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Audited Trade Fair  
and Exhibition Figures  
Report **2007**



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**Management:**

Littenstraße 9  
D 10179 Berlin · Germany  
Phone: +49-30-24 000 - 0  
Fax: +49-30-24 000 - 340  
www.fkm.de  
info@fkm.de

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**FKM Austria**

Verein zur freiwilligen  
Kontrolle von Messezahlen  
Messeplatz 1  
1021 Wien  
Austria  
Phone: +43-1-72 72 00  
Fax: +43-1-72 72 04 43

**FKM Suisse**

Verein zur freiwilligen  
Kontrolle von Messezahlen  
Mingerstraße 6  
3000 Bern 22  
Switzerland  
Phone: +41-31-3 40 11 11  
Fax: +41-31-3 40 11 10



# Audited Trade Fair and Exhibition Figures Report 2007

[www.fkm.de](http://www.fkm.de)

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# The FKM in 2007

The relatively minor number of trade fairs scheduled in 2007 resulted in FKM conducting over 10 % less audits in that year. Nonetheless, in principle German organisers remain keen for the exhibitor, visitor and space statistics of their trade fairs to be audited.

In autumn of 2007 the publishers CMP-WEKA Verlag from Poing became member of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM). They were joined in spring of 2008 by Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH from Munich. Werner Fahrenkrog GmbH from Rendsburg, Gesellschaft für Ausstellungen in Darmstadt mbH from Darmstadt, and FBT Gesellschaft zur Durchführung von Ausstellungen und Kongressen mbH from Bad Dürkheim are no longer members.

Currently 69 organisers in Germany are associates of FKM. In 2007, a total of 245 events in Germany were subject to auditing by FKM.

The number of foreign trade fairs audited by FKM has risen once again. Altogether, the three guest members from abroad, the Verona Trade Fair Company, the Hong Kong Trade Development Council and the Moscow Trade Fair company MVK, have had 29 trade fairs audited. A German associate had also applied for a foreign trade fair to be audited in 2007.

Essentially, every FKM audit takes basic data on exhibitors who have their own stands, rented stand space and visitor numbers into account, in each case differentiating data according to domestic and foreign origin.

FKM's evaluations of visitor patterns have become increasingly important to businesses exhibiting at trade fairs, as they make it possible to pinpoint the groups they can specifically target at these events. Standard analyses for trade visitors and the general public are available at close to 74 % of the events audited. These provide information on visitors' origins, branches of industry, influence on decisions and the duration of their attendance. The previous year this figure was only 70 %.

For businesses exhibiting at trade fairs these analyses are an important instrument aiding preparations, and a means of monitoring success. Statistics on visitor patterns also provide criteria for selecting trade fairs over other marketing instruments.

## **Comparability and reliability**

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

**Online Service**

In the redesigned online service of the FKM, all the print products are available for downloading at [www.fkm.de](http://www.fkm.de). Essentially, the FKM Online Service includes information about the complete range of services offered by FKM, tips for the correct use of FKM data and the most important definitions as well as links to the individual members.

Via the FKM homepage, the FKM trade fair statistics checked by the public accountant including the visitor analyses are available in the online database of AUMA, the Association of the German Trade Fair Industry, which is responsible for the management of the FKM. In addition, there are direct links from the addresses of the individual FKM members to the AUMA database. There, users will directly find the events registered by the individual members for FKM auditing.

**International Trade Fair Transparency**

Together with other European auditing organisations, for the 19th time, the FKM has published the Euro Fair Statistics brochure. 19 countries have taken part: Austria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Moldova, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden and Ukraine.

For over 1,500 events, with the exception of numbers of visitors, the key indicators are collected in the individual countries according to practically identical criteria. The observation of the rules is checked in each case by one or more auditors or other independent organisations. The brochure is published as a pdf file and can be downloaded at [www.fkm.de](http://www.fkm.de).

The FKM welcomes and supports the endeavours of the UFI - The Global Association of the Exhibition Industry in the creation of a UFI standard for definitions and auditing of trade fair statistics, in order to secure a uniform basis for trade fair participations worldwide.

The FKM plays an active role in the further steps being taken to standardise trade fair statistics on an international basis. It is also involved, together with DIN, the German Institute for Standardisation, in an international working group of ISO on the worldwide standardisation of trade fair terms. The Singapore Standardisation Institute initiated a corresponding process at the end of 2004. At four sessions which took place from 2005 to 2008 in Singapore, Berlin, Hong Kong and Kuala Lumpur, those attending agreed on a catalogue of definitions and assessment methods. A vote on this issue will take place in the course of 2008. To a large extent the aim of FKM and other auditing organisations, namely to achieve conformity of UFI and ISO definitions, has been reached.



**Michael von Zitzewitz**  
(Chairman)

# Members of the FKM

## Bad Salzuflen

### Messe Ostwestfalen GmbH

messezentrum Bad Salzuflen  
Benzstraße 23, 32108 Bad Salzuflen  
Tel.: (0 52 22) 9 25 00, Fax: (0 52 22) 92 50 40  
www.messezentrum.de  
E-Mail: info@messezentrum.de

## Bayreuth

### bbg Betriebsberatungs GmbH

Bindlacher Str. 4  
95448 Bayreuth  
Tel.: (09 21) 75 75 80, Fax: (09 21) 51 28 52  
www.bbg-online.de  
E-Mail: bbg@bbg-online.de

## Berlin

### Messe Berlin GmbH

Messedamm 22, 14055 Berlin  
Tel.: (0 30) 30 38-0, Fax: (0 30) 30 38 23 25  
www.messe-berlin.de  
E-Mail: central@messe-berlin.de

## Bielefeld

### SURVEY Marketing + Consulting GmbH & Co. KG

Mittelstraße 50, 33602 Bielefeld  
Tel.: (05 21) 9 65 33-0, Fax: (05 21) 9 65 33-99  
www.zow-messe.de  
E-Mail: zow@survey.info

## Bremen

### Fachausstellungen Heckmann GmbH

Hannover/Bremen  
Findorffstraße 103, 28215 Bremen  
Tel.: (04 21) 20 15 50, Fax: (04 21) 2 01 55 33  
www.heckmannmbh.de  
E-Mail: info@fh.messe.de

### HVG Hanseatische Veranstaltungs-GmbH

Geschäftsbereich Messe Bremen  
Theodor-Heuss-Allee 21–23, 28209 Bremen  
Tel.: (04 21) 35 05-2 30, Fax: (04 21) 35 05-3 40  
www.messe-bremen.de  
E-Mail: info@messe-bremen.de

### MGH Messe- und Ausstellungsgesellschaft Hansa GmbH Bremen

Theodor-Heuss-Allee 21–23, 28215 Bremen  
Tel.: (04 21) 35 05-2 60, Fax: (04 21) 35 05-6 81  
www.mgh-bremen.de  
E-Mail: info@mgh-bremen.de

## Cappeln

### Friedrich Haug Ausstellungen

Tenstedter Straße 28, 49692 Cappeln  
Tel.: (0 44 78) 9 58 75-0, Fax: (0 44 78) 9 58 75-29  
www.haug-ausstellungen.de  
E-Mail: info@haug-ausstellungen.de

## Chemnitz

### Event- und Messegesellschaft Chemnitz

Messeplatz 1, 09116 Chemnitz  
Tel.: (03 71) 39 38-5 00, Fax: (03 71) 39 38-5 09  
www.messe-chemnitz.com  
E-Mail: info@messe-chemnitz.com

## Dortmund

### Messe Westfalenhallen Dortmund GmbH

Strobelallee 45, 44139 Dortmund  
Tel.: (02 31) 1 20 40, Fax: (02 31) 1 20 44 44  
www.westfalenhallen.de  
E-Mail: messe@westfalenhallen.de

## Dresden

### Messe Dresden GmbH

Messering 6, 01067 Dresden  
Tel.: (03 51) 44 58-0, Fax: (03 51) 44 58-1 55  
www.messe-dresden.de  
E-Mail: info@messe-dresden.de

### TMS Messen – Kongresse – Ausstellungen GmbH

Bremer Straße 65, 01067 Dresden  
Tel.: (03 51) 8 77 85-0, Fax: (03 51) 8 77 85-44  
www.tsmessen.de  
E-Mail: info@tsmessen.de

## Düsseldorf

### Messe Düsseldorf GmbH

Messeplatz, 40474 Düsseldorf  
Tel.: (02 11) 45 60-01, Fax: (02 11) 45 60-6 68  
www.messe-duesseldorf.de  
E-Mail: info@messe-duesseldorf.de

### Reed Exhibitions Deutschland GmbH

Völklinger Straße 4, 40219 Düsseldorf  
Tel.: (02 11) 90 19 10, Fax: (02 11) 90 19 11 95  
www.reedexpo.de  
E-Mail: info@reedexpo.de

## Erfurt

### Messe Erfurt AG

Gothaer Straße 34, 99094 Erfurt  
Tel.: (03 61) 4 00-0, Fax: (03 61) 4 00-11 11  
www.messe-erfurt.de  
E-Mail: info@messe-erfurt.de

### RAM Regio Ausstellungs GmbH Erfurt

Futterstraße 13, 99084 Erfurt  
Tel.: (03 61) 5 65 55-0, Fax: (03 61) 5 65 55-10  
www.ram-messe.de  
E-Mail: infoerfurt@ram-gmbh.de

## Eschborn

### Werbe- und Vertriebsgesellschaft

#### Deutscher Apotheker mbH

Carl-Mannich-Straße 26, 65760 Eschborn  
Tel.: (0 61 96) 92 84 10, Fax: (0 61 96) 92 84 04  
www.expopharm.de  
E-Mail: expopharm@wuv.aponet.de

## Essen

### Messe Essen GmbH

Norbertstraße, 45131 Essen  
Tel.: (02 01) 7 24 40, Fax: (02 01) 7 24 42 48  
www.messe-essen.de  
E-Mail: info@messe-essen.de

## Finningen-Mörslingen

### Messe- und Ausstellungsorganisation JWS GmbH

Goldbergstraße 1  
89435 Finningen-Mörslingen  
Tel.: (0 90 74) 92 20 70, Fax: (0 90 74) 54 54  
www.jws.de · E-Mail: info@jws.de

## Frankfurt/Main

### Deutsche Landwirtschaftsgesellschaft e.V.

Eschborner Landstraße 122  
60489 Frankfurt/Main  
Tel.: (0 69) 24 78 80, Fax: (0 69) 24 78 81 10  
www.dlg.org  
E-Mail: info@DLG.org

### Messe Frankfurt GmbH

Ludwig-Erhard-Anlage 1  
60327 Frankfurt/Main  
Tel.: (0 69) 75 75-0, Fax: (0 69) 75 75-64 33  
www.messefrankfurt.com  
E-Mail: info@messefrankfurt.com

## MUVEO GmbH

Stresemannallee 35–37  
60596 Frankfurt/Main  
Tel.: (0 69) 63 00 92-0, Fax: (0 69) 63 00 92-29  
www.innatex.de  
E-Mail: info@innatex.de

## Freiburg

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

Hermann-Mitsch-Straße 3, 79108 Freiburg  
Tel.: (07 61) 7 03 70, Fax: (07 61) 70 98 85  
www.messe.freiburg.de  
E-Mail: info@messe.freiburg.de

## Friedrichshafen

### Messe Friedrichshafen GmbH

Neue Messe 1  
88046 Friedrichshafen  
Tel.: (0 75 41) 7 08-0, Fax: (0 75 41) 7 08-110  
www.messe-fn.de  
E-Mail: info@messe-fn.de

## Fürth

### asfc atelier scherer fair consulting gmbh

Hermann-Glockner-Straße 5, 90763 Fürth  
Tel.: (09 11) 97 00 58-0, Fax: (09 11) 97 00 58-66  
www.asfc.de  
E-Mail: info@asfc.de

## Groß-Umstadt

### KWF GmbH

Spremberger Straße 1  
64823 Groß-Umstadt  
Tel.: (0 60 78) 7 85-31 (-0)  
Fax: (0 60 78) 7 85-39 (-50)  
www.kwf-online.de  
E-Mail: info@kwf-online.de

## Hamburg

**Hamburg Messe und Congress GmbH**  
Rentzelstraße 70, 20357 Hamburg  
Tel.: (0 40) 35 69-0, Fax: (0 40) 35 69-21 80  
www.hamburg-messe.de  
E-Mail: info@hamburg-messe.de

**MesseHalle Hamburg-Schnelsen GmbH**  
Modering 1a, 22457 Hamburg  
Tel.: (0 40) 5 50 60 61, Fax: (0 40) 55 99 81 75  
www.messe-hamburg-schnelsen.de  
E-Mail: info@messe-hamburg-schnelsen.de

## Hannover

**Deutsche Messe AG**  
Messegelände, 30521 Hannover  
Tel.: (05 11) 89-0, Fax: (05 11) 8 93 26 26  
www.messe.de  
E-Mail: info@messe.de

**Fachausstellungen Heckmann GmbH**  
Hannover/Bremen  
Hohenzollernstraße 4, 30161 Hannover  
Tel.: (05 11) 99 09 50, Fax: (05 11) 9 90 95 50  
www.heckmannmbh.de  
E-Mail: info@fh.messe.de

## Husum

**Husumer Wirtschaftsgesellschaft mbH & Co. Messe Husum**  
Am Messeplatz 16–18, 25813 Husum  
Tel.: (0 48 41) 9 02-0, Fax: (0 48 41) 9 0 22 66  
www.messehusum.de  
E-Mail: messeleitung@messehusum.de

## Idar-Oberstein

**Intergem Messe GmbH**  
Mainzer Straße 34, 55743 Idar-Oberstein  
Tel.: (0 67 81) 4 10 15, Fax: (0 67 81) 4 24 18  
www.intergem.de  
E-Mail: office@intergem-messe.de

## Ingolstadt

**Sandner GmbH**  
Stauffenbergstraße 2b, 85051 Ingolstadt  
Tel.: (08 41) 15 88, Fax: (08 41) 15 14  
www.sandner-ausstellungen.de  
E-Mail: info@sandner-ausstellungen.de

## Karlsruhe

**HINTE GmbH**  
Griesbachstraße 10, 76185 Karlsruhe  
Tel.: (07 21) 93 13 30, Fax: (07 21) 9 31 33 11  
www.hinte-messe.de  
E-Mail: info@hinte-messe.de

**Karlsruher Messe- und Kongress-GmbH**  
Festplatz 9, 76137 Karlsruhe  
Tel.: (07 21) 37 20-0, Fax: (07 21) 3 72 21 06  
www.kmkg.de  
E-Mail: info@kmkg.de

## Kempten

**Stadt Kempten (Allgäu)**  
Rathausplatz 24, 87435 Kempten  
Tel.: (08 31) 25 25-4 31, Fax: (08 31) 25 25-4 27  
www.festwoche.com  
E-Mail: festwoche@kempten.de

## Köln

**Koelnmesse GmbH**  
Messeplatz 1, 50679 Köln  
Tel.: (02 21) 8 21-0, Fax: (02 21) 8 21 25 74  
www.koelnmesse.de  
E-Mail: info@koelnmesse.de

## Koelnmesse Ausstellungen GmbH

Messeplatz 1, 50679 Köln  
Tel.: (02 21) 8 21-0, Fax: (02 21) 8 21-25 74  
www.koelnmesse-ausstellungen.de  
E-Mail: kma@koelnmesse.de

## Leipzig

**Leipziger Messe International GmbH**  
Messe-Allee 1, 04356 Leipzig  
Tel.: (03 41) 6 78-79 00, Fax: (03 41) 6 78-79 12  
www.lm-international.com  
E-Mail: info@lm-international.com

## Leipziger Messe GmbH

Messe-Allee 1, 04356 Leipzig  
Tel.: (03 41) 67 80, Fax: (03 41) 6 78 87 62  
www.leipziger-messe.de  
E-Mail: info@leipziger-messe.de

## Lindau

**Kinold-Ausstellungsgesellschaft mbH**  
Prielweg 8/10, 88131 Lindau-Bodolz  
Tel.: (0 83 82) 9 30 00, Fax: (0 83 82) 93 00 18  
www.kinold.de, E-Mail: Kinold@kinold.de

## Lörrach

**Messe Lörrach GmbH**  
Obermattweg 2, 79540 Lörrach  
Tel.: (0 76 21) 94 09 28-0  
Fax: (0 76 21) 94 09 28-21  
www.messe-loerrach.de  
E-Mail: info@messe-loerrach.de

## Magdeburg

**Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGGM)**  
Tessenowstr. 9  
39114 Magdeburg  
Tel.: (03 91) 8 86-0, Fax: (03 91) 8 86-29 30  
www.messe-magdeburg.de  
E-Mail: info@messe-magdeburg.de

## Mainz

**RAM Regio Ausstellungs GmbH Mainz**  
Schillerplatz 7, 55116 Mainz  
Tel.: (0 61 31) 96 50 40  
Fax: (0 61 31) 9 65 04 99  
www.ram-messe.de  
E-Mail: infomainz@ram-gmbh.de

## Mannheim

**MAG – Mannheimer Ausstellungsgesellschaft mbH**  
Xaver-Fuhr-Straße 101, 68163 Mannheim  
Tel.: (06 21) 42 50 90, Fax: (06 21) 4 25 09 34  
www.mannheimer-ausstellungen.de  
E-Mail: info@mannheimer-ausstellungen.de

## München

**EUROEXPO Messe- und Kongress-GmbH**  
Joseph-Dollinger-Bogen 7, 80802 München  
Tel.: (0 49 89) 3 23 91-2 49/2 53  
Fax: (0 49 89) 3 23 91-2 46  
www.euroexpo.de  
E-Mail: info@Euroexpo.de

## GHM – Gesellschaft für Handwerksmessen mbH

Willy-Brandt-Allee 1, 81829 München  
Tel.: (0 89) 9 49 55-0, Fax: (0 89) 9 49 55-2 39  
www.ghm.de, E-Mail: info@ghm.de

## Messe München GmbH

Messegelände, 81823 München  
Tel.: (0 89) 94 92 07 20, Fax: (0 89) 94 92 07 29  
www.messe-muenchen.de  
E-Mail: newsline@messe-muenchen.de

## Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

Bavariaring 31, 80336 München  
Tel.: (0 89) 76 79-0, Fax: (0 89) 76 85 62  
www.estrichparkettmesse.de  
E-Mail: info@lbb-bayern.de

## Münster

**Halle Münsterland GmbH**  
Albersloher Weg 32, 48155 Münster  
Tel.: (02 51) 6 60 00, Fax: (02 51) 66 00-1 21  
www.halle-muensterland.de  
E-Mail: info@halle-muensterland.de

## Nürnberg

**AFAG Messen und Ausstellungen GmbH**  
Messezentrum, 90471 Nürnberg  
Tel.: (0 18 05) 86 07 00-0  
Fax: (0 18 05) 86 07 00-5 00  
www.afag.de, E-Mail: info@afag.de

## NürnbergMesse GmbH

Messezentrum, 90471 Nürnberg  
Tel.: (09 11) 8 60 60, Fax: (09 11) 86 06-82 28  
www.nuernbergmesse.de  
E-Mail: info@nuernbergmesse.de

## Spielwarenmesse eG

Münchener Straße 330, 90471 Nürnberg  
Tel.: (09 11) 9 98 13-0, Fax: (09 11) 8 14 99 05  
www.spielwarenmesse.de  
E-Mail: info@spielwarenmesse.de

# Members of the FKM

## Offenbach

### Messe Offenbach GmbH

Kaiserstraße 108–112  
63065 Offenbach/Main  
Tel.: (0 69) 8 29 75 50, Fax: (0 69) 82 97 55 60  
www.messe-offenbach.de  
E-Mail: info@messe-offenbach.de

## Offenburg

### Messe Offenburg-Ortenau GmbH

Schutterwälder Straße 3, 77656 Offenburg  
Tel.: (07 81) 9 22 60, Fax: (07 81) 92 26 77  
www.messeoffenburg.de  
E-Mail: info@messeoffenburg.de

## Pirmasens

### Messe- und Veranstaltungsgesellschaft Pirmasens mbH

Messegelände, 66953 Pirmasens  
Tel.: (0 63 31) 5 53 30, Fax: (0 63 31) 6 57 58  
www.messe-pirmasens.de  
E-Mail: info@messe-pirmasens.de

## Poing

### CMP-WEKA Verlag GmbH & Co.KG

Gruber Straße 46 a, 85586 Poing  
Tel.: (0 81 21) 95-0, Fax: (0 81 21) 95-19 92  
www.events-services.de

## Reutlingen

### REECO GmbH

Unter den Linden 15, 72762 Reutlingen  
Tel.: (0 71 21) 30 16-0, Fax: (0 71 21) 30 16-1 00  
www.energie-server.de  
E-Mail: redaktion@energie-server.de

## Rostock

### Rostocker Messe- und Stadthallengesellschaft mbH

Südring 90, 18059 Rostock  
Tel.: (03 81) 4 40 00, Fax: (03 81) 4 40 02 00  
www.hansemesse-rostock.de  
E-Mail: kontakt@stadthalle-rostock.de

## Stuttgart

### Blickfang GmbH

Filderstraße 45, 70180 Stuttgart  
Tel.: (07 11) 9 90 93-0, Fax: (07 11) 9 90 93-50  
www.hma.de  
E-Mail: info@hma.de

## MESAGO Messe Frankfurt GmbH

Rotebühlstraße 83–85, 70178 Stuttgart  
Tel.: (07 11) 6 19 46-0, Fax: (07 11) 6 19 46-91  
www.mesago.de  
E-Mail: info@mesago.de

## MESAGO Messemanagement GmbH

Rotebühlstraße 83–85, 70178 Stuttgart  
Tel.: (07 11) 6 19 46-0, Fax: (07 11) 6 19 46-91  
www.mesago.de  
E-Mail: info@mesago.de

## Landesmesse Stuttgart GmbH

Am Kochenhof 16, 70192 Stuttgart  
Tel.: (07 11) 25 89-0, Fax: (07 11) 2 58 94 40  
www.messe-stuttgart.de  
E-Mail: info@messe-stuttgart.de

## Villingen-Schwenningen

### Südwest Messe- und Ausstellungs-GmbH (SMA)

Messegelände/Waldeckweg  
78056 Villingen-Schwenningen  
Tel.: (0 77 20) 9 74 20, Fax: (0 77 20) 97 42 28  
www.suedwest-messe-vs.de  
E-Mail: info@suedwest-messe-vs.de

## Wächtersbach

### Messe Wächtersbach GmbH

Main-Kinzig-Straße 31, 63607 Wächtersbach  
Tel.: (0 60 53) 8 02 61, Fax: (0 60 53) 8 02 33  
www.messewaechtersbach.de  
E-Mail: messe@stadt-waechtersbach.de

## Wiesbaden

### Messe Frankfurt Ausstellungen GmbH (MFA)

Taunusstraße 7 a, 65183 Wiesbaden  
Tel.: (06 11) 9 51 66-0, Fax: (06 11) 9 51 66-23  
www.mfa.de  
E-Mail: info@mfa.messefrankfurt.com

## Wirtschaftsgemeinschaft Zoologischer

### Fachbetriebe GmbH (WZF)

Mainzer Straße 10, 65185 Wiesbaden  
Tel.: (06 11) 44 75 53-0, Fax: (06 11) 44 75 53-33  
www.zzf.de  
E-Mail: info@zzf.de

## Wunstorf

### AMA Service GmbH

von-Münchhausen-Str. 49, 31515 Wunstorf  
Tel.: (0 50 33) 9 63 90, Fax: (0 50 33) 10 56  
www.sensorfairs.de  
E-Mail: info@sensorfairs.de

## Wuppertal

### HIGH END SOCIETY MARKETING GMBH

Hatzfelder Straße 161–163, 42281 Wuppertal  
Tel.: (02 02) 70 20 22, Fax: (02 02) 70 37 00  
www.highendsociety.de  
E-Mail: info@highendsociety.de

## Guest members

## Hongkong

### Hong Kong Trade Development Council

38th Floor, Office Tower  
Convention Plaza, 1 Harbour Road  
Wanchai, Hongkong  
Tel.: 0 08 52-1 83 06 68  
Fax: 0 08 52-28 24 02 49  
www.tdctrade.com  
E-Mail: hktdc@tdc.org.hk

## Moscow

### MVK – International Exhibition Company

1, Sokolnitscheski Wal  
Halle 4  
107113 Moskau  
Russische Föderation  
Tel.: 0 07-095-05 95  
Fax: 0 07-095-2 68 08 91  
www.exposokol.ru  
E-Mail: info@exposokol.ru

## Verona

### Ente Autonomo per le Fiere di Verona

Viale del Lavoro, 8  
I-37135 Verona  
Tel.: 00 39-045-8 29 81 11  
Fax: 00 39-045-8 29 82 88  
www.veronafiare.it  
E-Mail: info@veronafiare.it

## Chairmen

### Chairman

**Michael von Zitzewitz**  
Messe Frankfurt GmbH, Frankfurt

### 1st Deputy

**Dr. Joachim Henneke**  
Messe Essen GmbH, Essen

### 2nd Deputy

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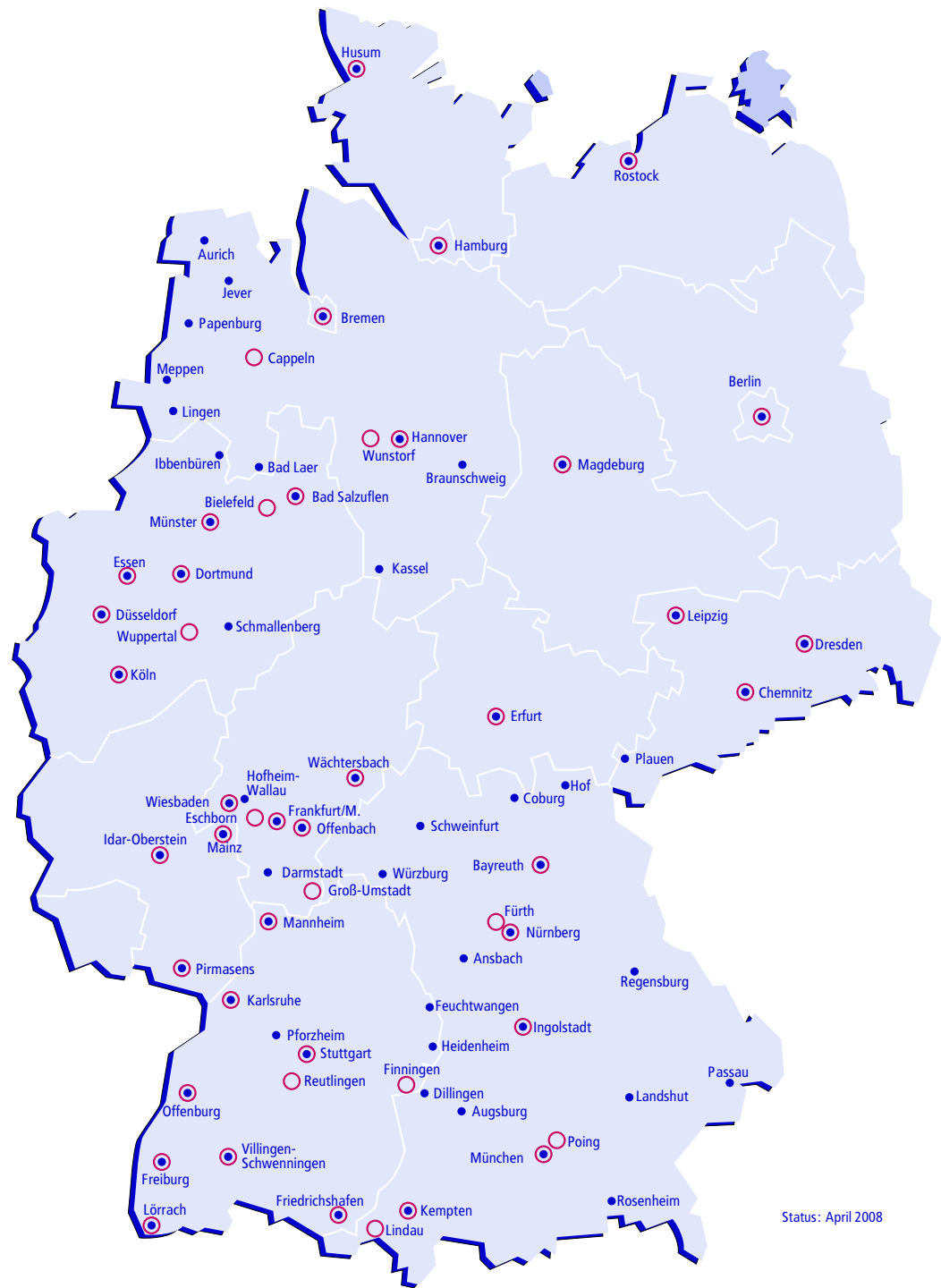
**Prof. Dr. Manfred Busche**  
Berlin

### Managing Director

**Harald Kötter**



# Locations



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

Status: April 2008

## 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) including amendments as of December 2006.

### D. Result

Our audit did not lead to any objections.

Cologne, 15th March 2008

Ernst & Young AG  
Wirtschaftsprüfungsgesellschaft  
Steuerberatungsgesellschaft



**Josef Klute**  
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.

## Exhibitor figures

Companies or organisations, 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.

## Visitor figures

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

Organisers 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 entries 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.

## FKM Visitors Profile Analyses

The FKM visitors profile analyses are compiled by representative survey. They provide in-depth information on visitors.

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 Working Group 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 2007 in the reporting year, the year of the last survey is given behind the title of event.

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



No.	For the complete titles see pp. 116	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures						Visitor figures		
				Rented Space			Special Shows	Space (net)	Space (gross)	Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)			
				Halls Domestic	Halls Foreign	Open Air Domestic				Open Air Foreign	Total	Domestic	Foreign	from countries	Domestic	Foreign	Total	Domestic	Foreign
<b>Augsburg</b>																			
1	afa Augsburg Spring Exhibition	1	9	15.986	683	1.267	27	17.963	4.367	22.330	40.000	481	33	514	12				89.446 *
2	Interlift	2	4	6.782	9.604			16.386	230	16.616	32.900	153	304	457	38				18.566 *
3	RENEXPO/IHE HolzEnergie/reConstruct	1	4	3.504	1.014	1.595	230	6.343	261	6.604	18.000	211	44	255	11	11	5	16	11.701 672 12.373 *
<b>Aurich</b>																			
4	Weser-Ems-Ausstellung - Reg. Consumer Exh.	4	9	6.749		5.560		12.309	7.675	19.984	28.300	313		313	1				96.611
<b>Bad Salzufen</b>																			
5	ZOW - Furniture Components	1	4	9.248	9.045			18.293		18.293	36.600	317	311	628	36	30	24	54	10.969 7.200 18.169 *
<b>Berlin</b>																			
6	Art Forum	1	5	3.944	3.881	17		7.842		7.842	11.900	88	91	179	23				15.054 2.430 17.484 *
7	CMS Cleaning.Management.Services	2	4	9.541	1.206	118	80	10.945	473	11.418	24.500	262	82	344	25				12.760 1.005 13.765 *
8	FRUIT LOGISTICA	1	3	7.929	33.861			41.790	513	42.303	72.000	241	1.615	1.856	72				10.056 33.103 43.159 *
9	Import Shop	1	5	2.973	3.147			6.120	665	6.785	20.000	271	273	544	64				39.047 156 39.203 *
10	International Green Week	1	10	36.454	13.186			49.640	9.135	58.775	118.400	994	485	1.479	56				419.936 5.963 425.899 *
11	ITB - International Tourism Exchange	1	5	29.906	58.356	140		88.402		88.402	151.000	1.389	5.782	7.171	179	927	2.749	3.676	119.160 36.402 155.562 *
12	ITeG - Int'l forum for Healthcare IT	1	3	6.230	256			6.486	36	6.522	12.100	271	17	288	11	2	1	3	3.275 245 3.520 *
13	Moderner Staat	1	2	2.748				2.748	53	2.801	9.500	203		203	1				3.492 75 3.567 *
14	SHOWTECH	2	3	6.329	1.485	278	150	8.242	845	9.087	16.500	242	45	287	20	36	24	60	5.307 2.033 7.340 *
<b>Braunschweig</b>																			
15	Harz + Heide - Consumer Goods Exh.	1	9	10.252	429	3.046	25	13.752	3.956	17.708	29.400	457	28	485	11				61.056 *
<b>Bremen</b>																			
16	Bremen Classic Motorshow	1	3	11.300	1.140			12.440	7.065	19.505	34.700	404	53	457	12				28.138 1.202 29.340 *
17	CARAVAN	1	3	8.477	24			8.501		8.501	14.100	71	1	72	2				7.537
18	bike.market.future	1	2	3.172	224			3.396	5.002	8.398	14.200	115	10	125	6	18		18	9.160 *
19	Reiselust - Tourism fair	1	3	3.033	332			3.365	491	3.856	8.800	216	25	241	14				8.701 70 8.771 *
<b>Coburg</b>																			
20	Oberfranken-Ausstellung - Reg. Consumer Exh.	2	9	4.323	545	1.724	30	6.622	2.004	8.626	12.700	218	10	228	6	8		8	40.298
<b>Darmstadt</b>																			
21	Hessenschau - Living, Housing, Leisure	1	9	4.440	154	2.201	51	6.846	1.454	8.300	14.300	304	11	315	7				40.313
<b>Dortmund</b>																			
22	Boulevard.DORTMUNDER HERBST	1	9	14.893	642			15.535	4.233	19.768	50.700	570	27	597	16				95.862 385 96.247 *



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				Halls Domestic	Halls Foreign	Open Air Domestic				Open Air Foreign	Total	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
23	CREATIVA	1	5	7.989	700			8.689	2.904	11.593	30.000	415	33	448	10			79.799	1.051	80.850 *	
24	DKM - Finance and Insurance Industry	1	3	8.893	285			9.178		9.178	20.650	344	15	359	7			10.792	128	10.920	
25	ELEKTROTECHNIK	2	4	16.261	236			16.497	1.156	17.653	40.000	399	13	412	8			27.226	414	27.640 *	
26	FAHOBA.kreativ	1	3	2.815	203			3.018	100	3.118	6.000	67	5	72	4			2.321	45	2.366	
27	HobbyTronic	1	5	1.917				1.917	642	2.559	5.000	66		66	1			48.590	2.450	51.040 *)	
28	Inter-tabac	1	3	7.417	1.174			8.591	481	9.072	18.400	158	77	235	21			4.072	1.444	5.516	
29	JAGD & HUND - Hunting and Fishing	1	6	8.925	1.878			10.803	3.804	14.607	41.600	351	131	482	30			63.663	7.548	71.211 *	
30	Ordertage Inneneinrichtung - Interior design	1	3	3.159	226			3.385	220	3.605	9.800	64	6	70	6			4.120	50	4.170 *	
31	West German Minerals Days	1	2	1.088	183			1.271	614	1.885	11.200	157	31	188	15					6.110	
<b>Dresden</b>																					
32	auto mobil/Baby plus	1	3	5.779		100		5.879	3.090	8.969	18.900	172		172	1					25.700 *	
33	Dresdner Ostern - Garden, Pet and Handicraft	1	4	3.146	381	250		3.777	9.096	12.873	19.800	245	12	257	5					51.934	
34	Dresdner Reisemarkt - Travel Market	1	3	4.672	991	115		5.778	992	6.770	16.500	380	114	494	33	25	7	32		28.500 *	
35	Hunting, Fishing, Riding / Forestry and Wood	1	3	3.025	107	1.832	109	5.073	3.736	8.809	21.100	218	11	229	8					19.755 *	
<b>Düsseldorf</b>																					
● 36	A + A	2	4	27.938	26.202	180		54.320	811	55.131	104.100	561	888	1.449	49			42.515	12.771	55.286 *	
● 37	BEAUTY INTERNATIONAL	1	3	21.641	2.612			24.253	2.513	26.766	63.000	496	104	600	21			49.458	3.780	53.238 *	
● 38	boot	1	9	55.503	50.688	581	70	106.842	9.989	116.831	221.200	988	653	1.641	55			219.341	42.403	261.744 *	
● 39	CARAVAN SALON	1	10	71.914	19.125	2.141	175	93.355	2.920	96.275	151.600	446	150	596	21			147.102	18.553	165.655 *)	
● 40	EuroCis	1	3	4.488	542			5.030		5.030	11.500	178	31	209	16			3.355	1.185	4.540 *	
+ 41	EXPOPHARM	1	4	20.916	1.122			22.038	383	22.421	38.200	399	52	451	19	11	2	13	25.516	3.348	28.864
● 42	GDS - International Shoe Fair / GLS - Spring	1	3	19.575	38.890			58.465	6.227	64.692	137.700	309	912	1.221	38			17.788	15.336	33.124 *	
● 43	GDS - International Shoe Fair / GLS - Autumn	1	3	18.497	41.116			59.613	5.363	64.976	123.500	314	1.088	1.402	47			14.210	15.211	29.421 *	
44	GIFA	4	5	22.253	21.105	355	122	43.835	4.610	48.445	95.800	336	457	793	44			25.496	26.011	51.507 *)	
45	IAM - International Investors' Fair	1	3	3.156	183			3.339	1.594	4.933	12.000	132	46	178	12			8.503	209	8.712 *	
● 46	IMA	1	3	8.724	889			9.613	150	9.763	14.000	102	37	139	14			7.999	658	8.657 *	
● 47	K	3	8	72.276	95.210	593	88	168.167	1.228	169.395	263.300	1.131	1.983	3.114	56			105.028	136.972	242.000 *	
● 48	MEDICA / ComPaMED	1	4	59.523	65.752	230		125.505	1.164	126.669	283.800	1.495	3.273	4.768	65					135.962 *	
● 49	METEC	4	5	8.177	6.602		6	14.785		14.785	26.500	162	207	369	29			7.731	8.111	15.842 *)	
50	NEWCAST	2	5	1.631	3.794			5.425	1.049	6.474	12.900	57	247	304	33			1.845	1.823	3.668 *)	
● 51	ProWein	1	3	16.243	20.880			37.123	1.737	38.860	73.800	782	2.276	3.058	43	20	359	379	23.413	8.226	31.639 *
● 52	PSI Messe	1	3	19.344	15.890			35.234	166	35.400	60.800	463	434	897	30	1	9	10	6.804	11.750	18.554 *
● 53	REHACare International	1	4	23.147	7.355			30.502	1.800	32.302	70.500	527	293	820	31			41.200	5.618	46.818 *	
● 54	THERMPROCESS	4	5	5.574	3.085			8.659	1.098	9.757	18.900	165	123	288	31			3.842	3.182	7.024 *)	
55	TourNatur	1	3	3.578	510			4.088	1.831	5.919	15.800	207	61	268	15			38.587	787	39.374 *)	
+ ● 56	viscom Düsseldorf	1	3	5.257	4.224	50		9.531	842	10.373	20.800	187	139	326	27			6.792	1.794	8.586 *	



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				Halls Domestic	Halls Foreign	Total				Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total				
<b>Erfurt</b>																						
57	Haus + Technik - House building, Living and Modernizing	1	3	2.437	83	94	10	2.624	296	2.920	7.150	167	5	172	4						4.399 *	
58	International Pedigree Dog Show	2	2	1.194	21	329		1.544	9.375	10.919	23.600	73	3	76	3						17.140 *	
59	naro.tech	2	4	501	15	21		537	166	703	3.850	52	2	54	2			3.420	242		3.662 *	
60	Reisen & Caravan - Travel & Caravanning	1	4	6.331	540			6.871	553	7.424	15.000	211	53	264	9						29.030	
61	Riding - Hunting - Fishing	1	3	3.666	222	526		4.414	2.989	7.403	16.200	175	12	187	8						25.126 *	
62	Thüringen-Ausstellung - Reg. Consumer Exh.	1	9	10.929	312			11.241	3.000	14.241	23.000	677	11	688	6						70.035 *	
<b>Essen</b>																						
63	EQUITANA	2	9	25.050	7.648			32.698	12.063	44.761	95.700	608	232	840	34			159.226	14.791		174.017 *	
64	E-world energy & water	1	3	9.995	2.215			12.210	84	12.294	28.300	305	103	408	18			9.510	1.600		11.110 *	
65	FIBO	1	4	19.339	10.070			29.409	2.128	31.537	65.700	270	171	441	33			35.922	6.340		42.262 *	
66	Golf Essen	1	3	1.752	296			2.048	1.200	3.248	5.750	62	10	72	7						11.983 <sup>1)</sup>	
67	HAUS + GARTEN - Spring and Leisure Fair	1	5	5.665	100			5.765	3.485	9.250	24.000	259	5	264	5						48.273 *	
68	IPM - Int. Trade Fair for plants	1	4	23.515	17.481			40.996	2.907	43.903	105.000	653	563	1.216	38			35.898	10.783		46.681 *	
69	MODE-HEIM-HANDWERK	1	9	13.292	979			14.271	6.610	20.881	55.000	589	35	624	17			156.320	786		157.106 *	
70	REISE/CAMPING - Travel & Tourism	1	5	29.006	2.320			31.326	760	32.086	85.000	518	199	717	31			97.713	1.187		98.900 *	
71	START	1	3	3.250	200			3.450	1.718	5.168	9.200	253	15	268	12	15	15				4.967	
<b>Frankfurt/Main</b>																						
72	Ambiente	1	5	83.025	111.313			194.338	1.674	196.012	321.800	1.467	3.130	4.597	86			86.934	58.330		145.264 *	
73	Beautyworld	1	5	5.245	3.461			8.706	288	8.994	20.700	150	230	380	30			5.845	4.231		10.076 *	
74	Christmasworld	1	5	24.324	26.770			51.094	2.359	53.453	89.400	318	709	1.027	37			13.906	16.324		30.230 *	
75	Collectione	1	4	8.665	8.409			17.074		17.074	31.600	100	81	181	24			2.677	2.341		5.018 *	
76	FACILITY MANAGEMENT	1	3	2.599	103			2.702	130	2.832	6.100	159	8	167	4	2	2	2.926	183		3.109	
77	Heimtextil	1	4	35.286	106.903			142.189	4.109	146.298	269.300	473	2.390	2.863	68			30.982	54.842		85.824 *	
78	IFFA	3	6	30.561	28.365			58.926	1.113	60.039	106.600	443	465	908	48			31.971	29.093		61.064 *	
79	ISH	2	5	101.417	61.699	753	216	164.085	1.919	166.004	253.000	1.118	1.253	2.371	58			168.252	49.411		217.663 *	
80	Marketing Services	1	3	7.165	1.128			8.293	2.255	10.548	20.000	415	50	465	19						8.480	
81	Musikmesse	1	4	19.642	30.143	302	28	50.115	7.733	57.848	111.000	552	1.051	1.603	47			54.969	23.558		78.527 *	
82	Paperworld	1	5	31.225	49.909			81.134	3.748	84.882	165.900	541	1.882	2.423	64			26.603	33.857		60.460 *	
83	Prolight + Sound	1	4	12.602	17.566	74	146	30.388	4.833	35.221	61.400	316	479	795	42			17.017	10.430		27.447 *	
84	Techttextil	2	3	10.200	15.283			25.483	221	25.704	51.800	379	695	1.074	42			9.838	11.093		20.931 *	
85	Tendence Lifestyle	1	5	56.446	46.384			102.830	2.062	104.892	204.000	1.299	1.711	3.010	76			51.254	20.487		71.741 *	
<b>Freiburg</b>																						
86	Baden Messe - Reg. Craft and Industry Exh.	3	9	8.939	321	6.515	36	15.811	1.669	17.480	37.100	451	17	468	6						72.368	
87	CFT - Camping, Leisure, Tourism	1	9	10.878	733	5.265		16.876	1.355	18.231	32.100	335	47	382	8						52.172	
88	Intersolar	1	3	13.688	5.670	1.040		20.398		20.398	34.000	402	240	642	33						31.964	

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				Halls Domestic	Halls Foreign	Open Air Domestic	Open Air Foreign				Total	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
89	Kulturbörse - Int. Fair for Productions and Music	1	3	1.709	252			1.961	4.834	6.795	14.000	247	39	286	7					3.365	
90	Plaza Culinaria	1	3	4.984	484			5.468	174	5.642	12.000	220	28	248	5					26.145	
<b>Friedrichshafen</b>																					
91	AERO	2	4	14.550	10.372	4.529	5.189	34.640	818	35.458	73.200	323	222	545	25				28.404	14.698	43.102 *
92	EUROBIKE	1	4	18.836	21.281	1.682	489	42.288	5.290	47.578	80.800	278	577	855	37	6	76	82	34.633	21.773	56.406 *
93	IBO - Consumer Goods Exh.	1	9	10.917	941	415	52	12.325	2.915	15.240	42.500	376	49	425	9	21	3	24	73.688	1.427	75.115 *
94	INTERBOOT	1	9	18.802	10.620	2.740	1.041	33.203	3.759	36.962	76.100	429	147	576	20	13	100	113	73.236	21.507	94.743 *
95	OutDoor	1	4	10.217	20.961	350	406	31.934	17.359	49.293	81.900	165	565	730	39	3	63	66	7.728	9.370	17.098 *
96	TUNING WORLD BODENSEE	1	4	13.958	1.037	416	104	15.515	21.100	36.615	77.000	214	28	242	10				86.023	14.354	100.377 *
<b>Hamburg</b>																					
97	DU UND DEINE WELT / MODELLBAUWELT	1	9	19.518	2.859			22.377	5.064	27.441	60.700	677	96	773	41	5	1	6	140.329	847	141.176 *
98	hanseboot	1	9	24.151	12.253	2.050	2.194	40.648	2.004	42.652	83.500	612	163	775	26	3	1	4	100.377	5.172	105.549 *
99	INTERNORGA	1	6	42.009	6.987	636		49.632	1.041	50.673	82.300	806	167	973	23	3	3	6	113.009	3.735	116.744 *
100	REISEN HAMBURG - Tourism & Caravanning	1	5	23.639	3.881	99		27.619	2.518	30.137	55.800	829	375	1.204	76	21	38	59	76.907	777	77.684 *
101	USSIFA - Watches, Jewels, Pearls	1	3	2.498	120			2.618	72	2.690	3.800	100	5	105	5						3.019
<b>Hannover</b>																					
102	ABF - Leisure and Sales Exhibition	1	15	38.192	1.167	339		39.698	6.600	46.298	99.900	723	55	778	23						134.041 *
●	103 AGRITECHNICA	2	5	115.293	56.250	7.833	1.194	180.570	2.600	183.170	303.700	1.268	920	2.188	36	53	46	99	267.834	72.922	340.756 *
●	104 BIOTECHNICA	1	3	10.238	2.744			12.982	141	13.123	28.400	574	261	835	29				10.011	2.379	12.390 *
●	105 DOMOTEX	1	4	24.013	67.744			91.757	5.701	97.458	167.100	257	1.079	1.336	58				17.894	25.644	43.538 *
+	106 EMO	2	6	74.650	104.102			178.752	1.406	180.158	291.900	876	1.244	2.120	42				107.392	59.108	166.500 *
	107 EnergieSparTage	1	3	897	34	62		993	338	1.331	3.650	67	2	69	2						1.779
	108 Infa - Information and Sales Exhibition	1	9	26.238	2.139	758		29.135	4.948	34.083	92.000	1.077	72	1.149	26						191.121
●	109 LIGNA	2	5	56.121	66.689	8.197	4.006	135.013	13.787	148.800	225.200	804	1.028	1.832	49				61.471	45.808	107.279 *
	110 Pferd & Jagd - Equestrian Sport, Hunting, Fishing	1	4	17.015	1.106	780	36	18.937	3.270	22.207	79.400	654	62	716	21						76.924 *
<b>Heidenheim</b>																					
111	KONTAKTA - Reg. Consumer Exhibition	2	6	3.456	10	1.167		4.633	1.206	5.839	40.000	319	1	320	2	18		18			39.556
<b>Hof</b>																					
112	Oberfranken-Ausstellung Hof - Reg. Consumer Exh.	2	9	5.737	220	1.961	121	8.039	1.521	9.560	15.900	275	13	288	6	17		17			34.244
<b>Hofheim - Wallau</b>																					
113	InNaTex - Natural and organic textiles (Jan.)	1	3	3.460	897			4.357	400	4.757	7.000	149	44	193	19	11	2	13	1.240	261	1.501
114	InNaTex - Natural and organic textiles (July)	1	3	3.436	605			4.041	400	4.441	7.000	150	29	179	22	9	2	11	1.140	198	1.338

+ Events with changing venues

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

\* Visitors Profil Analyses see page 28 ff.

<sup>1)</sup> ascertained by representative sampling

FKM ✓		Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)								Exhibitor figures						Visitor figures			
				Rented Space					Special Shows			Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)			
				Halls Domestic	Halls Foreign	Open Air Domestic	Open Air Foreign	Total	Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
No.	For the complete titles see pp. 116																				
<b>Husum</b>																					
115	Husum Wind	2	5	9.961	3.484	677	143	14.265	900	15.165	24.500	468	178	646	26			11.737	4.362	16.099 *	
116	Nord Gastro & Hotel	1	2	2.745	62			2.807	200	3.007	6.000	154	6	160	3	1	1			4.190 *	
<b>Idar-Oberstein</b>																					
117	INTERGEM	1	4	1.928	132			2.060	120	2.180	4.000	144	9	153	8			2.272	592	2.864	
<b>Karlsruhe</b>																					
118	Giardina - Garden and Lifestyle	1	4	6.394	100			6.494	150	6.644	12.500	154	4	158	4	1	1			43.019	
119	Hogatrends	2	4	5.788	262			6.050	1.045	7.095	12.500	200	9	209	7	6	1	7		15.668 *	
120	Horizont - Tourism and Outdoor Fair	1	4	9.140	412			9.552	133	9.685	24.000	195	30	225	10	21	21			16.248 *	
121	Inventa	1	4	5.750	312			6.062	525	6.587	12.500	247	16	263	5	4	4			38.456 *	
122	Karlsruher Hochzeitstage - Wedding Days	1	2	1.587	9	140		1.736	190	1.926	6.200	155	1	156	2					4.800	
123	LEARNTEC	1	4	3.638	364			4.002	500	4.502	17.000	233	31	264	13			6.020	981	7.001 *	
124	Offerta	1	9	25.090	1.649	600		27.339	2.206	29.545	52.000	846	46	892	11	1	1	135.913	1.930	137.843 *	
125	RESALE	1	3	5.001	2.862	1.466	312	9.641		9.641	22.500	293	191	484	30			3.224	6.770	9.994 *	
126	Salon Gourmet / Rendez Vino	1	3	1.243	433			1.676	1.073	2.749	6.250	147	40	187	6					24.303	
<b>Kassel</b>																					
127	DENEX	1	3	1.669	60	231	57	2.017	210	2.227	4.800	106	13	119	5	10	1	11	2.691	27	2.718 *
<b>Kempton</b>																					
128	Allgäuer Festwoche - Rural Tradition Exh.	1	9	5.682	283	8.017	61	14.043	763	14.806	26.000	372	16	388	4			96.254	972	97.226 *	
<b>Köln</b>																					
●	129 Anuga	2	5	38.976	112.490			151.466	2.017	153.483	304.000	921	5.402	6.323	95	186	286	472	71.292	92.056	163.348 *
●	130 aquanale/FSB/SOLARIA	2	3	20.893	19.786			40.679	1.916	42.595	104.000	356	428	784	42	55	52	107	17.480	11.176	28.656 *
	131 CARBON EXPO	1	3	317	1.575			1.892	120	2.012	6.500	33	172	205	62	2	15	17	504	2.958	3.462
	132 Cologne Fine Art	1	5	6.918	627			7.545	929	8.474	29.100	157	17	174	11					13.071	
+	133 didacta	1	5	26.673	927			27.600	5.319	32.919	74.300	669	50	719	21	58	7	65	92.582	2.569	95.151 *
	134 ecclesia	1	3	1.823	176			1.999	341	2.340	8.500	173	17	190	8					2.577	
	135 Eu'Vend	2	3	4.943	1.246			6.189	2.292	8.481	16.000	138	78	216	17	9	2	11	3.104	2.004	5.108 *
	136 EXPONATEC COLOGNE	2	4	2.483	497			2.980	650	3.630	8.300	102	28	130	13	33	37	70			2.402
+	● 137 FARBE - Paint - Finishing & Facade	3	4	23.573	2.290			25.863	1.297	27.160	65.100	357	66	423	22	30	1	31	42.578	5.247	47.825 *
	● 138 handarbeit & hobby	1	3	5.140	2.838			7.978	690	8.668	17.000	105	106	211	27	1	1	6.901	2.308	9.209	
	● 139 IDS - International Dental Show	2	5	32.980	25.676			58.656	348	59.004	133.800	619	1.026	1.645	55	47	50	97	64.209	36.313	100.522 *
	● 140 IFMA Cologne	1	4	15.703	6.405			22.108	15.040	37.148	80.000	253	258	511	35	76	27	103	42.444	5.358	47.802 *
	● 141 imm cologne - Int. furniture fair	1	7	71.094	83.706			154.800	4.965	159.765	302.400	405	824	1.229	54	11	8	19	76.389	29.595	105.984 *
	142 InterKarneval	1	3	1.545	281			1.826	19.724	21.550	33.300	99	8	107	4					11.490 *	





No. For the complete titles see pp. 116		Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures			
				Rented Space			Special Shows	Space (net)	Space (gross)	Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)				
				Halls Domestic	Halls Foreign	Open Air Domestic				Open Air Foreign	Total	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
● 143	interzum	2	4	26.609	38.296			64.905	2.934	67.839	148.200	338	882	1.220	62	81	59	140	14.982	35.305	50.287 *
● 144	ISM - International Sweets and Biscuits Fair	1	4	17.487	36.655			54.142		54.142	115.600	254	1.242	1.496	70	36	70	106	14.568	21.389	35.957 *
● 145	Kind + Jugend - Baby to Teenager Fair	1	4	15.446	25.762			41.208	740	41.948	80.000	167	569	736	39	5	3	8	4.834	11.906	16.740 *
● 146	Philatelia und MünzExpo	1	3	1.470	244			1.714	180	1.894	8.000	105	24	129	18						4.156
● 147	REISEMESSE KÖLN INTERNATIONAL	1	3	4.625	1.758			6.383	1.370	7.753	20.800	307	115	422	35	25	3	28			16.690
● 148	spoga	2	3	21.910	61.938			83.848	1.539	85.387	168.000	302	1.170	1.472	56	7	52	59	10.916	16.645	27.561 *
<b>Landshut</b>																					
149	Niederbayern-Schau - Reg. Consumer Exh.	2	9	11.596	775	8.142	32	20.545	4.800	25.345	43.100	574	21	595	4	35	4	39			101.085
<b>Leipzig</b>																					
150	AMI - AUTO MOBIL INTERNATIONAL mit AMITEC	1	9	32.914	29.660	35		62.609	19.924	82.533	120.800	383	72	455	20				223.929	20.535	244.464 *
151	Baufach - Construction Trade Fair	2	4	5.637	181			5.818	198	6.016	20.500	249	17	266	8	1		1	17.655	565	18.220 *)
152	CADEAUX - March	1	3	9.812	443			10.255	695	10.950	30.800	350	20	370	13	1		1			9.075
153	CADEAUX - September/Comfortex	1	3	14.177	555			14.732	1.899	16.631	48.200	482	28	510	14		4	4	11.694	228	11.922 *
154	enertec	2	4	3.506	160	25		3.691	699	4.390	13.400	208	17	225	11	3		3	9.601	657	10.258 *)
155	Fachdental Leipzig	1	2	3.993	142			4.135		4.135	10.000	167	15	182	10	7		7			4.689 *
156	GC - Games Convention	1	5	34.138	3.758	2.084	276	40.256	10.108	50.364	113.000	315	188	503	31	29	3	32			185.010 *
157	GÄSTE	2	4	8.429	197			8.626	1.023	9.649	20.000	327	14	341	6	4		4	19.429	316	19.745 *
158	Haus-Garten-Freizeit/mitteldeutsche Handwerksmesse/ImmobilienMesse	1	9	23.363	1.630			24.993	5.943	30.936	68.300	986	67	1.053	15	7		7			170.605 *
+ 159	INTERGEO	1	3	8.810	3.052	49	44	11.955		11.955	24.000	363	141	504	28	6	5	11	14.107	1.851	15.958 *
160	Leipzig Book Fair	1	4	11.889	1.288			13.177	9.618	22.795	65.000	1.714	449	2.163	35	9		9	120.603	1.588	122.191 *
161	MIDORA	1	3	3.842	164			4.006	474	4.480	10.300	140	40	180	23				2.641	124	2.765 *
162	modell-hobby-spiel	1	3	9.903	510			10.413	21.087	31.500	70.200	454	32	486	10	2		2	92.674	1.988	94.662 *
163	Pflegemesse - Hospital and Home Care	2	3	5.442	232			5.674	877	6.551	18.500	281	12	293	7	4	1	5	11.909	132	12.041 *
164	Sachsenback	1	3	7.781	268			8.049	2.041	10.090	20.500	219	10	229	6	11	4	15			10.701 *
165	SHKG	2	4	9.178	644			9.822	144	9.966	20.500	206	19	225	9	4		4	19.510	419	19.929 *)
166	TerraTec	2	4	4.760	496	60		5.316	840	6.156	20.300	274	71	345	19				10.779	1.040	11.819 *)
167	therapie	2	3	2.422	221			2.643	447	3.090	7.000	149	12	161	7	1		1	9.740	118	9.858 *
168	Touristik & Caravanning mit bike.market.future	1	5	25.255	3.350			28.605	7.080	35.685	63.000	803	308	1.111	52	90	26	116	71.761	288	72.049 *
169	Z - Subcontracting Fair	1	3	3.650	1.919			5.569	381	5.950	14.000	305	179	484	20				5.440	659	6.099 *
<b>Lingen (Ems)</b>																					
170	Emsland-Schau Lingen - Reg. Consumer Exh.	4	9	3.506	24	2.494		6.024	1.143	7.167	12.700	248	3	251	4						72.141
<b>Lörrach</b>																					
171	REGIO - Reg. Consumer Exh.	1	10	8.370	485	1.782	131	10.768	6.665	17.433	27.000	436	38	474	6				43.912	7.327	51.239 *

FKM ✓		Interval (Years) Duration (Days)		Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures		
				Rented Space					Special Shows		Exhibitors			Additionally represented firms				Entries (Explanations see p. 9)		
				Halls Domestic	Halls Foreign	Open Air Domestic	Open Air Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign
No.	For the complete titles see pp. 116																			
<b>Magdeburg</b>																				
172	LBA - Reg. Building Trade Exhibition	1	3	1.729	9	193		1.931	523	2.454	7.750	122	1	123	2		1		1	3.946
173	MAGDEBOOT	1	4	3.276	8	551		3.835		3.835	9.200	135	2	137	2					10.414
<b>Mainz</b>																				
174	Rheinland-Pfalz-Ausstellung - Reg. Consumer Exh.	1	9	15.511	622	3.461	25	19.619	3.139	22.758	39.200	797	23	820	12					80.497 *
<b>Mannheim</b>																				
175	MANNHEIMER MAIMARKT - Reg. Consumer Exh.	1	11	34.700	1.926	32.949	274	69.849	5.123	74.972	180.900	1.384	70	1.454	19					338.315 678 338.993 *
<b>München</b>																				
• 176	BAU	2	6	90.264	19.925	28		110.217	1.826	112.043	180.000	1.417	485	1.902	39		3	1	4	172.047 36.900 208.947 *
• 177	BAUMA	3	7	72.995	59.202	135.539	129.182	396.918	716	397.634	651.000	1.359	1.643	3.002	49					346.051 155.472 501.523 *
• 178	C-B-R - Leisure and Travel	1	5	20.962	7.621	153		28.736	7.471	36.207	75.300	845	626	1.471	65	65	39	104		105.418 3.260 108.678 *
• 179	EXPO REAL - Intl. Commercial Property Exposition	1	3	25.755	10.957			36.712	2.178	38.890	63.000	1.320	484	1.804	43		17	17		28.831 11.891 40.722 *
• 180	Garten München	1	7	6.785	873			7.658	1.070	8.728	18.620	175	28	203	9	16	1	17		53.812 1.098 54.910 *)
• 181	GOLF EUROPE	1	3	3.521	6.210			9.731	4.005	13.736	27.500	103	185	288	28					2.691 2.739 5.430 *
• 182	HEIM + HANDWERK / Int. Modellbahnausstellung	1	9	28.087	3.742			31.829	5.862	37.691	75.000	851	124	975	23	5	2	7		134.378 2.742 137.120 *
• 183	HIGH END	1	4	8.054	1.464			9.518	109	9.627	15.400	156	64	220	21					12.715
• 184	inhorgenta Europe	1	4	22.251	6.746			28.997	1.153	30.150	64.500	746	440	1.186	42					21.386 9.547 30.933 *
• 185	Internationale Handwerksmesse	1	7	28.207	4.219			32.426	9.407	41.833	77.000	872	202	1.074	34	13	1	14		162.346 3.873 166.219 *)
• 186	ispo - winter	1	4	23.872	69.803			93.675	10.750	104.425	175.500	277	1.550	1.827	47					25.494 38.690 64.184 *
• 187	Jagen + Fischen - Exh. for Hunters and Fishermen	2	5	6.468	859			7.327	4.746	12.073	28.900	276	65	341	19		1	1		38.899 932 39.831 *
• 188	LASER - World of Photonics	2	4	11.986	6.305			18.291	834	19.125	34.500	471	537	1.008	36	12	25	37		12.824 11.455 24.279 *
• 189	MAINTAIN	1	3	5.163	305			5.468		5.468	9.600	222	24	246	10					4.081 592 4.673
• 190	Productronica	2	4	39.193	18.038			57.231	758	57.989	110.000	870	555	1.425	36	11	41	52		22.375 18.131 40.506 *
• 191	SYSTEMS	1	4	19.746	1.938			21.684	1.259	22.943	55.000	935	171	1.106	29	3	1	4		38.325 2.885 41.210 *
• 192	transport logistic	2	4	31.651	13.414	5.888	1.763	52.716		52.716	89.800	966	616	1.582	57					33.391 14.245 47.636 *
<b>Münster</b>																				
193	business online	1	2	1.770				1.770	777	2.547	5.400	99		99	1					1.760
194	IPOMEX	2	3	1.760	106	22	30	1.918	2.525	4.443	7.400	88	8	96	7					1.931 43 1.974
195	Kunst- und Antiquitäten-Tage - Antiques Exh.	1	5	1.718	80			1.798	160	1.958	5.400	64	3	67	4					4.700
<b>Nürnberg</b>																				
+ 196	Altenpflege+ProPflege	1	3	26.009	1.118			27.127	377	27.504	53.400	695	47	742	15					39.766 812 40.578 *
197	BioFach / Vivaness	1	4	20.102	19.729			39.831	2.190	42.021	79.900	809	1.738	2.547	81					30.692 14.777 45.469 *
198	BRAU Beviale	1	3	26.038	16.522			42.560	96	42.656	81.100	860	556	1.416	46					24.808 9.648 34.456 *
199	CONSUMENTA - Consumer Goods Exh.	1	9	27.119	2.910			30.029	15.644	45.673	84.400	917	98	1.015	19					158.697 *



No. For the complete titles see pp. 116		Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)						Exhibitor figures						Visitor figures					
				Rented Space			Special Shows	Space (net)	Space (gross)	Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)					
				Halls Domestic	Halls Foreign	Open Air Domestic				Open Air Foreign	Total	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
200	e_procure & supply	1	3	2.737	132			2.869	342	3.211	6.500	135	8	143	6			2.909	219	3.128 *	
201	ELTEC	2	3	10.145	112			10.257	925	11.182	20.000	239	7	246	7			10.750	332	11.082 *	
202	embedded world	1	3	9.650	3.004			12.654		12.654	25.000	352	238	590	29			11.213	2.462	13.675 *	
203	EUROPEAN COATINGS SHOW	2	3	14.275	11.615			25.890	268	26.158	49.000	337	501	838	43			9.304	13.487	22.791 *	
204	FachPack/PrintPack/LogIntern	1	3	41.738	6.060			47.798	457	48.255	88.500	1.076	252	1.328	31			28.033	5.942	33.975 *	
205	FREIZEIT, GARTEN + TOURISTIK mit Auto-Salon	1	9	34.349	2.596			36.945	5.459	42.404	71.300	650	133	783	16					143.509 *	
206	HOGA Nürnberg	2	4	15.139	670			15.809	4.472	20.281	37.000	423	37	460	9			33.404	337	33.741 *	
207	IWA & OutdoorClassics	1	4	10.983	19.793			30.776	553	31.329	55.600	283	772	1.055	48			12.549	18.357	30.906	
208	PCIM	1	3	3.244	1.966			5.210	150	5.360	10.500	118	131	249	22	12	45	57	4.130	2.128	6.258
209	POWTECH/TechnoPharm	1,5	3	19.322	5.434			24.756		24.756	50.600	717	286	1.003	27			12.480	5.503	17.983 *	
210	SENSOR + TEST	1	3	7.457	1.830			9.287	4.979	14.266	23.000	426	184	610	27			6.755	1.916	8.671 *	
211	SMT / HYBRID / PACKAGING	1	3	11.010	2.273			13.283	351	13.634	26.900	439	152	591	25	13	72	85	17.864	6.607	24.471
212	Spielwarenmesse - International Toy Fair	1	6	50.247	53.395			103.642	658	104.300	157.100	883	1.884	2.767	60	8	12	20	40.595	40.707	81.302 *
213	SPS/IPC/DRIVES	1	3	47.349	6.016			53.365	333	53.698	87.900	1.053	268	1.321	32	85	72	157	38.533	7.429	45.962
214	Stone+tec	2	4	17.643	20.580			38.223		38.223	70.500	340	623	963	43			29.574	10.939	40.513 *	
<b>Offenbach</b>																					
● 215	I.L.M. Summer Styles - Int. Leather Goods Fair	1	4	8.845	2.848			11.693	800	12.493	18.400	148	90	238	18			4.948	1.104	6.052	
● 216	I.L.M. Winter Styles - Int. Leather Goods Fair	1	3	8.710	2.594			11.304	800	12.104	18.000	142	77	219	14			3.766	890	4.656	
217	InterVIEW First Show	1	3	5.480	879			6.359	400	6.759	14.000	82	29	111	11			1.628	314	1.942	
<b>Offenburg</b>																					
218	Badische Weinmesse - Reg. Wine Exh.	1	2	1.319				1.319	1.271	2.590	6.100	139	1	140	2			3.019	93	3.112 *	
219	OBERRHEIN-MESSE - Consumer Exh.	1	9	10.510	686	10.568	40	21.804	4.141	25.945	53.200	483	24	507	9	11	2	13	75.175	7.891	83.066 *
<b>Pforzheim</b>																					
220	publika - Home, garden, living	2	4	3.723	60	2.325		6.108	295	6.403	15.000	236	4	240	3					18.278	
<b>Pirmasens</b>																					
221	Bau mit! Building and Construction	2	3	1.230		501		1.731	40	1.771	5.400	123		123	1					2.489	
222	plw - leather and more	1	2	890	87			977	135	1.112	6.200	29	6	35	4	1	54	55	156	14	170
<b>Rostock</b>																					
223	AUTO Rostock	1	3	5.549				5.549	4.000	9.549	14.200	84		84	1					15.685	
<b>Stuttgart</b>																					
224	ANIMAL	1	2	2.909	60			2.969	21.584	24.553	37.300	150	5	155	4			39.228	396	39.624 *	
225	Blickfang - Interior and fashion design	1	3	972	223			1.195	113	1.308	3.800	115	23	138	5					12.050	
226	CMT - The Holiday Exhibition	1	9	31.669	2.965			34.634	1.254	35.888	56.400	1.050	435	1.485	42	94	33	127	159.227	1.608	160.835 *



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				Halls Domestic	Halls Foreign	Open Air Domestic	Open Air Foreign	Total				Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
227	eltefa	2	3	18.175	846	142		19.163	584	19.747	36.700	357	27	384	15	31	3	34	24.117	244	24.361 *
228	FACHDENTAL SÜDWEST	1	2	4.108	228			4.336		4.336	10.500	166	18	184	11	3	2	5	8.754	88	8.842 *
229	Familie + Heim / Int. Mineralien- und Fossilienbörse	1	9	16.011	1.126			17.137	5.414	22.551	52.500	745	82	827	29						80.558 *
230	hobby + elektronik	1	4	3.387				3.387	1.391	4.778	10.500	85		85	1	3		3	64.080	443	64.523 <sup>1)</sup>
231	INTERVITIS/ INTERFRUCTA	3	5	15.391	8.416	1.982	41	25.830	2.869	28.699	55.800	385	208	593	30	10	34	44	28.850	8.137	36.987 *
232	Invest	1	3	3.678	979			4.657	816	5.473	14.700	135	98	233	12	5		5	14.486	296	14.782 *
233	Kreativ- & Bastelwelt	1	4	2.370	12			2.382	639	3.021	7.500	122	1	123	2				38.870	351	39.221 <sup>1)</sup>
234	LogiMAT	1	3	11.029	984	120		12.133	655	12.788	26.000	417	46	463	13				10.383	698	11.081 *
235	Medizin	1	3	2.994	50			3.044	396	3.440	10.700	184	7	191	4	15		15	6.504	66	6.570 *
236	Modell Süd Bau & Bahn	1	4	3.223	91			3.314	5.452	8.766	25.000	133	6	139	6				47.299	478	47.777 <sup>1)</sup>
237	Retro Classics	1	3	6.679	305			6.984	20.311	27.295	53.700	189	19	208	7				35.075	1.461	36.536 *
238	ISA - WeltAntik/IWB/Anglermesse/ Int. Münzenmesse & Briefmarken	1	3	3.981	880	394	17	5.272	2.434	7.706	35.100	625	143	768	8				28.599	1.505	30.104 *
239	südback	1	4	17.958	1.633			19.591	2.651	22.242	42.000	397	54	451	13	9	3	12	25.716	1.353	27.069 *
240	Süddeutsche Spielmesse - Games, Toys	1	4	1.949	18			1.967	1.879	3.846	7.900	75	4	79	3				49.888	948	50.836 <sup>1)</sup>
241	VISION	1	3	4.919	2.120			7.039	439	7.478	15.400	165	123	288	27	4	5	9	4.393	1.795	6.188 *
<b>Villingen-Schwenningen</b>																					
242	Südwest Messe - Reg. Consumer Exh.	1	9	13.811	618	17.982	182	32.593	1.526	34.119	58.100	707	23	730	8	84	23	107			99.652 *
<b>Wächtersbach</b>																					
243	Messe Wächtersbach - Reg. Consumer Exh.	1	9	6.359	246	6.063	30	12.698	5.008	17.706	28.100	395	14	409	9						60.999 *
<b>Wiesbaden</b>																					
244	DeZooFa	2	3	4.160	402			4.562	470	5.032	13.000	116	25	141	10						2.717
<b>Würzburg</b>																					
245	Mainfranken-Messe - Reg. Consumer Exh.	2	9	13.492	848	4.871	78	19.289	3.374	22.663	39.000	599	32	631	10						104.476 *
<b>Hong Kong</b>																					
● 246	electronicAsia	1	4	2.763	3.818			6.581		6.581	12.900	243	313	556	17				13.426	21.061	34.487
● 247	Electronics Fair (Autumn)	1	4	21.709	11.761			33.470		33.470	63.500	1.476	1.011	2.487	29				23.476	34.915	58.391
● 248	Electronics Fair (Spring)	1	4	15.165	14.631			29.796		29.796	56.600	1.033	1.373	2.406	22				21.249	30.220	51.469
● 249	Fashion Week (Fall/Winter)		4	12.725	10.257			22.982		22.982	42.700	733	768	1.501	24				13.955	11.591	25.546
● 250	Gifts and Premium Fair	1	4	27.024	11.453			38.477	77	38.554	78.100	2.624	1.277	3.901	38				24.216	26.369	50.585
● 251	Houseware Fair	1	4	14.817	17.205			32.022		32.022	59.600	998	1.385	2.383	34				13.135	17.457	30.592
● 252	International Jewellery Show	1	5	22.113	12.489			34.602		34.602	66.200	1.239	946	2.185	41				13.626	17.378	31.004
253	International Lighting Fair	1	4	7.587	14.711			22.298		22.298	44.400	364	980	1.344	31				9.621	18.278	27.899
● 254	Optical Fair	1	3	5.448	6.867			12.315		12.315	24.900	193	351	544	22				3.425	7.169	10.594



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				Halls Domestic	Halls Foreign	Open Air Domestic				Open Air Foreign	Total	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
255	Summer Sourcing Show for Gifts, Houseware & Toys	1	4	4.868	3.752			8.620		8.620	24.000	444	381	825	17			13.964	6.201	20.165	
● 256	Toys and Games Fair	1	4	16.914	12.092			29.006		29.006	55.900	1.056	922	1.978	37			14.252	15.072	29.324	
● 257	Watch and Clock Fair	1	5	14.331	2.592			16.923		16.923	33.200	651	149	800	18			9.474	6.911	16.385	
<b>Moskau</b>																					
● 258	A-TESTEX	1	4	3.329	922			4.251		4.251	10.400	176	62	238	13			4.313	233	4.546	
● 259	Cabex		4	1.602	479			2.081		2.081	4.750	130	29	159	16			5.866	170	6.036	
● 260	EUROEXPOFURNITURE		5	26.051	1.736			27.787		27.787	66.400	585	44	629	22			55.483	2.917	58.400	
● 261	FASTEC		4	2.218	1.292			3.510		3.510	8.300	77	80	157	16			5.111	291	5.402	
● 262	GEOFORM +		4	1.186	324	23		1.533		1.533	3.550	108	16	124	12			5.028	139	5.167	
● 263	International Construction Week	1	5	5.947	438		15	6.400		6.400	22.300	565	84	649	28			11.795	441	12.236	
● 264	International Forum PCV Expo	1	4	7.495	1.355	127	60	9.037		9.037	24.000	342	140	482	25			13.632	1.027	14.659	
● 265	ISET	1	4	768	38			806		806	3.550	102	4	106	4			4.789	122	4.911	
● 266	Mashex	1	5	15.635	4.532	95		20.262		20.262	50.200	345	163	508	23			19.123	1.093	20.216	
● 267	Polygraphinter / Upakkarton / Papexpo	2	5	17.646	1.988			19.634		19.634	50.200	360	101	461	26			22.661	1.240	23.901	
● 268	ROSUPACK / PACKMASH / LUXPACK / ALUMPACK / PHARMAPACK	1	4	15.001	5.234	656		20.891		20.891	49.100	703	294	997	38			20.319	1.892	22.211	
● 269	Weldex		4	3.292	462	80		3.834	614	4.448	9.000	203	25	228	13	2	5	7		4.600	
● 270	Woodex	1	4	7.699	6.156			13.855		13.855	27.000	217	158	375	25			10.994	4.006	15.000	
<b>Sofia</b>																					
+ 271	INTERGEO East	1	2	425	842			1.267		1.267	2.500	22	64	86	21	1		1		2.564	
<b>Verona</b>																					
● 272	ABITARE IL TEMPO	1	5	26.808	5.413			32.221	36.660	68.881	127.100	566	143	709	29			41.029	10.450	51.479	
● 273	BUS & BUS Business	2	4	21.336	4.736	1.314	250	27.636	12.000	39.636	66.700	156	27	183	11	41	40	81	14.311	825	15.136
● 274	MARMOMACC	1	4	38.250	21.992	11.187	2.809	74.238	2.720	76.958	157.100	743	691	1.434	50	48	54	102	32.969	25.075	58.044
● 275	Vinitaly/SOL/Enolitech	1	5	84.654	1.613	465		86.732	13.348	100.080	178.000	3.988	139	4.127	23	531	90	621	110.258	37.001	147.259

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					Halls Domestic	Halls Foreign	Open Air Domestic				Open Air Foreign	Total	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
<b>A MULTI-INDUSTRY FAIRS</b>																							
<b>A1 Investment and Consumer Goods Fairs</b>																							
185		Internationale Handwerksmesse, München	1	7	28.207	4.219			32.426	9.407	41.833	77.000	872	202	1.074	34	13	1	14	162.346	3.873	166.219	*1)
<b>A3 Consumer Goods Fairs</b>																							
72	●	Ambiente, Frankfurt/Main	1	5	83.025	111.313			194.338	1.674	196.012	321.800	1.467	3.130	4.597	86				86.934	58.330	145.264	*
75		Collectione, Frankfurt/Main	1	4	8.665	8.409			17.074		17.074	31.600	100	81	181	24				2.677	2.341	5.018	*
85	●	Tendence Lifestyle, Frankfurt/Main	1	5	56.446	46.384			102.830	2.062	104.892	204.000	1.299	1.711	3.010	76				51.254	20.487	71.741	*
<b>B SPECIALIZED FAIRS AND EXHIBITIONS</b>																							
<b>B1 Agriculture, Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their equipment</b>																							
103	●	AGRITECHNICA, Hannover	2	5	115.293	56.250	7.833	1.194	180.570	2.600	183.170	303.700	1.268	920	2.188	36	53	46	99	267.834	72.922	340.756	*
231		INTERVITIS/ INTERFRUCTA, Stuttgart	3	5	15.391	8.416	1.982	41	25.830	2.869	28.699	55.800	385	208	593	30	10	34	44	28.850	8.137	36.987	*
68		IPM - Int. Trade Fair for plants, Essen	1	4	23.515	17.481			40.996	2.907	43.903	105.000	653	563	1.216	38				35.898	10.783	46.681	*
<b>B2 Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their equipment</b>																							
129	●	Anuga, Köln	2	5	38.976	112.490			151.466	2.017	153.483	304.000	921	5.402	6.323	95	186	286	472	71.292	92.056	163.348	*
218		Badische Weinmesse - Reg. Wine Exh.	1	2	1.319				1.319	1.271	2.590	6.100	139	1	140	2				3.019	93	3.112	*
198		BRAU Beviale, Nürnberg	1	3	26.038	16.522			42.560	96	42.656	81.100	860	556	1.416	46				24.808	9.648	34.456	*
135		Eu'Vend, Köln	2	3	4.943	1.246			6.189	2.292	8.481	16.000	138	78	216	17	9	2	11	3.104	2.004	5.108	*
8	●	FRUIT LOGISTICA, Berlin	1	3	7.929	33.861			41.790	513	42.303	72.000	241	1.615	1.856	72				10.056	33.103	43.159	*
157		GÄSTE, Leipzig	2	4	8.429	197			8.626	1.023	9.649	20.000	327	14	341	6	4		4	19.429	316	19.745	*
206		HOGA, Nürnberg	2	4	15.139	670			15.809	4.472	20.281	37.000	423	37	460	9				33.404	337	33.741	*
119		Hogatrends, Karlsruhe	2	4	5.788	262			6.050	1.045	7.095	12.500	200	9	209	7	6	1	7			15.668	*
78	●	IFFA, Frankfurt/Main	3	6	30.561	28.365			58.926	1.113	60.039	106.600	443	465	908	48				31.971	29.093	61.064	*
10	●	International Green Week, Berlin	1	10	36.454	13.186			49.640	9.135	58.775	118.400	994	485	1.479	56				419.936	5.963	425.899	*
99		INTERNORGA, Hamburg	1	6	42.009	6.987	636		49.632	1.041	50.673	82.300	806	167	973	23	3	3	6	113.009	3.735	116.744	*
28		Inter-tabac, Dortmund	1	3	7.417	1.174			8.591	481	9.072	18.400	158	77	235	21				4.072	1.444	5.516	*
144	●	ISM - International Sweets and Biscuits Fair, Köln	1	4	17.487	36.655			54.142		54.142	115.600	254	1.242	1.496	70	36	70	106	14.568	21.389	35.957	*
116		Nord Gastro & Hotel, Husum	1	2	2.745	62			2.807	200	3.007	6.000	154	6	160	3	1		1			4.190	*
90		Plaza Culinaria, Freiburg	1	3	4.984	484			5.468	174	5.642	12.000	220	28	248	5						26.145	*
51	●	ProWein, Düsseldorf	1	3	16.243	20.880			37.123	1.737	38.860	73.800	782	2.276	3.058	43	20	359	379	23.413	8.226	31.639	*
164		Sachsenback, Leipzig	1	3	7.781	268			8.049	2.041	10.090	20.500	219	10	229	6	11	4	15			10.701	*
126		Salon Gourmet / Rendez Vino, Karlsruhe	1	3	1.243	433			1.676	1.073	2.749	6.250	147	40	187	6						24.303	*
239		südback, Stuttgart	1	4	17.958	1.633			19.591	2.651	22.242	42.000	397	54	451	13	9	3	12	25.716	1.353	27.069	*
<b>B3 Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their equipment</b>																							
42	●	GDS - Int. Shoe Fair / GLS - Spring, Düsseldorf	1	3	19.575	38.890			58.465	6.227	64.692	137.700	309	912	1.221	38				17.788	15.336	33.124	*
43	●	GDS - Int. Shoe Fair / GLS - Autumn, Düsseldorf	1	3	18.497	41.116			59.613	5.363	64.976	123.500	314	1.088	1.402	47				14.210	15.211	29.421	*



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● 77	Heimtextil, Frankfurt/Main	1	4	35.286	106.903			142.189	4.109	146.298	269.300	473	2.390	2.863	68				30.982	54.842	85.824	*
● 215	I.L.M. Summer Styles - Int. Leather Goods Fair, Offenbach	1	4	8.845	2.848			11.693	800	12.493	18.400	148	90	238	18				4.948	1.104	6.052	
● 216	I.L.M. Winter Styles - Int. Leather Goods Fair, Offenbach	1	3	8.710	2.594			11.304	800	12.104	18.000	142	77	219	14				3.766	890	4.656	
● 184	inhorgenta Europe, München	1	4	22.251	6.746			28.997	1.153	30.150	64.500	746	440	1.186	42				21.386	9.547	30.933	*
117	INTERGEM, Idar-Oberstein	1	4	1.928	132			2.060	120	2.180	4.000	144	9	153	8				2.272	592	2.864	
113	InNaTex - (Jan.), Hofheim-Wallau	1	3	3.460	897			4.357	400	4.757	7.000	149	44	193	19	11	2	13	1.240	261	1.501	
114	InNaTex - (July), Hofheim-Wallau	1	3	3.436	605			4.041	400	4.441	7.000	150	29	179	22	9	2	11	1.140	198	1.338	
217	InterVIEW First Show, Offenbach	1	3	5.480	879			6.359	400	6.759	14.000	82	29	111	11				1.628	314	1.942	
● 145	Kind + Jugend - Baby to Teenager Fair, Köln	1	4	15.446	25.762			41.208	740	41.948	80.000	167	569	736	39	5	3	8	4.834	11.906	16.740	*
161	MIDORA, Leipzig	1	3	3.842	164			4.006	474	4.480	10.300	140	40	180	23				2.641	124	2.765	*
222	plw - leather and more, Pirmasens	1	2	890	87			977	135	1.112	6.200	29	6	35	4	1	54	55	156	14	170	
● 84	Techtextil, Frankfurt/Main	2	3	10.200	15.283			25.483	221	25.704	51.800	379	695	1.074	42				9.838	11.093	20.931	*
101	USSIFA - Watches, Jewels, Pearls, Hamburg	1	3	2.498	120			2.618	72	2.690	3.800	100	5	105	5						3.019	
<b>B4 Building, Completion and Extension, and their equipment</b>																						
● 176	BAU, München	2	6	90.264	19.925	28		110.217	1.826	112.043	180.000	1.417	485	1.902	39	3	1	4	172.047	36.900	208.947	*
221	Bau mit! Building and Construction, Pirmasens	2	3	1.230		501		1.731	40	1.771	5.400	123		123	1						2.489	
151	Baufach - Construction Trade Fair, Leipzig	2	4	5.637	181			5.818	198	6.016	20.500	249	17	266	8	1		1	17.655	565	18.220	*1)
● 177	BAUMA, München	3	7	72.995	59.202	135.539	129.182	396.918	716	397.634	651.000	1.359	1.643	3.002	49				346.051	155.472	501.523	*
● 179	EXPO REAL - Commercial Property Expo., München	1	3	25.755	10.957			36.712	2.178	38.890	63.000	1.320	484	1.804	43	17		17	28.831	11.891	40.722	*
76	FACILITY MANAGEMENT, Frankfurt/Main	1	3	2.599	103			2.702	130	2.832	6.100	159	8	167	4	2		2	2.926	183	3.109	
+ 137	FARBE - FARBE - Paint - Finishing & Facade, Köln	3	4	23.573	2.290			25.863	1.297	27.160	65.100	357	66	423	22	30	1	31	42.578	5.247	47.825	*
57	Haus + Technik - House building, Living and Modernizing, Erfurt	1	3	2.437	83	94	10	2.624	296	2.920	7.150	167	5	172	4						4.399	*1)
2	Interlift, Augsburg	2	4	6.782	9.604			16.386	230	16.616	32.900	153	304	457	38						18.566	*
● 79	ISH, Frankfurt/Main	2	5	101.417	61.699	753	216	164.085	1.919	166.004	253.000	1.118	1.253	2.371	58				168.252	49.411	217.663	*
172	LBA - Reg. Building Trade Exh., Magdeburg	1	3	1.729	9	193		1.931	523	2.454	7.750	122	1	123	2	1		1			3.946	
165	SHKG, Leipzig	2	4	9.178	644			9.822	144	9.966	20.500	206	19	225	9	4		4	19.510	419	19.929	*1)
214	Stone+tec, Nürnberg	2	4	17.643	20.580			38.223		38.223	70.500	340	623	963	43				29.574	10.939	40.513	*
<b>B5 Furnishings, Household Appliances, Houseware, and their equipment</b>																						
225	Blickfang - Interior and fashion design, Stuttgart	1	3	972	223			1.195	113	1.308	3.800	115	23	138	5						12.050	
● 105	DOMOTEX, Hannover	1	4	24.013	67.744			91.757	5.701	97.458	167.100	257	1.079	1.336	58				17.894	25.644	43.538	*
● 141	imm cologne - Int. furniture fair, Köln	1	7	71.094	83.706			154.800	4.965	159.765	302.400	405	824	1.229	54	11	8	19	76.389	29.595	105.984	*
● 143	interzum, Köln	2	4	26.609	38.296			64.905	2.934	67.839	148.200	338	882	1.220	62	81	59	140	14.982	35.305	50.287	*
30	Ordertage Inneneinrichtung - Interior design, Dortmund	1	3	3.159	226			3.385	220	3.605	9.800	64	6	70	6				4.120	50	4.170	*
5	ZOW - Furniture Components, Bad Salzuffen	1	4	9.248	9.045			18.293		18.293	36.600	317	311	628	36	30	24	54	10.969	7.200	18.169	*
<b>B6 Health, Body Care, Protection at Work, and their equipment</b>																						
● 36	A + A, Düsseldorf	2	4	27.938	26.202	180		54.320	811	55.131	104.100	561	888	1.449	49				42.515	12.771	55.286	*

+ Events with changing venues

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

\* Visitors Profil Analyses see page 28 ff.

1) ascertained by representative sampling



		Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures						Visitor figures					
No.	For the complete titles see pp. 116			Rented Space				Special Shows	Space (net)	Space (gross)	Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)					
				Halls Domestic	Halls Foreign	Open Air Domestic	Open Air Foreign				Total	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
+	196	Altenpflege+ProPflege, Nürnberg	1	3	26.009	1.118			27.127	377	27.504	53.400	695	47	742	15			39.766	812	40.578 *	
●	37	BEAUTY INTERNATIONAL, Düsseldorf	1	3	21.641	2.612			24.253	2.513	26.766	63.000	496	104	600	21			49.458	3.780	53.238 *	
●	73	Beautyworld, Frankfurt/Main	1	5	5.245	3.461			8.706	288	8.994	20.700	150	230	380	30			5.845	4.231	10.076 *	
+	41	EXPOPHARM, Düsseldorf	1	4	20.916	1.122			22.038	383	22.421	38.200	399	52	451	19	11	2	13	25.516	3.348	28.864 *
	155	Fachdental Leipzig	1	2	3.993	142			4.135		4.135	10.000	167	15	182	10	7		7		4.689 *	
	228	FACHDENTAL SÜDWEST, Stuttgart	1	2	4.108	228			4.336		4.336	10.500	166	18	184	11	3	2	5	8.754	88	8.842 *
●	139	IDS - International Dental Show, Köln	2	5	32.980	25.676			58.656	348	59.004	133.800	619	1.026	1.645	55	47	50	97	64.209	36.313	100.522 *
	12	ITeG - Int'l forum for Healthcare IT, Berlin	1	3	6.230	256			6.486	36	6.522	12.100	271	17	288	11	2	1	3	3.275	245	3.520 *
●	48	MEDICA / ComPaMED, Düsseldorf	1	4	59.523	65.752	230		125.505	1.164	126.669	283.800	1.495	3.273	4.768	65						135.962 *
	235	Medizin, Stuttgart	1	3	2.994	50			3.044	396	3.440	10.700	184	7	191	4	15		15	6.504	66	6.570 *
	163	Pflegemesse - Hospital and Home Care, Leipzig	2	3	5.442	232			5.674	877	6.551	18.500	281	12	293	7	4	1	5	11.909	132	12.041 *
●	53	REHACare International, Düsseldorf	1	4	23.147	7.355			30.502	1.800	32.302	70.500	527	293	820	31				41.200	5.618	46.818 *
	167	therapie, Leipzig	2	3	2.422	221			2.643	447	3.090	7.000	149	12	161	7	1		1	9.740	118	9.858 *
<b>B7 Environment Protection, Safety, Cleaning, Communal Services, and their equipment</b>																						
●	7	CMS Cleaning.Management.Services, Berlin	2	4	9.541	1.206	118	80	10.945	473	11.418	24.500	262	82	344	25				12.760	1.005	13.765 *
	166	TerraTec, Leipzig	2	4	4.760	496	60		5.316	840	6.156	20.300	274	71	345	19				10.779	1.040	11.819 *)
<b>B8 Transport, Traffic, Logistics, and their equipment</b>																						
	91	AERO, Friedrichshafen	2	4	14.550	10.372	4.529	5.189	34.640	818	35.458	73.200	323	222	545	25				28.404	14.698	43.102 *
	150	AMI - AUTO MOBIL INTERNATIONAL mit AMITEC, Leipzig	1	9	32.914	29.660	35		62.609	19.924	82.533	120.800	383	72	455	20				223.929	20.535	244.464 *
	32	auto mobil/Baby plus, Dresden	1	3	5.779		100		5.879	3.090	8.969	18.900	172		172	1						25.700 *
	223	AUTO Rostock	1	3	5.549				5.549	4.000	9.549	14.200	84		84	1						15.685 *
	16	Bremen Classic Motorshow, Bremen	1	3	11.300	1.140			12.440	7.065	19.505	34.700	404	53	457	12				28.138	1.202	29.340 *
	234	LogiMat, Stuttgart	1	3	11.029	984	120		12.133	655	12.788	26.000	417	46	463	13				10.383	698	11.081 *
	237	Retro Classics, Stuttgart	1	3	6.679	305			6.984	20.311	27.295	53.700	189	19	208	7				35.075	1.461	36.536 *
●	192	transport logistic, München	2	4	31.651	13.414	5.888	1.763	52.716		52.716	89.800	966	616	1.582	57				33.391	14.245	47.636 *
	96	TUNING WORLD BODENSEE, Friedrichshafen	1	4	13.958	1.037	416	104	15.515	21.100	36.615	77.000	214	28	242	10				86.023	14.354	100.377 *
<b>B9 Information, Communication, Office, Entertainment Electronics, Photo, Film, and their equipment</b>																						
	193	business online, Münster	1	2	1.770				1.770	777	2.547	5.400	99		99	1						1.760 *
	200	e_procure & supply, Nürnberg	1	3	2.737	132			2.869	342	3.211	6.500	135	8	143	6				2.909	219	3.128 *
●	40	EuroCis, Düsseldorf	1	3	4.488	542			5.030		5.030	11.500	178	31	209	16				3.355	1.185	4.540 *
	183	HIGH END, München	1	4	8.054	1.464			9.518	109	9.627	15.400	156	64	220	21						12.715 *
	160	Leipzig Book Fair, Leipzig	1	4	11.889	1.288			13.177	9.618	22.795	65.000	1.714	449	2.163	35	9		9	120.603	1.588	122.191 *
+	80	Marketing Services, Frankfurt/Main	1	3	7.165	1.128			8.293	2.255	10.548	20.000	415	50	465	19						8.480 *
●	83	ProLight + Sound, Frankfurt/Main	1	4	12.602	17.566	74	146	30.388	4.833	35.221	61.400	316	479	795	42				17.017	10.430	27.447 *)
●	14	SHOWTECH, Berlin	2	3	6.329	1.485	278	150	8.242	845	9.087	16.500	242	45	287	20	36	24	60	5.307	2.033	7.340 *
●	191	SYSTEMS, München	1	4	19.746	1.938			21.684	1.259	22.943	55.000	935	171	1.106	29	3	1	4	38.325	2.885	41.210 *





No. For the complete titles see pp. 116		Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)						Exhibitor figures						Visitor figures							
				Rented Space			Special Shows	Space (net)	Space (gross)	Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)							
				Halls Domestic	Halls Foreign	Total				Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total					
<b>B10 Education, Setting up a business</b>																							
+	133		1	5	26.673	927		27.600	5.319	32.919	74.300	669	50	719	21	58	7	65	92.582	2.569	95.151	*	
	123		1	4	3.638	364		4.002	500	4.502	17.000	201	65	266	13				6.020	981	7.001	*	
	71		1	3	3.250	200		3.450	1.718	5.168	9.200	253	15	268	12	15		15			4.967		
<b>B11 Sports, Games, Leisure, and their equipment</b>																							
	102		1	15	38.192	1.167	339	39.698	6.600	46.298	99.900	723	55	778	23							134.041	*
	224		1	2	2.909	60		2.969	21.584	24.553	37.300	150	5	155	4				39.228	396	39.624	*	
●	130		2	3	20.893	19.786		40.679	1.916	42.595	104.000	356	428	784	42	55	52	107	17.480	11.176	28.656	*	
●	38		1	9	55.503	50.688	581	70	106.842	9.989	116.831	221.200	988	653	1.641	55			219.341	42.403	261.744	*	
	17		1	3	8.477	24		8.501		8.501	14.100	71	1	72	2							7.537	
	39		1	10	71.914	19.125	2.141	175	93.355	2.920	96.275	151.600	446	150	596	21			147.102	18.553	165.655	*1)	
●	178		1	5	20.962	7.621	153		28.736	7.471	36.207	75.300	845	626	1.471	65	65	39	104	105.418	3.260	108.678	*
	87		1	9	10.878	733	5.265		16.876	1.355	18.231	32.100	335	47	382	8						52.172	
	226		1	9	31.669	2.965		34.634	1.254	35.888	56.400	1.050	435	1.485	42	94	33	127	159.227	1.608	160.835	*	
	23		1	5	7.989	700		8.689	2.904	11.593	30.000	415	33	448	10				79.799	1.051	80.850	*	
	244		2	3	4.160	402		4.562	470	5.032	13.000	116	25	141	10							2.717	
	34		1	3	4.672	991	115		5.778	992	6.770	16.500	380	114	494	33	25	7	32			28.500	*
●	63		2	9	25.050	7.648		32.698	12.063	44.761	95.700	608	232	840	34				159.226	14.791	174.017	*	
	92		1	4	18.836	21.281	1.682	489	42.288	5.290	47.578	80.800	278	577	855	37	6	76	82	34.633	21.773	56.406	*
	26		1	3	2.815	203		3.018	100	3.118	6.000	67	5	72	4				2.321	45	2.366	*	
	18		1	2	3.172	224		3.396	5.002	8.398	14.200	115	10	125	6	18		18				9.160	*
	65		1	4	19.339	10.070		29.409	2.128	31.537	65.700	270	171	441	33				35.922	6.340	42.262	*	
	205		1	9	34.349	2.596		36.945	5.459	42.404	71.300	650	133	783	16							143.509	*
	156		1	5	34.138	3.758	2.084	276	40.256	10.108	50.364	113.000	315	188	503	31	29	3	32			185.010	*
	180		1	7	6.785	873		7.658	1.070	8.728	18.620	175	28	203	9	16	1	17	53.812	1.098	54.910	*1)	
	118		1	4	6.394	100		6.494	150	6.644	12.500	154	4	158	4	1		1				43.019	
	66		1	3	1.752	296		2.048	1.200	3.248	5.750	62	10	72	7							11.983	1)
●	181		1	3	3.521	6.210		9.731	4.005	13.736	27.500	103	185	288	28				2.691	2.739	5.430	*	
●	138		1	3	5.140	2.838		7.978	690	8.668	17.000	105	106	211	27	1		1	6.901	2.308	9.209		
	98		1	9	24.151	12.253	2.050	2.194	40.648	2.004	42.652	83.500	612	163	775	26	3	1	4	100.377	5.172	105.549	*
	67		1	5	5.665	100		5.765	3.485	9.250	24.000	259	5	264	5							48.273	*
	230		1	4	3.387			3.387	1.391	4.778	10.500	85		85	1	3		3	64.080	443	64.523	1)	
	27		1	5	1.917			1.917	642	2.559	5.000	66		66	1				48.590	2.450	51.040	*1)	
	120		1	4	9.140	412		9.552	133	9.685	24.000	195	30	225	10	21		21				16.248	*
●	140		1	4	15.703	6.405		22.108	15.040	37.148	80.000	253	258	511	35	76	27	103	42.444	5.358	47.802	*	
●	46		1	3	8.724	889		9.613	150	9.763	14.000	102	37	139	14				7.999	658	8.657	*	
	94		1	9	18.802	10.620	2.740	1.041	33.203	3.759	36.962	76.100	429	147	576	20	13	100	113	73.236	21.507	94.743	*
	58		2	2	1.194	21	329	1.544	9.375	10.919	23.600	73	3	76	3							17.140	*





No. For the complete titles see pp. 116		Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures						Visitor figures					
				Rented Space			Special Shows	Space (net)	Space (gross)	Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)						
				Halls Domestic	Halls Foreign	Open Air Domestic				Open Air Foreign	Total	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
<b>B13 Metal-Working, Automation, Measuring, Quality Assurance</b>																						
+ 106	EMO, Hannover	2	6	74.650	104.102			178.752	1.406	180.158	291.900	876	1.244	2.120	42				107.392	59.108	166.500	*
44	GIFA, Düsseldorf	4	5	22.253	21.105	355	122	43.835	4.610	48.445	95.800	336	457	793	44				25.496	26.011	51.507	*1)
● 49	METEC, Düsseldorf	4	5	8.177	6.602		6	14.785		14.785	26.500	162	207	369	29				7.731	8.111	15.842	*1)
50	NEWCAST, Düsseldorf	2	5	1.631	3.794			5.425	1.049	6.474	12.900	57	247	304	33				1.845	1.823	3.668	*1)
210	SENSOR + TEST, Nürnberg	1	3	7.457	1.830			9.287	4.979	14.266	23.000	426	184	610	27				6.755	1.916	8.671	*
<b>B14 Plastic and Wood Processing, and their equipment</b>																						
● 47	K, Düsseldorf	3	8	72.276	95.210	593	88	168.167	1.228	169.395	263.300	1.131	1.983	3.114	56				105.028	136.972	242.000	*
● 109	LIGNA, Hannover	2	5	56.121	66.689	8.197	4.006	135.013	13.787	148.800	225.200	804	1.028	1.832	49				61.471	45.808	107.279	*
<b>B15 Power Supply Industry, and its equipment</b>																						
131	CARBON EXPO, Köln	1	3	317	1.575			1.892	120	2.012	6.500	33	172	205	62	2	15	17	504	2.958	3.462	
127	DENEX, Kassel	1	3	1.669	60	231	57	2.017	210	2.227	4.800	106	13	119	5	10	1	11	2.691	27	2.718	*
107	EnergieSparTage, Hannover	1	3	897	34	62		993	338	1.331	3.650	67	2	69	2						1.779	
154	enertec, Leipzig	2	4	3.506	160	25		3.691	699	4.390	13.400	208	17	225	11	3		3	9.601	657	10.258	*1)
64	E-world energy & water, Essen	1	3	9.995	2.215			12.210	84	12.294	28.300	305	103	408	18				9.510	1.600	11.110	*
115	Husum Wind, Husum	2	5	9.961	3.484	677	143	14.265	900	15.165	24.500	468	178	646	26				11.737	4.362	16.099	*
● 88	Intersolar, Freiburg	1	3	13.688	5.670	1.040		20.398		20.398	34.000	402	240	642	33						31.964	
3	RENEXPO/IHE HolzEnergie/reConstruct, Augsburg	1	4	3.504	1.014	1.595	230	6.343	261	6.604	18.000	211	44	255	11	11	5	16	11.701	672	12.373	*
<b>B16 Other Investment Goods Industries</b>																						
● 104	BIOTECHNICA, Hannover	1	3	10.238	2.744			12.982	141	13.123	28.400	574	261	835	29				10.011	2.379	12.390	*
203	EUROPEAN COATINGS SHOW, Nürnberg	2	3	14.275	11.615			25.890	268	26.158	49.000	337	501	838	43				9.304	13.487	22.791	*
204	FachPack/PrintPack/LogIntern, Nürnberg	1	3	41.738	6.060			47.798	457	48.255	88.500	1.076	252	1.328	31				28.033	5.942	33.975	*
+ ● 159	INTERGEO, Leipzig	1	3	8.810	3.052	49	44	11.955		11.955	24.000	363	141	504	28	6	5	11	14.107	1.851	15.958	*
● 188	LASER - World of Photonics, München	2	4	11.986	6.305			18.291	834	19.125	34.500	471	537	1.008	36	12	25	37	12.824	11.455	24.279	*
189	MAINTAIN, München	1	3	5.163	305			5.468		5.468	9.600	222	24	246	10				4.081	592	4.673	
59	naro.tech, Erfurt	2	4	501	15	21		537	166	703	3.850	52	2	54	2				3.420	242	3.662	*1)
209	POWTECH/TechnoPharm, Nürnberg	1,5	3	19.322	5.434			24.756		24.756	50.600	717	286	1.003	27				12.480	5.503	17.983	*
125	RESALE, Karlsruhe	1	3	5.001	2.862	1.466	312	9.641		9.641	22.500	293	191	484	30				3.224	6.770	9.994	*
● 54	THERMPROCESS, Düsseldorf	4	5	5.574	3.085			8.659	1.098	9.757	18.900	165	123	288	31				3.842	3.182	7.024	*1)
241	VISION, Stuttgart	1	3	4.919	2.120			7.039	439	7.478	15.400	165	123	288	27	4	5	9	4.393	1.795	6.188	*
169	Z - Subcontracting Fair, Leipzig	1	3	3.650	1.919			5.569	381	5.950	14.000	305	179	484	20				5.440	659	6.099	*
<b>B17 Other Consumer Goods and Service Industries</b>																						
197	BioFach / Vivaness, Nürnberg	1	4	20.102	19.729			39.831	2.190	42.021	79.900	809	1.738	2.547	81				30.692	14.777	45.469	*
152	CADEAUX - March, Leipzig	1	3	9.812	443			10.255	695	10.950	30.800	350	20	370	13	1		1			9.075	
153	CADEAUX - September/Comfortex, Leipzig	1	3	14.177	555			14.732	1.899	16.631	48.200	482	28	510	14		4	4	11.694	228	11.922	*

+ Events with changing venues

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\* Visitors Profil Analyses see page 28 ff.

1) ascertained by representative sampling

FKM ✓		Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures						Visitor figures				
				Rented Space					Special Shows		Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)				
				Halls Domestic	Halls Foreign	Open Air Domestic	Open Air Foreign	Total	Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
No.	For the complete titles see pp. 116																				
74	Christmasworld, Frankfurt/Main	1	5	24.324	26.770			51.094	2.359	53.453	89.400	318	709	1.027	37			13.906	16.324	30.230 *	
24	DKM - Finance and Insurance Industry, Dortmund	1	3	8.893	285			9.178		9.178	20.650	344	15	359	7			10.792	128	10.920	
134	ecclesia, Köln	1	3	1.823	176			1.999	341	2.340	8.500	173	17	190	8					2.577	
45	IAM - International Investors' Fair, Düsseldorf	1	3	3.156	183			3.339	1.594	4.933	12.000	132	46	178	12			8.503	209	8.712 *	
142	InterKarneval, Köln	1	3	1.545	281			1.826	19.724	21.550	33.300	99	8	107	4					11.490 *	
232	Invest, Stuttgart	1	3	3.678	979			4.657	816	5.473	14.700	135	98	233	12	5	5	14.486	296	14.782 *	
122	Karlsruher Hochzeitstage - Wedding Days, Karlsruhe	1	2	1.587	9	140		1.736	190	1.926	6.200	155	1	156	2					4.800	
89	Kulturbörse - Int. Fair for Productions and Music, Freiburg	1	3	1.709	252			1.961	4.834	6.795	14.000	247	39	286	7					3.365	
13	Moderner Staat, Berlin	1	2	2.748				2.748	53	2.801	9.500	203		203	1			3.492	75	3.567 *	
82	Paperworld, Frankfurt/Main	1	5	31.225	49.909			81.134	3.748	84.882	165.900	541	1.882	2.423	64			26.603	33.857	60.460 *	
52	PSI Messe, Düsseldorf	1	3	19.344	15.890			35.234	166	35.400	60.800	463	434	897	30	1	9	10	6.804	11.750	18.554 *
56	viscom, Düsseldorf	1	3	5.257	4.224	50		9.531	842	10.373	20.800	187	139	326	27			6.792	1.794	8.586 *	
<b>B18 Arts and Antiques</b>																					
6	Art Forum, Berlin	1	5	3.944	3.881	17		7.842		7.842	11.900	88	91	179	23			15.054	2.430	17.484 *	
132	Cologne Fine Art, Köln	1	5	6.918	627			7.545	929	8.474	29.100	157	17	174	11					13.071	
136	EXPONATEC COLOGNE, Köln	2	4	2.483	497			2.980	650	3.630	8.300	102	28	130	13	33	37	70		2.402	
195	Kunst- und Antiquitäten-Tage - Antiques Exh., Münster	1	5	1.718	80			1.798	160	1.958	5.400	64	3	67	4					4.700	
<b>C GENERAL CONSUMER EXHIBITIONS</b>																					
1	afa Augsburg Spring Exhibition, Augsburg	1	9	15.986	683	1.267	27	17.963	4.367	22.330	40.000	481	33	514	12					89.446 *	
128	Allgäuer Festwoche - Rural Tradition Exh., Kempten	1	9	5.682	283	8.017	61	14.043	763	14.806	26.000	372	16	388	4			96.254	972	97.226 *	
86	Baden Messe - Reg. Craft and Industry Exh., Freiburg	3	9	8.939	321	6.515	36	15.811	1.669	17.480	37.100	451	17	468	6					72.368	
22	Boulevard.DORTMUNDER HERBST, Dortmund	1	9	14.893	642			15.535	4.233	19.768	50.700	570	27	597	16			95.862	385	96.247 *	
199	CONSUMENTA, Nürnberg	1	9	27.119	2.910			30.029	15.644	45.673	84.400	917	98	1.015	19					158.697 *	
33	Dresdner Ostern - Garden, Pet and Handicraft, Dresden	1	4	3.146	381	250		3.777	9.096	12.873	19.800	245	12	257	5					51.934	
97	DU UND DEINE WELT / MODELLBAUWELT, Hamburg	1	9	19.518	2.859			22.377	5.064	27.441	60.700	677	96	773	41	5	1	6	140.329	847	141.176 *
170	Emsland-Schau Lingen	4	9	3.506	24	2.494		6.024	1.143	7.167	12.700	248	3	251	4					72.141	
229	Familie + Heim / Int. Mineralien- und Fossilienbörse, Stuttgart	1	9	16.011	1.126			17.137	5.414	22.551	52.500	745	82	827	29					80.558 *	
15	Harz + Heide, Braunschweig	1	9	10.252	429	3.046	25	13.752	3.956	17.708	29.400	457	28	485	11					61.056 *	
158	Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/ ImmobilienMesse, Leipzig	1	9	23.363	1.630			24.993	5.943	30.936	68.300	986	67	1.053	15	7	7			170.605 *	
182	HEIM + HANDWERK / Int. Modellbahnausstellung, München	1	9	28.087	3.742			31.829	5.862	37.691	75.000	851	124	975	23	5	2	7	134.378	2.742	137.120 *
21	Hessenschau - Living, Housing, Leisure, Darmstadt	1	9	4.440	154	2.201	51	6.846	1.454	8.300	14.300	304	11	315	7					40.313	
93	IBO, Friedrichshafen	1	9	10.917	941	415	52	12.325	2.915	15.240	42.500	376	49	425	9	21	3	24	73.688	1.427	75.115 *
9	Import Shop, Berlin	1	5	2.973	3.147			6.120	665	6.785	20.000	271	273	544	64			39.047	156	39.203 *	
108	Infra - Information and Sales Exh., Hannover	1	9	26.238	2.139	758		29.135	4.948	34.083	92.000	1.077	72	1.149	26					191.121	
121	Inventa, Karlsruhe	1	4	5.750	312			6.062	525	6.587	12.500	247	16	263	5	4	4			38.456 *	
111	KONTAKTA, Heidenheim	2	6	3.456	10	1.167		4.633	1.206	5.839	40.000	319	1	320	2	18	18			39.556	



No. For the complete titles see pp. 116		Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)								Exhibitor figures						Visitor figures			
				Rented Space								Exhibitors				Additionally represented firms		Entries (Explanations see p. 9)			
				Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
245	Mainfranken-Messe, Würzburg	2	9	13.492	848	4.871	78														
175	MANNHEIMER MAIMARKT, Mannheim	1	11	34.700	1.926	32.949	274	69.849	5.123	74.972	180.900	1.384	70	1.454	19				338.315	678	338.993 *
243	Messe Wächtersbach, Wächtersbach	1	9	6.359	246	6.063	30	12.698	5.008	17.706	28.100	395	14	409	9						60.999 *
69	MODE-HEIM-HANDWERK, Essen	1	9	13.292	979			14.271	6.610	20.881	55.000	589	35	624	17				156.320	786	157.106 *
149	Niederbayern-Schau, Landshut	2	9	11.596	775	8.142	32	20.545	4.800	25.345	43.100	574	21	595	4	35	4	39			101.085
20	Oberfranken-Ausstellung, Coburg	2	9	4.323	545	1.724	30	6.622	2.004	8.626	12.700	218	10	228	6	8		8			40.298
112	Oberfranken-Ausstellung, Hof	2	9	5.737	220	1.961	121	8.039	1.521	9.560	15.900	275	13	288	6	17		17			34.244
219	OBERRHEIN-MESSE, Offenburg	1	9	10.510	686	10.568	40	21.804	4.141	25.945	53.200	483	24	507	9	11	2	13	75.175	7.891	83.066 *
124	Offerta, Karlsruhe	1	9	25.090	1.649	600		27.339	2.206	29.545	52.000	846	46	892	11	1		1	135.913	1.930	137.843 *
220	publika - Home, garden, living, Pforzheim	2	4	3.723	60	2.325		6.108	295	6.403	15.000	236	4	240	3						18.278
171	REGIO - Reg. Consumer Exh., Lörrach	1	10	8.370	485	1.782	131	10.768	6.665	17.433	27.000	436	38	474	6				43.912	7.327	51.239 *
174	Rheinland-Pfalz-Ausstellung, Mainz	1	9	15.511	622	3.461	25	19.619	3.139	22.758	39.200	797	23	820	12						80.497 *
242	Südwest Messe, Villingen-Schwenningen	1	9	13.811	618	17.982	182	32.593	1.526	34.119	58.100	707	23	730	8	84	23	107			99.652 *
62	Thüringen-Ausstellung, Erfurt	1	9	10.929	312			11.241	3.000	14.241	23.000	677	11	688	6						70.035 *
4	Weser-Ems-Ausstellung, Aurich	4	9	6.749		5.560		12.309	7.675	19.984	28.300	313		313	1						96.611

## afa → Augsburg

## Basic data private visitors

<b>Total number of visitors</b>	<b>89 446</b>
<b>Proportion of private visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	94
more than 50 km up to 100 km	5
more than 100 km up to 300 km	1
over 300 km	-
<b>Total Germany</b>	<b>100</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	100 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff, public service	38
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	1
Student	4
Housewife/man	7
Old-age pensioner	20
<b>Frequency of visits to trade fair</b>	%
2006	61
2005	63
2004	61
2003	55
Earlier events	55
First visit	11

## Additional data private visitors

<b>Sex</b>	%
Male	51
Female	49
<b>Age</b>	%
up to 20 years	5
over 20 up to 30 years	14
over 30 up to 40 years	17
over 40 up to 50 years	24
over 50 up to 60 years	18
over 60 up to 70 years	17
over 70 years	5
<b>Net household income</b>	%
up to 900,- EUR	3
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	19
more than 2 600,- EUR up to 3 600,- EUR	19
more than 3 600,- EUR up to 5 000,- EUR	13
more than 5 000,- EUR	6
N/A	17
<b>Size of household</b>	%
1 person	10
2 persons	42
3 persons	17
4 persons	22
5 persons and more	9
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	56
no	13
maybe	31
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	25
no	25
maybe	50
Conducted by: Messe- und Congressberatung, Hamburg	

## interlift (2005) → Augsburg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>14 356</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	7
more than 50 km up to 100 km	6
more than 100 km up to 300 km	18
over 300 km	69
<b>Total Germany</b>	<b>50</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	26 Westphalia
Berlin	31 Rhineland-
Brandenburg	3 Palatinate
Bremen	- Saarland
Hamburg	1 Saxony
Hesse	1 Saxony-Anhalt
Mecklenburg-	11 Schleswig-
West Pomerania	Holstein
Lower Saxony	1 Thuringia
	1
<b>Total Foreign</b>	<b>50</b>
of which EU	62
Rest of Europe	18
North America	2
South and Central America	2
Middle East	6
East Asia	8
Australia	2
<b>The five countries with the highest visitor shares</b>	%
Switzerland	10
Italy	8
Great Britain	7
Austria	7
Netherlands	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	18
Senior department head, other employee with managerial responsibility	5
Department head, group head	17
Other salaried staff, public service	34
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	3
Student	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2003	53
2001	45
1999	32
1997	25
Earlier events	17
First visit	36

## Additional data trade visitors

<b>Economic sector</b>	%
Elevator construction	46
Elevator assembly, installation	33
Elevator technology, accessories	18
Maintenance, servicing	17
Mechanical engineering	12
Electrical engineering industrie	9
Service industry	7
Architects, planning professions	3
Student	2
Other not gainfully employed	1
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	31
Collectively	29
In an advisory capacity	22
No	15
Student	2
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	24
Research, development, design	11
Planning, work preparation	8
Manufacture, production	7
Production, quality control	2
Buying, procurement	7
Finance, accounting, controlling	1
Information, communication technology (EDP)	1
Administration, organisation, personnel, social welfare, training	1
Marketing, sales, advertising, PR	12
Storage, material management, logistics, transport	1
Maintenance, repairs	11
Building department	4
Other area	6
Student	2
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	6
5- 9	8
10- 49	25
50- 99	13
100-199	10
200-499	7
500- 999	5
1 000- 9 999	14
10 000 and more	9
Student	2
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	49
two	32
three	11
four	8
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	
1st day	33
2nd day	48
3rd day	55
4th day	41
Conducted by: Messe- und Congressberatung Dirr, Hamburg	

## RENEXPO / IHE HolzEnergie /

## Basic data trade visitors

<b>Total number of visitors</b>	<b>12 373</b>
<b>Proportion of trade visitors</b>	<b>63%</b>
<b>Region of residence</b>	%
up to 50 km	40
more than 50 km up to 100 km	22
more than 100 km up to 300 km	21
over 300 km	17
<b>Total Germany</b>	<b>95</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	12 Westphalia
Berlin	75 Rhineland-
Brandenburg	1 Palatinate
Bremen	- Saarland
Hamburg	- Saxony
Hesse	- Saxony-Anhalt
Mecklenburg-	2 Schleswig-
West Pomerania	Holstein
Lower Saxony	1 Thuringia
	1
<b>Total Foreign</b>	<b>5</b>
of which EU	96
Other	4
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	36
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	28
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	1
Farmer	7
Student	3
Housewife/man	-
Old-age pensioner	1
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	38
2005	28
First visit	54
Earlier events	16

**Basic data private visitors**

<b>Proportion of private visitors</b>	<b>37%</b>
<b>Region of residence</b>	%
up to 50 km	73
more than 50 km up to 100 km	14
more than 100 km up to 300 km	11
over 300 km	2
<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	4
Bavaria	94
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommerania	-
Lower Saxony	1
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried stuff, public service	43
Skilled worker	13
Lecturer, teacher, scientific assistant	1
Trainee	-
Other position	-
Farmer	5
Student	1
Housewife/man	4
Old-age pensioner	20
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	27
2005	22
First visit	64
Earlier events	11

**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	52
more than 50 km up to 100 km	19
more than 100 km up to 300 km	17
over 300 km	11
<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	9
Bavaria	82
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommerania	-
Lower Saxony	2
<b>Total Foreign</b>	<b>3</b>
of which EU	96
Other	4
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	26
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried stuff, public service	33
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	-
Other position	1
Farmer	6
Student	2
Housewife/man	1
Old-age pensioner	8
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	34
2005	26
Earlier events	14
First visit	58

**Additional data trade visitors**

<b>Economic sector</b>	%
Public office, authority, ministry	7
Plant construction, industry, production	17
Architects, planners, engineer's office, energy consultant	19
Energy supplies	7
Financing, business promotion, insurance	2
Agriculture and forestry	14
Trade, sales	7
Skilled trades, installation, sanitary, heating, air-conditioning	13
Science, research, development	4
Other	8
N/A	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	50
Collectively	19
In an advisory capacity	17
No	10
Student	2
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	44
Research, development, design	8
Planning, work preparation	10
Manufacture, production	6
Production, quality control	-
Buying, procurement	1
Finance, accounting, controlling	1
Information, communication technology (EDP)	-
Administration, organisation, personnel, social welfare, training	5
Marketing, sales, advertising, PR	11
Storage, material management, logistics, transport	-
Maintenance, repairs	4
Other area	5
Student	3
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	38
5- 9	12
10- 49	18
50- 99	5
100-199	6
200-499	6
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	87
two	11
three	1
four	1
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	39
2nd day	36
3rd day	27
4th day	13

**Additional data private visitors**

<b>Sex</b>	%
Male	83
Female	17
<b>Age</b>	%
up to 20 years	-
over 20 up to 30 years	9
over 30 up to 40 years	18
over 40 up to 50 years	25
over 50 up to 60 years	25
over 60 up to 70 years	18
over 70 years	7
<b>Net household income</b>	%
up to 900,- EUR	3
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	16
more than 2 000,- EUR up to 2 600,- EUR	25
more than 2 600,- EUR up to 3 600,- EUR	23
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	4
N/A	4
<b>Size of household</b>	%
1 person	8
2 persons	33
3 persons	19
4 persons	26
5 persons and more	14
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	5
no	74
maybe	21
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	48
no	13
maybe	39

Conducted by: Messe- und Congressberatung Dirr, Hamburg



## ZOW → Bad Salzuflen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>18 169</b>	
<b>Proportion of trade visitors</b>	<b>100%</b>	
<b>Region of residence</b>	%	
up to 50 km	23	
more than 50 km up to 100 km	13	
more than 100 km up to 300 km	21	
over 300 km	43	
<b>Total Germany</b>	<b>73</b>	
Baden- Württemberg	North Rhine- Westphalia	56
Bavaria	Rhineland- Palatinate	2
Berlin	- Saarland	-
Brandenburg	Saxony	1
Bremen	Saxony-Anhalt	1
Hamburg	Schleswig- Holstein	2
Hesse	Thuringia	1
Mecklenburg- West Pomerania		
Lower Saxony		16
<b>Total Foreign</b>	<b>27</b>	
of which EU	80	
Rest of Europe	10	
Other	10	
<b>The five countries with the highest visitor shares</b>	%	
Great Britain	12	
Netherlands	9	
Denmark	7	
Austria	7	
Italy	6	
<b>Position in the company/organisation</b>	%	
Entrepreneur, partner, self-employed	25	
Managing director, board member, head of an authority etc.	18	
Senior department head, other employee with managerial responsibility	12	
Department head, group head	16	
Other salaried stuff, public service	23	
Skilled worker	1	
Lecturer, teacher, scientific assistant	1	
Trainee	1	
Other position	3	
Student	3	
<b>Frequency of visits to trade fair</b>	%	
2006	58	
2005	53	
Earlier events	46	
First visit	29	

## Additional data trade visitors

<b>Economic sector</b>	%
Office furniture	12
Kitchen furniture	20
Bathroom furniture	8
Living room, bedroom and teenagers' furniture	10
Furniture trade	6
Interior work, joinery	14
Free-lance designer	3
Interior designer	3
Media	2
Timber trade	8
Supplier	24
Other	22
Student	3
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	43
Collectively	28
In an advisory capacity	15
No	9
Student	3
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	41
Research, development, design	24
Planning, work preparation	17
Manufacture, production	13
Production, quality control	9
Buying, procurement	27
Finance, accounting, controlling	7
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	7
Marketing, sales, advertising, PR	32
Storage, material management, logistics, transport	6
Maintenance, repairs	3
Other area	4
Student	3
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	14
5- 9	9
10- 49	22
50- 99	11
100- 199	12
200- 499	12
500- 999	7
1 000- 9 999	7
10 000 and more	3
Student	3
<b>Length of stay</b>	%
1. Length of stay (days):	
one	62
two	28
three	6
four	4
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	37
2nd day	47
3rd day	41
4th day	28

Conducted by: NordWestConsult GmbH, Bielefeld

## ART FORUM BERLIN → Berlin

## Basic data private visitors

<b>Total number of visitors</b>	<b>17 484</b>	
<b>Proportion of private visitors</b>	<b>67%</b>	
<b>Region of residence</b>	%	
up to 50 km	71	
more than 50 km up to 100 km	6	
more than 100 km up to 300 km	23	
<b>Total Germany</b>	<b>89</b>	
Baden- Württemberg	North Rhine- Westphalia	4
Bavaria	Rhineland- Palatinate	-
Berlin	75	
Brandenburg	5	
Bremen	-	
Hamburg	Saxony	2
Hesse	Saxony-Anhalt	1
Mecklenburg- West Pomerania	Schleswig- Holstein	1
Lower Saxony	Thuringia	-
<b>Total Foreign</b>	<b>11</b>	
of which EU	96	
Other	4	
<b>Position in the company/organisation</b>	%	
Entrepreneur, partner, self-employed	30	
Managing director, board member, head of an authority etc.	3	
Senior department head, other employee with managerial responsibility	1	
Department head, group head	3	
Other salaried stuff, public service	22	
Skilled worker	-	
Lecturer, teacher, scientific assistant	5	
Trainee	1	
Other position	2	
Student	18	
Housewife/man	1	
Old-age pensioner	12	
Other not gainfully employed	1	

<b>Frequency of visits to trade fair</b>	%
2006	36
2005	32
2004	24
2003	19
Earlier events	20
First visit	52

## Basic data all visitors

<b>Proportion of trade visitors</b>	<b>33%</b>	
<b>Region of residence</b>	%	
up to 50 km	66	
more than 50 km up to 100 km	7	
more than 100 km up to 300 km	27	
<b>Total Germany</b>	<b>86</b>	
Baden- Württemberg	North Rhine- Westphalia	4
Bavaria	2	
Berlin	73	
Brandenburg	4	
Bremen	1	
Hamburg	4	
Hesse	1	
Mecklenburg- West Pomerania	Saxony-Anhalt	1
Lower Saxony	1	
<b>Total Foreign</b>	<b>14</b>	
of which North America	2	
Other	2	
EU	96	
<b>The country with the highest visitor share</b>	%	
USA	2	
<b>Position in the company/organisation</b>	%	
Entrepreneur, partner, self-employed	44	
Managing director, board member, head of an authority etc.	3	
Senior department head, other employee with managerial responsibility	1	
Department head, group head	3	
Other salaried stuff, public service	18	
Skilled worker	-	
Lecturer, teacher, scientific assistant	5	
Trainee	1	
Other position	2	
Student	15	
Housewife/man	1	
Old-age pensioner	8	
Other not gainfully employed	1	

<b>Frequency of visits to trade fair</b>	%
2006	40
2005	37
2004	28
2003	24
Earlier events	24
First visit	48

## Additional data private visitors

<b>Sex</b>	%
Male	46
Female	54
<b>Age</b>	%
up to 20 years	5
over 20 up to 30 years	22
over 30 up to 40 years	23
over 40 up to 50 years	19
over 50 up to 60 years	13
over 60 up to 70 years	14
over 70 years	4
<b>Net household income</b>	%
up to 900,- EUR	9
more than 900,- 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 2 600,- EUR	9
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	17
N/A	25
<b>Size of household</b>	%
1 person	34
2 persons	39
3 persons	13
4 persons	8
5 persons and more	6
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	7
yes	68
no	25
maybe	
<b>Follow-up business</b>	%
Intend to buy at later date	10
yes	60
no	30
maybe	

Conducted by: Hopp & Partner, Berlin



**Basic data trade visitors**

<b>Total number of visitors</b>	<b>13 765</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	21
more than 50 km up to 100 km	3
more than 100 km up to 300 km	21
over 300 km	55
<b>Total Germany</b>	<b>93</b>
Baden-Württemberg	10
Bavaria	6
Berlin	19
Brandenburg	8
Bremen	-
Hamburg	4
Hesse	6
Mecklenburg-West Pommern	7
Lower Saxony	9
<b>Total Foreign</b>	<b>7</b>
of which EU	81
Rest of Europe	16
Other	3
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	5
Department head, group head	22
Other salaried staff, public service	13
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	10
Other position	4
Student	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	40
2003	29
2001	24
First visit	44

**Additional data trade visitors**

<b>Economic sector</b>	<b>%</b>
Industry	12
Skilled trades	18
Retail trade	2
Wholesale, foreign trade	6
Service	47
Authority, public services	6
Association, guild, chamber	1
School, university, education	3
Other sectors	2
Student	2
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	30
Collectively	33
In an advisory capacity	23
No	12
Student	2
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	38
Research, development, design	4
Planning, work preparation	16
Manufacture, production	6
Production, quality control	8
Buying, procurement	23
Finance, accounting, controlling	8
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	11
Marketing, sales, advertising, PR	16
Storage, material management, logistics, transport	9
Maintenance, repairs	8
Other area	21
Student	2
Other not gainfully employed	1
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	9
5- 9	6
10- 49	18
50- 99	11
100-199	13
200-499	16
500- 999	6
1 000- 9 999	12
10 000 and more	6
Student	2
Other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	75
two	20
three	4
four	-
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	22
2nd day	31
3rd day	48
4th day	29

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>43 159</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	4
more than 50 km up to 100 km	1
more than 100 km up to 300 km	6
over 300 km	90
<b>Total Germany</b>	<b>22</b>
Baden-Württemberg	12
Bavaria	13
Berlin	14
Brandenburg	6
Bremen	2
Hamburg	5
Hesse	5
Mecklenburg-West Pommern	1
Lower Saxony	9
<b>Total Foreign</b>	<b>78</b>
of which EU	69
Rest of Europe	8
Africa	6
North America	3
South and Central America	7
Middle East	3
East Asia	2
Australia	1
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Italy	11
Netherlands	11
Spain	9
France	8
Great Britain	7

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	23
Senior department head, other employee with managerial responsibility	9
Department head, group head	14
Other salaried staff, public service	8
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	4
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	35
2005	28
2004	20
2003	16
Earlier events	9
First visit	43

**Additional data trade visitors**

<b>Economic sector</b>	<b>%</b>
Fruit and vegetable growers	30
Importers, exporters	35
Industry	6
Retail trade (central buying)	5
Retail trade (distribution)	5
Own wholesale trade of retail grocery trade	8
Other wholesale trade	8
Hotel, catering trade	2
Packaging companies	7
Packaging machinery manufacturer	2
Freight forwarders, transport companies	5
Other services	9
Authority, public services	3
Association, society, institution, organisation	3
Research, apprenticeship, training	4
Other sectors	4
Student	3
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	44
Collectively	32
In an advisory capacity	14
No	6
Student	3
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	46
Research, development, design	10
Planning, work preparation	10
Manufacture, production	7
Production, quality control	9
Buying, procurement	25
Finance, accounting, controlling	6
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	4
Marketing, sales, advertising, PR	24
Storage, material management, logistics, transport	6
Maintenance, repairs	2
Other area	6
Student	3
Other not gainfully employed	1
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	14
5- 9	13
10- 49	27
50- 99	11
100-199	10
200-499	8
500- 999	5
1 000- 9 999	6
10 000 and more	3
Student	3
Other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	37
two	42
three	22
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	
1st day	67
2nd day	76
3rd day	41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



**Basic data trade visitors**

<b>Total number of visitors</b>	<b>425 899</b>
<b>Proportion of trade visitors</b>	<b>21%</b>
<b>Region of residence</b>	%
up to 50 km	37
more than 50 km up to 100 km	8
more than 100 km up to 300 km	26
over 300 km	29
<b>Total Germany</b>	<b>96</b>
Baden- Württemberg	2
Bavaria	5
Berlin	30
Brandenburg	22
Bremen	-
Hamburg	1
Hesse	1
Mecklenburg- West Pomerania	6
Lower Saxony	7
North Rhine- Westphalia	5
Rhineland- Palatinate	2
Saarland	-
Saxony	5
Saxony-Anhalt	7
Schleswig- Holstein	2
Thuringia	5
<b>Total Foreign</b>	<b>4</b>
of which EU	61
Rest of Europe	26
Other	13
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried stuff, public service	10
Skilled worker	8
Lecturer, teacher, scientific assistant	8
Trainee	5
Other position	4
Farmer	13
Student	9
Other not gainfully employed	12
<b>Frequency of visits to trade fair</b>	%
2006	34
2005	32
2004	30
2003	25
Earlier events	29
First visit	32

**Basic data private visitors**

<b>Proportion of private visitors</b>	<b>79%</b>
<b>Region of residence</b>	%
up to 50 km	52
more than 50 km up to 100 km	9
more than 100 km up to 300 km	24
over 300 km	15
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	1
Bavaria	40
Berlin	25
Brandenburg	-
Bremen	1
Hamburg	1
Hesse	1
Mecklenburg- West Pomerania	5
Lower Saxony	6
North Rhine- Westphalia	3
Rhineland- Palatinate	1
Saarland	-
Saxony	6
Saxony-Anhalt	6
Schleswig- Holstein	2
Thuringia	2
<b>Total Foreign</b>	<b>1</b>
of which EU	57
Rest of Europe	43
<b>Position in the company/organisation</b>	%
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	4
Other salaried stuff, public service	24
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	4
Farmer	1
Student	5
Housewife/man	5
Old-age pensioner	29
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	%
2006	38
2005	38
2004	34
2003	31
Earlier events	32
First visit	26

**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	49
more than 50 km up to 100 km	9
more than 100 km up to 300 km	25
over 300 km	18
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	1
Bavaria	2
Berlin	38
Brandenburg	25
Bremen	-
Hamburg	1
Hesse	1
Mecklenburg- West Pomerania	6
Lower Saxony	6
North Rhine- Westphalia	3
Rhineland- Palatinate	1
Saarland	-
Saxony	6
Saxony-Anhalt	6
Schleswig- Holstein	2
Thuringia	3
<b>Total Foreign</b>	<b>1</b>
of which EU	59
Rest of Europe	24
Other	18
<b>Position in the company/organisation</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	4
Other salaried stuff, public service	21
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	4
Farmer	4
Student	6
Housewife/man	5
Old-age pensioner	25
Other not gainfully employed	4
<b>Frequency of visits to trade fair</b>	%
2006	37
2005	37
2004	33
2003	30
Earlier events	32
First visit	27

**Additional data trade visitors**

<b>Economic sector</b>	%
Agriculture, forestry	22
Horticulture, landscape gardening	4
Wholesale, foreign trade	3
Retail trade	7
Catering trade (restaurants, hotels and guest houses)	8
Other service company	10
Food and luxuries industry	6
Other industry	3
Authorities, public facilities, associations	5
School, technical college, university	5
Other sectors	8
Student	9
Other not gainfully employed	12
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	24
Collectively	21
In an advisory capacity	18
No	17
Student	9
Other not gainfully employed	12
<b>Area of responsibility</b>	%
Management	20
Research, development, design	4
Planning, work preparation	6
Manufacture, production	14
Production, quality control	3
Buying, procurement	8
Finance, accounting, controlling	4
Information, communication technology (EDP)	2
Administration, organisation, personnel, social welfare, training	6
Marketing, sales, advertising, PR	8
Storage, material management, logistics, transport	4
Maintenance, repairs	4
Other area	19
Student	9
Other not gainfully employed	12
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	30
5- 9	9
10- 49	18
50- 99	4
100-199	5
200-499	4
500- 999	3
1 000- 9 999	5
10 000 and more	3
Student	9
Other not gainfully employed	12
<b>Length of stay</b>	%
<b>1. Length of stay (days):</b>	
one	80
two	14
three	3
four	2
five	1
six	-
seven	-
eight	-
nine	-
ten	1
<b>2. Average length of stay</b>	<b>1,4 days</b>
<b>3. Share of visitors on the event's days:</b>	
1st day	14
2nd day	11
3rd day	13
4th day	12
5th day	17
6th day	15
7th day	14
8th day	17
9th day	13
10th day	11

**Additional data private visitors**

<b>Sex</b>	%
Male	43
Female	57
<b>Age</b>	%
up to 20 years	5
over 20 up to 30 years	9
over 30 up to 40 years	11
over 40 up to 50 years	22
over 50 up to 60 years	22
over 60 up to 70 years	25
over 70 years	6
<b>Net household income</b>	%
up to 900,- EUR	13
more than 900,- EUR up to 1 500,- EUR	20
more than 1 500,- EUR up to 2 000,- EUR	16
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	4
N/A	18
<b>Size of household</b>	%
1 person	17
2 persons	51
3 persons	17
4 persons	11
5 persons and more	5
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	67
no	16
maybe	18
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	32
no	29
maybe	39

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	88
more than 50 km up to 100 km	6
more than 100 km up to 300 km	3
over 300 km	3
<b>Total Germany</b>	<b>99</b>
Baden- North Rhine-	
Württemberg 1 Westphalia	1
Bavaria - Rhineland-	
Berlin 1 Palatinat	-
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	2
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pomerania 1 Thuringia	-
Lower Saxony 93	
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff, public service	24
Skilled worker	9
Lecturer, teacher, scientific assistant	3
Trainee	6
Other position	5
Student	15
Housewife/man	6
Old-age pensioner	11
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	%
2005	43
2004	41
2003	34
Earlier events	43
First visit	16

**Additional data private visitors**

<b>Sex</b>	%
Male	46
Female	54
<b>Age</b>	%
up to 20 years	18
over 20 up to 30 years	17
over 30 up to 40 years	18
over 40 up to 50 years	20
over 50 up to 60 years	15
over 60 up to 70 years	10
over 70 years	3
<b>Net household income</b>	%
up to 900,- EUR	12
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	7
N/A	22
<b>Size of household</b>	%
1 person	12
2 persons	38
3 persons	21
4 persons	20
5 persons and more	10
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	63
no	13
maybe	24
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	22
no	23
maybe	56

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	<b>29 340</b>
<b>Proportion of private visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	36
more than 50 km up to 100 km	18
more than 100 km up to 300 km	39
over 300 km	8
<b>Total Germany</b>	<b>96</b>
Baden- North Rhine-	
Württemberg - Westphalia	9
Bavaria 1 Rhineland-	
Berlin 1 Palatinat	1
Brandenburg - Saarland	-
Bremen 21 Saxony	-
Hamburg 6 Saxony-Anhalt	-
Hesse 1 Schleswig-	
Mecklenburg- Holstein	7
West Pomerania 1 Thuringia	-
Lower Saxony 52	
<b>Total Foreign</b>	<b>4</b>
of which EU	76
Other	24
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	17
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	21
Skilled worker	12
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	4
Student	7
Housewife/man	2
Old-age pensioner	15
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2006	50
2005	42
2004	33
First visit	32

**Additional data private visitors**

<b>Sex</b>	%
Male	82
Female	18
<b>Age</b>	%
up to 20 years	9
over 20 up to 30 years	8
over 30 up to 40 years	20
over 40 up to 50 years	28
over 50 up to 60 years	19
over 60 up to 70 years	15
over 70 years	3
<b>Net household income</b>	%
up to 900,- EUR	8
more than 900,- 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 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	13
more than 5 000,- EUR	11
N/A	23
<b>Size of household</b>	%
1 person	19
2 persons	43
3 persons	14
4 persons	16
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	24
no	24
maybe	52

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



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### Basic data private visitors

<b>Total number of visitors</b>	<b>9 160</b>
<b>Proportion of private visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	63
more than 50 km up to 100 km	16
more than 100 km up to 300 km	18
over 300 km	3
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	North Rhine- Westphalia 4
Bavaria	Rhineland- Palatinate 1
Berlin	Saarland -
Brandenburg	Saxony 39
Bremen	Saxony-Anhalt -
Hamburg	Saxony-Anhalt -
Hesse	Schleswig- Holstein 2
Mecklenburg- West Pomerania	Thuringia -
Lower Saxony	51
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried stuff, public service	32
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	4
Student	7
Housewife/man	4
Old-age pensioner	18
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	28
2005	20
2004	13
Earlier events	6
First visit	48

### Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	60
Female	40
<b>Age</b>	<b>%</b>
up to 20 years	6
over 20 up to 30 years	9
over 30 up to 40 years	15
over 40 up to 50 years	27
over 50 up to 60 years	24
over 60 up to 70 years	16
over 70 years	3
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	8
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	5
N/A	39
<b>Size of household</b>	<b>%</b>
1 person	16
2 persons	46
3 persons	16
4 persons	15
5 persons and more	7
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	32
yes	26
no	42
maybe	32
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	36
yes	13
no	51
maybe	36

Conducted by: Gelszus Messe-Marktforschung  
GmbH, Dortmund

## ReiseLust → Bremen

### Basic data private visitors

<b>Total number of visitors</b>	<b>8 771</b>
<b>Proportion of private visitors</b>	<b>93%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	83
more than 50 km up to 100 km	11
more than 100 km up to 300 km	4
over 300 km	2
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	North Rhine- Westphalia 1
Bavaria	Rhineland- Palatinate -
Berlin	Saarland -
Brandenburg	Saxony -
Bremen	Saxony-Anhalt 51
Hamburg	Saxony-Anhalt -
Hesse	Schleswig- Holstein -
Mecklenburg- West Pomerania	Thuringia -
Lower Saxony	46
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried stuff, public service	24
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	5
Housewife/man	7
Old-age pensioner	36
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	39
2005	24
2004	24
First visit	46

### Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	46
Female	54
<b>Age</b>	<b>%</b>
up to 20 years	4
over 20 up to 30 years	10
over 30 up to 40 years	9
over 40 up to 50 years	18
over 50 up to 60 years	23
over 60 up to 70 years	28
over 70 years	9
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	12
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	16
more than 2 600,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	6
N/A	24
<b>Size of household</b>	<b>%</b>
1 person	19
2 persons	60
3 persons	10
4 persons	9
5 persons and more	2
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	22
yes	31
no	48
maybe	22
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	25
yes	11
no	64
maybe	25

Conducted by: Gelszus Messe-Marktforschung  
GmbH, Dortmund

## Boulevard.DORTMUNDER

### Basic data private visitors

<b>Total number of visitors</b>	<b>96 247</b>
<b>Proportion of private visitors</b>	<b>97%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	88
more than 50 km up to 100 km	8
more than 100 km up to 300 km	3
over 300 km	2
<b>Total Germany</b>	<b>100</b>
Baden- Württemberg	North Rhine- Westphalia 98
Bavaria	Rhineland- Palatinate -
Berlin	Saarland -
Brandenburg	Saxony -
Bremen	Saxony-Anhalt -
Hamburg	Saxony-Anhalt -
Hesse	Schleswig- Holstein -
Mecklenburg- West Pomerania	Thuringia -
Lower Saxony	1
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	3
Department head, group head	6
Other salaried stuff, public service	31
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	6
Student	6
Housewife/man	10
Old-age pensioner	10
Other not gainfully employed	8
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	38
2005	37
2004	40
2003	33
Earlier events	43
First visit	20

**Additional data private visitors**

<b>Sex</b>	%
Male	34
Female	66
<b>Age</b>	
up to 20 years	8
over 20 up to 30 years	16
over 30 up to 40 years	20
over 40 up to 50 years	29
over 50 up to 60 years	18
over 60 up to 70 years	8
over 70 years	2
<b>Net household income</b>	
up to 900,- EUR	7
more than 900,- 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 2 600,- EUR	9
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	8
N/A	37
<b>Size of household</b>	
1 person	15
2 persons	40
3 persons	21
4 persons	16
5 persons and more	8
<b>Buying and ordering capacity</b>	
Purchase or order made or intended at the exhibition	%
yes	73
no	8
maybe	19
<b>Follow-up business</b>	
Intend to buy at later date	%
yes	26
no	22
maybe	52

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	<b>80 850</b>
<b>Proportion of private visitors</b>	<b>90%</b>
<b>Region of residence</b>	
up to 50 km	44
more than 50 km up to 100 km	28
more than 100 km up to 300 km	25
over 300 km	4
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	1 North Rhine-
Bavaria	1 Westphalia
Berlin	1 Rhineland-
Brandenburg	- Palatinat
Bremen	- Saarland
Hamburg	- Saxony
Hesse	- Saxony-Anhalt
Mecklenburg-	4 Schleswig-
West Pommern	- Holstein
Lower Saxony	- Thuringia
	8
<b>Total Foreign</b>	<b>1</b>
of which EU	100
<b>Position in the company/organisation</b>	
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	3
Other salaried staff, public service	26
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	17
Student	5
Housewife/man	23
Old-age pensioner	8
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	
2006	44
2005	40
2004	34
2003	31
Earlier events	28
First visit	29

**Additional data private visitors**

<b>Sex</b>	%
Male	8
Female	92
<b>Age</b>	
up to 20 years	4
over 20 up to 30 years	14
over 30 up to 40 years	25
over 40 up to 50 years	31
over 50 up to 60 years	18
over 60 up to 70 years	7
over 70 years	1
<b>Net household income</b>	
up to 900,- EUR	10
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	3
N/A	34
<b>Size of household</b>	
1 person	12
2 persons	35
3 persons	18
4 persons	22
5 persons and more	13
<b>Buying and ordering capacity</b>	
Purchase or order made or intended at the exhibition	%
yes	92
no	2
maybe	6
<b>Follow-up business</b>	
Intend to buy at later date	%
yes	38
no	18
maybe	44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>27 148</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	
up to 50 km	46
more than 50 km up to 100 km	32
more than 100 km up to 300 km	20
over 300 km	3
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	1 North Rhine-
Bavaria	- Westphalia
Berlin	- Rhineland-
Brandenburg	- Palatinat
Bremen	- Saarland
Hamburg	- Saxony
Hesse	- Saxony-Anhalt
Mecklenburg-	2 Schleswig-
West Pommern	- Holstein
Lower Saxony	- Thuringia
	4
<b>Total Foreign</b>	<b>1</b>
of which EU	86
East Asia	14
<b>Position in the company/organisation</b>	
Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	3
Department head, group head	17
Other salaried staff, public service	14
Skilled worker	15
Lecturer, teacher, scientific assistant	2
Trainee	14
Other position	2
Student	5
Housewife/man	1
Old-age pensioner	3
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	
2003	40
2002	14
2001	32
Earlier events	35
First visit	31

**Additional data trade visitors**

<b>Economic sector</b>		%	
Electrical skilled trade		38	
Other skilled trades		2	
Electrical engineering industry		14	
Other industry		8	
Electrical wholesale trade		3	
Electrical retail trade		1	
Other wholesale and retail trade		2	
Energy supply company, mains, grid operator		5	
Engineering, planning office, architects		2	
Service companies, telecommunications		3	
Specialist authority, administration		2	
Training and further training		3	
Other		8	
Student		5	
Other not gainfully employed		6	
<b>Influence on purchasing/procurement decisions</b>		%	
Decisively		24	
Collectively		34	
In an advisory capacity		19	
No		12	
Student		5	
Other not gainfully employed		6	
<b>Area of responsibility</b>		%	
Management		19	
Research, development, design		8	
Planning, work preparation		21	
Manufacture, production		20	
Production, quality control		5	
Buying, procurement		17	
Finance, accounting, controlling		4	
Information, communication technology (EDP)		10	
Administration, organisation, personnel, social welfare, training		4	
Marketing, sales, advertising, PR		9	
Storage, material management, logistics, transport		7	
Maintenance, repairs		29	
Other area		16	
Student		5	
Other not gainfully employed		6	
<b>Size of company/organisation:</b>			
Number of employees:		%	
1- 4	20	500- 999	7
5- 9	12	1 000- 9 999	8
10- 49	15	10 000 and more	6
50- 99	8	Student	5
100-199	7	Other not gainfully employed	6
200-499	7		

<b>Length of stay</b>		%	
1. Length of stay (days):			
one	91	three	1
two	8	four	1
2. Average length of stay		1,1 days	
3. Share of visitors on the event's days:			
1st day	27	3rd day	29
2nd day	34	4th day	21

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## HobbyTronic Computerschau → Dortmund

## Basic data private visitors

Total number of visitors	51 040
Proportion of private visitors	91%
Region of residence	%
up to 50 km	54
more than 50 km up to 100 km	21
more than 100 km up to 300 km	19
over 300 km	6
<b>Total Germany</b>	<b>95</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	1 Rhineland-
Berlin	1 Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	2 Schleswig-
Mecklenburg- West Pomerania	- Holstein
Lower Saxony	5 Thuringia
<b>Total Foreign</b>	<b>5</b>
of which EU	86
Rest of Europe	12
Other	2
<b>The country with the highest visitor share %</b>	<b>45</b>
Netherlands	
<b>Position in the company/organisation</b>	<b>%</b>
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	9
Other salaried staff, public service	23
Skilled worker	19
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	3
Student	14
Housewife/man	2
Old-age pensioner	9
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	41
2005	40
2004	34
2003	31
Earlier events	34
First visit	28

## Additional data private visitors

Sex	%
Male	92
Female	8
Age	%
up to 20 years	14
over 20 up to 30 years	18
over 30 up to 40 years	21
over 40 up to 50 years	29
over 50 up to 60 years	12
over 60 up to 70 years	6
over 70 years	1
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	14
more than 900,- EUR up to 1 500,- EUR	12
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	9
N/A	19
<b>Size of household</b>	<b>%</b>
1 person	19
2 persons	29
3 persons	20
4 persons	21
5 persons and more	11
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	79
no	8
maybe	13
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	28
no	28
maybe	44
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

## JAGD &amp; HUND → Dortmund

## Basic data private visitors

Total number of visitors	71 211
Proportion of private visitors	91%
Region of residence	%
up to 50 km	27
more than 50 km up to 100 km	28
more than 100 km up to 300 km	38
over 300 km	8
<b>Total Germany</b>	<b>90</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	2 Rhineland-
Berlin	2 Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	7 Schleswig-
Mecklenburg- West Pomerania	- Holstein
Lower Saxony	7 Thuringia
<b>Total Foreign</b>	<b>10</b>
of which EU	97
Other	3
<b>The two countries with the highest visitor shares</b>	<b>%</b>
Netherlands	60
Belgium	27
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	3
Department head, group head	8
Other salaried staff, public service	19
Skilled worker	12
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	7
Housewife/man	3
Old-age pensioner	14
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	51
2005	51
2004	47
2003	42
Earlier events	36
First visit	18

## Additional data private visitors

Sex	%
Male	78
Female	22
Age	%
up to 20 years	8
over 20 up to 30 years	12
over 30 up to 40 years	20
over 40 up to 50 years	27
over 50 up to 60 years	21
over 60 up to 70 years	11
over 70 years	2
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	8
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	8
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	15
N/A	27
<b>Size of household</b>	<b>%</b>
1 person	13
2 persons	33
3 persons	17
4 persons	24
5 persons and more	13
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	85
no	4
maybe	10
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	42
no	19
maybe	39
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

## Ordertage Inneneinrichtung

## Basic data trade visitors

Total number of visitors	4 864
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	25
more than 50 km up to 100 km	28
more than 100 km up to 300 km	41
over 300 km	6
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	1 Westphalia
Berlin	2 Rhineland-
Brandenburg	- Palatinate
Bremen	1 Saarland
Hamburg	- Saxony
Hesse	- Saxony-Anhalt
Mecklenburg- West Pomerania	6 Schleswig-
Lower Saxony	- Holstein
	1 Thuringia
	1
<b>Total foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	58
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried staff, public service	5
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	9
Other position	2
Student	2
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	49
2004	48
First visit	34



## (2006) ..... Dortmund

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	5
Wholesale, foreign trade	5
Retail trade	23
Skilled trades	55
Service	5
Authority, public services	3
Other	1
Student	2
Other not gainfully employed	2

### Influence on purchasing/ procurement decisions

<b>Decisively</b>	%
Collectively	41
In an advisory capacity	29
No	17
Student	9
Other not gainfully employed	2

### Area of responsibility

<b>Management</b>	%
Research, development, design	42
Planning, work preparation	4
Manufacture, production	28
Production, quality control	52
Buying, procurement	13
Finance, accounting, controlling	37
Information, communication technology (EDP)	12
Administration, organisation, personnel, social welfare, training	7
Marketing, sales, advertising, PR	8
Storage, material management, logistics, transport	17
Maintenance, repairs	11
Other area	9
Student	12
Other not gainfully employed	2

### Size of company/organisation:

<b>Number of employees:</b>	%
1- 4	65
5- 9	12
10- 49	11
50- 99	2
100-199	4
200-499	1
500- 999	1
1 000- 9 999	1
10 000 and more	1
Student	2
Other not gainfully employed	2

### Length of stay

<b>1. Length of stay (days):</b>	%
one	97
two	3
three	-
<b>2. Average length of stay</b>	1,0 days
<b>3. Share of visitors on the event's days:</b>	
1st day	39
2nd day	35
3rd day	29

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## auto mobil / baby plus ..... Dresden

### Basic data private visitors

<b>Total number of visitors</b>	25 700
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<b>Proportion of private visitors</b>	100%
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<b>Region of residence</b>	%
up to 50 km	93
more than 50 km up to 100 km	5
more than 100 km up to 300 km	1
over 300 km	1

<b>Total Germany</b>	100
Baden- Württemberg	-
Bavaria	1
Berlin	-
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg- Vorpommern	-
West Pommern	-
Lower Saxony	-
North Rhine- Westphalia	-
Rhineland- Palatinate	-
Saarland	-
Saxony	98
Saxony-Anhalt	-
Schleswig- Holstein	-
Thuringia	-

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	9
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	21
Skilled worker	19
Lecturer, teacher, scientific assistant	2
Trainee	8
Student	9
Other position	6
Other not gainfully employed	20

<b>Frequency of visits to trade fair</b>	%
2006	37
2005	26
Earlier events	16
First visit	21

### Additional data private visitors

<b>Sex</b>	%
Male	64
Female	36

<b>Age</b>	%
up to 20 years	9
over 20 up to 30 years	31
over 30 up to 40 years	18
over 40 up to 50 years	15
over 50 up to 60 years	14
over 60 up to 70 years	6
over 70 years	6

<b>Net household income</b>	%
up to 900,- EUR	13
more than 900,- EUR up to 1 500,- EUR	13
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	9
more than 3 600,- EUR up to 5 000,- EUR	4
more than 5 000,- EUR	-
N/A	37

<b>Size of household</b>	%
1 person	18
2 persons	41
3 persons	24
4 persons	15
5 persons and more	3

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	yes
no	1
maybe	10
Student	89

<b>Follow-up business</b>	%
Intend to buy at later date	yes
no	6
maybe	12
Earlier events	82

Conducted by: TMS Messen - Kongresse - Ausstellungen GmbH, Dresden

## Dresdner Reisemarkt ..... Dresden

### Basic data private visitors

<b>Total number of visitors</b>	28 500
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<b>Proportion of private visitors</b>	97%
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<b>Region of residence</b>	%
up to 50 km	89
more than 50 km up to 100 km	9
more than 100 km up to 300 km	2
over 300 km	-

<b>Total Germany</b>	100
Baden- Württemberg	-
Bavaria	-
Berlin	-
Brandenburg	2
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg- Vorpommern	-
West Pommern	-
Lower Saxony	-
North Rhine- Westphalia	-
Rhineland- Palatinate	-
Saarland	-
Saxony	98
Saxony-Anhalt	-
Schleswig- Holstein	-
Thuringia	-

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	1
Other salaried staff, public service	38
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	2
Student	6
Housewife/man	2
Old-age pensioner	30

<b>Frequency of visits to trade fair</b>	%
2006	58
2005	55
2004	46
2003	42
Earlier events	41
First visit	28

### Additional data private visitors

<b>Sex</b>	%
Male	44
Female	56

<b>Age</b>	%
up to 20 years	5
over 20 up to 30 years	13
over 30 up to 40 years	15
over 40 up to 50 years	20
over 50 up to 60 years	17
over 60 up to 70 years	24
over 70 years	7

<b>Net household income</b>	%
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	15
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	14
more than 2 600,- EUR up to 3 600,- EUR	9
more than 3 600,- EUR up to 5 000,- EUR	4
more than 5 000,- EUR	1
N/A	37

<b>Size of household</b>	%
1 person	17
2 persons	53
3 persons	17
4 persons	11
5 persons and more	2

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	yes
no	12
maybe	61
Student	28

<b>Follow-up business</b>	%
Intend to buy at later date	yes
no	29
maybe	32
Earlier events	40

Conducted by: Anova Marktforschung, Dresden

## Jagen, Fischen, Reiten, Forst &amp; Holz → Dresden

## Basic data private visitors

<b>Total number of visitors</b>	<b>19 755</b>
<b>Proportion of private visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	73
more than 50 km up to 100 km	18
more than 100 km up to 300 km	7
over 300 km	2
<b>Total Germany</b>	<b>100</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	Rhineland-
Berlin	Palatinate
Brandenburg	Saarland
Bremen	Saxony
Hamburg	Saxony-Anhalt
Hesse	Schleswig-
Mecklenburg- West Pomerania	Holstein
Lower Saxony	Thuringia
	1
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	1
Other salaried stuff, public service	24
Skilled worker	11
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	2
Student	15
Housewife/man	3
Old-age pensioner	20
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2006	32
2005	26
Earlier events	19
First visit	23

## Additional data private visitors

<b>Sex</b>	%
Male	55
Female	45
<b>Age</b>	%
up to 20 years	12
over 20 up to 30 years	17
over 30 up to 40 years	16
over 40 up to 50 years	24
over 50 up to 60 years	11
over 60 up to 70 years	15
over 70 years	5
<b>Net household income</b>	%
up to 900,- EUR	14
more than 900,- EUR up to 1 500,- EUR	13
more than 1 500,- EUR up to 2 000,- EUR	7
more than 2 000,- EUR up to 3 600,- EUR	7
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	3
N/A	1
	50
<b>Size of household</b>	%
1 person	15
2 persons	38
3 persons	23
4 persons	15
5 persons and more	9
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	-
yes	36
no	20
maybe	44
<b>Follow-up business</b>	%
Intend to buy at later date	-
yes	12
no	9
maybe	79
Conducted by: TMS Messen - Kongresse, Dresden	

## A + A → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>55 286</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	26
more than 50 km up to 100 km	13
more than 100 km up to 300 km	21
over 300 km	40
<b>Total Germany</b>	<b>77</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	8 Westphalia
Berlin	7 Rhineland-
Brandenburg	1 Palatinate
Bremen	1 Saarland
Hamburg	1 Saxony
Hesse	2 Saxony-Anhalt
Mecklenburg- West Pomerania	7 Schleswig- Holstein
Lower Saxony	1 Thuringia
	1
<b>Total Foreign</b>	<b>23</b>
of which EU	65
Rest of Europe	11
Africa	2
North America	3
South and Central America	2
Middle East	4
East Asia	10
Australia	2
<b>The five countries with the highest visitor shares</b>	%
Netherlands	14
Belgium	10
Italy	6
Austria	5
Switzerland	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	5
Department head, group head	22
Other salaried stuff, public service	26
Skilled worker	12
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	7
Student	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2005	46
2003	37
Earlier events	26
First visit	37

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	41
Trade	15
Skilled trades	3
Employers' liability insurance association	3
Public protection institution	3
Public health service, welfare work	2
Hospital, clinic, practice, med. laboratory, institute	2
Other services, technical management consultancy	10
Authority, public services	9
University, college, polytechnic	2
Other	7
Student	2
Other not gainfully employed	1
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	20
Collectively	33
In an advisory capacity	35
No	10
Student	2
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	15
Research, development, design	5
Planning, work preparation	4
Manufacture, production	10
Production, quality control	3
Buying, procurement	9
Finance, accounting, controlling	1
Information, communication technology (EDP)	1
Administration, organisation, personnel, social welfare, training	11
Marketing, sales, advertising, PR	11
Storage, material management, logistics, transport	3
Maintenance, repairs	6
Other area	19
Student	2
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	8
5- 9	5
10- 49	15
50- 99	7
100-199	9
200-499	14
500- 999	11
1 000- 9 999	23
10 000 and more	6
Student	2
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	61
two	23
three	9
four	7
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A
Conducted by: Walter, Wissler & Partner, Basel	

## BEAUTY INTERNATIONAL

## Basic data trade visitors

<b>Total number of visitors</b>	<b>53 238</b>
<b>Proportion of trade visitors</b>	<b>91%</b>
<b>Region of residence</b>	%
up to 50 km	32
more than 50 km up to 100 km	18
more than 100 km up to 300 km	27
over 300 km	23
<b>Total Germany</b>	<b>93</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	5 Westphalia
Berlin	3 Rhineland-
Brandenburg	1 Palatinate
Bremen	1 Saarland
Hamburg	1 Saxony
Hesse	1 Saxony-Anhalt
Mecklenburg- West Pomerania	7 Schleswig- Holstein
Lower Saxony	1 Thuringia
	2
<b>Total Foreign</b>	<b>7</b>
of which EU	84
Rest of Europe	3
East Asia	6
Other	7
<b>The five countries with the highest visitor shares</b>	%
Netherlands	24
Belgium	14
Austria	10
Spain	4
Luxembourg	3
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	66
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried stuff, public service	6
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	8
Other position	3
Student	5
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	53
2005	47
Earlier events	30
First visit	28



## CARAVAN SALON (2006) → Düsseldorf

## Basic data private visitors

<b>Total number of visitors</b>	<b>173 593</b>
<b>Proportion of private visitors</b>	<b>91%</b>
<b>Region of residence</b>	%
up to 50 km	29
more than 50 km up to 100 km	22
more than 100 km up to 300 km	28
over 300 km	21
<b>Total Germany</b>	<b>86</b>
Baden- Württemberg	2 North Rhine- Westphalia
Bavaria	4 Rhineland- Palatinate
Berlin	1 Saarland
Brandenburg	7 Saxony
Bremen	1 Saxony-Anhalt
Hamburg	1 Schleswig- Holstein
Hesse	8 Thuringia
Mecklenburg- West Pomerania	-
Lower Saxony	8
<b>Total foreign</b>	<b>14</b>
of which EU	90
Rest of Europe	9
Other	1
<b>The five countries with the highest visitor shares</b>	%
Netherlands	46
Belgium	16
Great Britain	11
Switzerland	5
Luxembourg	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff, public service	27
Skilled worker	11
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	3
Student	2
Housewife/man	6
Old-age pensioner	19
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2005	44
2004	43
2003	38
Earlier events	31
First visit	27

## Additional data private visitors

<b>Sex</b>	%
Male	54
Female	46
<b>Age</b>	%
up to 20 years	1
over 20 up to 30 years	4
over 30 up to 40 years	16
over 40 up to 50 years	32
over 50 up to 60 years	27
over 60 up to 70 years	17
over 70 years	3
<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- 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 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR	20
more than 5 000,- EUR	14
N/A	12
<b>Size of household</b>	%
1 person	6
2 persons	51
3 persons	16
4 persons	20
5 persons and more	7
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	44
yes	21
no	35
maybe	47
<b>Follow-up business</b>	%
Intend to buy at later date	41
yes	13
no	47
maybe	47
Conducted by: Walter, Wissler & Partner, Basel	

## EuroCIS → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>4 540</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	22
more than 50 km up to 100 km	10
more than 100 km up to 300 km	25
over 300 km	44
<b>Total Germany</b>	<b>74</b>
Baden- Württemberg	10 North Rhine- Westphalia
Bavaria	7 Rhineland- Palatinate
Berlin	3 Saarland
Brandenburg	-
Bremen	- Saxony
Hamburg	4 Saxony-Anhalt
Hesse	10 Schleswig- Holstein
Mecklenburg- West Pomerania	1 Thuringia
Lower Saxony	5
<b>Total Foreign</b>	<b>26</b>
of which EU	72
Rest of Europe	19
Other	9
<b>The five countries with the highest visitor shares</b>	%
Netherlands	18
Great Britain	10
Switzerland	9
Belgium	6
Austria	6
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	10
Department head, group head	29
Other salaried staff, public service	16
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	6
Student	2
<b>Frequency of visits to trade fair</b>	%
2006	30
2003	18
First visit	62

## Additional data trade visitors

<b>Economic sector</b>	%
IT and safety engineering	22
Consumer goods industry	2
Other industry	5
Food retail trade	14
Textile, clothing retail trade	8
Mail order business, online shop,	3
Internet trade	9
Other non food retail trade	3
Wholesale trade	7
Consulting	6
Media, press, publishing	4
Banks, financial service providers, insurance companies	3
Other services	8
Other	9
Student	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	26
Collectively	33
In an advisory capacity	29
No	11
Student	2
<b>Area of responsibility</b>	%
Management	24
Research, development, design	3
Planning, work preparation	2
Manufacture, production	1
Production, quality control	5
Buying, procurement	5
Finance, accounting, controlling	3
Information, communication technology (EDP)	19
Administration, organisation, personnel, social welfare, training	3
Marketing, sales, advertising, PR	26
Storage, material management, logistics, transport	1
Maintenance, repairs	2
Other area	9
Student	2
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	9
5- 9	8
10- 49	18
50- 99	8
100- 199	9
200- 499	9
500- 999	7
1 000- 9 999	17
10 000 and more	15
Student	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	84
two	13
three	3
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	N/A
Conducted by: Walter, Wissler & Partner, Basel	

## GDS (Spring)

## Basic data trade visitors

<b>Total number of visitors</b>	<b>33 124</b>
<b>Proportion of trade visitors</b>	<b>91%</b>
<b>Region of residence</b>	%
up to 50 km	17
more than 50 km up to 100 km	8
more than 100 km up to 300 km	20
over 300 km	56
<b>Total Germany</b>	<b>54</b>
Baden- Württemberg	9 North Rhine- Westphalia
Bavaria	8 Rhineland- Palatinate
Berlin	2 Saarland
Brandenburg	1 Saxony
Bremen	1 Saxony-Anhalt
Hamburg	3 Schleswig- Holstein
Hesse	5 Thuringia
Mecklenburg- West Pomerania	1
Lower Saxony	10
<b>Total Foreign</b>	<b>46</b>
of which EU	62
Rest of Europe	11
Africa	5
North America	6
South and Central America	5
Middle East	3
East Asia	8
Australia	1
<b>The five countries with the highest visitor shares</b>	%
Netherlands	13
Great Britain	9
Belgium	7
USA	5
Spain	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	46
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	6
Department head, group head	8
Other salaried staff, public service	9
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	7
Student	4
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006 (Autumn)	43
2006 (Spring)	39
2005 (Autumn)	32
Earlier events	33
First visit	35



**Basic data trade visitors**

<b>Total number of visitors</b>	<b>8 712</b>
<b>Proportion of trade visitors</b>	<b>35%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	62
more than 50 km up to 100 km	13
more than 100 km up to 300 km	11
over 300 km	14
<b>Total Germany</b>	<b>95</b>
Baden- Württemberg	2 North Rhine- Westphalia
Bavaria	6 Rhineland- Palatinate
Berlin	1 Saarland
Brandenburg	1 Saxony
Bremen	- Saxony-Anhalt
Hamburg	1 Schleswig- Holstein
Hesse	6 Thuringia
Mecklenburg- West Pomerania	1
Lower Saxony	1
<b>Total Foreign</b>	<b>5</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	31
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	5
Department head, group head	14
Other salaried stuff, public service	23
Skilled worker	1
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	3
Student	6
Housewife/man	1
Old-age pensioner	5
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	44
2004	30
Earlier events	28
First visit	41

**Basic data private visitors**

<b>Proportion of private visitors</b>	<b>65%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	61
more than 50 km up to 100 km	18
more than 100 km up to 300 km	12
over 300 km	9
<b>Total Germany</b>	<b>95</b>
Baden- Württemberg	3 North Rhine- Westphalia
Bavaria	2 Rhineland- Palatinate
Berlin	1 Saarland
Brandenburg	- Saxony
Bremen	- Saxony-Anhalt
Hamburg	1 Schleswig- Holstein
Hesse	4 Thuringia
Mecklenburg- West Pomerania	1
Lower Saxony	3
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	3
Department head, group head	11
Other salaried stuff, public service	27
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	-
Other position	1
Student	2
Housewife/man	1
Old-age pensioner	23
Other not gainfully employed	7
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	50
2004	37
Earlier events	30
First visit	33

**Basic data all visitors**

<b>Region of residence</b>	<b>%</b>
up to 50 km	61
more than 50 km up to 100 km	16
more than 100 km up to 300 km	12
over 300 km	11
<b>Total Germany</b>	<b>98</b>
Baden- Württemberg	2 North Rhine- Westphalia
Bavaria	3 Rhineland- Palatinate
Berlin	1 Saarland
Brandenburg	- Saxony
Bremen	- Saxony-Anhalt
Hamburg	1 Schleswig- Holstein
Hesse	5 Thuringia
Mecklenburg- West Pomerania	1
Lower Saxony	2
<b>Total Foreign</b>	<b>2</b>
of which EU	67
Other	33
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	3
Department head, group head	12
Other salaried stuff, public service	26
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	2
Student	3
Housewife/man	1
Old-age pensioner	17
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	48
2004	35
Earlier events	29
First visit	36

**Additional data trade visitors**

<b>Economic sector</b>	<b>%</b>
Industry	4
Trade	4
Banks	33
Insurance	4
Stock exchange	4
Investment adviser/advisor (freelance)	11
Other services	15
Public authority	3
Other	11
Student	6
Other not gainfully employed	7
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>
Decisively	22
Collectively	19
In an advisory capacity	24
No	23
Other not gainfully employed	7
Student	6
<b>Area of responsibility</b>	<b>%</b>
Management	21
Research, development, design	1
Planning, work preparation	1
Manufacture, production	1
Production, quality control	1
Buying, procurement	-
Finance, accounting, controlling	17
Information, communication technology (EDP)	2
Administration, organisation, personnel, social welfare, training	-
Marketing, sales, advertising, PR	32
Storage, material management, logistics, transport	-
Maintenance, repairs	-
Other area	11
Student	6
Other not gainfully employed	7
<b>Size of company/organisation:</b>	
Number of employees:	<b>%</b>
1- 4	20
5- 9	4
10- 49	16
50- 99	4
100-199	5
200-499	7
500- 999	6
1 000- 9 999	14
10 000 and more	10
Student	6
Other not gainfully employed	7
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one 85	two 12
three	3
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	N/A

**Additional data private visitors**

<b>Sex</b>	<b>%</b>
Male	84
Female	16
<b>Age</b>	<b>%</b>
up to 20 years	1
over 20 up to 30 years	5
over 30 up to 40 years	19
over 40 up to 50 years	24
over 50 up to 60 years	24
over 60 up to 70 years	21
over 70 years	7
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	4
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	17
more than 2 600,- EUR up to 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR	18
more than 5 000,- EUR	15
N/A	13
<b>Size of household</b>	
1 person	31
2 persons	36
3 persons	15
4 persons	14
5 persons and more	5

Conducted by: Walter, Wissler &amp; Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>8 657</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	15
more than 50 km up to 100 km	10
more than 100 km up to 300 km	31
over 300 km	43
<b>Total Germany</b>	<b>92</b>
Baden-	North Rhine-
Württemberg	11 Westphalia
Bavaria	9 Rhineland-
Berlin	3 Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	1 Saxony-Anhalt
Hesse	7 Schleswig-
Mecklenburg-	Holstein
West Pommern	2 Thuringia
Lower Saxony	14
<b>Total Foreign</b>	<b>8</b>
of which EU	81
Other	19
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	50
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	3
Department head, group head	13
Other salaried staff, public service	11
Skilled worker	7
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	3
Student	-
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	45
2004	37
2003	35
Earlier events	38
First visit	27

**Additional data trade visitors**

<b>Economic sector</b>	<b>%</b>
Manufacturer, Industry	23
Retail trade	22
Skilled trades	4
Wholesale, foreign trade	7
Service	24
Authority, public services	1
Other sectors	17
Student	-
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	43
Collectively	28
In an advisory capacity	15
No	13
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	55
Research, development, design	8
Planning, work preparation	12
Manufacture, production	3
Production, quality control	3
Buying, procurement	20
Finance, accounting, controlling	6
Information, communication technology (EDP)	9
Administration, organisation, personnel, social welfare, training	7
Marketing, sales, advertising, PR	25
Storage, material management, logistics, transport	3
Maintenance, repairs	18
Other area	8
Student	-
Other not gainfully employed	1
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	28
5- 9	13
10- 49	26
50- 99	8
100-199	6
200-499	5
500- 999	5
1 000- 9 999	7
10 000 and more	1
Student	-
Other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	68
two	24
three	9
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	
1st day	46
2nd day	56
3rd day	39
Conducted by: Walter, Wissler & Partner, Basel	

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>242 000</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	9
more than 50 km up to 100 km	9
more than 100 km up to 300 km	18
over 300 km	65
<b>Total Germany</b>	<b>42</b>
Baden-	North Rhine-
Württemberg	14 Westphalia
Bavaria	12 Rhineland-
Berlin	1 Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	1 Saxony-Anhalt
Hesse	8 Schleswig-
Mecklenburg-	Holstein
West Pommern	- Thuringia
Lower Saxony	8
<b>Total Foreign</b>	<b>58</b>
of which EU	49
Rest of Europe	9
Africa	5
North America	7
South and Central America	8
Middle East	6
East Asia	15
Australia	2
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Netherlands	8
India	7
Belgium	7
USA	5
France	5
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	9
Department head, group head	24
Other salaried staff, public service	14
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	4
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2004	40
2001	31
Earlier events	25
First visit	43

**Additional data trade visitors**

<b>Economic sector</b>	<b>%</b>
Manufacturer, Industry	72
Technical retail trade	7
Other trade	3
Skilled trades	3
Service	5
University, college, polytechnic	2
Other	4
Student	4
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	27
Collectively	34
In an advisory capacity	23
No	11
Student	4
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	24
Research, development, design	24
Planning, work preparation	4
Production, quality control	3
Manufacture, production	17
Buying, procurement	6
Finance, accounting, controlling	1
Information, communication technology (EDP)	-
Administration, organisation, personnel, social welfare, training	1
Marketing, sales, advertising, PR	11
Storage, material management, logistics, transport	1
Maintenance, repairs	3
Other area	3
Student	4
Other not gainfully employed	1
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	5
5- 9	4
10- 49	16
50- 99	12
100-199	13
200-499	14
500- 999	8
1 000- 9 999	14
10 000 and more	8
Student	4
Other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	38
two	25
three	18
four	5
five	8
six	3
seven	2
eight	3
2. Average length of stay	2,5 days
3. Share of visitors on the event's days:	N/A
Conducted by: Walter, Wissler & Partner, Basel	



## MEDICA (2006) → Düsseldorf

### Basic data trade visitors

<b>Total number of visitors</b>	<b>137 503</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	15
more than 50 km up to 100 km	9
more than 100 km up to 300 km	17
over 300 km	58
<b>Total Germany</b>	<b>53</b>
Baden-Württemberg	9
Bavaria	8
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	7
Mecklenburg-West Pomerania	2
Lower Saxony	5
<b>Total foreign</b>	<b>47</b>
of which	49
Rest of Europe	8
Africa	8
North America	6
South and Central America	4
Middle East	10
East Asia	13
Australia	1
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Netherlands	9
Great Britain	7
USA	5
India	5
Italy	5
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	25
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	6
Department head, group head	16
Other salaried staff, public service	14
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	6
Student	6
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	44
2004	42
2003	35
Earlier events	28
First visit	33

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Practice	15
Medical laboratory, institute	5
Hospital, clinic	19
Medical care centre	5
Industry	15
Specialist medical trade, medical supplies trade	8
Pharmacist, other trade	5
Service	6
Other	15
Student	6
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	33
Collectively	27
In an advisory capacity	22
No	12
Student	6
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	29
Research, development, design	11
Planning, work preparation	3
Manufacture, production	3
Production, quality control	1
Buying, procurement	6
Finance, accounting, controlling	1
Information, communication technology (EDP)	3
Administration, organisation, personnel, social welfare, training	3
Marketing, sales, advertising, PR	28
Storage, material management, logistics, transport	-
Maintenance, repairs	1
Other area	9
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	13
5- 9	11
10- 49	26
50- 99	6
100-199	6
200-499	9
500- 999	5
1 000- 9 999	2
10 000 and more	11
Student	6
Other not gainfully employed	1
N/A	2
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	48
two	22
three	15
four	16
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	N/A
Conducted by: Walter, Wissler & Partner, Basel	

## METEC → Düsseldorf

### Basic data trade visitors

<b>Total number of visitors</b>	<b>15 842</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	23
more than 50 km up to 100 km	7
more than 100 km up to 300 km	13
over 300 km	57
<b>Total Germany</b>	<b>48</b>
Baden-Württemberg	8
Bavaria	2
Berlin	1
Brandenburg	2
Bremen	2
Hamburg	1
Hesse	4
Mecklenburg-West Pomerania	-
Lower Saxony	5
<b>Total Foreign</b>	<b>52</b>
of which	44
EU	44
Rest of Europe	8
Africa	8
North America	3
South and Central America	7
Middle East	6
East Asia	24
Australia	2
<b>The five countries with the highest visitor shares</b>	<b>%</b>
India	13
Austria	8
Italy	6
France	4
Great Britain	4
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	10
Department head, group head	30
Other salaried staff, public service	17
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	2
Student	4
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2003	31
1999	19
Earlier events	14
First visit	55

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Steel and non ferrous metal production	44
Industry	28
Trade	7
Skilled trades	1
Service	10
University, college, polytechnic	2
Other	4
Student	4
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	24
Collectively	39
In an advisory capacity	21
No	12
Student	4
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	26
Research, development, design	16
Planning, work preparation	5
Manufacture, production	16
Production, quality control	2
Buying, procurement	6
Finance, accounting, controlling	1
Information, communication technology (EDP)	1
Administration, organisation, personnel, social welfare, training	-
Marketing, sales, advertising, PR	12
Storage, material management, logistics, transport	1
Maintenance, repairs	4
Other area	5
Student	4
Other not gainfully employed	1
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	7
5- 9	4
10- 49	13
50- 99	8
100-199	11
200-499	12
500- 999	9
1 000- 9 999	21
10 000 and more	8
Student	4
Other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	52
two	23
three	12
four	4
five	9
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	N/A
Conducted by: Walter, Wissler & Partner, Basel	

## NEWCAST

### Basic data trade visitors

<b>Total number of visitors</b>	<b>3 668</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	10
more than 50 km up to 100 km	11
more than 100 km up to 300 km	13
over 300 km	67
<b>Total Germany</b>	<b>49</b>
Baden-Württemberg	17
Bavaria	11
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	4
Mecklenburg-West Pomerania	-
Lower Saxony	4
<b>Total Foreign</b>	<b>51</b>
of which	46
EU	24
East Asia	30
Other	30
<b>The country with the highest visitor share</b>	<b>%</b>
India	13
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	10
Department head, group head	30
Other salaried stuff, public service	15
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	4
Student	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2003	36
First visit	64

<b>Frequency of visits to trade fair</b>	<b>%</b>
2003	36
First visit	64





## REHACARE INTERNATIONAL ..... Düsseldorf

### Basic data trade visitors

<b>Total number of visitors</b>	<b>46 818</b>
<b>Proportion of trade visitors</b>	<b>62%</b>
<b>Region of residence</b>	%
up to 50 km	33
more than 50 km up to 100 km	20
more than 100 km up to 300 km	23
over 300 km	25
<b>Total Germany</b>	<b>83</b>
Baden- North Rhine-	
Württemberg 3 Westphalia	67
Bavaria 2 Rhineland-	
Berlin 1 Palatinate	5
Brandenburg 1 Saarland	1
Bremen 1 Saxony	1
Hamburg 1 Saxony-Anhalt	1
Hesse 6 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	1
Lower Saxony 8	
<b>Total Foreign</b>	<b>17</b>
of which EU	79
Rest of Europe	10
Other	11
<b>The five countries with the highest visitor shares</b>	%
Netherlands	15
Belgium	13
Italy	12
Austria	7
France	4
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head	13
Other salaried stuff, public service	27
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	6
Other position	8
Student	5
Housewife/man	1
Old-age pensioner	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	39
2005	35
2004	34
Earlier events	26
First visit	38

### Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	37
more than 50 km up to 100 km	21
more than 100 km up to 300 km	22
over 300 km	20
<b>Total Germany</b>	<b>88</b>
Baden- North Rhine-	
Württemberg 3 Westphalia	71
Bavaria 3 Rhineland-	
Berlin - Palatinate	5
Brandenburg 1 Saarland	1
Bremen 1 Saxony	1
Hamburg - Saxony-Anhalt	-
Hesse 5 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	1
Lower Saxony 7	
<b>Total Foreign</b>	<b>12</b>
of which EU	80
Other	10
Rest of Europe	10
<b>The five countries with the highest visitor shares</b>	%
Netherlands	16
Belgium	14
Italy	13
Austria	6
France	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	13
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 stuff, public service	25
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	7
Student	4
Housewife/man	5
Old-age pensioner	12
Other not gainfully employed	4
<b>Frequency of visits to trade fair</b>	%
2006	39
2005	37
2004	34
Earlier events	26
First visit	37

### Additional data trade visitors

<b>Economic sector</b>	%
Auxiliary materials, supplies and other industry	7
Orthopaedic trade	6
Medicine and sanitary, medical specialist trade	6
Hospital, clinic	7
Surgery, medical laboratory, institute	4
Rehabilitation facilities	7
Nursing home, old peoples' home	9
Out-patient nursing services	3
Special facility	7
Organizations for the disabled, transport association for the disabled	6
Cost unit	4
Public authority	5
Other services	7
University, college, polytechnic	2
Other	11
Student	5
Other not gainfully employed	4
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	21
Collectively	30
In an advisory capacity	24
No	16
Student	5
Other not gainfully employed	4
<b>Area of responsibility</b>	%
Management	17
Research, development, design	3
Planning, work preparation	2
Manufacture, production	5
Production, quality control	1
Buying, procurement	3
Finance, accounting, controlling	1
Information, communication technology (EDP)	2
Administration, organisation, personnel, social welfare, training	13
Marketing, sales, advertising, PR	7
Storage, material management, logistics, transport	1
Maintenance, repairs	1
Other area	35
Student	5
Other not gainfully employed	4
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	18
5- 9	7
10- 49	22
50- 99	7
100-199	8
200-499	7
500- 999	6
1 000- 9 999	10
10 000 and more	2
Student	5
Other not gainfully employed	4
N/A	4
<b>Length of stay</b>	%
1. Length of stay (days):	
one	77
two	17
three	3
four	3
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	N/A
Conducted by: Walter, Wissler & Partner, Basel	

## THERMPROCESS ..... Düsseldorf

### Basic data trade visitors

<b>Total number of visitors</b>	<b>7 024</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	22
more than 50 km up to 100 km	9
more than 100 km up to 300 km	16
over 300 km	53
<b>Total Germany</b>	<b>55</b>
Baden- North Rhine-	
Württemberg 10 Westphalia	56
Bavaria 6 Rhineland-	
Berlin 1 Palatinate	4
Brandenburg 1 Saarland	1
Bremen - Saxony	3
Hamburg - Saxony-Anhalt	1
Hesse 12 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	1
Lower Saxony 3	
<b>Total Foreign</b>	<b>45</b>
of which EU	46
Rest of Europe	13
South and Central America	12
East Asia	20
Other	9
<b>The two countries with the highest visitor shares</b>	%
India	7
Netherlands	7
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	12
Department head, group head	26
Other salaried stuff, public service	17
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	4
Student	4
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2003	32
1999	19
Earlier events	14
First visit	54

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	72
Technical retail trade	4
Other trade	7
Service	11
Other	3
Student	1
Other not gainfully employed	2
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	27
Collectively	36
In an advisory capacity	23
No	11
Student	1
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	27
Research, development, design	25
Planning, work preparation	3
Manufacture, production	12
Production, quality control	1
Buying, procurement	4
Finance, accounting, controlling	1
Information, communication technology (EDP)	-
Administration, organisation, personnel, social welfare, training	-
Marketing, sales, advertising, PR	16
Storage, material management, logistics, transport	-
Maintenance, repairs	4
Other area	3
Student	1
Other not gainfully employed	2
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	10
5- 9	4
10- 49	19
50- 99	11
100-199	10
200-499	13
500- 999	6
1 000- 9 999	16
10 000 and more	7
Student	1
Other not gainfully employed	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	63
two	22
three	7
four	4
five	4
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A
Conducted by: Walter, Wissler & Partner, Basel	

## Basic data trade visitors

<b>Total number of visitors</b>	<b>8 586</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	27
more than 50 km up to 100 km	12
more than 100 km up to 300 km	30
over 300 km	35
<b>Total Germany</b>	<b>79</b>
Baden-Württemberg	6
Bavaria	7
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	7
Mecklenburg-Holstein	1
West Pomerania	-
Lower Saxony	9
<b>Total Foreign</b>	<b>21</b>
of which EU	78
Rest of Europe	18
Other	4

<b>The two countries with the highest visitor shares</b>	<b>%</b>
Netherlands	20
Belgium	12

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	47
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	4
Department head, group head	14
Other salaried stuff, public service	8
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	6
Other position	2
Student	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	29
2003	15
Earlier events	12
First visit	57

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Advertising	55
Service	10
Wholesale trade	6
Information-, Communication Industry	4
Publishing, printing	4
Retail trade	3
Media (print, broadcast media)	2
Authority, public services	1
Clothing industry	1
Automobile industry	1
Leisure, education	1
Pharmaceuticals industry	1
Other	10
Student	2
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	46
Collectively	30
In an advisory capacity	14
No	9
Student	2

<b>Area of responsibility</b>	<b>%</b>
Management	46
Research, development, design	10
Planning, work preparation	18
Manufacture, production	28
Production, quality control	9
Buying, procurement	24
Finance, accounting, controlling	6
Information, communication technology (EDP)	6
Administration, organisation, personnel, social welfare, training	5
Marketing, sales, advertising, PR	52
Storage, material management, logistics, transport	5
Maintenance, repairs	8
Other area	8
Student	2

<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	45
5- 9	19
10- 49	19
50- 99	3
100-199	3
200- 499	3
500- 999	2
1 000- 9 999	3
10 000 and more	3
Student	2

<b>Length of stay</b>	<b>%</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	35
2nd day	45
3rd day	40

Conducted by: Walter, Wissler &amp; Partner, Basel

## Basic data private visitors

<b>Total number of visitors</b>	<b>17 140</b>
<b>Proportion of private visitors</b>	<b>98%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	60
more than 50 km up to 100 km	23
more than 100 km up to 300 km	12
over 300 km	4
<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	1
Bavaria	4
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	2
North Rhine-Westphalia	2
Rhineland-Palatinate	1
Saarland	-
Saxony	2
Saxony-Anhalt	3
Schleswig-Holstein	-
Thuringia	83

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried stuff, public service	41
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	6
Student	5
Housewife/man	2
Old-age pensioner	14
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	25
2003	19
Earlier events	19
First visit	37

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	47
Female	53
<b>Age</b>	<b>%</b>
up to 20 years	4
over 20 up to 30 years	18
over 30 up to 40 years	18
over 40 up to 50 years	29
over 50 up to 60 years	18
over 60 up to 70 years	9
over 70 years	4
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	8
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	9
more than 2 600,- EUR up to 3 600,- EUR	9
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	5
N/A	48

<b>Size of household</b>	<b>%</b>
1 person	10
2 persons	44
3 persons	22
4 persons	18
5 persons and more	6

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	55
no	26
maybe	19

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	18
no	51
maybe	31

Conducted by: Messe Erfurt AG, Erfurt

## HAUS+TECHNIK → Erfurt

## Basic data private visitors

<b>Total number of visitors</b>	<b>4 399</b>	
<b>Proportion of private visitors</b>	<b>79%</b>	
<b>Region of residence</b>	<b>%</b>	
up to 50 km	61	
more than 50 km up to 100 km	32	
more than 100 km up to 300 km	6	
over 300 km	1	
<b>Total Germany</b>	<b>100</b>	
Baden- Württemberg	North Rhine- Westphalia	-
Bavaria	2 Rhineland- Palatinate	-
Berlin	- Saarland	-
Brandenburg	- Saxony	1
Bremen	- Saxony-Anhalt	-
Hamburg	- Schleswig- Holstein	-
Hesse	- Thuringia	95
Mecklenburg- West Pomerania	-	-
Lower Saxony	1	-
<b>Position in the company/organisation</b>	<b>%</b>	
Entrepreneur, partner, self-employed	13	
Managing director, board member, head of an authority etc.	2	
Senior department head, other employee with managerial responsibility	-	
Department head, group head	2	
Other salaried stuff, public service	41	
Skilled worker	7	
Lecturer, teacher, scientific assistant	1	
Trainee	1	
Other position	12	
Student	5	
Housewife/man	1	
Old-age pensioner	14	
<b>Frequency of visits to trade fair</b>	<b>%</b>	
2006	24	
2005	16	
Earlier events	29	
First visit	30	

## Basic data all visitors

<b>Proportion of trade visitors</b>	<b>21%</b>	
<b>Region of residence</b>	<b>%</b>	
up to 50 km	63	
more than 50 km up to 100 km	29	
more than 100 km up to 300 km	6	
over 300 km	2	
<b>Total Germany</b>	<b>100</b>	
Baden- Württemberg	North Rhine- Westphalia	1
Bavaria	2 Rhineland- Palatinate	-
Berlin	-	-
Brandenburg	1 Saarland	-
Bremen	- Saxony	2
Hamburg	- Saxony-Anhalt	-
Hesse	1 Schleswig- Holstein	-
Mecklenburg- West Pomerania	- Thuringia	95
Lower Saxony	1	-
<b>Position in the company/organisation</b>	<b>%</b>	
Entrepreneur, partner, self-employed	19	
Managing director, board member, head of an authority etc.	3	
Senior department head, other employee with managerial responsibility	-	
Department head, group head	2	
Other salaried stuff, public service	36	
Skilled worker	6	
Lecturer, teacher, scientific assistant	1	
Trainee	1	
Other position	14	
Student	5	
Housewife/man	1	
Old-age pensioner	12	
<b>Frequency of visits to trade fair</b>	<b>%</b>	
2006	27	
2005	16	
Earlier events	28	
First visit	29	

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	66
Female	34
<b>Age</b>	<b>%</b>
up to 20 years	2
over 20 up to 30 years	17
over 30 up to 40 years	17
over 40 up to 50 years	32
over 50 up to 60 years	18
over 60 up to 70 years	11
over 70 years	2
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	3
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	14
more than 2 600,- EUR up to 3 600,- EUR	16
more than 3 600,- EUR up to 5 000,- EUR	4
more than 5 000,- EUR	7
N/A	41
<b>Size of household</b>	<b>%</b>
1 person	4
2 persons	36
3 persons	28
4 persons	19
5 persons and more	13
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	15
no	65
maybe	20
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	33
no	23
maybe	44

Conducted by: Messe Erfurt AG, Erfurt

## Thüringen-Ausstellung (2005) → Erfurt

## Basic data private visitors

<b>Total number of visitors</b>	<b>57 821</b>
<b>Proportion of private visitors</b>	<b>100%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	78
more than 50 km up to 100 km	20
more than 100 km	2
<b>Total Germany</b>	<b>100</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	-
Other salaried staff, public service	27
Skilled worker	10
Lecturer, teacher, scientific assistant	-
Trainee	14
Other position	4
Housewife/man	4
Old-age pensioner	34
Other not gainfully employed	3

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	49
Female	51
<b>Age</b>	<b>%</b>
up to 20 years	10
over 20 up to 30 years	9
over 30 up to 40 years	13
over 40 up to 50 years	22
over 50 up to 60 years	16
over 60 up to 70 years	24
over 70 years	7
<b>Net household income</b>	<b>%</b>
up to 750,- EUR	9
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	7
more than 1 500,- EUR up to 2 000,- EUR	12
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	6
N/A	33
<b>Size of household</b>	<b>%</b>
1 person	10
2 persons	50
3 persons	19
4 persons	13
5 persons and more	6
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	49
no	41
maybe	10
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	15
no	79
maybe	6

Conducted by: INA Research GmbH, Schenefeld

### Basic data trade visitors

<b>Total number of visitors</b>	<b>3 662</b>
<b>Proportion of trade visitors</b>	<b>47%</b>
<b>Region of residence</b>	%
up to 50 km	32
more than 50 km up to 100 km	10
more than 100 km up to 300 km	18
over 300 km	39
<b>Total Germany</b>	<b>89</b>
Baden- Württemberg	6 North Rhine- Westphalia
Bavaria	4 Rhineland- Palatinate
Berlin	3
Brandenburg	3 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig- Holstein
Mecklenburg- West Pommern	1 Thuringia
Lower Saxony	5
<b>Total Foreign</b>	<b>10</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff, public service	43
Skilled worker	3
Lecturer, teacher, scientific assistant	10
Trainee	-
Other position	3
Student	5
<b>Frequency of visits to trade fair</b>	%
2005	19
2003	13
Earlier events	2
First visit	65

### Basic data private visitors

<b>Proportion of private visitors</b>	<b>53%</b>
<b>Region of residence</b>	%
up to 50 km	54
more than 50 km up to 100 km	33
more than 100 km up to 300 km	5
over 300 km	8
<b>Total Germany</b>	<b>97</b>
Baden- Württemberg	3 North Rhine- Westphalia
Bavaria	1 Rhineland- Palatinate
Berlin	2
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig- Holstein
Mecklenburg- West Pommern	- Thuringia
Lower Saxony	1
<b>Total Foreign</b>	<b>3</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	5
Other salaried staff, public service	45
Skilled worker	10
Lecturer, teacher, scientific assistant	2
Trainee	-
Other position	1
Student	9
Housewife/man	2
Old-age pensioner	15
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2005	26
2003	19
Earlier events	4
First visit	51

### Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	44
more than 50 km up to 100 km	22
more than 100 km up to 300 km	12
over 300 km	23
<b>Total Germany</b>	<b>93</b>
Baden- Württemberg	3 North Rhine- Westphalia
Bavaria	2 Rhineland- Palatinate
Berlin	1
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig- Holstein
Mecklenburg- West Pommern	- Thuringia
Lower Saxony	3
<b>Total Foreign</b>	<b>7</b>
of which EU	69
Other	31
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	-
Department head, group head	4
Other salaried staff, public service	44
Skilled worker	7
Lecturer, teacher, scientific assistant	5
Trainee	-
Other position	2
Student	7
Housewife/man	1
Old-age pensioner	8
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2005	23
2003	16
Earlier events	3
First visit	57

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	28
Skilled trades	13
Wholesale, foreign trade	4
Retail trade	5
Service	19
Authority, public services	3
Association, society	1
Teaching (polytechnic, university, college)	12
Research	11
Other	5
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	39
Collectively	24
In an advisory capacity	21
No	13
Student	3
<b>Area of responsibility</b>	%
Management	30
Research, development, design	24
Planning, work preparation	8
Manufacture, production	3
Production, quality control	1
Buying, procurement	1
Finance, accounting, controlling	2
Information, communication technology (EDP)	3
Administration, organisation, personnel, social welfare, training	3
Marketing, sales, advertising, PR	8
Storage, material management, logistics, transport	-
Maintenance, repairs	1
Other area	14
Student	3
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	22
5- 9	13
10- 49	27
50- 99	9
100-199	8
200- 499	10
500- 999	1
1 000- 9 999	8
10 000 and more	1
Student	3
<b>Length of stay</b>	%
1. Length of stay (days):	
one	60
two	38
three	3
four	-
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	
1st day	52
2nd day	61
3rd day	22
4th day	8

Conducted by: Messe Erfurt AG, Erfurt



## Reiten-Jagen-Fischen → Erfurt

## Basic data trade visitors

<b>Total number of visitors</b>	<b>25 126</b>
<b>Proportion of trade visitors</b>	<b>7%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	48
more than 50 km up to 100 km	34
more than 100 km up to 300 km	11
over 300 km	7
<b>Total Germany</b>	<b>98</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	2 Rhineland- Palatinate
Berlin	-
Brandenburg	2 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig- Holstein
Mecklenburg- West Pomerania	- Thuringia
Lower Saxony	4
<b>Total Foreign</b>	<b>2</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	43
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	2
Other salaried stuff, public service	27
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	-
Other position	7
Student	2
Housewife/man	2
Old-age pensioner	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	70
2005	64
Earlier events	55
First visit	16

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>93%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	56
more than 50 km up to 100 km	32
more than 100 km up to 300 km	11
over 300 km	1
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	2 Rhineland- Palatinate
Berlin	-
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig- Holstein
Mecklenburg- West Pomerania	- Thuringia
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried stuff, public service	35
Skilled worker	13
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	3
Student	12
Housewife/man	2
Old-age pensioner	19
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	61
2005	59
Earlier events	46
First visit	26

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	55
more than 50 km up to 100 km	32
more than 100 km up to 300 km	11
over 300 km	2
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	2 Rhineland- Palatinate
Berlin	-
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig- Holstein
Mecklenburg- West Pomerania	- Thuringia
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried stuff, public service	34
Skilled worker	12
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	4
Student	11
Housewife/man	2
Old-age pensioner	18
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	61
2005	59
Earlier events	46
First visit	25

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Industry	7
Skilled trades	14
Wholesale, foreign trade	2
Retail trade	4
Service	32
Authority, public services	10
Association/society	10
Other	20
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>
Decisively	41
Collectively	27
In an advisory capacity	25
No	5
Student	2
<b>Area of responsibility</b>	<b>%</b>
Management	38
Research, development, design	4
Planning, work preparation	14
Manufacture, production	13
Production, quality control	-
Buying, procurement	21
Finance, accounting, controlling	11
Information, communication technology (EDP)	7
Administration, organisation, personnel, social welfare, training	14
Marketing, sales, advertising, PR	23
Storage, material management, logistics, transport	9
Maintenance, repairs	2
Other area	20
Student	2
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	50
5- 9	4
10- 49	23
50- 99	5
100- 199	4
200- 499	-
500- 999	4
1 000- 9 999	5
10 000 and more	4
Student	2
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	73
two	16
three	11
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	
1st day	34
2nd day	36
3rd day	30

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	62
Female	38
<b>Age</b>	<b>%</b>
up to 20 years	12
over 20 up to 30 years	14
over 30 up to 40 years	17
over 40 up to 50 years	20
over 50 up to 60 years	17
over 60 up to 70 years	14
over 70 years	5
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	9
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	7
more than 3 600,- EUR up to 5 000,- EUR	5
more than 5 000,- EUR	2
N/A	48
<b>Size of household</b>	<b>%</b>
1 person	10
2 persons	33
3 persons	23
4 persons	23
5 persons and more	10
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	67
no	11
maybe	21
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	29
no	31
maybe	40

Conducted by: Messe Erfurt AG, Erfurt

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>174 017</b>
<b>Proportion of trade visitors</b>	<b>22%</b>
<b>Region of residence</b>	%
up to 50 km	19
more than 50 km up to 100 km	17
more than 100 km up to 300 km	38
over 300 km	27
<b>Total Germany</b>	<b>81</b>
Baden-Württemberg	2
Bavaria	7
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	10
Mecklenburg-Holstein	2
West Pommern	-
Lower Saxony	7
<b>Total Foreign</b>	<b>19</b>
of which EU	94
Other	6
<b>The two countries with the highest visitor shares</b>	%
Netherlands	34
Belgium	24
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	44
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried staff, public service	10
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	7
Other position	6
Student	13
Other not gainfully employed	6
<b>Frequency of visits to trade fair</b>	%
2005	52
2003	49
2001	49
Earlier events	46
Earlier events	44
First visit	21

**Basic data private visitors**

<b>Proportion of private visitors</b>	<b>78%</b>
<b>Region of residence</b>	%
up to 50 km	31
more than 50 km up to 100 km	22
more than 100 km up to 300 km	36
over 300 km	11
<b>Total Germany</b>	<b>94</b>
Baden-Württemberg	2
Bavaria	2
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	9
Mecklenburg-Holstein	1
West Pommern	-
Lower Saxony	5
<b>Total Foreign</b>	<b>6</b>
of which EU	89
Other	11
<b>The three countries with the highest visitor shares</b>	%
Netherlands	43
Belgium	23
Luxembourg	14
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff, public service	30
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	8
Student	16
Other not gainfully employed	11
<b>Frequency of visits to trade fair</b>	%
2005	54
2003	49
2001	42
Earlier events	38
First visit	20

**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	28
more than 50 km up to 100 km	21
more than 100 km up to 300 km	36
over 300 km	15
<b>Total Germany</b>	<b>91</b>
Baden-Württemberg	2
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	9
Mecklenburg-Holstein	1
West Pommern	-
Lower Saxony	6
<b>Total Foreign</b>	<b>9</b>
of which EU	91
Rest of Europe	6
Other	3
<b>The four countries with the highest visitor shares</b>	%
Netherlands	38
Belgium	23
Luxembourg	9
Austria	6
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff, public service	26
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	8
Student	15
Other not gainfully employed	10
<b>Frequency of visits to trade fair</b>	%
2005	54
2003	49
2001	43
Earlier events	39
First visit	21

**Additional data trade visitors**

<b>Economic sector</b>	%
horse stable, stable operator, agriculture	23
Veterinary surgeon, veterinary practice	5
Professional equestrian, trainer	9
Breeders	5
Media, press, publishing	2
Public authority, club, association	2
Other services	9
Manufacturer, industry	5
Retail trade	6
Wholesale trade	3
Skilled trades	2
Smith	3
Other	7
Student	13
Other not gainfully employed	6
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	32
Collectively	18
In an advisory capacity	14
No	17
Student	13
Other not gainfully employed	6
<b>Area of responsibility</b>	%
Management	29
Research, development, design	4
Planning, work preparation	9
Manufacture, production	5
Production, quality control	4
Buying, procurement	14
Finance, accounting, controlling	7
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	8
Marketing, sales, advertising, PR	21
Storage, material management, logistics, transport	7
Maintenance, repairs	8
Other area	21
Student	13
Other not gainfully employed	6
<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	51
5- 9	8
10- 49	9
50- 99	2
100-199	3
200-499	2
500- 999	1
1 000- 9 999	3
10 000 and more	3
Student	13
Other not gainfully employed	6
<b>Length of stay</b>	%
1. Length of stay (days):	
one	69
two	21
three	6
four	1
five	-
six	1
seven	-
eight	1
nine	2
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	
1st day	16
2nd day	21
3rd day	17
4th day	13
5th day	13
6th day	17
7th day	13
8th day	19
9th day	16

**Additional data private visitors**

<b>Sex</b>	%
Male	23
Female	77
<b>Age</b>	%
up to 20 years	14
over 20 up to 30 years	21
over 30 up to 40 years	29
over 40 up to 50 years	26
over 50 up to 60 years	7
over 60 up to 70 years	2
over 70 years	1
<b>Net household income</b>	%
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	9
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	12
N/A	32
<b>Size of household</b>	%
1 person	13
2 persons	30
3 persons	20
4 persons	24
5 persons and more	13
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	81
no	6
maybe	13
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	34
no	25
maybe	40

Conducted by: Walter, Wissler & Partner, Basel





**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	22
more than 50 km up to 100 km	13
more than 100 km up to 300 km	30
over 300 km	34
<b>Total Germany</b>	<b>85</b>
Baden-Württemberg	7
Bavaria	7
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	8
Mecklenburg-West Pomerania	1
Lower Saxony	9
<b>Total Foreign</b>	<b>15</b>
of which EU	74
Rest of Europe	14
Other	12

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

Netherlands	23
Switzerland	9
Belgium	7
Austria	7
Italy	6

**Position in the company/organisation**

Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	2
Department head, group head	9
Other salaried stuff, public service	17
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	7
Other position	4
Student	11
Housewife/man	2
Old-age pensioner	2
Other not gainfully employed	3

**Frequency of visits to trade fair**

2006	35
2005	29
2004	22
Earlier events	21
First visit	42

**Additional data trade visitors**

<b>Economic sector</b>	%
Fitness studio	36
Therapeutical practice	8
Service	7
Trade	6
Sports association, club	5
Health care center	4
Multifunctional system	3
Hospital, rehabilitation department	3
Wellness institute, health facility, day spa	1
Company, authority with sports facilities	1
Other	14
Student	9
Other not gainfully employed	3
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	30
Collectively	19
In an advisory capacity	21
No	18
Student	9
Other not gainfully employed	3
<b>Area of responsibility</b>	%
Management	38
Research, development, design	5
Planning, work preparation	14
Manufacture, production	2
Production, quality control	3
Buying, procurement	16
Finance, accounting, controlling	8
Information, communication technology (EDP)	6
Administration, organisation, personnel, social welfare, training	12
Marketing, sales, advertising, PR	29
Storage, material management, logistics, transport	3
Maintenance, repairs	6
Other area	22
Student	9
Other not gainfully employed	3
<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	25
5- 9	18
10- 49	27
50- 99	6
100-199	3
200-499	3
500- 999	1
1 000- 9 999	3
10 000 and more	2
Student	9
Other not gainfully employed	3
<b>Length of stay</b>	%
1. Length of stay (days):	
one	74
two	19
three	3
four	4
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	
1st day	42
2nd day	47
3rd day	30
4th day	19

**Basic data private visitors**

<b>Total number of visitors</b>	<b>48 273</b>
<b>Proportion of private visitors</b>	<b>94%</b>
<b>Region of residence</b>	%
up to 50 km	83
more than 50 km up to 100 km	13
more than 100 km up to 300 km	3
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	98
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	1
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried stuff, public service	28
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	4
Student	1
Housewife/man	14
Old-age pensioner	27
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2006	28
2005	26
2004	18
2003	13
Earlier events	13
First visit	49

**Additional data private visitors**

<b>Sex</b>	%
Male	39
Female	61
<b>Age</b>	%
up to 20 years	1
over 20 up to 30 years	3
over 30 up to 40 years	13
over 40 up to 50 years	27
over 50 up to 60 years	29
over 60 up to 70 years	22
over 70 years	6
<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- 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 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	11
more than 5 000,- EUR	8
N/A	30
<b>Size of household</b>	%
1 person	11
2 persons	52
3 persons	18
4 persons	15
5 persons and more	4
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	62
no	12
maybe	26
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	32
no	16
maybe	53

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





**Additional data private visitors**

<b>Sex</b>	%
Male	61
Female	39

<b>Age</b>	%
up to 20 years	1
over 20 up to 30 years	4
over 30 up to 40 years	10
over 40 up to 50 years	25
over 50 up to 60 years	28
over 60 up to 70 years	25
over 70 years	7

<b>Net household income</b>	%
up to 900,- EUR	3
more than 900,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	17
more than 5 000,- EUR	10
N/A	7
	24

<b>Size of household</b>	%
1 person	9
2 persons	57
3 persons	13
4 persons	16
5 persons and more	5

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	47
no	24
maybe	29

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	38
no	22
maybe	41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>145 264</b>
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<b>Proportion of trade visitors</b>	<b>86%</b>
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<b>Region of residence</b>	%
up to 50 km	15
more than 50 km up to 100 km	7
more than 100 km up to 300 km	21
over 300 km	58

<b>Total Germany</b>	<b>54</b>
Baden-Württemberg	14
Bavaria	15
Berlin	4
Brandenburg	-
Bremen	1
Hamburg	2
Hesse	29
Mecklenburg-West Pommern	-
Lower Saxony	5
North Rhine-Westphalia	16
Rhineland-Palatinate	9
- Saarland	2
Saxony	2
Saxony-Anhalt	-
Schleswig-Holstein	1
Thuringia	2

<b>Total Foreign</b>	<b>46</b>
of which EU	51
Rest of Europe	11
Africa	2
South and Central America	4
Middle East	4
East Asia	17
Australia	2
North America	10

<b>The five countries with the highest visitor shares</b>	%
USA	7
Italy	7
Great Britain	6
France	5
China (PR)	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	45
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	7
Department head, group head	11
Other salaried staff, public service	10
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	2
Student	4
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2006	39
2005	34
Earlier events	33
First visit	40

**Additional data trade visitors**

<b>Economic sector</b>	%
Specialist retail trade	27
Other retail	10
Wholesale, foreign trade	21
Skilled trades	4
Service	18
Industry (manufacturer)	8
Other sectors	5
Student	4
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	43
Collectively	26
In an advisory capacity	15
No	10
Student	4
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	41
Research, development, design	6
Planning, work preparation	3
Manufacture, production	4
Production, quality control	-
Buying, procurement	15
Finance, accounting, controlling	1
Information, communication technology (EDP)	1
Administration, organisation, personnel, social welfare, training	1
Marketing, sales, advertising, PR	11
Storage, material management, logistics, transport	1
Maintenance, repairs	1
Other area	9
Student	4
Other not gainfully employed	3

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	35
5- 9	10
10- 49	18
50- 99	6
100-199	6
200-499	6
500- 999	4
1 000- 9 999	5
10 000 and more	4
Student	4
Other not gainfully employed	3

<b>Length of stay</b>	%
<b>1. Length of stay (days):</b>	
one	44
two	21
three	19
four	9
five	8
<b>2. Average length of stay</b>	2,2 days
<b>3. Share of visitors on the event's days:</b>	N/A

Conducted by: Walter, Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>10 076</b>
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<b>Proportion of trade visitors</b>	<b>88%</b>
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<b>Region of residence</b>	%
up to 50 km	20
more than 50 km up to 100 km	7
more than 100 km up to 300 km	19
over 300 km	54

<b>Total Germany</b>	<b>57</b>
Baden-Württemberg	14
Bavaria	12
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	41
Mecklenburg-West Pommern	-
Lower Saxony	3
North Rhine-Westphalia	13
Rhineland-Palatinate	10
- Saarland	-
Saxony	3
Saxony-Anhalt	1
Schleswig-Holstein	-
Thuringia	1

<b>Total Foreign</b>	<b>43</b>
of which EU	71
Rest of Europe	11
Other	18

<b>The two countries with the highest visitor shares</b>	%
Italy	10
France	9

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	19
Senior department head, other employee with managerial responsibility	7
Department head, group head	13
Other salaried staff, public service	8
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	3
Student	6
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2006	28
2005	22
Earlier events	27
First visit	46

**Additional data trade visitors**

<b>Economic sector</b>	%
Specialist retail trade	21
Other retail	7
Wholesale, foreign trade	23
Skilled trades	7
Service	20
Manufacturer, Industry	8
Other sectors	5
Student	6
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	47
Collectively	19
In an advisory capacity	16
No	9
Student	6
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	41
Research, development, design	2
Planning, work preparation	3
Manufacture, production	2
Production, quality control	1
Buying, procurement	9
Finance, accounting, controlling	-
Information, communication technology (EDP)	1
Administration, organisation, personnel, social welfare, training	1
Marketing, sales, advertising, PR	13
Storage, material management, logistics, transport	1
Maintenance, repairs	-
Other area	18
Student	6
Other not gainfully employed	3

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	37
5- 9	13
10- 49	19
50- 99	6
100-199	5
200-499	4
500- 999	2
1 000- 9 999	4
10 000 and more	3
Student	6
Other not gainfully employed	3

<b>Length of stay</b>	%
<b>1. Length of stay (days):</b>	
one	58
two	20
three	11
four	5
five	6
<b>2. Average length of stay</b>	1,8 days
<b>3. Share of visitors on the event's days:</b>	N/A

Conducted by: Walter, Wissler & Partner, Basel

## Christmasworld → Frankfurt/Main

### Basic data trade visitors

Total number of visitors	30 230	
Proportion of trade visitors	91%	
Region of residence	%	
up to 50 km	8	
more than 50 km up to 100 km	6	
more than 100 km up to 300 km	19	
over 300 km	67	
Total Germany	43	
Baden- Württemberg	13 North Rhine- Westphalia	26
Bavaria	14 Rhineland- Palatinate	9
Berlin	1 Palatinate	1
Brandenburg	2 Saarland	1
Bremen	- Saxony	3
Hamburg	2 Saxony-Anhalt	-
Hesse	21 Schleswig- Holstein	-
Mecklenburg- West Pomerania	1 Thuringia	1
Lower Saxony	5	
Total Foreign	57	
of which EU	62	
Rest of Europe	12	
North America	6	
South and Central America	3	
East Asia	13	
Australia	2	
Other	3	
The five countries with the highest visitor shares	%	
Italy	11	
France	10	
Switzerland	8	
Great Britain	6	
USA	4	
Position in the company/organisation	%	
Entrepreneur, partner, self-employed	44	
Managing director, board member, head of an authority etc.	12	
Senior department head, other employee with managerial responsibility	7	
Department head, group head	12	
Other salaried staff, public service	7	
Skilled worker	4	
Lecturer, teacher, scientific assistant	1	
Trainee	3	
Other position	3	
Student	4	
Other not gainfully employed	4	
Frequency of visits to trade fair	%	
2006	38	
2005	27	
Earlier events	26	
First visit	40	

### Additional data trade visitors

Economic sector	%
Specialist retail trade	33
Other retail	13
Wholesale, foreign trade	20
Skilled trades	4
Service	14
Manufacturer, Industry	6
Other sectors	2
Student	4
Other not gainfully employed	4
Influence on purchasing/ procurement decisions	%
Decisively	48
Collectively	25
In an advisory capacity	13
No	7
Student	4
Other not gainfully employed	4
Area of responsibility	%
Management	41
Research, development, design	7
Planning, work preparation	4
Production, quality control	1
Buying, procurement	16
Finance, accounting, controlling	1
Information, communication technology (EDP)	1
Manufacture, production	5
Administration, organisation, personnel, social welfare, training	1
Marketing, sales, advertising, PR	9
Storage, material management, logistics, transport	1
Maintenance, repairs	1
Other area	7
Student	4
Other not gainfully employed	4
Size of company/organisation:	%
Number of employees:	%
1- 4	36
5- 9	10
10- 49	21
50- 99	5
100-199	6
200-499	4
500- 999	4
1 000- 9 999	4
10 000 and more	3
Student	4
Other not gainfully employed	4
Length of stay	%
1. Length of stay (days):	%
one	41
two	28
three	13
four	10
five	8
2. Average length of stay	2,2 days
3. Share of visitors on the event's days:	N/A
Conducted by: Walter, Wissler & Partner, Basel	

## Collectione → Frankfurt/Main

### Basic data trade visitors

Total number of visitors	5 018	
Proportion of trade visitors	96%	
Region of residence	%	
up to 50 km	9	
more than 50 km up to 100 km	12	
more than 100 km up to 300 km	30	
over 300 km	50	
Total Germany	58	
Baden- Württemberg	19 North Rhine- Westphalia	20
Bavaria	13 Rhineland- Palatinate	13
Berlin	1 Saarland	1
Brandenburg	1 Saxony	2
Bremen	- Saxony-Anhalt	1
Hamburg	3 Schleswig- Holstein	1
Hesse	18 Thuringia	3
Mecklenburg- West Pomerania	1	
Lower Saxony	5	
Total Foreign	43	
of which EU	63	
Rest of Europe	17	
Africa	3	
North America	3	
South and Central America	1	
Middle East	4	
East Asia	6	
Australia	4	
The country with the highest visitor share	%	
Netherlands	14	
Position in the company/organisation	%	
Entrepreneur, partner, self-employed	38	
Managing director, board member, head of an authority etc.	17	
Senior department head, other employee with managerial responsibility	8	
Department head, group head	14	
Other salaried staff, public service	11	
Skilled worker	3	
Lecturer, teacher, scientific assistant	-	
Trainee	2	
Other position	2	
Student	2	
Other not gainfully employed	4	
Frequency of visits to trade fair	%	
2006	41	
2005	26	
First visit	55	

### Additional data trade visitors

Economic sector	%
Retail trade	39
Wholesale, foreign trade	34
Industry	6
Service	12
Skilled trades	2
Other	1
Student	2
Other not gainfully employed	4
Influence on purchasing/ procurement decisions	%
Decisively	46
Collectively	30
In an advisory capacity	12
No	7
Student	2
Other not gainfully employed	4
Area of responsibility	%
Management	42
Research, development, design	3
Planning, work preparation	3
Manufacture, production	4
Production, quality control	-
Buying, procurement	25
Finance, accounting, controlling	1
Information, communication technology (EDP)	-
Administration, organisation, personnel, social welfare, training	-
Marketing, sales, advertising, PR	12
Storage, material management, logistics, transport	-
Maintenance, repairs	-
Other area	5
Student	2
Other not gainfully employed	4
Size of company/organisation:	%
Number of employees:	%
1- 4	31
5- 9	14
10- 49	25
50- 99	8
100-199	4
200-499	4
500- 999	1
1 000- 9 999	5
10 000 and more	2
Student	2
Other not gainfully employed	4
Length of stay	%
1. Length of stay (days):	%
one	64
two	26
three	8
four	3
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	N/A
Conducted by: Walter, Wissler & Partner, Basel	

## Heimtextil

### Basic data trade visitors

Total number of visitors	85 824	
Proportion of trade visitors	95%	
Region of residence	%	
up to 50 km	6	
more than 50 km up to 100 km	3	
more than 100 km up to 300 km	17	
over 300 km	74	
Total Germany	35	
Baden- Württemberg	18 North Rhine- Westphalia	22
Bavaria	15 Rhineland- Palatinate	6
Berlin	2 Saarland	2
Brandenburg	1 Saxony	4
Bremen	3 Saxony-Anhalt	1
Hamburg	17 Schleswig- Holstein	2
Hesse	- Thuringia	1
Mecklenburg- West Pomerania	-	
Lower Saxony	4	
Total Foreign	65	
of which EU	44	
Rest of Europe	11	
Africa	5	
North America	9	
South and Central America	5	
Middle East	7	
East Asia	18	
Australia	2	
The five countries with the highest visitor shares	%	
India	8	
USA	6	
Great Britain	6	
Italy	5	
Spain	4	
Position in the company/organisation	%	
Entrepreneur, partner, self-employed	38	
Managing director, board member, head of an authority etc.	17	
Senior department head, other employee with managerial responsibility	11	
Department head, group head	12	
Other salaried staff, public service	8	
Skilled worker	4	
Lecturer, teacher, scientific assistant	1	
Trainee	2	
Other position	2	
Student	2	
Other not gainfully employed	2	
Frequency of visits to trade fair	%	
2006	43	
2005	42	
Earlier events	43	
First visit	31	



## Musikmesse → Frankfurt/Main

## Basic data trade visitors

<b>Total number of visitors</b>	<b>78 527</b>
<b>Proportion of trade visitors</b>	<b>74%</b>
<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	11
more than 100 km up to 300 km	26
over 300 km	49
<b>Total Germany</b>	<b>64</b>
Baden- Württemberg	15
Bavaria	14
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	24
Mecklenburg- West Pommern	-
Lower Saxony	4
<b>Total Foreign</b>	<b>36</b>
of which EU	73
Rest of Europe	14
Africa	3
North America	4
East Asia	3
Other	3
<b>The five countries with the highest visitor shares</b>	%
Netherlands	10
Switzerland	9
France	9
Belgium	7
Austria	7
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	4
Other salaried stuff, public service	6
Skilled worker	4
Lecturer, teacher, scientific assistant	25
Trainee	3
Other position	4
Student	28
Other not gainfully employed	4
<b>Frequency of visits to trade fair</b>	%
2006	37
2005	33
Earlier events	41
First visit	33

## Additional data trade visitors

<b>Economic sector</b>	%
Specialist retail trade	11
Other retail	2
Wholesale, foreign trade	5
Skilled trades	4
Industry (manufacturer)	5
Educational institution	53
Services, free-lance	7
Event venue	1
Media	6
Other sectors	3
Other not gainfully employed	4
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	20
In an advisory capacity	15
No	12
Student	28
Other not gainfully employed	4
<b>Area of responsibility</b>	%
Management	21
Research, development, design	5
Planning, work preparation	2
Manufacture, production	6
Production, quality control	1
Buying, procurement	4
Finance, accounting, controlling	1
Information, communication technology (EDP)	1
Administration, organisation, personnel, social welfare, training	1
Storage, material management, logistics, transport	2
Marketing, sales, advertising, PR	4
Maintenance, repairs	2
Other area	19
Student	28
Other not gainfully employed	4
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	28
5- 9	8
10- 49	14
50- 99	6
100- 199	3
200-499	3
500- 999	1
1 000- 9 999	3
10 000 and more	3
Student	28
Other not gainfully employed	4
<b>Length of stay</b>	%
1. Length of stay (days):	
one	63
two	17
three	11
four	10
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	N/A
Conducted by: Walter, Wissler & Partner, Basel	

## Paperworld → Frankfurt/Main

## Basic data trade visitors

<b>Total number of visitors</b>	<b>60 460</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	5
more than 100 km up to 300 km	19
over 300 km	66
<b>Total Germany</b>	<b>43</b>
Baden- Württemberg	13
Bavaria	16
Berlin	3
Brandenburg	1
Bremen	-
Hamburg	3
Hesse	24
Mecklenburg- West Pommern	-
Lower Saxony	5
<b>Total Foreign</b>	<b>57</b>
of which EU	58
Rest of Europe	10
Africa	4
North America	5
South and Central America	5
Middle East	6
East Asia	12
Australia	1
<b>The five countries with the highest visitor shares</b>	%
Great Britain	7
Netherlands	7
Italy	6
France	6
Belgium	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	10
Department head, group head	15
Other salaried stuff, public service	11
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	2
Student	4
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2006	43
2005	32
Earlier events	30
First visit	35

## Additional data trade visitors

<b>Economic sector</b>	%
Specialist retail trade	19
Other retail	7
Wholesale, foreign trade	27
Skilled trades	2
Service	16
Manufacturer, Industry	16
Other sectors	7
Student	4
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	41
Collectively	27
In an advisory capacity	16
No	10
Student	4
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	42
Research, development, design	6
Planning, work preparation	2
Manufacture, production	4
Production, quality control	1
Buying, procurement	13
Finance, accounting, controlling	1
Information, communication technology (EDP)	1
Administration, organisation, personnel, social welfare, training	1
Marketing, sales, advertising, PR	17
Storage, material management, logistics, transport	1
Maintenance, repairs	1
Other area	6
Student	4
Other not gainfully employed	2
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	25
5- 9	10
10- 49	22
50- 99	8
100- 199	7
200-499	7
500- 999	5
1 000- 9 999	6
10 000 and more	4
Student	4
Other not gainfully employed	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	43
two	23
three	16
four	9
five	9
2. Average length of stay	2,2 days
3. Share of visitors on the event's days:	N/A
Conducted by: Walter, Wissler & Partner, Basel	

## Prolight + Sound

## Basic data trade visitors

<b>Total number of visitors</b>	<b>27 447</b>
<b>Proportion of trade visitors</b>	<b>89%</b>
<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	9
more than 100 km up to 300 km	27
over 300 km	55
<b>Total Germany</b>	<b>63</b>
Baden- Württemberg	18
Bavaria	12
Berlin	3
Brandenburg	2
Bremen	1
Hamburg	3
Hesse	18
Mecklenburg- West Pommern	-
Lower Saxony	6
<b>Total Foreign</b>	<b>37</b>
of which EU	70
Rest of Europe	19
Other	11
<b>The five countries with the highest visitor shares</b>	%
Netherlands	12
Belgium	12
Switzerland	9
Austria	5
Russia	4
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	36
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
Department head, group head	7
Other salaried stuff, public service	6
Skilled worker	8
Lecturer, teacher, scientific assistant	5
Trainee	6
Other position	5
Student	13
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2006	47
2005	42
Earlier events	39
First visit	29



## AERO → Friedrichshafen

## Basic data private visitors

<b>Total number of visitors</b>	<b>43 102</b>
<b>Proportion of private visitors</b>	<b>78%</b>
<b>Region of residence</b>	%
up to 50 km	17
more than 50 km up to 100 km	9
more than 100 km up to 300 km	29
over 300 km	45
<b>Total Germany</b>	<b>69</b>
Baden- North Rhine-	
Württemberg 47 Westphalia	10
Bavaria 24 Rhineland-	
Berlin 1 Palatinat	3
Brandenburg 1 Saarland	1
Bremen 1 Saxony	1
Hamburg 1 Saxony-Anhalt	1
Hesse 5 Schleswig-	
Mecklenburg- Holstein	1
West Pomerania - Thuringia	1
Lower Saxony 3	
<b>Total Foreign</b>	<b>31</b>
of which EU	62
Rest of Europe	32
Other	6
<b>The five countries with the highest visitor shares</b>	%
Switzerland	29
Austria	13
France	8
Italy	7
Czech Republic	7
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	22
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 stuff, public service	17
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	5
Student	6
Housewife/man	2
Old-age pensioner	15
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2005	47
2003	41
2001	32
1999	23
Earlier events	18
First visit	30

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	15
more than 50 km up to 100 km	9
more than 100 km up to 300 km	28
over 300 km	48
<b>Total Germany</b>	<b>66</b>
Baden- North Rhine-	
Württemberg 47 Westphalia	9
Bavaria 23 Rhineland-	
Berlin 1 Palatinat	3
Brandenburg 1 Saarland	1
Bremen - Saxony	1
Hamburg 1 Saxony-Anhalt	1
Hesse 6 Schleswig-	
Mecklenburg- Holstein	1
West Pomerania - Thuringia	1
Lower Saxony 4	
<b>Total Foreign</b>	<b>34</b>
of which EU	68
Rest of Europe	27
Other	6
<b>The five countries with the highest visitor shares</b>	%
Switzerland	24
Austria	14
France	9
Czech Republic	8
Italy	6
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	24
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	4
Department head, group head	10
Other salaried stuff, public service	16
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	5
Student	7
Housewife/man	2
Old-age pensioner	12
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2005	47
2003	40
2001	31
1999	23
Earlier events	18
First visit	31

## Additional data private visitors

<b>Sex</b>	%
Male	82
Female	18
<b>Age</b>	%
up to 20 years	5
over 20 up to 30 years	11
over 30 up to 40 years	17
over 40 up to 50 years	27
over 50 up to 60 years	22
over 60 up to 70 years	16
over 70 years	3
<b>Net household income</b>	%
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	9
more than 2 000,- EUR up to 2 600,- EUR	9
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	23
N/A	20
<b>Size of household</b>	%
1 person	15
2 persons	40
3 persons	16
4 persons	21
5 persons and more	8
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	49
no	25
maybe	26
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	33
no	24
maybe	43
<b>Conducted by:</b> Gelszus Messe-Marktforschung GmbH, Dortmund	

## EUROBIKE → Friedrichshafen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>56 406</b>
<b>Proportion of trade visitors</b>	<b>65%</b>
<b>Region of residence</b>	%
up to 50 km	5
more than 50 km up to 100 km	5
more than 100 km up to 300 km	22
over 300 km	67
<b>Total Germany</b>	<b>38</b>
Baden- North Rhine-	
Württemberg 37 Westphalia	10
Bavaria 26 Rhineland-	
Berlin 3 Palatinat	5
Brandenburg - Saarland	1
Bremen 1 Saxony	3
Hamburg - Saxony-Anhalt	1
Hesse 6 Schleswig-	
Mecklenburg- Holstein	1
West Pomerania 1 Thuringia	2
Lower Saxony 3	
<b>Total Foreign</b>	<b>52</b>
of which EU	61
Rest of Europe	20
North America	4
East Asia	9
Other	6
<b>The five countries with the highest visitor shares</b>	%
Switzerland	15
France	10
Italy	8
Czech Republic	6
Netherlands	6
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	40
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	3
Department head, group head	9
Other salaried stuff, public service	8
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	10
Student	3
Other not gainfully employed	6
<b>Frequency of visits to trade fair</b>	%
2006	51
2005	42
2004	37
2003	30
Earlier events	23
First visit	28

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	11
more than 50 km up to 100 km	9
more than 100 km up to 300 km	30
over 300 km	50
<b>Total Germany</b>	<b>61</b>
Baden- North Rhine-	
Württemberg 51 Westphalia	6
Bavaria 26 Rhineland-	
Berlin 2 Palatinat	4
Brandenburg - Saarland	1
Bremen - Saxony	2
Hamburg - Saxony-Anhalt	1
Hesse 4 Schleswig-	
Mecklenburg- Holstein	-
West Pomerania 1 Thuringia	1
Lower Saxony 2	
<b>Total Foreign</b>	<b>39</b>
of which EU	59
Rest of Europe	24
North America	4
East Asia	7
Other	5
<b>The five countries with the highest visitor shares</b>	%
Switzerland	20
France	11
Italy	8
Austria	6
Czech Republic	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	3
Department head, group head	9
Other salaried stuff, public service	15
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	9
Student	6
Housewife/man	3
Old-age pensioner	4
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2006	44
2005	36
2004	31
2003	24
Earlier events	19
First visit	35



**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	11
more than 50 km up to 100 km	9
more than 100 km up to 300 km	30
over 300 km	50
<b>Total Germany</b>	<b>61</b>
Baden-Württemberg	51
Bavaria	26
Berlin	2
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	4
Mecklenburg-West Pommern	1
Lower Saxony	2
North Rhine-Westphalia	6
Rhineland-Palatinate	4
Saarland	1
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	-
Thuringia	1
<b>Total Foreign</b>	<b>39</b>
of which EU	59
Rest of Europe	24
North America	4
East Asia	7
Other	5
<b>The five countries with the highest visitor shares</b>	%
Switzerland	20
France	11
Italy	8
Austria	6
Czech Republic	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	3
Department head, group head	9
Other salaried stuff, public service	15
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	9
Student	6
Housewife/man	3
Old-age pensioner	4
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2006	44
2005	36
2004	31
2003	24
Earlier events	19
First visit	35

**Basic data private visitors**

<b>Total number of visitors</b>	<b>75 115</b>
<b>Proportion of private visitors</b>	<b>91%</b>
<b>Region of residence</b>	%
up to 50 km	76
more than 50 km up to 100 km	19
more than 100 km up to 300 km	3
over 300 km	2
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	91
Bavaria	8
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommern	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>2</b>
of which EU	53
Rest of Europe	42
Other	5
<b>The country with the highest visitor share</b>	%
Switzerland	53
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	8
Other salaried stuff, public service	23
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	6
Housewife/man	9
Old-age pensioner	18
Other not gainfully employed	4
<b>Frequency of visits to trade fair</b>	%
2006	51
2005	49
2004	43
2003	38
Earlier events	40
First visit	15

**Basic data all visitors**

<b>Proportion of trade visitors</b>	<b>9%</b>
<b>Region of residence</b>	%
up to 50 km	75
more than 50 km up to 100 km	19
more than 100 km up to 300 km	3
over 300 km	3
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	91
Bavaria	7
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommern	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>2</b>
of which EU	46
Rest of Europe	50
Other	5
<b>The country with the highest visitor share</b>	%
Switzerland	50
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	8
Other salaried stuff, public service	21
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	6
Housewife/man	8
Old-age pensioner	17
Other not gainfully employed	4
<b>Frequency of visits to trade fair</b>	%
2006	50
2005	48
2004	43
2003	38
Earlier events	39
First visit	15

**Additional data private visitors**

<b>Sex</b>	%
Male	50
Female	50
<b>Age</b>	%
up to 20 years	8
over 20 up to 30 years	12
over 30 up to 40 years	17
over 40 up to 50 years	24
over 50 up to 60 years	19
over 60 up to 70 years	16
over 70 years	4
<b>Net household income</b>	%
up to 900,- EUR	10
more than 900,- EUR up to 1 500,- EUR	12
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	7
N/A	24
<b>Size of household</b>	
1 person	12
2 persons	39
3 persons	18
4 persons	21
5 persons and more	10
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	61
yes	13
no	26
maybe	
<b>Follow-up business</b>	%
Intend to buy at later date	23
yes	30
no	47
maybe	
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	



**INTERBOOT → Friedrichshafen****Basic data private visitors**

<b>Total number of visitors</b>	<b>94 743</b>
<b>Proportion of private visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	28
more than 50 km up to 100 km	18
more than 100 km up to 300 km	39
over 300 km	15
<b>Total Germany</b>	<b>78</b>
Baden- Württemberg	North Rhine- Westphalia 65
Bavaria	24 Rhineland- Palatinate
Berlin	- Saarland 3
Brandenburg	- Saxony 1
Bremen	- Saxony-Anhalt -
Hamburg	- Saxony -
Hesse	- Schleswig- Holstein -
Mecklenburg- West Pomerania	3 Thuringia -
Lower Saxony	1 -
<b>Total Foreign</b>	<b>22</b>
of which EU	31
Rest of Europe	67
Other	2
<b>The two countries with the highest visitor shares</b>	%
Switzerland	65
Austria	25
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	4
Department head, group head	9
Other salaried stuff, public service	18
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	3
Student	9
Housewife/man	3
Old-age pensioner	12
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2006	42
2005	45
2004	40
2003	33
Earlier events	28
First visit	25

**Additional data private visitors**

<b>Sex</b>	%
Male	68
Female	32
<b>Age</b>	%
up to 20 years	8
over 20 up to 30 years	14
over 30 up to 40 years	16
over 40 up to 50 years	28
over 50 up to 60 years	19
over 60 up to 70 years	12
over 70 years	3
<b>Net household income</b>	%
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	5
more than 2 000,- EUR up to 2 600,- EUR	7
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	18
N/A	36
<b>Size of household</b>	%
1 person	12
2 persons	40
3 persons	17
4 persons	22
5 persons and more	10
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	%
yes	55
no	21
maybe	24
<b>Follow-up business</b>	%
Intend to buy at later date	%
yes	33
no	28
maybe	39
Conducted by: Messe Friedrichshafen GmbH, Friedrichshafen	
<b>Frequency of visits to trade fair</b>	%
2006	41
2005	31
2004	26
2003	21
Earlier events	15
First visit	38

**OutDoor → Friedrichshafen****Basic data trade visitors**

<b>Total number of visitors</b>	<b>17 098</b>
<b>Proportion of trade visitors</b>	<b>88%</b>
<b>Region of residence</b>	%
up to 50 km	7
more than 50 km up to 100 km	8
more than 100 km up to 300 km	19
over 300 km	65
<b>Total Germany</b>	<b>41</b>
Baden- Württemberg	North Rhine- Westphalia 39
Bavaria	27 Rhineland- Palatinate
Berlin	1 Saarland -
Brandenburg	- Saxony -
Bremen	- Saxony -
Hamburg	1 Saxony-Anhalt 3
Hesse	7 Schleswig- Holstein -
Mecklenburg- West Pomerania	- Thuringia 1
Lower Saxony	3 -
<b>Total Foreign</b>	<b>59</b>
of which EU	59
Rest of Europe	20
North America	4
East Asia	12
Other	5
<b>The five countries with the highest visitor shares</b>	%
Switzerland	14
Italy	9
Austria	9
France	8
Great Britain	6
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	36
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	6
Department head, group head	14
Other salaried stuff, public service	12
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	4
Student	3
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2006	41
2005	31
2004	26
2003	21
Earlier events	15
First visit	38

**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	11
more than 50 km up to 100 km	9
more than 100 km up to 300 km	20
over 300 km	61
<b>Total Germany</b>	<b>45</b>
Baden- Württemberg	North Rhine- Westphalia 43
Bavaria	28 Rhineland- Palatinate
Berlin	1 Saarland -
Brandenburg	- Saxony -
Bremen	- Saxony -
Hamburg	1 Saxony-Anhalt 5
Hesse	5 Schleswig- Holstein -
Mecklenburg- West Pomerania	- Thuringia 1
Lower Saxony	3 -
<b>Total Foreign</b>	<b>55</b>
of which EU	59
Rest of Europe	21
North America	4
East Asia	12
Other	4
<b>The five countries with the highest visitor shares</b>	%
Switzerland	15
Italy	9
Austria	9
France	8
Great Britain	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	5
Department head, group head	13
Other salaried stuff, public service	14
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	5
Student	4
Housewife/man	1
Old-age pensioner	1
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2006	38
2005	30
2004	24
2003	19
Earlier events	14
First visit	40

**Additional data trade visitors**

<b>Economic sector</b>	%
Outdoor shop	28
Sport retail trade	15
Department store/chain store	2
Specialist textile trade	6
Shoe retail trade	1
Wholesale trade	9
Sporting goods industry	9
Other sectors	3
Leisure, Tourism	4
Other services	8
Other sectors	10
Student	3
Other not gainfully employed	3
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	42
Collectively	30
In an advisory capacity	16
No	6
Student	3
Other not gainfully employed	3
<b>Area of responsibility</b>	%
Management	40
Research, development, design	10
Planning, work preparation	8
Manufacture, production	7
Production, quality control	5
Buying, procurement	33
Finance, accounting, controlling	6
Information, communication technology (EDP)	3
Administration, organisation, personnel, social welfare, training	4
Marketing, sales, advertising, PR	23
Storage, material management, logistics, transport	6
Maintenance, repairs	3
Other area	14
Student	3
Other not gainfully employed	3
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	28
5- 9	15
10- 49	23
50- 99	8
100-199	5
200-499	4
500- 999	3
1 000- 9 999	5
10 000 and more	3
Student	3
Other not gainfully employed	3
<b>Length of stay</b>	%
<b>1. Length of stay (days):</b>	
one	46
two	30
three	15
four	9
<b>2. Average length of stay</b>	1,9 days
<b>3. Share of visitors on the event's days:</b>	
1st day	46
2nd day	57
3rd day	48
4th day	36

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## TUNING WORLD BODENSEE → Friedrichshafen

### Basic data private visitors

<b>Total number of visitors</b>	<b>100 377</b>
<b>Proportion of private visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	28
more than 50 km up to 100 km	26
more than 100 km up to 300 km	37
over 300 km	10
<b>Total Germany</b>	<b>86</b>
Baden-Württemberg	73
Bavaria	23
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommern	-
Saxony	-
Saxony-Anhalt	-
Thuringia	-
Lower Saxony	-
<b>Total Foreign</b>	<b>14</b>
of which EU	52
Rest of Europe	46
Other	2
<b>The two countries with the highest visitor shares</b>	%
Switzerland	46
Austria	42
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried stuff, public service	13
Skilled worker	20
Lecturer, teacher, scientific assistant	2
Trainee	17
Other position	4
Student	12
Housewife/man	3
Old-age pensioner	2
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	%
2006	52
2005	40
2004	26
2003	20
First visit	32

### Basic data all visitors

<b>Proportion of trade visitors</b>	<b>7%</b>
<b>Region of residence</b>	%
up to 50 km	27
more than 50 km up to 100 km	25
more than 100 km up to 300 km	37
over 300 km	11
<b>Total Germany</b>	<b>86</b>
Baden-Württemberg	73
Bavaria	23
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommern	-
Saxony	-
Saxony-Anhalt	-
Thuringia	-
Lower Saxony	-
<b>Total Foreign</b>	<b>14</b>
of which EU	52
Rest of Europe	45
Other	3
<b>The two countries with the highest visitor shares</b>	%
Switzerland	45
Austria	42
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried stuff, public service	13
Skilled worker	20
Lecturer, teacher, scientific assistant	2
Trainee	16
Other position	4
Student	12
Housewife/man	3
Old-age pensioner	2
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	%
2006	52
2005	41
2004	27
2003	21
First visit	32

### Additional data private visitors

<b>Sex</b>	%
Male	69
Female	31
<b>Age</b>	%
up to 20 years	38
over 20 up to 30 years	44
over 30 up to 40 years	8
over 40 up to 50 years	8
over 50 up to 60 years	2
over 60 up to 70 years	-
over 70 years	-
<b>Net household income</b>	%
up to 900,- EUR	18
more than 900,- EUR up to 1 500,- EUR	14
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	8
more than 2 600,- EUR up to 3 600,- EUR	6
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	19
N/A	17
<b>Size of household</b>	%
1 person	15
2 persons	25
3 persons	19
4 persons	22
5 persons and more	19
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	47
no	27
maybe	26
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	28
no	31
maybe	41
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

## DU UND DEINE WELT → Hamburg

### Basic data private visitors

<b>Total number of visitors</b>	<b>141 176</b>
<b>Proportion of private visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	79
more than 50 km up to 100 km	14
more than 100 km up to 300 km	5
over 300 km	2
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	-
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	52
Hesse	1
Mecklenburg-West Pommern	34
Saxony	-
Saxony-Anhalt	-
Thuringia	-
Lower Saxony	12
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	%
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	6
Other salaried stuff, public service	30
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	4
Student	9
Housewife/man	7
Old-age pensioner	23
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2006	37
2005	34
Earlier events	35
First visit	18

### Additional data private visitors

<b>Sex</b>	%
Male	36
Female	64
<b>Age</b>	%
up to 20 years	10
over 20 up to 30 years	17
over 30 up to 40 years	13
over 40 up to 50 years	20
over 50 up to 60 years	16
over 60 up to 70 years	18
over 70 years	6
<b>Net household income</b>	%
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	12
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	4
N/A	35
<b>Size of household</b>	%
1 person	20
2 persons	48
3 persons	14
4 persons	13
5 persons and more	5
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	73
no	5
maybe	22
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	19
no	24
maybe	57
Conducted by: PhoneResearch KG, Hamburg	

## hanseboot → Hamburg

## Basic data private visitors

<b>Total number of visitors</b>	<b>105 549</b>
<b>Proportion of private visitors</b>	<b>88%</b>
<b>Region of residence</b>	%
up to 50 km	39
more than 50 km up to 100 km	15
more than 100 km up to 300 km	31
over 300 km	15
<b>Total Germany</b>	<b>96</b>
Baden-Württemberg	2
Bavaria	2
Berlin	3
Brandenburg	2
Bremen	3
Hamburg	27
Hesse	1
Mecklenburg-West Pommern	25
Lower Saxony	24
<b>Total Foreign</b>	<b>4</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	18
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	21
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	3
Student	10
Housewife/man	2
Old-age pensioner	21
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	45
2005	41
Earlier events	26
First visit	20

## Additional data private visitors

<b>Sex</b>	%
Male	77
Female	23
<b>Age</b>	%
up to 20 years	7
over 20 up to 30 years	13
over 30 up to 40 years	14
over 40 up to 50 years	23
over 50 up to 60 years	19
over 60 up to 70 years	20
over 70 years	4
<b>Net household income</b>	%
up to 900,- EUR	6
more than 900,- 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 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	19
more than 5 000,- EUR	22
N/A	30
<b>Size of household</b>	%
1 person	24
2 persons	44
3 persons	12
4 persons	15
5 persons and more	5
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	53
no	16
maybe	31
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	35
no	19
maybe	46

Conducted by: PhoneResearch KG, Hamburg

## INTERNORGA → Hamburg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>116 744</b>
<b>Proportion of trade visitors</b>	<b>89%</b>
<b>Region of residence</b>	%
up to 50 km	22
more than 50 km up to 100 km	12
more than 100 km up to 300 km	27
over 300 km	39
<b>Total Germany</b>	<b>96</b>
Baden-Württemberg	2
Bavaria	3
Berlin	3
Brandenburg	3
Bremen	2
Hamburg	15
Hesse	5
Mecklenburg-West Pommern	14
Lower Saxony	28
<b>Total Foreign</b>	<b>4</b>
of which EU	82
Other	18
<b>The country with the highest visitor share</b>	%
Italy	15
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	33
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head	16
Other salaried staff, public service	14
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	11
Other position	3
Student	2
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2006	34
2005	34
Earlier events	22
First visit	32

## Additional data trade visitors

<b>Economic sector</b>	%
Hotels, guest house	15
Restaurant	27
Franchise restaurant	5
Discotheque, bar, entertainment catering trade	2
Snack bars, filling stations	2
Communal catering, canteen	2
School catering	2
Clinic, home catering	3
Catering	3
Event catering, party service	2
Bakery, confectioners, cafe	13
Butcher	1
Food, drinks trade, trade chain	3
Industrie (Food, Nonfood)	4
Planning, architecture, interior furnishings	3
Large kitchen specialist trade	4
Other	6
Student	2
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	32
In an advisory capacity	25
No	12
Student	2
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	33
Research, development, design	1
Planning, work preparation	3
Manufacture, production	22
Production, quality control	1
Buying, procurement	8
Finance, accounting, controlling	1
Information, communication technology (EDP)	-
Administration, organisation, personnel, social welfare, training	3
Marketing, sales, advertising, PR	7
Storage, material management, logistics, transport	1
Maintenance, repairs	1
Service sector	15
Student	2
Other not gainfully employed	2
<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	19
5- 9	17
10- 49	31
50- 99	11
100- 199	6
200- 499	6
500- 999	2
1 000- 9 999	3
10 000 and more	2
Student	2
Other not gainfully employed	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	83
two	13
three	3
four	1
five	-
six	-
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	14
2nd day	21
3rd day	20
4th day	30
5th day	24
6th day	13

Conducted by: PhoneResearch KG, Hamburg

## REISEN HAMBURG

## Basic data private visitors

<b>Total number of visitors</b>	<b>77 684</b>
<b>Proportion of private visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	71
more than 50 km up to 100 km	18
more than 100 km up to 300 km	9
over 300 km	2
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	2
Bavaria	2
Berlin	3
Brandenburg	2
Bremen	3
Hamburg	42
Hesse	1
Mecklenburg-West Pommern	40
Lower Saxony	16
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	%
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	2
Trainee	1
Other position	3
Student	5
Housewife/man	4
Old-age pensioner	31
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	40
2005	44
Earlier events	25
First visit	22

Additional data private visitors

<b>Sex</b>	%
Male	51
Female	49
<hr/>	
<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	10
over 30 up to 40 years	12
over 40 up to 50 years	20
over 50 up to 60 years	23
over 60 up to 70 years	27
over 70 years	5
<hr/>	
<b>Net household income</b>	%
up to 900,- EUR	3
more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	16
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	5
N/A	32
<hr/>	
<b>Size of household</b>	%
1 person	20
2 persons	55
3 persons	13
4 persons	9
5 persons and more	3
<hr/>	
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	20
no	41
maybe	39
<hr/>	
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	31
no	20
maybe	49

Conducted by: PhoneResearch KG, Hamburg

Basic data private visitors

<b>Total number of visitors</b>	<b>129 476</b>
<hr/>	
<b>Proportion of private visitors</b>	<b>96%</b>
<hr/>	
<b>Region of residence</b>	%
up to 50 km	72
more than 50 km up to 100 km	22
more than 100 km up to 300 km	5
over 300 km	1
<hr/>	
<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	2
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	-
Mecklenburg-West Pommern	-
Lower Saxony	95
<hr/>	
<b>Position in the company/organisation</b>	%
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	6
Other salaried staff, public service	29
Skilled worker	13
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	6
Student	8
Housewife/man	6
Old-age pensioner	17
Other not gainfully employed	3
<hr/>	
<b>Frequency of visits to trade fair</b>	%
2004	50
2003	48
2002	44
2001	38
Earlier events	26
First visit	16

Additional data private visitors

<b>Sex</b>	%
Male	59
Female	41
<hr/>	
<b>Age</b>	%
up to 20 years	8
over 20 up to 30 years	14
over 30 up to 40 years	21
over 40 up to 50 years	23
over 50 up to 60 years	17
over 60 up to 70 years	15
over 70 years	2
<hr/>	
<b>Net household income</b>	%
up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	4
N/A	30
<hr/>	
<b>Size of household</b>	%
1 person	11
2 persons	51
3 persons	16
4 persons	15
5 persons and more	6
<hr/>	
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	50
no	17
maybe	33
<hr/>	
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	19
no	19
maybe	62

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Basic data trade visitors

<b>Total number of visitors</b>	<b>340 756</b>
<hr/>	
<b>Proportion of trade visitors</b>	<b>90%</b>
<hr/>	
<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	10
more than 100 km up to 300 km	31
over 300 km	50
<hr/>	
<b>Total Germany</b>	<b>77</b>
Baden-Württemberg	17
Bavaria	15
Berlin	-
Brandenburg	2
Bremen	-
Hamburg	-
Hesse	9
Mecklenburg-West Pommern	2
Lower Saxony	26
<hr/>	
<b>Total Foreign</b>	<b>23</b>
of which EU	68
Rest of Europe	20
Africa	2
North America	4
South and Central America	2
Middle East	2
East Asia	2
Australia	1
<hr/>	
<b>The five countries with the highest visitor shares</b>	%
Switzerland	11
Austria	9
Netherlands	9
Italy	6
France	5
<hr/>	
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	48
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff, public service	6
Skilled agricultural worker	13
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	6
Student	3
Other not gainfully employed	1
<hr/>	
<b>Frequency of visits to trade fair</b>	%
2005	61
2003	53
Earlier events	52
First visit	21

Additional data trade visitors

<b>Economic sector</b>	%
Agricultural business, company	54
Forestry	3
Agricultural machinery trade	10
Agricultural trade	2
Service supply agency	6
Machine cooperative	1
Mechanical engineering	5
Suppliers, components	2
Skilled trades (repairing)	2
Landscape conservation, municipal engineering	1
Consulting (official/free)	2
Municipalities	1
Authorities, public facilities, associations	2
University, college, polytechnic	2
Other	5
Student	3
Other not gainfully employed	1
<hr/>	
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	35
Collectively	28
In an advisory capacity	22
No	11
Student	3
Other not gainfully employed	1
<hr/>	
<b>Area of responsibility</b>	%
Management	26
Research, development, design	10
Planning, work preparation	4
Manufacture, production	6
Production, quality control	2
Buying, procurement	5
Finance, accounting, controlling	2
Information, communication technology (EDP)	3
Administration, organisation, personnel, social welfare, training	1
Marketing, sales, advertising, PR	8
Storage, material management, logistics, transport	2
Maintenance, repairs	13
Other area	9
Student	7
Other not gainfully employed	1
<hr/>	
<b>Length of stay</b>	%
1. Length of stay (days):	
one	54
two	33
three	9
four	3
five	1
six	-
seven	1
2. Average length of stay 1,7 days	
3. Share of visitors on the event's days:	
1st day	24
2nd day	30
3rd day	27
4th day	25
5th day	22
6th day	20
7th day	13

Conducted by: Walter, Wissler & Partner, Basel



## LIGNA Hannover

### Additional data trade visitors

<b>Economic sector</b>	%
Manufacturer, Industry	67
Skilled trades	8
Technical retail trade	6
Other trade	2
Service	5
Public authority	1
University, college, polytechnic	3
Other sectors	2
Student	6
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	24
Collectively	33
In an advisory capacity	23
No	14
Student	6
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	19
Research, development, design	16
Planning, work preparation	7
Manufacture, production	26
Production, quality control	3
Buying, procurement	3
Finance, accounting, controlling	1
Information, communication technology (EDP)	1
Administration, organisation, personnel, social welfare, training	2
Marketing, sales, advertising, PR	11
Storage, material management, logistics, transport	-
Maintenance, repairs	4
Other area	3
Student	6
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	7
5- 9	6
10- 49	8
50- 99	11
100-199	12
200-499	13
500- 999	8
1 000- 9 999	11
10 000 and more	7
Student	6
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	52
two	27
three	11
four	4
five	3
six	3
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	
1st day	26
2nd day	34
3rd day	35
4th day	33
5th day	30
6th day	16

Conducted by: Walter, Wissler & Partner, Basel

### Basic data trade visitors

**Total number of visitors** 107 279

**Proportion of trade visitors** 95%

<b>Region of residence</b>	%
up to 50 km	6
more than 50 km up to 100 km	10
more than 100 km up to 300 km	22
over 300 km	62

<b>Total Germany</b>	55
Baden-Württemberg	11
Bavaria	8
Berlin	2
Brandenburg	2
Bremen	1
Hamburg	2
Hesse	5
Mecklenburg-Holstein	3
West Pomerania	1
Lower Saxony	31
North Rhine-Westphalia	25
Rhineland-Palatinate	3
Saarland	-
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	3
Thuringia	2

<b>Total Foreign</b>	45
of which EU	58
Rest of Europe	10
Africa	4
North America	9
South and Central America	5
Middle East	4
East Asia	7
Australia	3

<b>The five countries with the highest visitor shares</b>	%
Italy	9
Austria	6
USA	5
Canada	4
Belgium	4

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	18
Senior department head, other employee with managerial responsibility	7
Department head, group head	12
Other salaried staff, public service	16
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	-
Student	7
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2005	47
2003	45
Earlier events	44
First visit	35

### Additional data trade visitors

<b>Economic sector</b>	%
Agriculture and forestry	7
Manufacturing sector	46
Building trade	14
Interior decoration	17
Trade	13
Services of companies and freelancers	7
Authority, public services	4
Other	1
Student	7
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	43
Collectively	23
In an advisory capacity	16
No	10
Student	7
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	36
Research, development, design	16
Planning, work preparation	17
Manufacture, production	38
Production, quality control	13
Buying, procurement	17
Information, communication technology (EDP)	6
Finance, accounting, controlling	8
Administration, organisation, personnel, social welfare, training	11
Marketing, sales, advertising, PR	19
Storage, material management, logistics, transport	7
Maintenance, repairs	10
Other area	1
Student	7
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	16
5- 9	11
10- 49	25
50- 99	10
100-199	10
200-499	10
500- 999	5
1 000- 9 999	6
10 000 and more	1
Student	7
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	49
two	24
three	13
four	5
five	9
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	
1st day	38
2nd day	49
3rd day	47
4th day	40
5th day	28

Conducted by: Walter, Wissler & Partner, Basel

## PFERD & JAGD (2006) Hannover

### Basic data private visitors

**Total number of visitors** 74 871

**Proportion of private visitors** 93%

<b>Region of residence</b>	%
up to 50 km	38
more than 50 km up to 100 km	31
more than 100 km up to 300 km	28
over 300 km	3

<b>Total Germany</b>	99
Baden-Württemberg	7
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	1
Hamburg	2
Hesse	3
Mecklenburg-Holstein	2
West Pomerania	1
Lower Saxony	83
North Rhine-Westphalia	7
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	2
Schleswig-Holstein	2
Thuringia	-

**Total foreign** 1

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff, public service	25
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	5
Student	15
Housewife/man	6
Old-age pensioner	8
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	%
2005	53
2004	53
2003	50
Earlier events	42
First visit	17

### Additional data private visitors

<b>Sex</b>	%
Male	49
Female	51

<b>Age</b>	%
up to 20 years	17
over 20 up to 30 years	19
over 30 up to 40 years	22
over 40 up to 50 years	24
over 50 up to 60 years	10
over 60 up to 70 years	7
over 70 years	2

<b>Net household income</b>	%
up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	9
N/A	30

<b>Size of household</b>	%
1 person	13
2 persons	37
3 persons	17
4 persons	22
5 persons and more	11

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	83
no	7
maybe	11

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	34
no	24
maybe	42

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	53
more than 50 km up to 100 km	26
more than 100 km up to 300 km	19
over 300 km	2

<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	69
Bavaria	1
Berlin	23
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	5
Mecklenburg-West Pommern	-
Lower Saxony	-

<b>Total Foreign</b>	<b>1</b>
----------------------	----------

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	39
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried stuff, public service	13
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	12
Other position	3
Student	2
Housewife/man	1
Old-age pensioner	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2005	30
2003	20
2001	15
1999	11
Earlier events	15
First visit	48

**Additional data trade visitors**

<b>Economic sector</b>	%
Hotel trade	23
Restaurant operation	45
Snack bars, take-away food outlets, cafeterias	3
Large kitchen, canteen	8
Bakery and confectionery	3
Catering, out-of-home catering	2
Other	13
Student	1
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	39
Collectively	27
In an advisory capacity	18
No	13
Student	1
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	43
Research, development, design	2
Planning, work preparation	10
Manufacture, production	20
Production, quality control	7
Buying, procurement	23
Finance, accounting, controlling	7
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	6
Marketing, sales, advertising, PR	10
Storage, material management, logistics, transport	6
Maintenance, repairs	4
Other area	13
Student	1
Other not gainfully employed	3

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	31
5- 9	20
10- 49	28
50- 99	6
100-199	3
200-499	3
500- 999	2
1 000- 9 999	3
10 000 and more	2
Student	1
Other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	95
two	4
three	1
four	-
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	10
2nd day	14
3rd day	44
4th day	38

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	<b>16 248</b>
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<b>Proportion of private visitors</b>	<b>95%</b>
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<b>Region of residence</b>	%
up to 50 km	88
more than 50 km up to 100 km	8
more than 100 km up to 300 km	3
over 300 km	1

<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	88
Bavaria	1
Berlin	10
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommern	-
Lower Saxony	-

<b>Total Foreign</b>	<b>1</b>
of which EU	100

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	8
Other salaried stuff, public service	26
Skilled worker	10
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	2
Foreman, master craftsman	5
Student	4
Housewife/man	7
Old-age pensioner	20
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2006	33
2005	19
2004	11
First visit	58

**Additional data private visitors**

<b>Sex</b>	%
Male	63
Female	37

<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	9
over 30 up to 40 years	11
over 40 up to 50 years	29
over 50 up to 60 years	26
over 60 up to 70 years	18
over 70 years	3

<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	14
more than 2 600,- EUR up to 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR	13
more than 5 000,- EUR	8
N/A	23

<b>Size of household</b>	%
1 person	10
2 persons	49
3 persons	19
4 persons	17
5 persons and more	4

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	25
no	38
maybe	37

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	31
no	24
maybe	45

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## inventa (2005) → Karlsruhe

### Basic data private visitors

<b>Total number of visitors</b>	<b>45 762</b>
<b>Proportion of private visitors</b>	<b>88%</b>
<b>Region of residence</b>	%
up to 50 km	89
more than 50 km up to 100 km	7
more than 100 km up to 300 km	4
<b>Total Germany</b>	<b>99</b>
Baden- North Rhine-	
Württemberg 90 Westphalia	-
Bavaria - Rhineland-	
Berlin - Palatinate	8
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse 1 Schleswig-	
Mecklenburg- Holstein	-
West Pomerania - Thuringia	-
Lower Saxony -	-
<b>Total foreign</b>	<b>1</b>
of which EU	100
<b>The country with the highest visitor share</b>	%
France	100
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff, public service	29
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	4
Student	5
Housewife/man	9
Old-age pensioner	15
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2004	16
2002	7
2000	3
Earlier events	3
First visit	76

### Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	88
more than 50 km up to 100 km	8
more than 100 km up to 300 km	4
over 300 km	1
<b>Total Germany</b>	<b>99</b>
Baden- North Rhine-	
Württemberg 89 Westphalia	-
Bavaria - Rhineland-	
Berlin - Palatinate	9
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse 1 Schleswig-	
Mecklenburg- Holstein	-
West Pomerania - Thuringia	-
Lower Saxony -	-
<b>Total foreign</b>	<b>1</b>
of which EU	83
Rest of Europe	17
<b>The country with the highest visitor shares</b>	%
France	83
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff, public service	28
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	4
Student	5
Housewife/man	8
Old-age pensioner	13
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2004	16
2002	7
2000	3
Earlier events	3
First visit	76

### Additional data private visitors

<b>Sex</b>	%
Male	47
Female	53
<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	12
over 30 up to 40 years	22
over 40 up to 50 years	27
over 50 up to 60 years	19
over 60 up to 70 years	14
over 70 years	2
<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	19
more than 5 000,- EUR	15
N/A	13
	16
<b>Size of household</b>	%
1 person	7
2 persons	45
3 persons	19
4 persons	20
5 persons and more	9
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	33
no	35
maybe	33
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	24
no	27
maybe	49
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

## LEARNTEC → Karlsruhe

### Basic data trade visitors

<b>Total number of visitors</b>	<b>7 001</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	21
more than 50 km up to 100 km	18
more than 100 km up to 300 km	32
over 300 km	29
<b>Total Germany</b>	<b>93</b>
Baden- North Rhine-	
Württemberg 43 Westphalia	11
Bavaria 13 Rhineland-	
Berlin 3 Palatinate	8
Brandenburg - Saarland	1
Bremen - Saxony	1
Hamburg 1 Saxony-Anhalt	1
Hesse 13 Schleswig-	
Mecklenburg- Holstein	1
West Pomerania - Thuringia	-
Lower Saxony 3	-
<b>Total Foreign</b>	<b>7</b>
of which EU	37
Rest of Europe	60
Other	3
<b>The country with the highest visitor share</b>	%
Switzerland	51
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head	20
Other salaried staff, public service	25
Skilled worker	2
Lecturer, teacher, scientific assistant	16
Trainee	2
Other position	3
Student	8
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	26
2005	25
2004	21
2003	21
Earlier events	15
First visit	52

### Additional data trade visitors

<b>Economic sector</b>	%	
Educational facility	22	
Research, teaching	7	
Public authority, administration	4	
Industry	10	
Trade, sales	3	
Banks, insurance companies	3	
Transport, tourism, hotel sector	1	
Medicine	2	
Association, society	1	
Publishing house	3	
Consultancy	2	
IT, software	10	
Training	7	
Multimedia	5	
Service	9	
Other sectors	4	
Student	8	
Other not gainfully employed	2	
<b>Influence on purchasing/ procurement decisions</b>	%	
Decisively	20	
Collectively	42	
In an advisory capacity	21	
No	7	
Student	8	
Other not gainfully employed	2	
<b>Area of responsibility</b>	%	
Management	12	
Research, development, design	9	
Planning, work preparation	4	
Production, quality control	3	
Manufacture, production	3	
Buying, procurement	1	
Finance, accounting, controlling	1	
Information, communication technology (EDP)	18	
Administration, organisation, personnel, social welfare, training	28	
Marketing, sales, advertising, PR	13	
Storage, material management, logistics, transport	-	
Maintenance, repairs	1	
Other area	14	
Student	8	
Other not gainfully employed	2	
<b>Size of company/organisation:</b>	%	
Number of employees:		
1- 4	14	
5- 9	7	
10- 49	12	
50- 99	9	
100-199	7	
200-499	9	
500- 999	7	
1 000- 9 999	14	
10 000 and more	13	
Student	8	
Other not gainfully employed	2	
<b>Length of stay</b>	%	
1. Length of stay (days):		
one 80	14	
two 14	three 6	
2. Average length of stay	1,3 days	
3. Share of visitors on the event's days:		
1st day 40	2nd day 49	3rd day 36

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	<b>137 843</b>
<b>Proportion of private visitors</b>	<b>96%</b>

<b>Region of residence</b>	<b>%</b>
up to 50 km	92
more than 50 km up to 100 km	5
more than 100 km up to 300 km	2
over 300 km	2

<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	89
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommern	1
Lower Saxony	-

<b>Total Foreign</b>	<b>1</b>
of which EU	88
Other	12

<b>The country with the highest visitor share</b>	<b>%</b>
France	88

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried stuff, public service	30
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	5
Student	11
Housewife/man	6
Old-age pensioner	11
Other not gainfully employed	5

<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	51
2005	50
2004	41
2003	31
Earlier events	30
First visit	18

**Additional data private visitors**

<b>Sex</b>	<b>%</b>
Male	46
Female	54

<b>Age</b>	<b>%</b>
up to 20 years	15
over 20 up to 30 years	18
over 30 up to 40 years	16
over 40 up to 50 years	24
over 50 up to 60 years	16
over 60 up to 70 years	9
over 70 years	2

<b>Net household income</b>	<b>%</b>
up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	14
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	13
more than 5 000,- EUR	9
N/A	8
	22

<b>Size of household</b>	<b>%</b>
1 person	12
2 persons	37
3 persons	19
4 persons	22
5 persons and more	9

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	60
yes	9
no	31
maybe	

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	19
yes	22
no	59
maybe	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>9 994</b>
<b>Proportion of trade visitors</b>	<b>96%</b>

<b>Region of residence</b>	<b>%</b>
up to 50 km	13
more than 50 km up to 100 km	5
more than 100 km up to 300 km	11
over 300 km	70

<b>Total Germany</b>	<b>36</b>
Baden-Württemberg	55
Bavaria	11
Berlin	2
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	5
Mecklenburg-West Pommern	1
Lower Saxony	3

<b>Total Foreign</b>	<b>64</b>
of which EU	31
Rest of Europe	40
Africa	7
Middle East	8
South and Central America	4
East Asia	10
Other	1

<b>The five countries with the highest visitor shares</b>	<b>%</b>
Ukraine	17
Russia	7
India	6
Romania	6
Turkey	6

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	35
Managing director, board member, head of an authority etc.	29
Senior department head, other employee with managerial responsibility	8
Department head, group head	11
Other salaried stuff, public service	3
Skilled worker	5
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	2
Student	4
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	14
2005	8
2004	6
2003	5
Earlier events	5
First visit	62

**Additional data trade visitors**

<b>Economic sector</b>	<b>%</b>
Industry	52
Trade	19
Skilled trades	7
Service	8
Authority, public services	1
Vocational school, polytechnic, university	1
Other sectors	6
Student	4
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	50
Collectively	29
In an advisory capacity	11
No	5
Student	4
Other not gainfully employed	2

<b>Area of responsibility</b>	<b>%</b>
Management	45
Research, development, design	12
Planning, work preparation	13
Manufacture, production	22
Production, quality control	7
Buying, procurement	21
Finance, accounting, controlling	4
Information, communication technology (EDP)	3
Administration, organisation, personnel, social welfare, training	4
Marketing, sales, advertising, PR	12
Storage, material management, logistics, transport	4
Maintenance, repairs	11
Other area	6
Student	4
Other not gainfully employed	2

<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	18
5- 9	13
10- 49	28
50- 99	11
100-199	8
200-499	7
500- 999	3
1 000- 9 999	5
10 000 and more	2
Student	4
Other not gainfully employed	2

<b>Length of stay</b>	<b>%</b>
<b>1. Length of stay (days):</b>	
one	70
two	20
three	10
<b>2. Average length of stay</b>	<b>1,4 days</b>
<b>3. Share of visitors on the event's days:</b>	
1st day	41
2nd day	53
3rd day	47

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



**Basic data trade visitors**

<b>Total number of visitors</b>	<b>2 718</b>
<b>Proportion of trade visitors</b>	<b>68%</b>
<b>Region of residence</b>	%
up to 50 km	51
more than 50 km up to 100 km	16
more than 100 km up to 300 km	22
over 300 km	11
<b>Total Germany</b>	<b>98</b>
Baden- Württemberg	North Rhine- Westphalia 4
Bavaria	Rhineland- Palatinate 6
Berlin	1
Brandenburg	- Saarland 1
Bremen	- Saxony 1
Hamburg	1 Saxony-Anhalt
Hesse	63 Schleswig- Holstein
Mecklenburg- West Pomerania	- Thuringia 4
Lower Saxony	8
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	36
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried stuff, public service	22
Skilled worker	2
Lecturer, teacher, scientific assistant	4
Apprentice, trainee	1
Other position	-
Farmer	6
Student	11
Housewife/man	2
Old-age pensioner	4
<b>Frequency of visits to trade fair</b>	%
2006	28
First visit	71

**Basic data private visitors**

<b>Proportion of private visitors</b>	<b>32%</b>
<b>Region of residence</b>	%
up to 50 km	76
more than 50 km up to 100 km	12
more than 100 km up to 300 km	7
over 300 km	4
<b>Total Germany</b>	<b>100</b>
Baden- Württemberg	North Rhine- Westphalia 1
Bavaria	3 Rhineland- Palatinate 3
Berlin	- Saarland 1
Brandenburg	- Saxony -
Bremen	- Saxony-Anhalt -
Hamburg	82 Schleswig- Holstein -
Hesse	- Thuringia 2
Mecklenburg- West Pomerania	-
Lower Saxony	9
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried stuff, public service	28
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Apprentice, trainee	1
Other position	-
Farmer	5
Student	4
Housewife/man	4
Old-age pensioner	33
<b>Frequency of visits to trade fair</b>	%
2006	21
First visit	79

**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	60
more than 50 km up to 100 km	14
more than 100 km up to 300 km	17
over 300 km	9
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	North Rhine- Westphalia 3
Bavaria	5 Rhineland- Palatinate 5
Berlin	1
Brandenburg	- Saarland -
Bremen	- Saxony 1
Hamburg	1 Saxony-Anhalt
Hesse	69 Schleswig- Holstein -
Mecklenburg- West Pomerania	- Thuringia 3
Lower Saxony	8
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	28
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 stuff, public service	24
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Apprentice, trainee	1
Other position	-
Farmer	6
Student	9
Housewife/man	2
Old-age pensioner	13
<b>Frequency of visits to trade fair</b>	%
2006	26
First visit	74

**Additional data trade visitors**

<b>Economic sector</b>	%
Architects, planners, engineer's office, energy consultant	23
Agriculture and forestry	11
Plant construction, industry, production	10
Skilled trades, installation, sanitary, heating, air-conditioning	9
Trade, sales	7
Public office, authority, ministry	6
Energy supplies	5
Other	14
Student	11
Other not gainfully employed	2
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	45
Collectively	15
In an advisory capacity	11
No	13
Student	11
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	40
Research, development, design	8
Planning, work preparation	11
Manufacture, production	4
Production, quality control	-
Buying, procurement	2
Finance, accounting, controlling	2
Information, communication technology (EDP)	-
Administration, organisation, personnel, social welfare, training	5
Marketing, sales, advertising, PR	6
Storage, material management, logistics, transport	1
Maintenance, repairs	3
Manufacture, production, factory operations	11
Other area	5
Other not gainfully employed	2
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	31
5- 9	11
10- 49	16
50- 99	6
100-199	5
500-999	2
1 000- 9 999	5
10 000 and more	2
200- 499	4
Student	11
Other not gainfully employed	6
<b>Length of stay</b>	%
1. Length of stay (days):	
one	80
two	19
three	2
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	35
2nd day	53
3rd day	34

**Additional data private visitors**

<b>Sex</b>	%
Male	77
Female	23
<b>Age</b>	%
up to 20 years	1
over 20 up to 30 years	8
over 30 up to 40 years	14
over 40 up to 50 years	22
over 50 up to 60 years	24
over 60 up to 70 years	24
over 70 years	6
<b>Net household income</b>	%
up to 900,- EUR	2
more than 900,- EUR up to 1 500,- EUR	12
more than 1 500,- EUR up to 2 000,- EUR	15
more than 2 000,- EUR up to 2 600,- EUR	21
more than 2 600,- EUR up to 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR	5
more than 5 000,- EUR	4
N/A	24
<b>Size of household</b>	%
1 person	9
2 persons	38
3 persons	21
4 persons	19
5 persons and more	13
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	8
no	61
maybe	27
N/A	4
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	30
no	27
maybe	39
N/A	4
Conducted by: Messe- und Congressberatung Dirr, Hamburg	

## Basic data private visitors

Total number of visitors **97 226**

Proportion of private visitors **96%**

**Region of residence** %  
 up to 50 km 81  
 more than 50 km up to 100 km 10  
 more than 100 km up to 300 km 5  
 over 300 km 4

**Total Germany** **99**  
 Baden- North Rhine-  
 Württemberg 7 Westphalia  
 Bavaria 91 Rhineland-  
 Berlin - Palatinate  
 Brandenburg - Saarland  
 Bremen - Saxony  
 Hamburg - Saxony-Anhalt  
 Hesse - Schleswig-  
 Mecklenburg- Holstein  
 West Pomerania - Thuringia  
 Lower Saxony -

Total Foreign **1**

**Position in the company/organisation** %  
 Entrepreneur, partner, self-employed 9  
 Managing director, board member,  
 head of an authority etc. -  
 Senior department head, other employee  
 with managerial responsibility -  
 Department head, group head 3  
 Other salaried stuff, public service 37  
 Skilled worker 10  
 Lecturer, teacher, scientific assistant  
 Trainee 1  
 Other position 2  
 Student 3  
 Housewife/man 7  
 Old-age pensioner 25  
 Other not gainfully employed 2

**Frequency of visits to trade fair** %  
 2006 70  
 2005 68  
 2004 67  
 Earlier events 83  
 First visit 9

## Additional data private visitors

**Sex** %  
 Male 58  
 Female 42

**Age** %  
 up to 20 years 3  
 over 20 up to 30 years 12  
 over 30 up to 40 years 15  
 over 40 up to 50 years 24  
 over 50 up to 60 years 21  
 over 60 19  
 over 70 years 6

**Net household income** %  
 up to 900,- EUR 5  
 more than 900,- EUR up to 1 500,- EUR 20  
 more than 1 500,- EUR up to 2 000,- EUR 21  
 more than 2 000,- EUR up to 2 600,- EUR 23  
 more than 2 600,- EUR up to 3 600,- EUR 15  
 more than 3 600,- EUR up to 5 000,- EUR 7  
 more than 5 000,- EUR 4  
 N/A 6

**Size of household** %  
 1 person 10  
 2 persons 41  
 3 persons 17  
 4 persons 20  
 5 persons and more 11

**Buying and ordering capacity** %  
 Purchase or order made or  
 intended at the exhibition  
 yes 51  
 no 15  
 maybe 33

**Follow-up business** %  
 Intend to buy at later date  
 yes 20  
 no 39  
 maybe 40

Conducted by: Messe- und Congressberatung,  
 Hamburg

## Basic data trade visitors

Total number of visitors **163 348**

Proportion of trade visitors **94%**

**Region of residence** %  
 up to 50 km 17  
 more than 50 km up to 100 km 12  
 more than 100 km up to 300 km 18  
 over 300 km 54

**Total Germany** **52**  
 Baden- North Rhine-  
 Württemberg 5 Westphalia  
 Bavaria 6 Rhineland-  
 Berlin 2 Palatinate 7  
 Brandenburg - Saarland -  
 Bremen 1 Saxony 1  
 Hamburg 3 Saxony-Anhalt -  
 Hesse 7 Schleswig-  
 Mecklenburg- Holstein 1  
 West Pomerania - Thuringia 1  
 Lower Saxony 6

**Total Foreign** **48**  
 of which EU 52  
 Rest of Europe 9  
 Africa 6  
 North America 5  
 South and Central America 9  
 Middle East 6  
 East Asia 10  
 Australia 3

**The five countries with the highest  
 visitor shares** %  
 Netherlands 8  
 France 6  
 Great Britain 5  
 Italy 4  
 Austria 4

**Position in the company/organisation** %  
 Entrepreneur, partner, self-employed 25  
 Managing director, board member,  
 head of an authority etc. 18  
 Senior department head, other employee  
 with managerial responsibility 10  
 Department head, group head 14  
 Other salaried stuff, public service 12  
 Skilled worker 5  
 Lecturer, teacher, scientific assistant 3  
 Trainee 11  
 Other position 6  
 Student 7  
 Other not gainfully employed 1

**Frequency of visits to trade fair** %  
 2005 31  
 2003 22  
 2001 16  
 Earlier events 14  
 First visit 56

## Additional data trade visitors

**Economic sector** %  
 Wholesale trade 19  
 Retail trade 12  
 Retail chain, cooperative head office 2  
 Specialized retail trade 2  
 Commercial agent 3  
 Import 6  
 Skilled trades 1  
 Catering 9  
 Professional caterer 1  
 Community catering, care catering 2  
 Catering 2  
 Hotel 3  
 Service 7  
 Industry 15  
 Other 9  
 Student 7  
 Other not gainfully employed 1

**Influence on purchasing/  
 procurement decisions** %  
 Decisively 32  
 Collectively 30  
 In an advisory capacity 20  
 No 12  
 Student 7  
 Other not gainfully employed 1

**Area of responsibility** %  
 Management 28  
 Research, development, design 6  
 Planning, work preparation 3  
 Manufacture, production 10  
 Production, quality control 3  
 Buying, procurement 10  
 Finance, accounting, controlling 1  
 Information, communication technology (EDP) -  
 Administration, organisation, personnel,  
 social welfare, training 3  
 Marketing, sales, advertising, PR 20  
 Storage, material management, logistics,  
 transport 2  
 Maintenance, repairs -  
 Other area 9  
 Student 7  
 Other not gainfully employed 1

**Size of company/organisation:**  
 Number of employees: %  
 1- 4 11 500- 999 5  
 5- 9 11 1 000- 9 999 7  
 10- 49 23 10 000 and more 6  
 50- 99 11 Student 7  
 100-199 10 Other not gainfully  
 200-499 9 employed 1

**Length of stay** %  
 1. Length of stay (days):  
 one 53 three 13 five 7  
 two 20 four 7  
 2. Average length of stay 2,0 days  
 3. Share of visitors on the event's days:  
 1st day 34 3rd day 47 5th day 26  
 2nd day 42 4th day 45

Conducted by: factx Gesellschaft für Markt-  
 und Sozialforschung, Köln







## IFMA Cologne (2006) → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>54 232</b>
<b>Proportion of trade visitors</b>	<b>55%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	19
more than 50 km up to 100 km	12
more than 100 km up to 300 km	28
over 300 km	41
<b>Total Germany</b>	<b>78</b>
Baden-Württemberg	6
Bavaria	5
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	8
Mecklenburg-West Pomerania	1
Lower Saxony	10
North Rhine-Westphalia	51
Rhineland-Palatinate	6
Saarland	1
Saxony	2
Saxony-Anhalt	2
Schleswig-Holstein	2
Thuringia	2
<b>Total foreign</b>	<b>22</b>
of which	<b>69</b>
EU	8
Rest of Europe	7
South and Central America	8
East Asia	8
Other	8
<b>The three countries with the highest visitor shares</b>	<b>%</b>
Netherlands	25
France	8
Belgium	7
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	43
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	4
Department head, group head	9
Other salaried staff, public service	11
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	5
Student	4
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	55
2004	48
2003	45
2002	40
Earlier events	33
First visit	25

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>45%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	57
more than 50 km up to 100 km	22
more than 100 km up to 300 km	16
over 300 km	5
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	2
Bavaria	1
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	3
Mecklenburg-West Pomerania	-
Lower Saxony	2
North Rhine-Westphalia	87
Rhineland-Palatinate	5
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Total foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	<b>%</b>
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	9
Other salaried staff, public service	34
Skilled worker	13
Lecturer, teacher, scientific assistant	5
Trainee	4
Other position	7
Student	8
Other not gainfully employed	12
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	25
2004	21
2003	16
2002	12
Earlier events	22
First visit	46

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	37
more than 50 km up to 100 km	17
more than 100 km up to 300 km	22
over 300 km	24
<b>Total Germany</b>	<b>88</b>
Baden-Württemberg	4
Bavaria	3
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	5
Mecklenburg-West Pomerania	-
Lower Saxony	6
North Rhine-Westphalia	69
Rhineland-Palatinate	5
Saarland	-
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	1
<b>Total foreign</b>	<b>12</b>
of which	<b>70</b>
EU	9
Rest of Europe	7
South and Central America	7
East Asia	7
Other	8
<b>The three countries with the highest visitor shares</b>	<b>%</b>
Netherlands	26
France	9
Belgium	7
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	3
Department head, group head	9
Other salaried staff/public service	22
Skilled worker	12
Lecturer, teacher, scientific assistant	4
Trainee	4
Other position	6
Student	6
Other not gainfully employed	6
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	42
2004	36
2003	32
2002	27
Earlier events	28
First visit	35

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Specialist retail trade with workshop	43
Specialist retail trade without workshop	3
Large forms of retail trade	1
Department store	1
Mail order	2
Wholesale, foreign trade with retail trade	3
Wholesale, foreign trade without retail trade	5
Import, export	4
Buying association	1
Commercial agent	2
Skilled trades	2
Industry	11
Service	8
Authority, public services	1
University, research	5
Other	3
Student	4
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	35
Collectively	31
In an advisory capacity	20
No	10
Student	4
Other not gainfully employed	2
<b>Area of responsibility</b>	<b>%</b>
Management	32
Research, development, design	6
Planning, work preparation	2
Manufacture, production	6
Production, quality control	2
Buying, procurement	11
Finance, accounting, controlling	1
Information, communication technology (EDP)	1
Administration, organisation, personnel, social welfare, training	2
Marketing, sales, advertising, PR	10
Storage, material management, logistics, transport	2
Maintenance, repairs	10
Other area	10
Student	4
Other not gainfully employed	2
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	<b>%</b>
1- 4	44
5- 9	13
10- 49	15
50- 99	4
100- 199	4
200- 499	7
500- 999	2
1 000- 9 999	4
10 000 and more	2
Student	4
Other not gainfully employed	2
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	<b>%</b>
one	64
two	26
three	6
four	4
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	<b>%</b>
1st day	47
2nd day	54
3rd day	31
4th day	18

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	81
Female	19
<b>Age</b>	<b>%</b>
up to 20 years	4
over 20 up to 30 years	17
over 30 up to 40 years	23
over 40 up to 50 years	26
over 50 up to 60 years	16
over 60 up to 70 years	12
over 70 years	2
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	12
more than 1 500,- EUR up to 2 000,- EUR	17
more than 2 000,- EUR up to 2 600,- EUR	21
more than 2 600,- EUR up to 3 600,- EUR	23
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	7
N/A	29
<b>Size of household</b>	<b>%</b>
1 person	26
2 persons	36
3 persons	17
4 persons	14
5 persons and more	7
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	N/A
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	<b>%</b>
yes	57
no	8
maybe	36

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln





## Inter-Karneval (2006) → Köln

## Basic data private visitors

<b>Total number of visitors</b>	<b>12 927</b>
<b>Proportion of private visitors</b>	<b>90%</b>
<b>Region of residence</b>	%
up to 50 km	26
more than 50 km up to 100 km	21
more than 100 km up to 300 km	33
over 300 km	20
<b>Total Germany</b>	<b>97</b>
Baden-	North Rhine-
Württemberg	7 Westphalia
Bavaria	8 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	17 Schleswig-
Mecklenburg-	Holstein
West Pommern	- Thuringia
Lower Saxony	3
<b>Total foreign</b>	<b>3</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	12
Other not gainfully employed	1
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff, public service	32
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	8
Other position	9
Student	11
Housewife/man	8
Old-age pensioner	5
<b>Frequency of visits to trade fair</b>	%
2005	38
2004	30
2003	20
Earlier events	7
First visit	53

## Additional data private visitors

<b>Sex</b>	%
Male	57
Female	43
<b>Age</b>	%
up to 20 years	13
over 20 up to 30 years	22
over 30 up to 40 years	20
over 40 up to 50 years	27
over 50 up to 60 years	12
over 60 up to 70 years	5
over 70 years	1
<b>Net household income</b>	%
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 3 600,- EUR	7
more than 3 600,- EUR up to 5 000,- EUR	13
more than 5 000,- EUR	6
N/A	48
<b>Size of household</b>	%
1 person	11
2 persons	26
3 persons	22
4 persons	29
5 persons and more	12
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	63
yes	9
no	28
maybe	9
<b>Follow-up business</b>	%
Intend to buy at later date	39
yes	9
no	53
maybe	9

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

## interzum → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>50 287</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	6
more than 100 km up to 300 km	17
over 300 km	69
<b>Total Germany</b>	<b>40</b>
Baden-	North Rhine-
Württemberg	16 Westphalia
Bavaria	11 Rhineland-
Berlin	2 Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	2 Saxony-Anhalt
Hesse	5 Schleswig-
Mecklenburg-	Holstein
West Pommern	- Thuringia
Lower Saxony	6
<b>Total Foreign</b>	<b>60</b>
of which EU	56
Rest of Europe	10
Africa	3
North America	7
South and Central America	7
Middle East	4
East Asia	9
Australia	3
<b>The five countries with the highest visitor shares</b>	%
Italy	8
France	6
Belgium	6
Netherlands	6
Great Britain	6
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	30
Managing director, board member, head of an authority etc.	22
Senior department head, other employee with managerial responsibility	14
Department head, group head	15
Other salaried staff, public service	10
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	5
Student	4
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2005	35
2003	30
2001	26
Earlier events	21
First visit	46

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	50
Wholesale, foreign trade	17
Retail trade	5
Skilled trades	11
Service	9
Authority, public services	1
University, research	1
Other	2
Student	4
Other not gainfully employed	1
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	41
Collectively	31
In an advisory capacity	18
No	7
Student	4
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	29
Research, development, design	13
Planning, work preparation	5
Manufacture, production	15
Production, quality control	2
Buying, procurement	10
Finance, accounting, controlling	1
Information, communication technology (EDP)	-
Administration, organisation, personnel, social welfare, training	-
Marketing, sales, advertising, PR	16
Storage, material management, logistics, transport	1
Maintenance, repairs	-
Other area	3
Student	4
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	15
5- 9	9
10- 49	22
50- 99	11
100-199	10
200-499	11
500- 999	6
1 000- 9 999	9
10 000 and more	1
Student	4
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	54
two	27
three	12
four	8
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	
1st day	41
2nd day	50
3rd day	46
4th day	37

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

## ISM → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>35 957</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	8
more than 100 km up to 300 km	18
over 300 km	60
<b>Total Germany</b>	<b>47</b>
Baden-	North Rhine-
Württemberg	8 Westphalia
Bavaria	7 Rhineland-
Berlin	3 Palatinate
Brandenburg	1 Saarland
Bremen	1 Saxony
Hamburg	4 Saxony-Anhalt
Hesse	7 Schleswig-
Mecklenburg-	Holstein
West Pommern	1 Thuringia
Lower Saxony	5
<b>Total Foreign</b>	<b>53</b>
of which EU	55
Rest of Europe	12
Africa	3
North America	4
South and Central America	9
Middle East	8
East Asia	8
Australia	1
<b>The five countries with the highest visitor shares</b>	%
Netherlands	10
Great Britain	8
France	7
Italy	6
Switzerland	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	18
Senior department head, other employee with managerial responsibility	11
Department head, group head	16
Other salaried staff, public service	14
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	5
Student	4
<b>Frequency of visits to trade fair</b>	%
2006	41
2005	34
2004	26
2003	24
Earlier events	20
First visit	40

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln



## AMI-AUTO MOBIL INTERNATIONAL with AMITEC (2006) → Leipzig

## Basic data private visitors

<b>Total number of visitors</b>	<b>285 484</b>
<b>Proportion of private visitors</b>	<b>69%</b>
<b>Region of residence</b>	%
up to 50 km	30
more than 50 km up to 100 km	23
more than 100 km up to 300 km	38
over 300 km	10
<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	1 North Rhine-
Bavaria	3 Westphalia
Berlin	2 Rhineland-
Brandenburg	5 Palatinate
Bremen	- Saarland
Hamburg	- Saxony
Hesse	1 Saxony-Anhalt
Mecklenburg-	1 Schleswig-
West Pomerania	1 Holstein
Lower Saxony	2 Thuringia
	12
<b>Total foreign</b>	<b>3</b>
of which EU	77
Other	23
<b>The country with the highest visitor share</b>	<b>%</b>
Czech Republic	40
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	4
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff, public service	15
Skilled worker	16
Lecturer, teacher, scientific assistant	2
Trainee	15
Other position	6
Student	31
Housewife/man	1
Old-age pensioner	3
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	38
2004	31
2003	22
2002	18
Earlier events	11
First visit	42

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	27
more than 50 km up to 100 km	21
more than 100 km up to 300 km	38
over 300 km	14
<b>Total Germany</b>	<b>95</b>
Baden-Württemberg	2 North Rhine-
Bavaria	3 Westphalia
Berlin	2 Rhineland-
Brandenburg	2 Palatinate
Bremen	- Saarland
Hamburg	- Saxony
Hesse	1 Saxony-Anhalt
Mecklenburg-	1 Schleswig-
West Pomerania	2 Holstein
Lower Saxony	2 Thuringia
	3
<b>Total foreign</b>	<b>5</b>
of which EU	84
Other	16
<b>The two countries with the highest visitor shares</b>	<b>%</b>
Czech Republic	48
Poland	27
<b>Position in the company/organisation</b>	<b>%</b>
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	4
Other salaried staff, public service	14
Skilled worker	15
Lecturer, teacher, scientific assistant	2
Trainee	17
Other position	5
Student	28
Housewife/man	1
Old-age pensioner	2
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	39
2004	32
2003	24
2002	19
Earlier events	11
First visit	41

## Additional data private visitors

<b>Sex</b>	%
Male	73
Female	27
<b>Age</b>	%
up to 20 years	37
over 20 up to 30 years	42
over 30 up to 40 years	9
over 40 up to 50 years	6
over 50 up to 60 years	3
over 60 up to 70 years	2
over 70 years	1
<b>Net household income</b>	%
up to 900,- EUR	27
more than 900,- EUR up to 1 500,- EUR	18
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	8
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	11
N/A	7
<b>Size of household</b>	%
1 person	18
2 persons	26
3 persons	24
4 persons	22
5 persons and more	10
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	23
no	31
maybe	45
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	28
no	19
maybe	53
Conducted by: Institut für Marktforschung, Leipzig	

## baufach (2006) → Leipzig

## Basic data trade visitors

<b>Total number of visitors</b>	<b>19 480</b>
<b>Proportion of trade visitors</b>	<b>77%</b>
<b>Region of residence</b>	%
up to 50 km	40
more than 50 km up to 100 km	20
more than 100 km up to 300 km	31
over 300 km	9
<b>Total Germany</b>	<b>96</b>
Baden-Württemberg	1 North Rhine-
Bavaria	3 Westphalia
Berlin	1 Rhineland-
Brandenburg	5 Palatinate
Bremen	- Saarland
Hamburg	- Saxony
Hesse	1 Saxony-Anhalt
Mecklenburg-	1 Schleswig-
West Pomerania	1 Holstein
Lower Saxony	1 Thuringia
	10
<b>Total foreign</b>	<b>4</b>
of which EU	65
Other	35
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	40
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	7
Other salaried staff, public service	13
Skilled worker	9
Lecturer, teacher, scientific assistant	4
Trainee	9
Other position	2
Student	8
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2003	34
2001	19
Earlier events	25
First visit	38

## Additional data trade visitors

<b>Economic sector</b>	%
Building industry/trades	37
Construction industry, industrial processing	9
Architect's, planner's, engineer's office	20
Other sectors	7
Wholesale and foreign trade	7
Education and further training, research, development	4
Public authorities, offices, public institutions	2
Commercial investor	2
Associations, clubs, chambers	1
General contractors	1
Housing construction companies, housing management	1
Utility supply industries	1
Student	8
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	26
In an advisory capacity	26
No	10
Student	8
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	28
Research, development, design	6
Planning, work preparation	28
Manufacture, production	23
Production, quality control	8
Buying, procurement	24
Finance, accounting, controlling	10
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	10
Marketing, sales, advertising, PR	14
Maintenance, repairs	11
Storage, material management, logistics, transport	6
Other area	12
Student	8
Other not gainfully employed	2
<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	36
5- 9	14
10- 49	18
50- 99	4
100-199	6
200-499	6
500- 999	2
1 000- 9 999	3
10 000 and more	2
Student	8
Other not gainfully employed	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	95
two	4
three	-
four	1
1,1 days	
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	27
2nd day	31
3rd day	30
4th day	20

Conducted by: Institut für Marktforschung, Leipzig

## CADEAUX (Autumn) (2006) → Leipzig

### Basic data trade visitors

Total number of visitors 11 553

Proportion of trade visitors 93%

Region of residence %  
up to 50 km 17  
more than 50 km up to 100 km 18  
more than 100 km up to 300 km 56  
over 300 km 9

Total Germany 99  
Baden-Württemberg 1 North Rhine-Westphalia 1  
Bavaria 3 Rhineland-Palatinate -  
Berlin 7 Saarland -  
Brandenburg 14 Saxony 42  
Bremen - Saxony-Anhalt 15  
Hamburg - Schleswig-Holstein -  
Hesse 1 Thuringia 12  
Mecklenburg-West Pomerania 2  
Lower Saxony 1

Total foreign 1

Position in the company/organisation %  
Entrepreneur, partner, self-employed 68  
Managing director, board member, head of an authority etc. 4  
Senior department head, other employee with managerial responsibility 1  
Department head, group head 4  
Other salaried staff, public service 6  
Skilled worker 5  
Lecturer, teacher, scientific assistant 7  
Trainee 1  
Other position 1  
Student 3  
Other not gainfully employed 1

Frequency of visits to trade fair %  
2005 40  
2004 32  
2003 21  
2002 19  
Earlier events 17  
First visit 43

### Additional data trade visitors

Economic sector %  
Retail trade 64  
Skilled trades 20  
Other services 3  
Retail and wholesale trade 2  
Industry 2  
Commercial agent 2  
Interior designer 1  
Authority, public services 1  
Architect, planner, engineer's office, services 1  
Other sectors 2  
Student 3  
Other not gainfully employed 1

Influence on purchasing/procurement decisions %  
Decisively 49  
Collectively 26  
In an advisory capacity 14  
No 8  
Student 3  
Other not gainfully employed 1

Area of responsibility %  
Management 34  
Research, development, design 2  
Planning, work preparation 13  
Manufacture, production 19  
Production, quality control 7  
Buying, procurement 63  
Finance, accounting, controlling 17  
Information, communication technology (EDP) 5  
Administration, organisation, personnel, social welfare, training 7  
Marketing, sales, advertising, PR 13  
Storage, material management, logistics, transport 9  
Maintenance, repairs 4  
Other area 49  
Student 3  
Other not gainfully employed 1

Size of company/organisation: Number of employees: %  
1- 4 70 500- 999 -  
5- 9 13 1 000- 9 999 1  
10- 49 10 10 000 and more -  
50- 99 1 Student 3  
100-199 1 Other not gainfully employed 1  
200-499 1

Length of stay %  
1. Length of stay (days):  
one 90 two 8 three 2  
2. Average length of stay 1,1 days  
3. Share of visitors on the event's days:  
1st day 34 2nd day 53 3rd day 25

Conducted by: Institut für Marktforschung, Leipzig

## enertec (2005) → Leipzig

### Basic data trade visitors

Total number of visitors 10 995

Proportion of trade visitors 95%

Region of residence %  
up to 50 km 32  
more than 50 km up to 100 km 15  
more than 100 km up to 300 km 35  
over 300 km 14

Total Germany 97  
Baden-Württemberg 2 North Rhine-Westphalia 4  
Bavaria 4 Rhineland-Palatinate 1  
Berlin 5 Saarland 1  
Brandenburg 5 Saxony 49  
Bremen - Saxony-Anhalt 14  
Hamburg 3 Schleswig-Holstein 1  
Hesse 1 Thuringia 7  
Mecklenburg-West Pomerania -  
Lower Saxony 3

Total Foreign 3  
of which EU 47  
Rest of Europe 13  
Africa 13  
North America 20  
East Asia 7

The two countries with the highest visitor shares %  
Poland 13  
Canada 13

Position in the company/organisation %  
Entrepreneur, partner, self-employed 18  
Managing director, board member, head of an authority etc. 6  
Senior department head, other employee with managerial responsibility 6  
Department head, group head 14  
Other salaried staff, public service 23  
Skilled worker 3  
Lecturer, teacher, scientific assistant 7  
Trainee 2  
Other position 4  
Student 14  
Old-age pensioner 2  
Other not gainfully employed 2

Frequency of visits to trade fair %  
2003 26  
2001 13  
Earlier events 8  
First visit 60

### Basic data all visitors

Region of residence %  
up to 50 km 32  
more than 50 km up to 100 km 15  
more than 100 km up to 300 km 35  
over 300 km 14

Total Germany 97  
Baden-Württemberg 2 North Rhine-Westphalia 4  
Bavaria 4 Rhineland-Palatinate 1  
Berlin 5 Saarland 1  
Brandenburg 5 Saxony 49  
Bremen - Saxony-Anhalt 14  
Hamburg 3 Schleswig-Holstein 1  
Hesse 1 Thuringia 7  
Mecklenburg-West Pomerania 1  
Lower Saxony 3

Total Foreign 5  
of which EU 50  
Rest of Europe 13  
Africa 13  
North America 19  
East Asia 6

The two countries with the highest visitor shares %  
Poland 13  
Canada 13

Position in the company/organisation %  
Entrepreneur, partner, self-employed 18  
Managing director, board member, head of an authority etc. 6  
Senior department head, other employee with managerial responsibility 6  
Department head, group head 13  
Other salaried staff, public service 22  
Skilled worker 3  
Lecturer, teacher, scientific assistant 7  
Trainee 2  
Other position 3  
Student 14  
Old-age pensioner 2  
Other not gainfully employed 2

Frequency of visits to trade fair %  
2003 26  
2001 13  
Earlier events 9  
First visit 60

### Additional data trade visitors

Economic sector %  
Industry 15  
Service provider 14  
Student 14  
Engineer's and planning office 9  
Public authority, administration 5  
Skilled trades 5  
Consulting 5  
Other sectors 10  
Municipal services 4  
University, college etc. 4  
Agriculture and forestry 4  
Research facility 3  
Association, society 3  
School 2  
N/A 2  
Municipalities 2  
Other not gainfully employed 2

Influence on purchasing/procurement decisions %  
Decisively 20  
Collectively 29  
In an advisory capacity 24  
No 11  
Student 14  
Other not gainfully employed 2

Area of responsibility %  
Management 13  
Research, development, design 7  
Planning, work preparation 9  
Manufacture, production 5  
Production, quality control -  
Buying, procurement 3  
Finance, accounting, controlling 2  
Information, communication technology (EDP) 3  
Administration, organisation, personnel, social welfare, training 2  
Marketing, sales, advertising, PR 7  
Maintenance, repairs 4  
Other area 30  
Student 14  
Other not gainfully employed 2

Size of company/organisation: Number of employees: %  
10- 49 21 500- 999 5  
50- 99 8 1 000- 9 999 8  
1- 4 15 10 000 and more 2  
5- 9 10 Student 14  
100-199 7 Other not gainfully employed 2  
200-499 7

Length of stay %  
1. Length of stay (days):  
one 88 three 1  
two 11 four 1  
2. Average length of stay 1,1 days  
3. Share of visitors on the event's days:  
1st day 19 3rd day 40  
2nd day 28 4th day 27

Conducted by: Institut für Marktforschung, Leipzig

## FACHDENTAL LEIPZIG ..... Leipzig

## Basic data trade visitors

<b>Total number of visitors</b>	<b>4 689</b>	
<b>Proportion of trade visitors</b>	<b>98%</b>	
<b>Region of residence</b>	%	
up to 50 km	34	
more than 50 km up to 100 km	34	
more than 100 km up to 300 km	29	
over 300 km	2	
<b>Total Germany</b>	<b>100</b>	
Baden- Württemberg	North Rhine- Westphalia	-
Bavaria	2 Rhineland- Palatinate	-
Berlin	2 Saarland	-
Brandenburg	- Saxony	56
Bremen	- Saxony-Anhalt	23
Hamburg	- Schleswig- Holstein	-
Hesse	- Thuringia	15
Mecklenburg- West Pomerania	-	-
Lower Saxony	-	-
<b>Position in the company/organisation</b>	%	
Entrepreneur, partner, self-employed	34	
Managing director, board member, head of an authority etc.	1	
Senior department head, other employee with managerial responsibility	-	
Department head, group head	3	
Other salaried staff, public service	37	
Skilled worker	8	
Lecturer, teacher, scientific assistant	1	
Trainee	9	
Other position	1	
Student	7	
Other not gainfully employed	1	
<b>Frequency of visits to trade fair</b>	%	
2006	52	
2005	48	
Earlier events	35	
First visit	21	

## Additional data trade visitors

<b>Economic sector</b>	%
Dentist's practice,- clinic	76
Orthodontics	4
Oral surgery	3
Dental technology laboratory	15
Dental trade	2
University, polytechnic	4
Other	4
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	31
Collectively	30
In an advisory capacity	22
No	9
Student	7
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	37
Research, development, design	1
Planning, work preparation	25
Manufacture, production	15
Production, quality control	3
Buying, procurement	12
Finance, accounting, controlling	5
Information, communication technology (EDP)	3
Administration, organisation, personnel, social welfare, training	19
Marketing, sales, advertising, PR	2
Storage, material management, logistics, transport	3
Maintenance, repairs	6
Other area	10
Student	7
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	%
1- 4	46
5- 9	32
10- 49	11
50- 99	1
100-199	2
200-499	-
500- 999	-
1 000- 9 999	-
10 000 and more	-
Student	7
Other not gainfully employed	1
<b>Length of stay</b>	%
1.Length of stay (days):	
one	98
two	2
2.Average length of stay	1,0 days
3.Share of visitors on the event's days:	
1st day	50
2nd day	52
Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart	

## GC – Games Convention (2005) ..... Leipzig

## Basic data private visitors

<b>Total number of visitors</b>	<b>136 584</b>	
<b>Proportion of private visitors</b>	<b>95%</b>	
<b>Region of residence</b>	%	
up to 50 km	24	
more than 50 km up to 100 km	13	
more than 100 km up to 300 km	33	
over 300 km	30	
<b>Total Germany</b>	<b>98</b>	
Baden- Württemberg	North Rhine- Westphalia	5
Bavaria	10 Rhineland- Palatinate	2
Berlin	4 Saarland	-
Brandenburg	- Saxony	34
Bremen	- Saxony-Anhalt	17
Hamburg	- Schleswig- Holstein	1
Hesse	5 Thuringia	7
Mecklenburg- West Pomerania	-	-
Lower Saxony	5	-
<b>Total foreign</b>	<b>2</b>	
of which EU	71	
Rest of Europe	25	
North America	4	
<b>The five countries with the highest visitor shares</b>	%	
Austria	54	
Switzerland	25	
Poland	8	
France	4	
Hungary	4	
<b>Position in the company/organisation</b>	%	
Entrepreneur, partner, self-employed	2	
Managing director, board member, head of an authority etc.	-	
Senior department head, other employee with managerial responsibility	-	
Department head, group head	2	
Other salaried staff, public service	9	
Skilled worker	8	
Lecturer, teacher, scientific assistant	-	
Trainee	16	
Other position	3	
Housewife/man	1	
Old-age pensioner	1	
Student	54	
Other not gainfully employed	4	
<b>Frequency of visits to trade fair</b>	%	
2004	43	
2003	29	
Earlier events	19	
First visit	59	

## Additional data private visitors

<b>Sex</b>	%
Male	87
Female	13
<b>Age</b>	%
up to 20 years	66
over 20 up to 30 years	24
over 30 up to 40 years	5
over 40 up to 50 years	4
over 50 up to 60 years	1
over 60 up to 70 years	-
over 70 years	-
<b>Net household income</b>	%
up to 900,- EUR	25
more than 900,- EUR up to 1 500,- EUR	16
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	6
N/A	10
<b>Size of household</b>	%
1 person	11
2 persons	16
3 persons	29
4 persons	31
5 persons and more	12
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	6
no	N/A
maybe	
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	47
no	7
maybe	46
Conducted by: Institut für Marktforschung, Leipzig	

## GÄSTE (2005)

## Basic data trade visitors

<b>Total number of visitors</b>	<b>19 901</b>	
<b>Proportion of trade visitors</b>	<b>93%</b>	
<b>Region of residence</b>	%	
up to 50 km	27	
more than 50 km up to 100 km	25	
more than 100 km up to 300 km	38	
over 300 km	11	
<b>Total Germany</b>	<b>94</b>	
Baden- Württemberg	North Rhine- Westphalia	1
Bavaria	1 Rhineland- Palatinate	1
Berlin	6 Saarland	-
Brandenburg	- Saxony	54
Bremen	- Saxony-Anhalt	17
Hamburg	- Schleswig- Holstein	-
Hesse	1 Thuringia	15
Mecklenburg- West Pomerania	-	-
Lower Saxony	1	-
<b>Total Foreign</b>	<b>6</b>	
of which EU	84	
Rest of Europe	13	
Australia	3	
<b>The five countries with the highest visitor shares</b>	%	
Czech Republic	66	
Switzerland	9	
Poland	9	
Italy	6	
Slovakia	3	
<b>Position in the company/organisation</b>	%	
Entrepreneur, partner, self-employed	20	
Managing director, board member, head of an authority etc.	3	
Senior department head, other employee with managerial responsibility	3	
Department head, group head	11	
Other salaried staff, public service	7	
Skilled worker	13	
Lecturer, teacher, scientific assistant	3	
Trainee	31	
Other position	2	
Student	8	
Other not gainfully employed	1	
<b>Frequency of visits to trade fair</b>	%	
2003	31	
2001	16	
Earlier events	14	
First visit	55	

Additional data trade visitors

<b>Economic sector</b>	%
Catering, restaurant	53
Hotels, guest house	15
Educational facility	5
Trade	5
Community catering	5
Service	3
Franchise restaurant	1
Public administration	1
Planning, architecture, interior furnishings	1
Other sectors	2
Student	8
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	18
Collectively	28
In an advisory capacity	27
No	18
Student	8
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	20
Research, development, design	1
Planning, work preparation	21
Manufacture, production	27
Production, quality control	10
Buying, procurement	30
Finance, accounting, controlling	11
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	9
Marketing, sales, advertising, PR	14
Storage, material management, logistics, transport	10
Maintenance, repairs	5
Other area	33
Student	8
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	17
5- 9	15
10- 49	27
50- 99	9
100-199	6
200-499	6
500- 999	2
1 000- 9 999	4
10 000 and more	2
Student	8
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	93
two	6
three	1
four	1
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	14
2nd day	27
3rd day	57
4th day	11

Conducted by: Institut für Marktforschung, Leipzig

Basic data private visitors

<b>Total number of visitors</b>	169 064
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<b>Proportion of private visitors</b>	92%
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<b>Region of residence</b>	%
up to 50 km	50
more than 50 km up to 100 km	39
more than 100 km up to 300 km	8
over 300 km	2

<b>Total Germany</b>	100
Baden-Württemberg	-
Bavaria	-
Berlin	-
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommern	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	1
Saxony	65
Saxony-Anhalt	26
Schleswig-Holstein	-
Thuringia	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	22
Skilled worker	16
Lecturer, teacher, scientific assistant	2
Other position	7
Student	20
Housewife/man	3
Old-age pensioner	12
Other not gainfully employed	6

<b>Frequency of visits to trade fair</b>	%
2004	52
2003	46
2002	36
2001	28
Earlier events	21
First visit	18

Additional data private visitors

<b>Sex</b>	%
Male	48
Female	52

<b>Age</b>	%
up to 20 years	26
over 20 up to 30 years	16
over 30 up to 40 years	16
over 40 up to 50 years	20
over 50 up to 60 years	12
over 60 up to 70 years	10
over 70 years	1

<b>Net household income</b>	%
up to 900,- EUR	16
more than 900,- EUR up to 1 500,- EUR	16
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	8
more than 3 600,- EUR up to 5 000,- EUR	4
more than 5 000,- EUR	29
N/A	29

<b>Size of household</b>	%
1 person	10
2 persons	35
3 persons	26
4 persons	22
5 persons and more	8

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	63
yes	14
no	23
maybe	23

<b>Follow-up business</b>	%
Intend to buy at later date	25
yes	25
no	50
maybe	50

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Basic data trade visitors

<b>Total number of visitors</b>	15 958
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<b>Proportion of trade visitors</b>	100%
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<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	11
more than 100 km up to 300 km	34
over 300 km	46

<b>Total Germany</b>	88
Baden-Württemberg	8
Bavaria	6
Berlin	5
Brandenburg	9
Bremen	1
Hamburg	1
Hesse	4
Mecklenburg-West Pommern	5
Lower Saxony	5
North Rhine-Westphalia	13
Rhineland-Palatinate	3
Saarland	1
Saxony	22
Saxony-Anhalt	9
Schleswig-Holstein	1
Thuringia	7

<b>Total Foreign</b>	12
of which EU	67
Rest of Europe	24
Other	10

<b>The country with the highest visitor share</b>	%
Austria	14

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	16
Other salaried staff, public service	41
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	2
Student	10
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	26
2005	28
2004	26
2003	22
2002	21
Earlier events	33
First visit	34

Additional data trade visitors

<b>Economic sector</b>	%
Industrial company	3
Energy supplies	3
Water supplies	2
Wholesale, foreign trade	1
Retail trade	1
Engineer's office	25
Research	2
Telecommunication	2
Architecture, construction	4
Other service company	5
Professional, specialist association	1
Authority, public services	30
Vocational school, polytechnic, university	4
Other sectors	8
Student	10
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	11
Collectively	32
In an advisory capacity	28
No	18
Student	10
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	16
Research, development, design	12
Planning, work preparation	18
Manufacture, production	12
Production, quality control	5
Buying, procurement	3
Finance, accounting, controlling	1
Information, communication technology (EDP)	12
Administration, organisation, personnel, social welfare, training	8
Marketing, sales, advertising, PR	4
Storage, material management, logistics, transport	-
Maintenance, repairs	2
Other area	19
Student	10
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	9
5- 9	11
10- 49	18
50- 99	8
100-199	9
200-499	11
500- 999	8
1 000- 9 999	10
10 000 and more	5
Student	10
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	66
two	19
three	15
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	46
2nd day	59
3rd day	44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





Additional data private visitors

<b>Sex</b>	%
Male	63
Female	37
<b>Age</b>	%
up to 20 years	19
over 20 up to 30 years	25
over 30 up to 40 years	24
over 40 up to 50 years	21
over 50 up to 60 years	7
over 60 up to 70 years	4
over 70 years	-
<b>Net household income</b>	%
up to 900,- EUR	20
more than 900,- EUR up to 1 500,- EUR	21
more than 1 500,- EUR up to 2 000,- EUR	16
more than 2 000,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	11
more than 5 000,- EUR	6
N/A	4
	8
<b>Size of household</b>	%
1 person	14
2 persons	29
3 persons	26
4 persons	22
5 persons and more	9
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	74
no	4
maybe	22
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	43
no	9
maybe	48

Conducted by: Institut für Marktforschung, Leipzig

Basic data trade visitors

<b>Total number of visitors</b>	<b>12 041</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	37
more than 50 km up to 100 km	20
more than 100 km up to 300 km	32
over 300 km	11
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	2 North Rhine-
Bavaria	2 Westphalia
Berlin	2 Rhineland-
Brandenburg	6 Palatinate
Bremen	6 Saarland
Hamburg	- Saxony
Hesse	- Saxony-Anhalt
Mecklenburg-	1 Schleswig-
West Pommern	1 Holstein
Lower Saxony	3 Thuringia
	-
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	3
Department head, group head	13
Other salaried staff, public service	25
Skilled worker	12
Lecturer, teacher, scientific assistant	4
Trainee	20
Other position	5
Student	8
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2005	28
2003	13
2001	7
Earlier events	5
First visit	64

Additional data trade visitors

<b>Economic sector</b>	%
Hospital	21
Outpatient care, social care facilities	21
Partly in-patient, stationary care facilities	18
University, polytechnic, vocational school	7
Disabled/Old people's facility	7
Other services	3
Industry	3
Home Care Services	2
Specialist sanitary, medical technical specialised trade	3
Doctor's practice	1
Prophylaxis and rehabilitation facilities	1
Facilities of the paying authority	1
Public authority/administration	1
Other sectors	4
Student	8
Other not gainfully employed	1
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	10
Collectively	28
In an advisory capacity	30
No	23
Student	8
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	11
Research, development, design	-
Planning, work preparation	3
Manufacture, production	1
Production, quality control	2
Buying, procurement	4
Finance, accounting, controlling	1
Information, communication technology (EDP)	-
Administration, organisation, personnel, social welfare, training	18
Marketing, sales, advertising, PR	3
Storage, material management, logistics, transport	-
Maintenance, repairs	1
Other area	47
Student	8
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	6
5- 9	5
10- 49	30
50- 99	13
100-199	7
200-499	14
500- 999	8
1 000- 9 999	8
10 000 and more	1
Student	8
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	90
two	7
three	3
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	41
2nd day	46
3rd day	27

Conducted by: Institut für Marktforschung, Leipzig

Basic data trade visitors

<b>Total number of visitors</b>	<b>10 701</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	21
more than 50 km up to 100 km	27
more than 100 km up to 300 km	44
over 300 km	7
<b>Total Germany</b>	<b>99</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	4 Rhineland-
Berlin	3 Palatinate
Brandenburg	10 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pommern	2 Thuringia
Lower Saxony	5
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff, public service	18
Skilled worker	15
Lecturer, teacher, scientific assistant	3
Trainee	17
Other position	1
Student	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2005	49
2004	32
2001	32
Earlier events	32
First visit	34

Additional data trade visitors

<b>Economic sector</b>	%
Bakers/Confectioneers Trade	82
Bread, cake and pastry industry	8
Subcontracting industry	4
Trade	4
Service	5
University, polytechnic, vocational school	3
Other	4
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	26
Collectively	29
In an advisory capacity	23
No	20
Student	2
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	30
Research, development, design	5
Planning, work preparation	10
Manufacture, production	49
Production, quality control	9
Buying, procurement	15
Finance, accounting, controlling	7
Information, communication technology (EDP)	3
Administration, organisation, personnel, social welfare, training	7
Marketing, sales, advertising, PR	22
Storage, material management, logistics, transport	5
Maintenance, repairs	4
Other area	6
Student	2
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	16
5- 9	26
10- 49	28
50- 99	9
100-199	9
200-499	5
500- 999	3
1 000- 9 999	2
10 000 and more	1
Student	2
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	90
two	7
three	3
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	36
2nd day	42
3rd day	34

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart



Additional data trade visitors

<b>Economic sector</b>	%
Theoretical practice	45
Vocational school, technical college	23
University, academy, specialist school	6
Hospital	5
Prophylaxis and rehabilitation facilities	3
Stationary nursing facility	3
Facility for the disabled	2
Health cure and medicinal baths	1
Fitness studio	1
Other sectors	6
Ambulant rehabilitation centre	3
Medical technical specialised trade	1
Association, society, self-help group	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	25
In an advisory capacity	24
No	18
Student	10
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	22
Research, development, design	3
Planning, work preparation	15
Manufacture, production	3
Production, quality control	2
Buying, procurement	16
Finance, accounting, controlling	7
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	21
Marketing, sales, advertising, PR	7
Storage, material management, logistics, transport	3
Maintenance, repairs	4
Other area	51
Student	10
Other not gainfully employed	2

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	33
5- 9	13
10- 49	18
50- 99	4
100-199	7
200-499	8
500- 999	3
1 000- 9 999	2
10 000 and more	1
Student	10
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	81
two	11
three	9
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	43
2nd day	46
3rd day	40

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Basic data private visitors

<b>Total number of visitors</b>	<b>72 049</b>
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<b>Proportion of private visitors</b>	<b>93%</b>
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<b>Region of residence</b>	%
up to 50 km	53
more than 50 km up to 100 km	22
more than 100 km up to 300 km	24
over 300 km	2

<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	-
Bavaria	1
Berlin	2
Brandenburg	3
Bremen	-
Hamburg	3
Hesse	1
Mecklenburg-West Pommern	-
Lower Saxony	1
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	3
Saxony	66
Saxony-Anhalt	18
Schleswig-Holstein	-
Thuringia	7

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff, public service	38
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	1
Student	4
Housewife/man	2
Old-age pensioner	31
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2006	62
2005	56
2004	50
2003	44
Earlier events	38
First visit	28

Additional data private visitors

<b>Sex</b>	%
Male	46
Female	54

<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	9
over 30 up to 40 years	13
over 40 up to 50 years	24
over 50 up to 60 years	21
over 60 up to 70 years	25
over 70 years	5

<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	12
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	5
more than 5 000,- EUR	3
N/A	40

<b>Size of household</b>	%
1 person	15
2 persons	54
3 persons	18
4 persons	10
5 persons and more	2

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	-
yes	18
no	57
maybe	24

<b>Follow-up business</b>	%
Intend to buy at later date	-
yes	35
no	31
maybe	35

Conducted by: Anova Marktforschung, Dresden

Basic data trade visitors

<b>Total number of visitors</b>	<b>4 950</b>
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<b>Proportion of trade visitors</b>	<b>99%</b>
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<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	11
more than 100 km up to 300 km	33
over 300 km	44

<b>Total Germany</b>	<b>87</b>
Baden-Württemberg	7
Bavaria	10
Berlin	2
Brandenburg	3
Bremen	-
Hamburg	3
Hesse	4
Mecklenburg-West Pommern	1
Lower Saxony	5
North Rhine-Westphalia	9
Rhineland-Palatinate	1
Saarland	-
Saxony	39
Saxony-Anhalt	9
Schleswig-Holstein	1
Thuringia	9

<b>Total foreign</b>	<b>13</b>
of which EU	70
Rest of Europe	25
Other	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	7
Department head, group head	22
Other salaried staff, public service	34
Skilled worker	2
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	4

<b>Frequency of visits to trade fair</b>	%
2005	22
2004	13
2003	7
2002	5
Earlier events	2
First visit	72

Additional data trade visitors

<b>Economic sector</b>	%
Industry	61
Service	21
Technical retail trade	7
Skilled trades	4
Research	3
Student	4

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	33
Collectively	33
In an advisory capacity	20
No	11
Student	4

<b>Area of responsibility</b>	%
Management	17
Research, development, design	7
Planning, work preparation	-
Manufacture, production	6
Production, quality control	2
Buying, procurement	20
Finance, accounting, controlling	-
Information, communication technology (EDP)	1
Administration, organisation, personnel, social welfare, training	1
Marketing, sales, advertising, PR	9
Storage, material management, logistics, transport	1
Maintenance, repairs	1
Other area	30
Student	4

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	7
5- 9	5
10- 49	22
50- 99	14
100-199	13
200- 499	15
500- 999	6
1 000- 9 999	9
10 000 and more	4
Student	4

<b>Length of stay</b>	%
1. Length of stay (days):	
one	87
two	10
three	3
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	35
2nd day	53
3rd day	28

Conducted by: Institut für Marktforschung, Leipzig

## REGIO → Lörrach

## Basic data private visitors

<b>Total number of visitors</b>	<b>51 239</b>
<b>Proportion of private visitors</b>	<b>84%</b>
<b>Region of residence</b>	%
up to 50 km	93
more than 50 km up to 100 km	5
more than 100 km up to 300 km	1
over 300 km	1
<b>Total Germany</b>	<b>85</b>
Baden-	North Rhine-
Württemberg	100 Westphalia
Bavaria	- Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-
<b>Total Foreign</b>	<b>15</b>
of which EU	23
Rest of Europe	76
Other	1
<b>The two countries with the highest visitor shares</b>	%
Switzerland	75
France	22
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	4
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	1
Department head, group head	2
Other salaried stuff, public service	31
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	2
Student	10
Housewife/man	9
Old-age pensioner	32
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	74
2005	74
2004	68
2003	63
Earlier events	48
First visit	12

## Additional data private visitors

<b>Sex</b>	%
Male	45
Female	55
<b>Age</b>	%
up to 20 years	11
over 20 up to 30 years	10
over 30 up to 40 years	9
over 40 up to 50 years	19
over 50 up to 60 years	18
over 60 up to 70 years	27
over 70 years	7
<b>Net household income</b>	%
up to 900,- EUR	3
more than 900,- EUR up to 1 500,- EUR	4
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	9
more than 3 600,- EUR up to 5 000,- EUR	4
more than 5 000,- EUR	2
N/A	57
<b>Size of household</b>	%
1 person	15
2 persons	48
3 persons	16
4 persons	16
5 persons and more	5
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	61
yes	22
no	17
maybe	-
<b>Follow-up business</b>	%
Intend to buy at later date	12
yes	59
no	29
maybe	-

Conducted by: Messe Lörrach GmbH, Lörrach

## MANNHEIMER MAIMARKT → Mannheim

## Basic data private visitors

<b>Total number of visitors</b>	<b>338 993</b>
<b>Proportion of private visitors</b>	<b>87%</b>
<b>Region of residence</b>	%
up to 50 km	79
more than 50 km up to 100 km	15
more than 100 km up to 300 km	5
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	67 Westphalia
Bavaria	1 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	10 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried stuff, public service	36
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	11
Housewife/man	9
Old-age pensioner	17
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	60
2005	48
Earlier events	58
First visit	10

Conducted by: Messe Lörrach GmbH, Lörrach

## Basic data all visitors

<b>Proportion of trade visitors</b>	<b>13%</b>
<b>Region of residence</b>	%
up to 50 km	79
more than 50 km up to 100 km	16
more than 100 km up to 300 km	5
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	67 Westphalia
Bavaria	1 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	10 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-
<b>Position in the company/organisation</b>	%
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	3
Other salaried stuff, public service	35
Skilled worker	10
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	3
Student	12
Housewife/man	8
Old-age pensioner	15
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	60
2005	48
Earlier events	57
First visit	10

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Additional data private visitors

<b>Sex</b>	%
Male	46
Female	54
<b>Age</b>	%
up to 20 years	12
over 20 up to 30 years	12
over 30 up to 40 years	21
over 40 up to 50 years	23
over 50 up to 60 years	16
over 60 up to 70 years	12
over 70 years	4
<b>Net household income</b>	%
up to 900,- EUR	2
more than 900,- 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 2 600,- EUR	8
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	4
N/A	59
<b>Size of household</b>	%
1 person	10
2 persons	36
3 persons	23
4 persons	23
5 persons and more	8
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	72
yes	11
no	17
maybe	-
<b>Follow-up business</b>	%
Intend to buy at later date	31
yes	33
no	36
maybe	-

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





### Additional data trade visitors

<b>Economic sector</b>	%
Corporate Real Estate Management	24
Property consulting, agent	13
Property development	6
Property financing	6
Property investment	14
Real Estate project management	5
Property communication	3
Associations of Real Estate management	1
Facility management, Services	5
Architect's office	5
Engineering company	5
Economic regions and cities	3
Information technology	1
Education and further training, research, development	2
Student	7

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	31
Collectively	32
In an advisory capacity	20
No	9
Student	7

<b>Area of responsibility</b>	%
Management	13
Research, development, design	-
Planning, work preparation	11
Manufacture, production	-
Production, quality control	-
Buying, procurement	5
Finance, accounting, controlling	7
Information, communication technology (EDP)	1
Administration, organisation, personnel, social welfare, training	7
Marketing, sales, advertising, PR	14
Market research	6
Financing	9
Investment, acquisition	26
Consulting	23
Corporate Real Estate Management	11
Other area	9
Student	7

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	16
5- 9	11
10- 49	23
50- 99	9
100-199	6
200- 499	7
500- 999	5
1 000- 9 999	9
10 000 and more	6
Student	7

<b>Length of stay</b>	%
1. Length of stay (days):	
one	32
two	45
three	23
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	
1st day	61
2nd day	83
3rd day	47

Conducted by: TNS Infratest, München

### Basic data private visitors

**Total number of visitors** 74 092

**Proportion of private visitors** 83%

<b>Region of residence</b>	%
up to 50 km	56
more than 50 km up to 100 km	23
more than 100 km up to 300 km	17
over 300 km	3

<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	1
Bavaria	97
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommern	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

<b>Total foreign</b>	2
of which EU	67
Other	33

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	4
Other salaried staff, public service	35
Skilled worker	5
Foreman, master craftsman	3
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	3
Housewife/man	13
Old-age pensioner	17
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2005	41
2004	38
2003	32
2003	33
Earlier events	22
First visit	41

### Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	54
more than 50 km up to 100 km	24
more than 100 km up to 300 km	18
over 300 km	4

<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	2
Bavaria	96
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommern	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

<b>Total foreign</b>	2
of which EU	70
Other	30

<b>The country with the highest visitor share</b>	%
Austria	60

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	4
Other salaried staff, public service	31
Skilled worker	5
Foreman, master craftsman	4
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	3
Housewife, man	12
Old-age pensioner	15
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2005	40
2004	38
2003	32
2003	33
Earlier events	22
First visit	41

### Additional data private visitors

<b>Sex</b>	%
Male	34
Female	66

<b>Age</b>	%
up to 20 years	2
over 20 up to 30 years	10
over 30 up to 40 years	19
over 40 up to 50 years	28
over 50 up to 60 years	23
over 60 up to 70 years	16
over 70 years	2

<b>Net household income</b>	%
up to 900,- EUR	3
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR	13
more than 5 000,- EUR	7
N/A	22

<b>Size of household</b>	%
1 person	15
2 persons	42
3 persons	19
4 persons	18
5 persons and more	7

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	64
no	13
maybe	23

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	20
no	24
maybe	55

Conducted by: TNS Infratest, München







## inhorgenta europe (2006) → München

### Basic data trade visitors

<b>Total number of visitors</b>	<b>29 304</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	13
more than 50 km up to 100 km	8
more than 100 km up to 300 km	26
over 300 km	53
<b>Total Germany</b>	<b>72</b>
Baden-Württemberg	24
Bavaria	43
Berlin	3
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	6
Mecklenburg-West Pomerania	1
Lower Saxony	3
<b>Total foreign</b>	<b>28</b>
of which EU	81
Rest of Europe	13
Other	6

<b>The three countries with the highest visitor shares</b>	%
Austria	28
Great Britain	7
Netherlands	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	47
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff, public service	7
Skilled worker	6
Foreman, master craftsman	7
Lecturer, teacher, scientific assistant	1
Trainee	5
Other position	4
Student	7
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2005	50
2004	50
2003	42
Earlier events	29
First visit	26

### Additional data trade visitors

<b>Economic sector</b>	%
Specialist retail trade with watches, jewellery, jewels, precious metals	29
Other retail	2
Department store	1
Wholesale, foreign trade in watches, jewellery, jewels, precious metals	5
Other wholesale trade	1
Commercial agent	1
Gold, silversmith without retail outlet	16
Watchmaker without retail outlet	4
Producer	6
Supplying company belonging to the sector	2
Polytechnics	1
Designer	6
Gallery	1
Mail order business, TV, Internet-shopping	2
Other	15
Student	7
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	47
Collectively	24
In an advisory capacity	11
No	9
Student	7
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	39
Research, development, design	7
Planning, work preparation	9
Manufacture, production	28
Production, quality control	6
Buying, procurement	27
Finance, accounting, controlling	10
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	7
Marketing, sales, advertising, PR	18
Storage, material management, logistics, transport	7
Maintenance, repairs	8
Sales	30
Product development, design	22
Other area	10
Student	7
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	53
5- 9	12
10- 49	15
50- 99	3
100- 199	3
200- 499	3
500 - 999	
1 000 - 9 999	1
10 000 and more	1
Student	7
Other not gainfully employed	1
N/A	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	57
two	23
three	14
four	5
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	
1st day	38
2nd day	54
3rd day	50
4th day	24

Conducted by: TNS Infratest, München

## JAGEN UND FISCHEN (2005) → München

### Basic data private visitors

<b>Total number of visitors</b>	<b>44 046</b>
<b>Proportion of private visitors</b>	<b>80%</b>
<b>Region of residence</b>	%
up to 50 km	30
more than 50 km up to 100 km	23
more than 100 km up to 300 km	35
over 300 km	11
<b>Total Germany</b>	<b>93</b>
Baden-Württemberg	5
Bavaria	90
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	1
<b>Total Foreign</b>	<b>7</b>
of which EU	75
Rest of Europe	25

<b>The five countries with the highest visitor shares</b>	%
Austria	31
Italy	28
Switzerland	22
France	6
Poland	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff, public service	23
Skilled worker	18
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	3
Student	10
Housewife/man	2
Old-age pensioner	8
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2003	48
2001	36
2000	30
Earlier events	19
First visit	32

### Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	29
more than 50 km up to 100 km	23
more than 100 km up to 300 km	36
over 300 km	12
<b>Total Germany</b>	<b>92</b>
Baden-Württemberg	6
Bavaria	89
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	1
<b>Total Foreign</b>	<b>8</b>
of which EU	73
Rest of Europe	22
North America	1
East Asia	1
Australia	3

<b>The five countries with the highest visitor shares</b>	%
Italy	31
Austria	27
Switzerland	18
France	5
Denmark	3

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	16
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	16
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	3
Student	11
Housewife/man	2
Old-age pensioner	8
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2003	48
2001	36
2000	29
Earlier events	19
First visit	33

### Additional data private visitors

<b>Sex</b>	%
Male	82
Female	18
<b>Age</b>	%
up to 20 years	9
over 20 up to 30 years	19
over 30 up to 40 years	23
over 40 up to 50 years	29
over 50 up to 60 years	12
over 60 up to 70 years	7
over 70 years	2
<b>Net household income</b>	%
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 3 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	16
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	14
N/A	14
<b>Size of household</b>	%
1 person	16
2 persons	31
3 persons	19
4 persons	22
5 persons and more	12
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	68
no	13
maybe	19

Conducted by: TNS Infratest, München

## INTERNATIONALE HANDWERKSMESSER → München

## Basic data trade visitors

<b>Total number of visitors</b>	<b>166 219</b>
<b>Proportion of trade visitors</b>	<b>52%</b>
<b>Region of residence</b>	%
up to 50 km	41
more than 50 km up to 100 km	24
more than 100 km up to 300 km	27
over 300 km	8
<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	8
Bavaria	87
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	1
Mecklenburg-West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>3</b>
of which EU	77
Rest of Europe	9
Other	14
<b>The country with the highest visitor share</b>	<b>%</b>
Austria	31
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried stuff, public service	12
Skilled worker	12
Lecturer, teacher, scientific assistant	4
Trainee	5
Other position	1
Foreman, master craftsman	10
Student	5
Housewife/man	1
Old-age pensioner	4
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	65
2005	61
2004	57
Earlier events	43
First visit	16

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>48%</b>
<b>Region of residence</b>	%
up to 50 km	64
more than 50 km up to 100 km	18
more than 100 km up to 300 km	15
over 300 km	3
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	3
Bavaria	96
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>
of which EU	98
Other	2
<b>The country with the highest visitor share</b>	<b>%</b>
Austria	53
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	3
Other salaried stuff, public service	38
Skilled worker	1
Lecturer, teacher, scientific assistant	1
Trainee	-
Other position	1
Foreman, master craftsman	1
Student	2
Housewife/man	5
Old-age pensioner	34
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	48
2005	39
2004	34
Earlier events	39
First visit	21

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	52
more than 50 km up to 100 km	21
more than 100 km up to 300 km	21
over 300 km	6
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	5
Bavaria	91
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>2</b>
of which EU	83
Rest of Europe	7
Other	10
<b>The two countries with the highest visitor shares</b>	<b>%</b>
Austria	38
Italy	16
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	23
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried stuff, public service	24
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	1
Foreman, master craftsman	6
Student	3
Housewife/man	3
Old-age pensioner	18
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	57
2005	51
2004	46
Earlier events	41
First visit	19

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Skilled trades	60
Industry	9
Service sector	11
Retail and wholesale trade	2
Public authority	2
Polytechnics	2
Other	3
Student	5
Other not gainfully employed	6
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	46
Collectively	19
In an advisory capacity	12
No	13
Student	5
Other not gainfully employed	6
<b>Area of responsibility</b>	<b>%</b>
Management	29
Research, development, design	6
Planning, work preparation	11
Manufacture, production	23
Production, quality control	6
Buying, procurement	13
Finance, accounting, controlling	7
Information, communication technology (EDP)	3
Administration, organisation, personnel, social welfare, training	11
Marketing, sales, advertising, PR	10
Layout and design	8
Storage, material management, logistics, transport	8
Maintenance, repairs	17
Other area	14
Student	5
Other not gainfully employed	6
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	29
5- 9	13
10- 49	22
50- 99	6
100-199	4
200-499	4
500- 999	3
1 000- 9 999	4
10 000 and more	4
Student	5
Other not gainfully employed	6
N/A	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	95
two	4
three	-
four	-
five	-
six	-
seven	-
1,1 days	
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	10
2nd day	15
3rd day	21
4th day	21
5th day	15
6th day	12
7th day	11

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	55
Female	45
<b>Age</b>	<b>%</b>
up to 20 years	2
over 20 up to 30 years	9
over 30 up to 40 years	13
over 40 up to 50 years	21
over 50 up to 60 years	20
over 60 up to 70 years	31
over 70 years	5
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	3
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	17
more than 2 600,- EUR up to 3 600,- EUR	20
more than 3 600,- EUR up to 5 000,- EUR	13
more than 5 000,- EUR	8
N/A	18
<b>Size of household</b>	<b>%</b>
1 person	15
2 persons	50
3 persons	17
4 persons	12
5 persons and more	6
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	54
no	17
maybe	28
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	23
no	22
maybe	55

Conducted by: TNS Infratest, München

Basic data trade visitors

<b>Total number of visitors</b>	<b>64 184</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	5
more than 100 km up to 300 km	15
over 300 km	70
<b>Total Germany</b>	<b>34</b>
Baden-Württemberg	11
Bavaria	58
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	4
Mecklenburg-West Pommern	1
Lower Saxony	4
<b>Total Foreign</b>	<b>66</b>
of which EU	68
Rest of Europe	18
North America	2
East Asia	8
Other	4
<b>The five countries with the highest visitor shares</b>	%
Italy	14
Austria	10
Switzerland	9
France	8
Great Britain	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	26
Managing director, board member, head of an authority etc.	23
Senior department head, other employee with managerial responsibility	7
Department head, group head	15
Other salaried staff, public service	10
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	5
Other position	3
Student	5
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	51
2005	40
2004	33
Earlier events	24
First visit	33

Additional data trade visitors

<b>Economic sector</b>	%
Sport specialist retail trade	33
Clothing retail trade	5
Shoe retail trade	2
Department store	2
Mail order	2
Import and export of sports goods	9
Chain store	1
Commercial agent	3
Sports studio, fitness studio	3
Designer	5
Producer	10
Supplier	4
TV and internet-shopping	1
Marketing agency	3
Other	11
Student	5
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	42
Collectively	26
In an advisory capacity	17
No	8
Student	5
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	41
Research, development, design	15
Planning, work preparation	8
Manufacture, production	9
Buying, procurement in the textile area	28
Buying, procurement in the shoe area	16
Buying, procurement in the hardware area	25
Sales	34
Finance, accounting, controlling	7
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	5
Marketing, sales, advertising, PR	20
Storage, material management, logistics, transport	5
Other area	6
Student	5
Fashion/product design	10
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	26
5- 9	14
10- 49	23
50- 99	8
100-199	7
200-499	6
500- 999	4
1 000- 9 999	4
10 000 and more	3
Student	5
Other not gainfully employed	1
<b>Length of stay</b>	%
1.Length of stay (days):	
one	44
two	33
three	14
four	9
2.Average length of stay	1,9 days
3.Share of visitors on the event's days:	
1st day	55
2nd day	61
3rd day	47
4th day	25

Conducted by: TNS Infratest, München

Basic data trade visitors

<b>Total number of visitors</b>	<b>24 279</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	3
more than 100 km up to 300 km	14
over 300 km	73
<b>Total Germany</b>	<b>53</b>
Baden-Württemberg	17
Bavaria	33
Berlin	5
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	6
Mecklenburg-West Pommern	2
Lower Saxony	6
<b>Total Foreign</b>	<b>47</b>
of which EU	56
Rest of Europe	13
North America	8
East Asia	17
Other	6
<b>The five countries with the highest visitor shares</b>	%
Great Britain	10
France	9
Italy	9
Switzerland	7
USA	6
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	3
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	6
Department head, group head	15
Other salaried staff, public service	19
Skilled worker	6
Lecturer, teacher, scientific assistant	18
Trainee	1
Other position	3
Student	20
<b>Frequency of visits to trade fair</b>	%
2005	29
2003	19
2001	17
Earlier events	11
First visit	57

Additional data trade visitors

<b>Economic sector</b>	%
Industry	43
Trade	4
Skilled trades	2
Service	4
Non-university research institute	9
University, college etc.	15
Public administration	1
Other	2
Student	20
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	34
In an advisory capacity	13
No	8
Student	20
<b>Area of responsibility</b>	%
Business, company, factory management, commercial	3
Business, company, factory management, technical	6
Basic research	17
Application-related R & D	26
R & D management	11
Design	7
Design, construction	14
Planning, work preparation	5
Manufacture, production	15
Production, quality control	6
Buying, procurement	8
Finance, accounting, controlling	2
Information, communication technology (EDP)	3
Marketing, sales, advertising, PR	11
Maintenance, repairs	4
Training, further training	5
Other area	3
Student	20
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	4
5- 9	6
10- 49	19
50- 99	6
100-199	8
200- 499	9
500- 999	9
1 000- 9 999	12
10 000 and more	6
Student	20
<b>Length of stay</b>	%
1.Length of stay (days):	
one	46
two	23
three	14
four	17
2.Average length of stay	2,0 days
3.Share of visitors on the event's days:	
1st day	45
2nd day	57
3rd day	59
4th day	42

Conducted by: TNS Infratest, München







## BRAU Bevale → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>34 456</b>	
<b>Proportion of trade visitors</b>	<b>96%</b>	
<b>Region of residence</b>	<b>%</b>	
up to 50 km	8	
more than 50 km up to 100 km	9	
more than 100 km up to 300 km	35	
over 300 km	48	
<b>Total Germany</b>	<b>71</b>	
Baden- Württemberg	North Rhine- Westphalia	7
Bavaria	48 Rhineland- Palatinate	5
Berlin	1 Saarland	1
Brandenburg	1 Saxony	4
Bremen	1 Saxony-Anhalt	1
Hamburg	8 Schleswig- Holstein	1
Hesse	1 Thuringia	2
Mecklenburg- West Pomerania	3	2
Lower Saxony		
<b>Total Foreign</b>	<b>29</b>	
of which EU	64	
Rest of Europe	20	
North America	5	
South and Central America	5	
Other	6	
<b>The five countries with the highest visitor shares</b>	<b>%</b>	
Austria	10	
Belgium	9	
Switzerland	9	
Netherlands	6	
Russia	6	
<b>Position in the company/organisation</b>	<b>%</b>	
Entrepreneur, partner, self-employed	21	
Managing director, board member, head of an authority etc.	9	
Senior department head, other employee with managerial responsibility	8	
Department head, group head	19	
Other salaried staff, public service	12	
Skilled worker	6	
Lecturer, teacher, scientific assistant	1	
Trainee	4	
Other position	4	
Foreman, master craftsman	9	
Student	6	
Other not gainfully employed	1	
<b>Frequency of visits to trade fair</b>	<b>%</b>	
2006	48	
2004	42	
2003	35	
2002	31	
Earlier events	26	
First visit	33	

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Industry	57
Trade	12
Service	14
Hop and cereals business	4
Other sectors	7
Student	6
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	26
Collectively	36
In an advisory capacity	20
No	11
Student	6
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	27
Research, development, design	12
Planning, work preparation	11
Manufacture, production	23
Production, quality control	14
Buying, procurement	17
Finance, accounting, controlling	4
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	5
Marketing, sales, advertising, PR	19
Storage, material management, logistics, transport	9
Maintenance, repairs	10
Other area	3
Student	6
Other not gainfully employed	1
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	15
5- 9	8
10- 49	20
50- 99	9
100-199	10
200-499	11
500- 999	5
1 000- 9 999	11
10 000 and more	5
Student	6
Other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	68
two	22
three	10
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	
1st day	49
2nd day	52
3rd day	42
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

## CONSUMENTA (2006) → Nürnberg

## Basic data private visitors

<b>Total number of visitors</b>	<b>174 563</b>	
<b>Proportion of private visitors</b>	<b>90%</b>	
<b>Region of residence</b>	<b>%</b>	
up to 50 km	70	
more than 50 km up to 100 km	18	
more than 100 km up to 300 km	9	
over 300 km	3	
<b>Total Germany</b>	<b>99</b>	
Baden- Württemberg	North Rhine- Westphalia	1
Bavaria	97 Rhineland- Palatinate	-
Berlin	- Saarland	-
Brandenburg	- Saxony	-
Bremen	- Saxony-Anhalt	-
Hamburg	- Schleswig- Holstein	-
Hesse	- Thuringia	-
Mecklenburg- West Pomerania	-	-
Lower Saxony	-	-
<b>Total foreign</b>	<b>1</b>	
<b>Position in the company/organisation</b>	<b>%</b>	
Entrepreneur, partner, self-employed	7	
Managing director, board member, head of an authority etc.	1	
Senior department head, other employee with managerial responsibility	2	
Department head, group head	8	
Other salaried staff, public service	22	
Skilled worker	8	
Lecturer, teacher, scientific assistant	2	
Trainee	7	
Other position	5	
Student	18	
Housewife/man	7	
Old-age pensioner	10	
Other not gainfully employed	4	
<b>Frequency of visits to trade fair</b>	<b>%</b>	
2005	54	
2004	49	
2003	41	
Earlier events	38	
First visit	9	

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>	
up to 50 km	69	
more than 50 km up to 100 km	17	
more than 100 km up to 300 km	9	
over 300 km	5	
<b>Total Germany</b>	<b>98</b>	
Baden- Württemberg	2 North Rhine- Westphalia	1
Bavaria	95 Rhineland- Palatinate	-
Berlin	1 Saarland	-
Brandenburg	- Saxony	-
Bremen	- Saxony-Anhalt	-
Hamburg	- Schleswig- Holstein	-
Hesse	- Thuringia	-
Mecklenburg- West Pomerania	-	-
Lower Saxony	1	-
<b>Total foreign</b>	<b>2</b>	
of which EU	42	
Other	58	
<b>Position in the company/organisation</b>	<b>%</b>	
Entrepreneur, partner, self-employed	8	
Managing director, board member, head of an authority etc.	2	
Senior department head, other employee with managerial responsibility	2	
Department head, group head	7	
Other salaried staff, public service	21	
Skilled worker	8	
Lecturer, teacher, scientific assistant	3	
Trainee	7	
Other position	5	
Student	17	
Housewife/man	6	
Old-age pensioner	10	
Other not gainfully employed	4	
<b>Frequency of visits to trade fair</b>	<b>%</b>	
2005	54	
2004	50	
2003	41	
Earlier events	37	
First visit	9	

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	43
Female	57
<b>Age</b>	<b>%</b>
up to 20 years	26
over 20 up to 30 years	20
over 30 up to 40 years	14
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>Net household income</b>	<b>%</b>
up to 900,- EUR	11
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	11
N/A	23
<b>Size of household</b>	<b>%</b>
1 person	12
2 persons	32
3 persons	20
4 persons	23
5 persons and more	14
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	67
no	12
maybe	21
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	24
no	30
maybe	47
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>3 128</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	15
more than 50 km up to 100 km	5
more than 100 km up to 300 km	46
over 300 km	34
<b>Total Germany</b>	<b>93</b>
Baden-Württemberg	15
Bavaria	42
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	2
Hesse	12
Mecklenburg-West Pommern	-
Lower Saxony	3
<b>Total Foreign</b>	<b>7</b>
of which EU	89
<b>The country with the highest visitor share</b>	<b>%</b>
Austria	63
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	9
Department head, group head	32
Other salaried staff, public service	28
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	-
Other position	2
Student	12
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	22
2005	15
2004	14
2003	13
Earlier events	5
First visit	60

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	41
Trade	17
Service	19
Public administration	3
Teaching, research	1
Other sectors	7
Student	12
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	21
Collectively	40
In an advisory capacity	22
No	4
Student	12
<b>Area of responsibility</b>	<b>%</b>
Management	14
Research, development, design	3
Planning, work preparation	2
Manufacture, production	2
Production, quality control	1
Buying, procurement	50
Finance, accounting, controlling	4
Information, communication technology (EDP)	14
Administration, organisation, personnel, social welfare, training	2
Marketing, sales, advertising, PR	11
Storage, material management, logistics, transport	8
Maintenance, repairs	2
Other area	2
Student	12
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	4
5- 9	2
10- 49	10
50- 99	4
100-199	5
200- 499	10
500- 999	12
1 000- 9 999	24
10 000 and more	17
Student	12
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	82
two	14
three	4
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	34
2nd day	51
3rd day	36
Conducted by:	Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>11 082</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	23
more than 50 km up to 100 km	20
more than 100 km up to 300 km	48
over 300 km	10
<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	3
Bavaria	86
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pommern	-
Lower Saxony	1
<b>Total Foreign</b>	<b>3</b>
of which EU	60
Rest of Europe	7
Other	33
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	25
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	14
Skilled worker	14
Lecturer, teacher, scientific assistant	3
Trainee	15
Other position	1
Student	5
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	41
2003	36
2001	29
1999	24
Earlier events	30
First visit	34

**Additional data trade visitors**

<b>Economic sector</b>	%
Electrical skilled trade	46
Heating, hot water preparation, air-conditioning, ventilation	2
Other skilled trades	1
Electrical engineering, electronics industry	14
Other industry	4
Electrical wholesale trade	4
Electrical retail trade	1
Other wholesale and retail trade	1
Power supply company	4
Engineering, planning office, architects	4
Service companies (total)	5
Specialist authority, administration	3
Training institution	1
Other	3
Student	5
Other not gainfully employed	3
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	28
Collectively	29
In an advisory capacity	19
No	16
Student	5
Other not gainfully employed	3
<b>Area of responsibility</b>	<b>%</b>
Management	26
Research, development, design	5
Planning, work preparation	25
Manufacture, production	22
Production, quality control	5
Buying, procurement	17
Finance, accounting, controlling	4
Information, communication technology (EDP)	9
Administration, organisation, personnel, social welfare, training	6
Marketing, sales, advertising, PR	10
Storage, material management, logistics, transport	7
Maintenance, repairs	27
Other area	6
Student	5
Other not gainfully employed	3
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	27
5- 9	11
10- 49	16
50- 99	7
100-199	5
200-499	7
500- 999	3
1 000- 9 999	11
10 000 and more	6
Student	5
Other not gainfully employed	3
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	87
two	9
three	4
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	33
2nd day	45
3rd day	39
Conducted by:	Gelszus Messe-Marktforschung GmbH, Dortmund







**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	63
Skilled trades	3
Retail trade	2
Wholesale trade	9
Mail order	1
Advertising business	2
Other services	8
Organisation, association, society	2
Public authority/administration	2
Other sectors	2
Student	5
Other not gainfully employed	2

<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	23
Collectively	41
In an advisory capacity	20
No	9
Student	5
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	18
Research, development, design	13
Planning, work preparation	11
Manufacture, production	16
Production, quality control	5
Buying, procurement	15
Finance, accounting, controlling	3
Information, communication technology (EDP)	3
Administration, organisation, personnel, social welfare, training	2
Marketing, sales, advertising, PR	15
Storage, material management, logistics, transport	18
Maintenance, repairs	7
Other area	2
Student	5
Other not gainfully employed	2

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	6
5- 9	4
10- 49	16
50- 99	10
100-199	12
200-499	16
500- 999	9
1 000- 9 999	12
10 000 and more	8
Student	5
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	80
two	15
three	5
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	30
2nd day	49
3rd day	46

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	150 002
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<b>Proportion of private visitors</b>	90%
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<b>Region of residence</b>	%
up to 50 km	65
more than 50 km up to 100 km	19
more than 100 km up to 300 km	16
over 300 km	-

<b>Total Germany</b>	99
Baden-Württemberg	2
Bavaria	97
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	-
Mecklenburg-West Pommern	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

<b>Total foreign</b>	1
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<b>Position in the company/organisation</b>	%
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	3
Other salaried staff, public service	30
Skilled worker	12
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	2
Student	8
Housewife/man	10
Old-age pensioner	18
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2005	40
2004	38
Earlier events	58
First visit	26

**Additional data private visitors**

<b>Sex</b>	%
Male	52
Female	48

<b>Age</b>	%
up to 20 years	8
over 20 up to 30 years	18
over 30 up to 40 years	19
over 40 up to 50 years	25
over 50 up to 60 years	13
over 60 up to 70 years	14
over 70 years	3

<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	19
more than 1 500,- EUR up to 2 000,- EUR	16
more than 2 000,- EUR up to 2 600,- EUR	23
more than 2 600,- EUR up to 3 600,- EUR	18
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	3
N/A	6

<b>Size of household</b>	%
1 person	9
2 persons	40
3 persons	23
4 persons	21
5 persons and more	7

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	43
yes	17
no	17
maybe	40

<b>Follow-up business</b>	%
Intend to buy at later date	20
yes	14
no	14
maybe	66

Conducted by: Messe- und Congressberatung Dirr, Hamburg

**Basic data trade visitors**

<b>Total number of visitors</b>	33 741
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<b>Proportion of trade visitors</b>	93%
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<b>Region of residence</b>	%
up to 50 km	43
more than 50 km up to 100 km	24
more than 100 km up to 300 km	27
over 300 km	6

<b>Total Germany</b>	99
Baden-Württemberg	3
Bavaria	88
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pommern	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	3
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	2

<b>Total Foreign</b>	1
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<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	1
Department head, group head	8
Other salaried staff, public service	9
Skilled worker	13
Lecturer, teacher, scientific assistant	2
Trainee	18
Other position	1
Student	4
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2005	45
2003	38
2001	31
Earlier events	25
First visit	43

**Additional data trade visitors**

<b>Economic sector</b>	%
Public house, tavern	27
Hotel	25
Restaurant	22
Canteen, large-scale kitchen	9
Cafe	7
Boarding house	5
Food trade	6
Other	6
Student	4
Other not gainfully employed	3

<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	44
Collectively	22
In an advisory capacity	9
No	18
Student	4
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	41
Research, development, design	-
Planning, work preparation	5
Manufacture, production	13
Production, quality control	1
Buying, procurement	3
Finance, accounting, controlling	-
Information, communication technology (EDP)	-
Administration, organisation, personnel, social welfare, training	2
Marketing, sales, advertising, PR	3
Storage, material management, logistics, transport	-
Maintenance, repairs	1
Other area	23
Student	4
Other not gainfully employed	3

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	23
5- 9	20
10- 49	30
50- 99	9
100-199	5
200-499	2
500- 999	1
1 000- 9 999	2
10 000 and more	1
Student	4
Other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	91
two	8
three	1
four	1
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	24
2nd day	31
3rd day	34
4th day	22

Conducted by: Messe- und Congressberatung, Hamburg

## POWTECH → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	*)
<b>Proportion of trade visitors</b>	100%
<b>Region of residence</b>	%
up to 50 km	6
more than 50 km up to 100 km	5
more than 100 km up to 300 km	37
over 300 km	52
<b>Total Germany</b>	<b>78</b>
Baden-Württemberg	21
Bavaria	27
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	12
Mecklenburg-West Pomerania	1
Lower Saxony	6
<b>Total Foreign</b>	<b>22</b>
of which EU	69
Rest of Europe	15
East Asia	10
Other	7
<b>The five countries with the highest visitor shares</b>	%
Austria	20
Switzerland	13
<b>Position in the company/organisation</b>	%
Other self-employed entrepreneur, partner, freelance profession	10
Executive director, executive board member, head of authorities or similar	5
Senior department head, other employee with managerial responsibility	5
Department head, group head	28
Other salaried staff, public service	27
Skilled worker	4
Master craftsman	7
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	4
Student	6
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2005	29
2004	22
2002	16
2001	11
Earlier events	9
First visit	51

\*) individual number of visitors not available, combined with TechnoPharm

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	70
Skilled trades	1
Retail trade	1
Whole sale and foreign trade	2
Architects, planning office	7
Service sector, companies	4
Authorities, public facility	1
Teaching (university, poly technic)	1
Research	4
Other	2
Student	6
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	42
In an advisory capacity	19
No	8
Student	6
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	16
Research, development, design	30
Planning, work preparation	14
Manufacture, production	23
Production, quality control	3
Buying, procurement	7
Finance, accounting, controlling	1
Information, communication technology (EDP)	1
Administration, organisation, personnel, social welfare, training	1
Marketing, sales, advertising, PR	12
Storage, material management, logistics, transport	2
Maintenance, repairs	11
Other area	3
Student	6
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	8
5- 9	3
10- 49	15
50- 99	9
100-199	11
200-499	12
500- 999	11
1 000- 9 999	15
10 000 and more	11
Student	6
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	77
two	20
three	3
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	45
2nd day	48
3rd day	34
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

## SENSOR+TEST → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>8 671</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	6
more than 100 km up to 300 km	45
over 300 km	41
<b>Total Germany</b>	<b>78</b>
Baden-Württemberg	22
Bavaria	40
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	8
Mecklenburg-West Pomerania	1
Lower Saxony	2
<b>Total Foreign</b>	<b>22</b>
of which EU	70
Rest of Europe	14
East Asia	10
Other	6
<b>The two countries with the highest visitor shares</b>	%
Austria	17
Czech Republic	8
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	3
Department head, group head	19
Other salaried staff, public service	34
Skilled worker	6
Lecturer, teacher, scientific assistant	8
Trainee	2
Other position	2
Student	13
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	27
2005	24
2003	14
2001	9
Earlier events	8
First visit	57

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	62
Wholesale trade	2
Retail trade	1
Import, export	1
Service	7
Public administration	1
Teaching, research	12
Other sectors	1
Student	13
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	40
In an advisory capacity	18
No	7
Student	13
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	11
Research, development, design	56
Planning, work preparation	5
Manufacture, production	8
Production, quality control	6
Buying, procurement	5
Finance, accounting, controlling	1
Information, communication technology (EDP)	3
Administration, organisation, personnel, social welfare, training	1
Marketing, sales, advertising, PR	13
Storage, material management, logistics, transport	-
Maintenance, repairs	5
Other area	3
Student	13
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	7
5- 9	4
10- 49	13
50- 99	8
100-199	8
200-499	12
500- 999	6
1 000- 9 999	17
10 000 and more	13
Student	13
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	82
two	14
three	4
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	39
2nd day	43
3rd day	41
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

## Spielwarenmesse (2006)

## Basic data trade visitors

<b>Total number of visitors</b>	<b>80 224</b>
<b>Proportion of trade visitors</b>	<b>84%</b>
<b>Region of residence</b>	%
up to 50 km	13
more than 50 km up to 100 km	6
more than 100 km up to 300 km	25
over 300 km	56
<b>Total Germany</b>	<b>61</b>
Baden-Württemberg	13
Bavaria	48
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	4
<b>Total foreign</b>	<b>39</b>
of which EU	25
Rest of Europe	67
North America	2
South and Central America	1
East Asia	3
Australia	1
Other	1
<b>The five countries with the highest visitor shares</b>	%
Austria	8
Netherlands	7
Great Britain	6
Italy	5
USA	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	49
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	4
Department head, group head	10
Other salaried staff, public service	12
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	3
Housewife/man	1
Old-age pensioner	1
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2005	48
2004	40
2003	34
2002	30
Earlier events	23
First visit	33

**Basic data all visitors**

Region of residence	%
up to 50 km	17
more than 50 km up to 100 km	6
more than 100 km up to 300 km	26
over 300 km	51

<b>Total Germany</b>	<b>66</b>
Baden-Württemberg	12
Bavaria	53
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	6
Mecklenburg-West Pommern	1
Lower Saxony	4
North Rhine-Westphalia	10
Rhineland-Palatinate	3
Saarland	-
Saxony-Anhalt	3
Schleswig-Holstein	2
Thuringia	2
<b>Total foreign</b>	<b>35</b>
of which EU	22
Rest of Europe	70
North America	2
South and Central America	1
East Asia	3
Australia	1
Other	1

<b>The five countries with the highest visitor shares</b>	%
Austria	9
Netherlands	8
Great Britain	6
Italy	5
USA	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	43
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff, public service	14
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	4
Student	3
Housewife/man	1
Old-age pensioner	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2005	45
2004	38
2003	32
2002	28
Earlier events	22
First visit	35

**Additional data trade visitors**

<b>Economic sector</b>	%
Wholesale, foreign trade	19
Retail trade, specialist trade	42
Department stores, mail order	4
Skilled trades	4
Services, professions, institutions	10
Media	3
Industry	7
Authority, public services	3
Chain stores, specialist stores	1
Other sectors	5
Student	3
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	52
Collectively	23
In an advisory capacity	13
No	8
Student	3
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Research, development, design	10
Planning, work preparation	8
Manufacture, production	9
Production, quality control	3
Buying, procurement	29
Finance, accounting, controlling	10
Information, communication technology (EDP)	5
Administration, organisation, personnel, social welfare, training	7
Marketing, sales, advertising, PR	26
Sales	30
Storage, material management, logistics, transport	8
Maintenance, repairs	4
Other area	6
Student	3
Management	45
Other not gainfully employed	3

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	46
5- 9	13
10- 49	14
50- 99	4
100-199	4
200-499	4
500- 999	2
1 000- 9 999	3
10 000 and more	3
Student	3
Other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	49
two	22
three	13
four	8
five	4
six	4
2. Average length of stay	2,1 days
3. Share of visitors on the event's days:	
1st day	42
2nd day	48
3rd day	51
4th day	45
5th day	39
6th day	21

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>40 513</b>
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<b>Proportion of trade visitors</b>	<b>93%</b>
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<b>Region of residence</b>	%
up to 50 km	8
more than 50 km up to 100 km	8
more than 100 km up to 300 km	31
over 300 km	54

<b>Total Germany</b>	<b>72</b>
Baden-Württemberg	18
Bavaria	33
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	7
Mecklenburg-West Pommern	1
Lower Saxony	5
North Rhine-Westphalia	13
Rhineland-Palatinate	6
Saarland	1
Saxony	4
Saxony-Anhalt	2
Schleswig-Holstein	2
Thuringia	3

<b>Total Foreign</b>	<b>28</b>
of which EU	70
Rest of Europe	13
East Asia	8
Other	9

<b>The five countries with the highest visitor shares</b>	%
Austria	11
Netherlands	8
Italy	6
Czech Republic	6
Great Britain	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	45
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	3
Department head, group head	8
Other salaried staff, public service	8
Skilled worker	9
Lecturer, teacher, scientific assistant	1
Trainee	3
Foreman, master craftsman	8
Other position	2
Student	2
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2005	46
2003	40
2001	33
1999	28
Earlier events	25
First visit	28

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	17
Wholesale trade	13
Retail trade	6
Skilled trades	49
Services (e.g. architects)	6
Public authority/administration	2
Polytechnics	2
Other sectors	1
Student	2
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	45
Collectively	27
In an advisory capacity	15
No	9
Student	2
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	47
Research, development, design	7
Planning, work preparation	21
Manufacture, production	33
Production, quality control	11
Buying, procurement	26
Finance, accounting, controlling	10
Information, communication technology (EDP)	5
Administration, organisation, personnel, social welfare, training	8
Marketing, sales, advertising, PR	14
Storage, material management, logistics, transport	11
Maintenance, repairs	8
Other area	6
Student	2
Other not gainfully employed	2

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	40
5- 9	17
10- 49	23
50- 99	4
100-199	4
200-499	3
500- 999	1
1 000- 9 999	2
10 000 and more	1
Student	2
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	61
two	25
three	9
four	5
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	
1st day	25
2nd day	49
3rd day	49
4th day	34

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## TechnoPharm → Nürnberg

### Basic data trade visitors

<b>Total number of visitors</b>	*)
<b>Proportion of trade visitors</b>	100%
<b>Region of residence</b>	%
up to 50 km	3
more than 50 km up to 100 km	6
more than 100 km up to 300 km	50
over 300 km	41
<b>Total Germany</b>	<b>86</b>
Baden-Württemberg	38
Bavaria	22
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	11
Mecklenburg-West Pomerania	-
Lower Saxony	3
<b>Total Foreign</b>	<b>14</b>
of which EU	75
Rest of Europe	25
<b>Position in the company/organisation</b>	%
Other self-employed entrepreneur, partner, freelance profession	9
Executive director, executive board member, head of authorities or similar	4
Senior department head, other employee with managerial responsibility	6
Department head, group head	28
Other salaried staff, public service	25
Skilled worker	5
Master craftsman	4
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	3
Student	14
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2005	26
2004	17
2002	10
2001	6
1999	5
First visit	59

\*) individual number of visitors not available, combined with POWTECH

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	56
Skilled trades	2
Retail trade	1
Whole sale and foreign trade	4
Architects, planning office	8
Service sector, companies	6
Authorities, public facility	1
Teaching (university, poly technic)	1
Research	6
Other	2
Student	14
Other not gainfully employed	2
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	18
Collectively	37
In an advisory capacity	20
No	10
Student	14
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	15
Research, development, design	25
Planning, work preparation	12
Manufacture, production	21
Production, quality control	9
Buying, procurement	7
Finance, accounting, controlling	-
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	1
Marketing, sales, advertising, PR	14
Storage, material management, logistics, transport	2
Maintenance, repairs	7
Other area	2
Student	14
Other not gainfully employed	2
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	5
5- 9	4
10- 49	10
50- 99	7
100- 199	9
200-499	18
500- 999	8
1 000- 9 999	16
10 000 and more	9
Student	14
Other not gainfully employed	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	86
two	9
three	5
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	36
2nd day	47
3rd day	36

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Vivaness → Nürnberg

### Basic data trade visitors

<b>Total number of visitors</b>	*)
<b>Proportion of trade visitors</b>	95%
<b>Region of residence</b>	%
up to 50 km	11
more than 50 km up to 100 km	5
more than 100 km up to 300 km	41
over 300 km	43
<b>Total Germany</b>	<b>78</b>
Baden-Württemberg	18
Bavaria	44
Berlin	3
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	14
Mecklenburg-West Pomerania	1
Lower Saxony	5
<b>Total Foreign</b>	<b>22</b>
of which EU	76
Other	24
<b>The country with the highest visitor share</b>	%
France	12
<b>Position in the company/organisation</b>	%
Other self-employed entrepreneur, partner, freelance profession	47
Executive director, executive board member, head of authorities or similar	9
Senior department head, other employee with managerial responsibility	4
Department head, group head	10
Other salaried staff, public service	15
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	1
Students, apprentices	7
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2006 BioFach/Vivaness	37
2005 BioFach	32
2004 BioFach	28
2003 BioFach	22
Earlier events	22
First visit	41

\*) individual number of visitors not available, combined with BioFach

### Additional data trade visitors

<b>Economic sector</b>	%
Agriculture	10
Skilled Trades	2
Manufacturer of foodstuff	5
Manufacturer of beverage	1
Manufacturer of cosmetics	3
Manufacturer of nature products	3
Wholesale, import, export	9
Natural food store	17
Retail grocery trade	3
Supermarket	1
Beverage market, beverage specialist shop	1
Health food shop, pharmacy	3
Farm shop	2
Drugstore, cosmetic shop	3
Large caterer, hotel and restaurant trade	4
Non-medical practitioner, doctor, homeopath, masseur, cosmetic institute, beauty farm	5
Other	8
Student	17
Other not gainfully employed	2
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	43
Collectively	27
In an advisory capacity	14
No	7
Student	7
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	45
Research, development, design	6
Planning, work preparation	10
Manufacture, production	9
Production, quality control	5
Buying, procurement	28
Finance, accounting, controlling	10
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	10
Marketing, sales, advertising, PR	24
Storage, material management, logistics, transport	9
Maintenance, repairs	3
Other area	9
Student	7
Other not gainfully employed	2
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	42
5- 9	15
10- 49	17
50- 99	7
100- 199	2
200-499	2
500- 999	3
1 000- 9 999	1
10 000 and more	1
Student	7
Other not gainfully employed	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	68
two	23
three	5
four	4
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	30
2nd day	42
3rd day	41
4th day	32

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## BADISCHE WEINMESSE

### Basic data trade visitors

<b>Total number of visitors</b>	<b>3 112</b>
<b>Proportion of trade visitors</b>	<b>31%</b>
<b>Region of residence</b>	%
up to 50 km	66
more than 50 km up to 100 km	15
more than 100 km up to 300 km	11
over 300 km	8
<b>Total Germany</b>	<b>93</b>
Baden-Württemberg	90
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	2
Mecklenburg-West Pomerania	1
Lower Saxony	-
<b>Total Foreign</b>	<b>7</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	6
Department head, group head	12
Other salaried staff, public service	14
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	8
Other position	9
Student	5
Other not gainfully employed	6
<b>Frequency of visits to trade fair</b>	%
2006	38
2005	38
2004	28
2003	22
Earlier events	22
First visit	32

**Basic data private visitors**

<b>Proportion of private visitors</b>	<b>69%</b>
<b>Region of residence</b>	%
up to 50 km	69
more than 50 km up to 100 km	15
more than 100 km up to 300 km	11
over 300 km	6
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	90
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	4
Mecklenburg- West Pommerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	13
Other salaried stuff, public service	33
Skilled worker	9
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	4
Student	8
Housewife/man	3
Old-age pensioner	7
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2006	42
2005	35
2004	28
2003	21
Earlier events	12
First visit	38

**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	68
more than 50 km up to 100 km	15
more than 100 km up to 300 km	11
over 300 km	6
<b>Total Germany</b>	<b>97</b>
Baden- Württemberg	90
Bavaria	2
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	3
Mecklenburg- West Pommerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>3</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	3
Department head, group head	13
Other salaried stuff, public service	27
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	5
Student	7
Housewife/man	3
Old-age pensioner	5
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2006	41
2005	36
2004	28
2003	21
Earlier events	15
First visit	36

**Additional data trade visitors**

<b>Economic sector</b>	%
Wine growing	18
Distillery business	5
Catering, hotels	20
Wine dealers	6
Wholesale trade	5
Retail trade	14
Other	22
Student	5
Other not gainfully employed	6
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	27
Collectively	34
In an advisory capacity	16
No	12
Student	5
Other not gainfully employed	6
<b>Area of responsibility</b>	%
Management	22
Research, development, design	3
Planning, work preparation	5
Manufacture, production	6
Production, quality control	2
Buying, procurement	11
Finance, accounting, controlling	6
Information, communication technology (EDP)	3
Administration, organisation, personnel, social welfare, training	11
Marketing, sales, advertising, PR	17
Storage, material management, logistics, transport	5
Maintenance, repairs	2
Other area	18
Student	5
Other not gainfully employed	6
<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	27
5- 9	14
10- 49	23
50- 99	9
100-199	5
200-499	3
500- 999	3
1 000- 9 999	3
10 000 and more	4
Student	5
Other not gainfully employed	6
<b>Length of stay</b>	%
1. Length of stay (days):	
one	90
two	11
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	49
2nd day	62

**Additional data private visitors**

<b>Sex</b>	%
Male	63
Female	37
<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	24
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	6
over 70 years	1
<b>Net household income</b>	%
up to 900,- EUR	8
more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	9
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	7
N/A	31
<b>Size of household</b>	%
1 person	17
2 persons	40
3 persons	13
4 persons	24
5 persons and more	7
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	44
no	14
maybe	42
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	45
no	10
maybe	45
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	



## OBERRHEIN MESSE OFFENBURG → Offenburg

### Basic data private visitors

<b>Total number of visitors</b>	<b>83 066</b>
<b>Proportion of private visitors</b>	<b>95%</b>

<b>Region of residence</b>	<b>%</b>
up to 50 km	86
more than 50 km up to 100 km	9
more than 100 km up to 300 km	3
over 300 km	2

<b>Total Germany</b>	<b>90</b>
Baden-Württemberg	97
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-

<b>Total Foreign</b>	<b>10</b>
of which EU	97
Other	3

<b>The country with the highest visitor share</b>	<b>%</b>
France	97

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried stuff, public service	27
Skilled worker	13
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	6
Student	6
Housewife/man	10
Old-age pensioner	16
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	55
2005	55
2004	49
2003	43
Earlier events	49
First visit	9

### Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	45
Female	55

<b>Age</b>	<b>%</b>
up to 20 years	8
over 20 up to 30 years	12
over 30 up to 40 years	16
over 40 up to 50 years	27
over 50 up to 60 years	21
over 60 up to 70 years	13
over 70 years	4

<b>Net household income</b>	<b>%</b>
up to 900,- EUR	8
more than 900,- EUR up to 1 500,- EUR	13
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	5
N/A	27

<b>Size of household</b>	<b>%</b>
1 person	10
2 persons	40
3 persons	18
4 persons	22
5 persons and more	11

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	75
yes	5
no	20
maybe	7

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	29
yes	17
no	54
maybe	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## ANIMAL → Stuttgart

### Basic data private visitors

<b>Total number of visitors</b>	<b>39 624</b>
<b>Proportion of private visitors</b>	<b>96%</b>

<b>Region of residence</b>	<b>%</b>
up to 50 km	69
more than 50 km up to 100 km	18
more than 100 km up to 300 km	10
over 300 km	3

<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	94
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pomerania	-
Lower Saxony	-

<b>Total Foreign</b>	<b>1</b>
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<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	-
Department head, group head	5
Other salaried stuff, public service	30
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	6
Student	11
Housewife/man	9
Old-age pensioner	4
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	27
2005	21
Earlier events	14
First visit	37

### Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	32
Female	68

<b>Age</b>	<b>%</b>
up to 20 years	13
over 20 up to 30 years	24
over 30 up to 40 years	24
over 40 up to 50 years	25
over 50 up to 60 years	10
over 60 up to 70 years	3
over 70 years	-

<b>Net household income</b>	<b>%</b>
up to 900,- EUR	10
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	8
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	13
N/A	29

<b>Size of household</b>	<b>%</b>
1 person	10
2 persons	34
3 persons	24
4 persons	21
5 persons and more	10

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	57
yes	27
no	16
maybe	7

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	26
yes	55
no	19
maybe	2

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart

## CMT

### Basic data private visitors

<b>Total number of visitors</b>	<b>160 835</b>
<b>Proportion of private visitors</b>	<b>90%</b>

<b>Region of residence</b>	<b>%</b>
up to 50 km	66
more than 50 km up to 100 km	21
more than 100 km up to 300 km	12
over 300 km	1

<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	93
Bavaria	4
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	-
Lower Saxony	-

<b>Total Foreign</b>	<b>1</b>
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<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried stuff, public service	35
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	5
Student	5
Housewife/man	7
Old-age pensioner	17
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	51
2005	44
Earlier events	37
First visit	19

Additional data private visitors

<b>Sex</b>	%
Male	54
Female	46
<b>Age</b>	
up to 20 years	4
over 20 up to 30 years	12
over 30 up to 40 years	18
over 40 up to 50 years	27
over 50 up to 60 years	21
over 60 up to 70 years	16
over 70 years	2
<b>Net household income</b>	
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	9
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	10
N/A	36
<b>Size of household</b>	
1 person	14
2 persons	48
3 persons	15
4 persons	18
5 persons and more	6
<b>Buying and ordering capacity</b>	
Purchase or order made or intended at the exhibition	%
yes	32
no	37
maybe	31
<b>Follow-up business</b>	
Intend to buy at later date	%
yes	31
no	55
maybe	13

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart

Basic data trade visitors

<b>Total number of visitors</b>	<b>24 361</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	
up to 50 km	40
more than 50 km up to 100 km	29
more than 100 km up to 300 km	28
over 300 km	2
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	91
Bavaria	4
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommern	-
Lower Saxony	-
<b>Total Foreign</b>	
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	24
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	15
Other salaried staff, public service	20
Skilled worker	16
Lecturer, teacher, scientific assistant	2
Trainee	13
Other position	1
Student	4
<b>Frequency of visits to trade fair</b>	
2005	50
2003	39
Earlier events	28
First visit	33

Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Industry	32
Wholesale trade	5
Specialist trade	5
Skilled trades	43
Service	18
Training, consulting	3
University, polytechnic, vocational school	6
Other	5
<b>Influence on purchasing/procurement decisions</b>	
Decisively	28
Collectively	31
In an advisory capacity	23
No	14
Student	4
<b>Area of responsibility</b>	
Management	21
Research, development, design	11
Planning, work preparation	23
Manufacture, production	22
Production, quality control	5
Buying, procurement	12
Finance, accounting, controlling	3
Information, communication technology (EDP)	9
Administration, organisation, personnel, social welfare, training	5
Marketing, sales, advertising, PR	7
Storage, material management, logistics, transport	6
Maintenance, repairs	28
Other area	10
Student	4
<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	23
5- 9	12
10- 49	17
50- 99	7
100-199	7
200- 499	9
500- 999	6
1 000- 9 999	9
10 000 and more	6
Student	4
<b>Length of stay</b>	
1. Length of stay (days):	%
one	91
two	7
three	3
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	38
2nd day	39
3rd day	32

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart

Basic data trade visitors

<b>Total number of visitors</b>	<b>8 526</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	
up to 50 km	46
more than 50 km up to 100 km	30
more than 100 km up to 300 km	23
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	91
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommern	-
Lower Saxony	-
<b>Position in the company/organisation</b>	
Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	4
Other salaried staff, public service	40
Skilled worker	4
Lecturer, teacher, scientific assistant	-
Trainee	11
Other position	1
Student	5
<b>Frequency of visits to trade fair</b>	
2005	53
2004	46
Earlier events	36
First visit	22

Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Dentist's practice, clinic	74
Orthodontics	6
Oral surgery	3
Dental technology laboratory	14
Dental trade	2
University, polytechnic	3
Other	4
<b>Influence on purchasing/procurement decisions</b>	
Decisively	33
Collectively	34
In an advisory capacity	19
No	9
Student	5
<b>Area of responsibility</b>	
Management	32
Research, development, design	2
Planning, work preparation	15
Manufacture, production	16
Production, quality control	7
Buying, procurement	13
Finance, accounting, controlling	4
Information, communication technology (EDP)	3
Administration, organisation, personnel, social welfare, training	22
Marketing, sales, advertising, PR	5
Storage, material management, logistics, transport	1
Maintenance, repairs	6
Other area	17
Student	5
<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	29
5- 9	44
10- 49	18
50- 99	1
100-199	-
200- 499	-
500- 999	1
1 000- 9 999	1
10 000 and more	1
Student	5
<b>Length of stay</b>	
1. Length of stay (days):	%
one	91
two	9
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	50
2nd day	58

Conducted by: Profi Tess/Landesmesse, Stuttgart

## Familie & Heim → Stuttgart

### Basic data private visitors

<b>Total number of visitors</b>	<b>80 558</b>
<b>Proportion of private visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	88
more than 50 km up to 100 km	10
more than 100 km up to 300 km	2
over 300 km	
<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	98
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Position in the company/organisation</b>	%
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	5
Other salaried stuff, public service	28
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	6
Student	3
Housewife/man	10
Old-age pensioner	28
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2006	64
2005	37
Earlier events	35
First visit	13

### Additional data private visitors

<b>Sex</b>	%
Male	33
Female	67
<b>Age</b>	%
up to 20 years	2
over 20 up to 30 years	9
over 30 up to 40 years	16
over 40 up to 50 years	22
over 50 up to 60 years	21
over 60 up to 70 years	24
over 70 years	6
<b>Net household income</b>	%
up to 900,- EUR	3
more than 900,- 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 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	8
N/A	35
<b>Size of household</b>	%
1 person	14
2 persons	50
3 persons	16
4 persons	15
5 persons and more	5
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	75
yes	7
no	18
maybe	
<b>Follow-up business</b>	%
Intend to buy at later date	21
yes	21
no	57
maybe	
Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart	

## INTERVITIS INTERFRUCTA → Stuttgart

### Basic data trade visitors

<b>Total number of visitors</b>	<b>36 987</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	18
more than 50 km up to 100 km	9
more than 100 km up to 300 km	45
over 300 km	28
<b>Total Germany</b>	<b>78</b>
Baden-Württemberg	44
Bavaria	11
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	5
Mecklenburg-West Pomerania	-
Lower Saxony	1
North Rhine-Westphalia	2
Rhineland-Palatinate	34
Saarland	-
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>22</b>
of which EU	74
Rest of Europe	16
North America	6
Other	4
<b>The five countries with the highest visitor shares</b>	%
France	30
Austria	21
Switzerland	13
Italy	9
USA	4
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	54
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried stuff, public service	12
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	8
Other position	1
Student	6
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2004	56
2001	42
Earlier events	30
First visit	30

### Additional data trade visitors

<b>Economic sector</b>	%
Farming (incl. wine and fruit-growing)	78
Industry	9
Skilled trades	3
Trade companies	5
Service	4
Training/consulting	3
Authorities, public facilities, associations	3
University, polytechnic, vocational school	5
Other	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	44
Collectively	25
In an advisory capacity	14
No	10
Student	6
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	49
Research, development, design	6
Planning, work preparation	9
Manufacture, production	31
Production, quality control	10
Buying, procurement	13
Finance, accounting, controlling	6
Information, communication technology (EDP)	4
Administration, organisation, personnel, social welfare, training	8
Marketing, sales, advertising, PR	12
Storage, material management, logistics, transport	6
Maintenance, repairs	8
Other area	7
Student	6
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	54
5- 9	11
10- 49	15
50- 99	4
100- 199	3
200- 499	2
500- 999	1
1 000- 9 999	2
10 000 and more	1
Student	6
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	74
two	19
three	4
four	1
five	2
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	
1st day	27
2nd day	30
3rd day	31
4th day	26
5th day	19
Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart	

## INVEST

### Basic data trade visitors

<b>Total number of visitors</b>	<b>14 782</b>
<b>Proportion of trade visitors</b>	<b>29%</b>
<b>Region of residence</b>	%
up to 50 km	41
more than 50 km up to 100 km	11
more than 100 km up to 300 km	33
over 300 km	15
<b>Total Germany</b>	<b>95</b>
Baden-Württemberg	64
Bavaria	13
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	9
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	5
Rhineland-Palatinate	3
Saarland	-
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>5</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	36
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 stuff, public service	29
Skilled worker	-
Lecturer, teacher, scientific assistant	-
Trainee	5
Other position	2
Student	9
Housewife/man	-
Old-age pensioner	-
<b>Frequency of visits to trade fair</b>	%
2006	37
2005	32
Earlier events	27
First visit	48



**Basic data private visitors**

<b>Proportion of private visitors</b>	<b>71%</b>
<b>Region of residence</b>	%
up to 50 km	54
more than 50 km up to 100 km	14
more than 100 km up to 300 km	22
over 300 km	10
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	74
Bavaria	13
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	4
Mecklenburg-West Pomerania	-
Lower Saxony	1
<b>Total Foreign</b>	<b>2</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	8
Other salaried stuff, public service	37
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	2
Student	7
Housewife/man	2
Old-age pensioner	13
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2006	47
2005	34
Earlier events	24
First visit	40

**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	50
more than 50 km up to 100 km	13
more than 100 km up to 300 km	25
over 300 km	11
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	71
Bavaria	13
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	5
Mecklenburg-West Pomerania	-
Lower Saxony	1
<b>Total Foreign</b>	<b>2</b>
of which EU	68
Other	32
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried stuff, public service	35
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	2
Student	7
Housewife/man	1
Old-age pensioner	10
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2006	44
2005	34
Earlier events	25
First visit	42

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	4
Trade	4
Banks	40
Insurance	14
Other services	31
Public authority	2
Training/consulting	1
University, polytechnic, vocational school	3
Other	3
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	30
Collectively	22
In an advisory capacity	18
No	20
Student	9
<b>Area of responsibility</b>	%
Management	24
Research, development, design	2
Planning, work preparation	3
Manufacture, production	2
Production, quality control	-
Buying, procurement	2
Finance, accounting, controlling	28
Information, communication technology (EDP)	3
Administration, organisation, personnel, social welfare, training	3
Marketing, sales, advertising, PR	26
Storage, material management, logistics, transport	-
Maintenance, repairs	-
Other area	10
Student	9
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	26
5- 9	7
10- 49	11
50- 99	3
100-199	9
200- 499	9
500- 999	5
10 000 and more	8
1 000- 9 999	14
Student	9
<b>Length of stay</b>	%
1. Length of stay (days):	
one	84
two	10
three	6
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	55
2nd day	41
3rd day	25

**Additional data private visitors**

<b>Sex</b>	%
Male	84
Female	16
<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	18
over 30 up to 40 years	22
over 40 up to 50 years	26
over 50 up to 60 years	16
over 60 up to 70 years	12
over 70 years	3
<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- 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 2 600,- EUR	16
more than 2 600,- EUR up to 3 600,- EUR	18
more than 3 600,- EUR up to 5 000,- EUR	15
more than 5 000,- EUR	14
N/A	14
<b>Size of household</b>	%
1 person	26
2 persons	37
3 persons	14
4 persons	17
5 persons and more	5
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	14
no	46
maybe	40
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	37
no	50
maybe	13

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart



## ISA → Stuttgart

## Basic data private visitors

<b>Total number of visitors</b>	<b>30 104</b>
<b>Proportion of private visitors</b>	<b>94%</b>
<b>Region of residence</b>	%
up to 50 km	51
more than 50 km up to 100 km	17
more than 100 km up to 300 km	23
over 300 km	9
<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	77
Bavaria	11
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pommern	-
Lower Saxony	1
<b>Total Foreign</b>	<b>3</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	8
Other salaried stuff, public service	24
Skilled worker	17
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	5
Student	7
Housewife/man	4
Old-age pensioner	16
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2006	59
2005	49
Earlier events	45
First visit	20

## Additional data private visitors

<b>Sex</b>	%
Male	75
Female	25
<b>Age</b>	%
up to 20 years	7
over 20 up to 30 years	13
over 30 up to 40 years	17
over 40 up to 50 years	26
over 50 up to 60 years	18
over 60 up to 70 years	16
over 70 years	3
<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- 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 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	6
N/A	7
<b>Size of household</b>	%
1 person	19
2 persons	39
3 persons	17
4 persons	19
5 persons and more	7
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	73
yes	7
no	7
maybe	20
<b>Follow-up business</b>	%
Intend to buy at later date	25
yes	24
no	24
maybe	52
Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart	

## LogiMAT → Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>11 081</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	29
more than 50 km up to 100 km	16
more than 100 km up to 300 km	31
over 300 km	24
<b>Total Germany</b>	<b>94</b>
Baden-Württemberg	50
Bavaria	15
Berlin	2
Brandenburg	-
Bremen	-
Hamburg	2
Hesse	9
Mecklenburg-West Pommern	-
Lower Saxony	3
<b>Total Foreign</b>	<b>6</b>
of which	49
EU	44
Rest of Europe	8
Other	8
<b>The country with the highest visitor share</b>	%
Switzerland	42
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	9
Department head, group head	41
Other salaried stuff, public service	19
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	2
Student	6
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	27
2005	20
2004	12
2003	8
Earlier events	-
First visit	62

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	53
Wholesale trade	13
Retail trade	3
Skilled trades	3
Freight forwarders, transport companies	6
Other services	12
University, college, polytechnic	1
Other	4
Student	6
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	40
In an advisory capacity	25
No	8
Student	6
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	14
Research, development, design	4
Planning, work preparation	5
Manufacture, production	4
Production, quality control	1
Buying, procurement	5
Finance, accounting, controlling	7
Information, communication technology (EDP)	1
Administration, organisation, personnel, social welfare, training	1
Marketing, sales, advertising, PR	10
Storage, material management, logistics, transport	37
Maintenance, repairs	2
Other area	4
Student	6
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	6
5- 9	3
10- 49	10
50- 99	10
100- 199	13
200- 499	14
500- 999	9
1 000- 9 999	18
10 000 and more	10
Student	6
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	90
two	7
three	3
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	33
2nd day	41
3rd day	38
Conducted by: Walter, Wissler & Partner, Basel	

## MEDIZIN

## Basic data trade visitors

<b>Total number of visitors</b>	<b>6 570</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	67
more than 50 km up to 100 km	14
more than 100 km up to 300 km	16
over 300 km	4
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	90
Bavaria	5
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommern	-
Lower Saxony	1
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	2
Department head, group head	3
Other salaried stuff, public service	39
Skilled worker	1
Lecturer, teacher, scientific assistant	2
Trainee	8
Other position	4
Student	9
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2006	42
2005	33
Earlier events	29
First visit	38

**Additional data trade visitors**

<b>Economic sector</b>	%
Practice	51
Hospital, clinic	18
Rehabilitation facility, nursing home	3
Medical laboratory, institute	2
Emergency services organisations	3
Industry	3
Trade	3
Service	5
Public authorities, Health service	3
Training, consulting	3
University, polytechnic, vocational school	9
Other	7

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	27
In an advisory capacity	20
No	17
Student	9
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	22
Research, development, design	3
Surgical service and care	14
Nursing service	16
Buying, procurement	6
Finance, accounting, controlling	3
Information, communication technology (EDP)	6
Administration, organisation, personnel, social welfare, training	15
Marketing, sales, advertising, PR	8
Maintenance, repairs	4
Other area	23
Student	9
Other not gainfully employed	2

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	29
5- 9	23
10- 49	8
50- 99	4
100-199	4
200-499	7
500- 999	5
1 000- 9 999	7
10 000 and more	2
Student	9
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	79
two	12
three	8
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	44
2nd day	50
3rd day	34

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart

**Basic data private visitors**

<b>Total number of visitors</b>	<b>36 536</b>
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<b>Proportion of private visitors</b>	<b>94%</b>
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<b>Region of residence</b>	%
up to 50 km	56
more than 50 km up to 100 km	15
more than 100 km up to 300 km	22
over 300 km	7

<b>Total Germany</b>	<b>96</b>
Baden-Württemberg	81
Bavaria	11
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	3
Mecklenburg-West Pommern	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	2
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

<b>Total Foreign</b>	<b>4</b>
of which EU	56
Rest of Europe	44
Other	-

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff, public service	26
Skilled worker	16
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	4
Student	7
Housewife/man	2
Old-age pensioner	9
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2006	59
2005	39
Earlier events	33
First visit	22

**Additional data private visitors**

<b>Sex</b>	%
Male	87
Female	13

<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	20
over 30 up to 40 years	24
over 40 up to 50 years	25
over 50 up to 60 years	14
over 60 up to 70 years	9
over 70 years	2

<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- 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 2 600,- EUR	9
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	11
more than 5 000,- EUR	11
N/A	39

<b>Size of household</b>	%
1 person	19
2 persons	35
3 persons	17
4 persons	19
5 persons and more	9

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	44
no	18
maybe	37

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	23
no	24
maybe	53

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>27 069</b>
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<b>Proportion of trade visitors</b>	<b>96%</b>
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<b>Region of residence</b>	%
up to 50 km	32
more than 50 km up to 100 km	24
more than 100 km up to 300 km	33
over 300 km	11

<b>Total Germany</b>	<b>95</b>
Baden-Württemberg	70
Bavaria	16
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	5
Mecklenburg-West Pommern	-
Lower Saxony	1
North Rhine-Westphalia	2
Rhineland-Palatinate	5
Saarland	1
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

<b>Total Foreign</b>	<b>5</b>
of which EU	54
Rest of Europe	40
Other	6

<b>The country with the highest visitor share</b>	%
Switzerland	37

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	26
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff, public service	23
Skilled worker	13
Lecturer, teacher, scientific assistant	2
Trainee	15
Other position	2
Student	3

<b>Frequency of visits to trade fair</b>	%
2005	48
2004	34
Earlier events	32
First visit	33

**Additional data trade visitors**

<b>Economic sector</b>	%
Bakers/Confectioners Trade	77
Bread, cake and pastry industry	9
Subcontracting industry	5
Trade	7
Service	6
University, polytechnic, vocational school	6
Other	5

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	31
In an advisory capacity	23
No	21
Student	3

<b>Area of responsibility</b>	%
Management	25
Research, development, design	5
Planning, work preparation	12
Manufacture, production	56
Production, quality control	18
Buying, procurement	17
Marketing, sales, advertising, PR	22
Finance, accounting, controlling	6
Information, communication technology (EDP)	3
Administration, organisation, personnel, social welfare, training	9
Storage, material management, logistics, transport	9
Maintenance, repairs	8
Other area	5
Student	3

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	15
5- 9	23
10- 49	30
50- 99	8
100-199	9
200- 499	6
500- 999	2
1 000- 9 999	2
10 000 and more	2
Student	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	84
two	11
three	2
four	3
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	22
2nd day	32
3rd day	37
4th day	29

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart

## VISION → Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>6 188</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	18
more than 50 km up to 100 km	12
more than 100 km up to 300 km	25
over 300 km	45
<b>Total Germany</b>	<b>71</b>
Baden- Württemberg	North Rhine- Westphalia 9
Bavaria	14 Rhineland- Palatinate 3
Berlin	3 Saarland 2
Brandenburg	1 Saxony 1
Bremen	- Saxony-Anhalt 1
Hamburg	2 Schleswig- Holstein 1
Hesse	6 Thuringia 3
Mecklenburg- West Pomerania	- Thuringia 3
Lower Saxony	3
<b>Total Foreign</b>	<b>29</b>
of which EU	61
Rest of Europe	20
Africa	16
Other	3
<b>The five countries with the highest visitor shares</b>	%
Switzerland	16
Austria	12
Netherlands	9
Italy	9
France	7
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	1
Department head, group head	16
Other salaried staff, public service	42
Skilled worker	3
Lecturer, teacher, scientific assistant	10
Trainee	1
Other position	1
Student	11
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	25
2005	21
Earlier events	16
First visit	20

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	69
Trade	4
Service	11
Training/consulting	3
University, polytechnic, vocational school	17
Other	6
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	22
Collectively	38
In an advisory capacity	20
No	9
Student	11
<b>Area of responsibility</b>	%
Management	10
Research, development, design	52
Planning, work preparation	6
Manufacture, production	8
Production, quality control	9
Buying, procurement	4
Finance, accounting, controlling	2
Information, communication technology (EDP)	5
Administration, organisation, personnel, social welfare, training	2
Marketing, sales, advertising, PR	11
Storage, material management, logistics, transport	1
Maintenance, repairs	2
Other area	11
Student	11
<b>Size of company/organisation:</b>	%
Number of employees:	%
1- 4	7
5- 9	6
10- 49	22
50- 99	10
100-199	8
200- 499	11
500- 999	4
1 000- 9 999	14
10 000 and more	6
Student	11
<b>Length of stay</b>	%
1. Length of stay (days):	
one	82
two	12
three	6
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	35
2nd day	46
3rd day	38
Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart	

## Südwest Messe (2006) → Villingen-Schwenningen

## Basic data private visitors

<b>Total number of visitors</b>	<b>91 347</b>
<b>Proportion of private visitors</b>	<b>83%</b>
<b>Region of residence</b>	%
up to 50 km	77
more than 50 km up to 100 km	18
more than 100 km up to 300 km	4
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden- Württemberg	North Rhine- Westphalia 98
Bavaria	1 Rhineland- Palatinate -
Berlin	- Saarland -
Brandenburg	- Saxony -
Bremen	- Saxony-Anhalt -
Hamburg	- Schleswig- Holstein -
Hesse	- Thuringia -
Mecklenburg- West Pomerania	- Thuringia -
Lower Saxony	-
<b>Total foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff, public service	31
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	2
Student	7
Housewife/man	11
Old-age pensioner	27
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
Earlier events	92
First visit	8

## Basic data all visitors

<b>Proportion of trade visitors</b>	<b>17%</b>
<b>Region of residence</b>	%
up to 50 km	76
more than 50 km up to 100 km	19
more than 100 km up to 300 km	4
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden- Württemberg	98 North Rhine- Westphalia 1
Bavaria	1 Rhineland- Palatinate -
Berlin	- Saarland -
Brandenburg	- Saxony -
Bremen	- Saxony-Anhalt -
Hamburg	- Schleswig- Holstein -
Mecklenburg- West Pomerania	- Thuringia -
Lower Saxony	-
<b>Total foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	31
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	2
Student	6
Housewife/man	9
Old-age pensioner	24
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
Earlier events	92
First visit	8

## Additional data private visitors

<b>Sex</b>	%
Male	44
Female	56
<b>Age</b>	%
up to 20 years	7
over 20 up to 30 years	9
over 30 up to 40 years	16
over 40 up to 50 years	21
over 50 up to 60 years	18
over 60 up to 70 years	22
over 70 years	8
<b>Size of household</b>	%
1 person	11
2 persons	43
3 persons	18
4 persons	19
5 persons and more	9
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	73
no	15
maybe	12
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	19
no	51
maybe	30
Conducted by: Achim Brötz Rechenzentrum Mannheim, Kaiserslautern	

**Basic data private visitors**

<b>Total number of visitors</b>	<b>66 840</b>
<b>Proportion of private visitors</b>	<b>96%</b>

<b>Region of residence</b>	<b>%</b>
up to 50 km	83
more than 50 km up to 100 km	14
more than 100 km up to 300 km	2
over 300 km	1

<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	North Rhine- 83
Bavaria	11 Rhineland- 1
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	85 Schleswig- 2
Mecklenburg-Holstein	- Holstein
West Pomerania	- Thuringia
Lower Saxony	-

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff, public service	34
Skilled worker	15
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	-
Farmer	1
Student	4
Housewife/man	22
Old-age pensioner	1
Other not gainfully employed	11

<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	52
2004	57
Earlier events	69
First visit	14

**Additional data private visitors**

<b>Sex</b>	<b>%</b>
Male	47
Female	53

<b>Age</b>	<b>%</b>
up to 20 years	4
over 20 up to 30 years	11
over 30 up to 40 years	18
over 40 up to 50 years	23
over 50 up to 60 years	19
over 60 up to 70 years	28
over 70 years	5

<b>Net household income</b>	<b>%</b>
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	20
more than 1 500,- EUR up to 2 000,- EUR	17
more than 2 000,- EUR up to 2 600,- EUR	17
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	4
N/A	13

<b>Size of household</b>	<b>%</b>
1 person	9
2 persons	47
3 persons	20
4 persons	17
5 persons and more	7

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	63
no	13
maybe	23

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	36
no	56
maybe	8

Conducted by: Messe- und Congressberatung  
Dirr, Hamburg

**Basic data private visitors**

<b>Total number of visitors</b>	<b>104 476</b>
<b>Proportion of private visitors</b>	<b>92%</b>

<b>Region of residence</b>	<b>%</b>
up to 50 km	92
more than 50 km up to 100 km	4
more than 100 km up to 300 km	3
over 300 km	1

<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	North Rhine- 3
Bavaria	96 Westphalia
Berlin	- Rhineland-
Brandenburg	- Palatinate
Bremen	- Saarland
Hamburg	- Saxony
Hesse	- Saxony-Anhalt
Mecklenburg-Holstein	- Schleswig-
West Pomerania	- Holstein
Lower Saxony	- Thuringia

<b>Position in the company/organisation</b>	<b>%</b>
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	3
Other salaried staff, public service	28
Skilled worker	9
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	4
Student	8
Housewife/man	12
Old-age pensioner	19
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	<b>%</b>
2005	78
2003	64
Earlier events	50
First visit	11

**Additional data private visitors**

<b>Sex</b>	<b>%</b>
Male	46
Female	54

<b>Age</b>	<b>%</b>
up to 20 years	5
over 20 up to 30 years	12
over 30 up to 40 years	19
over 40 up to 50 years	26
over 50 up to 60 years	19
over 60 up to 70 years	13
over 70 years	5

<b>Net household income</b>	<b>%</b>
up to 900,- EUR	11
more than 900,- EUR up to 1 500,- EUR	15
more than 1 500,- EUR up to 2 000,- EUR	23
more than 2 000,- EUR up to 2 600,- EUR	19
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	3
N/A	11

<b>Size of household</b>	<b>%</b>
1 person	11
2 persons	39
3 persons	22
4 persons	18
5 persons and more	9

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	25
no	12
maybe	63

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	6
no	14
maybe	80

Conducted by: Messe- und Congressberatung,  
Hamburg



# Registered Events

## Bad Salzflun

### Messe Ostwestfalen GmbH

KMO - Plastics Processing Fair, Bad Salzflun  
09.04.-12.04.2008

## Bayreuth

### bbg Betriebsberatungs GmbH

DKM - International Trade Fair for Finance and Insurance Industry, Dortmund  
28.10.-30.10.2008

## Berlin

### Messe Berlin GmbH

International Green Week Berlin - Exhibition for the Food Industry, Agriculture and Horticulture, Berlin  
● 18.01.-27.01.2008

FRUIT LOGISTICA - International Trade Fair for Fruit and Vegetable Marketing, Berlin  
● 07.02.-09.02.2008

bautech - International Trade Fair for Building and Construction Technology and Build IT, Berlin  
● 19.02.-23.02.2008

ITB Berlin - The World's Leading Travel Trade Show, Berlin  
● 05.03.-09.03.2008

PostPrint - Trade Fair for Printing and Finishing, Berlin  
17.09.-19.09.2008

InnoTrans - International Trade Fair for Transport Technology - Innovative Components - Vehicles - Systems, Berlin  
● 23.09.-26.09.2008

belekro - Trade show for Electrical Engineering, Electronics and Lighting, Berlin  
15.10.-17.10.2008

ART FORUM BERLIN - The International Fair for Contemporary Art, Berlin  
31.10.-03.11.2008

Import Shop Berlin - A world full of beauty, Berlin  
● 12.11.-16.11.2008

WASSER BERLIN - International Trade Fair and Congress, Berlin  
● 30.03.-03.04.2009

● CMS - Cleaning . Management . Services . - International Trade Fair and Congress, Berlin  
22.09.-25.09.2009

## Bielefeld

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

ZOW - Suppliers' Trade Fair East Westfalen & European Solid Surface Show, Bad Salzflun  
25.02.-28.02.2008

## Bremen

### Fachausstellungen Heckmann GmbH Hannover/Bremen

CARAVAN - Motor caravans and Supplies Trade Exhibition, Bremen  
07.11.-09.11.2008

EnergieSparTage, Hanover  
14.11.-16.11.2008

### HVG Hanseatische Veranstaltungen-GmbH

bike.market.future., Bremen  
08.03.-09.03.2008

### MGH Messe- und Ausstellungsgesellschaft Hansa GmbH

Bremen Classic Motorshow, Bremen  
01.02.-03.02.2008

fish international - International Trade Fair for Fish and Seafood: Trading Market, Technology, Logistics, Point of Sale, Bremen  
10.02.-12.02.2008

ReiseLust - The tourism fair in Bremen  
07.11.-09.11.2008

## Cappeln

### Friedrich Haug Messen und Ausstellungen

Blickpunkt Ibbenbüren - Regional Consumer Exhibition  
27.09.-05.10.2008

Nordsee-Schau Jever, Regional Consumer Exhibition  
03.10.-05.10.2008

Emsland-Schau Papenburg, Regional Consumer Exhibition  
October 2009

Emsland-Schau Meppen, Regional Consumer Exhibition  
May 2010

Osning-Schau, Bad Laer, Regional Consumer Exhibition  
October 2010

Weser-Ems-Ausstellung, Regional Consumer Exhibition, Aurich  
May 2011

Emsland-Schau, Regional Consumer Exhibition, Lingen  
September 2011

## Chemnitz

### Event- und Messegeseellschaft Chemnitz

mtex - International Trade Fair & Symposium for Textiles and Composites in Transportation, Chemnitz  
03.06.-05.06.2008

## Dortmund

### Messe Westfalenhallen Dortmund GmbH

JAGD & HUND - International exhibition for hunting & fishing, Dortmund  
05.02.-10.02.2008

CREATIVA - Exhibition for creative design, Dortmund  
12.03.-16.03.2008

INTERMODELLBAU - Exhibition for Model Building and Model Sport, Dortmund  
16.04.-20.04.2008

hobbytronic - Exhibition for hardware, software, communication and entertainment electronics, Dortmund  
16.04.-20.04.2008

FAHOBA.kreativ - Trade fair for creative design, Dortmund  
15.08.-17.08.2008

Inter-tabac - International trade fair for tobacco goods and smokers products, Dortmund  
19.09.-21.09.2008

Ordertage Inneneinrichtung, Fachmesse - Trade fair for interior design, Dortmund  
19.09.-21.09.2008

Boulevard.DORTMUNDER HERBST - Consumer exhibition, Dortmund  
03.10.-12.10.2008

Westdeutsche Mineralientage - West German Minerals Days, Dortmund  
29.11.-30.11.2008

ELEKTROTECHNIK - Trade Fair, Dortmund  
02.09.-05.09.2009

HairPower - Hairstyles & Cosmetics Trade Fair with Regional Championship North Rhine Westphalia, Dortmund  
13.09.-14.09.2009

## Dresden

### MESSE DRESDEN GmbH

Dresdner Ostern - Garden, Pet and Handicraft Fair with International Orchid-Exhibition, Dresden  
13.03.-16.03.2008

aktiv + vital - harmony for body, spirit and soul, Dresden  
04.04.-06.04.2008

PIETA - Funeral and Cemetery Equipment Trade Fair, Dresden  
16.05.-18.05.2008

### TMS Messen - Kongresse -

Dresden Travel Market  
25.01.-27.01.2008

auto mobil Dresden - Automotive exhibition  
07.03.-09.03.2008

Hunting fishing riding, Dresden  
28.03.-30.03.2008

Touristik & Caravaning International Leipzig  
19.11.-23.11.2008

## Düsseldorf

### Messe Düsseldorf GmbH

● boot-Düsseldorf - International Boat Show, Düsseldorf  
19.01.-27.01.2008

EUROSHOP - The Global Retail Trade Fair and EuroCIS - Communication, Information, Security technology, Düsseldorf

● 23.02.-27.02.2008

BEAUTY INTERNATIONAL DÜSSELDORF - The No. 1 Trade Fair for Cosmetics, Nail and Foot Professionals, Düsseldorf  
07.03.-09.03.2008

- TOP HAIR INTERNATIONAL - Trend & Fashion Days Trade Fair-Show-Congress for the International Hairdressing Industry  
08.03.-09.03.2008
- GDS/GLS - The Premier Shoe Event (spring), Düsseldorf  
● 14.03.-16.03.2008
- ProWein - International Trade Fair Wines and Spirits, Düsseldorf  
● 16.03.-18.03.2008
- Tube - International Tube and Pipe Trade Fair, Düsseldorf  
● 31.03.-04.04.2008
- METAV - International Fair for Manufacturing Technology and Automation  
● 31.03.-04.04.2008
- wire - International Wire and Cable Trade Fair, Düsseldorf  
● 31.03.-04.04.2008
- interpack - PROCESSES AND PACKAGING, Düsseldorf  
● 24.04.-30.04.2008
- drupa - print media messe - World Market Print Media, Publishing & Converting, Düsseldorf  
● 29.05.-11.06.2008
- CARAVAN SALON DÜSSELDORF - International motor homes and caravans exhibition, Düsseldorf  
● 29.08.-07.09.2008
- IAM - International Investors' Fair, Düsseldorf  
05.09.-07.09.2008
- TourNatur - Hiking and Trekking exhibition, Düsseldorf  
05.09.-07.09.2008
- GDS - The Premier Shoe Event (autumn), Düsseldorf  
● 12.09.-14.09.2008
- InterCool - International Trade Fair Frozen Food, Ice Cream, Technology, Düsseldorf  
● 28.09.-01.10.2008
- InterMeat - International Trade Fair Meat and Sausage, Düsseldorf  
● 28.09.-01.10.2008
- InterMopro - International Trade Fair Dairy Products, Düsseldorf  
● 28.09.-01.10.2008
- hogatec - International Trade Fair Hotels, Gastronomy, Catering, Düsseldorf  
● 28.09.-01.10.2008
- REHACARE INTERNATIONAL - International Trade Fair and Congress. Rehabilitation - Care - Prevention - Integration, Düsseldorf  
● 15.10.-18.10.2008
- glasstec - International Trade Fair with Special Show + Symposium, Düsseldorf  
● 21.10.-25.10.2008
- MEDICA - World Forum for Medicine - International Trade Fair with Congress (with ComPaMED Trade Fair Components, Parts and Raw Materials for Medical Manuf.), Düsseldorf  
● 19.11.-22.11.2008
- EuroCIS - Communication, Information, Security technology, Düsseldorf  
10.02.-12.02.2009
- NEWCAST - International Castings Trade Fair + NEWCAST FORUM, Düsseldorf  
23.06.-25.06.2009
- A + A - Safety, Security and Health at Work. International Trade Fair with Congress and Special Events, Düsseldorf  
● 03.11.-06.11.2009
- K - International Trade Fair Plastics + Rubber, Düsseldorf  
● 27.10.-03.11.2010
- GIFA - International Foundry Trade Fair with WFO Technical Forum, Düsseldorf  
● June 2011
- METEC - International Metallurgical Technology Trade Fair with Congress, Düsseldorf  
● June 2011
- THERMPROCESS - International Trade Fair and Symposium for Thermo Process Technology, Düsseldorf  
● June 2011

#### Reed Exhibitions Deutschland GmbH

- PSI - International Trade Fair for Advertising Specialties, Düsseldorf  
09.01.-11.01.2008

- IMA - International Trade Fair for Amusement and Vending Machines, Düsseldorf  
● 15.01.-18.01.2008
- FIBO - The Leading International Trade Show for Fitness and Wellness, Essen  
10.04.-13.04.2008
- ALUMINIUM - World Trade Fair & Conference for the Aluminium Industry, Essen  
23.09.-25.09.2008
- viscom Frankfurt - International trade fair for visual communication, Frankfurt  
● 30.10.-01.11.2008
- MODERNER STAAT - Exhibition and Conference, Berlin  
04.11.-05.11.2008
- EQUITANA - Equestrian Sports World Fair, Essen  
● 14.03.-22.03.2009
- SHOWTECH - International Trade Show and Conference for Event Technology and Services, Berlin  
● 16.06.-18.06.2009

#### Erfurt

##### Messe Erfurt AG

- Reiten-Jagen-Fischen - Exhibition for Riding, Hunting and Fishing, Erfurt  
14.03.-16.03.2008
- International Pedigree Dog Show, Erfurt  
14.06.-15.06.2008
- Grüne Tage Thüringen - The agricultural fair, Erfurt  
05.09.-07.09.2008
- HAUS+TECHNIK - Exhibition for House building, Living and Modernizing, Erfurt  
12.09.-14.09.2008
- inoga - Trade Fair for the Hotel, Catering and Hospitality Sector with IKA/Culinary Olympics, Erfurt  
19.10.-22.10.2008
- naro.tech - Exhibition and Congress on Renewable Resources, Erfurt  
03.09.-06.09.2009

#### Erfurt

##### RAM Regio Ausstellungen GmbH Erfurt

- Thüringen-Ausstellung Erfurt - Handicraft and Consumer Goods Exhibition, Erfurt  
01.03.-09.03.2008
- Reisen - Caravan - Tourism - Exhibition, Erfurt  
30.10.-02.11.2008

#### Eschborn

##### Werbe- und Vertriebsges. Deutscher Apotheker mbH

- EXPOPHARM - International Pharmaceutical Trade Fair  
18.09.-21.09.2008

#### Essen

##### Messe Essen GmbH

- DEUBAU - International Trade Fair for Construction, Essen  
08.01.-12.01.2008
- IPM Essen - International Trade Fair for Plants, Technical Equipment, Floristry, Sales Promotion, Essen  
24.01.-27.01.2008
- Reise/Camping - International Trade Fair Travel & Tourism, Camping & Caravanning, Essen  
06.02.-10.02.2008
- Fahrrad Essen - Fair for bicycles, accessories and recreation, Essen  
08.02.-10.02.2008
- Golf - International Fair for Golf, Equipment & Tourism, Essen  
08.02.-10.02.2008
- E-world energy & water - International Fair and Congress, Essen  
19.02.-21.02.2008
- HAUS + GARTEN - The spring and leisure fair for the whole family, Essen  
20.02.-24.02.2008
- SHK - Trade Fair for Sanitary, Heating equipment, Air-Conditioning and renewable Energies, Essen  
05.03.-08.03.2008
- METPACK - International Trade Fair for Metal Packaging, Essen  
22.04.-26.04.2008

REIFEN - No. 1 in tires and more- World Market for tire trade, Essen  
20.05.-23.05.2008

SECURITY - The World Forum for Security & Fire Prevention, Essen  
07.10.-10.10.2008

MODE - HEIM - HANDWERK - The big consumer fair for the whole family, Essen  
01.11.-09.11.2008

SCHWEISSEN & SCHNEIDEN - International Trade Fair Joining Cutting Surfacing, Essen  
14.09.-19.09.2009

#### Finningen

##### Messe- und Ausstellungsorganisation JWS GmbH

WIR - Regional consumer information exhibition, Dillingen a. d. Donau  
01.03.-09.03.2008

KONTAKTA - Regional consumer information exhibition, Ansbach  
10.09.-14.09.2008

KONTAKTA, Regional consumer and information exhibition, Heidenheim  
11.03.-15.03.2009

#### Frankfurt/Main

##### DLG e. V.

AGRITECHNICA - International DLG Exhibition for Agricultural Machinery (Preview Days 8./9. November 2009), Hanover  
● 10.11.-14.11.2009

EuroTier - International DLG Exhibition for Animal Husbandry and Management, Hanover  
● 11.11.-14.11.2008

##### Messe Frankfurt Exhibition GmbH

Heimtextil - International Trade Fair for Home and Contract Textiles, Frankfurt/Main  
● 09.01.-12.01.2008

Christmasworld - Internationale Frankfurter Messe - The World of Event Decoration, Frankfurt/Main  
● 23.01.-27.01.2008

Paperworld - Internationale Frankfurter Messe - The World of Office and Paper Products, Frankfurt/Main  
● 23.01.-27.01.2008

Beautyworld - Internationale Frankfurter Messe, Frankfurt/Main  
● 25.01.-27.01.2008

Ambiente - Internationale Frankfurter Messe, Frankfurt/Main  
● 08.02.-12.02.2008

Musikmesse - International Trade Fair for Musical Instruments, Musical Software and Computer Hardware, Sheet Music and Accessories, Frankfurt/Main  
● 12.03.-15.03.2008

Prolight + Sound - International Trade Fair for Event and Communications technology, AV-Production and Entertainment, Frankfurt/Main  
● 12.03.-15.03.2008

Light + Building - International Trade Fair for Architecture and Technology, Frankfurt/Main  
06.04.-11.04.2008

Texcare International - World Market for Modern Textile Care, Frankfurt/Main  
● 31.05.-04.06.2008

Collectione - Preview Spring + Summer, Frankfurt/Main  
04.07.-08.07.2008

Tendance Autumn + Winter - Internationale Frankfurter Messe, Frankfurt/Main  
● 04.07.-08.07.2008

Automechanika - The International Leading Trade Fair for the Automotive Industry, Frankfurt/Main  
● 16.09.-21.09.2008

ISH - The World's leading Trade Fair Bathroom, Building, Energy, Air-Conditioning Technology, Renewable Energies, Frankfurt/Main  
● 10.03.-14.03.2009

Techtextil - International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main  
● 16.06.-18.06.2009

IFFA - Technology meats Business: No. 1 for processing, packaging, selling, Frankfurt/Main  
● 08.05.-13.05.2010

#### MUVEO GmbH

InNaTex - International fair of natural & organic textiles, Hofheim-Wallau  
26.01.-28.01.2008

InNaTex - International fair of natural & organic textiles, Hofheim-Wallau  
09.08.-11.08.2008

#### Freiburg

##### Freiburg Wirtschaft Touristik

Internationale Kulturbörse Freiburg - International Trade Fair for productions and music, Freiburg  
22.01.-24.01.2008

CFT - Camping, Leisure and Tourism - Exhibition, Freiburg  
08.03.-16.03.2008

● INTER BRUSH - International Trade Fair for Machines, Materials and Accessories of the Brush, Paintbrush, Paintroller and Mop Industries, Freiburg  
16.04.-18.04.2008

Modellbau - Model Construction Kits Show, Freiburg  
01.05.-04.05.2008

● Intersolar - International Trade Fair and Conference for Solar Technology, Munich  
12.06.-14.06.2008

BADEN MESSE - Ideal Home Exhibition, Freiburg  
13.09.-21.09.2008

Plaza Culinaria, Freiburg  
07.11.-09.11.2008

BADEN MESSE - Agricultural Exhibition, Freiburg  
12.09.-20.09.2009

BADEN MESSE - Regional Craft and Industry Exhibition, Freiburg  
11.09.-19.09.2010

#### Friedrichshafen

##### Messe Friedrichshafen GmbH

Fruchtwelt Bodensee - International Trade Fair for Fruit, Berries, Hops and Distillation, Friedrichshafen  
15.02.-17.02.2008

Pferd Bodensee - International Trade Fair for Equestrian Sport, Horse Breeding, Horse Owning, Friedrichshafen  
22.02.-24.02.2008

IBO - International Fair for Consumer and Investment Goods, Friedrichshafen  
29.03.-06.04.2008

TUNING WORLD BODENSEE - International Exhibition and Event for Car-Tuning, Lifestyle and Club-Scene, Friedrichshafen  
01.05.-04.05.2008

OutDoor - European Outdoor Trade Fair, Friedrichshafen  
17.07.-20.07.2008

EUROBIKE - International Bicycle Trade Exhibition, Friedrichshafen  
04.09.-07.09.2008

INTERBOOT - International Water Sports Exhibition, Friedrichshafen  
20.09.-28.09.2008

AERO - International Trade Exhibition for General Aviation, Friedrichshafen  
02.04.-05.04.2009

#### Fürth

##### asfc atelier scherer fair consulting gmbh

START Nürnberg - Exhibition for Start-ups, Franchising and Entrepreneurs, Nuremberg  
04.07.-05.07.2008

START Essen - The leading German Exhibition for Start-ups, Franchising and Entrepreneurs, Essen  
17.10.-18.10.2008

#### Groß-Umstadt

##### KWF - Kuratorium für Waldarbeit

KWF - Forest Machinery and Innovations DemoFair, Schmallenberg  
04.06.-07.06.2008

#### Hamburg

##### Hamburg Messe und Congress GmbH

NORTEC - Trade Fair for Manufacturing Technology, Hamburg  
23.01.-26.01.2008

REISEN HAMBURG - International Exhibition Tourism & Caravaning, Hamburg  
06.02.-10.02.2008



INTERNORGA - International Trade Fair for the Hotel, Restaurant, Catering, Baking and Confectionery Trades, Hamburg  
07.03.-12.03.2008

HansePferd Hamburg - International Exhibition for Horse Enthusiasts, Hamburg  
18.04.-20.04.2008

SMM - Shipbuilding, Machinery & Marine Technology - International Trade Fair Hamburg  
23.09.-26.09.2008

hanseboot - International Boat Show Hamburg  
25.10.-02.11.2008

GET Nord - Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning, Hamburg  
19.11.-21.11.2008

DU UND DEINE WELT - The great Consumer Exhibition, Hamburg  
29.11.-07.12.2008

acqua alta - International Conference and Exhibition on Consequences of Climate Change and Flood Protection, Hamburg  
10.11.-12.11.2009

#### **MesseHalle Hamburg-Schnelsen GmbH**

USSIFA HAMBURG - Special-Fair for Watches, Jewels, Perls, Precious Stones and more, Hamburg  
12.09.-14.09.2008

#### **Hannover**

##### **Deutsche Messe AG**

DOMOTEX HANNOVER - The World of Flooring, Hannover  
● 12.01.-15.01.2008

CeBIT - The leading business event for the digital world, Hannover  
● 04.03.-09.03.2008

HANNOVER MESSE - The world's most important technology events, Hannover  
● 21.04.-25.04.2008

Digital Factory/HANNOVER MESSE - Leading Fair for Integrated Processes and IT-Solutions, Hannover  
21.04.-25.04.2008

Energy/HANNOVER MESSE - Leading Trade Fair for Renewable and Conventional Power Generation, Supply, Transmission and Distribution, Hannover  
21.04.-25.04.2008

Industrial Automation/HANNOVER MESSE - Industrial Automation, INTERKAMA+, Factory Automation, Industrial Building Automation, Hannover  
21.04.-25.04.2008

MicroTechnology/HANNOVER MESSE - Leading Trade Fair for Applied Microsystems Technology and Nanotechnology, Hannover  
21.04.-25.04.2008

Pipeline Technology/HANNOVER MESSE - Leading Trade Fair for Pipeline Technologies and Systems, Hannover  
21.04.-25.04.2008

Power Plant Technologie / HANNOVER MESSE - Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance, Hannover  
21.04.-25.04.2008

PROMOTION WORLD/HANNOVER MESSE - International Trade Fair for Promotional Products and Incentives, Hannover  
21.04.-25.04.2008

Research & Technology/HANNOVER MESSE - Innovations Market for Research and Development, Hannover  
21.04.-25.04.2008

Subcontracting/HANNOVER MESSE - Leading Trade Fair for Subcontracting Services, Materials, Components and Systems for Mechanical Engineering, the Automotive Ind. and Plant Engineering, Hannover  
21.04.-25.04.2008

CeMAT Hannover - The world's leading Fair for Intra logistics, Hannover  
27.05.-31.05.2008

O & S - International trade fair for surface treatments and coatings, Stuttgart  
03.06.-05.06.2008

BIOTECHNICA - International Trade Fair, Conferences, Partnering and Award for Biotechnology, Hannover  
● 07.10.-09.10.2008

EuroBLECH - International Sheet Metal Working Technology Exhibition, Hannover  
● 21.10.-25.10.2008

ComVac/HANNOVER MESSE - Leading Trade Fair for Compressed Air and Vacuum Technology, Hannover  
20.04.-24.04.2009

MDA-Motion, Drive & Automation/HANNOVER MESSE - Leading Trade Fair for Power Transmission and Control, Hannover  
20.04.-24.04.2009

SurfaceTechnology/HANNOVER MESSE - Leading Trade Fair for Surface Technology, Hannover  
20.04.-24.04.2009

LIGNA HANNOVER - World Fair for the Forestry and Wood Industries, Hannover  
● 18.05.-22.05.2009

INTERSCHUTZ - DER ROTE HAHN - International Trade Fair for Rescue Services, Fire Prevention, Disaster Relief, Safety and Security, Leipzig  
● 07.06.-12.06.2010

EMO - The world of metalworking, Hannover  
September 2011

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

ABF - The Leisure- and Sales Exhibition, Hannover  
26.01.-03.02.2008

Altenpflege+ProPflege - Exhibition and Congress for Nursing, Therapy, Care + Professional Patient Care, Hannover  
12.02.-14.02.2008

infa - Information and Sales Exhibition, Hannover  
18.10.-26.10.2008

Pferd & Jagd - Europe's biggest exhibition for equestrian sports, hunting and fishing, Hannover  
04.12.-07.12.2008

#### **Husum**

**Husumer Wirtschaftsgesellschaft mbH & Co. KG**  
NORD GASTRO & HOTEL - Hotel and Catering Services Exhibition, Husum  
11.02.-12.02.2008

new energy husum - International trade fair for the use of renewable energy sources, Husum  
13.03.-16.03.2008

HUSUM WindEnergy - Exhibition and Conference, Husum  
09.09.-13.09.2008

#### **Idar-Oberstein**

##### **Intergem Messe GmbH**

INTERGEM - International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein  
03.10.-06.10.2008

#### **Ingolstadt**

##### **Sandner GmbH**

dona - Consumer Goods Exhibition, Regensburg  
08.03.-16.03.2008

ufra - Consumer Goods Exhibition, Schweinfurt  
27.09.-05.10.2008

#### **Karlsruhe**

##### **HINTE GmbH**

GiardinaKARLSRUHE - Garden and Lifestyle, Karlsruhe  
14.02.-17.02.2008

INVENTA - Art of Living, Home, Building, Living, Karlsruhe  
14.02.-17.02.2008

INTERGEO EAST - Trade Fair and Conference for Landmanagement, Geoinformation, Building Industry, Environment, Belgrade  
+ 19.02.-20.02.2008

INTERGEO - Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Bremen  
+ ● 30.09.-02.10.2008

Arbeitsschutz aktuell - Industrial safety Trade Fair and Congress - A Forum on Prevention, Hamburg  
+ 08.10.-10.10.2008

offerta - The major regional exhibition for a strong region, Karlsruhe  
25.10.-02.11.2008

RendezVino - and SALON Gourmet - Festival of the senses, Karlsruhe  
31.10.-02.11.2008

# Registered Events

HOGATRENDS - Trade fair for the hotel and restaurant industry, Karlsruhe  
14.02.-17.02.2009

publika - home, garden, living, Pforzheim  
Date still unfixed

## Karlsruher Messe- und Kongress-GmbH

Karlsruher Hochzeits- und Festtage - Wedding Days - Everything about the wedding, Karlsruhe  
19.01.-20.01.2008

LEARNTEC - International Convention and Trade Fair for Educational and Information Technology, Karlsruhe  
29.01.-31.01.2008

fahrrad.markt.zukunft. - Bicycle Market, Karlsruhe  
15.03.-16.03.2008

RESALE - International Trade Fair for Used Machinery and Equipment, Karlsruhe  
23.04.-25.04.2008

Horizont - Tourism and Outdoor Fair/Caravanning and Campsite Fair, Karlsruhe  
14.11.-16.11.2008

WTT-EXPO - Trade Fair for Industrial Heat Exchanges and Heat Transfer Technology, Karlsruhe  
23.03.-25.03.2010

## Kempton

### Stadt Kempton (Allgäu)

ALLGÄUER FESTWOCHE - TRADE FAIR - CULTURAL AND SPORTS EVENTS - RURAL TRADITION EXHIBITION IN KEMPTEN (ALLGÄU), Kempton  
09.08.-17.08.2008

## Köln

### Koelnmesse Ausstellungen GmbH

Ecclesia - Church Fittings and Religious Life, Cologne  
28.02.-01.03.2008

Inter-Karneval - Trade fair for Carnival and Tradition, Cologne  
13.06.-15.06.2008

Modellbahn mit Kölner Echtdampf-Treffen - Model Railways International Exhibition of Model Railways and Accessoires, Toys and Hobbies, Cologne  
06.11.-09.11.2008

Haus & Wohnen - House & Home, Cologne  
20.11.-23.11.2008

TravelTour & Trends - TravelTour & Trends, Cologne  
28.11.-30.11.2008

### Koelnmesse GmbH

imm cologne - The international furnishing show, Cologne

- 14.01.-20.01.2008

ISM - International Sweets and Biscuits Fair, Cologne

- 27.01.-30.01.2008

domotechnica - International Trade Fair for Household Appliances, Cologne

- 18.02.-21.02.2008

INTERNATIONALE EISENWARENMESSE/PRACTICAL WORLD - INTERNATIONAL HARDWARE FAIR, Cologne

- 09.03.-12.03.2008

CARBON EXPO - Global Carbon Market Fair & Conference, Cologne  
07.05.-09.05.2008

spoga + gafa - International Trade Fair for Sport, Camping and Garden Lifestyle/International Garden Trade Fair, Cologne

- 31.08.-02.09.2008

Chilled Food - The congress fair for chilled food, Cologne  
08.09.-09.09.2008

Kind + Jugend - The Trade Show for Kid's First Years, Cologne

- 11.09.-14.09.2008

Bio Handels-Forum - Oranic Trade Forum - Congress Fair for the Organic Trade Industry, Cologne  
16.09.-17.09.2008

IFMA Cologne

- 18.09.-21.09.2008

photokina - World of Imaging, Cologne

- 23.09.-28.09.2008

INTERMOT Köln - International Motorcycles and Scooters Fair, Cologne  
08.10.-12.10.2008

Orgatec - Office & Object, Cologne

- 21.10.-25.10.2008

COLOGNE FINE ART & ANTIQUES, Cologne  
19.11.-23.11.2008

Anuga FoodTec - International trade fair for food and drink technology, Cologne

- 10.03.-13.03.2009

IDS - International Dental Show, Cologne

- 24.03.-28.03.2009

IMB - World of Textile Processing, Cologne

- 21.04.-24.04.2009

interzum - International fair for suppliers of the furniture industry and interior works, Cologne

- 13.05.-16.05.2009

Eu'Vend - International Fair for the Vending Industry, Cologne

- 24.09.-26.09.2009

Anuga, Cologne

- 10.10.-14.10.2009

Entsorga - Enteco - International Trade Fair for Waste Management and Environmental Technology, Cologne

- 27.10.-30.10.2009

Aquanale - International Trade Fair for Sauna.Pool.Ambience, Cologne  
28.10.-31.10.2009

FSB - International Trade Fair for Amenity Areas, Sports and Pool Facilities, Cologne  
28.10.-31.10.2009

Solaria - International Trade Fair for Sauna.Pool.Ambience, Cologne  
28.10.-31.10.2009

EXPONATEC COLOGNE - International Trade Fair for Museums, Conservation and Heritage, Cologne  
17.11.-20.11.2009

## Leipzig

### Leipziger Messe GmbH

Haus-Garten-Freizeit - Leipzig Fair Home-Garden-Leisure The Consumer Fair for the Whole Family/Central German Handicrafts Fair, Leipzig  
09.02.-17.02.2008

CADEAUX Leipzig (spring), Trade Fair for Gifts and Lifestyle Ideas, Leipzig  
23.02.-25.02.2008

Z - SUBCONTRACTING FAIR INTERNATIONAL TRADE FAIR FOR PARTS, COMPONENTS, MODULES AND TECHNOLOGIES, Leipzig  
26.02.-29.02.2008

Leipzig Book Fair  
13.03.-16.03.2008

AMI - AUTO MOBIL INTERNATIONAL with AMITEC - Specialist Trade Fair for vehicle components, garage equipment and services, Leipzig  
05.04.-13.04.2008

ORTHOPÄDIE + REHA-TECHNIK - International Trade Show and World Congress for Prosthetics, Orthotics and Rehabilitation Technology, Leipzig  
21.05.-24.05.2008

GC - Games Convention - Europe's Leading Fair for Electronic Entertainment, Infotainment, Edutainment and Hardware and GCDC, Leipzig  
20.08.-24.08.2008

CADEAUX Leipzig (autumn) - Trade Fair for Gifts and Lifestyle ideas - COMFORTEX, Trade Fair for Interior Design, Leipzig  
06.09.-08.09.2008

MIDORA Leipzig - Trade Fair for Watches and Jewellery, Leipzig  
06.09.-08.09.2008

models-hobbies-games - Exhibition for model making, model railways, creative arts and games, Leipzig  
03.10.-05.10.2008

denkmal - European Trade Fair for conservation, restoration and old building renovation, Leipzig  
20.11.-22.11.2008

TerraTec - International Trade Fair for Environmental Technologies and Services, Leipzig  
27.01.-29.01.2009

enertec - International Trade Fair for Energy, Leipzig  
27.01.-29.01.2009

therapie Leipzig - Trade Fair and Congress for Therapy, Medical Rehabilitation and Prevention, Leipzig  
19.03.-21.03.2009

Pflegemesse Leipzig - Trade Fair and Congress for Hospital and Home Care, Leipzig  
29.09.-01.10.2009

SHKG - Exhibition for Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig  
28.10.-30.10.2009

bauenleipzig - Central German Trade Fair for Building, Renovation, Modernisation, Leipzig  
28.10.-30.10.2009

efa - Fair for Building Systems, Electrical Engineering, Air-Conditioning and Automation, Leipzig  
28.10.-30.10.2009

GÄSTE - International Trade Fair for the restaurant, hotel and catering business, Leipzig  
08.11.-11.11.2009

#### Leipziger Messe International GmbH

LBA - Regional Building Trade Exhibition Saxony-Anhalt  
29.02.-02.03.2008

#### Lindau-Bodolz

##### Kinold Ausstellungsgesellschaft mbH

Passauer Frühling DreiLänderMesse Passau - Regional Exhibition, Passau  
29.03.-06.04.2008

Messe - Frühling - Rosenheim - Regional Consumer Goods Exhibition  
26.04.-04.05.2008

Vogtland-Regional-Ausstellung Plauen - Regional Exhibition  
27.09.-05.10.2008

Oberfranken-Ausstellung Bayreuth - Regional Exhibition  
11.10.-19.10.2008

Oberfranken-Ausstellung Hof - Regional Exhibition  
25.04.-03.05.2009

Niederbayern-Schau Landshut - Regional Exhibition  
26.09.-04.10.2009

Oberfranken-Ausstellung Coburg - Regional Exhibition  
10.10.-18.10.2009

#### Lörrach

##### Messe Lörrach GmbH

REGIO - Three Countries - one Fair, Lörrach  
04.04.-13.04.2008

#### Magdeburg

##### MVGM Messe- und Veranstaltungsgesellschaft Magdeburg GmbH

MAGDEBOOT - Trade Fair for new and used boats, equipment and water sports, Magdeburg  
13.03.-16.03.2008

AIR MAGDEBURG - International trade fair for sport and business aviation, Magdeburg  
05.09.-07.09.2008

vaQum - International Trade Fair Vacuum Technology and Vacuum Applications, Magdeburg  
June 2010

#### Mainz

##### RAM Regio Ausstellungs GmbH

Rheinland-Pfalz-Ausstellung - Mainz - Regional Consumer Goods Exhibition, Mainz  
08.03.-16.03.2008

Hessenschau Darmstadt - Living, Housing, Leisure, Construction - Consumer Goods Exhibition, Darmstadt  
23.08.-31.08.2008

#### Mannheim

##### MAG - Mannheimer Ausstellungsgesellschaft mbH

MANNHEIMER MAIMARKT - Exhibition for Industry, Trade, Craftmanship and Agriculture, Mannheim  
26.04.-06.05.2008

#### München

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

LogiMAT - International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart  
19.02.-21.02.2008

EuroCARGO - International Trade Fair for Freight Transport, Logistics and Telematics, Cologne  
June 2010

##### GHM Gesellschaft für Handwerksmessen mbH

GARTEN MÜNCHEN - Exhibition for Garden Culture and Plants, Munich  
28.02.-05.03.2008

INTERNATIONALE HANDWERKSMESSER - International Trade Fair for Small and Medium-Sized Enterprises, Munich  
28.02.-05.03.2008

DACH+HOLZ - ROOF+TIMBER - International Trade Fair for timber construction and interior works, roof and wall, Stuttgart

●+05.03.-08.03.2008

IFH/INTHERM - Trade Fair for sanitary, heating, air-conditioning, Nuremberg  
16.04.-19.04.2008

HEIM + HANDWERK - Makes your dream of living come true, Munich  
29.11.-07.12.2008

ELTEC - Trade Fair for Electrical Building, Information and Lighting Technology, Nuremberg  
21.01.-23.01.2009

iba - International Trade Fair World Market for Baking ... everything for Bakers and Confectioners, Düsseldorf  
03.10.-09.10.2009

FARBE - Ausbau & Fassade - International Trade Fair for Paint - finishing & facade, Munich  
+●24.03.-27.03.2010

##### Messe München GmbH

ispo winter - International Trade Fair for Sports Equipment and Fashion (winter) and ispo vision, Munich  
● 27.01.-30.01.2008

C-B-R - Leisure and Travel, Munich  
● 14.02.-18.02.2008

inhorgenta europe - International Trade Fair for Watches, Clocks, Jewellery, Precious Stones, Pearls and Technology, Munich  
● 15.02.-18.02.2008

Analytica - Instrumental Analysis, Laboratory Technology and BioTechnologies. International Trade Fair and Analytica Conference, Munich  
● 01.04.-04.04.2008

IFAT - International Trade Fair for Water - Sewage - Refuse - Recycling, Munich  
● 05.05.-09.05.2008

AUTOMATICA - International Trade Fair for Automation: Assembly - Robotics - Vision, Munich  
● 10.06.-13.06.2008

EXPO REAL - International Commercial Property Exposition, Munich  
● 06.10.-08.10.2008

GOLF EUROPE - International Trade Fair for Golf, Munich

● 05.10.-07.10.2008

MAINTAIN - International Trade Fair for Industrial Maintenance, Munich

● 14.10.-16.10.2008

SYSTEMS - ideas for better business, Munich

● 21.10.-24.10.2008

electronica - components / systems / applications, Munich

● 11.11.-14.11.2008

oils+fats - International trade fair for the production and processing of Oils and Fats made from Renewable Resources, Munich  
18.11.-20.11.2008

Bauma China - International Trade Fair for Construction Machinery, Building Material & Machines, Construction Vehicles and Equipment, Shanghai

● 25.11.-28.11.2008

BAU - Architecture.Materials.Systems, Munich

● 12.01.-17.01.2009

JAGEN UND FISCHEN - International Exhibition for Hunters and Fishermen, Munich  
01.04.-05.04.2009

TRANSPORT LOGISTIC - International Exhibition for Logistics, Telematics and Transport, Munich  
● 12.05.-15.05.2009

LASER. World of Photonics - International Trade Fair and Congress for Optical Technologies - Components, Systems and Applications, Munich  
● 15.06.-18.06.2009

drinktec - World Fair for Beverage and Liquid Food Technology and PETpoint, Munich  
● 14.09.-19.09.2009

CERAMITEC - International Trade Fair for Machinery, Equipment, Plants, Processes and Raw Materials for CERAMICS and POWDER METALLURGY, Munich

● 20.10.-23.10.2009

Productronica - International Trade Fair for Electronics Production, Munich

● 10.11.-13.11.2009

# Registered Events

bauma - International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, Munich

- 19.04.-25.04.2010

INTERFORST - International Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows, Munich

- 14.07.-18.07.2010

## Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbh

Internationale EstrichParkettMesse - Int'l fair for floor works, Feuchtwangen  
19.06.-21.06.2008

## Münster

### Halle Münsterland GmbH

Antiques Exhibition, Münster  
06.02.-10.02.2008

Spring - Flowers and Leisure fair, Münster  
20.02.-24.02.2008

business online, Münster  
26.11.-27.11.2008

IPOMEX - international police meeting and exhibition, Münster  
31.03.-02.04.2009

## Nürnberg

### AFAG Messen und Ausstellungen GmbH

FREIZEIT, GARTEN + TOURISTIK - Holiday, Lifestyle, Aquatic Sports, Camping, Caravans, Nuremberg  
01.03.-09.03.2008

GrindTec - International Trade Fair for Grinding Technology, Augsburg  
12.03.-15.03.2008

afa - Consumer & Sales Exhibition, Lifestyle, Augsburg  
05.04.-13.04.2008

AMERICANA - International Fair Western Riding, Western Culture, Championship Western Riding, Augsburg  
03.09.-07.09.2008

Region live - Harz & Heide Braunschweig - Consumer Goods Exhibition, Lifestyle, Braunschweig  
27.09.-05.10.2008

CONSUMENTA Nürnberg - Consumer & Sales Exhibition, Lifestyle with international Trade Fair - Ideas - Inventions - New Products, Nuremberg  
25.10.-02.11.2008

HOGA Nürnberg - Trade Fair for Gastronomy, Hotel and Catering, Nuremberg  
18.01.-21.01.2009

Mainfranken-Messe Würzburg - Consumers & Sales Exhibition, Lifestyle, Würzburg  
26.09.-04.10.2009

interlift - International Trade Fair for Elevators, Components & Accessories, Augsburg  
13.10.-16.10.2009

## NürnbergMesse GmbH

BioFach - World Organic Trade Fair and Vivaness, Trade Fair for Natural Personal Care and Wellness, Nuremberg  
21.02.-24.02.2008

embedded world - Exhibition & Conference, Nuremberg  
26.02.-28.02.2008

Werkstätten:Messe, Nuremberg  
06.03.-09.03.2008

EUROGUSS - International Trade Fair for Pressure Die Casting, Nuremberg  
11.03.-13.03.2008

IWA & OutdoorClassics - International Trade Fair for Hunting and Sporting Arms, Outdoor Articles and Accessories, Nuremberg  
14.03.-17.03.2008

fensterbau/frontale - International Trade Fair Window, Door and Facade - Technologies, Components, Prefabricated Units (with HOLZ-HANDWERK), Nuremberg  
02.04.-05.04.2008

e\_procure & supply - Trade Fair and Congress for Procurement and Supplier Management Experiences - Solutions - Trends, Nuremberg  
07.05.-08.05.2008

mailingtage - Trade Fair for Direct and Dialogue Marketing, Nuremberg  
18.06.-19.06.2008

GaLaBau - International Trade Fair for Urban Green and Open Spaces, Design - Construction - Maintenance, Nuremberg  
17.09.-20.09.2008

POWTECH und TechnoPharm - Int. Trade Fair for Mechanical Processing Tech. and Instrumentation + TechnoPharm Int.Trade Fair for Life Science Process Tech. Pharma-Food-Cosmetics, Nuremberg  
30.09.-02.10.2008

CHILLVENTA - International Trade Fair Refrigeration - Air-Conditioning and Ventilation - Heat Pumps, Nuremberg  
15.10.-17.10.2008

BRAU Bevale - European Trade Fair for the Beverage Industry, Raw Materials - Technologies - Logistics - Marketing, Nuremberg  
12.11.-14.11.2008

European Coatings SHOW - plus Adhesives, Sealants, Construction Chemicals, Nuremberg  
31.03.-02.04.2009

Stone+tec - International Trade Fair Natural Stone and Stoneprocessing Technology, Nuremberg  
20.05.-23.05.2009

FachPack + PrintPack + LogIntern - Trade Fair for Packaging Solutions + Trade Fair for Package Printing and Packaging Supplies Production + Trade Fair for In-Plant Logistics, Nuremberg  
29.09.-01.10.2009

ENKON dezentral - Trade Fair for decentralized Energy Technology, Business and Efficiency, Nuremberg  
October 2010

## Spielwarenmesse eG

Spielwarenmesse - International Toy Fair, Nuremberg  
07.02.-12.02.2008

## Offenbach

### Messe Offenbach GmbH

I.L.M. - International Leather Goods Fair Offenbach - Winter Styles, Offenbach

- 07.03.-09.03.2008

I.L.M. - International Leather Goods Fair Offenbach - Summer Styles, Offenbach

- 25.09.-28.09.2008

## Messe Offenburg-Ortenau GmbH

BADISCHE WEINMESSE - Regional Wine Exhibition, Offenburg  
03.05.-04.05.2008

eurocheval - European Horse Fair, Offenburg  
23.07.-27.07.2008

OBERRHEIN MESSE OFFENBURG - Consumer Goods Fair, Offenburg  
27.09.-05.10.2008

## Pirmasens

### Messe- und Veranstaltungsgesellschaft

plw - leather and more - International Fair for leather and shoe components, Pirmasens  
08.04.-09.04.2008

BAUmit! - Planning, Building, Living & Energy technologies, Pirmasens  
September 2009

## Reutlingen

### REECO GmbH

CEP CLEAN ENERGY POWER - CLEAN ENERGY POWER, Stuttgart  
07.03.-09.03.2008

DENEX, Kassel  
25.04.-27.04.2008

RENEXPO/IHE HolzEnergie/reCONSTRUCT - International trade fair and congress for renewable energy, Augsburg  
09.10.-12.10.2008

## Rostock

### Rostocker Messe- und Stadthallenges. mbH

AutoTrend - The Car, Rostock  
14.03.-16.03.2008

## Stuttgart

### Blickfang GmbH

Blickfang - Interior and Fashion Design, Stuttgart  
07.03.-09.03.2008

### Landesmesse Stuttgart GmbH

CMT - Die Urlaubsmesse - Int'l exhibition for caravanning, motoring, tourism, with cycling & adventure holidays, hiking, golf & wellness holidays, cruises & ship travel, Stuttgart  
12.01.-20.01.2008

MEDIZIN - Trade fair and congress, Stuttgart  
25.01.-27.01.2008

TV - Textilveredlung und Promotion - International trade fair for textile printing, embroidery, transfer and flocking, Stuttgart  
25.01.-27.01.2008

INTERGASTRA - International trade fair for Hotels, Restaurants, Catering, Confectionery and Cafés, Stuttgart  
09.02.-13.02.2008+

didacta - die Bildungsmesse, trade fair for education and training, Stuttgart  
+ 19.02.-23.02.2008

LASYS - International trade fair for systems solutions in laser material processing, Stuttgart  
04.03.-06.03.2008

Retro Classics - International showcase for automobile tradition, Stuttgart  
14.03.-16.03.2008

Antiquitäten. Design. Raum. - Antiques. Design. Space., Stuttgart  
03.04.-06.04.2008

GARTEN Indoor Outdoor Ambiente - Sales exhibition for amateur gardeners and flower lovers, Stuttgart  
03.04.-06.04.2008

Slow Food, Stuttgart  
03.04.-06.04.2008

WELLVIVA, Stuttgart  
03.04.-06.04.2008

PFLEGE & REHA - Trade fair for elderly care, nursing and rehabilitation with accompanying congress, Stuttgart  
08.04.-10.04.2008

INVEST - The trade fair for institutional and private investors, Stuttgart  
11.04.-13.04.2008

AMB - International exhibition for metal working, Stuttgart  
09.09.-13.09.2008

FLEIFA - Trade fair for the butchers' trade, Leipzig  
20.09.-22.09.2008

SACHSENBACK - Trade fair for bakery and confectionery trades, Leipzig  
20.09.-22.09.2008

FACHDENTAL LEIPZIG - Trade fair for dental surgeries and laboratories, Leipzig  
26.09.-27.09.2008

SÜFFA - Trade fair for the butchers' trade, Stuttgart  
05.10.-07.10.2008

interbad - International trade fair for swimming pools, pool and bath technology, saunas, physiotherapy and wellness, Stuttgart  
● 15.10.-18.10.2008

südback - Trade fair for the bakery and confectionery trades, Stuttgart  
18.10.-21.10.2008

FACHDENTAL SÜDWEST - Trade fair for dental surgeries and laboratories, Stuttgart  
24.10.-25.10.2008

VISION - International trade fair for machine vision and identification technologies, Stuttgart  
04.11.-06.11.2008

PFERD STUTTGART  
06.11.-09.11.2008

ANIMAL - Trade exhibition for pet ownership, Stuttgart  
08.11.-09.11.2008

HOBBY + ELEKTRONIK - Exhibition for computers and electronics, Stuttgart  
13.11.-16.11.2008

Kreativ- & Bastelwelt - The creative trade fair of South Germany, Stuttgart  
13.11.-16.11.2008

MODELL SÜD BAU & BAHN - Trade fair for model rail ways, cars, aircrafts and ships, Stuttgart  
13.11.-16.11.2008

SÜDDEUTSCHE SPIELEMESSE - South German exhibition for games and toys, Stuttgart  
13.11.-16.11.2008

Familie & Heim - The large shopping and experience exhibition, Stuttgart  
15.11.-23.11.2008

NewCome - Exhibition and state congress for the establishment of business, succession of business enterprises, young companies and franchise, Stuttgart  
05.12.-06.12.2008

R + T - International trade fair for roller shutters, doors/gates and sun protection, Stuttgart  
10.02.-14.02.2009

eltefa - Trade fair for electrical engineering and electronics, Stuttgart  
25.03.-27.03.2009

INTERVITIS INTERFRUCTA - International technology trade fair for wine, fruit and fruit juice, Stuttgart  
May 2010

### Mesago Messe Frankfurt GmbH

Facility Management - Exhibition and Conference, Frankfurt  
06.05.-08.05.2008

SMT/HYBRID/PACKAGING - System Integration in Micro Electronics/International Exhibition and Conference, Nuremberg  
03.06.-05.06.2008

PCIM - International Exhibition and Conference for Power Electronics, Intelligent Motion and Power Quality, Nuremberg  
27.05.-29.05.2008

IT-Messe und Dialog im Gesundheitswesen - International Forum for Healthcare IT, Frankfurt  
21.04.-23.04.2009

### Mesago Messemanagement GmbH

SPS/IPC/DRIVES - Electric Automation - Systems and Components - International Exhibition and Conference, Nuremberg  
25.11.-27.11.2008

### Villingen-Schwenningen

#### SMA Südwest Messe- und Ausstellungs-GmbH

Südwest Messe - Exhibition for Industry, Craftmanship, Trade and Agriculture, with Prefabricated Houses and Building Show, Villingen-Schwenningen  
17.05.-25.05.2008

### Wächtersbach

#### Messe Wächtersbach GmbH

Messe Wächtersbach - Consumer Goods Exhibition, Wächtersbach  
26.04.-04.05.2008

### Wiesbaden

#### Messe Frankfurt Ausstellungen GmbH

h & h - handarbeit & hobby - International Trade Fair for Creative Textile Handicraft, Craft and Hobby supplies  
● 04.04.-06.04.2008

Marketing Services - The Cross Media Event + DISPLAY, trade fair for P.O.S.-Marketing, PICTA-Picture Agency Fair  
● 06.05.-08.05.2008

### Wirtschaftsgemeinschaft

#### Zoologischer Fachbetriebe GmbH

Interzoo - International Trade Fair for Pet Supplies  
22.05.-25.05.2008

### Wunstorf

#### AMA Service GmbH

SENSOR+TEST - The Measurement Fair - International Trade Fair for Sensorics, Measuring and Testing Technologies with Conferences, Nuremberg  
06.05.-08.05.2008

### Wuppertal

#### High End Society Marketing GmbH

HIGH END®2008 - THE BEST SOUND.THE BEST PICTURE., Munich  
24.04.-27.04.2008

# Registered Events

## Hongkong/SVR

### Hong Kong Trade Development Council

Hong Kong Toys & Games Fair

- 07.01.-10.01.2008

Hong Kong Fashion Week

- 14.01.-17.01.2008

Hong Kong International Jewellery Show

- 04.03.-08.03.2008

Hong Kong Electronics Fair - Spring Edition

- 14.04.-17.04.2008

Hong Kong Houseware Fair

- 21.04.-24.04.2008

Hong Kong Gifts & Premium Fair

- 28.04.-01.05.2008

Summer Sourcing Show for Gifts, Houseware & Toys, Hong Kong

02.07.-05.07.2008

Hong Kong Watch & Clock Fair

- 03.09.-07.09.2008

Hong Kong Electronics Fair - Autumn Edition

- 13.10.-16.10.2008

electronicAsia - International Trade Fair for Components, Assemblies and Electronics Production, Hong Kong

- 13.10.-16.10.2008

International Lighting Fair, Hong Kong

27.10.-30.10.2008

Hong Kong Optical Fair

- 06.11.-08.11.2008

## Moskau

### MVK - International Exhibition Company

FASTTEC - Int. special. exhibition of professional equipment, materials, parts & technologies for producing of fastener elements, Moscow

- 17.02.-21.02.2008

STROYTECH/ISET - International specialised exhibition of construction technologies, equipment, road-building machinery and materials and Tools, Moscow

- 17.02.-21.02.2008

CABEX - CABLE, WIRE AND ACCESSORIES - International specialized Exhibition of Cables, Wires, Fastening Hardware and Installation Technologies, Moscow

- 03.03.-06.03.2008

GEOFORM+ : GeoMAP/GeoTECH/GeoTUNNEL/GeoWAY - Int. Ind. Forum with spec. Exhibitions of Exploring Natural Resources, Environment Analyses, Tunnel Construction & Geodesy, Cartography & Geo-information, Moscow

- 11.03.-14.03.2008

A-TESTex (ANALYTICA EXPO) - International Exhibition of Equipment for Chemical Analysis, Laboratory Furniture and Chemicals, Moscow

- 22.04.-25.04.2008

EuroExpoFurniture/EEM - International specialized Trade Fair of Furniture and Accessories, Moscow

- 13.05.-17.05.2008

MASHEX (MASHINOSTROYENIE) - International Exhibition for Machinery Products, Moscow

- 26.05.-30.05.2008

ROSUPAK/LUXPACK/ALUMPACK/PACKMASH/PHARMAUPACK - International Packaging Industry Trade Fair, Moscow

- 23.06.-27.06.2008

PCV Expo - International Forum of Pumps, Compressors and Valves, Moscow

- 21.10.-24.10.2008

WELDEX (ROSWELD) - International specialized Exhibition of Equipment, Technologies and Materials for Welding, Moscow

- 21.10.-24.10.2008

WoodExpo/Lestechprodukcija - International Exhibition of Machinery, Equipment and Materials for Timber, Wood-working and Pulp and Paper Industries, Moscow

- 02.12.-05.12.2008

POLYGRAPHINTER - International Specialized Exhibition for Printing Equipment, Technologies, Materials and Services, Moscow

- October 2009

## Verona

### Ente Autonomo per le Fiere di Verona

Fieragricola - Biennial International Exhibition of Machinery, Services and Products for Agriculture and Animal Farming, Verona

- 07.02.-10.02.2008

SAMOTER - International triennial Earthmoving and Building Machinery Exhibition, Verona

- 05.03.-09.03.2008

VINITALY/SOL/Enolitech - Int. Exhibition of Wine & Spirits, Olive Oil & Technologies for Viticulture & Oil Production, Quality Extra Virgin Olive Oil Production, Olive Growing, Verona

- 03.04.-07.04.2008

ABITARE IL TEMPO - International Exhibition of Furniture, Furnishing and Interior Design, Verona

- 18.09.-22.09.2008

MARMOMACC - International Exhibition of Stone, Design and Technology, Verona

- 02.10.-05.10.2008

EUROCARNE - International Exhibition for the Meat Industry

- 21.05.-24.05.2009

FISHTECH (formerly ACQUACOLTURA International) - International Exhibition for Aquaculture and Fish Industry, Verona

- 21.05.-24.05.2009

BUS & BUS Business - International Exhibition of Bus & Coach, Verona

- November 2009





Society for Voluntary Control of Fair  
and Exhibition Statistics  
Littenstraße 9 · 10179 Berlin  
Phone: +49/30/2 40 00-0 · Fax: -3 40  
[www.fkm.de](http://www.fkm.de) · [info@fkm.de](mailto:info@fkm.de)

