3 000,- EUR	7
more than 3 000,- EUR	10
N/A	40
<b>Size of household</b>	%
1 person	13
2 persons	44
3 persons	19
4 persons	17
5 persons and more	8
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	58
no	19
maybe	23
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	19
no	30
maybe	51

# Visitors Profile Analyses 2004

## Bremen Classic Motorshow Bremen

### Private visitor data

<b>Total number of visitors</b>	<b>23 121</b>
<b>Proportion of private visitors</b>	<b>85 %</b>
<b>Region of residence</b>	%
Locally	23
within a 25 km radius	15
further than 25 km within a 50 km radius	15
further than 50 km within a 100 km radius	18
further than 100 km radius	29
Germany	97
Other country	3
<b>Sex</b>	%
Male	77
Female	23
Accompanied by husband/wife/partner	34
<b>Age</b>	%
up to 20 years	10
over 20 up to 30 years	15
over 30 up to 40 years	24
over 40 up to 50 years	24
over 50 up to 60 years	18
over 60 up to 70 years	8
over 70 years	-
<b>Occupation</b>	%
Unskilled/skilled worker	12
Salaried staff	39
Civil servant	5
Self employed/freelance	15
Housewife	4
Other occupation	2
Trainee/student/pupil	12
Old-age-pensioner	7
Other not working	3
<b>Net household income</b>	%
up to 750,- EUR	5
more than 750,- EUR up to 1 000,- EUR	4
more than 1 000,- EUR up to 1 250,- EUR	4
more than 1 250,- EUR up to 1 500,- EUR	4
more than 1 500,- EUR up to 2 000,- EUR	8
more than 2 000,- EUR up to 2 500,- EUR	10
more than 2 500,- EUR up to 3 000,- EUR	7
more than 3 000,- EUR	18
N/A	40
<b>Size of household</b>	%
1 person	14
2 persons	40
3 persons	19
4 persons	19
5 persons and more	9
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	41
yes	41
no	30
maybe	30
<b>Follow-up business</b>	%
Intend to buy at later date	21
yes	21
no	31
maybe	49

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## fahrrad.markt.zukunft. Bremen

### Trade visitor data

<b>Total number of visitors</b>	<b>11 095</b>
<b>Proportion of trade visitors</b>	<b>12 %</b>
<b>Region of residence</b>	%
up to 100 km	75
more than 100 km up to 300 km	22
over 300 km	3
<b>Total Germany:</b>	<b>99</b>
Baden-Württemberg	2
Bavaria	-
Berlin	1
Brandenburg	1
Bremen	40
Hamburg	2
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	46
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	3
Thuringia	-
<b>Total Foreign</b>	<b>1</b>
of which EU	-
Rest of Europe	-
Africa	-
North America	1
South and Central America	-
Middle East	-
East Asia	-
Australia	-
<b>Economic sector</b>	%
Industry	8
Skilled trades	13
Retail trade	20
Wholesale/foreign trade	4
Import/export	1
Mail order	2
Service	19
Other	14
Student	14
Other not gainfully employed	5
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	17
Collectively	26
In an advisory capacity	24
No	14
student	19
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	24
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	3
Department head, group head	3
Other salaried staff	17
Other public service	6
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	3
Other	11
Student	14
Other not gainfully employed	5
<b>Area of responsibility</b>	%
Management	19
Research/development/design	6
Planning/work preparation	5
Manufacture/production	14
Production, quality control	4
Buying/procurement	11
Finance/accounting, controlling	4
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	13
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	5
Maintenance/repairs	13
Other	13
Student	14
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	%
Karlsruhe 2004	4
Bremen 2003	36
Bremen 2002	25
Bremen 2001	20
Earlier events	8
First visit	42
<b>Size of company/organization (employees)</b>	%
1- 4	30
5- 9	17
10- 49	12
50- 99	-
100- 199	5
200- 499	2
500- 999	3
1 000- 9 999	5
10 000 and more	7
student	14
other not gainfully employed	5
<b>Length of stay</b>	%
1. Length of stay (days):	
one	86
two	14
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	59
2nd day	55

### Private visitor data

<b>Total number of visitors</b>	<b>11 095</b>
<b>Proportion of private visitors</b>	<b>88 %</b>
<b>Region of residence</b>	%
Locally	43
within a 25 km radius	21
further than 25 km within a 50 km radius	14
further than 50 km within a 100 km radius	15
further than 100 km radius	8
Germany	100
Other country	-
<b>Sex</b>	%
Male	65
Female	35
Accompanied by husband/wife/partner	44
<b>Age</b>	%
up to 20 years	8
over 20 up to 30 years	11
over 30 up to 40 years	20
over 40 up to 50 years	22
over 50 up to 60 years	21
over 60 up to 70 years	17
over 70 years	2
<b>Occupation</b>	%
Unskilled/skilled worker	9
Salaried staff	40
Civil servant	9
Self employed/freelance	7
Housewife	4
Other occupation	3
Trainee/student/pupil	11
Old-age-pensioner	17
Other not working	1
<b>Net household income</b>	%
up to 750,- EUR	4
more than 750,- EUR up to 1 000,- EUR	4
more than 1 000,- EUR up to 1 250,- EUR	5
more than 1 250,- EUR up to 1 500,- EUR	6
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 500,- EUR	11
more than 2 500,- EUR up to 3 000,- EUR	11
more than 3 000,- EUR	20
N/A	29
<b>Size of household</b>	%
1 person	16
2 persons	43
3 persons	18
4 persons	17
5 persons and more	6
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	25
yes	25
no	34
maybe	41
<b>Follow-up business</b>	%
Intend to buy at later date	39
yes	39
no	14
maybe	46

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## CREATIVA Dortmund (2003)

### Private visitor data

<b>Total number of visitors</b>	<b>66 725</b>
<b>Proportion of private visitors</b>	<b>77 %</b>
<b>Region of residence</b>	%
Locally	12
within a 25 km radius	13
further than 25 km within a 50 km radius	22
further than 50 km within a 100 km radius	26
further than 100 km radius	28
Germany	98
Other country	2
<b>Sex</b>	%
Male	7
Female	94
Accompanied by husband/wife/partner	11
<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	17
over 30 up to 40 years	31
over 40 up to 50 years	27
over 50 up to 60 years	13
over 60 up to 70 years	5
over 70 years	1
<b>Occupation</b>	%
Unskilled/skilled worker	5
Salaried staff	40
Civil servant	6
Self employed/freelance	6
Housewife	20
Other occupation	4
Trainee/student/pupil	9
Old-age-pensioner	7
Other not working	3
<b>Net household income</b>	%
up to 750,- EUR	8
more than 750,- EUR up to 1 000,- EUR	3
more than 1 000,- EUR up to 1 250,- EUR	5
more than 1 250,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 500,- EUR	9
more than 2 500,- EUR up to 3 000,- EUR	8
more than 3 000,- EUR	10
N/A	41
<b>Size of household</b>	%
1 person	11
2 persons	30
3 persons	18
4 persons	26
5 persons and more	16
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	91
yes	91
no	2
maybe	6
<b>Follow-up business</b>	%
Intend to buy at later date	32
yes	32
no	20
maybe	48

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## DORTMUNDER HERBST Dortmund (2003)

### Private visitor data

Total number of visitors 111 958

Proportion of private visitors 91 %

**Region of residence** %  
Locally 29  
within a 25 km radius 35  
further than 25 km within a 50 km radius 24  
further than 50 km within a 100 km radius 9  
further than 100 km radius 3

Germany 100  
Other country 1

**Sex** %  
Male 38  
Female 63  
Accompanied by husband/wife/partner 49

**Age** %  
up to 20 years 7  
over 20 up to 30 years 13  
over 30 up to 40 years 26  
over 40 up to 50 years 24  
over 50 up to 60 years 18  
over 60 up to 70 years 11  
over 70 years 2

**Occupation** %  
Unskilled/skilled worker 10  
Salaried staff 36  
Civil servant 7  
Self employed/freelance 6  
Housewife 12  
Other occupation 3  
Trainee/student/pupil 9  
Old-age-pensioner 15  
Other not working 2

**Net household income** %  
up to 750,- EUR 6  
more than 750,- EUR up to 1 000,- EUR 4  
more than 1 000,- EUR up to 1 250,- EUR 5  
more than 1 250,- EUR up to 1 500,- EUR 8  
more than 1 500,- EUR up to 2 000,- EUR 11  
more than 2 000,- EUR up to 2 500,- EUR 10  
more than 2 500,- EUR up to 3 000,- EUR 14  
more than 3 000,- EUR 10  
N/A 33

**Size of household** %  
1 person 12  
2 persons 41  
3 persons 21  
4 persons 18  
5 persons and more 8

**Buying and ordering capacity** %  
Purchase or order made or intended at the exhibition yes 77  
no 9  
maybe 14

**Follow-up business** %  
Intend to buy at later date yes 24  
no 24  
maybe 53

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## HobbyTronic Dortmund (2003)

### Private visitor data

Total number of visitors 45 672

Proportion of private visitors 48 %

**Region of residence** %  
Locally 17  
within a 25 km radius 19  
further than 25 km within a 50 km radius 24  
further than 50 km within a 100 km radius 23  
further than 100 km radius 18

Germany 98  
Other country 2

**Sex** %  
Male 92  
Female 8  
Accompanied by husband/wife/partner 10

**Age** %  
up to 20 years 19  
over 20 up to 30 years 24  
over 30 up to 40 years 27  
over 40 up to 50 years 17  
over 50 up to 60 years 7  
over 60 up to 70 years 3  
over 70 years 5

**Occupation** %  
Unskilled/skilled worker 17  
Salaried staff 27  
Civil servant 7  
Self employed/freelance 8  
Housewife 2  
Other occupation 3  
Trainee/student/pupil 26  
Old-age-pensioner 5  
Other not working 5

**Net household income** %  
up to 750,- EUR 15  
more than 750,- EUR up to 1 000,- EUR 4  
more than 1 000,- EUR up to 1 250,- EUR 4  
more than 1 250,- EUR up to 1 500,- EUR 5  
more than 1 500,- EUR up to 2 000,- EUR 9  
more than 2 000,- EUR up to 2 500,- EUR 9  
more than 2 500,- EUR up to 3 000,- EUR 7  
more than 3 000,- EUR 17  
N/A 30

**Size of household** %  
1 person 19  
2 persons 27  
3 persons 19  
4 persons 19  
5 persons and more 15

**Buying and ordering capacity** %  
Purchase or order made or intended at the exhibition yes 82  
no 7  
maybe 11

**Follow-up business** %  
Intend to buy at later date yes 27  
no 34  
maybe 40

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## INTERMODELLBAU Dortmund (2003)

### Private visitor data

Total number of visitors 95 454

Proportion of private visitors 91 %

**Region of residence** %  
Locally 8  
within a 25 km radius 8  
further than 25 km within a 50 km radius 16  
further than 50 km within a 100 km radius 21  
further than 100 km radius 46

Germany 89  
Other country 11

**Sex** %  
Male 94  
Female 6  
Accompanied by husband/wife/partner 13

**Age** %  
up to 20 years 9  
over 20 up to 30 years 15  
over 30 up to 40 years 29  
over 40 up to 50 years 26  
over 50 up to 60 years 15  
over 60 up to 70 years 6  
over 70 years 1

**Occupation** %  
Unskilled/skilled worker 19  
Salaried staff 33  
Civil servant 12  
Self employed/freelance 7  
Housewife 1  
Other occupation 6  
Trainee/student/pupil 11  
Old-age-pensioner 9  
Other not working 3

**Net household income** %  
up to 750,- EUR 8  
more than 750,- EUR up to 1 000,- EUR 3  
more than 1 000,- EUR up to 1 250,- EUR 5  
more than 1 250,- EUR up to 1 500,- EUR 7  
more than 1 500,- EUR up to 2 000,- EUR 12  
more than 2 000,- EUR up to 2 500,- EUR 11  
more than 2 500,- EUR up to 3 000,- EUR 16  
more than 3 000,- EUR 27  
N/A 27

**Size of household** %  
1 person 18  
2 persons 33  
3 persons 19  
4 persons 19  
5 persons and more 11

**Buying and ordering capacity** %  
Purchase or order made or intended at the exhibition yes 78  
no 8  
maybe 15

**Follow-up business** %  
Intend to buy at later date yes 44  
no 15  
maybe 41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Inter-tabac Dortmund (2003)

### Trade visitor data

Total number of visitors 4 738

Proportion of trade visitors 90 %

**Region of residence** %  
up to 100 km 37  
more than 100 km up to 300 km 23  
over 300 km 40

**Total Germany:** 81

Baden-Württemberg	5	North Rhine-Westphalia	56
Bavaria	4	Rhineland-Palatinate	4
Berlin	2	Saarland	2
Brandenburg	2	Saxony	1
Bremen	1	Saxony-Anhalt	1
Hamburg	5	Schleswig-Holstein	3
Hesse	6	Thuringia	2
Mecklenburg-West Pomerania	1	Lower Saxony	6

**Total Foreign** 19

of which EU	53
Rest of Europe	30
Africa	-
North America	9
South and Central America	3
Middle East	3
East Asia	3
Australia	1

**The five countries with the highest visitor shares** %

Netherlands	14
Belgium	8
Austria	6
Switzerland	6
USA	6

**Economic sector** %

Wholesale/foreign trade	21
Retail trade	56
Skilled trades	2
Industry	9
Service	7
Other	2
Student	2
Other not gainfully employed	-

**Influence on purchasing/procurement decisions** %

Decisively	57
Collectively	27
In an advisory capacity	9
No	4
student	2

**Position in the company/organization** %

Entrepreneur, partner, self-employed	61
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	4
Department head, group head	8
Other salaried staff	9
Other public service	1
Skilled worker	-
Lecturer, teacher, scientific assistant	-
Trainee	2
Other	3
Student	2

**Area of responsibility** %

Management	59
Research/development/design	4
Planning/work preparation	7
Manufacture/production	7
Production, quality control	3
Buying/procurement	40
Finance/accounting, controlling	18
Information, communication technology (EDP)	6
Administration/organization/personnel/ social welfare/training	14
Marketing/sales/advertising/PR	24
Storage/material management/logistics/transport	12
Maintenance/repairs	5
Other	9
Student	2

**Frequency of visits to trade fair** %

2002	37
2001	31
2000	27
1999	24
Earlier events	23
First visit	41

**Size of company/organization (employees)** %

1- 4	47	500- 999	1
5- 9	20	1 000- 9 999	4
10- 49	14	10 000 and more	1
50- 99	4	student	2
100- 199	3		
200- 499	4		

**Length of stay** %

1. Length of stay (days):	
one	74
two	18
three	9
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	50
2nd day	45
3rd day	40

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



# Visitors Profile Analyses 2004

## JAGD & HUND Dortmund (2003)

### Private visitor data

Total number of visitors **62 992**

Proportion of private visitors **76 %**

**Region of residence** %  
Locally 7  
within a 25 km radius 9  
further than 25 km within a 50 km radius 15  
further than 50 km within a 100 km radius 28  
further than 100 km radius 41

Germany 93  
Other country 7

**Sex** %  
Male 76  
Female 24  
Accompanied by husband/wife/partner 32

**Age** %  
up to 20 years 7  
over 20 up to 30 years 12  
over 30 up to 40 years 25  
over 40 up to 50 years 24  
over 50 up to 60 years 16  
over 60 up to 70 years 12  
over 70 years 4

**Occupation** %  
Unskilled/skilled worker 14  
Salaried staff 25  
Civil servant 8  
Self employed/freelance 20  
Housewife 5  
Other occupation 4  
Trainee/student/pupil 10  
Old-age-pensioner 12  
Other not working 3

**Net household income** %  
up to 750,- EUR 8  
more than 750,- EUR up to 1 000,- EUR 4  
more than 1 000,- EUR up to 1 250,- EUR 3  
more than 1 250,- EUR up to 1 500,- EUR 5  
more than 1 500,- EUR up to 2 000,- EUR 6  
more than 2 000,- EUR up to 2 500,- EUR 7  
more than 2 500,- EUR up to 3 000,- EUR 10  
more than 3 000,- EUR 17  
N/A 41

**Size of household** %  
1 person 11  
2 persons 33  
3 persons 17  
4 persons 23  
5 persons and more 15

**Buying and ordering capacity** %  
Purchase or order made or intended at the exhibition yes 83  
no 5  
maybe 12

**Follow-up business** %  
Intend to buy at later date yes 41  
no 20  
maybe 39

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Dresdner Reisemarkt Dresden

### Private visitor data

Total number of visitors **27 667**

Proportion of private visitors **99 %**

**Region of residence** %  
Locally 48  
within a 25 km radius 26  
further than 25 km within a 50 km radius 13  
further than 50 km within a 100 km radius 11  
further than 100 km radius 3

Germany 100  
Other country -

**Sex** %  
Male 44  
Female 56  
Accompanied by husband/wife/partner 85

**Age** %  
up to 20 years 5  
over 20 up to 30 years 8  
over 30 up to 40 years 9  
over 40 up to 50 years 20  
over 50 up to 60 years 16  
over 60 up to 70 years 38  
over 70 years 6

**Occupation** %  
Unskilled/skilled worker 15  
Salaried staff 25  
Civil servant 3  
Self employed/freelance 4  
Housewife 3  
Other occupation 2  
Trainee/student/pupil 4  
Old-age-pensioner 44  
Other not working 2

**Net household income** %  
up to 750,- EUR 6  
more than 750,- EUR up to 1 000,- EUR 5  
more than 1 000,- EUR up to 1 250,- EUR 8  
more than 1 250,- EUR up to 1 500,- EUR 6  
more than 1 500,- EUR up to 2 000,- EUR 22  
more than 2 000,- EUR up to 2 500,- EUR 13  
more than 2 500,- EUR up to 3 000,- EUR 9  
more than 3 000,- EUR 9  
N/A 26

**Size of household** %  
1 person 9  
2 persons 63  
3 persons 14  
4 persons 14  
5 persons and more 2

**Buying and ordering capacity** %  
Purchase or order made or intended at the exhibition yes 34  
no 22  
maybe 44

**Follow-up business** %  
Intend to buy at later date yes 50  
no 6  
maybe 44

Conducted by: IMPTE GmbH Institut für Management- Training und Entwicklung, Bendorf

## BEAUTY INTERNATIONAL Düsseldorf

### Basic data all visitors

Total number of visitors **55 184**

**Region of residence** %  
up to 50 km 39  
more than 50 km up to 100 km 19  
more than 100 km up to 300 km 21  
over 300 km 22

**Total Germany:** 94

Baden-Württemberg 4 North Rhine-Westphalia 67  
Bavaria 3 Rhineland-Palatinate 5  
Berlin 1 Saarland 1  
Brandenburg 1 Saxony 1  
Bremen 1 Saxony-Anhalt 1  
Hamburg 1 Hesse 5  
Hesse 5 Schleswig-Holstein 2  
Mecklenburg-West Pomerania - Thuringia 1  
Lower Saxony 6

**Total Foreign** 6  
of which EU 68  
Rest of Europe 22  
Africa 2  
North America -  
South and Central America 2  
Middle East 1  
East Asia 4  
Australia -

**The five countries with the highest visitor shares** %  
Netherlands 20 Italy 7  
Belgium 11 Austria 5  
France 7

**Position in the company/organization** %  
Entrepreneur, partner, self-employed 58  
Managing director, board member, head of an authority etc. 2  
Senior department head, other employee with managerial responsibility 1  
Department head, group head 2  
Other salaried staff/public service 13  
Skilled worker 3  
Lecturer, teacher, scientific assistant 1  
Trainee 6  
Doctor, non-medical practitioner 2  
Other position 2  
Student 7  
Other not gainfully employed 3

**Frequency of visits to trade fair** %  
2003 47 Earlier events 31  
2002 42 First visit 32

**Proportion of trade visitors** **87 %**

### Additional trade visitor data

**Economic sector** %  
Cosmetic institute 43  
Foot care practice 12  
Nail studio 11  
Hairdressing salon 6  
Polytechnics 4  
Beauty farm, wellness facilities 3  
Tanning studios 2  
Doctor's practice, non-medical practitioner 2  
Perfumery 2  
Massage practice 1  
Fitness centres 1  
Cosmetics/pharmaceuticals/chemical industry 2  
Other industry 1  
Trade 1  
Importer, wholesale trade 3  
Service 3  
Other 5

**Influence on purchasing/procurement decisions** %  
Decisively 50  
Collectively 17  
In an advisory capacity 16  
No 10  
student 6  
Other not gainfully employed 2

**Area of responsibility** %  
Management 41  
Research/development/design 1  
Planning/work preparation 1  
Manufacture/production 4  
Production, quality control -  
Buying/procurement 6  
Finance/accounting, controlling 1  
Information, communication technology (EDP) 1  
Administration/organization/personnel/social welfare/training 2  
Marketing/sales/advertising/PR 11  
Storage/material management/logistics/transport -  
Maintenance/repairs 1  
Other area 24  
Student 6  
Other not gainfully employed 2

**Size of company/organization (employees)** %  
1- 4 58 500- 999 1  
5- 9 10 1 000- 9 999 1  
10- 49 6 10 000 and more 1  
50- 99 1 student 6  
100- 199 1 other not gainfully employed 2  
200- 499 1 N/A 13

**Length of stay** %  
1. Length of stay (days):  
one 76 two 19 three 5  
2. Average length of stay 1,3 days  
3. Share of visitors on the event's days:  
1st day 36 2nd day 35 3rd day 29

Conducted by: Walter, Wissler & Partner, Basel

## boot Düsseldorf

### Private visitor data

Total number of visitors **308 891**

Proportion of private visitors **85 %**

**Region of residence** %  
Locally 6  
within a 25 km radius 14  
further than 25 km within a 50 km radius 20  
further than 50 km within a 100 km radius 18  
further than 100 km radius 43

Germany 88  
Other country 12

**Sex** %  
Male 73  
Female 28  
Accompanied by husband/wife/partner 42

**Age** %  
up to 20 years 5  
over 20 up to 30 years 13  
over 30 up to 40 years 25  
over 40 up to 50 years 26  
over 50 up to 60 years 19  
over 60 up to 70 years 10  
over 70 years 2

**Occupation** %  
Unskilled/skilled worker 8  
Salaried staff 40  
Civil servant 9  
Self employed/freelance 20  
Housewife 3  
Other occupation -  
Trainee/student/pupil 8  
Old-age-pensioner 10  
Other not working 2

**Net household income** %  
up to 1 100,- EUR 8  
more than 1 100,- EUR up to 1 500,- EUR 6  
more than 1 500,- EUR up to 2 000,- EUR 11  
more than 2 000,- EUR up to 4 000,- EUR 14  
more than 4 000,- EUR 19  
more than 4 000,- EUR 24  
N/A 18

**Size of household** %  
1 person 18  
2 persons 39  
3 persons 17  
4 persons 18  
5 persons and more 8

**Buying and ordering capacity** %  
Purchase or order made or intended at the exhibition yes 62  
no 15  
maybe 23

**Follow-up business** %  
Intend to buy at later date yes 47  
no 15  
maybe 39

Conducted by: Walter, Wissler & Partner, Basel













**HAUS+TECHNIK  
Erfurt**

**Basic data all visitors**

Total number of visitors 7 536

Region of residence %  
up to 50 km 67  
more than 50 km up to 100 km 29  
more than 100 km up to 300 km 3  
over 300 km 1

Total Germany: 100  
Baden- North Rhine-  
Württemberg - Westphalia -  
Bavaria - Rhineland-  
Berlin - Palatinate -  
Brandenburg 1 Saarland -  
Bremen - Saxony 1  
Hamburg - Saxony-Anhalt 1  
Hesse 1 Schleswig-  
Mecklenburg- Holstein -  
West Pomerania - Thuringia 97  
Lower Saxony -

Position in the company/organization %  
Entrepreneur, partner, self-employed 18  
Managing director, board member, head of an authority etc. 2  
Senior department head, other employee with managerial responsibility 1  
Department head, group head 3  
Other salaried staff/public service 40  
Skilled worker 12  
Lecturer, teacher, scientific assistant 2  
Trainee 1  
Other position 1  
Student 6  
Other not gainfully employed 2  
Housewife/man 2  
Old-age pensioner 11

Frequency of visits to trade fair %  
2003 24  
2002 19  
2001 18  
First visit 40

Proportion of trade visitors 18 %  
Proportion of private visitors 82 %

**Basic data trade visitors**

Region of residence %  
up to 50 km 66  
more than 50 km up to 100 km 25  
more than 100 km up to 300 km 4  
over 300 km 4

Total Germany: 99  
Baden- North Rhine-  
Württemberg 1 Westphalia -  
Bavaria - Rhineland-  
Berlin 1 Palatinate -  
Brandenburg - Saarland -  
Bremen - Saxony -  
Hamburg - Saxony-Anhalt 1  
Hesse - Schleswig-  
Mecklenburg- Holstein -  
West Pomerania - Thuringia 96  
Lower Saxony -

Position in the company/organization %  
Entrepreneur, partner, self-employed 45  
Managing director, board member, head of an authority etc. 7  
Senior department head, other employee with managerial responsibility 1  
Department head, group head 3  
Other salaried staff/public service 18  
Skilled worker 7  
Lecturer, teacher, scientific assistant 1  
Trainee 1  
Other position 10  
Student 3  
Other not gainfully employed 3  
Housewife/man 1  
Old-age pensioner 1

Frequency of visits to trade fair %  
2003 28  
2002 24  
2001 17  
First visit 31

**Basic data private visitors**

Region of residence %  
up to 50 km 67  
more than 50 km up to 100 km 30  
more than 100 km up to 300 km 3  
over 300 km 1

Total Germany: 100  
Baden- North Rhine-  
Württemberg - Westphalia -  
Bavaria - Rhineland-  
Berlin - Palatinate -  
Brandenburg - Saarland -  
Bremen - Saxony 1  
Hamburg - Saxony-Anhalt 1  
Hesse 1 Schleswig-  
Mecklenburg- Holstein -  
West Pomerania - Thuringia 98  
Lower Saxony -

**Position in the company/organization**

%  
Entrepreneur, partner, self-employed 12  
Managing director, board member, head of an authority etc. -  
Senior department head, other employee with managerial responsibility 3  
Department head, group head -  
Other salaried staff/public service 44  
Skilled worker 13  
Lecturer, teacher, scientific assistant 2  
Trainee 1  
Other position 2  
Student 6  
Other not gainfully employed 2  
Housewife/man 2  
Old-age pensioner 13  
Total Germany: Frequency of visits to trade fair %  
2003 22 2001 18  
2002 17 First visit 42

**Additional data trade visitors**

Economic sector %  
Industry 13  
Skilled trades 34  
Wholesale/foreign trade 4  
Retail trade 4  
Service 27  
Authority/public services 1  
Association/society -  
Teaching (polytechnic/university/college) 7  
Research -  
Other 10

Influence on purchasing/procurement decisions %  
Decisively 34  
Collectively 18  
In an advisory capacity 31  
No student 4  
Other not gainfully employed 10  
Other 3

Area of responsibility %  
Management 37  
Research/development/design 14  
Planning/work preparation 14  
Manufacture/production 1  
Production, quality control 4  
Buying/procurement 4  
Finance/accounting, controlling 2  
Information, communication technology (EDP) 2  
Administration/organization/personnel/social welfare/training 9  
Marketing/sales/advertising/PR 10  
Storage/material management/logistics/transport 1  
Maintenance/repairs 1  
Other area 4  
Student 9  
Other not gainfully employed 1

Size of company/organization (employees) %  
1- 4 45 500- 999 3  
5- 9 14 1 000- 9 999 3  
10- 49 13 10 000 and more 7  
50- 99 4 student 7  
100- 199 4 other not gainfully employed 3  
200- 499 7 employed 3

Length of stay %  
1. Length of stay (days):  
one 90 two 10 three -  
2. Average length of stay 1,1 days  
3. Share of visitors on the event's days:  
1st day 55 2nd day 22 3rd day 23

**Additional data private visitors**

Sex %  
Male 65  
Female 35

Age %  
up to 20 years 3  
over 20 up to 30 years 18  
over 30 up to 40 years 26  
over 40 up to 50 years 25  
over 50 up to 60 years 15  
over 60 up to 70 years 13  
over 70 years 2

Net household income %  
up to 750,- EUR 2  
more than 750,- EUR up to 1 000,- EUR 2  
more than 1 000,- EUR up to 1 250,- EUR 2  
more than 1 250,- EUR up to 1 500,- EUR 6  
more than 1 500,- EUR up to 2 000,- EUR 11  
more than 2 000,- EUR up to 2 500,- EUR 14  
more than 2 500,- EUR up to 3 000,- EUR 16  
more than 3 000,- EUR 12  
N/A 36

Size of household %  
1 person 6  
2 persons 34  
3 persons 32  
4 persons 21  
5 persons and more 7

Buying and ordering capacity %  
Purchase or order made or intended at the exhibition  
yes 5  
no 68  
maybe 27

Follow-up business %  
Intend to buy at later date  
yes 30  
no 30  
maybe 40

Conducted by: Messe Erfurt AG, Erfurt

**inoga  
Erfurt**

**Basic data all visitors**

Total number of visitors 22 604

Region of residence %  
up to 50 km 33  
more than 50 km up to 100 km 14  
more than 100 km up to 300 km 21  
over 300 km 33

Total Germany: 81  
Baden- North Rhine-  
Württemberg 1 Westphalia 3  
Bavaria 6 Rhineland-  
Berlin 4 Palatinate 1  
Brandenburg 3 Saarland -  
Bremen - Saxony 7  
Hamburg - Saxony-Anhalt 4  
Hesse 7 Schleswig-  
Mecklenburg- Holstein 3  
West Pomerania 1 Thuringia 56  
Lower Saxony 2

Total Foreign 19  
of which EU 57  
Rest of Europe 21  
Africa -  
North America 16  
South and Central America 3  
Middle East 1  
East Asia 3  
Australia 1

The five countries with the highest visitor shares %  
USA 15 Sweden 7  
Czech Republic 11 Hungary 7  
Norway 10

Position in the company/organization %  
Entrepreneur, partner, self-employed 13  
Managing director, board member, head of an authority etc. 3  
Senior department head, other employee with managerial responsibility 2  
Department head, group head 9  
Other salaried staff/public service 12  
Skilled worker 14  
Lecturer, teacher, scientific assistant 7  
Trainee 23  
Other position 2  
Student 5  
Other not gainfully employed 1  
Housewife/man 5  
Old-age pensioner 6

Frequency of visits to trade fair %  
2002 15 Earlier events 14  
2000 16 First visit 64

Proportion of trade visitors 78 %  
Proportion of private visitors 22 %

**Basic data trade visitors**

Region of residence %  
up to 50 km 27  
more than 50 km up to 100 km 13  
more than 100 km up to 300 km 23  
over 300 km 38

Total Germany: 78  
Baden- North Rhine-  
Württemberg 2 Westphalia 3  
Bavaria 7 Rhineland-  
Berlin 5 Palatinate 2  
Brandenburg 4 Saarland -  
Bremen - Saxony 8  
Hamburg 2 Saxony-Anhalt 5  
Hesse 8 Schleswig-  
Mecklenburg- Holstein 3  
West Pomerania 1 Thuringia 49  
Lower Saxony 2

Total Foreign 22  
of which EU 57  
Rest of Europe 21  
Africa -  
North America 16  
South and Central America 3  
Middle East 1  
East Asia 3  
Australia -

The five countries with the highest visitor shares %  
USA 15 Hungary 8  
Czech Republic 12 Sweden 7  
Norway 11

Position in the company/organization %  
Entrepreneur, partner, self-employed 14  
Managing director, board member, head of an authority etc. 3  
Senior department head, other employee with managerial responsibility 2  
Department head, group head 11  
Other salaried staff/public service 7  
Skilled worker 14  
Lecturer, teacher, scientific assistant 7  
Trainee 28  
Other position 1  
Student 4  
Other not gainfully employed 1  
Housewife/man 4  
Old-age pensioner 2

Frequency of visits to trade fair %  
2002 18 Earlier events 17  
2000 18 First visit 60

Proportion of trade visitors 78 %

**Additional data trade visitors**

Economic sector %  
Catering 51  
Hotel 16  
Catering 4  
Wholesale trade 1  
Retail trade/specialist trade 1  
Industry 2  
Skilled trades 2  
manufacturing sector 1  
Authority/public services 5  
Association/society 1  
Other 5  
Student 4  
Other not gainfully employed 7

Influence on purchasing/procurement decisions %  
Decisively 25  
Collectively 25  
In an advisory capacity 17  
No student 23  
Other not gainfully employed 4  
Other 7

Area of responsibility %  
Management 18  
Research/development/design 3  
Planning/work preparation 14  
Manufacture/production 40  
Production, quality control 11  
Buying/procurement 18  
Finance/accounting, controlling 5  
Information, communication technology (EDP) 2  
Administration/organization/personnel/social welfare/training 9  
Marketing/sales/advertising/PR 7  
Storage/material management/logistics/transport 7  
Maintenance/repairs 3  
Other area 17  
Student 4  
Other not gainfully employed 7

Size of company/organization (employees) %  
1- 4 13 500- 999 3  
5- 9 13 1 000- 9 999 5  
10- 49 30 10 000 and more 2  
50- 99 12 student 4  
100- 199 7 other not gainfully employed 7  
200- 499 6 employed 4

Length of stay %  
1. Length of stay (days):  
one 69 three 8  
two 17 four 7  
2. Average length of stay 1,0 days  
3. Share of visitors on the event's days: %  
1st day 33 3rd day 40  
2nd day 47 4th day 34

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



# Visitors Profile Analyses 2004

## Reiten-Jagen-Fischen Erfurt

### Private visitor data

Total number of visitors 23 215

Proportion of private visitors 82 %

**Region of residence** %  
Locally 24  
within a 25 km radius 15  
further than 25 km within a 50 km radius 22  
further than 50 km within a 100 km radius 28  
further than 100 km radius 11

Germany 100

**Sex** %  
Male 57  
Female 43  
Accompanied by husband/wife/partner 66

**Age** %  
up to 20 years 10  
over 20 up to 30 years 13  
over 30 up to 40 years 20  
over 40 up to 50 years 25  
over 50 up to 60 years 15  
over 60 up to 70 years 14  
over 70 years 3

**Occupation** %  
Unskilled/skilled worker 10  
Salaried staff 29  
Civil servant 4  
Self employed/freelance 11  
Housewife 4  
Other occupation 14  
Trainee/student/pupil 3  
Old-age-pensioner 20  
Other not working 4

**Net household income** %  
up to 750,- EUR 2  
more than 750,- EUR up to 1 000,- EUR 4  
more than 1 000,- EUR up to 1 250,- EUR 5  
more than 1 250,- EUR up to 1 500,- EUR 7  
more than 1 500,- EUR up to 2 000,- EUR 12  
more than 2 000,- EUR up to 2 500,- EUR 10  
more than 2 500,- EUR up to 3 000,- EUR 5  
more than 3 000,- EUR 7  
N/A 49

**Size of household** %  
1 person 8  
2 persons 37  
3 persons 23  
4 persons 23  
5 persons and more 8

**Buying and ordering capacity** %  
Purchase or order made or intended at the exhibition yes 67  
no 16  
maybe 17

**Follow-up business** %  
Intend to buy at later date yes 15  
no 50  
maybe 35

Conducted by: Messe Erfurt AG, Erfurt

## ALUMINIUM Essen

### Basic data all visitors

Total number of visitors 13 525

**Region of residence** %  
up to 50 km 20  
more than 50 km up to 100 km 16  
more than 100 km up to 300 km 23  
over 300 km 41

**Total Germany:** 65  
Baden-Württemberg 9 North Rhine-Westphalia 60  
Bavaria 8 Rhineland-Palatinate 3  
Berlin 1 Saarland 1  
Brandenburg 1 Saxony 2  
Bremen 1 Saxony-Anhalt 1  
Hamburg 6 Schleswig-Holstein 1  
Hesse 6 Thuringia 1  
Mecklenburg-West Pomerania 1  
Lower Saxony 6

**Total Foreign** 35  
of which EU 70  
Rest of Europe 13  
Africa 2  
North America 1  
South and Central America 1  
Middle East 3  
East Asia 8  
Australia 1

**The five countries with the highest visitor shares** %  
Netherlands 19  
Belgium 7  
Austria 7  
Great Britain 6  
France 5

**Position in the company/organization** %  
Entrepreneur, partner, self-employed 14  
Managing director, board member, head of an authority etc. 13  
Senior department head, other employee with managerial responsibility 10  
Department head, group head 28  
Other salaried staff/public service 23  
Skilled worker 3  
Lecturer, teacher, scientific assistant 2  
Trainee 2  
Other position 2  
Student 2  
Other not gainfully employed 1

**Frequency of visits to trade fair** %  
2002 30  
2000 23  
1998 10  
Earlier events 5  
First visit 53  
**Proportion of trade visitors** 99 %

### Additional data trade visitors

**Economic sector** %  
Industry 69  
Skilled trades 5  
Retail trade 2  
Wholesale/foreign trade 11  
Service 8  
Authority/public services 2  
Student 2  
Other not gainfully employed 1

**Influence on purchasing/procurement decisions** %  
Decisively 33  
Collectively 40  
In an advisory capacity 16  
No 9  
student 2  
Other not gainfully employed 1

**Area of responsibility** %  
Management 26  
Research/development/design 23  
Planning/work preparation 9  
Manufacture/production 16  
Production, quality control 8  
Buying/procurement 27  
Finance/accounting, controlling 2  
Information, communication technology (EDP) 2  
Administration/organization/personnel/social welfare/training 4  
Marketing/sales/advertising/PR 20  
Storage/material management/logistics/transport 3  
Maintenance/repairs 4  
Other 6  
Student 2  
Other not gainfully employed 1

**Size of company/organization (employees)** %  
1- 4 7 500- 999 10  
5- 9 6 1 000- 9 999 13  
10- 49 18 10 000 and more 7  
50- 99 11 student 2  
100- 199 10 other not gainfully employed 1  
200- 499 16

**Length of stay** %  
1. Length of stay (days):  
one 80 two 14 three 6  
2. Average length of stay 0,0 days  
3. Share of visitors on the event's days: %  
1st day 44 2nd day 49 3rd day 33

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## DEUBAU Essen

### Trade visitor data

Total number of visitors 79 634

Proportion of trade visitors 78 %

**Region of residence** %  
up to 100 km 68  
more than 100 km up to 300 km 26  
over 300 km 6

**Total Germany:** 97  
Baden-Württemberg 1 North Rhine-Westphalia 84  
Bavaria 1 Rhineland-Palatinate 5  
Berlin - Saarland -  
Brandenburg - Saxony -  
Bremen - Saxony-Anhalt -  
Hamburg 3 Schleswig-Holstein -  
Hesse 3 Thuringia 1  
Mecklenburg-West Pomerania -  
Lower Saxony 3

**Total Foreign** 3  
of which EU 73  
Rest of Europe 14  
Africa 2  
North America -  
South and Central America 2  
Middle East -  
East Asia 7  
Australia 2

**The two countries with the highest visitor shares** %  
Netherlands 46  
France 7

**Economic sector** %  
Construction company/construction industry 21  
Interior work 9  
Building materials industry 25  
Architect's, planner's, engineer's office 8  
Skilled trades 24  
Building materials trade 8  
Housing construction company 3  
Ministry/public authority/municipal administration 5  
University/polytechnic, research 2  
Private property owner 6  
Other 8  
Student 5  
Other not gainfully employed 2

**Influence on purchasing/procurement decisions** %  
Decisively 31  
Collectively 32  
In an advisory capacity 18  
No 13  
student 7

**Position in the company/organization** %  
Entrepreneur, partner, self-employed 38  
Managing director, board member, head of an authority etc. 5  
Senior department head, other employee with managerial responsibility 4  
Department head, group head 10  
Other salaried staff 13  
Other public service 5  
Skilled worker 4  
Lecturer, teacher, scientific assistant 1  
Trainee 5  
Foreman, master craftsman 7  
Student 5  
Other not gainfully employed 2

**Area of responsibility** %  
Management 30  
Research/development/design 6  
Planning/work preparation 30  
Manufacture/production 13  
Production, quality control 5  
Buying/procurement 18  
Finance/accounting, controlling 7  
Information, communication technology (EDP) 4  
Administration/organization/personnel/social welfare/training 6  
Marketing/sales/advertising/PR 9  
Storage/material management/logistics/transport 5  
Maintenance/repairs 9  
Other 10  
Student 5  
Other not gainfully employed 2

**Frequency of visits to trade fair** %  
2002 33  
2000 38  
1998 30  
Earlier events 35  
First visit 32

**Size of company/organization (employees)** %  
1- 4 32 500- 999 3  
5- 9 14 1 000- 9 999 4  
10- 49 19 10 000 and more 4  
50- 99 6 student 5  
100- 199 5 other not gainfully employed 2  
200- 499 5

**Length of stay** %  
1. Length of stay (days):  
one 92 two 6 three 1  
2. Average length of stay 1,1 days  
3. Share of visitors on the event's days: %  
1st day 19 3rd day 21 5th day 16  
2nd day 21 4th day 22 6th day 12

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## E-WORLD energy & water Essen

### Trade visitor data

Total number of visitors 8 660

Proportion of trade visitors 97 %

**Region of residence** %  
up to 100 km 49  
more than 100 km up to 300 km 22  
over 300 km 29

**Total Germany:** 90  
Baden-Württemberg 6 North Rhine-Westphalia 62  
Bavaria 7 Rhineland-Palatinate 3  
Berlin 5 Saarland 1  
Brandenburg - Saxony 1  
Bremen 1 Saxony-Anhalt 1  
Hamburg 1 Schleswig-Holstein 2  
Hesse 6 Thuringia 1  
Mecklenburg-West Pomerania 1  
Lower Saxony 5

**Total Foreign** 10  
of which EU 73  
Rest of Europe 22  
Africa -  
North America 3  
South and Central America -  
Middle East -  
East Asia 2  
Australia -

**The five countries with the highest visitor shares** %  
Great Britain 22 Luxembourg 8  
Netherlands 16 Switzerland 8  
Austria 11

**Economic sector** %  
Consulting 17  
Electricity industry 13  
Multiple services 8  
Industrial company 7  
Power supply company 7  
Architect's/engineers office 5  
Renewable energies 4  
Research institute, university 4  
Gas industry 3  
Dealers 3  
Commercial company 2  
Other sectors 8  
Other 7  
Student 12  
Other not gainfully employed 1

**Influence on purchasing/procurement decisions** %  
Decisively 18  
Collectively 35  
In an advisory capacity 20  
No 14  
student 13

**Position in the company/organization** %  
Entrepreneur, partner, self-employed 11  
Managing director, board member, head of an authority etc. 9  
Senior department head, other employee with managerial responsibility 9  
Department head, group head 26  
Other salaried staff/public service 20  
Other public service 4  
Skilled worker 1  
Lecturer, teacher, scientific assistant 4  
Trainee 1  
Other 2  
Foreman, master craftsman 1  
Student 12  
Other not gainfully employed 1

**Area of responsibility** %  
Management 19  
Research/development/design 9  
Planning/work preparation 9  
Manufacture/production 3  
Production, quality control 1  
Buying/procurement 13  
Finance/accounting, controlling 7  
Information, communication technology (EDP) 12  
Administration/organization/personnel/social welfare/training 4  
Marketing/sales/advertising/PR 21  
Storage/material management/logistics/transport 2  
Maintenance/repairs 5  
Other 11  
Student 12  
Other not gainfully employed 1

**Frequency of visits to trade fair** %  
2003 28  
2002 21  
2001 12  
Trade fair for energy trading e'trade 2  
First visit 63

**Size of company/organization (employees)** %  
1- 4 11 500- 999 8  
5- 9 6 1 000- 9 999 18  
10- 49 14 10 000 and more 8  
50- 99 7 student 12  
100- 199 8 other not gainfully employed 1  
200- 499 8

**Length of stay** %  
1. Length of stay (days):  
one 80 two 17 three 4  
2. Average length of stay 1,2 days  
3. Share of visitors on the event's days: %  
1st day 40 2nd day 46 3rd day 39

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund













## INTERBOOT Friedrichshafen

### Basic data all visitors

<b>Total number of visitors</b>	<b>102 657</b>
<b>Region of residence</b>	%
up to 50 km	27
more than 50 km up to 100 km	19
more than 100 km up to 300 km	41
over 300 km	13
<b>Total Germany:</b>	<b>76</b>
Baden-Württemberg	69
Bavaria	23
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	3
Mecklenburg-West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>24</b>
of which EU	27
Rest of Europe	72
Africa	-
North America	-
South and Central America	1
Middle East	-
East Asia	-
Australia	-
<b>The two countries with the highest visitor shares</b>	%
Switzerland	71
Austria	21
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	24
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	21
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	9
Other not gainfully employed	3
Houswife/man	3
Old-age pensioner	11
<b>Frequency of visits to trade fair</b>	%
2003	41
2002	42
2001	37
<b>Proportion of private visitors</b>	<b>92 %</b>

### Basic data private visitors

<b>Region of residence</b>	%
up to 50 km	27
more than 50 km up to 100 km	19
more than 100 km up to 300 km	42
over 300 km	13
<b>Total Germany:</b>	<b>77</b>
Baden-Württemberg	69
Bavaria	23
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	3
Mecklenburg-West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>23</b>
of which EU	26
Rest of Europe	73
Africa	-
North America	-
South and Central America	-
Middle East	-
East Asia	-
Australia	-
<b>The five countries with the highest visitor shares</b>	%
Switzerland	72
Austria	22
France	1
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	23
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	22
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	9
Other not gainfully employed	3
Houswife/man	3
Old-age pensioner	12
<b>Frequency of visits to trade fair</b>	%
2003	41
2002	42
2001	38
<b>Proportion of private visitors</b>	<b>92 %</b>

### Additional data private visitors

<b>Sex</b>	%
Male	74
Female	26
<b>Age</b>	%
up to 20 years	5
over 20 up to 30 years	18
over 30 up to 40 years	24
over 40 up to 50 years	24
over 50 up to 60 years	18
over 60 up to 70 years	9
over 70 years	1
<b>Net household income</b>	%
up to 750,- EUR	6
more than 750,- EUR up to 1 000,- EUR	3
more than 1 000,- EUR up to 1 250,- EUR	2
more than 1 250,- EUR up to 1 500,- EUR	4
more than 1 500,- EUR up to 2 000,- EUR	7
more than 2 000,- EUR up to 2 500,- EUR	9
more than 2 500,- EUR up to 3 000,- EUR	11
more than 3 000,- EUR	29
N/A	30
<b>Size of household</b>	%
1 person	15
2 persons	42
3 persons	15
4 persons	19
5 persons and more	9
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	56
yes	18
no	26
maybe	18
<b>Follow-up business</b>	%
Intend to buy at later date	28
yes	21
no	21
maybe	51

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## OutDoor Friedrichshafen

### Basic data all visitors

<b>Total number of visitors</b>	<b>14 117</b>
<b>Region of residence</b>	%
up to 50 km	11
more than 50 km up to 100 km	10
more than 100 km up to 300 km	24
over 300 km	55
<b>Total Germany:</b>	<b>50</b>
Baden-Württemberg	42
Bavaria	29
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	2
Hesse	6
Mecklenburg-West Pomerania	-
Lower Saxony	3
<b>Total Foreign</b>	<b>50</b>
of which EU	64
Rest of Europe	20
Africa	-
North America	2
South and Central America	1
Middle East	2
East Asia	10
Australia	2
<b>The five countries with the highest visitor shares</b>	%
Switzerland	13
Italy	11
Austria	11
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	40
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	6
Department head, group head	13
Other salaried staff/public service	11
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	3
Other not gainfully employed	2
Houswife/man	1
Old-age pensioner	1
<b>Frequency of visits to trade fair</b>	%
2003	35
2002	27
2001	22
2000	19
Earlier events	16
First visit	43
<b>Proportion of trade visitors</b>	<b>87 %</b>

### Basic data trade visitors

<b>Region of residence</b>	%
up to 50 km	8
more than 50 km up to 100 km	9
more than 100 km up to 300 km	23
over 300 km	60
<b>Total Germany:</b>	<b>50</b>
Baden-Württemberg	42
Bavaria	29
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	2
Hesse	6
Mecklenburg-West Pomerania	-
Lower Saxony	3
<b>Total Foreign</b>	<b>54</b>
of which EU	63
Rest of Europe	19
Africa	-
North America	2
South and Central America	1
Middle East	2
East Asia	11
Australia	2
<b>The five countries with the highest visitor shares</b>	%
Switzerland	12
Italy	11
France	10
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	40
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	6
Department head, group head	13
Other salaried staff/public service	11
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	3
Other not gainfully employed	2
Houswife/man	1
Old-age pensioner	1
<b>Frequency of visits to trade fair</b>	%
2003	35
2002	27
2001	22
2000	19
Earlier events	16
First visit	43

### Additional data trade visitors

<b>Economic sector</b>	%
Outdoor shop	25
Sport retail trade	16
Department store/chain store	1
Specialist textile trade	5
Specialist shoe retailer	2
Sporting goods industry	10
Leisure, Tourism	6
Wholesale trade	10
Service	8
Other sectors	11
Student	3
Other not gainfully employed	4
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	43
Collectively	30
In an advisory capacity	12
No	8
student	3
Other not gainfully employed	4
<b>Area of responsibility</b>	%
Management	41
Research/development/design	14
Planning/work preparation	11
Manufacture/production	9
Production, quality control	4
Buying/procurement	25
Finance/accounting, controlling	6
Information, communication technology (EDP)	5
Administration/organization/personnel/ social welfare/training	6
Marketing/sales/advertising/PR	27
Storage/material management/logistics/transport	6
Maintenance/repairs	3
Other area	6
Student	3
Other not gainfully employed	4
<b>Size of company/organization (employees)</b>	%
1- 4	33
5- 9	14
10- 49	19
50- 99	7
100- 199	4
200- 499	6
500- 999	2
1 000- 9 999	6
10 000 and more	3
student	3
other not gainfully employed	4
<b>Length of stay</b>	%
1. Length of stay (days):	
one	50
two	31
three	11
four	8
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	%
1st day	44
2nd day	54
3rd day	46
4th day	34

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



# Visitors Profile Analyses 2004

## ÖKO-TRENDS Gelnhausen (2003)

### Private visitor data

**Total number of visitors** 4 178

**Proportion of private visitors** 100 %

**Region of residence** %  
 Locally 40  
 within a 25 km radius 41  
 further than 25 km within a 50 km radius 12  
 further than 50 km within a 100 km radius 4  
 further than 100 km radius 3

Germany 98  
 Other country 2

**Sex** %  
 Male 50  
 Female 51  
 Accompanied by husband/wife/partner 66

**Age** %  
 up to 20 years 2  
 over 20 up to 30 years 4  
 over 30 up to 40 years 26  
 over 40 up to 50 years 29  
 over 50 up to 60 years 19  
 over 60 up to 70 years 16  
 over 70 years 4

**Occupation** %  
 Unskilled/skilled worker 7  
 Salaried staff 34  
 Civil servant 11  
 Self employed/freelance 12  
 Housewife 13  
 Other occupation -  
 Trainee/student/pupil 3  
 Old-age-pensioner 19  
 Other not working 1

**Net household income** %  
 up to 750,- EUR 1  
 more than 750,- EUR up to 1 000,- EUR 1  
 more than 1 000,- EUR up to 1 250,- EUR 4  
 more than 1 250,- EUR up to 1 500,- EUR 3  
 more than 1 500,- EUR up to 2 000,- EUR 4  
 more than 2 000,- EUR up to 2 500,- EUR 11  
 more than 2 500,- EUR up to 3 000,- EUR 8  
 more than 3 000,- EUR 17  
 N/A 51

**Size of household** %  
 1 person 14  
 2 persons 39  
 3 persons 17  
 4 persons 22  
 5 persons and more 7

**Buying and ordering capacity** %  
 Purchase or order made or intended at the exhibition yes 34  
 no 20  
 maybe 46

**Follow-up business** %  
 Intend to buy at later date yes 39  
 no 23  
 maybe 38

Conducted by: audiokom GmbH, Gelnhausen

## DU UND DEINE WELT Hamburg

### Basic data all visitors

**Total number of visitors** 164 796

**Region of residence** %  
 up to 50 km 77  
 more than 50 km up to 100 km 15  
 more than 100 km up to 300 km 5  
 over 300 km 3

**Total Germany:** 99  
 Baden-Württemberg - North Rhine-Westphalia 1  
 Bavaria - Rhineland- 1  
 Berlin - Palatinate -  
 Brandenburg - Saarland -  
 Bremen - Saxony -  
 Hamburg 53 Saxony-Anhalt -  
 Hesse - Schleswig- 1  
 Mecklenburg- Holstein 32  
 West Pomerania 1 Thuringia -  
 Lower Saxony 12

**Total Foreign** 1  
 of which EU -  
 Rest of Europe -  
 Africa -  
 North America -  
 South and Central America -  
 Middle East -  
 East Asia -  
 Australia -

**Position in the company/organization** %  
 Entrepreneur, partner, self-employed 7  
 Managing director, board member, head of an authority etc. 1  
 Senior department head, other employee with managerial responsibility 1  
 Department head, group head 6  
 Other salaried staff/public service 32  
 Skilled worker 6  
 Lecturer, teacher, scientific assistant 1  
 Trainee 5  
 Other position 5  
 Student 12  
 Other not gainfully employed 2  
 Housewife/man 7  
 Old-age pensioner 16

**Frequency of visits to trade fair**  
 2003 51  
 2002 49  
 2001 44  
 2000 39  
 Earlier events 14  
 First visit 17

**Proportion of private visitors** 94 %

### Additional data private visitors

**Sex** %  
 Male 37  
 Female 63  
 Accompanied by husband/wife/partner

**Age** %  
 up to 20 years 12  
 over 20 up to 30 years 21  
 over 30 up to 40 years 18  
 over 40 up to 50 years 17  
 over 50 up to 60 years 15  
 over 60 up to 70 years 14  
 over 70 years 4

**Net household income** %  
 up to 750,- EUR 6  
 more than 750,- EUR up to 1 000,- EUR 5  
 more than 1 000,- EUR up to 1 250,- EUR 5  
 more than 1 250,- EUR up to 1 500,- EUR 7  
 more than 1 500,- EUR up to 2 000,- EUR 11  
 more than 2 000,- EUR up to 2 500,- EUR 10  
 more than 2 500,- EUR up to 3 000,- EUR 9  
 more than 3 000,- EUR 18  
 N/A 30

**Size of household** %  
 1 person 21  
 2 persons 45  
 3 persons 15  
 4 persons 14  
 5 persons and more 5

**Buying and ordering capacity** %  
 Purchase or order made or intended at the exhibition yes 70  
 no 7  
 maybe 23

**Follow-up business** %  
 Intend to buy at later date yes 18  
 no 25  
 maybe 57

Conducted by: PhoneResearch KG, Hamburg

## hanseboot Hamburg

### Basic data all visitors

**Total number of visitors** 118 846

**Region of residence** %  
 up to 50 km 34  
 more than 50 km up to 100 km 16  
 more than 100 km up to 300 km 34  
 over 300 km 16

**Total Germany:** 95  
 Baden-Württemberg 1 North Rhine-Westphalia 5  
 Bavaria 1 Rhineland- 1  
 Berlin 5 Palatinate -  
 Brandenburg 2 Saarland -  
 Bremen 4 Saxony 1  
 Hamburg 23 Saxony-Anhalt 1  
 Hesse 2 Schleswig- 1  
 Mecklenburg- Holstein 28  
 West Pomerania 6 Thuringia -  
 Lower Saxony 23

**Total Foreign** 5  
 of which EU 73  
 Rest of Europe 16  
 Africa 2  
 North America 4  
 South and Central America 2  
 Middle East 1  
 East Asia -  
 Australia 2

**The five countries with the highest visitor shares** %  
 Denmark 24  
 Sweden 17  
 Austria 11  
 Switzerland 7  
 Norway 5

**Position in the company/organization** %  
 Entrepreneur, partner, self-employed 19  
 Managing director, board member, head of an authority etc. 3  
 Senior department head, other employee with managerial responsibility 2  
 Department head, group head 10  
 Other salaried staff/public service 23  
 Skilled worker 6  
 Lecturer, teacher, scientific assistant 3  
 Trainee 3  
 Other position 3  
 Student 10  
 Other not gainfully employed 1  
 Housewife/man 2  
 Old-age pensioner 16

**Frequency of visits to trade fair**  
 2003 47  
 2002 47  
 Earlier events 22  
 First visit 20

**Proportion of private visitors** 84 %

### Additional data private visitors

**Sex** %  
 Male 77  
 Female 23  
 Accompanied by husband/wife/partner

**Age** %  
 up to 20 years 6  
 over 20 up to 30 years 13  
 over 30 up to 40 years 18  
 over 40 up to 50 years 23  
 over 50 up to 60 years 21  
 over 60 up to 70 years 17  
 over 70 years 3

**Net household income** %  
 up to 750,- EUR 4  
 more than 750,- EUR up to 1 000,- EUR 2  
 more than 1 000,- EUR up to 1 250,- EUR 3  
 more than 1 250,- EUR up to 1 500,- EUR 4  
 more than 1 500,- EUR up to 2 000,- EUR 7  
 more than 2 000,- EUR up to 2 500,- EUR 8  
 more than 2 500,- EUR up to 3 000,- EUR 12  
 more than 3 000,- EUR 31  
 N/A 30

**Size of household** %  
 1 person 16  
 2 persons 47  
 3 persons 15  
 4 persons 17  
 5 persons and more 5  
 3 - 5 persons -

**Buying and ordering capacity** %  
 Purchase or order made or intended at the exhibition yes 58  
 no 15  
 maybe 27

**Follow-up business** %  
 Intend to buy at later date yes 42  
 no 15  
 maybe 43

Conducted by: Phone Research KG, Hamburg

## INTERNORGA Hamburg

### Trade visitor data

**Total number of visitors** 101 107

**Proportion of trade visitors** 86 %  
**Region of residence** %  
 up to 100 km 35  
 more than 100 km up to 300 km 32  
 over 300 km 33

**Total Germany:** 97  
 Baden-Württemberg 1 North Rhine-Westphalia 12  
 Bavaria 2 Rhineland- 5  
 Berlin 2 Palatinate 1  
 Brandenburg 3 Saarland -  
 Bremen 3 Saxony 1  
 Hamburg 14 Saxony-Anhalt 3  
 Hesse 3 Schleswig- 16  
 Mecklenburg- Holstein -  
 West Pomerania 5 Thuringia 2  
 Lower Saxony 33

**Total Foreign** 3  
 of which EU 52  
 Rest of Europe 21  
 Africa 10  
 North America 2  
 South and Central America 2  
 Middle East 4  
 East Asia 2  
 Australia 8

**The five countries with the highest visitor shares** %  
 Italy 12 Netherlands 6  
 Austria 8 Sweden 6  
 Spain 8

**Economic sector** %  
 Restaurant 28  
 Franchise restaurant 4  
 Discotheque, night club, bar 2  
 Trend and communication gastronomy 1  
 Hotels/guest house 18  
 Bakery, confectioners, cafe 10  
 Communal catering/canteen/school 5  
 Catering/Eventcatering/Party-service 5  
 Food, drinks trade, trade chain 4  
 Food industry/non-food industry 3  
 Snack bars, take-away food outlets, cafeterias 2  
 Planning/architecture/interior furnishings 12  
 Butcher 1  
 Other sectors 9  
 Student/not gainfully employed 4

**Influence on purchasing/procurement decisions** %  
 Decisively 21  
 Collectively 32  
 In an advisory capacity 26  
 No student 16  
 student 4

**Position in the company/organization** %  
 Entrepreneur, partner, self-employed 25  
 Managing director, board member, head of an authority etc. 5  
 Senior department head, other employee with managerial responsibility 2  
 Department head, group head 14  
 Other salaried staff 13  
 Other public service -  
 Skilled worker 11  
 Lecturer, teacher, scientific assistant 2  
 Trainee 22  
 Other 3  
 Student 3  
 Other not gainfully employed 1

**Area of responsibility** %  
 Management 23  
 Research/development/design 2  
 Planning/work preparation 2  
 Manufacture/production 26  
 Production, quality control 1  
 Buying/procurement 7  
 Finance/accounting, controlling 2  
 Information, communication technology (EDP) 1  
 Administration/organization/personnel/social welfare/training 4  
 Marketing/sales/advertising/PR 6  
 Storage/material management/logistics/transport 1  
 Maintenance/repairs 1  
 Other -  
 Student 3  
 Other not gainfully employed 1  
 Service 21

**Frequency of visits to trade fair** %  
 2003 32  
 2002 29  
 Earlier events 17  
 First visit 41

**Size of company/organization (employees)** %  
 1- 4 17 500- 999 2  
 5- 9 17 1 000- 9 999 2  
 10- 49 32 10 000 and more 2  
 50- 99 11 student 3  
 100- 199 7 other not gainfully employed 1  
 200- 499 5 employed 1

**Length of stay** %  
 1. Length of stay (days):  
 one 87 two 10 three 2  
 2. Average length of stay 1,2 days  
 3. Share of visitors on the event's days:  
 1st day 15 3rd day 18 5th day 22  
 2nd day 19 4th day 28 6th day 15

Conducted by: PhoneResearch KG, Hamburg

## Hanseferd Hamburg

### Basic data all visitors

<b>Total number of visitors</b>	<b>57 324</b>
<b>Region of residence</b>	%
up to 50 km	54
more than 50 km up to 100 km	26
more than 100 km up to 300 km	15
over 300 km	6
<b>Total Germany:</b>	<b>99</b>
Baden- Württemberg	North Rhine- Westphalia 2
Bavaria	Rhineland- Palatinate -
Berlin	1 Palatinate -
Brandenburg	- Saarland -
Bremen	1 Saxony -
Hamburg	29 Saxony-Anhalt 1
Hesse	- Schleswig- Holstein 46
Mecklenburg- West Pomerania	3 Thuringia -
Lower Saxony	18
<b>Total Foreign</b>	<b>1</b>
of which	EU -
Rest of Europe	-
Africa	-
North America	-
South and Central America	-
Middle East	-
East Asia	-
Australia	-
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	30
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	5
Student	25
Other not gainfully employed	2
Houswife/man	7
Old-age pensioner	1
<b>Frequency of visits to trade fair</b>	%
2002	55
2000	45
Earlier events	11
First visit	25
<b>Proportion of private visitors</b>	<b>87 %</b>

### Basic data private visitors

<b>Region of residence</b>	%
up to 50 km	55
more than 50 km up to 100 km	25
more than 100 km up to 300 km	15
over 300 km	5
<b>Total Germany:</b>	<b>99</b>
Baden- Württemberg	North Rhine- Westphalia 2
Bavaria	- Rhineland- Palatinate -
Berlin	1 Palatinate -
Brandenburg	- Saarland -
Bremen	1 Saxony -
Hamburg	29 Saxony-Anhalt 1
Hesse	- Schleswig- Holstein 46
Mecklenburg- West Pomerania	2 Thuringia -
Lower Saxony	18
<b>Total Foreign</b>	<b>1</b>
of which	EU -
Rest of Europe	-
Africa	-
North America	-
South and Central America	-
Middle East	-
East Asia	-
Australia	-
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	5
Other salaried staff/public service	32
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	6
Other position	5
Student	25
Other not gainfully employed	2
Houswife/man	8
Old-age pensioner	1
<b>Frequency of visits to trade fair</b>	%
2002	55
2000	45
Earlier events	11
First visit	24

### Additional data private visitors

<b>Sex</b>	%
Male	18
Female	82
Accompanied by husband/wife/partner	
<b>Age</b>	%
up to 20 years	24
over 20 up to 30 years	26
over 30 up to 40 years	26
over 40 up to 50 years	18
over 50 up to 60 years	5
over 60 up to 70 years	1
over 70 years	-
<b>Net household income</b>	%
1 person up to 750,- EUR	5
more than 750,- EUR up to 1 000,- EUR	3
more than 1 000,- EUR up to 1 250,- EUR	4
more than 1 250,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	8
more than 2 000,- EUR up to 2 500,- EUR	9
more than 2 500,- EUR up to 3 000,- EUR	9
more than 3 000,- EUR	22
N/A	35
<b>Size of household</b>	%
1 person	17
2 persons	27
3 persons	20
4 persons	16
5 persons and more	10
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	84
yes	84
no	5
maybe	12
<b>Follow-up business</b>	%
Intend to buy at later date	24
yes	24
no	23
maybe	54

Conducted by: PhoneResearch KG, Hamburg

## NORD ELEKTRO + solar Hamburg

### Basic data all visitors

<b>Total number of visitors</b>	<b>14 305</b>
<b>Region of residence</b>	%
up to 50 km	38
more than 50 km up to 100 km	29
more than 100 km up to 300 km	27
over 300 km	6
<b>Total Germany:</b>	<b>99</b>
Baden- Württemberg	North Rhine- Westphalia -
Bavaria	- Rhineland- Palatinate -
Berlin	- Palatinate -
Brandenburg	- Saarland -
Bremen	2 Saxony -
Hamburg	21 Saxony-Anhalt 1
Hesse	- Schleswig- Holstein 41
Mecklenburg- West Pomerania	9 Thuringia -
Lower Saxony	26
<b>Total Foreign</b>	<b>1</b>
of which	EU 68
Rest of Europe	8
Africa	8
North America	-
South and Central America	8
Middle East	8
East Asia	-
Australia	-
<b>The five countries with the highest visitor shares</b>	%
Denmark	30
Greece	11
Sweden	11
Netherlands	8
Poland	8
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	14
Other salaried staff/public service	9
Skilled worker	13
Lecturer, teacher, scientific assistant	3
Trainee	24
Other position	3
Student	7
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2002	28
2000	27
Earlier events	13
First visit	46
<b>Proportion of trade visitors</b>	<b>91 %</b>

### Basic data trade visitors

<b>Region of residence</b>	%
up to 50 km	38
more than 50 km up to 100 km	29
more than 100 km up to 300 km	28
over 300 km	6
<b>Total Germany:</b>	<b>98</b>
Baden- Württemberg	North Rhine- Westphalia -
Bavaria	1 Rhineland- Palatinate -
Berlin	- Palatinate -
Brandenburg	2 Saarland -
Bremen	20 Saxony -
Hamburg	- Saxony-Anhalt 1
Hesse	- Schleswig- Holstein 41
Mecklenburg- West Pomerania	26 Thuringia -
Lower Saxony	-
<b>Total Foreign</b>	<b>2</b>
of which	EU 68
Rest of Europe	8
Africa	8
North America	-
South and Central America	8
Middle East	8
East Asia	-
Australia	-
<b>The five countries with the highest visitor shares</b>	%
Denmark	30
Greece	11
Sweden	11
Netherlands	8
Poland	8
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	22
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	15
Other salaried staff/public service	9
Skilled worker	14
Lecturer, teacher, scientific assistant	3
Trainee	26
Other position	3
Student	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2002	30
2000	28
Earlier events	13
First visit	43
<b>Proportion of trade visitors</b>	<b>91 %</b>

### Additional data trade visitors

<b>Economic sector</b>	%
Electrical installations	54
Heating, hot water preparation, air-conditioning, ventilation	2
Other skilled trades	1
Electrical engineering/electronics industry	12
Machine and plant construction	2
Other industry	4
Trade overall	3
Power supply company	4
Engineering, planning office, architects	4
Construction industry	1
Housing business, property management	1
Authority/public services	4
Vocational school/polytechnic/university	4
Student	2
Other not gainfully employed	1
Other sectors	3
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	19
Collectively	30
In an advisory capacity	27
No	20
student	2
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	22
Research/development/design	4
Planning/work preparation	10
Manufacture/production	17
Production, quality control	2
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	6
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	1
Storage/material management/logistics/transport	1
Maintenance/repairs	23
Other area	5
Student	2
Other not gainfully employed	1
<b>Size of company/organization (employees)</b>	%
1- 4	28
5- 9	16
10- 49	21
50- 99	9
100- 199	7
200- 499	4
500- 999	3
1 000- 9 999	7
10 000 and more	2
student	2
other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	45
two	54
three	1
1,6 days	
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	
1st day	27
2nd day	49
3rd day	29

Conducted by: PhoneResearch KG, Hamburg



















# Visitors Profile Analyses 2004

## photokina Köln

### Basic data all visitors

<b>Total number of visitors</b>	<b>127 515</b>
<b>Region of residence</b>	%
up to 50 km	26
more than 50 km up to 100 km	16
more than 100 km up to 300 km	22
over 300 km	36
<b>Total Germany:</b>	<b>72</b>
Baden-Württemberg	8
Bavaria	6
Berlin	2
Brandenburg	-
Bremen	2
Hamburg	2
Hesse	8
Mecklenburg-West Pomerania	-
Lower Saxony	4
<b>Total Foreign</b>	<b>28</b>
of which EU	62
Rest of Europe	14
Africa	3
North America	5
South and Central America	1
Middle East	5
East Asia	9
Australia	1

<b>The five countries with the highest visitor shares</b>	%
Netherlands	24
Belgium	8
Austria	7
Great Britain	6
Switzerland	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	30
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head	8
Other salaried staff/public service	24
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	3
Student	9
Other not gainfully employed	2
Houswife/man	-
Old-age pensioner	5

<b>Frequency of visits to trade fair</b>	%
2002	44
2000	35
1998	30
Earlier events	28
First visit	40

<b>Proportion of trade visitors</b>	<b>64 %</b>
<b>Proportion of private visitors</b>	<b>36 %</b>

### Basic data trade visitors

<b>Region of residence</b>	%
up to 50 km	19
more than 50 km up to 100 km	13
more than 100 km up to 300 km	22
over 300 km	46
<b>Total Germany:</b>	<b>63</b>
Baden-Württemberg	10
Bavaria	9
Berlin	2
Brandenburg	-
Bremen	-
Hamburg	3
Hesse	9
Mecklenburg-West Pomerania	-
Lower Saxony	5
<b>Total Foreign</b>	<b>38</b>
of which EU	59
Rest of Europe	14
Africa	4
North America	5
South and Central America	2
Middle East	5
East Asia	10
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Netherlands	21
Belgium	7
Austria	8
Great Britain	7
Switzerland	4

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	42
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	3
Department head, group head	7
Other salaried staff/public service	18
Skilled worker	2
Lecturer, teacher, scientific assistant	4
Trainee	3
Other position	3
Student	8
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2002	49
2000	40
1998	35
Earlier events	30
First visit	35

### Basic data private visitors

<b>Region of residence</b>	%
up to 50 km	39
more than 50 km up to 100 km	22
more than 100 km up to 300 km	21
over 300 km	19
<b>Total Germany:</b>	<b>88</b>
Baden-Württemberg	7
Bavaria	3
Berlin	1
Brandenburg	-
Bremen	1
Hamburg	1
Hesse	6
Mecklenburg-West Pomerania	-
Lower Saxony	4
<b>Total Foreign</b>	<b>12</b>
of which EU	79
Rest of Europe	12
Africa	1
North America	2
South and Central America	-
Middle East	3
East Asia	3
Australia	1

<b>The five countries with the highest visitor shares</b>	%
Netherlands	43
Belgium	16
Switzerland	6
Luxembourg	5
Austria	4

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	9
Other salaried staff/public service	35
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	3
Student	10
Other not gainfully employed	1
Houswife/man	1
Old-age pensioner	14

<b>Frequency of visits to trade fair</b>	%
2002	36
2000	26
1998	22
Earlier events	26
First visit	48

<b>Additional data trade visitors</b>	%
<b>Economic sector</b>	%
Trade/resellers	27
professional/business user	73
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	50
Collectively	22
In an advisory capacity	11
No	8
student	8
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	35
Research/development/design	4
Planning/work preparation	2
Manufacture/production	8
Production, quality control	1
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	6
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	-
Maintenance/repairs	1
Other area	12
Student	8
Other not gainfully employed	2

<b>Size of company/organization (employees)</b>	%
1- 4	35
5- 9	13
10- 49	15
50- 99	7
100- 199	4
200- 499	5
500- 999	3
1 000- 9 999	5
10 000 and more	4
student	8
other not gainfully employed	1
employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	70
two	14
three	8
four	2
five	1
six	4
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	%
1st day	24
2nd day	29
3rd day	30
4th day	29
5th day	27
6th day	23

### Additional data private visitors

<b>Sex</b>	%
Male	82
Female	18
<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	21
over 30 up to 40 years	18
over 40 up to 50 years	20
over 50 up to 60 years	18
over 60 up to 70 years	14
over 70 years	3

<b>Net household income</b>	%
up to 750,- EUR	4
more than 750,- EUR up to 1 000,- EUR	2
more than 1 000,- EUR up to 1 250,- EUR	2
more than 1 250,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 500,- EUR	9
more than 2 500,- EUR up to 3 000,- EUR	8
more than 3 000,- EUR	19
N/A	40

<b>Size of household</b>	%
1 person	21
2 persons	41
3 persons	17
4 persons	15
5 persons and more	6

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	
no	
maybe	
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	53
no	12
maybe	35

<b>Conducted by: Dr. Reske &amp; Partner/factx, Köln</b>
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## Orgatec Köln

### Basic data all visitors

Total number of visitors 54 247

**Region of residence** %  
up to 50 km 18  
more than 50 km up to 100 km 11  
more than 100 km up to 300 km 23  
over 300 km 48

**Total Germany:** 65

Baden-Württemberg	12	North Rhine-Westphalia	46
Bavaria	10	Rhineland-Palatinate	8
Berlin	2	Saarland	-
Brandenburg	1	Saxony	1
Bremen	-	Saxony-Anhalt	1
Hamburg	3	Schleswig-Holstein	1
Hesse	8	Thuringia	1
Mecklenburg-West Pomerania	-		
Lower Saxony	6		

**Total Foreign** 35

of which EU 71  
Rest of Europe 11  
Africa 4  
North America 3  
South and Central America 1  
Middle East 1  
East Asia 6  
Australia 3

### The five countries with the highest visitor shares

Netherlands 20  
Great Britain 11  
Belgium 9  
Switzerland 7  
Austria 6

### Position in the company/organization

Entrepreneur, partner, self-employed 37  
Managing director, board member, head of an authority etc. 10

Senior department head, other employee with managerial responsibility 5  
Department head, group head 12  
Other salaried staff/public service 27  
Skilled worker 2  
Lecturer, teacher, scientific assistant 1  
Trainee 1  
Other position -  
Student 5  
Other not gainfully employed -

### Frequency of visits to trade fair

2002 48  
2000 43  
1998 36  
Earlier events 29  
First visit 38

**Proportion of trade visitors** 98 %

### Basic data trade visitors

**Region of residence** %  
up to 50 km 18  
more than 50 km up to 100 km 11  
more than 100 km up to 300 km 23  
over 300 km 48

**Total Germany:** 65

Baden-Württemberg	12	North Rhine-Westphalia	46
Bavaria	10	Rhineland-Palatinate	8
Berlin	2	Saarland	-
Brandenburg	1	Saxony	1
Bremen	-	Saxony-Anhalt	1
Hamburg	3	Schleswig-Holstein	1
Hesse	8	Thuringia	1
Mecklenburg-West Pomerania	-		
Lower Saxony	6		

**Total Foreign** 35

of which EU 71  
Rest of Europe 11  
Africa 4  
North America 3  
South and Central America 1  
Middle East 1  
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Department head, group head 12  
Other salaried staff/public service 27  
Skilled worker 2  
Lecturer, teacher, scientific assistant 1  
Trainee 1  
Other position -  
Student 5  
Other not gainfully employed -

### Frequency of visits to trade fair

2002 48  
2000 43  
1998 36  
Earlier events 29  
First visit 38

### Additional data trade visitors

**Economic sector** %

Specialist retail trade 45  
Specialist wholesale, retail trade 18  
Large forms of retail trade 3  
Import/export 15  
Representative 8  
Other 11

### Influence on purchasing/procurement decisions

Decisively 49  
Collectively 22  
Planning/work preparation 15  
In an advisory capacity 8  
No student 6

### Area of responsibility

Management 34  
Research/development/design 7  
Manufacturing/work preparation 12  
Production/quality control 4  
Buying/procurement 1  
Finance/accounting, controlling 8  
Information, communication technology (EDP) 1  
Administration/organization/personnel/social welfare/training 5  
Marketing/sales/advertising/PR 15  
Storage/material management/logistics/transport 1  
Maintenance/repairs 3  
Other area 2  
Student 6  
Other not gainfully employed -

### Size of company/organization (employees)

1- 4	21	500- 999	6
5- 9	11	1 000- 9 999	6
10- 49	24	10 000 and more	3
50- 99	6	student	5
100- 199	9	other not gainfully employed	-
200- 499	9		

### Length of stay

1. Length of stay (days):  
one 62 three 10 five 4  
two 21 four 3

2. Average length of stay 1,7 days

3. Share of visitors on the event's days:  
1st day 30 3rd day 39 5th day 26  
2nd day 37 4th day 35

Conducted by: Dr. Reske & Partner/factis, Köln

## AUTOMOBIL INTERNATIONAL + AMITEC Leipzig (2003)

### Private visitor data

Total number of visitors 264 660

**Proportion of private visitors** 71 %

### Region of residence

Locally 12  
within a 25 km radius 6  
further than 25 km within a 50 km radius 4  
further than 50 km within a 100 km radius 28  
further than 100 km radius 50

Germany 99  
Other country 1

### Sex

Male 72  
Female 28  
Accompanied by husband/wife/partner 35

### Age

up to 20 years 21  
over 20 up to 30 years 37  
over 30 up to 40 years 19  
over 40 up to 50 years 11  
over 50 up to 60 years 7  
over 60 up to 70 years 5  
over 70 years 1

### Occupation

Unskilled/skilled worker 23  
Salaried staff 25  
Civil servant 7  
Self employed/freelance 6  
Housewife 2  
Other occupation 4  
Trainee/student/pupil 21  
Old-age-pensioner 9  
Other not working 5

### Net household income

more than 750,- EUR up to 750,- EUR	13
more than 1 000,- EUR up to 1 000,- EUR	8
more than 1 250,- EUR up to 1 250,- EUR	8
more than 1 500,- EUR up to 1 500,- EUR	9
more than 2 000,- EUR up to 2 000,- EUR	12
more than 2 500,- EUR up to 2 500,- EUR	11
more than 3 000,- EUR up to 3 000,- EUR	9
more than 3 000,- EUR	15
N/A	15

### Size of household

1 person 17  
2 persons 35  
3 persons 22  
4 persons 18  
5 persons and more 9

### Buying and ordering capacity

Purchase or order made or intended at the exhibition  
yes 18  
no 46  
maybe 36

### Follow-up business

Intend to buy at later date  
yes 29  
no 22  
maybe 49

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Leipzig Book Fair Leipzig (2003)

### Private visitor data

Total number of visitors 85 406

**Proportion of private visitors** 48 %

### Region of residence

Locally 26  
within a 25 km radius 4  
further than 25 km within a 50 km radius 8  
further than 50 km within a 100 km radius 14  
further than 100 km radius 48

Germany 97  
Other country 3

### Sex

Male 42  
Female 58  
Accompanied by husband/wife/partner 22

### Age

up to 20 years 24  
over 20 up to 30 years 31  
over 30 up to 40 years 20  
over 40 up to 50 years 13  
over 50 up to 60 years 8  
over 60 up to 70 years 3  
over 70 years 1

### Occupation

Unskilled/skilled worker 4  
Salaried staff 29  
Civil servant 5  
Self employed/freelance 10  
Housewife 2  
Other occupation 2  
Trainee/student/pupil 42  
Old-age-pensioner 4  
Other not working 2

### Net household income

more than 750,- EUR up to 750,- EUR	18
more than 1 000,- EUR up to 1 000,- EUR	9
more than 1 250,- EUR up to 1 250,- EUR	7
more than 1 500,- EUR up to 1 500,- EUR	6
more than 2 000,- EUR up to 2 000,- EUR	10
more than 2 500,- EUR up to 2 500,- EUR	10
more than 3 000,- EUR up to 3 000,- EUR	7
more than 3 000,- EUR	15
N/A	17

### Size of household

1 person 22  
2 persons 28  
3 persons 20  
4 persons 21  
5 persons and more 9

### Buying and ordering capacity

Purchase or order made or intended at the exhibition  
yes 18  
no 46  
maybe 36

### Follow-up business

Intend to buy at later date  
yes 29  
no 22  
maybe 49

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund







## Home - Garden - Leisure/Handicrafts Fair Leipzig (2002)

### Private visitor data

Total number of visitors 166 427

Proportion of private visitors 80 %

**Region of residence** %  
Locally 26  
within a 25 km radius 16  
further than 25 km within a 50 km radius 23  
further than 50 km within a 100 km radius 24  
further than 100 km radius 11

Germany 99  
Other country 1

**Sex** %  
Male 45  
Female 55  
Accompanied by husband/wife/partner 70

**Age** %  
up to 20 years 9  
over 20 up to 30 years 15  
over 30 up to 40 years 24  
over 40 up to 50 years 24  
over 50 up to 60 years 14  
over 60 up to 70 years 11  
over 70 years 4

**Occupation** %  
Unskilled/skilled worker 18  
Salaried staff 36  
Civil servant 4  
Self employed/freelance 8  
Housewife 4  
Other occupation 3  
Trainee/student/pupil 10  
Old-age-pensioner 14  
Other not gainfully employed 3

**Net household income** %  
up to 750,- EUR 11  
more than 750,- EUR up to 1 000,- EUR 8  
more than 1 000,- EUR up to 1 250,- EUR 9  
more than 1 250,- EUR up to 1 500,- EUR 7  
more than 1 500,- EUR up to 2 000,- EUR 10  
more than 2 000,- EUR up to 2 500,- EUR 9  
more than 2 500,- EUR up to 3 000,- EUR 6  
more than 3 000,- EUR 8  
N/A 32

**Size of household** %  
1 person 9  
2 persons 36  
3 persons 28  
4 persons 22  
5 persons and more 6

**Buying and ordering capacity** %  
Purchase or order made or intended at the exhibition yes 63  
no 15  
maybe 22

**Follow-up business** %  
Intend to buy at later date yes 23  
no 24  
maybe 53

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## MIDORA Leipzig Leipzig

### Basic data all visitors

Total number of visitors 2 734

**Region of residence** %  
up to 50 km 16  
more than 50 km up to 100 km 22  
more than 100 km up to 300 km 45  
over 300 km 17

**Total Germany:** 97

Baden-Württemberg	3	North Rhine-Westphalia	3
Bavaria	2	Rhineland-Palatinate	1
Berlin	8	Saarland	1
Brandenburg	10	Saxony	37
Bremen	1	Saxony-Anhalt	14
Hamburg	2	Schleswig-Holstein	1
Mecklenburg-West Pomerania	4	Thuringia	11
Lower Saxony	3		

**Total Foreign** 3

of which EU 88  
Rest of Europe -  
Africa -  
North America -  
South and Central America -  
Middle East -  
East Asia -  
Australia 13

**The five countries with the highest visitor shares** %  
Poland 50 Netherlands 13  
Denmark 13 Australia 13  
Great Britain 13

**Position in the company/organization** %  
Entrepreneur, partner, self-employed 63  
Managing director, board member, head of an authority etc. 5

Senior department head, other employee with managerial responsibility 2  
Department head, group head 1  
Other salaried staff/public service 6  
Skilled worker 4  
Lecturer, teacher, scientific assistant -  
Trainee 4  
Other position 2  
Project manager 1  
Foreman, master craftsman 3  
Salesperson 6  
Student 2  
Other not gainfully employed 2  
Housewife/man -  
Old-age pensioner -

**Frequency of visits to trade fair** %  
2003 49 Earlier events 39  
2002 46 First visit 30  
2001 44

**Proportion of trade visitors** 92 %

### Additional data trade visitors

**Economic sector** %  
Industry 4  
Skilled trades 34  
Wholesale/foreign trade 5  
Retail trade 44  
Commercial agent 1  
IT, EDP, office communication 1  
Association/institution/organization 1  
Other services 2  
Authority/public services 2  
Research/teaching 1  
Student 2  
Other not gainfully employed 2

**Influence on purchasing/procurement decisions** %  
Decisively 53  
Collectively 26  
In an advisory capacity 9  
No 8  
student 2  
Other not gainfully employed 2

**Area of responsibility** %  
Management 56  
Research/development/design 11  
Planning/work preparation 17  
Manufacture/production 26  
Production, quality control 13  
Buying/procurement 39  
Finance/accounting, controlling 17  
Information, communication technology (EDP) 10  
Administration/organization/personnel/social welfare/training 13  
Marketing/sales/advertising/PR 19  
Storage/material management/logistics/transport 13  
Maintenance/repairs 13  
Other area 42  
Student 2  
Other not gainfully employed 2

**Size of company/organization (employees)** %  
1- 4 72 500- 999 1  
5- 9 10 1 000- 9 999 -  
10- 49 9 10 000 and more -  
50- 99 2 student 2  
100- 199 1 other not gainfully employed 2  
200- 499 -

**Length of stay** %  
1. Length of stay (days):  
one 87 two 12 three 1  
2. Average length of stay 1,1 days  
3. Share of visitors on the event's days: %  
1st day 47 2nd day 56 3rd day 11

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## modell - hobby - spiel Leipzig

### Basic data all visitors

Total number of visitors 95 281

**Region of residence** %  
up to 50 km 30  
more than 50 km up to 100 km 37  
more than 100 km up to 300 km 29  
over 300 km 4

**Total Germany:** 99

Baden-Württemberg	1	North Rhine-Westphalia	1
Bavaria	2	Rhineland-Palatinate	-
Berlin	2	Saarland	-
Brandenburg	5	Saxony	56
Bremen	-	Saxony-Anhalt	22
Hamburg	-	Schleswig-Holstein	-
Hesse	1	Thuringia	10
Mecklenburg-West Pomerania	1		
Lower Saxony	1		

**Total Foreign** 1

of which EU 46  
Rest of Europe 36  
Africa -  
North America 9  
South and Central America -  
Middle East -  
East Asia 9  
Australia -

**The two countries with the highest visitor shares** %  
Switzerland 36  
Czech Republic 18

**Position in the company/organization** %  
Entrepreneur, partner, self-employed 6  
Managing director, board member, head of an authority etc. 1  
Senior department head, other employee with managerial responsibility 1  
Department head, group head 4  
Other salaried staff/public service 19  
Skilled worker 18  
Lecturer, teacher, scientific assistant 2  
Trainee 8  
Other position 4  
Student 23  
Other not gainfully employed 6  
Housewife/man 4  
Old-age pensioner 5

**Frequency of visits to trade fair** %  
2003 45  
2002 36  
2001 26  
2000 20  
Earlier events 13  
First visit 37

**Proportion of private visitors** 95 %

### Basic data private visitors

**Region of residence** %  
up to 50 km 29  
more than 50 km up to 100 km 37  
more than 100 km up to 300 km 30  
over 300 km 4

**Total Germany:** 99

Baden-Württemberg	1	North Rhine-Westphalia	-
Bavaria	2	Rhineland-Palatinate	-
Berlin	2	Saarland	-
Brandenburg	5	Saxony	56
Bremen	-	Saxony-Anhalt	22
Hamburg	-	Schleswig-Holstein	-
Hesse	1	Thuringia	10
Mecklenburg-West Pomerania	-		
Lower Saxony	1		

**Total Foreign** 1

of which EU 44  
Rest of Europe 44  
Africa -  
North America -  
South and Central America -  
Middle East -  
East Asia 11  
Australia -

**The country with the highest visitor share** %  
Switzerland 44

**Position in the company/organization** %  
Entrepreneur, partner, self-employed 6  
Managing director, board member, head of an authority etc. 1  
Senior department head, other employee with managerial responsibility 1  
Department head, group head 4  
Other salaried staff/public service 19  
Skilled worker 18  
Lecturer, teacher, scientific assistant 2  
Trainee 8  
Other position 4  
Student 24  
Other not gainfully employed 6  
Housewife/man 4  
Old-age pensioner 5

**Frequency of visits to trade fair** %  
2003 45  
2002 35  
2001 26  
2000 20  
Earlier events 13  
First visit 38

### Additional data private visitors

**Sex** %  
Male 57  
Female 44

**Age** %  
up to 20 years 29  
over 20 up to 30 years 23  
over 30 up to 40 years 25  
over 40 up to 50 years 14  
over 50 up to 60 years 6  
over 60 up to 70 years 3  
over 70 years -

**Net household income** %  
up to 750,- EUR 18  
more than 750,- EUR up to 1 000,- EUR 11  
more than 1 000,- EUR up to 1 250,- EUR 6  
more than 1 250,- EUR up to 1 500,- EUR 9  
more than 1 500,- EUR up to 2 000,- EUR 11  
more than 2 000,- EUR up to 2 500,- EUR 9  
more than 2 500,- EUR up to 3 000,- EUR 6  
more than 3 000,- EUR 8  
N/A 22

**Size of household** %  
1 person 13  
2 persons 26  
3 persons 27  
4 persons 25  
5 persons and more 9

**Buying and ordering capacity** %  
Purchase or order made or intended at the exhibition yes 73  
no 9  
maybe 19

**Follow-up business** %  
Intend to buy at later date yes 40  
no 16  
maybe 44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





## LEBEN Magdeburg (2003)

### Private visitor data

Total number of visitors **10 978**

Proportion of private visitors **100 %**

**Region of residence** %  
Locally 62  
within a 25 km radius 18  
further than 25 km within a 50 km radius 14  
further than 50 km within a 100 km radius 5  
further than 100 km radius 1

Germany 100  
Other country -

**Sex** %  
Male 43  
Female 57  
Accompanied by husband/wife/partner 70

**Age** %  
up to 20 years 1  
over 20 up to 30 years 5  
over 30 up to 40 years 10  
over 40 up to 50 years 18  
over 50 up to 60 years 24  
over 60 up to 70 years 36  
over 70 years 6

**Occupation** %  
Unskilled/skilled worker 13  
Salaried staff 26  
Civil servant 3  
Self employed/freelance 5  
Housewife 1  
Other occupation 2  
Trainee/student/pupil 3  
Old-age-pensioner 43  
Other not working 5

**Net household income** %  
up to 750,- EUR 4  
more than 750,- EUR up to 1 000,- EUR 11  
more than 1 000,- EUR up to 1 250,- EUR 16  
more than 1 250,- EUR up to 1 500,- EUR 14  
more than 1 500,- EUR up to 2 000,- EUR 12  
more than 2 000,- EUR up to 2 500,- EUR 12  
more than 2 500,- EUR up to 3 000,- EUR 5  
more than 3 000,- EUR 3  
N/A 24

**Size of household** %  
1 person 11  
2 persons 63  
3 persons 13  
4 persons 12  
5 persons and more 1

**Buying and ordering capacity** %  
Purchase or order made or intended at the exhibition yes 36  
no 18  
maybe 46

**Follow-up business** %  
Intend to buy at later date yes 11  
no 41  
maybe 47

Conducted by: IWD Marktforschung, Magdeburg

## MAGDEBOOT Magdeburg (2003)

### Private visitor data

Total number of visitors **14 127**

Proportion of private visitors **100 %**

**Region of residence** %  
Locally 15  
within a 25 km radius 13  
further than 25 km within a 50 km radius 15  
further than 50 km within a 100 km radius 22  
further than 100 km radius 36

Germany 100  
Other country -

**Sex** %  
Male 72  
Female 29  
Accompanied by husband/wife/partner 64

**Age** %  
up to 20 years 2  
over 20 up to 30 years 10  
over 30 up to 40 years 22  
over 40 up to 50 years 23  
over 50 up to 60 years 20  
over 60 up to 70 years 22  
over 70 years 2

**Occupation** %  
Unskilled/skilled worker 12  
Salaried staff 34  
Civil servant 5  
Self employed/freelance 16  
Housewife 2  
Other occupation 1  
Trainee/student/pupil 3  
Old-age-pensioner 24  
Other not working 2

**Net household income** %  
up to 750,- EUR 3  
more than 750,- EUR up to 1 000,- EUR 1  
more than 1 000,- EUR up to 1 250,- EUR 3  
more than 1 250,- EUR up to 1 500,- EUR 6  
more than 1 500,- EUR up to 2 000,- EUR 10  
more than 2 000,- EUR up to 2 500,- EUR 11  
more than 2 500,- EUR up to 3 000,- EUR 12  
more than 3 000,- EUR 14  
N/A 39

**Size of household** %  
1 person 12  
2 persons 48  
3 persons 21  
4 persons 16  
5 persons and more 3

**Buying and ordering capacity** %  
Purchase or order made or intended at the exhibition yes 17  
no 37  
maybe 46

**Follow-up business** %  
Intend to buy at later date yes 25  
no 24  
maybe 51

Conducted by: IWD Marktforschung, Magdeburg

## MANNHEIMER MAIMARKT Mannheim

### Private visitor data

Total number of visitors **378 422**

Proportion of private visitors **87 %**

**Region of residence** %  
Locally 24  
within a 25 km radius 30  
further than 25 km within a 50 km radius 23  
further than 50 km within a 100 km radius 16  
further than 100 km radius 7

Germany 99  
Other country 1

**Sex** %  
Male 52  
Female 49  
Accompanied by husband/wife/partner 67

**Age** %  
up to 20 years 7  
over 20 up to 30 years 13  
over 30 up to 40 years 21  
over 40 up to 50 years 22  
over 50 up to 60 years 17  
over 60 up to 70 years 17  
over 70 years 4

**Occupation** %  
Unskilled/skilled worker 10  
Salaried staff 37  
Civil servant 5  
Self employed/freelance 8  
Housewife 8  
Other occupation 1  
Trainee/student/pupil 11  
Old-age-pensioner 20  
Other not working 1

**Net household income** %  
up to 750,- EUR 3  
more than 750,- EUR up to 1 000,- EUR 2  
more than 1 000,- EUR up to 1 250,- EUR 4  
more than 1 250,- EUR up to 1 500,- EUR 6  
more than 1 500,- EUR up to 2 000,- EUR 8  
more than 2 000,- EUR up to 2 500,- EUR 11  
more than 2 500,- EUR up to 3 000,- EUR 9  
more than 3 000,- EUR 15  
N/A 43

**Size of household** %  
1 person 11  
2 persons 42  
3 persons 20  
4 persons 20  
5 persons and more 8

**Buying and ordering capacity** %  
Purchase or order made or intended at the exhibition yes 67  
no 17  
maybe 16

**Follow-up business** %  
Intend to buy at later date yes 27  
no 41  
maybe 32

Conducted by: Achim Brötz Rechenzentrum Mannheim, Kaiserslautern

## ANALYTICA München

### Trade visitor data

Total number of visitors **30 107**

Proportion of trade visitors **100 %**

**Region of residence** %  
up to 100 km 29  
more than 100 km up to 300 km 23  
over 300 km 49

**Total Germany:** 70

Baden-Württemberg	18	North Rhine-Westphalia	7
Bavaria	53	Rhineland-Palatinate	3
Berlin	2	Saarland	1
Brandenburg	1	Saxony	2
Bremen	1	Saxony-Anhalt	1
Hamburg	6	Schleswig-Holstein	1
Hesse	6	Thuringia	2
Mecklenburg-West Pomerania	1		
Lower Saxony	1		

**Total Foreign** 30

EU	55	South and Central America	2
Rest of Europe	21	Middle East	6
Africa	7	East Asia	6
North America	2	Australia	1

**The five countries with the highest visitor shares** %

Austria	25	Netherlands	4
Switzerland	15	Slovenia	4
Great Britain	4		

**Economic sector** %

User of instrumental analytics	39
Manufacturer of instrumental analytics	11
Active in industrial research & development	12
Active in other research & development	6
Chemical industry	12
Pharmaceuticals industry	18
Medicine	5
Food and luxuries industry	3
Electrical engineering/electronics industry	3
Metalworking industry	3
Other sectors	5
Medical laboratories	3
Authority/public services	9
Other	7
Dealer in instrumental analytics	11
Service/consulting in connection with instrumental analytics	7
Active in university research & development	10
Student	5

**Influence on purchasing/procurement decisions** %

Decisively	21
Collectively	36
In an advisory capacity	30
No student	8
Student	5

**Position in the company/organization** %

Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	7
Department head, group head	23
Other salaried staff	24
Other public service	5
Skilled worker	2
Lecturer, teacher, scientific assistant	12
Trainee	1
Engineer	14
Other	2
Student	5

**Area of responsibility** %

Management	11
Research/development/design	47
Planning/work preparation	4
Manufacture/production	5
Production, quality control	15
Buying/procurement	8
Finance/accounting, controlling	-
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	1
Maintenance/repairs	2
Other	6
Student	5

**Frequency of visits to trade fair** %

2002	42	Earlier events	12
2000	31	First visit	42
1998	21		

**Size of company/organization (employees)** %

1- 4	7	500- 999	7
5- 9	6	1 000- 9 999	17
10- 49	21	10 000 and more	7
50- 99	9	student	5
100- 199	7	N/A	3
200- 499	12		

**Length of stay** %

1. Length of stay (days):	
one	64
two	21
three	9
four	7

2. Average length of stay **1,6 days**

3. Share of visitors on the event's days:	%
1st day	40
2nd day	55
3rd day	46
4th day	18

Conducted by: TNS Infratest, München



### electronica München

**Basic data all visitors****Total number of visitors** 74 200**Region of residence** %  
up to 50 km 14  
more than 50 km up to 100 km 8  
more than 100 km up to 300 km 20  
over 300 km 58**Total Germany:** 56Baden-Württemberg 21 North Rhine-Westphalia 5  
Bavaria 54 Rhineland-Palatinate 2  
Berlin 2 Saarland -  
Brandenburg 2 Saxony -  
Bremen 1 Saxony-Anhalt -  
Hamburg 1 Schleswig-Holstein 1  
Hesse 4 Thuringia 1  
Mecklenburg-West Pomerania -  
Lower Saxony 4 Berlin, Brandenburg -**Total Foreign** 44of which EU 68  
Rest of Europe 17  
Africa 1  
North America 3  
South and Central America 1  
Middle East 3  
East Asia 6  
Australia -**The five countries with the highest visitor shares**Austria 18  
France 9  
Switzerland 9  
Great Britain 8  
Slovenia 6**Position in the company/organization**Entrepreneur, partner, self-employed 9  
Managing director, board member, head of an authority etc. 8  
Senior department head, other employee with managerial responsibility 6  
Department head, group head 10  
Project manager, engineer 22  
Clerk, project assistant 11  
Other salaried staff/public service 15  
Skilled worker 6  
Lecturer, teacher, scientific assistant 3  
Trainee 2  
Other position 5  
Student 9  
Other not gainfully employed -**Frequency of visits to trade fair**2002 40  
2000 32  
1998 21  
Earlier events 12  
First visit 45**Proportion of trade visitors** 99 %**Additional data trade visitors****Economic sector** %  
Application, use of electronic components, assembly group sub-systems 15  
Manufacture of electronic components 16  
Manufacture of electronic components 19  
Trade in electronic components, assembly groups, sub-systems 12  
Service 12  
Research and development 16  
Teaching and training 1  
Public authority/Ministry 1  
Student 9  
Other not gainfully employed -**Influence on purchasing/procurement decisions**Decisively 21  
Collectively 37  
In an advisory capacity 21  
No 11  
student 9**Area of responsibility**Business, company, factory management, commercial 8  
Business, company, factory management, technical 7  
Electronic development 24  
Electronic design 13  
Design/construction 6  
System development/integration 13  
Software development 9  
Planning/work preparation/Manufacture/production 12  
Quality assurance/control/test 7  
Buying/procurement 12  
Marketing/sales/advertising/PR 16  
Research, development 15  
Finance/accounting, controlling 1  
Consulting 5  
Administration/organization/personnel/social welfare/training 2  
Storage/material management/logistics/transport 2  
Information, communication technology (EDP) 2  
Maintenance/repairs 3  
Other area 3  
Student 9**Size of company/organization (employees) %**1- 4 8 500- 999 7  
5- 9 7 1 000- 9 999 14  
10- 49 8 10 000 and more 11  
50- 99 10 N/A 1  
100- 199 7 student 9  
200- 499 11 other not gainfully employed -**Length of stay**1. Length of stay (days):  
one 58 three 9  
two 27 four 5  
2. Average length of stay 1,6 days  
3. Share of visitors on the event's days: %  
1st day 29 3rd day 50  
2nd day 43 4th day 40Conducted by: *Infratest Burke, München*

### EXPO REAL München

**Basic data all visitors****Total number of visitors** 28 103**Region of residence** %  
up to 50 km 17  
more than 50 km up to 100 km 3  
more than 100 km up to 300 km 67  
over 300 km 13**Total Germany:** 86Baden-Württemberg 12 North Rhine-Westphalia 16  
Bavaria 29 Rhineland-Palatinate 3  
Berlin 1 Saarland -  
Brandenburg 1 Saxony -  
Bremen 3 Saxony-Anhalt 2  
Hamburg 3 Schleswig-Holstein 1  
Hesse 13 Thuringia 1  
Mecklenburg-West Pomerania -  
Lower Saxony 4**Total Foreign** 14of which EU 83  
Rest of Europe 5  
Africa -  
North America 9  
South and Central America -  
Middle East -  
East Asia 1  
Australia 1**The four countries with the highest visitor shares**Austria 29 USA 8  
Netherlands 12 Belgium 8**Position in the company/organization**Entrepreneur, partner, self-employed 32  
Managing director, board member, head of an authority etc. 17  
Senior department head, other employee with managerial responsibility 10  
Department head, group head 16  
Other salaried staff/public service 23  
Skilled worker -  
Lecturer, teacher, scientific assistant 2  
Trainee -  
Other position 2  
Student 6  
Other not gainfully employed 1**Frequency of visits to trade fair**2003 48  
2002 38  
2001 26  
Earlier events 10  
First visit 43**Proportion of trade visitors** 99 %**Additional data trade visitors****Economic sector** %  
Property consulting/agent 17  
Property development 12  
Property financing 7  
Property management (operator) and use of property investment 9  
Corporate real estate 3  
Project management/control 9  
Facility management 7  
Information technology 1  
Property communication 1  
Economic regions and cities 3  
Architecture, planning, engineering office 15  
Training and further training 1  
Association 2  
Student 6  
Other not gainfully employed 1**Influence on purchasing/procurement decisions**Decisively 25  
Collectively 25  
In an advisory capacity 28  
No 15  
student 6  
Other not gainfully employed 1**Area of responsibility**Management 27  
Market research 6  
Financing 10  
Investment, acquisition 17  
Consulting 22  
Planning/work preparation 13  
Buying/procurement 5  
Finance/accounting, controlling 4  
Information, communication technology (EDP) 2  
Administration/organization/personnel/social welfare/training 8  
Marketing/sales/advertising/PR 20  
Other area 11  
Student 6  
Other not gainfully employed 1**Size of company/organization (employees) %**1- 4 17 500- 999 6  
5- 9 11 1 000- 9 999 12  
10- 49 21 10 000 and more 5  
50- 99 7 student 6  
100- 199 7 other not gainfully employed 1  
200- 499 7**Length of stay**1. Length of stay (days):  
one 36 two 36 three 28  
2. Average length of stay 1,9 days  
3. Share of visitors on the event's days:  
1st day 56 2nd day 76 3rd day 60Conducted by: *TNS Infratest, München*

### GARTEN München

**Private visitor data****Total number of visitors** 71 723**Proportion of private visitors** 91 %**Region of residence** %  
Locally 25  
within a 25 km radius 11  
further than 25 km within a 50 km radius 17  
further than 50 km within a 100 km radius 19  
further than 100 km radius 28Germany 99  
Other country 1**Sex**Male 34  
Female 66  
Accompanied by husband/wife/partner 47**Age**up to 20 years 2  
over 20 up to 30 years 10  
over 30 up to 40 years 21  
over 40 up to 50 years 25  
over 50 up to 60 years 22  
over 60 up to 70 years 17  
over 70 years 3**Occupation**Unskilled/skilled worker 8  
Salaried staff 35  
Civil servant 7  
Self employed/freelance 8  
Housewife 16  
Other occupation 3  
Trainee/student/pupil 2  
Old-age-pensioner 17  
Other not working 2**Net household income**up to 750,- EUR 4  
more than 750,- EUR up to 1 000,- EUR 3  
more than 1 000,- EUR up to 1 250,- EUR 3  
more than 1 250,- EUR up to 1 500,- EUR 5  
more than 1 500,- EUR up to 2 000,- EUR 11  
more than 2 000,- EUR up to 2 500,- EUR 11  
more than 2 500,- EUR up to 3 000,- EUR 8  
more than 3 000,- EUR 19  
N/A 37**Size of household**1 person 13  
2 persons 42  
3 persons 17  
4 persons 18  
5 persons and more 10**Buying and ordering capacity**Purchase or order made or intended at the exhibition %  
yes 69  
no 6  
maybe 25**Follow-up business**Intend to buy at later date %  
yes 24  
no 18  
maybe 58Conducted by: *TNS Infratest, München*

# Visitors Profile Analyses 2004

## I.H.M. München

### Trade visitor data

Total number of visitors 185 984

Proportion of trade visitors 67 %

#### Region of residence %

up to 100 km 66  
more than 100 km up to 300 km 26  
over 300 km 8

#### Total Germany: 96

Baden- North Rhine-  
Württemberg 7 Westphalia -  
Bavaria 89 Rhineland-  
Berlin - Palatinate -  
Brandenburg - Saarland -  
Bremen - Saxony 1  
Hamburg - Saxony-Anhalt 1  
Hesse 1 Schleswig-  
Mecklenburg- Holstein -  
West Pommern - Thuringia -  
Lower Saxony -

#### Total Foreign 4

of which EU 65  
Rest of Europe 36  
Africa -  
North America -  
South and Central America 2  
Middle East -  
East Asia -  
Australia -

#### The five countries with the highest visitor shares %

Austria 57  
Italy 7  
Switzerland 6  
Bosnia and Herzegovina 5  
Slovenia 4

#### Economic sector %

Skilled trades 64  
Industry 7  
Service 15  
Wholesale/foreign trade 2  
Public authority 2  
Polytechnics 1  
Other 4  
Student 2  
Other not gainfully employed 2

#### Influence on purchasing/procurement decisions %

Decisively 41  
Collectively 20  
In an advisory capacity 17  
No 17  
student 4

#### Position in the company/organization %

Entrepreneur, partner, self-employed 37  
Managing director, board member, head of an authority etc. 6  
Senior department head, other employee with managerial responsibility 2  
Department head, group head 8  
Other salaried staff 12  
Other public service 5  
Skilled worker 19  
Lecturer, teacher, scientific assistant 3  
Trainee 7  
Other 16  
Student 2  
Other not gainfully employed 2

#### Area of responsibility %

Management 29  
Research/development/design 7  
Planning/work preparation 13  
Manufacture/production 25  
Production, quality control 8  
Buying/procurement 17  
Finance/accounting, controlling 8  
Information, communication technology (EDP) -  
Administration/organization/personnel/social welfare/training 10  
Marketing/sales/advertising/PR 13  
Storage/material management/logistics/transport 9  
Maintenance/repairs 19  
Layout and design 8  
Student 2  
Other 12

#### Frequency of visits to trade fair %

2003 63  
2002 64  
2001 54  
Earlier events 34  
First visit 15

#### Size of company/organization (employees) %

1- 4 29 500- 999 2  
5- 9 12 1 000- 9 999 8  
10- 49 24 10 000 and more 3  
50- 99 6 student 2  
100- 199 8 other not gainfully employed 2  
200- 499 4 employed 2

#### Length of stay %

1. Length of stay (days):  
one 95 two 4 three 1

2. Average length of stay 1,1 days

3. Share of visitors on the event's days: %

1st day 8 4th day 39 7th day 10  
2nd day 13 5th day 11  
3rd day 15 6th day 13

### Private visitor data

Total number of visitors 185 984

Proportion of private visitors 33 %

#### Region of residence %

Locally 24  
within a 25 km radius 15  
further than 25 km within a 50 km radius 18  
further than 50 km within a 100 km radius 19  
further than 100 km radius 24

Germany 98  
Other country 2

#### Sex %

Male 66  
Female 34  
Accompanied by husband/wife/partner 55

#### Age %

up to 20 years 1  
over 20 up to 30 years 11  
over 30 up to 40 years 19  
over 40 up to 50 years 23  
over 50 up to 60 years 19  
over 60 up to 70 years 27  
over 70 years 2

#### Occupation %

Unskilled/skilled worker 6  
Salaried staff 36  
Civil servant 5  
Self employed/freelance 16  
Housewife 4  
Other occupation 1  
Trainee/student/pupil 5  
Old-age-pensioner 27  
Other not working 2

#### Net household income %

up to 750,- EUR 3  
more than 750,- EUR up to 1 000,- EUR 4  
more than 1 000,- EUR up to 1 250,- EUR 3  
more than 1 250,- EUR up to 1 500,- EUR 6  
more than 1 500,- EUR up to 2 000,- EUR 10  
more than 2 000,- EUR up to 2 500,- EUR 10  
more than 2 500,- EUR up to 3 000,- EUR 11  
more than 3 000,- EUR 26  
N/A 26

#### Size of household %

1 person 14  
2 persons 50  
3 persons 13  
4 persons 17  
5 persons and more 7

#### Buying and ordering capacity %

Purchase or order made or intended at the exhibition  
yes 52  
no 12  
maybe 36

#### Follow-up business %

Intend to buy at later date  
yes 30  
no 13  
maybe 57

Conducted by: TNS Infratest, München

## inhorgenta europe München

### Trade visitor data

Total number of visitors 26 855

Proportion of trade visitors 100 %

#### Region of residence %

up to 100 km 22  
more than 100 km up to 300 km 24  
over 300 km 54

#### Total Germany: 71

Baden- North Rhine-  
Württemberg 21 Westphalia 12  
Bavaria 47 Rhineland-  
Berlin 2 Palatinate 3  
Brandenburg 1 Saarland -  
Bremen 1 Saxony 1  
Hamburg 1 Saxony-Anhalt 1  
Hesse 3 Schleswig-  
Mecklenburg- Holstein 1  
West Pommern - Thuringia 1  
Lower Saxony 5

#### Total Foreign 29

of which EU 64  
Rest of Europe 29  
Africa 1  
North America 2  
South and Central America -  
Middle East -  
East Asia 2  
Australia 1

#### The five countries with the highest visitor shares %

Austria 24 Switzerland 9  
Belgium 9 Czech Republic 7  
Great Britain 9

#### Economic sector %

Specialist retail trade 42  
Other retail 4  
Department store 1  
Wholesale/foreign trade 6  
Other wholesale trade 2  
Commercial agent -  
Gold, silversmith 12  
Watchmaker 1  
Producer 6  
Supplier 1  
Polytechnics 1  
Designer 8  
Gallery 2  
Mail order business, TV/Internet-shopping 1  
Other 8  
Student 3  
Other not gainfully employed 1

#### Influence on purchasing/procurement decisions %

Decisively 49  
Collectively 24  
In an advisory capacity 13  
No 10  
student 4

#### Position in the company/organization %

Entrepreneur, partner, self-employed 52  
Managing director, board member, head of an authority etc. 14  
Senior department head, other employee with managerial responsibility 5  
Department head, group head 4  
Other salaried public service employee 15  
Skilled worker, journeyman 6  
Lecturer, teacher, scientific assistant 2  
Foreman, master craftsman 9  
Trainee 4  
Other 1  
Student 3  
Other not gainfully employed 1

#### Area of responsibility %

Management 43  
Research/development/design 7  
Planning/work preparation 10  
Manufacture/production 22  
Production, quality control 5  
Buying/procurement 30  
Finance/accounting, controlling 10  
Sales 32  
Administration/organization/personnel/social welfare/training 7  
Marketing/sales/advertising/PR 23  
Storage/material management/logistics/transport 7  
Maintenance/repairs 6  
Other 9  
Student 3  
Other not gainfully employed 1  
Product development/design 12

#### Frequency of visits to trade fair %

2003 53 Earlier events 32  
2002 53 First visit 24  
2001 46

#### Size of company/organization (employees) %

1- 4 54 500- 999 1  
5- 9 17 1 000- 9 999 1  
10- 49 12 10 000 and more 1  
50- 99 3 student 3  
100- 199 2 other not gainfully employed 1  
200- 499 1 employed 3  
N/A 3

#### Length of stay %

1. Length of stay (days):  
one 49 three 14  
two 30 four 7

2. Average length of stay 1,8 days

3. Share of visitors on the event's days: %

1st day 44 3rd day 50  
2nd day 56 4th day 30

Conducted by: TNS Infratest, München









# Visitors Profile Analyses 2004

## ENKON Nürnberg (2002)

### Trade visitor data

Total number of visitors **3 059**  
Proportion of trade visitors **97 %**

**Region of residence** %  
up to 100 km 39  
more than 100 km up to 300 km 38  
over 300 km 24

**Total Germany:** 95  
Baden-Württemberg 12 Westphalia 8  
Bavaria 58 Rhineland 39  
Berlin 2 Palatinate 2  
Brandenburg - Saarland -  
Bremen 1 Saxony 3  
Hamburg 1 Saxony-Anhalt 1  
Hesse 7 Schleswig-Holstein 1  
Mecklenburg-West Pomerania 1 Thuringia 3  
Lower Saxony 2

**Total Foreign** 5  
of which EU 74  
Rest of Europe 16  
Africa -  
North America -  
South and Central America -  
Middle East -  
East Asia 11  
Australia -

**The five countries with the highest visitor shares** %  
Austria 47  
Great Britain 11  
Japan 11  
Belgium 5  
Denmark 5

**Economic sector** %  
Energy consulting 18  
Planner 15  
Financial institutes 2  
Energy trade 4  
Contracting 4  
Energy-intensive companies 8  
Trade 3  
Skilled trades 4  
Municipalities 5  
Energy generator 6  
Other sector 22  
Student/not gainfully employed 9

**Influence on purchasing/procurement decisions** %  
Decisively 23  
Collectively 39  
In an advisory capacity 19  
No 10  
Student 9

**Position in the company/organization** %  
Entrepreneur, partner, self-employed 19  
Managing director, board member, head of an authority etc. 7  
Senior department head, other employee with managerial responsibility 6  
Department head, group head 26  
Other salaried staff 20  
Other public service 5  
Foreman, master craftsman 4  
Skilled worker 1  
Lecturer, teacher, scientific assistant 3  
Other 1  
Student 8  
Other not gainfully employed 1

**Area of responsibility** %  
Management 17  
Research/development/design 24  
Planning/work preparation 22  
Manufacture/production 6  
Production, quality control 1  
Buying/procurement 9  
Finance/accounting, controlling 4  
Administration/organization/personnel/social welfare/training 6  
Marketing/sales/advertising/PR 22  
Storage/material management/logistics/transport 3  
Maintenance/repairs 14  
Information, communication technology (EDP) 3  
Student 8  
Other not gainfully employed 1

**Frequency of visits to trade fair** %  
2000 28  
1999 21  
1997 12  
Earlier events 7  
First visit 62  
**Size of company/organization (employees)** %  
1- 4 17 500- 999 7  
5- 9 7 1 000- 9 999 13  
10- 49 14 10 000 and more 6  
50- 99 9 Student 8  
100- 199 7 Other not gainfully employed 1  
200- 499 10

**Length of stay** %  
1. Length of stay (days):  
one 87 two 14 three 5  
2. Average length of stay 1,1 days  
3. Share of visitors on the event's days:  
1st day 38 2nd day 41 3rd day 31

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## e\_procure Nürnberg

### Trade visitor data

Total number of visitors **3 113**  
Proportion of trade visitors **100 %**

**Region of residence** %  
up to 100 km 20  
more than 100 km up to 300 km 50  
over 300 km 31

**Total Germany:** 95  
Baden-Württemberg 18 Westphalia 1  
Bavaria 46 Rhineland 46  
Berlin 3 Palatinate -  
Brandenburg - Saarland -  
Bremen - Saxony -  
Hamburg 3 Saxony-Anhalt -  
Hesse 9 Schleswig-Holstein 32  
Mecklenburg-West Pomerania - Thuringia -  
Lower Saxony 3

**Total Foreign** 5  
of which EU 46  
Rest of Europe 46  
Africa -  
North America 8  
South and Central America -  
Middle East -  
East Asia -  
Australia -

**The five countries with the highest visitor shares** %  
Austria 39  
Switzerland 31  
Liechtenstein 15  
Spain 8  
USA 8

**Economic sector** %  
Industry 41  
Trade 12  
Import/export 4  
Service 26  
Public administration 4  
Teaching, research 2  
Other 5  
Student 11  
Other not gainfully employed -

**Influence on purchasing/procurement decisions** %  
Decisively 28  
Collectively 34  
In an advisory capacity 18  
No 10  
student 11

**Position in the company/organization** %  
Entrepreneur, partner, self-employed 9  
Managing director, board member, head of an authority etc. 5  
Senior department head, other employee with managerial responsibility 11  
Department head, group head 31  
Other salaried staff 27  
Other public service 3  
Skilled worker 1  
Lecturer, teacher, scientific assistant 2  
Trainee 1  
Other 1  
Student 11  
Other not gainfully employed -

**Area of responsibility** %  
Management 13  
Research/development/design -  
Planning/work preparation 1  
Manufacture/production 1  
Production, quality control -  
Buying/procurement 47  
Finance/accounting, controlling 2  
Information, communication technology (EDP) 15  
Administration/organization/personnel/social welfare/training 3  
Marketing/sales/advertising/PR 16  
Storage/material management/logistics/transport 9  
Maintenance/repairs -  
Other 3  
Student 11  
Other not gainfully employed -

**Frequency of visits to trade fair** %  
2003 20  
2002 18  
2001 10  
Earlier events -  
First visit 71  
**Size of company/organization (employees)** %  
1- 4 4 500- 999 10  
5- 9 5 1 000- 9 999 24  
10- 49 8 10 000 and more 17  
50- 99 7 student 11  
100- 199 4 other not gainfully employed -  
200- 499 11

**Length of stay** %  
1. Length of stay (days):  
one 81 two 14 three 5  
2. Average length of stay 1,2 days  
3. Share of visitors on the event's days:  
1st day 43 2nd day 44 3rd day 37

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## EUROGUSS Nürnberg

### Trade visitor data

Total number of visitors **5 323**  
Proportion of trade visitors **99 %**

**Region of residence** %  
up to 100 km 17  
more than 100 km up to 300 km 46  
over 300 km 38

**Total Germany:** 80  
Baden-Württemberg 35 Westphalia 8  
Bavaria 33 Rhineland 33  
Berlin - Palatinate 2  
Brandenburg 1 Saarland 2  
Bremen - Saxony 5  
Hamburg - Saxony-Anhalt 2  
Hesse 4 Schleswig-Holstein -  
Mecklenburg-West Pomerania - Thuringia 4  
Lower Saxony 5

**Total Foreign** 20  
of which EU 43  
Rest of Europe 44  
Africa -  
North America 4  
South and Central America 1  
Middle East -  
East Asia 9  
Australia -

**The four countries with the highest visitor shares** %  
Austria 19  
Switzerland 11  
Czech Republic 9  
France 8

**Economic sector** %  
Industry 80  
Wholesale trade 2  
Retail trade -  
Mail order -  
Import/export 7  
Service 2  
Public administration -  
Teaching, research 3  
Other 2  
Student 4  
Other not gainfully employed -

**Influence on purchasing/procurement decisions** %  
Decisively 23  
Collectively 44  
In an advisory capacity 21  
No 8  
student 4

**Position in the company/organization** %  
Entrepreneur, partner, self-employed 12  
Managing director, board member, head of an authority etc. 7  
Senior department head, other employee with managerial responsibility 7  
Department head, group head 31  
Other salaried staff 27  
Other public service -  
Skilled worker, journeyman 7  
Lecturer, teacher, scientific assistant 2  
Trainee 2  
Other 2  
Student 4  
Other not gainfully employed -

**Area of responsibility** %  
Management 20  
Research/development/design 24  
Planning/work preparation 8  
Manufacture/production 22  
Production, quality control 6  
Buying/procurement 14  
Finance/accounting, controlling 1  
Information, communication technology (EDP) 1  
Administration/organization/personnel/social welfare/training 1  
Marketing/sales/advertising/PR 15  
Storage/material management/logistics/transport 1  
Maintenance/repairs 6  
Other 3  
Student 4  
Other not gainfully employed -

**Frequency of visits to trade fair** %  
2002 28  
2001 23  
Earlier events -  
First visit 64  
**Size of company/organization (employees)** %  
1- 4 5 500- 999 14  
5- 9 2 1 000- 9 999 12  
10- 49 15 10 000 and more 13  
50- 99 10 student 4  
100- 199 9 other not gainfully employed -  
200- 499 17

**Length of stay** %  
1. Length of stay (days):  
one 85 two 13 three 3  
2. Average length of stay 1,2 days  
3. Share of visitors on the event's days:  
1st day 37 2nd day 48 3rd day 34

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## FachPack/PrintPack/ LogIntern, Nürnberg

### Basic data all visitors

Total number of visitors **29 260**

**Region of residence** %  
up to 50 km 11  
more than 50 km up to 100 km 7  
more than 100 km up to 300 km 45  
over 300 km 37

**Total Germany:** 89  
Baden-Württemberg 22 Westphalia 11  
Bavaria 36 Rhineland 7  
Berlin 1 Palatinate 4  
Brandenburg 1 Saarland 1  
Bremen - Saxony 4  
Hamburg 1 Saxony-Anhalt 1  
Hesse 10 Schleswig-Holstein 1  
Mecklenburg-West Pomerania - Thuringia 2  
Lower Saxony 5

**Total Foreign** 11  
of which EU 73  
Rest of Europe 24  
Africa 1  
North America 1  
South and Central America -  
Middle East 2  
East Asia 1  
Australia -

**The five countries with the highest visitor shares** %  
Austria 23 Netherlands 8  
Switzerland 16 Italy 6  
Czech Republic 15

**Position in the company/organization** %  
Entrepreneur, partner, self-employed 13  
Managing director, board member, head of an authority etc. 7  
Senior department head, other employee with managerial responsibility 8  
Department head, group head 33  
Other salaried staff/public service 22  
Skilled worker 5  
Lecturer, teacher, scientific assistant 1  
Trainee 3  
Other position 2  
Foreman, master craftsman 3  
Student 3  
Other not gainfully employed 1

**Frequency of visits to trade fair** %  
FachPack/PrintPack/LogIntern 2003 36  
FachPack/PrintPack 2001 26  
FachPack 2000 15  
FachPack 1998 9  
Earlier events 7  
First visit 49

**Proportion of trade visitors** 99 %

### Additional data trade visitors

**Economic sector** %  
Industry 66  
Skilled trades 2  
Retail trade 1  
Wholesale trade 10  
Mail order 2  
Advertising business 3  
Other services 8  
Organisation/association/society 1  
Authority/public services 1  
Other 3  
Student 3  
Other not gainfully employed 1

**Influence on purchasing/procurement decisions** %  
Decisively 26  
Collectively 41  
In an advisory capacity 21  
No 8  
student 3  
Other not gainfully employed 1

**Area of responsibility** %  
Management 20  
Research/development/design 13  
Planning/work preparation 11  
Manufacture/production 15  
Production, quality control 5  
Buying/procurement 20  
Finance/accounting, controlling 2  
Information, communication technology (EDP) 1  
Administration/organization/personnel/social welfare/training 2  
Marketing/sales/advertising/PR 19  
Storage/material management/logistics/transport 16  
Maintenance/repairs 5  
Other area 3  
Student 3  
Other not gainfully employed 1

**Size of company/organization (employees)** %  
1- 4 8 500- 999 9  
5- 9 4 1 000- 9 999 12  
10- 49 17 10 000 and more 7  
50- 99 10 student 3  
100- 199 14 other not gainfully employed 1  
200- 499 16

**Length of stay** %  
1. Length of stay (days):  
one 87 two 11 three 2  
2. Average length of stay 1,1 days  
3. Share of visitors on the event's days:  
1st day 36 2nd day 44 3rd day 35

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund









**SOM  
Rosenheim (2002)**

Private visitor data	
<b>Total number of visitors</b>	<b>45 573</b>
<b>Proportion of private visitors</b>	<b>82 %</b>
<b>Region of residence</b>	%
Locally	27
within a 25 km radius	51
further than 25 km within a 50 km radius	15
further than 50 km within a 100 km radius	3
further than 100 km radius	5
Germany	97
Other country	3
<b>Sex</b>	%
Male	53
Female	47
Accompanied by husband/wife/partner	49
<b>Age</b>	%
up to 20 years	16
over 20 up to 30 years	23
over 30 up to 40 years	22
over 40 up to 50 years	17
over 50 up to 60 years	12
over 60 up to 70 years	7
over 70 years	3
<b>Occupation</b>	%
Unskilled/skilled worker	11
Salaried staff	33
Civil servant	7
Self employed/freelance	11
Housewife	8
Other occupation	5
Trainee/student/pupil	16
Old-age-pensioner	7
Other not gainfully employed	3
<b>Net household income</b>	%
up to 750,- EUR	11
more than 750,- EUR up to 1 000,- EUR	7
more than 1 000,- EUR up to 1 250,- EUR	6
more than 1 250,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	8
more than 2 000,- EUR up to 2 500,- EUR	9
more than 2 500,- EUR up to 3 000,- EUR	9
more than 3 000,- EUR	15
N/A	29
<b>Size of household</b>	%
1 person	13
2 persons	31
3 persons	18
4 persons	22
5 persons and more	16
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	69
yes	11
no	21
maybe	25
<b>Follow-up business</b>	%
Intend to buy at later date	27
yes	20
no	53
maybe	56

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**ufra  
Schweinfurt (2002)**

Private visitor data	
<b>Total number of visitors</b>	<b>81 321</b>
<b>Proportion of private visitors</b>	<b>80 %</b>
<b>Region of residence</b>	%
Locally	20
within a 25 km radius	56
further than 25 km within a 50 km radius	18
further than 50 km within a 100 km radius	3
further than 100 km radius	3
<b>Sex</b>	%
Male	50
Female	50
Accompanied by husband/wife/partner	64
<b>Age</b>	%
up to 20 years	12
over 20 up to 30 years	19
over 30 up to 40 years	26
over 40 up to 50 years	24
over 50 up to 60 years	13
over 60 up to 70 years	6
over 70 years	1
<b>Occupation</b>	%
Unskilled/skilled worker	20
Salaried staff	32
Civil servant	7
Farmer	1
Self employed/freelance	6
Housewife	10
Other occupation	5
Trainee/student/pupil	12
Old-age-pensioner	8
Other not gainfully employed	2
<b>Net household income</b>	%
up to 750,- EUR	9
more than 750,- EUR up to 1 000,- EUR	8
more than 1 000,- EUR up to 1 250,- EUR	8
more than 1 250,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 500,- EUR	11
more than 2 500,- EUR up to 3 000,- EUR	8
more than 3 000,- EUR	13
N/A	22
<b>Size of household</b>	%
1 person	9
2 persons	31
3 persons	18
4 persons	28
5 persons and more	14
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	69
yes	11
no	21
maybe	25
<b>Follow-up business</b>	%
Intend to buy at later date	27
yes	20
no	53
maybe	56

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**AMB  
Stuttgart (2002)**

Trade visitor data	
<b>Total number of visitors</b>	<b>51 197</b>
<b>Proportion of trade visitors</b>	<b>99 %</b>
<b>Region of residence</b>	%
up to 100 km	70
more than 100 km up to 300 km	25
over 300 km	5
<b>Total Germany:</b>	<b>97</b>
Baden-Württemberg	82
Bavaria	11
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	3
Saarland	-
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	1
<b>Total Foreign</b>	<b>3</b>
of which EU	49
Rest of Europe	49
Africa	-
North America	-
South and Central America	-
Middle East	3
East Asia	-
Australia	-
<b>Economic sector</b>	%
Industry	71
Skilled trades	16
Service	5
Trade companies	2
Training/consulting	1
University, polytechnic, vocational school	7
Other	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	26
Collectively	29
In an advisory capacity	23
No	16
Student	5
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	2
Department head, group head	18
Other salaried staff	29
Skilled worker	18
Lecturer, teacher, scientific assistant	3
Trainee	2
Student	5
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	20
Research/development/design	14
Planning/work preparation	12
Manufacture/production	43
Production, quality control	7
Buying/procurement	5
Marketing/sales/advertising/PR	4
Administration/organization/personnel/social welfare/training	3
Student	5
<b>Frequency of visits to trade fair</b>	%
2000	61
1998	42
Earlier events	22
First visit	27
<b>Size of company/organization (employees)</b>	%
1- 4	7
5- 9	8
10- 49	15
50- 99	16
100- 199	13
200- 499	15
500- 999	7
1 000- 9 999	10
10 000 and more	4
Student	5
<b>Length of stay</b>	%
1. Length of stay (days):	
one	86
two	10
three	3
four	-
five	1
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	20
2nd day	25
3rd day	24
4th day	23
5th day	25

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

**CAT.PRO  
Stuttgart**

Basic data all visitors	
<b>Total number of visitors</b>	<b>4 630</b>
<b>Region of residence</b>	%
up to 50 km	40
more than 50 km up to 100 km	19
more than 100 km up to 300 km	28
over 300 km	12
<b>Total Germany:</b>	<b>97</b>
Baden-Württemberg	72
Bavaria	13
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	4
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	4
Rhineland-Palatinate	2
Saarland	1
Saxony	-
Saxony-Anhalt	1
Schleswig-Holstein	-
Thuringia	1
<b>Total Foreign</b>	<b>3</b>
of which EU	52
Rest of Europe	47
Africa	-
North America	-
South and Central America	-
Middle East	-
East Asia	-
Australia	-
<b>The four countries with the highest visitor shares</b>	%
Switzerland	47
Austria	42
Luxembourg	5
Poland	5
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	17
Other salaried staff/public service	49
Skilled worker	4
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	-
Student	7
Other not gainfully employed	1
Housewife/man	-
Old-age pensioner	-
<b>Frequency of visits to trade fair</b>	%
2003	33
2002	24
Earlier events	21
First visit	47
<b>Proportion of trade visitors</b>	<b>97 %</b>
<b>Additional data trade visitors</b>	
<b>Economic sector</b>	%
Mechanical engineering	41
Plant and apparatus manufacturing	9
Automobile industry or its supplying firms	23
Electrical engineering/electronics industry	8
Metalworking and processing	6
Mold and tool-making	8
Other	26
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	16
Collectively	38
In an advisory capacity	28
No	9
student	7
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	9
Research/development/design	78
Planning/work preparation	8
Manufacture/production	4
Production, quality control	1
Buying/procurement	2
Finance/accounting, controlling	-
Information, communication technology (EDP)	17
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	4
Storage/material management/logistics/transport	1
Maintenance/repairs	-
Other area	4
Student	7
Other not gainfully employed	1
<b>Size of company/organization (employees)</b>	%
1- 4	14
5- 9	4
10- 49	11
50- 99	8
100- 199	11
200- 499	15
500- 999	8
1 000- 9 999	13
10 000 and more	8
student	7
other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	94
two	4
three	1
four	1
2. Average length of stay	1,0 days
3. Share of visitors on the event's days:	%
1st day	22
2nd day	24
3rd day	30
4th day	28

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart









## VISION Stuttgart (2003)

Trade visitor data	
<b>Total number of visitors</b>	<b>3 883</b>
<b>Proportion of trade visitors</b>	<b>100 %</b>
<b>Region of residence</b>	%
up to 100 km	28
more than 100 km up to 300 km	30
over 300 km	41
<b>Total Germany:</b>	<b>80</b>
Baden-Württemberg	42
Bavaria	18
Berlin	1
Brandenburg	2
Bremen	1
Hamburg	1
Hesse	7
Mecklenburg-West Pomerania	-
Lower Saxony	3
North Rhine-Westphalia	14
Rhineland-Palatinate	4
Saarland	-
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	2
Thuringia	2
<b>Total Foreign</b>	<b>20</b>
of which EU	70
Rest of Europe	18
Africa	-
North America	3
South and Central America	-
Middle East	7
East Asia	2
Australia	-
<b>The five countries with the highest visitor shares</b>	%
Austria	27
Great Britain	24
France	16
Switzerland	19
Belgium	14
<b>Economic sector</b>	%
Industry	66
Trade	3
Service	10
Training/consulting	1
University, polytechnic, vocational school	19
Other	6
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	48
In an advisory capacity	22
No	5
student	13
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	3
Department head, group head	17
Other salaried staff	5
Other public service	-
Skilled worker	3
Lecturer, teacher, scientific assistant	4
Trainee	9
Other	-
Student	12
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	13
Research/development/design	57
Planning/work preparation	5
Manufacture/production	11
Production, quality control	7
Buying/procurement	3
Finance/accounting, controlling	-
Information, communication technology (EDP)	6
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other	2
Student	12
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2002	27
2001	17
Earlier events	12
First visit	62
<b>Size of company/organization (employees)</b>	%
1- 4	8
5- 9	7
10- 49	16
50- 99	10
100- 199	8
200- 499	14
500- 999	6
1 000- 9 999	11
10 000 and more	7
student	12
other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	85
two	11
three	4
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	38
2nd day	38
3rd day	27

Conducted by: *Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart*

## Messe Wächtersbach Wächtersbach

Private visitor data	
<b>Total number of visitors</b>	<b>61 706</b>
<b>Proportion of private visitors</b>	<b>98 %</b>
<b>Region of residence</b>	%
Locally	-
within a 25 km radius	-
further than 25 km within a 50 km radius	84
further than 50 km within a 100 km radius	14
further than 100 km radius	2
Germany	100
<b>Sex</b>	%
Male	50
Female	50
<b>Age</b>	%
up to 20 years	1
over 20 up to 30 years	8
over 30 up to 40 years	21
over 40 up to 50 years	25
over 50 up to 60 years	23
over 60 up to 70 years	18
over 70 years	4
<b>Occupation</b>	%
Unskilled/skilled worker	14
Salaried staff	45
Civil servant	-
Self employed/freelance	6
Housewife	8
Other occupation	1
Trainee/student/pupil	1
Old-age-pensioner	23
Other not working	1
<b>Net household income</b>	%
up to 750,- EUR	1
more than 750,- EUR up to 1 000,- EUR	2
more than 1 000,- EUR up to 1 250,- EUR	6
more than 1 250,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 500,- EUR	16
more than 2 500,- EUR up to 3 000,- EUR	20
more than 3 000,- EUR	18
N/A	12
<b>Size of household</b>	%
1 person	6
2 persons	47
3 persons	24
4 persons	17
5 persons and more	6
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	68
yes	8
no	23
maybe	3
<b>Follow-up business</b>	%
Intend to buy at later date	27
yes	29
no	44
maybe	1
Conducted by: <i>Messe- und Congressberatung Dirr, Hamburg</i>	

## Arbeitsschutz aktuell Wiesbaden

Basic data all visitors	
<b>Total number of visitors</b>	<b>9 269</b>
<b>Region of residence</b>	%
up to 50 km	30
more than 50 km up to 100 km	16
more than 100 km up to 300 km	34
over 300 km	20
<b>Total Germany:</b>	<b>98</b>
Baden-Württemberg	13
Bavaria	9
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	36
Mecklenburg-West Pomerania	-
Lower Saxony	3
North Rhine-Westphalia	12
Rhineland-Palatinate	18
Saarland	1
Saxony	3
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>2</b>
of which EU	90
Rest of Europe	-
Africa	-
North America	-
South and Central America	-
Middle East	-
East Asia	10
Australia	-
<b>The three countries with the highest visitor shares</b>	%
Belgium	20
Netherlands	20
Austria	20
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	3
Department head, group head	18
Other salaried staff/public service	35
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	6
Student	1
Other not gainfully employed	5
Houswife/man	1
Old-age pensioner	1
<b>Frequency of visits to trade fair</b>	%
Berlin 2002	20
Munich 2000	18
Leipzig 1998	10
Nürnberg 1996	10
Earlier events	16
First visit	58
<b>Proportion of trade visitors</b>	<b>99 %</b>
<b>Basic data trade visitors</b>	
<b>Region of residence</b>	%
up to 50 km	30
more than 50 km up to 100 km	16
more than 100 km up to 300 km	34
over 300 km	20
<b>Total Germany:</b>	<b>98</b>
Baden-Württemberg	13
Bavaria	9
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	36
Mecklenburg-West Pomerania	-
Lower Saxony	3
North Rhine-Westphalia	12
Rhineland-Palatinate	17
Saarland	1
Saxony	3
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>2</b>
of which EU	90
Rest of Europe	-
Africa	-
North America	-
South and Central America	-
Middle East	-
East Asia	10
Australia	-
<b>The three countries with the highest visitor shares</b>	%
Belgium	20
Netherlands	20
Austria	20
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	3
Department head, group head	18
Other salaried staff/public service	35
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	6
Student	1
Other not gainfully employed	5
Houswife/man	1
Old-age pensioner	1
<b>Frequency of visits to trade fair</b>	%
Berlin 2002	20
Munich 2000	18
Leipzig 1998	10
Nürnberg 1996	10
Earlier events	16
First visit	58

Additional data trade visitors	
<b>Economic sector</b>	%
Industry	33
Trade	2
Waste disposal companies	9
Learned professions	5
Skilled trades	5
Research facility	2
Service	14
Administration (authorities, municipal authorities, public facilities)	15
Vocational school/polytechnic/university	1
Association/society	1
Publishing house	-
Other	5
Student	1
Other not gainfully employed	7
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	13
Collectively	33
In an advisory capacity	32
No	14
student	7
Other not gainfully employed	7
<b>Area of responsibility</b>	%
Management	15
Research/development/design	7
Planning/work preparation	8
Manufacture/production	12
Production, quality control	4
Buying/procurement	11
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	12
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	5
Maintenance/repairs	10
Other area	27
Student	1
Other not gainfully employed	7
<b>Size of company/organization (employees)</b>	%
1- 4	10
5- 9	4
10- 49	11
50- 99	5
100- 199	8
200- 499	14
500- 999	11
1 000- 9 999	20
10 000 and more	11
student	12
other not gainfully employed	7
<b>Length of stay</b>	%
1. Length of stay (days):	
one	78
two	10
three	12
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	40
2nd day	50
3rd day	45

Conducted by: *Gelszus Messe-Marktforschung GmbH, Dortmund*

# Visitors Profile Analyses 2004

## MeasComp / Sensors Wiesbaden

### Basic data all visitors

<b>Total number of visitors</b>	<b>6 081</b>
<b>Region of residence</b>	%
up to 50 km	33
more than 50 km up to 100 km	2
more than 100 km up to 300 km	49
over 300 km	16
<b>Total Germany:</b>	<b>95</b>
Baden-	North Rhine-
Württemberg 28	Westphalia 17
Bavaria 8	Rhineland-
Berlin -	Palatinate 2
Brandenburg -	Saarland -
Bremen -	Saxony -
Hamburg -	Saxony-Anhalt -
Hesse 31	Schleswig-
Mecklenburg-	Holstein -
West Pomerania -	Thuringia 2
Lower Saxony 2	
<b>Total Foreign</b>	<b>5</b>
of which EU	72
Rest of Europe	13
Africa	1
North America	4
South and Central America	-
Middle East	-
East Asia	11
Australia	-
<b>The five countries with the highest visitor shares</b>	%
Netherlands	20
Sweden	9
Austria	8
Italy	7
Switzerland	6
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	2
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	15
Other salaried staff/public service	55
Skilled worker	3
Lecturer, teacher, scientific assistant	5
Other position	4
Student	14
<b>Frequency of visits to trade fair</b>	%
2003	37
2002	10
Earlier events	2
First visit	51
<b>Proportion of trade visitors</b>	<b>98 %</b>

### Basic data trade visitors

<b>Region of residence</b>	%
up to 50 km	33
more than 50 km up to 100 km	2
more than 100 km up to 300 km	49
over 300 km	16
<b>Total Germany:</b>	<b>95</b>
Baden-	North Rhine-
Württemberg 28	Westphalia 17
Bavaria 8	Rhineland-
Berlin -	Palatinate 2
Brandenburg -	Saarland -
Bremen -	Saxony -
Hamburg -	Saxony-Anhalt -
Hesse 31	Schleswig-
Mecklenburg-	Holstein -
West Pomerania -	Thuringia 2
Lower Saxony 2	
<b>Total Foreign</b>	<b>5</b>
of which EU	72
Rest of Europe	13
Africa	1
North America	4
South and Central America	-
Middle East	-
East Asia	11
Australia	-
<b>The five countries with the highest visitor shares</b>	%
Netherlands	20
Sweden	9
Austria	8
Italy	7
Switzerland	6
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	2
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	15
Other salaried staff/public service	55
Skilled worker	3
Lecturer, teacher, scientific assistant	5
Other position	4
Student	14
<b>Frequency of visits to trade fair</b>	%
2003	37
2002	10
Earlier events	2
First visit	51

### Additional data trade visitors

<b>Economic sector</b>	%				
Automobile	22				
Chemistry	3				
Electrical engineering	18				
Mechanical engineering	18				
Measuring technology	12				
Student	4				
Telecommunication	1				
University/public service	10				
Other	12				
<b>Influence on purchasing/procurement decisions</b>	%				
Decisively	12				
Collectively	54				
In an advisory capacity	13				
No student	15				
student	6				
<b>Area of responsibility</b>	%				
Management	1				
Research/development/design	68				
Planning/work preparation	2				
Manufacture/production	3				
Production, quality control	13				
Buying/procurement	1				
Finance/accounting, controlling	-				
Information, communication technology (EDP)	-				
Administration/organization/personnel/ social welfare/training	-				
Marketing/sales/advertising/PR	8				
Storage/material management/logistics/ transport	-				
Maintenance/repairs	2				
Other area	-				
Student	8				
Other not gainfully employed	2				
<b>Size of company/organization (employees)</b>	%				
1- 4	1	500- 999	12		
5- 9	3	1 000- 9 999	17		
10- 49	8	10 000 and more	19		
50- 99	11	student	3		
100- 199	8	other not gainfully employed	-		
200- 499	18				
<b>Length of stay</b>	%				
1. Length of stay (days):					
one	96	two	3	three	1
2. Average length of stay		1,0 days			
3. Share of visitors on the event's days:	%				
1st day	28	2nd day	42	3rd day	30

Conducted by: NETWORK-OSE GmbH, Hagenburg

# Registered Events

The Members of FKM have registered the following fairs and exhibitions for auditing:

## Bad Dürkheim

### **FBT GmbH Messen-Ausstellungen-Marketing**

efa – Fair for Electrical Engineering, Building Systems, Air-Conditioning and Automation, Leipzig  
October 2006

## Bad Salzuflen

### **messezentrum Bad Salzuflen GmbH**

KMO – Plastics Processing Fair,  
Bad Salzuflen  
16.03.-19.03.2005

## Bayreuth

### **bbg Betriebsberatungs GmbH**

DKM – International Trade Fair for Finance and Insurance Industry,  
Dortmund  
25.10.-27.10.2005

## Berlin

### **Messe Berlin GmbH**

International Green Week Berlin – Exhibition for the Food Industry, Agriculture and Horticulture, Berlin  
● 21.01.-30.01.2005

FRUIT LOGISTICA – International Trade Fair for Fruit and Vegetable Marketing, Berlin  
● 10.02.-12.02.2005

ITB Berlin – International Tourism Exchange, Berlin  
● 11.03.-15.03.2005

IFA – World of Consumer Electronics, Berlin  
● 02.09.-07.09.2005

CMS – Cleaning · Management · Services · – International Trade Fair and Congress, Berlin  
● 20.09.-23.09.2005

ART FORUM BERLIN – International Fair for Contemporary Art, Berlin  
29.09.-03.10.2005

Import Shop Berlin – A world full of beauty, Berlin  
● 09.11.-13.11.2005

bautech – International trade fair for building, construction technology and architecture, Berlin  
● 21.02.-25.02.2006

WASSER BERLIN - International Trade Fair and Congress Water and Wastewater/GAS BERLIN – International Exhibition Gas Industry, Berlin  
● 03.04.-07.04.2006

InnoTrans – International Trade Fair for Transport Technology – Innovative Components – Vehicles – Systems, Berlin  
19.09.-22.09.2006

belektro – Trade Fair for Electrical Engineering, Electronics and Lighting, Berlin  
18.10.-20.10.2006

## Bielefeld

### **Survey Marketing + Consulting GmbH & Co. KG**

ZOW, Bad Salzuflen  
21.02.-24.02.2005

## Bremen

### **Fachausstellungen Heckmann GmbH Hannover/Bremen**

hafa Bremen – Modern Family Exhibition, Bremen  
10.09.-18.09.2005

CARAVAN – Motor Caravans and Supplies Trade Exhibition, Bremen  
04.11.-06.11.2005

### **HVG Hanseatische Veranstaltungs-GmbH**

fahrrad.markt.zukunft. – bike.market.future, Bremen  
12.02.-13.02.2005

### **MGH Messe- und Ausstellungsgesellschaft Hansa GmbH**

Bremen Classics Motor Show, Bremen  
04.02.-06.02.2005

fish international – International Trade Fair for Fish and Seafood: Trading Market, Technology, Logistics, Point of Sale, Bremen  
12.02.-14.02.2006

## Cloppenburg

### **Friedrich Haug Ausstellungen**

Osning-Schau – Regional Consumer Exhibition, Bad Laer  
01.10.-09.10.2005

Emsland-Schau Papenburg – Regional Consumer Exhibition  
02.10.-09.10.2005

Emsland-Schau Meppen – Regional Consumer Exhibition  
25.05.-28.05.2006

Weser-Ems-Ausstellung Aurich – Regional Consumer Exhibition  
Mai 2007

Emsland-Schau Lingen – Regional Consumer Exhibition  
August 2007

Nordsee-Schau Jever – Regional Consumer Exhibition  
September 2008

Westfalen-Schau Rheine – Regional Consumer Exhibition  
Mai 2009

Blickpunkt Ibbenbüren – Regional Consumer Exhibition  
September 2009

Grönegau-Ausstellung Melle – Regional Consumer Exhibition  
September 2009

## Darmstadt

### **Gesellschaft für Ausstellungen in Darmstadt mbH**

Reisen, Caravan, Garten – Travel, Caravan und Gardening Exhibition,  
Darmstadt  
18.02.-20.02.2005

Hessenschau Darmstadt – Living, Housing, Leisure, Construction – Consumer Goods Exhibition,  
Darmstadt  
27.08.-04.09.2005

## Dortmund

### **Messe Westfalenhallen Dortmund GmbH**

JAGD & HUND – International exhibition for hunting & fishing,  
Dortmund  
● 25.01.-30.01.2005

CREATIVA – Exhibition for creative design, Dortmund  
16.03.-20.03.2005

HobbyTronic Computerschau – Exhibition for PCs, software, games & electronics, Dortmund  
13.04.-17.04.2005

INTERMODELLBAU – Exhibition for modelbuilding and model sport,  
Dortmund  
13.04.-17.04.2005

FAHOBA - Trade fair for hobby + handicrafts, Dortmund  
01.07.-03.07.2005

Inter-tabac – International trade fair for tobacco goods and smokers products, Dortmund  
● 23.09.-25.09.2005

ELEKTROTECHNIK – Trade Fair,  
Dortmund  
07.09.-10.09.2005

HairPower – Hairstyles & cosmetics – Trade Fair with regional championship NRW, Dortmund  
18.09.-19.09.2005

DORTMUNDER HERBST – Consumer Exhibition, Dortmund  
01.10.-09.10.2005

# Registered Events

West German Mineral Days,  
Minerals, fossils, precious stones,  
Dortmund  
03.12.-04.12.2005

## Dresden

### MESSE DRESDEN GmbH

Dresdner Ostern – Garden, Pet and  
Handicraft Exhibition, Dresden  
10.03.-13.03.2005

LEBENSKULTUR IN SACHSEN with  
Kunstmesse Dresden – Dresden Art  
Market and formschau, Dresden  
18.11.-20.11.2005

### ORTEC Messe und Kongress GmbH

KarriereStart – Education, Setting up  
a Business and Recruitment  
Exhibition, Dresden  
21.01.-23.01.2005

HAUS – Construction Fair, Dresden  
03.03.-06.03.2005

COMTEC – Information and  
Communication Exhibition + IFM –  
Industrial Trade Fair for Production  
Technology, Automation and  
Quality Assurance + crossmedia -  
Marketing Communications and  
Media Exhibition, Dresden  
09.11.-11.11.2005

### TMS Messen – Kongresse – Ausstellungen GmbH

Dresdner Reisemarkt – Travel  
Market, Dresden  
28.01.-30.01.2005

auto mobil – Automotive exhibition,  
Dresden  
18.03.-20.03.2005

Hunting, Fishing, Riding, Dresden  
01.04.-03.04.2005

Touristik & Caravaning International  
Leipzig, Leipzig  
16.11.-20.11.2005

## Düsseldorf

### Messe Düsseldorf GmbH

boot-Düsseldorf – International Boat  
Show, Düsseldorf  
● 15.01.-23.01.2005

EUROSHOP – The Global Retail Trade  
Fair, Düsseldorf  
● 19.02.-23.02.2005

BEAUTY INTERNATIONAL – The No. 1  
Trade Fair for Cosmetics, Nail and  
Foot Professionals, Düsseldorf  
04.03.-06.03.2005

GDS – The Premier Shoe Event  
(Spring), Düsseldorf  
● 17.03.-20.03.2005

ProWein – International Trade Fair  
Wines and Spirits, Düsseldorf  
06.03.-08.03.2005

interpack – International Fair  
Packaging Machinery, Packaging  
and Confectionery Machinery,  
Düsseldorf

● 21.04.-27.04.2005

CARAVAN SALON DÜSSELDORF –  
International CARAVAN SHOW,  
Düsseldorf

● 26.08.-04.09.2005

DIMA – International Trade fair  
and Conference for Customer  
Dialogue, Düsseldorf  
28.09.-30.09.2005

GDS – The Premier Shoe Event  
(autumn), Düsseldorf

● 18.09.-21.09.2005

TourNatur, Düsseldorf  
02.09.-04.09.2005

A + A – Safety + Health at Work/  
Personal Protective Equipment  
and Occupational Safety,  
Düsseldorf

● 24.10.-27.10.2005

REHACARE International –  
International Trade Fair for Those  
with Special Needs and Those  
Requiring Care, Düsseldorf

● 12.10.-15.10.2005

ComPaMED – International Trade  
Fair Components, Parts and Raw-  
Materials for Medical  
Manufacturing, Düsseldorf  
16.11.-18.11.2005

MEDICA – World Forum for  
Medicine – International Trade Fair  
with Congress, Düsseldorf

● 16.11.-19.11.2005

Tube – International Tube and Pipe  
Trade Fair, Düsseldorf

24.04.-28.04.2006

wire – International Wire and Cable  
Trade Fair, Düsseldorf

● 24.04.-28.04.2006

METAV – The International fair for  
manufacturing technology and  
automation, Düsseldorf

● 20.06.-24.06.2006

IAM – International Investors' Fair,  
Düsseldorf  
September 2006

InterCool – International Trade Fair  
Frozen Foods, Ice Cream,  
Refrigeration Technology,  
Düsseldorf  
03.10.-06.10.2006

InterMeat – International Trade Fair  
Meat, Cold Meat and Sausage,  
Düsseldorf  
03.10.-06.10.2006

InterMopro – International Trade  
Fair Dairy Products, Düsseldorf  
03.10.-06.10.2006

hogatec – International Trade Fair  
Hotels, Gastronomy, Catering,  
Düsseldorf

● 03.10.-07.10.2006

glasstec – International Trade Fair  
with Special Show glass  
technology live, Düsseldorf

● 24.10.-28.10.2006

GIFA – International Foundry Trade  
Fair with WFO Technical Forum,  
Düsseldorf

● 12.06.-16.06.2007

METEC – International Exhibition for  
Metallurgical Technology with  
Congress, Düsseldorf

● 12.06.-16.06.2007

THERMPROCESS – International  
Trade Fair and Symposium for  
Thermo Process Technology,  
Düsseldorf

● 12.06.-16.06.2007

K – International Trade Fair Plastics +  
Rubber, Düsseldorf

● 24.10.-31.10.2007

drupa – print media messe – World  
Market Print Media, Publishing  
& Converting, Düsseldorf

● 29.05.-11.06.2008

### Reed Exhibitions Deutschland GmbH

PSI – International Trade Fair for  
Advertising Specialties, Düsseldorf  
05.01.-07.01.2005

IMA – International Trade Fair for  
Amusement and Vending  
Machines, Nürnberg  
19.01.-22.01.2005

EQUITANA – Equestrian Sports  
World Fair, Essen  
● 26.02.-06.03.2005

FIBO – World trade fair for fitness,  
wellness and leisure, Essen  
05.05.-08.05.2005

SHOWTECH – International Trade  
Show and Conference for Event  
and Media Engineering, Berlin  
● 01.06.-03.06.2005

viscom – International trade fair for  
visual advertising techniques and  
signmaking, Düsseldorf  
29.09.-01.10.2005

MODERNER STAAT – Exhibition and  
Conference, Berlin  
29.11.-30.11.2005

ALUMINIUM – World Trade Fair &  
Conference, Essen  
20.09.-22.09.2006

# Registered Events

PRO SIGN – International Trade Fair on Signmaking and Digital Printing  
Frankfurt/Main  
October 2006

export21 – Conference and exhibition for export and direct investment, Düsseldorf  
25.10.-26.10.2006

## Erfurt

### Messe Erfurt AG

Reiten-Jagen-Fischen – Exhibition for Riding, Hunting and Fishing, Erfurt  
18.03.-20.03.2005

Internationale Rassehund-Ausstellung – International Pedigree Dog Show, Erfurt  
02.04.-03.04.2005

HAUS+TECHNIK – Exhibition for House building, Living and Modernizing, Erfurt  
02.09.-04.09.2005

naro.tech – Exhibition for Renewable Resources, Technologies and Products with International Symposium "Materials from Renewable Resources", Erfurt  
01.09.-04.09.2005

Grüne Tage Thüringen – Thuringia Agriculture, Food, Forestry and Horticulture Exhibition, Erfurt  
15.09.-17.09.2006

inoga – Trade Fair for the Hotel, Restaurant and Catering Industries, Erfurt  
15.10.-17.10.2006

### RAM Regio Ausstellungen GmbH Erfurt

Thüringen-Ausstellung – Handicraft and Consumer Goods Exhibition, Erfurt  
26.02.-06.03.2005

Reisen – Caravan – Tourism-Exhibition, Erfurt  
28.10.-31.10.2005

## Eschborn

### Werbe- und Vertriebsges. Deutscher Apotheker mbH

EXPOPHARM – International Pharmaceutical Trade Fair, Köln  
22.09.-25.09.2005

## Essen

### Messe Essen GmbH

IPM – International Trade Fair for Plants, Technical Equipment, Floristry, Sales Promotion, Essen  
27.01.-30.01.2005

Reise / Camping – International Trade Fair for Travel & Tourism, Camping & Caravaning, Essen  
09.02.-13.02.2005

E-world energy & water – International Trade Fair and Congress, Essen  
15.03.-17.03.2005

HAUS + GARTEN – The spring fair for the whole family, Essen  
16.03.-20.03.2005

METPACK – International Trade Fair for Metal Packaging, Essen  
19.04.-23.04.2005

IFLO – International Trade Fair for Florists, Decorations & Gifts, Hobbies & Handicrafts, Essen  
06.08.-07.08.2005

SCHWEISSEN & SCHNEIDEN – World Trade Fair for Welding Engineering, Essen  
12.09.-17.09.2005

MODE – HEIM – HANDWERK – The big consumer fair for the whole family, Essen  
29.10.-06.11.2005

DEUBAU – International trade fair for construction and interior work, Essen  
17.01.-21.01.2006

SHK – Trade Fair for Sanitary Installation, Heating, Air Conditioning and Regenerative Energies, Essen  
07.03.-11.03.2006

REIFEN – World market for the tyre trade, Essen  
23.05.-26.05.2006

SECURITY – The World Forum for Security, Essen  
● 10.10.-13.10.2006

## Finningen

### Messe- und Ausstellungsorganisation JWS GmbH

WUG, Weißenburg  
05.05.-08.05.2005

WIR – Regional consumer information exhibition, Dillingen  
March 2006

KONTAKTA – Regional consumer information exhibition, Ansbach  
April 2006

Main-Spessart-Ausstellung, Lohr  
27.04.-01.05.2006

Donau-Ries-Ausstellung – Donauwörth  
31.08.-04.09.2005

## Frankfurt/Main

### Deutsche

#### Landwirtschaftsgesellschaft e.V.

AGRITECHNICA – International DLG Exhibition for Agricultural Machinery (06.+07.11.2005, Preview Days), Hannover  
● 08.11.-12.11.2005

EuroTier – International DLG Exhibition for Livestock & Poultry Production and Management, Hannover  
● 14.11.-17.11.2006

#### Messe Frankfurt GmbH

Christmasworld – Internationale Frankfurter Messe, Frankfurt/Main  
● 26.01.-30.01.2005

Heimtextil – International trade fair for home textiles and commercially used textiles, Frankfurt/Main  
● 12.01.-15.01.2005

Beautyworld – International Trade Fair for Perfumery, Toiletries, Cosmetics and Hairdressing Products, Frankfurt/Main  
● 26.01.-30.01.2005

Paperworld – Internationale Frankfurter Messe, Frankfurt/Main  
● 26.01.-30.01.2005

Ambiente – Internationale Frankfurter Messe, Frankfurt/Main  
● 11.02.-15.02.2005

ISH – International Trade Fair Building and Energy Technology, The Bathroom Experience, Air-Conditioning and Ventilation, Frankfurt/Main  
● 15.03.-19.03.2005

Art Frankfurt – Young Arts Fair/Avantgarde, Modern, Edition, Frankfurt/Main  
29.04.-02.05.2005

Musikmesse – International Trade Fair for Musical Instruments, Musical Software and Computer Hardware, Sheet Music and Accessories, Frankfurt/Main  
● 06.04.-09.04.2005

Prolight + Sound – International Trade Fair for Event and Communications Technology, AV-Production and Entertainment, Frankfurt/Main  
● 06.04.-09.04.2005

Tehtextil – International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main  
● 07.06.-09.06.2005

# Registered Events

Tendence Lifestyle – Internationale  
Frankfurter Messe, Frankfurt/Main  
● 26.08.-30.08.2005

Light + Building – International  
Trade Fair for Architecture and  
Technology, Frankfurt/Main  
23.04.-27.04.2006

Automechanika – Leading  
international trade fair for the  
automotive industry,  
Frankfurt/Main  
● 12.09.-17.09.2006

Lightstyle – International Trade Fair  
for Home Interior Lighting,  
Frankfurt/Main  
April 2007

IFFA/IFFA-Delicat – International  
Trade Fair for the Meat Industry,  
Frankfurt/Main  
● 05.05.-10.05.2007

Texcare International – World  
Market for Modern Textile Care,  
Frankfurt/Main  
● 31.05.-03.06.2008

## **Wirtschaftsgemeinschaft Hessen GmbH**

InNaTex – International fair of  
natural & organic textiles,  
Hofheim-Wallau  
22.01.-24.01.2005

InNaTex – International fair of  
natural & organic textiles,  
Hofheim-Wallau  
06.08.-08.08.2005

## **Freiburg**

### **Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG**

Internationale Kulturbörse  
17.01.-20.01.2005

Exhibition Camping, Leisure and  
Tourism, Freiburg  
12.03.-20.03.2005

Intersolar – International Trade Fair  
and Conference for Solar  
Technology, Freiburg  
23.06.-25.06.2005

Plaza Culinaria, Freiburg  
04.11.-06.11.2005

Modellbau – Model Construction  
Kits Show, Freiburg  
28.04.-01.05.2006

BADEN MESSE – Agricultural  
Exhibition, Freiburg  
09.09.-17.09.2006

BADEN MESSE – Regional Craft and  
Industry Exhibition, Freiburg  
08.09.-16.09.2007

INTERbrossa-BRUSHexpo –  
International Trade Fair for  
Machines, Materials and  
Accessories of the Brush,  
Paintbrush, Paintroller and Mop  
Industries, Freiburg  
23.04.-25.04.2008

## **Friedrichshafen**

### **Messe Friedrichshafen GmbH**

IBO – International Fair for  
Consumer and Investment Goods,  
Friedrichshafen  
12.03.-20.03.2005

AERO – International Trade  
Exhibition for General Aviation,  
Friedrichshafen  
● 21.04.-24.04.2005

TUNING WORLD BODENSEE –  
International Event for Car Tuning,  
Lifestyle and Club-Scene,  
Friedrichshafen  
26.05.-29.05.2005

HAM RADIO – International Amateur  
Radio Exhibition with HAMtronic –  
Electronics, Internet, Computer,  
Friedrichshafen  
24.06.-26.06.2005

OutDoor – European Outdoor Trade  
Fair, Friedrichshafen  
● 21.07.-24.07.2005

EUROBIKE – International Bicycle  
Trade Fair, Friedrichshafen  
● 01.09.-04.09.2005

INTERBOOT – International Water  
Sports Exhibition, Friedrichshafen  
● 24.09.-02.10.2005

Fruchtwelt Bodensee – International  
Trade Fair for Fruit, Berries, Hops  
and Distillation, Friedrichshafen  
10.02.-12.02.2006

Pferd Bodensee – International  
Trade Exhibition for Equestrian  
Sport, Horse Breeding, Horse  
Owning, Friedrichshafen  
17.02.-19.02.2006

## **Gelnhausen**

### **Hallen- und Veranstaltungsgesellschaft Gelnhausen mbH**

ÖKO-TRENDS – Ecological Trends-  
Information and consumer fair life  
in line with nature, Gelnhausen  
02.09.-04.09.2005

## **Gießen**

### **Messe Giessen GmbH**

Reisemarkt Hessen  
13.10.-16.10.2005

MittelhessenSchau – Regional  
Consumer Goods Exhibition  
13.10.-16.10.2005

BAUExpo  
09.02.-12.02.2006

## **Groß-Umstadt**

### **KWF GmbH**

KWF – Forest Machinery and  
Innovations DemoFair,  
Groß-Umstadt  
June 2008

## **Hagenburg**

### **NETWORK-OSE GmbH**

MeasComp / Sensors – The Leading  
Fair for the whole World of  
Measurement Technology from  
Sensors to Computers, Wiesbaden  
27.09.-29.09.2005

## **Halle**

### **HALLE MESSE GmbH**

Reisen, Freizeit, Caravan – Tourism  
and Leisure Trade Fair, Halle  
04.02.-06.02.2005

SaaleBau – Construction Fair, Halle  
18.03.-20.03.2005

Saale Messe – Consumer Trade Fair,  
Halle  
10.11.-13.11.2005

## **Hamburg**

### **Hamburg Messe und Congress GmbH**

REISEN HAMBURG – International  
Exhibition Tourism & Caravanning,  
Hamburg  
● 09.02.-13.02.2005

INTERNORGA – International Fair for  
the Hotel, Restaurant, Catering,  
Baking and Confectionery Trades,  
Hamburg  
● 04.03.-09.03.2005

DU UND DEINE WELT – The great  
Consumer Exhibition, Hamburg  
26.08.-04.09.2005

hanseboot – International Boat  
Show Hamburg, Hamburg  
● 29.10.-06.11.2005

shk hamburg – Fair for Sanitation,  
Heating, Plumbing and Air-  
Conditioning, Hamburg  
23.11.-26.11.2005

NORTEC – Trade Fair for  
Manufacturing Technology,  
Hamburg  
25.01.-28.01.2006

Hansepferd Hamburg – International  
Exhibition for Horse Enthusiasts,  
Hamburg  
28.04.-01.05.2006

# Registered Events

WindEnergy – International Trade Fair Hamburg, Hamburg  
16.05.-19.05.2006

NORD ELEKTRO – Trade fair for electrical engineering, information and lighting technology, Hamburg  
13.09.-15.09.2006

SMM – Shipbuilding, Machinery & Marine Technology - International Trade Fair Hamburg, Hamburg  
● 26.09.-29.09.2006

## **MesseHalle Hamburg-Schnelsen GmbH**

USSIFA HAMBURG - Special-Fair for Watches, Jewels, Perls, Precious Stones and more, Hamburg  
16.09.-18.09.2005

## **Hannover**

### **Deutsche Messe AG**

DOMOTEX HANNOVER – World trade fair for carpets and floor coverings, Hannover  
● 15.01.-18.01.2005

CeBIT – The world's leading event for Information Technology, Telecommunications, Software & Services, Hannover  
● 10.03.-16.03.2005

DailyFood-Business – Trade Show for Bakers, Butchers, Confectioners, Caterers and Ice Cream Outlets, Essen  
17.04.-19.04.2005

HANNOVER MESSE – Technology – Innovation – Automation, Hannover  
● 11.04.-15.04.2005

ComVac/HANNOVER MESSE – International Trade Fair for Compressed Air and Vacuum Technology, Hannover  
11.04.-15.04.2005

Digital Factory/HANNOVER MESSE - Trade Fair for Integrated Processes and IT Solutions, Hannover  
11.04.-15.04.2005

Energy/HANNOVER MESSE – International Trade Fair for Energy Technology, Renewable Energy and Energy Management, Hannover  
11.04.-15.04.2005

Factory Automation/HANNOVER MESSE – Leading Trade Fair for Production Automation, Hannover  
11.04.-15.04.2005

INTERKAMA+/HANNOVER MESSE – International Trade Fair for Process Automation, Hannover  
● 11.04.-15.04.2005

MicroTechnology/HANNOVER MESSE – Trade Fair for Applied Microsystems Technology and Nanotechnology, Hannover  
11.04.-15.04.2005

MDA-Motion, Drive & Automation/HANNOVER MESSE – International Trade Fair for Power Transmission and Control, Hannover  
11.04.-15.04.2005

Research & Technology/HANNOVER MESSE – Innovations Market for Research and Technology, Hannover  
11.04.-15.04.2005

Subcontracting/HANNOVER MESSE – International Trade Fair for Subcontracting Services and Materials for Mechanical Engineering, the Automotive Industry and Plant Engineering, Hannover  
11.04.-15.04.2005

SurfaceTechnology/HANNOVER MESSE – with Powder Coating Europe - International Trade Fair for Surface Technology, Hannover  
11.04.-15.04.2005

Industrial Services & Equipment/HANNOVER MESSE – International Trade Fair for Industrial Services, Outsourcing and Equipment, Hannover  
11.04.-15.04.2005

LIGNA + HANNOVER – World Fair for the Forestry and Wood Industries, Hannover  
● 02.05.-06.05.2005

INTERPOLICE – International Exhibition for Police and Internal Security, Hannover  
06.06.-11.06.2005

INTERSCHUTZ – DER ROTE HAHN – International Trade Fair for Rescue Services, Fire Prevention, Disaster Relief, Safety and Security, Hannover  
● 06.06.-11.06.2005

EMO – The World of Machine Tools, Hannover  
14.09.-21.09.2005

BIOTECHNICA – International Trade Fair for Biotechnology, Hannover  
● 18.10.-20.10.2005

CeMAT Hannover – The World's Leading Fair for Intralogistics, Hannover  
11.10.-15.10.2005

EuroBLECH - International Sheet Metal Working Technology Exhibition, Hannover  
24.10.-28.10.2006

## **Fachausstellungen Heckmann GmbH Hannover**

ABF – Exhibition for Cars, Boats, Gardening, Leisure, Tourism, Caravans & Camping, Hannover  
29.01.-06.02.2005

Infra – Information and Sales Exhibition, Hannover  
22.10.-30.10.2005

Pferd & JAGD – Exhibition for equestrian sports, hunting, fishing and the outdoors, Hannover  
24.11.-27.11.2005

## **Husum**

### **Messe Husum**

NORD GASTRO & HOTEL, Husum  
14.02.-15.02.2005

HUSUMWIND – International Trade Fair for Wind Energy, Husum  
20.09.-24.09.2005

## **Idar-Oberstein**

### **Intergem Messe GmbH**

INTERGEM – International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein  
30.09.-03.10.2005

## **Ingolstadt**

### **Sandner GmbH Messen + Ausstellungen**

miba – Consumer Goods Exhibition, Ingolstadt  
05.03.-13.03.2005

dona – Consumer Goods Exhibition, Regensburg  
25.03.-02.04.2006

ufra – Consumer Goods Exhibition, Schweinfurt  
30.09.-08.10.2006

## **Karlsruhe**

### **Hinte GmbH**

GiardinaKARLSRUHE Garden and Lifestyle Exhibition, Karlsruhe  
10.02.-13.02.2005

HOGAKA – Trade Fair for the hotel and restaurant industry, Karlsruhe  
13.02.-16.02.2005

INVENTA Art of Living - Exhibition for building and living, Karlsruhe  
10.02.-13.02.2005



# Registered Events

InterGeo East – Trade Fair and Conference for Landmanagement, Geoinformation, Building Industry, Environment, Zagreb  
+ 07.03.-09.03.2005

publika – Home, garden, living – Regional exhibition, Pforzheim  
05.05.-08.05.2005

INTERGEO – Conference and trade fair for geodesy, geoinformation and landmanagement, Düsseldorf  
●+ 04.10.-06.10.2005

offerta – The major regional exhibition for a strong region, Karlsruhe  
29.10.-06.11.2005

Arbeitsschutz aktuell – Professional conference and trade fair for on-the-job safety, health maintenance, and quality management, Karlsruhe  
+ 27.09.-29.09.2006

PlusPunktHolz – Trade Fair for Wood Processing and Interior Fittings, Karlsruhe  
not determined yet

## Karlsruhe

### **Karlsruher Messe- und Kongress-GmbH**

Karlsruher Hochzeitstage – Wedding Days – Everything about the wedding, Karlsruhe  
22.01.-23.01.2005

LEARNTEC – European Conference and Specialist Trade Fair for Educational and Information Technology, Karlsruhe  
15.02.-18.02.2005

RESALE – International Trade Fair for Used Machinery and Equipment, Karlsruhe  
18.04.-20.04.2005

Interpart – International Suppliers' Trade Fair for the Automotive, Machine and Construction Engineering Industries, Karlsruhe  
04.10.-06.10.2005

hortec – The Technology Trade Fair for Horticulture, Karlsruhe  
14.10.-16.10.2005

art KARLSRUHE – International Trade Fair for Modern Art, Karlsruhe  
09.03.-12.03.2006

## Kempten

### **Stadt Kempten (Allgäu)**

ALLGÄUER FESTWOCHE – Trade fair – Cultural and sports events – rural tradition exhibition in Kempten (Allgäu)  
13.08.-21.08.2005

## Köln

### **Koelnmesse Ausstellungen GmbH**

FARBE – International Trade Fair for Paint, Decorating, Building Protection, Köln  
+ 06.04.-09.04.2005

Philatelia mit MünzExpo – International Fair for Stamps, Coins and Accessories, Köln  
● 22.09.-24.09.2005

REISEMARKT KÖLN INTERNATIONAL – International TRAVEL MARKET COLOGNE, Köln  
25.11.-27.11.2005

Modellbahn + Echtdampf-Treffen – Model Railways with 4th Life-Steam Meeting-International Exhibition of Model Railways and Accessoires, Toys and Hobbies, Köln  
09.11.-12.11.2006

### **Koelnmesse GmbH**

ISM – International Sweets and Biscuits Fair, Köln  
● 30.01.-02.02.2005

imm cologne – The International Furniture Fair, Köln  
● 17.01.-23.01.2005

COLOGNE FINE ART – West Germany Fine Arts Fair Cologne, KUNSTKÖLN and Antiquarian Book Fair, Köln  
23.02.-27.02.2005

IDS – International Dental Show, Köln  
● 12.04.-16.04.2005

interzum, Köln  
● 29.04.-03.05.2005

IFMA Cologne, Köln  
● 15.09.-18.09.2005

Kind + Jugend – International Baby to Teenager Fair, Köln  
● 16.09.-18.09.2005

spoga – International Trade Fair for Sport, Camping and Garden Lifestyle, Köln  
● 04.09.-06.09.2005

Anuga, Köln  
● 08.10.-12.10.2005

FSB – International Trade Fair for Amenity Areas, Sports and Pool Facilities, Köln  
● 26.10.-28.10.2005

SOLARIA – International Trade Fair for Tanning Products and Equipment, Köln  
27.10.-29.10.2005

communicate! – Trade Fair and Congress for Information Technology and Telecommunications, Köln  
Oktober 2005

## INTERNATIONALE

EISENWARENMESSE / PRACTICAL WORLD – International Hardware Fair / Practical World Tools, Security, Locks and Fittings, Home Improvement / DIY, Köln  
● 05.03.-08.03.2006

Anuga FoodTec – International Trade Fair for Food and Drink Technology, Köln  
● 04.04.-07.04.2006

IMB – World of Textile Processing, Köln  
● 10.05.-13.05.2006

gafa – International Garden Trade Fair, Köln  
03.09.-05.09.2006

photokina – world of imaging with MediaVisionCologne, Köln  
● 26.09.-01.10.2006

ENTSORGA-ENTECO – International Trade Fair for Waste Management and Environmental Technology, Köln  
● 24.10.-27.10.2006

INTERMOT – International Trade Fair for Motorcycles and Scooters, Köln  
11.10.-15.10.2006

Orgatec – International Trade Fair for Planning, Furnishing and Management of Business Worlds, Köln  
● 24.10.-28.10.2006

## Langen

### **Wirtschaftsgemeinschaft**

### **Zoologischer Fachbetriebe GmbH**

DeZooFa – German Pet Trade Fair, Wiesbaden  
20.05.-22.05.2005

Interzoo – International Trade Fair for Pet Supplies, Nürnberg  
11.05.-14.05.2006

## Leipzig

### **Leipziger Messe GmbH**

Haus-Garten-Freizeit – Leipzig Garden Home – Garden – Leisure – The Consumer Fair for the Whole Family – mitteldeutsche Handwerksmesse - Central German Handicrafts Fair, Leipzig  
05.02.-13.02.2005

CADEAUX Leipzig (Frühjahr) – Spring, Trade Fair for Gifts and Lifestyle Ideas, Leipzig  
05.03.-07.03.2005

Leipziger Buchmesse – Leipzig Book Fair, Leipzig  
17.03.-20.03.2005

# Registered Events

TerraTec – International Trade Fair for Environmental Technologies and Services, Leipzig  
● 08.03.-11.03.2005

enertec – International Trade Fair for Energy, Leipzig  
08.03.-11.03.2005

therapie Leipzig – Trade Fair and Congress for Therapists, Leipzig  
03.03.-05.03.2005

AMI AUTO MOBIL INTERNATIONAL with Specialist Trade Fair AMITEC – Specialist Trade Fair for vehicle components, workshop and service equipment, Leipzig  
02.04.-10.04.2005

Z 2005 – Subcontracting Fair – International Trade Fair for Parts, Components, Modules and Technologies, Leipzig  
21.06.-23.06.2005

GC 2005 – Europe's first comprehensive adventure fair for interactive entertainment, infotainment and edutainment, Leipzig  
17.08.-21.08.2005

CADEAUX Leipzig (Herbst) – Trade Fair for Gifts and Lifestyle ideas – COMFORTEX, Trade Fair for Interior Design, with TraumRaum – Trade Fair for Sleeping and Wellness, Leipzig  
10.09.-12.09.2005

MIDORA Leipzig – Trade fair for Watches and Jewellery, Leipzig  
10.09.-12.09.2005

Pflegemesse Leipzig – Trade Fair and Congress for Hospital and Home Care, Leipzig  
27.09.-29.09.2005

modell – hobby – spiel – models – hobbies – games, Leipzig  
30.09.-03.10.2005

GÄSTE – International Trade Fair for the restaurant, hotel and catering business, Leipzig  
30.10.-02.11.2005

SHKG – Exhibition for Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig  
01.02.-04.02.2006

baufach – Leipzig Construction Trade Fair, Leipzig  
01.02.-04.02.2006

ORTHOPÄDIE + REHA-TECHNIK – International Trade Show and World Congress for Prosthetics, Orthotics and Rehabilitation Technology, Leipzig  
10.05.-13.05.2006

denkmal – European Trade Fair for Conservation, Restoration and Urban Renewal, Leipzig  
25.10.-28.10.2006

## **Leipziger Messe International GmbH**

LBA – Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg  
04.03.-06.03.2005

NORDHAUS – Construction Exhibition of Mecklenburg-Vorpommern, Schwerin  
04.03.-06.03.2005

## **Lindau-Bodolz**

### **Kinold-Ausstellungsgesellschaft mbH**

Oberfranken-Ausstellung Hof – Regional Exhibition, Hof  
16.04.-24.04.2005

Niederbayern-Schau, Landshut – Regional Exhibition, Landshut  
24.09.-03.10.2005

Oberfranken-Ausstellung Coburg – Regional Exhibition, Coburg  
08.10.-16.10.2005

Passauer Frühling, DreiländerMesse – Regional Exhibition, Passau  
18.03.-26.03.2006

Oberfranken-Ausstellung Bayreuth – Regional Exhibition, Bayreuth  
06.05.-14.05.2006

VOREA – Regional Exhibition, Plauen not determined yet

## **Lörrach**

### **Messe Lörrach GmbH**

REGIO – Three Countries – one Fair, Lörrach  
11.03.-20.03.2005

## **Lübeck**

### **M&A Messe- und Ausstellungsgesellschaft Lübeck mbH**

Paderbau, Paderborn  
04.03.-06.03.2005

Deutsche Gründer- und Unternehmertage, Berlin  
15.04.-17.04.2005

Treffpunkt Harburg, Hamburg-Harburg  
April 2005

Handel und Hanse – Regional Consumer Exhibition, Lübeck  
30.04.-08.05.2005

Internationale Hotel & Gastro Berlin – INHOGA, Berlin  
16.10.-19.10.2005

Jesteburger Ausstellung, Jesteburg  
October 2005

Hobbyland Berlin, Berlin  
November 2005

HIPPOLOGICA, Berlin  
08.12.-11.12.2005

Osnabrücker Messe – Regional Consumer Exhibition, Osnabrück  
March 2006

Stadt Land Fluss Minden – Regional Consumer Exhibition, Minden  
September 2006

## **Magdeburg**

### **Magdeburger Messebetriebsgesellschaft mbH & Co. KG**

MAGDEBOOT – Trade Fair for new and used Boats, Equipment and Water Sports, Magdeburg  
10.03.-13.03.2005

LEBEN – Regional Consumer Good Exhibition, Magdeburg  
15.04.-17.04.2005

AIR MAGDEBURG – International Trade fair for Sport- and Business Aviation, Magdeburg  
01.09.-03.09.2006

vaQum – International Trade Fair for Vacuum Technology and Vacuum Application, Magdeburg  
26.09.-27.09.2006

## **Mainz**

### **RAM Regio Ausstellungs GmbH**

Rheinland-Pfalz-Ausstellung – Mainz – Regional Consumer Goods Exhibition, Mainz  
12.03.-20.03.2005

## **Mannheim**

### **MAG – Mannheimer Ausstellungsgesellschaft mbH**

MANNHEIMER MAIMARKT – Exhibition for Industry, Trade, Craftmanship and Agriculture, Mannheim  
30.04.-10.05.2005

## **München**

### **EUROEXPO Messe- und Kongress-GmbH**

LogiMAT – International Trade Fair for distribution, materials handling and information show, Stuttgart  
01.02.-03.02.2005

EUROCARGO – International Trade Fair for Freight Transport, Logistics and Telematics, Köln  
30.05.-01.06.2006

# Registered Events

## **GHM Gesellschaft für Handwerksmessen mbH**

GARTEN MÜNCHEN – Munich Sales Exhibition for Flower and Garden Lovers, München  
10.03.-13.03.2005

I.H.M. – International Trade Fair for Small and Medium-Sized Enterprises, München  
10.03.-16.03.2005

ROOF+WALL – International Trade Fair and Convention for Roofing, Wall and Insulation Technology, Leipzig  
●+ 04.05.-07.05.2005

ELTEC – Fachmesse für Gebäude- und Lichttechnik, Schaltgeräte und Industriesteuerungen, Nürnberg  
15.06.-17.06.2005

HEIM + HANDWERK – Sales Exhibition for Building, Furnishing, Living, München  
03.12.-11.12.2005

IFH / INTHERM – Trade Fair for Sanitary, Heating, Air- Conditioning, Nürnberg  
05.04.-08.04.2006

iba – International Trade Fair World Market for Baking ... everything for Bakers and Confectioners, München  
03.10.-09.10.2006

## **Messe München GmbH**

BAU – International Trade Fair for Building Materials, Building Systems, Building Renovation, München  
● 17.01.-22.01.2005

acqua alta – International Trade Fair with Congress for Disaster Protection and the Consequences of Climate Change, München  
18.01.-20.01.2005

C-B-R – Exhibition Caravaning, Water Sports, Tourism, München  
● 19.02.-23.02.2005

inhorgenta europe – International Trade Fair for Watches, Clocks, Jewellery, Precious Stones, Pearls and Technology, München  
● 25.02.-28.02.2005

ispo winter – International Trade Fair for Sports Equipment and Fashion (Winter), München  
● 06.02.-09.02.2005

FAIRWAY – Golf Course Congress with Exhibition, München  
02.03.-04.03.2005

IFAT – International Trade Fair for Water, Sewage, Refuse and Recycling, München  
● 25.04.-29.04.2005

JAGEN UND FISCHEN – International Exhibition for Hunters, Fishermen and Marksmen, München  
06.04.-10.04.2005

TRANSPORT LOGISTIC – International Trade Fair for Logistics, Telematics and Transport, München  
● 31.05.-03.06.2005

FiberComm – International Trade Fair and Conference for Optical Information and Communications Technology, München  
13.06.-15.06.2005

LASER. World of Photonics – International Trade Fair and International Congress, München  
● 13.06.-16.06.2005

ispo summer – International Trade Fair for Sports Equipment and Fashion (Summer), München  
● 03.07.-05.07.2005

drinktec – World Fair for Beverage and Liquid Food Technology, München  
● 12.09.-17.09.2005

EXPO REAL – International Commercial Property Exposition, München  
● 10.10.-12.10.2005

GOLF EUROPE – München – International Trade Fair for Golf, München  
● 02.10.-04.10.2005

SYSTEMS – IT.Media.Communications, München  
● 24.10.-28.10.2005

Productronica – International Trade Fair for Electronics Production, München  
● 15.11.-18.11.2005

METAV München – International trade fair for manufacturing technology and automation, München  
04.04.-07.04.2006

ANALYTICA – Instrumental Analysis, Laboratory Technology and BioTechnologies. International Trade Fair and Analytica Conference, München  
● 25.04.-28.04.2006

AUTOMATICA – International Trade Fair for Automation: Assembly - Robotics - Vision, München  
16.05.-19.05.2006

CERAMITEC – International Trade Fair for Machinery, Equipment, Plant, Processes and Raw Materials for CERAMICS and POWDER METALLURGY, München  
● 16.05.-19.05.2006

INTERFORST – International Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows, München  
● 12.07.-16.07.2006

Bauma China – International Trade Fair for Construction Machinery, Building Material Machines, Construction Vehicles and Equipment, Shanghai  
14.11.-17.11.2006

electronica – International Trade Fair for Components and Assemblies in Electronics with EMBEDDED, München  
● 14.11.-17.11.2006

BAUMA + MINING – International Trade Fair for Construction Machinery, Building Material Machines, Mining Maschines, Construction Vehicles and Construction Equipment, München  
● 23.04.-29.04.2007

## **Münster**

### **Halle Münsterland GmbH**

Antiquitäten-Tage – Antiques Exhibition, Münster  
09.02.-13.02.2005

IPOMEX – international police meeting and exhibition, Münster  
25.09.-27.09.2005

Frühling – Blumen – Freizeit – Consumer Goods Exhibition, Münster  
11.02.-19.02.2006

## **Nürnberg**

### **AFAG Messen und Ausstellungen GmbH**

HOGA Nürnberg – Trade Fair for Gastronomy, Hotel and Catering, Nürnberg  
23.01.-26.01.2005

FREIZEIT, GARTEN + TOURISTIK Nürnberg – in connection with CARSHOW and gardening Nürnberg, BikersWorld classic and contemporary motorcycles, Nürnberg  
05.03.-13.03.2005

afa – Consumer Goods Exhibition, Augsburg  
02.04.-10.04.2005

# Registered Events

Harz + Heide – Consumer Goods Exhibition, Braunschweig  
30.04.-08.05.2005

Mainfranken-Messe Würzburg – Regional Consumer Goods Exhibition, Würzburg  
01.10.-09.10.2005

interlift – International Trade Fair for Elevator Technology, Augsburg  
18.10.-21.10.2005

CONSUMENTA Nürnberg – Consumer Goods Exhibition, Nürnberg  
29.10.-06.11.2005

GrindTec – International Trade Fair for Grinding Technology, Augsburg  
15.03.-18.03.2006

Ausstellung SOM Rosenheim – Regional Consumer Goods Exhibition, Rosenheim  
22.04.-01.05.2006

AMERICANA – International Exhibition Riding, Western Culture, Augsburg  
06.09.-10.09.2006

Unterland Ausstellung Heilbronn – Consumer Goods Exhibition, Heilbronn  
30.09.-08.10.2006

## **NürnbergMesse GmbH**

BioFach – World Organic Trade Fair, Nürnberg  
24.02.-27.02.2005

embedded world – Exhibition&Conference Nürnberg  
22.02.-24.02.2005

IWA & OutdoorClassics – International Trade Fair for Hunting and Sporting Arms, Outdoor Articles and Accessories, Nürnberg  
18.03.-21.03.2005

Altenpflege+ProPflege – Exhibition and Congress for Nursing, Therapy, Care + Professional Patient Care, Nürnberg  
+ 12.04.-14.04.2005

EUROPEAN COATINGS SHOW – plus Adhesives, Sealants, Construction Chemicals, Nürnberg  
26.04.-28.04.2005

Stone+tec – International Trade Fair Natural Stone and Stoneprocessing Technology, Nürnberg  
25.05.-28.05.2005

e\_procure & supply – Trade Fair and Congress for Procurement and Supply Management, Experiences - Solutions - Trends, Nürnberg  
10.05.-12.05.2005

ELTEC – Trade Fair for Building Equipment, Light Engineering, Switchgear and Industrial Controls, Nürnberg  
15.06.-17.06.2005

POWTECH –International Trade Fair for Mechanical Processing Technologies and Instrumentation with TechnoPharm, Nürnberg  
11.10.-13.10.2005

IKK – International Trade Fair Refrigeration, Air Conditioning, Ventilation, Hannover  
+ 02.11.-04.11.2005

interschau – International Trade Fair for Leisure Parks, Amusements, Showmen, Hannover  
+ 21.01.-23.01.2006

fensterbau/frontale – International Trade Fair Window and Facade, Technologies, Components, Prefabricated Units, Nürnberg  
22.03.-25.03.2006

HOLZ-HANDWERK – Trade Fair for Machinery, Equipment and Supplies for the Wood Crafts, Nürnberg  
22.03.-25.03.2006

EUROGUSS – International Trade Fair for Pressure Die Casting, Nürnberg  
07.03.-09.03.2006

Holzbau und Ausbau – International Trade Fair for Wood Construction, Roofing and Dry Building, Nürnberg  
27.04.-30.04.2006

FachPack + PrintPack + LogIntern – Trade Fair for Packaging and Labelling Technology +Trade Fair for Package Printing and Packaging Supplies Production+Trade Fair for In-Plant Logistics, Nürnberg  
26.09.-28.09.2006

GalLaBau – International Trade Fair for Urban Green and Open Spaces, Design – Construction - Maintenance, Nürnberg  
13.09.-16.09.2006

ENKON dezentral – Trade Fair for decentralized Energy Business and Technology, Nürnberg  
18.10.-20.10.2006

BRAU Bevale – European Trade Fair for the Beverage Industry, Raw Materials – Technologies – Logistics - Marketing, Nürnberg  
15.11.-17.11.2006

## **Spielwarenmesse eG**

Spielwarenmesse International Toy Fair, Nürnberg  
10.02.-15.02.2005

## **Offenbach**

### **Messe Offenbach GmbH**

ILM Essentials – International Leather Goods Fair, Offenbach  
● 29.01.-31.01.2005

Werkstätten-Messe – Sheltered workshop fair – Products and Services from Sheltered Workshops, Offenbach  
10.03.-13.03.2005

ILM Winter Styles – International Leather Goods Fair, Offenbach  
02.04.-04.04.2005

ILM Summer Styles – International Leather Goods Fair, Offenbach  
● 29.09.-02.10.2005

## **Offenburg**

### **Messe Offenburg-Ortenau GmbH**

BADISCHE WEINMESSE – Regional Wine Exhibition, Offenburg  
07.05.-08.05.2005

OBERRHEIN MESSE OFFENBURG – Consumer Goods Fair, Offenburg  
24.09.-03.10.2005

eurocheval – European Horse Fair, Offenburg  
19.07.-23.07.2006

## **Pirmasens**

### **Messe- und Veranstaltungsgesellschaft Pirmasens mbH**

plw – leather and more – International Fair for leather and shoe components (Spring), Pirmasens  
12.04.-13.04.2005

Bau mit! – Build up! – Building, Living, Renovating, Restoring, Energy, Housing, Pirmasens  
09.09.-11.09.2005

plw – leather and more – International Fair for Shoe-Technology and International Fair for leather and show, Pirmasens  
11.10.-12.10.2005

## **Rendsburg**

### **Werner Fahrenkrog GmbH & Co.KG**

FLORA, Rendsburg  
28.05.-29.05.2005

NORLA/NORKOFA – Regional Agricultural and Municipal Trade Exhibition, Rendsburg  
22.09.-25.09.2005

# Registered Events

## Rostock

### **Rostocker Messe- und Stadthallengesellschaft mbH**

AUTO, Rostock  
11.03.-13.03.2005

## Stuttgart

### **Hofmann Messe- und Ausstellungs GmbH**

Blickfang – Interior and Fashion,  
Stuttgart  
11.03.-13.03.2005

### **Mesago Messe Frankfurt GmbH**

FACILITY MANAGEMENT –  
International Exhibition and  
Conference, Frankfurt/Main  
19.04.-21.04.2005

SMT/HYBRID/PACKAGING – System  
Integration in Micro Electronics /  
Exhibition and Conference,  
Nürnberg  
19.04.-21.04.2005

EMV Düsseldorf – International  
Exhibition and Conference on  
Electromagnetic Compatibility  
(EMC), Düsseldorf  
07.03.-09.03.2006

### **Mesago Messemanagement GmbH**

SPS/IPC/DRIVES – Electric  
Automation – Systems and  
Components – Exhibition and  
Conference, Nürnberg  
22.11.-24.11.2005

### **Stuttgarter Messe- und Kongressgesellschaft mbH**

CMT – International exhibition for  
caravanning, motoring, tourism  
with cycling and adventure  
holidays, golf and wellness  
holidays, cruises and ship travel,  
Stuttgart  
● 15.01.-23.01.2005

MEDIZIN – South German trade  
exhibition for medical technology,  
pharmacy, materials and  
equipment for surgeries and  
hospitals, Doctors' Congress,  
Stuttgart  
28.01.-30.01.2005

didacta – die Bildungsmesse – The  
Trade Fair for Education and  
Training, Stuttgart  
28.02.-04.03.2005

Retro Classics – International  
exchange for classic cars and  
motorcycles, spare parts and  
restoration, Stuttgart  
11.03.-13.03.2005

GARTEN Indoor Outdoor Ambiente –  
Selling exhibition / Wellviva – The  
exhibition about health and well-  
being / HAUS&HOLZ, SELBSTBAU –  
Trade fair for builders and  
modernizers, Stuttgart  
17.03.-20.03.2005

INVEST – The trade fair for  
institutional and private investors,  
Stuttgart  
08.04.-10.04.2005

ISA – Int. collectors' exhibition/  
WeltAntik – Antiques/IWB-Int. arms  
exchange (Sat. + Sun.), Stuttgart  
01.04.-03.04.2005

FACHDENTAL LEIPZIG – Trade fair for  
dental surgeries and laboratories,  
Leipzig  
23.09.-24.09.2005

eltefa – Trade Fair for Electrical  
Engineering and Electronics,  
Stuttgart  
21.09.-23.09.2005

SÜFFA – Trade Fair for the Butchers'  
Trade, Stuttgart  
02.10.-04.10.2005

CAT.PRO – International trade fair for  
innovative product development,  
data and process management,  
Stuttgart  
04.10.-07.10.2005

FACHDENTAL SÜDWEST – Trade fair  
for dental surgeries and  
laboratories, Stuttgart  
07.10.-08.10.2005

südback – Trade fair for the bakery  
and confectionery trades, Stuttgart  
15.10.-18.10.2005

hobby + elektronik – Exhibition for  
computers and electronics,  
Stuttgart  
29.10.-01.11.2005

SACHSENBACK – Trade fair for  
bakery and confectionery, Leipzig  
30.10.-01.11.2005

Familie & Heim – The large shopping  
and experience exhibition with  
international mineral and fossil  
exchange, Stuttgart  
19.11.-27.11.2005

VISION – International trade fair for  
machine vision and identification  
technologies, Stuttgart  
08.11.-10.11.2005

TV – Trade fair for textile printing,  
embroidery, transfers and flocking,  
Stuttgart  
27.01.-29.01.2006

INTERGASTRA – International trade  
fair for hotels, restaurants, catering,  
confectionery and cafés, Stuttgart  
● 18.02.-23.02.2006

R + T – International trade fair for  
roller shutters, doors/gates and  
sun protection, Stuttgart  
● 07.02.-11.02.2006

PFLEGE & REHA – Trade fair for  
elderly care, nursing and  
rehabilitation, Stuttgart  
25.04.-27.04.2006

rescue – Exhibition with specialist  
congress on interdisciplinary  
cooperation at rescue services and  
danger aversion, Stuttgart  
2006

AMB – International exhibition for  
metalworking, Stuttgart  
● 19.09.-23.09.2006

LWH – International Trade Exhibition  
for Farming and Agriculture,  
Stuttgart  
23.09.-01.10.2006

V + S – Trade fair for joining and  
welding technology, Stuttgart  
2006

interbad – International trade fair  
for swimming pools, pool and bath  
technology, saunas, physiotherapy,  
wellness, Düsseldorf  
● 04.10.-07.10.2006

NewCome – Exhibition and congress  
for the establishment, expansion  
and succession of business  
enterprises, Stuttgart  
2006

INTERVITIS INTERFRUCTA –  
International technology trade fair  
for wine, fruit and fruit juice,  
Stuttgart  
● 22.04.-26.04.2007

## Villingen-Schwenningen

### **Südwest Messe- und Ausstellungs- GmbH**

Südwest Messe – Exhibition for  
Industry, Craftmanship, Trade and  
Agriculture, with Prefabricated  
Houses and Building Show,  
Villingen-Schwenningen  
21.05.-29.05.2005

## Wächtersbach

### **Messe Wächtersbach GmbH**

Messe Wächtersbach – Consumer  
Goods Exhibition, Wächtersbach  
30.04.-08.05.2005

# Registered Events

## Wiesbaden

### **Messe Frankfurt Ausstellungen GmbH**

h & h – handarbeit & hobby – International Trade Fair for Creative Textile Handicraft, Craft and Hobby supplies, Köln  
18.03.-20.03.2005

Marketing Services – International Event for Marketing and Communication + DISPLAY trade fair for P.O.S.-Marketing, Frankfurt/Main  
● 10.05.-12.05.2005

## Wunstorf

### **AMA Service GmbH**

SENSOR + TEST – International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nürnberg  
10.05.-12.05.2005

## Hong Kong/SVR

### **Hong Kong Trade Development Council**

Hong Kong Fashion Week  
● 18.01.-21.01.2005

Hong Kong Toys & Games Fair  
● 11.01.-14.01.2005

Hong Kong International Jewellery Show  
● 01.03.-04.03.2005

Hong Kong Electronics Fair – Spring Edition  
14.04.-17.04.2005

Hong Kong Gifts & Premium Fair  
● 28.04.-01.05.2005

Hong Kong Houseware Fair  
● 21.04.-24.04.2005

Summer Sourcing Show for Gifts, Houseware & Toys  
05.07.-08.07.2005

Hong Kong Watch & Clock Fair  
● 07.09.-11.09.2005

Hong Kong Electronics Fair + electronic Asia

● 13.10.-16.10.2005

International Lighting Fair  
26.10.-29.10.2005

Hong Kong Optical Fair  
● 02.11.-04.11.2005

## Moskau

### **MVK – International Exhibition Company**

STROYTECH – International Construction Week, Moskau  
16.02.-21.02.2005

ANALYTICA EXPO – International Exhibition of Equipment for Chemical Analysis, Laboratory Furniture and Chemicals, Moskau  
19.04.-22.04.2005

International Industrial Week, Moskau  
30.05.-03.06.2005

ROSUPAK – International Packaging Industry Trade Fair, Moskau  
● 20.06.-24.06.2005

PCV Expo – International Forum on Pumps, Compressors and Valves, Moskau  
October 2005

## Verona

### **Ente Autonomo per le Fiere di Verona**

VINITALY – International Wine and Spirits Exhibition, Verona  
● 07.04.-11.04.2005

SAMOTER – International Earthmoving & and Building Machinery Exhibition, Verona  
● 04.05.-08.05.2005

ABITARE IL TEMPO – International Exhibition of Furniture, Furnishing and Interior Design, Verona  
15.09.-19.09.2005

MARMOMACC – International Exhibition of Marble, Stone and Technology, Verona  
● 29.09.-02.10.2005

BUS & BUS Business – THE WORLD OF TRANSPORT BY COACH AND BUS, Verona  
15.11.-19.11.2005

Fieragricola – Biennial International Exhibition on Machinery, Services and Products for Agriculture and Animal Farming, Verona  
● March 2006

ACQUACOLTURA International – International Exhibition of Fish Products, Breeding, Equipment and Technologies, Verona  
May 2006

EUROCARNE – International Meat and Meat Processing Machinery Exhibition, Verona  
● May 2006

Status as of Juni 2005

● = Recognized by UFI – The Global Association of the Exhibition Industry

+ = Event with changing venues

The designation of the various trade fairs and exhibitions is based on information supplied by the organizers. This information has been included in this review following careful examination of the documents available. However, no liability can be assumed for the correctness of the information provided. Attention is drawn particularly to the fact that dates may have been changed while this publication was being printed.

## Kontrollierte Messedaten

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### Messen planen, vergleichen, bewerten mit FKM-Daten



### Audited Trade Fair Data Our Service for Your Success!

- *Visitor, exhibitor and space figures*
- *Trade and private visitors analyses*
- *Compiled according to uniform criteria and audited by a public accountant*
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### Plan, compare, evaluate trade fairs with FKM data



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