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Audited Trade Fair  
and Exhibition Figures  
Report **2008**



**Publisher:**

FKM  
Society for Voluntary  
Control of Fair and  
Exhibition Statistics

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Graphic Design:  
CCL, Berlin

Print:  
Heider Druck GmbH,  
Bergisch Gladbach  
08/2009

Information on audited  
trade fair data  
of events in Austria  
are available from:

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# Audited Trade Fair and Exhibition Figures Report 2008

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# The FKM in 2008

Due mainly to the relatively large number of trade fairs scheduled in 2008 there was an increase of more than 15 % in the number of trade fairs audited by FKM. Furthermore, German organisers generally remain keen for auditing to be carried out on the exhibitor and visitor statistics of their trade fairs.

Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbh from Munich has already been a partner of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM) since spring 2008. Friedrich Haug Messen und Ausstellungen, Cappel, and CMP-WEKA Verlag, Poing, are no longer partners.

Currently 67 organisers in Germany are associates of FKM. In 2008, a total of 282 events in Germany were subject to auditing by FKM.

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 22 trade fairs audited. A German associate had also applied for a foreign trade fair to be audited in 2008.

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 75 % of the events audited. These provide information on visitors' regional origins, branches of industry, influence on decisions and the duration of their attendance.

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 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 partners.

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 associates to the AUMA database. There, users will directly find the events registered by the individual partners for FKM auditing.

### International Trade Fair Transparency

Together with other European auditing organisations, for the 20th time, the FKM has published the Euro Fair Statistics brochure. 20 countries have taken part: Austria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Moldova, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden and Ukraine.

For over 1,900 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 implementation of a UFI standard for definitions and auditing of trade fair statistics, in order to secure a uniform basis for trade fair participations worldwide.



**Michael von Zitzewitz**  
(Chairman)

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**Harald Kötter**



# Locations



- Trade Fairs and exhibitions
- FKM partners
- ⦿ Trade fairs and exhibitions and FKM partners

Status: July 2009

## 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).

### D. Result

Our audit did not lead to any objections.

Cologne, 15th March 2009

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 2008 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**

FKM 	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		Open Air		Total	Domestic				Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total		
			Domestic	Foreign	Domestic	Foreign			Domestic	Foreign	Domestic										Foreign	Total
For the complete titles see pp. 133																						
<b>Ansbach</b>																						
KONTAKTA	2	5	2.223	18	1.119	48	3.408	1.970	5.378	15.000	273	3	276	2	7	7						37.712
<b>Augsburg</b>																						
afa Augsburg Spring Exhibiton	1	9	15.286	485	1.086		16.857	3.413	20.270	36.200	452	16	468	4	24	24						81.022 *
Americana	2	5	5.839	1.309	458	80	7.686	3.504	11.190	32.500	149	42	191	12								35.695
GrindTec	2	4	8.455	3.110			11.565	144	11.709	21.900	213	125	338	24						8.412	2.657	11.069 *
RENEXPO	1	4	3.894	1.022	857	416	6.189	381	6.570	18.000	253	49	302	16								13.907 *
<b>Bad Salzufflen</b>																						
KMO - Plastics Processing Fair	1	4	6.172	431			6.603	644	7.247	12.000	196	20	216	7						4.013	124	4.137 *
ZOW - Furniture Components	1	4	10.826	10.709			21.535		21.535	44.000	343	374	717	33	22	30	52			12.553	9.092	21.645 *
<b>Bayreuth</b>																						
Oberfranken-Ausstellung - Reg. Consumer Exh.	2	9	5.302	115	1.765	68	7.250	2.073	9.323	15.200	249	10	259	5	7	7						36.352
<b>Berlin</b>																						
Art Forum	1	4	3.095	2.849			5.944		5.944	10.800	88	75	163	26						21.740	7.093	28.833 *
bautech/Build IT/Solar Energy	2	5	15.279	957			16.236	8.629	24.865	47.000	661	58	719	18						50.960	2.966	53.926 *
belektro	2	3	9.671	140			9.811	1.715	11.526	23.900	223	6	229	6						15.455	125	15.580 *
FRUIT LOGISTICA	1	3	8.201	39.186			47.387	508	47.895	81.000	251	1.864	2.115	68						14.675	35.755	50.430 *
Import Shop	1	5	3.125	3.025			6.150	739	6.889	20.000	253	277	530	57						41.129	1.055	42.184 *
InnoTrans	2	4	31.398	30.342	4.186	2.046	67.972		67.972	123.100	927	987	1.914	41						55.206	33.124	88.330 *
International Green Week	1	10	35.075	14.701			49.776	9.231	59.007	115.000	970	601	1.571	52						415.163	9.339	424.502 *
ITB - Travel trade show	1	5	30.837	61.079	317	150	92.383		92.383	160.800	1.644	5.955	7.599	181	989	3.995	4.984			115.028	34.748	149.776 *
Moderner Staat - Public Administration	1	2	3.116	33			3.149	60	3.209	8.000	211	2	213	3						3.580	40	3.620 *
PostPrint / directexpo	1	3	2.596	32			2.628		2.628	7.700	146	14	160	12								1.757 *
<b>Braunschweig</b>																						
BRAUNSCHWEIG MESSE - Reg. Consumer Exhibition	1	9	7.185	290	2.378		9.853	4.377	14.230	25.300	339	10	349	7								59.589 *
<b>Bremen</b>																						
Bremen Classic Motorshow	1	3	11.135	1.179			12.314	6.487	18.801	37.800	385	50	435	12						28.209	1.769	29.978 *
CARAVAN	1	3	9.452	21			9.473	132	9.605	14.800	76	2	78	3								16.445 <sup>2)</sup>
CARAVAN / Reiselust	1	3	11.712	366			12.078	689	12.767	23.600	239	29	268	12								25.979
fish international	2	3	4.318	1.715			6.033	1.690	7.723	18.000	195	188	383	40						9.446	1.534	10.980 *
+ INTERGEO	1	3	9.354	2.464	154	15	11.987		11.987	23.700	333	139	472	29	2	2	4			11.149	2.787	13.936 *
outdoor / fahrrad.markt.zukunft	1	2	2.722	128			2.850	5.298	8.148	15.600	127	6	133	5								9.430 *
Reiselust	1	3	2.260	345			2.605	557	3.162	8.800	163	27	190	12						14.701	549	15.250 <sup>2)</sup>

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 30 ff. <sup>1)</sup> ascertained by a representative poll



For the complete titles see pp. 133	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
waste to energy	2	2	1.342	297			1.639	1.036	2.675	8.100	83	22	105	7				887	253	1.140
<b>Chemnitz</b>																				
mtex	2	3	1.039	211			1.250	372	1.622	5.000	94	23	117	11	4		4	1.100	106	1.206 *
SIT - Saxon fair for Industry and Technology	1	3	2.050	28			2.078	340	2.418	7.500	166	2	168	3	13		13			2.545
<b>Darmstadt</b>																				
Hessenschau - Living, Housing, Leisure	1	9	3.393	84	2.041	40	5.558	5.920	11.478	36.000	226	8	234	5						40.798
<b>Dortmund</b>																				
Boulevard.DORTMUNDER HERBST	1	10	13.461	424			13.885	5.432	19.317	42.500	501	18	519	11				94.951	286	95.237 *
CREATIVA	1	5	7.753	643			8.396	2.228	10.624	30.000	382	33	415	7				71.520	1.089	72.609 *
DKM - Finance and Insurance Industry	1	3	9.485	368			9.853		9.853	23.200	371	26	397	13				12.130	174	12.304
FAHOBA.kreativ	1	3	2.605	313			2.918	100	3.018	6.000	61	7	68	5				2.079	62	2.141 *
HobbyTronic	1	5	1.628	748			2.376	670	3.046	8.600	60	1	61	2				41.123	4.518	45.641 <sup>*)</sup>
INTERMODELLBAU	1	5	7.782	675			8.457	11.048	19.505	47.600	364	38	402	14	4		4	80.369	17.285	97.654 *
Inter-tabac	1	3	7.574	1.866			9.440	571	10.011	19.500	158	95	253	26	1	1	2	4.670	1.581	6.251 *
JAGD & HUND - Hunting and fishing	1	6	9.860	2.314			12.174	6.952	19.126	41.900	389	149	538	26				64.411	8.950	73.361 *
Ordertage Inneneinrichtung - Interior design	1	3	3.091	88			3.179	320	3.499	9.800	60	3	63	3				3.717	87	3.804 *
West German Minerals Days	1	2	1.158	276			1.434	614	2.048	11.200	165	43	208	18						5.427
<b>Dresden</b>																				
aktiv+vital - Health and Wellness	1	3	1.208	24	15		1.247	1.400	2.647	6.200	149	4	153	4						5.791
auto mobil with Vinum & Kulinaria	1	3	7.337	27	100		7.464	1.509	8.973	25.200	168	3	171	2						26.548 *
Dresdner Ostern - Garden, Pet and Handicraft	1	4	3.208	387	239		3.834	9.041	12.875	19.800	256	16	272	6						51.940
Dresdner Reisemarkt - Travel Market	1	3	4.690	1.065	91		5.846	820	6.666	18.500	364	134	498	30	30	10	40	27.312	168	27.480 *
Hunting, Fishing, Riding / Forestry and Wood	1	3	1.911	89	2.108	66	4.174	7.280	11.454	28.200	267	11	278	8		1	1			20.508 *
Pieta - Funeral and Cemetery Equipment	2	3	2.450	358	40		2.848	400	3.248	6.500	98	15	113	7						1.363
<b>Düsseldorf</b>																				
BEAUTY INTERNATIONAL	1	3	21.772	2.518			24.290	3.374	27.664	63.000	490	86	576	20				48.384	1.651	50.035 *
boot	1	9	55.509	50.689	184	72	106.454	9.268	115.722	221.200	970	731	1.701	57				224.598	42.781	267.379 *
CARAVAN SALON	1	10	72.039	21.495	1.617	274	95.425	3.274	98.699	149.900	438	167	605	24						159.278 <sup>*)</sup>
Caravan Salon/TourNatur/IAM	1	10	78.696	22.335	1.617	274	102.922	7.129	110.051	177.500	752	287	1.039	33						174.786
drupa	4	14	69.709	103.466	1.060	446	174.681	4.428	179.109	254.500	703	1.250	1.953	53				160.308	229.736	390.044 *
EuroShop	3	5	47.005	59.800	66		106.871	2.729	109.600	197.600	883	1.012	1.895	48				43.059	61.707	104.766 *
GDS / GLS / Shoes & Accessories - Spring	1	3	18.727	38.554			57.281	6.457	63.738	123.500	351	946	1.297	40				15.301	11.829	27.130 *
GDS Event for Shoe & Accessoires - Autumn	1	2	19.823	23.596			43.419	5.446	48.865	101.700	325	473	798	32				15.977	9.960	25.937 *

+ Events with changing venues    Recognized by UFI – The Global Association of the Exhibition Industry    \* Visitors Profil Analyses see page 30 ff.    <sup>1)</sup> ascertained by a representative poll    <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur/IAM . Recurring names were permitted    <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of Intermodellbau/Hobbytronic. Recurring names were permitted



For the complete titles see pp. 133	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	Total
glasstec	2	5	22.700	45.738	103	99	68.640	5.504	74.144	123.500	410	861	1.271	48				24.397	30.676	55.073 <sup>*</sup>
hogatec	2	4	22.092	2.510			24.602	2.494	27.096	60.600	399	73	472	19				38.038	2.601	40.639 <sup>*2)</sup>
IAM - International Investors' Fair	1	3	3.303	254			3.557	1.888	5.445	12.900	121	42	163	12				12.927	400	13.327 <sup>*3)</sup>
IMA - Amusement and vending machines	1	4	10.017	1.128			11.145	1.776	12.921	21.100	117	44	161	15				7.298	1.268	8.566 <sup>*</sup>
InterCool	2	4	8.747	2.936			11.683	216	11.899	24.200	192	108	300	17				7.757	2.725	10.482 <sup>*2)</sup>
InterMeat	2	4	12.333	4.258			16.591	424	17.015	30.100	251	140	391	18				11.907	4.631	16.538 <sup>*2)</sup>
InterMopro	2	4	7.624	2.410			10.034	424	10.458	17.700	147	101	248	15				7.854	2.480	10.334 <sup>*2)</sup>
InterMopro/InterCool/InterMeat/hogatec	2	4	50.796	12.114			62.910	3.558	66.468	132.600	989	422	1.411	31						68.910
interpack	3	7	71.710	101.535	560	149	173.954	1.053	175.007	251.200	846	1.900	2.746	60				67.916	103.157	171.073 <sup>*</sup>
MEDICA / ComPaMED	1	4	59.665	67.814	90		127.569	1.141	128.710	255.700	1.459	3.372	4.831	68				69.667	67.204	136.871 <sup>*</sup>
METAV	2	5	46.013	7.752			53.765		53.765	88.600	684	160	844	23				45.209	6.815	52.024 <sup>*</sup>
ProWein	1	3	16.240	21.689			37.929	1.721	39.650	76.400	752	2.408	3.160	45	18	303	321	25.273	8.113	33.386 <sup>*</sup>
PSI Messe	1	3	19.515	16.845			36.360	203	36.563	60.800	458	405	863	28	2	11	13	7.432	11.950	19.382 <sup>*</sup>
REHACare International	1	4	22.783	6.732			29.515	1.816	31.331	70.500	484	266	750	29						52.002 <sup>*</sup>
Top Hair	1	2	3.049	657			3.706	3.827	7.533	25.700	93	16	109	8						17.123
TourNatur	1	3	3.354	586			3.940	1.967	5.907	14.800	193	78	271	13						37.172 <sup>3)</sup>
Tube	2	5	15.655	25.762	6		41.423	968	42.391	71.100	302	724	1.026	47				16.624	18.671	35.295 <sup>*1)</sup>
wire	2	5	17.078	36.506			53.584	423	54.007	85.700	316	814	1.130	49				17.510	24.989	42.499 <sup>*1)</sup>
<b>Erfurt</b>																				
Grüne Tage Thüringen - Agricultural fair	2	3	4.386	30	6.751	35	11.202	5.083	16.285	32.600	262	3	265	2						21.446 <sup>*</sup>
Haus + Technik - House building, living and modernizing	1	3	2.302	18	131		2.451	397	2.848	6.000	139	1	140	2						6.307 <sup>*</sup>
inoga with IKA	2	4	3.782	375	16		4.173	6.940	11.113	21.400	200	126	326	26						22.200 <sup>*</sup>
International pedigree dog show	1	2	1.154	6	317		1.477	12.270	13.747	30.700	70	1	71	2				15.484	93	15.577 <sup>*</sup>
Rapid.Tech	1	2	476	30			506	84	590	2.100	42	3	45	4				752	70	822 <sup>*</sup>
Reisen & Caravan - Travel & Caravaning	1	4	5.200	408			5.608	600	6.208	14.000	211	42	253	13						31.246 <sup>*</sup>
Riding - Hunting - Fishing	1	3	4.018	271	460		4.749	8.707	13.456	20.600	184	14	198	7						23.529 <sup>*</sup>
Thüringen-Ausstellung - Reg. Consumer Exhibition	1	9	9.761	365			10.126	3.000	13.126	23.000	643	10	653	6						62.387
<b>Essen</b>																				
ALUMINIUM	2	3	11.958	15.453			27.411	316	27.727	53.900	390	483	873	45				10.672	6.214	16.886 <sup>*</sup>
Composites Europe	1	3	2.898	1.818			4.716	758	5.474	10.300	154	100	254	21				5.175	2.886	8.061 <sup>*</sup>
DEUBAU	2	5	24.738	1.520			26.258	2.190	28.448	65.000	665	65	730	16				69.686	1.568	71.254 <sup>*</sup>
E-world energy & water	1	3	10.880	2.618			13.498	184	13.682	31.400	345	111	456	21	13		13	11.329	2.142	13.471 <sup>*</sup>
Fahrrad Essen - Bicycles, accessories, recreation	1	3	2.654	117			2.771	673	3.444	8.100	71	8	79	7				23.299	524	23.823 <sup>4)</sup>
FIBO	1	4	20.015	10.412			30.427	3.481	33.908	69.800	287	191	478	33				41.850	7.853	49.703 <sup>*</sup>
Golf Essen	1	3	2.102	39			2.141	825	2.966	7.300	63	4	67	4				10.066	226	10.292 <sup>4)</sup>
HAUS + GARTEN - Spring and leisure fair	1	5	5.344	51			5.395	3.631	9.026	24.000	278	3	281	3	12		12			50.800 <sup>*</sup>
IPM - Intern. trade fair for plants	1	4	23.443	18.268			41.711	3.023	44.734	105.000	691	596	1.287	40				43.787	15.625	59.412 <sup>*</sup>

Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 30 ff. <sup>1)</sup> ascertained by a representative poll <sup>2)</sup> Visitor attendance determined by a representative poll in conjunction with InterMopro/InterCool/InterMeat/hogatec. Recurring names were permitted <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur/IAM. Recurring names were permitted <sup>4)</sup> Visitor attendance determined by a representative poll in the combination of Reise/CAMPING/Fahrrad/Golf. Recurring names were permitted



For the complete titles see pp. 133	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
METPACK	3	5	3.278	7.014			10.292		10.292	23.200	49	173	222	25				1.850	5.001	6.851 *
MODE-HEIM-HANDWERK - Reg. Consumer Exh.	1	9	13.463	834			14.297	5.139	19.436	55.000	607	32	639	12				158.711	159	158.870 *
REIFEN - Tires and more	2	4	13.921	12.274	667		26.862	264	27.126	49.700	200	378	578	40	18	3	21	7.435	10.017	17.452 *
REISE/CAMPING	1	5	26.595	2.334			28.929	120	29.049	63.600	469	143	612	29				80.511	1.811	82.322 *)
REISE/CAMPING / Fahrrad / Golf	1	5	31.351	2.490			33.841	1.618	35.459	79.000	603	155	758	30				89.099	2.004	91.103
SECURITY	2	4	27.679	8.211	120		36.010	1.121	37.131	76.700	610	458	1.068	42				31.663	8.878	40.541 *
SHK Essen	2	4	29.955	1.700			31.655	640	32.295	72.000	475	38	513	13				49.725	1.697	51.422 *
START Essen	1	2	2.351	81			2.432	1.313	3.745	5.900	158	7	165	5	56		56			3.698
<b>Feuchtwangen</b>																				
EstrichParkettMesse - Fair for floor works	3	3	2.920	132	3.104	595	6.751		6.751	12.500	147	12	159	9				3.559	322	3.881 *
<b>Frankfurt/Main</b>																				
Ambiente	1	5	82.252	111.345			193.597	1.729	195.326	321.800	1.412	3.168	4.580	84				75.964	63.281	139.245 *
Automechanika	2	6	62.005	97.174	8.254	5.115	172.548	985	173.533	270.500	913	3.558	4.471	71				81.595	79.674	161.269 *
Beautyworld	1	3	4.212	3.368			7.580	264	7.844	17.900	124	209	333	27				4.971	3.498	8.469 *)
Christmasworld	1	5	24.317	27.237			51.554	1.920	53.474	89.400	309	714	1.023	40				14.332	17.236	31.568 *)
decorate life: tendence / collectione	1	5	58.011	52.955			110.966	3.536	114.502	239.500	1.200	1.679	2.879	74				41.331	21.910	63.241 *
FACILITY MANAGEMENT	1	3	1.907	48			1.955	193	2.148	4.700	121	1	122	2	2		2	2.693	118	2.811
Heimtextil	1	4	35.816	99.599			135.415	4.429	139.844	263.100	454	2.274	2.728	65				29.750	54.766	84.516 *
Light + Building	2	6	71.954	60.109	216	195	132.474	1.658	134.132	228.500	933	1.294	2.227	55				97.360	69.724	167.084 *
Marketing Services	1	3	3.943	172			4.115	1.588	5.703	15.000	202	29	231	13				5.605	229	5.834
Musikmesse	1	4	20.308	30.163	290	28	50.789	7.733	58.522	111.900	595	1.055	1.650	47				53.218	25.273	78.491 *)
Paperworld	1	5	27.286	45.391			72.677	2.579	75.256	139.400	500	1.740	2.240	60				22.764	33.443	56.207 *)
ProLight + Sound	1	4	13.647	18.257	92	298	32.294	4.833	37.127	68.000	342	498	840	42				17.209	14.077	31.286 *)
Texcare	4	5	9.073	10.493			19.566		19.566	30.500	102	159	261	23				7.352	7.923	15.275 *
+ viscom frankfurt	1	3	5.920	1.888			7.808	861	8.669	17.600	198	79	277	25				8.865	1.688	10.553 *
<b>Freiburg</b>																				
Baden Messe incl. Schalten und Walten	3	9	7.975	459	4.204	100	12.738	1.886	14.624	35.000	498	23	521	9	28	4	32			75.800
CFT with bike aktiv + tourism fair +fit for life	1	9	13.322	683	5.172	18	19.195	1.626	20.821	30.400	312	49	361	7						50.113
INTER BRUSH	4	3	3.310	5.698			9.008		9.008	18.000	51	133	184	26				1.997	3.841	5.838
Kulturbörse - Stage Productions and Music	1	4	1.806	223			2.029	4.402	6.431	12.100	253	43	296	11						2.760
Modellbau - Model Construction	2	4	925	45	12		982	6.881	7.863	18.000	123	7	130	6						13.623
Plaza Culinaria	1	3	4.467	522			4.989	787	5.776	15.200	220	27	247	6						27.733
<b>Friedrichshafen</b>																				
EUROBIKE	1	4	19.717	22.235	2.008	452	44.412	5.290	49.702	85.100	298	631	929	36	6	84	90	39.040	22.247	61.287 *
Fruchtwelt Bodensee	2	3	5.685	908	10		6.603	214	6.817	15.000	165	48	213	12	16	40	56			15.584

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 30 ff. <sup>1)</sup> ascertained by a representative poll

<sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Reise/CAMPING/Fahrrad/Golf. Recurring names were permitted

FKM	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		Open Air		Total				Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
			Domestic	Foreign	Domestic	Foreign														
For the complete titles see pp. 133																				
IBO - Consumer and investment goods	1	9	15.594	998	2.586	76	19.254	14.422	33.676	59.400	476	57	533	9	54	5	59	68.108	1.532	69.640 *
INTERBOOT	1	9	19.901	8.962	2.465	750	32.078	2.022	34.100	71.000	407	132	539	15	32	147	179	71.183	20.666	91.849 *
OutDoor	1	4	11.685	23.033	750	447	35.915	11.712	47.627	78.700	175	609	784	38	2	52	54	8.502	10.560	19.062 *
Pferd Bodensee	2	3	6.392	471			6.863	5.213	12.076	34.600	177	23	200	8						19.620
TUNING WORLD BODENSEE	1	4	12.992	661	632	80	14.365	20.931	35.296	77.300	200	21	221	9				85.531	15.569	101.100 *
<b>Hamburg</b>																				
+ Arbeitsschutz aktuell - Industrial safety	2	3	7.616	671			8.287	585	8.872	18.300	261	28	289	16	9	1	10	10.921	338	11.259 *
DU UND DEINE WELT/Modellbauwelt	1	9	13.482	1.402			14.884	4.611	19.495	41.700	522	53	575	27				90.718	1.009	91.727 *
hanseboot	1	9	25.197	11.329	2.569	791	39.886	3.278	43.164	85.300	641	124	765	27				91.928	4.131	96.059 *
HANSEPFERD	2	3	11.557	1.096			12.653	12.690	25.343	49.000	436	47	483	17				54.637	552	55.189 *
INTERNORGA	1	6	41.495	7.289	582		49.366	976	50.342	81.200	805	171	976	24	5	1	6	106.960	4.225	111.185 *
NORTEC	2	4	9.113	526			9.639	3.295	12.934	26.800	366	34	400	14	9	3	12	13.392	315	13.707 *
REISEN HAMBURG	1	5	23.182	3.504	40		26.726	1.519	28.245	52.100	682	338	1.020	72	30	19	49	72.868	736	73.604 *
SMM - Shipbuilding, Machinery & Marine	2	4	27.102	23.571	775	269	51.717	400	52.117	88.500	717	1.251	1.968	56	7	3	10	37.581	15.425	53.006 *
USSIFA - Watches & Jewellery	1	3	2.465	136			2.601	72	2.673	3.800	97	8	105	5						2.817
<b>Hannover</b>																				
ABF - Leisure and sales exhibition	1	9	41.021	1.318	194		42.533	4.915	47.448	99.600	774	50	824	16						127.403
+ Altenpflege+ProPflege	1	3	22.474	1.316			23.790	1.501	25.291	66.100	649	59	708	17						33.572
BIOTECHNICA	1	3	7.007	1.310			8.317	3.380	11.697	24.500	409	114	523	27				9.141	2.144	11.285 *
CeBIT	1	6	134.034	67.152	5.143		206.329	17.153	223.482	343.200	2.527	2.641	5.168	76				425.744	86.583	512.327 *
CeMAT	3	5	43.594	28.823	5.327	2.304	80.048	451	80.499	132.100	582	458	1.040	37				37.705	20.302	58.007 *
DOMOTEX	1	4	25.467	72.234			97.701	5.720	103.421	177.300	306	1.151	1.457	60				21.195	26.434	47.629 *
EnergieSparTage	1	3	803	18	20		841	594	1.435	3.550	67	1	68	2						2.142
EuroBLECH	2	5	48.184	39.499			87.683		87.683	146.000	842	678	1.520	38				45.553	23.993	69.546 *
EuroTier	2	4	58.322	29.739	1.111		89.172	2.843	92.015	170.900	1.021	746	1.767	46	29	15	44	108.432	22.366	130.798 *
HANNOVER MESSE	1	5	125.276	42.383	780		168.439	10.183	178.622	306.200	2.667	2.179	4.846	64				157.283	35.939	193.222 *
Hannover Messe: Digital Factory	1	5	4.828	391			5.219		5.219	10.000	226	22	248	12				38.343	8.417	46.760 <sup>*)</sup>
Hannover Messe: Energy	1	5	24.511	11.819	439		36.769	536	37.305	60.100	413	498	911	47				77.446	20.711	98.157 <sup>*)</sup>
Hannover Messe: Industrial Automation	1	5	54.648	10.465	126		65.239	1.888	67.127	117.000	781	419	1.200	36				97.963	27.631	125.594 <sup>*)</sup>
Hannover Messe: Micro Technology	1	5	1.685	172			1.857	282	2.139	4.200	95	55	150	19				41.798	8.440	50.238 <sup>*)</sup>
Hannover Messe: Pipeline Technology	1	5	1.124	187	200		1.511	566	2.077	5.000	47	12	59	8				27.298	9.994	37.292 <sup>*)</sup>
Hannover Messe: Power Plant Technology	1	5	2.142	524			2.666		2.666	9.600	48	26	74	15				31.898	10.804	42.702 <sup>*)</sup>
Hannover Messe: Research & Technology	1	5	7.091	2.357			9.448	200	9.648	15.500	311	129	440	20				46.254	10.360	56.614 <sup>*)</sup>
Hannover Messe: Subcontracting	1	5	14.891	15.291	15		30.197	1.044	31.241	50.600	590	950	1.540	50				46.414	14.258	60.672 <sup>*)</sup>
Infra - Information and sales exhibition	1	9	25.257	1.755	562		27.574	4.206	31.780	91.300	1.015	75	1.090	30						193.605
Pferd & Jagd, Equestrian sport, hunting, fishing	1	4	18.103	1.180	35		19.318	3.491	22.809	78.000	625	69	694	25						76.920 *
Promotion World	1	5	3.624	147			3.771		3.771	7.350	151	8	159	7				29.232	6.901	36.133 <sup>*)</sup>

+ Events with changing venues    Recognized by UFI – The Global Association of the Exhibition Industry    \* Visitors Profile Analyses see page 30 ff.    <sup>1)</sup> ascertained by a representative poll

<sup>2)</sup> Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted





For the complete titles see pp. 133	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	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total		
<b>Hofheim - Wallau</b>																				
InNaTex - Intern. fair of natural & organic textiles (Jan.)	1	3	3.517	918		4.435	400	4.835	9.700	131	40	171	18	6	2	8	1.430	259	1.689	
InNaTex - Intern. fair of natural & organic textiles (Aug.)	1	3	3.247	796		4.043	400	4.443	9.700	154	46	200	16	4	2	6	1.180	208	1.388	
<b>Husum</b>																				
Husum WindEnergy	2	5	12.253	4.685	904	114	17.956	2.956	20.912	30.000	512	233	745	29			16.336	8.303	24.639 *	
new energy husum	1	4	1.885	15	221		2.121	196	2.317	6.000	122	1	123	2					10.840 *	
Nord Gastro & Hotel	1	2	3.369				3.369	300	3.669	7.050	153		153	1					4.030 *	
<b>Idar-Oberstein</b>																				
INTERGEM	1	4	2.102	138			2.240	120	2.360	4.000	151	12	163	11			2.171	554	2.725	
<b>Karlsruhe</b>																				
fahrrad.markt.zukunft - Bicycles, fitness and tourism	1	2	1.250	96			1.346	4.078	5.424	8.900	70	5	75	5			4.896	50	4.946	
Horizont - Tourism, Caravanning, Outdoor Life and Angling	1	3	8.761	338			9.099	282	9.381	20.000	152	20	172	8	21	1	22	15.873	357	16.230 *
Inventa/Giardina - Garden and Lifestyle	1	4	12.210	393			12.603	759	13.362	25.700	451	15	466	4	2	2			38.387 *	
Karlsruher Hochzeits- und Festtage - Wedding days	1	2	1.704	9	53		1.766	172	1.938	5.600	146	1	147	2					4.317 *	
LEARNTEC	1	3	2.972	368			3.340	1.417	4.757	12.500	177	25	202	9			3.060	248	3.308 *	
Offerta - Regional consumer exhibition	1	9	24.556	1.379	1.300		27.235	2.583	29.818	54.400	825	48	873	11	3	3			133.545 *	
RESALE	1	3	4.878	2.947	1.538	324	9.687		9.687	23.300	299	205	504	31			3.466	6.615	10.081 *	
<b>Kassel</b>																				
DENEX	1	3	740		146		886	108	994	2.900	64	2	66	2					3.274 *	
<b>Kempton</b>																				
Allgäuer Festwoche - Rural tradition exhibition	1	9	5.672	260	8.109	22	14.063	827	14.890	26.000	364	18	382	4					105.189 *	
<b>Köln</b>																				
CARBON EXPO	1	3	480	1.869			2.349	189	2.538	9.400	42	194	236	65	1	18	19	1.312	5.094	6.406 *
domotechnica	2	4	1.773	13.396			15.169	1.479	16.648	40.000	57	670	727	37	2	2	3.317	7.491	10.808 *	
ecclesia	1	3	2.208	323			2.531	207	2.738	8.300	154	19	173	9					2.573	
handarbeit & hobby	1	3	5.157	3.051			8.208	406	8.614	19.300	96	119	215	26	1	1	6.936	2.488	9.424	
Haus & Wohnen	2	4	9.262	156			9.418	905	10.323	22.400	495	12	507	11	43	43			21.483 *	
imm cologne - International furnishing show	1	7	67.813	83.677			151.490	4.625	156.115	263.000	370	698	1.068	50	37	101	138	72.962	33.715	106.677 *
InterKarneval	1	3	1.470	251			1.721	15.723	17.444	23.100	82	8	90	5					13.171 *	
INTERMOT	2	5	29.751	27.658			57.409	76.282	133.691	193.800	306	660	966	36	48	38	86	156.783	16.100	172.883 *
INTERN. HARDWARE FAIR/PRACTICAL WORLD	2	4	34.462	59.048			93.510	1.817	95.327	195.000	599	2.671	3.270	61	30	60	90	25.133	31.280	56.413 *
ISM - International Sweets and Biscuits Fair	1	4	16.897	36.559			53.456		53.456	110.500	244	1.272	1.516	67	60	60	120	12.812	21.016	33.828 *
Kind + Jugend - The Trade Show for Kids' First Years	1	4	15.435	27.714			43.149	775	43.924	77.600	156	609	765	42	1	3	4	4.517	12.240	16.757 *

+ Events with changing venues

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\* Visitors Profil Analyses see page 30 ff.

<sup>1)</sup> ascertained by a representative poll


	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										
For the complete titles see pp. 133																														
Modellbahn - Model railways, accessories, toys, hobbies	2	4	3.738	222				3.960	12.675	16.635	60.000	172	20	192	13											59.483				
ORGATEC	2	5	32.157	37.264				69.421	1.077	70.498	112.800	229	386	615	38	28	22	50								28.264	24.435	52.699 *		
photokina	2	6	27.273	39.842				67.115	10.179	77.294	170.200	295	640	935	47	191	246	437								82.069	34.478	116.547 *		
spoga + gafa	2	3	48.086	82.939				131.025	4.060	135.085	265.600	505	1.645	2.150	57	12	74	86								16.473	21.960	38.433 *		
<b>Leipzig</b>																														
AMI - AUTO MOBIL INTERNATIONAL with AMITEC	1	9	32.172	26.233	133	130		58.668	19.471	78.139	120.000	395	70	465	16	7	2	9								246.422	27.990	274.412 *		
CADEAUX - Trade Fair for Gifts (February)	1	3	9.284	411				9.695	1.319	11.014	30.800	306	18	324	11	1		1										7.809		
CADEAUX - Gifts / Comfortex - Interior Design (Sept.)	1	3	13.519	623				14.142	1.860	16.002	46.200	451	29	480	12											11.675	190	11.865		
denkmal - Conservation, restoration, old building renovation	2	3	5.907	1.829				7.736	1.149	8.885	20.500	313	124	437	13	1		1								9.940	1.368	11.308 *		
euregia - Local and regional developm. in Europe	2	3	608	83				691		691	2.000	49	8	57	7													1.975		
Fachdental Leipzig - Dental surgeries and laboratories	1	2	3.677	312				3.989	172	4.161	10.000	164	19	183	10		16	16										4.837 *		
FleiFa - Trade fair for the butchers' trade	2	3	1.519	111				1.630	718	2.348	4.500	56	6	62	5	11	1	12										1.374 *		
Games Convention	1	5	37.175	5.694	2.410	400		45.679	10.723	56.402	115.100	313	233	546	31	20	7	27								188.795	14.210	203.005 *		
Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/ImmobilienMesse	1	9	22.521	2.002				24.523	5.843	30.366	68.300	977	81	1.058	16	2		2								169.901	340	170.241 *		
Leipzig Book Fair	1	4	12.573	1.482				14.055	8.324	22.379	65.000	1.754	393	2.147	32	6	1	7								126.171	2.970	129.141 *		
MIDORA	1	4	3.673	318				3.991	270	4.261	15.000	119	42	161	23													2.667	52	2.719
modell-hobby-spiel	1	3	10.070	573				10.643	22.352	32.995	80.400	437	32	469	10	8	1	9								100.578	2.791	103.369 *		
ORTHOPÄDIE & REHA-TECHNIK	2	4	7.344	3.218				10.562	369	10.931	26.000	209	157	366	29											13.351	4.691	18.042 *		
Sachsenback	1	3	7.288	427				7.715	1.794	9.509	16.000	198	13	211	7	13	7	20								9.145	92	9.237 *		
Touristik & Caravaning International with fahrrad.markt.zukunft	1	5	20.633	3.632				24.265	4.817	29.082	52.000	740	332	1.072	50	43	32	75								70.424	1.043	71.467 *		
Z - Subcontracting Fair	1	4	3.748	1.377				5.125	200	5.325	12.000	300	142	442	20											6.945	850	7.795 *		
<b>Lörrach</b>																														
REGIO - Reg. Consumer Exhibition	1	10	8.266	433	2.219	136		11.054	7.322	18.376	29.000	443	43	486	5	94	19	113								66.098	10.582	76.680 *		
<b>Magdeburg</b>																														
AIR MAGDEBURG	2	3	2.635	43	4.199			6.877	5.000	11.877	14.300	104	4	108	4														7.267	
LBA - Reg. building trade exhibition	1	3	1.692	15	204			1.911	587	2.498	7.750	130	2	132	2	2		2											3.875	
MAGDEBOOT	1	4	3.152		477			3.629	483	4.112	9.200	104		104	1														8.085	
<b>Mainz</b>																														
Rheinland-Pfalz-Ausstellung - Reg. Consumer Exhibition	1	9	13.727	679	2.516			16.922	4.048	20.970	33.600	743	16	759	8														75.329 *	
<b>Mannheim</b>																														
MANNHEIMER MAIMARKT - Reg. Consumer Exhibition	1	11	34.239	1.962	30.814	110		67.125	5.964	73.089	177.100	1.347	75	1.422	19														343.402 *	



For the complete titles see pp. 133	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>München</b>																							
Analytica	2	4	18.502	6.140	111	24.753	1.117	25.870	55.200	661	372	1.033	36	20	26	46	22.370	10.695	33.065	*			
AUTOMATICA	2	4	27.440	3.837		31.277	1.565	32.842	55.000	610	249	859	41				24.053	8.504	32.557	*			
C-B-R	1	5	18.976	8.033	66	27.075	7.524	34.599	69.700	846	642	1.488	60	37	12	49	93.880	2.903	96.783	*			
electronica	2	4	54.104	34.060		88.164	1.635	89.799	160.000	1.185	1.612	2.797	46	128	394	522	40.254	32.716	72.970	*			
EXPO REAL - Commercial Property Exposition	1	3	25.969	11.325		37.294	2.421	39.715	74.000	1.360	485	1.845	46	9	2	11	29.067	13.179	42.246	*			
EXPOPHARM	1	4	22.349	1.215		23.564	360	23.924	41.100	435	61	496	24	6	1	7			23.380				
Garten München	1	7	7.079	615		7.694	1.070	8.764	18.600	162	16	178	8	15		15			96.978	<sup>2)</sup>			
GOLF EUROPE	1	3	3.636	4.924		8.560	1.445	10.005	22.000	119	160	279	25				2.099	2.518	4.617	*			
HEIM + HANDWERK / Food & Life	1	9	25.685	4.103		29.788	4.849	34.637	67.500	799	159	958	26	16	8	24	102.831	1.354	104.185	*			
HIGH END	1	4	8.915	1.987		10.902	104	11.006	18.100	155	76	231	25						13.895				
IFAT - Water - Sewage - Refuse - Recycling	2	5	78.180	27.463	10.570	4.369	120.582	13.893	134.475	195.200	1.765	840	2.605	41			79.392	40.084	119.476	*			
inhorgenta Europe	1	4	22.085	7.004		29.089	1.258	30.347	64.500	782	440	1.222	44				20.864	9.338	30.202	*			
Internationale Handwerksmesse	1	7	28.825	3.928		32.753	8.185	40.938	82.100	823	199	1.022	29				139.187	2.841	142.028	<sup>2)</sup>			
Internationale Handwerksmesse/Garten München	1	7	35.904	4.543		40.447	9.255	49.702	100.700	985	215	1.200	30	15		15			159.582				
Intersolar - Solar Technology	1	3	26.597	15.103	1.767	273	43.740	400	44.140	76.700	571	509	1.080	42					52.014				
ispo - winter	1	4	25.866	68.945		94.811	8.078	102.889	175.600	347	1.679	2.026	48				20.423	41.263	61.686	*			
MAINTAIN	1	3	5.681	249		5.930	258	6.188	10.500	236	16	252	7				4.336	623	4.959				
SYSTEMS	1	4	17.000	1.200		18.200	840	19.040	55.000	939	122	1.061	33				36.270	2.730	39.000	*			
<b>Münster</b>																							
business online	1	2	1.104			1.104	115	1.219	5.400	62		62	1	23		23			998				
Spring - Flowers, leisure and garden fair	2	5	4.297	101	68	4.466	3.629	8.095	17.500	207	4	211	3						29.803				
Kunst- und Antiquitäten-Tage - Antiques exhibition	1	5	1.648	110		1.758		1.758	5.400	65	4	69	3						6.192				
<b>Nürnberg</b>																							
BioFach / Vivaness	1	4	22.122	22.465		44.587	2.489	47.076	100.000	939	1.825	2.764	79				28.961	17.523	46.484	*			
BRAU Bevale	1	3	25.015	17.015		42.030	96	42.126	81.000	831	563	1.394	49				26.990	7.174	34.164	*			
Chillventa	2	3	15.795	16.503		32.298	810	33.108	59.300	294	509	803	43				19.183	10.329	29.512	*			
CONSUMENTA	1	9	24.842	2.084		26.926	12.170	39.096	80.000	795	72	867	14						141.707	*			
e_procure & supply	1	2	2.308	175		2.483	330	2.813	5.500	108	7	115	4				2.758	145	2.903	*			
embedded world	1	3	11.510	3.435		14.945		14.945	30.000	409	266	675	28				13.166	4.175	17.341	*			
EUROGUSS	2	3	6.415	3.786		10.201	222	10.423	17.200	230	173	403	33				5.678	1.420	7.098	*			
FREIZEIT, GARTEN + TOURISTIK with Auto-Salon	1	9	26.844	2.525		29.369	4.508	33.877	61.000	545	129	674	15						116.982	*			
GaLaBau	2	4	43.765	6.583		50.348	3.092	53.440	97.800	836	147	983	26				58.631	5.098	63.729	*			
HOLZ-HANDWERK / fensterbau/frontale	2	4	74.544	15.140		89.684		89.684	145.800	953	323	1.276	34				87.505	15.442	102.947	*			
IFH/INTHERM	2	4	33.798	3.953		37.751	645	38.396	64.900	570	82	652	19	5		5	50.192	713	50.905	*			
Interzoo	2	4	19.769	28.836		48.605		48.605	89.600	334	1.102	1.436	72				14.284	22.916	37.200	*			
IWA & OutdoorClassics	1	4	11.374	20.166		31.540	668	32.208	55.600	272	774	1.046	51				12.310	19.405	31.715				

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 30 ff. <sup>1)</sup> ascertained by a representative poll

<sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Internationale Handwerksmesse/Garten München. Recurring names were permitted


FKM 	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
For the complete titles see pp. 133																				
mailingtage	1	2	6.214	505			6.719	912	7.631	16.900	391	31	422	12				7.110	581	7.691 *
PCIM	1	3	3.235	2.060			5.295	144	5.439	10.600	124	128	252	25	8	48	56	4.285	2.208	6.493
POWTECH/TechnoPharm	2	3	20.897	5.856			26.753		26.753	55.200	737	272	1.009	28				10.791	4.618	15.409 *
SENSOR + TEST	1	3	6.674	1.796			8.470	2.556	11.026	20.000	407	155	562	25				6.427	1.507	7.934 *
SMT / HYBRID / PACKAGING	1	3	12.894	2.651			15.545	421	15.966	29.600	459	174	633	28	27	60	87	17.556	6.826	24.382
Spielwarenmesse - International Toy Fair	1	6	50.260	54.284			104.544		104.544	157.000	864	1.806	2.670	61	4	9	13	38.015	41.801	79.816 *
SPS/IPC/DRIVES	1	3	51.237	6.695			57.932	284	58.216	94.700	1.101	285	1.386	32	119	100	219	40.336	7.769	48.105
START Nürnberg	1	2	1.263	12			1.275	340	1.615	3.700	114	1	115	2	36	3	39			1.919
Werkstätten	1	4	5.094	269			5.363	260	5.623	11.100	197	16	213	7						12.020
<b>Offenbach</b>																				
I.L.M. Summer Styles - Intern. Leather Goods Fair	1	4	8.097	3.478			11.575	800	12.375	18.400	147	76	223	16				4.881	1.137	6.018
I.L.M. Winter Styles - Intern. Leather Goods Fair	1	3	7.867	3.597			11.464	800	12.264	18.400	136	80	216	19				3.976	964	4.940
<b>Offenburg</b>																				
Badische Weinmesse - Reg. Wine Exhibition	1	2	1.335				1.335	1.201	2.536	6.200	133		133	1				3.615	74	3.689 *
OBERRHEIN-MESSE - Consumer Exhibition	1	9	10.440	768	11.721	80	23.009	3.932	26.941	55.300	468	28	496	9	12	2	14	68.657	7.544	76.201 *
<b>Passau</b>																				
Passauer Frühling DreiländerMesse - Regional exhibition	2	9	8.611	2.391	2.106	75	13.183	2.220	15.403	24.800	387	72	459	9	19	7	26			67.112
<b>Pirmasens</b>																				
plw - leather and more	1	2	1.044	20			1.064	135	1.199	6.200	36	1	37	2	2	51	53	266	25	291
<b>Rosenheim</b>																				
Neue Messe Rosenheim - Reg. consumer exhibition	2	9	7.642	492	2.155	28	10.317	2.370	12.687	19.300	348	21	369	6	11		11			47.908
<b>Rostock</b>																				
AUTO Trend	1	3	4.474		500		4.974	4.200	9.174	13.500	82		82	1						15.100
<b>Schmallenberg</b>																				
+ FNS -Forest Machinery and Innovations DemoFair	4	4	883	169	49.281	10.019	60.352	88.092	148.444	195.900	371	124	495	23				39.884	3.993	43.877
<b>Schweinfurt</b>																				
ufra - Consumer exhibition	2	9	6.392		1.710		8.102	3.044	11.146	20.000	412		412	1						71.132
<b>Stuttgart</b>																				
AMB -Metal working	2	5	50.701	13.209			63.910	778	64.688	107.300	1.014	270	1.284	26	27	36	63	79.183	5.960	85.143 *
ANIMAL	1	2	3.039	66			3.105	23.254	26.359	41.100	150	5	155	5				46.892	336	47.228 **)

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profile Analyses see page 30 ff. <sup>1)</sup> ascertained by a representative poll



For the complete titles see pp. 133	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		
ANIMAL / Pferd	1	4	7.096	339			7.435	25.266	32.701	59.400	299	16	315	9						55.482		
Antiquitäten.Design.Raum	1	4	2.553	113			2.666	714	3.380	10.500	148	8	156	4						20.386	630	21.016
Blickfang	1	3	1.126	50			1.176		1.176	3.800	128	29	157	6								12.823
CEP CLEAN ENERGY POWER	1	3	3.516	283	200	37	4.036		4.036	10.900	189	26	215	11						9.858	519	10.377 *
CMT / The holiday exhibition	1	9	46.952	5.580			52.532	3.988	56.520	108.600	1.253	504	1.757	44	87	10	97			222.807	2.251	225.058 *
+ DACH + HOLZ	2	4	28.926	2.464	1.749		33.139	347	33.486	66.000	465	84	549	23						45.159	3.243	48.402 *
+ didacta - Trade fair for education and training	1	5	28.334	628			28.962	4.018	32.980	68.800	643	33	676	16	65	5	70			82.114	829	82.943 *
FACHDENTAL SÜDWEST - Dental surgeries and laboratories	1	2	4.004	377			4.381	204	4.585	10.500	165	24	189	12		15	15			9.234	93	9.327 *
Familie + Heim / Int. Mineralien- und Fossilienbörse	1	9	14.955	969			15.924	7.123	23.047	53.000	641	77	718	22								69.643 <sup>2)</sup>
Garten	2	4	3.707	12			3.719	862	4.581	9.600	110	1	111	2	3	2	5			42.990	434	43.424 *
hobby + elektronik	1	4	3.322				3.322	1.030	4.352	10.500	77		77	1								54.366 <sup>2)</sup>
Interbad	2	4	10.940	5.131	12	53	16.136	1.203	17.339	36.500	315	127	442	22	4	4	8			13.083	3.478	16.561 *
INTERGASTRA	1	5	30.955	2.965			33.920	3.600	37.520	69.400	730	113	843	18	36	11	47			80.739	816	81.555 *
Internationale Mineralien- und Fossilienbörse	1	3	1.423	210			1.633	239	1.872	10.500	185	46	231	23						19.996	202	20.198
Invest	1	3	5.116	1.379			6.495	1.551	8.046	22.400	156	97	253	12		4	4			16.726	517	17.243 *
IWB - Intern. arms exchange	1	3	2.429	555			2.984	970	3.954	10.500	146	48	194	18						12.720	812	13.532
Kreativ- & Bastelwelt	1	4	2.400	154			2.554	944	3.498	10.500	105	10	115	6								30.413 <sup>2)</sup>
LASYS	2	3	3.337	1.114			4.451		4.451	10.500	122	65	187	15	6	1	7			2.617	827	3.444 *
LogiMat	1	3	15.084	968	210		16.052	110	16.372	30.500	518	53	571	14	1		1			13.566	1.609	15.175 *
Medizin	1	3	3.308	27			3.335	450	3.785	10.500	172	5	177	4	1		1			7.744	78	7.822 *
Modell Süd Bau & Bahn	1	4	1.873	60			1.933	8.068	10.001	26.800	91	6	97	5								40.547 <sup>2)</sup>
O & S - Surface treatments and coatings	2	3	5.856	614			6.470	180	6.650	13.800	271	40	311	10	1		1			4.067	775	4.842 *
Pferd	1	4	4.057	273			4.330	2.012	6.342	18.300	149	11	160	7								36.654 <sup>3)</sup>
Pflege & Reha	2	3	4.393	148			4.541	331	4.872	11.000	234	9	243	8	7		7					9.067 *
Retro Classics	1	3	14.373	1.199			15.572	24.176	39.748	79.300	375	37	412	11						46.703	1.946	48.649 *
Slow Food	1	4	2.654	247			2.901	1.280	4.181	10.500	259	35	294	5						27.675	1.153	28.828
Stuttgarter Messeherbst	1	11	24.446	1.260			25.706	19.510	45.216	111.300	989	97	1.086	24								157.560
südback	1	4	18.200	1.716			19.916	2.905	22.821	42.000	397	64	461	13	7	7	14			27.766	1.772	29.538 *
Süddeutsche Spielmesse	1	4	1.896	77			1.973	2.345	4.318	10.500	75	4	79	4								43.054 <sup>2)</sup>
SÜFFA	1	3	8.009	336			8.345	1.998	10.343	21.000	264	19	283	7	2	2	4			9.996	526	10.522 *
TV - Textile printing, embroidery, transfer and flocking	1	3	4.222	713			4.935	712	5.647	10.500	106	32	138	15	1	4	5			6.185	1.006	7.191 *
VISION - Machine vision and identification technologies	1	3	4.688	2.792			7.480	563	8.043	21.000	161	131	292	28	6	11	17			4.386	1.706	6.092 *
wellviva	2	4	389	26			415	30	445	900	35	2	37	2						15.333	155	15.488
<b>Villingen-Schwenningen</b>																						
Südwest Messe - Regional Consumer Exhibition	1	9	13.555	550	18.162	132	32.399	1.881	34.280	59.800	691	29	720	9	79	24	103					96.694 *

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 30 ff. <sup>1)</sup> ascertained by a representative poll <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Recurring names were permitted <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of ANIMAL/PFERD. Recurring names were permitted

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	Total
For the complete titles see pp. 133																				
<b>Wächtersbach</b>																				
Messe Wächtersbach - Regional Consumer Exhibition	1	9	5.553	204	5.943	25	11.725	5.503	17.228	27.300	355	12	367	8				60.487*		
<b>Belgrad</b>																				
+ INTERGEO East	1	2	548	704			1.252	1.252		2.500	19	66	85	20	1 1		3.000			
<b>Hong Kong</b>																				
electronicAsia	1	4	2.745	3.611			6.356	6.356		12.900	250	312	562	17				14.687	19.246	33.933
Electronics Fair (Autumn)	1	4	21.647	12.733			34.380	34.380		65.100	1.505	1.105	2.610	29				23.784	32.435	56.219
Electronics Fair (Spring Edition)	1	4	15.047	15.153			30.200	30.200		57.100	1.039	1.430	2.469	23				21.994	29.857	51.851
Fashion Week (Fall/Winter)	1	4	12.462	10.335			22.797	22.797		41.600	738	752	1.490	20				12.357	11.343	23.700
Gifts and Premium Fair	1	4	26.968	11.466			38.434	69	38.503	78.500	2.624	1.285	3.909	40				24.061	26.436	50.497
Houseware Fair	1	4	13.923	17.672			31.595	80	31.675	57.700	956	1.427	2.383	38				12.788	16.280	29.068
International Jewellery Show	1	5	23.064	13.711			36.775	36.775		66.900	1.271	1.035	2.306	45				13.570	17.763	31.333
International Lighting Fair	1	4	7.851	16.844			24.695	24.695		47.000	383	1.189	1.572	33				9.041	19.169	28.210
Optical Fair	1	3	4.332	7.268			11.600	11.600		24.900	188	335	523	24				3.585	6.577	10.162)
Summer Sourcing Show for Gifts, Houseware & Toys	1	4	3.424	2.770			6.194	6.194		19.100	325	285	610	16				13.015	5.879	18.894
Toys and Games Fair	1	4	16.201	13.965			30.166	30.166		56.000	1.000	1.003	2.003	36				14.679	15.094	29.773
Watch and Clock Fair	1	5	13.663	2.487			16.150	16.150		33.200	615	146	761	19				10.313	6.725	17.038
<b>Moskau</b>																				
FASTEC	1	4	1.342	1.004			2.346	2.346		8.300	100	97	197	15				2.276	114	2.390
GEOFORM +	1	4	1.191	83			1.274	1.274		4.200	72	5	77	6				3.515	132	3.647
International Forum PCV Expo	1	4	4.543	2.499	30	50	7.122	7.122		16.100	255	121	376	20				8.607	509	9.116
<b>Shanghai</b>																				
bauma China	1	4	20.823	20.593	49.912	30.243	121.571	121.571		210.000	906	702	1.608	30				96.387	16.287	112.674
<b>Verona</b>																				
ABITARE IL TEMPO	1	5	27.252	5.304			32.556	32.062	64.618	106.000	616	136	752	26				34.877	10.811	45.688
FIERAGRICOLA	2	4	45.966	1.999	10.859	180	59.004	20.421	79.425	130.000	744	83	827	21	345	91	436	100.419	13.936	114.355
MARMOMACC	1	4	39.108	21.186	11.765	2.976	75.035	2.309	77.344	156.000	743	667	1.410	53	64	56	120	32.235	25.336	57.571
SAMOTER	3	5	62.347	10.591	52.599	4.639	130.176	980	131.156	225.000	681	129	810	33	30	186	216	94.823	10.814	105.637
Vinitaly/SOL/Enolitech	1	5	86.416	961	429		87.806	13.945	101.751	178.000	3.939	55	3.994	26	687	125	812	110.333	42.162	152.495

+ Events with changing venues

Recognized by UFI – The Global Association of the Exhibition Industry


\* Visitors Profile Analyses see page 30 ff.

1) ascertained by a representative poll



For the complete titles see pp. 133	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>A MULTI-INDUSTRY FAIRS</b>																				
<b>A1 Investment and Consumer Goods Fairs</b>																				
Internationale Handwerksmesse, München	2	7	28.825	3.928			32.753	8.185	40.938	82.100	823	199	1.022	29				139.187	2.841	142.028 <sup>*2)</sup>
<b>A2 Investment Goods Fairs</b>																				
HANNOVER MESSE, Hannover	1	5	125.276	42.383	780		168.439	10.183	178.622	306.200	2.667	2.179	4.846	64				157.283	35.939	193.222 *
<b>A3 Consumer Goods Fairs</b>																				
Ambiente, Frankfurt/Main	1	5	82.252	111.345			193.597	1.729	195.326	321.800	1.412	3.168	4.580	84				75.964	63.281	139.245 *
decorate life: tendence / collectione, Frankfurt/M.	1	5	58.011	52.955			110.966	3.536	114.502	239.500	1.200	1.679	2.879	74				41.331	21.910	63.241 *
<b>B SPECIALIZED FAIRS AND EXHIBITIONS</b>																				
<b>B1 Agriculture; Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their Equipment</b>																				
EuroTier, Hannover	2	4	58.322	29.739	1.111		89.172	2.843	92.015	170.900	1.021	746	1.767	46	29	15	44	108.432	22.366	130.798 *
+ FNS - Forest Machinery and Innovations DemoFair, Schmallenberg	4	4	883	169	49.281	10.019	60.352	88.092	148.444	195.900	371	124	495	23				39.884	3.993	43.877
Fruchtwelt Bodensee, Friedrichshafen	2	3	5.685	908	10		6.603	214	6.817	15.000	165	48	213	12	16	40	56			15.584
GaLaBau, Nürnberg	2	4	43.765	6.583			50.348	3.092	53.440	97.800	836	147	983	26				58.631	5.098	63.729 *
Grüne Tage Thüringen - Agriculture fair, Erfurt	2	3	4.386	30	6.751	35	11.202	5.083	16.285	32.600	262	3	265	2						21.446 *
IPM - Intern. trade fair for plants, Essen	1	4	23.443	18.268			41.711	3.023	44.734	105.000	691	596	1.287	40				43.787	15.625	59.412 *
<b>B2 Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their Equipment</b>																				
Badische Weinmesse - Reg. Wine Exhibition, Offenburg	2		1.335				1.335	1.201	2.536	6.200	133		133	1				3.615	74	3.689 *
BRAU Bevale, Nürnberg	3		25.015	17.015			42.030	96	42.126	81.000	831	563	1.394	49				26.990	7.174	34.164 *
fish international, Bremen	2	3	4.318	1.715			6.033	1.690	7.723	18.000	195	188	383	40				9.446	1.534	10.980 *
FleiFa - Trade fair for the butchers' trade, Leipzig	2	3	1.519	111			1.630	718	2.348	4.500	56	6	62	5	11	1	12			1.374 *
FRUIT LOGISTICA, Berlin	1	3	8.201	39.186			47.387	508	47.895	81.000	251	1.864	2.115	68				14.675	35.755	50.430 *
hogatec, Düsseldorf	2	4	22.092	2.510			24.602	2.494	27.096	60.600	399	73	472	19				38.038	2.601	40.639 <sup>*3)</sup>
inoga with IKA, Erfurt	2	4	3.782	375	16		4.173	6.940	11.113	21.400	200	126	326	26						22.200 *
InterCool, Düsseldorf	2	4	8.747	2.936			11.683	216	11.899	24.200	192	108	300	17				7.757	2.725	10.482 <sup>*3)</sup>
INTERGASTRA, Stuttgart	1	5	30.955	2.965			33.920	3.600	37.520	69.400	730	113	843	18	36	11	47	80.739	816	81.555 *
InterMeat, Düsseldorf	2	4	12.333	4.258			16.591	424	17.015	30.100	251	140	391	18				11.907	4.631	16.538 <sup>*3)</sup>
InterMopro, Düsseldorf	2	4	7.624	2.410			10.034	424	10.458	17.700	147	101	248	15				7.854	2.480	10.334 <sup>*3)</sup>
International Green Week, Berlin	1	10	35.075	14.701			49.776	9.231	59.007	115.000	970	601	1.571	52				415.163	9.339	424.502 *
INTERNORGA, Hamburg	1	6	41.495	7.289	582		49.366	976	50.342	81.200	805	171	976	24	5	1	6	106.960	4.225	111.185 *
Inter-tabac, Dortmund	1	3	7.574	1.866			9.440	571	10.011	19.500	158	95	253	26	1	1	2	4.670	1.581	6.251 *
ISM - International sweets and biscuits fair, Köln	1	4	16.897	36.559			53.456		53.456	110.500	244	1.272	1.516	67	60	60	120	12.812	21.016	33.828 *
Nord Gastro & Hotel, Husum	1	2	3.369				3.369	300	3.669	7.050	153		153	1						4.030 *
Plaza Culinaria, Freiburg	1	3	4.467	522			4.989	787	5.776	15.200	220	27	247	6						27.733 *
ProWein, Düsseldorf	1	3	16.240	21.689			37.929	1.721	39.650	76.400	752	2.408	3.160	45	18	303	321	25.273	8.113	33.386 *

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 30 ff. <sup>1)</sup> ascertained by a representative poll <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Internationale Handwerksmesse/Garten München. Recurring names were permitted <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of InterMopro/InterCool/InterMeat/hogatec. Recurring names were permitted

FKM 	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		Open Air					Total	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
			Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic											
For the complete titles see pp. 133																				
Sachsenback, Leipzig	1	3	7.288	427		7.715	1.794	9.509	16.000	198	13	211	7	13	7	20	9.145	92	9.237	*
Slow Food, Stuttgart	1	4	2.654	247		2.901	1.280	4.181	10.500	259	35	294	5				27.675	1.153	28.828	*
südback, Stuttgart	1	4	18.200	1.716		19.916	2.905	22.821	42.000	397	64	461	13	7	7	14	27.766	1.772	29.538	*
SÜFFA, Stuttgart	1	3	8.009	336		8.345	1.998	10.343	21.000	264	19	283	7	2	2	4	9.996	526	10.522	*
<b>B3 Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their Equipment</b>																				
GDS / GLS / Shoes & Accessories - Spring, Düsseldorf	1	3	18.727	38.554		57.281	6.457	63.738	123.500	351	946	1.297	40				15.301	11.829	27.130	*
GDS Event for Shoe & Accessories - Autumn, Düsseldorf	1	2	19.823	23.596		43.419	5.446	48.865	101.700	325	473	798	32				15.977	9.960	25.937	*
Heimtextil, Frankfurt/Main	1	4	35.816	99.599		135.415	4.429	139.844	263.100	454	2.274	2.728	65				29.750	54.766	84.516	*
I.L.M. Summer Styles - Intern. Leather Goods Fair, Offenbach	1	4	8.097	3.478		11.575	800	12.375	18.400	147	76	223	16				4.881	1.137	6.018	*
I.L.M. Winter Styles - Intern. Leather Goods Fair, Offenbach	1	3	7.867	3.597		11.464	800	12.264	18.400	136	80	216	19				3.976	964	4.940	*
inhorgenta Europe, München	1	4	22.085	7.004		29.089	1.258	30.347	64.500	782	440	1.222	44				20.864	9.338	30.202	*
INTERGEM, Idar-Oberstein	1	4	2.102	138		2.240	120	2.360	4.000	151	12	163	11				2.171	554	2.725	*
InNaTex (Aug.), Hofheim-Wallau	1	3	3.247	796		4.043	400	4.443	9.700	154	46	200	16	4	2	6	1.180	208	1.388	*
InNaTex (Jan.), Hofheim-Wallau	1	3	3.517	918		4.435	400	4.835	9.700	131	40	171	18	6	2	8	1.430	259	1.689	*
Kind + Jugend - The Trade Show for Kids' First Years, Köln	1	4	15.435	27.714		43.149	775	43.924	77.600	156	609	765	42	1	3	4	4.517	12.240	16.757	*
MIDORA, Leipzig	1	4	3.673	318		3.991	270	4.261	15.000	119	42	161	23				2.667	52	2.719	*
mtx, Chemnitz	2	3	1.039	211		1.250	372	1.622	5.000	94	23	117	11	4		4	1.100	106	1.206	*
plw - leather and more, Pirmasens	1	2	1.044	20		1.064	135	1.199	6.200	36	1	37	2	2	51	53	266	25	291	*
Texcare, Frankfurt/Main	4	5	9.073	10.493		19.566		19.566	30.500	102	159	261	23				7.352	7.923	15.275	*
TV Textile printing, embroidery, transfer, flocking, Stuttgart	1	3	4.222	713		4.935	712	5.647	10.500	106	32	138	15	1	4	5	6.185	1.006	7.191	*
USSIFA - Watches & Jewellery, Hamburg	1	3	2.465	136		2.601	72	2.673	3.800	97	8	105	5						2.817	*
<b>B4 Building, Completion and Extension, and their Equipment</b>																				
bautech/Build IT/Solar Energy, Berlin	2	5	15.279	957		16.236	8.629	24.865	47.000	661	58	719	18				50.960	2.966	53.926	*
Chillventa, Nürnberg	2	3	15.795	16.503		32.298	810	33.108	59.300	294	509	803	43				19.183	10.329	29.512	*
+ DACH + HOLZ, Stuttgart	2	4	28.926	2.464	1.749	33.139	347	33.486	66.000	465	84	549	23				45.159	3.243	48.402	*
denkmal, Leipzig	2	3	5.907	1.829		7.736	1.149	8.885	20.500	313	124	437	13	1		1	9.940	1.368	11.308	*
DEUBAU, Essen	2	5	24.738	1.520		26.258	2.190	28.448	65.000	665	65	730	16				69.686	1.568	71.254	*
EstrichParkettMesse - Fair for floor works, Feuchtwangen	3	3	2.920	132	3.104	595	6.751	6.751	12.500	147	12	159	9				3.559	322	3.881	*
EXPO REAL - Property Exposition, München	1	3	25.969	11.325		37.294	2.421	39.715	74.000	1.360	485	1.845	46	9	2	11	29.067	13.179	42.246	*
FACILITY MANAGEMENT, Frankfurt/Main	1	3	1.907	48		1.955	193	2.148	4.700	121	1	122	2	2		2	2.693	118	2.811	*
Haus & Wohnen, Köln	2	4	9.262	156		9.418	905	10.323	22.400	495	12	507	11	43		43			21.483	*
Haus + Technik, Erfurt	1	3	2.302	18	131	2.451	397	2.848	6.000	139	1	140	2						6.307	*
IFH/INTHERM, Nürnberg	2	4	33.798	3.953		37.751	645	38.396	64.900	570	82	652	19	5		5	50.192	713	50.905	*
INTERN.HARDWARE FAIR/PRACTICAL WORLD, Köln	2	4	34.462	59.048		93.510	1.817	95.327	195.000	599	2.671	3.270	61	30	60	90	25.133	31.280	56.413	*
LBA - Reg. building trade exhibition, Magdeburg	1	3	1.692	15	204	1.911	587	2.498	7.750	130	2	132	2	2		2			3.875	*
Light + Building, Frankfurt/Main	2	6	71.954	60.109	216	132.474	1.658	134.132	228.500	933	1.294	2.227	55				97.360	69.724	167.084	*
SHK Essen	2	4	29.955	1.700		31.655	640	32.295	72.000	475	38	513	13				49.725	1.697	51.422	*

+ Events with changing venues

Recognized by UFI – The Global Association of the Exhibition Industry

\* Visitors Profile Analyses see page 30 ff.

<sup>1)</sup> ascertained by a representative poll






For the complete titles see pp. 133	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	Total	
<b>B5 Furnishings, Household Appliances, Houseware, and their Equipment</b>																				
Blickfang, Stuttgart	1	3	1.126	50		1.176		1.176	3.800	128	29	157	6						12.823	
domotechnica, Köln	2	4	1.773	13.396		15.169	1.479	16.648	40.000	57	670	727	37	2		2	3.317	7.491	10.808 *	
DOMOTEX, Hannover	1	4	25.467	72.234		97.701	5.720	103.421	177.300	306	1.151	1.457	60				21.195	26.434	47.629 *	
imm cologne - Intern. furnishing show, Köln	1	7	67.813	83.677		151.490	4.625	156.115	263.000	370	698	1.068	50	37	101	138	72.962	33.715	106.677 *	
Ordertage Inneneinrichtung - Interior Design, Dortmund	1	3	3.091	88		3.179	320	3.499	9.800	60	3	63	3				3.717	87	3.804 *	
ZOW - Furniture Components, Bad Salzuffen	1	4	10.826	10.709		21.535		21.535	44.000	343	374	717	33	22	30	52	12.553	9.092	21.645 *	
<b>B6 Health, Body Care, Protection at Work, and their Equipment</b>																				
+ Altenpflege+ProPflege, Hannover	1	3	22.474	1.316		23.790	1.501	25.291	66.100	649	59	708	17						33.572	
+ Arbeitsschutz aktuell - Industrial safety, Hamburg	2	3	7.616	671		8.287	585	8.872	18.300	261	28	289	16	9	1	10	10.921	338	11.259 *	
BEAUTY INTERNATIONAL, Düsseldorf	1	3	21.772	2.518		24.290	3.374	27.664	63.000	490	86	576	20				48.384	1.651	50.035 *	
+ EXPOPHARM, München	1	4	22.349	1.215		23.564	360	23.924	41.100	435	61	496	24	6	1	7			23.380	
Fachdental Leipzig	1	2	3.677	312		3.989	172	4.161	10.000	164	19	183	10		16	16			4.837 *	
FACHDENTAL SÜDWEST, Stuttgart	1	2	4.004	377		4.381	204	4.585	10.500	165	24	189	12		15	15	9.234	93	9.327 *	
Interbad, Stuttgart	2	4	10.940	5.131	12	53	16.136	1.203	17.339	36.500	315	127	442	22	4	4	8	13.083	3.478	16.561 *
MEDICA / ComPaMED, Düsseldorf	1	4	59.665	67.814	90		127.569	1.141	128.710	255.700	1.459	3.372	4.831	68			69.667	67.204	136.871 *	
Medizin, Stuttgart	1	3	3.308	27		3.335	450	3.785	10.500	172	5	177	4	1		1	7.744	78	7.822 *	
ORTHOPÄDIE & REHA-TECHNIK, Leipzig	2	4	7.344	3.218		10.562	369	10.931	26.000	209	157	366	29				13.351	4.691	18.042 *	
Pflege & Reha, Stuttgart	2	3	4.393	148		4.541	331	4.872	11.000	234	9	243	8	7		7			9.067 *	
REHACare International, Düsseldorf	1	4	22.783	6.732		29.515	1.816	31.331	70.500	484	266	750	29						52.002 *	
Top Hair, Düsseldorf	1	2	3.049	657		3.706	3.827	7.533	25.700	93	16	109	8						17.123	
wellviva, Stuttgart	2	4	389	26		415	30	445	900	35	2	37	2				15.333	155	15.488	
<b>B7 Environment Protection, Safety, Cleaning, Communal Services, and their Equipment</b>																				
IFAT - Water - Sewage - Refuse - Recycling, München	2	5	78.180	27.463	10.570	4.369	120.582	13.893	134.475	195.200	1.765	840	2.605	41			79.392	40.084	119.476 *	
SECURITY, Essen	2	4	27.679	8.211	120		36.010	1.121	37.131	76.700	610	458	1.068	42			31.663	8.878	40.541 *	
<b>B8 Transport, Traffic, Logistics, and their Equipment</b>																				
AIR MAGDEBURG, Magdeburg	2	3	2.635	43	4.199		6.877	5.000	11.877	14.300	104	4	108	4					7.267	
AMI - AUTO MOBIL INTERNATIONAL with AMITEC, Leipzig	1	9	32.172	26.233	133	130	58.668	19.471	78.139	120.000	395	70	465	16	7	2	9	246.422	27.990	274.412 *
auto mobil mit Vinum & Kulinaría, Dresden	1	3	7.337	27	100		7.464	1.509	8.973	25.200	168	3	171	2					26.548 *	
AUTO Trend, Rostock	1	3	4.474		500		4.974	4.200	9.174	13.500	82		82	1					15.100	
Automechanika, Frankfurt/Main	2	6	62.005	97.174	8.254	5.115	172.548	985	173.533	270.500	913	3.558	4.471	71			81.595	79.674	161.269 *	
Bremen Classic Motorshow, Bremen	1	3	11.135	1.179			12.314	6.487	18.801	37.800	385	50	435	12			28.209	1.769	29.978 *	
CeMAT, Hannover	3	5	43.594	28.823	5.327	2.304	80.048	451	80.499	132.100	582	458	1.040	37			37.705	20.302	58.007 *	
Hannover Messe: Pipeline Technology, Hannover	1	5	1.124	187	200		1.511	566	2.077	5.000	47	12	59	8			27.298	9.994	37.292 *)	
InnoTrans, Berlin	2	4	31.398	30.342	4.186	2.046	67.972		67.972	123.100	927	987	1.914	41			55.206	33.124	88.330 *	
LogiMat, Stuttgart	1	3	15.084	968	210		16.052	110	16.372	30.500	518	53	571	14	1	1	13.566	1.609	15.175 *	

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 30 ff. <sup>1)</sup> ascertained by a representative poll


<sup>2)</sup> Visitor attendance determined by a representative poll at HANNOVER MESSE. Recurring names were permitted

FKM 	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures						Visitor figures					
			Rented Space			Total	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	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total		
For the complete titles see pp. 133																					
REIFEN - Tires and more, Essen	2	4	13.921	12.274	667	26.862	264	27.126	49.700	200	378	578	40	18	3	21	7.435	10.017	17.452	*	
Retro Classics, Stuttgart	1	3	14.373	1.199		15.572	24.176	39.748	79.300	375	37	412	11				46.703	1.946	48.649	*	
SMM - Shipbuilding, Machinery & Marine, Hamburg	1	4	27.102	23.571	775	269	51.717	400	52.117	88.500	717	1.251	1.968	56	7	3	10	37.581	15.425	53.006	*
TUNING WORLD BODENSEE, Friedrichshafen	1	4	12.992	661	632	80	14.365	20.931	35.296	77.300	200	21	221	9			85.531	15.569	101.100	*	
<b>B9 Information, Communication, Office, Entertainment Electronics, Photo, Film, and their Equipment</b>																					
business online, Münster	1	2	1.104			1.104	115	1.219	5.400	62		62	1	23		23			998		
CeBIT, Hannover	1	6	134.034	67.152	5.143		206.329	17.153	223.482	343.200	2.527	2.641	5.168	76			425.744	86.583	512.327	*	
drupa, Düsseldorf	4	14	69.709	103.466	1.060	446	174.681	4.428	179.109	254.500	703	1.250	1.953	53			160.308	229.736	390.044	*	
e_procure & supply, Nürnberg	1	2	2.308	175			2.483	330	2.813	5.500	108	7	115	4			2.758	145	2.903	*	
HIGH END, München	1	4	8.915	1.987			10.902	104	11.006	18.100	155	76	231	25					13.895		
Leipzig Book Fair, Leipzig	1	4	12.573	1.482			14.055	8.324	22.379	65.000	1.754	393	2.147	32	6	1	7	126.171	2.970	129.141	*
mailingtage, Nürnberg	1	2	6.214	505			6.719	912	7.631	16.900	391	31	422	12			7.110	581	7.691	*	
Marketing Services, Frankfurt/Main	1	3	3.943	172			4.115	1.588	5.703	15.000	202	29	231	13			5.605	229	5.834		
ORGATEC, Köln	2	5	32.157	37.264			69.421	1.077	70.498	112.800	229	386	615	38	28	22	50	28.264	24.435	52.699	*
photokina, Köln	2	6	27.273	39.842			67.115	10.179	77.294	170.200	295	640	935	47	191	246	437	82.069	34.478	116.547	*
PostPrint / directexpo, Berlin	1	3	2.596	32			2.628		2.628	7.700	146	14	160	12					1.757	*	
ProLight + Sound, Frankfurt/Main	1	4	13.647	18.257	92	298	32.294	4.833	37.127	68.000	342	498	840	42			17.209	14.077	31.286	* <sup>1)</sup>	
SYSTEMS, München	1	4	17.000	1.200			18.200	840	19.040	55.000	939	122	1.061	33			36.270	2.730	39.000	*	
viscom frankfurt, Frankfurt/Main	1	3	5.920	1.888			7.808	861	8.669	17.600	198	79	277	25			8.865	1.688	10.553	*	
<b>B10 Education, Setting up a business</b>																					
didacta - Trade fair for education and training, Stuttgart	1	5	28.334	628			28.962	4.018	32.980	68.800	643	33	676	16	65	5	70	82.114	829	82.943	*
LEARNTEC, Karlsruhe	1	3	2.972	368			3.340	1.417	4.757	12.500	177	25	202	9			3.060	248	3.308	*	
START Essen	1	2	2.351	81			2.432	1.313	3.745	5.900	158	7	165	5	56		56		3.698		
START Nürnberg	1	2	1.263	12			1.275	340	1.615	3.700	114	1	115	2	36	3	39		1.919		
<b>B11 Sports, Games, Leisure, and their Equipment</b>																					
ABF - Leisure and sales exhibition, Hannover	1	9	41.021	1.318	194		42.533	4.915	47.448	99.600	774	50	824	16					127.403		
aktiv+vital, Dresden	1	3	1.208	24	15		1.247	1.400	2.647	6.200	149	4	153	4					5.791		
Americana, Augsburg	2	5	5.839	1.309	458	80	7.686	3.504	11.190	32.500	149	42	191	12					35.695		
ANIMAL, Stuttgart	1	2	3.039	66			3.105	23.254	26.359	41.100	150	5	155	5			46.892	336	47.228	* <sup>2)</sup>	
boot, Düsseldorf	1	9	55.509	50.689	184	72	106.454	9.268	115.722	221.200	970	731	1.701	57			224.598	42.781	267.379	*	
CARAVAN, Bremen	1	3	9.452	21			9.473	132	9.605	14.800	76	2	78	3					16.445	* <sup>3)</sup>	
CARAVAN SALON, Düsseldorf	1	10	72.039	21.495	1.617	274	95.425	3.274	98.699	149.900	438	167	605	24					159.278	* <sup>4)</sup>	
C-B-R, München	1	5	18.976	8.033	66		27.075	7.524	34.599	69.700	846	642	1.488	60	37	12	49	93.880	2.903	96.783	*
CFT with bike aktiv+ tourism fair+fit for life, Freiburg	1	9	13.322	683	5.172	18	19.195	1.626	20.821	30.400	312	49	361	7					50.113		
CMT / The holiday exhibition, Stuttgart	1	9	46.952	5.580			52.532	3.988	56.520	108.600	1.253	504	1.757	44	87	10	97	222.807	2.251	225.058	*



For the complete titles see pp. 133	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	
CREATIVA, Dortmund	1	5	7.753	643			8.396	2.228	10.624	30.000	382	33	415	7				71.520	1.089	72.609 *	
Dresdner Reisemarkt - Travel Market, Dresden	1	3	4.690	1.065		91	5.846	820	6.666	18.500	364	134	498	30	30	10	40	27.312	168	27.480 *	
EUROBIKE, Friedrichshafen	1	4	19.717	22.235		2.008	452	44.412	5.290	49.702	85.100	298	631	929	36	6	84	90	39.040	22.247	61.287 *
FAHOBA.kreativ, Dortmund	1	3	2.605	313			2.918	100	3.018	6.000	61	7	68	5				2.079	62	2.141 *	
Fahrrad Essen - Bicycles, accessories, recreation, Essen	1	3	2.654	117			2.771	673	3.444	8.100	71	8	79	7				23.299	524	23.823 <sup>2)</sup>	
fahrrad.markt.zukunft - Bicycles, fitness and tourism, Karlsruhe	1	2	1.250	96			1.346	4.078	5.424	8.900	70	5	75	5				4.896	50	4.946	
FIBO, Essen	1	4	20.015	10.412			30.427	3.481	33.908	69.800	287	191	478	33				41.850	7.853	49.703 *	
FREIZEIT, GARTEN + TOURISTIK with Auto-Salon, Nürnberg	1	9	26.844	2.525			29.369	4.508	33.877	61.000	545	129	674	15						116.982 *	
Spring - Flowers, leisure and garden fair, Münster	2	5	4.297	101		68	4.466	3.629	8.095	17.500	207	4	211	3						29.803	
Games Convention, Leipzig	1	5	37.175	5.694		2.410	400	45.679	10.723	56.402	115.100	313	233	546	31	20	7	27	188.795	14.210	203.005 *
Garten, Stuttgart	2	4	3.707	12			3.719	862	4.581	9.600	110	1	111	2	3	2	5	42.990	434	43.424 *	
Garten München	1	7	7.079	615			7.694	1.070	8.764	18.600	162	16	178	8	15		15			96.978 <sup>3)</sup>	
Golf Essen	1	3	2.102	39			2.141	825	2.966	7.300	63	4	67	4				10.066	226	10.292 <sup>2)</sup>	
GOLF EUROPE, München	1	3	3.636	4.924			8.560	1.445	10.005	22.000	119	160	279	25				2.099	2.518	4.617 *	
handarbeit & hobby, Köln	1	3	5.157	3.051			8.208	406	8.614	19.300	96	119	215	26	1		1	6.936	2.488	9.424	
hanseboot, Hamburg	1	9	25.197	11.329		2.569	791	39.886	3.278	43.164	85.300	641	124	765	27			91.928	4.131	96.059 *	
HANSEPFERD, Hamburg	2	3	11.557	1.096			12.653	12.690	25.343	49.000	436	47	483	17				54.637	552	55.189 *	
HAUS + GARTEN - Spring and leisure fair, Essen	1	5	5.344	51			5.395	3.631	9.026	24.000	278	3	281	3	12		12			50.800 *	
hobby + elektronik, Stuttgart	1	4	3.322				3.322	1.030	4.352	10.500	77		77	1						54.366 <sup>4)</sup>	
HobbyTronic, Dortmund	1	5	1.628	748			2.376	670	3.046	8.600	60	1	61	2				41.123	4.518	45.641 <sup>5)</sup>	
Horizont, Karlsruhe	1	3	8.761	338			9.099	282	9.381	20.000	152	20	172	8	21	1	22	15.873	357	16.230 *	
IMA Amusement and vending machines, Düsseldorf	1	4	10.017	1.128			11.145	1.776	12.921	21.100	117	44	161	15				7.298	1.268	8.566 *	
INTERBOOT, Friedrichshafen	1	9	19.901	8.962		2.465	750	32.078	2.022	34.100	71.000	407	132	539	15	32	147	179	71.183	20.666	91.849 *
INTERMODELLBAU, Dortmund	1	5	7.782	675			8.457	11.048	19.505	47.600	364	38	402	14	4		4	80.369	17.285	97.654 *	
INTERMOT, Köln	2	5	29.751	27.658			57.409	76.282	133.691	193.800	306	660	966	36	48	38	86	156.783	16.100	172.883 *	
Intern. Mineralien- und Fossilienbörse, Stuttgart	1	3	1.423	210			1.633	239	1.872	10.500	185	46	231	23				19.996	202	20.198 <sup>4)</sup>	
International pedigree dog show, Erfurt	1	2	1.154	6		317	1.477	12.270	13.747	30.700	70	1	71	2				15.484	93	15.577 *	
Interzoo, Nürnberg	2	4	19.769	28.836			48.605		48.605	89.600	334	1.102	1.436	72				14.284	22.916	37.200	
ispo - winter, München	1	4	25.866	68.945			94.811	8.078	102.889	175.600	347	1.679	2.026	48				20.423	41.263	61.686 *	
ITB - Travel trade show, Berlin	1	5	30.837	61.079		317	150	92.383		92.383	160.800	1.644	5.955	7.599	181	989	3.995	4.984	115.028	34.748	149.776 *
IWA & OutdoorClassics, Nürnberg	1	4	11.374	20.166			31.540	668	32.208	55.600	272	774	1.046	51				12.310	19.405	31.715	
IWB - Intern. arms exchange, Stuttgart	1	3	2.429	555			2.984	970	3.954	10.500	146	48	194	18				12.720	812	13.532	
JAGD & HUND, Dortmund	1	6	9.860	2.314			12.174	6.952	19.126	41.900	389	149	538	26				64.411	8.950	73.361 *	
Junting, Fishing, Riding /Forestry and Wood, Dresden	1	3	1.911	89		2.108	66	4.174	7.280	11.454	28.200	267	11	278	8		1	1		20.508 *	
Kreativ- & Bastelwelt, Stuttgart	1	4	2.400	154			2.554	944	3.498	10.500	105	10	115	6						30.413 <sup>4)</sup>	
MAGDEBOOT, Magdeburg	1	4	3.152			477		3.629	483	4.112	9.200	104		104	1					8.085	
Modell Süd Bau & Bahn, Stuttgart	1	4	1.873	60			1.933	8.068	10.001	26.800	91	6	97	5						40.547 <sup>4)</sup>	
Modellbahn - Model railways, accessories, toys, hobbies, Köln	2	4	3.738	222			3.960	12.675	16.635	60.000	172	20	192	13						59.483 *	
Modellbau - Model Construction, Freiburg	2	4	925	45		12		982	6.881	7.863	18.000	123	7	130	6					13.623	

Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 30 ff. <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Reise/CAMPING/Fahrrad/Golf. Recurring names were permitted <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of Internationale Handwerksmesse/Garten München. Recurring names were permitted <sup>4)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Recurring names were permitted <sup>5)</sup> Visitor attendance determined by a representative poll in the combination of Intermodellbau/Hobbytronic. Recurring names were permitted

FKM 	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	
For the complete titles see pp. 133																					
modell-hobby-spiel, Leipzig	1	3	10.070	573			10.643	22.352	32.995	80.400	437	32	469	10	8	1	9	100.578	2.791	103.369	*
Musikmesse, Frankfurt/Main	1	4	20.308	30.163	290	28	50.789	7.733	58.522	111.900	595	1.055	1.650	47				53.218	25.273	78.491	*1)
OutDoor, Friedrichshafen	1	4	11.685	23.033	750	447	35.915	11.712	47.627	78.700	175	609	784	38	2	52	54	8.502	10.560	19.062	*
outdoor / fahrrad.markt.zukunft, Bremen	1	2	2.722	128			2.850	5.298	8.148	15.600	127	6	133	5						9.430	*
Pferd, Stuttgart	1	4	4.057	273			4.330	2.012	6.342	18.300	149	11	160	7						36.654	2)
Pferd & Jagd - Equestrian sport, hunting, fishing, Hannover	1	4	18.103	1.180	35		19.318	3.491	22.809	78.000	625	69	694	25						76.920	*
Pferd Bodensee, Friedrichshafen	2	3	6.392	471			6.863	5.213	12.076	34.600	177	23	200	8						19.620	
REISE/CAMPING, Essen	1	5	26.595	2.334			28.929	120	29.049	63.600	469	143	612	29				80.511	1.811	82.322	*3)
Reiselust, Bremen	1	3	2.260	345			2.605	557	3.162	8.800	163	27	190	12				14.701	549	15.250	*4)
Reisen & Caravan - Travel & Caravaning, Erfurt	1	4	5.200	408			5.608	600	6.208	14.000	211	42	253	13						31.246	*
REISEN HAMBURG	1	5	23.182	3.504	40		26.726	1.519	28.245	52.100	682	338	1.020	72	30	19	49	72.868	736	73.604	*
Riding - Hunting -Fishing, Erfurt	1	3	4.018	271	460		4.749	8.707	13.456	20.600	184	14	198	7						23.529	*
Spielwarenmesse - International Toy Fair, Nürnberg	1	6	50.260	54.284			104.544		104.544	157.000	864	1.806	2.670	61	4	9	13	38.015	41.801	79.816	*
spoga + gafa, Köln	2	3	48.086	82.939			131.025	4.060	135.085	265.600	505	1.645	2.150	57	12	74	86	16.473	21.960	38.433	*
Süddeutsche Spielmesse, Stuttgart	1	4	1.896	77			1.973	2.345	4.318	10.500	75	4	79	4						43.054	5)
Touristik & Caravaning International with fahrrad.markt.zukunft, Leipzig	1	5	20.633	3.632			24.265	4.817	29.082	52.000	740	332	1.072	50	43	32	75	70.424	1.043	71.467	*
TourNatur, Düsseldorf	1	3	3.354	586			3.940	1.967	5.907	14.800	193	78	271	13						37.172	6)
Westdeutsche Mineralientage, Dortmund	1	2	1.158	276			1.434	614	2.048	11.200	165	43	208	18						5.427	
<b>B12 Electrical Engineering and Electronics</b>																					
belektro, Berlin	2	3	9.671	140			9.811	1.715	11.526	23.900	223	6	229	6				15.455	125	15.580	*
electronica, München	2	4	54.104	34.060			88.164	1.635	89.799	160.000	1.185	1.612	2.797	46	128	394	522	40.254	32.716	72.970	*
embedded world, Nürnberg	1	3	11.510	3.435			14.945		14.945	30.000	409	266	675	28				13.166	4.175	17.341	*
PCIM, Nürnberg	1	3	3.235	2.060			5.295	144	5.439	10.600	124	128	252	25	8	48	56	4.285	2.208	6.493	
SMT / HYBRID / PACKAGING, Nürnberg	1	3	12.894	2.651			15.545	421	15.966	29.600	459	174	633	28	27	60	87	17.556	6.826	24.382	
SPS/IPC/DRIVES, Nürnberg	1	3	51.237	6.695			57.932	284	58.216	94.700	1.101	285	1.386	32	119	100	219	40.336	7.769	48.105	
<b>B13 Metal-Working, Automation, Measuring, Quality Assurance</b>																					
ALUMINIUM, Essen	2	3	11.958	15.453			27.411	316	27.727	53.900	390	483	873	45				10.672	6.214	16.886	*
AMB - Metal working, Stuttgart	2	5	50.701	13.209			63.910	778	64.688	107.300	1.014	270	1.284	26	27	36	63	79.183	5.960	85.143	*
AUTOMATICA, München	2	4	27.440	3.837			31.277	1.565	32.842	55.000	610	249	859	41				24.053	8.504	32.557	*
Composites Europe, Essen	1	3	2.898	1.818			4.716	758	5.474	10.300	154	100	254	21				5.175	2.886	8.061	*
EuroBLECH, Hannover	2	5	48.184	39.499			87.683		87.683	146.000	842	678	1.520	38				45.553	23.993	69.546	*
EUROGUSS, Nürnberg	2	3	6.415	3.786			10.201	222	10.423	17.200	230	173	403	33				5.678	1.420	7.098	*
GrindTec, Augsburg	2	4	8.455	3.110			11.565	144	11.709	21.900	213	125	338	24				8.412	2.657	11.069	*
Hannover Messe: Digital Factory, Hannover	1	5	4.828	391			5.219		5.219	10.000	226	22	248	12				38.343	8.417	46.760	*7)
Hannover Messe: Industrial Automation, Hannover	1	5	54.648	10.465	126		65.239	1.888	67.127	117.000	781	419	1.200	36				97.963	27.631	125.594	*7)

Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 30 ff. <sup>1)</sup> ascertained by a representative poll <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of ANIMAL/PFERD. Recurring names were permitted <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of Reise/CAMPING/Fahrrad/Golf. Recurring names were permitted <sup>4)</sup> Visitor attendance determined by a representative poll in the combination of CARAVAN/Reiselust. Recurring names were permitted <sup>5)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Recurring names were permitted <sup>6)</sup> Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur/IAM. Recurring names were permitted <sup>7)</sup> Visitor attendance determined by a representative poll at HANNOVER MESSE. Recurring names were permitted



For the complete titles see pp. 133	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
METAV, Düsseldorf	2	5	46.013	7.752			53.765		53.765	88.600	684	160	844	23			45.209	6.815	52.024 *	
METPACK, Essen	3	5	3.278	7.014			10.292		10.292	23.200	49	173	222	25			1.850	5.001	6.851 *	
NORTEC, Hamburg	2	4	9.113	526			9.639	3.295	12.934	26.800	366	34	400	14	9	3	12	13.392	315	13.707 *
SENSOR + TEST, Nürnberg	1	3	6.674	1.796			8.470	2.556	11.026	20.000	407	155	562	25			6.427	1.507	7.934 *	
Tube, Düsseldorf	2	5	15.655	25.762	6		41.423	968	42.391	71.100	302	724	1.026	47			16.624	18.671	35.295 <sup>1)</sup>	
wire, Düsseldorf	2	5	17.078	36.506			53.584	423	54.007	85.700	316	814	1.130	49			17.510	24.989	42.499 <sup>1)</sup>	
<b>B14 Plastic and Wood Processing</b>																				
HOLZ-HANDWERK / fensterbau/frontale, Nürnberg	2	4	74.544	15.140			89.684		89.684	145.800	953	323	1.276	34			87.505	15.442	102.947 *	
KMO - Plastics Processing Fair, Bad Salzufflen	1	4	6.172	431			6.603	644	7.247	12.000	196	20	216	7			4.013	124	4.137 *	
<b>B15 Power Supply Industry</b>																				
CARBON EXPO, Köln	1	3	480	1.869			2.349	189	2.538	9.400	42	194	236	65	1	18	19	1.312	5.094	6.406 *
CEP CLEAN ENERGY POWER, Stuttgart	1	3	3.516	283	200	37	4.036		4.036	10.900	189	26	215	11			9.858	519	10.377 *	
DENEX, Kassel	1	3	740		146		886	108	994	2.900	64	2	66	2					3.274 *	
EnergieSparTage, Hannover	1	3	803	18	20		841	594	1.435	3.550	67	1	68	2					2.142	
E-world energy & water, Essen	1	3	10.880	2.618			13.498	184	13.682	31.400	345	111	456	21	13		13	11.329	2.142	13.471 *
Hannover Messe: Energy, Hannover	1	5	24.511	11.819	439		36.769	536	37.305	60.100	413	498	911	47			77.446	20.711	98.157 <sup>2)</sup>	
Husum WindEnergy, Husum	2	5	12.253	4.685	904	114	17.956	2.956	20.912	30.000	512	233	745	29			16.336	8.303	24.639 *	
Intersolar - Solar Technology, München	1	3	26.597	15.103	1.767	273	43.740	400	44.140	76.700	571	509	1.080	42					52.014	
new energy husum, Husum	1	4	1.885	15	221		2.121	196	2.317	6.000	122	1	123	2					10.840 *	
RENEXPO, Augsburg	1	4	3.894	1.022	857	416	6.189	381	6.570	18.000	253	49	302	16					13.907 *	
waste to energy, Bremen	2	2	1.342	297			1.639	1.036	2.675	8.100	83	22	105	7			887	253	1.140	
<b>B16 Other Investment Goods Industries</b>																				
Analytica, München	2	4	18.502	6.140	111		24.753	1.117	25.870	55.200	661	372	1.033	36	20	26	46	22.370	10.695	33.065 *
BIOTECHNICA, Hannover	1	3	7.007	1.310			8.317	3.380	11.697	24.500	409	114	523	27			9.141	2.144	11.285 *	
EuroShop, Düsseldorf	3	5	47.005	59.800	66		106.871	2.729	109.600	197.600	883	1.012	1.895	48			43.059	61.707	104.766 *	
glasstec, Düsseldorf	2	5	22.700	45.738	103	99	68.640	5.504	74.144	123.500	410	861	1.271	48			24.397	30.676	55.073 *	
Hannover Messe: Micro Technology, Hannover	1	5	1.685	172			1.857	282	2.139	4.200	95	55	150	19			41.798	8.440	50.238 <sup>2)</sup>	
Hannover Messe: Power Plant Technology, Hannover	1	5	2.142	524			2.666		2.666	9.600	48	26	74	15			31.898	10.804	42.702 <sup>2)</sup>	
Hannover Messe: Research & Technology, Hannover	1	5	7.091	2.357			9.448	200	9.648	15.500	311	129	440	20			46.254	10.360	56.614 <sup>2)</sup>	
Hannover Messe: Subcontracting, Hannover	1	5	14.891	15.291	15		30.197	1.044	31.241	50.600	590	950	1.540	50			46.414	14.258	60.672 <sup>2)</sup>	
INTER BRUSH, Freiburg	4	3	3.310	5.698			9.008		9.008	18.000	51	133	184	26			1.997	3.841	5.838	
INTERGEO, Bremen	1	3	9.354	2.464	154	15	11.987		11.987	23.700	333	139	472	29	2	2	4	11.149	2.787	13.936 *
interpack, Düsseldorf	3	7	71.710	101.535	560	149	173.954	1.053	175.007	251.200	846	1.900	2.746	60			67.916	103.157	171.073 *	
LASYS, Stuttgart	2	3	3.337	1.114			4.451		4.451	10.500	122	65	187	15	6	1	7	2.617	827	3.444 *
MAINTAIN, München	1	3	5.681	249			5.930	258	6.188	10.500	236	16	252	7			4.336	623	4.959	
O & S - Surface treatments and coatings, Stuttgart	2	3	5.856	614			6.470	180	6.650	13.800	271	40	311	10	1		1	4.067	775	4.842 *

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 30 ff. <sup>1)</sup> ascertained by a representative poll <sup>2)</sup> Visitor attendance determined by a representative poll at HANNOVER MESSE. Recurring names were permitted

FKM	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 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	Total		
For the complete titles see pp. 133																						
POWTECH/TechnoPharm, Nürnberg	2	3	20.897	5.856			26.753		26.753	55.200	737	272	1.009	28						10.791	4.618	15.409 *
Rapid.Tech, Erfurt	1	2	476	30			506	84	590	2.100	42	3	45	4						752	70	822 *
RESALE, Karlsruhe	1	3	4.878	2.947	1.538	324	9.687		9.687	23.300	299	205	504	31						3.466	6.615	10.081 *
SIT Sächsische Industrie- und Technologiemesse, Chemnitz	1	3	2.050	28			2.078	340	2.418	7.500	166	2	168	3	13			13				2.545 *
VISION - Machine vision and identification technologies, Stuttgart	1	3	4.688	2.792			7.480	563	8.043	21.000	161	131	292	28	6	11		17		4.386	1.706	6.092 *
Z - Subcontracting Fair, Leipzig	1	4	3.748	1.377			5.125	200	5.325	12.000	300	142	442	20						6.945	850	7.795 *
<b>B17 Other Consumer Goods and Service Industries</b>																						
Beautyworld, Frankfurt/Main	1	3	4.212	3.368			7.580	264	7.844	17.900	124	209	333	27						4.971	3.498	8.469 <sup>*1)</sup>
BioFach / Vivanness, Nürnberg	1	4	22.122	22.465			44.587	2.489	47.076	100.000	939	1.825	2.764	79						28.961	17.523	46.484 *
CADEAUX - Trade fair for gifts (Feb.), Leipzig	1	3	9.284	411			9.695	1.319	11.014	30.800	306	18	324	11	1			1				7.809 *
CADEAUX - Gifts / Comfortex - Interior design (Sept.), Leipzig	1	3	13.519	623			14.142	1.860	16.002	46.200	451	29	480	12						11.675	190	11.865 *
Christmasworld, Frankfurt/Main	1	5	24.317	27.237			51.554	1.920	53.474	89.400	309	714	1.023	40						14.332	17.236	31.568 <sup>*1)</sup>
DKM - Finance and Insurance Industry, Dortmund	1	3	9.485	368			9.853		9.853	23.200	371	26	397	13						12.130	174	12.304 *
ecclesia, Köln	1	3	2.208	323			2.531	207	2.738	8.300	154	19	173	9								2.573 *
euregia - Local and regional developm. in Europe, Leipzig	2	3	608	83			691		691	2.000	49	8	57	7								1.975 *
IAM - International Investors Fair, Düsseldorf	1	3	3.303	254			3.557	1.888	5.445	12.900	121	42	163	12						12.927	400	13.327 <sup>*2)</sup>
InterKarneval, Köln	1	3	1.470	251			1.721	15.723	17.444	23.100	82	8	90	5								13.171 *
Invest, Stuttgart	1	3	5.116	1.379			6.495	1.551	8.046	22.400	156	97	253	12			4	4		16.726	517	17.243 *
Karlsruher Hochzeits- und Festtage -Weddings days, Karlsruhe	1	2	1.704	9	53		1.766	172	1.938	5.600	146	1	147	2								4.317 *
Kulturbörse - Stage Productions and Music, Freiburg	1	4	1.806	223			2.029	4.402	6.431	12.100	253	43	296	11								2.760 *
Moderner Staat, Berlin	1	2	3.116	33			3.149	60	3.209	8.000	211	2	213	3						3.580	40	3.620 *
Paperworld, Frankfurt/Main	1	5	27.286	45.391			72.677	2.579	75.256	139.400	500	1.740	2.240	60						22.764	33.443	56.207 <sup>*1)</sup>
Pieta - Funeral and Cemetery Equipment, Dresden	2	3	2.450	358	40		2.848	400	3.248	6.500	98	15	113	7								1.363 <sup>*2)</sup>
Promotion World, Hannover	1	5	3.624	147			3.771		3.771	7.350	151	8	159	7						29.232	6.901	36.133 <sup>*3)</sup>
PSI Messe, Düsseldorf	1	3	19.515	16.845			36.360	203	36.563	60.800	458	405	863	28	2	11		13		7.432	11.950	19.382 *
Werkstätten, Nürnberg	1	4	5.094	269			5.363	260	5.623	11.100	197	16	213	7								12.020 *
<b>B18 Arts and Antiques</b>																						
Antiquitäten.Design.Raum, Stuttgart	1	4	2.553	113			2.666	714	3.380	10.500	148	8	156	4						20.386	630	21.016 *
Art Forum, Berlin	1	4	3.095	2.849			5.944		5.944	10.800	88	75	163	26						21.740	7.093	28.833 *
Antiques exhibition, Münster	1	5	1.648	110			1.758		1.758	5.400	65	4	69	3								6.192 *
<b>C GENERAL CONSUMER EXHIBITIONS</b>																						
afa Augsburg Spring Exhibition, Augsburg	1	9	15.286	485	1.086		16.857	3.413	20.270	36.200	452	16	468	4	24			24				81.022 *
Allgäuer Festwoche - Rural tradition exhibition, Kempten	1	9	5.672	260	8.109	22	14.063	827	14.890	26.000	364	18	382	4								105.189 *
Baden Messe incl. Schalten und Walten, Freiburg	3	9	7.975	459	4.204	100	12.738	1.886	14.624	35.000	498	23	521	9	28	4		32				75.800 *
Boulevard.DORTMUNDER HERBST, Dortmund	1	10	13.461	424			13.885	5.432	19.317	42.500	501	18	519	11						94.951	286	95.237 *
BRAUNSCHWEIG MESSE, Braunschweig	1	9	7.185	290	2.378		9.853	4.377	14.230	25.300	339	10	349	7								59.589 *

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry <sup>\*</sup> Visitors Profil Analyses see page 30 ff. <sup>1)</sup> ascertained by a representative poll <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur/IAM. Recurring names were permitted <sup>3)</sup> Visitor attendance determined by a representative poll at HANNOVER MESSE. Recurring names were permitted



For the complete titles see pp. 133	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
CONSUMENTA, Nürnberg	1	9	24.842	2.084			26.926	12.170	39.096	80.000	795	72	867	14						141.707 *
Dresdner Ostern, Dresden	1	4	3.208	387		239	3.834	9.041	12.875	19.800	256	16	272	6						51.940
DU UND DEINE WELT, Hamburg	1	9	13.482	1.402			14.884	4.611	19.495	41.700	522	53	575	27				90.718	1.009	91.727 *
Familie + Heim / Int. Mineralien- und Fossilienbörse, Stuttgart	1	9	14.955	969			15.924	7.123	23.047	53.000	641	77	718	22						69.643 <sup>2)</sup>
Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/ImmobilienMesse, Leipzig	1	9	22.521	2.002			24.523	5.843	30.366	68.300	977	81	1.058	16	2		2	169.901	340	170.241 *
HEIM + HANDWERK / Food & Life, München	1	9	25.685	4.103			29.788	4.849	34.637	67.500	799	159	958	26	16	8	24	102.831	1.354	104.185 *
Hessenschau, Darmstadt	1	9	3.393	84	2.041	40	5.558	5.920	11.478	36.000	226	8	234	5						40.798
IBO - Consumer and investment goods, Friedrichshafen	1	9	15.594	998	2.586	76	19.254	14.422	33.676	59.400	476	57	533	9	54	5	59	68.108	1.532	69.640 *
Import Shop, Berlin	1	5	3.125	3.025			6.150	739	6.889	20.000	253	277	530	57				41.129	1.055	42.184 *
Infa - Information and sales exhibition, Hannover	1	9	25.257	1.755	562		27.574	4.206	31.780	91.300	1.015	75	1.090	30						193.605 *
Inventa/Giardina - Garden and Lifestyle, Karlsruhe	1	4	12.210	393			12.603	759	13.362	25.700	451	15	466	4	2		2			38.387 *
KONTAKTA, Ansbach	2	5	2.223	18	1.119	48	3.408	1.970	5.378	15.000	273	3	276	2	7		7			37.712
MANNHEIMER MAIMARKT, Mannheim	1	11	34.239	1.962	30.814	110	67.125	5.964	73.089	177.100	1.347	75	1.422	19						343.402 *
Messe Wächtersbach, Wächtersbach	1	9	5.553	204	5.943	25	11.725	5.503	17.228	27.300	355	12	367	8						60.487 *
MODE-HEIM-HANDWERK, Essen	1	9	13.463	834			14.297	5.139	19.436	55.000	607	32	639	12				158.711	159	158.870 *
Neue Messe Rosenheim, Rosenheim	2	9	7.642	492	2.155	28	10.317	2.370	12.687	19.300	348	21	369	6	11		11			47.908
Oberfranken-Ausstellung Bayreuth, Bayreuth	2	9	5.302	115	1.765	68	7.250	2.073	9.323	15.200	249	10	259	5	7		7			36.352
OBERRHEIN-MESSE, Offenburg	1	9	10.440	768	11.721	80	23.009	3.932	26.941	55.300	468	28	496	9	12	2	14	68.657	7.544	76.201 *
Offerta, Karlsruhe	1	9	24.556	1.379	1.300		27.235	2.583	29.818	54.400	825	48	873	11	3		3			133.545 *
Passauer Frühling DreiLänderMesse, Passau	2	9	8.611	2.391	2.106	75	13.183	2.220	15.403	24.800	387	72	459	9	19	7	26			67.112
REGIO, Lörrach	1	10	8.266	433	2.219	136	11.054	7.322	18.376	29.000	443	43	486	5	94	19	113	66.098	10.582	76.680 *
Rheinland-Pfalz-Ausstellung, Mainz	1	9	13.727	679	2.516		16.922	4.048	20.970	33.600	743	16	759	8						75.329 *
Südwest Messe, Villingen-Schwenningen	1	9	13.555	550	18.162	132	32.399	1.881	34.280	59.800	691	29	720	9	79	24	103			96.694 *
Thüringen-Ausstellung, Erfurt	1	9	9.761	365			10.126	3.000	13.126	23.000	643	10	653	6						62.387
ufra, Schweinfurt	2	9	6.392		1.710		8.102	3.044	11.146	20.000	412		412	1						71.132

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 30 ff. <sup>1)</sup> ascertained by a representative poll <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Recurring names were permitted

## afa (2007) → 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-	North Rhine-
Württemberg	- Westphalia
Bavaria	100 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pommern	- 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 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 Dirr, Hamburg

## GrindTec → Augsburg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>11 069</b>
<b>Proportion of trade visitors</b>	<b>98%</b>

<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	12
more than 100 km up to 300 km	38
over 300 km	41

<b>Total Germany</b>	<b>75</b>
Baden-	North Rhine-
Württemberg	37 Westphalia
Bavaria	40 Rhineland-
Berlin	1 Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	1 Saxony-Anhalt
Hesse	4 Schleswig-
Mecklenburg-	Holstein
West Pommern	- Thuringia
Lower Saxony	2

<b>Total Foreign</b>	<b>25</b>
of which EU	53
Rest of Europe	30
Asia	8
4 persons	22
5 persons and more	9

<b>The five countries with the highest visitor shares</b>	%
Switzerland	25
Austria	14
Poland	9
Italy	6
Czech Republic	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	4
Department head, group head	13
Other salaried staff	28
Foreman, master craftsman	12
Skilled worker	18
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	32
2004	24
2002	15
2000	14
Earlier events	11
First visit	59

## Additional data trade visitors

<b>Economic sector</b>	%
Metalworking industry	64
Cutting machine specialists	12
other industry	8
Wood, plastics processing industry	6
Glass, ceramic, stone industry	3
Service	3
Metal trade	2
Trade	2
Other skilled trades	1
Other sectors	6

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	33
In an advisory capacity	20
No	17

<b>Area of responsibility</b>	%
Management	19
Research/development/design	11
Planning/work preparation	5
Manufacture/production	39
Production, quality control	2
Buying/procurement	4
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	-
Maintenance/repairs	2
Other area	4
Student	1

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	9
5- 9	9
10- 49	21
50- 99	10
100-199	11
200-	499
500-	999
1 000-	9 999
10 000 and more	4

<b>Length of stay</b>	%
<b>1. Length of stay (days):</b>	
one	81
two	14
three	3
four	2
<b>2. Average length of stay</b>	<b>1,3 days</b>
<b>3. Share of visitors on the event's days:</b>	
1st day	26
2nd day	35
3rd day	39
4th day	26

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-	North Rhine-
Württemberg	12 Westphalia
Bavaria	75 Rhineland-
Berlin	1 Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	2 Schleswig-
Mecklenburg-	Holstein
West Pommern	1 Thuringia
Lower Saxony	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
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 Pommern	-
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 staff, public service	43
Skilled worker	13
Farmer	5
Lecturer, teacher, scientific assistant	1
Trainee	-
Other position	-
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 Pommern	-
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 staff, public service	33
Skilled worker	7
Farmer	6
Lecturer, teacher, scientific assistant	1
Trainee	-
Other position	1
Student	1
Housewife/man	2
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



## KMO → Bad Salzuflen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>4 137</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	48
more than 50 km up to 100 km	38
more than 100 km up to 300 km	13
over 300 km	

<b>Total Germany</b>	<b>97</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	5 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	4 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	16

<b>Total Foreign</b>	<b>3</b>
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<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	14
Department head, group head	19
Other salaried staff/public service	22
Skilled worker	1
Lecturer, teacher, scientific assistant	-
Trainee, student	1

<b>Frequency of visits to trade fair</b>	%
2006	57
2005	6
2003	20
2002	4
Earlier events	37
First visit	32

## Additional data trade visitors

<b>Economic sector</b>	%
Plastics processing	54
Plastics user	9
Toolmaking	9
Trade/services	9
Mechanical engineering	7
Electrical industry/electrical engineering	6
Automobile industry or its supplying firms	4
Chemical industry	2
Other	5

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	41
Collectively	30
In an advisory capacity	21
No	7

<b>Area of responsibility</b>	%
Management	35
Research/development/design	25
Planning/work preparation	5
Manufacture/production	22
Production, quality control	8
Buying/procurement	13
Finance/accounting, controlling	2
Information, communication technology (EDP)	-
Administration/organisation/personnel/social welfare/training	-
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	-
Maintenance/repairs	-
Other area	6

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 9	21
10- 49	17
50- 99	19
100-199	19
200- 499	14
500- 999	4
1 000- 9 999	4
10 000 and more	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	85
two	11
three	2
four	2
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	35
2nd day	47
3rd day	37
4th day	3

Conducted by: Explorare-Institut für Marktforschung, Bielefeld

## ZOW (2007) → 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-	North Rhine-
Württemberg	7 Westphalia
Bavaria	6 Rhineland-
Berlin	1 Palatinate
Brandenburg	- Saarland
Bremen	1 Saxony
Hamburg	1 Saxony-Anhalt
Hesse	3 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
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
Hamburg	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 staff, 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

## Basic data trade visitors

<b>Total number of visitors</b>	<b>28 833</b>
<b>Proportion of trade visitors</b>	<b>62%</b>
<b>Region of residence</b>	%
up to 50 km	51
more than 50 km up to 100 km	2
more than 100 km up to 300 km	7
over 300 km	40
<b>Total Germany</b>	<b>72</b>
Baden-Württemberg	3
Bavaria	4
Berlin	64
Brandenburg	10
Bremen	1
Hamburg	3
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	3
North Rhine-Westphalia	4
Rhineland-Palatinate	1
Saarland	-
Saxony	1
Saxony-Anhalt	3
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>28</b>
of which EU	69
Rest of Europe	11
North America	9
Other	11
<b>The three countries with the highest visitor shares</b>	%
France	10
Denmark	8
Italy	7
<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	3
Other salaried staff/public service	5
Skilled worker	3
Lecturer, teacher, scientific assistant	5
Trainee	2
Other position	5
Student	30
Other not gainfully employed	7
<b>Frequency of visits to trade fair</b>	%
2007	31
2006	28
2005	21
Earlier events	16
First visit	55

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>38%</b>
<b>Region of residence</b>	%
up to 50 km	62
more than 50 km up to 100 km	1
more than 100 km up to 300 km	7
over 300 km	31
<b>Total Germany</b>	<b>81</b>
Baden-Württemberg	3
Bavaria	4
Berlin	68
Brandenburg	9
Bremen	-
Hamburg	4
Hesse	1
Mecklenburg-West Pomerania	-
Lower Saxony	1
North Rhine-Westphalia	4
Rhineland-Palatinate	1
Saarland	-
Saxony	1
Saxony-Anhalt	2
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>19</b>
of which EU	69
Other	31
<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	2
Department head, group head	4
Other salaried staff/public service	19
Skilled worker	1
Lecturer, teacher, scientific assistant	6
Trainee	2
Other position	6
Student	17
Other not gainfully employed	19
<b>Frequency of visits to trade fair</b>	%
2007	33
2006	28
2005	24
Earlier events	15
First visit	52

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	55
more than 50 km up to 100 km	1
more than 100 km up to 300 km	7
over 300 km	36
<b>Total Germany</b>	<b>75</b>
Baden-Württemberg	3
Bavaria	4
Berlin	66
Brandenburg	9
Bremen	1
Hamburg	3
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	2
North Rhine-Westphalia	4
Rhineland-Palatinate	1
Saarland	-
Saxony	2
Saxony-Anhalt	2
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>25</b>
of which EU	69
Rest of Europe	12
North America	9
Other	10
<b>The five countries with the highest visitor shares</b>	%
France	10
Denmark	8
Hungary	6
Netherlands	6
Great Britain	6
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	31
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	3
Other salaried staff/public service	10
Skilled worker	2
Lecturer, teacher, scientific assistant	5
Trainee	2
Other position	5
Student	25
Other not gainfully employed	12
<b>Frequency of visits to trade fair</b>	%
2007	32
2006	28
2005	22
Earlier events	16
First visit	54

## Additional data trade visitors

<b>Economic sector</b>	%
Curator, museum, art association, public art collection	7
Press, publisher	8
Art Consulting	10
Independent curator	9
Gallery owner	9
Gallery employee	5
Art trade	10
Organization of art exhibitions	3
Freelance in art field	21
Auctioneer	4
Private collector	6
Other	12
Student	30
Other not gainfully employed	7
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	31
Collectively	11
In an advisory capacity	9
No	12
Student	30
Other not gainfully employed	7
<b>Area of responsibility</b>	%
Management	16
Research/development/design	8
Planning/work preparation	8
Manufacture/production	7
Production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	3
Information, communication technology (EDP)	4
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	2
Maintenance/repairs	1
Other area	28
Student	30
Other not gainfully employed	7
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	39
5- 9	6
10- 49	8
50- 99	3
100-199	1
200-499	2
500- 999	1
1 000- 9 999	1
10 000 and more	3
Student	30
Other not gainfully employed	7
<b>Length of stay</b>	%
<b>1. Length of stay (days):</b>	
one	79
two	16
three	4
four	1
<b>2. Average length of stay</b>	1,3 days
<b>3. Share of visitors on the event's days:</b>	
1st day	32
2nd day	34
3rd day	34
4th day	27

## Additional data private visitors

<b>Sex</b>	%
Male	53
Female	47
<b>Age</b>	%
up to 20 years	8
over 20 up to 30 years	17
over 30 up to 40 years	16
over 40 up to 50 years	23
over 50 up to 60 years	17
over 60 up to 70 years	14
over 70 years	5
<b>Net household income</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	5
more than 2 000,- EUR up to 2 600,- EUR	6
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	21
N/A	33
<b>Size of household</b>	%
1 person	29
2 persons	42
3 persons	11
4 persons	10
5 persons and more	8
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	17
no	51
maybe	33
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	10
no	42
maybe	48

Conducted by: Hopp & Partner, Berlin

## bautec → Berlin

## Basic data trade visitors

<b>Total number of visitors</b>	*)
<b>Proportion of trade visitors</b>	82%
<b>Region of residence</b>	%
up to 50 km	63
more than 50 km up to 100 km	10
more than 100 km up to 300 km	12
over 300 km	15

<b>Total Germany</b>	<b>94</b>
Baden-Württemberg	1 North Rhine-Westphalia
Bavaria	1 Rhineland-Palatinate
Berlin	51 Saarland
Brandenburg	31 Saxony
Bremen	- Saxony-Anhalt
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig-Holstein
Mecklenburg-West Pomerania	2 Thuringia
Lower Saxony	2

<b>Total Foreign</b>	<b>6</b>
of which EU	48
Rest of Europe	19
middle East	19
Other	14

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	33
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	11
Other salaried staff/public service	14
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	13
Other position	2
Student	5
Other not gainfully employed	6

<b>Frequency of visits to trade fair</b>	%
2006	32
2004	31
2002	25
2000	18
Earlier events	15
First visit	37

\*) individual number of visitors not available, combined with Build IT/Solar Energy (53 926 visitors)

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	6
Construction industry	32
Other skilled trades	7
Retail trade/building materials trade	3
Wholesale/foreign trade	3
Building owner	3
Authority/public services	7
Architect's, planner's, engineer's office	16
Other services	6
Association/guild/chamber	1
Teaching (polytechnic/university/college)	2
Other	4
Student	5
Other not gainfully employed	6

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	26
In an advisory capacity	20
No	15
Student	5
Other not gainfully employed	6

<b>Area of responsibility</b>	%
Management	23
Research/development/design	6
Planning/work preparation	24
Manufacture/production	15
Production, quality control	4
Buying/procurement	9
Finance/accounting, controlling	3
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	7
Marketing/sales/advertising/PR	3
Storage/material management/logistics/transport	2
Maintenance/repairs	13
Other area	16
Student	5
Other not gainfully employed	6

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	33
5- 9	12
10- 49	17
50- 99	6
100- 199	6
200- 499	4
500- 999	4
1 000- 9 999	5
10 000 and more	2
Student	5
Other not gainfully employed	6

<b>Length of stay</b>	%
1. Length of stay (days):	
one	86
two	11
three	2
four	-
five	1
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	19
2nd day	27
3rd day	30
4th day	27
5th day	16

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## belektro → Berlin

## Basic data trade visitors

<b>Total number of visitors</b>	<b>15 580</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	59
more than 50 km up to 100 km	16
more than 100 km up to 300 km	19
over 300 km	6

<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	1 North Rhine-Westphalia
Bavaria	1 Rhineland-Palatinate
Berlin	45 Saarland
Brandenburg	37 Saxony
Bremen	- Saxony-Anhalt
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-Holstein
Mecklenburg-West Pomerania	4 Thuringia
Lower Saxony	1

<b>Total Foreign</b>	<b>1</b>
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<b>Position in the company/organisation</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	10
Other salaried staff/public service	11
Skilled worker	15
Lecturer, teacher, scientific assistant	4
Trainee	20
Other position	3
Student	6
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2006	42
2003	33
2001	24
Earlier events	23
First visit	36

## Additional data trade visitors

<b>Economic sector</b>	%
Power supply, water supply, mining	11
Industry	9
Wholesale trade	5
Retail trade	1
Skilled trades	43
Logistics and transportation	1
Education/science/research	3
Training and further training	4
Planning, technical consultants	5
Architects	1
Other private service providers	2
Other public services/administration	5
Other sectors	3
Student	6
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	24
Collectively	27
In an advisory capacity	23
No	18
Student	6
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	20
Research/development/design	5
Planning/work preparation	21
Manufacture/production	19
Production, quality control	7
Buying/procurement	15
Finance/accounting, controlling	5
Information, communication technology (EDP)	10
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	6
Storage/material management/logistics/transport	6
Maintenance/repairs	29
Other area	17
Student	6
Other not gainfully employed	2

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	27
5- 9	14
10- 49	17
50- 99	7
100- 199	5
200- 499	5
500- 999	4
1 000- 9 999	8
10 000 and more	5
Student	6
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	89
two	9
three	2
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	34
2nd day	41
3rd day	39

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## Build IT → Berlin

## Basic data trade visitors

<b>Total number of visitors</b>	*)
<b>Proportion of trade visitors</b>	<b>90%</b>
<b>Region of residence</b>	%
up to 50 km	61
more than 50 km up to 100 km	6
more than 100 km up to 300 km	17
over 300 km	16

<b>Total Germany</b>	<b>95</b>
Baden-Württemberg	1 North Rhine-Westphalia
Bavaria	4 Rhineland-Palatinate
Berlin	51 Saarland
Brandenburg	24 Saxony
Bremen	- Saxony-Anhalt
Hamburg	1 Saxony-Anhalt
Hesse	1 Schleswig-Holstein
Mecklenburg-West Pomerania	5 Thuringia
Lower Saxony	3

<b>Total Foreign</b>	<b>5</b>
of which EU	53
Rest of Europe	27
Other	20

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	39
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head	9
Other salaried staff/public service	12
Skilled worker	2
Lecturer, teacher, scientific assistant	5
Trainee	8
Other position	1
Student	12
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2006	24
2004	18
2003	10
2002	12
Earlier events	8
First visit	55

\*) individual number of visitors not available, combined with bauteC/Solar Energy (53 926 visitors)

## FRUIT LOGISTICA Berlin

### Additional data trade visitors

<b>Economic sector</b>	%
Building industry, building material manufacturers	6
Building / fitting out trades	11
Building material / retail trade	1
Public authorities, public sector	2
Architects, planners	37
Construction services	7
Publishing, media	3
Associations, guilds, chambers	1
Teachers, business education	5
Other	14
Student	12
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	37
Collectively	21
In an advisory capacity	13
No	15
Student	12
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	23
Research/development/design	8
Planning/work preparation	32
Manufacture/production	8
Production, quality control	3
Buying/procurement	5
Finance/accounting, controlling	5
Information, communication technology (EDP)	6
Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	6
Storage/material management/logistics/transport	2
Maintenance/repairs	7
Other area	13
Student	12
Other not gainfully employed	3

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	39
5- 9	9
10- 49	15
50- 99	5
100-199	6
200-499	4
500- 999	3
1 000- 9 999	2
10 000 and more	2
Student	12
Other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	87
two	12
three	1
four	-
five	-
2. Average length of stay	1,2 days

3. Share of visitors on the event's days:	
1st day	25
2nd day	28
3rd day	22
4th day	27
5th day	14

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

### Basic data trade visitors

<b>Total number of visitors</b>	<b>50 430</b>
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<b>Proportion of trade visitors</b>	<b>97%</b>
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<b>Region of residence</b>	%
up to 50 km	4
more than 50 km up to 100 km	1
more than 100 km up to 300 km	5
over 300 km	90

<b>Total Germany</b>	<b>27</b>
Baden-Württemberg	13
Bavaria	11
Berlin	16
Brandenburg	5
Bremen	1
Hamburg	6
Hesse	5
Mecklenburg-West Pommern	1
Lower Saxony	13
North Rhine-Westphalia	15
Rhineland-Palatinate	5
Saarland	-
Saxony	4
Saxony-Anhalt	1
Schleswig-Holstein	4
Thuringia	2

<b>Total Foreign</b>	<b>73</b>
of which EU	70
Rest of Europe	8
Africa	4
North America	4
South and Central America	7
middle East	5
East Asia	2
Australia	1

<b>The five countries with the highest visitor shares</b>	%
Italy	12
France	11
Netherlands	10
Spain	9
Great Britain	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	31
Managing director, board member, head of an authority etc.	20
Senior department head, other employee with managerial responsibility	10
Department head, group head	17
Other salaried staff/public service	9
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	37
2006	26
2005	20
2004	17
Earlier events	10
First visit	37

### Additional data trade visitors

<b>Economic sector</b>	%
Fruit and vegetable grower	30
Importers, exporters	31
Industry	8
Retail trade (central buying)	4
Retail trade (distribution)	7
Own wholesale trade of retail grocery trade	7
Other wholesale trade	8
Hotel, catering trade	2
Packaging companies	7
Packaging machinery manufacturer	2
Freight forwarders, transport companies	7
Other services	9
Authority/public services	2
Association, society, institution, organisation	3
Research, apprenticeship, training	5
Other	5
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	41
Collectively	33
In an advisory capacity	15
No	7
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	40
Research/development/design	10
Planning/work preparation	10
Manufacture/production	9
Production, quality control	10
Buying/procurement	22
Finance/accounting, controlling	5
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	24
Storage/material management/logistics/transport	6
Maintenance/repairs	3
Other area	8
Student	3
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	15
5- 9	13
10- 49	27
50- 99	11
100-199	7
200-499	9
500- 999	5
1 000- 9 999	6
10 000 and more	4
Student	3
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	40
two	42
three	19
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	
1st day	68
2nd day	76
3rd day	36

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## Import Shop Berlin Berlin

### Basic data private visitors

<b>Total number of visitors</b>	<b>42 184</b>
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<b>Proportion of private visitors</b>	<b>91%</b>
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<b>Region of residence</b>	%
up to 50 km	87
more than 50 km up to 100 km	4
more than 100 km up to 300 km	4
over 300 km	5

<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	-
Bavaria	1
Berlin	76
Brandenburg	18
Bremen	-
Hamburg	1
Hesse	-
Mecklenburg-West Pommern	1
Lower Saxony	1
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	-

<b>Total Foreign</b>	<b>2</b>
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<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	13
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	30
Skilled worker	3
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	4
Student	12
Housewife/man	4
Old-age pensioner	20
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2006	58
2005	55
2004	50
2003	35
First visit	23

### Additional data private visitors

<b>Sex</b>	%
Male	22
Female	78

<b>Age</b>	%
up to 20 years	9
over 20 up to 30 years	13
over 30 up to 40 years	10
over 40 up to 50 years	26
over 50 up to 60 years	19
over 60 up to 70 years	17
over 70 years	6

<b>Net household income</b>	%
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	16
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	11
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	3
N/A	34

<b>Size of household</b>	%
1 person	21
2 persons	45
3 persons	17
4 persons	12
5 persons and more	5

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	92
no	2
maybe	7

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	26
no	28
maybe	46

Conducted by: Hopp & Partner, Berlin

## International Green Week → Berlin

## Basic data trade visitors

<b>Total number of visitors</b>	<b>424 502</b>
<b>Proportion of trade visitors</b>	<b>28%</b>
<b>Region of residence</b>	%
up to 50 km	49
more than 50 km up to 100 km	10
more than 100 km up to 300 km	21
over 300 km	21
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	1
Bavaria	2
Berlin	39
Brandenburg	23
Bremen	2
Hamburg	2
Hesse	2
Mecklenburg-West Pomerania	3
Lower Saxony	3
<b>Total Foreign</b>	<b>2</b>
<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	1
Department head, group head	3
Other salaried staff/public service	10
Skilled worker	3
Farmer	8
Lecturer, teacher, scientific assistant	2
Trainee	32
Other position	2
Student	16
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2007	36
2006	27
2005	23
2004	19
Earlier events	28
First visit	47

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>72%</b>
<b>Region of residence</b>	%
up to 50 km	53
more than 50 km up to 100 km	8
more than 100 km up to 300 km	20
over 300 km	20
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	1
Bavaria	4
Berlin	42
Brandenburg	22
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	4
Lower Saxony	6
<b>Total Foreign</b>	<b>2</b>
of which EU	21
Rest of Europe	44
Other	35
<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	23
Skilled worker	7
Farmer	3
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	3
Student	15
Housewife/man	20
Old-age pensioner	3
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	%
2007	41
2006	38
2005	33
2004	30
Earlier events	42
First visit	31

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	53
more than 50 km up to 100 km	7
more than 100 km up to 300 km	20
over 300 km	21
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	1
Bavaria	4
Berlin	42
Brandenburg	22
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	4
Lower Saxony	7
<b>Total Foreign</b>	<b>2</b>
of which EU	16
Rest of Europe	35
Africa	19
Other	30
<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	4
Other salaried staff/public service	21
Skilled worker	7
Farmer	4
Lecturer, teacher, scientific assistant	2
Trainee	8
Other position	2
Student	15
Housewife/man	4
Old-age pensioner	18
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2007	40
2006	37
2005	32
2004	29
Earlier events	40
First visit	33

## Additional data trade visitors

<b>Economic sector</b>	%
Agriculture/forestry	22
Horticulture, landscape gardening	3
Wholesale/foreign trade	2
Retail trade	7
Catering trade (restaurants, hotels and guest houses)	10
Other service company	8
Food and luxuries industry	11
Other industry	2
Authority/public services	5
School, technical college, university	9
Other	4
Student	14
Other not gainfully employed	4
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	17
In an advisory capacity	17
No	25
Student	16
Other not gainfully employed	3
<b>Area of responsibility</b>	%
Research/development/design	4
Planning/work preparation	9
Manufacture/production	15
Production, quality control	5
Buying/procurement	15
Finance/accounting, controlling	5
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	8
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	6
Maintenance/repairs	5
Other area	25
Student	16
Management	21
Other not gainfully employed	3
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	22
5- 9	12
10- 49	21
50- 99	21
100-199	5
200-499	5
500- 999	5
1 000- 9 999	3
10 000 and more	7
Student	16
Other not gainfully employed	3
<b>Length of stay</b>	%
1. Length of stay (days):	
one	75
two	12
three	4
four	1
five	-
six	1
seven	1
eight	1
nine	5
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	
1st day	17
2nd day	12
3rd day	16
4th day	14
5th day	23
6th day	26
7th day	18
8th day	26
9th day	24
10th day	13

## Additional data private visitors

<b>Sex</b>	%
Male	48
Female	52
<b>Age</b>	%
up to 20 years	16
over 20 up to 30 years	19
over 30 up to 40 years	10
over 40 up to 50 years	18
over 50 up to 60 years	16
over 60 up to 70 years	14
over 70 years	6
<b>Net household income</b>	%
up to 900,- EUR	11
more than 900,- EUR up to 1 500,- EUR	13
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	9
more than 3 600,- EUR up to 5 000,- EUR	4
more than 5 000,- EUR	4
N/A	37
<b>Size of household</b>	%
1 person	15
2 persons	40
3 persons	20
4 persons	14
5 persons and more	11
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	60
no	21
maybe	19
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	19
no	39
maybe	43
Conducted by:	Hopp & Partner, Berlin

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>149 776</b>
<b>Proportion of trade visitors</b>	<b>63%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	19
more than 50 km up to 100 km	1
more than 100 km up to 300 km	14
over 300 km	67
<b>Total Germany</b>	<b>66</b>
Baden- Württemberg	8 North Rhine- Westphalia
Bavaria	10 Rhineland- Palatinate
Berlin	24 Palatinate
Brandenburg	8 Saarland
Bremen	1 Saxony
Hamburg	3 Saxony-Anhalt
Hesse	6 Schleswig- Holstein
Mecklenburg- West Pomerania	3 Thuringia
Lower Saxony	6
<b>Total Foreign</b>	<b>34</b>
of which EU	67
Rest of Europe	12
Africa	7
North America	3
South and Central America	2
middle East	5
East Asia	4
Other	-
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Austria	13
Poland	11
Spain	7
Netherlands	5
Switzerland	5
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	23
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	4
Department head, group head	11
Other salaried staff/public service	14
Skilled worker	2
Lecturer, teacher, scientific assistant	4
Trainee	6
Other position	4
Student	19
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	38
2006	36
2005	30
2004	26
Earlier events	26
First visit	37
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	38
2006	36
2005	30
2004	26
Earlier events	26
First visit	37

**Basic data all visitors**

<b>Region of residence</b>	<b>%</b>
up to 50 km	37
more than 50 km up to 100 km	3
more than 100 km up to 300 km	13
over 300 km	47
<b>Total Germany</b>	<b>77</b>
Baden- Württemberg	5 North Rhine- Westphalia
Bavaria	6 Rhineland- Palatinate
Berlin	42 Palatinate
Brandenburg	12 Saarland
Bremen	1 Saxony
Hamburg	2 Saxony-Anhalt
Hesse	4 Schleswig- Holstein
Mecklenburg- West Pomerania	2 Thuringia
Lower Saxony	5
<b>Total Foreign</b>	<b>23</b>
of which EU	68
Rest of Europe	12
Africa	7
North America	3
South and Central America	2
middle East	4
East Asia	4
Other	-
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Poland	14
Austria	12
Spain	6
Netherlands	5
Switzerland	5
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	21
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	4
Student	15
Housewife/man	1
Old-age pensioner	8
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	38
2006	36
2005	30
2004	26
Earlier events	26
First visit	37

**Additional data trade visitors**

<b>Economic sector</b>	<b>%</b>
Tourism organisations	5
Tour operator	21
Travel agency	15
Trade fair organizer/conference and congress organizer	3
Hotel company	9
Business travel	4
Transport carriers (bus, train, ship and air companies)	5
Travel technology, information and reservation systems	3
PR/advertising/consultancy	5
Leisure centre/leisure park	1
Publishing houses/press	6
Research institute/educational institution	4
Tourism federations/associations	5
Vacation property	2
Other	12
Student	19
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	27
Collectively	23
In an advisory capacity	16
No	14
Student	19
Other not gainfully employed	2
<b>Area of responsibility</b>	<b>%</b>
Management	27
Research/development/design	5
Planning/work preparation	11
Manufacture/production	5
Production, quality control	2
Buying/procurement	9
Finance/accounting, controlling	9
Information, communication technology (EDP)	5
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	26
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	15
Student	19
Other not gainfully employed	2
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	21
5- 9	11
10- 49	18
50- 99	7
100-199	6
200-499	6
500- 999	3
1 000- 9 999	5
10 000 and more	3
Student	19
Other not gainfully employed	2
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	44
two	26
three	19
four	6
five	5
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	50
4th day	34
5th day	17
<b>Conducted by:</b>	<b>Gelszus Messe- Marktforschung GmbH, Dortmund</b>

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>88 330</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	19
more than 50 km up to 100 km	2
more than 100 km up to 300 km	15
over 300 km	64
<b>Total Germany</b>	<b>62</b>
Baden- Württemberg	7 North Rhine- Westphalia
Bavaria	12 Rhineland- Palatinate
Berlin	24 Palatinate
Brandenburg	12 Saarland
Bremen	- Saxony
Hamburg	2 Saxony-Anhalt
Hesse	5 Schleswig- Holstein
Mecklenburg- West Pomerania	1 Thuringia
Lower Saxony	8
<b>Total Foreign</b>	<b>38</b>
of which EU	68
Rest of Europe	17
Africa	2
North America	2
Middle East	2
South-, East-, Central Asia	6
Other	3
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Austria	10
France	9
Switzerland	9
Czech Republic	8
Poland	7
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	6
Department head, group head	25
Other salaried staff/public service	30
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	4
Student	6
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	39
2004	28
2002	19
2000	12
Earlier events	6
First visit	48

**Additional data trade visitors**

<b>Economic sector</b>	<b>%</b>
Industry	46
Skilled trades	2
Retail trade	1
Wholesale/foreign trade	2
Service	30
Politics, public administration	3
Association/guild/chamber	1
Research/science	2
School, university, education	2
Media	1
Other	4
Student	6
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	14
Collectively	31
In an advisory capacity	33
No	15
Student	6
Other not gainfully employed	2
<b>Area of responsibility</b>	<b>%</b>
Management	19
Research/development/design	23
Planning/work preparation	16
Manufacture/production	11
Production, quality control	6
Buying/procurement	9
Finance/accounting, controlling	2
Information, communication technology (EDP)	4
Administration/organisation/personnel/social welfare/training	3
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	2
Maintenance/repairs	14
Other area	8
Student	6
Other not gainfully employed	2
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	6
5- 9	3
10- 49	11
50- 99	6
100-199	8
200-499	10
500- 999	8
1 000- 9 999	18
10 000 and more	23
Student	6
Other not gainfully employed	2
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	60
two	27
three	9
four	4
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	
1st day	35
2nd day	45
3rd day	44
4th day	33
<b>Conducted by:</b>	<b>Gelszus Messe- Marktforschung GmbH, Dortmund</b>

## MODERNER STAAT → Berlin

## Basic data trade visitors

<b>Total number of visitors</b>	<b>3 620</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	37
more than 50 km up to 100 km	3
more than 100 km up to 300 km	19
over 300 km	41

<b>Total Germany</b>	<b>100</b>	
Baden- Württemberg	North Rhine- Westphalia	17
Bavaria	Rhineland- Palatinate	2
Berlin	Saarland	1
Brandenburg	Saxony	4
Bremen	Saxony-Anhalt	4
Hamburg	Schleswig- Holstein	1
Hesse	Thuringia	1
Mecklenburg- West Pomerania		
Lower Saxony		5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	-
Managing director, board member, head of an authority etc.	20
Senior department head, other employee with managerial responsibility	5
Department head, group head	13
Other salaried staff/public service	23
Skilled worker	3
Lecturer, teacher, scientific assistant	4
Trainee	-
Other position	24
Student	3
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2007	31
2006	25
Earlier events	25
First visit	50

## Additional data trade visitors

<b>Economic sector</b>	%
Federal administration	19
Regional administration	30
Local government	24
Private industry	14
Association/society	3
Politics (federal)	1
Politics (regional)	1
Politics (municipal)	2
Educational facility	4
Service	14
Other	6

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	11
Collectively	28
In an advisory capacity	36
No	25
Other not gainfully employed	

<b>Area of responsibility</b>	%
Management	14
Research/development/design	3
Planning/work preparation	4
Manufacture/production	1
Production, quality control	1
Buying/procurement	4
Finance/accounting, controlling	16
Information, communication technology (EDP)	33
Administration/organisation/personnel/ social welfare/training	49
Marketing/sales/advertising/PR	15
Storage/material management/logistics/ transport	2
Maintenance/repairs	1
Other area	11

<b>Size of company/organisation:</b>	%		
Number of employees:			
1- 4	5	200- 499	14
5- 9	1	500- 999	16
10- 49	10	1 000- 9 999	31
50- 99	5	10 000 and more	12
100-199	6		

<b>Length of stay</b>	%		
1. Length of stay (days):			
one	50	two	50
2. Average length of stay	1,5 days		
3. Share of visitors on the event's days:	N/A		

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

## PostPrint / directexpo → Berlin

## Basic data trade visitors

<b>Total number of visitors</b>	<b>1 757</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	56
more than 50 km up to 100 km	6
more than 100 km up to 300 km	16
over 300 km	22

<b>Total Germany</b>	<b>99</b>	
Baden- Württemberg	North Rhine- Westphalia	6
Bavaria	Rhineland- Palatinate	2
Berlin	Saarland	-
Brandenburg	Saxony	5
Bremen	Saxony-Anhalt	1
Hamburg	Schleswig- Holstein	-
Hesse	Thuringia	1
Mecklenburg- West Pomerania		
Lower Saxony		4

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	22
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	2
Department head, group head	15
Other salaried staff/public service	23
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	13
Other position	3
Student	5
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	18
2006	13
2005	6
Earlier events	-
directexpo ErstVA 2008 first visit	76

## Additional data trade visitors

<b>Economic sector</b>	%
Reproduction type-setting studios, Graphic designer	4
Advertising and PR agencies	16
Printing works, In-house printer	14
Book-binder	2
Letter shop	2
Specialist trade	2
Association	1
Software	1
Logistics	1
Mechanical engineering	2
Publishers, media	9
Financial services	3
Automobile	1
Tourism	1
Pharmaceuticals industry	2
Service industry	18
Public authority, institution and educational institution	9
Other sector	8
Student	5
Other not gainfully employed	4

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	29
In an advisory capacity	24
No	12
Student	5
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	25
Research/development/design	4
Planning/work preparation	16
Manufacture/production	23
Production, quality control	9
Buying/procurement	15
Finance/accounting, controlling	7
Information, communication technology (EDP)	10
Administration/organisation/personnel/ social welfare/training	11
Marketing/sales/advertising/PR	50
Storage/material management/logistics/ transport	3
Maintenance/repairs	4
Other area	8
Student	5
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%		
Number of employees:			
1- 4	15	500- 999	7
5- 9	13	1 000- 9 999	6
10- 49	26	10 000 and more	1
50- 99	12	Student	5
100-199	6	Other not gainfully employed	1
200-499	6		

<b>Length of stay</b>	%				
1. Length of stay (days):					
one	93	two	6	three	-
2. Average length of stay	1,1 days				
3. Share of visitors on the event's days:					
1st day	41	2nd day	39	3rd day	28

Conducted by: IWD Marktforschung, Magdeburg

## Harz + Heide (2006)

## Basic data private visitors

<b>Total number of visitors</b>	<b>70 310</b>
<b>Proportion of private visitors</b>	<b>90%</b>
<b>Region of residence</b>	%
up to 50 km	90
more than 50 km up to 100 km	6
more than 100 km up to 300 km	2
over 300 km	2

<b>Total Germany</b>	<b>100</b>	
Baden- Württemberg	North Rhine- Westphalia	-
Bavaria	Rhineland- Palatinate	-
Berlin	Saarland	-
Brandenburg	Saxony	-
Bremen	Saxony-Anhalt	2
Hamburg	Schleswig- Holstein	-
Hesse	Thuringia	-
Mecklenburg- West Pomerania		
Lower Saxony		94

<b>Position in the company/organisation</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	6
Other salaried staff/public service	25
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	5
Student	14
Housewife/man	7
Old-age pensioner	12
Other not gainfully employed	5

<b>Frequency of visits to trade fair</b>	%
2005	43
2004	42
2003	35
Earlier events	45
First visit	15



**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 Palatinate	-
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	2
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania 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>29 978</b>
<b>Proportion of private visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	34
more than 50 km up to 100 km	18
more than 100 km up to 300 km	40
over 300 km	8
<b>Total Germany</b>	<b>94</b>
Baden- North Rhine-	
Württemberg 1 Westphalia	9
Bavaria - Rhineland-	
Berlin - Palatinate	1
Brandenburg - Saarland	-
Bremen 21 Saxony	-
Hamburg 7 Saxony-Anhalt	-
Hesse 1 Schleswig-	
Mecklenburg- Holstein	8
West Pommerania 1 Thuringia	-
Lower Saxony 50	
<b>Total Foreign</b>	<b>6</b>
of which EU	83
Other	17
<b>The two countries with the highest visitor shares</b>	%
Netherlands	37
Sweden	27
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	21
Skilled worker	12
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	3
Student	8
Housewife/man	3
Old-age pensioner	13
Other not gainfully employed	4
<b>Frequency of visits to trade fair</b>	%
2007	44
2006	39
2005	31
Earlier events	11
First visit	36

**Additional data private visitors**

<b>Sex</b>	%
Male	85
Female	15
<b>Age</b>	%
up to 20 years	10
over 20 up to 30 years	9
over 30 up to 40 years	14
over 40 up to 50 years	30
over 50 up to 60 years	21
over 60 up to 70 years	15
over 70 years	2
<b>Net household income</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	9
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	15
N/A	29
<b>Size of household</b>	%
1 person	22
2 persons	40
3 persons	16
4 persons	14
5 persons and more	8
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	53
no	22
maybe	26
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	24
no	30
maybe	46
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	



## fahrrad.markt.zukunft./outdoor → Bremen

### Basic data private visitors

<b>Total number of visitors</b>	<b>9 430</b>
<b>Proportion of private visitors</b>	<b>96%</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	15
over 300 km	4

<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	North Rhine- Westphalia 3
Bavaria	1 Rhineland- Palatinate
Berlin	- Saarland
Brandenburg	- Saxony
Bremen	43 Saxony-Anhalt
Hamburg	1 Saxony-Anhalt
Hesse	1 Schleswig- Holstein
Mecklenburg- West Pomerania	1 Thuringia
Lower Saxony	48

<b>Total Foreign</b>	<b>1</b>
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<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	7
Other salaried staff/public service	33
Skilled worker	8
Lecturer, teacher, scientific assistant	6
Trainee	1
Other position	4
Student	7
Housewife/man	3
Old-age pensioner	17
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	28
2006	25
First visit	46

### Additional data private visitors

<b>Sex</b>	%
Male	60
Female	40

<b>Age</b>	%
up to 20 years	5
over 20 up to 30 years	10
over 30 up to 40 years	18
over 40 up to 50 years	26
over 50 up to 60 years	23
over 60 up to 70 years	15
over 70 years	3

<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 3 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	5
N/A	26

<b>Size of household</b>	%
1 person	20
2 persons	47
3 persons	12
4 persons	16
5 persons and more	6

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	34
no	28
maybe	38

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	32
no	15
maybe	53

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## fish international → Bremen

### Basic data trade visitors

<b>Total number of visitors</b>	<b>10 980</b>
<b>Proportion of trade visitors</b>	<b>89%</b>

<b>Region of residence</b>	%
up to 50 km	20
more than 50 km up to 100 km	15
more than 100 km up to 300 km	34
over 300 km	31

<b>Total Germany</b>	<b>90</b>
Baden- Württemberg	North Rhine- Westphalia 12
Bavaria	4 Rhineland- Palatinate
Berlin	3 Palatinate
Brandenburg	1 Saarland
Bremen	15 Saxony
Hamburg	4 Saxony-Anhalt
Hesse	4 Schleswig- Holstein
Mecklenburg- West Pomerania	3 Thuringia
Lower Saxony	37

<b>Total Foreign</b>	<b>10</b>
of which EU	67
Other	33

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	4
Department head, group head	15
Other salaried staff/public service	14
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	9
Other position	4
Student	2
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2006	26
2004	20
2002	18
Earlier events	9
First visit	51

### Additional data trade visitors

<b>Economic sector</b>	%
Catering, communal catering	26
Industry	14
Service	9
Press	1
Retail trade	22
Wholesale trade	15
Other sectors	8
Student	2
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	33
Collectively	31
In an advisory capacity	18
No	13
Student	3
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	28
Research/development/design	5
Planning/work preparation	6
Manufacture/production	20
Production, quality control	6
Buying/procurement	22
Finance/accounting, controlling	3
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	3
Marketing/sales/advertising/PR	30
Storage/material management/logistics/transport	6
Maintenance/repairs	2
Other area	17
Student	2
Other not gainfully employed	3

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	20
5- 9	18
10- 49	18
50- 99	8
100- 199	9
200- 499	8
500- 999	4
1 000- 9 999	4
10 000 and more	5
Student	2
Other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	84
two	12
three	4
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	43
2nd day	50
3rd day	27

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## INTERGEO

### Basic data trade visitors

<b>Total number of visitors</b>	<b>13 936</b>
<b>Proportion of trade visitors</b>	<b>98%</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	34
over 300 km	51

<b>Total Germany</b>	<b>80</b>
Baden- Württemberg	North Rhine- Westphalia 24
Bavaria	3 Rhineland- Palatinate
Berlin	3 Palatinate
Brandenburg	3 Saarland
Bremen	7 Saxony
Hamburg	4 Saxony-Anhalt
Hesse	5 Schleswig- Holstein
Mecklenburg- West Pomerania	3 Thuringia
Lower Saxony	23

<b>Total Foreign</b>	<b>20</b>
of which EU	63
Rest of Europe	17
Other	20

<b>The country with the highest visitor share</b>	%
Russia	9

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	2
Department head, group head	16
Other salaried staff/public service	40
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	2
Student	10
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	29
2006	27
2005	32
2004	23
2003	28
Earlier events	33
First visit	30

**Additional data trade visitors**

<b>Economic sector</b>	%
Industrial company	4
Energy supplies	6
Water supplies	2
Wholesale/foreign trade	1
Retail trade	2
Skilled trades	1
Engineer's office	20
Research	3
Telecommunication	1
Architecture/construction	3
Other service company	6
Authority/public services	31
Vocational school/polytechnic/university	2
Other	7
Student	10
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	17
Collectively	30
In an advisory capacity	24
No	18
Student	10
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	22
Research/development/design	11
Planning/work preparation	20
Manufacture/production	11
Production, quality control	4
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	11
Administration/organisation/personnel/ social welfare/training	12
Marketing/sales/advertising/PR	7
Storage/material management/logistics/ transport	1
Maintenance/repairs	4
Other area	9
Student	10
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	10
5- 9	7
10- 49	19
50- 99	10
100- 199	10
200-499	10
500- 999	6
1 000- 9 999	14
10 000 and more	4
Student	10
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	65
two	21
three	14
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	47
2nd day	59
3rd day	42

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	<b>15 250</b>
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<b>Proportion of private visitors</b>	<b>92%</b>
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<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	12
over 300 km	6

<b>Total Germany</b>	<b>96</b>	
Baden-	North Rhine-	
Württemberg	- Westphalia	3
Bavaria	- Rhineland-	
Berlin	- Palatinate	-
Brandenburg	- Saarland	-
Bremen	39	Saxony
Hamburg	1	Saxony-Anhalt
Hesse	-	Schleswig-
Mecklenburg-	Holstein	1
West Pommern	1	Thuringia
Lower Saxony	53	-

<b>Total Foreign</b>	<b>4</b>
of which EU	65
Other	35

<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	2
Department head, group head	6
Other salaried staff/public service	23
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	-
Other position	4
Student	3
Housewife/man	9
Old-age pensioner	32
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	28
2006	18
2005	13
2005	13
Earlier events	47

**Additional data private visitors**

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

<b>Age</b>	%
up to 20 years	1
over 20 up to 30 years	5
over 30 up to 40 years	10
over 40 up to 50 years	24
over 50 up to 60 years	27
over 60 up to 70 years	26
over 70 years	7

<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	12
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	7
N/A	35

<b>Size of household</b>	%
1 person	14
2 persons	59
3 persons	14
4 persons	10
5 persons and more	3

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	17
no	48
maybe	36

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	24
no	20
maybe	57

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>1 206</b>
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<b>Proportion of trade visitors</b>	<b>98%</b>
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<b>Region of residence</b>	%
up to 50 km	22
more than 50 km up to 100 km	18
more than 100 km up to 300 km	19
over 300 km	41

<b>Total Germany</b>	<b>91</b>		
Baden-	North Rhine-		
Württemberg	11	Westphalia	11
Bavaria	14	Rhineland-	-
Berlin	4	Palatinate	-
Brandenburg	2	Saarland	-
Bremen	1	Saxony	40
Hamburg	3	Saxony-Anhalt	-
Hesse	3	Schleswig-	-
Mecklenburg-	Holstein	-	-
West Pommern	-	Thuringia	10
Lower Saxony	2	-	-

<b>Total Foreign</b>	<b>9</b>
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<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	5
Department head, group head	21
Other salaried staff/public service	34
Skilled worker	2
Lecturer, teacher, scientific assistant	4
Trainee	-
Other position	3
Student	8
Old-age pensioner	1

<b>Frequency of visits to trade fair</b>	%
2006	21
First visit	79

**Additional data trade visitors**

<b>Economic sector</b>	%
Vehicle building	33
Textile industry	42
Other	25

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	29
In an advisory capacity	29
No	13
Student	8

<b>Area of responsibility</b>	%
Management	21
Research/development/design	41
Planning/work preparation	4
Manufacture/production	6
Production, quality control	4
Buying/procurement	7
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organisation/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	29
Storage/material management/logistics/ transport	1
Maintenance/repairs	1
Other area	3
Student	8

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	11
5- 9	4
10- 49	13
50- 99	14
100- 199	13
200 - 499	16
500 - 999	4
1 000 - 9 999	10
10 000 and more	6
Student	8

<b>Length of stay</b>	%
1. Length of stay (days):	
one	87
two	7
three	6
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	28
2nd day	31
3rd day	41

Conducted by: EVENT- UND MESSEGESELLSCHAFT CHEMNITZ MBH, Chemnitz

## Boulevard.DORTMUNDER HERBST → Dortmund

## Basic data private visitors

Total number of visitors	95 237
Proportion of private visitors	97%

Region of residence	%
up to 50 km	86
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-	North Rhine-	
Württemberg	- Westphalia	96
Bavaria	1 Rhineland-	
Berlin	- Palatinate	-
Brandenburg	- Saarland	-
Bremen	- Saxony	-
Hamburg	- Saxony-Anhalt	-
Hesse	- Schleswig-	
Mecklenburg-	Holstein	-
West Pomerania	1 Thuringia	-
Lower Saxony	1	

<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	2
Department head, group head	7
Other salaried staff/public service	31
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	7
Housewife/man	10
Old-age pensioner	14
Other not gainfully employed	6

<b>Frequency of visits to trade fair</b>	%
2007	42
2006	39
2005	35
2004	32
Earlier events	41
First visit	19

## Additional data private visitors

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

<b>Age</b>	%
up to 20 years	9
over 20 up to 30 years	12
over 30 up to 40 years	16
over 40 up to 50 years	29
over 50 up to 60 years	22
over 60 up to 70 years	9
over 70 years	3

<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	10
more than 2 000,- EUR up to 2 600,- EUR	10
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	9
N/A	36

<b>Size of household</b>	%
1 person	12
2 persons	41
3 persons	20
4 persons	18
5 persons and more	9

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	72
no	7
maybe	21

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	26
no	23
maybe	51

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## CREATIVA → Dortmund

## Basic data private visitors

Total number of visitors	72 609
Proportion of private visitors	92%

Region of residence	%
up to 50 km	42
more than 50 km up to 100 km	27
more than 100 km up to 300 km	26
over 300 km	5

<b>Total Germany</b>		<b>99</b>
Baden-	North Rhine-	
Württemberg	1 Westphalia	80
Bavaria	1 Rhineland-	
Berlin	- Palatinate	3
Brandenburg	- Saarland	-
Bremen	- Saxony	-
Hamburg	- Saxony-Anhalt	-
Hesse	4 Schleswig-	
Mecklenburg-	Holstein	-
West Pomerania	- Thuringia	-
Lower Saxony	9	

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

<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	26
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	9
Educationist	8
Educator/Instructor	4
Student	6
Housewife/man	19
Old-age pensioner	9
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	%
2007	49
2006	46
2005	38
2004	33
Earlier events	29
First visit	22

## Additional data private visitors

<b>Sex</b>	%
Male	6
Female	94

<b>Age</b>	%
up to 20 years	5
over 20 up to 30 years	13
over 30 up to 40 years	23
over 40 up to 50 years	34
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	11
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	11
more than 3 600,- EUR up to 5 000,- EUR	5
more than 5 000,- EUR	5
N/A	37

<b>Size of household</b>	%
1 person	12
2 persons	31
3 persons	21
4 persons	22
5 persons and more	14

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	95
no	1
maybe	4

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	40
no	16
maybe	44

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## FAHOBA.kreativ

## Basic data trade visitors

Total number of visitors	2 141
Proportion of trade visitors	96%

Region of residence	%
up to 50 km	20
more than 50 km up to 100 km	36
more than 100 km up to 300 km	36
over 300 km	8

<b>Total Germany</b>		<b>97</b>
Baden-	North Rhine-	
Württemberg	6 Westphalia	58
Bavaria	3 Rhineland-	
Berlin	- Palatinate	6
Brandenburg	- Saarland	-
Bremen	- Saxony	1
Hamburg	- Saxony-Anhalt	1
Hesse	9 Schleswig-	
Mecklenburg-	Holstein	2
West Pomerania	- Thuringia	2
Lower Saxony	14	

<b>Total Foreign</b>	<b>3</b>
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<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	67
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	12
Skilled worker	1
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	3
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	52
2006	41
2005	30
2004	22
Earlier events	20
First visit	29

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	3
Manufacturers	3
Skilled trades	9
Retail trade	64
Wholesale/foreign trade	3
Mail order	3
Service	9
Other	4
Student	3
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	53
Collectively	25
In an advisory capacity	11
No	7
Student	3
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	47
Research/development/design	6
Planning/work preparation	14
Manufacture/production	19
Production, quality control	2
Buying/procurement	41
Finance/accounting, controlling	15
Information, communication technology (EDP)	7
Administration/organisation/personnel/social welfare/training	8
Marketing/sales/advertising/PR	16
Storage/material management/logistics/transport	13
Maintenance/repairs	7
Other area	21
Student	3
Other not gainfully employed	2

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	68
5- 9	12
10- 49	6
50- 99	2
100- 199	2
200- 499	3
500- 999	1
1 000- 9 999	3
10 000 and more	1
Student	3
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	85
two	11
three	5
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	27
2nd day	48
3rd day	46

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	<b>45 641</b>
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<b>Proportion of private visitors</b>	<b>90%</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	19
over 300 km	7

<b>Total Germany</b>	<b>95</b>
Baden-Württemberg	88
Bavaria	1
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	5
North Rhine-Rhineland	-
Palatinate	2
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

<b>Total Foreign</b>	<b>5</b>
of which EU	81
Other	19

<b>The country with the highest visitor share</b>	%
Netherlands	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	2
Department head, group head	9
Other salaried staff/public service	20
Skilled worker	18
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	3
Student	17
Housewife/man	1
Old-age pensioner	10
Other not gainfully employed	5

<b>Frequency of visits to trade fair</b>	%
2007	42
2006	42
2005	32
2004	28
Earlier events	33
First visit	22

**Additional data private visitors**

<b>Sex</b>	%
Male	94
Female	6

<b>Age</b>	%
up to 20 years	18
over 20 up to 30 years	15
over 30 up to 40 years	19
over 40 up to 50 years	25
over 50 up to 60 years	15
over 60 up to 70 years	6
over 70 years	2

<b>Net household income</b>	%
up to 900,- EUR	14
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	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	10
N/A	28

<b>Size of household</b>	%
1 person	20
2 persons	30
3 persons	20
4 persons	18
5 persons and more	12

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	76
no	9
maybe	15

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	25
no	31
maybe	44

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	<b>97 654</b>
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<b>Proportion of private 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	22
more than 100 km up to 300 km	30
over 300 km	16

<b>Total Germany</b>	<b>83</b>
Baden-Württemberg	73
Bavaria	2
Berlin	1
Brandenburg	-
Bremen	3
Hamburg	1
Hesse	5
Mecklenburg-Holstein	1
West Pomerania	-
Lower Saxony	11
North Rhine-Rhineland	-
Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

<b>Total Foreign</b>	<b>17</b>
of which EU	94
Other	6

<b>The three countries with the highest visitor shares</b>	%
Netherlands	50
Belgium	19
Great Britain	8

<b>Position in the company/organisation</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	10
Other salaried staff/public service	24
Skilled worker	19
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	5
Student	4
Housewife/man	1
Old-age pensioner	15
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	%
2007	51
2006	52
2005	49
2004	46
Earlier events	46
First visit	14

**Additional data private visitors**

<b>Sex</b>	%
Male	94
Female	6

<b>Age</b>	%
up to 20 years	5
over 20 up to 30 years	10
over 30 up to 40 years	19
over 40 up to 50 years	30
over 50 up to 60 years	23
over 60 up to 70 years	10
over 70 years	3

<b>Net household income</b>	%
up to 900,- EUR	9
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	14
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	9
N/A	27

<b>Size of household</b>	%
1 person	18
2 persons	36
3 persons	20
4 persons	18
5 persons and more	8

<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	45
no	15
maybe	40

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## Inter-tabac → Dortmund

## Basic data trade visitors

<b>Total number of visitors</b>	<b>6 251</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Region of residence</b>	%
up to 50 km	27
more than 50 km up to 100 km	17
more than 100 km up to 300 km	23
over 300 km	34

<b>Total Germany</b>	<b>76</b>
Baden-Württemberg	2
Bavaria	6
Berlin	3
Brandenburg	-
Bremen	1
Hamburg	1
Hesse	6
Mecklenburg-West Pommern	1
Lower Saxony	6

<b>Total Foreign</b>	<b>24</b>
of which EU	72
Rest of Europe	14
Other	14

<b>The country with the highest visitor share</b>	%
Netherlands	21

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	57
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	9
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	2
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	34
2006	31
2005	22
2004	18
Earlier events	17
First visit	46

## Additional data trade visitors

<b>Economic sector</b>	%
Tobacco products retail, smoker's requisites, with press/lottery	44
Tobacconists, retailers of smokers' supplies, incl. press and stimulants	13
Exclusively tobacco products retail, smoker's requisites	5
Wholesale trade	13
Foreign trade	3
Manufacturer/Industry	10
Skilled trades	2
Other	10
Student	2
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	54
Collectively	29
In an advisory capacity	10
No	5
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	63
Research/development/design	3
Planning/work preparation	5
Manufacture/production	4
Production, quality control	2
Buying/procurement	34
Finance/accounting, controlling	13
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	10
Maintenance/repairs	4
Other area	9
Student	2
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	47
5- 9	15
10- 49	17
50- 99	5
100-199	2
200-499	2
500- 999	3
1 000- 9 999	3
10 000 and more	3
Student	2
Other not gainfully employed	1

<b>Length of stay</b>	%
<b>1. Length of stay (days):</b>	
two	18
three	8
one	74
<b>2. Average length of stay</b>	1,3 days
<b>3. Share of visitors on the event's days:</b>	
1st day	47
2nd day	47
3rd day	40

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## JAGD &amp; HUND → Dortmund

## Basic data private visitors

<b>Total number of visitors</b>	<b>73 361</b>
<b>Proportion of private visitors</b>	<b>92%</b>
<b>Region of residence</b>	%
up to 50 km	26
more than 50 km up to 100 km	26
more than 100 km up to 300 km	38
over 300 km	10

<b>Total Germany</b>	<b>89</b>
Baden-Württemberg	2
Bavaria	2
Berlin	-
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	7
Mecklenburg-West Pommern	1
Lower Saxony	8

<b>Total Foreign</b>	<b>11</b>
of which EU	98
Other	2

<b>The two countries with the highest visitor shares</b>	%
Netherlands	62
Belgium	26

<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	3
Department head, group head	8
Other salaried staff/public service	18
Skilled worker	11
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	5
Student	7
Housewife/man	4
Old-age pensioner	13
Other not gainfully employed	5

<b>Frequency of visits to trade fair</b>	%
2007	49
2006	49
2005	44
2004	37
Earlier events	29
First visit	22

## Additional data private visitors

<b>Sex</b>	%
Male	79
Female	21

<b>Age</b>	%
up to 20 years	9
over 20 up to 30 years	14
over 30 up to 40 years	16
over 40 up to 50 years	25
over 50 up to 60 years	22
over 60 up to 70 years	12
over 70 years	3

<b>Net household income</b>	%
up to 900,- EUR	7
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	10
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	14
N/A	30

<b>Size of household</b>	%
1 person	13
2 persons	35
3 persons	19
4 persons	21
5 persons and more	13

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	84
no	6
maybe	11

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	40
no	20
maybe	40

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## Ordertage Inneneinrichtung

## Basic data trade visitors

<b>Total number of visitors</b>	<b>3 804</b>
<b>Proportion of trade visitors</b>	<b>98%</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	40
over 300 km	6

<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	-
Bavaria	2
Berlin	-
Brandenburg	-
Bremen	1
Hamburg	-
Hesse	9
Mecklenburg-West Pommern	1
Lower Saxony	15

<b>Total Foreign</b>	<b>2</b>
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<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	58
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	8
Skilled worker	9
Lecturer, teacher, scientific assistant	1
Trainee	13
Other position	1
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	44
2006	41
2005	36
Earlier events	40
First visit	26

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	6
Wholesale/foreign trade	5
Retail trade	27
Skilled trades	53
Service	4
Authority/public services	2
Other	1
Student	2
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	41
Collectively	31
In an advisory capacity	13
No	12
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	46
Research/development/design	6
Planning/work preparation	28
Manufacture/production	54
Production, quality control	17
Buying/procurement	46
Finance/accounting, controlling	21
Information, communication technology (EDP)	8
Administration/organisation/personnel/social welfare/training	11
Marketing/sales/advertising/PR	16
Storage/material management/logistics/transport	16
Maintenance/repairs	14
Other area	13
Student	2
Other not gainfully employed	1

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	57
5- 9	18
10- 49	13
50- 99	3
100- 199	1
200- 499	4
500- 999	-
1 000- 9 999	-
10 000 and more	-
Student	2
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	94
two	6
three	-
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	39
2nd day	25
3rd day	43

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	<b>25 700</b>
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<b>Proportion of private visitors</b>	<b>100%</b>
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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>	<b>100</b>
Baden- North Rhine-	-
Württemberg - Westphalia	-
Bavaria 1 Rhineland-	-
Berlin - Palatinate	-
Brandenburg 1 Saarland	-
Bremen - Saxony	98
Hamburg - Saxony-Anhalt	-
Hesse - Schleswig-	-
Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	-

<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	1
no	10
maybe	89

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

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

**Basic data private visitors**

<b>Total number of visitors</b>	<b>19 755</b>
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<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- North Rhine-	-
Württemberg - Westphalia	-
Bavaria - Rhineland-	-
Berlin - Palatinate	-
Brandenburg 3 Saarland	-
Bremen - Saxony	94
Hamburg - Saxony-Anhalt	1
Hesse - Schleswig-	-
Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	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 staff, 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 2 600,- EUR	7
more than 2 600,- EUR up to 3 600,- EUR	6
more than 3 600,- EUR up to 5 000,- EUR	3
more than 5 000,- EUR	1
N/A	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 - Ausstellungen GmbH, Dresden

## Dresdner ReiseMarkt → Dresden

## Basic data private visitors

<b>Total number of visitors</b>	<b>27 480</b>
<b>Proportion of private visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	89
more than 50 km up to 100 km	8
more than 100 km up to 300 km	1
over 300 km	1

<b>Total Germany</b>	<b>100</b>	
Baden- Württemberg	North Rhine- Westphalia	-
Bavaria	Rhineland- Palatinate	-
Berlin	-	-
Brandenburg	2 Saarland	-
Bremen	- Saxony	96
Hamburg	- Saxony-Anhalt	-
Hesse	- Schleswig- Holstein	-
Mecklenburg- 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.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	1
Other salaried staff/public service	43
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	1
Student	5
Housewife/man	1
Old-age pensioner	34
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	57
2006	53
2005	49
2004	41
Earlier events	36
First visit	31

## 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	13
over 30 up to 40 years	12
over 40 up to 50 years	20
over 50 up to 60 years	18
over 60 up to 70 years	25
over 70 years	8

<b>Net household income</b>	N/A
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<b>Size of household</b>	%
1 person	12
2 persons	57
3 persons	18
4 persons	10
5 persons and more	3

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	-
yes	12
no	69
maybe	19

<b>Follow-up business</b>	%
Intend to buy at later date	-
yes	24
no	33
maybe	42

Conducted by: Anova Marktforschung, Dresden

## BEAUTY INTERNATIONAL (2007) → Düsseldorf

## 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	60
Bavaria	3 Rhineland- Palatinate	7
Berlin	1 Saarland	1
Brandenburg	1 Saxony	1
Bremen	1 Saxony-Anhalt	1
Hamburg	7 Schleswig- Holstein	2
Hesse	1 Thuringia	2
Mecklenburg- West Pomerania	-	-
Lower Saxony	7	-

<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 staff, 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

## Additional data trade visitors

<b>Economic sector</b>	%
Cosmetics, pharmaceuticals, chemical industry	34
Nail studio	21
Foot care practice	11
Hairdressing salon	6
Beauty farm, wellness facilities	4
Other services	7
Industry	2
Import, Export trade	4
Cosmetic school	2
Other	3
Student	5
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	46
Collectively	19
In an advisory capacity	15
No	14
Student	5
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	44
Research, development, design	1
Planning, work preparation	1
Manufacture, production	4
Production, quality control	1
Buying, procurement	6
Finance, accounting, controlling	1
Information, communication technology (EDP)	-
Administration, organisation, personnel, social welfare, training	2
Marketing, sales, advertising, PR	9
Storage, material management, logistics, transport	-
Maintenance, repairs	-
Other area	27
Student	5
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	58
5- 9	10
10- 49	8
50- 99	1
100-199	1
200-499	1
500- 999	1
1 000- 9 999	-
10 000 and more	1
Student	5
Other not gainfully employed	1
employed	13
N/A	13

<b>Length of stay</b>	%
1. Length of stay (days):	
one	77
two	19
three	4
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

## boot (2007)

## Basic data trade visitors

<b>Total number of visitors</b>	<b>261 744</b>
<b>Proportion of trade visitors</b>	<b>15%</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	26
over 300 km	38

<b>Total Germany</b>	<b>66</b>	
Baden- Württemberg	North Rhine- Westphalia	60
Bavaria	5 Rhineland- Palatinate	4
Berlin	2 Saarland	2
Brandenburg	- Saxony	1
Bremen	1 Saxony-Anhalt	-
Hamburg	7 Schleswig- Holstein	3
Hesse	- Thuringia	-
Mecklenburg- West Pomerania	-	-
Lower Saxony	9	-

<b>Total Foreign</b>	<b>34</b>
of which EU	73
Rest of Europe	15
Africa	4
North America	3
Middle East	3
East Asia	3

<b>The five countries with the highest visitor shares</b>	%
Netherlands	27
Italy	8
Austria	7
Belgium	6
France	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	41
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	4
Department head, group head	10
Other salaried staff, public service	12
Skilled worker	5
Lecturer, teacher, scientific assistant	4
Trainee	3
Other position	4
Student	7
Housewife/man	1
Old-age pensioner	4
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	54
2005	55
Earlier events	55
First visit	21



**Basic data private visitors**

<b>Proportion of private visitors</b>	<b>85%</b>
<b>Region of residence</b>	%
up to 50 km	38
more than 50 km up to 100 km	18
more than 100 km up to 300 km	28
over 300 km	17
<b>Total Germany</b>	<b>66</b>
Baden- Württemberg	3
Bavaria	5
Berlin	2
Brandenburg	-
Bremen	2
Hamburg	1
Hesse	7
Mecklenburg- West Pomerania	-
Lower Saxony	9
North Rhine- Westphalia	60
Rhineland- Palatinate	4
Saarland	2
Saxony	1
Saxony-Anhalt	-
Schleswig- Holstein	3
Thuringia	-
<b>Total Foreign</b>	<b>13</b>
of which EU	88
Rest of Europe	11
Other	1
<b>The five countries with the highest visitor shares</b>	%
Netherlands	47
Belgium	17
Switzerland	8
Luxembourg	6
Austria	5
<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	3
Department head, group head	11
Other salaried staff, public service	25
Skilled worker	9
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	3
Student	5
Housewife/man	3
Old-age pensioner	11
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2006	51
2005	55
Earlier events	58
First visit	19

**Additional data trade visitors**

<b>Economic sector</b>	%
Boat industry	18
Other industry	12
Skilled trades	8
Specialist trade	7
Other trade	3
Tourism industry	5
Hire of boats, water sports equipment	4
Media, press, publishing	3
Other services	10
Public authority	4
University, college, polytechnic	3
Association, society, institution, organisation	2
Other	7
Student	7
Other not gainfully employed	5
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	34
Collectively	30
In an advisory capacity	14
No	10
Student	7
Other not gainfully employed	5
<b>Area of responsibility</b>	%
Management	29
Research, development, design	7
Planning, work preparation	7
Manufacture, production	4
Production, quality control	1
Buying, procurement	1
Finance, accounting, controlling	2
Information, communication technology (EDP)	3
Administration, organisation, personnel, social welfare, training	6
Marketing, sales, advertising, PR	14
Storage, material management, logistics, transport	2
Maintenance, repairs	4
Other area	9
Student	7
Other not gainfully employed	5
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	28
5- 9	12
10- 49	17
50- 99	4
100-199	7
200-499	4
500- 999	3
1 000- 9 999	5
10 000 and more	5
Student	7
Other not gainfully employed	5
<b>Length of stay</b>	%
1. Length of stay (days):	
one	62
two	21
three	9
four	3
five	2
six	1
seven	-
eight	-
nine	1
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	N/A

**Additional data private visitors**

<b>Sex</b>	%
Male	65
Female	35
<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	11
over 30 up to 40 years	16
over 40 up to 50 years	32
over 50 up to 60 years	23
over 60 up to 70 years	12
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	10
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	20
N/A	15
<b>Size of household</b>	%
1 person	16
2 persons	44
3 persons	16
4 persons	16
5 persons and more	7
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	60
no	13
maybe	27
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	47
no	13
maybe	40
Conducted by: Walter, Wissler & Partner, Basel	

**Basic data private visitors**

<b>Total number of visitors</b>	<b>159 278</b>
<b>Proportion of private visitors</b>	<b>91%</b>
<b>Region of residence</b>	%
up to 50 km	31
more than 50 km up to 100 km	20
more than 100 km up to 300 km	32
over 300 km	17
<b>Total Germany</b>	<b>87</b>
Baden- Württemberg	2
Bavaria	3
Berlin	1
Brandenburg	-
Bremen	1
Hamburg	-
Hesse	8
Mecklenburg- West Pomerania	-
Lower Saxony	7
North Rhine- Westphalia	66
Rhineland- Palatinate	7
Saarland	1
Saxony	-
Saxony-Anhalt	-
Schleswig- Holstein	2
Thuringia	1
<b>Total Foreign</b>	<b>13</b>
of which EU	91
Rest of Europe	7
Other	2
<b>The five countries with the highest visitor shares</b>	%
Netherlands	46
Belgium	17
Great Britain	7
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.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	28
Skilled worker	10
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	4
Student	1
Housewife/man	6
Old-age pensioner	18
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2007	46
2006	46
2005	40
Earlier events	32
First visit	24

**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	14
over 40 up to 50 years	32
over 50 up to 60 years	29
over 60 up to 70 years	18
over 70 years	3
<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	18
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	11
N/A	22
<b>Size of household</b>	%
1 person	7
2 persons	49
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	
yes	45
no	19
maybe	36
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	40
no	12
maybe	48
Conducted by: Walter, Wissler & Partner, Basel	

## drupa → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>390 044</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	6
more than 100 km up to 300 km	16
over 300 km	69
<b>Total Germany</b>	<b>40</b>
Baden- Württemberg	18
Bavaria	13
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	8
Mecklenburg- West Pomerania	1
Lower Saxony	6
<b>Total Foreign</b>	<b>60</b>
of which EU	47
Rest of Europe	10
Africa	6
North America	6
South and Central America	7
Middle East	6
South-, East-, Central Asia	15
Australia	2
<b>The five countries with the highest visitor shares</b>	%
Netherlands	7
Belgium	7
India	6
France	6
USA	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	9
Department head, group head	20
Other salaried staff/public service	11
Skilled worker	10
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	4
Student	4
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2004	45
2000	36
Earlier events	25
First visit	40

## Additional data trade visitors

<b>Economic sector</b>	%
Printing	42
Graphic and pre-press stage	18
Book-binding and print processing	6
Multimedia, e-technologies and Internet	1
IT, consulting, logistics, learned professions	4
Marketing, advertising and PR	3
Publishers, media	2
Cellulose, paper, cardboard and packaging material	4
Technology pre-press, press, post-press	4
Trade specializing in printers' and designers' demands	2
University/college/polytechnic	2
Other	6
Student	4
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	30
In an advisory capacity	23
No	15
Student	4
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	28
Research/development/design	8
Planning/work preparation	9
Manufacture/production	16
Production, quality control	5
Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	5
Student	4
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	8
5- 9	8
10- 49	26
50- 99	12
100-199	12
200-499	11
500- 999	6
1 000- 9 999	8
10 000 and more	5
Student	4
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	32
two	22
three	14
four	13
five	6
six	3
seven	3
eight	2
nine	1
ten	1
eleven	1
twelve	1
thirteen	-
fourteen	3
2. Average length of stay	3,2 days
3. Share of visitors on the event's days:	N/A

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

## EUROSHOP → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>104 766</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	8
more than 100 km up to 300 km	15
over 300 km	68
<b>Total Germany</b>	<b>40</b>
Baden- Württemberg	15
Bavaria	11
Berlin	2
Brandenburg	2
Bremen	1
Hamburg	3
Hesse	7
Mecklenburg- West Pomerania	-
Lower Saxony	6
<b>Total Foreign</b>	<b>60</b>
of which EU	60
Rest of Europe	13
Africa	3
North America	6
South and Central America	5
Middle East	3
South-, East-, Central Asia	8
Australia	4
<b>The five countries with the highest visitor shares</b>	%
Netherlands	9
Great Britain	7
France	6
Italy	5
Spain	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	9
Department head, group head	20
Other salaried staff/public service	11
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	5
Student	3
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2002	23
Earlier events	15
First visit	54
2005	34

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

## Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	22
Industry	9
Wholesale trade	6
Skilled trades	4
Interior fittings, visual marketing, store construction	15
Architect/designer	8
Trade fair construction, event agency	8
Advertising, graphics design	5
Services, training, consulting	4
IT, EDP, office communication	4
Other services	3
Association/club/institution	1
Public authority	1
University/college/polytechnic	1
Other	8
Student	3
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	36
Collectively	33
In an advisory capacity	18
No	9
Student	3
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	26
Research/development/design	4
Planning/work preparation	19
Manufacture/production	5
Production, quality control	1
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	24
Storage/material management/logistics/transport	1
Maintenance/repairs	2
Other area	5
Student	3
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	13
5- 9	10
10- 49	24
50- 99	9
100-199	9
200-499	8
500- 999	6
1 000- 9 999	11
10 000 and more	6
Student	1
Other not gainfully employed	3
<b>Length of stay</b>	%
1. Length of stay (days):	
one	50
two	29
three	12
four	5
five	4
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	N/A

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

## GDS / GLS / global shoes &amp; accessories

## Basic data trade visitors

<b>Total number of visitors</b>	<b>27 130</b>
<b>Proportion of trade visitors</b>	<b>92%</b>
<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	7
more than 100 km up to 300 km	20
over 300 km	59
<b>Total Germany</b>	<b>54</b>
Baden- Württemberg	11
Bavaria	8
Berlin	3
Brandenburg	3
Bremen	1
Hamburg	4
Hesse	9
Mecklenburg- West Pomerania	1
Lower Saxony	8
<b>Total Foreign</b>	<b>46</b>
of which EU	64
Rest of Europe	13
Africa	2
North America	3
South and Central America	3
Middle East	2
South-, East-, Central Asia	11
Australia	2
<b>The five countries with the highest visitor shares</b>	%
Netherlands	12
Great Britain	7
Italy	6
Spain	4
Belgium	4
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	44
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	5
Department head, group head	12
Other salaried staff/public service	7
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	6
Student	4
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2007 (Spring)	43
2006	37
Earlier events	37
First visit	30

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

**Additional data trade visitors**

<b>Economic sector</b>	%
Specialist shoe shop	33
Shoe retail chain	5
Specialist textile/clothing retail, boutique	5
Other retail	12
Wholesale trade	7
Commercial agency	3
Foreign trade	3
Designer	4
Media, press, publishing	4
Other services	4
Shoe and leather manufacturing	7
Suppliers to shoe and leather manufacturers	2
Other	6
Student	4
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	38
Collectively	26
In an advisory capacity	20
No	12
Student	4
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	35
Research/development/design	4
Planning/work preparation	1
Manufacture/production	4
Production, quality control	-
Buying/procurement	20
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	25
Storage/material management/logistics/transport	1
Maintenance/repairs	-
Other area	4
Student	4
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	27
5- 9	15
10- 49	21
50- 99	7
100- 199	6
200- 499	6
500- 999	4
1 000- 9 999	4
10 000 and more	3
Student	1
Other not gainfully employed	4

<b>Length of stay</b>	%
1. Length of stay (days):	
one	52
two	29
three	19
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

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>29 421</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	14
more than 50 km up to 100 km	8
more than 100 km up to 300 km	19
over 300 km	59

<b>Total Germany</b>	<b>48</b>
Baden-Württemberg	7
Bavaria	8
Berlin	3
Brandenburg	1
Bremen	1
Hamburg	3
Hesse	9
Mecklenburg-West Pomerania	1
Lower Saxony	8
North Rhine-Westphalia	44
Rhineland-Palatinate	8
Saarland	1
Saxony	3
Saxony-Anhalt	1
Schleswig-Holstein	2
Thuringia	1

<b>Total Foreign</b>	<b>52</b>
of which EU	56
Rest of Europe	8
Africa	4
North America	3
South and Central America	6
Middle East	4
East Asia	15
Australia	3

<b>The five countries with the highest visitor shares</b>	%
Netherlands	12
Belgium	6
Great Britain	6
Italy	4
Spain	4

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	45
Managing director, board member, head of an authority etc.	19
Senior department head, other employee with managerial responsibility	5
Department head, group head	10
Other salaried staff, public service	7
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	5
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007 (Spring)	42
2006 (Autumn)	37
2006 (Spring)	34
Earlier events	33
First visit	33

**Additional data trade visitors**

<b>Economic sector</b>	%
Specialist shoe retailer	2
Shoe retail chain	6
Specialist textile/clothing retail, boutique	4
Specialist shoe shop	35
Specialist leather goods	1
Other retail	7
Wholesale, foreign trade	16
Designer	5
Other services	6
Shoe manufacturing	7
Other	7
Student	2
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	42
Collectively	28
In an advisory capacity	16
No	10
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	37
Research, development, design	4
Planning, work preparation	4
Manufacture, production	4
Production, quality control	1
Buying, procurement	18
Finance, accounting, controlling	-
Information, communication technology (EDP)	-
Administration, organisation, personnel, social welfare, training	-
Marketing, sales, advertising, PR	26
Storage, material management, logistics, transport	1
Maintenance, repairs	-
Other area	4
Student	2
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	32
5- 9	14
10- 49	20
50- 99	7
100- 199	5
200- 499	3
1 000- 9 999	6
10 000 and more	2
Student	2
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	52
two	28
three	20
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

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>55 073</b>
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<b>Proportion of trade visitors</b>	<b>97%</b>
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<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	18
over 300 km	66

<b>Total Germany</b>	<b>44</b>
Baden-Württemberg	10
Bavaria	12
Berlin	3
Brandenburg	1
Bremen	-
Hamburg	2
Hesse	5
Mecklenburg-West Pomerania	1
Lower Saxony	9
North Rhine-Westphalia	39
Rhineland-Palatinate	6
Saarland	1
Saxony	4
Saxony-Anhalt	2
Schleswig-Holstein	1
Thuringia	4

<b>Total Foreign</b>	<b>56</b>
of which EU	55
Rest of Europe	14
Africa	4
North America	6
South and Central America	5
Middle East	6
South-, East-, Central Asia	8
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Netherlands	10
France	8
Italy	6
Belgium	6
USA	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	26
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	9
Department head, group head	21
Other salaried staff/public service	10
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	44
2004	36
Earlier events	29
First visit	37

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry (manufacturer)	54
Solar industry	2
Skilled trades	14
Trade	10
Architect's office	3
Engineer's and planning office	5
Media, press, publishing	1
Other services	3
Public authority	1
University/college/polytechnic	2
Other	3
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	30
Collectively	33
In an advisory capacity	21
No	12
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	31
Research/development/design	13
Planning/work preparation	6
Manufacture/production	19
Production, quality control	2
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	-
Maintenance/repairs	3
Other area	5
Student	3
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	13
5- 9	7
10- 49	23
50- 99	11
100- 199	11
200- 499	13
500- 999	6
1 000- 9 999	7
10 000 and more	5
Student	3
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	45
two	26
three	14
four	7
five	8
2. Average length of stay	2,1 days
3. Share of visitors on the event's days:	N/A

Conducted by: Walter, Wissler & Partner, Basel

## hogatec → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>40 639</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	34
more than 50 km up to 100 km	16
more than 100 km up to 300 km	25
over 300 km	24
<b>Total Germany</b>	<b>93</b>
Baden-Württemberg	4
Bavaria	5
Berlin	2
Brandenburg	2
Bremen	1
Hamburg	1
Hesse	9
Mecklenburg-West Pomerania	-
Lower Saxony	5
<b>Total Foreign</b>	<b>7</b>
of which EU	71
Rest of Europe	12
Other	17

<b>The country with the highest visitor share</b>	<b>%</b>
Netherlands	17

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	43
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	4
Department head, group head	13
Other salaried staff/public service	8
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	7
Other position	2
Student	5
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	26
2004	19
Earlier events	17
First visit	56

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Hotel	14
Catering	36
Communal catering	5
Catering/party service	5
Snack, fast-food business	3
Franchise restaurant	2
Food trade	4
Trade	8
Industry	3
Planning, project management	2
Architecture/design	1
Other service enterprises, consultancies	3
Hotel management schools, technical colleges, universities	1
Trade associations, institutions	1
Other	6
Student	5
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	37
Collectively	28
In an advisory capacity	19
No	10
Student	5
Other not gainfully employed	2

<b>Area of responsibility</b>	<b>%</b>
Management	41
Research/development/design	2
Planning/work preparation	4
Manufacture/production	10
Production, quality control	1
Buying/procurement	10
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	1
Maintenance/repairs	1
Other area	9
Student	5
Other not gainfully employed	2

<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	26
5- 9	17
10- 49	24
50- 99	6
100-199	5
200-499	4
500- 999	1
1 000- 9 999	4
10 000 and more	2
Student	5
Other not gainfully employed	2
N/A	4

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	84
two	11
three	3
four	3
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	N/A

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

## IAM → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>13 327</b>
<b>Proportion of trade visitors</b>	<b>39%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	54
more than 50 km up to 100 km	16
more than 100 km up to 300 km	15
over 300 km	15
<b>Total Germany</b>	<b>94</b>
Baden-Württemberg	2
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	6
Mecklenburg-West Pomerania	-
Lower Saxony	3
<b>Total Foreign</b>	<b>6</b>

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	30
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	20
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	6
Other position	4
Student	8
Housewife/man	1
Old-age pensioner	5
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	44
2006	33
Earlier events	30
First visit	38

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>61%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	66
more than 50 km up to 100 km	14
more than 100 km up to 300 km	11
over 300 km	8
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	1
Bavaria	2
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	3
Mecklenburg-West Pomerania	-
Lower Saxony	2
<b>Total Foreign</b>	<b>1</b>

<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	3
Department head, group head	7
Other salaried staff/public service	28
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	3
Student	4
Housewife/man	2
Old-age pensioner	22
Other not gainfully employed	7

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	57
2006	42
Earlier events	31
First visit	27

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	61
more than 50 km up to 100 km	15
more than 100 km up to 300 km	13
over 300 km	11

<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	2
Bavaria	3
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	4
Mecklenburg-West Pomerania	-
Lower Saxony	3
<b>Total Foreign</b>	<b>3</b>
of which EU	68
Other	32

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	3
Department head, group head	9
Other salaried staff/public service	25
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	3
Student	5
Housewife/man	2
Old-age pensioner	16
Other not gainfully employed	5

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	52
2006	39
Earlier events	31
First visit	31

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	5
Trade	3
Banks	30
Investment adviser/advisor (freelance)	7
Insurance	5
Stock exchange	4
Tax accountants	2
Other services	10
Public authority	3
University/college/polytechnic	4
Association, society, institution, organisation	1
Other	9
Student	8
Other not gainfully employed	10

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	16
In an advisory capacity	24
No	21
Student	8
Other not gainfully employed	10

<b>Area of responsibility</b>	%
Management	19
Research/development/design	1
Planning/work preparation	2
Manufacture/production	1
Production, quality control	-
Buying/procurement	1
Finance/accounting, controlling	19
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	25
Storage/material management/logistics/transport	1
Maintenance/repairs	-
Other area	8
Student	8
Other not gainfully employed	10

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	22
5- 9	5
10- 49	9
50- 99	3
100-199	5
200-499	7
500- 999	5
1 000- 9 999	18
10 000 and more	6
Student	8
Other not gainfully employed	10
N/A	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	82
two	13
three	6
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>	%
Male	77
Female	23

<b>Age</b>	%
up to 20 years	1
over 20 up to 30 years	6
over 30 up to 40 years	16
over 40 up to 50 years	25
over 50 up to 60 years	23
over 60 up to 70 years	21
over 70 years	7

<b>Net household income</b>	%
up to 900,- EUR	2
more than 900,- EUR up to 1 500,- EUR	6
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	18
more than 5 000,- EUR	14
N/A	16

<b>Size of household</b>	%
1 person	32
2 persons	38
3 persons	15
4 persons	11
5 persons and more	5

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

Conducted by: Walter, Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>8 566</b>
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<b>Proportion of trade visitors</b>	<b>100%</b>
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<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	7
more than 100 km up to 300 km	36
over 300 km	43

<b>Total Germany</b>	<b>85</b>
Baden-Württemberg	12
Bavaria	9
Berlin	3
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	11
Mecklenburg-West Pommern	1
Lower Saxony	8
North Rhine-Westphalia	37
Rhineland-Palatinate	9
Saarland	2
Saxony	2
Saxony-Anhalt	2
Schleswig-Holstein	2
Thuringia	2

<b>Total Foreign</b>	<b>15</b>
of which EU	75
Other	25

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	47
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	10
Skilled worker	9
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	3
Student	1
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	57
2006	36
Earlier events	36
First visit	25

**Additional data trade visitors**

<b>Economic sector</b>	%
Service	22
Industry (manufacturer)	22
Retail trade	21
Wholesale/foreign trade	8
Skilled trades	3
Authority/public services	2
Other sectors	20
Student	1
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	39
Collectively	23
In an advisory capacity	19
No	16
Student	1
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	46
Research/development/design	9
Planning/work preparation	12
Manufacture/production	5
Production, quality control	2
Buying/procurement	19
Finance/accounting, controlling	8
Information, communication technology (EDP)	8
Administration/organisation/personnel/social welfare/training	7
Marketing/sales/advertising/PR	31
Storage/material management/logistics/transport	4
Maintenance/repairs	16
Other area	11
Student	1
Other not gainfully employed	2

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	32
5- 9	13
10- 49	23
50- 99	7
100-199	6
200-499	5
500- 999	4
1 000- 9 999	7
10 000 and more	1
Student	1
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	71
two	24
three	3
four	2
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	
1st day	34
2nd day	42
3rd day	39
4th day	21

Conducted by: Walter, Wissler & Partner, Basel



## InterCool → Düsseldorf

## Basic data trade visitors

Total number of visitors	10 482
Proportion of trade visitors	95%
Region of residence	%
up to 50 km	18
more than 50 km up to 100 km	13
more than 100 km up to 300 km	28
over 300 km	41

<b>Total Germany</b>	<b>73</b>
Baden-	North Rhine-
Württemberg	5 Westphalia
Bavaria	5 Rhineland-
Berlin	2 Palatinate
Brandenburg	1 Saarland
Bremen	6 Saxony
Hamburg	3 Saxony-Anhalt
Hesse	5 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	14

<b>Total Foreign</b>	<b>27</b>
of which EU	82
Rest of Europe	14
Other	4

<b>The two countries with the highest visitor shares</b>	%
Austria	13
Netherlands	13

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	9
Department head, group head	27
Other salaried staff/public service	17
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	3
Other position	3
Student	3

<b>Frequency of visits to trade fair</b>	%
2006	40
2004	30
Earlier events	15
First visit	44

## Additional data trade visitors

<b>Economic sector</b>	%
Food retail trade	12
Food wholesalers	10
Import/export	10
Food trade	4
Food trade	20
Supply industry for food manufacture	6
Other industrial company	4
Hospitality industry, institutional catering, chain restaurants, catering & party service	13
Service	12
Other	7
Student	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	35
In an advisory capacity	21
No	14
Student	3

<b>Area of responsibility</b>	%
Management	26
Research/development/design	7
Planning/work preparation	1
Manufacture/production	7
Production, quality control	3
Buying/procurement	16
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	30
Storage/material management/logistics/transport	1
Maintenance/repairs	2
Other area	3
Student	3

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	8
5- 9	9
10- 49	22
50- 99	11
100-199	12
200- 499	10
500- 999	7
1 000- 9 999	12
10 000 and more	6
Student	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	69
two	25
three	4
four	1
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	N/A

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

## InterMeat → Düsseldorf

## Basic data trade visitors

Total number of visitors	16 538
Proportion of trade visitors	92%
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	32
over 300 km	39

<b>Total Germany</b>	<b>71</b>
Baden-	North Rhine-
Württemberg	4 Westphalia
Bavaria	7 Rhineland-
Berlin	2 Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	3 Saxony-Anhalt
Hesse	9 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	17

<b>Total Foreign</b>	<b>29</b>
of which EU	85
Rest of Europe	10
Other	5

<b>The two countries with the highest visitor shares</b>	%
Netherlands	25
Belgium	9

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	12
Department head, group head	21
Other salaried staff/public service	15
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	4
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	40
2004	27
Earlier events	15
First visit	47

## Additional data trade visitors

<b>Economic sector</b>	%
Food retail trade	9
Food wholesalers	12
Import/export	11
Food trade	10
Hotel	1
Hospitality industry, institutional catering, chain restaurants, catering & party service	6
Foodstuff industry	22
Supply industry for food manufacture	8
Other industrial company	1
Service companies	7
Media, press, publishing	2
Association, institution	1
University/college/polytechnic	4
Other	1
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	30
In an advisory capacity	23
No	15
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	26
Research/development/design	7
Planning/work preparation	3
Manufacture/production	9
Production, quality control	3
Buying/procurement	12
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	26
Storage/material management/logistics/transport	2
Maintenance/repairs	1
Other area	4
Student	3
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	12
5- 9	7
10- 49	21
50- 99	11
100-199	11
200-499	10
500- 999	6
1 000- 9 999	10
10 000 and more	5
Student	3
Other not gainfully employed	1
N/A	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	69
two	25
three	4
four	2
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	N/A

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

## InterMopro

## Basic data trade visitors

Total number of visitors	10 334
Proportion of trade visitors	95%
Region of residence	%
up to 50 km	21
more than 50 km up to 100 km	7
more than 100 km up to 300 km	27
over 300 km	45

<b>Total Germany</b>	<b>75</b>
Baden-	North Rhine-
Württemberg	7 Westphalia
Bavaria	12 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	2 Saxony
Hamburg	5 Saxony-Anhalt
Hesse	9 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	7

<b>Total Foreign</b>	<b>25</b>
of which EU	85
Other	15

<b>The country with the highest visitor share</b>	%
Netherlands	20

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	8
Department head, group head	26
Other salaried staff/public service	16
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	6
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	38
2004	27
Earlier events	17
First visit	49

**Additional data trade visitors**

<b>Economic sector</b>	%
Food retail trade	15
Food wholesalers	11
Import/export	8
Food trade	6
Hospitality industry, institutional catering, chain restaurants, catering & party service	7
Foodstuff industry	20
Supply industry for food manufacture	7
Other industrial company	2
Service companies (total)	10
Media, press, publishing	3
Association, institution	1
University/college/polytechnic	1
Other	5
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	28
In an advisory capacity	28
No	16
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	20
Research/development/design	6
Planning/work preparation	2
Manufacture/production	6
Production, quality control	1
Buying/procurement	14
Finance/accounting, controlling	-
Information, communication technology (EDP)	-
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	36
Storage/material management/logistics/transport	1
Maintenance/repairs	-
Other area	3
Student	3
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	12
5- 9	7
10- 49	19
50- 99	12
100-199	14
200-499	10
500- 999	5
1 000- 9 999	11
10 000 and more	5
Student	3
Other not gainfully employed	1
N/A	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	72
two	21
three	5
four	2
2. Average length of stay	1,4 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>171 073</b>
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<b>Proportion of trade visitors</b>	<b>98%</b>
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<b>Region of residence</b>	%
up to 50 km	8
more than 50 km up to 100 km	6
more than 100 km up to 300 km	16
over 300 km	69

<b>Total Germany</b>	<b>39</b>
Baden-	North Rhine-
Württemberg	15
Bavaria	10
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	7
Mecklenburg-	Schleswig-
West Pommern	Holstein
Lower Saxony	1
Thuringia	1

<b>Total Foreign</b>	<b>61</b>
of which EU	50
Rest of Europe	12
Africa	5
North America	5
South and Central America	7
Middle East	7
South-, East-, Central Asia	13
Australia	3

<b>The five countries with the highest visitor shares</b>	%
Netherlands	7
Italy	6
Switzerland	6
Great Britain	5
India	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	18
Senior department head, other employee with managerial responsibility	12
Department head, group head	25
Lecturer, teacher, scientific assistant	1
Other salaried staff/public service	15
Skilled worker	7
Trainee	1
Other position	4
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2005	39
2002	27
Earlier events	19
First visit	45

**Additional data trade visitors**

<b>Economic sector</b>	%
Food and luxuries industry	17
Pharmaceuticals industry	9
Mechanical engineering	8
Chemical industry	7
Plastic goods manufacturing	6
Confectionery industry	5
Paper and cardboard processing, printing	3
Other industry, manufacturer	18
Technical retail trade	7
Other trade	4
Service	6
Skilled trades	4
University/college/polytechnic	1
Other	3
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	37
In an advisory capacity	21
No	10
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	23
Research/development/design	21
Planning/work preparation	4
Manufacture/production	16
Production, quality control	2
Buying/procurement	7
Finance/accounting, controlling	-
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	2
Maintenance/repairs	4
Other area	3
Student	3
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	6
5- 9	5
10- 49	17
50- 99	11
100-199	12
200-499	13
500- 999	9
1 000- 9 999	15
10 000 and more	8
Student	3
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	39
two	26
three	16
four	7
five	4
six	3
seven	5
2. Average length of stay	2,4 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>136 871</b>
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<b>Proportion of trade visitors</b>	<b>97%</b>
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<b>Region of residence</b>	%
up to 50 km	16
more than 50 km up to 100 km	9
more than 100 km up to 300 km	15
over 300 km	61

<b>Total Germany</b>	<b>51</b>
Baden-	North Rhine-
Württemberg	12
Bavaria	7
Berlin	2
Brandenburg	-
Bremen	1
Hamburg	2
Hesse	8
Mecklenburg-	Schleswig-
West Pommern	Holstein
Lower Saxony	1
Thuringia	1

<b>Total Foreign</b>	<b>49</b>
of which EU	47
Rest of Europe	8
Africa	7
North America	7
South and Central America	4
Middle East	12
South-, East-, Central Asia	14
Australia	1

<b>The five countries with the highest visitor shares</b>	%
Netherlands	7
Great Britain	6
USA	5
Italy	5
India	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	23
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	6
Department head, group head	19
Other salaried staff/public service	14
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	5
Student	7
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	41
2006	37
2005	33
Earlier events	27
First visit	38

**Additional data trade visitors**

<b>Economic sector</b>	%
Doctor's practice	8
Doctors' practices, physiotherapy, ergo-therapy, logopaedia	2
Other practices	1
Hospital/university hospital/clinic	20
Medical care centre	2
Rehabilitation facilities	1
Health spa facilities	1
Old people's home	1
Nursing home	1
Industry	15
Medicine and sanitary/medical specialist trade	9
Pharmacy	1
Other trade	7
Service	11
Other	12
Student	7
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	28
In an advisory capacity	22
No	13
Student	7
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	32
Research/development/design	16
Planning/work preparation	2
Manufacture/production	4
Production, quality control	1
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	26
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	5

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	12
5- 9	11
10- 49	25
50- 99	8
100-199	6
200-499	8
500- 999	6
1 000- 9 999	13
10 000 and more	3
Student	7
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	46
two	22
three	16
four	17
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

## METAV → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>52 024</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	31
more than 50 km up to 100 km	19
more than 100 km up to 300 km	22
over 300 km	29
<b>Total Germany</b>	<b>87</b>
Baden- Württemberg	8
Bavaria	5
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	5
Mecklenburg- West Pomerania	-
Lower Saxony	5
<b>Total Foreign</b>	<b>13</b>
of which EU	62
Rest of Europe	19
East Asia	8
Other	11
<b>The three countries with the highest visitor shares</b>	%
Netherlands	9
Italy	8
Spain	7
<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	7
Department head, group head	23
Other salaried staff/public service	11
Skilled worker	13
Lecturer, teacher, scientific assistant	4
Trainee	13
Other position	2
Student	7
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
Düsseldorf 2006	41
Munich 2006	5
Düsseldorf 2004	26
Earlier events	18
First visit	39

## Additional data trade visitors

<b>Economic sector</b>	%
Machine and plant construction	32
Automobile industry	6
Supplier to the automobile industry	5
other industry	21
Skilled trades	10
Technical retail trade	4
Other trade	2
Media, press, publishing	1
Other services	5
University/college/polytechnic	4
Public authority	1
Other	1
Student	7
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	18
Collectively	29
In an advisory capacity	25
No	20
Student	7
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	15
Research/development/design	8
Planning/work preparation	8
Manufacture/production	32
Production, quality control	3
Buying/procurement	3
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	5
Other area	6
Student	7
Other not gainfully employed	2
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	6
5- 9	6
10- 49	18
50- 99	11
100-199	11
200-499	12
500- 999	9
1 000- 9 999	11
10 000 and more	5
Student	7
Other not gainfully employed	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	77
two	15
three	4
four	1
five	3
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	N/A

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

## ProWein → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>33 386</b>
<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	17
more than 50 km up to 100 km	10
more than 100 km up to 300 km	30
over 300 km	44
<b>Total Germany</b>	<b>75</b>
Baden- Württemberg	13
Bavaria	9
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	8
Mecklenburg- West Pomerania	-
Lower Saxony	4
<b>Total Foreign</b>	<b>25</b>
of which EU	82
Rest of Europe	11
Other	8
<b>The five countries with the highest visitor shares</b>	%
Netherlands	15
France	11
Austria	10
Spain	7
Italy	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	4
Department head, group head	14
Other salaried staff/public service	8
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	4
Student	5
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2007	44
2006	39
Earlier events	35
First visit	31

## Additional data trade visitors

<b>Economic sector</b>	%
Retail trade for wine, sparkling wine and spirits	24
Other retail	7
Catering (restaurant, pub, café)	11
Other catering establishments	2
Import/export	10
Wholesale trade for wine, sparkling wine and spirits	7
Hotel	6
Trade agency for wine, sparkling wine and spirits	3
Other services	9
Wine-growing, production, processing	8
Accessories	2
University/college/polytechnic	1
Public authority	1
Other	4
Student	5
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	40
Collectively	26
In an advisory capacity	19
No	9
Student	5
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	41
Research/development/design	2
Planning/work preparation	2
Manufacture/production	4
Production, quality control	1
Buying/procurement	9
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	24
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	7
Student	5
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	32
5- 9	14
10- 49	24
50- 99	7
100-199	4
200-499	4
500- 999	2
1 000- 9 999	3
10 000 and more	2
Student	1
Other not gainfully employed	5
<b>Length of stay</b>	%
1. Length of stay (days):	
one	54
two	31
three	15
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A

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

## PSI → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>19 382</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	8
more than 50 km up to 100 km	4
more than 100 km up to 300 km	23
over 300 km	65
<b>Total Germany</b>	<b>44</b>
Baden- Württemberg	16
Bavaria	16
Berlin	3
Brandenburg	-
Bremen	1
Hamburg	4
Hesse	7
Mecklenburg- West Pomerania	1
Lower Saxony	4
<b>Total Foreign</b>	<b>56</b>
of which EU	80
Rest of Europe	13
East Asia	3
Other	4
<b>The five countries with the highest visitor shares</b>	%
Netherlands	14
Belgium	9
France	7
Austria	7
Switzerland	6
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	22
Senior department head, other employee with managerial responsibility	6
Department head, group head	12
Other salaried staff/public service	13
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	4
Student	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2007	47
2006	38
Earlier events	42
First visit	28



**Additional data trade visitors**

<b>Economic sector</b>	%
Full-service agency	30
Wholesale trade	24
Producer, supplier	15
Importers, exporters	14
Service	11
Other sectors	3
Student	2
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	44
Collectively	29
In an advisory capacity	16
No	8
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	38
Research/development/design	3
Planning/work preparation	6
Manufacture/production	6
Production, quality control	2
Buying/procurement	24
Finance/accounting, controlling	5
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	65
Storage/material management/logistics/transport	2
Maintenance/repairs	2
Other area	4
Student	2
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	31
5- 9	21
10- 49	6
50- 99	6
100- 199	3
200- 499	3
500- 999	2
1 000- 9 999	1
10 000 and more	-
Student	2
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	28
two	36
three	36
2. Average length of stay	2,1 days
3. Share of visitors on the event's days:	
1st day	69
2nd day	81
3rd day	57

Conducted by: Walter, Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>46 818</b>
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<b>Proportion of trade visitors</b>	<b>62%</b>
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<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-Württemberg	3
Bavaria	2
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	6
Mecklenburg-Holstein	1
West Pomerania	-
Lower Saxony	8
North Rhine-Westphalia	71
Rhineland-Palatinate	5
Saarland	1
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	1
Thuringia	1

<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 staff, 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-Württemberg	3
Bavaria	3
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	5
Mecklenburg-Holstein	1
West Pomerania	-
Lower Saxony	7
North Rhine-Westphalia	71
Rhineland-Palatinate	5
Saarland	1
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	1
Thuringia	1

<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 staff, 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



## Tube → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>35 295</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	15
more than 50 km up to 100 km	10
more than 100 km up to 300 km	14
over 300 km	61

<b>Total Germany</b>	<b>47</b>
Baden-	North Rhine-
Württemberg	13 Westphalia
Bavaria	8 Rhineland-
Berlin	1 Palatinate
Brandenburg	1 Saarland
Bremen	1 Saxony
Hamburg	2 Saxony-Anhalt
Hesse	3 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	6

<b>Total Foreign</b>	<b>53</b>
of which EU	60
Rest of Europe	11
Africa	3
South and Central America	5
middle East	5
East Asia	9
Australia	1

<b>The five countries with the highest visitor shares</b>	%
Italy	9
Netherlands	8
France	7
Great Britain	5
India	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	19
Senior department head, other employee with managerial responsibility	11
Department head, group head	25
Other salaried staff/public service	16
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	4
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	43
2004	33
Earlier events	21
First visit	42

## Additional data trade visitors

<b>Economic sector</b>	%
Pipeline manufacturing	21
Iron, steel and non-ferrous metals industry	10
Motor vehicle industry	7
Manufacturer of pipe construction machines and systems	3
Oil, gas, water supplies	3
Chemical industry	2
Construction industry	3
Other industry, manufacturer	13
Technical retail trade	10
Other trade	11
Skilled trades	6
Service	6
Other	4
Student	1
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	37
Collectively	34
In an advisory capacity	19
No	10
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	30
Research/development/design	8
Planning/work preparation	3
Manufacture/production	15
Production, quality control	2
Buying/procurement	19
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organisation/personnel/social welfare/training	-
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	1
Maintenance/repairs	2
Other area	3
Student	1
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	7
5- 9	5
10- 49	23
50- 99	12
100-199	13
200-499	11
500- 999	7
1 000- 9 999	13
10 000 and more	7
Student	1
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	52
two	29
three	12
four	3
five	4
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	N/A

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

## wire → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>42 499</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<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	11
over 300 km	70

<b>Total Germany</b>	<b>41</b>
Baden-	North Rhine-
Württemberg	18 Westphalia
Bavaria	12 Rhineland-
Berlin	2 Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	1 Saxony-Anhalt
Hesse	5 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	3

<b>Total Foreign</b>	<b>59</b>
of which EU	53
Rest of Europe	11
Africa	6
North America	5
South and Central America	8
middle East	5
East Asia	12
Australia	1

<b>The five countries with the highest visitor shares</b>	%
France	8
Italy	8
Great Britain	7
India	6
Belgium	4

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	12
Department head, group head	26
Other salaried staff/public service	12
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	5
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	42
2004	36
Earlier events	28
First visit	40

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

## Grüne Tage Thüringen

## Basic data private visitors

<b>Total number of visitors</b>	<b>21 446</b>
<b>Proportion of private visitors</b>	<b>87%</b>
<b>Region of residence</b>	%
up to 50 km	64
more than 50 km up to 100 km	28
more than 100 km up to 300 km	7
over 300 km	1

<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	1 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	7
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	2
Other salaried staff/public service	23
Skilled worker	17
Lecturer, teacher, scientific assistant	4
Trainee	4
Other position	-
Student	9
Housewife/man	6
Old-age pensioner	23
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2006	39
2004	23
Earlier events	12
First visit	26

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	6
5- 9	4
10- 49	14
50- 99	13
100-199	16
200-499	16
500- 999	12
1 000- 9 999	12
10 000 and more	5
Student	1
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	45
two	29
three	14
four	6
five	6
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	N/A

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

**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	62
more than 50 km up to 100 km	30
more than 100 km up to 300 km	7
over 300 km	2
<b>Total Germany</b>	<b>100</b>
Baden- Württemberg	1
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	1
Hamburg	2
Hesse	-
Mecklenburg- West Pomerania	95
Lower Saxony	-
<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	3
Other salaried staff/public service	23
Skilled worker	16
Lecturer, teacher, scientific assistant	4
Trainee	6
Other position	-
Student	10
Housewife/man	5
Old-age pensioner	20
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2006	39
2004	23
Earlier events	12
First visit	26

**Additional data private visitors**

<b>Sex</b>	%
Male	46
Female	54
<b>Age</b>	%
up to 20 years	10
over 20 up to 30 years	13
over 30 up to 40 years	18
over 40 up to 50 years	21
over 50 up to 60 years	16
over 60 up to 70 years	17
over 70 years	6
<b>Net household income</b>	%
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	1
N/A	44
<b>Size of household</b>	%
1 person	14
2 persons	33
3 persons	22
4 persons	22
5 persons and more	10
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	62
no	16
maybe	23
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	13
no	41
maybe	46
Conducted by: Messe Erfurt GmbH, Erfurt	

**Basic data private visitors**

<b>Total number of visitors</b>	<b>6 307</b>
<b>Proportion of private visitors</b>	<b>94%</b>
<b>Region of residence</b>	%
up to 50 km	73
more than 50 km up to 100 km	22
more than 100 km up to 300 km	3
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden- Württemberg	-
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg- West Pomerania	97
Lower Saxony	-
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	2
Other salaried staff/public service	54
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	-
Student	-
Housewife/man	2
Old-age pensioner	15
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2007	18
2006	18
Earlier events	31
First visit	33

**Additional data private visitors**

<b>Sex</b>	%
Male	60
Female	40
<b>Age</b>	%
up to 20 years	1
over 20 up to 30 years	15
over 30 up to 40 years	16
over 40 up to 50 years	30
over 50 up to 60 years	22
over 60 up to 70 years	13
over 70 years	3
<b>Net household income</b>	%
up to 900,- EUR	-
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	17
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	5
N/A	30
<b>Size of household</b>	%
1 person	4
2 persons	43
3 persons	27
4 persons	20
5 persons and more	7
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	12
no	52
maybe	36
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	43
no	43
maybe	14
Conducted by: Messe Erfurt GmbH, Erfurt	



## inoga (2006)\* ..... Erfurt

## Basic data trade visitors

<b>Total number of visitors</b>	<b>5 942</b>
<b>Proportion of trade visitors</b>	<b>68%</b>
<b>Region of residence</b>	%
up to 50 km	41
more than 50 km up to 100 km	33
more than 100 km up to 300 km	19
over 300 km	6
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	1
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg- Holstein	-
West Pomerania	-
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.	4
Senior department head, other employee with managerial responsibility	-
Department head, group head	5
Other salaried staff/public service	27
Skilled worker	2
Lecturer, teacher, scientific assistant	9
Trainee	19
Other position	3
Student	3
<b>Frequency of visits to trade fair</b>	%
2004	22
2002	14
Earlier events	6
First visit	29

\*) inoga 2008 with IKA  
(total number of visitors 22 200)

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>32%</b>
<b>Region of residence</b>	%
up to 50 km	58
more than 50 km up to 100 km	25
more than 100 km up to 300 km	9
over 300 km	8
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	1
Bavaria	2
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg- Holstein	1
West Pomerania	-
Lower Saxony	-
<b>Total foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	-
Department head, group head	1
Other salaried staff/public service	31
Skilled worker	8
Lecturer, teacher, scientific assistant	5
Trainee	8
Other position	3
Student	-
Housewife/man	2
Old-age pensioner	32
Other not gainfully employed	4
<b>Frequency of visits to trade fair</b>	%
2004	33
2002	11
Earlier events	3
First visit	53

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	47
more than 50 km up to 100 km	31
more than 100 km up to 300 km	16
over 300 km	7
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	1
Bavaria	3
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg- Holstein	1
West Pomerania	-
Lower Saxony	1
<b>Total foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	-
Department head, group head	3
Other salaried staff/public service	28
Skilled worker	4
Lecturer, teacher, scientific assistant	7
Trainee	2
Other position	16
Student	3
Housewife/man	1
Old-age pensioner	10
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2004	31
2002	17
Earlier events	7
First visit	51

## Additional data trade visitors

<b>Economic sector</b>	%
Catering	49
Hotel	17
Catering	5
Wholesale trade	2
Retail trade	3
Industry	2
Skilled trades	5
Service	3
Authority/public services	2
Teaching and training	9
Other	4
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	34
Collectively	27
In an advisory capacity	20
No	17
Student	3
<b>Area of responsibility</b>	%
Management	23
Research/development/design	2
Planning/work preparation	3
Manufacture/production	22
Production, quality control	2
Buying/procurement	7
Finance/accounting, controlling	3
Information, communication technology (EDP)	2
Administration/organisation/personnel/ social welfare/training	14
Marketing/sales/advertising/PR	7
Storage/material management/logistics/ transport	2
Maintenance/repairs	1
Other area	10
Student	3
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	29
5- 9	15
10- 49	31
50- 99	13
100-199	6
200- 499	2
500- 999	1
1 000- 9 999	-
10 000 and more	-
Student	3
<b>Length of stay</b>	%
1. Length of stay (days):	
one	93
two	4
three	4
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	23
2nd day	41
3rd day	37

## Additional data private visitors

<b>Sex</b>	%
Male	52
Female	48
<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	12
over 30 up to 40 years	10
over 40 up to 50 years	20
over 50 up to 60 years	22
over 60 up to 70 years	22
over 70 years	8
<b>Net household income</b>	%
up to 900,- EUR	12
more than 900,- EUR up to 1 500,- EUR	6
more than 1 500,- EUR up to 2 000,- EUR	9
more than 2 000,- EUR up to 3 000,- EUR	14
more than 3 000,- EUR up to 4 000,- EUR	9
more than 4 000,- EUR up to 5 000,- EUR	5
more than 5 000,- EUR	3
N/A	44
<b>Size of household</b>	%
1 person	12
2 persons	59
3 persons	15
4 persons	11
5 persons and more	4
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	30
no	33
maybe	37
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	13
no	48
maybe	40

Conducted by: Messe Erfurt AG, Erfurt

## International pedigree dog show → Erfurt

### Basic data private visitors

<b>Total number of visitors</b>	<b>15 577</b>
<b>Proportion of private visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	59
more than 50 km up to 100 km	28
more than 100 km up to 300 km	9
over 300 km	4
<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	1 Westphalia
Bavaria	2 Rhineland-
Berlin	- Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	3 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	1
<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	2
Other salaried staff/public service	44
Skilled worker	10
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	1
Student	7
Housewife/man	2
Old-age pensioner	16
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2007	44
2005	37
Earlier events	33
First visit	36

### Additional data private visitors

<b>Sex</b>	%
Male	45
Female	55
<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	22
over 30 up to 40 years	16
over 40 up to 50 years	22
over 50 up to 60 years	17
over 60 up to 70 years	12
over 70 years	5
<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	11
more than 2 000,- EUR up to 2 600,- EUR	16
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	2
N/A	40
<b>Size of household</b>	%
1 person	11
2 persons	42
3 persons	25
4 persons	16
5 persons and more	6
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	60
no	24
maybe	17
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	19
no	44
maybe	37
Conducted by: Messe Erfurt GmbH, Erfurt	

## Rapid. Tech → Erfurt

### Basic data trade visitors

<b>Total number of visitors</b>	<b>822</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	10
more than 100 km up to 300 km	35
over 300 km	43
<b>Total Germany</b>	<b>91</b>
Baden-	North Rhine-
Württemberg	6 Westphalia
Bavaria	16 Rhineland-
Berlin	3 Palatinate
Brandenburg	3 Saarland
Bremen	1 Saxony
Hamburg	2 Saxony-Anhalt
Hesse	5 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	6
<b>Total Foreign</b>	<b>9</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	3
Department head, group head	17
Other salaried staff/public service	39
Skilled worker	1
Lecturer, teacher, scientific assistant	5
Trainee	1
Other position	2
Student	9
<b>Frequency of visits to trade fair</b>	%
2007	24
2006	18
Earlier events	8
First visit	50

### Additional data trade visitors

<b>Economic sector</b>	%			
Industry	57			
Skilled trades	2			
Wholesale/foreign trade	3			
Service	10			
Authority/public services	1			
Teaching (polytechnic/university/college)	14			
Research	6			
Other sectors	8			
<b>Influence on purchasing/procurement decisions</b>	%			
Decisively	39			
Collectively	16			
In an advisory capacity	26			
No	10			
Student	9			
<b>Area of responsibility</b>	%			
Management	20			
Research/development/design	54			
Planning/work preparation	3			
Manufacture/production	12			
Production, quality control	2			
Buying/procurement	8			
Finance/accounting, controlling	1			
Information, communication technology (EDP)	1			
Administration/organisation/personnel/ social welfare/training	6			
Marketing/sales/advertising/PR	12			
Storage/material management/logistics/ transport	1			
Maintenance/repairs	-			
Other area	2			
Student	9			
<b>Size of company/organisation:</b>				
Number of employees:	%			
1- 4	12	200-	499	6
5- 9	10	500-	999	7
10- 49	17	10 000 and more		12
50- 99	8	1 000-	9 999	12
100-199	7	Student		9
<b>Length of stay</b>	%			
1. Length of stay (days):				
one	74	two	26	
2. Average length of stay		1,3 days		
3. Share of visitors on the event's days:				
1st day	61	2nd day	65	
Conducted by: Messe Erfurt GmbH, Erfurt				



## Reisen – Caravan → Erfurt

## Basic data private visitors

<b>Total number of visitors</b>	<b>31 246</b>
<b>Proportion of private visitors</b>	<b>97%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	62
more than 50 km up to 100 km	27
more than 100 km up to 300 km	10
over 300 km	2

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

<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	27
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	9
Student	10
Housewife/man	3
Old-age pensioner	32

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	55
2006	45
2005	52
2004	23
Earlier events	13
First visit	37

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	55
Female	45
<b>Age</b>	<b>%</b>
up to 20 years	4
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	25
over 65 years	16

<b>Net household income</b>	<b>N/A</b>
<b>Size of household</b>	<b>%</b>
1 person	12
2 persons	60
3 persons	17
4 persons	8
5 persons and more	3

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	8
no	93
maybe	-

Conducted by: INA Research GmbH, Schenefeld

## Reiten-Jagen-Fischen → Erfurt

## Basic data private visitors

<b>Total number of visitors</b>	<b>23 529</b>
<b>Proportion of private visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	58
more than 50 km up to 100 km	31
more than 100 km up to 300 km	9
over 300 km	2

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

<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	1
Department head, group head	2
Other salaried staff/public service	31
Skilled worker	10
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	1
Student	8
Housewife/man	4
Old-age pensioner	22
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	31
2006	29
Earlier events	29
First visit	11

## Additional data private visitors

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

<b>Age</b>	<b>%</b>
up to 20 years	9
over 20 up to 30 years	12
over 30 up to 40 years	17
over 40 up to 50 years	20
over 50 up to 60 years	19
over 60 up to 70 years	16
over 70 years	6

<b>Net household income</b>	<b>%</b>
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	14
more than 1 500,- EUR up to 2 000,- EUR	20
more than 2 000,- EUR up to 2 600,- EUR	16
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	4
N/A	24

<b>Size of household</b>	<b>%</b>
1 person	9
2 persons	38
3 persons	23
4 persons	20
5 persons and more	11

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	73
no	10
maybe	17

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	15
no	45
maybe	40

Conducted by: Messe Erfurt GmbH, Erfurt

## ALUMINIUM

## Basic data trade visitors

<b>Total number of visitors</b>	<b>16 886</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	14
more than 50 km up to 100 km	12
more than 100 km up to 300 km	25
over 300 km	48

<b>Total Germany</b>	<b>63</b>
Baden- Württemberg	16 North Rhine- Westphalia
Bavaria	7 Rhineland- Palatinate
Berlin	2 Saarland
Brandenburg	- Saxony
Bremen	1 Saxony-Anhalt
Hamburg	1 Saxony-Anhalt
Hesse	4 Schleswig- Holstein
Mecklenburg- Vorpommern	- Thuringia
Lower Saxony	8

<b>Total Foreign</b>	<b>37</b>
of which EU	65
Rest of Europe	16
Middle East	4
South-, East-, Central Asia	8
Other	7

<b>The five countries with the highest visitor shares</b>	<b>%</b>
Netherlands	14
Belgium	11
Great Britain	9
Austria	8
Switzerland	8

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	9
Department head, group head	31
Other salaried staff/public service	16
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	4
Student	4
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	30
2004	17
Earlier events	10
First visit	58

Additional data trade visitors

<b>Economic sector</b>	%
Industry (manufacturer)	55
Skilled trades	5
Light metal trade	8
Other trade	3
Logistics and transportation	1
Design	3
Building, construction	6
Media, press, publishing	1
Other services	4
Authority/public services	1
University/college/polytechnic	1
Other sectors	4
Student	4
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	35
In an advisory capacity	22
No	10
Student	4
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	24
Research/development/design	23
Planning/work preparation	7
Manufacture/production	11
Production, quality control	5
Buying/procurement	22
Finance/accounting, controlling	2
Information, communication technology (EDP) - Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	25
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	3
Student	4
Other not gainfully employed	3

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	10
5- 9	6
10- 49	16
50- 99	12
100- 199	9
200-499	17
500- 999	8
1 000- 9 999	10
10 000 and more	5
Student	4
Other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	73
two	17
three	10
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	
1st day	40
2nd day	52
3rd day	45

Conducted by: Walter, Wissler & Partner, Basel

Basic data trade visitors

<b>Total number of visitors</b>	<b>8 061</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	9
more than 100 km up to 300 km	31
over 300 km	48

<b>Total Germany</b>	<b>64</b>
Baden-Württemberg	11
Bavaria	14
Berlin	3
Brandenburg	3
Bremen	1
Hamburg	2
Hesse	4
Mecklenburg-Holstein	1
West Pomerania	1
Lower Saxony	10
North Rhine-Westphalia	40
Rhineland-Palatinate	4
Saarland	1
Saxony	5
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	2

<b>Total Foreign</b>	<b>36</b>
of which EU	78
Rest of Europe	12
Other	10

<b>The three countries with the highest visitor shares</b>	%
Netherlands	33
Belgium	11
Switzerland	8

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	6
Department head, group head	25
Other salaried staff/public service	18
Skilled worker	3
Lecturer, teacher, scientific assistant	6
Trainee	1
Other position	5
Student	12
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	17
2006	16
First visit	68

Additional data trade visitors

<b>Economic sector</b>	%
Manufacturers of composite finished products	17
Manufacturers of composite semi-finished products	5
Manufacturers of composite intermediate products	5
Users of composites	10
Manufacturers of raw materials for composites	11
Manufacturers of machines, equipment, systems	8
Skilled trades	1
Technical systems specialists, composites trade	3
Other trade	5
Research and development	4
Organisation/federation	1
Other services	3
Authority/public services	1
University/college/polytechnic	4
Other sectors	9
Student	12
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	19
Collectively	31
In an advisory capacity	27
No	9
Student	12
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	20
Research/development/design	35
Planning/work preparation	5
Manufacture/production	8
Production, quality control	7
Buying/procurement	8
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	26
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	5
Student	12
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	11
5- 9	7
10- 49	17
50- 99	8
100- 199	13
200-499	10
500- 999	6
1 000- 9 999	8
10 000 and more	6
Student	12
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	78
two	14
three	8
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	46
2nd day	44
3rd day	40

Conducted by: Walter, Wissler & Partner, Basel

Basic data trade visitors

<b>Total number of visitors</b>	<b>71 254</b>
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<b>Proportion of trade visitors</b>	<b>89%</b>
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<b>Region of residence</b>	%
up to 50 km	39
more than 50 km up to 100 km	24
more than 100 km up to 300 km	31
over 300 km	7

<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	1
Bavaria	1
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	6
North Rhine-Westphalia	82
Rhineland-Palatinate	4
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

<b>Total Foreign</b>	<b>2</b>
of which EU	77
Other	23

<b>The country with the highest visitor share</b>	%
Netherlands	42

<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	3
Department head, group head	9
Other salaried staff/public service	17
Foreman, master craftsman	4
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	2
Student	7
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	%
Deubau and STT 2006	24
Deubau and ausbau+fassade 2004	18
Deubau and ausbau+fassade 2002	13
Deubau 2000	14
Earlier events	24
First visit	39

Additional data trade visitors

<b>Economic sector</b>	%
Construction industry	12
Main construction trade	12
Secondary construction trade	6
Interior work	2
Skilled trades	10
Building materials industry	3
Architect's, planner's, engineer's office	23
Building materials trade	6
Housing construction company	2
Ministry/public authority/municipal administration	4
University/polytechnic, research	1
Private property owner	2
Other	5
Student	7
Other not gainfully employed	4

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	34
Collectively	24
In an advisory capacity	18
No	13
Student	7
Other not gainfully employed	4

<b>Area of responsibility</b>	%
Management	31
Research/development/design	6
Planning/work preparation	26
Manufacture/production	12
Production, quality control	3
Buying/procurement	12
Finance/accounting, controlling	4
Information, communication technology (EDP)	4
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	16
Maintenance/repairs	6
Storage/material management/logistics/transport	2
Other area	10
Student	7
Other not gainfully employed	4

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	35
5- 9	11
10- 49	17
50- 99	6
100- 199	6
200-499	5
500- 999	3
1 000- 9 999	4
10 000 and more	3
Student	7
Other not gainfully employed	4

<b>Length of stay</b>	%
1. Length of stay (days):	
one	90
two	9
three	1
four	-
five	1
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	22
2nd day	23
3rd day	26
4th day	23
5th day	19

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## E-world energy &amp; water ..... Essen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>13 471</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	27
more than 50 km up to 100 km	11
more than 100 km up to 300 km	28
over 300 km	34

<b>Total Germany</b>	<b>84</b>
Baden- Württemberg	55
Bavaria	5
Berlin	4
Brandenburg	1
Bremen	1
Hamburg	3
Hesse	6
Mecklenburg- Holstein	3
West Pomerania	1
Lower Saxony	9

<b>Total Foreign</b>	<b>16</b>
of which EU	66
Rest of Europe	22
Other	12

<b>The four countries with the highest visitor shares</b>	%
Switzerland	19
Netherlands	15
Great Britain	12
Belgium	9

<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	9
Department head, group head	23
Other salaried staff/public service	29
Skilled worker	3
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	3
Student	12
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	28
2006	21
2005	17
2004	11
Earlier events	14
First visit	57

## Additional data trade visitors

<b>Economic sector</b>	%
Power supply company	33
Consultants, service providers	21
Public utilities, council representatives	6
Research, press, associations	4
Trade customers, industrial enterprises	13
Other sectors	9
Student	12
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	18
Collectively	28
In an advisory capacity	24
No	15
Student	12
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	14
Research/development/design	10
Planning/work preparation	7
Manufacture/production	2
Production, quality control	1
Buying/procurement	16
Finance/accounting, controlling	8
Information, communication technology (EDP)	10
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	1
Maintenance/repairs	4
Other area	14
Student	12
Other not gainfully employed	2

<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	8
500- 999	7
1 000- 9 999	20
10 000 and more	11
Student	12
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	80
two	17
three	3
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	41
2nd day	47
3rd day	36

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## HAUS + GARTEN (2007) ..... Essen

## 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- Holstein	-
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 staff, 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

## FIBO ..... Essen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>49 703</b>
<b>Proportion of trade visitors</b>	<b>63%</b>
<b>Region of residence</b>	%
up to 50 km	19
more than 50 km up to 100 km	13
more than 100 km up to 300 km	27
over 300 km	42

<b>Total Germany</b>	<b>80</b>
Baden- Württemberg	48
Bavaria	10
Berlin	9
Brandenburg	2
Bremen	1
Hamburg	2
Hesse	8
Mecklenburg- Holstein	2
West Pomerania	1
Lower Saxony	8

<b>Total Foreign</b>	<b>20</b>
of which EU	74
Rest of Europe	11
middle East	5
Other	10

<b>The five countries with the highest visitor shares</b>	%
Netherlands	17
Belgium	8
Austria	8
Switzerland	6
Italy	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	38
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	12
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	7
Other position	5
Student	9
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2007	32
2006	28
Earlier events	29
First visit	41



### Basic data private visitors

<b>Proportion of private visitors</b>	<b>37%</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	26
over 300 km	16
<b>Total Germany</b>	<b>92</b>
Baden-Württemberg	4
Bavaria	3
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	5
Hesse	1
Mecklenburg-West Pommern	1
Lower Saxony	5
<b>Total Foreign</b>	<b>8</b>
of which EU	68
Other	32
<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	9
Other salaried staff/public service	31
Skilled worker	14
Lecturer, teacher, scientific assistant	1
Trainee	8
Other position	6
Student	16
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	%
2007	23
2006	18
Earlier events	20
First visit	55

### Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	26
more than 50 km up to 100 km	16
more than 100 km up to 300 km	27
over 300 km	32
<b>Total Germany</b>	<b>84</b>
Baden-Württemberg	7
Bavaria	6
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	7
Mecklenburg-West Pommern	1
Lower Saxony	7
<b>Total Foreign</b>	<b>16</b>
of which EU	73
Rest of Europe	13
middle East	4
Other	10
<b>The five countries with the highest visitor shares</b>	%
Netherlands	18
Belgium	10
Austria	8
Switzerland	7
Luxembourg	6
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	2
Department head, group head	9
Other salaried staff/public service	19
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	8
Other position	5
Student	11
Other not gainfully employed	4
<b>Frequency of visits to trade fair</b>	%
2007	28
2006	24
Earlier events	26
First visit	46

### Additional data trade visitors

<b>Economic sector</b>	%
Fitness studio	35
Therapeutical practice	10
Trade	6
Service	6
Sports association/club	5
Health care center	3
Multifunctional system	3
Hospital, rehabilitation department	3
Wellness institute, health facility, day spa	2
Company/authority with sports facilities	1
Cosmetics institute, cosmetics studio	1
Other	13
Student	9
Other not gainfully employed	3
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	20
In an advisory capacity	22
No	17
Student	9
Other not gainfully employed	3
<b>Area of responsibility</b>	%
Management	35
Research/development/design	7
Planning/work preparation	14
Manufacture/production	3
Production, quality control	2
Buying/procurement	15
Finance/accounting, controlling	7
Information, communication technology (EDP)	5
Administration/organisation/personnel/social welfare/training	12
Marketing/sales/advertising/PR	29
Storage/material management/logistics/transport	2
Maintenance/repairs	6
Other area	23
Student	9
Other not gainfully employed	3
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	23
5- 9	16
10- 49	29
50- 99	6
100-199	5
200-499	3
500- 999	2
1 000- 9 999	4
10 000 and more	2
Student	9
Other not gainfully employed	3
<b>Length of stay</b>	%
1. Length of stay (days):	
one	75
two	20
three	3
four	2
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	40
2nd day	40
3rd day	30
4th day	23

### Additional data private visitors

<b>Sex</b>	%
Male	63
Female	37
<b>Age</b>	%
up to 20 years	16
over 20 up to 30 years	33
over 30 up to 40 years	25
over 40 up to 50 years	17
over 50 up to 60 years	5
over 60 up to 70 years	3
over 70 years	2
<b>Net household income</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	13
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	9
more than 5 000,- EUR	15
N/A	17
<b>Size of household</b>	%
1 person	21
2 persons	35
3 persons	17
4 persons	18
5 persons and more	9
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	60
no	14
maybe	26
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	23
no	29
maybe	48
Conducted by: Walter, Wissler & Partner, Basel	



## IPM (2007) → Essen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>46 681</b>
<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	13
more than 100 km up to 300 km	30
over 300 km	43
<b>Total Germany</b>	<b>76</b>
Baden- Württemberg	North Rhine- Westphalia 7
Bavaria	8 Rhineland- Palatinate
Berlin	2
Brandenburg	1 Saarland
Bremen	1 Saxony
Hamburg	1 Saxony-Anhalt
Hesse	6 Schleswig- Holstein
Mecklenburg- West Pomerania	1 Thuringia
Lower Saxony	14
<b>Total Foreign</b>	<b>24</b>
of which EU	82
Rest of Europe	9
North America	3
Other	6
<b>The five countries with the highest visitor shares</b>	%
Netherlands	27
Poland	10
Belgium	7
Austria	6
France	6
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	33
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	9
Other salaried staff, public service	7
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	17
Other position	2
Foreman, master craftsman	6
Student	6
Housewife/man	1
Old-age pensioner	1
Farmer	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	39
2005	37
2004	34
2003	31
2002	28
Earlier events	27
First visit	33

## Additional data trade visitors

<b>Economic sector</b>	%
Plant producer	16
Florist wholesale trade	4
Seed trade	1
End-sales outlet	7
Public authority, municipal garden department	3
Horticulture and landscape gardening	9
Landscape designer	2
Garden centre	6
Gardening company	14
Florist, specialist retailer	14
Fruit and vegetable growing	1
Cemetery gardeners	3
Decorator, interior architect	1
Wholesale trade	3
Home improvement centre	1
Other	8
Student	6
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	33
Collectively	27
In an advisory capacity	15
No	17
Student	6
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	35
Research, development, design	6
Planning, work preparation	17
Manufacture, production	31
Production, quality control	9
Buying, procurement	26
Finance, accounting, controlling	8
Information, communication technology (EDP)	5
Administration, organisation, personnel, social welfare, training	9
Marketing, sales, advertising, PR	14
Storage, material management, logistics, transport	8
Maintenance, repairs	7
Other area	14
Student	6
Other not gainfully employed	2
<b>Size of company/organisation:</b>	%
Number of employees:	%
1- 4	27
5- 9	21
10- 49	27
50- 99	6
100-199	5
200-499	3
500- 999	1
1 000- 9 999	2
10 000 and more	1
Student	6
Other not gainfully employed	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	79
two	18
three	3
four	1
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	34
2nd day	36
3rd day	32
4th day	25
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

## METPACK → Essen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>6 851</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	8
more than 50 km up to 100 km	4
more than 100 km up to 300 km	16
over 300 km	73
<b>Total Germany</b>	<b>36</b>
Baden- Württemberg	North Rhine- Westphalia 17
Bavaria	4 Rhineland- Palatinate
Berlin	1
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	3 Saxony-Anhalt
Hesse	7 Schleswig- Holstein
Mecklenburg- West Pomerania	- Thuringia
Lower Saxony	13
<b>Total Foreign</b>	<b>64</b>
of which EU	53
Rest of Europe	11
Africa	5
North America	4
South and Central America	6
Middle East	7
South-, East-, Central Asia	12
Australia	2
<b>The five countries with the highest visitor shares</b>	%
Netherlands	8
Italy	8
Great Britain	7
France	6
Switzerland	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	20
Senior department head, other employee with managerial responsibility	12
Department head, group head	28
Other salaried staff/public service	15
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	-
Other position	2
Student	1
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2005	37
2002	25
1999	17
1996	12
Earlier events	7
First visit	51

## Additional data trade visitors

<b>Economic sector</b>	%
Metal	56
Filling and packing industry	13
Consulting company	4
Association	1
Other	24
Student	1
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	32
In an advisory capacity	23
No	13
Student	1
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	27
Research/development/design	23
Planning/work preparation	8
Manufacture/production	24
Production, quality control	9
Buying/procurement	11
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	3
Maintenance/repairs	8
Other area	5
Student	1
Other not gainfully employed	2
<b>Size of company/organisation:</b>	%
Number of employees:	%
1- 4	7
5- 9	3
10- 49	14
50- 99	11
100-199	15
200-499	21
500- 999	6
1 000- 9 999	15
10 000 and more	7
Student	1
Other not gainfully employed	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	66
two	23
three	7
four	3
five	1
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	26
2nd day	45
3rd day	38
4th day	28
5th day	11
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	

## MODE – HEIM – HANDWERK

## Basic data private visitors

<b>Total number of visitors</b>	<b>158 870</b>
<b>Proportion of private visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	95
more than 50 km up to 100 km	3
more than 100 km up to 300 km	2
over 300 km	
<b>Total Germany</b>	<b>100</b>
Baden- Württemberg	North Rhine- Westphalia 99
Bavaria	- Rhineland- Palatinate
Berlin	-
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig- Holstein
Mecklenburg- West Pomerania	-
Lower Saxony	- Thuringia
<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	4
Other salaried staff/public service	30
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	5
Housewife/man	14
Old-age pensioner	22
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2007	53
2006	53
2005	45
2004	42
Earlier events	38
First visit	15

Additional data private visitors

<b>Sex</b>	%
Male	30
Female	70
<hr/>	
<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	11
over 30 up to 40 years	14
over 40 up to 50 years	24
over 50 up to 60 years	24
over 60 up to 70 years	18
over 70 years	6
<hr/>	
<b>Net household income</b>	%
up to 900,- EUR	8
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	11
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	6
N/A	31
<hr/>	
<b>Size of household</b>	%
1 person	16
2 persons	47
3 persons	16
4 persons	16
5 persons and more	5
<hr/>	
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	83
no	5
maybe	13
<hr/>	
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	25
no	23
maybe	52

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

Basic data trade visitors

<b>Total number of visitors</b>	<b>17 452</b>
<hr/>	
<b>Proportion of trade visitors</b>	<b>97%</b>
<hr/>	
<b>Region of residence</b>	%
up to 50 km	8
more than 50 km up to 100 km	5
more than 100 km up to 300 km	21
over 300 km	65
<hr/>	
<b>Total Germany</b>	<b>42</b>
Baden-Württemberg	12
Bavaria	9
Berlin	1
Brandenburg	2
Bremen	1
Hamburg	1
Hesse	8
Mecklenburg-West Pommern	1
Lower Saxony	9
North Rhine-Westphalia	39
Rhineland-Palatinate	7
Saarland	1
Saxony	3
Saxony-Anhalt	3
Schleswig-Holstein	2
Thuringia	2
<hr/>	
<b>Total Foreign</b>	<b>58</b>
of which EU	66
Rest of Europe	13
Africa	4
North America	3
South and Central America	2
Middle East	5
South-, East-, Central Asia	6
Australia	1
<hr/>	
<b>The five countries with the highest visitor shares</b>	%
Netherlands	9
Poland	7
Italy	5
Great Britain	5
France	5
<hr/>	
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	39
Managing director, board member, head of an authority etc.	18
Senior department head, other employee with managerial responsibility	6
Department head, group head	12
Other salaried staff/public service	9
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	2
Student	2
Other not gainfully employed	2
<hr/>	
<b>Frequency of visits to trade fair</b>	%
2006	41
2004	27
2002	20
2000	15
1998	11
Earlier events	10
First visit	43

Additional data trade visitors

<b>Economic sector</b>	%
Tire service	27
Tire trade	34
Vulcanizing company	4
Motor vehicle workshop	5
Transport company	1
Tire trade, craftsman's company	6
Tire manufacturing technology	1
Tire manufacturing and design	2
Industry	7
Public authority	1
Other	9
Student	2
Other not gainfully employed	2
<hr/>	
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	51
Collectively	23
In an advisory capacity	14
No	8
Student	2
Other not gainfully employed	2
<hr/>	
<b>Area of responsibility</b>	%
Management	50
Research/development/design	6
Planning/work preparation	7
Manufacture/production	5
Production, quality control	3
Buying/procurement	29
Finance/accounting, controlling	7
Information, communication technology (EDP)	4
Administration/organisation/personnel/social welfare/training	7
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	10
Maintenance/repairs	8
Other area	9
Student	2
Other not gainfully employed	2
<hr/>	
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	24
5- 9	17
10- 49	25
50- 99	9
100-199	5
200-499	5
500- 999	3
1 000- 9 999	5
10 000 and more	4
Student	2
Other not gainfully employed	2
<hr/>	
<b>Length of stay</b>	%
1. Length of stay (days):	
one	59
two	26
three	11
four	4
2. Average length of stay	1,6 days
<hr/>	
3. Share of visitors on the event's days:	
1st day	40
2nd day	50
3rd day	48
4th day	22
<hr/>	
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	

Basic data private visitors

<b>Total number of visitors</b>	<b>82 322</b>
<hr/>	
<b>Proportion of private visitors</b>	<b>96%</b>
<hr/>	
<b>Region of residence</b>	%
up to 50 km	64
more than 50 km up to 100 km	21
more than 100 km up to 300 km	13
over 300 km	2
<hr/>	
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	9
Bavaria	12
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	1
Mecklenburg-West Pommern	1
Lower Saxony	2
North Rhine-Westphalia	95
Rhineland-Palatinate	1
Saarland	1
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	1
<hr/>	
<b>Total Foreign</b>	<b>1</b>
<hr/>	
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried staff/public service	27
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	3
Student	1
Housewife/man	7
Old-age pensioner	31
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
Reise/Camping, Golf, Fahrrad 2007	34
Reise/Camping, Golf 2006	24
Reise/Camping, Golf 2005	20
Reise/Camping, Golf 2004	16
Earlier events	40
First visit	20

Additional data private visitors

<b>Sex</b>	%
Male	60
Female	40
<hr/>	
<b>Age</b>	%
up to 20 years	1
over 20 up to 30 years	4
over 30 up to 40 years	11
over 40 up to 50 years	25
over 50 up to 60 years	30
over 60 up to 70 years	23
over 70 years	7
<hr/>	
<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	9
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	12
N/A	25
more than 5 000,- EUR	6
<hr/>	
<b>Size of household</b>	%
1 person	8
2 persons	56
3 persons	16
4 persons	14
5 persons and more	6
<hr/>	
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	50
no	22
maybe	28
<hr/>	
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	35
no	21
maybe	44

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## SECURITY → Essen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>40 541</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	17
more than 50 km up to 100 km	10
more than 100 km up to 300 km	27
over 300 km	46
<b>Total Germany</b>	<b>78</b>
Baden- Württemberg	13
Bavaria	9
Berlin	3
Brandenburg	2
Bremen	1
Hamburg	1
Hesse	8
Mecklenburg- West Pommern	3
Lower Saxony	9
<b>Total Foreign</b>	<b>22</b>
of which EU	73
Rest of Europe	15
Other	13

## The five countries with the highest visitor shares

Netherlands	18
Austria	11
Belgium	8
Great Britain	6
Switzerland	6

## Position in the company/organisation

Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	7
Department head, group head	21
Other salaried staff/public service	21
Skilled worker	10
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	4
Student	3
Other not gainfully employed	1

## Frequency of visits to trade fair

2006	32
2004	27
2002	19
2000	14
1998	11
Earlier events	8
First visit	51

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Industry (without plant security)	16
Plant security	9
Security systems installation specialists	25
Other skilled trades	7
Resellers	10
Other wholesale trade	5
Other retail	35
Police	3
Fire brigade	4
Other authorities (not fire brigade, police)	6
Banks, saving banks	3
Guards/surveillance sector	8
Insurance	1
Engineer's, consultant's office	7
Architect, architect's office	1
Public institutions	1
Other	11
Student	3
Other not gainfully employed	1

## Influence on purchasing/procurement decisions

Decisively	30
Collectively	34
In an advisory capacity	24
No	10
Student	3
Other not gainfully employed	1

## Area of responsibility

Management	29
Research/development/design	7
Planning/work preparation	20
Manufacture/production	6
Production, quality control	3
Buying/procurement	12
Finance/accounting, controlling	3
Information, communication technology (EDP)	8
Administration/organisation/personnel/social welfare/training	6
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	3
Maintenance/repairs	18
Other area	15
Student	3
Other not gainfully employed	1

## Size of company/organisation:

Number of employees:	%
1- 4	14
5- 9	12
10- 49	19
50- 99	8
100-199	6
200-499	7
500- 999	6
1 000- 9 999	14
10 000 and more	12
Student	3
Other not gainfully employed	1

## Length of stay

<b>1. Length of stay (days):</b>	<b>%</b>
one	73
two	20
three	4
four	3
<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	32
2nd day	40
3rd day	37
4th day	28

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## SHK → Essen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>51 422</b>
<b>Proportion of trade visitors</b>	<b>92%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	35
more than 50 km up to 100 km	25
more than 100 km up to 300 km	32
over 300 km	8
<b>Total Germany</b>	<b>97</b>
Baden- Württemberg	1
Bavaria	1
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	4
Mecklenburg- West Pommern	1
Lower Saxony	8
<b>Total Foreign</b>	<b>3</b>
of which EU	76
Other	24

## Position in the company/organisation

Entrepreneur, partner, self-employed	25
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	12
Foreman, master craftsman	8
Skilled worker	14
Lecturer, teacher, scientific assistant	2
Trainee	15
Other position	3
Student	4
Other not gainfully employed	5

## Frequency of visits to trade fair

2006	41
2004	29
2002	22
2000	18
1998	14
Earlier events	14
First visit	30

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Sanitary systems	48
Heating systems	17
Air conditioning and ventilation system construction	3
Architect's, planner's, engineer's office	6
Wholesale/foreign trade	5
Industrial producer	3
Institutions (hospitals etc.)	1
Building owner	1
Building management, housing society	1
Association/guild/chamber	1
Energy consulting	2
Other	4
Student	4
Other not gainfully employed	5

## Influence on purchasing/procurement decisions

Decisively	27
Collectively	26
In an advisory capacity	21
No	18
Student	4
Other not gainfully employed	5

## Area of responsibility

Management	25
Research/development/design	4
Planning/work preparation	19
Manufacture/production	14
Production, quality control	3
Buying/procurement	14
Finance/accounting, controlling	5
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	5
Maintenance/repairs	26
Other area	11
Student	4
Other not gainfully employed	5

## Size of company/organisation:

Number of employees:	%
1- 4	29
5- 9	18
10- 49	22
50- 99	5
100-199	4
200-499	5
500- 999	2
1 000- 9 999	4
10 000 and more	3
Student	4
Other not gainfully employed	5

## Length of stay

<b>1. Length of stay (days):</b>	<b>%</b>
one	89
two	9
three	1
four	-
<b>2. Average length of stay</b>	<b>1,1 days</b>
<b>3. Share of visitors on the event's days:</b>	
1st day	26
2nd day	30
3rd day	33
4th day	24

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## Internationale EstrichParkett

## Basic data trade visitors

<b>Total number of visitors</b>	<b>3 881</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	6
more than 50 km up to 100 km	12
more than 100 km up to 300 km	48
over 300 km	34
<b>Total Germany</b>	<b>92</b>
Baden- Württemberg	32
Bavaria	32
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	6
Mecklenburg- West Pommern	1
Lower Saxony	2
<b>Total Foreign</b>	<b>8</b>
of which EU	74
Rest of Europe	26

## Position in the company/organisation

Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	4
Department head, group head	8
Other salaried staff/public service	28
Skilled worker	4
Lecturer, teacher, scientific assistant	-
Trainee	3
Other position	1

## Frequency of visits to trade fair

2005	46
2002	26
Earlier events	21
First visit	43

Additional data trade visitors

Economic sector	%
Parquet layers	19
Tilers	8
Screed layers	43
Building trade	7
Machine wholesaler	2
Other wholesale trade	4
Manufacturers of chemical products	4
Manufacturers of concrete, cement, gypsum	8
Manufacturer of adhesives	1
Other floor layers	1
Other interior work	1
Building construction and civil engineering	1
Architect's/engineer office	1

Influence on purchasing/procurement decisions	%
Decisively	47
Collectively	20
In an advisory capacity	18
No	14

Area of responsibility	%
Management	5
Research/development/design	14
Planning/work preparation	26
Manufacture/production	36
Production, quality control	19
Buying/procurement	29
Finance/accounting, controlling	20
Information, communication technology (EDP)	18
Administration/organisation/personnel/social welfare/training	25
Marketing/sales/advertising/PR	34
Storage/material management/logistics/transport	20
Maintenance/repairs	16
Other area	3

Size of company/organisation:	
Number of employees:	%
1- 4	27
5- 9	19
10- 49	35
50- 99	6
100-199	4
200- 499	4
500- 999	1
1 000- 9 999	4
10 000 and more	1

Length of stay	%
1. Length of stay (days):	N/A
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	34
2nd day	60
3rd day	33

Conducted by: BAYERISCHE BAUAKADEMIE, Feuchtwangen

Basic data trade visitors

Total number of visitors	139 245
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Proportion of trade visitors	89%
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Region of residence	%
up to 50 km	13
more than 50 km up to 100 km	8
more than 100 km up to 300 km	20
over 300 km	59

Total Germany	50
Baden-Württemberg	15
Bavaria	15
Berlin	2
Brandenburg	2
Bremen	1
Hamburg	3
Hesse	28
Mecklenburg-West Pomerania	-
Lower Saxony	4
North Rhine-Westphalia	15
Rhineland-Palatinate	10
Saarland	2
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	2

Total Foreign	50
of which EU	51
Rest of Europe	10
Africa	3
North America	10
South and Central America	5
Middle East	3
South-, East-, Central Asia	16
Australia	2

The five countries with the highest visitor shares	%
USA	8
Italy	7
France	6
Netherlands	5
Great Britain	5

Position in the company/organisation	%
Entrepreneur, partner, self-employed	44
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	7
Department head, group head	11
Other salaried staff/public service	9
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	3
Student	4
Other not gainfully employed	2

Frequency of visits to trade fair	%
2007	39
2006	34
Earlier events	31
First visit	41

Additional data trade visitors

Economic sector	%
Retail trade	40
Wholesale/foreign trade	23
Service	15
Industry	7
Skilled trades	3
Other sectors	6
Student	4
Other not gainfully employed	2

Influence on purchasing/procurement decisions	%
Decisively	45
Collectively	25
In an advisory capacity	15
No	9
Student	4
Other not gainfully employed	2

Area of responsibility	%
Management	43
Research/development/design	6
Planning/work preparation	3
Manufacture/production	4
Production, quality control	1
Buying/procurement	16
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	-
Other area	8
Student	4
Other not gainfully employed	2

Size of company/organisation:	
Number of employees:	%
1- 4	33
5- 9	12
10- 49	19
50- 99	7
100-199	6
200-499	6
500- 999	3
1 000- 9 999	6
10 000 and more	3
Student	4
Other not gainfully employed	2

Length of stay	%
1. Length of stay (days):	
one	43
two	21
three	18
four	9
five	10
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

Basic data trade visitors

Total number of visitors	161 269
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Proportion of trade visitors	96%
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Region of residence	%
up to 50 km	8
more than 50 km up to 100 km	9
more than 100 km up to 300 km	23
over 300 km	60

Total Germany	49
Baden-Württemberg	21
Bavaria	13
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	23
Mecklenburg-West Pomerania	1
Lower Saxony	5
North Rhine-Westphalia	15
Rhineland-Palatinate	12
Saarland	3
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	2

Total Foreign	51
of which EU	58
Rest of Europe	10
Africa	8
North America	3
South and Central America	5
Middle East	5
South-, East-, Central Asia	8
Australia	4

The five countries with the highest visitor shares	%
Italy	7
Great Britain	5
Netherlands	5
France	4
Greece	4

Position in the company/organisation	%
Entrepreneur, partner, self-employed	33
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	7
Department head, group head	14
Other salaried staff/public service	10
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	7
Student	4
Other position	1
Other not gainfully employed	2

Frequency of visits to trade fair	%
2006	45
2004	37
Earlier events	29
First visit	39

Additional data trade visitors

Economic sector	%
Workshop, filling station	38
Trade	31
Industry	12
Other	8
Student	4
Service	5
Other not gainfully employed	2

Influence on purchasing/procurement decisions	%
Decisively	36
Collectively	28
In an advisory capacity	19
No	12
Student	4
Other not gainfully employed	2

Area of responsibility	%
Management	42
Research/development/design	6
Planning/work preparation	2
Manufacture/production	3
Production, quality control	1
Buying/procurement	7
Information, communication technology (EDP)	2
Finance/accounting, controlling	1
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	2
Maintenance/repairs	13
Other area	6
Student	4
Other not gainfully employed	2

Size of company/organisation:	
Number of employees:	%
1- 4	22
5- 9	14
10- 49	26
50- 99	8
100-199	6
200-499	6
500- 999	3
1 000- 9 999	5
10 000 and more	6
Student	4
Other not gainfully employed	2

Length of stay	%
1. Length of stay (days):	
one	46
two	20
three	16
four	8
five	4
six	6
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

## Beautyworld (2007) → Frankfurt/Main

## Basic data trade visitors

<b>Total number of visitors</b>	<b>10 076</b>
<b>Proportion of trade visitors</b>	<b>88%</b>
<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	1
Lower Saxony	3

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

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

## Christmasworld → Frankfurt/Main

## Basic data trade visitors

<b>Total number of visitors</b>	<b>31 568</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Region of residence</b>	%
up to 50 km	6
more than 50 km up to 100 km	6
more than 100 km up to 300 km	19
over 300 km	69

<b>Total Germany</b>	<b>43</b>
Baden- Württemberg	16
Bavaria	17
Berlin	3
Brandenburg	-
Bremen	-
Hamburg	5
Hesse	15
Mecklenburg- West Pommern	2
Lower Saxony	7

<b>Total Foreign</b>	<b>57</b>
of which EU	70
Rest of Europe	8
Africa	2
North America	7
South and Central America	3
South-, East-, Central Asia	8
Other	2

<b>The five countries with the highest visitor shares</b>	%
Italy	18
France	9
USA	6
Austria	5
Netherlands	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	54
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	5
Department head, group head	10
Other salaried staff/public service	6
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	2
Student	4
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	43
2006	32
Earlier events	30
First visit	35

## Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	48
Wholesale/foreign trade	23
Service	12
Industry	6
Skilled trades	4
Other sectors	1
Student	4
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	48
Collectively	26
In an advisory capacity	15
No	5
Student	4
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	43
Research/development/design	5
Planning/work preparation	3
Manufacture/production	6
Production, quality control	1
Buying/procurement	20
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organisation/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	8
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	37
5- 9	12
10- 49	22
50- 99	6
100-199	5
200-499	4
500- 999	2
1 000- 9 999	5
10 000 and more	3
Student	4
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	44
two	26
three	17
four	6
five	7
2. Average length of stay	2,1 days
3. Share of visitors on the event's days:	N/A

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

## Heimtextil

## Basic data trade visitors

<b>Total number of visitors</b>	<b>84 516</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	5
more than 50 km up to 100 km	4
more than 100 km up to 300 km	16
over 300 km	75

<b>Total Germany</b>	<b>34</b>
Baden- Württemberg	22
Bavaria	16
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	3
Hesse	16
Mecklenburg- West Pommern	1
Lower Saxony	6

<b>Total Foreign</b>	<b>66</b>
of which EU	47
Rest of Europe	10
Africa	3
South and Central America	3
North America	7
Middle East	9
South-, East-, Central Asia	18
Australia	3

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

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	36
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	11
Department head, group head	13
Other salaried staff/public service	8
Skilled worker	4
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>	%
2007	46
2006	43
Earlier events	45
First visit	31

## Frankfurt/Main

### Additional data trade visitors

Economic sector	%
Retail trade	30
Wholesale/foreign trade	29
Service	11
Industry	16
Skilled trades	5
Other sectors	3
Student	4
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	39
Collectively	29
In an advisory capacity	17
No	10
Student	4
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	44
Research/development/design	9
Planning/work preparation	3
Manufacture/production	8
Production, quality control	1
Buying/procurement	12
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organisation/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	8
Storage/material management/logistics/ transport	1
Maintenance/repairs	1
Other area	7
Student	4
Other not gainfully employed	2

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	23
5- 9	11
10- 49	24
50- 99	9
100- 199	7
200- 499	8
500- 999	5
1 000- 9 999	5
10 000 and more	2
Student	4
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	30
two	24
three	26
four	20
2. Average length of stay	2,4 days
3. Share of visitors on the event's days:	N/A

Conducted by: Walter, Wissler & Partner, Basel

## Light + Building Frankfurt/Main

### Basic data trade visitors

<b>Total number of visitors</b>	<b>167 084</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	13
more than 50 km up to 100 km	10
more than 100 km up to 300 km	25
over 300 km	52

<b>Total Germany</b>	<b>58</b>
Baden-	North Rhine-
Württemberg	16 Westphalia
Bavaria	13 Rhineland-
Berlin	1 Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	1 Saxony-Anhalt
Hesse	26 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	4

<b>Total Foreign</b>	<b>42</b>
of which EU	56
Rest of Europe	17
North America	4
Africa	3
South and Central America	4
Middle East	7
South-, East-, Central Asia	8
Australia	4

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

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	8
Other salaried staff/public service	16
Department head, group head	14
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	2
Student	6
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2006	42
2004	31
Earlier events	19
First visit	42

### Additional data trade visitors

Economic sector	%
Retail trade	5
Wholesale/foreign trade	12
Skilled trades	20
Industry	22
Service	23
Other	10
Student	6
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	29
In an advisory capacity	22
No	12
Student	6
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	32
Research/development/design	10
Planning/work preparation	15
Manufacture/production	5
Production, quality control	1
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organisation/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	7
Storage/material management/logistics/ transport	1
Maintenance/repairs	6
Other area	6
Student	6
Other not gainfully employed	2

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	22
5- 9	11
10- 49	21
50- 99	7
100- 199	6
200- 499	7
500- 999	5
1 000- 9 999	8
10 000 and more	6
Student	6
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	52
two	22
three	12
four	6
five	4
six	4
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

## Musikmesse Frankfurt/Main

### Basic data trade visitors

<b>Total number of visitors</b>	<b>78 491</b>
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<b>Proportion of trade visitors</b>	<b>74%</b>
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<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	28
over 300 km	50

<b>Total Germany</b>	<b>62</b>
Baden-	North Rhine-
Württemberg	18 Westphalia
Bavaria	14 Rhineland-
Berlin	2 Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	2 Saxony-Anhalt
Hesse	25 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	4

<b>Total Foreign</b>	<b>38</b>
of which EU	71
Rest of Europe	17
North America	5
South and Central America	2
Middle East	1
South-, East-, Central Asia	3
Australia	1

<b>The five countries with the highest visitor shares</b>	%
France	11
Switzerland	10
Netherlands	9
Austria	8
Great Britain	8

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	18
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 staff/public service	6
Skilled worker	4
Lecturer, teacher, scientific assistant	25
Trainee	2
Other position	4
Student	26
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	%
2007	41
2006	37
Earlier events	42
First visit	32

### Additional data trade visitors

Economic sector	%
Retail trade	14
Wholesale/foreign trade	6
Skilled trades	4
Industry	5
Educational institution	50
Service operation, learned professions	8
Event venue	1
Media	5
Other sectors	7

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	24
Collectively	19
In an advisory capacity	17
No	10
Student	26
Other not gainfully employed	4

<b>Area of responsibility</b>	%
Management	22
Research/development/design	5
Planning/work preparation	2
Manufacture/production	5
Production, quality control	1
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organisation/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	5
Storage/material management/logistics/ transport	1
Maintenance/repairs	2
Other area	19
Student	26
Other not gainfully employed	4

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	30
5- 9	8
10- 49	14
50- 99	5
100- 199	3
200- 499	3
500- 999	1
1 000- 9 999	3
10 000 and more	3
Student	26
Other not gainfully employed	4

<b>Length of stay</b>	%
1. Length of stay (days):	
one	64
two	16
three	12
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>56 207</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	5
more than 100 km up to 300 km	17
over 300 km	68

<b>Total Germany</b>	<b>39</b>
Baden-	North Rhine-
Württemberg	17 Westphalia
Bavaria	16 Rhineland-
Berlin	3 Palatinate
Brandenburg	1 Saarland
Bremen	1 Saxony
Hamburg	2 Saxony-Anhalt
Hesse	28 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	4

<b>Total Foreign</b>	<b>61</b>
of which EU	58
Rest of Europe	12
Africa	6
North America	4
South and Central America	4
Middle East	5
South-, East-, Central Asia	10
Australia	1

<b>The five countries with the highest visitor shares</b>	%
France	7
Italy	7
Netherlands	7
Great Britain	6
USA	4

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	9
Department head, group head	13
Other salaried staff/public service	11
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	1
Student	5
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	43
2006	33
Earlier events	29
First visit	36

## Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	28
Wholesale/foreign trade	30
Service	16
Industry	13
Skilled trades	2
Other sectors	4
Student	5
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	41
Collectively	27
In an advisory capacity	15
No	11
Student	5
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	40
Research/development/design	6
Planning/work preparation	2
Manufacture/production	6
Production, quality control	1
Buying/procurement	13
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	7
Student	5
Other not gainfully employed	2

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	24
5- 9	11
10- 49	25
50- 99	8
100-199	8
200-499	6
500- 999	3
1 000- 9 999	5
10 000 and more	2
Student	5
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	40
two	23
three	20
four	8
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 &amp; Partner, Basel

## Prolight + Sound → Frankfurt/Main

## Basic data trade visitors

<b>Total number of visitors</b>	<b>31 286</b>
<b>Proportion of trade visitors</b>	<b>89%</b>
<b>Region of residence</b>	%
up to 50 km	8
more than 50 km up to 100 km	7
more than 100 km up to 300 km	27
over 300 km	58

<b>Total Germany</b>	<b>55</b>
Baden-	North Rhine-
Württemberg	17 Westphalia
Bavaria	14 Rhineland-
Berlin	2 Palatinate
Brandenburg	1 Saarland
Bremen	1 Saxony
Hamburg	1 Saxony-Anhalt
Hesse	18 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	6

<b>Total Foreign</b>	<b>45</b>
of which EU	72
Rest of Europe	15
Africa	2
North America	2
South and Central America	2
Middle East	2
South-, East-, Central Asia	4
Australia	1

<b>The five countries with the highest visitor shares</b>	%
Netherlands	13
Austria	9
France	5
Belgium	5
Switzerland	4

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	6
Department head, group head	9
Other salaried staff/public service	6
Skilled worker	9
Lecturer, teacher, scientific assistant	4
Trainee	4
Other position	5
Student	10
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2007	50
2006	46
Earlier events	40
First visit	29

## Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	11
Wholesale/foreign trade	8
Skilled trades	4
Industry	5
Educational institution	14
Service operation, learned professions	28
Event venue	14
Media	8
Other sectors	8

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	32
Collectively	29
In an advisory capacity	18
No	9
Student	10
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	37
Research/development/design	6
Planning/work preparation	7
Manufacture/production	6
Production, quality control	2
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	5
Storage/material management/logistics/transport	2
Maintenance/repairs	3
Other area	11
Student	10
Other not gainfully employed	3

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	34
5- 9	15
10- 49	19
50- 99	4
100-199	4
200-499	3
500- 999	3
1 000- 9 999	4
10 000 and more	2
Student	10
Other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	52
two	22
three	14
four	13
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	N/A

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

## Tendence/Collectione

## Basic data trade visitors

<b>Total number of visitors</b>	<b>63 241</b>
<b>Proportion of trade visitors</b>	<b>86%</b>
<b>Region of residence</b>	%
up to 50 km	16
more than 50 km up to 100 km	9
more than 100 km up to 300 km	28
over 300 km	47

<b>Total Germany</b>	<b>62</b>
Baden-	North Rhine-
Württemberg	17 Westphalia
Bavaria	12 Rhineland-
Berlin	2 Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	3 Saxony-Anhalt
Hesse	31 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	4

<b>Total Foreign</b>	<b>38</b>
of which EU	67
Rest of Europe	14
Africa	2
North America	3
South and Central America	2
Middle East	3
South-, East-, Central Asia	8
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Italy	10
Switzerland	8
Netherlands	8
France	8
Austria	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	52
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	5
Department head, group head	10
Other salaried staff/public service	9
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	3
Student	4
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	45
2006	36
Earlier events	35
First visit	37



Additional data trade visitors

Economic sector	%
Retail trade	43
Wholesale/foreign trade	17
Service	20
Industry	5
Skilled trades	5
Other sectors	4
Student	4
Other not gainfully employed	2

Influence on purchasing/procurement decisions	%
Decisively	50
Collectively	23
In an advisory capacity	14
No	7
Student	4
Other not gainfully employed	2

Area of responsibility	%
Management	45
Research/development/design	6
Planning/work preparation	3
Manufacture/production	3
Production, quality control	1
Buying/procurement	16
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	9
Student	4
Other not gainfully employed	2

Size of company/organisation:	
Number of employees:	%
1- 4	44
5- 9	12
10- 49	15
50- 99	5
100- 199	4
200-499	4
500- 999	3
1 000- 9 999	3
10 000 and more	2
Student	4
Other not gainfully employed	2

Length of stay	%
1. Length of stay (days):	
one	57
two	26
three	11
four	3
five	3
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

Basic data trade visitors

Total number of visitors	15 275
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Proportion of trade visitors	96%
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Region of residence	%
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	68

Total Germany	47
Baden-	North Rhine-
Württemberg	20 Westphalia
Bavaria	15 Rhineland-
Berlin	1 Palatinate
Brandenburg	2 Saarland
Bremen	1 Saxony
Hamburg	- Saxony-Anhalt
Hesse	13 Schleswig-
Mecklenburg-	Holstein
West Pomerania	2 Thuringia
Lower Saxony	12

Total Foreign	53
of which EU	68
Rest of Europe	18
North America	4
Other	10

The five countries with the highest visitor shares	%
Italy	11
France	11
Switzerland	9
Great Britain	8
Spain	7

Position in the company/organisation	%
Entrepreneur, partner, self-employed	38
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	10
Department head, group head	13
Other salaried staff/public service	9
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	1
Student	3

Frequency of visits to trade fair	%
2004	33
2000	27
Earlier events	20
First visit	53

Additional data trade visitors

Economic sector	%
Laundry	31
Textile cleaning	26
Laundry/Work clothes hire service	5
Other services	7
Industry	16
Wholesale/foreign trade	9
Other	3
Student	3

Influence on purchasing/procurement decisions	%
Decisively	34
Collectively	33
In an advisory capacity	20
No	10
Student	3

Area of responsibility	%
Management	48
Research/development/design	6
Planning/work preparation	4
Manufacture/production	11
Production, quality control	2
Buying/procurement	4
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	3
Storage/material management/logistics/transport	1
Maintenance/repairs	7
Other area	7
Student	3

Size of company/organisation:	
Number of employees:	%
1- 4	14
5- 9	11
10- 49	33
50- 99	12
100-199	11
200- 499	7
500- 999	4
1 000- 9 999	4
10 000 and more	2
Student	3

Length of stay	%
1. Length of stay (days):	
one	52
two	28
three	12
four	3
five	5
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	N/A

Conducted by: Walter, Wissler & Partner, Basel

Basic data trade visitors

Total number of visitors	10 553
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Proportion of trade visitors	99%
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Region of residence	%
up to 50 km	13
more than 50 km up to 100 km	7
more than 100 km up to 300 km	41
over 300 km	38

Total Germany	84
Baden-	North Rhine-
Württemberg	18 Westphalia
Bavaria	15 Rhineland-
Berlin	1 Palatinate
Brandenburg	1 Saarland
Bremen	2 Saxony
Hamburg	1 Saxony-Anhalt
Hesse	18 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	8

Total Foreign	16
of which EU	55
Rest of Europe	30
Other	15

The country with the highest visitor share	%
Switzerland	19

Position in the company/organisation	%
Entrepreneur, partner, self-employed	47
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	3
Department head, group head	11
Other salaried staff/public service	10
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	6
Other position	3
Student	4
Other not gainfully employed	1

Frequency of visits to trade fair	%
2007	27
2005	14
Earlier events	24
First visit	48

Additional data trade visitors

Economic sector	%
Advertising	60
Service	7
Wholesale trade	6
Publishing/printing	4
Retail trade	2
Information-/Communication Industry	2
Clothing industry	2
Automobile industry	1
Authority/public services	1
Banks, insurance companies	1
Media (print, broadcast media)	1
Leisure/education	1
Other	9
Student	4
Other not gainfully employed	1

Influence on purchasing/procurement decisions	%
Decisively	45
Collectively	23
In an advisory capacity	18
No	10
Student	4
Other not gainfully employed	1

Area of responsibility	%
Management	46
Research/development/design	6
Planning/work preparation	14
Manufacture/production	28
Production, quality control	9
Buying/procurement	19
Finance/accounting, controlling	7
Information, communication technology (EDP)	6
Administration/organisation/personnel/social welfare/training	7
Marketing/sales/advertising/PR	54
Storage/material management/logistics/transport	5
Maintenance/repairs	4
Other area	7
Student	4
Other not gainfully employed	1

Size of company/organisation:	
Number of employees:	%
1- 4	43
5- 9	20
10- 49	18
50- 99	3
100-199	2
200-499	2
500- 999	2
1 000- 9 999	3
10 000 and more	3
Student	4
Other not gainfully employed	1

Length of stay	%
1. Length of stay (days):	
one	87
two	8
three	5
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

## EUROBIKE → Friedrichshafen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>61 287</b>
<b>Proportion of trade visitors</b>	<b>62%</b>
<b>Region of residence</b>	%
up to 50 km	5
more than 50 km up to 100 km	7
more than 100 km up to 300 km	25
over 300 km	63
<b>Total Germany</b>	<b>50</b>
Baden-	North Rhine-
Württemberg	38 Westphalia
Bavaria	22 Rhineland-
Berlin	2 Palatinate
Brandenburg	1 Saarland
Bremen	1 Saxony
Hamburg	1 Saxony-Anhalt
Hesse	9 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	5
<b>Total Foreign</b>	<b>50</b>
of which	EU
	64
	Rest of Europe
	18
	North America
	3
	South-, East-, Central Asia
	10
	Other
	5
<b>The four countries with the highest visitor shares</b>	%
Switzerland	15
Italy	11
France	10
Austria	7
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	42
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
Department head, group head	9
Other salaried staff/public service	9
Salesperson	7
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	3
Student	4
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2007	54
2006	45
2005	37
2004	29
Earlier events	24
First visit	30

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	10
more than 100 km up to 300 km	31
over 300 km	46
<b>Total Germany</b>	<b>64</b>
Baden-	North Rhine-
Württemberg	51 Westphalia
Bavaria	26 Rhineland-
Berlin	1 Palatinate
Brandenburg	- Saarland
Bremen	1 Saxony
Hamburg	1 Saxony-Anhalt
Hesse	5 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	3
<b>Total Foreign</b>	<b>36</b>
of which	EU
	61
	Rest of Europe
	24
	North America
	3
	South-, East-, Central Asia
	8
	Other
	5
<b>The five countries with the highest visitor shares</b>	%
Switzerland	21
Italy	11
France	9
Austria	9
Netherlands	5
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	16
Salesperson	6
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	3
Student	7
Housewife/man	2
Old-age pensioner	3
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2007	45
2006	39
2005	31
2004	24
Earlier events	20
First visit	35

## Additional data trade visitors

<b>Economic sector</b>	%
Bicycle trade	52
Sports retailer	6
Department store/chain store	1
Wholesale trade	6
Bicycle industry	10
other industry	6
Leisure, Tourism	3
Service	5
Administration	1
Other	4
Student	4
Other not gainfully employed	3
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	43
Collectively	28
In an advisory capacity	15
No	7
Student	4
Other not gainfully employed	3
<b>Area of responsibility</b>	%
Management	41
Research/development/design	10
Planning/work preparation	10
Manufacture/production	9
Production, quality control	5
Buying/procurement	31
Finance/accounting, controlling	10
Information, communication technology (EDP)	4
Administration/organisation/personnel/social welfare/training	6
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	10
Maintenance/repairs	20
Other area	10
Student	4
Other not gainfully employed	3
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	42
5- 9	16
10- 49	15
50- 99	4
100- 199	3
200- 499	5
500- 999	2
1 000- 9 999	4
10 000 and more	3
Student	4
Other not gainfully employed	3
<b>Length of stay</b>	%
1. Length of stay (days):	
one	42
two	32
three	17
four	9
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	
1st day	59
2nd day	62
3rd day	51
4th day	20

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## IBO → Friedrichshafen

## Basic data private visitors

<b>Total number of visitors</b>	<b>69 640</b>
<b>Proportion of private visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	78
more than 50 km up to 100 km	17
more than 100 km up to 300 km	3
over 300 km	2
<b>Total Germany</b>	<b>98</b>
Baden-	North Rhine-
Württemberg	91 Westphalia
Bavaria	8 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-
<b>Total Foreign</b>	<b>2</b>
of which	EU
	37
	Rest of Europe
	44
	Other
	19
<b>The country with the highest visitor share</b>	%
Switzerland	44
<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	7
Other salaried staff/public service	22
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	7
Housewife/man	13
Old-age pensioner	21
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	%
2007	51
2006	52
2005	47
2004	41
Earlier events	39
First visit	14

## Additional data private visitors

<b>Sex</b>	%
Male	43
Female	57
<b>Age</b>	%
up to 20 years	8
over 20 up to 30 years	14
over 30 up to 40 years	13
over 40 up to 50 years	22
over 50 up to 60 years	20
over 60 up to 70 years	19
over 70 years	5
<b>Net household income</b>	%
up to 900,- EUR	10
more than 900,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	12
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	8
N/A	31
<b>Size of household</b>	%
1 person	10
2 persons	45
3 persons	16
4 persons	19
5 persons and more	10
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	59
no	15
maybe	26
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	22
no	28
maybe	50

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## INTERBOOT → Friedrichshafen

### Basic data private visitors

<b>Total number of visitors</b>	<b>91 849</b>
<b>Proportion of private visitors</b>	<b>93%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	30
more than 50 km up to 100 km	19
more than 100 km up to 300 km	39
over 300 km	12
<b>Total Germany</b>	<b>79</b>
Baden- Württemberg	66
Bavaria	27
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg- West Pommern	-
Lower Saxony	1
North Rhine- Westphalia	2
Rhineland- Palatinate	2
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig- Holstein	-
Thuringia	1
<b>Total Foreign</b>	<b>21</b>
of which EU	28
Rest of Europe	72
Other	-
<b>The two countries with the highest visitor shares</b>	<b>%</b>
Switzerland	72
Austria	25
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	18
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	18
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	3
Student	12
Housewife/man	3
Old-age pensioner	11
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	48
2006	46
2005	40
2004	32
Earlier events	29
First visit	22

### Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	69
Female	31
<b>Age</b>	<b>%</b>
up to 20 years	15
over 20 up to 30 years	13
over 30 up to 40 years	13
over 40 up to 50 years	27
over 50 up to 60 years	20
over 60 up to 70 years	11
over 70 years	3
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	3
more than 1 500,- EUR up to 2 000,- EUR	5
more than 2 000,- EUR up to 2 600,- EUR	6
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	11
more than 5 000,- EUR	17
N/A	39
<b>Size of household</b>	<b>%</b>
1 person	12
2 persons	39
3 persons	15
4 persons	22
5 persons and more	13
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	60
no	19
maybe	21
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	31
no	26
maybe	43
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	

## OutDoor → Friedrichshafen

### Basic data trade visitors

<b>Total number of visitors</b>	<b>19 062</b>
<b>Proportion of trade visitors</b>	<b>89%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	7
more than 50 km up to 100 km	5
more than 100 km up to 300 km	23
over 300 km	65
<b>Total Germany</b>	<b>41</b>
Baden- Württemberg	36
Bavaria	33
Berlin	2
Brandenburg	1
Bremen	3
Hamburg	2
Hesse	5
Mecklenburg- West Pommern	-
Lower Saxony	2
North Rhine- Westphalia	9
Rhineland- Palatinate	4
Saarland	-
Saxony	1
Saxony-Anhalt	-
Schleswig- Holstein	-
Thuringia	2
<b>Total Foreign</b>	<b>59</b>
of which EU	61
Rest of Europe	21
North America	4
South-, East-, Central Asia	11
Other	4
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Switzerland	13
Austria	9
France	9
Italy	8
Great Britain	7
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	6
Department head, group head	14
Other salaried staff/public service	12
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	3
Student	3
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	40
2006	32
2005	24
2004	19
Earlier events	14
First visit	41

### Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	11
more than 50 km up to 100 km	6
more than 100 km up to 300 km	23
over 300 km	60
<b>Total Germany</b>	<b>45</b>
Baden- Württemberg	41
Bavaria	32
Berlin	1
Brandenburg	1
Bremen	2
Hamburg	2
Hesse	4
Mecklenburg- West Pommern	-
Lower Saxony	2
North Rhine- Westphalia	7
Rhineland- Palatinate	4
Saarland	-
Saxony	1
Saxony-Anhalt	-
Schleswig- Holstein	-
Thuringia	2
<b>Total Foreign</b>	<b>55</b>
of which EU	60
Rest of Europe	22
North America	4
South-, East-, Central Asia	10
Other	3
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Switzerland	15
Austria	10
France	8
Italy	8
Great Britain	7
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	5
Department head, group head	14
Other salaried staff/public service	12
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	4
Student	5
Housewife/man	1
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	38
2006	30
2005	22
2004	18
Earlier events	13
First visit	43

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Outdoor shop	21
Sport retail trade	16
Department store/chain store	2
Specialist textile trade	4
Shoe retail trade	2
Wholesale trade	8
Sporting goods industry	11
other industry	5
Leisure, Tourism	6
Other services	9
Other sectors	12
Student	3
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	44
Collectively	31
In an advisory capacity	14
No	7
Student	3
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	38
Research/development/design	13
Planning/work preparation	7
Manufacture/production	7
Production, quality control	4
Buying/procurement	29
Finance/accounting, controlling	6
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	25
Storage/material management/logistics/transport	6
Maintenance/repairs	3
Other area	10
Student	3
Other not gainfully employed	1
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	29
5- 9	14
10- 49	22
50- 99	6
100-199	6
200-499	7
500- 999	4
1 000- 9 999	4
10 000 and more	4
Student	3
Other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	46
two	29
three	16
four	9
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	
1st day	49
2nd day	59
3rd day	50
4th day	30

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## TUNING WORLD BODENSEE (2007) → 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-	North Rhine-
Württemberg	73 Westphalia
Bavaria	23 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- 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 staff, 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>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-	North Rhine-
Württemberg	73 Westphalia
Bavaria	23 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- 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 staff, 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	2
over 50 up to 60 years	-
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	47
yes	27
no	26
maybe	41

<b>Follow-up business</b>	%
Intend to buy at later date	28
yes	31
no	41
maybe	41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Arbeitsschutz aktuell → Hamburg

### Basic data trade visitors

<b>Total number of visitors</b>	<b>11 259</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	31
more than 50 km up to 100 km	12
more than 100 km up to 300 km	23
over 300 km	34
<b>Total Germany</b>	<b>97</b>
Baden-	North Rhine-
Württemberg	6 Westphalia
Bavaria	5 Rhineland-
Berlin	4 Palatinate
Brandenburg	1 Saarland
Bremen	1 Saxony
Hamburg	21 Saxony-Anhalt
Hesse	6 Schleswig-
Mecklenburg-	Holstein
West Pomerania	3 Thuringia
Lower Saxony	20
<b>Total Foreign</b>	<b>3</b>
of which EU	79
Other	21

<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	4
Department head, group head	25
Other salaried staff/public service	27
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	10
Student	3
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2006	19
2004	18
2002	13
2000	8
Earlier events	17
First visit	57

<b>Size of company/organisation:</b>	%
Number of employees:	%
1- 4	6
5- 9	5
10- 49	7
50- 99	6
100- 199	9
200- 499	15
500- 999	12
1 000- 9 999	28
10 000 and more	10
Student	3
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	66
two	15
three	19
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	51
2nd day	59
3rd day	43

### Additional data trade visitors

<b>Industry</b>	%
Waste disposal companies	31
Trade	10
Learned professions	4
Skilled trades	5
Research facility	1
Service	17
Administration	16
Vocational school/polytechnic/university	2
Association	2
Other	6
Student	3
Other not gainfully employed	2
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	16
Collectively	39
In an advisory capacity	30
No	10
Student	3
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	14
Research/development/design	5
Planning/work preparation	6
Manufacture/production	11
Production, quality control	6
Buying/procurement	11
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organisation/personnel/ social welfare/training	12
Marketing/sales/advertising/PR	7
Storage/material management/logistics/ transport	7
Maintenance/repairs	7
Other area	33
Student	3
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2006	19
2004	18
2002	13
2000	8
Earlier events	17
First visit	57

<b>Length of stay</b>	%
1. Length of stay (days):	
one	66
two	15
three	19
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	51
2nd day	59
3rd day	43

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	<b>91 272</b>
<b>Proportion of private visitors</b>	<b>92%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	78
more than 50 km up to 100 km	15
more than 100 km up to 300 km	5
over 300 km	2
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	Rhineland- Palatinate
Berlin	Saarland
Brandenburg	Saxony
Bremen	Saxony-Anhalt
Hamburg	Saxony-Anhalt
Hesse	Schleswig- Holstein
Mecklenburg- Vorpommern	Holstein
West Pomerania	Thuringia
Lower Saxony	12
<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.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	4
Other salaried staff/public service	32
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	5
Student	12
Housewife/man	6
Old-age pensioner	20
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	48
2006	46
Earlier events	24
First visit	16

**Additional data private visitors**

<b>Sex</b>	<b>%</b>
Male	34
Female	66
<b>Age</b>	<b>%</b>
up to 20 years	12
over 20 up to 30 years	16
over 30 up to 40 years	15
over 40 up to 50 years	22
over 50 up to 60 years	16
over 60 up to 70 years	14
over 70 years	5
<b>Net household income</b>	<b>%</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	9
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	6
N/A	40
<b>Size of household</b>	<b>%</b>
1 person	19
2 persons	44
3 persons	15
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	
yes	78
no	6
maybe	16
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	14
no	34
maybe	52

Conducted by: PhoneResearch KG, Hamburg

**Basic data private visitors**

<b>Total number of visitors</b>	<b>96 059</b>
<b>Proportion of private visitors</b>	<b>86%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	39
more than 50 km up to 100 km	16
more than 100 km up to 300 km	31
over 300 km	13
<b>Total Germany</b>	<b>97</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	Rhineland- Palatinate
Berlin	Saarland
Brandenburg	Saxony
Bremen	Saxony-Anhalt
Hamburg	Saxony-Anhalt
Hesse	Schleswig- Holstein
Mecklenburg- Vorpommern	Holstein
West Pomerania	Thuringia
Lower Saxony	20
<b>Total Foreign</b>	<b>3</b>
<b>Position in the company/organisation</b>	<b>%</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	8
Other salaried staff/public service	21
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	2
Student	12
Housewife/man	3
Old-age pensioner	20
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	44
2006	41
Earlier events	26
First visit	20

**Additional data private visitors**

<b>Sex</b>	<b>%</b>
Male	73
Female	27
<b>Age</b>	<b>%</b>
up to 20 years	8
over 20 up to 30 years	12
over 30 up to 40 years	12
over 40 up to 50 years	25
over 50 up to 60 years	19
over 60 up to 70 years	19
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	4
more than 1 500,- EUR up to 2 000,- EUR	6
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	13
N/A	39
<b>Size of household</b>	<b>%</b>
1 person	19
2 persons	46
3 persons	15
4 persons	14
5 persons and more	6
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	52
no	17
maybe	31
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	33
no	19
maybe	48

Conducted by: PhoneResearch KG, Hamburg



## HansePferd → Hamburg

## Basic data private visitors

<b>Total number of visitors</b>	<b>55 189</b>
<b>Proportion of private visitors</b>	<b>89%</b>
<b>Region of residence</b>	%
up to 50 km	54
more than 50 km up to 100 km	26
more than 100 km up to 300 km	15
over 300 km	5
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	North Rhine- Westphalia 1
Bavaria	Rhineland- Palatinate -
Berlin	1 Palatinate -
Brandenburg	1 Saarland -
Bremen	1 Saxony -
Hamburg	30 Saxony-Anhalt -
Hesse	Schleswig- Holstein -
Mecklenburg- West Pomerania	44 2 Thuringia -
Lower Saxony	20 -
<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	-
Department head, group head	5
Other salaried staff/public service	26
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	3
Student	39
Housewife/man	5
Old-age pensioner	1
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	50
2004	38
Earlier events	12
First visit	29

## Additional data private visitors

<b>Sex</b>	%
Male	12
Female	88
<b>Age</b>	%
up to 20 years	39
over 20 up to 30 years	20
over 30 up to 40 years	18
over 40 up to 50 years	18
over 50 up to 60 years	4
over 60 up to 70 years	2
over 70 years	-
<b>Net household income</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 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	8
N/A	7
<b>Size of household</b>	%
1 person	11
2 persons	26
3 persons	21
4 persons	30
5 persons and more	12
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	79
yes	4
no	17
maybe	17
<b>Follow-up business</b>	%
Intend to buy at later date	24
yes	19
no	57
maybe	57

Conducted by: PhoneResearch KG, Hamburg

## INTERNORGA → Hamburg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>111 185</b>
<b>Proportion of trade visitors</b>	<b>86%</b>
<b>Region of residence</b>	%
up to 50 km	23
more than 50 km up to 100 km	15
more than 100 km up to 300 km	29
over 300 km	33
<b>Total Germany</b>	<b>96</b>
Baden- Württemberg	North Rhine- Westphalia 2
Bavaria	2 Rhineland- Palatinate 1
Berlin	3 Saarland -
Brandenburg	2 Saarland -
Bremen	3 Saxony 1
Hamburg	16 Saxony-Anhalt 3
Hesse	4 Schleswig- Holstein 15
Mecklenburg- West Pomerania	5 Thuringia 1
Lower Saxony	28 -
<b>Total Foreign</b>	<b>4</b>
of which EU	68
Rest of Europe	20
Other	12
<b>The country with the highest visitor share</b>	%
Austria	22
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head, master craftsman	16
Other salaried staff/public service	12
Skilled worker	10
Lecturer, teacher, scientific assistant	1
Trainee	18
Other position	3
Student	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2007	30
2006	27
Earlier events	24
First visit	37

## Additional data trade visitors

<b>Economic sector</b>	%				
Hotel, guest house	16				
Restaurant	29				
Franchise restaurant	5				
Discotheque, night club, bar	2				
Snack bar, filling station	2				
Canteen, caterer	4				
Caterer to schools, clinics, nursing homes	4				
Catering/Eventcatering/Partyservice	4				
Bakery, confectioners, cafe	14				
Butcher	1				
Food, drinks trade, trade chain	4				
Industrie (Food, Nonfood)	3				
Planning/architecture/interior furnishings	2				
Large kitchen specialist trade	2				
Other	5				
Student	2				
Other not gainfully employed	1				
<b>Influence on purchasing/procurement decisions</b>	%				
Decisively	24				
Collectively	31				
In an advisory capacity	26				
No	16				
Student	2				
Other not gainfully employed	1				
<b>Area of responsibility</b>	%				
Management	30				
Research/development/design	2				
Planning/work preparation	3				
Manufacture/production	25				
Production, quality control	2				
Buying/procurement	6				
Finance/accounting, controlling	1				
Information, communication technology (EDP)	1				
Administration/organisation/personnel/ social welfare/training	4				
Marketing/sales/advertising/PR	6				
Storage/material management/logistics/ transport	1				
Maintenance/repairs	1				
Service sector	15				
Student	2				
Other not gainfully employed	1				
<b>Size of company/organisation:</b>	%				
Number of employees:					
1- 4	17	500- 999	2		
5- 9	18	1 000- 9 999	4		
10- 49	32	10 000 and more	2		
50- 99	10	Student	2		
100-199	7	Other not gainfully employed	1		
200-499	5				
<b>Length of stay</b>	%				
1. Length of stay (days):					
one	84	three	3	five	-
two	12	four	1	six	-
2. Average length of stay	1,2 days				
3. Share of visitors on the event's days:					
1st day	14	3rd day	23	5th day	24
2nd day	21	4th day	28	6th day	13

Conducted by: PhoneResearch KG, Hamburg

## NORTEC → Hamburg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>13 707</b>
<b>Proportion of trade visitors</b>	<b>84%</b>
<b>Region of residence</b>	%
up to 50 km	51
more than 50 km up to 100 km	18
more than 100 km up to 300 km	20
over 300 km	11
<b>Total Germany</b>	<b>98</b>
Baden- Württemberg	North Rhine- Westphalia 1
Bavaria	1 Westphalia - Rhineland- Palatinate -
Berlin	1 Palatinate -
Brandenburg	1 Saarland -
Bremen	1 Saxony -
Hamburg	30 Saxony-Anhalt 1
Hesse	1 Schleswig- Holstein 34
Mecklenburg- West Pomerania	4 Thuringia -
Lower Saxony	22 -
<b>Total Foreign</b>	<b>2</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	3
Department head, group head	26
Other salaried staff/public service	16
Skilled worker	12
Lecturer, teacher, scientific assistant	3
Trainee	12
Other position	3
Student	7
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2006	23
2004	20
Earlier events	10
First visit	57

## REISEN HAMBURG → Hamburg

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	52
Trade	7
Skilled trades	15
Service company	8
Authority/public services	2
Vocational school/polytechnic/university	6
Other	2
Student	7
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	28
In an advisory capacity	26
No	17
Student	7
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	15
Research/development/design	12
Planning/work preparation	5
Manufacture/production	28
Production, quality control	3
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	3
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	1
Maintenance/repairs	5
Other area	4
Student	7
Other not gainfully employed	2

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	8
5- 9	7
10- 49	22
50- 99	9
100- 199	10
200- 499	10
500- 999	7
1 000- 9 999	12
10 000 and more	6
Student	7
Other not gainfully employed	2

<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	24
2nd day	36
3rd day	27
4th day	19

Conducted by: PhoneResearch KG, Hamburg

### Basic data private visitors

<b>Total number of visitors</b>	73 604
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<b>Proportion of private visitors</b>	95%
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<b>Region of residence</b>	%
up to 50 km	67
more than 50 km up to 100 km	20
more than 100 km up to 300 km	10
over 300 km	3

<b>Total Germany</b>	99
Baden-Württemberg	1
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	1
Hamburg	38
Hesse	-
Mecklenburg-West Pomerania	41
Lower Saxony	2
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	6
Other salaried staff/public service	30
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	3
Student	3
Housewife/man	5
Old-age pensioner	36
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	40
2006	43
Earlier events	27
First visit	20

### Additional data private visitors

<b>Sex</b>	%
Male	50
Female	50

<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	6
over 30 up to 40 years	10
over 40 up to 50 years	19
over 50 up to 60 years	25
over 60 up to 70 years	28
over 70 years	9

<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	11
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	9
more than 5 000,- EUR	6
N/A	37

<b>Size of household</b>	%
1 person	19
2 persons	58
3 persons	10
4 persons	10
5 persons and more	3

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	21
no	39
maybe	40

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	33
no	18
maybe	49

Conducted by: PhoneResearch KG, Hamburg

## SMM → Hamburg

### Basic data trade visitors

<b>Total number of visitors</b>	53 006
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<b>Proportion of trade visitors</b>	91%
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<b>Region of residence</b>	%
up to 50 km	23
more than 50 km up to 100 km	12
more than 100 km up to 300 km	22
over 300 km	43

<b>Total Germany</b>	69
Baden-Württemberg	4
Bavaria	3
Berlin	1
Brandenburg	1
Bremen	7
Hamburg	24
Hesse	1
Mecklenburg-West Pomerania	23
Lower Saxony	9
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	-
Thuringia	-

<b>Total Foreign</b>	31
of which	EU
Rest of Europe	17
North America	5
South-, East-, Central Asia	9
Other	4

<b>The five countries with the highest visitor shares</b>	%
Denmark	16
Netherlands	9
Finland	6
France	5
Norway	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	7
Department head, group head	22
Other salaried staff/public service	23
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	4
Student	9
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2006	31
2004	24
Earlier events	9
First visit	53

### Additional data trade visitors

<b>Economic sector</b>	%
Shipping company	17
Navy, defence industry	5
Shipbuilding industry, shipyard industry	16
Ship outfitters	7
Machine and plant construction	12
metal production and processing	2
Electrical engineering/electronics	6
other industry	3
Engineer's office	5
Research, science, university vocational school	2
Authority/public services	4
Other sectors	10
Student	9
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	17
Collectively	23
In an advisory capacity	26
No	24
Student	9
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	10
Research/development/design	15
Planning/work preparation	4
Manufacture/production	10
Production, quality control	3
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	3
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	2
Maintenance/repairs	10
Other area	1
Seafaring and navigation	11
Student	9
Other not gainfully employed	2

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	8
5- 9	6
10- 49	16
50- 99	10
100- 199	9
200- 499	12
500- 999	7
1 000- 9 999	15
10 000 and more	6
Student	9
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	73
two	17
three	6
four	4
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	
1st day	27
2nd day	45
3rd day	46
4th day	24

Conducted by: PhoneResearch KG, Hamburg

## BIOTECHNICA → Hannover

### Basic data trade visitors

<b>Total number of visitors</b>	<b>11 285</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	16
more than 50 km up to 100 km	11
more than 100 km up to 300 km	32
over 300 km	41

<b>Total Germany</b>	<b>81</b>
Baden-Württemberg	6
Bavaria	5
Berlin	6
Brandenburg	2
Bremen	3
Hamburg	8
Hesse	6
Mecklenburg-West Pomerania	1
Lower Saxony	32
<b>Total Foreign</b>	<b>19</b>
of which EU	54
Rest of Europe	13
South-, East-, Central Asia	15
Other	18

<b>The two countries with the highest visitor shares</b>	%
Great Britain	14
Switzerland	9

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	4
Department head, group head	11
Other salaried staff/public service	26
Skilled worker	1
Lecturer, teacher, scientific assistant	24
Trainee	1
Other position	2
Student	16
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	37
2005	28
Earlier events	22
First visit	46

### Additional data trade visitors

<b>Economic sector</b>	%
Biotechnology	65
Chemical industry	5
Pharmaceuticals industry	11
Plant construction/laboratory equipment	7
Food and luxuries industry	3
Agriculture/animal breeding and plant	2
Trade	4
Research institute	21
Financial institutes, fund institutes and venture institutes	1
Consulting	8
Health service	6
University/college	21
Environmental and waste disposal sector	1
Public administration	3
Other	4
Student	16
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	35
In an advisory capacity	18
No	9
Student	16
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	14
Research/development/design	48
Planning/work preparation	3
Manufacture/production	6
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	16
Storage/material management/logistics/transport	-
Maintenance/repairs	1
Other area	4
Student	16
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	7
5- 9	8
10- 49	23
50- 99	10
100-199	8
200-499	8
500- 999	6
1 000- 9 999	11
10 000 and more	2
Student	16
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	69
two	20
three	11
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	
1st day	47
2nd day	55
3rd day	40

Conducted by: Walter, Wissler & Partner, Basel

## CeBIT → Hannover

### Basic data trade visitors

<b>Total number of visitors</b>	<b>512 327</b>
<b>Proportion of trade visitors</b>	<b>73%</b>
<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	9
more than 100 km up to 300 km	30
over 300 km	48

<b>Total Germany</b>	<b>78</b>
Baden-Württemberg	7
Bavaria	7
Berlin	5
Brandenburg	2
Bremen	2
Hamburg	4
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	32
<b>Total Foreign</b>	<b>22</b>
of which EU	60
Rest of Europe	11
North America	3
South and Central America	3
middle East	5
East Asia	13
Africa	4

<b>The five countries with the highest visitor shares</b>	%
Netherlands	11
Austria	5
Denmark	5
Sweden	4
Belgium	4

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	5
Department head, group head	14
Other salaried staff/public service	32
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	-
Student	12
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	44
2006	42
Earlier events	55
First visit	28

### Additional data trade visitors

<b>Economic sector</b>	%
Manufacturers of hardware, end devices, infrastructure	5
Telecommunications services	10
Software and IT systems specialists	8
IT services, IT consultants	19
Trade	9
Services (of companies and freelance)	12
Power industry	2
Manufacturing sector	9
Authority/public services	12
Skilled trades	3
Building trade	2
Travel/transport	3
Travel and tourism	1
Banks, financial service providers, insurance companies	4
Health system and medical systems	3
Other	1
Student	12
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	26
In an advisory capacity	20
No	13
Student	12
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	13
Research/development/design	10
Planning/work preparation	4
Manufacture/production	4
Production, quality control	2
Buying/procurement	6
Finance/accounting, controlling	5
Information, communication technology (EDP)	40
Administration/organisation/personnel/social welfare/training	9
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	2
Maintenance/repairs	4
Other area	2
Student	12
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	12
5- 9	8
10- 49	16
50- 99	9
100-199	9
200-499	10
500- 999	7
1 000- 9 999	11
10 000 and more	6
Student	12
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	69
two	17
three	7
four	3
five	1
six	3
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	
1st day	25
2nd day	32
3rd day	35
4th day	31
5th day	22
6th day	15

Conducted by: Walter, Wissler & Partner, Basel

## CeMAT → Hannover

### Basic data trade visitors

<b>Total number of visitors</b>	<b>58 007</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	8
more than 50 km up to 100 km	7
more than 100 km up to 300 km	27
over 300 km	58

<b>Total Germany</b>	<b>65</b>
Baden-Württemberg	9
Bavaria	12
Berlin	2
Brandenburg	-
Bremen	3
Hamburg	4
Hesse	5
Mecklenburg-West Pomerania	1
Lower Saxony	27
<b>Total Foreign</b>	<b>35</b>
of which EU	62
Rest of Europe	11
North America	3
South and Central America	5
middle East	4
South-, East-, Central Asia	10
Other	4

<b>The three countries with the highest visitor shares</b>	%
Netherlands	11
Sweden	10
Austria	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	10
Department head, group head	27
Other salaried staff/public service	23
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	1
Student	7
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2005	31
2002	22
Earlier events	15
First visit	59



## DOMOTEX Hannover

### Additional data trade visitors

<b>Economic sector</b>	%
Power industry	2
Manufacturing sector	45
Port operations, port cargo handling systems	3
Building trade	3
Skilled trades	2
Trade	15
Services of companies and freelancers	24
Authority/public services	3
Other	1
Student	7
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	31
In an advisory capacity	19
No	13
Student	7
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	14
Research/development/design	14
Planning/work preparation	5
Manufacture/production	9
Buying/procurement	8
Finance/accounting, controlling	2
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	16
Storage/material management/logistics/transport	36
Maintenance/repairs	8
Other area	2
Student	7
Other not gainfully employed	1

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	5
5- 9	5
10- 49	18
50- 99	7
100-199	13
200-499	15
500- 999	10
1 000- 9 999	15
10 000 and more	5
Student	7
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	64
two	26
three	7
four	2
five	1
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	28
2nd day	39
3rd day	36
4th day	32
5th day	16

Conducted by: Walter, Wissler & Partner, Basel

### Basic data trade visitors

<b>Total number of visitors</b>	<b>47 629</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	6
more than 50 km up to 100 km	4
more than 100 km up to 300 km	17
over 300 km	74

<b>Total Germany</b>	<b>43</b>
Baden-Württemberg	9
Bavaria	9
Berlin	3
Brandenburg	2
Bremen	1
Hamburg	5
Hesse	5
Mecklenburg-West Pommern	2
Lower Saxony	26
North Rhine-Westphalia	24
Rhineland-Palatinate	5
Saxony	2
Saxony-Anhalt	2
Schleswig-Holstein	3
Thuringia	3

<b>Total Foreign</b>	<b>57</b>
of which EU	55
Rest of Europe	11
Africa	4
North America	6
South and Central America	3
middle East	6
East Asia	13
Australia	2

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

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	41
Managing director, board member, head of an authority etc.	19
Senior department head, other employee with managerial responsibility	7
Department head, group head	11
Other salaried staff/public service	15
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	1
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	51
2006	53
Earlier events	52
First visit	31

### Additional data trade visitors

<b>Economic sector</b>	%
Specialist retail trade	23
Wholesale trade	28
Interior decorator	8
Parquet and floor layer	14
Painter	3
Furnishing/furniture stores	3
Architect's/interior designer's, Contract furnishers	7
Department store/mail order/DIY centre	2
Timber trade	6
Industry	21
Authority/public services	1
Media, press, publishing	1
Other services	7
Other	3
Student	2
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	50
Collectively	24
In an advisory capacity	14
No	9
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	50
Research/development/design	7
Planning/work preparation	5
Manufacture/production	6
Production, quality control	2
Buying/procurement	10
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	21
Storage/material management/logistics/transport	2
Maintenance/repairs	1
Other area	4
Student	2
Other not gainfully employed	1

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	23
5- 9	14
10- 49	27
50- 99	8
100-199	7
200-499	7
500- 999	4
1 000- 9 999	6
10 000 and more	1
Student	2
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	47
two	26
three	15
four	13
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	
1st day	48
2nd day	58
3rd day	55
4th day	33

Conducted by: Walter, Wissler & Partner, Basel

## EuroBLECH Hannover

### Basic data trade visitors

<b>Total number of visitors</b>	<b>69 546</b>
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<b>Proportion of trade visitors</b>	<b>100%</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	37
over 300 km	47

<b>Total Germany</b>	<b>65</b>
Baden-Württemberg	16
Bavaria	11
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	6
Mecklenburg-West Pommern	1
Lower Saxony	18
North Rhine-Westphalia	28
Rhineland-Palatinate	5
Saxony	4
Saxony-Anhalt	2
Schleswig-Holstein	2
Thuringia	3

<b>Total Foreign</b>	<b>35</b>
of which EU	66
Rest of Europe	16
Africa	2
North America	3
South and Central America	4
Middle East	4
South-, East-, Central Asia	4
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Netherlands	8
Switzerland	7
Denmark	6
Sweden	6
Austria	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	19
Senior department head, other employee with managerial responsibility	7
Department head, group head	26
Other salaried staff/public service	25
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	2
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	39
2004	30
Earlier events	26
First visit	46

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	81
Wholesale/foreign trade	4
Retail trade	1
Skilled trades	7
Service	5
Authority/public services	1
University/college/polytechnic	1
Other	1
Student	2
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	34
Collectively	34
In an advisory capacity	18
No	10
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	25
Research/development/design	19
Planning/work preparation	8
Manufacture/production	28
Production, quality control	4
Buying/procurement	10
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	1
Maintenance/repairs	5
Other area	2
Student	2
Other not gainfully employed	1

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	5
5- 9	6
10- 49	20
50- 99	13
100-199	15
200-499	14
500- 999	8
1 000- 9 999	12
10 000 and more	4
Student	2
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	66
two	23
three	6
four	2
five	2
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	27
2nd day	36
3rd day	38
4th day	32
5th day	18

Conducted by: Walter, Wissler & Partner, Basel

## EuroTier → Hannover

## Basic data trade visitors

<b>Total number of visitors</b>	<b>130 798</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	7
more than 50 km up to 100 km	12
more than 100 km up to 300 km	41
over 300 km	40

<b>Total Germany</b>	<b>83</b>
Baden-Württemberg	18
Bavaria	11
Berlin	1
Brandenburg	3
Bremen	-
Hamburg	3
Hesse	7
Mecklenburg-West Pomerania	2
Lower Saxony	32

<b>Total Foreign</b>	<b>17</b>
of which EU	67
Rest of Europe	16
Africa	4
North America	2
South and Central America	2
Middle East	5
South-, East-, Central Asia	4
Australia	1

<b>The five countries with the highest visitor shares</b>	%
Netherlands	13
Austria	11
Switzerland	6
Belgium	5
Spain	4

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	51
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	3
Department head, group head	5
Other salaried staff/public service	6
Skilled worker, farmworker	8
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	5
Student	4
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	57
2004	51
Earlier events	45
First visit	25

## Additional data trade visitors

<b>Economic sector</b>	%
Agricultural business, company	62
Service supply agency	3
Machine cooperative	2
Industry	6
Trade/sales	7
Engineer's, planning office, consulting	2
Veterinary surgeon	3
Municipal authority facilities	2
University/college/polytechnic	2
Other sectors	7
Student	4
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	33
Collectively	28
In an advisory capacity	23
No	11
Student	4
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	25
Research/development/design	9
Planning/work preparation	9
Manufacture/production	4
Production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	2
Maintenance/repairs	3
Other area	10
Student	11
Other not gainfully employed	2

<b>Size of company/organisation:</b>	N/A
Number of employees:	

<b>Length of stay</b>	%
1. Length of stay (days):	
one	75
two	17
three	4
four	3
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	N/A

Conducted by: Walter, Wissler & Partner, Basel

## HANNOVER MESSE → Hannover

## Basic data trade visitors

<b>Total number of visitors</b>	<b>193 222</b>
<b>Proportion of trade visitors</b>	<b>89%</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	29
over 300 km	47

<b>Total Germany</b>	<b>80</b>
Baden-Württemberg	20
Bavaria	8
Berlin	3
Brandenburg	1
Bremen	2
Hamburg	3
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	33

<b>Total Foreign</b>	<b>20</b>
of which EU	54
Rest of Europe	13
North America	3
South and Central America	3
Middle East	4
East Asia	19
Australia	1
Africa	4

<b>The five countries with the highest visitor shares</b>	%
India	6
Austria	5
Netherlands	6
France	5
Switzerland	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	6
Department head, group head	16
Other salaried staff/public service	29
Skilled worker	5
Lecturer, teacher, scientific assistant	4
Trainee	3
Other position	1
Student	17
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	40
2006	36
Earlier events	43
First visit	35

## Additional data trade visitors

<b>Economic sector</b>	%
Power industry	11
Manufacturing sector	42
Building trade	3
Skilled trades	3
Trade	4
Telecommunication	2
Services of companies and freelancers	10
Authority/public services	5
Research institutes, industrial research	4
Other	1
Student	17
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	24
Collectively	26
In an advisory capacity	18
No	12
Student	17
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	13
Research/development/design	25
Planning/work preparation	7
Manufacture/production	11
Production, quality control	3
Buying/procurement	7
Finance/accounting, controlling	2
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	2
Maintenance/repairs	7
Other area	1
Student	17
Other not gainfully employed	2

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	7
5- 9	4
10- 49	14
50- 99	8
100-199	9
200-499	10
500- 999	8
1 000- 9 999	13
10 000 and more	7
Student	17
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	72
two	18
three	6
four	2
five	3
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	22
2nd day	35
3rd day	36
4th day	33
5th day	21

Conducted by: Walter, Wissler & Partner, Basel

## Digital Factory

## Basic data trade visitors

<b>Total number of visitors</b>	<b>46 760</b>
<b>Proportion of trade visitors</b>	<b>90%</b>
<b>Region of residence</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	44

<b>Total Germany</b>	<b>81</b>
Baden-Württemberg	16
Bavaria	8
Berlin	2
Brandenburg	1
Bremen	3
Hamburg	6
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	34

<b>Total Foreign</b>	<b>19</b>
of which EU	56
East Asia	23
Other	21

<b>The country with the highest visitor share</b>	%
India	11

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	3
Department head, group head	16
Other salaried staff/public service	31
Skilled worker	4
Lecturer, teacher, scientific assistant	5
Trainee	3
Other position	1
Student	18
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	43
2006	36
Earlier events	45
First visit	35

**Additional data trade visitors**

<b>Economic sector</b>	%
Power industry	4
Manufacturing sector	39
Building trade	2
Skilled trades	4
Trade	4
Telecommunication	3
Services of companies and freelancers	18
Authority/public services	5
Research institutes, industrial research	6
Other	1
Student	18
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	27
In an advisory capacity	19
No	14
Student	18
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	12
Research/development/design	31
Planning/work preparation	6
Manufacture/production	11
Production, quality control	4
Buying/procurement	3
Finance/accounting, controlling	4
Information, communication technology (EDP)	7
Administration/organisation/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	13
Storage/material management/logistics/ transport	3
Maintenance/repairs	4
Other area	1
Student	18
Other not gainfully employed	1

<b>Size of company/organisation:</b>		
Number of employees:	%	
1- 4	500 - 999	8
5- 9	1 000 - 9 999	15
10- 49	10 000 and more	8
50- 99	Student	18
100-199	Other not gainfully employed	1
200-499		

<b>Length of stay</b>	%				
1. Length of stay (days):					
one	68	three	7	five	3
two	19	four	2		
2. Average length of stay	1,5 days				

3. Share of visitors on the event's days:					
1st day	26	3rd day	41	5th day	19
2nd day	36	4th day	32		

Conducted by: Walter, Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>98 157</b>
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<b>Proportion of trade visitors</b>	<b>90%</b>
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<b>Region of residence</b>	%
up to 50 km	12
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>77</b>
Baden-Württemberg	8
Bavaria	8
Berlin	4
Brandenburg	2
Bremen	2
Hamburg	4
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	32
North Rhine-Westphalia	18
Rhineland-Palatinate	3
Saarland	1
Saxony	4
Saxony-Anhalt	3
Schleswig-Holstein	3
Thuringia	2

<b>Total Foreign</b>	<b>23</b>
of which EU	57
Rest of Europe	13
Africa	3
South and Central America	4
Middle East	3
East Asia	16
Other	4

<b>The five countries with the highest visitor shares</b>	%
France	7
India	6
Netherlands	5
Switzerland	5
Austria	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	12
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	27
Skilled worker	5
Lecturer, teacher, scientific assistant	5
Trainee	2
Other position	1
Student	18
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	40
2006	36
Earlier events	43
First visit	36

**Additional data trade visitors**

<b>Economic sector</b>	%
Power industry	24
Manufacturing sector	28
Building trade	4
Skilled trades	3
Trade	4
Telecommunication	2
Services of companies and freelancers	11
Authority/public services	6
Research institutes, industrial research	4
Other	1
Student	18
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	25
In an advisory capacity	19
No	12
Student	18
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	15
Research/development/design	24
Planning/work preparation	8
Manufacture/production	9
Production, quality control	3
Buying/procurement	6
Finance/accounting, controlling	2
Information, communication technology (EDP)	3
Administration/organisation/personnel/ social welfare/training	5
Marketing/sales/advertising/PR	12
Storage/material management/logistics/ transport	1
Maintenance/repairs	8
Other area	2
Student	18
Other not gainfully employed	2

<b>Size of company/organisation:</b>			
Number of employees:	%		
1- 4	9	500 - 999	6
5- 9	5	1 000 - 9 999	14
10- 49	14	10 000 and more	7
50- 99	8	Student	18
100-199	8	Other not gainfully employed	2
200-499	10		

<b>Length of stay</b>	%				
1. Length of stay (days):					
one	68	three	7	five	4
two	19	four	2		
2. Average length of stay	1,6 days				

3. Share of visitors on the event's days:					
1st day	24	3rd day	36	5th day	25
2nd day	37	4th day	34		

Conducted by: Walter, Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>125 594</b>
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<b>Proportion of trade visitors</b>	<b>94%</b>
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<b>Region of residence</b>	%
up to 50 km	11
more than 50 km up to 100 km	11
more than 100 km up to 300 km	29
over 300 km	50

<b>Total Germany</b>	<b>77</b>
Baden-Württemberg	10
Bavaria	9
Berlin	2
Brandenburg	1
Bremen	2
Hamburg	3
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	30
North Rhine-Westphalia	23
Rhineland-Palatinate	2
Saarland	1
Saxony	3
Saxony-Anhalt	2
Schleswig-Holstein	2
Thuringia	2

<b>Total Foreign</b>	<b>23</b>
of which EU	53
Rest of Europe	12
Africa	4
North America	4
South and Central America	4
Middle East	3
East Asia	18
Australia	2

<b>The five countries with the highest visitor shares</b>	%
India	6
Austria	6
Netherlands	6
Switzerland	5
Denmark	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	6
Department head, group head	18
Other salaried staff/public service	31
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	1
Student	13
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	43
2006	41
Earlier events	47
First visit	31

**Additional data trade visitors**

<b>Economic sector</b>	%
Power industry	7
Manufacturing sector	53
Building trade	3
Skilled trades	4
Trade	5
Telecommunication	2
Services of companies and freelancers	10
Authority/public services	4
Research institutes, industrial research	3
Other	1
Student	13
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	26
Collectively	29
In an advisory capacity	19
No	12
Student	13
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	14
Research/development/design	28
Planning/work preparation	8
Manufacture/production	14
Production, quality control	3
Buying/procurement	6
Finance/accounting, controlling	2
Information, communication technology (EDP)	3
Administration/organisation/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	14
Storage/material management/logistics/ transport	2
Maintenance/repairs	9
Other area	1
Student	13
Other not gainfully employed	1

<b>Size of company/organisation:</b>			
Number of employees:	%		
1- 4	7	500 - 999	8
5- 9	4	1 000 - 9 999	15
10- 49	15	10 000 and more	7
50- 99	9	Student	13
100-199	9	Other not gainfully employed	1
200-499	12		

<b>Length of stay</b>	%				
1. Length of stay (days):					
one	70	three	7	five	3
two	19	four	2		
2. Average length of stay	1,5 days				

3. Share of visitors on the event's days:					
1st day	22	3rd day	39	5th day	18
2nd day	37	4th day	34		

Conducted by: Walter, Wissler & Partner, Basel

## MicroTechnology → Hannover Messe

### Basic data trade visitors

<b>Total number of visitors</b>	<b>50 238</b>
<b>Proportion of trade visitors</b>	<b>87%</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	28
over 300 km	44
<b>Total Germany</b>	<b>82</b>
Baden-Württemberg	11
Bavaria	6
Berlin	3
Brandenburg	1
Bremen	3
Hamburg	4
Hesse	7
Mecklenburg-West Pomerania	-
Lower Saxony	38
<b>Total Foreign</b>	<b>18</b>
of which EU	58
East Asia	21
Other	21
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	4
Department head, group head	13
Other salaried staff/public service	27
Skilled worker	5
Lecturer, teacher, scientific assistant	7
Trainee	3
Other position	-
Student	23
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2007	44
2006	39
Earlier events	43
First visit	34

### Additional data trade visitors

<b>Economic sector</b>	%
Power industry	4
Manufacturing sector	39
Building trade	2
Skilled trades	3
Trade	3
Telecommunication	3
Services of companies and freelancers	10
Authority/public services	7
Research institutes, industrial research	9
Other	1
Student	23
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	22
Collectively	25
In an advisory capacity	18
No	11
Student	23
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	12
Research/development/design	35
Planning/work preparation	4
Manufacture/production	8
Production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	2
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	2
Maintenance/repairs	4
Other area	1
Student	23
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	8
5- 9	5
10- 49	12
50- 99	10
100- 199	7
200-499	10
500- 999	7
1 000- 9 999	11
10 000 and more	7
Student	23
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	70
two	17
three	7
four	2
five	4
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	25
2nd day	33
3rd day	36
4th day	37
5th day	21

Conducted by: Walter, Wissler & Partner, Basel

## Pipeline Technology → Hannover Messe

### Basic data trade visitors

<b>Total number of visitors</b>	<b>37 292</b>
<b>Proportion of trade visitors</b>	<b>87%</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	25
over 300 km	54
<b>Total Germany</b>	<b>70</b>
Baden-Württemberg	9
Bavaria	7
Berlin	3
Brandenburg	1
Bremen	2
Hamburg	4
Hesse	7
Mecklenburg-West Pomerania	-
Lower Saxony	35
<b>Total Foreign</b>	<b>30</b>
of which EU	48
Rest of Europe	17
East Asia	15
Other	20
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	7
Department head, group head	17
Other salaried staff/public service	30
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	1
Student	14
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2007	42
2006	35
Earlier events	40
First visit	40

### Additional data trade visitors

<b>Economic sector</b>	%
Power industry	17
Manufacturing sector	43
Building trade	5
Skilled trades	4
Trade	4
Telecommunication	4
Services of companies and freelancers	11
Authority/public services	4
Research institutes, industrial research	4
Other	2
Student	14
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	26
Collectively	25
In an advisory capacity	17
No	14
Student	14
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	14
Research/development/design	26
Planning/work preparation	8
Manufacture/production	11
Production, quality control	5
Buying/procurement	8
Finance/accounting, controlling	3
Information, communication technology (EDP)	4
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	16
Storage/material management/logistics/transport	2
Maintenance/repairs	9
Other area	-
Student	14
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	5
5- 9	4
10- 49	16
50- 99	9
100- 199	8
200-499	10
500- 999	9
1 000- 9 999	14
10 000 and more	7
Student	14
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	61
two	20
three	10
four	3
five	6
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	
1st day	33
2nd day	44
3rd day	41
4th day	34
5th day	20

Conducted by: Walter, Wissler & Partner, Basel

## Power Plant Technology

### Basic data trade visitors

<b>Total number of visitors</b>	<b>42 702</b>
<b>Proportion of trade visitors</b>	<b>90%</b>
<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	6
more than 100 km up to 300 km	27
over 300 km	55
<b>Total Germany</b>	<b>73</b>
Baden-Württemberg	11
Bavaria	9
Berlin	4
Brandenburg	1
Bremen	2
Hamburg	3
Hesse	9
Mecklenburg-West Pomerania	-
Lower Saxony	31
<b>Total Foreign</b>	<b>27</b>
of which EU	49
Rest of Europe	16
East Asia	18
Other	17
<b>The two countries with the highest visitor shares</b>	%
France	10
India	10
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	4
Department head, group head	16
Other salaried staff/public service	26
Skilled worker	5
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	1
Student	19
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2007	36
2006	37
Earlier events	41
First visit	40

**Additional data trade visitors**

<b>Economic sector</b>	%
Power industry	23
Manufacturing sector	30
Building trade	3
Skilled trades	3
Trade	4
Telecommunication	3
Services of companies and freelancers	14
Authority/public services	4
Research institutes, industrial research	4
Other	1
Student	19
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	23
In an advisory capacity	19
No	14
Student	19
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	15
Research/development/design	21
Planning/work preparation	8
Manufacture/production	9
Production, quality control	4
Buying/procurement	6
Finance/accounting, controlling	3
Administration/organisation/personnel/social welfare/training	4
Information, communication technology (EDP)	3
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	2
Maintenance/repairs	5
Other area	1
Student	19
Other not gainfully employed	1

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	8
5- 9	5
10- 49	13
50- 99	7
100-199	8
200-499	10
500- 999	6
1 000- 9 999	14
10 000 and more	8
Student	19
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	62
two	21
three	9
four	4
five	5
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	
1st day	31
2nd day	40
3rd day	37
4th day	37
5th day	26

Conducted by: Walter, Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>56 614</b>
<b>Proportion of trade visitors</b>	<b>89%</b>
<b>Region of residence</b>	%
up to 50 km	16
more than 50 km up to 100 km	9
more than 100 km up to 300 km	26
over 300 km	49

<b>Total Germany</b>	<b>81</b>
Baden-Württemberg	12
Bavaria	9
Berlin	3
Brandenburg	-
Bremen	2
Hamburg	4
Hesse	6
Mecklenburg-Holstein	3
West Pomerania	1
Lower Saxony	33
North Rhine-Westphalia	17
Rhineland-Palatinate	1
Saarland	2
Saxony	3
Saxony-Anhalt	2
Schleswig-Holstein	3
Thuringia	2

<b>Total Foreign</b>	<b>19</b>
of which EU	59
Rest of Europe	13
East Asia	15
Other	13

<b>The three countries with the highest visitor shares</b>	%
France	8
Netherlands	6
India	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	4
Department head, group head	12
Other salaried staff/public service	30
Skilled worker	5
Lecturer, teacher, scientific assistant	9
Trainee	1
Other position	1
Student	19
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	42
2006	37
Earlier events	43
First visit	36

**Additional data trade visitors**

<b>Economic sector</b>	%
Power industry	7
Manufacturing sector	39
Building trade	2
Skilled trades	2
Trade	3
Telecommunication	3
Services of companies and freelancers	11
Authority/public services	8
Research institutes, industrial research	10
Other	1
Student	19
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	27
In an advisory capacity	21
No	10
Student	19
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	12
Research/development/design	41
Planning/work preparation	6
Manufacture/production	8
Production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	2
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	2
Maintenance/repairs	4
Other area	1
Student	19
Other not gainfully employed	1

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	8
5- 9	4
10- 49	11
50- 99	9
100-199	7
200-499	11
500- 999	7
1 000- 9 999	15
10 000 and more	7
Student	19
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	68
two	19
three	7
four	2
five	4
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	26
2nd day	39
3rd day	37
4th day	33
5th day	20

Conducted by: Walter, Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>60 672</b>
<b>Proportion of trade visitors</b>	<b>92%</b>
<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	28
over 300 km	53

<b>Total Germany</b>	<b>75</b>
Baden-Württemberg	11
Bavaria	7
Berlin	2
Brandenburg	1
Bremen	2
Hamburg	2
Hesse	8
Mecklenburg-Holstein	4
West Pomerania	2
Lower Saxony	28
North Rhine-Westphalia	20
Rhineland-Palatinate	2
Saarland	1
Saxony	4
Saxony-Anhalt	3
Schleswig-Holstein	4
Thuringia	2

<b>Total Foreign</b>	<b>25</b>
of which EU	55
Rest of Europe	14
East Asia	20
Other	11

<b>The three countries with the highest visitor shares</b>	%
India	10
Austria	8
Switzerland	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	7
Department head, group head	19
Other salaried staff/public service	30
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	1
Student	10
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	45
2006	42
Earlier events	47
First visit	31

**Additional data trade visitors**

<b>Economic sector</b>	%
Power industry	5
Manufacturing sector	55
Building trade	4
Skilled trades	3
Trade	6
Telecommunication	2
Services of companies and freelancers	11
Authority/public services	4
Research institutes, industrial research	4
Other	2
Student	10
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	30
Collectively	32
In an advisory capacity	18
No	8
Student	10
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	15
Research/development/design	25
Planning/work preparation	5
Manufacture/production	12
Production, quality control	3
Buying/procurement	16
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	3
Maintenance/repairs	4
Other area	1
Student	10
Other not gainfully employed	1

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	7
5- 9	5
10- 49	13
50- 99	10
100-199	14
200-499	11
500- 999	9
1 000- 9 999	13
10 000 and more	6
Student	10
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	65
two	23
three	7
four	2
five	4
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	
1st day	25
2nd day	42
3rd day	40
4th day	33
5th day	18

Conducted by: Walter, Wissler & Partner, Basel

## PROMOTION WORLD → Hannover Messe

### Basic data trade visitors

<b>Total number of visitors</b>	<b>36 133</b>
<b>Proportion of trade visitors</b>	<b>70%</b>
<b>Region of residence</b>	%
up to 50 km	11
more than 50 km up to 100 km	13
more than 100 km up to 300 km	28
over 300 km	49

<b>Total Germany</b>	<b>80</b>
Baden-Württemberg	9
Bavaria	3
Berlin	2
Brandenburg	3
Bremen	5
Hamburg	6
Hesse	2
Mecklenburg-West Pomerania	-
Lower Saxony	27

<b>Total Foreign</b>	<b>20</b>
of which EU	37
Rest of Europe	19
East Asia	31
Other	13

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	8
Department head, group head	14
Other salaried staff/public service	31
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	-
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	33
2006	21
Earlier events	62

### Additional data trade visitors

<b>Economic sector</b>	%
Building trade	2
Authority/public services	4
Services of companies and freelancers	26
Telecommunication	2
Power industry	7
Trade	11
Skilled trades	2
Manufacturing sector	28
other industry	19
Travel/transport	3
Other	3
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	38
Collectively	30
In an advisory capacity	18
No	10
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	17
Research/development/design	12
Planning/work preparation	4
Manufacture/production	6
Production, quality control	3
Buying/procurement	7
Finance/accounting, controlling	3
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	6
Marketing/sales/advertising/PR	49
Storage/material management/logistics/transport	3
Maintenance/repairs	3
Other area	4
Student	3
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	10
5- 9	9
10- 49	17
50- 99	13
100-199	11
200-499	11
500- 999	9
1 000- 9 999	15
10 000 and more	3
Student	3
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	80
two	14
three	3
four	1
five	2
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	27
2nd day	32
3rd day	28
4th day	26
5th day	19

Conducted by: Walter, Wissler & Partner, Basel

## PFERD & JAGD (2006) → Hannover

### Basic data private visitors

<b>Total number of visitors</b>	<b>74 871</b>
<b>Proportion of private visitors</b>	<b>93%</b>
<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>	<b>99</b>
Baden-Württemberg	9
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	1
Hamburg	1
Hesse	3
Mecklenburg-West Pomerania	1
Lower Saxony	83

<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.	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	41
Female	59

<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	83
yes	7
no	11
maybe	7

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## new energy husum (2006)

### Basic data trade visitors

<b>Total number of visitors</b>	<b>12 701</b>
<b>Proportion of trade visitors</b>	<b>34%</b>
<b>Region of residence</b>	%
up to 50 km	40
more than 50 km up to 100 km	27
more than 100 km up to 300 km	30
over 300 km	4

<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	1
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	6
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	5

<b>Total foreign</b>	<b>1</b>
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<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	3
Department head, group head	5
Other salaried staff/public service	20
Skilled worker	-
Lecturer, teacher, scientific assistant	7
Trainee	3
Other position	6
Student	12
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2004	26
2002	16
First visit	90

### Basic data private visitors

<b>Proportion of private visitors</b>	<b>66%</b>
<b>Region of residence</b>	%
up to 50 km	51
more than 50 km up to 100 km	31
more than 100 km up to 300 km	17
over 300 km	2
<b>Total Germany</b>	<b>100</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	- Rhineland- Palatinate
Berlin	- Saarland
Brandenburg	- Saxony
Bremen	- Saxony-Anhalt
Hamburg	2 Saxony-Anhalt
Hesse	- Schleswig- Holstein
Mecklenburg- West Pommern	- Thuringia
Lower Saxony	1
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	22
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 staff/public service	32
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	-
Other position	7
Student	6
Other not gainfully employed	21
<b>Frequency of visits to trade fair</b>	%
2004	18
2002	11
First visit	76

### Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	47
more than 50 km up to 100 km	29
more than 100 km up to 300 km	22
over 300 km	2
<b>Total Germany</b>	<b>100</b>
Baden- Württemberg	1 North Rhine- Westphalia
Bavaria	- Rhineland- Palatinate
Berlin	- Saarland
Brandenburg	- Saxony
Bremen	- Saxony-Anhalt
Hamburg	4 Saxony-Anhalt
Hesse	- Schleswig- Holstein
Mecklenburg- West Pommern	- Thuringia
Lower Saxony	2
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	26
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	3
Other salaried staff/public service	28
Skilled worker	2
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	6
Student	8
Other not gainfully employed	14
<b>Frequency of visits to trade fair</b>	%
2004	20
2002	12
First visit	76

### Additional data trade visitors

<b>Economic sector</b>	%
Biogas and biomass sector	9
Agriculture/forestry	17
Other services	6
Planning, project management	4
Banks, financiers	4
Block power plant sector	3
Media, press, publishing	3
Technical services	3
Association, institution	2
Experts	2
Timber and pellets sector	2
District heating sector	2
Supplier	2
Geothermics and heat pumps sector	1
Other	21
Student	13
Other not gainfully employed	3
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	40
Collectively	17
In an advisory capacity	15
No	12
Student	13
Other not gainfully employed	3
<b>Area of responsibility</b>	%
Management	36
Research/development/design	4
Planning/work preparation	7
Manufacture/production	2
Production, quality control	-
Buying/procurement	3
Finance/accounting, controlling	3
Information, communication technology (EDP)	2
Administration/organisation/personnel/ social welfare/training	5
Marketing/sales/advertising/PR	7
Storage/material management/logistics/ transport	-
Maintenance/repairs	1
Other area	14
Student	13
Other not gainfully employed	3
<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	39
5- 9	8
10- 49	14
50- 99	6
100-199	5
200-499	4
500- 999	4
1 000- 9 999	2
10 000 and more	3
Student	13
Other not gainfully employed	3
<b>Length of stay</b>	%
1. Length of stay (days):	
one	88
two	10
three	1
four	1
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	29
2nd day	40
3rd day	26
4th day	19

### Additional data private visitors

<b>Sex</b>	%
Male	68
Female	32
<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	8
over 30 up to 40 years	16
over 40 up to 50 years	32
over 50 up to 60 years	20
over 60 up to 70 years	19
over 70 years	2
<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	6
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	9
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	2
N/A	56
<b>Size of household</b>	%
1 person	13
2 persons	38
3 persons	15
4 persons	20
5 persons and more	15
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	5
no	83
maybe	12
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	25
no	36
maybe	39
Conducted by: Husumer Wirtschaftsgesellschaft mbH & Co. KG, Messe Husum	



## NORD GASTRO & HOTEL → Husum

### Basic data trade visitors

<b>Total number of visitors</b>	<b>4 030</b>
<b>Proportion of trade visitors</b>	<b>87%</b>
<b>Region of residence</b>	%
up to 50 km	74
more than 50 km up to 100 km	21
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	-
Bavaria	Rhineland- Palatinate	-
Berlin	Saarland	-
Brandenburg	Saxony	-
Bremen	Saxony-Anhalt	-
Hamburg	Schleswig- Holstein	99
Hesse	Thuringia	-
Mecklenburg- West Pomerania	-	-
Lower Saxony	-	-

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	36
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	4
Department head, group head	7
Other salaried staff/public service	15
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	6
Student	8
Old-age pensioner	4
Housewife/man	4
Other not gainfully employed	6

<b>Frequency of visits to trade fair</b>	%
2007	55
2006	52
2005	38
2004	30
First visit	36

### Additional data trade visitors

<b>Economic sector</b>	%
Communal catering	10
Butcher	2
Hotel	12
Restaurants, cafés	35
Bars, pubs	8
Other	26
Student	4
Other not gainfully employed	4

<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	28
Collectively	32
In an advisory capacity	17
No	16
Student	4
Other not gainfully employed	4

<b>Area of responsibility</b>	%
Management	44
Research/development/design	-
Planning/work preparation	4
Manufacture/production	4
Production, quality control	2
Buying/procurement	3
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organisation/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	1
Storage/material management/logistics/ transport	-
Maintenance/repairs	-
Food and beverage management	2
Kitchen	13
Service	8
Other area	7
Student	4
Other not gainfully employed	4

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	31
5- 9	20
10- 49	29
50- 99	8
100-199	3
200-499	1
500- 999	1
1 000- 9 999	-
10 000 and more	-
Student	4
Other not gainfully employed	4

<b>Length of stay</b>	%
1. Length of stay (days):	
one	100
two	-
2. Average length of stay	1,0 days
3. Share of visitors on the event's days:	
1st day	66
2nd day	34

Conducted by: Messe Husum HWG mbH & Co.  
KG, Husum

## HUSUM WindEnergy → Husum

### Basic data trade visitors

<b>Total number of visitors</b>	<b>24 639</b>
<b>Proportion of trade visitors</b>	<b>91%</b>
<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	5
more than 100 km up to 300 km	17
over 300 km	64

<b>Total Germany</b>	<b>63</b>	
Baden- Württemberg	North Rhine- Westphalia	5
Bavaria	Rhineland- Palatinate	6
Berlin	Saarland	1
Brandenburg	Saxony	2
Bremen	Saxony-Anhalt	2
Hamburg	Schleswig- Holstein	8
Hesse	Thuringia	5
Mecklenburg- West Pomerania	-	4
Lower Saxony	-	13

<b>Total Foreign</b>	<b>37</b>
of which EU	60
Rest of Europe	3
North America	11
South and Central America	3
Middle East	10
South-, East-, Central Asia	11
Other	2

<b>The five countries with the highest visitor shares</b>	%
Denmark	12
Great Britain	9
France	8
China (PR)	7
USA	8

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	8
Department head, group head	13
Other salaried staff/public service	30
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	8
Student	5
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2007	39
2005	24
2003	18
2001	13
First visit	55

### Additional data trade visitors

<b>Economic sector</b>	%
Manufacturer	29
Technical service	10
Supplier	8
Planner	8
Expert/specialist	4
Measuring equipment	2
Bank financiers	2
Expert/appraiser, assessor	2
Lawyer	1
Insurance	1
Other services	15
Other	10
Student	5
Other not gainfully employed	3

<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	28
Collectively	26
In an advisory capacity	23
No	15
Student	5
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	25
Research/development/design	13
Planning/work preparation	9
Manufacture/production	3
Production, quality control	2
Buying/procurement	3
Finance/accounting, controlling	3
Information, communication technology (EDP)	1
Administration/organisation/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	17
Storage/material management/logistics/ transport	1
Maintenance/repairs	3
Other area	8
Student	5
Other not gainfully employed	3

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	9
5- 9	8
10- 49	21
50- 99	8
100-199	8
200-499	8
500- 999	6
1 000- 9 999	16
10 000 and more	9
Student	5
Other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	42
two	18
three	7
four	24
five	9
2. Average length of stay	2,4 days
3. Share of visitors on the event's days:	
1st day	21
2nd day	33
3rd day	43
4th day	50
5th day	38

Conducted by: Messe Husum HWG mbH & Co.  
KG, Husum

## GiardinaKarlsruhe / Inventa

### Basic data private visitors

<b>Total number of visitors</b>	<b>38 387</b>
<b>Proportion of private visitors</b>	<b>91%</b>
<b>Region of residence</b>	%
up to 50 km	78
more than 50 km up to 100 km	13
more than 100 km up to 300 km	8
over 300 km	1

<b>Total Germany</b>	<b>98</b>	
Baden- Württemberg	North Rhine- Westphalia	82
Bavaria	Rhineland- Palatinate	1
Berlin	Saarland	13
Brandenburg	Saxony	1
Bremen	Saxony-Anhalt	-
Hamburg	Schleswig- Holstein	3
Hesse	Thuringia	-
Mecklenburg- West Pomerania	-	-
Lower Saxony	-	-

<b>Total Foreign</b>	<b>2</b>
of which EU	92
Other	8

<b>The country with the highest visitor share</b>	%
France	85

<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	2
Department head, group head	10
Other salaried staff/public service	30
Lecturer, teacher, scientific assistant	4
Skilled worker	4
Other position	3
Trainee	-
Student	4
Housewife/man	10
Old-age pensioner	19
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	30
2006	25
2005	16
Earlier events	7
First visit	44



**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	78
more than 50 km up to 100 km	13
more than 100 km up to 300 km	8
over 300 km	1
<b>Total Germany</b>	<b>98</b>
Baden- North Rhine-	-
Württemberg 81 Westphalia	-
Bavaria 1 Rhineland-	-
Berlin - Palatinate	13
Brandenburg - Saarland	1
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse 3 Schleswig-	-
Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	-
<b>Total Foreign</b>	<b>2</b>
of which EU	94
Other	6
<b>The country with the highest visitor share</b>	%
France	88
<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	27
Skilled worker	4
Lecturer, teacher, scientific assistant	4
Trainee	-
Other position	3
Student	3
Housewife/man	9
Old-age pensioner	17
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2007	30
2006	25
2005	16
Earlier events	7
First visit	44

**Additional data private visitors**

<b>Sex</b>	%
Male	42
Female	58
<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	6
over 30 up to 40 years	14
over 40 up to 50 years	30
over 50 up to 60 years	27
over 60 up to 70 years	17
over 70 years	4
<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	7
more than 2 000,- EUR up to 2 600,- EUR	10
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	12
N/A	31
<b>Size of household</b>	%
1 person	7
2 persons	49
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	
yes	42
no	29
maybe	29
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	38
no	16
maybe	46
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	

**Basic data private visitors**

<b>Total number of visitors</b>	<b>4 317</b>
<b>Proportion of private visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	92
more than 50 km up to 100 km	6
more than 100 km up to 300 km	2
over 300 km	1
<b>Total Germany</b>	<b>100</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 Pommerania - 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	5
Other salaried staff/public service	47
Skilled worker	9
Lecturer, teacher, scientific assistant	5
Trainee	3
Other position	8
Student	9
Housewife/man	3
Old-age pensioner	1
Other not gainfully employed	4
<b>Frequency of visits to trade fair</b>	%
2007	11
2006	7
2005	3
Earlier events	2
First visit	81

**Additional data private visitors**

<b>Sex</b>	%
Male	32
Female	68
<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	70
over 30 up to 40 years	22
over 40 up to 50 years	3
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	4
more than 900,- EUR up to 1 500,- EUR	12
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	19
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	6
N/A	28
<b>Size of household</b>	%
1 person	7
2 persons	76
3 persons	10
4 persons	5
5 persons and more	3
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	14
no	33
maybe	53
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	41
no	8
maybe	51
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	



## Horizont → Karlsruhe

## Basic data private visitors

Total number of visitors	16 230
Proportion of private visitors	96%

Region of residence	%
up to 50 km	82
more than 50 km up to 100 km	11
more than 100 km up to 300 km	6
over 300 km	1

<b>Total Germany</b>	<b>98</b>
Baden-	North Rhine-
Württemberg	86 Westphalia
Bavaria	1 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-

<b>Total Foreign</b>	<b>2</b>
of which EU	93
Other	7

<b>The country with the highest visitor share</b>	<b>%</b>
France	86

<b>Position in the company/organisation</b>	<b>%</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	7
Other salaried staff/public service	30
Skilled worker	11
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	4
Student	5
Housewife/man	7
Old-age pensioner	19
Other not gainfully employed	2

Frequency of visits to trade fair	N/A
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## Additional data private visitors

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

<b>Age</b>	<b>%</b>
up to 20 years	5
over 20 up to 30 years	8
over 30 up to 40 years	16
over 40 up to 50 years	29
over 50 up to 60 years	24
over 60 up to 70 years	15
over 70 years	3

<b>Net household income</b>	<b>%</b>
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 3 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	10
N/A	27

<b>Size of household</b>	<b>%</b>
1 person	10
2 persons	45
3 persons	18
4 persons	19
5 persons and more	7

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	36
no	33
maybe	31

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	27
no	21
maybe	52

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## LEARNTEC → Karlsruhe

## Basic data trade visitors

Total number of visitors	3 308
Proportion of trade visitors	98%

Region of residence	%
up to 50 km	14
more than 50 km up to 100 km	16
more than 100 km up to 300 km	35
over 300 km	35

<b>Total Germany</b>	<b>92</b>
Baden-	North Rhine-
Württemberg	34 Westphalia
Bavaria	18 Rhineland-
Berlin	2 Palatinate
Brandenburg	- Saarland
Bremen	1 Saxony
Hamburg	1 Saxony-Anhalt
Hesse	13 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	4

<b>Total Foreign</b>	<b>8</b>
of which EU	50
Rest of Europe	38
Other	13

<b>The two countries with the highest visitor shares</b>	<b>%</b>
Austria	34
Switzerland	34

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	4
Department head, group head	20
Other salaried staff/public service	26
Skilled worker	2
Lecturer, teacher, scientific assistant	17
Trainee	-
Other position	3
Student	7
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	25
2006	26
2005	21
2004	19
Earlier events	17
First visit	55

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Educational facility	24
Research/teaching	9
Public authority/administration	6
Industry	9
Trade/sales	4
Bank, insurance company	4
Medicine	2
Publishing house	2
Consultancy	3
IT, software	10
Training	4
Multimedia	4
Service	7
Other sectors	3
Student	7
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	20
Collectively	40
In an advisory capacity	24
No	8
Student	7
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Management	15
Research/development/design	10
Planning/work preparation	5
Manufacture/production	3
Production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	1
Information, communication technology (EDP)	19
Administration/organisation/personnel/social welfare/training	31
Marketing/sales/advertising/PR	14
Maintenance/repairs	1
Storage/material management/logistics/transport	-
Other area	13
Student	7
Other not gainfully employed	1

<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	11
5- 9	6
10- 49	14
50- 99	5
100-199	8
200-499	9
500- 999	6
1 000- 9 999	18
10 000 and more	14
Student	7
Other not gainfully employed	1

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	76
two	14
three	10
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	46
2nd day	52
3rd day	36

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## offerta → Karlsruhe

## Basic data private visitors

Total number of visitors	133 545
Proportion of private visitors	96%

Region of residence	%
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>99</b>
Baden-	North Rhine-
Württemberg	91 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>1</b>
of which EU	87
Other	13

<b>The country with the highest visitor share</b>	<b>%</b>
France	80

<b>Position in the company/organisation</b>	<b>%</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	6
Other salaried staff/public service	32
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	6
Student	9
Housewife/man	8
Old-age pensioner	15
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	51
2006	51
2005	40
2004	34
Earlier events	36
First visit	17

**Additional data private visitors**

<b>Sex</b>	%
Male	40
Female	60
<hr/>	
<b>Age</b>	%
up to 20 years	12
over 20 up to 30 years	15
over 30 up to 40 years	15
over 40 up to 50 years	26
over 50 up to 60 years	17
over 60 up to 70 years	11
over 70 years	3
<hr/>	
<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	12
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	7
N/A	26
<hr/>	
<b>Size of household</b>	%
1 person	10
2 persons	39
3 persons	19
4 persons	21
5 persons and more	11
<hr/>	
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	63
no	10
maybe	27
<hr/>	
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	17
no	24
maybe	60

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>10 081</b>
<hr/>	
<b>Proportion of trade visitors</b>	<b>96%</b>
<hr/>	
<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	9
more than 100 km up to 300 km	16
over 300 km	64
<hr/>	
<b>Total Germany</b>	<b>44</b>
Baden-	North Rhine-
Württemberg	Westphalia
Bavaria	7 Rhineland-
Berlin	3 Palatinate
Brandenburg	- Saarland
Bremen	1 Saxony
Hamburg	- Saxony-Anhalt
Hesse	9 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	3
<hr/>	
<b>Total Foreign</b>	<b>56</b>
of which EU	26
Rest of Europe	24
Africa	19
Middle East	7
South-, East-, Central Asia	12
Other	4
<hr/>	
<b>The four countries with the highest visitor shares</b>	%
Ukraine	10
Russia	7
Belarus	6
India	6
<hr/>	
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	40
Managing director, board member, head of an authority etc.	22
Senior department head, other employee with managerial responsibility	4
Department head, group head	13
Other salaried staff/public service	5
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	-
Other position	3
Student	4
Other not gainfully employed	2
<hr/>	
<b>Frequency of visits to trade fair</b>	%
2007	17
2006	12
2005	6
2004	5
Earlier events	4
First visit	60

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	54
Trade	19
Skilled trades	5
Service	9
Authority/public services	1
Vocational school/polytechnic/university	2
Other sectors	4
Student	4
Other not gainfully employed	2
<hr/>	
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	49
Collectively	26
In an advisory capacity	14
No	5
Student	4
Other not gainfully employed	2
<hr/>	
<b>Area of responsibility</b>	%
Management	42
Research/development/design	10
Planning/work preparation	13
Manufacture/production	26
Production, quality control	6
Buying/procurement	21
Finance/accounting, controlling	4
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	4
Maintenance/repairs	7
Other area	6
Student	4
Other not gainfully employed	2
<hr/>	
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	23
5- 9	12
10- 49	25
50- 99	9
100-199	8
200-499	6
500- 999	5
1 000- 9 999	5
10 000 and more	2
Student	4
Other not gainfully employed	2
<hr/>	
<b>Length of stay</b>	%
1. Length of stay (days):	
one	72
two	19
three	10
1,4 days	
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	
1st day	45
2nd day	47
3rd day	47

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	<b>97 226</b>
<hr/>	
<b>Proportion of private visitors</b>	<b>96%</b>
<hr/>	
<b>Region of residence</b>	%
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
<hr/>	
<b>Total Germany</b>	<b>99</b>
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	-
<hr/>	
<b>Total Foreign</b>	<b>1</b>
<hr/>	
<b>Position in the company/organisation</b>	%
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 staff, 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

<b>Frequency of visits to trade fair</b>	%
2006	70
2005	68
2004	67
Earlier events	83
First visit	9

**Additional data private visitors**

<b>Sex</b>	%
Male	58
Female	42
<hr/>	
<b>Age</b>	%
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
<hr/>	
<b>Net household income</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	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
<hr/>	
<b>Size of household</b>	%
1 person	10
2 persons	41
3 persons	17
4 persons	20
5 persons and more	11
<hr/>	
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	51
no	15
maybe	33
<hr/>	
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	20
no	39
maybe	40

Conducted by: Messe- und Congressberatung Dirr, Hamburg

## DENEX (2007) → Kassel

## 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>	<b>%</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	4
Bavaria	6
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	63
Mecklenburg-West Pomerania	-
Lower Saxony	8
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	<b>%</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 staff, 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>	<b>%</b>
2006	28
First visit	71

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>32%</b>
<b>Region of residence</b>	<b>%</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	1
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	82
Mecklenburg-West Pomerania	-
Lower Saxony	9
<b>Position in the company/organisation</b>	<b>%</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 staff, 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>	<b>%</b>
2006	21
First visit	79

## Basic data all visitors

<b>Region of residence</b>	<b>%</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	3
Bavaria	5
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	69
Mecklenburg-West Pomerania	-
Lower Saxony	8
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organisation</b>	<b>%</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 staff, 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>	<b>%</b>
2006	26
First visit	74

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Architect's, planner's, 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>	<b>%</b>
Decisively	45
Collectively	15
In an advisory capacity	11
No	13
Student	11
Other not gainfully employed	2
<b>Area of responsibility</b>	<b>%</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>	<b>%</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>	<b>%</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>	<b>%</b>
Male	77
Female	23
<b>Age</b>	<b>%</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>	<b>%</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>	<b>%</b>
1 person	9
2 persons	38
3 persons	21
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	8
no	61
maybe	27
N/A	4
<b>Follow-up business</b>	<b>%</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 trade visitors**

<b>Total number of visitors</b>	<b>6 406</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	6
more than 50 km up to 100 km	4
more than 100 km up to 300 km	10
over 300 km	81
<b>Total Germany</b>	<b>20</b>
Baden- North Rhine-	
Württemberg 9 Westphalia	39
Bavaria 13 Rhineland-	
Berlin 4 Palatinate	13
Brandenburg - Saarland	2
Bremen - Saxony	-
Hamburg 5 Saxony-Anhalt	-
Hesse 14 Schleswig-	
Mecklenburg- Holstein	-
West Pommernania - Thuringia	-
Lower Saxony 2	
<b>Total Foreign</b>	<b>80</b>
of which EU	43
Rest of Europe	7
Africa	6
North America	10
South and Central America	11
Middle East	1
South-, East-, Central Asia	18
Australia	4
<b>The four countries with the highest visitor shares</b>	%
Great Britain	13
USA	7
Netherlands	6
Spain	4
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	15
Department head, group head	16
Other salaried staff/public service	14
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	13
Student	6
<b>Frequency of visits to trade fair</b>	%
2007	32
2006	21
2005	13
Earlier events	5
First visit	60

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	20
Service Provider	13
Financial intermediary	7
Consultants	14
Trade	6
Project developer	9
Public authority	11
Authorising agency	1
Non-governmental organisation	5
Research	3
Bilateral/multilateral organisation	6
Student	6
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	27
Collectively	26
In an advisory capacity	28
No	12
Student	6
<b>Area of responsibility</b>	%
Management	40
Research/development/design	20
Planning/work preparation	21
Manufacture/production	4
Production, quality control	5
Buying/procurement	13
Finance/accounting, controlling	14
Information, communication technology (EDP)	6
Administration/organisation/personnel/ social welfare/training	11
Marketing/sales/advertising/PR	18
Storage/material management/logistics/ transport	-
Maintenance/repairs	-
Other area	15
Student	6
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	7
5- 9	7
10- 49	21
50- 99	5
100-199	6
200- 499	5
500- 999	6
1 000- 9 999	18
10 000 and more	18
Student	6
<b>Length of stay</b>	%
1. Length of stay (days):	
one	21
two	15
three	64
2. Average length of stay	2,4 days
3. Share of visitors on the event's days:	
1st day	79
2nd day	88
3rd day	75
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>10 808</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	5
more than 100 km up to 300 km	13
over 300 km	70
<b>Total Germany</b>	<b>31</b>
Baden- North Rhine-	
Württemberg 10 Westphalia	51
Bavaria 11 Rhineland-	
Berlin 4 Palatinate	6
Brandenburg 1 Saarland	-
Bremen - Saxony	1
Hamburg 1 Saxony-Anhalt	1
Hesse 6 Schleswig-	
Mecklenburg- Holstein	-
West Pommernania - Thuringia	3
Lower Saxony 6	
<b>Total Foreign</b>	<b>69</b>
of which EU	49
Rest of Europe	11
Africa	5
North America	4
middle East	5
East Asia	23
Other	3
<b>The five countries with the highest visitor shares</b>	%
China (PR)	14
Italy	11
Great Britain	7
Turkey	6
France	6
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	18
Senior department head, other employee with managerial responsibility	14
Department head, group head	19
Other salaried staff/public service	11
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee	-
Other position	5
Student	1
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	42
2004	25
Earlier events	27
First visit	41

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	42
Specialist retail trade	11
Wholesale and foreign trade	10
Import/export	18
Mail order	2
Buyers' associations, buyers' organisations	1
Skilled trades	1
Service	9
Other	4
Student	1
Other not gainfully employed	1
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	43
Collectively	28
In an advisory capacity	19
No	8
Student	1
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	38
Research/development/design	16
Planning/work preparation	9
Manufacture/production	18
Production, quality control	5
Buying/procurement	33
Finance/accounting, controlling	6
Information, communication technology (EDP)	3
Administration/organisation/personnel/ social welfare/training	6
Marketing/sales/advertising/PR	39
Storage/material management/logistics/ transport	6
Maintenance/repairs	3
Other area	5
Student	1
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	10
5- 9	9
10- 49	21
50- 99	9
100-199	8
200-499	12
500- 999	5
1 000- 9 999	14
10 000 and more	9
Student	1
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	52
two	29
three	10
four	10
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	
1st day	44
2nd day	56
3rd day	53
4th day	25
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	



## INT. HARDWARE FAIR / PRACTICAL WORLD → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>56 413</b>
<b>Proportion of trade visitors</b>	<b>73%</b>
<b>Region of residence</b>	%
up to 50 km	20
more than 50 km up to 100 km	13
more than 100 km up to 300 km	15
over 300 km	53

<b>Total Germany</b>	<b>54</b>
Baden-Württemberg	8
Bavaria	5
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	6

<b>Total Foreign</b>	<b>46</b>
of which EU	60
Rest of Europe	9
Africa	4
North America	5
South and Central America	3
Middle East	6
East Asia	11
Australia	3

<b>The five countries with the highest visitor shares</b>	%
Great Britain	8
Netherlands	7
France	6
Spain	5
Italy	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	30
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	9
Department head, group head	18
Other salaried staff/public service	12
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	4
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	43
2004	32
2003	24
Earlier events	26
First visit	40

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	30
Retail trade	14
Wholesale/foreign trade	22
Import/export	9
Mail order	1
Skilled trades	7
Service	7
Authority/public services	2
University, research	1
Other	3
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	42
Collectively	30
In an advisory capacity	17
No	8
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	34
Research/development/design	11
Planning/work preparation	10
Manufacture/production	14
Production, quality control	6
Buying/procurement	36
Finance/accounting, controlling	7
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	6
Marketing/sales/advertising/PR	33
Storage/material management/logistics/transport	8
Maintenance/repairs	6
Other area	8
Student	3
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	17
5- 9	13
10- 49	23
50- 99	9
100-199	9
200-499	10
500- 999	5
1 000- 9 999	8
10 000 and more	5
Student	3
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	55
two	23
three	12
four	10
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	
1st day	45
2nd day	53
3rd day	48
4th day	32

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

## imm cologne → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>106 677</b>
<b>Proportion of trade visitors</b>	<b>67%</b>
<b>Region of residence</b>	%
up to 50 km	15
more than 50 km up to 100 km	11
more than 100 km up to 300 km	25
over 300 km	50

<b>Total Germany</b>	<b>70</b>
Baden-Württemberg	13
Bavaria	11
Berlin	3
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	6

<b>Total Foreign</b>	<b>30</b>
of which EU	61
Rest of Europe	17
North America	3
South and Central America	4
East Asia	10
Other	5

<b>The five countries with the highest visitor shares</b>	%
Austria	10
Netherlands	9
Belgium	7
Italy	7
Switzerland	7

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	5
Department head, group head	10
Other salaried staff/public service	10
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	9
Other position	4
Student	14
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	42
2006	38
2005	32
2004	27
Earlier events	26
First visit	34

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	21
Trade	28
Skilled trades	17
Service	13
Authority/public services	1
University, research	1
Other	4
Student	14
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	30
Collectively	26
In an advisory capacity	18
No	12
Student	14
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	29
Research/development/design	13
Planning/work preparation	20
Manufacture/production	20
Production, quality control	6
Buying/procurement	22
Finance/accounting, controlling	5
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	6
Marketing/sales/advertising/PR	25
Storage/material management/logistics/transport	6
Maintenance/repairs	5
Other area	11
Student	14
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	26
5- 9	12
10- 49	17
50- 99	6
100-199	6
200-499	7
500- 999	3
1 000- 9 999	6
10 000 and more	3
Student	14
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	62
two	22
three	9
four	3
five	2
six	1
seven	1
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	
1st day	19
2nd day	28
3rd day	28
4th day	28
5th day	28
6th day	24
7th day	13

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

## Haus &amp; Wohnen → Köln

## Basic data private visitors

<b>Total number of visitors</b>	<b>21 483</b>
<b>Proportion of private visitors</b>	<b>77%</b>
<b>Region of residence</b>	%
up to 50 km	85
more than 50 km up to 100 km	10
more than 100 km up to 300 km	5
over 300 km	

<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	8
Bavaria	5
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	6

<b>Total Foreign</b>	<b>1</b>
of which EU	60
Rest of Europe	9
Africa	4
North America	5
South and Central America	3
Middle East	6
East Asia	11
Australia	3

<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	2
Department head, group head	6
Other salaried staff/public service	25
Skilled worker	6
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	4
Student	6
Housewife/man	6
Old-age pensioner	27
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2006	14
2004	7
Earlier events	10
First visit	62

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	85
more than 50 km up to 100 km	10
more than 100 km up to 300 km	5
<b>Total Germany</b>	<b>99</b>
Baden- North Rhine-	
Württemberg - Westphalia	96
Bavaria - Rhineland-	
Berlin - Palatinate	2
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pomerania - Thuringia	-
Lower Saxony -	
<b>Total Foreign</b>	<b>1</b>
<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	6
Other salaried staff/public service	22
Skilled worker	6
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	3
Student	7
Housewife/man	5
Old-age pensioner	21
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2006	16
2004	8
Earlier events	10
First visit	61

## Additional data private visitors

<b>Sex</b>	%
Male	52
Female	48
<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	7
over 30 up to 40 years	14
over 40 up to 50 years	20
over 50 up to 60 years	23
over 60 up to 70 years	21
over 70 years	9
<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	12
more than 2 000,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	15
more than 5 000,- EUR	13
N/A	11
	25
<b>Size of household</b>	%
1 person	10
2 persons	51
3 persons	16
4 persons	16
5 persons and more	6
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	24
no	37
maybe	40
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	36
no	16
maybe	47

Conducted by: Walter, Wissler & Partner, Basel

## 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	49
Bavaria 8 Rhineland-	
Berlin - Palatinate	12
Brandenburg - Saarland	1
Bremen - Saxony	1
Hamburg - Saxony-Anhalt	1
Hesse 17 Schleswig-	
Mecklenburg- Holstein	-
West Pomerania - Thuringia	2
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	3
	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	
yes	63
no	9
maybe	28
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	39
no	9
maybe	53

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



## Basic data trade visitors

<b>Total number of visitors</b>	<b>172 883</b>
<b>Proportion of trade visitors</b>	<b>29%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	20
more than 50 km up to 100 km	12
more than 100 km up to 300 km	23
over 300 km	45
<b>Total Germany</b>	<b>68</b>
Baden-Württemberg	12
Bavaria	5
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	10
Mecklenburg-West Pomerania	1
Lower Saxony	6
North Rhine-Westphalia	46
Rhineland-Palatinate	10
Saarland	1
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	2
Thuringia	1
<b>Total Foreign</b>	<b>32</b>
of which EU	68
Rest of Europe	8
North America	3
South and Central America	4
Middle East	3
South-, East-, Central Asia	11
Other	2
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Netherlands	11
Belgium	9
Italy	9
France	6
Czech Republic	6
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	38
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	11
Skilled worker	10
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	3
Student	5
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	52
2004	30
2002	22
Earlier events	21
First visit	36

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>71%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	35
more than 50 km up to 100 km	24
more than 100 km up to 300 km	24
over 300 km	16
<b>Total Germany</b>	<b>94</b>
Baden-Württemberg	5
Bavaria	4
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	8
Mecklenburg-West Pomerania	1
Lower Saxony	5
North Rhine-Westphalia	65
Rhineland-Palatinate	9
Saarland	1
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>6</b>
of which EU	84
Rest of Europe	8
Australia	8
<b>The three countries with the highest visitor shares</b>	<b>%</b>
Netherlands	45
Belgium	8
Switzerland	8
<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	11
Other salaried staff/public service	25
Skilled worker	20
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	5
Student	9
Housewife/man	1
Old-age pensioner	6
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	36
2004	13
2002	9
Earlier events	21
First visit	50

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	31
more than 50 km up to 100 km	21
more than 100 km up to 300 km	24
over 300 km	25
<b>Total Germany</b>	<b>87</b>
Baden-Württemberg	7
Bavaria	4
Berlin	1
Brandenburg	-
Bremen	1
Hamburg	1
Hesse	8
Mecklenburg-West Pomerania	-
Lower Saxony	5
North Rhine-Westphalia	61
Rhineland-Palatinate	9
Saarland	1
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>14</b>
of which EU	73
Rest of Europe	8
North America	3
South and Central America	3
Middle East	2
South-, East-, Central Asia	8
Other	2
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Netherlands	22
Belgium	9
Italy	7
France	5
Czech Republic	4
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	11
Other salaried staff/public service	21
Skilled worker	17
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	5
Student	8
Housewife/man	1
Old-age pensioner	4
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	41
2004	18
2002	13
Earlier events	21
First visit	46

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Industry	19
Trade	28
Skilled trades/garage	23
Service	13
Authority/public services	4
University, research	1
Association	1
Other	5
Student	5
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	34
Collectively	30
In an advisory capacity	19
No	10
Student	5
Other not gainfully employed	2
<b>Area of responsibility</b>	<b>%</b>
Management	33
Research/development/design	11
Planning/work preparation	8
Manufacture/production	14
Production, quality control	6
Buying/procurement	22
Finance/accounting, controlling	9
Information, communication technology (EDP)	5
Administration/organisation/personnel/social welfare/training	9
Marketing/sales/advertising/PR	24
Storage/material management/logistics/transport	9
Maintenance/repairs	20
Other area	12
Student	5
Other not gainfully employed	2
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	30
5- 9	15
10- 49	17
50- 99	5
100-199	5
200-499	5
500- 999	3
1 000- 9 999	6
10 000 and more	7
Student	5
Other not gainfully employed	2
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	68
two	17
three	7
four	2
five	5
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	
1st day	30
2nd day	35
3rd day	33
4th day	33
5th day	28

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	83
Female	17
<b>Age</b>	<b>%</b>
up to 20 years	9
over 20 up to 30 years	15
over 30 up to 40 years	18
over 40 up to 50 years	36
over 50 up to 60 years	17
over 60 up to 70 years	4
over 70 years	2
<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	10
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	13
more than 5 000,- EUR	12
N/A	30
<b>Size of household</b>	<b>%</b>
1 person	16
2 persons	35
3 persons	18
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	
yes	
no	
maybe	
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	48
no	11
maybe	42

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



## Basic data trade visitors

<b>Total number of visitors</b>	<b>33 828</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	8
more than 100 km up to 300 km	18
over 300 km	65
<b>Total Germany</b>	<b>45</b>
Baden-	North Rhine-
Württemberg	11 Westphalia
Bavaria	10 Rhineland-
Berlin	3 Palatinate
Brandenburg	- Saarland
Bremen	1 Saxony
Hamburg	6 Saxony-Anhalt
Hesse	5 Schleswig-
Mecklenburg-	Holstein
West Pommern	- Thuringia
Lower Saxony	7
<b>Total Foreign</b>	<b>55</b>
of which EU	57
Rest of Europe	12
Africa	4
North America	7
South and Central America	4
Middle East	6
East Asia	7
Australia	3
<b>The five countries with the highest visitor shares</b>	%
Great Britain	10
Netherlands	9
Switzerland	7
Belgium	6
France	6
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	10
Department head, group head	16
Other salaried staff/public service	14
Skilled worker	4
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	6
Student	4
<b>Frequency of visits to trade fair</b>	%
2007	44
2006	37
2005	30
2004	26
Earlier events	20
First visit	39

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	36
Wholesale/foreign trade	24
Retail trade	19
Skilled trades	2
Service	7
Catering	2
Authority/public services	1
University, research	1
Other	5
Student	4
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	38
Collectively	28
In an advisory capacity	19
No	11
Student	4
<b>Area of responsibility</b>	%
Research/development/design	15
Planning/work preparation	7
Manufacture/production	13
Production, quality control	5
Buying/procurement	28
Finance/accounting, controlling	7
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	40
Storage/material management/logistics/transport	6
Maintenance/repairs	1
Other area	6
Student	4
Management	36
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	14
5- 9	10
10- 49	17
50- 99	9
100-199	12
200- 499	12
500- 999	5
1 000- 9 999	12
10 000 and more	6
Student	4
<b>Length of stay</b>	%
1. Length of stay (days):	
one	48
two	27
three	16
four	9
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	
1st day	45
2nd day	57
3rd day	56
4th day	28
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	

## Basic data trade visitors

<b>Total number of visitors</b>	<b>16 757</b>
<b>Proportion of trade visitors</b>	<b>96%</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	16
over 300 km	69
<b>Total Germany</b>	<b>32</b>
Baden-	North Rhine-
Württemberg	7 Westphalia
Bavaria	18 Rhineland-
Berlin	2 Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	3 Saxony-Anhalt
Hesse	9 Schleswig-
Mecklenburg-	Holstein
West Pommern	1 Thuringia
Lower Saxony	6
<b>Total Foreign</b>	<b>69</b>
of which EU	67
Rest of Europe	6
North America	3
Middle East	5
South-, East-, Central Asia	14
Other	5
<b>The five countries with the highest visitor shares</b>	%
Netherlands	12
France	10
Great Britain	8
Spain	6
Italy	6
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	41
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	9
Department head, group head	10
Other salaried staff/public service	10
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	7
Student	3
<b>Frequency of visits to trade fair</b>	%
2007	37
2006	27
2005	20
2004	16
Earlier events	11
First visit	48

## Additional data trade visitors

<b>Economic sector</b>	%
Industry (manufacturer)	21
Wholesale/foreign trade	17
Specialist retail trade	19
Buying association	1
Mail order	3
Chain store	3
Department store	1
Hypermarket	1
Online shop	6
Other retail	2
Commercial agent	3
Import/export	6
Skilled trades	1
Service	3
Media, press, publishing	3
Other	6
Student	3
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	48
Collectively	23
In an advisory capacity	17
No	8
Student	3
<b>Area of responsibility</b>	%
Management	50
Research/development/design	15
Planning/work preparation	9
Manufacture/production	12
Production, quality control	5
Buying/procurement	34
Finance/accounting, controlling	12
Information, communication technology (EDP)	5
Administration/organisation/personnel/social welfare/training	8
Marketing/sales/advertising/PR	37
Storage/material management/logistics/transport	7
Maintenance/repairs	3
Other area	8
Student	3
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	27
5- 9	16
10- 49	20
50- 99	8
100-199	6
200- 499	4
500- 999	4
1 000- 9 999	7
10 000 and more	6
Student	3
<b>Length of stay</b>	%
1. Length of stay (days):	
one	44
two	30
three	14
four	12
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	
1st day	50
2nd day	57
3rd day	52
4th day	34
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	

## Orgatec → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>52 699</b>	
<b>Proportion of trade visitors</b>	<b>98%</b>	
<b>Region of residence</b>	%	
up to 50 km	14	
more than 50 km up to 100 km	7	
more than 100 km up to 300 km	23	
over 300 km	56	
<b>Total Germany</b>	<b>60</b>	
Baden-	North Rhine-	
Württemberg	14 Westphalia	40
Bavaria	11 Rhineland-	
Berlin	3 Palatinate	5
Brandenburg	1 Saarland	1
Bremen	1 Saxony	3
Hamburg	3 Saxony-Anhalt	-
Hesse	10 Schleswig-	
Mecklenburg-	Holstein	1
West Pomerania	1 Thuringia	1
Lower Saxony	7	
<b>Total Foreign</b>	<b>40</b>	
of which	EU	65
	Rest of Europe	9
	Africa	3
	North America	4
	South and Central America	3
	South-, East-, Central Asia	10
	Middle East	4
	Australia	2
<b>The five countries with the highest visitor shares</b>	%	
Great Britain	11	
Netherlands	10	
Italy	8	
France	6	
Belgium	6	
<b>Position in the company/organisation</b>	%	
Entrepreneur, partner, self-employed	32	
Managing director, board member, head of an authority etc.	12	
Senior department head, other employee with managerial responsibility	7	
Department head, group head	13	
Other salaried staff/public service	20	
Lecturer, teacher, scientific assistant	1	
Trainee	2	
Other position	5	
Student	6	
Other not gainfully employed	1	
<b>Frequency of visits to trade fair</b>	%	
2006	41	
2004	35	
2002	28	
2000	23	
Earlier events	16	
First visit	43	

## Additional data trade visitors

<b>Economic sector</b>	%				
Industry	30				
Trade	24				
Skilled trades	3				
Service	24				
Bank, insurance	2				
Authority/public services	5				
University, research	1				
Other	5				
Student	6				
Other not gainfully employed	1				
<b>Influence on purchasing/procurement decisions</b>	%				
Decisively	36				
Collectively	30				
In an advisory capacity	18				
No	18				
Student	9				
Other not gainfully employed	1				
<b>Area of responsibility</b>	%				
Management	33				
Research/development/design	14				
Planning/work preparation	21				
Manufacture/production	11				
Production, quality control	4				
Buying/procurement	23				
Finance/accounting, controlling	7				
Information, communication technology (EDP)	5				
Administration/organisation/personnel/social welfare/training	11				
Marketing/sales/advertising/PR	30				
Storage/material management/logistics/transport	4				
Maintenance/repairs	4				
Other area	9				
Student	6				
Other not gainfully employed	1				
<b>Size of company/organisation:</b>	%				
Number of employees:					
1- 4	19	500- 999	6		
5- 9	10	1 000- 9 999	9		
10- 49	21	10 000 and more	4		
50- 99	7	Student	6		
100-199	9	Other not gainfully employed	1		
200-499	9				
<b>Length of stay</b>	%				
1. Length of stay (days):					
one	58	three	11	five	2
two	25	four	4		
2. Average length of stay				1,7 days	
3. Share of visitors on the event's days:					
1st day	29	3rd day	44	5th day	17
2nd day	38	4th day	37		
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln					

## photokina → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>116 547</b>	
<b>Proportion of trade visitors</b>	<b>55%</b>	
<b>Region of residence</b>	%	
up to 50 km	21	
more than 50 km up to 100 km	13	
more than 100 km up to 300 km	23	
over 300 km	44	
<b>Total Germany</b>	<b>66</b>	
Baden-	North Rhine-	
Württemberg	9 Westphalia	53
Bavaria	7 Rhineland-	
Berlin	2 Palatinate	7
Brandenburg	1 Saarland	1
Bremen	- Saxony	1
Hamburg	2 Saxony-Anhalt	1
Hesse	8 Schleswig-	
Mecklenburg-	Holstein	2
West Pomerania	- Thuringia	1
Lower Saxony	5	
<b>Total Foreign</b>	<b>34</b>	
of which	EU	68
	Rest of Europe	8
	Africa	2
	North America	4
	South and Central America	2
	Middle East	6
	South-, East-, Central Asia	10
	Australia	1
<b>The five countries with the highest visitor shares</b>	%	
Netherlands	19	
Belgium	12	
France	5	
Great Britain	5	
Italy	4	
<b>Position in the company/organisation</b>	%	
Entrepreneur, partner, self-employed	38	
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 staff/public service	10	
Skilled worker	4	
Lecturer, teacher, scientific assistant	5	
Trainee	7	
Other position	4	
Student	11	
Other not gainfully employed	2	
<b>Frequency of visits to trade fair</b>	%	
2006	44	
2004	35	
2002	27	
2000	23	
Earlier events	22	
First visit	40	

## Basic data all visitors

<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	22	
over 300 km	33	
<b>Total Germany</b>	<b>77</b>	
Baden-	North Rhine-	
Württemberg	8 Westphalia	61
Bavaria	6 Rhineland-	
Berlin	1 Palatinate	6
Brandenburg	1 Saarland	1
Bremen	- Saxony	1
Hamburg	2 Saxony-Anhalt	1
Hesse	7 Schleswig-	
Mecklenburg-	Holstein	1
West Pomerania	- Thuringia	1
Lower Saxony	4	
<b>Total Foreign</b>	<b>24</b>	
of which	EU	71
	Rest of Europe	8
	Africa	1
	North America	3
	South and Central America	2
	Middle East	5
	South-, East-, Central Asia	9
	Australia	1
<b>The five countries with the highest visitor shares</b>	%	
Netherlands	23	
Belgium	13	
Great Britain	5	
France	5	
Switzerland	4	
<b>Position in the company/organisation</b>	%	
Entrepreneur, partner, self-employed	24	
Managing director, board member, head of an authority etc.	5	
Senior department head, other employee with managerial responsibility	3	
Department head, group head	8	
Other salaried staff/public service	18	
Skilled worker	7	
Lecturer, teacher, scientific assistant	4	
Trainee	5	
Other position	5	
Student	13	
Housewife/man	1	
Old-age pensioner	6	
Other not gainfully employed	2	
<b>Frequency of visits to trade fair</b>	%	
2006	40	
2004	31	
2002	24	
2000	20	
Earlier events	22	
First visit	44	

## Additional data trade visitors

<b>Economic sector</b>	%				
Industry	11				
Retail trade	13				
Wholesale/foreign trade	4				
Import/export	3				
Skilled trades	10				
Service, agency	28				
Association/club/institution	2				
Authority/public services	5				
University, research	3				
Other	8				
Student	11				
Other not gainfully employed	2				
<b>Influence on purchasing/procurement decisions</b>	%				
Decisively	38				
Collectively	25				
In an advisory capacity	16				
No	8				
Student	11				
Other not gainfully employed	2				
<b>Area of responsibility</b>	%				
Management	30				
Research/development/design	10				
Planning/work preparation	11				
Manufacture/production	17				
Production, quality control	7				
Buying/procurement	18				
Finance/accounting, controlling	7				
Information, communication technology (EDP)	12				
Administration/organisation/personnel/social welfare/training	9				
Storage/material management/logistics/transport	3				
Marketing/sales/advertising/PR	31				
Maintenance/repairs	5				
Other area	18				
Student	11				
Other not gainfully employed	2				
<b>Size of company/organisation:</b>	%				
Number of employees:					
1- 4	36	500- 999	3		
5- 9	11	1 000- 9 999	5		
10- 49	14	10 000 and more	4		
50- 99	6	Student	11		
100-199	4	Other not gainfully employed	2		
200-499	4				
<b>Length of stay</b>	%				
1. Length of stay (days):					
one	63	three	9	five	2
two	19	four	5	six	3
2. Average length of stay				1,7 days	
3. Share of visitors on the event's days:					
1st day	27	3rd day	38	5th day	25
2nd day	34	4th day	31	6th day	19
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln					

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>38 433</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	11
more than 50 km up to 100 km	10
more than 100 km up to 300 km	22
over 300 km	57

<b>Total Germany</b>	<b>50</b>
Baden-	North Rhine-
Württemberg	10 Westphalia
Bavaria	8 Rhineland-
Berlin	1 Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	2 Saxony-Anhalt
Hesse	6 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	8

<b>Total Foreign</b>	<b>50</b>
of which EU	67
Rest of Europe	6
North America	6
Middle East	3
South-, East-, Central Asia	13
Australia	3
Other	3

<b>The five countries with the highest visitor shares</b>	%
Netherlands	12
Great Britain	7
France	7
Italy	6
Belgium	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	36
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	8
Department head, group head	15
Other salaried staff/public service	12
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	4
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
spoga 2007	33
spoga + gafa 2006	42
spoga 2005	18
spoga + gafa 2004	26
Earlier events	20
First visit	36

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	20
Trade	56
Skilled trades	6
Service	11
Authority/public services	1
Other	3
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	42
Collectively	30
In an advisory capacity	16
No	8
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	40
Research/development/design	10
Planning/work preparation	9
Manufacture/production	11
Production, quality control	5
Buying/procurement	39
Finance/accounting, controlling	9
Information, communication technology (EDP)	5
Administration/organisation/personnel/social welfare/training	7
Marketing/sales/advertising/PR	35
Storage/material management/logistics/transport	10
Maintenance/repairs	5
Other area	8
Student	3
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	22
5- 9	12
10- 49	23
50- 99	11
100-199	8
200-499	6
500- 999	4
1 000- 9 999	6
10 000 and more	4
Student	3
Other not gainfully employed	1

<b>Length of stay</b>	%
<b>1. Length of stay (days):</b>	
one	61
two	23
three	16
<b>2. Average length of stay</b>	1,5 days
<b>3. Share of visitors on the event's days:</b>	
1st day	52
2nd day	58
3rd day	45

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

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

<b>Total foreign</b>	<b>3</b>
of which EU	77
Other	23

<b>The country with the highest visitor share</b>	%
Czech Republic	40

<b>Position in the company/organisation</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>	%
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-	North Rhine-
Württemberg	2 Westphalia
Bavaria	3 Rhineland-
Berlin	2 Palatinate
Brandenburg	6 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pomerania	2 Thuringia
Lower Saxony	3

<b>Total foreign</b>	<b>5</b>
of which EU	84
Other	16

<b>The two countries with the highest visitor shares</b>	%
Czech Republic	48
Poland	27

<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 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>	%
2004	32
2003	24
2002	19
Earlier events	11
First visit	41
2005	39

**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

## denkmal → Leipzig

## Basic data trade visitors

<b>Total number of visitors</b>	<b>11 308</b>
<b>Proportion of trade visitors</b>	<b>89%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	17
more than 50 km up to 100 km	11
more than 100 km up to 300 km	33
over 300 km	39
<b>Total Germany</b>	<b>87</b>
Baden- Württemberg	North Rhine- Westphalia 7
Bavaria	9 Rhineland- Palatinate 2
Berlin	9 Saarland 1
Brandenburg	7 Saxony 29
Bremen	- Saxony-Anhalt 9
Hamburg	4 Schleswig- Holstein 1
Hesse	4 Thuringia 13
Mecklenburg- West Pomerania	2 Lower Saxony 4
<b>Total Foreign</b>	<b>13</b>
of which EU	90
Other	10
<b>The three countries with the highest visitor shares</b>	<b>%</b>
Poland	21
Czech Republic	17
Hungary	14
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	35
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	-
Department head, group head	5
Other salaried staff/public service	12
Skilled worker	4
Lecturer, teacher, scientific assistant	4
Trainee	7
Other position	14
Student	14
Old-age pensioner	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	23
2004	20
Earlier events	17
First visit	59

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	17
more than 50 km up to 100 km	12
more than 100 km up to 300 km	34
over 300 km	37
<b>Total Germany</b>	<b>88</b>
Baden- Württemberg	3 North Rhine- Westphalia 6
Bavaria	9 Rhineland- Palatinate 2
Berlin	8 Saarland 1
Brandenburg	7 Saxony 30
Bremen	- Saxony-Anhalt 11
Hamburg	4 Schleswig- Holstein 1
Hesse	4 Thuringia 12
Mecklenburg- West Pomerania	2 Lower Saxony 4
<b>Total Foreign</b>	<b>12</b>
of which EU	89
Other	11
<b>The three countries with the highest visitor shares</b>	<b>%</b>
Poland	20
Czech Republic	16
Hungary	14
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	33
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 staff/public service	13
Skilled worker	4
Lecturer, teacher, scientific assistant	4
Trainee	6
Other position	14
Student	14
Housewife/man	1
Old-age pensioner	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	22
2004	18
Earlier events	16
First visit	61

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Skilled trades	29
Service	21
Authority/public services	12
Educational facility	5
Industry	4
Research/teaching	3
Trade	3
Association/institution/organisation	2
Other	6
Student	14
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	26
Collectively	21
In an advisory capacity	25
No	12
Student	14
Other not gainfully employed	2
<b>Area of responsibility</b>	<b>%</b>
Management	20
Research/development/design	13
Planning/work preparation	34
Manufacture/production	21
Production, quality control	7
Buying/procurement	14
Finance/accounting, controlling	8
Information, communication technology (EDP)	4
Administration/organisation/personnel/social welfare/training	12
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	5
Maintenance/repairs	9
Other area	28
Student	14
Other not gainfully employed	2
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	39
5- 9	10
10- 49	14
50- 99	5
100-199	4
200-499	5
500- 999	3
1 000- 9 999	3
10 000 and more	1
Student	14
Other not gainfully employed	2
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one 83	two 13
three	4
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day 43	2nd day 50
3rd day	29

Conducted by: Institut für Marktforschung, Leipzig

## FACHDENTAL LEIPZIG (2007) → 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>	<b>%</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	2 Saxony 56
Bremen	- Saxony-Anhalt 23
Hamburg	- Schleswig- Holstein -
Hesse	- Thuringia 15
Mecklenburg- West Pomerania	- Lower Saxony -
<b>Position in the company/organisation</b>	<b>%</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>	<b>%</b>
2006	52
2005	48
Earlier events	35
First visit	21

## Additional data trade visitors

<b>Economic sector</b>	<b>%</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>	<b>%</b>
Decisively	31
Collectively	30
In an advisory capacity	22
No	9
Student	7
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</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>	<b>%</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>	<b>%</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

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>3 367</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	25
more than 50 km up to 100 km	29
more than 100 km up to 300 km	39
over 300 km	7

<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	3 Rhineland-
Berlin	- Palatinate
Brandenburg	9 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pommern	- Thuringia
Lower Saxony	1

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	14
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 staff/public service	30
Skilled worker	6
Foreman, master craftsman	7
Lecturer, teacher, scientific assistant	3
Trainee	26
Other position	1
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2005	48
2003	33
Earlier events	27
First visit	40

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	5
Wholesale/foreign trade (Import/Export)	7
Retail trade	46
Skilled trades	70
Service	21
Authority/public services	1
University, polytechnic, vocational school	3
Other	4

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	26
In an advisory capacity	19
No	30
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	22
Research/development/design	6
Planning/work preparation	46
Manufacture/production	68
Production, quality control	45
Buying/procurement	34
Finance/accounting, controlling	19
Information, communication technology (EDP)	16
Administration/organisation/personnel/social welfare/training	24
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	31
Maintenance/repairs	27
Other area	3
Sales	60
Student	1
Other not gainfully employed	1

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	11
5- 9	20
10- 49	41
50- 99	8
100-199	5
200-499	6
500- 999	5
1 000- 9 999	2
10 000 and more	1
Student	1
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	92
two	8
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	49
2nd day	56

Conducted by: Marfos Marktforschung GmbH, Leipzig

**Basic data private visitors**

<b>Total number of visitors</b>	<b>203 005</b>
<b>Proportion of private visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	21
more than 50 km up to 100 km	12
more than 100 km up to 300 km	30
over 300 km	37

<b>Total Germany</b>	<b>96</b>
Baden-	North Rhine-
Württemberg	5 Westphalia
Bavaria	13 Rhineland-
Berlin	6 Palatinate
Brandenburg	5 Saarland
Bremen	1 Saxony
Hamburg	1 Saxony-Anhalt
Hesse	4 Schleswig-
Mecklenburg-	Holstein
West Pommern	2 Thuringia
Lower Saxony	5

<b>Total Foreign</b>	<b>4</b>
of which EU	80
Other	20

<b>The country with the highest visitor share</b>	%
Austria	56

<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	3
Other salaried staff/public service	11
Skilled worker	11
Lecturer, teacher, scientific assistant	1
Trainee	18
Other position	6
Student	42
Housewife/man	1
Other not gainfully employed	5

<b>Frequency of visits to trade fair</b>	%
2007	42
2006	33
2005	22
2004	16
Earlier events	11
First visit	45

**Additional data private visitors**

<b>Sex</b>	%
Male	82
Female	18

<b>Age</b>	%
up to 20 years	55
over 20 up to 30 years	34
over 30 up to 40 years	6
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	26
more than 900,- EUR up to 1 500,- EUR	16
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	10
N/A	5

<b>Size of household</b>	%
1 person	15
2 persons	19
3 persons	27
4 persons	28
5 persons and more	12

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

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	41
no	10
maybe	49

Conducted by: Institut für Marktforschung, Leipzig



## Home-Garden-Leisure → Leipzig

## Basic data private visitors

<b>Total number of visitors</b>	<b>170 241</b>
<b>Proportion of private visitors</b>	<b>81%</b>
<b>Region of residence</b>	%
up to 50 km	63
more than 50 km up to 100 km	24
more than 100 km up to 300 km	12
over 300 km	2
<b>Total Germany</b>	<b>100</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	- Rhineland- Palatinate
Berlin	-
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig- Holstein
Mecklenburg- West Pomerania	- Thuringia
Lower Saxony	-
<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	-
Department head, group head	3
Other salaried staff/public service	31
Skilled worker	16
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	5
Student	13
Housewife/man	5
Old-age pensioner	13
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2007	51
2006	39
2005	30
2004	24
Earlier events	15
First visit	25

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	62
more than 50 km up to 100 km	24
more than 100 km up to 300 km	12
over 300 km	2
<b>Total Germany</b>	<b>100</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	- Rhineland- Palatinate
Berlin	-
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig- Holstein
Mecklenburg- West Pomerania	- Thuringia
Lower Saxony	-
<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 staff/public service	29
Skilled worker	16
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	5
Student	12
Housewife/man	5
Old-age pensioner	11
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2007	50
2006	38
2005	29
2004	24
Earlier events	15
First visit	26

## Additional data private visitors

<b>Sex</b>	%
Male	39
Female	61
<b>Age</b>	%
up to 20 years	14
over 20 up to 30 years	19
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	11
over 70 years	1
<b>Net household income</b>	%
up to 900,- EUR	16
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	15
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	5
more than 5 000,- EUR	4
N/A	11
<b>Size of household</b>	%
1 person	10
2 persons	41
3 persons	26
4 persons	19
5 persons and more	5
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	70
no	5
maybe	24
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	27
no	14
maybe	58
Conducted by: Institut für Marktforschung, Leipzig	

## Leipzig Book Fair → Leipzig

## Basic data private visitors

<b>Total number of visitors</b>	<b>129 141</b>
<b>Proportion of private visitors</b>	<b>59%</b>
<b>Region of residence</b>	%
up to 50 km	32
more than 50 km up to 100 km	14
more than 100 km up to 300 km	35
over 300 km	19
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	2 Westphalia
Berlin	8 Rhineland- Palatinate
Brandenburg	5 Saarland
Bremen	- Saxony
Hamburg	1 Saxony-Anhalt
Hesse	1 Schleswig- Holstein
Mecklenburg- West Pomerania	1 Thuringia
Lower Saxony	4
<b>Total Foreign</b>	<b>1</b>
of which EU	83
Other	17
<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	17
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	4
Student	47
Housewife/man	2
Old-age pensioner	5
Other not gainfully employed	4
<b>Frequency of visits to trade fair</b>	%
2007	38
2006	32
2005	25
2004	19
Earlier events	13
First visit	45

## Basic data all visitors

<b>Proportion of trade visitors</b>	<b>41%</b>
<b>Region of residence</b>	%
up to 50 km	29
more than 50 km up to 100 km	12
more than 100 km up to 300 km	34
over 300 km	25
<b>Total Germany</b>	<b>98</b>
Baden- Württemberg	North Rhine- Westphalia
Bavaria	9 Rhineland- Palatinate
Berlin	6
Brandenburg	5 Saarland
Bremen	1 Saxony
Hamburg	1 Saxony-Anhalt
Hesse	2 Schleswig- Holstein
Mecklenburg- West Pomerania	1 Thuringia
Lower Saxony	5
<b>Total Foreign</b>	<b>2</b>
of which EU	72
Rest of Europe	20
Other	8
<b>The country with the highest visitor share</b>	%
Austria	28
<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	3
Other salaried staff/public service	16
Skilled worker	3
Lecturer, teacher, scientific assistant	6
Trainee	7
Other position	3
Student	42
Housewife/man	1
Old-age pensioner	4
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2007	39
2006	33
2005	25
2004	20
Earlier events	14
First visit	44

## Additional data private visitors

<b>Sex</b>	%
Male	35
Female	65
<hr/>	
<b>Age</b>	%
up to 20 years	40
over 20 up to 30 years	24
over 30 up to 40 years	11
over 40 up to 50 years	13
over 50 up to 60 years	6
over 60 up to 70 years	5
over 70 years	1
<hr/>	
<b>Net household income</b>	%
up to 900,- EUR	24
more than 900,- EUR up to 1 500,- EUR	15
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	11
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	6
N/A	11
<hr/>	
<b>Size of household</b>	%
1 person	18
2 persons	24
3 persons	21
4 persons	24
5 persons and more	12
<hr/>	
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	60
no	9
maybe	31
<hr/>	
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	46
no	9
maybe	45
<hr/>	
Conducted by: Institut für Marktforschung, Leipzig	

## Basic data trade visitors

<b>Total number of visitors</b>	<b>18 042</b>
<hr/>	
<b>Proportion of trade visitors</b>	<b>92%</b>
<hr/>	
<b>Region of residence</b>	%
up to 50 km	6
more than 50 km up to 100 km	7
more than 100 km up to 300 km	25
over 300 km	63
<hr/>	
<b>Total Germany</b>	<b>72</b>
Baden-Württemberg	8
Bavaria	14
Berlin	6
Brandenburg	3
Bremen	1
Hamburg	1
Hesse	5
Mecklenburg-West Pomerania	3
Lower Saxony	9
North Rhine-Westphalia	12
Rhineland-Palatinate	2
Saarland	1
Saxony	17
Saxony-Anhalt	8
Schleswig-Holstein	2
Thuringia	10
<hr/>	
<b>Total Foreign</b>	<b>28</b>
of which EU	55
Rest of Europe	22
Africa	6
South and Central America	6
Other	11
<hr/>	
<b>The four countries with the highest visitor shares</b>	%
Russia	9
Netherlands	8
France	8
Austria	6
<hr/>	
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	3
Department head, group head	17
Other salaried staff/public service	12
Skilled worker	16
Lecturer, teacher, scientific assistant	4
Trainee	11
Other position	4
Student	9
Other not gainfully employed	1
<hr/>	
<b>Frequency of visits to trade fair</b>	%
2006	38
2004	31
Earlier events	24
First visit	44

## Basic data all visitors

<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	25
over 300 km	60
<hr/>	
<b>Total Germany</b>	<b>74</b>
Baden-Württemberg	7
Bavaria	14
Berlin	6
Brandenburg	3
Bremen	1
Hamburg	1
Hesse	5
Mecklenburg-West Pomerania	2
Lower Saxony	8
North Rhine-Westphalia	12
Rhineland-Palatinate	2
Saarland	1
Saxony	21
Saxony-Anhalt	8
Schleswig-Holstein	2
Thuringia	9
<hr/>	
<b>Total Foreign</b>	<b>26</b>
of which EU	56
Rest of Europe	21
Africa	6
South and Central America	6
Other	11
<hr/>	
<b>The four countries with the highest visitor shares</b>	%
Russia	9
Netherlands	8
Austria	8
France	8
<hr/>	
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	3
Department head, group head	15
Other salaried staff/public service	12
Skilled worker	16
Lecturer, teacher, scientific assistant	4
Trainee	10
Other position	5
Student	10
Other not gainfully employed	4
<hr/>	
<b>Frequency of visits to trade fair</b>	%
2006	38
2004	30
Earlier events	23
First visit	45

## Additional data trade visitors

<b>Economic sector</b>	%
Trade	43
Service	13
Industry	12
Trade	8
Public authority/administration	4
University, college etc.	4
Organisation/association/society	2
Other sectors	4
Student	9
Other not gainfully employed	1
<hr/>	
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	33
In an advisory capacity	24
No	10
Student	9
Other not gainfully employed	1
<hr/>	
<b>Area of responsibility</b>	%
Management	11
Research/development/design	6
Planning/work preparation	1
Manufacture/production	36
Production, quality control	4
Buying/procurement	6
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	12
Student	9
Other not gainfully employed	1
<hr/>	
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	12
5- 9	10
10- 49	36
50- 99	10
100-199	7
200-499	7
500- 999	2
1 000- 9 999	5
10 000 and more	1
Student	9
Other not gainfully employed	1
<hr/>	
<b>Length of stay</b>	%
1. Length of stay (days):	
one	57
two	25
three	11
four	7
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	
1st day	44
2nd day	59
3rd day	44
4th day	20
<hr/>	
Conducted by: Institut für Marktforschung, Leipzig	



## modell-hobby-spiel (2007) → Leipzig

## Basic data private visitors

Total number of visitors	94 662
Proportion of private visitors	96%

Region of residence	%
up to 50 km	35
more than 50 km up to 100 km	25
more than 100 km up to 300 km	34
over 300 km	7

<b>Total Germany</b>	<b>98</b>	
Baden- Württemberg	North Rhine- Westphalia	-
Bavaria	2 Rhineland- Palatinate	1
Berlin	3 Saarland	-
Brandenburg	5 Saxony	55
Bremen	- Saxony-Anhalt	21
Hamburg	- Saxony-Anhalt	21
Hesse	1 Schleswig- Holstein	-
Mecklenburg- West Pomerania	1 Thuringia	10
Lower Saxony	1	-

<b>Total Foreign</b>	<b>2</b>
of which EU	86
Other	14

<b>Position in the company/organisation</b>	<b>%</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	5
Other salaried staff, public service	21
Skilled worker	23
Lecturer, teacher, scientific assistant	1
Trainee	7
Other position	9
Student	17
Housewife/man	3
Old-age pensioner	5
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	54
2005	45
2004	33
2003	24
Earlier events	15
First visit	26

## Additional data private visitors

Sex	%
Male	63
Female	37

Age	%
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>	<b>%</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>	<b>%</b>
1 person	14
2 persons	29
3 persons	26
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	
yes	74
no	4
maybe	22

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	43
no	9
maybe	48

Conducted by: Institut für Marktforschung, Leipzig

## SACHSENBACK (2007) → Leipzig

## Basic data trade visitors

Total number of visitors	10 701
Proportion of trade visitors	98%

Region of residence	%
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- Württemberg	North Rhine- Westphalia	1
Bavaria	4 Rhineland- Palatinate	-
Berlin	3 Saarland	-
Brandenburg	10 Saxony	49
Bremen	- Saxony-Anhalt	14
Hamburg	- Saxony-Anhalt	14
Hesse	1 Schleswig- Holstein	-
Mecklenburg- West Pomerania	2 Thuringia	12
Lower Saxony	5	-

<b>Total Foreign</b>	<b>1</b>
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<b>Position in the company/organisation</b>	<b>%</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>	<b>%</b>
2005	49
2004	32
Earlier events	32
First visit	34

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Baker's/Confectioner's 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>	<b>%</b>
Decisively	26
Collectively	29
In an advisory capacity	23
No	20
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</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>	<b>%</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>	<b>%</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

## Touristik &amp; Caravaning Int.

## Basic data private visitors

Total number of visitors	71 467
Proportion of private visitors	97%

Region of residence	%
up to 50 km	61
more than 50 km up to 100 km	22
more than 100 km up to 300 km	16
over 300 km	2

<b>Total Germany</b>	<b>99</b>	
Baden- Württemberg	North Rhine- Westphalia	-
Bavaria	1 Rhineland- Palatinate	-
Berlin	1 Palatinate	-
Brandenburg	2 Saarland	-
Bremen	- Saxony	69
Hamburg	- Saxony-Anhalt	19
Hesse	- Schleswig- Holstein	-
Mecklenburg- West Pomerania	- Thuringia	6
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	7
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	1
Other salaried staff/public service	38
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	1
Student	5
Housewife/man	2
Old-age pensioner	34
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	57
2006	55
2005	47
2004	42
Earlier events	41
First visit	28



**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	11
over 30 up to 40 years	13
over 40 up to 50 years	19
over 50 up to 60 years	20
over 60 up to 70 years	24
over 70 years	8

<b>Net household income</b>	%
up to 900,- EUR	5
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	9
more than 2 600,- EUR up to 3 600,- EUR	7
more than 3 600,- EUR up to 5 000,- EUR	4
more than 5 000,- EUR	2
N/A	49

<b>Size of household</b>	%
1 person	14
2 persons	57
3 persons	16
4 persons	11
5 persons and more	2

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	20
no	61
maybe	19

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	27
no	39
maybe	34

Conducted by: Anova Marktforschung, Dresden

**Basic data private visitors**

<b>Total number of visitors</b>	<b>76 680</b>
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<b>Proportion of private visitors</b>	<b>91%</b>
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<b>Region of residence</b>	%
up to 50 km	94
more than 50 km up to 100 km	3
more than 100 km up to 300 km	2
over 300 km	1

<b>Total Germany</b>	<b>86</b>
Baden-Württemberg	100
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommern	-
Lower Saxony	-

<b>Total Foreign</b>	<b>14</b>
of which EU	16
Rest of Europe	84
Other	-

<b>The two countries with the highest visitor shares</b>	%
Switzerland	84
France	14

<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	2
Other salaried staff/public service	19
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	2
Student	11
Housewife/man	15
Old-age pensioner	31
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	73
2006	71
2005	65
2004	56
Earlier events	46
First visit	12

**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	94
more than 50 km up to 100 km	3
more than 100 km up to 300 km	2
over 300 km	1

<b>Total Germany</b>	<b>86</b>
Baden-Württemberg	99
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommern	-
Lower Saxony	-

<b>Total Foreign</b>	<b>14</b>
of which EU	16
Rest of Europe	84
Other	-

<b>The two countries with the highest visitor shares</b>	%
Switzerland	84
France	14

<b>Position in the company/organisation</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	2
Other salaried staff/public service	20
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	2
Student	12
Housewife/man	14
Old-age pensioner	29
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	73
2006	70
2005	65
2004	56
Earlier events	46
First visit	13

**Additional data private visitors**

<b>Sex</b>	%
Male	42
Female	58

<b>Age</b>	%
up to 20 years	13
over 20 up to 30 years	7
over 30 up to 40 years	9
over 40 up to 50 years	18
over 50 up to 60 years	17
over 60 up to 70 years	26
over 70 years	10

<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	6
more than 1 500,- EUR up to 2 000,- EUR	18
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	3
more than 5 000,- EUR	1
N/A	42

<b>Size of household</b>	%
1 person	15
2 persons	49
3 persons	14
4 persons	15
5 persons and more	8

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	76
no	13
maybe	11

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	16
no	45
maybe	40

Conducted by: Messe Lörrach GmbH, Lörrach



## Rheinland-Pfalz-Ausstellung → Mainz

### Basic data private visitors

<b>Total number of visitors</b>	<b>75 329</b>
<b>Proportion of private visitors</b>	<b>96%</b>

<b>Region of residence</b>	<b>%</b>
up to 50 km	86
more than 50 km up to 100 km	11
more than 100 km up to 300 km	2
over 300 km	1

<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	1 Westphalia
Bavaria	1 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	21 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-

<b>Position in the company/organisation</b>	<b>%</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	5
Other salaried staff/public service	31
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	1
Student	4
Housewife/man	7
Old-age pensioner	30
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	63
2006	66
2005	62
2004	60
Earlier events	68
First visit	13

### Additional data private visitors

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

<b>Age</b>	<b>%</b>
up to 20 years	3
over 20 up to 30 years	8
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	26
over 70 years	9

<b>Net household income</b>	<b>N/A</b>
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<b>Size of household</b>	<b>%</b>
1 person	12
2 persons	51
3 persons	17
4 persons	15
5 persons and more	5

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	50
yes	35
no	15
maybe	15

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	27
yes	44
no	30
maybe	30

Conducted by: INA Research GmbH, Schenefeld

## MANNHEIMER MAIMARKT (2007) → 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>	<b>%</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>	<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	1
Department head, group head	3
Other salaried staff, 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>	<b>%</b>
2006	60
2005	48
2004	58
Earlier events	58
First visit	10

### Basic data all visitors

<b>Region of residence</b>	<b>%</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>	<b>%</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	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>	<b>%</b>
2006	60
2005	48
Earlier events	57
First visit	10

### Additional data private visitors

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

<b>Age</b>	<b>%</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>	<b>%</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>	<b>%</b>
1 person	10
2 persons	36
3 persons	23
4 persons	23
5 persons and more	8

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	72
yes	11
no	17
maybe	17

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	31
yes	33
no	36
maybe	36

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>33 065</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	21
more than 50 km up to 100 km	8
more than 100 km up to 300 km	17
over 300 km	55
<b>Total Germany</b>	<b>68</b>
Baden- Württemberg	17
Bavaria	54
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	6
Mecklenburg- West Pommern	1
Lower Saxony	2
<b>Total Foreign</b>	<b>32</b>
of which EU	60
Rest of Europe	18
Asia	13
Other	9
<b>The three countries with the highest visitor shares</b>	%
Austria	14
Switzerland	9
Great Britain	7
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	7
Project manager with personal and budget responsibility	6
Department head, group head	20
Other salaried staff/public service	19
Skilled worker	7
Lecturer, teacher, scientific assistant	11
Trainee	3
Other position	4
Student	9
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	32
2004	28
2002	19
2000	15
Earlier events	12
First visit	48

**Additional data trade visitors**

<b>Economic sector</b>	%
User of instrumental analytics	36
Manufacturer of instrumental analytics	5
Dealer in instrumental analytics	16
Service/consulting in connection with instrumental analytics	6
Active in industrial research & development	9
Active in university research & development	11
Active in other research & development	5
Student	9
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	18
Collectively	35
In an advisory capacity	26
No	11
Student	9
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	10
Product management	3
Research/development/design	45
Planning/work preparation	2
Manufacture/production	5
Production, quality control	15
Buying/procurement	5
Finance/accounting, controlling	1
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	9
Student	9
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	9
5- 9	5
10- 49	20
50- 99	7
100- 199	8
200-499	8
500- 999	8
1 000- 9 999	13
10 000 and more	8
Student	9
Other not gainfully employed	1
N/A	5
<b>Length of stay</b>	%
1. Length of stay (days):	
one	62
two	28
three	6
four	3
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	30
2nd day	45
3rd day	46
4th day	30

Conducted by: TNS Infratest, München

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>32 557</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	15
more than 50 km up to 100 km	11
more than 100 km up to 300 km	32
over 300 km	42
<b>Total Germany</b>	<b>74</b>
Baden- Württemberg	23
Bavaria	54
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	4
Mecklenburg- West Pommern	1
Lower Saxony	2
<b>Total Foreign</b>	<b>26</b>
of which EU	71
Rest of Europe	13
Other	16
<b>The two countries with the highest visitor shares</b>	%
Austria	20
Switzerland	8
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	7
Head of public authority, teacher at institute (university chairholder) etc.	6
Head of central department, division manager, authorised signatory	9
Head of department, production, technology, group leader, team leader	25
Other salaried staff/public service	23
Lecturer, teacher, scientific assistant	5
Foreman, master craftsman	5
Skilled worker, journeyman	7
Trainee	2
Other position	3
Student	8
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	27
2004	11
First visit	69

**Additional data trade visitors**

<b>Economic sector</b>	%
Automobile manufacture, OEM and supplier	18
Pharmaceuticals, cosmetics, medical technology	3
Electrical engineering/electronics industry	14
Information and communication	3
Solar technology	2
Plastics industry	5
Metal industry	21
Food and beverages industry	1
Packaging	3
Other	21
Student	8
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	19
Collectively	40
In an advisory capacity	22
No	11
Student	8
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	15
Research/development/design	35
Planning/work preparation	10
Manufacture/production	18
Production, quality control	5
Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology (EDP)	5
Administration/organisation/personnel/social welfare/training	3
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	1
Maintenance/repairs	7
Other area	5
Student	8
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	4
5- 9	5
10- 49	15
50- 99	7
100- 199	10
200-499	13
500- 999	9
1 000- 9 999	18
10 000 and more	9
Student	8
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	80
two	15
three	4
four	1
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	19
2nd day	34
3rd day	43
4th day	31

Conducted by: TNS Infratest, München



## C-B-R → München

## Basic data private visitors

Total number of visitors	96 783
Proportion of private visitors	89%

Region of residence	%
up to 50 km	61
more than 50 km up to 100 km	25
more than 100 km up to 300 km	12
over 300 km	2

Total Germany	98
Baden-Württemberg	North Rhine-
Bavaria	2 Westphalia
Berlin	97 Rhineland-
Brandenburg	1 Palatinat
Bremen	- Saarland
Hamburg	- Saxony
Hesse	- Saxony-Anhalt
Mecklenburg-	- Schleswig-
West Pommern	- Holstein
Lower Saxony	- Thuringia

Total Foreign	2
of which EU	92
Other	8

The country with the highest visitor share	%
Austria	73

Position in the company/organisation	%
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	7
Other salaried staff/public service	33
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	3
Student	9
Old-age pensioner	19
Housewife/man	3
Other not gainfully employed	1

Frequency of visits to trade fair	%
2007	44
2006	45
2005	42
2004	36
Earlier events	30
First visit	23

## Additional data private visitors

Sex	%
Male	61
Female	39

Age	%
up to 20 years	6
over 20 up to 30 years	15
over 30 up to 40 years	15
over 40 up to 50 years	24
over 50 up to 60 years	20
over 60 up to 70 years	16
over 70 years	3

Net household income	%
up to 900,- EUR	6
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 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	21
more than 5 000,- EUR	15
N/A	12

Size of household	%
1 person	21
2 persons	43
3 persons	15
4 persons	7
5 persons and more	14

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	36
no	31
maybe	32

Follow-up business	%
Intend to buy at later date	
yes	43
no	14
maybe	43

Conducted by: TNS Infratest, München

## electronica → München

## Basic data trade visitors

Total number of visitors	72 970
Proportion of trade visitors	97%

Region of residence	%
up to 50 km	15
more than 50 km up to 100 km	5
more than 100 km up to 300 km	21
over 300 km	59

Total Germany	57
Baden-Württemberg	North Rhine-
Bavaria	24 Westphalia
Berlin	50 Rhineland-
Brandenburg	1 Palatinat
Bremen	- Saarland
Hamburg	- Saxony
Hesse	- Saxony-Anhalt
Mecklenburg-	- Schleswig-
West Pommern	- Holstein
Lower Saxony	- Thuringia

Total Foreign	43
of which EU	69
Rest of Europe	15
South-, East-, Central Asia	6
Other	9

The five countries with the highest visitor shares	%
Italy	12
Austria	10
Switzerland	8
Great Britain	7
France	5

Position in the company/organisation	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of public authority, head of institute	10
Senior department head, other employee with managerial responsibility	8
Project manager with personal and budget responsibility	11
Department head, group head	14
Other salaried staff/public service	25
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	3
Student	7

Frequency of visits to trade fair	%
2006	40
2004	30
2002	21
2000	18
Earlier events	15
First visit	46

## Additional data trade visitors

Economic sector	%
Application, use of electronic components, assembly group sub-systems	22
Manufacture of electronic components	15
Manufacture of electronic assembly groups, sub-systems	21
Trade in electronic components, assembly groups, sub-systems	11
Service	9
Teaching and training	1
Public authority/Ministry	1
Student	7
Research and development	12

Influence on purchasing/procurement decisions	%
Decisively	23
Collectively	35
In an advisory capacity	25
No	10
Student	7

Area of responsibility	%
Management	14
Hardware development	35
Software development	16
Basic research	7
Design	11
Design/construction	6
Consulting	5
Planning/work preparation	4
Manufacture/production	10
Quality assurance/control/test	7
Buying/procurement	14
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	21
Storage/material management/logistics/transport	2
Maintenance/repairs	5
Other area	1
Student	7

Size of company/organisation:	
Number of employees:	%
1- 4	8
5- 9	6
10- 49	18
50- 99	8
100- 199	9
200- 499	10
500- 999	8
1 000- 9 999	14
10 000 and more	12
Student	7

Length of stay	%
1. Length of stay (days):	
one	54
two	32
three	9
four	5
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	
1st day	34
2nd day	55
3rd day	52
4th day	25

Conducted by: TNS Infratest, München

## EXPO REAL (2007)

## Basic data trade visitors

Total number of visitors	40 722
Proportion of trade visitors	97%

Region of residence	%
up to 50 km	12
more than 50 km up to 100 km	3
more than 100 km up to 300 km	11
over 300 km	74

Total Germany	71
Baden-Württemberg	North Rhine-
Bavaria	11 Westphalia
Berlin	26 Rhineland-
Brandenburg	10 Palatinat
Bremen	- Saarland
Hamburg	- Saxony
Hesse	- Saxony-Anhalt
Mecklenburg-	- Schleswig-
West Pommern	- Holstein
Lower Saxony	- Thuringia

Total Foreign	29
of which EU	76
Rest of Europe	12
North America	6
Other	6

The five countries with the highest visitor shares	%
Great Britain	15
Austria	11
Netherlands	6
Czech Republic	4
Switzerland	3

Position in the company/organisation	%
Managing director, board member, head of an authority etc.	27
Salaried staff with managerial responsibility, director	26
Salaried staff	24
Self employed/freelance	14
Public service	1
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	-
Student	7

Frequency of visits to trade fair	%
2006	46
2005	36
2004	28
Earlier events	14
First visit	44

**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**

<b>Total number of visitors</b>	<b>74 092</b>
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<b>Proportion of private visitors</b>	<b>83%</b>
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<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>	<b>2</b>
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	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>	<b>2</b>
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
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



## GOLF EUROPE → München

## Basic data trade visitors

<b>Total number of visitors</b>	<b>4 617</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	5
more than 100 km up to 300 km	19
over 300 km	63
<b>Total Germany</b>	<b>45</b>
Baden- Württemberg	North Rhine- Westphalia 11
Bavaria	51 Rhineland- Palatinate 3
Berlin	1 Saarland 1
Brandenburg	- Saxony -
Bremen	2 Saxony-Anhalt -
Hamburg	- Saxony -
Hesse	9 Schleswig- Holstein 2
Mecklenburg- West Pomerania	1 Thuringia -
Lower Saxony	5
<b>Total Foreign</b>	<b>55</b>
of which EU	87
Rest of Europe	9
Other	4

## The four countries with the highest visitor share

Austria	15
Switzerland	12
Italy	10
Great Britain	7

## Position in the company/organisation

Pro	14
Pro shop owner	11
Pro shop operator	3
Other self-employed entrepreneur, partner, freelance profession	29
Management director, board of director, president, golf course manager	19
Head of department, team supervisor etc.	7
Other employee, professional assistant	6
Pro-apprentice, trainee	1
Other position	1
Student	1
Other not gainfully employed	1

## Frequency of visits to trade fair

2007	53
2006	45
2005	37
2004	30
Earlier events	24
First visit	32

## Additional data trade visitors

<b>Economic sector</b>	%
Pro-shop	20
Producer, supplier	16
Golf Professional	1
Golf course operator with commercial resale	10
Commercial agent	8
Other sport retailers	6
Department store	3
TV and internet-shopping	3
Mail order	2
Buying groups and associations	2
Fashion speciality shop	2
Consulting	2
Advertising, marketing	2
Golf tourism, hotel	2
Golf course equipment sales	1
Other	5
Student	1
Other not gainfully employed	1

## Influence on purchasing/procurement decisions

Decisively	51
Collectively	22
In an advisory capacity	16
No	9
Student	1
Other not gainfully employed	1

## Area of responsibility

Management	42
Research/development/design	6
Planning/work preparation	6
Manufacture/production	5
Production, quality control	3
Buying/procurement	24
Finance/accounting, controlling	8
Information, communication technology (EDP)	3
Administration/organisation/personnel/ social welfare/training	7
Marketing/sales/advertising/PR	31
Storage/material management/logistics/transport	3
Maintenance/repairs	2
Sales	31
Golf pros	5
Other area	-
Student	1
Other not gainfully employed	1

## Size of company/organisation:

Number of employees:	%
1- 4	47
5- 9	16
10- 49	20
50- 99	5
100-199	3
200- 499	2
500 and more	4
Student	1
Other not gainfully employed	1

## Length of stay

1. Length of stay (days):	%
one	61
two	26
three	13
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	
1st day	52
2nd day	65
3rd day	36

Conducted by: PhoneResearch KG, Hamburg

## INTERNATIONALE HANDWERKSMESSE → München

## Basic data trade visitors

<b>Total number of visitors</b>	<b>142 028</b>
<b>Proportion of trade visitors</b>	<b>46%</b>
<b>Region of residence</b>	%
up to 50 km	39
more than 50 km up to 100 km	26
more than 100 km up to 300 km	27
over 300 km	8
<b>Total Germany</b>	<b>97</b>
Baden- Württemberg	North Rhine- Westphalia 5
Bavaria	90 Rhineland- Palatinate 1
Berlin	1 Saarland -
Brandenburg	- Saxony -
Bremen	- Saxony -
Hamburg	- Saxony-Anhalt -
Hesse	1 Schleswig- Holstein -
Mecklenburg- West Pomerania	- Thuringia -
Lower Saxony	1
<b>Total Foreign</b>	<b>3</b>
of which EU	73
Rest of Europe	23
Other	4

## The country with the highest visitor share

Austria	35
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## Position in the company/organisation

Entrepreneur, partner, self-employed	38
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	8
Foreman, master craftsman	10
Skilled worker	12
Lecturer, teacher, scientific assistant	2
Trainee	7
Other position	1
Student	4
Old-age pensioner	6
Housewife/man	1
Other not gainfully employed	1

## Frequency of visits to trade fair

2007	61
2006	60
2005	58
Earlier events	57
First visit	18

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>54%</b>
<b>Region of residence</b>	%
up to 50 km	66
more than 50 km up to 100 km	21
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 1
Bavaria	98 Rhineland- Palatinate -
Berlin	- Saarland -
Brandenburg	- Saxony -
Bremen	- Saxony-Anhalt -
Hamburg	- Saxony-Anhalt -
Hesse	- Schleswig- Holstein -
Mecklenburg- West Pomerania	- Thuringia -
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>
of which EU	60
Other	40

## Position in the company/organisation

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	3
Other salaried staff/public service	35
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	1
Foreman, master craftsman	1
Student	2
Housewife/man	6
Old-age pensioner	34
Other not gainfully employed	1

## Frequency of visits to trade fair

2007	39
2006	34
2005	30
Earlier events	39
First visit	22

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	52
more than 50 km up to 100 km	23
more than 100 km up to 300 km	19
over 300 km	6
<b>Total Germany</b>	<b>98</b>
Baden- Württemberg	3 North Rhine- Westphalia 1
Bavaria	94 Rhineland- Palatinate 1
Berlin	- Saarland -
Brandenburg	- Saxony -
Bremen	- Saxony-Anhalt -
Hamburg	- Saxony-Anhalt -
Hesse	1 Schleswig- Holstein -
Mecklenburg- West Pomerania	- Thuringia -
Lower Saxony	-
<b>Total Foreign</b>	<b>2</b>
of which EU	70
Rest of Europe	22
Other	8

## The country with the highest visitor share

Austria	34
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## Position in the company/organisation

Entrepreneur, partner, self-employed	25
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 staff/public service	21
Foreman, master craftsman	6
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	1
Student	3
Housewife/man	3
Old-age pensioner	19
Other not gainfully employed	1

## Frequency of visits to trade fair

2007	51
2006	48
2005	45
Earlier events	48
First visit	20

**Additional data trade visitors**

<b>Economic sector</b>	%
Skilled trades	60
Industry	9
Service sector	12
Retail and wholesale trade	1
Public authority	1
Polytechnics	1
Other	3
Student	4
Other not gainfully employed	8

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	43
Collectively	18
In an advisory capacity	13
No	13
Student	4
Other not gainfully employed	8

<b>Area of responsibility</b>	%
Management	18
Research/development/design	5
Planning/work preparation	10
Manufacture/production	20
Production, quality control	6
Buying/procurement	12
Finance/accounting, controlling	4
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	11
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	7
Maintenance/repairs	18
Layout and design	10
Student	4
Other area	16
Other not gainfully employed	8

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	35
5- 9	10
10- 49	18
50- 99	5
100- 199	6
200- 499	4
500- 999	2
1 000- 9 999	4
10 000 and more	3
Student	4
Other not gainfully employed	8
N/A	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	95
two	4
three	1
four	four
five	five
six	seven
seven	-
1.1 days	1,1 days
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	11
2nd day	16
3rd day	19
4th day	29
5th day	19
6th day	8
7th day	5

**Additional data private visitors**

<b>Sex</b>	%
Male	50
Female	50

<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	8
over 30 up to 40 years	15
over 40 up to 50 years	22
over 50 up to 60 years	20
over 60 up to 70 years	28
over 70 years	5

<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	9
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR	16
more than 5 000,- EUR	13
N/A	8
	18

<b>Size of household</b>	%
1 person	16
2 persons	48
3 persons	15
4 persons	13
5 persons and more	7

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	50
no	15
maybe	35

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	19
no	21
maybe	60

Conducted by: TNS Infratest, München

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>119 476</b>
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<b>Proportion of trade visitors</b>	<b>97%</b>
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<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	21
over 300 km	66

<b>Total Germany</b>	<b>66</b>
Baden-Württemberg	20
Bavaria	35
Berlin	2
Brandenburg	2
Bremen	2
Hamburg	2
Hesse	8
Mecklenburg-Holstein	1
West Pomerania	1
Lower Saxony	6
North Rhine-Westphalia	10
Rhineland-Palatinate	5
Saarland	1
Saxony	4
Saxony-Anhalt	2
Schleswig-Holstein	1
Thuringia	2

<b>Total Foreign</b>	<b>34</b>
of which	
EU	65
Rest of Europe	15
Africa	3
America	5
Asia	10
Australia	1

<b>The five countries with the highest visitor shares</b>	%
Austria	10
Italy	9
Switzerland	4
Slovenia	4
Czech Republic	3

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	9
Department head, group head	19
Other salaried staff/public service	18
Foreman, master craftsman	8
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	2
Student	9
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2005	38
2002	25
1999	16
Earlier events	9
First visit	52

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry, manufacturing sector	21
Municipal supplying and disposal companies	28
Private supplying and disposal companies and operators	7
Engineering offices, consultants and other services	17
Trade	6
Authority/public services	7
Universities and polytechnics, science and research	3
Association	2
Student	9
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	22
Collectively	33
In an advisory capacity	27
No	9
Student	9
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	19
Research/development/design	9
Planning/work preparation	19
Manufacture/production	6
Production, quality control	4
Buying/procurement	8
Finance/accounting, controlling	3
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	6
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	3
Maintenance/repairs	13
Application/process engineering	12
Environmental protection	22
Other area	6
Student	9
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	9
5- 9	8
10- 49	27
50- 99	11
100- 199	11
200- 499	11
500- 999	5
1 000- 9 999	6
10 000 and more	2
Student	9
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	53
two	28
three	13
four	5
five	2
1.7 days	1,7 days
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	
1st day	24
2nd day	44
3rd day	47
4th day	41
5th day	20

Conducted by: TNS Infratest, München



## HEIM + HANDWERK (2007) → München

## Basic data private visitors

<b>Total number of visitors</b>	<b>137 120</b>
<b>Proportion of private visitors</b>	<b>82%</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	8
over 300 km	3
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	1 North Rhine- Westphalia
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>
of which EU	71
Other	29

<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	2
Department head, group head	8
Other salaried staff, public service	37
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	3
Housewife/man	8
Old-age pensioner	18
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2006	50
2005	50
2004	41
Earlier events	33
First visit	16

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	68
more than 50 km up to 100 km	19
more than 100 km up to 300 km	10
over 300 km	4
<b>Total Germany</b>	<b>98</b>
Baden- Württemberg	1 North Rhine- Westphalia
Bavaria	97 Rhineland- Palatinate
Berlin	- Saarland
Brandenburg	- Saxony
Bremen	- Saxony-Anhalt
Hamburg	- Schleswig- Holstein
Hesse	1 Thuringia
Mecklenburg- West Pomerania	-
Lower Saxony	1
<b>Total Foreign</b>	<b>2</b>
of which EU	68
Other	32
<b>The country with the highest visitor share</b>	%
Austria	35

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	13
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	33
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	3
Student	3
Housewife/man	7
Old-age pensioner	16
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	50
2005	49
2004	41
Earlier events	32
First visit	18

## Additional data private visitors

<b>Sex</b>	%
Male	45
Female	55
<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	27
over 50 up to 60 years	23
over 60 up to 70 years	19
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 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	19
more than 3 600,- EUR up to 5 000,- EUR	16
more than 5 000,- EUR	10
N/A	18

<b>Size of household</b>	%
1 person	16
2 persons	45
3 persons	17
4 persons	16
5 persons and more	5

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	68
no	11
maybe	22

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	30
no	19
maybe	51

Conducted by: TNS Infratest, München

## inhorgenta europe → München

## Basic data trade visitors

<b>Total number of visitors</b>	<b>30 202</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	8
more than 100 km up to 300 km	24
over 300 km	54
<b>Total Germany</b>	<b>69</b>
Baden- Württemberg	23 North Rhine- Westphalia
Bavaria	46 Rhineland- Palatinate
Berlin	2 Saarland
Brandenburg	1 Saxony
Bremen	1 Saxony-Anhalt
Hamburg	2 Schleswig- Holstein
Hesse	4 Thuringia
Mecklenburg- West Pomerania	-
Lower Saxony	4
<b>Total Foreign</b>	<b>31</b>
of which EU	82
Rest of Europe	12
Other	6

<b>The five countries with the highest visitor shares</b>	%
Austria	23
Spain	8
Netherlands	7
Switzerland	6
Great Britain	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	53
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	5
Foreman, master craftsman	6
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	5
Other position	3
Student	8
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	50
2006	47
2005	40
Earlier events	29
First visit	26

<b>Length of stay</b>	%
1. Length of stay (days):	
one	53
two	31
three	11
four	5

<b>Frequency of visits to trade fair</b>	%
2007	50
2006	47
2005	40
Earlier events	29
First visit	26

## Additional data trade visitors

<b>Economic sector</b>	%
Specialist retail trade with watches, jewellery, jewels, precious metals	39
Other retail	2
Department store	1
Wholesale/foreign trade in watches, jewellery, jewels, precious metals	4
Other wholesale trade	2
Commercial agent	1
Gold/silversmith without retail outlet	16
Watchmaker without retail outlet	1
Producer	6
Supplying company belonging to the sector	1
Polytechnics	2
Designer	7
Gallery, Mail business, TV/Internet-shopping	2
Other	5
Student	8
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	53
Collectively	18
In an advisory capacity	10
No	10
Student	8
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	44
Research/development/design	3
Planning/work preparation	8
Manufacture/production	25
Production, quality control	7
Buying/procurement	25
Finance/accounting, controlling	9
Information, communication technology (EDP)	4
Administration/organisation/personnel/social welfare/training	7
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	8
Maintenance/repairs	7
Sales	27
Student	8
Other area	7
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	54
5- 9	14
10- 49	10
50- 99	3
100- 199	3
200- 499	1
500- 999	1
1 000- 9 999	1
10 000 and more	1
Student	8
Other not gainfully employed	1
employed	1
N/A	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	53
two	31
three	11
four	5
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	
1st day	38
2nd day	56
3rd day	53
4th day	22

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	2
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>39 000</b>
<b>Proportion of trade visitors</b>	<b>92%</b>
<b>Region of residence</b>	%
up to 50 km	41
more than 50 km up to 100 km	15
more than 100 km up to 300 km	24
over 300 km	19
<b>Total Germany</b>	<b>93</b>
Baden- Württemberg	12
Bavaria	76
Berlin	2
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg- West Pommern	-
Lower Saxony	1
<b>Total Foreign</b>	<b>7</b>
of which EU	80
Other	20
<b>The country with the highest visitor share</b>	%
Austria	52
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of public authority, head of institute	5
Head of central department, division manager, authorised signatory	5
Head of department, team/group supervisor etc.	15
Other salaried staff/public service	23
Skilled worker	5
Lecturer, teacher, scientific assistant	6
Trainee	8
Other position	2
Project manager with personal and budget responsibility	7
Student	9
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2007	40
2006	41
2005	33
Earlier events	35
First visit	34

**Additional data trade visitors**

<b>Economic sector</b>	%
Vehicle building, Machine and plant construction	6
Chemical products manufacturers, pharmaceutical industry, Health service	4
Nutrition incl. tobacco processing industry	1
Paper, publishing, printing trade	3
Building industry/trades	2
Banking/insurance	3
Education, Instruction	8
Transport, information transmission	2
Hardware, periphery	7
Software	15
Telecommunication, network systems	13
IT services, IT consultants	26
IT systems specialist, value added reseller	4
Trade	6
Public administration	9
Other processing industry, manufacturing, production	3
Other services/consulting	7
Other	6
Student	9
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	27
In an advisory capacity	27
No	12
Student	9
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	12
Research/development/design	9
Planning/work preparation	3
Manufacture/production	3
Production, quality control	1
Buying/procurement	5
Finance/accounting, controlling	4
Information, communication technology (EDP)	49
Administration/organisation/personnel/ social welfare/training	8
Marketing/sales/advertising/PR	15
Storage/material management/logistics/ transport	2
Maintenance/repairs	5
Other area	8
Student	9
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	%
1- 4	13
5- 9	6
10- 49	16
50- 99	10
100-199	8
200-499	9
500- 999	7
1 000- 9 999	11
10 000 and more	11
Student	9
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	88
two	9
three	2
four	1
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	22
2nd day	34
3rd day	36
4th day	24

Conducted by: TNS Infratest, München



## BioFach → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>46 484</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	6
more than 100 km up to 300 km	30
over 300 km	44

<b>Total Germany</b>	<b>69</b>
Baden-Württemberg	16
Bavaria	49
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	6
Mecklenburg-West Pomerania	2
Lower Saxony	4

<b>Total Foreign</b>	<b>31</b>
of which EU	72
Rest of Europe	13
Other	15

<b>The five countries with the highest visitor shares</b>	%
Austria	11
France	8
Italy	7
Switzerland	6
Netherlands	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	4
Department head, group head	13
Other salaried staff/public service	14
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	2
Student	8
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2007	36
2006	30
2005	26
Earlier events	23
First visit	43

## Additional data trade visitors

<b>Economic sector</b>	%
Agriculture	18
Skilled trades	2
Manufacturer	15
Wholesale, import, export	10
Retail trade	26
Large caterer, hotel and restaurant trade	2
Service provider	6
Non-medical practitioner, doctor, homeopath	1
Cosmetics institute, beauty farm	2
Hotel and restaurant trade	2
Other sectors	9
Student	8
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	38
Collectively	29
In an advisory capacity	14
No	9
Student	8
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	40
Research/development/design	6
Planning/work preparation	6
Manufacture/production	10
Production, quality control	4
Buying/procurement	24
Finance/accounting, controlling	6
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	6
Maintenance/repairs	2
Other area	7
Student	8
Other not gainfully employed	2

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	34
5- 9	14
10- 49	19
50- 99	6
100- 199	6
200- 499	4
500- 999	3
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	57
two	27
three	10
four	6
1,7 days	
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	
1st day	43
2nd day	48
3rd day	43
4th day	33

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## BRAU Beviale → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>34 164</b>
<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	12
more than 100 km up to 300 km	40
over 300 km	40

<b>Total Germany</b>	<b>78</b>
Baden-Württemberg	14
Bavaria	51
Berlin	1
Brandenburg	2
Bremen	2
Hamburg	2
Hesse	8
Mecklenburg-West Pomerania	1
Lower Saxony	2

<b>Total Foreign</b>	<b>22</b>
of which EU	65
Rest of Europe	18
North America	6
Other	11

<b>The five countries with the highest visitor shares</b>	%
Austria	10
Netherlands	9
Czech Republic	9
Switzerland	8
Italy	7

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	5
Department head, group head	19
Other salaried staff/public service	11
Foreman, master craftsman	7
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	7
Other position	2
Student	11
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	41
2006	40
2004	29
2003	25
Earlier events	22
First visit	37

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	52
Trade	13
Service	14
Hop and cereals business	4
Other sectors	5
Student	11
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	30
In an advisory capacity	19
No	12
Student	11
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	26
Research/development/design	10
Planning/work preparation	9
Manufacture/production	27
Production, quality control	12
Buying/procurement	16
Finance/accounting, controlling	3
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	10
Maintenance/repairs	10
Other area	4
Student	11
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	16
5- 9	7
10- 49	21
50- 99	9
100- 199	10
200- 499	11
500- 999	4
1 000- 9 999	5
10 000 and more	5
Student	11
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	73
two	21
three	7
1,3 days	
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	42
2nd day	54
3rd day	38

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## CHILLVENTA → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>29 512</b>
<b>Proportion of trade visitors</b>	<b>99%</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	35
over 300 km	54

<b>Total Germany</b>	<b>64</b>
Baden-Württemberg	20
Bavaria	35
Berlin	3
Brandenburg	3
Bremen	3
Hamburg	3
Hesse	10
Mecklenburg-West Pomerania	1
Lower Saxony	4

<b>Total Foreign</b>	<b>36</b>
of which EU	65
Rest of Europe	18
South-, East-, Central Asia	5
Other	12

<b>The five countries with the highest visitor shares</b>	%
Austria	9
Russia	7
Italy	7
Czech Republic	6
Switzerland	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	5
Department head, group head	18
Other salaried staff/public service	18
Foreman, master craftsman	6
Skilled worker	10
Lecturer, teacher, scientific assistant	2
Trainee	10
Other position	1
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	N/A
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**Additional data trade visitors**

<b>Economic sector</b>	%
Refrigeration/air-conditioning specialist company	66
Specialist sanitary, heating, air-conditioning Electrical specialist firms	6 2
Specialist trade	2
Plant operator	5
Architect	1
Specialist planner (Technical building equipment)	4
Other sectors	11
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	33
In an advisory capacity	20
No	15
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	24
Research/development/design	17
Planning/work preparation	22
Manufacture/production	20
Production, quality control	6
Buying/procurement	16
Finance/accounting, controlling	4
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	3
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	5
Maintenance/repairs	24
Other area	6
Student	3
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	15
5- 9	12
10- 49	23
50- 99	8
100-199	9
200-499	9
500- 999	6
1 000- 9 999	9
10 000 and more	6
Student	3
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	68
two	21
three	11
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	
1st day	44
2nd day	55
3rd day	44

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	174 563
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<b>Proportion of private visitors</b>	90%
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<b>Region of residence</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>	99
Baden-Württemberg	1
Bavaria	97
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	-

<b>Total foreign</b>	1
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<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	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>	%
2005	54
2004	50
2003	41
Earlier events	38
First visit	9

**Basic data all visitors**

<b>Region of residence</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>	98
Baden-Württemberg	2
Bavaria	95
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	1

<b>Total foreign</b>	2
of which EU	42
Other	58

<b>Position in the company/organisation</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>	%
2005	54
2004	50
2003	41
Earlier events	37
First visit	9

**Additional data private visitors**

<b>Sex</b>	%
Male	43
Female	57

<b>Age</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>	%
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>	%
1 person	12
2 persons	32
3 persons	20
4 persons	23
5 persons and more	14

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	67
no	12
maybe	21

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	24
no	30
maybe	47

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## embedded world → Nürnberg

### Basic data trade visitors

<b>Total number of visitors</b>	<b>17 341</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	5
more than 100 km up to 300 km	41
over 300 km	40

<b>Total Germany</b>	<b>79</b>
Baden-Württemberg	24
Bavaria	43
Berlin	3
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	4

<b>Total Foreign</b>	<b>21</b>
of which EU	71
Rest of Europe	21
Other	8

<b>The five countries with the highest visitor shares</b>	%
Austria	15
Switzerland	12
Czech Republic	7
Netherlands	7
Great Britain	7

<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	3
Department head, group head	18
Other salaried staff/public service	35
Skilled worker	9
Lecturer, teacher, scientific assistant	4
Trainee	3
Other position	2
Student	8
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	28
2006	27
2005	21
2004	17
Earlier events	12
First visit	46

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	62
Wholesale trade	3
Retail trade	2
Mail order	1
Service	12
Teaching, research	9
Other	3
Student	8
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	39
In an advisory capacity	22
No	10
Student	8
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	12
Research/development/design	62
Planning/work preparation	4
Manufacture/production	6
Production, quality control	3
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	7
Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	1
Other area	7
Student	8
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	10
5- 9	3
10- 49	17
50- 99	8
100-199	10
200-499	10
500- 999	9
1 000- 9 999	12
10 000 and more	10
Student	8
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	79
two	15
three	6
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	42
2nd day	48
3rd day	36

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## e\_procure & supply → Nürnberg

### Basic data trade visitors

<b>Total number of visitors</b>	<b>2 903</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	13
more than 50 km up to 100 km	4
more than 100 km up to 300 km	48
over 300 km	36

<b>Total Germany</b>	<b>95</b>
Baden-Württemberg	19
Bavaria	37
Berlin	3
Brandenburg	-
Bremen	-
Hamburg	2
Hesse	9
Mecklenburg-West Pomerania	-
Lower Saxony	4

<b>Total Foreign</b>	<b>5</b>
of which EU	81
Other	19

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	9
Department head, group head	33
Other salaried staff/public service	34
Skilled worker	4
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	1
Student	8
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2007	30
2006	25
2005	19
2004	13
Earlier events	8
First visit	45

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	41
Trade	15
Service	22
Public administration	4
Teaching, research	1
Other	7
Student	8
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	40
In an advisory capacity	20
No	10
Student	8
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	10
Research/development/design	1
Planning/work preparation	2
Manufacture/production	1
Production, quality control	2
Buying/procurement	50
Finance/accounting, controlling	3
Information, communication technology (EDP)	14
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	16
Storage/material management/logistics/transport	7
Maintenance/repairs	1
Other area	3
Student	8
Other not gainfully employed	3

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	3
5- 9	2
10- 49	8
50- 99	8
100-199	5
200-499	11
500- 999	8
1 000- 9 999	29
10 000 and more	16
Student	8
Other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	74
two	26
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	77
2nd day	49

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## EUROGUSS → Nürnberg

### Basic data trade visitors

<b>Total number of visitors</b>	<b>7 098</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	16
more than 50 km up to 100 km	5
more than 100 km up to 300 km	40
over 300 km	39

<b>Total Germany</b>	<b>80</b>
Baden-Württemberg	27
Bavaria	42
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	6
Mecklenburg-West Pomerania	1
Lower Saxony	3

<b>Total Foreign</b>	<b>20</b>
of which EU	78
Rest of Europe	18
Other	4

<b>The three countries with the highest visitor shares</b>	%
Italy	14
Czech Republic	12
Austria	10

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	7
Department head, group head	26
Other salaried staff/public service	21
Foreman, master craftsman	6
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	3
Student	4
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2006	29
2004	21
2002	11
2000	9
Earlier events	7
First visit	56

## fensterbau/frontale → Nürnberg

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	77
Wholesale trade	3
Retail trade	1
Import/export	1
Service	9
Teaching, research	2
Other sectors	2
Student	4
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	22
Collectively	39
In an advisory capacity	20
No	14
Student	2
Other not gainfully employed	4

<b>Area of responsibility</b>	%
Management	15
Research/development/design	23
Planning/work preparation	8
Manufacture/production	23
Production, quality control	7
Buying/procurement	19
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	2
Maintenance/repairs	8
Other area	2
Student	4
Other not gainfully employed	2

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	4
5- 9	3
10- 49	15
50- 99	7
100- 199	9
200- 499	16
500- 999	14
1 000- 9 999	15
10 000 and more	12
Student	4
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	79
two	15
three	6
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	43
2nd day	47
3rd day	36

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

### Basic data trade visitors

<b>Total number of visitors</b>	*)
<b>Proportion of trade visitors</b>	97%
<b>Region of residence</b>	%
up to 50 km	7
more than 50 km up to 100 km	10
more than 100 km up to 300 km	37
over 300 km	47

<b>Total Germany</b>	<b>80</b>
Baden-	North Rhine-
Württemberg	19 Westphalia
Bavaria	39 Rhineland-
Berlin	2 Palatinate
Brandenburg	1 Saarland
Bremen	- Saxony
Hamburg	1 Saxony-Anhalt
Hesse	5 Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	5

<b>Total Foreign</b>	<b>21</b>
of which	EU
	70
	Rest of Europe
	18
	Asia
	5
	Other
	8

<b>The five countries with the highest visitor shares</b>	%
Austria	10
Czech Republic	7
Italy	6
Switzerland	5
Poland	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	33
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
Department head, group head	10
Other salaried staff/public service	10
Foreman, master craftsman	9
Skilled worker	9
Lecturer, teacher, scientific assistant	1
Trainee	9
Other position	2
Student	3
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2006	40
2004	29
2002	22
2000	18
Earlier events	15
First visit	34

\*) individual number of visitors not available, combined with HOLZ-HANDWERK (102 947 visitors)

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	23
Skilled trades	50
Retail trade/building materials trade	4
Wholesale/foreign trade	6
Architect	3
Interior designer	1
Other services	4
Authority/public services	1
Teaching (polytechnic/university/college)	1
Research	1
Other	2
Student	3
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	35
Collectively	27
In an advisory capacity	18
No	14
Student	3
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	36
Research/development/design	9
Planning/work preparation	19
Manufacture/production	29
Production, quality control	8
Buying/procurement	19
Finance/accounting, controlling	7
Information, communication technology (EDP)	4
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	7
Maintenance/repairs	8
Other area	4
Student	3
Other not gainfully employed	3

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	26
5- 9	15
10- 49	23
50- 99	9
100- 199	7
200- 499	6
500- 999	4
1 000- 9 999	4
10 000 and more	2
Student	3
Other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	74
two	21
three	4
four	2
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	31
2nd day	37
3rd day	40
4th day	25

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## FREIZEIT, GARTEN + TOURISTIK (2006) → Nürnberg

### Basic data private visitors

<b>Total number of visitors</b>	<b>150 002</b>
<b>Proportion of private visitors</b>	<b>90%</b>
<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>	<b>99</b>
Baden-	North Rhine-
Württemberg	2 Westphalia
Bavaria	97 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	1 Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-

<b>Total foreign</b>	<b>1</b>
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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 3 600,- EUR	23
more than 3 600,- EUR up to 5 000,- EUR	18
more than 5 000,- EUR	10
N/A	3
	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	
yes	43
no	17
maybe	40

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

Conducted by: Messe- und Congressberatung Dirr, Hamburg

## GaLaBau → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>63 729</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	8
more than 50 km up to 100 km	6
more than 100 km up to 300 km	43
over 300 km	43

<b>Total Germany</b>	<b>92</b>
Baden-Württemberg	19
Bavaria	31
Berlin	1
Brandenburg	2
Bremen	-
Hamburg	1
Hesse	10
Mecklenburg-West Pomerania	1
Lower Saxony	5

<b>Total Foreign</b>	<b>8</b>
of which EU	16
Other	84

<b>The two countries with the highest visitor shares</b>	%
Austria	23
Czech Republic	12

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	33
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	11
Other salaried staff/public service	12
Foreman, master craftsman	7
Skilled worker	12
Lecturer, teacher, scientific assistant	2
Trainee	12
Other position	2
Student	4
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	42
2004	33
2002	25
2000	21
Earlier events	17
First visit	38

## Additional data trade visitors

<b>Economic sector</b>	%
Companies in the garden, landscape and sports grounds construction	48
Other construction companies	5
Garden and landscape architects, other architects	8
Public authority (Federal/regional)	3
Public authority (municipal and rural districts) in the parks and gardens, sport, cementry and roads department	10
Construction and housing	2
Road construction, construction	5
Planners of playgrounds, leisure parks, sports centres	1
Operators of playgrounds, leisure parks, sports centres, Golf course managers, Greenkeeper	3
Association and organisations in design of parks and open spaces	1
Industry	3
School, university	2
Other sectors	7
Student	4
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	32
Collectively	29
In an advisory capacity	18
No	15
Student	4
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	37
Research/development/design	3
Planning/work preparation	27
Manufacture/production	26
Production, quality control	5
Buying/procurement	19
Finance/accounting, controlling	7
Information, communication technology (EDP)	5
Administration/organisation/personnel/social welfare/training	7
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	7
Maintenance/repairs	11
Other area	11
Student	4
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	27
5- 9	17
10- 49	30
50- 99	8
100-199	4
200-499	5
500- 999	2
1 000- 9 999	2
10 000 and more	1
Student	4
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	76
two	20
three	3
four	1
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	24
2nd day	35
3rd day	42
4th day	28

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## HOLZ-HANDWERK → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>*)</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Region of residence</b>	%
up to 50 km	10
more than 50 km up to 100 km	12
more than 100 km up to 300 km	50
over 300 km	29

<b>Total Germany</b>	<b>91</b>
Baden-Württemberg	23
Bavaria	46
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	6
Mecklenburg-West Pomerania	1
Lower Saxony	2

<b>Total Foreign</b>	<b>9</b>
of which EU	68
Rest of Europe	17
Other	15

<b>The countries with the highest visitor shares</b>	%
Austria	16
Italy	13

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	31
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	7
Foreman, master craftsman	12
Skilled worker	13
Lecturer, teacher, scientific assistant	3
Trainee	12
Other position	2
Student	6
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2006	44
2004	36
2003	22
2002	26
Earlier events	19
First visit	28

\*) individual number of visitors not available, combined with fensterbau/frontale (102 947 visitors)

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	13
Skilled trades	62
Retail trade/building materials trade	2
Wholesale/foreign trade	4
Architect	1
Other services	3
Authority/public services	4
Teaching (polytechnic/university/college)	1
Research	1
Other	1
Student	6
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	31
Collectively	27
In an advisory capacity	19
No	15
Student	6
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	31
Research/development/design	9
Planning/work preparation	22
Manufacture/production	45
Production, quality control	11
Buying/procurement	19
Finance/accounting, controlling	7
Information, communication technology (EDP)	4
Administration/organisation/personnel/social welfare/training	7
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	9
Maintenance/repairs	10
Other area	6
Student	6
Other not gainfully employed	2

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	35
5- 9	16
10- 49	19
50- 99	6
100-199	6
200-499	4
500- 999	3
1 000- 9 999	3
10 000 and more	1
Student	6
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	82
two	15
three	2
four	1
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	29
2nd day	31
3rd day	36
4th day	26

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## IFH/INTHERM

## Basic data trade visitors

<b>Total number of visitors</b>	<b>50 905</b>
<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	16
more than 50 km up to 100 km	18
more than 100 km up to 300 km	56
over 300 km	11

<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	25
Bavaria	61
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pomerania	-
Lower Saxony	-

<b>Total Foreign</b>	<b>2</b>
of which EU	79
Other	21

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	32
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	13
Foreman, master craftsman	11
Skilled worker, journeyman	17
Lecturer, teacher, scientific assistant	1
Trainee	8
Other position	1
Student	3

<b>Frequency of visits to trade fair</b>	%
2006	46
2004	35
2002	26
2000	21
Earlier events	17
First visit	29

**Additional data trade visitors**

<b>Economic sector</b>	%
Skilled trades	68
Industry	8
Wholesale trade	8
Retail trade	1
Service	6
Engineering, planning office, architects	5
Polytechnics, colleges	1
Student	3
Other not gainfully employed	1

**Influence on purchasing/procurement decisions**

Decisively	27
Collectively	29
In an advisory capacity	28
No	12
Student	3
Other not gainfully employed	1

**Area of responsibility**

Management	31
Research/development/design	4
Planning/work preparation	20
Manufacture/production	8
Production, quality control	3
Buying/procurement	16
Finance/accounting, controlling	5
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	9
Field-assembly work, after-sales service	36
Storage/material management/logistics/transport	7
Maintenance/repairs	19
Other area	4
Student	3
Other not gainfully employed	1

**Size of company/organisation:**

Number of employees:	%
1- 4	37
5- 9	17
10- 99	6
100- 199	5
200- 499	3
500- 999	1
1 000- 9 999	5
10 000 and more	2
Student	3
Other not gainfully employed	1

**Length of stay**

1. Length of stay (days):	%
one	90
two	9
three	1
four	1
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	27
2nd day	33
3rd day	33
4th day	18

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>37 200</b>
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<b>Proportion of trade visitors</b>	<b>95%</b>
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<b>Region of residence</b>	%
up to 50 km	4
more than 50 km up to 100 km	4
more than 100 km up to 300 km	20
over 300 km	73

<b>Total Germany</b>	<b>43</b>
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Baden-Württemberg	14	North Rhine-Westphalia	12
Bavaria	33	Rhineland-Palatinate	5
Berlin	3	Saarland	1
Brandenburg	1	Saxony	4
Bremen	1	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	3
Hesse	9	Thuringia	4
Mecklenburg-West Pomerania	1	Lower Saxony	9

<b>Total Foreign</b>	<b>75</b>
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of which EU	63
Rest of Europe	12
Africa	3
North America	6
South and Central America	3
middle East	2
East Asia	9
Australia	2

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

Italy	7
Netherlands	7
France	6
Denmark	5
Spain	5

**Position in the company/organisation**

Entrepreneur, partner, self-employed	49
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	3
Department head, group head	11
Other salaried staff/public service	7
Foreman, master craftsman	1
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	3
Student	1
Other not gainfully employed	2

**Frequency of visits to trade fair**

2006	43
2004	31
2002	22
2000	18
Earlier events	15
First visit	39

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	11
Skilled trades	4
Retail trade	44
Wholesale/foreign trade	25
Service	8
Teaching (polytechnic/university/college)	1
Research	1
Other	4
Student	1
Other not gainfully employed	2

**Influence on purchasing/procurement decisions**

Decisively	53
Collectively	26
In an advisory capacity	12
No	5
Student	1
Other not gainfully employed	2

**Area of responsibility**

Management	52
Research/development/design	9
Planning/work preparation	10
Manufacture/production	7
Production, quality control	5
Buying/procurement	32
Finance/accounting, controlling	10
Information, communication technology (EDP)	6
Administration/organisation/personnel/social welfare/training	7
Marketing/sales/advertising/PR	24
Storage/material management/logistics/transport	9
Maintenance/repairs	6
Other area	10
Student	1
Other not gainfully employed	2

**Size of company/organisation:**

Number of employees:	%
1- 4	42
5- 9	17
10- 99	22
100- 199	4
200- 499	4
500- 999	2
1 000- 9 999	2
10 000 and more	2
Student	1
Other not gainfully employed	2

**Length of stay**

1. Length of stay (days):	%
one	38
two	30
three	15
four	17
2. Average length of stay	2,1 days
3. Share of visitors on the event's days:	
1st day	54
2nd day	61
3rd day	54
4th day	42

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>7 691</b>
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<b>Proportion of trade visitors</b>	<b>100%</b>
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<b>Region of residence</b>	%
up to 50 km	16
more than 50 km up to 100 km	9
more than 100 km up to 300 km	43
over 300 km	33

<b>Total Germany</b>	<b>94</b>
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Baden-Württemberg	15	North Rhine-Westphalia	11
Bavaria	46	Rhineland-Palatinate	4
Berlin	4	Saarland	-
Brandenburg	2	Saxony	2
Bremen	-	Saxony-Anhalt	-
Hamburg	5	Schleswig-Holstein	1
Hesse	7	Thuringia	1
Mecklenburg-West Pomerania	1	Lower Saxony	3

<b>Total Foreign</b>	<b>6</b>
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of which EU	81
Other	19

**Position in the company/organisation**

Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	6
Department head, group head	24
Other salaried staff/public service	35
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	3
Student	3

**Frequency of visits to trade fair**

2007	31
2006	23
2005	13
2004	9
Earlier events	9
First visit	54

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	12
Trade	16
Media, press, publishing	19
Service	41
Public administration	2
Teaching, research	2
Other	7
Student	3

**Influence on purchasing/procurement decisions**

Decisively	28
Collectively	40
In an advisory capacity	22
No	9
Student	3

**Area of responsibility**

Management	21
Research/development/design	2
Planning/work preparation	6
Manufacture/production	8
Production, quality control	4
Buying/procurement	10
Finance/accounting, controlling	2
Information, communication technology (EDP)	4
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	65
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	3
Student	3

**Size of company/organisation:**

Number of employees:	%
1- 4	14
5- 9	8
10- 49	21
50- 99	9
100- 199	10
200- 499	10
500- 999	10
1 000- 9 999	12
10 000 and more	9
Student	3

**Length of stay**

1. Length of stay (days):	%
one	78
two	22
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	66
2nd day	56

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## POWTECH → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	*)	
<b>Proportion of trade visitors</b>	98%	
<b>Region of residence</b>	%	
up to 50 km	5	
more than 50 km up to 100 km	6	
more than 100 km up to 300 km	40	
over 300 km	49	
<b>Total Germany</b>	74	
Baden-Württemberg	North Rhine-Westphalia	13
Bavaria	Rhineland-Palatinate	7
Berlin	Saarland	-
Brandenburg	Saxony	3
Bremen	Saxony-Anhalt	3
Hamburg	Schleswig-Holstein	2
Hesse	Thuringia	3
Mecklenburg-West Pomerania		
Lower Saxony		6
<b>Total Foreign</b>	26	
of which EU	72	
Rest of Europe	20	
Other	8	
<b>The two countries with the highest visitor shares</b>	%	
Austria	26	
Switzerland	15	
<b>Position in the company/organisation</b>	%	
Entrepreneur, partner, self-employed	10	
Managing director, board member, head of an authority etc.	5	
Senior department head, other employee with managerial responsibility	5	
Department head, group head	30	
Other salaried staff/public service	27	
Foreman, master craftsman	5	
Skilled worker	6	
Lecturer, teacher, scientific assistant	3	
Trainee	2	
Other position	3	
Student	5	
Other not gainfully employed	1	
<b>Frequency of visits to trade fair</b>	%	
2007	33	
2005	27	
2004	16	
2002	12	
Earlier events	8	
First visit	50	

\*) individual number of visitors not available, combined with TechnoPharm (15 409 visitors)

## Additional data trade visitors

<b>Economic sector</b>	%	
Industry	72	
Skilled trades	3	
Wholesale/foreign trade	1	
Engineer's and planning office	4	
Service companies (total)	5	
Teaching (polytechnic/university/college)	1	
Research	6	
Other	1	
Student	5	
Authority/public services	1	
Other not gainfully employed	1	
<b>Influence on purchasing/procurement decisions</b>	%	
Collectively	23	
In an advisory capacity	47	
No	19	
Student	5	
Other not gainfully employed	1	
<b>Area of responsibility</b>	%	
Management	16	
Research/development/design	34	
Planning/work preparation	15	
Manufacture/production	23	
Production, quality control	6	
Buying/procurement	8	
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	10	
Other area	3	
Student	5	
Other not gainfully employed	1	
<b>Size of company/organisation:</b>	%	
Number of employees:	%	
1- 4	7	9
5- 9	5	13
10- 49	13	9
50- 99	13	5
100-199	13	1
200-499	14	1
500- 999	9	
1 000- 9 999	13	
10 000 and more	9	
Student	5	
Other not gainfully employed	1	
<b>Length of stay</b>	%	
1. Length of stay (days):	%	
one	75	4
two	21	
three		4
2. Average length of stay	1,3 days	
3. Share of visitors on the event's days:	%	
1st day	40	51
2nd day	51	37
3rd day	37	
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund		

## SENSOR+TEST → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	7 934	
<b>Proportion of trade visitors</b>	99%	
<b>Region of residence</b>	%	
up to 50 km	10	
more than 50 km up to 100 km	7	
more than 100 km up to 300 km	43	
over 300 km	41	
<b>Total Germany</b>	81	
Baden-Württemberg	North Rhine-Westphalia	8
Bavaria	Rhineland-Palatinate	3
Berlin	Saarland	1
Brandenburg	Saxony	5
Bremen	Saxony-Anhalt	1
Hamburg	Schleswig-Holstein	1
Hesse	Thuringia	2
Mecklenburg-West Pomerania		
Lower Saxony		3
<b>Total Foreign</b>	19	
of which EU	65	
Rest of Europe	18	
South-, East-, Central Asia	12	
Other	5	
<b>The four countries with the highest visitor shares</b>	%	
Switzerland	15	
Italy	14	
Great Britain	10	
Sweden	9	
<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	3	
Department head, group head	21	
Other salaried staff/public service	33	
Skilled worker	6	
Lecturer, teacher, scientific assistant	8	
Trainee	1	
Other position	3	
Student	10	
Other not gainfully employed	1	
<b>Frequency of visits to trade fair</b>	%	
2007	29	
2006	26	
2005	20	
2003	13	
Earlier events	11	
First visit	49	

## Additional data trade visitors

<b>Economic sector</b>	%	
Industry	68	
Wholesale trade	2	
Retail trade	1	
Import/export	1	
Service	6	
Teaching, research	10	
Other sectors	1	
Student	10	
Other not gainfully employed	1	
<b>Influence on purchasing/procurement decisions</b>	%	
Decisively	21	
Collectively	40	
In an advisory capacity	21	
No	7	
Student	10	
Other not gainfully employed	1	
<b>Area of responsibility</b>	%	
Management	11	
Research/development/design	56	
Planning/work preparation	4	
Manufacture/production	7	
Production, quality control	5	
Buying/procurement	3	
Finance/accounting, controlling	-	
Information, communication technology (EDP)	2	
Administration/organisation/personnel/social welfare/training	1	
Marketing/sales/advertising/PR	15	
Storage/material management/logistics/transport	-	
Maintenance/repairs	3	
Other area	2	
Student	10	
Other not gainfully employed	1	
<b>Size of company/organisation:</b>	%	
Number of employees:	%	
1- 4	6	6
5- 9	4	19
10- 49	14	12
50- 99	9	10
100-199	7	1
200-499	11	1
500- 999	6	
1 000- 9 999	19	
10 000 and more	12	
Student	10	
Other not gainfully employed	1	
<b>Length of stay</b>	%	
1. Length of stay (days):	%	
one	85	4
two	11	
three		4
2. Average length of stay	1,2 days	
3. Share of visitors on the event's days:	%	
1st day	38	41
2nd day	41	7
3rd day	7	40
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund		

## Spielwarenmesse

## Basic data trade visitors

<b>Total number of visitors</b>	79 816	
<b>Proportion of trade visitors</b>	83%	
<b>Region of residence</b>	%	
up to 50 km	15	
more than 50 km up to 100 km	6	
more than 100 km up to 300 km	25	
over 300 km	54	
<b>Total Germany</b>	61	
Baden-Württemberg	North Rhine-Westphalia	8
Bavaria	Rhineland-Palatinate	3
Berlin	Saarland	-
Brandenburg	Saxony	3
Bremen	Saxony-Anhalt	1
Hamburg	Schleswig-Holstein	2
Hesse	Thuringia	2
Mecklenburg-West Pomerania		
Lower Saxony		4
<b>Total Foreign</b>	39	
of which EU	67	
Rest of Europe	12	
Africa	2	
North America	5	
South and Central America	2	
Middle East	4	
East Asia	7	
Australia	2	
<b>The five countries with the highest visitor shares</b>	%	
Netherlands	8	
France	7	
Great Britain	6	
Italy	5	
Austria	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	3	
Department head, group head	10	
Other salaried staff/public service	12	
Skilled worker	4	
Lecturer, teacher, scientific assistant	2	
Trainee	1	
Other position	4	
Student	2	
Other not gainfully employed	3	
<b>Frequency of visits to trade fair</b>	%	
2007	44	
2006	37	
2005	31	
2004	27	
Earlier events	24	
First visit	32	



**Basic data all visitors**

Region of residence	%
up to 50 km	18
more than 50 km up to 100 km	7
more than 100 km up to 300 km	26
over 300 km	49

<b>Total Germany</b>	<b>65</b>
Baden-Württemberg	13
Bavaria	56
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	6
Mecklenburg-West Pomerania	1
Lower Saxony	3
North Rhine-Westphalia	7
Rhineland-Palatinate	-
Saarland	2
Saxony	4
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	2

<b>Total Foreign</b>	<b>35</b>
of which EU	67
Rest of Europe	12
Africa	1
North America	5
South and Central America	2
middle East	4
East Asia	6
Australia	2

<b>The four countries with the highest visitor shares</b>	%
Netherlands	8
France	7
Austria	6
Italy	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	42
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	3
Department head, group head	9
Other salaried staff/public service	14
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	4
Student	4
Housewife/man	1
Old-age pensioner	4
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	42
2006	36
2005	30
2004	26
Earlier events	23
First visit	34

**Additional data trade visitors**

<b>Economic sector</b>	%
Wholesale/foreign trade	16
Retail trade/specialist trade	41
Department stores, mail order	3
Skilled trades	4
Services, professions, institutions	11
Media (radio, television, publishers)	4
Industry	8
Authority/public services	2
Chain stores, specialist stores	1
Other	5
Student	2
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	49
Collectively	25
In an advisory capacity	13
No	7
Student	2
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	46
Research/development/design	7
Planning/work preparation	8
Manufacture/production	8
Production, quality control	3
Buying/procurement	33
Finance/accounting, controlling	8
Information, communication technology (EDP)	5
Administration/organisation/personnel/social welfare/training	6
Marketing/sales/advertising/PR	30
Storage/material management/logistics/transport	6
Maintenance/repairs	5
Sales	32
Other area	6
Student	2
Other not gainfully employed	3

<b>Size of company/organisation:</b>	%
Number of employees:	%
1- 4	47
5- 9	14
10- 49	13
50- 99	5
100-199	4
200-499	4
500- 999	2
1 000- 9 999	3
10 000 and more	3
Student	2
Other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	%
one	51
two	20
three	15
four	7
five	4
six	4
2. Average length of stay	2,1 days
3. Share of visitors on the event's days:	%
1st day	30
2nd day	40
3rd day	42
4th day	38
5th day	32
6th day	23

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</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	4
more than 50 km up to 100 km	6
more than 100 km up to 300 km	43
over 300 km	43

<b>Total Germany</b>	<b>83</b>
Baden-Württemberg	39
Bavaria	24
Berlin	-
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	12
Mecklenburg-West Pomerania	1
Lower Saxony	5
North Rhine-Westphalia	6
Rhineland-Palatinate	5
Saarland	-
Saxony	2
Saxony-Anhalt	3
Schleswig-Holstein	1
Thuringia	2

<b>Total Foreign</b>	<b>17</b>
of which EU	64
Rest of Europe	31
Other	5

<b>The country with the highest visitor shares</b>	%
Switzerland	24

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	4
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	4
Department head, group head	27
Other salaried staff/public service	27
Foreman, master craftsman	3
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	4
Student	15
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	25
2005	20
2004	13
2003	6
Earlier events	3
First visit	66

\*) individual number of visitors not available, combined with POWTECH (15 409 visitors)

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	57
Skilled trades	1
Wholesale/foreign trade	1
Engineer's and planning office	8
Service companies (total)	5
Authority/public services	1
Teaching (polytechnic/university/college)	3
Research	5
Other	3
Student	15
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	16
Collectively	32
In an advisory capacity/organisation	25
No	11
Student	15
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	12
Research/development/design	26
Planning/work preparation	10
Manufacture/production	20
Production, quality control	9
Buying/procurement	4
Finance/accounting, controlling	-
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	1
Maintenance/repairs	8
Other area	6
Student	15
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	%
1- 4	4
5- 9	2
10- 49	13
50- 99	6
100-199	9
200-499	21
500- 999	11
1 000- 9 999	12
10 000 and more	6
Student	15
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	%
one	83
two	15
three	2
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	38
2nd day	51
3rd day	30

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund



# BADISCHE WEINMESSE Offenburg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>3 689</b>
<b>Proportion of trade visitors</b>	<b>28%</b>
<b>Region of residence</b>	%
up to 50 km	62
more than 50 km up to 100 km	16
more than 100 km up to 300 km	13
over 300 km	9
<b>Total Germany</b>	<b>97</b>
Baden- Württemberg	86
Bavaria	2
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg- West Pomerania	2
Lower Saxony	-
<b>Total Foreign</b>	<b>3</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	35
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	6
Department head, group head	13
Other salaried staff/public service	15
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	3
Student	2
Other not gainfully employed	10
<b>Frequency of visits to trade fair</b>	%
2007	37
2006	51
2005	34
2004	27
Earlier events	21
First visit	30

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>72%</b>
<b>Region of residence</b>	%
up to 50 km	73
more than 50 km up to 100 km	10
more than 100 km up to 300 km	15
over 300 km	3
<b>Total Germany</b>	<b>98</b>
Baden- Württemberg	94
Bavaria	2
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg- West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>2</b>
<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	3
Department head, group head	13
Other salaried staff/public service	40
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	4
Housewife/man	5
Old-age pensioner	5
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2007	40
2006	38
2005	29
2004	23
Earlier events	13
First visit	36

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	70
more than 50 km up to 100 km	11
more than 100 km up to 300 km	14
over 300 km	5
<b>Total Germany</b>	<b>98</b>
Baden- Württemberg	92
Bavaria	2
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg- West Pomerania	1
Lower Saxony	-
<b>Total Foreign</b>	<b>2</b>
<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	4
Department head, group head	13
Other salaried staff/public service	33
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	4
Housewife/man	4
Old-age pensioner	5
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2007	39
2006	42
2005	31
2004	24
Earlier events	15
First visit	35

## Additional data trade visitors

<b>Economic sector</b>	%
Wine-growing	22
Distillery business	1
Catering/hotels	12
Wine dealers	4
Wholesale trade	8
Retail trade	7
Other	35
Student	2
Other not gainfully employed	10
<b>Influence on purchasing/ procurement decisions</b>	%
Decisively	26
Collectively	35
In an advisory capacity	16
No	12
Student	2
Other not gainfully employed	10
<b>Area of responsibility</b>	%
Management	27
Research/development/design	2
Planning/work preparation	6
Manufacture/production	11
Production, quality control	4
Buying/procurement	12
Finance/accounting, controlling	4
Information, communication technology (EDP)	3
Administration/organisation/personnel/ social welfare/training	6
Marketing/sales/advertising/PR	15
Storage/material management/logistics/ transport	2
Maintenance/repairs	2
Other area	16
Student	2
Other not gainfully employed	10
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	25
5- 9	14
10- 49	19
50- 99	5
100-199	6
200-499	4
500- 999	4
1 000- 9 999	6
10 000 and more	6
Student	2
Other not gainfully employed	10
<b>Length of stay</b>	%
1. Length of stay (days):	
one	89
two	11
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	51
2nd day	59

## Additional data private visitors

<b>Sex</b>	%
Male	58
Female	42
<b>Age</b>	%
up to 20 years	2
over 20 up to 30 years	20
over 30 up to 40 years	19
over 40 up to 50 years	27
over 50 up to 60 years	22
over 60 up to 70 years	7
over 70 years	1
<b>Net household income</b>	%
up to 900,- EUR	9
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 3 000,- EUR	13
more than 3 000,- EUR up to 5 000,- EUR	17
more than 5 000,- EUR	16
N/A	7
<b>Size of household</b>	%
1 person	15
2 persons	41
3 persons	14
4 persons	22
5 persons and more	8
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	45
no	19
maybe	36
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	53
no	9
maybe	38
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	

## OBERRHEIN MESSE (2007) → 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-	North Rhine-
Württemberg	97 Westphalia
Bavaria	1 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pommern	- Thuringia
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 staff, 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	
yes	75
no	5
maybe	20
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	29
no	17
maybe	54
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

## AMB → Stuttgart

### Basic data trade visitors

<b>Total number of visitors</b>	<b>85 143</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	36
more than 50 km up to 100 km	22
more than 100 km up to 300 km	26
over 300 km	16
<b>Total Germany</b>	<b>93</b>
Baden-	North Rhine-
Württemberg	76 Westphalia
Bavaria	12 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	3 Schleswig-
Mecklenburg-	Holstein
West Pommern	- Thuringia
Lower Saxony	1
<b>Total Foreign</b>	<b>7</b>
of which EU	61
Rest of Europe	27
South-, East-, Central Asia	11
Other	2
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Austria	29
Switzerland	24
France	9
India	6
Great Britain	5
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	5
Department head, group head	23
Other salaried staff/public service	25
Skilled worker	15
Lecturer, teacher, scientific assistant	2
Trainee	9
Other position	2
Student	5
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	35
2004	27
Earlier events	21
First visit	45

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Industry	82
Trade	6
Service	8
Training/consulting	2
University, polytechnic, vocational school	5
Other	3
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	17
Collectively	32
In an advisory capacity	25
No	20
Student	5
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	12
Research/development/design	23
Planning/work preparation	11
Manufacture/production	40
Production, quality control	9
Buying/procurement	8
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	3
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	2
Maintenance/repairs	7
Other area	4
Student	5
Other not gainfully employed	1
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	7
5- 9	6
10- 49	18
50- 99	11
100-199	10
200-499	14
500- 999	9
1 000- 9 999	14
10 000 and more	5
Student	5
Other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
<b>1. Length of stay (days):</b>	
one	86
two	10
three	2
four	1
five	1
<b>2. Average length of stay</b>	<b>1,2 days</b>
<b>3. Share of visitors on the event's days:</b>	
1st day	21
2nd day	25
3rd day	27
4th day	25
5th day	21
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	



## Basic data trade visitors

<b>Total number of visitors</b>	<b>10 377</b>
<b>Proportion of trade visitors</b>	<b>63%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	53
more than 50 km up to 100 km	18
more than 100 km up to 300 km	16
over 300 km	14
<b>Total Germany</b>	<b>93</b>
Baden- Württemberg	84
Bavaria	6
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	3
Mecklenburg- West Pomerania	-
Lower Saxony	1
<b>Total Foreign</b>	<b>7</b>
of which EU	65
Other	35
<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	35
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	13
Skilled worker	7
Lecturer, teacher, scientific assistant	5
Trainee	2
Other position	4
Student	15
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	<b>%</b>
Renewable Energy/Passive House 2007	19
Renewable Energy/Passive House 2006	14
Earlier events	23
First visit	59

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>37%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	67
more than 50 km up to 100 km	21
more than 100 km up to 300 km	9
over 300 km	3
<b>Total Germany</b>	<b>99</b>
Baden- Württemberg	94
Bavaria	4
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
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	13
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	28
Skilled worker	13
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	5
Student	5
Housewife/man	6
Old-age pensioner	16
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
Renewable Energy/Passive House 2007	10
Renewable Energy/Passive House 2006	10
Earlier events	16
First visit	72

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	58
more than 50 km up to 100 km	19
more than 100 km up to 300 km	13
over 300 km	10
<b>Total Germany</b>	<b>95</b>
Baden- Württemberg	88
Bavaria	5
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg- West Pomerania	-
Lower Saxony	1
<b>Total Foreign</b>	<b>5</b>
of which EU	60
Other	40
<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	1
Department head, group head	7
Other salaried staff/public service	19
Skilled worker	9
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	4
Student	11
Housewife/man	2
Old-age pensioner	7
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
Renewable Energy/Passive House 2007	15
Renewable Energy/Passive House 2006	13
Earlier events	21
First visit	64

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Public office, authority, ministry	4
Plant construction, industry, production	8
Architects, planners, engineer's office, energy consultant	23
Energy supplies	3
Financing, business promotion, insurance	3
Agriculture and forestry	5
Trade/sales	8
Skilled trades, installation, sanitary/heating/ air-conditioning	15
Science, research, development	4
Other sectors	7
Student	15
Other not gainfully employed	5
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>
Decisively	26
Collectively	26
In an advisory capacity	17
No	11
Student	15
Other not gainfully employed	5
<b>Area of responsibility</b>	<b>%</b>
Management	24
Research/development/design	11
Planning/work preparation	22
Manufacture/production	8
Production, quality control	2
Buying/procurement	7
Finance/accounting, controlling	3
Information, communication technology (EDP)	1
Administration/organisation/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	10
Storage/material management/logistics/ transport	3
Maintenance/repairs	8
Other area	12
Student	15
Other not gainfully employed	5
<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	30
5- 9	11
10- 49	16
50- 99	5
100-199	5
200-499	4
500- 999	2
1 000- 9 999	5
10 000 and more	2
Student	15
Other not gainfully employed	5
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	91
two	7
three	2
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	45
2nd day	36
3rd day	30

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	74
Female	26
<b>Age</b>	<b>%</b>
up to 20 years	4
over 20 up to 30 years	13
over 30 up to 40 years	18
over 40 up to 50 years	27
over 50 up to 60 years	20
over 60 up to 70 years	15
over 70 years	2
<b>Net household income</b>	<b>%</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	15
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	12
N/A	20
<b>Size of household</b>	<b>%</b>
1 person	7
2 persons	34
3 persons	19
4 persons	25
5 persons and more	15
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	13
no	50
maybe	37
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	42
no	14
maybe	45
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	

## ANIMAL (2007) → 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- Holstein	-
West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>
<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 staff, 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	
yes	57
no	27
maybe	16
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	26
no	55
maybe	19

Conducted by: Profi Tess/Landesmesse  
Stuttgart

## CMT → Stuttgart

### Basic data private visitors

<b>Total number of visitors</b>	<b>225 058</b>
<b>Proportion of private visitors</b>	<b>90%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	67
more than 50 km up to 100 km	20
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- Holstein	-
West Pomerania	-
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.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	9
Other salaried staff/public service	29
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	5
Student	5
Housewife/man	4
Old-age pensioner	20
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	45
2006	36
Earlier events	36
First visit	26

### Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	56
Female	44
<b>Age</b>	<b>%</b>
up to 20 years	5
over 20 up to 30 years	11
over 30 up to 40 years	14
over 40 up to 50 years	25
over 50 up to 60 years	22
over 60 up to 70 years	18
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	5
more than 1 500,- EUR up to 2 000,- EUR	10
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	11
more than 5 000,- EUR	12
N/A	33
<b>Size of household</b>	<b>%</b>
1 person	13
2 persons	48
3 persons	14
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	29
no	33
maybe	38
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	29
no	17
maybe	54

Conducted by: Profi Tess/Landesmesse  
Stuttgart



## DACH+HOLZ → Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>48 402</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Region of residence</b>	%
up to 50 km	20
more than 50 km up to 100 km	16
more than 100 km up to 300 km	37
over 300 km	27

<b>Total Germany</b>	<b>93</b>	
Baden-	North Rhine-	
Württemberg	50 Westphalia	8
Bavaria	19 Rhineland-	
Berlin	1 Palatinate	6
Brandenburg	1 Saarland	1
Bremen	- Saxony	2
Hamburg	- Saxony-Anhalt	1
Hesse	6 Schleswig-	
Mecklenburg-	Holstein	1
West Pomerania	- Thuringia	2
Lower Saxony	3	

<b>Total Foreign</b>	<b>7</b>
of which EU	67
Other	33

<b>The three countries with the highest visitor shares</b>	%
Switzerland	18
France	14
Austria	13

<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	2
Department head, group head	11
Other salaried staff/public service	9
Skilled worker	17
Lecturer, teacher, scientific assistant	1
Trainee	6
Other position	1
Student	3
Housewife/man	1
Old-age pensioner	1

<b>Frequency of visits to trade fair</b>	N/A
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## Additional data trade visitors

<b>Economic sector</b>	%
Industry	8
Skilled trades	68
Retail trade	4
Wholesale/foreign trade	6
Architect	6
Other services	2
Authority/public services	1
Teaching (polytechnic/university/college)	1
Other sectors	1
Student	3
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	40
Collectively	29
In an advisory capacity	14
No	12
Student	3
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	39
Research/development/design	6
Planning/work preparation	27
Manufacture/production	35
Production, quality control	9
Buying/procurement	24
Finance/accounting, controlling	10
Information, communication technology (EDP)	7
Administration/organisation/personnel/social welfare/training	8
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	11
Maintenance/repairs	11
Other area	10
Student	3
Other not gainfully employed	3

<b>Size of company/organisation:</b>	%		
Number of employees:			
1- 4	33	500- 999	1
5- 9	22	1 000- 9 999	2
10- 49	25	10 000 and more	1
50- 99	4	Student	3
100-199	4	Other not gainfully employed	3
200-499	3		

<b>Length of stay</b>	%		
1. Length of stay (days):			
one	80	three	3
two	16	four	1
2. Average length of stay	1,3 days		
3. Share of visitors on the event's days:			
1st day	28	3rd day	36
2nd day	36	4th day	25

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## didacta → Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>82 943</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	23
more than 100 km up to 300 km	29
over 300 km	14

<b>Total Germany</b>	<b>99</b>	
Baden-	North Rhine-	
Württemberg	69 Westphalia	4
Bavaria	8 Rhineland-	
Berlin	1 Palatinate	6
Brandenburg	- Saarland	1
Bremen	- Saxony	1
Hamburg	- Saxony-Anhalt	-
Hesse	5 Schleswig-	
Mecklenburg-	Holstein	1
West Pomerania	- Thuringia	1
Lower Saxony	1	

<b>Total Foreign</b>	<b>1</b>
of which EU	71
Rest of Europe	29

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	-
Department head, group head	6
Other salaried staff/public service	45
Skilled worker	-
Lecturer, teacher, scientific assistant	22
Trainee	4
Other position	4
Student	9
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
Cologne 2007	14
Hanover 2006	7
Earlier events	42
First visit	48

## Additional data trade visitors

<b>Economic sector</b>	%
General education system	50
Vocational education system	13
Services, training, consulting	5
Trade	1
Skilled trades	1
Higher education system	4
Industry	2
Association/institution/organisation	3
Authority/public services	5
University, research	3
Printed products, specialist literature	2
Administration	1
Preschool, kindergarten	12
Further education	6
Other	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	14
Collectively	38
In an advisory capacity	20
No	18
Student	9
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	6
Research/development/design	4
Planning/work preparation	5
Manufacture/production	2
Production, quality control	1
Buying/procurement	4
Finance/accounting, controlling	2
Information, communication technology (EDP)	7
Administration/organisation/personnel/social welfare/training	35
Marketing/sales/advertising/PR	5
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	37
Student	9
Other not gainfully employed	2

<b>Size of company/organisation:</b>	%		
Number of employees:			
1- 4	8	500- 999	4
5- 9	11	1 000- 9 999	4
10- 49	32	10 000 and more	1
50- 99	16	Student	9
100-199	9	Other not gainfully employed	2
200-499	5		

<b>Length of stay</b>	%				
1. Length of stay (days):					
one	88	three	2	five	1
two	9	four	-		
2. Average length of stay	1,2 days				
3. Share of visitors on the event's days:					
1st day	23	3rd day	19	5th day	24
2nd day	25	4th day	25		

Conducted by: Profi Tess/Landesmesse Stuttgart

## FACHDENTAL Südwest

## Basic data trade visitors

<b>Total number of visitors</b>	<b>9 327</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	46
more than 50 km up to 100 km	24
more than 100 km up to 300 km	26
over 300 km	4

<b>Total Germany</b>	<b>99</b>	
Baden-	North Rhine-	
Württemberg	89 Westphalia	1
Bavaria	5 Rhineland-	
Berlin	- Palatinate	3
Brandenburg	- Saarland	1
Bremen	- Saxony	-
Hamburg	- Saxony-Anhalt	-
Hesse	1 Schleswig-	
Mecklenburg-	Holstein	-
West Pomerania	- Thuringia	-
Lower Saxony	1	

<b>Total Foreign</b>	<b>1</b>
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<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	33
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	1
Other salaried staff/public service	48
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	7
Other position	-
Student	4

<b>Frequency of visits to trade fair</b>	%
2007	48
2006	35
Earlier events	30
First visit	29

**Additional data trade visitors**

<b>Economic sector</b>	%
Dentist's practice,- clinic	72
Orthodontics	4
Oral surgery	2
Dental technology laboratory	12
Dental trade	4
University, polytechnic	4
Other	4

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	35
In an advisory capacity	22
No	10
Student	4

<b>Area of responsibility</b>	%
Management	30
Research/development/design	2
Planning/work preparation	13
Manufacture/production	15
Production, quality control	3
Buying/procurement	8
Finance/accounting, controlling	3
Information, communication technology (EDP)	4
Administration/organisation/personnel/social welfare/training	23
Marketing/sales/advertising/PR	4
Storage/material management/logistics/transport	2
Maintenance/repairs	3
Other area	17
Student	4

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	28
5- 9	39
10- 49	23
50- 99	2
100- 199	1
200- 499	1
500- 999	1
1 000- 9 999	1
10 000 and more	-
Student	4

<b>Length of stay</b>	%
1. Length of stay (days):	
one	92
two	8
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	50
2nd day	56

Conducted by: Profi Tess/Landesmesse Stuttgart

**Basic data private visitors**

<b>Total number of visitors</b>	<b>69 643</b>
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<b>Proportion of private visitors</b>	<b>97%</b>
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<b>Region of residence</b>	%
up to 50 km	87
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-	North Rhine-
Württemberg	99 Westphalia
Bavaria	- 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	8
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 staff/public service	28
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	-
Other position	4
Student	2
Housewife/man	11
Old-age pensioner	28
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2007	33
2006	20
Earlier events	20
First visit	10

**Additional data private visitors**

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

<b>Age</b>	%
up to 20 years	2
over 20 up to 30 years	7
over 30 up to 40 years	12
over 40 up to 50 years	24
over 50 up to 60 years	23
over 60 up to 70 years	25
over 70 years	7

<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	10
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	7
N/A	39

<b>Size of household</b>	%
1 person	16
2 persons	46
3 persons	15
4 persons	16
5 persons and more	6

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	79
no	17
maybe	4

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	25
no	61
maybe	14

Conducted by: Profi Tess/Landesmesse Stuttgart

**Basic data all visitors**

<b>Total number of visitors</b>	<b>39 302</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	80
more than 50 km up to 100 km	13
more than 100 km up to 300 km	5
over 300 km	2

<b>Total Germany</b>	<b>99</b>
Baden-	North Rhine-
Württemberg	94 Westphalia
Bavaria	4 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	1 Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-

<b>Total Foreign</b>	<b>1</b>
of which EU	57
Rest of Europe	43

<b>The four countries with the highest visitor shares</b>	%
Switzerland	43
France	29
Austria	14
Spain	14

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	25
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	4
Student	3
Housewife/man	11
Old-age pensioner	22
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2004	11
2003	29
Earlier events	30
First visit	40

**Additional data private visitors**

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

<b>Age</b>	%
up to 20 years	1
over 20 up to 30 years	8
over 30 up to 40 years	16
over 40 up to 50 years	24
over 50 up to 60 years	24
over 60 up to 70 years	24
over 70 years	4

<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- 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	8
N/A	30

<b>Size of household</b>	%
1 person	15
2 persons	43
3 persons	17
4 persons	16
5 persons and more	9

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	77
no	7
maybe	16

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	29
no	18
maybe	53

Conducted by: Landesmesse Stuttgart GmbH

## interbad → Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>16 561</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Region of residence</b>	%
up to 50 km	17
more than 50 km up to 100 km	12
more than 100 km up to 300 km	30
over 300 km	42

<b>Total Germany</b>	<b>78</b>
Baden-	North Rhine-
Württemberg	50 Westphalia
Bavaria	17 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	1 Saxony-Anhalt
Hesse	7 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	4

<b>Total Foreign</b>	<b>22</b>
of which EU	75
Rest of Europe	20
Other	5

<b>The five countries with the highest visitor shares</b>	%
Switzerland	13
Austria	11
Netherlands	7
Great Britain	6
Poland	5

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	4
Department head, group head	14
Other salaried staff/public service	24
Foreman, master craftsman	10
Skilled worker	5
Lecturer, teacher, scientific assistant	-
Trainee	3
Other position	1

<b>Frequency of visits to trade fair</b>	%
Dusseldorf 2006	32
Stuttgart 2004	36
Earlier events	14
First visit	45

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	15
Skilled trades	16
Service	38
Trade companies	11
Municipality, public service	27
Training/consulting	3
University, polytechnic, vocational school	2
Other	7

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	35
Collectively	34
In an advisory capacity	21
No	9

<b>Area of responsibility</b>	%
Management	41
Research/development/design	9
Planning/work preparation	22
Manufacture/production	9
Production, quality control	4
Buying/procurement	17
Finance/accounting, controlling	7
Information, communication technology (EDP)	5
Administration/organisation/personnel/social welfare/training	10
Marketing/sales/advertising/PR	16
Storage/material management/logistics/transport	3
Maintenance/repairs	17
Other area	15

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	21
5- 9	16
10- 49	31
50- 99	13
100- 199	7
200- 499	6
500- 999	3
1 000- 9 999	2
10 000 and more	-

<b>Length of stay</b>	%
1. Length of stay (days):	
one	75
two	20
three	4
four	1
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	
1st day	29
2nd day	43
3rd day	34
4th day	22

Conducted by: Profi Tess/Landesmesse Stuttgart

## INTERGASTRA → Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>81 555</b>
<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	38
more than 50 km up to 100 km	23
more than 100 km up to 300 km	34
over 300 km	4

<b>Total Germany</b>	<b>99</b>
Baden-	North Rhine-
Württemberg	77 Westphalia
Bavaria	13 Rhineland-
Berlin	1 Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	3 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-

<b>Total Foreign</b>	<b>1</b>
of which EU	56
Other	41

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	14
Other salaried staff/public service	17
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	16
Other position	2
Student	4
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	40
2004	33
Earlier events	27
First visit	40

## Additional data trade visitors

<b>Economic sector</b>	%
Hotels/guest house	24
Catering	51
Canteen, caterers	8
Caterers to nursings homes and hospitals	4
Snack, fast-food business	2
Discotheque, bar, entertainment catering trade	3
Bakery, confectioners, cafe	5
Food, delicatessen, drinks and beverages trade	7
Food industry/non-food industry	1
Planning/architecture/interior furnishings	2
Vocational schools and colleges/university	3
Authority/public services	2
Other	8

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	32
Collectively	30
In an advisory capacity	19
No	14
Student	4
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	33
Research/development/design	5
Planning/work preparation	13
Manufacture/production	30
Production, quality control	7
Buying/procurement	21
Finance/accounting, controlling	9
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	9
Storage/material management/logistics/transport	7
Marketing/sales/advertising/PR	10
Maintenance/repairs	6
Other area	16
Student	4
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	22
5- 9	15
10- 49	32
50- 99	10
100- 199	5
200- 499	4
500- 999	2
1 000- 9 999	2
10 000 and more	2
Student	4
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	84
two	12
three	2
four	1
five	1
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	24
2nd day	24
3rd day	24
4th day	25
5th day	24

Conducted by: Profi Tess/Landesmesse Stuttgart

## LASYS → Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>3 444</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	18
more than 50 km up to 100 km	13
more than 100 km up to 300 km	34
over 300 km	35

<b>Total Germany</b>	<b>76</b>
Baden-	North Rhine-
Württemberg	50 Westphalia
Bavaria	21 Rhineland-
Berlin	1 Palatinate
Brandenburg	1 Saarland
Bremen	1 Saxony
Hamburg	1 Saxony-Anhalt
Hesse	5 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	2

<b>Total Foreign</b>	<b>24</b>
of which EU	53
Rest of Europe	33
Other	14

<b>The country with the highest visitor share</b>	%
Switzerland	24

<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	26
Other salaried staff/public service	30
Skilled worker	1
Lecturer, teacher, scientific assistant	5
Trainee	1
Other position	4
Student	5
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
First event	



## LogiMAT → Stuttgart

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	72
Trade	8
Service	13
Training/consulting	2
University, polytechnic, vocational school	4
Other	8

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	39
In an advisory capacity	22
No	8
Student	5
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	18
Research/development/design	45
Planning/work preparation	9
Manufacture/production	25
Production, quality control	6
Buying/procurement	7
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	2
Student	5
Other not gainfully employed	1

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	10
5- 9	6
10- 49	18
50- 99	9
100- 199	11
200- 499	14
500- 999	7
1 000- 9 999	14
10 000 and more	6
Student	5
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	88
two	7
three	5
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	32

Conducted by: Profi Tess/Landesmesse Stuttgart

### Basic data trade visitors

<b>Total number of visitors</b>	<b>15 175</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	28
more than 50 km up to 100 km	16
more than 100 km up to 300 km	32
over 300 km	24

<b>Total Germany</b>	<b>89</b>		
Baden-	North Rhine-		
Württemberg	57	Westphalia	9
Bavaria	15	Rhineland-	
Berlin	1	Palatinate	4
Brandenburg	-	Saarland	1
Bremen	-	Saxony	-
Hamburg	-	Saxony-Anhalt	-
Hesse	7	Schleswig-	
Mecklenburg-		Holstein	1
West Pomerania	-	Thuringia	1
Lower Saxony	3		

<b>Total Foreign</b>	<b>11</b>
of which EU	65
Rest of Europe	27
Other	8

<b>The two countries with the highest visitor shares</b>	%
Austria	33
Switzerland	25

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	8
Department head, group head	38
Other salaried staff/public service	20
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	2
Student	7

<b>Frequency of visits to trade fair</b>	%
2007	29
2006	19
2005	12
2004	8
Earlier events	-
First visit	59

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	55
Wholesale trade	11
Retail trade	2
Skilled trades	1
Freight forwarders, transport companies	4
Other services	12
Associations, organisations	1
University/college/polytechnic	2
Other	5
Student	7

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	35
In an advisory capacity	28
No	9
Student	7

<b>Area of responsibility</b>	%
Management	12
Research/development/design	7
Planning/work preparation	5
Manufacture/production	5
Production, quality control	1
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	4
Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	35
Maintenance/repairs	4
Other area	3
Student	7

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	5
5- 9	3
10- 49	12
50- 99	9
100- 199	10
200- 499	15
500- 999	9
1 000- 9 999	20
10 000 and more	10
Student	7

<b>Length of stay</b>	%
1. Length of stay (days):	
one	91
two	8
three	2
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	32
2nd day	40
3rd day	40

Conducted by: Walter, Wissler & Partner, Basel

## MEDIZIN → Stuttgart

### Basic data trade visitors

<b>Total number of visitors</b>	<b>7 822</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	67
more than 50 km up to 100 km	19
more than 100 km up to 300 km	11
over 300 km	2

<b>Total Germany</b>	<b>99</b>		
Baden-	North Rhine-		
Württemberg	94	Westphalia	-
Bavaria	4	Rhineland-	
Berlin	-	Palatinate	-
Brandenburg	-	Saarland	-
Bremen	-	Saxony	-
Hamburg	-	Saxony-Anhalt	-
Hesse	-	Schleswig-	
Mecklenburg-		Holstein	-
West Pomerania	-	Thuringia	-
Lower Saxony	-		

<b>Total Foreign</b>	<b>1</b>
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<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	34
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	37
Skilled worker	1
Lecturer, teacher, scientific assistant	-
Trainee	7
Other position	3
Student	6
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	40
2006	31
Earlier events	35
First visit	36

### Additional data trade visitors

<b>Economic sector</b>	%
Practice	57
Hospital/clinic	18
Rehabilitation facility/nursing home	2
Medical laboratory/institute	1
Emergency services organisations	4
Association	1
Industry	3
Trade	2
Service	6
Public authorities/Health service	2
Training/consulting	1
University, polytechnic, vocational school	5
Other	6

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	31
Collectively	29
In an advisory capacity	23
No	17

<b>Area of responsibility</b>	%
Management	30
Research/development/design	10
Planning/work preparation	4
Manufacture/production	6
Production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	4
Information, communication technology (EDP)	11
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	4
Storage/material management/logistics/transport	4
Maintenance/repairs	4
Other area	21
Student	6
Other not gainfully employed	1

<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	37
5- 9	26
10- 49	12
50- 99	3
100- 199	5
200- 499	4
500- 999	6
1 000- 9 999	7
10 000 and more	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	83
two	12
three	5
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	32
2nd day	48
3rd day	42

Conducted by: Profi Tess/Landesmesse Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>17 243</b>
<b>Proportion of trade visitors</b>	<b>27%</b>
<b>Region of residence</b>	%
up to 50 km	46
more than 50 km up to 100 km	15
more than 100 km up to 300 km	24
over 300 km	14
<b>Total Germany</b>	<b>95</b>
Baden-Württemberg	70
Bavaria	11
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	7
Mecklenburg-West Pomerania	-
Lower Saxony	1
<b>Total Foreign</b>	<b>5</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	41
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	5
Department head, group head	8
Other salaried staff/public service	23
Skilled worker	1
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	2
Student	8
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2007	43
2006	35
Earlier events	28
First visit	39

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>73%</b>
<b>Region of residence</b>	%
up to 50 km	52
more than 50 km up to 100 km	16
more than 100 km up to 300 km	23
over 300 km	8
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	76
Bavaria	12
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	3
Mecklenburg-West Pomerania	-
Lower Saxony	1
<b>Total Foreign</b>	<b>2</b>
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	13
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	40
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	2
Student	7
Housewife/man	2
Old-age pensioner	11
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	N/A

## Basic data all visitors

<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	23
over 300 km	10
<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	74
Bavaria	12
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	4
Mecklenburg-West Pomerania	-
Lower Saxony	1
<b>Total Foreign</b>	<b>3</b>
of which other not european countries	55
Other	45
<b>The country with the highest visitor share</b>	%
Switzerland	55
<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	8
Other salaried staff/public service	36
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	2
Student	7
Housewife/man	1
Old-age pensioner	9
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	N/A

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	5
Trade	7
Banks	43
Insurance	9
Other services	29
Training/consulting	3
University, polytechnic, vocational school	6
Other	5
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	33
Collectively	25
In an advisory capacity	16
No	15
Student	8
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	33
Research/development/design	3
Planning/work preparation	2
Manufacture/production	1
Production, quality control	-
Buying/procurement	2
Finance/accounting, controlling	19
Information, communication technology (EDP)	5
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	27
Storage/material management/logistics/transport	-
Maintenance/repairs	1
Other area	12
Student	8
Other not gainfully employed	2
<b>Size of company/organisation:</b>	
Number of employees:	%
1- 4	31
5- 9	8
10- 49	9
50- 99	8
100-199	5
200-499	4
500- 999	6
1 000- 9 999	12
10 000 and more	6
Student	8
Other not gainfully employed	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one	87
two	8
three	4
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	50
2nd day	35
3rd day	30

## 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	15
over 30 up to 40 years	23
over 40 up to 50 years	27
over 50 up to 60 years	20
over 60 up to 70 years	9
over 70 years	3
<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	9
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	16
more than 5 000,- EUR	11
N/A	27
<b>Size of household</b>	%
1 person	30
2 persons	34
3 persons	15
4 persons	15
5 persons and more	7
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	27
no	30
maybe	43
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	38
no	11
maybe	50
Conducted by: Profi Tess/Landesmesse Stuttgart	

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>4 842</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	17
more than 100 km up to 300 km	28
over 300 km	33
<b>Total Germany</b>	<b>84</b>
Baden- North Rhine-	
Württemberg 56 Westphalia	12
Bavaria 14 Rhineland-	
Berlin 2 Palatinate	2
Brandenburg - Saarland	-
Bremen - Saxony	2
Hamburg 1 Saxony-Anhalt	1
Hesse 5 Schleswig-	
Mecklenburg- Holstein	-
West Pommern 1 Thuringia	1
Lower Saxony 4	
<b>Total Foreign</b>	<b>16</b>
of which EU	57
Rest of Europe	38
Other	5
<b>The two countries with the highest visitor shares</b>	%
Switzerland	30
Austria	16
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	4
Department head, group head	26
Other salaried staff/public service	30
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	3
Student	3
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	N/A

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	77
Trade	7
Service	16
University, polytechnic, vocational school	5
Training/consulting	1
Other	1
Student	3
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	43
In an advisory capacity	21
No	9
Student	3
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	18
Research/development/design	35
Planning/work preparation	13
Manufacture/production	27
Production, quality control	9
Buying/procurement	8
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	3
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	3
Maintenance/repairs	7
Other area	3
Student	3
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	6
5- 9	4
10- 49	19
50- 99	10
100-199	18
500- 999	10
1 000- 9 999	9
10 000 and more	10
Student	3
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one 87 two 11 three 2	
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day 36 2nd day 39 3rd day 38	
Conducted by: Profi Tess/Landesmesse Stuttgart	

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>9 067</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	54
more than 50 km up to 100 km	22
more than 100 km up to 300 km	21
over 300 km	3
<b>Total Germany</b>	<b>100</b>
Baden- North Rhine-	
Württemberg 90 Westphalia	-
Bavaria 5 Rhineland-	
Berlin - Palatinate	2
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse 1 Schleswig-	
Mecklenburg- Holstein	-
West Pommern - Thuringia	1
Lower Saxony -	
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	6
Managing director, home director	5
Chief administrator	1
Head of nursing service	9
Other salaried staff/public service	4
Nursing staff for in and out-patient facilities	39
Skilled domestic worker	5
Physiotherapist	1
Lecturer, teacher, scientific assistant	5
Trainee	9
Other position	7
Student	7
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2006	28
2004	21
Earlier events	16
First visit	52

**Additional data trade visitors**

<b>Economic sector</b>	%
Nursing home	44
Old people's facility	4
Hospital	15
Rehabilitation clinic	2
Out-patient nursing services	23
Therapy	1
Medical supplies retailer	1
Architects'/planning office	1
Specialist trade	1
Industry	2
Service	4
Association	1
Public authority	1
University, polytechnic, vocational school	5
Other	6
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	11
Collectively	27
In an advisory capacity	28
No	26
Student	7
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	14
Research/development/design	1
Planning/work preparation	12
Manufacture/production	4
Production, quality control	3
Buying/procurement	7
Finance/accounting, controlling	3
Information, communication technology (EDP)	2
Administration/organisation/personnel/social welfare/training	26
Marketing/sales/advertising/PR	5
Storage/material management/logistics/transport	2
Maintenance/repairs	2
Other area	42
Student	7
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	4
5- 9	6
10- 49	26
50- 99	20
100-199	15
200-499	8
500- 999	6
1 000- 9 999	5
10 000 and more	-
Student	7
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one 90 two 6 three 4	
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day 40 2nd day 40 3rd day 33	
Conducted by: Profi Tess/Landesmesse Stuttgart	



## Retro Classics → Stuttgart

## Basic data private visitors

Total number of visitors	48 649
Proportion of private visitors	90%

Region of residence	%
up to 50 km	59
more than 50 km up to 100 km	15
more than 100 km up to 300 km	20
over 300 km	7

<b>Total Germany</b>	<b>96</b>
Baden-Württemberg	85
Bavaria	9
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pomerania	-
Lower Saxony	-

<b>Total Foreign</b>	<b>4</b>
of which EU	51
Rest of Europe	49
Other	-

<b>The two countries with the highest visitor shares</b>	<b>%</b>
Switzerland	49
Austria	23

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	12
Other salaried staff/public service	26
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	4
Student	4
Housewife/man	2
Old-age pensioner	13
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	54
2006	40
Earlier events	30
First visit	29

## Additional data private visitors

Sex	%
Male	86
Female	14

Age	%
up to 20 years	3
over 20 up to 30 years	10
over 30 up to 40 years	19
over 40 up to 50 years	33
over 50 up to 60 years	20
over 60 up to 70 years	13
over 70 years	3

<b>Net household income</b>	<b>%</b>
up to 900,- EUR	3
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 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	16
N/A	33

<b>Size of household</b>	<b>%</b>
1 person	19
2 persons	39
3 persons	18
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	47
yes	19
no	34
maybe	

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	21
no	23
maybe	56

Conducted by: Profi Tess/Landesmesse Stuttgart

## südback (2007) → Stuttgart

## Basic data trade visitors

Total number of visitors	27 069
Proportion of trade visitors	96%

Region of residence	%
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 Pomerania	-
Lower Saxony	1

<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>	<b>%</b>
Switzerland	37

<b>Position in the company/organisation</b>	<b>%</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>	<b>%</b>
2005	48
2004	34
Earlier events	32
First visit	33

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Baker's/Confectioner's 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>	<b>%</b>
Decisively	23
Collectively	31
In an advisory capacity	23
No	21
Student	3

<b>Area of responsibility</b>	<b>%</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>	<b>%</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>	<b>%</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

## SÜFFA → Stuttgart

## Basic data trade visitors

Total number of visitors	10 522
Proportion of trade visitors	97%

Region of residence	%
up to 50 km	27
more than 50 km up to 100 km	23
more than 100 km up to 300 km	41
over 300 km	9

<b>Total Germany</b>	<b>95</b>
Baden-Württemberg	64
Bavaria	22
Berlin	-
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	5
Mecklenburg-West Pomerania	-
Lower Saxony	1

<b>Total Foreign</b>	<b>5</b>
of which EU	62
Other	38

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	39
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	17
Foreman, master craftsman	5
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	13
Other position	2
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2006	43
2005	28
Earlier events	30
First visit	37

## TV → Stuttgart

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	10
Wholesale/foreign trade	8
Retail trade	16
Skilled trades	59
Service	7
Authority/public services	2
Commercial agent	2
University, polytechnic, vocational school	4
Other	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	36
Collectively	24
In an advisory capacity	21
No	16
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	39
Research/development/design	3
Planning/work preparation	4
Manufacture/production	31
Production, quality control	4
Buying/procurement	9
Finance/accounting, controlling	4
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	5
Storage/material management/logistics/transport	2
Maintenance/repairs	3
Other area	2
Student	2
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	17
5- 9	19
10- 49	39
50- 99	7
100- 199	6
200- 499	5
500- 999	2
1 000- 9 999	1
10 000 and more	1
Student	2
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	91
two	6
three	3
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	
1st day	37
2nd day	35
3rd day	39

Conducted by: Profi Tess/Landesmesse Stuttgart

### Basic data trade visitors

<b>Total number of visitors</b>	<b>7 191</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	15
more than 50 km up to 100 km	12
more than 100 km up to 300 km	32
over 300 km	40

<b>Total Germany</b>	<b>86</b>
Baden-	North Rhine-
Württemberg	39 Westphalia
Bavaria	16 Rhineland-
Berlin	2 Palatinate
Brandenburg	1 Saarland
Bremen	1 Saxony
Hamburg	2 Saxony-Anhalt
Hesse	9 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	2

<b>Total Foreign</b>	<b>14</b>
of which EU	57
Rest of Europe	41
Other	1

<b>The two countries with the highest visitor shares</b>	%
Switzerland	39
Austria	27

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	61
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	3
Department head, group head	5
Other salaried staff/public service	9
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	1
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	36
2004	22
Earlier events	10
First visit	54

### Additional data trade visitors

<b>Economic sector</b>	%
Trade	42
Manufacturer/Industry	28
Service	46
Other	7

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	61
Collectively	21
In an advisory capacity	10
No	3
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	57
Research/development/design	6
Planning/work preparation	14
Manufacture/production	37
Production, quality control	14
Buying/procurement	25
Finance/accounting, controlling	8
Information, communication technology (EDP)	5
Administration/organisation/personnel/social welfare/training	8
Marketing/sales/advertising/PR	22
Storage/material management/logistics/transport	7
Maintenance/repairs	5
Other area	4
Student	3
Other not gainfully employed	1

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	58
5- 9	17
10- 49	13
50- 99	2
100- 199	2
200- 499	1
500- 999	1
1 000- 9 999	1
10 000 and more	1
Student	3
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	86
two	10
three	4
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	43
2nd day	44
3rd day	31

Conducted by: Profi Tess/Landesmesse Stuttgart

## VISION → Stuttgart

### Basic data trade visitors

<b>Total number of visitors</b>	<b>6 092</b>
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<b>Proportion of trade visitors</b>	<b>100%</b>
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<b>Region of residence</b>	%
up to 50 km	16
more than 50 km up to 100 km	12
more than 100 km up to 300 km	28
over 300 km	43

<b>Total Germany</b>	<b>72</b>
Baden-	North Rhine-
Württemberg	46 Westphalia
Bavaria	21 Rhineland-
Berlin	2 Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	1 Saxony-Anhalt
Hesse	5 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	4

<b>Total Foreign</b>	<b>28</b>
of which EU	66
Rest of Europe	14
South-, East-, Central Asia	10
Other	10

<b>The four countries with the highest visitor shares</b>	%
Austria	14
Italy	13
Switzerland	11
France	6

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	15
Other salaried staff/public service	35
Skilled worker	3
Lecturer, teacher, scientific assistant	8
Trainee	1
Other position	2
Student	15

<b>Frequency of visits to trade fair</b>	%
2007	28
2006	23
Earlier events	17
First visit	58

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	63
Trade	4
Service	15
Training/consulting	2
University, polytechnic, vocational school	19
Other	6

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	34
In an advisory capacity	19
No	8
Student	15

<b>Area of responsibility</b>	%
Management	11
Research/development/design	84
Planning/work preparation	7
Manufacture/production	12
Production, quality control	11
Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology (EDP)	4
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	-
Maintenance/repairs	4
Other area	2
Student	15

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	7
5- 9	7
10- 49	17
50- 99	7
100- 199	10
200- 499	10
500- 999	9
1 000- 9 999	12
10 000 and more	6
Student	15

<b>Length of stay</b>	%
1. Length of stay (days):	
one	83
two	11
three	6
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	40
2nd day	42
3rd day	37

Conducted by: Profi Tess/Landesmesse 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-	North Rhine-
Württemberg	98 Westphalia
Bavaria	1 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
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>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-	North Rhine-
Württemberg	98 Westphalia
Bavaria	1 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
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	

## Messe Wächtersbach → Wächtersbach

### Basic data private visitors

<b>Total number of visitors</b>	<b>60 487</b>
<b>Proportion of private visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	82
more than 50 km up to 100 km	15
more than 100 km up to 300 km	1
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden-	North Rhine-
Württemberg	1 Westphalia
Bavaria	8 Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	- Saxony
Hamburg	- Saxony-Anhalt
Hesse	89 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	-
<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	8
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	39
Skilled worker	10
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	1
Student	3
Housewife/man	9
Old-age pensioner	26
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2007	53
2006	51
Earlier events	76
First visit	14

### Additional data private visitors

<b>Sex</b>	%
Male	49
Female	51
<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	8
over 30 up to 40 years	14
over 40 up to 50 years	24
over 50 up to 60 years	25
over 60 up to 70 years	19
over 70 years	6
<b>Net household income</b>	%
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	20
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	17
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	6
N/A	19
<b>Size of household</b>	%
1 person	10
2 persons	44
3 persons	20
4 persons	18
5 persons and more	8
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	62
no	15
maybe	23
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	22
no	44
maybe	33
Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf	

# Registered Events

## Bad Salzuflen

### Messe Ostwestfalen GmbH

KMO - Plastics Processing Fair, Bad Salzuflen  
01.04.-04.04.2009

## Bayreuth

### bbg Betriebsberatungs GmbH

DKM - International Trade Fair for Finance and Insurance Industry, Dortmund  
27.10.-29.10.2009

## Berlin

### Messe Berlin GmbH

International Green Week Berlin - Exhibition for the Food Industry, Agriculture and Horticulture, Berlin  
16.01.-25.01.2009

FRUIT LOGISTICA - International Trade Fair for Fruit and Vegetable Marketing, Berlin  
04.02.-06.02.2009

ITB Berlin - The world's leading travel trade show, Berlin  
11.03.-15.03.2009

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

PostPrint - Trade Fair for Printing and Finishing, Berlin  
06.05.-08.05.2009

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

ART FORUM BERLIN - The International Fair for Contemporary Art, Berlin  
24.09.-27.09.2009

Import Shop Berlin - A world full of beauty, Berlin  
11.11.-15.11.2009

bautec - International Trade Fair for Building and Construction Technology, Berlin  
16.02.-20.02.2010

InnoTrans - International Trade Fair for Transport Technology - Innovative Components - Vehicles - Systems, Berlin  
21.09.-24.09.2010

belekro - Trade show for Electrical Engineering, Electronics and Lighting, Berlin  
06.10.-08.10.2010

## Bielefeld

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

ZOW - Annual Fair for Components and Accessories for Furniture and Interior Design, Bad Salzuflen  
09.02.-12.02.2009

ZOW Verona - International Exhibition of Components and Accessories for the Furniture Industry, Verona  
21.10.-24.10.2009

## Bremen

### Fachausstellungen Heckmann GmbH

CARAVAN - Motor caravans and Supplies Trade Exhibition, Bremen  
06.11.-08.11.2009

EnergieSparTage, Hannover  
13.11.-15.11.2009

### HVG Hanseatische Veranstaltungs-GmbH

outdoor/bike.market.future., Bremen  
07.03.-08.03.2009

waste to energy - International Exhibition & Conference for Energy from Waste and Biomass, Bremen  
05.05.-06.05.2010

### MGH Messe- und Ausstellungsgesellschaft Hansa GmbH

Bremen Classic Motorshow - Classic vehicle fair, Bremen  
06.02.-08.02.2009

BOATFIT - Boats...Enjoy their charm - maintain their value, Bremen  
27.02.-01.03.2009

ReiseLust - The tourism fair in Bremen  
06.11.-08.11.2009

fish international - International Trade Fair for Fish and Seafood: Trading Market, Technology, Logistics, Point of Sale, Bremen  
21.02.-23.02.2010

## Chemnitz

### Event- und Messegesellschaft Chemnitz mbH

mtx - International Trade Fair & Symposium for Textiles and Composites in Vehicle Manufacturing, Chemnitz  
08.06.-10.06.2010

SIT - Saxon Industry and Technology Trade Fair, Chemnitz  
10.06.-12.06.2009

## Dortmund

### Messe Westfalenhallen Dortmund GmbH

JAGD & HUND - International exhibition for hunting & fishing, Dortmund  
03.02.-08.02.2009

CREATIVA - Exhibition for creative design, Dortmund  
25.03.-29.03.2009

INTERMODELLBAU - Exhibition for Model Building and Model Sport, Dortmund  
22.04.-26.04.2009

FAHоба.kreativ - Trade fair for creative design, Dortmund  
21.08.-23.08.2009

ELEKTROTECHNIK - Electrical engineering, Dortmund  
02.09.-05.09.2009

Inter-tabac - International trade fair for tobacco goods and smokers products, Dortmund  
18.09.-20.09.2009

Boulevard.DORTMUNDER HERBST - Consumer exhibition, Dortmund  
03.10.-11.10.2009

Westdeutsche Mineralientage - West German Minerals Days, Dortmund  
28.11.-29.11.2009

## Dresden

### MESSE DRESDEN GmbH

aktiv + vital - Fair for Health and Wellness, Dresden  
13.03.-15.03.2009

Dresdner Ostern - Garden, Pet and Handicraft Fair with International Orchid-Exhibition, Dresden  
26.03.-29.03.2009

PIETA - Funeral and Cemetery Equipment Trade Fair, Dresden  
May 2011

### TMS Messen - Kongresse - Ausstellungen GmbH

Dresdner ReiseMarkt - Dresden Travel Market, Dresden  
30.01.-01.02.2009

Dresdner auto mobil - Automotive exhibition, Dresden  
06.03.-08.03.2009

Jagen, Fischen, Reiten - Forst & Holz - Hunting fishing riding - forest & wood - The trade fair for animal and nature lovers and for modern forestry and the timber industry, Dresden  
20.03.-22.03.2009

Touristik & Caravaning International Leipzig - Tourism fair, Leipzig  
18.11.-22.11.2009

## Düsseldorf

### Messe Düsseldorf GmbH

boot-Düsseldorf - International Boat Show  
17.01.-25.01.2009

EuroCIS - Europe's leading Trade Fair for IT and Security in Retail, Düsseldorf  
10.02.-12.02.2009

GDS - International Event for Shoes & Accessories + GLOBAL SHOES & Accessories (Spring), Düsseldorf  
13.03.-15.03.2009

BEAUTY INTERNATIONAL DÜSSELDORF - The No. 1 Trade Fair for Cosmetics, Nail and Foot Professionals  
20.03.-22.03.2009

TOP HAIR INTERNATIONAL - Trend & Fashion Days Trade Fair-Show-Congress for the International Hair-dressing Industry, Düsseldorf  
21.03.-23.03.2009

ProWein - International Trade Fair Wines and Spirits, Düsseldorf  
29.03.-31.03.2009

CARAVAN SALON DÜSSELDORF - The No. 1 Show for motor homes and caravans, Düsseldorf  
28.08.-06.09.2009

IAM - International Investors' Fair, Düsseldorf  
04.09.-06.09.2009

# Registered Events

TourNatur - Hiking and Trekking exhibition, Düsseldorf  
04.09.-06.09.2009

GDS - International Event for Shoes & Accessories,  
Düsseldorf  
11.09.-13.09.2009

REHACARE INTERNATIONAL - International Trade Fair  
and Congress. Rehabilitation - Care - Prevention -  
Integration, Düsseldorf  
14.10.-17.10.2009

A + A - Safety, Security and Health at Work. Interna-  
tional Trade Fair with Congress and Special Events,  
Düsseldorf  
03.11.-06.11.2009

MEDICA - World Forum for Medicine - Intern'l Trade  
Fair with Congress. With ComPaMED Intern'l Trade  
Fair. Hightech Solutions for medical technology,  
Düsseldorf  
18.11.-21.11.2009

METAV - International Fair for Manufacturing  
Technology and Automation, Düsseldorf  
23.02.-27.02.2010

Tube - International Tube and Pipe Trade Fair,  
Düsseldorf  
12.04.-16.04.2010

wire - International Wire and Cable Trade Fair,  
Düsseldorf  
12.04.-16.04.2010

InterCool - International Trade Fair Frozen Food, Ice  
Cream, Technology, Düsseldorf  
12.09.-15.09.2010

InterMeat - International Trade Fair Meat and Sausage,  
Düsseldorf  
12.09.-15.09.2010

InterMopro - International Trade Fair Dairy Products,  
Düsseldorf  
12.09.-15.09.2010

hogatec - International Trade Fair Hotels, Gastronomy,  
Catering, Düsseldorf  
12.09.-15.09.2010

glasstec - International Trade Fair with Special Show +  
Symposium, Düsseldorf  
28.09.-02.10.2010

K - International Trade Fair Plastics + Rubber,  
Düsseldorf  
27.10.-03.11.2010

EUROSHOP - The Global Retail Trade Fair, Düsseldorf  
26.02.-02.03.2011

interpack - PROCESSES AND PACKAGING, Düsseldorf  
12.05.-18.05.2011

GIFA - International Foundry Trade Fair with WFO  
Technical Forum, Düsseldorf  
28.06.-02.07.2011

METEC - International Metallurgical Technology Trade  
Fair with Congresses, Düsseldorf  
28.06.-02.07.2011

NEWCAST - International Trade Fair for Precision  
Castings and NEW PART INNOVATIONS PARK,  
Düsseldorf  
28.06.-02.07.2011

THERMPROCESS - International Trade Fair and Sympo-  
sium for Thermo Process Technology, Düsseldorf  
28.06.-02.07.2011

drupa - print media messe - World Market Print Media,  
Publishing & Converting, Düsseldorf  
03.05.-16.05.2012

## Reed Exhibitions Deutschland GmbH

PSI - International Trade Fair for Advertising Special-  
ties, Düsseldorf  
07.01.-09.01.2009

IMA - International Trade Fair for Amusement and  
Vending Machines, Düsseldorf  
13.01.-16.01.2009

EQUITANA - Equestrian Sports World Fair, Essen  
14.03.-22.03.2009

Aircraft interiors Expo, Hamburg  
31.03.-02.04.2009

FIBO - The Leading International Trade Show for Fit-  
ness, Wellness and Health, Essen  
23.04.-26.04.2009

SHOWTECH - International Trade Show and Conference  
for Event Technology and Services, Berlin  
16.06.-18.06.2009

viscom düsseldorf - International Trade Fair for Visual  
Communication, Düsseldorf  
01.10.-03.10.2009

COMPOSITES EUROPE - European Trade Fair & Forum  
for Composites, Technology and Applications, Stuttgart  
+ 27.10.-29.10.2009

MODERNER STAAT - Exhibition and Conference, Berlin  
24.11.-25.11.2009

ALUMINIUM - World Trade Fair & Conference for the  
Aluminium Industry, Essen  
14.09.-16.09.2010

## Erfurt

### Messe Erfurt AG

Reiten-Jagen-Fischen - Exhibition for Riding, Hunting  
and Fishing, Erfurt  
27.03.-29.03.2009

Rapid. Tech - Trade fair and users' conference for rapid  
technology, Erfurt  
26.05.-27.05.2009

International Pedigree Dog Show, Erfurt  
13.06.-14.06.2009

HAUS+TECHNIK - Exhibition for House building, Living  
and Modernizing, Erfurt  
11.09.-13.09.2009

Grüne Tage Thüringen - The agricultural fair, Erfurt  
10.09.-12.09.2010

inoga - Trade Fair for the Hotel, Catering and  
Hospitality Sector, Erfurt  
17.10.-19.10.2010

### RAM Regio Ausstellungen GmbH Erfurt

Thüringen-Ausstellung Erfurt - Handicraft and  
Consumer Goods Exhibition (with Wedding and  
Celebration Fair 28.02.-01.03.09) , Erfurt  
28.02.-08.03.2009

Reisen - Caravan - Regional tourism exhibition, Erfurt  
29.10.-01.11.2009

## Eschborn

### Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH

EXPOPHEM - International Pharmaceutical Trade  
Fair, Düsseldorf  
+ 24.09. - 27.09.2009

## Essen

### Messe Essen GmbH

IPM Essen - International trade fair for plants, technical  
equipment, floristry, sales promotion, Essen  
29.01.-01.02.2009

E-world energy & water - International trade fair and  
congress, Essen  
10.02.-12.02.2009

HAUS + GARTEN - The spring fair for the whole family,  
Essen  
11.02.-15.02.2009

Reise + Camping - International Trade Fair Travel &  
Tourism, Camping & Caravaning, Essen  
25.02.-01.03.2009

Fahrrad Essen - Fair for bicycles, accessories and  
recreation, Essen  
27.02.-01.03.2009

SCHWEISSEN & SCHNEIDEN - World Trade Fair Joining  
Cutting Surfacing, Essen  
14.09.-19.09.2009

MODE - HEIM - HANDWERK - The big consumer fair for  
the whole family, Essen  
31.10.-08.11.2009

DEUBAU - International Building Trade Fair, Essen  
12.01.-16.01.2010

SHK - Trade Fair for Sanitary, Heating, AirConditioning  
and renewable Energies, Essen  
10.03.-13.03.2010

REIFEN - World Market for tire trade -No 1 in tires and  
more, Essen  
01.06.-04.06.2010

SECURITY - The World Forum for Security & Fire  
Prevention, Essen  
05.10.-08.10.2010



METPACK - International Trade Fair for Metal Packaging, Essen  
10.05.-14.05.2011

### **Finningen**

#### **Messe- und Ausstellungsorganisation JWS GmbH**

KONTAKTA - Regional consumer information exhibition, Heidenheim  
04.03.-08.03.2009

WIR - Business, Information and Regional Exhibition, Dillingen a.d. Donau  
March 2010

KONTAKTA - Regional consumer information exhibition, Ansbach  
September 2010

### **Frankfurt/Main**

#### **DLG e.V.**

AGRITECHNICA - International DLG Exhibition for Agricultural Machinery (Preview Days 8/9 November 2009), Hannover  
10.11.-14.11.2009

EuroTier - International DLG Exhibition for Animal Husbandry and Management, Hannover  
16.11.-19.11.2010

#### **MUVEO GmbH**

InNaTex - International fair of natural & organic textiles, Hofheim-Wallau  
07.02.-09.02.2009

InNaTex - International fair of natural & organic textiles, Hofheim-Wallau  
08.08.-10.08.2009

#### **Messe Frankfurt Exhibition GmbH**

Heimtextil - International Trade Fair for Home and Contract Textiles, Frankfurt/Main  
14.01.-17.01.2009

Christmasworld - Internationale Frankfurter Messe, Frankfurt/Main  
30.01.-03.02.2009

Beautyworld - Internationale Frankfurter Messe, Frankfurt/Main  
31.01.-03.02.2009

Paperworld - Internationale Frankfurter Messe, Frankfurt/Main  
31.01.-03.02.2009

Ambiente - Internationale Frankfurter Messe, Frankfurt/Main  
13.02.-17.02.2009

ISH - The World's Leading Trade Fair. The Bathroom Experience, Building, Energy, Air-conditioning Technology, Renewable Energies, Frankfurt/Main  
10.03.-14.03.2009

Musikmesse - International Trade Fair for Musical Instruments, Musical Software and Computer Hardware, Sheet Music and Accessories, Frankfurt/Main  
01.04.-04.04.2009

Prolight + Sound - International Trade Fair for Event and Communication Technology, AV Production and Entertainment, Frankfurt/Main  
01.04.-04.04.2009

Techtextil with Material Vision - International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main  
16.06.-18.06.2009

Tendence, Internationale Frankfurter Herbstmesse  
Frankfurt/Main  
03.07.-07.07.2009

Light + Building - International Trade Fair for Architecture and Technology, Frankfurt/Main  
11.04.-16.04.2010

IFFA - Technology meats Business: No. 1 for processing, packaging, selling, Frankfurt/Main  
08.05.-13.05.2010

Automechanika - The International Leading Trade Fair for the Automotive Industry, Frankfurt/Main  
14.09.-19.09.2010

Texcare International - World Market for Modern Textile Care, Frankfurt/Main  
05.05.-09.05.2012

### **Freiburg**

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

Internationale Kulturbörse Freiburg - Trade Fair for Stage Productions and Music, Freiburg  
02.02.-05.02.2009

CFT- Camping Freizeit Touristik - Camping, Leisure and Tourism - Exhibition, Freiburg  
14.03.-22.03.2009

Intersolar - International Trade Fair and Conference for Solar Technology, München  
27.05.-29.05.2009

BADEN MESSE - Agricultural Exhibition, Freiburg  
12.09.-20.09.2009

Plaza Culinaria - Culinary Event and Consumer Goods Exhibition, Freiburg  
06.11.-08.11.2009

Modellbau - Model Construction Kits Show, Freiburg  
May 2010

BADEN MESSE - Regional Craft and Industry Exhibition, Freiburg  
11.09.-19.09.2010

BADEN MESSE - Ideal Home Exhibition, Freiburg  
10.09.-18.09.2011

INTER BRUSH - International Trade Fair for Machines, Materials and Accessories of the Brush, Paintbrush, Paintroller and Mop Industries, Freiburg  
April 2012

### **Friedrichshafen**

#### **Messe Friedrichshafen GmbH**

IBO - International Fair for Consumer and Investment Goods, Friedrichshafen  
18.03.-22.03.2009

AERO - International Trade Exhibition for General Aviation, Friedrichshafen  
02.04.-05.04.2009

TUNING WORLD BODENSEE - International Exhibition and Event for Car-Tuning, Lifestyle and Club-Scene, Friedrichshafen  
30.04.-03.05.2009

Outdoor - European Outdoor Trade Fair, Friedrichshafen  
16.07.-19.07.2009

EUROBIKE - International Bicycle Trade Exhibition, Friedrichshafen  
02.09.-05.09.2009

INTERBOOT - International Water Sports Exhibition, Friedrichshafen  
19.09.-27.09.2009

Fruchtwelt Bodensee - International Trade Fair for Fruit, Berries, Hops and Distillation, Friedrichshafen  
19.02.-21.02.2010

Pferd Bodensee - International Trade Fair for Equestrian Sport, Horse Breeding, Horse Owning, Friedrichshafen  
26.02.-28.02.2010

### **Fürth**

#### **asfc atelier scherer fair consulting GmbH**

START Lower Saxony - The fair for successful self-employment, foundation, franchising and business development, Hannover  
12.06.-13.06.2009

START Bayern - The fair for successful selfemployment, foundation, franchising and business development, Nuremberg  
03.07.-04.07.2009

START North Rhine Westphalia - The fair for successful selfemployment, foundation, franchising and business development, Essen  
13.11.-14.11.2009

### **Groß-Umstadt**

#### **KWF - Kuratorium für Waldarbeit und Forsttechnik GmbH**

KWF - Forest Machinery and Innovations DemoFair, place not decided yet  
June 2012

### **Hamburg**

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

REISEN HAMBURG - International Exhibition Tourism & Caravaning, Hamburg  
04.02.-08.02.2009

INTERNORGA - International Trade Fair for the Hotel, Restaurant, Catering, Baking and Confectionery Trades, Hamburg  
13.03.-18.03.2009

hanseboot - International Boat Show Hamburg  
24.10.-01.11.2009

# Registered Events

acqua alta - International Conference and Exhibition on Consequences of Climate Change and Flood Protection, Hamburg  
10.11.-12.11.2009

DU UND DEINE WELT - The great Consumer Exhibition, Hamburg  
14.11.-22.11.2009

NORTEC - Trade Fair for Manufacturing Technology, Hamburg  
27.01.-30.01.2010

HansePferd Hamburg - International Exhibition for Horse Enthusiasts, Hamburg  
16.04.-18.04.2010

SMM - Shipbuilding, Machinery & Marine Technology - International Trade Fair Hamburg  
07.09.-10.09.2010

GET Nord - Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning, Hamburg  
17.11.-19.11.2010

## MesseHalle Hamburg-Schnelsen GmbH

USSIFA HAMBURG - Watches & Jewellery Trade fair in the North, Hamburg  
11.09.-13.09.2009

## Hannover

### Deutsche Messe AG

DOMOTEX HANNOVER - The World of Flooring, Hannover  
17.01.-20.01.2009

+ didacta - The Education Trade Fair, Hannover  
10.02.-14.02.2009

CeBIT - The world's No. 1 marketplace for digital business, Hannover  
03.03.-08.03.2009

HANNOVER MESSE - The world's most important technology event, Hannover  
20.04.-24.04.2009

ComVac/HANNOVER MESSE - Leading Trade Fair for Compressed Air and Vacuum Technology, Hannover  
20.04.-24.04.2009

Digital Factory/HANNOVER MESSE - Leading Fair for Integrated Processes and IT-Solutions, Hannover  
20.04.-24.04.2009

Energy/HANNOVER MESSE - Leading Trade Fair for Renewable and Conventional Power Generation, Transmission and Distribution, Hannover  
20.04.-24.04.2009

Industrial Automation/HANNOVER MESSE - Industrial Automation, INTERKAMA+, Factory Automation, Industrial Building Automation, 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

MicroTechnology/HANNOVER MESSE - Leading Trade Fair for Applied Microsystems Technology and Nanotechnology, Hannover  
20.04.-24.04.2009

Power Plant Technology/HANNOVER MESSE - Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance, Hannover  
20.04.-24.04.2009

Research & Technology/HANNOVER MESSE - Innovations Market for R & D, Hannover  
20.04.-24.04.2009

Subcontracting/HANNOVER MESSE - Leading Trade Fair for Subcontracting Services, Materials, Components and Systems for Mechanical Engineering, the Automotive Industry and Plant Engineering, Hannover  
20.04.-24.04.2009

SurfaceTechnology/HANNOVER MESSE - Leading Trade Fair for Surface Technology, Hannover  
20.04.-24.04.2009

Wind / HANNOVER MESSE - Leading Trade Fair for Wind Generation Technology, Components and Services, Hannover  
20.04.-24.04.2009

PROMOTION WORLD - International Trade Fair for Promotional Products and Incentives, Hannover  
20.04.-24.04.2009

LIGNA HANNOVER - World Fair for the Forestry and Wood Industries, Hannover  
18.05.-22.05.2009

BIOTECHNICA - International Trade Fair, Conferences, Partnering and Award for Biotechnology, Hannover  
06.10.-08.10.2009

INTERSCHUTZ - DER ROTE HAHN - International Trade Fair for Rescue Services, Fire Prevention, Disaster Relief, Safety and Security, Leipzig  
07.06.-12.06.2010

EuroBLECH - International Sheet Metal Working Technology Exhibition, Hannover  
26.10.-30.10.2010

O&S - International trade fair for surface treatments & coatings, Stuttgart  
08.06.-10.06.2010

CeMAT Hannover - The world's leading Fair for Intralogistics, Hannover  
02.05.-06.05.2011

+ EMO - The World of Metalworking, Hannover  
September 2011

## Fachausstellungen Heckmann GmbH

ABF - The Leisure- and Sales Exhibition, Hannover  
31.01.-08.02.2009

infa - Information and Sales Exhibition, Hannover  
17.10.-25.10.2009

Pferd & Jagd - Europe's biggest exhibition for equestrian sports, hunting and fishing, Hannover  
03.12.-06.12.2009

## Husum

### Messe Husum HWG mbH & Co. KG

NORD GASTRO & HOTEL - Hotel and Catering Services Exhibition, Husum  
16.02.-17.02.2009

new energy husum - International trade fair for the use of renewable energy sources, Husum  
12.03.-15.03.2009

HUSUM WindEnergy - International Wind Energy Exhibition, Husum  
21.09.-25.09.2010

## Idar-Oberstein

### Intergem Messe GmbH

INTERGEM - International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein  
02.10.-05.10.2009

## Karlsruhe

### HINTE GmbH

GiardinaKARLSRUHE / Inventa - Garden and Lifestyle  
12.02.-15.02.2009

HOGATRENDS - Trade fair for the hotel and restaurant industry, Karlsruhe  
14.02.-17.02.2009

INTERGEO - Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Karlsruhe  
22.09.-24.09.2009

Salon Gourmet / RendezVino - Festival of the senses, Karlsruhe  
31.10.-02.11.2009

offerta - The major regional exhibition for a strong region, Karlsruhe  
24.10.-01.11.2009

INTERGEO East - Trade Fair and Conference for Land-management, Geoinformation, Building Industry, Environment, Istanbul

+ May 2010

+ Arbeitsschutz aktuell - Industrial safety Trade Fair and Congress - A Forum on Prevention, Leipzig  
19.10.-21.10.2010

## Karlsruher Messe- und Kongress-GmbH

Karlsruher Hochzeits- und Festtage - Wedding Days - Everything about the wedding, Karlsruhe  
17.01.-18.01.2009

LEARNTEC - International Convention and Trade Fair for Educational Information, Karlsruhe  
03.02.-05.02.2009

fahrrad.markt.zukunft. - Public Trade Fair for Bicycles, Fitness and Tourism, Karlsruhe  
21.03.-22.03.2009

PreventiKA - Trade Fair and Specialist Congress for Health and Prevention, Karlsruhe  
25.09.-27.09.2009

RESALE - International Trade Fair for Used Machinery and Equipment, Karlsruhe  
22.04.-24.04.2009

HORIZONT OUTDOOR - Trade Fair for Tourism, Caravaning, Outdoor Life and Angling, Karlsruhe  
05.02.-07.02.2010

WTT-EXPO - Trade Fair for Industrial Heat Exchanges and Heat Transfer Technology, Karlsruhe  
27.04.-29.04.2010

### Kempten

#### Stadt Kempten (Allgäu)

ALLGÄUER FESTWOCHE - TRADE FAIR - CULTURAL AND SPORTS EVENTS - RURAL TRADITION EXHIBITION IN KEMPTEN (ALLGÄU)  
14.08.-23.08.2009

### Köln

#### Koelnmesse Ausstellungen GmbH

InterKarneval - International Exhibition for Carnival, Cologne  
19.06.-21.06.2009

Haus & Wohnen - House & Home - The trade fair for home improvement, Cologne  
November 2010

#### Koelnmesse GmbH

imm cologne - The international furnishing show, Cologne  
19.01.-25.01.2009

ISM - International Sweets and Biscuits Fair, Cologne  
01.02.-04.02.2009

ProSweets Cologne - The international supplier fair for the confectionery industry, Cologne  
01.02.-04.02.2009

Anuga FoodTec - International trade fair for food and drink technology, Cologne  
10.03.-13.03.2009

Asia-Pacific Sourcing - Products for Home and Garden, Cologne  
01.03.-03.03.2009

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, Cologne  
13.05.-16.05.2009

spoga - The garden trade fair. International Trade Fair for Sport, Camping and Garden Lifestyle, Living in the garden, Cologne  
06.09.-08.09.2009

Eu'Vend - The International Trade Fair for the Vending Industry, Cologne  
10.09.-12.09.2009

Kind + Jugend - The Trade Show for Kids' First Years, Cologne  
17.09.-20.09.2009

Anuga - The leading trade fair for the global food industry, Cologne  
10.10.-14.10.2009

Entsorga - Enteco - International Trade Fair for Waste Management and Environmental Technology, Cologne  
27.10.-30.10.2009

aquanale/FSB - aquanale 28.10.-31.10.2009 / FSB 28.10.-30.10.2009, Cologne  
28.10.-31.10.2009

EXPONATEC COLOGNE - International Trade Fair for Museums, Conservation and Heritage, Cologne  
17.11.-20.11.2009

INTERNATIONALE EISENWARENMESSE – INTERNATIONAL HARDWARE FAIR, Cologne  
28.02.-03.03.2010

CARBON EXPO - Global Carbon Market Fair & Conference, Cologne  
26.05.-28.05.2010

photokina - World of Imaging, Cologne  
28.09.-03.10.2010

spoga + gafa - International Trade Fair for Sport, Camping and Garden Lifestyle / International Garden Trade Fair, Cologne  
05.09.-07.09.2010

INTERMOT Köln - International Motorcycle, Scooter and Bicycle Fair, Cologne  
13.10.-17.10.2010

Orgatec - International trade Fair for Office & Object, Cologne  
26.10.-30.10.2010

### Leipzig

#### Leipziger Messe GmbH

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

Haus-Garten-Freizeit - Leipzig Fair Home - Garden - Leisure - The Consumer Fair for the Whole Family/ Central German Handicrafts Fair/Residential Fair, Leipzig  
07.02.-15.02.2009

Z - SUBCONTRACTING FAIR INTERNATIONAL TRADE FAIR FOR PARTS, COMPONENTS, MODULES AND TECHNOLOGIES, Leipzig  
24.02.-27.02.2009

CADEAUX Leipzig (Spring) - Trade Fair for Gifts (Spring), Leipzig  
28.02.-02.03.2009

Leipziger Buchmesse - Leipzig Book Fair  
12.03.-15.03.2009

therapie Leipzig - Trade Fair and Congress for Therapy, Medical Rehabilitation and Prevention, Leipzig  
19.03.-21.03.2009

AMI - AUTO MOBIL INTERNATIONAL with AMITEC - Specialist Trade Fair for Vehicle Components, Workshop and Service Equipment, Leipzig  
28.03.-05.04.2009

CADEAUX Leipzig (Autumn) - Trade Fair for Gifts - COMFORTEX, Trade Fair for Interior Design (Autumn), Leipzig  
05.09.-07.09.2009

MIDORA Leipzig - Trade Fair for Watches and Jewellery, Leipzig  
05.09.-07.09.2009

Pflegemesse Leipzig - Trade Fair and Congress for Hospital and Home Care in association with: homecare leipzig - Exhibition and Congress for Home Nursing 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

modell-hobby-spiel - models-hobbies-games. Exhibition for Modelling, Model Railways, Creative Art and Play, Leipzig  
02.10.-04.10.2009

GÄSTE - International Trade Fair for the Restaurant, Hotel and Catering Business, Leipzig  
08.11.-11.11.2009

ORTHOPÄDIE + REHA-TECHNIK - International Trade Show and World Congress for Prosthetics, Orthotics, Orthopaedic Footwear Technology, Compression Therapy and Rehabilitation Technology (10.05.-15.05.2010 ISPO-World Congress), Leipzig  
12.05.-15.05.2010

euregia - Local and Regional Development in Europe International Trade Fair and Congress, Leipzig  
25.10.-27.10.2010

denkmal - European Trade Fair for Conservation, Restoration and Old Building Renovation, Leipzig  
18.11.-20.11.2010

#### Leipziger Messe International GmbH

LBA - Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg  
06.03.-08.03.2009

### Lindau-Bodolz

#### Kinold Ausstellungsgesellschaft mbH

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

Passauer Frühling, DreiLänderMesse - Regional Exhibition, Passau  
13.03.-21.03.2010

# Registered Events

Neue Messe Rosenheim - Regional Consumer Goods Exhibition  
09.10.-17.10.2010

Oberfranken-Ausstellung Bayreuth - Regional Exhibition  
October 2010

## Lörrach

### Messe Lörrach GmbH

REGIO - Three Countries - one Fair  
13.03.-22.03.2009

## Magdeburg

### Messe- und Veranstaltungsgesellschaft Magdeburg GmbH

MAGDEBOOT - Trade Fair for new and used boats, equipment and water sports, Magdeburg  
13.03.-15.03.2009

AIR MAGDEBURG - International trade fair for sport and business aviation, Magdeburg  
03.09.-05.09.2010

## Mainz

### RAM Regio Ausstellungen GmbH

Rheinland-Pfalz-Ausstellung - Mainz - Regional Consumer Goods Exhibition  
14.03.-22.03.2009

## Mannheim

### MAG - Mannheimer Ausstellungsgesellschaft mbH

MANNHEIMER MAIMARKT - Trade Show for Private and Commercial Equipment, Consumer Goods, Handicraft and Agriculture with Prefabricated Houses and Building Show, Mannheim  
25.04.-05.05.2009

## München

### EUROEXPO Messe- und Kongress-GmbH

LogiMAT - International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart  
03.03.-05.03.2009

### GHM Gesellschaft für Handwerksmessen mbH

ELTEC - Trade Fair for Electrical Building, Information and Lighting Technology, Nuremberg  
21.01.-23.01.2009

GARTEN MÜNCHEN - Exhibition for Garden Culture and Plants, Munich  
11.03.-17.03.2009

INTERNATIONALE HANDWERKSMESSER - The Leading Trade Fair for the Craft Trades and Medium-Sized Businesses, Munich  
11.03.-17.03.2009

+ iba - International Trade Fair World Market for Baking ... everything for Bakers and Confectioners, Düsseldorf  
03.10.-09.10.2009

HEIM + HANDWERK - Building, Furnishing, Living, Munich  
28.11.-06.12.2009

+ DACH+HOLZ - ROOF+TIMBER - International Trade Fair for Timber Construction and Interior Works, Roof and Wall, Cologne  
24.02.-27.02.2010

+ FARBE - Ausbau & Fassade - International Trade Fair for Paint - finishing & facade, Munich  
24.03.-27.03.2010

IFH/INTHERM - Trade Fair for Sanitation, Heating, Air-conditioning, Renewable Energies, Nuremberg  
14.04.-17.04.2010

## München

### Messe München GmbH

BAU - Architecture, Materials, Systems, Munich  
12.01.-17.01.2009

f.re.e - Die neue C-B-R - Leisure and Travel, Munich  
26.02.-02.03.2009

ispo winter - International Trade Fair for Sports Equipment and Fashion, Munich  
01.02.-04.02.2009

inhorgenta europe - International Trade Fair for Watches, Clocks, Jewellery, Precious Stones, Pearls and Technology, Munich  
20.02.-23.02.2009

JAGEN UND FISCHEN - International Exhibition of Hunting, Fishing and Outdoor Life, 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

GOLF EUROPE - International Trade Fair for Golf, Munich  
27.09.-29.09.2009

EXPO REAL - International Commercial Property Exposition, Munich  
05.10.-07.10.2009

MAINTAIN - International Trade Fair for Industrial Maintenance, Munich  
13.10.-15.10.2009

CERAMITEC - International Trade Fair for Machinery, Equipment, Plant, Processes and Raw Materials for CERAMICS and POWDER METALLURGY, Munich  
20.10.-23.10.2009

Productronica - International trade fair for innovative electronics production, Munich  
10.11.-13.11.2009

Analytica - Instrumental Analysis, Laboratory Technology and BioTechnologies. International Trade Fair and Analytica Conference, Munich  
23.03.-26.03.2010

bauma - International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, Munich  
19.04.-25.04.2010

AUTOMATICA - International Trade Fair for Automation and Mechatronics, Munich  
08.06.-11.06.2010

INTERFORST - International Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows, Munich  
14.07.-18.07.2010

IFAT - International Trade Fair for Water - Sewage - Refuse - Recycling, Munich  
13.09.-17.09.2010

electronica - components / systems / applications, Munich  
09.11.-12.11.2010

Bauma China - International Trade Fair for Construction Machinery, Building Material & Machines, Construction Vehicles and Equipment, Shanghai  
23.11.-26.11.2010

## Service- und Verlagsgesellschaft des Bayerischen Baugewerbes GmbH

Internationale EstrichParkettMesse – International Fair for Floor Works, Feuchtwangen  
June 2011

## Münster

### Messe und Congress Centrum Halle Münsterland GmbH

Kunst- und Antiquitäten-Tage - Antiques Exhibition, Münster  
26.02.-01.03.2009

Diabetes Messe, Münster  
06.03.-08.03.2009

IPOMEX - International police meeting and exhibition, Münster  
31.03.-02.04.2009

business online - Trade fair for it-office-security, Münster  
25.11.-26.11.2009

Frühling, Blumen, Freizeit + Garten - Spring - Flowers and Leisure fair, Münster  
03.02.-07.02.2010

## Nürnberg

### AFAG Messen und Ausstellungen GmbH

HOGA Nürnberg - Trade Fair for Gastronomy, Hotel and Catering, Nuremberg  
18.01.-21.01.2009

Freizeit · Touristik + Garten Nuremberg  
28.02.-08.03.2009

afa - Consumer Trade Fair for Lifestyle with Building and Living, Augsburg  
28.03.-05.04.2009

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

CONSUMENTA Nürnberg - Consumer & Sales Exhibition, Lifestyle with international Trade Fair 'Ideas - Inventions - New Products', Nuremberg  
31.10.-08.11.2009

GrindTec - International Trade Fair for Grinding Technology, Augsburg  
17.03.-20.03.2010

AMERICANA - International Fair Western Riding, Western Culture, Championship Western Riding, Augsburg  
08.09.-12.09.2010

#### **NürnbergMesse GmbH**

ELTEC - Trade Fair for Electrical Building, Information and Lighting Technology, Nuremberg  
21.01.-23.01.2009

BioFach - World Organic Trade Fair and Vivaness - World Trade Fair for Natural Personal Care and Wellness, Nuremberg  
19.02.-22.02.2009

embedded world - Exhibition&Conference, Nuremberg  
03.03.-05.03.2009

IWA & OutdoorClassics - High Performance in target sports, nature activities, protecting people, Nuremberg  
13.03.-16.03.2009

Werkstätten:Messe, Nuremberg  
19.03.-22.03.2009

Altenpflege+ProPflege - THE leading exhibition for decision-makers of this sector, Nuremberg  
+ 24.03.-26.03.2009

European Coatings SHOW - plus Adhesives, Sealants, Construction Chemicals, Nuremberg  
31.03.-02.04.2009

e\_procure & supply - Trade Fair and Congress for Purchasing and Supplier Management, Nuremberg  
06.05.-07.05.2009

Stone+tec - International Trade Fair Natural Stone and Stoneprocessing Technology, Nuremberg  
20.05.-23.05.2009

mailingtage - Trade Fair for Direct and Dialogue Marketing, Nuremberg  
24.06.-25.06.2009

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

EUROGUSS - International Trade Fair for Die Casting: Technology, Processes, Products, Nuremberg  
19.01.-21.01.2010

fensterbau/frontale + HOLZ-HANDWERK - Int.Trade Fair Window, Door and Facade - Technologies, Components, Prefabricated Units + Europ.Trade Fair for Machine Technologies, Equipment, Supplies for Wood Crafts, Nuremberg  
24.03.-27.03.2010

POWTECH + TechnoPharm - Int.Trade Fair for Mechanical Processing Technologies and Instrumentation + TechnoPharm - Int. Trade Fair for Life Science Process Technologies Pharma - Food - Cosmetics, Nuremberg  
27.04.-29.04.2010

GaLaBau - International Trade Fair for Urban Green and Open Spaces, Design - Construction - Maintenance + PLAYGROUND + Deutsche Golfplatztage, Nuremberg  
15.09.-18.09.2010

CHILLVENTA - International Trade Fair Refrigeration - Air Conditioning and Ventilation - Heat Pumps, Nuremberg  
13.10.-15.10.2010

BRAU Bevale - Raw Materials - Technologies - Logistics - Marketing, European Trade Fair for the Beverage Industry, Nuremberg  
10.11.-12.11.2010

#### **Spielwarenmesse eG**

Spielwarenmesse - International Toy Fair Nürnberg  
05.02.-10.02.2009

#### **Offenbach**

##### **Messe Offenbach GmbH**

I.L.M. - International Leather Goods Fair Offenbach - Winter Styles, Offenbach  
20.03.-22.03.2009

I.L.M. - International Leather Goods Fair Offenbach - Summer Styles, Offenbach  
26.09.-29.09.2009

#### **Offenburg**

##### **Messe Offenburg-Ortenau GmbH**

BADISCHE WEINMESSE - Regional Wine Exhibition, Offenburg  
09.05.-10.05.2009

OBERRHEIN MESSE OFFENBURG - Consumer Goods Fair, Offenburg  
26.09.-04.10.2009

eurocheval - European Horse Fair, Offenburg  
21.07.-25.07.2010

#### **Pirmasens**

##### **Messe- und Veranstaltungsgesellschaft Pirmasens GmbH**

plw - leather and more - International Fair for leather and shoe components (Spring), Pirmasens  
24.03.-25.03.2009

AUSBAU - Planning, Building, Living & Energy technologies, Pirmasens  
04.09.-06.09.2009

#### **Reutlingen**

##### **REECO GmbH**

CEP CLEAN ENERGY POWER® - International Trade Fair for Renewable Energy and Passive House, Stuttgart  
29.01.-31.01.2009

DENEX® - Trade Fair and Conference for Decentralized Energy Systems and Energy Efficient Building and Renovation, Wiesbaden  
02.07.-03.07.2009

RENEXPO® - International trade fair for renewable energy & energy-efficient building and renovation, Augsburg  
24.09.-27.09.2009

#### **Rostock**

##### **Rostocker Messe- und Stadthallengesellschaft mbH, HanseMesse**

AutoTrend - Automobile Exhibition Mecklenburg-Western Pomerania, Rostock  
March 2010

#### **Stuttgart**

##### **Blickfang GmbH**

Blickfang - Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart  
13.03.-15.03.2009

##### **Landesmesse Stuttgart GmbH**

CMT - The holiday fair - International exhibition for caravanning, motoring, tourism, with cycling & adventure holidays, hiking, golf & wellness holidays, cruises & ship travel, Stuttgart  
17.01.-25.01.2009

MEDIZIN - Medical trade fair and congress, Stuttgart  
30.01.-01.02.2009

R + T - International trade fair for roller shutters, doors/gates and sun protection, Stuttgart  
10.02.-14.02.2009

RETRO CLASSICS - The whole world of classic automobiles, Stuttgart  
12.03.-15.03.2009

eltefa - Trade fair for electrical engineering and electronics, Stuttgart  
25.03.-27.03.2009

NewCome - Exhibition and state congress for the establishment of business, succession of business enterprises, young companies and franchise, Stuttgart  
27.03.-28.03.2009

Antiquitäten - Antiques, Stuttgart  
03.04.-05.04.2009

International Show for Minerals and Fossils, Stuttgart  
03.04.-05.04.2009

Slow Food - The forum for good taste, Stuttgart  
02.04.-05.04.2009

FACHDENTAL Leipzig - Show for dental surgeries and laboratories, Leipzig  
25.09.-26.09.2009

INVEST - The trade fair for institutional and private investors, Stuttgart  
24.04.-26.04.2009

FACHDENTAL Südwest - Show for dental surgeries and laboratories, Stuttgart  
16.10.-17.10.2009

# Registered Events

SÜFFA - Trade fair for the butchers' trade, Stuttgart  
18.10.-20.10.2009

PFERD STUTTGART - The trade fair for horses and riding, Stuttgart  
29.10.-01.11.2009

ANIMAL - Exhibition for pet ownership, Stuttgart  
31.10.-01.11.2009

VISION - International trade fair for machine vision and identification technologies, Stuttgart  
03.11.-05.11.2009

Familie & Heim / Stuttgarter MesseHerbst - South Germany's large shopping and experience exhibition  
07.11.-15.11.2009

HOBBY & ELEKTRONIK / Stuttgarter MesseHerbst - South Germany's large exhibition for computers and electronics  
12.11.-15.11.2009

KREATIV- & BASTELWELT / Stuttgarter MesseHerbst - The large creative trade fair of South Germany  
12.11.-15.11.2009

MODELL SÜD BAU & BAHN - South Germany's large exhibition for modelmaking and model railways, Stuttgart  
12.11.-15.11.2009

SÜDDEUTSCHE SPIELEMESSE - South Germany's large exhibition for games, Stuttgart  
12.11.-15.11.2009

TV TecStyle Visions - International trade fair for textile printing, embroidery, transfer and flocking, Stuttgart  
04.02.-06.02.2010

INTERGASTRA - International trade fair for hotels, restaurants, catering, confectionery and cafés, Stuttgart  
06.02.-10.02.2010

PFLEGE & REHA - Trade fair for elderly care, nursing and rehabilitation with accompanying congress, Stuttgart  
23.02.-25.02.2010

INTERVITIS INTERFRUCTA - International technology trade fair for wine, fruit, fruit juice and spirits, Stuttgart  
24.03.-27.03.2010

GARTEN indoor outdoor ambiente, Stuttgart  
15.04.-18.04.2010

WELLVIVA, Stuttgart  
15.04.-18.04.2010

LASYS - International trade fair for systems solutions in laser material processing, Stuttgart  
08.06.-10.06.2010

AMB - International exhibition for metal working, Stuttgart  
28.09.-02.10.2010

FLEIFA - Trade fair for the butchers' trade, Leipzig  
September 2010

SACHSENBACK - Trade fair for the bakery and confectionery trades, Leipzig  
11.09.-13.09.2010

interbad - International trade fair for swimming pools, pool and bath technology, saunas, physiotherapy and wellness, Stuttgart  
13.10.-16.10.2010

südback - Trade fair for the bakery and confectionery trades, Stuttgart  
16.10.-19.10.2010

**MESAGO Messe Frankfurt GmbH**  
Facility Management - Exhibition and Conference, Frankfurt/Main  
21.04.-23.04.2009

SMT/HYBRID/PACKAGING - System Integration in Micro Electronics / International Exhibition & Conference, Nuremberg  
05.05.-07.05.2009

PCIM - International Exhibition and Conference for Power Electronics, Intelligent Motion and Power Quality, Nuremberg  
12.05.-14.05.2009

**Mesago Messe Management GmbH**  
SPS/IPC/DRIVES - Electric Automation - Systems and Components - International Exhibition and Conference, Nuremberg  
24.11.-26.11.2009

## Villingen-Schwenningen

**SMA Südwest Messe- und Ausstellungen-GmbH**  
Südwest Messe - Trade show for private and commercial equipment, consumer goods, handicraft and agriculture, incl. special sector house building with show park for housing, Villingen-Schwenningen  
06.06.-14.06.2009

## Wächtersbach

**Messe Wächtersbach GmbH**  
Messe Wächtersbach - Consumer Goods Exhibition  
16.05.-24.05.2009

## Wiesbaden

**MFA Messe Frankfurt**  
h & h - handarbeit & hobby - International Trade Fair for Creative Textile Handicraft, Craft and Hobby supplies, Cologne  
20.03.-22.03.2009

marketing+services - + DISPLAY, trade fair for P.O.S.-Marketing, Frankfurt/Main  
08.06.-10.06.2009

## Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH

Interzoo - International Trade Fair for Pet Supplies, Nuremberg  
13.05.-16.05.2010

## Wunstorf

**AMA Service GmbH**  
SENSOR+TEST - The Measurement Fair - International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nuremberg  
26.05.-28.05.2009

## Wuppertal

**HIGH END SOCIETY Marketing GmbH**  
HIGH END® - THE BEST SOUND. THE BEST PICTURE., Munich  
21.05.-24.05.2009

## Hongkong/SVR

### Hong Kong Trade Development Council

HKTDC Hong Kong Toys & Games Fair,  
05.01.-08.01.2009

HKTDC Hong Kong Fashion Week,  
12.01.-15.01.2009

HKTDC Hong Kong International Jewellery Show  
04.03.-08.03.2009

HKTDC Hong Kong Electronics Fair - Spring Edition  
13.04.-16.04.2009

HKTDC Hong Kong Gifts & Premium Fair  
27.04.-30.04.2009

HKTDC Hong Kong Houseware Fair  
20.04.-23.04.2009

HKTDC Summer Sourcing Show for Gifts, Houseware & Toys, Hong Kong/SVR  
06.07.-09.07.2009

HKTDC Hong Kong Watch & Clock Fair  
02.09.-06.09.2009

HKTDC Hong Kong Electronics Fair - Autumn Edition  
13.10.-16.10.2009

electronicAsia - International Trade Fair for Components, Assemblies and Display Technologies, Hong Kong  
13.10.-16.10.2009

HKTDC International Lighting Fair, Hong Kong/SVR  
27.10.-30.10.2009

HKTDC Hong Kong Optical Fair  
04.11.-06.11.2009

## Moskau

### MVK - International Exhibition Company

CABEX - CABLE, WIRE AND ACCESSORIES - International specialized Exhibition of Cables, Wires, Fastening Hardware and Installation Technologies, Moscow  
03.02.-06.02.2009

STROYTECH/ISET - International specialised exhibition of construction technologies, equipment, road-building machinery and materials and Tools, Moscow  
25.02.-01.03.2009

GEOFORM+: GeoMAP/GeoTECH/GeoTUNNEL/GeoWAY - Int. Ind. Forum with spec. Exhibitions of Exploring Natural Resources, Environment Analyses, Tunnel Construction & Geodesy, Cartography & Geoinformation, Moscow  
10.03.-13.03.2009

FASTTEC - Int. special. exhibition of professional equipment, materials, parts & technologies for producing of fastener elements, Moscow  
18.03.-21.03.2009

A-TESTex (ANALYTICA EXPO) - International Exhibition of Equipment for Chemical Analysis, Laboratory Furniture and Chemicals, Moscow  
21.04.-24.04.2009

EuroExpoFurniture/EEM - International specialized Trade Fair of Furniture and Accessories, Moscow  
12.05.-16.05.2009

INTERKOMPLEKT - International specialized exhibition of components, accessories and materials for manufacture of furniture, Moscow  
12.05.-16.05.2009

MASHEX (MASHINOSTROYENIE) - International Exhibition for Machinery Products, Moscow  
18.05.-22.05.2009

ROSUPAK/LUXPACK/ALUMPACK/PACKMASH/PHARMAUPACK - International Packaging Industry Trade Fair, Moscow  
15.06.-19.06.2009

PCV Expo - International Forum of Pumps, Compressors and Valves, Moscow  
13.10.-16.10.2009

WELDEX (ROSWELD) - International specialized Exhibition of Equipment, Technologies and Materials for Welding, Moscow  
13.10.-16.10.2009

POLYGRAPHINTER - International Specialized Exhibition for Printing Equipment, Technologies, Materials and Services, Moscow  
28.10.-03.11.2009

WoodExpo/Lestechprodukcija - International Exhibition of Machinery, Equipment and Materials for Timber, Wood-Working and Pulp and Paper, Moscow  
01.12.-04.12.2009

interzum moscow/Interkomplekt - International Specialized Exhibition of Components, Accessories and, Moscow Materials for Furniture Manufacture  
Mai 10

## Verona

### Ente Autonomo per le Fiere di Verona

VINITALY/SOL/Enolitech - Int. Exhibition of Wine & Spirits, Olive Oil & Technologies for Viticulture & Oil Production, Quality Extra Virgin Olive Oil Production, Olive Growing, Verona  
02.04.-06.04.2009

EUROCARNE - International Exhibition for the Meat Industry, Verona  
21.05.-24.05.2009

FISHTECH (formerly ACQUACOLTURA International) - International Exhibition for Aquaculture and Fish Industry, Verona  
21.05.-24.05.2009

Pulire - International Exhibition for Industrial Cleaning and Environmental Hygiene, Verona  
09.06.-12.06.2009

ABITARE IL TEMPO - International Exhibition of Furniture, Furnishing and Interior Design, Verona  
17.09.-21.09.2009

MARMOMACC - International Exhibition of Stone, Design and Technology, Verona  
30.09.-03.10.2009

BUS & BUS Business - International Exhibition of Bus & Coach, Verona  
18.11.-21.11.2009

Fieragricola - Biennial International Exhibition of Machinery, Services and Products for Agriculture and Animal Farming, Verona  
04.02.-07.02.2010

SAMOTER - International triennial Earthmoving and Building Machinery Exhibition, Verona  
02.03.-06.03.2011





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

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Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen

**D**

Society for Voluntary Control of Fair and Exhibition Statistics

**E**

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News

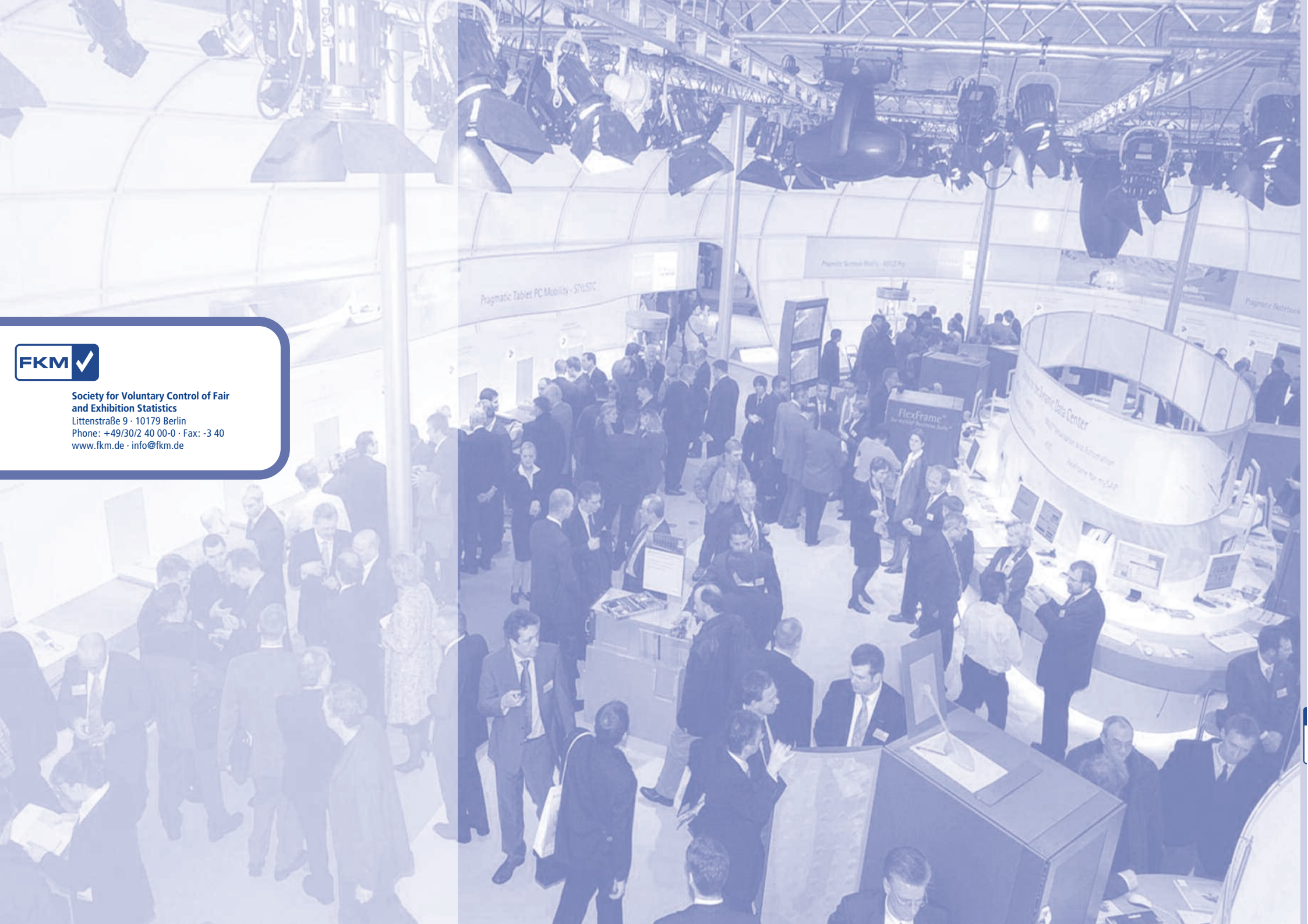


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