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Audited Trade Fair  
and Exhibition Figures  
Report **2010**



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Control of Fair and  
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# Audited Trade Fair and Exhibition Figures Report 2010

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# The FKM in 2010

In 2010, there was practically no change in the number of trade fairs certified by FKM. German organisers generally remain keen for auditing to be carried out on the exhibitor and visitor statistics of their trade fairs.

Munich Expo Veranstaltungen GmbH, Munich, became new member of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM). Messehalle Hamburg Schnelsen GmbH, Messe- und Ausstellungsorganisation Josef Werner Schmid, Mörslingen, Muveo GmbH, Frankfurt and MVK, Moscow are no longer members.

Currently 64 organisers in Germany are associates of FKM. In 2010, a total of 231 events in Germany were subject to certifying by FKM.

Two guest members from abroad, the Verona Trade Fair Company and the Hong Kong Trade Development Council, had a total of 16 trade fairs certified.

Essentially, every FKM certification 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 for nearly three-quarter of the events certified. 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.

## Since 2011: certification instead of auditing

Since 2011, auditing has constituted certification, thereby underlining the role of FKM as a voluntary, customer-oriented auditing organisation.

FKM has created a communications concept which will be most probably be implemented in autumn 2011, initially mainly within media published by FKM members. At the same time, since early 2011, organisers have been able to apply the simplified set of rules agreed upon in late 2009, which starting in 2012 will be mandatory for all members. Furthermore, in late 2010, FKM agreed to revise visitor breakdown questionnaires. Thus in future the origins of visitors from Germany will also be listed according to "Nielsen" regions.

## Comparability and reliability

The data collected in accordance with the statutes and rules of the FKM, are audited 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 certification.

### International Trade Fair Transparency

FKM and other European auditing companies jointly compiled the brochure entitled Euro Fair Statistics, which since 2009 has been published by the Global Association of the Exhibition Industry (UFI). This task was previously undertaken by FKM. 20 countries have taken part: Austria, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden and Ukraine.

For over 2,000 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.



**Wolfgang Marzin**  
(Chairman)



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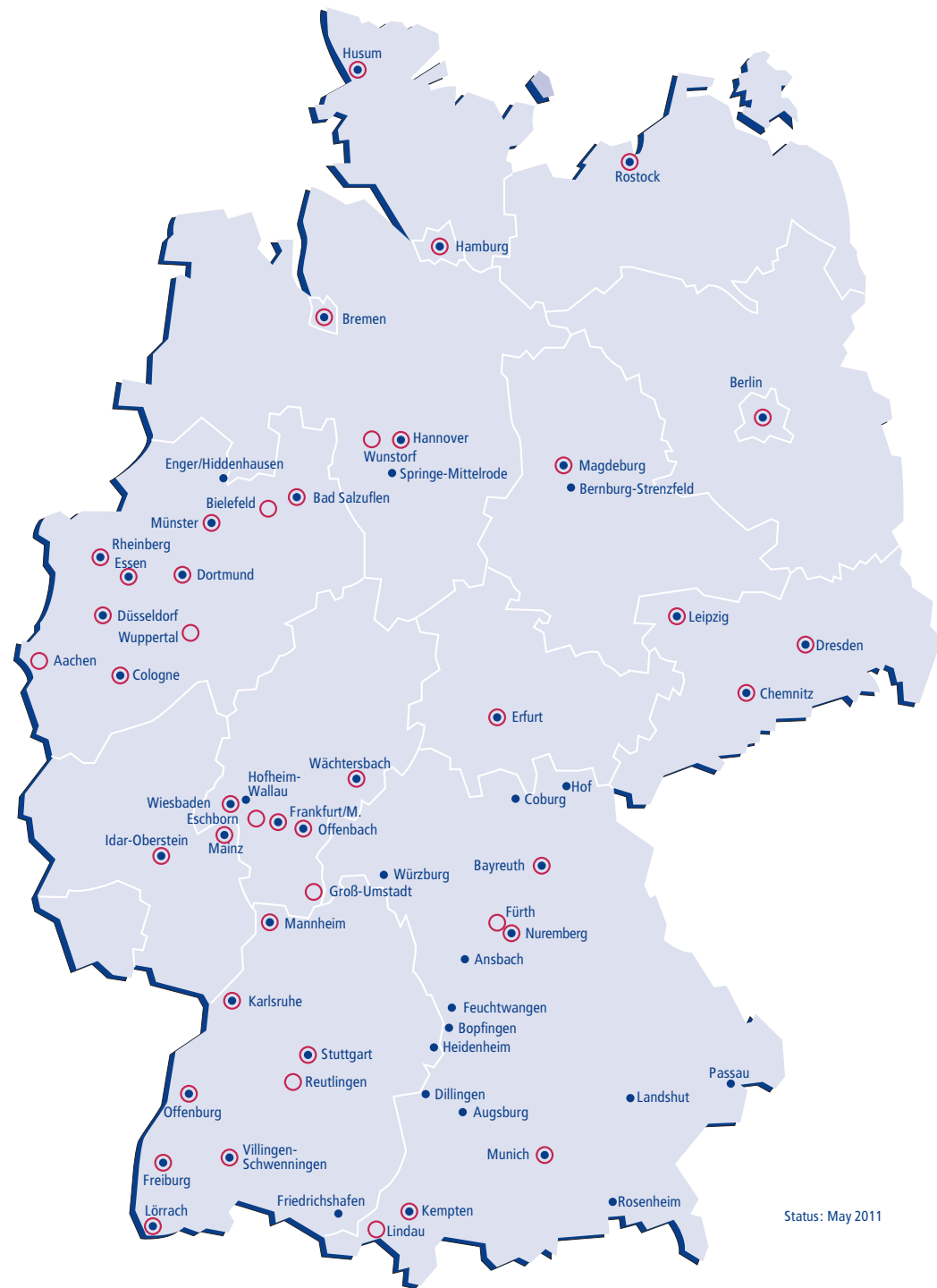
### Managing Director

### Harald Kötter



# Locations

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



Status: May 2011

## 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 2011

Ernst & Young GmbH  
Wirtschaftsprüfungsgesellschaft



**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 2010 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 Domestic	Halls Foreign	Open Air Domestic				Open Air Foreign	Total	Domestic	Foreign	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total				
For the complete titles see pp. 111																							
<b>Augsburg</b>																							
			afa - Augsburg Spring Exhibition	1	9	14.898	643	890	16.431	2.758	19.189	42.100	432	16	448	4			85.224				
			Americana	2	5	5.157	1.743	1.099	85	8.084	4.091	12.175	34.700	171	49	220	10		34.693				
			GrindTec	2	4	9.004	3.133			12.137	273	12.410	25.400	237	130	367	23	8.439	2.813	11.252 *			
			RENEXP0	1	4	5.424	750	1.388	36	7.598		7.598	19.500	302	46	348	13	1	1	13.317	850	14.167 *	
<b>Bad Salzuflen</b>																							
			FMB - Supplier Show for the Machinery Industry	1	3	5.736	199			5.935		5.935	12.800	396	20	416	10	7	5	12	5.918	207	6.125
			ZOW - Furniture Components and Accessories	1	4	10.660	7.067			17.727		17.727	32.200	377	282	659	36	1	5	6	11.859	6.871	18.730 *
<b>Berlin</b>																							
			bautech/Build IT/Solar Energy	2	5	14.878	1.045			15.923	7.045	22.968	47.100	529	47	576	23				46.038	3.148	49.186 *
			belektro	2	3	8.808	232			9.040	1.990	11.030	24.300	204	15	219	10				14.299	277	14.576 *
			FRUIT LOGISTICA	1	3	7.637	46.249			53.886	482	54.368	97.000	244	2.070	2.314	71				11.539	42.633	54.172 *
			Import Shop	1	5	3.137	3.059			6.196	313	6.509	18.900	262	301	563	51				42.607	649	43.256 *
			InnoTrans	2	4	34.494	39.469	4.966	2.242	81.171		81.171	141.200	999	1.244	2.243	45	243	499	742	52.664	53.936	106.600 *
			International Green Week	1	10	37.723	13.804			51.527	9.153	60.680	118.000	1.034	464	1.498	56				389.460	5.130	394.590 *
			ITB - Travel trade show	1	5	28.698	60.354	175		89.227		89.227	160.000	1.566	5.667	7.233	185	995	2.602	3.597	107.396	23.735	131.131 *
			Moderner Staat - Public Administration	1	2	3.493	103			3.596	1.250	4.846	8.450	212	3	215	4						4.188 *
<b>Bremen</b>																							
			BOATFIT	1	3	2.455	125			2.580	1.010	3.590	8.450	134	12	146	7				9.460	272	9.732 *
			Bremen Classic Motorshow	1	3	11.212	2.237			13.449	7.361	20.810	35.000	398	66	464	12				32.191	2.423	34.614 *
			CARAVAN	1	3	8.892	9			8.901	178	9.079	14.800	75	1	76	2						21.640 <sup>1)</sup>
			CARAVAN / Reiselust	1	3	11.897	325			12.222	567	12.789	24.100	339	30	369	13						28.067
			fish international	2	3	3.141	895			4.036	1.498	5.534	14.100	196	93	289	26				6.103	961	7.064 *
			HanseLife	1	9	15.463	710	899	16	17.088	4.331	21.419	39.900	730	15	745	7						70.433 *
			outdoor / bike.market.future	1	2	3.223	231			3.454	3.578	7.032	13.200	126	10	136	5				12.223	49	12.272 *
			Reiselust	1	3	3.005	316			3.321	389	3.710	9.300	264	29	293	12				16.788	221	17.009 <sup>*1)</sup>
			waste to energy	1	2	958	233			1.191	1.036	2.227	6.500	72	14	86	6				697	289	986 *
<b>Chemnitz</b>																							
			mtex -Textiles and Composites in Transportation	2	3	621	249			870	150	1.020	5.000	76	24	100	8						776 *
			SIT Saxon fair for Industry and Technology - with LiMA	1	3	1.893		40		1.933	119	2.052	7.500	174	3	177	2	4	3	7			2.276
<b>Dortmund</b>																							
			DKM - Finance and Insurance Industry	1	3	9.411	505			9.916		9.916	23.200	314	17	331	9				12.460	119	12.579
			Inter-tabac	1	3	7.252	2.659			9.911	724	10.635	21.600	150	135	285	39		1	1	5.483	1.660	7.143 *

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 27 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of CARAVAN/Reiselust.  
Multiple answers were permitted



For the complete titles see pp. 111	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
<b>Dresden</b>																			
aktiv+vital with bike+outdoor	1	3	1.910	13		1.923	6.986	8.909	19.000	169	3	172	4						11.661
auto mobil with Kulinaria & Vinum	1	3	4.982	26	32	5.040	1.723	6.763	17.300	195	6	201	4	1			1		15.834
Dresdner Ostern - Garden, Pet and Handicraft	1	4	3.721	249	259	4.229	7.327	11.556	19.800	253	11	264	5						42.780
Dresdner Reisemarkt - Travel Market	1	3	4.028	1.205	39	5.272	2.193	7.465	18.300	341	126	467	30	79	13	92			21.629 *
Sachsenback - Bakery and Confectionery Trades	3	3	6.892	240		7.132	1.244	8.376	17.500	220	6	226	4	7	10	17			8.195 83 8.278 *
<b>Düsseldorf</b>																			
● BEAUTY INTERNATIONAL	1	3	21.536	2.714		24.250	3.842	28.092	69.300	511	95	606	21						47.555 *
● boot	1	9	48.294	41.210	206 13	89.723	12.531	102.254	212.000	900	677	1.577	56						187.860 42.926 230.786 *
● CARAVAN SALON	1	10	63.013	17.078	583 202	80.876	4.716	85.592	135.600	399	146	545	22						148.326 23.149 171.475 *
Caravan Salon/TourNatur	1	10	66.544	17.553	583 202	84.882	6.266	91.148	150.200	585	209	794	25						186.819
● EuroCIS	1	3	4.498	970		5.468	114	5.582	12.000	145	45	190	22						3.172 1.831 5.003 *
● GDS - Spring - Shoes & Accessories	1	3	17.232	20.786		38.018	6.260	44.278	88.300	299	457	756	33						13.725 10.438 24.163 *
● GDS - Autumn - Shoes & Accessories	1	3	16.653	21.294	72	38.019	5.889	43.908	81.900	301	473	774	34						11.554 11.554 23.108 *
● glassecc with solarpeq	2	4	21.073	40.805	28 87	61.993	7.136	69.129	123.400	387	783	1.170	52						18.960 25.338 44.298
GLOBAL SHOES (autumn)	1	3	261	11.531		11.792	176	11.968	25.700	4	412	416	19						3.667 3.508 7.175 *
● hogatec	2	4	11.054	1.324		12.378	3.071	15.449	45.500	354	52	406	15						28.163 1.514 29.677 <sup>*)</sup>
● IMA - Amusement and vending machines	1	4	11.127	781		11.908	222	12.130	22.500	141	26	167	11	6	8	14			7.570 936 8.506 *
● InterCool	2	4	7.999	2.714		10.713		10.713	19.100	172	105	277	19						6.957 1.872 8.829 <sup>*)</sup>
● InterMeat	2	4	9.130	2.970		12.100		12.100	21.100	194	97	291	17						12.015 3.488 15.503 <sup>*)</sup>
● InterMopro	2	4	7.051	2.054		9.105	336	9.441	23.100	118	72	190	13						8.288 1.931 10.219 <sup>*)</sup>
InterMopro/InterCool/InterMeat/hogatec	1	4	35.234	9.062		44.296	3.407	47.703	108.800	838	326	1.164	31						45.323
● K - Intern. Trade Fair Plastics + Rubber	3	8	64.912	97.175	6	162.093	1.165	163.258	257.000	1.072	2.022	3.094	56						95.891 126.595 222.486 *
● MEDICA / COMPAMED	1	4	52.465	73.416	171	126.052	643	126.695	275.000	1.397	3.630	5.027	66						62.845 74.372 137.217 *
● METAV	2	5	21.444	10.677		32.121		32.121	44.700	507	185	692	27						41.111 3.575 44.686 *
● ProWein	1	3	15.355	23.776		39.131	1.579	40.710	76.700	810	2.585	3.395	51	82	286	368			26.366 10.051 36.417 *
● PSI Messe	1	3	20.829	14.924		35.753	1.023	36.776	62.300	492	396	888	31	18	10	28			7.714 9.262 16.976 *
● REHACARE International	1	4	22.465	6.711		29.176	393	29.569	67.900	517	275	792	29						45.064 7.520 52.584 *
● Top Hair	1	3	4.510	623		5.133	4.213	9.346	28.900	120	27	147	11						28.260 *
● TourNatur	1	3	3.531	475		4.006	1.550	5.556	14.600	186	63	249	13						40.857 <sup>2)</sup>
● Tube	2	5	15.081	29.437		44.518	859	45.377	80.300	340	832	1.172	51						15.213 16.748 31.961 *
● wire	2	5	16.137	35.686		51.823	674	52.497	91.600	331	886	1.217	52						14.709 22.435 37.144 *
<b>Enger/Hiddenhausen</b>																			
Focus Küche & Bad	1	6	4.657			4.657		4.657	8.300	61	1	62	2	2	2	4			7.795 1.137 8.932
<b>Erfurt</b>																			
Grüne Tage Thüringen - Agricultural fair	2	3	4.308	30	7.393	11.731	3.586	15.317	34.300	271	2	273	2						22.816 *

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 27 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of InterMopro/InterCool/InterMeat/hogatec. Multiple answers were permitted <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers 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. 111																					
Haus.Bau.Energie - House building, living and modernizing	1	3	2.136	18	141	28	2.323	666	2.989	6.700	153	2	155	2							
inoga - Hotel, Catering and Hospitality	2	3	1.716	12			1.728	197	1.925	7.300	114	2	116	3						4.350	
Rapid.Tech	1	2	582	6			588	74	662	2.200	55	2	57	3				988	151	1.139	
reiten - jagen - fischen - Exh. for Riding, Hunting and Fishing	1	3	3.703	259	408		4.370	3.214	7.584	14.800	162	13	175	9						22.839	
Thüringen-Ausstellung - Reg. consumer exhibition	1	9	9.133	173			9.306	3.000	12.306	23.000	557	10	567	5	31		31			65.606	
<b>Essen</b>																					
● ALUMINIUM	2	3	11.483	16.501			27.984	641	28.625	60.700	377	495	872	48				8.944	8.256	17.200	
+ Composites Europe	1	3	3.453	1.451			4.904	802	5.706	12.100	129	59	188	19	44	19	63	5.603	2.498	8.101	
DEUBAU	2	5	19.503	1.025			20.528	655	21.183	55.000	607	45	652	12				64.866	1.869	66.735	
The NRW holiday fair	1	5	25.842	3.090			28.932	2.877	31.809	72.400	747	166	913	24				97.491	885	98.376	
E-world energy & water	1	3	15.210	2.848			18.058	577	18.635	37.100	422	83	505	19				14.479	2.012	16.491	
FIBO - Fitness, Wellness and Health	1	4	22.001	12.172	140		34.313	3.274	37.587	75.700	316	240	556	30	7	7	14	44.602	8.496	53.098	
HAUS + GARTEN - The spring fair for the whole family	1	5	4.753	94			4.847	3.844	8.691	27.000	257	7	264	5						46.657	
IPM - Intern. trade fair for plants	1	4	21.125	21.555			42.680	4.766	47.446	105.000	710	801	1.511	43				37.274	19.894	57.168	
MODE-HEIM-HANDWERK - Regional consumer fair	1	9	9.625	923			10.548	6.440	16.988	51.700	573	36	609	12						138.500	
REIFEN - No. 1 in Tires and More	2	4	13.705	11.350	859	21	25.935	200	26.135	49.700	203	379	582	41	14	6	20	6.648	11.347	17.995	
SECURITY	2	4	26.056	8.911			34.967	1.184	36.151	75.000	583	495	1.078	38				25.728	15.502	41.230	
SHK Essen - Sanitary, Heating, AirConditioning and renewable Energies	2	4	30.149				30.149	384	30.533	65.000	505	38	543	13				50.538	1.996	52.534	
START NRW	1	2	1.836	89			1.925	200	2.125	5.900	135	10	145	7	13	1	14			2.955	
<b>Frankfurt/Main</b>																					
● Ambiente	1	5	68.887	114.080			182.967	2.262	185.229	318.800	1.169	3.167	4.336	90				71.716	60.380	132.096	
● Automechanika	2	6	58.887	99.099	8.807	3.364	170.157	793	170.950	281.200	826	3.645	4.471	76				69.676	84.161	153.837	
● Beautyworld	1	3	3.566	2.003			5.569	496	6.065	17.900	97	123	220	29				6.148	3.101	9.249	
● Christmasworld	1	5	24.864	27.858			52.722	1.489	54.211	98.000	277	691	968	35				13.731	16.426	30.157	
FACILITY MANAGEMENT	1	3	2.120	57	18		2.195	296	2.491	5.050	106	2	108	3	2		2	4.366	101	4.467	
Hair & Beauty	1	2	3.748	449			4.197	1.714	5.911	20.800	92	21	113	8				15.628	2.633	18.261	
● Heimtextil	1	4	27.356	85.392			112.748	5.452	118.200	220.500	344	2.125	2.469	61	5	1	6	25.442	45.344	70.786	
● IFFA - Processing, packaging, sales in the meat industry	3	6	31.539	30.000	54		61.593	932	62.525	103.900	421	521	942	47	5	7	12	24.180	34.065	58.245	
Light + Building	2	6	69.104	58.910	72	515	128.601	5.408	134.009	247.100	841	1.313	2.154	50	1	1	2	104.547	78.564	183.111	
● Musikmesse	1	4	18.346	24.657	92	131	43.226	1.700	44.926	98.300	542	954	1.496	46				51.947	25.662	77.609	
● Paperworld	1	4	22.555	40.978			63.533	1.811	65.344	138.200	437	1.668	2.105	66				18.422	27.099	45.521	
● ProLight + Sound	1	4	13.339	17.488	364	356	31.547	2.050	33.597	72.400	331	494	825	40				17.023	13.793	30.816	
● Tendence	1	5	38.301	32.974			71.275	1.379	72.654	140.900	808	1.241	2.049	60	2	2	4	43.600	13.368	56.968	
● viscom frankfurt	1	3	6.171	1.872			8.043	1.667	9.710	18.200	200	88	288	23				10.351	1.749	12.100	


● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 27 ff. <sup>1)</sup> ascertained by a representative poll





For the complete titles see pp. 111	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>Hamburg</b>																				
AIRCRAFT INTERIORS EXPO	1	3	4.846	9.981			14.827	96	14.923	30.000	199	334	533	27				4.691	2.561	7.252
DU UND DEINE WELT - Reg. Consumer Exhibition	1	9	12.681	1.806			14.487	8.847	23.334	45.100	472	71	543	33				93.030	562	93.592 *
hanseboot	1	9	20.206	8.063	724	1.978	30.971	3.569	34.540	76.100	558	147	705	24				80.490	5.596	86.086 *
HANSEPFERD	2	3	11.234	1.565			12.799	12.071	24.870	48.200	417	52	469	16				43.940	805	44.745 *
INTERNORGA	1	6	46.377	4.724	276		51.377	890	52.267	87.500	948	164	1.112	25	21		21	97.187	3.213	100.400 *
NORTEC - Manufacturing Technology	2	4	6.659	240			6.899	2.908	9.807	20.600	312	28	340	9	3	1	4	10.076	216	10.292 *
REISEN HAMBURG	1	5	18.321	2.011	15		20.347	1.321	21.668	51.700	624	234	858	53				56.672	515	57.187 *
● SMM - Shipbuilding, Machinery & Marine	2	4	25.639	25.105	528	871	52.143	304	52.447	89.000	688	1.305	1.993	59	4	3	7	32.561	15.043	47.604 *
<b>Hannover</b>																				
ABF - Leisure and Sales Exhibition	1	9	30.796	957	99		31.852	3.991	35.843	101.900	766	38	804	13						121.466 *
+ ALTENPFLEGE	1	3	21.833	885			22.718	1.320	24.038	66.100	639	43	682	16						30.936 *
● BIOTECHNICA	1	3	5.790	1.819			7.609	1.895	9.504	23.400	320	162	482	23				7.771	1.943	9.714 *
● CeBIT	1	5	113.730	37.790	546		152.066	11.681	163.747	281.900	1.906	1.681	3.587	73				270.148	49.554	319.702 *
● DOMOTEX	1	4	19.482	62.804			82.286	5.007	87.293	160.900	253	1.123	1.376	65				17.223	21.481	38.704 *
● EuroBLECH	2	5	42.937	35.708			78.645		78.645	135.000	780	675	1.455	43				38.409	23.045	61.454 *
● EuroTier with BioEnergy Decentral	2	4	58.412	27.762	2.331	282	88.787	4.628	93.415	179.900	1.148	778	1.926	49	6	22	28	121.062	23.923	144.985 *
● HANNOVER MESSE	1	5	106.230	40.851	1.103	67	148.251	8.610	156.861	269.800	2.480	2.215	4.695	64				130.900	17.513	148.413 *
Hannover Messe: CoilTechnica	2	5	1.032	901			1.933		1.933	4.400	35	32	67	13				36.919	6.566	43.485 *)
Hannover Messe: Digital Factory	1	5	3.010	782			3.792	531	4.323	7.800	163	21	184	13				40.785	4.481	45.266 *)
Hannover Messe: Energy	1	5	25.269	10.753	373	49	36.444		36.444	63.500	470	540	1.010	47				71.725	11.386	83.111 *)
Hannover Messe: Industrial Automation	1	5	41.464	8.204	504		50.172	2.742	52.914	89.900	629	352	981	32				78.496	12.778	91.274 *)
Hannover Messe: Industrial Supply	1	5	14.120	14.860	13		28.993	1.528	30.521	53.300	542	962	1.504	49				50.322	10.527	60.849 *)
Hannover Messe: MicroNanoTec	1	5	1.394	517			1.911	165	2.076	4.800	76	27	103	12				41.177	4.831	46.008 *)
Hannover Messe: MobiliTec	1	5	2.071	224	33	18	2.346		2.346	5.100	79	12	91	8				36.089	4.279	40.368 *)
Hannover Messe: Power Plant Technology	1	5	1.128	247			1.375		1.375	2.500	20	18	38	10				33.589	7.076	40.665 *)
Hannover Messe: Research & Technology	1	5	7.400	1.083	180		8.663		8.663	15.800	376	98	474	21				46.675	5.418	52.093 *)
Infa - Information and sales exhibition	1	9	26.571	1.998	436		29.005	4.991	33.996	91.100	1.093	81	1.174	24						213.294 *
Pferd & Jagd - Equestrian sport, hunting, fishing	1	4	18.276	1.641	58		19.975	8.534	28.509	78.000	639	73	712	19						69.564 *
Promotion World	1	5	2.239	203			2.442	273	2.715	6.600	104	6	110	6				16.530	2.318	18.848 *)
START Niedersachsen	1	2	938	31			969	340	1.309	3.450	83	4	87	5	20		20			917
<b>Husum</b>																				
Husum WindEnergy	2	5	17.008	6.712	1.445	240	25.405	4.846	30.251	48.800	643	329	972	28				23.236	12.622	35.858 *
new energy husum	1	4	4.632	557	636	90	5.915	1.620	7.535	10.500	212	30	242	14				15.319	1.497	16.816 *
Nord Gastro & Hotel	1	2	4.729	166			4.895	390	5.285	10.000	213	5	218	4	5	6	11	4.495	40	4.535 *
<b>Idar-Oberstein</b>																				
INTERGEM - Gems, Jewellery and Gemstone Objects	1	4	2.428	137			2.565	120	2.685	5.000	155	9	164	8				2.492	577	3.069


+ Events with changing venues   ● Recognized by UFI – The Global Association of the Exhibition Industry   \* Visitors Profile Analyses see page 27 ff.   \*) Visitor attendance determined by a representative poll at Hannover Messe.  
Multiple answers 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	Total				Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total			
For the complete titles see pp. 111																					
<b>Karlsruhe</b>																					
	1	4	10.052	336		10.388	841	11.229	26.800	391	15	406	6	6	2	8			35.680	*	
	1	3	1.996	223		2.219	931	3.150	12.500	121	28	149	10					3.549	267	3.816	*
	1	9	22.252	1.514	980	24.746	2.827	27.573	54.400	748	52	800	14	11	1	12			135.245	*	
	1	3	4.672	2.107	1.748	614	9.141	9.141	23.000	297	170	467	28					2.955	3.272	6.227	*
<b>Kempten</b>																					
	1	9	5.785	231	7.973	89	14.078	576	14.654	25.000	353	15	368	5						117.182	*
<b>Köln</b>																					
+	2	4	25.435	2.169	1.054	28.658	1.144	29.802	61.100	396	77	473	24					38.588	5.064	43.652	*
+	1	5	28.619	960		29.579	4.720	34.299	73.500	787	57	844	20	25	3	28		108.268	3.695	111.963	*
●	1	6	58.722	60.405		119.127	4.306	123.433	242.200	371	568	939	44	19	25	44		71.097	29.302	100.399	*
+	1	3	8.986	3.652	50	151	12.839	12.839	28.000	344	182	526	30					12.010	3.388	15.398	*
●	2	4	20.261	45.891		66.152	560	66.712	142.400	394	2.274	2.668	52					15.631	25.010	40.641	*
●	1	4	15.222	32.793		48.015	523	48.538	103.600	230	1.141	1.371	66	14	61	75		10.687	20.184	30.871	*
●	1	4	16.298	28.253		44.551	1.583	46.134	94.000	164	651	815	40		1	1		5.562	14.311	19.873	*
●	2	5	26.810	30.788		57.598	1.491	59.089	105.000	227	363	590	41	12	2	14		28.183	22.054	50.237	*
●	2	6	24.539	32.209		56.748	11.063	67.811	150.000	314	585	899	41	96	256	352		96.667	28.387	125.054	*
	1	4	3.721	4.467		8.188	542	8.730	19.000	136	184	320	29	6		6		8.740	10.597	19.337	*
	1	3	3.652	3.911		7.563	81	7.644	16.800	73	140	213	22	2	3	5		1.810	1.995	3.805	*
●	1	3	37.532	74.361		111.893	2.059	113.952	219.400	424	1.583	2.007	57	6	33	39		13.061	19.071	32.132	*
<b>Leipzig</b>																					
+	2	3	5.436	447		5.883	1.257	7.140	18.500	178	24	202	14					10.717	196	10.913	*
	1	3	8.986	381		9.367	1.013	10.380	25.600	288	18	306	11	1		1				7.036	
	1	3	13.764	776		14.540	1.512	16.052	41.300	506	84	590	15	1		1		11.601	129	11.730	*
	2	3	6.013	1.598		7.611	704	8.315	18.700	340	94	434	15	3		3		10.773	1.428	12.201	*
	1	2	4.186	179		4.365	181	4.546	10.300	197	12	209	8	1	1	2				4.951	*
	1	9	25.609	1.549		27.158	7.840	34.998	86.700	1.108	73	1.181	16	4		4		174.538	1.585	176.123	*
●	5	6	30.394	20.880	8.010	12.374	71.658	18.104	89.762	150.300	595	625	1.220	46				97.380	25.886	123.266	*
	1	3	3.161	117		3.278	288	3.566	10.500	110	7	117	5					2.209	85	2.294	*
	1	1	1.122	6		1.128	1.128	6.950		142	2	144	2							1.102	
	1	3	9.808	545	153	10.506	23.007	33.513	83.200	455	32	487	9	5	1	6		93.009	3.174	96.183	*
	2	4	9.465	4.582		14.047	1.592	15.639	40.000	258	231	489	30					13.463	7.739	21.202	*


+ Events with changing venues

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

\* Visitors Profile Analyses see page 27 ff.

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. 111																				
Touristik & Caravanning International	1	5	18.824	3.090			21.914	6.387	28.301	54.100	734	253	987	45	73	27	100	60.954	1.627	62.581 *
<b>Lörrach</b>																				
REGIO - Reg. Consumer Exhibition	1	10	8.892	660	1.918	107	11.577	3.781	15.358	29.000	447	31	478	7	96	32	128	52.787	8.238	61.025 *
<b>Magdeburg</b>																				
AIR MAGDEBURG	2	3	1.682	94	2.496		4.272		4.272	9.600	76	3	79	4						6.375
LBA - Regional Building Trade Exhibition	1	3	1.550		417		1.967	446	2.413	7.750	108		108	1	2		2			4.799
MAGDEBOOT	1	3	2.820	21	252		3.093	175	3.268	7.700	99	2	101	3						7.851
<b>Mainz</b>																				
Rheinland-Pfalz-Ausstellung - Reg. Exhibition	1	9	12.659	547	2.845		16.051	1.849	17.900	33.500	788	21	809	11						76.839 *
<b>Mannheim</b>																				
MANNHEIMER MAIMARKT - Reg. Exhibition	1	11	33.552	2.064	32.320	207	68.143	5.614	73.757	179.700	1.373	83	1.456	21						339.111 *
<b>München</b>																				
● Analytica	2	4	17.121	6.346	64		23.531	748	24.279	55.200	625	369	994	37	16	17	33	21.480	10.581	32.061 *
● AUTOMATICA	2	4	21.913	4.128			26.041	889	26.930	44.000	481	222	703	42				20.772	9.870	30.642 *
● BAUMA	3	7	65.326	69.255	134.319	130.168	399.068	323	399.391	555.000	1.308	1.948	3.256	54				270.765	149.405	420.170 *
eCarTec / MATERIALICA	1	3	8.674	2.026	357	35	11.092	936	12.028	30.200	381	128	509	25	23	3	26			12.579
● electronica - components / systems / applications	2	4	46.180	30.895			77.075	2.038	79.113	143.000	1.056	1.522	2.578	46	89	293	382	38.186	33.999	72.185 *
● EXPO REAL	1	3	22.232	6.153			28.385	2.319	30.704	64.000	1.278	367	1.645	35	6		6	26.469	9.742	36.211
+ EXPOPHARM	1	4	19.522	1.323			20.845	512	21.357	39.000	403	80	483	21				21.978	3.878	25.856
● f.re.e - The new C-B-R - Leisure and travel	1	5	18.445	6.941	120		25.506	10.507	36.013	76.400	864	567	1.431	54	90	33	123	95.287	963	96.250 *
+ FARBE - Ausbau & Fassade - Paint - finishing & facade	3	4	21.037	2.148			23.185	318	23.503	44.000	369	69	438	17	1		1	40.567	7.272	47.839 *
Garten München . Garden culture and plants	1	7	3.165	502			3.667	857	4.524	11.200	83	15	98	7	2		2	78.043	2.331	80.374 <sup>1)</sup>
● GOLF EUROPE	1	3	2.290	2.869			5.159	102	5.261	11.100	87	113	200	24				1.894	1.800	3.694 *
HIGH END - THE BEST SOUND. THE BEST PICTURE.	1	4	7.489	2.628			10.117	397	10.514	16.500	142	115	257	25						14.869
● IFAT ENTSORGA Water, Sewage, Waste and Raw Materials Management	2	5	70.426	32.849	8.364	2.781	114.420	16.054	130.474	208.100	1.716	1.014	2.730	49				64.417	45.172	109.589 *
● inhorgenta Europe	1	4	23.171	6.490			29.661	1.256	30.917	65.000	728	372	1.100	36				21.603	9.800	31.403 *
● INTERFORST	4	5	3.812	910	20.794	9.098	34.614	3.400	38.014	68.400	283	130	413	24	1	8	9	42.988	6.964	49.952 *
Internationale Handwerksmesse	1	7	20.845	3.001			23.846	6.856	30.702	58.700	718	156	874	24	6		6	143.725	2.337	146.062 <sup>*)</sup>
Internationale Handwerksmesse/Garten München	1	7	24.010	3.503			27.513	7.713	35.226	69.900	801	171	972	25	8		8	154.905	3.000	157.905
Opti - Intern. Trade Show for Trends in Optics	1	3	14.973	3.330			18.303	444	18.747	35.000	277	144	421	24				16.268	4.303	20.571
● Intersolar - Solar Technology	1	3	41.607	32.428	2.644	963	77.642	1.575	79.217	134.500	895	984	1.879	43				49.333	23.547	72.880
● ispo - winter	1	4	22.668	67.168			89.836	8.582	98.418	167.000	346	1.719	2.065	46				20.930	42.588	63.518
MAINTAIN	2	3	3.954	354			4.308	248	4.556	9.600	166	22	188	12	4	1	5	3.007	385	3.392

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 27 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Internationale Handwerksmesse/Garten München. Multiple answers 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	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total			
For the complete titles see pp. 111																						
<b>Münster</b>																						
			Frühling-Blumen-Freizeit - Spring - Flowers and Leisure fair	2	5	4.325	69		4.394	650	5.044	18.800	222	4	226	3				38.831		
			Kunst- und Antiquitätentage - Antiques Exhibition	1	5	1.481	191		1.672		1.672	6.050	67	9	76	6				6.159		
<b>Nürnberg</b>																						
			BioFach / Vivanness	1	4	20.800	22.596		43.396	2.485	45.881	89.300	823	1.734	2.557	87			26.843	16.826	43.669 *	
			Brau Bevale	1	3	23.380	16.136		39.516		39.516	75.300	800	548	1.348	48			22.832	9.785	32.617 *	
			Chillventa	2	3	16.000	17.148		33.148	800	33.948	62.500	325	556	881	42			13.471	15.841	29.312 *	
			CONSUMENTA - Consumer & Sales Exhibition	1	9	22.394	1.920		24.314	13.333	37.647	76.600	837	68	905	18					144.675	
			e_procure & supply	1	2	2.133	84		2.217	100	2.317	5.000	106	7	113	3			2.350	204	2.554 *	
			embedded world	1	3	10.882	3.876		14.758		14.758	30.000	410	320	730	32			13.683	4.667	18.350 *	
			EUROGUSS	2	3	5.863	3.376		9.239	460	9.699	19.500	205	159	364	27			5.389	1.752	7.141 *	
			FachPack/PrintPack/LogIntern	1	3	41.085	7.784		48.869	242	49.111	89.500	1.066	284	1.350	29			28.626	6.734	35.360 *	
			Freizeit Messe - Leisure Fair	1	9	17.246	1.663		18.909	4.266	23.175	51.000	467	87	554	16					109.956	
			GaLaBau	2	4	41.305	7.580		48.885	3.092	51.977	95.000	890	188	1.078	28			53.513	6.614	60.127 *	
			HOLZ-HANDWERK / fensterbau/frontale	2	4	69.837	16.535		86.372		86.372	144.300	931	342	1.273	33			87.338	16.636	103.974 *	
			IFH/INTHERM	2	4	33.364	4.333		37.697	651	38.348	64.600	592	99	691	17	2	2	46.376	802	47.178 *	
			Interzoo	2	4	18.239	31.328		49.567		49.567	90.800	323	1.175	1.498	52			14.475	23.849	38.324 *	
			IWA & OutdoorClassics	1	4	12.864	22.336		35.200	597	35.797	62.000	302	839	1.141	53			13.073	19.141	32.214	
			mailingtage	1	2	6.009	340		6.349	880	7.229	16.900	361	23	384	8			7.293	574	7.867 *	
			PCIM	1	3	3.440	2.243		5.683	144	5.827	11.300	126	128	254	22	9	62	71	3.981	2.338	6.319 *
			POWTECH/Technopharm	1	3	19.649	6.115	28	25.792		25.792	48.800	684	272	956	29			11.965	6.416	18.381 *	
			SENSOR + TEST	1	3	5.738	1.360		7.098	1.918	9.016	16.000	374	135	509	27			5.973	1.401	7.374 *	
			SMT / HYBRID / PACKAGING	1	3	10.841	2.043		12.884	389	13.273	26.000	394	161	555	28	13	25	38	16.637	5.604	22.241
			Spielwarenmesse - International Toy Fair	1	6	51.101	52.645		103.746		103.746	160.000	857	1.774	2.631	63	6	20	26	35.918	40.302	76.220 *
			SPS/IPC/DRIVES	1	3	50.162	6.915		57.077	280	57.357	94.200	1.008	315	1.323	32	134	66	200	41.881	10.147	52.028
			START Bayern	1	2	1.127	23		1.150	300	1.450	3.450	90	3	93	3	15		15		1.207	
			Werkstätten:Messe	1	4	5.625	228		5.853	104	5.957	13.000	226	23	249	8					17.202	
<b>Offenbach</b>																						
			I.L.M. Summer Styles - Int. Leather Goods Fair	1	4	7.960	3.990		11.950	650	12.600	18.400	152	83	235	14			5.172	1.154	6.326	
			I.L.M. Winter Styles - Int. Leather Goods Fair	1	3	7.862	3.888		11.750	800	12.550	18.400	140	77	217	16			4.642	1.016	5.658	
<b>Offenburg</b>																						
			Badische Weinmesse - Regional Wine Exhibition	1	2	968	18		986	197	1.183	6.000	107	1	108	2			3.675	71	3.746 *	
			OBERRHEIN-MESSE - Reg. consumer Exhibition	1	9	9.709	753	9.940	216	20.618	2.767	23.385	52.700	466	29	495	13	8	8	55.889	7.049	62.938 *
<b>Passau</b>																						
			Passauer Frühling DreiländerMesse - Regional Exhibition	2	9	8.310	1.710	1.822	139	11.981	1.685	13.666	23.000	369	85	454	7	15	7	22		69.083


+ Events with changing venues

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\* Visitors Profile Analyses see page 27 ff.


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. 111																				
<b>Rosenheim</b>																				
	2	9	6.945	1.043	2.050		10.038	1.590	11.628	17.900	334	40	374	8	26	6	32			50.112
<b>Rostock</b>																				
	1	3	6.394		1.250		7.644	2.556	10.200	17.200	72		72	1						15.612
<b>Springe-Mittelrode</b>																				
	2	3	560	72	81.910	616	83.158	12.540	95.698	172.300	262	37	299	14						20.113 1.514 21.627 *
<b>Stuttgart</b>																				
	2	5	49.117	13.719			62.836	730	63.566	105.700	1.012	334	1.346	28	33	20	53			76.720 9.482 86.202 *
	1	3	3.151	198			3.349	10.958	14.307	32.400	183	12	195	8						39.826 422 40.248 <sup>1)</sup>
	1	3	5.623	433			6.056	15.134	21.190	53.300	293	23	316	11						44.135
	1	3	1.135	64			1.199		1.199	3.500	123	33	156	7						15.239
	1	3	3.777	516	95		4.388		4.388	10.700	186	29	215	8	2		2			10.737 470 11.207 *
	1	9	44.834	9.236	89		54.159	7.737	61.896	102.500	1.384	559	1.943	67						204.683 2.068 206.751 *
	1	2	4.433	254			4.687	181	4.868	11.000	210	21	231	11	3	3	6			7.241 148 7.389 *
	1	9	13.274	806			14.080	3.621	17.701	42.900	559	71	630	22						61.584 <sup>2)</sup>
	1	4	4.030	36	6		4.072	1.147	5.219	10.500	111	3	114	4	4	1	5			42.132
	1	4	2.747				2.747	1.451	4.198	10.500	60		60	1						55.542 561 56.103 <sup>2)</sup>
●	2	4	11.158	4.857	42		16.057	488	16.545	32.600	322	136	458	26	15		15			11.919 3.764 15.683 *
	2	5	34.208	3.781			37.989	3.474	41.463	78.700	876	116	992	17	92	16	108			78.605 1.604 80.209 *
	1	3	1.336	212			1.548	249	1.797	10.500	190	45	235	20						15.404
	3	5	16.053	6.996			23.049	2.471	25.520	59.400	398	192	590	23	38	49	87			29.299 6.432 35.731 *
	1	3	4.104	814			4.918	1.900	6.818	20.900	154	49	203	13						14.172 438 14.610 *
	1	4	2.578	175			2.753	1.169	3.922	11.000	118	12	130	7						37.576 <sup>2)</sup>
	2	3	2.708	869			3.577	677	4.254	12.700	114	72	186	16	2	1	3			2.709 1.161 3.870 *
●	1	3	19.317	3.162	130		22.609	1.234	23.843	52.800	650	109	759	22						17.462 1.833 19.295 *
	1	3	2.680	38			2.718	449	3.167	10.500	155	4	159	4	2		2			5.990 61 6.051 *
	1	4	1.298	123			1.421	5.168	6.589	13.500	80	10	90	8						47.044 960 48.004 <sup>2)</sup>
	2	3	5.839	750			6.589	212	6.801	17.200	263	58	321	14						3.611 960 4.571 *
	1	3	2.472	235			2.707	4.176	6.883	20.900	110	11	121	8						23.837 <sup>1)</sup>
	2	3	4.547	148			4.695	320	5.015	10.900	248	11	259	6	4	2	6			8.290 84 8.374 *
	1	4	24.505	2.364			26.869	14.158	41.027	104.900	613	58	671	14						57.711 2.405 60.116 *
	1	4	3.528	483			4.011	1.052	5.063	12.900	344	60	404	7		1	1			34.979 353 35.332 *
	1	10	22.030	1.164			23.194	14.186	37.380	91.200	904	97	1.001	24						157.838
	1	4	18.890	2.056			20.946	2.975	23.921	42.200	390	66	456	15	4	8	12			28.512 1.820 30.332 *
	1	4	2.133	60			2.193	2.777	4.970	13.400	87	4	91	5						39.066 <sup>2)</sup>
	2	3	4.625	1.239			5.864	884	6.748	20.000	120	51	171	18	1	5	6			6.324 1.029 7.353 *

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profile Analyses see page 27 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Animal/ Pferd. Multiple answers were permitted <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers 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	Total				Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total		
For the complete titles see pp. 111																				
VISION - International trade fair for machine vision	1	3	4.939	2.751			7.690	377	8.067	21.000	181	142	323	26	2	3	5	4.456	2.296	6.752 *
<b>Villingen-Schwenningen</b>																				
Südwest Messe - Regional consumer exhibition	1	9	13.998	547	18.085	66	32.696	1.724	34.420	58.600	698	27	725	9	42	11	53			105.653 *
<b>Wächtersbach</b>																				
Messe Wächtersbach - Reg. consumer exhibition	1	9	6.154	170	5.225	60	11.609	4.312	15.921	26.900	384	14	398	11						64.011 *
<b>Wiesbaden</b>																				
DENEX	1	2	701	16	67	21	805		805	2.050	59	3	62	3						668
<b>Hong Kong</b>																				
● electronicAsia	1	4	2.583	3.940			6.523		6.523	12.100	230	376	606	11				11.979	20.916	32.895
● Electronics Fair (autumn)	1	4	22.303	18.217			40.520		40.520	78.300	1.436	1.552	2.988	25				22.166	35.767	57.933
● Electronics Fair (Spring Edition)	1	4	15.228	15.765			30.993		30.993	60.200	988	1.317	2.305	23				22.353	33.254	55.607
● Fashion Week (Fall/Winter)	1	4	9.573	17.223			26.796		26.796	50.700	612	1.102	1.714	24				11.643	9.775	21.418
● Gifts and Premium Fair	1	4	28.647	15.391			44.038		44.038	88.100	2.510	1.506	4.016	36				23.904	25.041	48.945
● Houseware Fair	1	4	11.316	17.229			28.545	67	28.612	58.300	769	1.380	2.149	32				12.208	13.233	25.441
● International Jewellery Show	1	5	28.039	17.258			45.297		45.297	88.600	1.389	1.284	2.673	44				12.923	19.084	32.007
● International Lighting Fair	1	4	10.114	23.651			33.765		33.765	66.800	478	1.550	2.028	35				8.886	21.467	30.353
● Optical Fair	1	3	4.395	7.707			12.102		12.102	25.000	199	385	584	21				4.173	8.089	12.262
● Toys and Games Fair	1	4	15.978	12.909			28.887	77	28.964	57.500	981	934	1.915	38				15.625	17.474	33.099
● Watch and Clock Fair	1	5	12.638	2.343			14.981		14.981	32.600	564	136	700	14				9.449	7.072	16.521
<b>Istanbul</b>																				
+ INTERGEO East	2	2	405	682			1.087		1.087	2.500	20	64	84	22						1.753
<b>Shanghai</b>																				
● bauma China	2	4	31.875	22.831	57.282	29.233	141.221		141.221	254.800	1.152	740	1.892	37				133.285	22.233	155.314
<b>Verona</b>																				
ABITARE IL TEMPO	1	5	17.285	1.665	606	129	19.685	23.956	43.641	104.300	452	71	523	22				24.749	8.319	33.068
● FIERAGRICOLA	2	4	39.304	1.243	11.193		51.740	13.759	65.499	123.400	685	40	725	25	470	114	584	101.390	14.750	116.140
● MARMOMACC	1	4	37.033	24.243	10.443	3.532	75.251	2.531	77.782	201.200	666	796	1.462	57	36	32	68	26.894	25.368	52.262
SIAB	2	5	10.498	589	100		11.187	4.567	15.754	39.700	371	13	384	8	13	4	17	35.097	3.814	38.911
● Vinitaly/SOL/Enolitech	1	5	87.908	720	719		89.347	14.914	104.261	177.300	3.804	62	3.866	17	507	55	562	101.604	46.154	147.758

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 27 ff. <sup>1)</sup>



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. 111																					
<b>A MULTI-INDUSTRY FAIRS</b>																					
<b>A1 Investment and Consumer Goods Fairs</b>																					
	1	7	20.845	3.001			23.846	6.856	30.702	58.700	718	156	874	24	6	6	143.725	2.337	146.062 <sup>1)</sup>		
<b>A2 Investment Goods Fairs</b>																					
●	HANNOVER MESSE, Hannover	1	5	106.230	40.851	1.103	67	148.251	8.610	156.861	269.800	2.480	2.215	4.695	64		130.900	17.513	148.413 *		
<b>A3 Consumer Goods Fairs</b>																					
●	Ambiente, Frankfurt/Main	1	5	68.887	114.080			182.967	2.262	185.229	318.800	1.169	3.167	4.336	90		71.716	60.380	132.096 *		
●	Tendence, Frankfurt/Main	1	5	38.301	32.974			71.275	1.379	72.654	140.900	808	1.241	2.049	60	2	2	4	43.600	13.368	56.968 *
<b>B SPECIALIZED FAIRS AND EXHIBITIONS</b>																					
<b>B1 Agriculture; Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their Equipment</b>																					
	2	3	560	72	81.910	616	83.158	12.540	95.698	172.300	262	37	299	14			20.113	1.514	21.627		
●	EuroTier with BioEnergy Decentral, Hannover	2	4	58.412	27.762	2.331	282	88.787	4.628	93.415	179.900	1.148	778	1.926	49	6	22	28	121.062	23.923	144.985 *
	GaLaBau ,Nürnberg	2	4	41.305	7.580			48.885	3.092	51.977	95.000	890	188	1.078	28				53.513	6.614	60.127 *
	Grüne Tage Thüringen, Erfurt	2	3	4.308	30	7.393		11.731	3.586	15.317	34.300	271	2	273	2						22.816 *
●	INTERFORST, München	4	5	3.812	910	20.794	9.098	34.614	3.400	38.014	68.400	283	130	413	24	1	8	9	42.988	6.964	49.952 *
	INTERVITIS/ INTERFRUCTA, Stuttgart	3	5	16.053	6.996			23.049	2.471	25.520	59.400	398	192	590	23	38	49	87	29.299	6.432	35.731 *
	IPM - Intern. trade fair for plants, Essen	1	4	21.125	21.555			42.680	4.766	47.446	105.000	710	801	1.511	43				37.274	19.894	57.168 *
<b>B2 Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their Equipment</b>																					
	Badische Weinmesse, Offenburg	1	2	968	18			986	197	1.183	6.000	107	1	108	2				3.675	71	3.746 *
	Brau Beviale, Nürnberg	1	3	23.380	16.136			39.516		39.516	75.300	800	548	1.348	48				22.832	9.785	32.617 *
	fish international, Bremen	2	3	3.141	895			4.036	1.498	5.534	14.100	196	93	289	26				6.103	961	7.064 *
●	FRUIT LOGISTICA, Berlin	1	3	7.637	46.249			53.886	482	54.368	97.000	244	2.070	2.314	71				11.539	42.633	54.172 *
●	hogatec, Düsseldorf	2	4	11.054	1.324			12.378	3.071	15.449	45.500	354	52	406	15				28.163	1.514	29.677 <sup>2)</sup>
●	IFFA, Frankfurt/Main	3	6	31.539	30.000	54		61.593	932	62.525	103.900	421	521	942	47	5	7	12	24.180	34.065	58.245 *
	inoga, Erfurt	2	3	1.716	12			1.728	197	1.925	7.300	114	2	116	3						4.350 <sup>2)</sup>
●	InterCool, Düsseldorf	2	4	7.999	2.714			10.713		10.713	19.100	172	105	277	19				6.957	1.872	8.829 <sup>2)</sup>
●	InterMeat, Düsseldorf	2	4	9.130	2.970			12.100		12.100	21.100	194	97	291	17				12.015	3.488	15.503 <sup>2)</sup>
●	InterMopro, Düsseldorf	2	4	7.051	2.054			9.105	336	9.441	23.100	118	72	190	13				8.288	1.931	10.219 <sup>2)</sup>
	INTERGASTRA, Stuttgart	2	5	34.208	3.781			37.989	3.474	41.463	78.700	876	116	992	17	92	16	108	78.605	1.604	80.209 *
●	International Green Week, Berlin	1	10	37.723	13.804			51.527	9.153	60.680	118.000	1.034	464	1.498	56				389.460	5.130	394.590 *
	INTERNORGA, Hamburg	1	6	46.377	4.724	276		51.377	890	52.267	87.500	948	164	1.112	25	21		21	97.187	3.213	100.400 *
	Inter-tabac, Dortmund	1	3	7.252	2.659			9.911	724	10.635	21.600	150	135	285	39		1	1	5.483	1.660	7.143 *
●	ISM - International Sweets and Biscuits Fair, Köln	1	4	15.222	32.793			48.015	523	48.538	103.600	230	1.141	1.371	66	14	61	75	10.687	20.184	30.871 *
	Nord Gastro & Hotel, Husum	1	2	4.729	166			4.895	390	5.285	10.000	213	5	218	4	5	6	11	4.495	40	4.535 *
	ProSweets Cologne, Köln	1	4	3.721	4.467			8.188	542	8.730	19.000	136	184	320	29	6		6	8.740	10.597	19.337 *

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 27 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Internationale Handwerksmesse/Garten München. Multiple answers were permitted <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of InterMopro/InterCool/InterMeat/hogatec. Multiple answers were permitted

FKM ✓ For the complete titles see pp. 111	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		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries			Total			Domestic	Foreign	Total	
			Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total				
● ProWein, Düsseldorf	1	3	15.355	23.776		39.131	1.579	40.710	76.700	810	2.585	3.395	51	82	286	368	26.366	10.051	36.417 *	
Sachsenback, Dresden	3	3	6.892	240		7.132	1.244	8.376	17.500	220	6	226	4	7	10	17	8.195	83	8.278 *	
Slow Food, Stuttgart	1	4	3.528	483		4.011	1.052	5.063	12.900	344	60	404	7		1	1	34.979	353	35.332 *	
südback, Stuttgart	1	4	18.890	2.056		20.946	2.975	23.921	42.200	390	66	456	15	4	8	12	28.512	1.820	30.332 *	
<b>B3 Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their Equipment</b>																				
● GDS - Shoes & Accessories - Spring, Düsseldorf	1	3	17.232	20.786		38.018	6.260	44.278	88.300	299	457	756	33				13.725	10.438	24.163 *	
● GDS - Shoes & Accessories - Autumn, Düsseldorf	1	3	16.653	21.294	72	38.019	5.889	43.908	81.900	301	473	774	34				11.554	11.554	23.108 *	
GLOBAL SHOES (autumn), Düsseldorf	1	3	261	11.531		11.792	176	11.968	25.700	4	412	416	19				3.667	3.508	7.175 *	
● Heimtextil, Frankfurt/Main	1	4	27.356	85.392		112.748	5.452	118.200	220.500	344	2.125	2.469	61	5	1	6	25.442	45.344	70.786 *	
● I.L.M. Summer Styles - Int. leather goods fair, Offenbach	1	4	7.960	3.990		11.950	650	12.600	18.400	152	83	235	14				5.172	1.154	6.326 *	
● I.L.M. Winter Styles - Int. leather goods fair, Offenbach	1	3	7.862	3.888		11.750	800	12.550	18.400	140	77	217	16				4.642	1.016	5.658 *	
● inhorgenta Europe, München	1	4	23.171	6.490		29.661	1.256	30.917	65.000	728	372	1.100	36				21.603	9.800	31.403 *	
INTERGEM, Idar-Oberstein	1	4	2.428	137		2.565	120	2.685	5.000	155	9	164	8				2.492	577	3.069 *	
● Kind + Jugend - The Trade Show for Kids' First Years, Köln	1	4	16.298	28.253		44.551	1.583	46.134	94.000	164	651	815	40		1	1	5.562	14.311	19.873 *	
MIDORA, Leipzig	1	3	3.161	117		3.278	288	3.566	10.500	110	7	117	5				2.209	85	2.294 *	
mtex, Chemnitz	2	3	621	249		870	150	1.020	5.000	76	24	100	8						776 *	
TV TecStyle Visions, Stuttgart	2	3	4.625	1.239		5.864	884	6.748	20.000	120	51	171	18	1	5	6	6.324	1.029	7.353 *	
<b>B4 Building, Completion and Extension, and their Equipment</b>																				
● BAUMA, München	3	7	65.326	69.255	134.319	130.168	399.068	323	399.391	555.000	1.308	1.948	3.256	54			270.765	149.405	420.170 *	
● bautec/Build IT/Solar Energy, Berlin	2	5	14.878	1.045		15.923	7.045	22.968	47.100	529	47	576	23				46.038	3.148	49.186 *	
Chillventa, Nürnberg	2	3	16.000	17.148		33.148	800	33.948	62.500	325	556	881	42				13.471	15.841	29.312 *	
DACH + HOLZ, Köln	2	4	25.435	2.169	1.054	28.658	1.144	29.802	61.100	396	77	473	24				38.588	5.064	43.652 *	
denkmal, Leipzig	2	3	6.013	1.598		7.611	704	8.315	18.700	340	94	434	15	3		3	10.773	1.428	12.201 *	
DEUBAU, Essen	2	5	19.503	1.025		20.528	655	21.183	55.000	607	45	652	12				64.866	1.869	66.735 *	
● EXPO REAL, München	1	3	22.232	6.153		28.385	2.319	30.704	64.000	1.278	367	1.645	35	6		6	26.469	9.742	36.211 *	
● FACILITY MANAGEMENT, Frankfurt/Main	1	3	2.120	57	18	2.195	296	2.491	5.050	106	2	108	3	2		2	4.366	101	4.467 *	
FARBE -Paint - finishing & facade, München	3	4	21.037	2.148		23.185	318	23.503	44.000	369	69	438	17	1		1	40.567	7.272	47.839 *	
Haus.Bau.Energie - House building, living, modernizing, Erfurt	1	3	2.136	18	141	28	2.323	666	2.989	6.700	153	2	155	2					5.795 *	
IFH/INTHERM, Nürnberg	2	4	33.364	4.333		37.697	651	38.348	64.600	592	99	691	17	2		2	46.376	802	47.178 *	
● International hardware fair Cologne	2	4	20.261	45.891		66.152	560	66.712	142.400	394	2.274	2.668	52				15.631	25.010	40.641 *	
LBA - Reg. building trade exhibition, Magdeburg	1	3	1.550		417	1.967	446	2.413	7.750	108		108	1	2		2			4.799 *	
Light + Building, Frankfurt/Main	2	6	69.104	58.910	72	515	128.601	5.408	134.009	247.100	841	1.313	2.154	50	1	1	2	104.547	78.564	183.111 *
SHK Essen	2	4	30.149			30.149	384	30.533	65.000	505	38	543	13				50.538	1.996	52.534 *	
<b>B5 Furnishings, Household Appliances, Houseware, and their Equipment</b>																				
Blickfang, Stuttgart	1	3	1.135	64		1.199		1.199	3.500	123	33	156	7							15.239
Focus Küche & Bad - Kitchen&Bath, Enger/Hiddenh.	1	6	4.657			4.657		4.657	8.300	61	1	62	2	2	2	4	7.795	1.137	8.932 *	
● DOMOTEX, Hannover	1	4	19.482	62.804		82.286	5.007	87.293	160.900	253	1.123	1.376	65				17.223	21.481	38.704 *	

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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. 111																				
● imm cologne - The international furniture show, Köln	1	6	58.722	60.405			119.127	4.306	123.433	242.200	371	568	939	44	19	25	44	71.097	29.302	100.399 *
ZOW - Furniture Components and Accessories, Bad Salzflufen	1	4	10.660	7.067			17.727		17.727	32.200	377	282	659	36	1	5	6	11.859	6.871	18.730 *
<b>B6 Health, Body Care, Protection at Work, and their Equipment</b>																				
ALTENPFLEGE, Hannover	1	3	21.833	885			22.718	1.320	24.038	66.100	639	43	682	16						30.936 *
Arbeitsschutz aktuell - Industrial safety, Leipzig	2	3	5.436	447			5.883	1.257	7.140	18.500	178	24	202	14				10.717	196	10.913 *
● BEAUTY INTERNATIONAL, Düsseldorf	1	3	21.536	2.714			24.250	3.842	28.092	69.300	511	95	606	21						47.555 *
● Beautyworld, Frankfurt/Main	1	3	3.566	2.003			5.569	496	6.065	17.900	97	123	220	29				6.148	3.101	9.249 <sup>1)</sup>
EXPOPHARM, München	1	4	19.522	1.323			20.845	512	21.357	39.000	403	80	483	21				21.978	3.878	25.856
Fachdental Leipzig	1	2	4.186	179			4.365	181	4.546	10.300	197	12	209	8	1	1	2			4.951 *
FACHDENTAL SÜDWEST, Stuttgart	1	2	4.433	254			4.687	181	4.868	11.000	210	21	231	11	3	3	6	7.241	148	7.389 *
● Hair & Beauty, Frankfurt/Main	1	2	3.748	449			4.197	1.714	5.911	20.800	92	21	113	8				15.628	2.633	18.261 <sup>1)</sup>
● Interbad, Stuttgart	2	4	11.158	4.857		42	16.057	488	16.545	32.600	322	136	458	26	15		15	11.919	3.764	15.683 *
● MEDICA / COMPAMED, Düsseldorf	1	4	52.465	73.416	171		126.052	643	126.695	275.000	1.397	3.630	5.027	66				62.845	74.372	137.217 *
Medizin, Stuttgart	1	3	2.680	38			2.718	449	3.167	10.500	155	4	159	4	2		2	5.990	61	6.051 *
ORTHOPÄDIE & REHA-TECHNIK, Leipzig	2	4	9.465	4.582			14.047	1.592	15.639	40.000	258	231	489	30				13.463	7.739	21.202 *
Pflege & Reha, Stuttgart	2	3	4.547	148			4.695	320	5.015	10.900	248	11	259	6	4	2	6	8.290	84	8.374 *
● REHACARE International, Düsseldorf	1	4	22.465	6.711			29.176	393	29.569	67.900	517	275	792	29				45.064	7.520	52.584 *
● Top Hair, Düsseldorf	1	3	4.510	623			5.133	4.213	9.346	28.900	120	27	147	11						28.260 *
<b>B7 Environment Protection, Safety, Cleaning, Communal Services, and their Equipment</b>																				
● IFAT ENTSORGA, München	2	5	70.426	32.849	8.364	2.781	114.420	16.054	130.474	208.100	1.716	1.014	2.730	49				64.417	45.172	109.589 *
● INTERSCHUTZ - DER ROTE HAHN, Leipzig	5	6	30.394	20.880	8.010	12.374	71.658	18.104	89.762	150.300	595	625	1.220	46				97.380	25.886	123.266 *
SECURITY, Essen	2	4	26.056	8.911			34.967	1.184	36.151	75.000	583	495	1.078	38				25.728	15.502	41.230 *
<b>B8 Transport, Traffic, Logistics, and their Equipment</b>																				
AIRCRAFT INTERIORS EXPO, Hamburg	1	3	4.846	9.981			14.827	96	14.923	30.000	199	334	533	27				4.691	2.561	7.252
AIR MAGDEBURG, Magdeburg	2	3	1.682	94	2.496		4.272		4.272	9.600	76	3	79	4						6.375
auto mobil with Kulinaria & Vinum, Dresden	1	3	4.982	26	32		5.040	1.723	6.763	17.300	195	6	201	4	1		1			15.834
AUTO Trend, Rostock	1	3	6.394		1.250		7.644	2.556	10.200	17.200	72		72	1						15.612
● Automechanika, Frankfurt/Main	2	6	58.887	99.099	8.807	3.364	170.157	793	170.950	281.200	826	3.645	4.471	76				69.676	84.161	153.837 *
Bremen Classic Motorshow, Bremen	1	3	11.212	2.237			13.449	7.361	20.810	35.000	398	66	464	12				32.191	2.423	34.614 *
eCarTec / MATERIALICA, München	1	3	8.674	2.026	357	35	11.092	936	12.028	30.200	381	128	509	25	23	3	26			12.579
● Hannover Messe: MobiliTec, Hannover	1	5	2.071	224	33	18	2.346		2.346	5.100	79	12	91	8				36.089	4.279	40.368 <sup>2)</sup>
● InnoTrans, Berlin	2	4	34.494	39.469	4.966	2.242	81.171		81.171	141.200	999	1.244	2.243	45	243	499	742	52.664	53.936	106.600 *
● LogiMat, Stuttgart	1	3	19.317	3.162	130		22.609	1.234	23.843	52.800	650	109	759	22				17.462	1.833	19.295 *
REIFEN - No. 1 in Tires and More, Essen	2	4	13.705	11.350	859	21	25.935	200	26.135	49.700	203	379	582	41	14	6	20	6.648	11.347	17.995 *
SMM, Hamburg	2	4	25.639	25.105	528	871	52.143	304	52.447	89.000	688	1.305	1.993	59	4	3	7	32.561	15.043	47.604 *
Retro Classics, Stuttgart	1	4	24.505	2.364			26.869	14.158	41.027	104.900	613	58	671	14				57.711	2.405	60.116 *

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FKM ✓	Interval (Years)	Duration (Days)	Exhibition Space Figures (sq.m.)							Exhibitor figures						Visitor figures					
			Rented Space					Special Shows		Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)					
			Halls Domestic	Halls Foreign	Open Air Domestic	Open Air Foreign	Total	Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
For the complete titles see pp. 111																					
<b>B9 Information, Communication, Office, Entertainment Electronics, Photo, Film, and their Equipment</b>																					
●	CeBIT, Hannover	1	5	113.730	37.790	546		152.066	11.681	163.747	281.900	1.906	1.681	3.587	73				270.148	49.554	319.702 *
	e_procure & supply, Nürnberg	1	2	2.133	84			2.217	100	2.317	5.000	106	7	113	3				2.350	204	2.554 *
●	EuroCIS, Düsseldorf	1	3	4.498	970			5.468	114	5.582	12.000	145	45	190	22				3.172	1.831	5.003 *
	HIGH END, München	1	4	7.489	2.628			10.117	397	10.514	16.500	142	115	257	25						14.869
	mailingtage, Nürnberg	1	2	6.009	340			6.349	880	7.229	16.900	361	23	384	8				7.293	574	7.867 *
●	ORGATEC, Köln	2	5	26.810	30.788			57.598	1.491	59.089	105.000	227	363	590	41	12	2	14	28.183	22.054	50.237 *
●	photokina, Köln	2	6	24.539	32.209			56.748	11.063	67.811	150.000	314	585	899	41	96	256	352	96.667	28.387	125.054 *
●	ProLight + Sound, Frankfurt/Main	1	4	13.339	17.488	364	356	31.547	2.050	33.597	72.400	331	494	825	40				17.023	13.793	30.816 *)
●	viscom frankfurt, Frankfurt/Main	1	3	6.171	1.872			8.043	1.667	9.710	18.200	200	88	288	23				10.351	1.749	12.100 *
<b>B10 Education, Setting up a business</b>																					
	didacta, Köln	1	5	28.619	960			29.579	4.720	34.299	73.500	787	57	844	20	25	3	28	108.268	3.695	111.963 *
	LEARNTEC, Karlsruhe	1	3	1.996	223			2.219	931	3.150	12.500	121	28	149	10				3.549	267	3.816 *
	START Bayern, Nürnberg	1	2	1.127	23			1.150	300	1.450	3.450	90	3	93	3	15		15			1.207
	START Niedersachsen, Hannover	1	2	938	31			969	340	1.309	3.450	83	4	87	5	20		20			917
	START Nordrhein-Westfalen, Essen	1	2	1.836	89			1.925	200	2.125	5.900	135	10	145	7	13	1	14			2.955
<b>B11 Sports, Games, Leisure, and their Equipment</b>																					
	ABF - Leisure and Sales Exhibition, Hannover	1	9	30.796	957	99		31.852	3.991	35.843	101.900	766	38	804	13						121.466 *
	aktiv+vital with bike+outdoor, Dresden	1	3	1.910	13			1.923	6.986	8.909	19.000	169	3	172	4						11.661
	ANIMAL, Stuttgart	1	3	3.151	198			3.349	10.958	14.307	32.400	183	12	195	8				39.826	422	40.248 <sup>2)</sup>
●	boot, Düsseldorf	1	9	48.294	41.210	206	13	89.723	12.531	102.254	212.000	900	677	1.577	56				187.860	42.926	230.786 *
	BOATFIT, Bremen	1	3	2.455	125			2.580	1.010	3.590	8.450	134	12	146	7				9.460	272	9.732 *
	CARAVAN, Bremen	1	3	8.892	9			8.901	178	9.079	14.800	75	1	76	2						21.640 <sup>3)</sup>
●	CARAVAN SALON, Düsseldorf	1	10	63.013	17.078	583	202	80.876	4.716	85.592	135.600	399	146	545	22				148.326	23.149	171.475 *
	CMT - The Holiday exhibition, Stuttgart	1	9	44.834	9.236	89		54.159	7.737	61.896	102.500	1.384	559	1.943	67				204.683	2.068	206.751 *
	The NRW holiday fair, Essen	1	5	25.842	3.090			28.932	2.877	31.809	72.400	747	166	913	24				97.491	885	98.376 *
	Dresdner Reisemarkt, Dresden	1	3	4.028	1.205	39		5.272	2.193	7.465	18.300	341	126	467	30	79	13	92			21.629 *
●	f.re.e - The new C-B-R, München	1	5	18.445	6.941	120		25.506	10.507	36.013	76.400	864	567	1.431	54	90	33	123	95.287	963	96.250 *
	FIBO, Essen	1	4	22.001	12.172	140		34.313	3.274	37.587	75.700	316	240	556	30	7	7	14	44.602	8.496	53.098 *
	Freizeit Messe - Leisure fair, Nürnberg	1	9	17.246	1.663			18.909	4.266	23.175	51.000	467	87	554	16						109.956
	Frühling-Blumen-Freizeit, Münster	2	5	4.325	69			4.394	650	5.044	18.800	222	4	226	3						38.831
	Garten München, München	1	7	3.165	502			3.667	857	4.524	11.200	83	15	98	7	2		2	78.043	2.331	80.374 <sup>4)</sup>
	Garten, Stuttgart	1	4	4.030	36	6		4.072	1.147	5.219	10.500	111	3	114	4	4	1	5			42.132
●	GOLF EUROPE, München	1	3	2.290	2.869			5.159	102	5.261	11.100	87	113	200	24				1.894	1.800	3.694 *
	hanseboot, Hamburg	1	9	20.206	8.063	724	1.978	30.971	3.569	34.540	76.100	558	147	705	24				80.490	5.596	86.086 *
	HANSEPFERD, Hamburg	2	3	11.234	1.565			12.799	12.071	24.870	48.200	417	52	469	16				43.940	805	44.745 *

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For the complete titles see pp. 111	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	
HAUS + GARTEN, Essen	1	5	4.753	94		4.847	3.844	8.691	27.000	257	7	264	5						46.657 *		
hobby + elektronik, Stuttgart	1	4	2.747			2.747	1.451	4.198	10.500	60		60	1						55.542	561	56.103 <sup>1)</sup>
● IMA, Düsseldorf	1	4	11.127	781		11.908	222	12.130	22.500	141	26	167	11	6	8	14			7.570	936	8.506 *
International Mineral and Fossil Exchange (April)	1	3	1.336	212		1.548	249	1.797	10.500	190	45	235	20								15.404
Interzoo, Nürnberg	2	4	18.239	31.328		49.567		49.567	90.800	323	1.175	1.498	52						14.475	23.849	38.324 *
● ispo - winter, München	1	4	22.668	67.168		89.836	8.582	98.418	167.000	346	1.719	2.065	46						20.930	42.588	63.518
● ITB - Travel trade show, Berlin	1	5	28.698	60.354	175	89.227		89.227	160.000	1.566	5.667	7.233	185	995	2.602	3.597			59.630	13.178	72.808 *
IWA & OutdoorClassics, Nürnberg	1	4	12.864	22.336		35.200	597	35.797	62.000	302	839	1.141	53						13.073	19.141	32.214
Kreativ- & Bastelwelt, Stuttgart	1	4	2.578	175		2.753	1.169	3.922	11.000	118	12	130	7								37.576 <sup>1)</sup>
MAGDEBOOT, Magdeburg	1	3	2.820	21	252	3.093	175	3.268	7.700	99	2	101	3								7.851
modell-hobby-spiel, Leipzig	1	3	9.808	545	153	10.506	23.007	33.513	83.200	455	32	487	9	5	1	6			93.009	3.174	96.183 *
MODELLBAU SÜD, Stuttgart	1	4	1.298	123		1.421	5.168	6.589	13.500	80	10	90	8						47.044	960	48.004 <sup>1)</sup>
● Musikmesse, Frankfurt/Main	1	4	18.346	24.657	92	43.226	1.700	44.926	98.300	542	954	1.496	46						51.947	25.662	77.609 <sup>6)</sup>
outdoor / fahrrad.markt.zukunft, Bremen	1	2	3.223	231		3.454	3.578	7.032	13.200	126	10	136	5						12.223	49	12.272 *
Pferd, Stuttgart	1	3	2.472	235		2.707	4.176	6.883	20.900	110	11	121	8								23.837 <sup>2)</sup>
Pferd & Jagd, Hannover	1	4	18.276	1.641	58	19.975	8.534	28.509	78.000	639	73	712	19								69.564 *
Reiselust, Bremen	1	3	3.005	316		3.321	389	3.710	9.300	264	29	293	12						16.788	221	17.009 <sup>3)</sup>
REISEN HAMBURG, Hamburg	1	5	18.321	2.011	15	20.347	1.321	21.668	51.700	624	234	858	53						56.672	515	57.187 *
reiten - jagen - fischen - riding, hunting, fishing, Erfurt	1	3	3.703	259	408	4.370	3.214	7.584	14.800	162	13	175	9								22.839 *
Spielwarenmesse - International Toy Fair, Nürnberg	1	6	51.101	52.645		103.746		103.746	160.000	857	1.774	2.631	63	6	20	26			35.918	40.302	76.220 *
spoga horse (spring), Köln	1	3	3.652	3.911		7.563	81	7.644	16.800	73	140	213	22	2	3	5			1.810	1.995	3.805 *
Süddeutsche Spielemesse, Stuttgart	1	4	2.133	60		2.193	2.777	4.970	13.400	87	4	91	5								39.066 <sup>1)</sup>
● spoga+gafa / spoga horse (autumn), Köln	1	3	37.532	74.361		111.893	2.059	113.952	219.400	424	1.583	2.007	57	6	33	39			13.061	19.071	32.132 *
● TourNatur, Düsseldorf	1	3	3.531	475		4.006	1.550	5.556	14.600	186	63	249	13								40.857 <sup>4)</sup>
Touristik & Caravaning International, Leipzig	1	5	18.824	3.090		21.914	6.387	28.301	54.100	734	253	987	45	73	27	100			60.954	1.627	62.581 *
<b>B12 Electrical Engineering and Electronics</b>																					
belektro, Berlin	2	3	8.808	232		9.040	1.990	11.030	24.300	204	15	219	10						14.299	277	14.576 *
● electronica, München	2	4	46.180	30.895		77.075	2.038	79.113	143.000	1.056	1.522	2.578	46	89	293	382			38.186	33.999	72.185 *
embedded world, Nürnberg	1	3	10.882	3.876		14.758		14.758	30.000	410	320	730	32						13.683	4.667	18.350 *
● Hannover Messe: CoilTechnica, Hannover	2	5	1.032	901		1.933		1.933	4.400	35	32	67	13						36.919	6.566	43.485 <sup>5)</sup>
PCIM, Nürnberg	1	3	3.440	2.243		5.683	144	5.827	11.300	126	128	254	22	9	62	71			3.981	2.338	6.319
SMT / HYBRID / PACKAGING, Nürnberg	1	3	10.841	2.043		12.884	389	13.273	26.000	394	161	555	28	13	25	38			16.637	5.604	22.241
SPS/IPC/DRIVES, Nürnberg	1	3	50.162	6.915		57.077	280	57.357	94.200	1.008	315	1.323	32	134	66	200			41.881	10.147	52.028
<b>B13 Metal-Working, Automation, Measuring, Quality Assurance</b>																					
● ALUMINIUM, Essen	2	3	11.483	16.501		27.984	641	28.625	60.700	377	495	872	48						8.944	8.256	17.200 *
AMB, Stuttgart	2	5	49.117	13.719		62.836	730	63.566	105.700	1.012	334	1.346	28	33	20	53			76.720	9.482	86.202 *
● AUTOMATICA, München	2	4	21.913	4.128		26.041	889	26.930	44.000	481	222	703	42						20.772	9.870	30.642 *

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 27 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Animal/ Pferd. Multiple answers were permitted <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted <sup>4)</sup> Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted <sup>5)</sup> Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted <sup>6)</sup> ascertained by a representative poll

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		Total														
For the complete titles see pp. 111																						
			Composites Europe, Essen	1	3	3.453	1.451		4.904	802	5.706	12.100	129	59	188	19	44	19	63	5.603	2.498	8.101 *
●			EuroBLECH, Hannover	2	5	42.937	35.708		78.645		78.645	135.000	780	675	1.455	43				38.409	23.045	61.454 *
			EUROGUSS, Nürnberg	2	3	5.863	3.376		9.239	460	9.699	19.500	205	159	364	27				5.389	1.752	7.141 *
			GrindTec, Augsburg	2	4	9.004	3.133		12.137	273	12.410	25.400	237	130	367	23				8.439	2.813	11.252 *
●			Hannover Messe: Digital Factory, Hannover	1	5	3.010	782		3.792	531	4.323	7.800	163	21	184	13				40.785	4.481	45.266 *)
●			Hannover Messe: Industrial Automation, Hannover	1	5	41.464	8.204	504	50.172	2.742	52.914	89.900	629	352	981	32				78.496	12.778	91.274 *)
●			Hannover Messe: MicroNanoTec, Hannover	1	5	1.394	517		1.911	165	2.076	4.800	76	27	103	12				41.177	4.831	46.008 *)
●			Hannover Messe: Power Plant Technology, Hannover	1	5	1.128	247		1.375		1.375	2.500	20	18	38	10				33.589	7.076	40.665 *)
●			METAV, Düsseldorf	2	5	21.444	10.677		32.121		32.121	44.700	507	185	692	27				41.111	3.575	44.686 *
			NORTEC, Hamburg	2	4	6.659	240		6.899	2.908	9.807	20.600	312	28	340	9	3	1	4	10.076	216	10.292 *
			SENSOR + TEST, Nürnberg	1	3	5.738	1.360		7.098	1.918	9.016	16.000	374	135	509	27				5.973	1.401	7.374 *
●			Tube, Düsseldorf	2	5	15.081	29.437		44.518	859	45.377	80.300	340	832	1.172	51				15.213	16.748	31.961 *
●			wire, Düsseldorf	2	5	16.137	35.686		51.823	674	52.497	91.600	331	886	1.217	52				14.709	22.435	37.144 *
			<b>B14 Plastic and Wood Processing</b>																			
			HOLZ-HANDWERK / fensterbau/frontale, Nürnberg	2	4	69.837	16.535		86.372		86.372	144.300	931	342	1.273	33				87.338	16.636	103.974 *
●			K - Intern. Trade Fair Plastics + Rubber, Düsseldorf	3	8	64.912	97.175	6	162.093	1.165	163.258	257.000	1.072	2.022	3.094	56				95.891	126.595	222.486 *
			<b>B15 Power Supply Industry</b>																			
			CEP CLEAN ENERGY POWER, Stuttgart	1	3	3.777	516	95	4.388		4.388	10.700	186	29	215	8	2		2	10.737	470	11.207 *
			DENEX, Wiesbaden	1	2	701	16	67	805		805	2.050	59	3	62	3						668
			E-world energy & water, Essen	1	3	15.210	2.848		18.058	577	18.635	37.100	422	83	505	19				14.479	2.012	16.491 *
●			Hannover Messe: Energy, Hannover	1	5	25.269	10.753	373	36.444		36.444	63.500	470	540	1.010	47				71.725	11.386	83.111 *)
			Husum WindEnergy, Husum	2	5	17.008	6.712	1.445	25.405	4.846	30.251	48.800	643	329	972	28				23.236	12.622	35.858 *
●			Intersolar, München	1	3	41.607	32.428	2.644	77.642	1.575	79.217	134.500	895	984	1.879	43				49.333	23.547	72.880
			new energy husum, Husum	1	4	4.632	557	636	5.915	1.620	7.535	10.500	212	30	242	14				15.319	1.497	16.816 *
●			RENEXPO, Augsburg	1	4	5.424	750	1.388	7.598		7.598	19.500	302	46	348	13	1		1	13.317	850	14.167 *
			waste to energy, Bremen	1	2	958	233		1.191	1.036	2.227	6.500	72	14	86	6				697	289	986 *
			<b>B16 Other Investment Goods Industries</b>																			
●			Analytica, München	2	4	17.121	6.346	64	23.531	748	24.279	55.200	625	369	994	37	16	17	33	21.480	10.581	32.061 *
●			BIOTECHNICA, Hannover	1	3	5.790	1.819		7.609	1.895	9.504	23.400	320	162	482	23				7.771	1.943	9.714 *
			FachPack/PrintPack/LogIntern, Nürnberg	1	3	41.085	7.784		48.869	242	49.111	89.500	1.066	284	1.350	29				28.626	6.734	35.360 *
			FMB - Supplier Show for the Machinery Industry, Bad Salzuffen	1	3	5.736	199		5.935		5.935	12.800	396	20	416	10	7	5	12	5.918	207	6.125
●			glasstec with solarpeq, Düsseldorf	2	4	21.073	40.805	28	61.993	7.136	69.129	123.400	387	783	1.170	52				18.960	25.338	44.298 *
●			Hannover Messe: Industrial Supply, Hannover	1	5	14.120	14.860	13	28.993	1.528	30.521	53.300	542	962	1.504	49				50.322	10.527	60.849 *)
●			Hannover Messe: Research & Technology, Hannover	1	5	7.400	1.083	180	8.663		8.663	15.800	376	98	474	21				46.675	5.418	52.093 *)
			Opti - Intern. trade show for trends in optics, München	1	3	14.973	3.330		18.303	444	18.747	35.000	277	144	421	24				16.268	4.303	20.571
			INTERGEO, Köln	1	3	8.986	3.652	50	12.839		12.839	28.000	344	182	526	30				12.010	3.388	15.398 *


+ Events with changing venues permitted ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 27 ff. <sup>1)</sup> Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted





For the complete titles see pp. 111	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	
LASYS, Stuttgart	2	3	2.708	869			3.577	677	4.254	12.700	114	72	186	16	2	1	3	2.709	1.161	3.870	*
MAINTAIN, München	2	3	3.954	354			4.308	248	4.556	9.600	166	22	188	12	4	1	5	3.007	385	3.392	
MUT - Exh. of medium sizes business, Leipzig	1	1	1.122	6			1.128		1.128	6.950	142	2	144	2						1.102	
O & S - Surface treatments & coatings, Stuttgart	2	3	5.839	750			6.589	212	6.801	17.200	263	58	321	14				3.611	960	4.571	*
POWTECH/TechnoPharm, Nürnberg	1	3	19.649	6.115	28		25.792		25.792	48.800	684	272	956	29				11.965	6.416	18.381	*
Rapid.Tech, Erfurt	1	2	582	6			588	74	662	2.200	55	2	57	3				988	151	1.139	*
RESALE, Karlsruhe	1	3	4.672	2.107	1.748	614	9.141		9.141	23.000	297	170	467	28				2.955	3.272	6.227	*
SIT - Saxon fair for Industry & Technology - with LiMA, Chemnitz	1	3	1.893		40		1.933	119	2.052	7.500	174	3	177	2	4	3	7			2.276	
VISION, Stuttgart	1	3	4.939	2.751			7.690	377	8.067	21.000	181	142	323	26	2	3	5	4.456	2.296	6.752	*
<b>B17 Other Consumer Goods and Service Industries</b>																					
BioFach / Vivaness, Nürnberg	1	4	20.800	22.596			43.396	2.485	45.881	89.300	823	1.734	2.557	87				26.843	16.826	43.669	*
CADEAUX - March, Leipzig	1	3	8.986	381			9.367	1.013	10.380	25.600	288	18	306	11	1		1			7.036	
CADEAUX - September/Comfortex, Leipzig	1	3	13.764	776			14.540	1.512	16.052	41.300	506	84	590	15	1		1	11.601	129	11.730	*
Christmasworld, Frankfurt/Main	1	5	24.864	27.858			52.722	1.489	54.211	98.000	277	691	968	35				13.731	16.426	30.157	*1)
DKM - Finance and insurance, Dortmund	1	3	9.411	505			9.916		9.916	23.200	314	17	331	9				12.460	119	12.579	
Invest, Stuttgart	1	3	4.104	814			4.918	1.900	6.818	20.900	154	49	203	13				14.172	438	14.610	*
Moderner Staat, Berlin	1	2	3.493	103			3.596	1.250	4.846	8.450	212	3	215	4						4.188	*
Paperworld, Frankfurt/Main	1	4	22.555	40.978			63.533	1.811	65.344	138.200	437	1.668	2.105	66				18.422	27.099	45.521	*1)
Promotion World, Hannover	1	5	2.239	203			2.442	273	2.715	6.600	104	6	110	6				16.530	2.318	18.848	*3)
PSI Messe, Düsseldorf	1	3	20.829	14.924			35.753	1.023	36.776	62.300	492	396	888	31	18	10	28	7.714	9.262	16.976	*
Werkstätten: Messe, Nürnberg	1	4	5.625	228			5.853	104	5.957	13.000	226	23	249	8						17.202	
<b>B18 Arts and Antiques</b>																					
Antiques exhibition, Münster	1	5	1.481	191			1.672		1.672	6.050	67	9	76	6						6.159	
<b>C GENERAL CONSUMER EXHIBITIONS</b>																					
afa Augsburg Spring Exhibition, Augsburg	1	9	14.898	643	890		16.431	2.758	19.189	42.100	432	16	448	4						85.224	
Allgäuer Festwoche, Kempten	1	9	5.785	231	7.973	89	14.078	576	14.654	25.000	353	15	368	5						117.182	*
Americana, Augsburg	1	5	5.157	1.743	1.099	85	8.084	4.091	12.175	34.700	171	49	220	10						34.693	
CONSUMENTA, Nürnberg	1	9	22.394	1.920			24.314	13.333	37.647	76.600	837	68	905	18						144.675	*
Dresdner Ostern - Garden, pet, handicraft, Dresden	1	4	3.721	249	259		4.229	7.327	11.556	19.800	253	11	264	5						42.780	
DU UND DEINE WELT, Hamburg	1	9	12.681	1.806			14.487	8.847	23.334	45.100	472	71	543	33				93.030	562	93.592	*
Familie + Heim / Int. Mineral and Fossil Exchange, Stuttgart	1	9	13.274	806			14.080	3.621	17.701	42.900	559	71	630	22						61.584	*2)
Giardina / INVENTA, Karlsruhe	1	4	10.052	336			10.388	841	11.229	26.800	391	15	406	6	6	2	8			35.680	*
HanseLife, Bremen	1	9	15.463	710	899	16	17.088	4.331	21.419	39.900	730	15	745	7						70.433	*
Home - Garden - Leisure / Central German Handicrafts Fair / Residential Fair, Leipzig	1	9	25.609	1.549			27.158	7.840	34.998	86.700	1.108	73	1.181	16	4		4	174.538	1.585	176.123	*
Import Shop, Berlin	1	5	3.137	3.059			6.196	313	6.509	18.900	262	301	563	51				42.607	649	43.256	*
Infra - Information and sales exh., Hannover	1	9	26.571	1.998	436		29.005	4.991	33.996	91.100	1.093	81	1.174	24						213.294	*

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profile Analyses see page 27 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. Multiple answers were permitted <sup>3)</sup> Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers 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		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries		Domestic	Foreign	Total	Domestic	Foreign	Total
			Domestic	Foreign	Domestic	Foreign								Domestic	Foreign						
For the complete titles see pp. 111																					
MANNHEIMER MAIARKT, Mannheim	1	11	33.552	2.064	32.320	207	68.143	5.614	73.757	179.700	1.373	83	1.456	21						339.111 *	
Messe Wächtersbach, Wächtersbach	1	9	6.154	170	5.225	60	11.609	4.312	15.921	26.900	384	14	398	11						64.011 *	
MODE-HEIM-HANDWERK, Essen	1	9	9.625	923			10.548	6.440	16.988	51.700	573	36	609	12						138.500 *	
Neue Messe Rosenheim, Rosenheim	2	9	6.945	1.043	2.050		10.038	1.590	11.628	17.900	334	40	374	8	26	6	32			50.112	
OBERRHEIN-MESSE, Offenburg	1	9	9.709	753	9.940	216	20.618	2.767	23.385	52.700	466	29	495	13	8		8	55.889	7.049	62.938 *	
Offerta, Karlsruhe	1	9	22.252	1.514	980		24.746	2.827	27.573	54.400	748	52	800	14	11	1	12			135.245 *	
Passauer Frühling DreiLänderMesse, Passau	2	9	8.310	1.710	1.822	139	11.981	1.685	13.666	23.000	369	85	454	7	15	7	22			69.083	
REGIO, Lörrach	1	10	8.892	660	1.918	107	11.577	3.781	15.358	29.000	447	31	478	7	96	32	128	52.787	8.238	61.025 *	
Rheinland-Pfalz-Ausstellung, Mainz	1	9	12.659	547	2.845		16.051	1.849	17.900	33.500	788	21	809	11						76.839 *	
Südwest Messe, Villingen-Schwenningen	1	9	13.998	547	18.085	66	32.696	1.724	34.420	58.600	698	27	725	9	42	11	53			105.653 *	
Thüringen-Ausstellung, Erfurt	1	9	9.133	173			9.306	3.000	12.306	23.000	557	10	567	5	31		31			65.606	

+ Events with changing venues    ● Recognized by UFI – The Global Association of the Exhibition Industry    \* Visitors Profile Analyses see page 27 ff.

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>10 984</b>
<b>Proportion of trade visitors</b>	<b>66%</b>
<b>Region of residence</b>	%
up to 50 km	39
more than 50 km up to 100 km	23
more than 100 km up to 300 km	25
over 300 km	13
<b>Total Germany</b>	<b>92</b>
Baden-Württemberg	10
Bavaria	82
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	2
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	1
<b>Total Foreign</b>	<b>8</b>
of which EU	75
Other	25
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	38
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	14
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	4
Student	12
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2008	30
2007	25
2006	18
Earlier events	9
First visit	53

**Basic data private visitors**

<b>Proportion of private visitors</b>	<b>34%</b>
<b>Region of residence</b>	%
up to 50 km	64
more than 50 km up to 100 km	22
more than 100 km up to 300 km	12
over 300 km	2
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	4
Bavaria	95
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	2
Mecklenburg-West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>
of which EU	67
Other	33
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	25
Skilled worker	18
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	2
Student	4
Housewife/man	4
Old-age pensioner	17
<b>Frequency of visits to trade fair</b>	%
2008	19
2007	20
2006	15
Earlier events	11
First visit	55

**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	47
more than 50 km up to 100 km	23
more than 100 km up to 300 km	20
over 300 km	9
<b>Total Germany</b>	<b>95</b>
Baden-Württemberg	8
Bavaria	86
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	1
<b>Total Foreign</b>	<b>5</b>
of which EU	74
Other	26
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	30
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	9
Other salaried staff/public service	18
Skilled worker	11
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	3
Student	10
Housewife/man	1
Old-age pensioner	6
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2008	27
2007	23
2006	17
Earlier events	10
First visit	54

**Additional data trade visitors**

<b>Economic sector</b>	%
Public office, authority, ministry	7
Plant construction, industry, production	11
Architect's, planner's, engineer's office, energy consultant	13
Energy supplies	8
Financing, business promotion, insurance	2
Agriculture and forestry	10
Trade/sales	8
Skilled trades, installation, sanitary/heating/air-conditioning	15
Science, research, development	3
Other	8
Student	12
Other not gainfully employed	3
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	32
Collectively	25
In an advisory capacity	16
No	12
Student	12
Other not gainfully employed	3
<b>Area of responsibility</b>	%
Management	34
Research/development/design	8
Planning/work preparation	14
Manufacture/production	8
Production, quality control	2
Buying/procurement	7
Finance/accounting, controlling	4
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	3
Maintenance/repairs	7
Other area	13
Student	12
Other not gainfully employed	3
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	37
5- 9	9
10- 49	11
50- 99	6
100- 199	5
200- 499	5
500- 999	3
1 000- 9 999	7
10 000 and more	3
Student	12
other not gainfully employed	3

<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	34
2nd day	36
3rd day	24
4th day	23

**Additional data private visitors**

<b>Sex</b>	%
Male	79
Female	21
<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	13
over 30 up to 40 years	16
over 40 up to 50 years	28
over 50 up to 60 years	22
over 60 up to 70 years	13
over 70 years	5
<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	12
more than 2 000,- EUR up to 2 600,- EUR	16
more than 2 600,- EUR up to 3 600,- EUR	18
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	13
N/A	12
<b>Size of household</b>	%
1 person	7
2 persons	31
3 persons	16
4 persons	25
5 persons and more	21
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	14
no	48
maybe	38
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	52
no	13
maybe	35

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## GrindTec (2008) → Augsburg

## Basic data trade visitors

Total number of visitors	11 069
Proportion of trade visitors	98%
Region of residence	%
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-Württemberg	7
Bavaria	40
Berlin	1
Brandenburg	1
Bremen	3
Hamburg	1
Hesse	4
Mecklenburg-West Pommern	-
Lower Saxony	2

<b>Total Foreign</b>	<b>25</b>
of which EU	53
Rest of Europe	30
Asia	8
other	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	-
Information, communication technology (EDP)	1
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	200- 499
10- 49	9
50- 99	10
100- 199	11

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

Conducted by: Messe- und Congressberatung Dirr, Hamburg

## ZOW (2009) → Bad Salzufflen

## Basic data trade visitors

Total number of visitors	17 281
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	31
more than 50 km up to 100 km	12
more than 100 km up to 300 km	22
over 300 km	35

<b>Total Germany</b>	<b>79</b>
Baden-Württemberg	6
Bavaria	6
Berlin	1
Brandenburg	-
Bremen	1
Hamburg	2
Hesse	4
Mecklenburg-West Pommern	-
Lower Saxony	13

<b>Total Foreign</b>	<b>21</b>
of which EU	80
Rest of Europe	9
Other	12

<b>The three countries with the highest visitor shares</b>	%
Netherlands	11
Great Britain	9
Italy	8

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	30
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	7
Department head, group head	15
Other salaried staff/public service	19
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	7
Student	4

<b>Frequency of visits to trade fair</b>	%
2008	54
2007	49
Earlier events	50
First visit	30

## Additional data trade visitors

<b>Economic sector</b>	%
Office furniture	17
Kitchen furniture	25
Bathroom furniture	15
Living room, bedroom and teenagers' furniture	16
Furniture trade	6
Interior work, joinery	17
Free-lance designer	4
Interior designer	5
Media	1
Timber trade	5
Supplier	23
Other	20

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	37
Collectively	30
In an advisory capacity	18
No	12
Student	4

<b>Area of responsibility</b>	%
Management	41
Research/development/design	21
Planning/work preparation	20
Manufacture/production	19
Production, quality control	9
Buying/procurement	26
Finance/accounting, controlling	9
Information, communication technology (EDP)	6
Administration/organisation/personnel/social welfare/training	8
Marketing/sales/advertising/PR	33
Storage/material management/logistics/transport	6
Maintenance/repairs	3
Other area	5
Student	4

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	16
5- 9	9
10- 49	22
50- 99	11
100- 199	11
200- 499	10
500- 999	7
1 000- 9 999	9
10 000 and more	1
Student	4

<b>Length of stay</b>	%
1. Length of stay (days):	
one	70
two	20
three	5
four	5
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	%
1st day	35
2nd day	42
3rd day	42
4th day	26

Conducted by: NordWestConsult GmbH, Bielefeld

## bautec

## Basic data trade visitors

Total number of visitors	49 186
Proportion of trade visitors	83%
Region of residence	%
up to 50 km	66
more than 50 km up to 100 km	7
more than 100 km up to 300 km	11
over 300 km	16

<b>Total Germany</b>	<b>92</b>
Baden-Württemberg	2
Bavaria	1
Berlin	53
Brandenburg	29
Bremen	-
Hamburg	1
Hesse	1
Mecklenburg-West Pommern	2
Lower Saxony	3

<b>Total Foreign</b>	<b>8</b>
of which EU	37
Rest of Europe	18
Middle East	33
other countries	12

<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	2
Department head, group head	11
Other salaried staff/public service	16
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	7
Other position	2
Student	7
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	33
2006	25
2004	19
Earlier events	18
First visit	41

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	9
Construction industry	31
Other skilled trades	7
Retail trade/building materials trade	3
Wholesale/foreign trade	3
Building owner	3
Authority/public services	5
Architect's, planner's, engineer's office	17
Other service	7
Research/science	2
Association/guild/chamber	1
Universities	2
Other sectors	3
Student	5
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	30
Collectively	27
In an advisory capacity	20
No	14
Student	7
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	26
Research/development/design	8
Planning/work preparation	24
Manufacture/production	12
Production, quality control	4
Buying/procurement	9
Finance/accounting, controlling	4
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	3
Maintenance/repairs	10
Other area	14
Student	7
Other not gainfully employed	2

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	33
5- 9	11
10- 49	18
50- 99	5
100- 199	6
200- 499	7
500- 999	4
1 000- 9 999	4
10 000 and more	3
Student	7
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	84
two	13
three	2
four	-
five	1
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	27
2nd day	24
3rd day	29
4th day	23
5th day	17

Conducted by: Hopp & Partner, Berlin

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>14 576</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	64
more than 50 km up to 100 km	11
more than 100 km up to 300 km	19
over 300 km	6

<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	1
Bavaria	2
Berlin	47
Brandenburg	32
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommern	4
Lower Saxony	1
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	5
Saxony-Anhalt	5
Schleswig-Holstein	-
Thuringia	1

<b>Total Foreign</b>	<b>2</b>
of which EU	80
Rest of Europe	20
other countries	-

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	9
Other salaried staff/public service	14
Skilled worker	18
Lecturer, teacher, scientific assistant	2
Trainee	24
Other position	1
Student	6
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	42
2006	30
2003	21
Earlier events	24
First visit	40

**Additional data trade visitors**

<b>Economic sector</b>	%
Energy supplies	15
Industry	11
Wholesale trade	6
Retail trade	3
Skilled trades	31
Logistics and transportation	3
Education/science/research	2
Training and further training	3
Planning, technical consultants	5
Architects	1
Other private service providers	3
Other public services/administration	6
Other sectors	4
Student	6
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	19
Collectively	31
In an advisory capacity	21
No	22
Student	6
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	20
Research/development/design	7
Planning/work preparation	22
Manufacture/production	18
Production, quality control	5
Buying/procurement	14
Finance/accounting, controlling	5
Information, communication technology (EDP)	8
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	6
Maintenance/repairs	29
Other area	20
Student	6
Other not gainfully employed	2

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	23
5- 9	14
10- 49	16
50- 99	6
100- 199	6
200- 499	7
500- 999	4
1 000- 9 999	10
10 000 and more	7
Student	6
other not gainfully employed	2

<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	36
2nd day	46
3rd day	35

Conducted by: Hopp & Partner, Berlin

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>50 232</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	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>22</b>
Baden-Württemberg	14
Bavaria	8
Berlin	18
Brandenburg	5
Bremen	1
Hamburg	6
Hesse	6
Mecklenburg-West Pommern	2
Lower Saxony	11
North Rhine-Westphalia	15
Rhineland-Palatinate	4
Saarland	-
Saxony	5
Saxony-Anhalt	2
Schleswig-Holstein	4
Thuringia	1

<b>Total Foreign</b>	<b>78</b>
of which EU	68
Rest of Europe	8
Africa	7
North America	5
South and Central America	6
Middle East	4
South-, East-, Central Asia	2
Australia	1

<b>The five countries with the highest visitor shares</b>	%
Spain	13
Italy	10
France	9
Netherlands	9
Great Britain	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	21
Senior department head, other employee with managerial responsibility	8
Department head, group head	14
Other salaried staff/public service	9
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	6
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	38
2007	28
2006	23
Earlier events	15
First visit	35

**Additional data trade visitors**

<b>Economic sector</b>	%
Fruit and vegetable growers	32
Importers, exporters	31
Industry	8
Retail trade (central buying)	4
Retail trade (distribution)	5
Own wholesale trade of retail grocery trade	7
Other wholesale trade	6
Hotel, catering trade	2
Packaging companies	6
Packaging machinery manufacturer	1
Freight forwarders, transport companies	6
Other services	2
Authority/public services	2
Association/club/institution	3
Research, apprenticeship, training	4
Other	4
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	44
Collectively	30
In an advisory capacity	14
No	8
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	42
Research/development/design	11
Planning/work preparation	10
Manufacture/production	9
Production, quality control	8
Buying/procurement	18
Finance/accounting, controlling	5
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	23
Storage/material management/logistics/transport	6
Maintenance/repairs	2
Other area	7
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	16
5- 9	14
10- 49	26
50- 99	11
100- 199	9
200- 499	8
500- 999	4
1 000- 9 999	5
10 000 and more	3
Student	3
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	33
two	39
three	28
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	%
1st day	63
2nd day	79
3rd day	54

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Import Shop → Berlin

### Basic data private visitors

<b>Total number of visitors</b>	<b>43 256</b>
<b>Proportion of private visitors</b>	<b>89%</b>
<b>Region of residence</b>	%
up to 50 km	89
more than 50 km up to 100 km	3
more than 100 km up to 300 km	5
over 300 km	3
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	1
Bavaria	1
Berlin	76
Brandenburg	19
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	-
	North Rhine-Westphalia
	Rhineland-Palatinate
	Saarland
	Saxony
	Saxony-Anhalt
	Schleswig-Holstein
	Thuringia
	-
<b>Total Foreign</b>	<b>2</b>
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service	35
Skilled worker	3
Lecturer, teacher, scientific assistant	5
Trainee	2
Other position	3
Housewife/man	21
Old-age pensioner	3
Student	9
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2009	55
2008	53
2007	56
Earlier events	33
First visit	23

### Additional data private visitors

<b>Sex</b>	%
Male	19
Female	81
<b>Age</b>	%
up to 20 years	7
over 20 up to 30 years	10
over 30 up to 40 years	10
over 40 up to 50 years	26
over 50 up to 60 years	23
over 60 up to 70 years	17
over 70 years	7
<b>Net household income</b>	%
up to 900,- EUR	6
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 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	7
N/A	5
	40
<b>Size of household</b>	%
1 person	29
2 persons	39
3 persons	16
4 persons	11
5 persons and more	5
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	92
yes	1
no	6
maybe	1
<b>Follow-up business</b>	%
Intend to buy at later date	27
yes	26
no	26
maybe	47

Conducted by: Hopp & Partner, Berlin

## InnoTrans → Berlin

### Basic data trade visitors

<b>Total number of visitors</b>	<b>106 600</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	21
more than 50 km up to 100 km	2
more than 100 km up to 300 km	11
over 300 km	67
<b>Total Germany</b>	<b>56</b>
Baden-Württemberg	9
Bavaria	12
Berlin	25
Brandenburg	9
Bremen	-
Hamburg	-
Hesse	4
Mecklenburg-West Pomerania	2
Lower Saxony	6
	North Rhine-Westphalia
	Rhineland-Palatinate
	Saarland
	Saxony
	Saxony-Anhalt
	Schleswig-Holstein
	Thuringia
	-
<b>Total Foreign</b>	<b>44</b>
of which	65
EU	14
Rest of Europe	1
Africa	5
North America	5
South and Central America	2
Middle East	3
South-, East-, Central Asia	9
Australia	1
<b>The five countries with the highest visitor shares</b>	%
France	10
Switzerland	9
Austria	9
Poland	8
Italy	6
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	7
Department head, group head	21
Other salaried staff/public service	28
Skilled worker	10
Lecturer, teacher, scientific assistant	5
Trainee	4
Other position	6
Student	4
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2008	44
2006	33
2004	22
2002	14
Earlier events	12
First visit	46

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	44
Skilled trades	3
Retail trade	1
Wholesale/foreign trade	2
Service	27
Politics, public administration	4
Association/guild/chamber	1
Research/science	2
School, university, education	2
Media	2
Other sectors	8
Student	4
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	16
Collectively	31
In an advisory capacity	27
No	21
Student	4
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	22
Research/development/design	23
Manufacture/production	12
Buying/procurement	9
Finance/accounting, controlling	3
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	5
Planning/work preparation	16
Production, quality control	7
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	3
Maintenance/repairs	11
Other area	12
Student	4
Other not gainfully employed	1
<b>Size of company/organization:</b>	%
Number of employees:	%
1- 4	6
5- 9	4
10- 49	12
50- 99	9
100-199	8
200-499	9
500- 999	10
1 000- 9 999	18
10 000 and more	19
Student	4
other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	50
two	29
three	10
four	11
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	%
1st day	43
2nd day	53
3rd day	51
4th day	35

Conducted by: Hopp & Partner, Berlin



# International Green Week (2009) → Berlin

## Basic data trade visitors

<b>Total number of visitors</b>	<b>397 866</b>
<b>Proportion of trade visitors</b>	<b>28%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	37
more than 50 km up to 100 km	7
more than 100 km up to 300 km	20
over 300 km	36
<b>Total Germany</b>	<b>92</b>
Baden-Württemberg	2
Bavaria	6
Berlin	33
Brandenburg	16
Bremen	-
Hamburg	1
Hesse	3
Mecklenburg-Holstein	4
West Pomerania	5
Lower Saxony	7
North Rhine-Westphalia	7
Rhineland-Palatinate	3
Saarland	1
Saxony	4
Saxony-Anhalt	7
Thuringia	3
<b>Total Foreign</b>	<b>8</b>
of which EU	54
Rest of Europe	30
Other	16
<b>The country with the highest visitor share</b>	<b>%</b>
Poland	15
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	2
Department head, group head	5
Other salaried staff/public service	13
Skilled worker	4
Farmer	8
Lecturer, teacher, scientific assistant	5
Trainee	13
Other position	3
Student	13
Housewife/man	5
Old-age pensioner	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	37
2007	35
2006	33
Earlier events	76
First visit	39

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>72%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	56
more than 50 km up to 100 km	7
more than 100 km up to 300 km	22
over 300 km	15
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	1
Bavaria	3
Berlin	45
Brandenburg	23
Bremen	-
Hamburg	1
Hesse	1
Mecklenburg-Holstein	2
West Pomerania	5
Lower Saxony	4
North Rhine-Westphalia	2
Rhineland-Palatinate	1
Saarland	-
Saxony	5
Saxony-Anhalt	6
Schleswig-Holstein	2
Thuringia	3
<b>Total Foreign</b>	<b>2</b>
of which EU	50
Rest of Europe	33
Other	17
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	25
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	4
Farmer	1
Student	12
Housewife/man	4
Old-age pensioner	22
Other not gainfully employed	4
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	41
2007	39
2006	38
Earlier events	71
First visit	27

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	52
more than 50 km up to 100 km	8
more than 100 km up to 300 km	22
over 300 km	18
<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	1
Bavaria	3
Berlin	43
Brandenburg	22
Bremen	-
Hamburg	1
Hesse	1
Mecklenburg-Holstein	3
West Pomerania	5
Lower Saxony	4
North Rhine-Westphalia	3
Rhineland-Palatinate	1
Saarland	-
Saxony	4
Saxony-Anhalt	6
Schleswig-Holstein	3
Thuringia	3
<b>Total Foreign</b>	<b>3</b>
of which EU	53
Rest of Europe	31
Other	16
<b>The country with the highest visitor share</b>	<b>%</b>
Poland	17
<b>Position in the company/organization</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	3
Other salaried staff/public service	21
Skilled worker	9
Lecturer, teacher, scientific assistant	3
Trainee	7
Other position	4
Student	13
Housewife/man	17
Old-age pensioner	3
Farmer	3
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	39
2007	37
2006	36
Earlier events	72
First visit	31

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Agriculture and forestry	22
Horticulture, landscape gardening	4
Wholesale/foreign trade	2
Retail trade	5
Catering trade (restaurants, hotels and guest houses)	8
Other service company	8
Food and luxuries industry	7
Other industry	2
Authorities, public facilities, associations	9
School, technical college, university	4
Other	4
Student	15
Other not gainfully employed	10
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	24
Collectively	20
In an advisory capacity	17
No	17
Student	13
Other not gainfully employed	8
<b>Area of responsibility</b>	<b>%</b>
Management	25
Research/development/design	7
Planning/work preparation	10
Manufacture/production	10
Production, quality control	5
Buying/procurement	11
Finance/accounting, controlling	6
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	14
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	5
Maintenance/repairs	4
Other area	23
Student	13
Other not gainfully employed	8
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	24
5- 9	9
10- 49	19
50- 99	6
100-199	5
200-499	5
500- 999	4
1 000- 9 999	3
10 000 and more	4
Student	13
other not gainfully employed	8
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	67
two	16
three	8
four	3
five	1
six	2
seven	1
eight	-
nine	-
ten	2
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	<b>%</b>
1st day	24
2nd day	22
3rd day	18
4th day	19
5th day	23
6th day	23
7th day	20
8th day	13
9th day	10
10th day	8

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	41
Female	59
<b>Age</b>	<b>%</b>
up to 20 years	11
over 20 up to 30 years	16
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	18
over 70 years	6
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	11
more than 900,- EUR up to 1 500,- EUR	17
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	11
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	5
N/A	26
<b>Size of household</b>	<b>%</b>
1 person	18
2 persons	45
3 persons	17
4 persons	13
5 persons and more	7
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	70
no	12
maybe	18
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	27
no	32
maybe	42
Conducted by: Hopp & Partner, Berlin	



## Basic data trade visitors

<b>Total number of visitors</b>	<b>131 131</b>
<b>Proportion of trade visitors</b>	<b>53%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	23
more than 50 km up to 100 km	1
more than 100 km up to 300 km	14
over 300 km	62
<b>Total Germany</b>	<b>69</b>
Baden-Württemberg	13
Bavaria	10
Berlin	28
Brandenburg	8
Bremen	1
Hamburg	3
Hesse	3
Mecklenburg-West Pomerania	6
Lower Saxony	2
North Rhine-Westphalia	2
Rhineland-Palatinate	2
Saarland	2
Saxony	2
Saxony-Anhalt	2
Schleswig-Holstein	2
Thuringia	2
<b>Total Foreign</b>	<b>31</b>
of which EU	58
Rest of Europe	12
Africa	10
South and Central America	4
Middle East	6
South-, East-, Central Asia	10
other countries	1
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Austria	10
Poland	10
Netherlands	5
France	5
Spain	4
<b>Position in the company/organization</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	12
Other salaried staff/public service	16
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	3
Student	18
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	40
2008	34
2007	32
Earlier events	29
First visit	37

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>47%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	74
more than 50 km up to 100 km	4
more than 100 km up to 300 km	10
over 300 km	13
<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	3
Bavaria	2
Berlin	62
Brandenburg	19
Bremen	-
Hamburg	1
Hesse	2
Mecklenburg-West Pomerania	2
Lower Saxony	3
North Rhine-Westphalia	1
Rhineland-Palatinate	1
Saarland	2
Saxony	2
Saxony-Anhalt	3
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>3</b>
of which EU	77
other countries	23
<b>The country with the highest visitor share</b>	<b>%</b>
Poland	33
<b>Position in the company/organization</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	31
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	3
Housewife/man	2
Old-age pensioner	24
Student	7
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	37
2008	36
2007	33
Earlier events	30
First visit	33

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	47
more than 50 km up to 100 km	3
more than 100 km up to 300 km	12
over 300 km	39
<b>Total Germany</b>	<b>82</b>
Baden-Württemberg	3
Bavaria	5
Berlin	47
Brandenburg	14
Bremen	1
Hamburg	2
Hesse	4
Mecklenburg-West Pomerania	2
Lower Saxony	5
North Rhine-Westphalia	7
Rhineland-Palatinate	2
Saarland	-
Saxony	2
Saxony-Anhalt	4
Schleswig-Holstein	2
Thuringia	1
<b>Total Foreign</b>	<b>18</b>
of which EU	59
Rest of Europe	12
Africa	10
South and Central America	3
Middle East	6
South-, East-, Central Asia	9
other countries	1
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Poland	12
Austria	10
Netherlands	5
France	5
Switzerland	4
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	23
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	3
Housewife/man	12
Old-age pensioner	2
Student	13
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	38
2008	35
2007	33
Earlier events	29
First visit	35

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Tourism organization	6
Tour operator	19
Travel agency	11
Trade fair organizer/conference and congress organizer	2
Hotel company	8
Business travel	3
Transport carriers (bus, train, ship and air companies)	4
Travel technology, information and reservation systems	2
PR/advertising/consultancy	6
Press, publishers	7
Research institute/educational institution	4
Tourism federations/associations	6
Vacation property	1
Telecommunication	1
Other sectors	13
Student	18
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	27
Collectively	23
In an advisory capacity	17
No	14
Student	18
Other not gainfully employed	2
<b>Area of responsibility</b>	<b>%</b>
Management	25
Research/development/design	5
Planning/work preparation	9
Manufacture/production	5
Production, quality control	2
Buying/procurement	8
Finance/accounting, controlling	5
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	6
Marketing/sales/advertising/PR	28
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	15
Student	18
Other not gainfully employed	2

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	21
5- 9	10
10- 49	19
50- 99	7
100-199	7
200-499	6
500- 999	4
1 000- 9 999	5
10 000 and more	3
Student	18
other not gainfully employed	2

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	43
two	24
three	20
four	4
five	8
2. Average length of stay	2,1 days
3. Share of visitors on the event's days:	<b>%</b>
1st day	47
2nd day	58
3rd day	49
4th day	34
5th day	22

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	45
Female	55
<b>Age</b>	<b>%</b>
up to 20 years	3
over 20 up to 30 years	13
over 30 up to 40 years	10
over 40 up to 50 years	25
over 50 up to 60 years	22
over 60 up to 70 years	19
over 70 years	8
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	15
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	16
more than 2 600,- EUR up to 3 600,- EUR	16
more than 3 600,- EUR up to 5 000,- EUR	11
more than 5 000,- EUR	8
N/A	13
<b>Size of household</b>	<b>%</b>
1 person	30
2 persons	46
3 persons	13
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
no	maybe
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	yes
no	17
maybe	38

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## MODERNER STAAT → Berlin

### Basic data trade visitors

<b>Total number of visitors</b>	<b>4 188</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	32
more than 50 km up to 100 km	3
more than 100 km up to 300 km	23
over 300 km	41

<b>Total Germany</b>	<b>97</b>
Baden- Württemberg	4
Bavaria	6
Berlin	25
Brandenburg	13
Bremen	-
Hamburg	3
Hesse	7
Mecklenburg- West Pommern	4
Lower Saxony	5

### Total Foreign

<b>Position in the company/organization</b>	%
Head of department, senior civil servant	3
Lord Mayor, department head, treasurer, head of division	4
Head of public office, department head	5
Department manager, subdivision manager, head of division, section head, subject head	15
Commercial clerk, desk officer	14
Other salaried public service employee	29
Member of the board, managing director, owner	8
Area manager, authorized signatory	2
Department head, group head	6
Commercial clerk, skilled worker	4
Lecturer, teacher, scientific assistant	4
Other professional positions in the private sector	6
Student	2

<b>Frequency of visits to trade fair</b>	%
2009	35
2008	30
Earlier events	22
First visit	48

### Additional data trade visitors

<b>Economic sector</b>	%
Regional administration	28
Federal administration	11
Local government, city council	24
Private industry	17
Service	5
Association, organization, trade union	3
Politics (National, Local)	2
Educational facility	5
Other sectors	7

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	11
Collectively	36
In an advisory capacity	30
Student	2
No	35

<b>Area of responsibility</b>	%
Management	10
Research/development/design	2
Planning/work preparation	1
Manufacture/production	-
Production, quality control	-
Buying/procurement	1
Finance/accounting, controlling	9
Information, communication technology (EDP)	18
Administration/organization/personnel/social welfare/training	25
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	-
Maintenance/repairs	-
Other area	23
Student	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	3
5- 9	2
10- 49	11
50- 99	7
100-199	9
200 - 499	18
500 - 999	15
1 000 - 9 999	26
10 000 and more	7
Student	2

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

Conducted by: Wissler & Partner, Basel

## BOATFIT → Bremen

### Basic data private visitors

<b>Total number of visitors</b>	<b>9 732</b>
<b>Proportion of private visitors</b>	<b>90%</b>
<b>Region of residence</b>	%
up to 50 km	50
more than 50 km up to 100 km	15
more than 100 km up to 300 km	27
over 300 km	8

<b>Total Germany</b>	<b>98</b>
Baden- Württemberg	-
Bavaria	2
Berlin	-
Brandenburg	1
Bremen	31
Hamburg	4
Hesse	2
Mecklenburg- West Pommern	1
Lower Saxony	44

### Total Foreign

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	9
Other salaried staff/public service	22
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	3
Housewife/man	3
Old-age pensioner	22
Student	3
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2009	31
2008	29
2007	22
2006	18
Earlier events	44

### Additional data private visitors

<b>Sex</b>	%
Male	77
Female	23

<b>Age</b>	%
up to 20 years	2
over 20 up to 30 years	5
over 30 up to 40 years	11
over 40 up to 50 years	31
over 50 up to 60 years	24
over 60 up to 70 years	21
over 70 years	6

<b>Net household income</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	12
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	15
N/A	41

<b>Size of household</b>	%
1 person	17
2 persons	45
3 persons	15
4 persons	17
5 persons and more	6

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	49
yes	23
no	29
maybe	29

<b>Follow-up business</b>	%
Intend to buy at later date	39
yes	18
no	18
maybe	44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## Bremen Classic Motorshow → Bremen

## Basic data private visitors

Total number of visitors	34 614
Proportion of private visitors	95%

Region of residence	%
up to 50 km	37
more than 50 km up to 100 km	16
more than 100 km up to 300 km	37
over 300 km	10

<b>Total Germany</b>	<b>93</b>
Baden-Württemberg	1
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	20
Hamburg	6
Hesse	1
Mecklenburg-West Pommern	7
Lower Saxony	55

<b>Total Foreign</b>	<b>7</b>
of which EU	86
other countries	14

<b>The three countries with the highest visitor shares</b>	%
Sweden	24
Denmark	22
Netherlands	22

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	16
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	24
Skilled worker	13
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	3
Housewife/man	2
Old-age pensioner	14
Student	5
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2009	41
2008	37
2007	32
Earlier events	18
First visit	30

## Additional data private visitors

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

<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	9
over 30 up to 40 years	14
over 40 up to 50 years	32
over 50 up to 60 years	21
over 60 up to 70 years	14
over 70 years	4

<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	8
more than 2 000,- EUR up to 3 600,- EUR	9
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	16
N/A	35

<b>Size of household</b>	%
1 person	21
2 persons	38
3 persons	16
4 persons	17
5 persons and more	9

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	52
yes	21
no	28
maybe	28

<b>Follow-up business</b>	%
Intend to buy at later date	24
yes	30
no	45
maybe	45

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## fish international → Bremen

## Basic data trade visitors

Total number of visitors	7 064
Proportion of trade visitors	93%

Region of residence	%
up to 50 km	24
more than 50 km up to 100 km	14
more than 100 km up to 300 km	33
over 300 km	29

<b>Total Germany</b>	<b>86</b>
Baden-Württemberg	4
Bavaria	5
Berlin	1
Brandenburg	1
Bremen	18
Hamburg	4
Hesse	3
Mecklenburg-West Pommern	6
Lower Saxony	42

<b>Total Foreign</b>	<b>14</b>
of which EU	75
Rest of Europe	16
other countries	9

<b>The two countries with the highest visitor shares</b>	%
Netherlands	21
Denmark	12

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	3
Department head, group head	19
Other salaried staff/public service	14
Skilled worker	8
Lecturer, teacher, scientific assistant	4
Trainee	4
Other position	5
Student	3
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	33
2006	25
2004	19
Earlier events	14
First visit	44

## Additional data trade visitors

<b>Economic sector</b>	%
Catering, communal catering	17
Industry	18
Service	15
Press	1
Retail trade	18
Wholesale trade	16
Other	11
Student	3
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	32
Collectively	33
In an advisory capacity	18
No	12
Student	3
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	26
Research/development/design	7
Planning/work preparation	5
Manufacture/production	13
Production, quality control	5
Buying/procurement	19
Finance/accounting, controlling	3
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	28
Storage/material management/logistics/transport	4
Maintenance/repairs	3
Other area	11
Student	3
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	%
1- 4	19
5- 9	17
10- 49	25
50- 99	10
100- 199	7
200- 499	5
500- 999	4
1 000- 9 999	5
10 000 and more	3
Student	3
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	%
one	84
two	14
three	2
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	44
2nd day	42
3rd day	32

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## HanseLife

## Basic data private visitors

Total number of visitors	70 433
Proportion of private visitors	93%

Region of residence	%
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>100</b>
Baden-Württemberg	1
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	50
Hamburg	-
Hesse	-
Mecklenburg-West Pommern	1
Lower Saxony	46

<b>Position in the company/organization</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	29
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	6
Housewife/man	8
Old-age pensioner	26
Student	4
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	%
(HanseLife) 2009	43
(HanseLife) 2008	37
(HanseLife) 2007	29
(hafa) 2006	32
Earlier events	43
First visit	16

**Additional data private visitors**

<b>Sex</b>	%
Male	30
Female	70
<b>Age</b>	
up to 20 years	4
over 20 up to 30 years	10
over 30 up to 40 years	10
over 40 up to 50 years	23
over 50 up to 60 years	23
over 60 up to 70 years	18
over 70 years	12
<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	9
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	4
N/A	46
<b>Size of household</b>	
1 person	21
2 persons	50
3 persons	14
4 persons	11
5 persons and more	5
<b>Buying and ordering capacity</b>	
Purchase or order made or intended at the exhibition	%
yes	75
no	9
maybe	16
<b>Follow-up business</b>	
Intend to buy at later date	%
yes	21
no	23
maybe	56

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	12 272
<b>Proportion of private visitors</b>	97%
<b>Region of residence</b>	
up to 50 km	68
more than 50 km up to 100 km	14
more than 100 km up to 300 km	15
over 300 km	3
<b>Total Germany</b>	
Baden-Württemberg	1
Bavaria	1
Berlin	1
Brandenburg	34
Bremen	34
Hamburg	1
Hesse	1
Mecklenburg-West Pommern	2
Lower Saxony	58
<b>Total Foreign</b>	
	1
<b>Position in the company/organization</b>	
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	9
Other salaried staff/public service	32
Skilled worker	9
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	6
Housewife/man	4
Old-age pensioner	16
Student	9
Other not gainfully employed	3

<b>Frequency of visits to trade fair outdoor&amp;fahrrad.markt.zukunft 2009</b>	%
outdoor&fahrrad.markt.zukunft 2008	23
fahrrad.markt.zukunft 2007	22
Earlier events	13
First visit	11
	36

**Additional data private visitors**

<b>Sex</b>	%
Male	64
Female	36
<b>Age</b>	
up to 20 years	5
over 20 up to 30 years	13
over 30 up to 40 years	16
over 40 up to 50 years	25
over 50 up to 60 years	24
over 60 up to 70 years	11
over 70 years	5
<b>Net household income</b>	
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	10
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	8
N/A	32
<b>Size of household</b>	
1 person	17
2 persons	40
3 persons	15
4 persons	21
5 persons and more	7
<b>Buying and ordering capacity</b>	
Purchase or order made or intended at the exhibition	%
yes	32
no	27
maybe	41
<b>Follow-up business</b>	
Intend to buy at later date	%
yes	33
no	16
maybe	51

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	14 491
<b>Proportion of private visitors</b>	94%
<b>Region of residence</b>	
up to 50 km	61
more than 50 km up to 100 km	24
more than 100 km up to 300 km	12
over 300 km	3
<b>Total Germany</b>	
Baden-Württemberg	1
Bavaria	1
Berlin	1
Brandenburg	33
Bremen	33
Hamburg	1
Hesse	1
Mecklenburg-West Pommern	1
Lower Saxony	61
<b>Total Foreign</b>	
	1
<b>Position in the company/organization</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	5
Other salaried staff/public service	26
Skilled worker	9
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	4
Student	2
Housewife/man	5
Old-age pensioner	30
Other not gainfully employed	3

<b>Frequency of visits to trade fair 2008</b>	%
2007	34
2006	24
2005	15
2004	9
First visit	38

**Additional data private visitors**

<b>Sex</b>	%
Male	51
Female	49
<b>Age</b>	
up to 20 years	1
over 20 up to 30 years	6
over 30 up to 40 years	12
over 40 up to 50 years	23
over 50 up to 60 years	29
over 60 up to 70 years	23
over 70 years	6
<b>Net household income</b>	
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	10
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	11
more than 5 000,- EUR	7
N/A	34
<b>Size of household</b>	
1 person	13
2 persons	63
3 persons	9
4 persons	11
5 persons and more	3
<b>Buying and ordering capacity</b>	
Purchase or order made or intended at the exhibition	%
yes	20
no	43
maybe	37
<b>Follow-up business</b>	
Intend to buy at later date	%
yes	27
no	18
maybe	55

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## waste to energy → Bremen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>986</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	7
more than 100 km up to 300 km	34
over 300 km	47
<b>Total Germany</b>	<b>70</b>
Baden-Württemberg	4
Bavaria	9
Berlin	3
Brandenburg	3
Bremen	13
Hamburg	3
Hesse	3
Mecklenburg-West Pomerania	3
Lower Saxony	29
<b>Total Foreign</b>	<b>30</b>
of which EU	67
other countries	33

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	20
Senior department head, other employee with managerial responsibility	7
Department head, group head	28
Other salaried staff/public service	15
Skilled worker	2
Lecturer, teacher, scientific assistant	5
Trainee	5
Other position	5
Student	8
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	12
2007	11
2005	10
First visit	70

## Additional data trade visitors

<b>Economic sector</b>	%
Disposal	13
Energy	19
Engineer's office	5
Consulting, project development	8
Local authorities, public institutions, Municipalities	4
Machine and plant construction	14
Industry, manufacturing sector	7
Logistics and transportation	1
Service	9
Research/science	5
Banking and finance	1
Chemistry, chemical industry	1
Other sectors	8
Student	8
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	41
In an advisory capacity	23
No	4
Student	8
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	30
Research/development/design	15
Planning/work preparation	10
Manufacture/production	4
Production, quality control	4
Buying/procurement	7
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	37
Storage/material management/logistics/transport	-
Maintenance/repairs	5
Other area	11
Student	8
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	6
5- 9	17
10- 49	6
50- 99	8
100-199	12
200-499	2
500- 999	6
1 000- 9 999	17
10 000 and more	6
Student	8
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	70
two	30
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	73
2nd day	57

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## mtex (2008) → Chemnitz

## Basic data trade visitors

<b>Total number of visitors</b>	<b>1 206</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	22
more than 50 km up to 100 km	18
more than 100 km up to 300 km	19
over 300 km	41
<b>Total Germany</b>	<b>91</b>
Baden-Württemberg	11
Bavaria	14
Berlin	4
Brandenburg	2
Bremen	1
Hamburg	3
Hesse	3
Mecklenburg-West Pomerania	-
Lower Saxony	2
<b>Total Foreign</b>	<b>9</b>

<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	3
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

## Inter-tabac

## Basic data trade visitors

<b>Total number of visitors</b>	<b>7 143</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	14
more than 100 km up to 300 km	24
over 300 km	36
<b>Total Germany</b>	<b>76</b>
Baden-Württemberg	5
Bavaria	2
Berlin	3
Brandenburg	-
Bremen	1
Hamburg	3
Hesse	4
Mecklenburg-West Pomerania	2
Lower Saxony	9
<b>Total Foreign</b>	<b>24</b>
of which EU	69
Rest of Europe	17
other countries	14

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	55
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	4
Department head, group head	10
Other salaried staff/public service	9
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	2
Student	3
Other not gainfully employed	1

<b>The country with the highest visitor share</b>	%
Netherlands	18

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	55
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	4
Department head, group head	10
Other salaried staff/public service	9
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	2
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2009	36
2008	29
2007	23
2006	17
Earlier events	15
First visit	42



**Additional data trade visitors**

<b>Economic sector</b>	%
Tobacco products retail, smoker's requisites, with press/lottery	50
Tobacco products retail, smoker's requisites, with food/drink	12
Exclusively tobacco products retail, smoker's requisites	4
Wholesale trade	10
Foreign trade	3
Industrial producer	9
Skilled trades	1
Other sectors	7
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	48
Collectively	28
In an advisory capacity	15
No	6
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	59
Research/development/design	3
Planning/work preparation	7
Manufacture/production	4
Production, quality control	2
Buying/procurement	31
Finance/accounting, controlling	10
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	9
Maintenance/repairs	4
Other area	12
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	48
5- 9	18
10- 49	14
50- 99	5
100- 199	3
200-499	3
500- 999	2
1 000- 9 999	2
10 000 and more	1
Student	3
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	77
two	17
three	6
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	39
2nd day	46
3rd day	44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	21 629
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<b>Proportion of private visitors</b>	95%
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<b>Region of residence</b>	%
up to 50 km	88
more than 50 km up to 100 km	9
more than 100 km up to 300 km	2
over 300 km	1

<b>Total Germany</b>	99
Baden-Württemberg	-
Bavaria	-
Berlin	-
Brandenburg	2
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommern	1
Lower Saxony	-

<b>Total Foreign</b>	1
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<b>Position in the company/organization</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	2
Other salaried staff/public service	36
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	1
Housewife/man	1
Old-age pensioner	37
Student	4
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2009	60
2008	57
Earlier events	63
First visit	24

**Additional data private visitors**

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

<b>Age</b>	%
up to 20 years	2
over 20 up to 30 years	11
over 30 up to 40 years	11
over 40 up to 50 years	20
over 50 up to 60 years	19
over 60 up to 70 years	26
over 70 years	12

<b>Net household income</b>	%
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	13
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 3 000,- EUR	10
more than 3 000,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	2
N/A	48

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

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	20
yes	59
no	21
maybe	21

<b>Follow-up business</b>	%
Intend to buy at later date	23
yes	34
no	44
maybe	44

Conducted by: Anova Marktforschung, Dresden

**Basic data trade visitors**

<b>Total number of visitors</b>	8 278
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<b>Proportion of trade visitors</b>	91%
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<b>Region of residence</b>	%
up to 50 km	38
more than 50 km up to 100 km	25
more than 100 km up to 300 km	30
over 300 km	7

<b>Total Germany</b>	99
Baden-Württemberg	1
Bavaria	2
Berlin	2
Brandenburg	10
Bremen	-
Hamburg	6
Hesse	-
Mecklenburg-West Pommern	7
Lower Saxony	1

<b>Total Foreign</b>	1
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<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	33
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	16
Foreman, master craftsman	9
Skilled worker	16
Lecturer, teacher, scientific assistant	1
Trainee	11
Other position	-
Student	4

<b>Frequency of visits to trade fair</b>	%
2008	41
2007	22
Earlier events	35
First visit	35

**Additional data trade visitors**

<b>Economic sector</b>	%
Bakery trade	27
Confectioner's trade	6
Baker's/confectioner's trade	48
Bread, cake and pastry industry	3
Other industry	3
Cafe	9
Catering	8
Hotel	2
Retail grocery trade	2
University, polytechnic, vocational school	4
Other sectors	7

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	35
Collectively	24
In an advisory capacity	19
No	19
Student	4

<b>Area of responsibility</b>	%
Management	33
Research/development/design	6
Planning/work preparation	12
Manufacture/production	52
Production, quality control	12
Buying/procurement	15
Finance/accounting, controlling	7
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	9
Maintenance/repairs	7
Other area	5
Student	4

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	22
5- 9	19
10- 49	29
50- 99	11
100-199	7
200- 499	5
500- 999	2
1 000- 9 999	1
10 000 and more	1
Student	4

<b>Length of stay</b>	%
1. Length of stay (days):	
one	94
two	5
three	1
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	35
2nd day	39
3rd day	31

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## boot (2009) → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>230 520</b>
<b>Proportion of trade visitors</b>	<b>15%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	20
more than 50 km up to 100 km	9
more than 100 km up to 300 km	27
over 300 km	44
<b>Total Germany</b>	<b>66</b>
Baden-Württemberg	9
Bavaria	9
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	3
Hesse	8
Mecklenburg-West Pomerania	1
Lower Saxony	5
<b>Total Foreign</b>	<b>34</b>
of which EU	81
Rest of Europe	8
Other	11

<b>The country with the highest visitor share</b>	<b>%</b>
Netherlands	29

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
Department head, group head	12
Other salaried staff/public service	13
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	3
Student	7
Housewife/man	1
Old-age pensioner	4
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	47
2007	48
Earlier events	58
First visit	19

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>85%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	36
more than 50 km up to 100 km	20
more than 100 km up to 300 km	26
over 300 km	18
<b>Total Germany</b>	<b>85</b>
Baden-Württemberg	4
Bavaria	4
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	7
Mecklenburg-West Pomerania	-
Lower Saxony	5
<b>Total Foreign</b>	<b>15</b>
of which EU	87
Rest of Europe	10
Other	3

<b>The four countries with the highest visitor shares</b>	<b>%</b>
Netherlands	42
Belgium	21
Austria	6
Switzerland	6

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	19
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	6
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	4
Student	6
Housewife/man	3
Old-age pensioner	12
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	44
2007	47
Earlier events	53
First visit	21

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Boat industry	21
Other industry	9
Skilled trades	8
Tourism industry	7
Specialist trade	4
Other trade	4
Hire of boats, water sports equipment	2
Media, press, publishing	3
Other services	13
Public authority	6
University/college/polytechnic	1
Organisation/association/society	1
Other	9
Student	7
Other not gainfully employed	7

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	35
Collectively	26
In an advisory capacity	16
No	10
Student	7
Other not gainfully employed	7

<b>Area of responsibility</b>	<b>%</b>
Management	27
Research/development/design	7
Planning/work preparation	7
Manufacture/production	8
Production, quality control	1
Buying/procurement	3
Finance/accounting, controlling	3
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	-
Maintenance/repairs	3
Other area	8
Student	7
Other not gainfully employed	7

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	27
5- 9	12
10- 49	21
50- 99	4
100-199	4
200-499	3
500- 999	4
1 000- 9 999	6
10 000 and more	5
Student	7
other not gainfully employed	7

<b>Length of stay</b>	<b>%</b>
<b>1. Length of stay (days):</b>	
one	63
two	26
three	8
four	1
five	-
six	-
seven	-
eight	-
nine	2
<b>2. Average length of stay</b>	<b>1,6 days</b>
<b>3. Share of visitors on the event's days:</b>	<b>N/A</b>

## Additional data private visitors

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

<b>Age</b>	<b>%</b>
up to 20 years	4
over 20 up to 30 years	9
over 30 up to 40 years	17
over 40 up to 50 years	33
over 50 up to 60 years	22
over 60 up to 70 years	12
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	6
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	22
more than 5 000,- EUR	26
N/A	20

<b>Size of household</b>	<b>%</b>
1 person	16
2 persons	39
3 persons	18
4 persons	20
5 persons and more	8

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	57
yes	13
no	29
maybe	29

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	39
yes	16
no	46
maybe	46

Conducted by: Wissler &amp; Partner, Basel

## BEAUTY INTERNATIONAL

## Basic data trade visitors

<b>Total number of visitors</b>	<b>51 000</b>
<b>Proportion of trade visitors</b>	<b>91%</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	28
over 300 km	24
<b>Total Germany</b>	<b>93</b>
Baden-Württemberg	4
Bavaria	3
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	6
Mecklenburg-West Pomerania	1
Lower Saxony	8
<b>Total Foreign</b>	<b>7</b>
of which EU	85
Rest of Europe	4
Other	11

<b>The two countries with the highest visitor shares</b>	<b>%</b>
Netherlands	28
Belgium	21

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	66
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff/public service	6
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	9
Other position	3
Student	5
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	52
2007	45
Earlier events	35
First visit	28



## (2009) → Düsseldorf

### Additional data trade visitors

Economic sector	%
Cosmetic institute	37
Nail studio	18
Foot care practice	12
Hairdressing salon	5
Cosmetic school	3
Beauty farm, wellness facilities	3
Industry	2
Perfumery	2
Health professionals	2
Pharmacy	1
Wholesale, import, export	1
Media, press, publishing	1
Other services	5
Other	2
Student	5
Other not gainfully employed	2

### Influence on purchasing/procurement decisions

Decisively	%
Collectively	41
In an advisory capacity	18
No	19
Student	5
Other not gainfully employed	2

### Area of responsibility

Management	%
Research/development/design	44
Planning/work preparation	1
Manufacture/production	2
Production, quality control	4
Buying/procurement	1
Finance/accounting, controlling	6
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	-
Marketing/sales/advertising/PR	1
Storage/material management/logistics/transport	10
Maintenance/repairs	-
Other area	27
Student	5
Other not gainfully employed	2

### Size of company/organization:

Number of employees:	%
1- 4	60
5- 9	8
10- 49	7
50- 99	2
100-199	1
200-499	1
500- 999	1
1 000- 9 999	1
10 000 and more	1
Student	5
other not gainfully employed	2

### Length of stay

1. Length of stay (days):	%
one	78
two	18
three	5
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## CARAVAN SALON (2008) → Düsseldorf

### Basic data private visitors

Total number of visitors 159 278

Proportion of private visitors 91%

Region of residence	%
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

Total Germany 87

Baden-Württemberg	2	North Rhine-Westphalia	66
Bavaria	3	Rhineland-Palatinate	7
Berlin	1	Saarland	1
Brandenburg	1	Saxony	-
Bremen	1	Saxony-Anhalt	-
Hamburg	8	Schleswig-Holstein	2
Hesse	8	Thuringia	1
Mecklenburg-West Pommern	-		
Lower Saxony	7		

Total Foreign 13

of which EU	91
Rest of Europe	7
Other	2

### The five countries with the highest visitor shares

Netherlands	%
Belgium	46
Great Britain	17
Austria	7
Switzerland	5

### Position in the company/organization

Entrepreneur, partner, self-employed	%
Managing director, board member, head of an authority etc.	13
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

### Frequency of visits to trade fair

2007	%
2006	46
2005	46
Earlier events	40
First visit	32
	24

### Additional data private visitors

Sex	%
Male	54
Female	46

Age	%
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

### Net household income

up to 900,- EUR	%
more than 900,- EUR up to 1 500,- EUR	4
more than 1 500,- EUR up to 2 000,- EUR	5
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	18
more than 5 000,- EUR	14
N/A	11
	22

### Size of household

1 person	%
2 persons	7
3 persons	49
4 persons	16
5 persons and more	20
	7

### Buying and ordering capacity

Purchase or order made or intended at the exhibition	%
yes	45
no	19
maybe	36

### Follow-up business

Intend to buy at later date	%
yes	40
no	12
maybe	48

Conducted by: Walter, Wissler & Partner, Basel

## EuroCIS → Düsseldorf

### Basic data trade visitors

Total number of visitors 5 003

Proportion of trade visitors 99%

Region of residence	%
up to 50 km	21
more than 50 km up to 100 km	11
more than 100 km up to 300 km	20
over 300 km	48

Total Germany 63

Baden-Württemberg	10	North Rhine-Westphalia	50
Bavaria	8	Rhineland-Palatinate	3
Berlin	3	Saarland	3
Brandenburg	1	Saxony	2
Bremen	1	Saxony-Anhalt	1
Hamburg	4	Schleswig-Holstein	3
Hesse	7	Thuringia	-
Mecklenburg-West Pommern	-		
Lower Saxony	5		

Total Foreign 37

of which EU	73
Rest of Europe	12
South-, East-, Central Asia	8
other countries	7

### The four countries with the highest visitor shares

Netherlands	%
Great Britain	18
Austria	9
Belgium	7

### Position in the company/organization

Entrepreneur, partner, self-employed	%
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	18
Department head, group head	12
Other salaried staff/public service	26
Skilled worker	21
Lecturer, teacher, scientific assistant	3
Trainee	-
Other position	-
Other not gainfully employed	4
	1

### Frequency of visits to trade fair

2009	%
2008	30
2007	30
First visit	21
	52

### Additional data trade visitors

Economic sector	%
Retail trade	31
Wholesale/foreign trade	9
Industry	14
Service	25
Catering/hotels	2
Petrol station, convenience store	1
Media, press, publishing	3
University/college/polytechnic	1
Other	14
Other not gainfully employed	1

### Influence on purchasing/procurement decisions

Decisively	%
Collectively	28
In an advisory capacity	32
No	25
Other not gainfully employed	14
	1

### Area of responsibility

Management	%
Research/development/design	28
Planning/work preparation	6
Manufacture/production	1
Production, quality control	1
Buying/procurement	1
Finance/accounting, controlling	3
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	27
Storage/material management/logistics/transport	2
Maintenance/repairs	1
Other area	2
Other not gainfully employed	8
	1

### Size of company/organization:

Number of employees:	%
1- 4	9
5- 9	6
10- 49	21
50- 99	8
100-199	7
200-499	8
500- 999	8
1 000- 9 999	16
10 000 and more	15
other not gainfully employed	1

### Length of stay

1. Length of stay (days):	%
one	79
two	18
three	3
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## GDS (Spring) → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>24 163</b>
<b>Proportion of trade visitors</b>	<b>92%</b>
<b>Region of residence</b>	%
up to 50 km	15
more than 50 km up to 100 km	9
more than 100 km up to 300 km	23
over 300 km	52
<b>Total Germany</b>	<b>55</b>
Baden-Württemberg	9
Bavaria	11
Berlin	4
Brandenburg	1
Bremen	1
Hamburg	4
Hesse	7
Mecklenburg-West Pommern	-
Lower Saxony	9
<b>Total Foreign</b>	<b>45</b>
of which EU	64
Rest of Europe	11
South and Central America	4
Middle East	4
South-, East-, Central Asia other countries	12

## The five countries with the highest visitor shares

Netherlands	17
France	6
Great Britain	6
Belgium	5
Austria	5

## Position in the company/organization

Entrepreneur, partner, self-employed	44
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	4
Department head, group head	12
Other salaried staff/public service	9
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	7
Student	3
Other not gainfully employed	2

## Frequency of visits to trade fair

Autumn 2009	42
2009 (Spring)	37
2008 (Autumn)	38
Earlier events	35
First visit	29

## Additional data trade visitors

<b>Economic sector</b>	%
Shoe retail trade	34
Shoe retail chain	6
Specialist textile/clothing retail, boutique	5
Mail order	3
Online shop	2
Specialist leather goods	2
Buying alliances, buying groups	1
Department store	1
Other retail	1
Wholesale trade	5
Commercial agency	4
Import, Export	3
Designer	5
Other service	7
Shoe manufacturing	5
Other industry	4
Other	7
Student	3
Other not gainfully employed	2

## Influence on purchasing/procurement decisions

Decisively	39
Collectively	25
In an advisory capacity	17
No	14
Student	3
Other not gainfully employed	2

## Area of responsibility

Management	36
Research/development/design	3
Planning/work preparation	3
Manufacture/production	1
Production, quality control	-
Buying/procurement	12
Finance/accounting, controlling	-
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	29
Storage/material management/logistics/transport	1
Maintenance/repairs	-
Other area	9
Student	3
Other not gainfully employed	2

## Size of company/organization:

Number of employees:	%
1- 4	30
5- 9	12
10- 49	21
50- 99	6
100-199	5
200-499	6
500- 999	3
1 000- 9 999	6
10 000 and more	2
Student	3
Other not gainfully employed	2

## Length of stay

1. Length of stay (days):	%
one	57
two	28
three	16
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler &amp; Partner, Basel

## GDS (Autumn) → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>23 108</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	7
more than 100 km up to 300 km	19
over 300 km	60
<b>Total Germany</b>	<b>49</b>
Baden-Württemberg	10
Bavaria	9
Berlin	6
Brandenburg	1
Bremen	-
Hamburg	4
Hesse	6
Mecklenburg-West Pommern	-
Lower Saxony	7
<b>Total Foreign</b>	<b>51</b>
of which EU	59
Rest of Europe	12
South and Central America	5
Middle East	5
South-, East-, Central Asia other countries	11

## The five countries with the highest visitor shares

Netherlands	12
Great Britain	6
Belgium	6
France	5
Italy	5

## Position in the company/organization

Entrepreneur, partner, self-employed	47
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	6
Department head, group head	10
Other salaried staff/public service	7
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	6
Student	1

## Frequency of visits to trade fair

Spring 2010	42
Autumn 2009	39
2009 (Spring)	36
Earlier events	33
First visit	32

## Additional data trade visitors

<b>Economic sector</b>	%
Specialist shoe shop	37
Specialist leather goods	7
Shoe retail chain	7
Fashion houses, department stores	5
Clothing chain stores, chain fashion houses	1
Department store	1
Mail order	2
Online shop	5
Commercial agency	2
Wholesale/foreign trade (Import/Export)	9
Shoe industry, shoe manufacture	7
Suppliers to shoe and leather manufacturers	2
Media, press, publishing	3
Designers, modellers	5
Other sectors	9
Student	1

## Influence on purchasing/procurement decisions

Decisively	40
Collectively	26
In an advisory capacity	19
No	14
Student	1

## Area of responsibility

Management	38
Research/development/design	-
Planning/work preparation	1
Manufacture/production	3
Production, quality control	1
Buying/procurement	10
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	31
Storage/material management/logistics/transport	1
Maintenance/repairs	-
Other area	10
Student	1

## Size of company/organization:

Number of employees:	%
1- 4	28
5- 9	16
10- 49	19
50- 99	7
100-199	5
200-499	7
500- 999	4
1 000- 9 999	6
10 000 and more	3
student	1
N/A	3

## Length of stay

1. Length of stay (days):	%
one	55
two	27
three	18
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler &amp; Partner, Basel

## glasstec

## Basic data trade visitors

<b>Total number of visitors</b>	<b>44 298</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	7
more than 50 km up to 100 km	9
more than 100 km up to 300 km	18
over 300 km	67
<b>Total Germany</b>	<b>43</b>
Baden-Württemberg	9
Bavaria	15
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	6
Mecklenburg-West Pommern	1
Lower Saxony	9
<b>Total Foreign</b>	<b>57</b>
of which EU	58
Rest of Europe	10
Africa	5
North America	7
South and Central America	6
Middle East	5
South-, East-, Central Asia other countries	7

## The five countries with the highest visitor shares

Italy	9
Netherlands	7
France	7
Belgium	6
USA	6

## Position in the company/organization

Entrepreneur, partner, self-employed	23
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	10
Department head, group head	21
Other salaried staff/public service	11
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	5
Student	3
Other not gainfully employed	2

## Frequency of visits to trade fair

2008	49
2006	40
Earlier events	31
First visit	35

**Additional data trade visitors**

<b>Economic sector</b>	%
Machine and plant construction	10
Glass industry	45
Solar industry	2
Glass supply industry	5
Other industry	5
Glass crafts, other handicrafts	7
Glass trade	3
Building materials trade, other trade	2
Architects, engineering and planning	
Offices, facade planning	6
Consulting, engineering for machinery	
industry	1
Other service	3
University/college/polytechnic	1
Other sectors	7
Student	3
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	30
In an advisory capacity	23
No	14
Student	3
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	27
Research/development/design	15
Planning/work preparation	4
Manufacture/production	17
Production, quality control	2
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	13
Storage/material management/logistics/ transport	1
Maintenance/repairs	4
Other area	6
Student	3
Other not gainfully employed	2

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	13
5- 9	7
10- 49	19
50- 99	9
100-199	8
200-499	12
500- 999	6
1 000- 9 999	11
10 000 and more	9
Student	3
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	45
two	28
three	13
four	13
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>7 175</b>
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<b>Proportion of trade visitors</b>	<b>91%</b>
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<b>Region of residence</b>	%
up to 50 km	19
more than 50 km up to 100 km	9
more than 100 km up to 300 km	18
over 300 km	55

<b>Total Germany</b>	<b>48</b>
Baden-Württemberg	6
Bavaria	10
Berlin	3
Brandenburg	-
Bremen	2
Hamburg	3
Hesse	5
Mecklenburg-West Pommern	-
Lower Saxony	4
North Rhine-Westphalia	55
Rhineland-Palatinate	5
Saarland	4
Saxony	3
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

<b>Total Foreign</b>	<b>52</b>
of which EU	63
Rest of Europe	10
South-, East-, Central Asia	10
other countries	17

<b>The country with the highest visitor share</b>	%
Great Britain	12

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	46
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	7
Department head, group head	11
Other salaried staff/public service	8
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	2
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
Spring 2010	33
Autumn 2009	28
2009 (Spring)	19
Earlier events	21
First visit	41

**Additional data trade visitors**

<b>Economic sector</b>	%
Specialist shoe shop	32
Specialist leather goods	2
Shoe retail chain	5
Fashion houses, department stores	5
Clothing chain stores, chain fashion houses	2
Sports retailer	2
Department store	1
Online shop	4
Commercial agency	3
Wholesale/foreign trade (Import/Export)	15
Shoe industry, shoe manufacture	5
Leather goods industry, leather goods	
Manufacture	2
Suppliers to shoe and leather manufacturers	2
Media, press, publishing	2
Designers, modellers	3
Other sectors	13
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	49
Collectively	18
In an advisory capacity	14
No	15
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	32
Research/development/design	4
Planning/work preparation	3
Manufacture/production	6
Production, quality control	1
Buying/procurement	12
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	26
Storage/material management/logistics/ transport	1
Maintenance/repairs	-
Other area	10
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	32
5- 9	11
10- 49	22
50- 99	8
100-199	4
200-499	5
500- 999	3
1 000- 9 999	3
10 000 and more	3
Student	3
Other not gainfully employed	1
N/A	4

<b>Length of stay</b>	%
1. Length of stay (days):	
one	54
two	26
three	20
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>40 639</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	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	1
Bremen	-
Hamburg	1
Hesse	9
Mecklenburg-West Pommern	-
Lower Saxony	5
North Rhine-Westphalia	56
Rhineland-Palatinate	11
Saarland	2
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	-
Thuringia	1

<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>	%
Netherlands	17

<b>Position in the company/organisation</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>	%
2006	26
2004	19
Earlier events	17
First visit	56

**Additional data trade visitors**

<b>Economic sector</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>	%
Decisively	37
Collectively	28
In an advisory capacity	19
No	10
Student	5
Other not gainfully employed	2

<b>Area of responsibility</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>	
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>	%
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 & Partner, Basel

## IMA → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>8 506</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	16
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>89</b>
Baden-Württemberg	11
Bavaria	9
Berlin	2
Brandenburg	2
Bremen	-
Hamburg	2
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	8

<b>Total Foreign</b>	<b>11</b>
of which EU	93
Rest of Europe	6
other countries	2

<b>The two countries with the highest visitor shares</b>	<b>%</b>
Austria	28
Netherlands	19

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	48
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	11
Skilled worker	6
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>
2009	41
2008	32
Earlier events	34
First visit	30

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Manufacturer/industry	18
Retail trade	18
Skilled trades	4
Wholesale/foreign trade	6
Bank	1
Other service	27
Authority/public services	2
Other sectors	21
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	44
Collectively	21
In an advisory capacity	17
No	14
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Management	49
Research/development/design	4
Planning/work preparation	3
Manufacture/production	3
Production, quality control	5
Buying/procurement	5
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	-
Maintenance/repairs	7
Other area	8
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	29
5- 9	15
10- 49	23
50- 99	7
100-199	7
200-499	5
500- 999	3
1 000- 9 999	6
10 000 and more	2
Student	3
other not gainfully employed	1

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	72
two	21
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: Wissler &amp; Partner, Basel

## InterCool → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>8 829</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	19
more than 50 km up to 100 km	14
more than 100 km up to 300 km	28
over 300 km	39

<b>Total Germany</b>	<b>78</b>
Baden-Württemberg	6
Bavaria	5
Berlin	3
Brandenburg	-
Bremen	2
Hamburg	3
Hesse	6
Mecklenburg-West Pomerania	1
Lower Saxony	12

<b>Total Foreign</b>	<b>22</b>
of which EU	81
other countries	19

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

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	25
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	6
Department head, group head	20
Other salaried staff/public service	19
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	7
Other position	4
Student	5
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	41
2006	32
Earlier events	23
First visit	45

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Food retail trade	8
Food wholesalers	18
Wholesale, trade: technology fixtures and fittings/equipment	1
Import/export	8
Foodstuff industry	16
Supply industry for food manufacture	6
Bakery	4
Service and consulting companies	6
Hotel	3
Gastronomy, mass catering, catering & party service, snack and quick-service Outlet	9
Association, institution	2
Specialist press	1
Other sectors	12
Student	5
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	30
Collectively	26
In an advisory capacity	24
No	14
Student	5
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Management	23
Research/development/design	5
Planning/work preparation	2
Manufacture/production	4
Production, quality control	-
Buying/procurement	20
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	28
Storage/material management/logistics/transport	3
Maintenance/repairs	1
Other area	7
Student	5
Other not gainfully employed	1

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

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	73
two	22
three	5
four	-
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler &amp; Partner, Basel

## InterMeat

## Basic data trade visitors

<b>Total number of visitors</b>	<b>15 503</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	20
more than 50 km up to 100 km	16
more than 100 km up to 300 km	28
over 300 km	37

<b>Total Germany</b>	<b>77</b>
Baden-Württemberg	7
Bavaria	7
Berlin	2
Brandenburg	-
Bremen	1
Hamburg	4
Hesse	5
Mecklenburg-West Pomerania	1
Lower Saxony	14

<b>Total Foreign</b>	<b>23</b>
of which EU	66
Rest of Europe	14
other countries	20

<b>The two countries with the highest visitor shares</b>	<b>%</b>
Belgium	16
Netherlands	13

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	23
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	10
Department head, group head	22
Other salaried staff/public service	13
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	7
Other position	2
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	46
2006	34
Earlier events	17
First visit	42

**Additional data trade visitors**

<b>Economic sector</b>	%
Food retail trade	9
Food wholesalers	11
Wholesale, trade: technology fixtures and fittings/equipment	1
Specialist trade: food and beverage	1
Import/export	10
Foodstuff industry	20
Supply industry for food manufacture	8
Butchers	15
Service and consulting companies	5
Hotel	1
Gastronomy, mass catering, catering & party service, snack and quick-service outlet	7
Association, institution	1
Specialist press	1
University/college/polytechnic	1
Other sectors	7
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	33
In an advisory capacity	23
No	16
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	25
Research/development/design	3
Planning/work preparation	1
Manufacture/production	5
Production, quality control	3
Buying/procurement	14
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	36
Storage/material management/logistics/transport	1
Maintenance/repairs	-
Other area	5
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	9
5- 9	14
10- 49	22
50- 99	8
100-199	10
200-499	9
500- 999	8
1 000- 9 999	11
10 000 and more	6
Student	3
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	72
two	20
three	5
four	4
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>10 219</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	25
more than 50 km up to 100 km	11
more than 100 km up to 300 km	24
over 300 km	41

<b>Total Germany</b>	<b>80</b>
Baden-Württemberg	2
Bavaria	12
Berlin	1
Brandenburg	-
Bremen	1
Hamburg	4
Hesse	9
Mecklenburg-West Pommern	1
Lower Saxony	11
North Rhine-Westphalia	49
Rhineland-Palatinate	5
- Saarland	-
Saxony	3
Saxony-Anhalt	-
Schleswig-Holstein	1
Thuringia	1

<b>Total Foreign</b>	<b>20</b>
of which EU	72
other countries	28

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	9
Department head, group head	24
Other salaried staff/public service	18
Skilled worker	8
Lecturer, teacher, scientific assistant	4
Trainee	5
Other position	7
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	37
2006	22
Earlier events	21
First visit	50

**Additional data trade visitors**

<b>Economic sector</b>	%
Food retail trade	19
Food wholesalers	13
Wholesale, trade: technology fixtures and fittings/equipment	1
Specialist trade: food and beverage	3
Import/export	4
Foodstuff industry	26
Supply industry for food manufacture	3
Butchers	3
Service and consulting companies	3
Hotel	3
Gastronomy, mass catering, catering & party service, snack and quick-service outlet	6
Association, institution	1
Specialist press	1
University/college/polytechnic	1
Other sectors	10
Student	2
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	32
In an advisory capacity	23
No	21
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	14
Research/development/design	7
Planning/work preparation	1
Manufacture/production	5
Production, quality control	2
Buying/procurement	18
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	37
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	8
Student	2
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	8
5- 9	6
10- 49	18
50- 99	11
100-199	12
200-499	13
500- 999	6
1 000- 9 999	17
10 000 and more	5
Student	2
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	73
two	21
three	4
four	2
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>222 486</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	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>42</b>
Baden-Württemberg	14
Bavaria	13
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	7
Mecklenburg-West Pommern	1
Lower Saxony	7
North Rhine-Westphalia	43
Rhineland-Palatinate	6
- Saarland	1
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	2

<b>Total Foreign</b>	<b>58</b>
of which EU	46
Rest of Europe	9
Africa	6
North America	5
South and Central America	8
Middle East	9
South-, East-, Central Asia	14
Australia	2

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

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	10
Department head, group head	23
Other salaried staff/public service	13
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	4
Student	6
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	43
2004	34
Earlier events	27
First visit	42

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry (manufacturer)	68
Skilled trades	3
Technical retail trade	5
Other trade	3
Agriculture	1
Packaging, distribution (services)	4
Media, press, publishing	1
Other service	3
University/college/polytechnic	3
Other sectors	3
Student	6
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	33
In an advisory capacity	20
No	12
Student	6
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	23
Research/development/design	23
Planning/work preparation	2
Manufacture/production	16
Production, quality control	2
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	10
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	1
Maintenance/repairs	2
Other area	7
Student	6
Other not gainfully employed	1

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

<b>Length of stay</b>	%
1. Length of stay (days):	
one	34
two	24
three	20
four	9
five	5
six	3
seven	2
eight	4
2. Average length of stay	2,6 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel



## MEDICA → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>137 217</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	14
more than 50 km up to 100 km	9
more than 100 km up to 300 km	12
over 300 km	65
<b>Total Germany</b>	<b>45</b>
Baden-Württemberg	11
Bavaria	9
Berlin	3
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	5
Mecklenburg-West Pomerania	1
Lower Saxony	5
<b>Total Foreign</b>	<b>55</b>
of which EU	47
Rest of Europe	9
Africa	7
North America	5
South and Central America	6
Middle East	11
South-, East-, Central Asia	14
Australia	2
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Netherlands	6
Great Britain	6
India	5
France	5
Italy	4
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	24
Managing director, board member, head of an authority etc.	18
Senior department head, other employee with managerial responsibility	7
Department head, group head	16
Other salaried staff/public service	12
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	6
Student	7
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	40
2008	37
2007	33
Earlier events	30
First visit	37

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Doctors' practice	7
Doctors' practices, physiotherapy, ergotherapy, logopaedia	2
Other practices	1
Medical laboratory/institute	6
Hospital/university hospital/clinic	18
Medical care centre	2
Rehabilitation facilities	1
Old people's home	1
Nursing home	1
Industry	17
Medicine and sanitary/medical specialist trade	9
Pharmacy	1
Other trade	8
Service	8
Other sectors	11
Student	7
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	31
Collectively	29
In an advisory capacity	22
No	12
Student	7
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	32
Research/development/design	12
Planning/work preparation	2
Manufacture/production	3
Production, quality control	2
Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	28
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	9
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	13
5- 9	11
10- 49	26
50- 99	8
100-199	7
200-499	7
500- 999	4
1 000- 9 999	11
10 000 and more	4
Student	7
other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	43
two	24
three	15
four	18
2. Average length of stay	2,1 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler &amp; Partner, Basel

## METAV → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>44 686</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	33
more than 50 km up to 100 km	22
more than 100 km up to 300 km	21
over 300 km	25
<b>Total Germany</b>	<b>92</b>
Baden-Württemberg	8
Bavaria	4
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	5
Mecklenburg-West Pomerania	1
Lower Saxony	5
<b>Total Foreign</b>	<b>8</b>
of which EU	63
Rest of Europe	14
other countries	23
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	15
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	12
Skilled worker	15
Lecturer, teacher, scientific assistant	4
Trainee	9
Other position	1
Student	12
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	36
2006	29
2004	27
Earlier events	21
First visit	40

Conducted by: Wissler &amp; Partner, Basel

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Machine and plant construction	28
Supplier to the automobile industry	5
Automobile industry	5
Other industry	18
Skilled trades	9
Technical retail trade	5
Other trade	2
Media, press, publishing	1
University/college/polytechnic	6
Public authority	5
Other	1
Student	3
Other not gainfully employed	12
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	19
Collectively	27
In an advisory capacity	24
No	17
Student	12
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	16
Research/development/design	8
Planning/work preparation	7
Manufacture/production	28
Production, quality control	2
Buying/procurement	3
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	5
Student	12
Other not gainfully employed	1
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	8
5- 9	7
10- 49	17
50- 99	10
100-199	10
200-499	13
500- 999	6
1 000- 9 999	10
10 000 and more	6
Student	12
other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	82
two	12
three	3
four	1
five	2
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler &amp; Partner, Basel

## ProWein

## Basic data trade visitors

<b>Total number of visitors</b>	<b>36 417</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	18
more than 50 km up to 100 km	9
more than 100 km up to 300 km	27
over 300 km	46
<b>Total Germany</b>	<b>72</b>
Baden-Württemberg	10
Bavaria	9
Berlin	2
Brandenburg	2
Bremen	1
Hamburg	2
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	5
<b>Total Foreign</b>	<b>28</b>
of which EU	79
North America	3
South-, East-, Central Asia	3
other countries	5
Rest of Europe	10
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Netherlands	14
France	12
Austria	8
Belgium	8
Italy	6
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	40
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	5
Department head, group head	13
Other salaried staff/public service	8
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	7
Student	4
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	44
2008	40
Earlier events	36
First visit	39

Conducted by: Wissler &amp; Partner, Basel

**Additional data trade visitors**

<b>Economic sector</b>	%
Retail trade for wine, sparkling wine and spirits	18
Food retailing	3
Other retail	3
Wholesale trade for wine, sparkling wine and spirits	11
Import/export	7
Trade agency for wine, sparkling wine and spirits	2
Catering	14
Hotel	7
Media, press, publishing	3
Other service	8
Wine-growing, production, processing	7
University/college/polytechnic	2
Trade association, institution	2
Other	7
Student	7
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	39
Collectively	22
In an advisory capacity	20
No	11
Student	7
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	37
Research/development/design	2
Planning/work preparation	2
Manufacture/production	6
Production, quality control	1
Buying/procurement	9
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	22
Storage/material management/logistics/transport	-
Maintenance/repairs	-
Other area	10
Student	7
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	30
5- 9	14
10- 49	20
50- 99	8
100- 199	6
200- 499	5
500- 999	2
1 000- 9 999	4
10 000 and more	2
Student	7
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	56
two	26
three	19
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>52 584</b>
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<b>Proportion of trade visitors</b>	<b>71%</b>
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<b>Region of residence</b>	%
up to 50 km	29
more than 50 km up to 100 km	17
more than 100 km up to 300 km	23
over 300 km	31

<b>Total Germany</b>	<b>81</b>
Baden-Württemberg	5
Bavaria	7
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	5
Mecklenburg-Holstein	1
West Pomerania	1
Lower Saxony	7

<b>Total Foreign</b>	<b>19</b>
of which EU	75
Rest of Europe	11
other countries	14

<b>The five countries with the highest visitor shares</b>	%
Belgium	13
Italy	11
Netherlands	9
France	7
Switzerland	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	12
Other salaried staff/public service	21
Skilled worker	11
Lecturer, teacher, scientific assistant	3
Trainee	12
Other position	7
Student	9
Other not gainfully employed	6

<b>Frequency of visits to trade fair</b>	%
2009	32
2008	37
2007	30
Earlier events	29
First visit	41

**Basic data all visitors**

<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	22
over 300 km	27

<b>Total Germany</b>	<b>86</b>
Baden-Württemberg	4
Bavaria	5
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	5
Mecklenburg-Holstein	1
West Pomerania	1
Lower Saxony	7

<b>Total Foreign</b>	<b>14</b>
of which EU	74
Rest of Europe	11
other countries	15

<b>The five countries with the highest visitor shares</b>	%
Belgium	14
Italy	11
Netherlands	10
France	7
Switzerland	6

<b>Position in the company/organization</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	11
Other salaried staff/public service	22
Skilled worker	9
Lecturer, teacher, scientific assistant	3
Trainee	9
Other position	7
Student	7
Other not gainfully employed	17

<b>Frequency of visits to trade fair</b>	%
2009	35
2008	38
2007	32
Earlier events	28
First visit	40

**Additional data trade visitors**

<b>Economic sector</b>	%
Medicine and sanitary/medical specialist trade	14
Orthopaedic trade	5
Rehabilitation facilities	8
Special facilities (school, workshop)	6
In-patient/stationary care and nursing facilities	5
Out-patient nursing services	3
Cost unit (professional association, health insurance company etc.)	3
Doctors' practices, other practices (physiotherapy, ergotherapy)	6
Hospital/clinic	4
Auxiliary materials/supplies and other industry	3
Organisation on disability	3
Architects' offices, specialist planners, developers	1
Other service enterprises, consultancy	4
Other association, organisation	3
Other sectors	17
Student	9
Other not gainfully employed	6

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	16
Collectively	24
In an advisory capacity	25
No	20
Student	9
Other not gainfully employed	6

<b>Area of responsibility</b>	%
Management	12
Research/development/design	3
Planning/work preparation	4
Manufacture/production	4
Production, quality control	1
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	10
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	-
Maintenance/repairs	2
Other area	33
Student	9
Other not gainfully employed	6

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	8
5- 9	8
10- 49	21
50- 99	9
100- 199	7
200- 499	10
500- 999	4
1 000- 9 999	10
10 000 and more	3
Student	9
other not gainfully employed	6
employed	6
N/A	6

<b>Length of stay</b>	%
1. Length of stay (days):	
one	74
two	18
three	5
four	4
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel





## PSI → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>16 976</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	23
more than 50 km up to 100 km	12
more than 100 km up to 300 km	33
over 300 km	33

<b>Total Germany</b>	<b>43</b>
Baden-Württemberg	North Rhine-Westphalia 41
Bavaria	11 Rhineland-Palatinate 7
Berlin	2 Saarland 2
Brandenburg	2 Saxony -
Bremen	2 Saxony-Anhalt -
Hamburg	2 Schleswig-Holstein 5
Hesse	13 Thuringia 1
Mecklenburg-West Pomerania	-
Lower Saxony	8

<b>Total Foreign</b>	<b>57</b>
of which EU	80
Rest of Europe	12
East Asia	3
other countries	4

<b>The five countries with the highest visitor shares</b>	<b>%</b>
Netherlands	10
Austria	4
France	4
Great Britain	4
Switzerland	3

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	22
Senior department head, other employee with managerial responsibility	6
Department head, group head	16
Other salaried staff/public service	14
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	3
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	47
2008	34
Earlier events	39
First visit	26

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Advertising speciality trader	50
Advertising speciality wholesale trader	19
Full-service agency	7
Textile finishing	3
Advertising agency	5
Services, promotion fitting	4
Other	9
Student	2
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	46
Collectively	27
In an advisory capacity	18
No	7
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Management	38
Research/development/design	2
Planning/work preparation	2
Manufacture/production	12
Production, quality control	1
Buying/procurement	26
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	-
Maintenance/repairs	-
Other area	2
Student	2
Other not gainfully employed	1

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	29
5- 9	21
10- 49	28
50- 99	7
100-199	5
200-499	4
500- 999	1
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	28
two	41
three	32
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	%
1st day	66
2nd day	81
3rd day	53

Conducted by: Wissler &amp; Partner, Basel

## TOP HAIR INTERNATIONAL (2009) → Düsseldorf

## Basic data trade visitors

<b>Total number of visitors</b>	<b>24 969</b>
<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	24
more than 50 km up to 100 km	17
more than 100 km up to 300 km	24
over 300 km	35

<b>Total Germany</b>	<b>92</b>
Baden-Württemberg	North Rhine-Westphalia 47
Bavaria	9 Rhineland-Palatinate 5
Berlin	2 Saarland -
Brandenburg	2 Saxony 2
Bremen	1 Saxony-Anhalt 2
Hamburg	2 Schleswig-Holstein 2
Hesse	4 Thuringia 2
Mecklenburg-West Pomerania	1
Lower Saxony	10

<b>Total Foreign</b>	<b>88</b>
of which EU	8
Other	12

<b>The country with the highest visitor share</b>	<b>%</b>
Netherlands	54

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	46
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	-
Department head, group head	4
Other salaried staff/public service	9
Skilled worker	15
Lecturer, teacher, scientific assistant	1
Trainee	13
Other position	2
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	33
2007	35
Earlier events	27
First visit	34

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Hairdressers' trade	89
Other skilled trades	1
Cosmetics/pharmaceuticals/chemical industry	2
Other industry	1
Trade	2
Media, press, publishing	1
Other services	1
Other	1
Student	2
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	27
Collectively	26
In an advisory capacity	25
No	19
Student	2
Other not gainfully employed	1

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	38
5- 9	30
10- 49	17
50- 99	1
100-199	1
200-499	1
500- 999	1
1 000- 9 999	-
10 000 and more	1
Student	2
other not gainfully employed	1
N/A	6

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	64
two	29
three	8
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler &amp; Partner, Basel

## Tube

## Basic data trade visitors

<b>Total number of visitors</b>	<b>31 961</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	15
more than 50 km up to 100 km	9
more than 100 km up to 300 km	17
over 300 km	59

<b>Total Germany</b>	<b>48</b>
Baden-Württemberg	North Rhine-Westphalia 56
Bavaria	11 Rhineland-Palatinate 4
Berlin	1 Saarland 1
Brandenburg	1 Saxony 2
Bremen	1 Saxony-Anhalt 2
Hamburg	1 Schleswig-Holstein 1
Hesse	5 Thuringia 2
Mecklenburg-West Pomerania	-
Lower Saxony	6

<b>Total Foreign</b>	<b>52</b>
of which EU	57
Rest of Europe	9
Africa	5
North America	6
South and Central America	6
Middle East	6
South-, East-, Central Asia	10
Australia	2

<b>The five countries with the highest visitor shares</b>	<b>%</b>
Netherlands	9
Italy	9
France	6
India	5
Spain	5

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	11
Department head, group head	27
Other salaried staff/public service	16
Skilled worker	5
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	4
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	44
2006	32
Earlier events	23
First visit	43

**Additional data trade visitors**

<b>Economic sector</b>	%
Pipeline manufacturing	21
Iron, steel and non-ferrous metals industry	10
Motor vehicle industry	6
Manufacturer of pipe construction machines and systems	4
Chemical industry	3
Construction industry	2
Oil and gas, pipelines, refineries	2
Other industry, manufacturer	16
Technical retail trade	12
Other trade	10
Skilled trades	5
Service	6
Public authority	1
Other	3
Student	1
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	36
Collectively	34
In an advisory capacity	18
No	11
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	25
Research/development/design	11
Planning/work preparation	5
Manufacture/production	13
Production, quality control	2
Buying/procurement	17
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	-
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	3
Student	1
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	8
5- 9	7
10- 49	22
50- 99	11
100-199	11
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	26
three	13
four	5
five	5
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>37 144</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	9
more than 50 km up to 100 km	11
more than 100 km up to 300 km	13
over 300 km	68

<b>Total Germany</b>	<b>39</b>
Baden-Württemberg	12
Bavaria	12
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	9
Mecklenburg-West Pommern	1
Lower Saxony	4
North Rhine-Westphalia	49
Rhineland-Palatinate	3
Saarland	1
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	-
Thuringia	2

<b>Total Foreign</b>	<b>61</b>
of which EU	56
Rest of Europe	10
Africa	5
North America	7
South and Central America	7
Middle East	4
South-, East-, Central Asia	10
Australia	1

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

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	18
Senior department head, other employee with managerial responsibility	13
Department head, group head	25
Other salaried staff/public service	13
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	-
Other position	5
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	50
2006	42
Earlier events	33
First visit	33

**Additional data trade visitors**

<b>Economic sector</b>	%
Wire production	26
Cable production	13
Iron, steel and non-ferrous metals industry	7
Production of connecting/fastening elements	7
Springs production	5
Manufacture of other wire products	5
Motor vehicle industry	3
Other industry, manufacturer	15
Technical retail trade	4
Other trade	4
Skilled trades	3
Service	4
University/college/polytechnic	1
Other	2
Student	1
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	32
Collectively	36
In an advisory capacity	21
No	9
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	27
Research/development/design	16
Planning/work preparation	3
Manufacture/production	21
Production, quality control	3
Buying/procurement	9
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	-
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	-
Maintenance/repairs	2
Other area	2
Student	1
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	7
5- 9	6
10- 49	20
50- 99	14
100-199	14
200-499	14
500- 999	7
1 000- 9 999	10
10 000 and more	4
Student	1
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	43
two	29
three	14
four	7
five	7

2. Average length of stay	2,1 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

**Basic data private visitors**

<b>Total number of visitors</b>	<b>6 307</b>
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<b>Proportion of private visitors</b>	<b>94%</b>
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<b>Region of residence</b>	%
up to 50 km	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 Pommern	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	97

<b>Position in the company/organization</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

## Grüne Tage Thüringen (2008) → Erfurt

## 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	1
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pomerania - Thuringia	96
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

## 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- North Rhine-	
Württemberg - Westphalia	1
Bavaria 1 Rhineland-	
Berlin - Palatinate	-
Brandenburg - Saarland	-
Bremen - Saxony	1
Hamburg - Saxony-Anhalt	2
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pomerania - Thuringia	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	

## Rapid. Tech → Erfurt

## Basic data trade visitors

<b>Total number of visitors</b>	<b>1 139</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	7
more than 100 km up to 300 km	32
over 300 km	48
<b>Total Germany</b>	<b>87</b>
Baden- North Rhine-	
Württemberg 8 Westphalia	12
Bavaria 18 Rhineland-	
Berlin 7 Palatinate	2
Brandenburg 1 Saarland	-
Bremen - Saxony	12
Hamburg 2 Saxony-Anhalt	2
Hesse 7 Schleswig-	
Mecklenburg- Holstein	1
West Pomerania 2 Thuringia	21
Lower Saxony 5	
<b>Total Foreign</b>	<b>13</b>
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	3
Department head, group head	12
Other salaried staff/public service	20
Skilled worker	2
Lecturer, teacher, scientific assistant	16
Trainee	4
Other position	-
Student	18
<b>Frequency of visits to trade fair</b>	%
2009	20
2008	19
Earlier events	16
First visit	68

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	34
Skilled trades	6
Wholesale/foreign trade	3
Retail trade	1
Service	14
Authority/public services	1
Association/society	1
Teaching (polytechnic/university/college)	24
Research	12
Other	6
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	31
In an advisory capacity	16
No	7
Student	18
<b>Area of responsibility</b>	%
Management	23
Research/development/design	50
Planning/work preparation	6
Manufacture/production	14
Production, quality control	9
Buying/procurement	13
Finance/accounting, controlling	6
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	22
Storage/material management/logistics/transport	4
Maintenance/repairs	4
Other area	3
Student	18
<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	13
5- 9	7
10- 49	20
50- 99	8
100-199	10
200- 499	9
500- 999	4
1 000- 9 999	9
10 000 and more	4
Student	18
<b>Length of stay</b>	%
1. Length of stay (days):	
one	66
two	34
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	53
2nd day	81
Conducted by: Messe Erfurt GmbH, Erfurt	

## Basic data private visitors

<b>Total number of visitors</b>	<b>22 839</b>
<b>Proportion of private visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	52
more than 50 km up to 100 km	34
more than 100 km up to 300 km	12
over 300 km	2
<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	1 North Rhine-
Bavaria	3 Westphalia
Berlin	- Rhineland-
Brandenburg	- Palatinate
Bremen	- Saarland
Hamburg	- Saxony
Hesse	1 Saxony-Anhalt
Mecklenburg-Holstein	3 Schleswig-
West Pomerania	- Thuringia
Lower Saxony	-
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff/public service	48
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	1
Housewife/man	2
Old-age pensioner	17
Student	8
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	30
2008	28
Earlier events	28
First visit	15

## 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	15
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	13
over 70 years	5
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	17
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	7
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>	<b>%</b>
1 person	8
2 persons	39
3 persons	24
4 persons	21
5 persons and more	7
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	47
yes	17
no	36
maybe	47
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	16
yes	66
no	18
maybe	16
Conducted by: Messe Erfurt GmbH, Erfurt	

## Basic data trade visitors

<b>Total number of visitors</b>	<b>17 200</b>
<b>Proportion of trade visitors</b>	<b>99%</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	20
over 300 km	55
<b>Total Germany</b>	<b>54</b>
Baden-Württemberg	15 North Rhine-
Bavaria	9 Westphalia
Berlin	1 Rhineland-
Brandenburg	- Palatinate
Bremen	- Saarland
Hamburg	1 Saxony
Hesse	1 Saxony-Anhalt
Mecklenburg-Holstein	4 Schleswig-
West Pomerania	1 Thuringia
Lower Saxony	7
<b>Total Foreign</b>	<b>46</b>
of which EU	70
Rest of Europe	9
North America	3
Middle East	5
South-, East-, Central Asia	9
other countries	5
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Netherlands	11
France	10
Belgium	8
Great Britain	8
Italy	6
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	8
Department head, group head	31
Other salaried staff/public service	18
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	34
2006	23
Earlier events	13
First visit	47

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Industry (manufacturer)	58
Skilled trades	8
Light metal trade	7
Other trade	4
Logistics and transportation	2
Design	2
Building, construction	6
Media, press, publishing	1
Other service	3
Authority/public services	1
University/college/polytechnic	2
Other sectors	5
Student	2
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	31
Collectively	34
In an advisory capacity	22
No	10
Student	2
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	26
Research/development/design	15
Planning/work preparation	4
Manufacture/production	6
Production, quality control	2
Buying/procurement	16
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	22
Storage/material management/logistics/transport	1
Maintenance/repairs	2
Other area	2
Student	2
Other not gainfully employed	1
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	10
5- 9	11
10- 49	18
50- 99	14
100- 199	7
200-499	13
500- 999	10
1 000- 9 999	10
10 000 and more	5
Student	2
other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	64
two	24
three	12
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	N/A
Conducted by: Wissler & Partner, Dortmund	



## COMPOSITES EUROPE (2008) → Essen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>8 061</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	<b>%</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	2
Bremen	1
Hamburg	2
Hesse	4
Mecklenburg-West Pommern	1
Lower Saxony	10
<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>	<b>%</b>
Netherlands	33
Belgium	11
Switzerland	8

<b>Position in the company/organisation</b>	<b>%</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	3
Trainee	1
Other position	5
Student	12
Other not gainfully employed	1

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

## Additional data trade visitors

<b>Economic sector</b>	<b>%</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>	<b>%</b>
Decisively	19
Collectively	31
In an advisory capacity	27
No	9
Student	12
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</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>	<b>%</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>	<b>%</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 &amp; Partner, Basel

## DEUBAU → Essen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>66 735</b>
<b>Proportion of trade visitors</b>	<b>87%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	39
more than 50 km up to 100 km	27
more than 100 km up to 300 km	27
over 300 km	6
<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	1
Bavaria	1
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pommern	-
Lower Saxony	6
<b>Total Foreign</b>	<b>3</b>
of which EU	76
other countries	24

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	34
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	18
Foreman, master craftsman	6
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	8
Other position	2
Student	8
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	33
2006	29
2004	21
2002	17
2000	13
Earlier events	18
First visit	36

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Construction industry	13
Main construction trade	13
Secondary construction trade	6
Skilled trades	14
Building materials industry	3
Architect's, planner's, engineer's office	24
Building materials specialist trade	4
Housing business, property management	3
Ministry/public authority/municipal administration	3
University/polytechnic, research	2
Private property owner	1
Other	6
Student	8
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	31
Collectively	23
In an advisory capacity	21
No	15
Student	8
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Management	28
Research/development/design	7
Planning/work preparation	30
Manufacture/production	12
Production, quality control	2
Buying/procurement	10
Finance/accounting, controlling	3
Information, communication technology (EDP)	2
Administration/organisation/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	3
Maintenance/repairs	6
Other area	13
Student	8
Other not gainfully employed	1

<b>Size of company/organisation:</b>	<b>%</b>
Number of employees:	
1- 4	32
5- 9	12
10- 49	18
50- 99	6
100-199	6
200-499	6
500- 999	3
1 000- 9 999	4
10 000 and more	4
Student	8
other not gainfully employed	1

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
two	9
one	89
three	1
four	-
five	-
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	22
2nd day	24
3rd day	25
4th day	22
5th day	19

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## The NRW holiday fair

## Basic data private visitors

<b>Total number of visitors</b>	<b>98 376</b>
<b>Proportion of private visitors</b>	<b>98%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	59
more than 50 km up to 100 km	23
more than 100 km up to 300 km	15
over 300 km	2
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	-
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pommern	-
Lower Saxony	2
<b>Total Foreign</b>	<b>1</b>
of which EU	100

<b>Position in the company/organisation</b>	<b>%</b>
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried staff/public service	26
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	3
Old-age pensioner	30
Housewife/man	6
Student	3
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	<b>%</b>
REISE/CAMPING, Fahrrad 2009	31
REISE/CAMPING, GOLF, Fahrrad 2008	16
REISE/CAMPING, GOLF, Fahrrad 2007	12
REISE/CAMPING, GOLF 2006	8
Earlier events	38
First visit	26



Additional data private visitors

<b>Sex</b>	%
Male	60
Female	40
<b>Age</b>	
up to 20 years	2
over 20 up to 30 years	4
over 30 up to 40 years	10
over 40 up to 50 years	24
over 50 up to 60 years	31
over 60 up to 70 years	25
over 70 years	6
<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	12
more than 2 600,- EUR up to 3 600,- EUR	16
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	7
N/A	32
<b>Size of household</b>	
1 person	9
2 persons	59
3 persons	12
4 persons	16
5 persons and more	4
<b>Buying and ordering capacity</b>	
Purchase or order made or intended at the exhibition	%
yes	44
no	26
maybe	30
<b>Follow-up business</b>	
Intend to buy at later date	%
yes	34
no	21
maybe	45
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Basic data trade visitors

<b>Total number of visitors</b>	<b>16 491</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	
up to 50 km	29
more than 50 km up to 100 km	11
more than 100 km up to 300 km	27
over 300 km	33
<b>Total Germany</b>	
Baden-Württemberg	8
Bavaria	8
Berlin	4
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	7
Mecklenburg-West Pommern	1
Lower Saxony	6
<b>Total Foreign</b>	
of which EU	78
other countries	3
Rest of Europe	19
<b>The three countries with the highest visitor shares</b>	
Netherlands	19
Switzerland	18
Great Britain	13
<b>Position in the company/organization</b>	
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	8
Department head, group head	22
Other salaried staff/public service	30
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	8
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	
2009	29
2008	24
2007	17
2006	13
2005	9
Earlier events	6
First visit	56

Additional data trade visitors

<b>Economic sector</b>	%
Power supply company	30
Consultants, service providers	29
Public utilities, council representatives	7
Research, press, associations	3
Business customers, industrial enterprises	13
Other sectors	10
Student	8
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	
Decisively	20
Collectively	33
In an advisory capacity	24
No	14
Student	8
Other not gainfully employed	1
<b>Area of responsibility</b>	
Management	17
Research/development/design	9
Planning/work preparation	6
Manufacture/production	3
Production, quality control	1
Buying/procurement	15
Finance/accounting, controlling	7
Information, communication technology (EDP)	11
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	20
Storage/material management/logistics/transport	1
Maintenance/repairs	4
Other area	15
Student	8
Other not gainfully employed	1
<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	8
5- 9	5
10- 49	15
50- 99	8
100-199	6
200-499	14
500 - 999	6
1 000 - 9 999	18
10 000 and more	12
Student	8
other not gainfully employed	1
<b>Length of stay</b>	
1.Length of stay (days):	%
one 80 two 15 three 5	
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 35	
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Basic data private visitors

<b>Total number of visitors</b>	<b>48 929</b>
<b>Proportion of private visitors</b>	<b>94%</b>
<b>Region of residence</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>	
Baden-Württemberg	98
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommern	-
Lower Saxony	1
<b>Position in the company/organization</b>	
Entrepreneur, partner, self-employed	8
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	24
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	3
Student	2
Housewife/man	13
Old-age pensioner	29
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	
2008	25
2007	22
2006	17
2005	14
Earlier events	13
First visit	48

Additional data private visitors

<b>Sex</b>	%
Male	37
Female	63
<b>Age</b>	
up to 20 years	2
over 20 up to 30 years	5
over 30 up to 40 years	11
over 40 up to 50 years	24
over 50 up to 60 years	27
over 60 up to 70 years	25
over 70 years	8
<b>Net household income</b>	
up to 900,- EUR	5
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	11
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	8
N/A	37
<b>Size of household</b>	
1 person	11
2 persons	53
3 persons	16
4 persons	15
5 persons and more	6
<b>Buying and ordering capacity</b>	
Purchase or order made or intended at the exhibition	%
yes	62
no	26
maybe	12
<b>Follow-up business</b>	
Intend to buy at later date	%
yes	30
no	18
maybe	52
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

## Basic data trade visitors

<b>Total number of visitors</b>	<b>53 098</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	11
more than 100 km up to 300 km	29
over 300 km	42
<b>Total Germany</b>	<b>79</b>
Baden-Württemberg	9
Bavaria	9
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	2
Hesse	8
Mecklenburg-West Pomerania	1
Lower Saxony	10
North Rhine-Westphalia	45
Rhineland-Palatinate	6
Saarland	1
Saxony	2
Saxony-Anhalt	2
Schleswig-Holstein	2
Thuringia	-
<b>Total Foreign</b>	<b>21</b>
of which EU	78
Rest of Europe	16
other countries	6
<b>The five countries with the highest visitor shares</b>	%
Netherlands	18
Belgium	13
Switzerland	9
Austria	8
Italy	6
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	33
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	2
Department head, group head	12
Other salaried staff/public service	11
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	7
Other position	4
Student	12
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2009	35
2008	26
Earlier events	30
First visit	42

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>37%</b>
<b>Region of residence</b>	%
up to 50 km	32
more than 50 km up to 100 km	16
more than 100 km up to 300 km	30
over 300 km	22
<b>Total Germany</b>	<b>93</b>
Baden-Württemberg	7
Bavaria	6
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	8
Mecklenburg-West Pomerania	1
Lower Saxony	7
North Rhine-Westphalia	60
Rhineland-Palatinate	5
Saarland	2
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>7</b>
of which EU	92
Rest of Europe	5
other countries	3
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried staff/public service	21
Skilled worker	12
Lecturer, teacher, scientific assistant	2
Trainee	11
Other position	8
Student	23
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	%
2009	23
2008	15
Earlier events	19
First visit	56

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	24
more than 50 km up to 100 km	13
more than 100 km up to 300 km	29
over 300 km	34
<b>Total Germany</b>	<b>84</b>
Baden-Württemberg	8
Bavaria	8
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	8
Mecklenburg-West Pomerania	1
Lower Saxony	9
North Rhine-Westphalia	51
Rhineland-Palatinate	6
Saarland	1
Saxony	1
Saxony-Anhalt	2
Schleswig-Holstein	1
Thuringia	1
<b>Total Foreign</b>	<b>16</b>
of which EU	80
Rest of Europe	14
other countries	6
<b>The five countries with the highest visitor shares</b>	%
Netherlands	17
Belgium	15
Austria	10
Switzerland	8
France	5
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	24
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	15
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	9
Other position	5
Student	16
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	%
2009	31
2008	22
Earlier events	26
First visit	47

## Additional data trade visitors

<b>Economic sector</b>	%
Fitness studio	33
Physiotherapy	8
Health care center	5
Sport club	4
Multifunctional system	2
Rehabilitation centre	2
Wellness institute, health facility, day spa	1
Hospitals, rehabilitation	1
Doctor's practice	1
Sport retail trade	2
Other trade	2
Sporting goods industry	9
Other service	14
Other sectors	12
Student	2
Other not gainfully employed	3
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	21
In an advisory capacity	21
No	16
Student	12
Other not gainfully employed	3
<b>Area of responsibility</b>	%
Management	31
Research/development/design	2
Planning/work preparation	4
Manufacture/production	1
Production, quality control	1
Buying/procurement	2
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	16
Storage/material management/logistics/transport	-
Maintenance/repairs	1
Other area	21
Student	12
Other not gainfully employed	3
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	21
5- 9	17
10- 49	25
50- 99	7
100-199	4
200-499	4
500- 999	2
1 000- 9 999	4
10 000 and more	2
Student	12
other not gainfully employed	3
<b>Length of stay</b>	%
1. Length of stay (days):	
one	72
two	21
three	3
four	4
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	N/A

## Additional data private visitors

<b>Sex</b>	%
Male	69
Female	31
<b>Age</b>	%
up to 20 years	22
over 20 up to 30 years	40
over 30 up to 40 years	18
over 40 up to 50 years	13
over 50 up to 60 years	3
over 60 up to 70 years	1
over 70 years	3
<b>Net household income</b>	%
up to 900,- EUR	13
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	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	15
N/A	20
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	65
no	12
maybe	23
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	26
no	30
maybe	44

Conducted by: Wissler &amp; Partner, Basel



**Basic data trade visitors**

<b>Total number of visitors</b>	<b>50 881</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	15
more than 100 km up to 300 km	27
over 300 km	41
<b>Total Germany</b>	<b>74</b>
Baden-Württemberg	7
Bavaria	7
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	7
Mecklenburg-Holstein	1
West Pommern	1
Lower Saxony	10
<b>Total Foreign</b>	<b>26</b>
of which EU	73
Rest of Europe	11
North America	4
South-, East-, Central Asia	7
Other	6
<b>The five countries with the highest visitor shares</b>	%
Netherlands	26
Italy	8
Belgium	6
Poland	6
Austria	6
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	30
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	6
Foreman, master craftsman	7
Skilled worker	5
Lecturer, teacher, scientific assistant	4
Farmer, horticulturist	10
Trainee	15
Other position	2
Student	5
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2008	36
2007	35
2006	33
2005	28
2004	26
Earlier events	22
First visit	34

**Additional data trade visitors**

<b>Economic sector</b>	%
Plant producer	18
Florist wholesale trade	5
Seed trade	1
End-sales outlet	6
Public authority, municipal garden department	4
Horticulture and landscape gardening	8
Landscape designer	2
Garden centre	5
Gardening company	14
Florist, specialist retailer	12
Fruit and vegetable growing	1
Cemetery gardeners	2
Decorator, interior architect	1
Wholesale trade	2
Home improvement centre	1
Mail order	1
Other	9
Student	5
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	32
Collectively	25
In an advisory capacity	17
No	19
Student	5
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	34
Research/development/design	6
Planning/work preparation	17
Manufacture/production	31
Production, quality control	8
Buying/procurement	22
Finance/accounting, controlling	6
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	5
Maintenance/repairs	5
Other area	15
Student	5
Other not gainfully employed	1
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	27
5- 9	21
10- 49	25
50- 99	7
100-199	5
200-499	3
500- 999	1
1 000- 9 999	3
10 000 and more	1
Student	5
other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	76
two	19
three	4
four	2
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	34
2nd day	38
3rd day	34
4th day	26
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

**Basic data private visitors**

<b>Total number of visitors</b>	<b>135 880</b>
<b>Proportion of private visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	94
more than 50 km up to 100 km	4
more than 100 km up to 300 km	1
over 300 km	
<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	99
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommern	-
Lower Saxony	-
<b>Position in the company/organization</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	6
Other salaried staff/public service	28
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	5
Student	6
Housewife/man	11
Old-age pensioner	25
Other not gainfully employed	5
<b>Frequency of visits to trade fair</b>	%
2008	56
2007	52
2006	47
2005	43
Earlier events	40
First visit	13

**Additional data private visitors**

<b>Sex</b>	%
Male	25
Female	75
<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	11
over 30 up to 40 years	10
over 40 up to 50 years	23
over 50 up to 60 years	26
over 60 up to 70 years	17
over 70 years	6
<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	13
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	35
<b>Size of household</b>	%
1 person	16
2 persons	48
3 persons	18
4 persons	12
5 persons and more	6
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	80
no	8
maybe	13
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	22
no	25
maybe	53

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## REIFEN → Essen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>17 995</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	6
more than 50 km up to 100 km	4
more than 100 km up to 300 km	20
over 300 km	70

<b>Total Germany</b>	<b>37</b>
Baden-Württemberg	13
Bavaria	13
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	7
Mecklenburg-West Pomerania	-
Lower Saxony	12

<b>Total Foreign</b>	<b>63</b>
of which EU	67
Rest of Europe	12
Africa	6
Middle East	4
South-, East-, Central Asia	8
Australia	4

<b>The five countries with the highest visitor shares</b>	<b>%</b>
Italy	10
Netherlands	7
Great Britain	6
Romania	5
Belgium	4

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	43
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	5
Department head, group head	12
Other salaried staff/public service	8
Foreman, master craftsman	3
Skilled worker	4
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>	<b>%</b>
2008	35
2006	24
2004	18
2002	15
2000	11
Earlier events	8
First visit	47

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Tire service	27
Tire trade	40
Vulcanizing company	2
Motor vehicle workshop	5
Tire trade, craftsman's company	4
Tire manufacturing and design	1
Tire manufacturing technology	1
Industry	7
Public authority	1
Other	8
Student	2
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	50
Collectively	26
In an advisory capacity	12
No	9
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Management	56
Research/development/design	6
Planning/work preparation	10
Manufacture/production	5
Production, quality control	2
Buying/procurement	27
Finance/accounting, controlling	7
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	7
Maintenance/repairs	7
Other area	8
Student	2
Other not gainfully employed	1

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	27
5- 9	21
10- 49	21
50- 99	8
100- 199	5
200-499	5
500- 999	2
1 000- 9 999	4
10 000 and more	4
Student	2
other not gainfully employed	1

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	53
two	33
three	9
four	5
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	%
1st day	46
2nd day	53
3rd day	49
4th day	19

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## SECURITY → Essen

## Basic data trade visitors

<b>Total number of visitors</b>	<b>41 230</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	13
more than 50 km up to 100 km	10
more than 100 km up to 300 km	29
over 300 km	49

<b>Total Germany</b>	<b>62</b>
Baden-Württemberg	9
Bavaria	11
Berlin	3
Brandenburg	1
Bremen	-
Hamburg	2
Hesse	10
Mecklenburg-West Pomerania	1
Lower Saxony	7

<b>Total Foreign</b>	<b>38</b>
of which EU	76
Rest of Europe	11
South-, East-, Central Asia	6
other countries	7

<b>The five countries with the highest visitor shares</b>	<b>%</b>
Netherlands	27
Austria	8
Belgium	7
Great Britain	6
Poland	4

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	6
Department head, group head	21
Other salaried staff/public service	21
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	4
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	29
2006	21
2004	15
2002	11
2000	8
Earlier events	7
First visit	55

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Industry (without plant security)	21
Plant security	10
Skilled trades	13
Trade	13
Police	3
Fire brigade	4
Other local government authorities	5
Banks, saving banks	3
Guards/surveillance sector	14
Insurance	1
Engineer's consultant's office	6
Architect, architect's office	1
Public institutions	3
Other sectors	13
Student	2
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	31
Collectively	30
In an advisory capacity	25
No	12
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Management	25
Research/development/design	10
Planning/work preparation	17
Manufacture/production	6
Production, quality control	2
Buying/procurement	12
Finance/accounting, controlling	3
Information, communication technology (EDP)	11
Administration/organization/personnel/social welfare/training	8
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	2
Maintenance/repairs	14
Other area	16
Student	2
Other not gainfully employed	1

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	14
5- 9	9
10- 49	18
50- 99	8
100- 199	9
200-499	11
500- 999	6
1 000- 9 999	12
10 000 and more	12
Student	2
other not gainfully employed	1

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	71
two	23
three	5
four	2
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	%
1st day	32
2nd day	38
3rd day	38
4th day	30

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## SHK

## Basic data trade visitors

<b>Total number of visitors</b>	<b>52 534</b>
<b>Proportion of trade visitors</b>	<b>91%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	32
more than 50 km up to 100 km	28
more than 100 km up to 300 km	33
over 300 km	8

<b>Total Germany</b>	<b>96</b>
Baden-Württemberg	13
Bavaria	13
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	3
Mecklenburg-West Pomerania	-
Lower Saxony	7

<b>Total Foreign</b>	<b>4</b>
of which EU	87
other countries	13

<b>The country with the highest visitor share</b>	<b>%</b>
Netherlands	36

<b>Position in the company/organization</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	2
Department head, group head	8
Other salaried staff/public service	16
Foreman, master craftsman	6
Skilled worker	10
Lecturer, teacher, scientific assistant	2
Trainee	18
Other position	1
Student	5
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	39
2006	27
2004	20
2002	17
2000	15
Earlier events	13
First visit	40

**Additional data trade visitors**

Economic sector	%
Sanitary systems	44
Heating systems	21
Air conditioning and ventilation system construction	2
Architect's, planner's, engineer's office	6
Wholesale, Retail	5
Industrial producer	4
Institutions (hospitals etc.)	1
Building owner	1
Housing Industry	2
Association/guild/chamber	1
Energy consulting	3
Other sectors	5
Student	5
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	29
In an advisory capacity	19
No	21
Student	5
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	29
Research/development/design	5
Planning/work preparation	20
Manufacture/production	15
Production, quality control	3
Buying/procurement	14
Finance/accounting, controlling	4
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	4
Maintenance/repairs	23
Other area	11
Student	5
Other not gainfully employed	2

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	30
5- 9	18
10- 49	20
50- 99	5
100-199	5
200-499	6
500- 999	3
1 000- 9 999	5
10 000 and more	3
Student	5
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	91
two	7
three	1
four	1
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	32
2nd day	31
3rd day	30
4th day	19

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>132 096</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	13
more than 50 km up to 100 km	8
more than 100 km up to 300 km	20
over 300 km	60

<b>Total Germany</b>	<b>51</b>
Baden-Württemberg	14
Bavaria	15
Berlin	2
Brandenburg	2
Bremen	1
Hamburg	2
Hesse	29
Mecklenburg-West Pommern	-
Lower Saxony	5
North Rhine-Westphalia	15
Rhineland-Palatinate	9
Saarland	3
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	-
Thuringia	2

<b>Total Foreign</b>	<b>49</b>
of which EU	60
Rest of Europe	12
Africa	3
North America	8
South and Central America	2
Middle East	4
South-, East-, Central Asia	10
Australia	1

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

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	45
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	10
Department head, group head	12
Other salaried staff/public service	8
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	1
Student	5
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2009	47
2008	43
Earlier events	41
First visit	33

**Additional data trade visitors**

Economic sector	%
Retail trade	45
Wholesale/foreign trade	20
Service	16
Industry	5
Skilled trades	3
Other	4
Student	5
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	49
Collectively	23
In an advisory capacity	14
No	7
Student	5
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	44
Research/development/design	5
Planning/work preparation	2
Manufacture/production	3
Production, quality control	1
Buying/procurement	19
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	-
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	6
Student	5
Other not gainfully employed	2

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	35
5- 9	11
10- 49	18
50- 99	6
100-199	8
200-499	5
500- 999	4
1 000- 9 999	4
10 000 and more	4
Student	5
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	37
two	26
three	21
four	9
five	7
2. Average length of stay	2,2 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>153 837</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	8
more than 50 km up to 100 km	8
more than 100 km up to 300 km	22
over 300 km	63

<b>Total Germany</b>	<b>44</b>
Baden-Württemberg	19
Bavaria	14
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	24
Mecklenburg-West Pommern	-
Lower Saxony	6
North Rhine-Westphalia	18
Rhineland-Palatinate	12
Saarland	2
Saxony	1
Saxony-Anhalt	2
Schleswig-Holstein	1
Thuringia	1

<b>Total Foreign</b>	<b>56</b>
of which EU	57
Rest of Europe	12
Africa	7
North America	2
South and Central America	5
Middle East	5
South-, East-, Central Asia	9
Australia	3

<b>The five countries with the highest visitor shares</b>	%
Italy	6
France	6
Netherlands	5
Austria	4
Great Britain	4

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	18
Senior department head, other employee with managerial responsibility	9
Department head, group head	12
Other salaried staff/public service	7
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	7
Other position	1
Student	4
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	46
2006	36
Earlier events	31
First visit	36

**Additional data trade visitors**

Economic sector	%
Workshop, filling station	36
Trade	34
Industry	13
Service	5
Other sectors	6
Student	4
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	36
Collectively	28
In an advisory capacity	17
No	13
Student	4
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	40
Research/development/design	4
Planning/work preparation	3
Manufacture/production	3
Production, quality control	1
Buying/procurement	9
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	2
Maintenance/repairs	12
Other area	7
Student	4
Other not gainfully employed	2

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	21
5- 9	14
10- 49	25
50- 99	9
100-199	7
200-499	6
500- 999	3
1 000- 9 999	4
10 000 and more	6
Student	4
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	42
two	21
three	19
four	9
five	4
six	6
2. Average length of stay	2,3 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## Christmasworld → Frankfurt/Main

### Basic data trade visitors

<b>Total number of visitors</b>	<b>30 157</b>
<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	8
more than 50 km up to 100 km	8
more than 100 km up to 300 km	18
over 300 km	66

<b>Total Germany</b>	<b>43</b>
Baden-Württemberg	16
Bavaria	17
Berlin	4
Brandenburg	2
Bremen	1
Hamburg	1
Hesse	21
Mecklenburg-West Pomerania	1
Lower Saxony	7

<b>Total Foreign</b>	<b>57</b>
of which EU	67
Rest of Europe	10
North America	7
South and Central America	3
South-, East-, Central Asia	6
other countries	7

<b>The five countries with the highest visitor shares</b>	<b>%</b>
Italy	14
France	11
Austria	7
USA	6
Great Britain	5

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	47
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	6
Department head, group head	12
Other salaried staff/public service	8
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	3
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	40
2008	26
Earlier events	29
First visit	40

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Retail trade	40
Wholesale/foreign trade	21
Service	19
Industry	5
Skilled trades	6
Other	5
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	51
Collectively	26
In an advisory capacity	11
No	7
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Management	44
Research/development/design	5
Planning/work preparation	4
Manufacture/production	4
Production, quality control	4
Buying/procurement	15
Finance/accounting, controlling	-
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	9
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	38
5- 9	14
10- 49	19
50- 99	7
100-199	5
200-499	4
500- 999	3
1 000- 9 999	4
10 000 and more	1
Student	3
other not gainfully employed	1

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	44
two	31
three	15
four	4
five	5
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## Heimtextil → Frankfurt/Main

### Basic data trade visitors

<b>Total number of visitors</b>	<b>70 786</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	8
more than 50 km up to 100 km	4
more than 100 km up to 300 km	14
over 300 km	74

<b>Total Germany</b>	<b>35</b>
Baden-Württemberg	19
Bavaria	13
Berlin	2
Brandenburg	-
Bremen	1
Hamburg	4
Hesse	24
Mecklenburg-West Pomerania	-
Lower Saxony	5

<b>Total Foreign</b>	<b>65</b>
of which EU	48
Rest of Europe	11
Africa	4
North America	7
South and Central America	5
Middle East	8
South-, East-, Central Asia	15
Australia	2

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

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	39
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	8
Department head, group head	15
Other salaried staff/public service	7
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	2
Student	4
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	44
2008	46
Earlier events	46
First visit	29

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Retail trade	29
Wholesale/foreign trade	31
Service	15
Industry	8
Skilled trades	5
Other	7
Student	4
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	40
Collectively	32
In an advisory capacity	14
No	9
Student	4
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Management	43
Research/development/design	8
Planning/work preparation	4
Manufacture/production	6
Production, quality control	2
Buying/procurement	13
Finance/accounting, controlling	-
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	-
Maintenance/repairs	-
Other area	6
Student	4
Other not gainfully employed	1

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	25
5- 9	12
10- 49	23
50- 99	10
100-199	7
200-499	6
500- 999	5
1 000- 9 999	5
10 000 and more	4
Student	4
other not gainfully employed	1

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	32
two	28
three	24
four	17
2. Average length of stay	2,3 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## IFFA

### Basic data trade visitors

<b>Total number of visitors</b>	<b>58 245</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	<b>%</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>40</b>
Baden-Württemberg	14
Bavaria	19
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	25
Mecklenburg-West Pomerania	1
Lower Saxony	5

<b>Total Foreign</b>	<b>60</b>
of which EU	56
Africa	5
North America	4
South and Central America	12
Middle East	2
South-, East-, Central Asia	8
Australia	5
Rest of Europe	9

<b>The five countries with the highest visitor shares</b>	<b>%</b>
Netherlands	8
Italy	8
Austria	6
Belgium	5
Switzerland	4

<b>Position in the company/organization</b>	<b>%</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	17
Other salaried staff/public service	9
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	2
Student	4
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2007	39
2004	32
Earlier events	26
First visit	44

## Frankfurt/Main

### Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	16
Wholesale/foreign trade	8
Skilled trades	11
Slaughterhouse operations	7
Industry	40
Service	6
Other	6
Student	4
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	32
In an advisory capacity	22
No	13
Student	4
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	36
Research/development/design	11
Planning/work preparation	3
Manufacture/production	13
Production, quality control	4
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	7
Student	4
Other not gainfully employed	2

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

<b>Length of stay</b>	%
1. Length of stay (days):	
one	44
two	20
three	15
four	8
five	5
six	8
2. Average length of stay	2,3 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## Light + Building Frankfurt/Main

### Basic data trade visitors

<b>Total number of visitors</b>	<b>183 111</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	24
over 300 km	54

<b>Total Germany</b>	<b>56</b>
Baden-Württemberg	16
Bavaria	13
Berlin	2
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	28
Mecklenburg-West Pommern	-
Lower Saxony	4
North Rhine-Westphalia	16
Rhineland-Palatinate	11
Saarland	3
Saxony	2
Saxony-Anhalt	-
Schleswig-Holstein	1
Thuringia	2

<b>Total Foreign</b>	<b>44</b>
of which EU	63
Rest of Europe	14
Africa	2
North America	7
South and Central America	3
Middle East	4
South-, East-, Central Asia	6
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Austria	10
Netherlands	8
Switzerland	7
USA	5
France	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	6
Department head, group head	16
Other salaried staff/public service	15
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>	%
2008	46
2006	33
Earlier events	21
First visit	41

### Additional data trade visitors

<b>Economic sector</b>	%
Skilled trades	22
Industry	16
Retail trade	5
Wholesale/foreign trade	11
Service	26
Other	12
Student	6
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	29
In an advisory capacity	21
No	13
Student	6
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	28
Research/development/design	10
Planning/work preparation	15
Manufacture/production	4
Production, quality control	1
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	1
Maintenance/repairs	7
Other area	8
Student	6
Other not gainfully employed	2

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	23
5- 9	11
10- 49	22
50- 99	6
100-199	6
200-499	5
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	48
two	24
three	14
four	6
five	4
six	3
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## Musikmesse Frankfurt/Main

### Basic data trade visitors

<b>Total number of visitors</b>	<b>77 609</b>
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<b>Proportion of trade visitors</b>	<b>70%</b>
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<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	25
over 300 km	51

<b>Total Germany</b>	<b>61</b>
Baden-Württemberg	16
Bavaria	16
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	28
Mecklenburg-West Pommern	-
Lower Saxony	4
North Rhine-Westphalia	13
Rhineland-Palatinate	11
Saarland	2
Saxony	3
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	3

<b>Total Foreign</b>	<b>39</b>
of which EU	75
Rest of Europe	13
Africa	2
North America	3
South and Central America	1
Middle East	1
South-, East-, Central Asia	3
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Netherlands	13
Austria	11
France	10
Switzerland	7
Great Britain	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	18
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	7
Skilled worker	3
Lecturer, teacher, scientific assistant	24
Trainee	2
Other position	5
Student	26
Other not gainfully employed	5

<b>Frequency of visits to trade fair</b>	%
2009	39
2008	39
Earlier events	48
First visit	29

### Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	12
Wholesale/foreign trade	4
Skilled trades	5
Industry	3
Educational institution	50
Services/free-lance	10
Event venue	1
Media	6
Other sectors	9

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	20
In an advisory capacity	16
No	10
Student	26
Other not gainfully employed	5

<b>Area of responsibility</b>	%
Management	24
Research/development/design	3
Planning/work preparation	3
Manufacture/production	4
Production, quality control	1
Buying/procurement	3
Finance/accounting, controlling	1
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	4
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	19
Student	26
Other not gainfully employed	5

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	29
5- 9	8
10- 49	14
50- 99	5
100-199	4
200-499	3
500- 999	2
1 000- 9 999	3
10 000 and more	3
Student	26
other not gainfully employed	5

<b>Length of stay</b>	%
1. Length of stay (days):	
one	61
two	18
three	13
four	9
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel



## Paperworld → Frankfurt/Main

## Basic data trade visitors

Total number of visitors	45 521
Proportion of trade visitors	93%
Region of residence	%
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>39</b>
Baden-Württemberg	19
Bavaria	13
Berlin	3
Brandenburg	1
Bremen	1
Hamburg	3
Hesse	28
Mecklenburg-West Pommern	1
Lower Saxony	5

<b>Total Foreign</b>	<b>61</b>
of which EU	57
Rest of Europe	11
Africa	4
North America	8
South and Central America	5
Middle East	6
South-, East-, Central Asia	8
Australia	1

<b>The five countries with the highest visitor shares</b>	%
Italy	9
France	7
USA	7
Great Britain	6
Netherlands	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	38
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	10
Department head, group head	11
Other salaried staff/public service	12
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	2
Student	4
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2009	42
2008	34
Earlier events	32
First visit	36

## Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	27
Wholesale/foreign trade	29
Service	13
Industry	13
Skilled trades	3
Other	8
Student	4
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	41
Collectively	26
In an advisory capacity	17
No	11
Student	4
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	44
Research/development/design	5
Planning/work preparation	2
Manufacture/production	5
Production, quality control	1
Buying/procurement	13
Finance/accounting, controlling	-
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	1
Maintenance/repairs	-
Other area	7
Student	4
Other not gainfully employed	3

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	27
5- 9	12
10- 49	19
50- 99	10
100-199	6
200-499	7
500- 999	4
1 000- 9 999	5
10 000 and more	4
Student	4
other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	43
two	29
three	18
four	10
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler &amp; Partner, Basel

## Prolight + Sound → Frankfurt/Main

## Basic data trade visitors

Total number of visitors	30 816
Proportion of trade visitors	86%
Region of residence	%
up to 50 km	10
more than 50 km up to 100 km	7
more than 100 km up to 300 km	28
over 300 km	55

<b>Total Germany</b>	<b>56</b>
Baden-Württemberg	18
Bavaria	15
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	2
Hesse	18
Mecklenburg-West Pommern	1
Lower Saxony	5

<b>Total Foreign</b>	<b>44</b>
of which EU	69
Rest of Europe	16
Africa	3
North America	3
South and Central America	-
Middle East	1
South-, East-, Central Asia	6
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Netherlands	14
Switzerland	9
France	7
Belgium	7
Austria	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	5
Department head, group head	9
Other salaried staff/public service	7
Skilled worker	9
Lecturer, teacher, scientific assistant	5
Trainee	4
Other position	7
Student	12
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2009	48
2008	47
Earlier events	46
First visit	26

## Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	13
Wholesale/foreign trade	7
Skilled trades	3
Industry	3
Educational institution	17
Services/free-lance	30
Event venue	10
Media	7
Other sectors	10

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	30
Collectively	27
In an advisory capacity	17
No	11
Student	12
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	29
Research/development/design	4
Planning/work preparation	8
Manufacture/production	6
Production, quality control	1
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	5
Storage/material management/logistics/transport	2
Maintenance/repairs	4
Other area	16
Student	12
Other not gainfully employed	3

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	34
5- 9	12
10- 49	15
50- 99	5
100-199	5
200-499	5
500- 999	3
1 000- 9 999	2
10 000 and more	4
Student	12
other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	53
two	24
three	13
four	11
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler &amp; Partner, Basel

## Tendence

## Basic data trade visitors

Total number of visitors	56 968
Proportion of trade visitors	90%
Region of residence	%
up to 50 km	19
more than 50 km up to 100 km	12
more than 100 km up to 300 km	33
over 300 km	36

<b>Total Germany</b>	<b>75</b>
Baden-Württemberg	18
Bavaria	11
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	29
Mecklenburg-West Pommern	1
Lower Saxony	3

<b>Total Foreign</b>	<b>25</b>
of which EU	58
Rest of Europe	16
North America	7
South-, East-, Central Asia	15
other countries	5

<b>The five countries with the highest visitor shares</b>	%
Switzerland	14
Netherlands	10
France	10
Austria	7
China (PR)	7

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	61
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	4
Department head, group head	7
Other salaried staff/public service	8
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	1
Student	4
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2009	45
2008	41
Earlier events	41
First visit	33



## Frankfurt/Main

### Additional data trade visitors

Economic sector	%
Retail trade	54
Wholesale/foreign trade	14
Service	14
Industry	3
Skilled trades	5
Other sectors	3
Student	4
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	57
Collectively	20
In an advisory capacity	12
No	5
Student	4
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	50
Research/development/design	2
Planning/work preparation	2
Manufacture/production	5
Production, quality control	-
Buying/procurement	15
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	-
Maintenance/repairs	4
Other area	10
Student	4
Other not gainfully employed	3

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	52
5- 9	14
10- 49	13
50- 99	4
100- 199	3
200- 499	3
500- 999	2
1 000- 9 999	3
10 000 and more	4
Student	1
other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	55
two	28
three	11
four	4
five	4
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

## viscom frankfurt Frankfurt/Main

### Basic data trade visitors

<b>Total number of visitors</b>	<b>12 100</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	14
more than 50 km up to 100 km	9
more than 100 km up to 300 km	41
over 300 km	36

<b>Total Germany</b>	<b>84</b>
Baden- Württemberg	17
Bavaria	11
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	23
Mecklenburg- West Pommern	-
Lower Saxony	3
North Rhine- Westphalia	20
Rhineland- Palatinate	8
Saarland	2
Saxony	4
Saxony- Anhalt	3
Schleswig- Holstein	2
Thuringia	3

<b>Total Foreign</b>	<b>16</b>
of which EU	79
Rest of Europe	13
other countries	8

<b>The two countries with the highest visitor shares</b>	%
Austria	18
Netherlands	11

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	54
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	3
Department head, group head	14
Other salaried staff/public service	7
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	2
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	35
2006	17
Earlier events	17
First visit	38

### Additional data trade visitors

Economic sector	%
Advertising	60
Service	10
Publishing/printing	6
Wholesale trade	5
Retail trade	4
Information-/communication industry	3
Automobile industry	1
Authority/public services	1
Media (print, broadcast media)	1
Clothing industry	1
Other sectors	9
Student	2
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	52
Collectively	23
In an advisory capacity	15
No	8
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	47
Research/development/design	1
Planning/work preparation	3
Manufacture/production	14
Production, quality control	-
Buying/procurement	3
Finance/accounting, controlling	-
Information, communication technology (EDP)	9
Administration/organization/personnel/ social welfare/training	9
Marketing/sales/advertising/PR	21
Storage/material management/logistics/transport	-
Maintenance/repairs	1
Other area	4
Student	2
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	47
5- 9	16
10- 49	18
50- 99	7
100- 199	3
200- 499	3
500- 999	1
1 000- 9 999	3
10 000 and more	1
Student	2
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:	N/A

Conducted by: Wissler & Partner, Basel

## DU UND DEINE WELT Hamburg

### Basic data private visitors

<b>Total number of visitors</b>	<b>93 592</b>
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<b>Proportion of private visitors</b>	<b>95%</b>
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<b>Region of residence</b>	%
up to 50 km	77
more than 50 km up to 100 km	15
more than 100 km up to 300 km	6
over 300 km	2

<b>Total Germany</b>	<b>100</b>
Baden- Württemberg	-
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	51
Hesse	-
Mecklenburg- West Pommern	34
Lower Saxony	13
North Rhine- Westphalia	-
Rhineland- Palatinate	-
Saarland	-
Saxony	-
Saxony- Anhalt	-
Schleswig- Holstein	-
Thuringia	-

<b>Position in the company/organization</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	34
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	5
Housewife/man	5
Old-age pensioner	14
Student	13
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2009	35
2008	36
Earlier events	31
First visit	22

### Additional data private visitors

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

<b>Age</b>	%
up to 20 years	13
over 20 up to 30 years	21
over 30 up to 40 years	13
over 40 up to 50 years	20
over 50 up to 60 years	16
over 60 up to 70 years	12
over 70 years	5

<b>Net household income</b>	%
up to 900,- EUR	7
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 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	6
N/A	27

<b>Size of household</b>	%
1 person	18
2 persons	43
3 persons	17
4 persons	16
5 persons and more	6

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	76
no	5
maybe	19

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

Conducted by: PhoneResearch KG, Hamburg

## hanseboot (2009) → Hamburg

## Basic data private visitors

<b>Total number of visitors</b>	<b>87 973</b>
<b>Proportion of private visitors</b>	<b>85%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	38
more than 50 km up to 100 km	17
more than 100 km up to 300 km	31
over 300 km	14
<b>Total Germany</b>	<b>96</b>
Baden-Württemberg	2
Bavaria	2
Berlin	4
Brandenburg	1
Bremen	3
Hamburg	25
Hesse	1
Mecklenburg-West Pomerania	6
Lower Saxony	22
<b>Total Foreign</b>	<b>4</b>
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	23
Skilled worker	6
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	2
Student	11
Housewife/man	2
Old-age pensioner	19
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	42
2007	42
Earlier events	24
First visit	21

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	77
Female	23
<b>Age</b>	<b>%</b>
up to 20 years	8
over 20 up to 30 years	12
over 30 up to 40 years	13
over 40 up to 50 years	25
over 50 up to 60 years	19
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	4
more than 1 500,- EUR up to 2 000,- EUR	6
more than 2 000,- EUR up to 3 600,- EUR	9
more than 3 600,- EUR up to 5 000,- EUR	11
more than 5 000,- EUR	13
N/A	16
<b>Size of household</b>	<b>%</b>
1 person	20
2 persons	45
3 persons	14
4 persons	15
5 persons and more	6
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	49
yes	18
no	33
maybe	4
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	34
yes	19
no	47
maybe	4

Conducted by: PhoneResearch KG, Hamburg

## HansePferd → Hamburg

## Basic data private visitors

<b>Total number of visitors</b>	<b>44 745</b>
<b>Proportion of private visitors</b>	<b>90%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	56
more than 50 km up to 100 km	26
more than 100 km up to 300 km	14
over 300 km	4
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	1
Bavaria	-
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	30
Hesse	-
Mecklenburg-West Pomerania	45
Lower Saxony	20
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	25
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	10
Other position	4
Housewife/man	4
Old-age pensioner	1
Student	35
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	50
2006	40
Earlier events	11
First visit	29

Conducted by: PhoneResearch KG, Hamburg

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	12
Female	88
<b>Age</b>	<b>%</b>
up to 20 years	36
over 20 up to 30 years	25
over 30 up to 40 years	14
over 40 up to 50 years	18
over 50 up to 60 years	5
over 60 up to 70 years	1
over 70 years	1
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	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	10
N/A	32
<b>Size of household</b>	<b>%</b>
1 person	15
2 persons	27
3 persons	23
4 persons	25
5 persons and more	10
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	81
yes	6
no	13
maybe	4
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	29
yes	21
no	50
maybe	4

Conducted by: PhoneResearch KG, Hamburg

## INTERNORGA

## Basic data trade visitors

<b>Total number of visitors</b>	<b>100 400</b>
<b>Proportion of trade visitors</b>	<b>90%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	20
more than 50 km up to 100 km	13
more than 100 km up to 300 km	32
over 300 km	35
<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	2
Bavaria	3
Berlin	3
Brandenburg	3
Bremen	3
Hamburg	14
Hesse	4
Mecklenburg-West Pomerania	6
Lower Saxony	27
<b>Total Foreign</b>	<b>3</b>
of which EU	61
Rest of Europe	17
other countries	22
<b>The country with the highest visitor share</b>	<b>%</b>
Austria	16
<b>Position in the company/organization</b>	<b>%</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	16
Other salaried staff/public service	12
Skilled worker	11
Lecturer, teacher, scientific assistant	1
Trainee	20
Other position	2
Student	5
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	32
2008	28
Earlier events	18
First visit	40

Conducted by: PhoneResearch KG, Hamburg

Additional data trade visitors

<b>Economic sector</b>	%
Hotels/guest house	18
Restaurant	29
Franchise restaurant	4
Coffee shop	1
Discotheque, night club, bar	1
Snack bars, filling stations	1
Large-scale canteens, schools, hospitals, homes	9
Catering	5
Baker's/confectioner's	12
Butcher	1
Food and beverage trade	4
Industrie (food, nonfood)	2
Planning/architecture/interior furnishings	3
Large kitchen specialist trade	3
Other	1
Student	5
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	31
In an advisory capacity	26
No	16
Student	5
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	28
Research/development/design	1
Planning/work preparation	3
Manufacture/production	24
Production, quality control	2
Buying/procurement	5
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	5
Storage/material management/logistics/transport	1
Maintenance/repairs	-
Service sector	18
Student	5
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	14
5- 9	16
10- 49	32
50- 99	12
100-199	7
200-499	5
500- 999	3
1 000- 9 999	4
10 000 and more	1
Student	5
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	86
two	12
three	2
four	-
five	-
six	-
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	15
2nd day	20
3rd day	20
4th day	28
5th day	23
6th day	12

Conducted by: PhoneResearch KG, Hamburg

Basic data trade visitors

<b>Total number of visitors</b>	<b>10 292</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	46
more than 50 km up to 100 km	23
more than 100 km up to 300 km	21
over 300 km	10

<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	1
Bavaria	1
Berlin	1
Brandenburg	-
Bremen	2
Hamburg	24
Hesse	1
Mecklenburg-West Pommern	3
Lower Saxony	20
North Rhine-Westphalia	4
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	1
Schleswig-Holstein	42
Thuringia	-

<b>Total Foreign</b>	<b>2</b>
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<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	5
Department head, group head	25
Other salaried staff/public service	18
Skilled worker	12
Lecturer, teacher, scientific assistant	2
Trainee	16
Other position	2
Student	4
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	27
2006	21
Earlier events	11
First visit	52

Additional data trade visitors

<b>Economic sector</b>	%
Industry	55
Trade	7
Skilled trades	15
Service company	10
Authority/public services	3
Vocational school/polytechnic/university	4
Other	1
Student	4
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	27
In an advisory capacity	23
No	25
Student	4
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	16
Research/development/design	11
Planning/work preparation	8
Manufacture/production	32
Production, quality control	4
Buying/procurement	6
Finance/accounting, controlling	-
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	-
Maintenance/repairs	4
Other area	-
Student	4
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	6
5- 9	9
10- 49	23
50- 99	12
100-199	12
200-499	12
500- 999	8
1 000- 9 999	9
10 000 and more	4
Student	4
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	92
two	7
three	1
four	-
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	27
2nd day	37
3rd day	32
4th day	12

Conducted by: PhoneResearch KG, Hamburg

Basic data private visitors

<b>Total number of visitors</b>	<b>57 187</b>
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<b>Proportion of private visitors</b>	<b>94%</b>
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<b>Region of residence</b>	%
up to 50 km	76
more than 50 km up to 100 km	16
more than 100 km up to 300 km	7
over 300 km	1

<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	-
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	45
Hesse	-
Mecklenburg-West Pommern	1
Lower Saxony	15
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	37
Thuringia	-

<b>Total Foreign</b>	<b>1</b>
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<b>Position in the company/organization</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, master craftsman	7
Other salaried staff/public service	31
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	4
Housewife/man	5
Old-age pensioner	29
Student	5
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2009	42
2008	42
Earlier events	25
First visit	21

Additional data private visitors

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

<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	9
over 30 up to 40 years	10
over 40 up to 50 years	22
over 50 up to 60 years	23
over 60 up to 70 years	23
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	10
more than 2 000,- EUR up to 2 600,- EUR	14
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	8
N/A	33

<b>Size of household</b>	%
1 person	21
2 persons	55
3 persons	10
4 persons	11
5 persons and more	3

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	20
no	40
maybe	40

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	28
no	17
maybe	55

Conducted by: PhoneResearch KG, Hamburg

## SMM → Hamburg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>47 604</b>
<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	22
more than 50 km up to 100 km	11
more than 100 km up to 300 km	24
over 300 km	43

<b>Total Germany</b>	<b>67</b>
Baden-Württemberg	3
Bavaria	3
Berlin	1
Brandenburg	-
Bremen	8
Hamburg	22
Hesse	-
Mecklenburg-West Pomerania	8
Lower Saxony	22

<b>Total Foreign</b>	<b>33</b>
of which EU	68
Rest of Europe	17
North America	2
South and Central America	3
Asia	8
other countries	2

## The five countries with the highest visitor shares

Denmark	13
Netherlands	11
Great Britain	10
Norway	6
Poland	6

## Position in the company/organization

Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	7
Department head, group head	20
Other salaried staff/public service	23
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	5
Other position	4
Student	9
Other not gainfully employed	2

## Frequency of visits to trade fair

2008	4
2006	29
Earlier events	8
First visit	44

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Shipping and shipping companies	18
Navy, defence industry	5
Shipbuilding industry, shipyard industry	13
Ship outfitters	8
Machine and plant construction	13
metal production and processing	2
Electrical engineering/electronics	7
Other sectors	3
Engineer's office	5
Offshore	2
Research, science, university vocational school	1
Authority/public services	2
Other sectors	9
Student	2
Other not gainfully employed	2

## Influence on purchasing/procurement decisions

Decisively	17
Collectively	26
In an advisory capacity	25
No	21
Student	9
Other not gainfully employed	2

## Area of responsibility

Management	12
Research/development/design	16
Planning/work preparation	5
Manufacture/production	9
Production, quality control	2
Buying/procurement	7
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	10
Maintenance/repairs	10
Storage/material management/logistics/transport	1
Seafaring and navigation	11
Other area	1
Student	9
Other not gainfully employed	2

## Size of company/organization:

Number of employees:	%
1- 4	7
5- 9	6
10- 49	17
50- 99	12
100-199	8
200-499	12
500- 999	8
1 000- 9 999	13
10 000 and more	6
Student	9
other not gainfully employed	2

## Length of stay

1. Length of stay (days):	%
one	67
two	21
three	7
four	5
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	%
1st day	29
2nd day	48
3rd day	50
4th day	26

Conducted by: PhoneResearch KG, Hamburg

## ABF (2009) → Hannover

## Basic data private visitors

<b>Total number of visitors</b>	<b>135 083</b>
<b>Proportion of private visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	70
more than 50 km up to 100 km	22
more than 100 km up to 300 km	6
over 300 km	1

<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	3
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	-
Lower Saxony	95

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	24
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	4
Student	3
Housewife/man	7
Old-age pensioner	30
Other not gainfully employed	4

## Frequency of visits to trade fair

2008	48
2007	49
2006	42
2005	37
Earlier events	27
First visit	17

## Additional data private visitors

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

<b>Age</b>	<b>%</b>
up to 20 years	3
over 20 up to 30 years	8
over 30 up to 40 years	13
over 40 up to 50 years	23
over 50 up to 60 years	23
over 60 up to 70 years	23
over 70 years	7

<b>Net household income</b>	<b>%</b>
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	11
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	13
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	6
N/A	34

<b>Size of household</b>	<b>%</b>
1 person	10
2 persons	51
3 persons	18
4 persons	15
5 persons and more	6

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	54
yes	17
no	29
maybe	29

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	18
yes	27
no	55
maybe	55

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Altenpflege

## Basic data trade visitors

<b>Total number of visitors</b>	<b>30 936</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	22
more than 50 km up to 100 km	17
more than 100 km up to 300 km	44
over 300 km	18

<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	2
Bavaria	2
Berlin	2
Brandenburg	2
Bremen	2
Hamburg	2
Hesse	6
Mecklenburg-West Pomerania	3
Lower Saxony	46

## Position in the company/organization

Entrepreneur, partner, self-employed	9
Managing director, board member, home director etc.	9
Chief administrator	1
Kitchen manager	1
Other salaried staff, civil servant with managerial responsibility	4
Head of nursing service	12
Ward sister	5
Salaried staff, civil servant	6
Geriatric nurse, nurse/male nurse	21
Assistant geriatric nurse, nurse	5
Lecturer, teacher, scientific assistant	2
Skilled domestic worker	2
Trainee	11
Other position	5
Student	5

## Frequency of visits to trade fair

Nürnberg 2009	9
Hannover 2008	34
Nürnberg 2007	8
Hannover 2006	25
Earlier events	19
First visit	34

**Additional data trade visitors**

<b>Economic sector</b>	%
Old peoples' home	11
Nursing home	19
Old peoples' and nursing home	26
Day-care facilities	1
Social ward	3
Out-patient nursing services	10
Hospital	3
Welfare association	1
Sponsor	1
Public authority	1
School	2
Residential home for the elderly	2
Therapeutic facility	1
Rehabilitation clinic	1
Sanitary products retailer, pharmacy	1
Other	12
Student	5

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	17
Collectively	28
In an advisory capacity	26
No	24
Student	5

<b>Area of responsibility</b>	%
Management	18
Research/development/design	1
Planning/work preparation	5
Manufacture/production	1
Production, quality control	2
Buying/procurement	3
Finance/accounting, controlling	5
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	10
Marketing/sales/advertising/PR	4
Storage/material management/logistics/transport	2
Maintenance/repairs	2
Nursing service	52
Kitchen/household	5
Other area	10
Student	5

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	5
5- 9	4
10- 49	28
50- 99	24
100-199	15
200- 499	7
500- 999	4
1 000- 9 999	1
10 000 and more	7
Student	5

<b>Length of stay</b>	%
1. Length of stay (days):	
one	90
two	8
three	2
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	40
2nd day	42
3rd day	29

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>9 714</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	18
more than 50 km up to 100 km	10
more than 100 km up to 300 km	31
over 300 km	41

<b>Total Germany</b>	<b>80</b>
Baden-Württemberg	6
Bavaria	6
Berlin	7
Brandenburg	1
Bremen	2
Hamburg	6
Hesse	5
Mecklenburg-West Pommern	1
Lower Saxony	38
North Rhine-Westphalia	16
Rhineland-Palatinate	2
Saarland	1
Saxony	3
Saxony-Anhalt	3
Schleswig-Holstein	4
Thuringia	3

<b>Total Foreign</b>	<b>20</b>
of which EU	62
Rest of Europe	13
North America	9
South-, East-, Central Asia	6
other countries	10

<b>The five countries with the highest visitor shares</b>	%
Great Britain	16
Netherlands	10
USA	7
France	6
Switzerland	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	4
Department head, group head	11
Other salaried staff/public service	25
Skilled worker	1
Lecturer, teacher, scientific assistant	20
Trainee	3
Other position	3
Student	18
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2009	33
2008	29
Earlier events	34
First visit	48

**Additional data trade visitors**

<b>Economic sector</b>	%
Core Biotech, applied biotechnology	10
Enabling technologies	9
Interdisciplinary technology	2
Chemical industry	5
Pharmaceuticals industry	9
Food and luxuries industry	3
Research/teaching	30
Trade, distribution	6
Service companies (total)	10
Other sectors	6
Student	18
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	29
In an advisory capacity	17
No	11
Student	18
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	11
Research/development/design	50
Planning/work preparation	2
Manufacture/production	4
Production, quality control	4
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	16
Pedagogy	2
Storage/material management/logistics/transport	-
Maintenance/repairs	1
Other area	4
Student	18

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	6
5- 9	6
10- 49	19
50- 99	7
100-199	8
200-499	9
500- 999	8
1 000- 9 999	12
10 000 and more	5
Student	18
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	77
two	15
three	8
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	40
2nd day	52
3rd day	39

Conducted by: Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>319 702</b>
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<b>Proportion of trade visitors</b>	<b>75%</b>
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<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	32
over 300 km	46

<b>Total Germany</b>	<b>80</b>
Baden-Württemberg	8
Bavaria	8
Berlin	4
Brandenburg	1
Bremen	2
Hamburg	5
Hesse	7
Mecklenburg-West Pommern	1
Lower Saxony	31
North Rhine-Westphalia	18
Rhineland-Palatinate	3
Saarland	-
Saxony	3
Saxony-Anhalt	3
Schleswig-Holstein	3
Thuringia	2

<b>Total Foreign</b>	<b>20</b>
of which EU	64
Rest of Europe	14
Africa	2
North America	2
South and Central America	2
Middle East	7
South-, East-, Central Asia	9
Australia	-

<b>The five countries with the highest visitor shares</b>	%
Netherlands	10
Austria	6
Poland	6
Denmark	5
Great Britain	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	5
Department head, group head	12
Other salaried staff/public service	31
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	-
Student	13
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2009	41
2008	43
Earlier events	56
First visit	28

**Additional data trade visitors**

<b>Economic sector</b>	%
Manufacturers of hardware, end devices, infrastructure	4
Telecommunications services	11
Software and IT systems specialists	10
IT services, IT consultants	23
Trade	10
Company and freelancer services	11
Power industry	2
Manufacturing sector	10
Authority/public services	12
Media Industry	4
Skilled trades	2
Building trade	2
traffic and logistic	2
Travel and tourism	1
Banks, financial service providers, insurance companies	4
Health and medical systems	4

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	30
Collectively	25
In an advisory capacity	20
No	12
Student	13
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	14
Research/development/design	14
Planning/work preparation	3
Manufacture/production	4
Production, quality control	2
Buying/procurement	7
Finance/accounting, controlling	4
Information, communication technology (EDP)	42
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	2
Maintenance/repairs	5
Other area	3
Student	13
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	14
5- 9	7
10- 49	17
50- 99	8
100-199	7
200-499	7
500- 999	6
1 000- 9 999	12
10 000 and more	6
Student	13
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	71
two	18
three	6
four	2
five	3
1,5 days	
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	%
1st day	28
2nd day	36
3rd day	36
4th day	31
5th day	17

Conducted by: Wissler & Partner, Basel



## DOMOTEX → Hannover

## Basic data trade visitors

<b>Total number of visitors</b>	<b>38 704</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	4
more than 100 km up to 300 km	16
over 300 km	73
<b>Total Germany</b>	<b>43</b>
Baden- Württemberg	North Rhine- Westphalia 25
Bavaria	10 Rhineland- Palatinate 4
Berlin	3 Saarland 1
Brandenburg	2 Saxony 2
Bremen	2 Saxony-Anhalt 2
Hamburg	5 Saxony-Anhalt 2
Hesse	8 Schleswig- Holstein 3
Mecklenburg- West Pomerania	1 Thuringia 2
Lower Saxony	25
<b>Total Foreign</b>	<b>57</b>
of which EU	52
Rest of Europe	12
Africa	3
North America	6
South and Central America	3
Middle East	7
South-, East-, Central Asia	16
Australia	1
<b>The five countries with the highest visitor shares</b>	<b>%</b>
India	9
Netherlands	8
Belgium	6
Italy	6
Great Britain	6
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	41
Managing director, board member, head of an authority etc.	22
Senior department head, other employee with managerial responsibility	8
Department head, group head	10
Other salaried staff/public service	12
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	2
Student	1
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	51
2008	54
Earlier events	55
First visit	27

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Specialist retail trade	22
Wholesale trade	28
Interior decorator	6
Parquet and floor layer	14
Painter	3
Furnishing/furniture stores	2
Architect's/interior designer's, contract furnishers	6
Department stores, mail order, DIY stores	3
Timber trade	7
Industry	24
Authority/public services	1
Press, media	1
Other	4
Student	1
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	52
Collectively	21
In an advisory capacity	16
No	8
Student	1
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	44
Research/development/design	6
Planning/work preparation	7
Manufacture/production	8
Production, quality control	3
Buying/procurement	12
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	25
Storage/material management/logistics/ transport	1
Maintenance/repairs	1
Other area	4
Student	1
Other not gainfully employed	1
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	25
5- 9	14
10- 49	24
50- 99	10
100-199	7
200-499	7
500- 999	5
1 000- 9 999	5
10 000 and more	1
Student	1
other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	45
two	27
three	15
four	12
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	<b>%</b>
1st day	46
2nd day	58
3rd day	57
4th day	34

Conducted by: Wissler &amp; Partner, Basel

## EuroBLECH → Hannover

## Basic data trade visitors

<b>Total number of visitors</b>	<b>61 454</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	<b>%</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	62
<b>Total Germany</b>	<b>62</b>
Baden- Württemberg	12 North Rhine- Westphalia 28
Bavaria	9 Rhineland- Palatinate 4
Berlin	1 Saarland 1
Brandenburg	1 Saxony 3
Bremen	1 Saxony-Anhalt 2
Hamburg	7 Schleswig- Holstein 3
Hesse	1 Thuringia 3
Mecklenburg- West Pomerania	1
Lower Saxony	24
<b>Total Foreign</b>	<b>38</b>
of which EU	60
Rest of Europe	15
Africa	2
North America	4
South and Central America	4
Middle East	6
South-, East-, Central Asia	7
Australia	3
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Austria	8
Netherlands	7
Switzerland	6
Belgium	5
Italy	5
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	19
Senior department head, other employee with managerial responsibility	9
Department head, group head	24
Other salaried staff/public service	21
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	1
Student	2
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	46
2006	32
Earlier events	23
First visit	42

Conducted by: Wissler &amp; Partner, Basel

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Industry	73
Wholesale/foreign trade	8
Retail trade	2
Skilled trades	9
Service	6
Authority/public services	1
University/college/polytechnic	1
Other sectors	2
Student	2
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	34
Collectively	30
In an advisory capacity	19
No	13
Student	2
Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>
Management	24
Research/development/design	18
Planning/work preparation	15
Manufacture/production	31
Production, quality control	7
Buying/procurement	12
Finance/accounting, controlling	2
Information, communication technology (EDP)	3
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	21
Storage/material management/logistics/ transport	3
Maintenance/repairs	6
Other area	3
Student	2
Other not gainfully employed	1
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	5
5- 9	7
10- 49	23
50- 99	14
100-199	17
200-499	13
500- 999	6
1 000- 9 999	10
10 000 and more	3
Student	2
other not gainfully employed	1
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	63
two	24
three	8
four	2
five	3
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	<b>%</b>
1st day	29
2nd day	39
3rd day	38
4th day	33
5th day	20
Conducted by: Wissler & Partner, Basel	

## EuroTier with Bio-Energy

## Basic data trade visitors

<b>Total number of visitors</b>	<b>144 985</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	8
more than 50 km up to 100 km	10
more than 100 km up to 300 km	40
over 300 km	42
<b>Total Germany</b>	<b>83</b>
Baden- Württemberg	8 North Rhine- Westphalia 17
Bavaria	14 Rhineland- Palatinate 4
Berlin	2 Saarland -
Brandenburg	2 Saxony 3
Bremen	1 Saxony-Anhalt 3
Hamburg	8 Schleswig- Holstein 7
Hesse	2 Thuringia 2
Mecklenburg- West Pomerania	2
Lower Saxony	28
<b>Total Foreign</b>	<b>17</b>
of which EU	67
Rest of Europe	13
Africa	3
North America	3
South and Central America	3
Middle East	4
South-, East-, Central Asia	7
Australia	1
<b>The five countries with the highest visitor shares</b>	<b>%</b>
Netherlands	14
Austria	9
Denmark	6
Switzerland	6
Poland	6
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	50
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	2
Department head, group head	5
Other salaried staff/public service	6
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	5
Student	3
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	53
2006	39
Earlier events	42
First visit	26

Conducted by: Wissler &amp; Partner, Basel



**Additional data trade visitors**

<b>Economic sector</b>	%
Agricultural business, company	65
Service supply agency	2
Machine cooperative	1
Industry	7
Trade/sales	4
Veterinary surgeon	2
Energy supply company, public utilities	4
Company	1
Other service	7
Authorities, municipal authorities, association	2
University/college/polytechnic	3
Other sectors	2
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	37
Collectively	25
In an advisory capacity	21
No	13
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	52
Research/development/design	5
Planning/work preparation	3
Manufacture/production	8
Production, quality control	1
Buying/procurement	3
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	5
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	9
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	57
5- 9	7
10- 49	13
50- 99	4
100-199	3
200-499	3
500- 999	2
1 000- 9 999	3
10 000 and more	1
Student	4
Other not gainfully employed	1
N/A	4

<b>Length of stay</b>	%
1. Length of stay (days):	
one	73
two	20
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: Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>148 413</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	14
more than 50 km up to 100 km	13
more than 100 km up to 300 km	35
over 300 km	39

<b>Total Germany</b>	<b>88</b>
Baden-Württemberg	8
Bavaria	7
Berlin	3
Brandenburg	1
Bremen	2
Hamburg	4
Hesse	6
Mecklenburg-West Pommern	1
Lower Saxony	33
North Rhine-Westphalia	21
Rhineland-Palatinate	2
Saarland	-
Saxony	3
Saxony-Anhalt	3
Schleswig-Holstein	4
Thuringia	2

<b>Total Foreign</b>	<b>12</b>
of which EU	66
Africa	3
Rest of Europe	11
South and Central America	5
Middle East	2
South-, East-, Central Asia	10
other countries	3

<b>The five countries with the highest visitor shares</b>	%
Netherlands	16
Austria	8
Denmark	8
France	6
Poland	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
Department head, group head	16
Other salaried staff/public service	28
Skilled worker	3
Lecturer, teacher, scientific assistant	5
Trainee	3
Other position	1
Student	19
Other not gainfully employed	5

<b>Frequency of visits to trade fair</b>	%
2009	38
2008	37
Earlier events	44
First visit	35

**Additional data trade visitors**

<b>Economic sector</b>	%
Power industry	12
Manufacturing sector	37
Building trade	3
Skilled trades	3
Trade	4
Telecommunication	2
Company and freelancer services	12
Authority/public services	5
Research institutes, industrial research	5
Student	19
Other not gainfully employed	5

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	26
In an advisory capacity	18
No	12
Student	19
Other not gainfully employed	5

<b>Area of responsibility</b>	%
Management	11
Research/development/design	27
Planning/work preparation	7
Manufacture/production	13
Production, quality control	4
Buying/procurement	8
Finance/accounting, controlling	2
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	2
Maintenance/repairs	8
Other area	3
Student	19
Other not gainfully employed	5

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	8
5- 9	5
10- 49	13
50- 99	8
100-199	8
200-499	10
500- 999	5
1 000- 9 999	11
10 000 and more	7
Student	19
Other not gainfully employed	5

<b>Length of stay</b>	%
1. Length of stay (days):	
one	80
two	15
three	4
four	1
five	1
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	13
2nd day	30
3rd day	33
4th day	33
5th day	20

Conducted by: Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>43 485</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	16
more than 50 km up to 100 km	12
more than 100 km up to 300 km	25
over 300 km	47

<b>Total Germany</b>	<b>84</b>
Baden-Württemberg	9
Bavaria	9
Berlin	3
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	6
Mecklenburg-West Pommern	1
Lower Saxony	33
North Rhine-Westphalia	21
Rhineland-Palatinate	2
Saarland	-
Saxony	4
Saxony-Anhalt	3
Schleswig-Holstein	3
Thuringia	3

<b>Total Foreign</b>	<b>16</b>
of which EU	68
other countries	32

<b>Position in the company/organization</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	15
Other salaried staff/public service	32
Skilled worker	5
Lecturer, teacher, scientific assistant	5
Trainee	3
Other position	1
Student	12
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2009	40
2008	37
Earlier events	46
First visit	32

**Additional data trade visitors**

<b>Economic sector</b>	%
Power industry	12
Manufacturing sector	39
Building trade	2
Skilled trades	6
Trade	6
Telecommunication	3
Company and freelancer services	12
Authority/public services	6
Research institutes, industrial research	7
Student	12
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	24
In an advisory capacity	24
No	11
Student	12
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	16
Research/development/design	33
Planning/work preparation	3
Manufacture/production	12
Production, quality control	4
Buying/procurement	8
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	1
Maintenance/repairs	7
Other area	3
Student	12
Other not gainfully employed	3

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

<b>Length of stay</b>	%
1. Length of stay (days):	
one	70
two	20
three	7
four	2
five	2
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	%
1st day	20
2nd day	30
3rd day	36
4th day	38
5th day	23

Conducted by: Wissler & Partner, Basel

## Digital Factory → Hannover Messe

## Basic data trade visitors

Total number of visitors	45 266
Proportion of trade visitors	95%
Region of residence	%
up to 50 km	12
more than 50 km up to 100 km	13
more than 100 km up to 300 km	34
over 300 km	42

<b>Total Germany</b>	<b>90</b>
Baden-Württemberg	10
Bavaria	9
Berlin	4
Brandenburg	1
Bremen	3
Hamburg	3
Hesse	6
Mecklenburg-West Pomerania	2
Lower Saxony	31
North Rhine-Westphalia	19
Rhineland-Palatinate	2
Saarland	-
Saxony	3
Saxony-Anhalt	3
Schleswig-Holstein	3
Thuringia	2

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

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
Department head, group head	13
Other salaried staff/public service	26
Skilled worker	3
Lecturer, teacher, scientific assistant	7
Trainee	5
Other position	1
Student	19
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2009	40
2008	41
Earlier events	47
First visit	34

## Additional data trade visitors

<b>Economic sector</b>	%
Power industry	6
Manufacturing sector	39
Building trade	3
Skilled trades	2
Trade	4
Telecommunication	4
Company and freelancer services	18
Authority/public services	7
Research institutes, industrial research	8
Other	1
Student	19
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	25
In an advisory capacity	19
No	13
Student	19
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	13
Research/development/design	33
Planning/work preparation	7
Manufacture/production	14
Production, quality control	5
Buying/procurement	4
Finance/accounting, controlling	2
Information, communication technology (EDP)	12
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	3
Maintenance/repairs	6
Other area	3
Student	19
Other not gainfully employed	3

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	7
5- 9	5
10- 49	15
50- 99	8
100- 199	7
200- 499	10
500- 999	5
1 000- 9 999	11
10 000 and more	10
Student	19
Other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	79
two	16
three	3
four	-
five	2
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	13
2nd day	32
3rd day	34
4th day	33
5th day	18

Conducted by: Wissler &amp; Partner, Basel

## Energy → Hannover Messe

## Basic data trade visitors

Total number of visitors	83 111
Proportion of trade visitors	94%
Region of residence	%
up to 50 km	14
more than 50 km up to 100 km	12
more than 100 km up to 300 km	36
over 300 km	39

<b>Total Germany</b>	<b>86</b>
Baden-Württemberg	7
Bavaria	7
Berlin	4
Brandenburg	1
Bremen	3
Hamburg	5
Hesse	6
Mecklenburg-West Pomerania	1
Lower Saxony	33
North Rhine-Westphalia	19
Rhineland-Palatinate	2
Saarland	-
Saxony	3
Saxony-Anhalt	3
Schleswig-Holstein	4
Thuringia	2

<b>Total Foreign</b>	<b>14</b>
of which EU	60
Rest of Europe	14
South and Central America	8
South-, East-, Central Asia	8
other countries	11

<b>The five countries with the highest visitor shares</b>	%
Netherlands	10
Austria	8
Switzerland	7
Denmark	6
Poland	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
Department head, group head	15
Other salaried staff/public service	28
Skilled worker	3
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	1
Student	19
Other not gainfully employed	5

<b>Frequency of visits to trade fair</b>	%
2009	41
2008	40
Earlier events	46
First visit	33

## Additional data trade visitors

<b>Economic sector</b>	%
Power industry	23
Manufacturing sector	27
Building trade	4
Skilled trades	4
Trade	5
Telecommunication	2
Company and freelancer services	13
Authority/public services	5
Research institutes, industrial research	5
Other	1
Student	19
Other not gainfully employed	5

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	26
In an advisory capacity	18
No	13
Student	19
Other not gainfully employed	5

<b>Area of responsibility</b>	%
Management	13
Research/development/design	23
Planning/work preparation	8
Manufacture/production	11
Production, quality control	4
Buying/procurement	8
Finance/accounting, controlling	3
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	2
Maintenance/repairs	9
Other area	5
Student	19
Other not gainfully employed	5

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	10
5- 9	5
10- 49	13
50- 99	7
100- 199	8
200- 499	9
500- 999	5
1 000- 9 999	13
10 000 and more	7
Student	19
Other not gainfully employed	5

<b>Length of stay</b>	%
1. Length of stay (days):	
one	75
two	17
three	5
four	1
five	1
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	%
1st day	14
2nd day	32
3rd day	34
4th day	36
5th day	20

Conducted by: Wissler &amp; Partner, Basel

## Industrial Automation

## Basic data trade visitors

Total number of visitors	91 274
Proportion of trade visitors	97%
Region of residence	%
up to 50 km	13
more than 50 km up to 100 km	13
more than 100 km up to 300 km	32
over 300 km	42

<b>Total Germany</b>	<b>86</b>
Baden-Württemberg	10
Bavaria	9
Berlin	3
Brandenburg	1
Bremen	2
Hamburg	3
Hesse	7
Mecklenburg-West Pomerania	1
Lower Saxony	31
North Rhine-Westphalia	23
Rhineland-Palatinate	2
Saarland	-
Saxony	3
Saxony-Anhalt	3
Schleswig-Holstein	4
Thuringia	2

<b>Total Foreign</b>	<b>14</b>
of which EU	65
Rest of Europe	12
South and Central America	5
South-, East-, Central Asia	9
other countries	9

<b>The five countries with the highest visitor shares</b>	%
Netherlands	15
Denmark	10
Austria	9
Poland	7
France	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	4
Department head, group head	19
Other salaried staff/public service	29
Skilled worker	5
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	1
Student	17
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2009	40
2008	43
Earlier events	49
First visit	29

**Additional data trade visitors**

<b>Economic sector</b>	%
Power industry	9
Manufacturing sector	47
Building trade	2
Skilled trades	3
Trade	5
Telecommunication	2
Company and freelancer services	11
Authority/public services	4
Research institutes, industrial research	5
Student	17
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	30
In an advisory capacity	20
No	10
Student	17
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	11
Research/development/design	30
Planning/work preparation	8
Manufacture/production	16
Production, quality control	4
Buying/procurement	8
Finance/accounting, controlling	1
Information, communication technology (EDP)	4
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	14
Storage/material management/logistics/ transport	2
Maintenance/repairs	10
Other area	2
Student	17
Other not gainfully employed	3

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	7
5- 9	5
10- 49	14
50- 99	9
100-199	9
200-499	11
500- 999	6
1 000- 9 999	13
10 000 and more	8
Student	17
other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	76
two	18
three	5
four	1
five	1
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	15
2nd day	32
3rd day	35
4th day	32
5th day	20

Conducted by: Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>60 849</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	12
more than 50 km up to 100 km	12
more than 100 km up to 300 km	31
over 300 km	45

<b>Total Germany</b>	<b>82</b>
Baden-Württemberg	10
Bavaria	7
Berlin	3
Brandenburg	1
Bremen	2
Hamburg	3
Hesse	6
Mecklenburg-West Pommern	2
Lower Saxony	30
North Rhine-Westphalia	23
Rhineland-Palatinate	2
Saarland	1
Saxony	4
Saxony-Anhalt	3
Schleswig-Holstein	3
Thuringia	3

<b>Total Foreign</b>	<b>18</b>
of which EU	64
Rest of Europe	13
South-, East-, Central Asia	11
other countries	13

<b>The three countries with the highest visitor shares</b>	%
Netherlands	17
France	8
Denmark	8

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	4
Department head, group head	20
Other salaried staff/public service	28
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	1
Student	15
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2009	38
2008	38
Earlier events	46
First visit	33

**Additional data trade visitors**

<b>Economic sector</b>	%
Power industry	7
Manufacturing sector	49
Building trade	3
Skilled trades	4
Trade	8
Telecommunication	2
Company and freelancer services	10
Authority/public services	4
Research institutes, industrial research	5
Student	15
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	27
In an advisory capacity	18
No	10
Student	15
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	15
Research/development/design	26
Planning/work preparation	7
Manufacture/production	15
Production, quality control	5
Buying/procurement	15
Finance/accounting, controlling	2
Information, communication technology (EDP)	3
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	19
Storage/material management/logistics/ transport	3
Maintenance/repairs	6
Other area	3
Student	15
Other not gainfully employed	3

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	9
5- 9	5
10- 49	16
50- 99	11
100-199	10
200-499	11
500- 999	5
1 000- 9 999	10
10 000 and more	6
Student	15
other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	74
two	18
three	6
four	2
five	1
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	%
1st day	15
2nd day	35
3rd day	35
4th day	33
5th day	21

Conducted by: Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>46 008</b>
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<b>Proportion of trade visitors</b>	<b>92%</b>
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<b>Region of residence</b>	%
up to 50 km	16
more than 50 km up to 100 km	15
more than 100 km up to 300 km	32
over 300 km	37

<b>Total Germany</b>	<b>89</b>
Baden-Württemberg	8
Bavaria	4
Berlin	4
Brandenburg	1
Bremen	2
Hamburg	3
Hesse	5
Mecklenburg-West Pommern	-
Lower Saxony	36
North Rhine-Westphalia	22
Rhineland-Palatinate	1
Saarland	1
Saxony	4
Saxony-Anhalt	2
Schleswig-Holstein	4
Thuringia	4

<b>Total Foreign</b>	<b>11</b>
of which EU	63
other countries	37

<b>The country with the highest visitor share</b>	%
Netherlands	22

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head	12
Other salaried staff/public service	23
Skilled worker	4
Lecturer, teacher, scientific assistant	9
Trainee	2
Other position	1
Student	27
Other not gainfully employed	6

<b>Frequency of visits to trade fair</b>	%
2009	33
2008	33
Earlier events	40
First visit	43

**Additional data trade visitors**

<b>Economic sector</b>	%
Power industry	5
Manufacturing sector	27
Building trade	1
Skilled trades	3
Trade	3
Telecommunication	3
Company and freelancer services	12
Authority/public services	9
Research institutes, industrial research	12
Other	1
Student	27
Other not gainfully employed	6

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	18
Collectively	24
In an advisory capacity	14
No	11
Student	27
Other not gainfully employed	6

<b>Area of responsibility</b>	%
Management	8
Research/development/design	33
Planning/work preparation	3
Manufacture/production	11
Production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	4
Administration/organization/personnel/ social welfare/training	5
Marketing/sales/advertising/PR	10
Storage/material management/logistics/ transport	1
Maintenance/repairs	4
Other area	4
Student	27
Other not gainfully employed	6

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	7
5- 9	3
10- 49	12
50- 99	8
100-199	8
200-499	9
500- 999	3
1 000- 9 999	11
10 000 and more	6
Student	27
other not gainfully employed	6

<b>Length of stay</b>	%
1. Length of stay (days):	
one	79
two	15
three	4
four	1
five	1
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	16
2nd day	32
3rd day	35
4th day	29
5th day	19

Conducted by: Wissler & Partner, Basel

## MobiliTec → Hannover Messe

### Basic data trade visitors

<b>Total number of visitors</b>	<b>40 368</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	14
more than 50 km up to 100 km	13
more than 100 km up to 300 km	33
over 300 km	40

<b>Total Germany</b>	<b>89</b>
Baden-Württemberg	10
Bavaria	9
Berlin	6
Brandenburg	1
Bremen	2
Hamburg	3
Hesse	5
Mecklenburg-West Pommern	2
Lower Saxony	33

<b>Total Foreign</b>	<b>11</b>
of which EU	80
other countries	20

<b>Position in the company/organization</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	2
Department head, group head	13
Other salaried staff/public service	26
Skilled worker	3
Lecturer, teacher, scientific assistant	6
Trainee	3
Other position	2
Student	20
Other not gainfully employed	5

<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	37
2008	38
Earlier events	46
First visit	33

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Power industry	12
Manufacturing sector	31
Building trade	2
Skilled trades	4
Trade	4
Telecommunication	3
Company and freelancer services	17
Authority/public services	7
Research institutes, industrial research	6
Other	1
Student	20
Other not gainfully employed	5

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	17
Collectively	23
In an advisory capacity	20
No	15
Student	20
Other not gainfully employed	5

<b>Area of responsibility</b>	<b>%</b>
Management	12
Research/development/design	32
Planning/work preparation	4
Manufacture/production	8
Production, quality control	5
Buying/procurement	6
Finance/accounting, controlling	2
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	8
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	2
Maintenance/repairs	4
Other area	4
Student	20
Other not gainfully employed	5

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	10
5- 9	6
10- 49	13
50- 99	6
100- 199	7
200-499	8
500- 999	4
1 000- 9 999	12
10 000 and more	9
Student	20
Other not gainfully employed	5

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	74
two	18
three	5
four	2
five	3
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	%
1st day	17
2nd day	34
3rd day	33
4th day	36
5th day	23

Conducted by: Wissler & Partner, Basel

## Power Plant Technology → Hannover Messe

### Basic data trade visitors

<b>Total number of visitors</b>	<b>40 665</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	13
more than 50 km up to 100 km	9
more than 100 km up to 300 km	33
over 300 km	45

<b>Total Germany</b>	<b>82</b>
Baden-Württemberg	7
Bavaria	8
Berlin	4
Brandenburg	1
Bremen	2
Hamburg	3
Hesse	7
Mecklenburg-West Pommern	5
Lower Saxony	30

<b>Total Foreign</b>	<b>18</b>
of which EU	60
Rest of Europe	14
other countries	26

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	5
Department head, group head	16
Other salaried staff/public service	24
Skilled worker	3
Lecturer, teacher, scientific assistant	5
Trainee	2
Other position	2
Student	19
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	39
2008	40
Earlier events	47
First visit	34

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Power industry	23
Manufacturing sector	28
Building trade	5
Skilled trades	2
Trade	5
Telecommunication	3
Company and freelancer services	14
Authority/public services	5
Research institutes, industrial research	7
Other	1
Student	19
Other not gainfully employed	4

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	22
Collectively	24
In an advisory capacity	20
No	11
Student	19
Other not gainfully employed	4

<b>Area of responsibility</b>	<b>%</b>
Management	15
Research/development/design	26
Planning/work preparation	6
Manufacture/production	10
Production, quality control	5
Buying/procurement	7
Finance/accounting, controlling	3
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	1
Maintenance/repairs	6
Other area	15
Student	19
Other not gainfully employed	4

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	10
5- 9	5
10- 49	13
50- 99	7
100- 199	8
200-499	10
500- 999	4
1 000- 9 999	12
10 000 and more	8
Student	19
Other not gainfully employed	4

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	72
two	19
three	6
four	2
five	2
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	%
1st day	20
2nd day	35
3rd day	32
4th day	35
5th day	23

Conducted by: Wissler & Partner, Basel

## PROMOTION WORLD

### Basic data trade visitors

<b>Total number of visitors</b>	<b>18 848</b>
<b>Proportion of trade visitors</b>	<b>74%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	16
more than 50 km up to 100 km	8
more than 100 km up to 300 km	32
over 300 km	43

<b>Total Germany</b>	<b>86</b>
Baden-Württemberg	10
Bavaria	9
Berlin	7
Brandenburg	3
Bremen	2
Hamburg	3
Hesse	4
Mecklenburg-West Pommern	7
Lower Saxony	31

<b>Total Foreign</b>	<b>14</b>
of which EU	55
Rest of Europe	21
South-, East-, Central Asia	12
other countries	12

<b>The two countries with the highest visitor shares</b>	<b>%</b>
Netherlands	10
Switzerland	10

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	6
Department head, group head	15
Other salaried staff/public service	32
Skilled worker	2
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	1
Student	6
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	34
2008	24
Earlier events	16
First visit	57

**Additional data trade visitors**

<b>Economic sector</b>	%
Power industry	8
Industry	37
Skilled trades	5
Trade	9
Company and freelancer services	27
Authority/public services	7
traffic and logistic	3
Other	2
Student	6
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	40
Collectively	33
In an advisory capacity	13
No	6
Student	6
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	18
Research/development/design	11
Planning/work preparation	2
Manufacture/production	6
Production, quality control	7
Buying/procurement	2
Finance/accounting, controlling	3
Information, communication technology (EDP)	3
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	46
Storage/material management/logistics/transport	2
Maintenance/repairs	2
Other area	4
Student	6
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	14
5- 9	9
10- 49	20
50- 99	9
100-199	10
200-499	11
500- 999	6
1 000- 9 999	11
10 000 and more	3
Student	6
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	79
two	13
three	4
four	1
five	4
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	%
1st day	24
2nd day	30
3rd day	30
4th day	30
5th day	24

Conducted by: Wissler & Partner, Basel

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>52 093</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	15
more than 50 km up to 100 km	13
more than 100 km up to 300 km	34
over 300 km	38

<b>Total Germany</b>	<b>89</b>
Baden-Württemberg	9
Bavaria	7
Berlin	3
Brandenburg	1
Bremen	3
Hamburg	5
Hesse	6
Mecklenburg-West Pommern	2
Lower Saxony	34
North Rhine-Westphalia	19
Rhineland-Palatinate	1
Saarland	1
Saxony	3
Saxony-Anhalt	2
Schleswig-Holstein	4
Thuringia	2

<b>Total Foreign</b>	<b>11</b>
of which EU	63
Rest of Europe	13
South-, East-, Central Asia	13
other countries	11

<b>The two countries with the highest visitor shares</b>	%
Denmark	13
Netherlands	12

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	9
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	25
Skilled worker	2
Lecturer, teacher, scientific assistant	9
Trainee	2
Other position	1
Student	22
Other not gainfully employed	6

<b>Frequency of visits to trade fair</b>	%
2009	40
2008	41
Earlier events	47
First visit	33

**Additional data trade visitors**

<b>Economic sector</b>	%
Power industry	7
Manufacturing sector	33
Building trade	3
Skilled trades	2
Trade	3
Telecommunication	2
Company and freelancer services	14
Authority/public services	8
Research institutes, industrial research	12
Other	1
Student	22
Other not gainfully employed	6

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	19
Collectively	26
In an advisory capacity	17
No	10
Student	22
Other not gainfully employed	6

<b>Area of responsibility</b>	%
Management	9
Research/development/design	41
Planning/work preparation	4
Manufacture/production	11
Production, quality control	3
Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology (EDP)	4
Administration/organization/personnel/ social welfare/training	5
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	2
Maintenance/repairs	4
Other area	3
Student	22
Other not gainfully employed	6

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	8
5- 9	4
10- 49	11
50- 99	6
100-199	8
200-499	10
500- 999	6
1 000- 9 999	13
10 000 and more	8
Student	22
other not gainfully employed	6

<b>Length of stay</b>	%
1. Length of stay (days):	
one	78
two	15
three	5
four	1
five	1
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	15
2nd day	30
3rd day	32
4th day	33
5th day	22

Conducted by: Wissler & Partner, Basel

**Basic data private visitors**

<b>Total number of visitors</b>	<b>213 294</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	68
more than 50 km up to 100 km	23
more than 100 km up to 300 km	8
over 300 km	1

<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	4
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	-
Mecklenburg-West Pommern	1
Lower Saxony	94
North Rhine-Westphalia	4
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	1
Schleswig-Holstein	-
Thuringia	1

<b>Position in the company/organization</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	4
Other salaried staff/public service	30
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	5
Housewife/man	11
Old-age pensioner	23
Student	4
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	%
2009	47
2008	51
2007	43
2006	39
Earlier events	41
First visit	14

**Additional data private visitors**

<b>Sex</b>	%
Male	25
Female	75

<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	10
over 30 up to 40 years	11
over 40 up to 50 years	27
over 50 up to 60 years	23
over 60 up to 70 years	18
over 70 years	8

<b>Net household income</b>	%
up to 900,- EUR	7
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 3 600,- EUR	12
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	5
N/A	31

<b>Size of household</b>	%
1 person	15
2 persons	44
3 persons	19
4 persons	15
5 persons and more	7

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	84
no	5
maybe	11

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	25
no	29
maybe	46

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## Pferd & Jagd → Hannover

### Basic data private visitors

<b>Total number of visitors</b>	<b>69 564</b>
<b>Proportion of private visitors</b>	<b>93%</b>

<b>Region of residence</b>	<b>%</b>
up to 50 km	41
more than 50 km up to 100 km	30
more than 100 km up to 300 km	26
over 300 km	3

<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	5
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	1
Hamburg	1
Hesse	4
Mecklenburg-West Pomerania	1
Lower Saxony	83
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	1
Saxony-Anhalt	3
Schleswig-Holstein	2
Thuringia	-

<b>Position in the company/organization</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	7
Other salaried staff/public service	23
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	4
Housewife/man	5
Old-age pensioner	7
Student	18
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	57
2008	51
2007	48
Earlier events	43
First visit	15

### Additional data private visitors

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

<b>Age</b>	<b>%</b>
up to 20 years	20
over 20 up to 30 years	19
over 30 up to 40 years	16
over 40 up to 50 years	25
over 50 up to 60 years	13
over 60 up to 70 years	6
over 70 years	2

<b>Net household income</b>	<b>%</b>
up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	9
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	9
N/A	28

<b>Size of household</b>	<b>%</b>
1 person	12
2 persons	32
3 persons	19
4 persons	24
5 persons and more	13

<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	91
yes	2
no	7
maybe	7

<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	44
yes	19
no	37
maybe	37

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## HUSUM WindEnergy → Husum

### Basic data trade visitors

<b>Total number of visitors</b>	<b>35 858</b>
<b>Proportion of trade visitors</b>	<b>94%</b>

<b>Region of residence</b>	<b>%</b>
up to 50 km	12
more than 50 km up to 100 km	6
more than 100 km up to 300 km	21
over 300 km	62

<b>Total Germany</b>	<b>65</b>
Baden-Württemberg	5
Bavaria	6
Berlin	5
Brandenburg	2
Bremen	5
Hamburg	12
Hesse	2
Mecklenburg-West Pomerania	31
Lower Saxony	13
North Rhine-Westphalia	11
Rhineland-Palatinate	1
Saarland	-
Saxony	2
Saxony-Anhalt	-
Schleswig-Holstein	2
Thuringia	1

<b>Total Foreign</b>	<b>35</b>
of which EU	62
Rest of Europe	5
North America	4
South-, East-, Central Asia	19
other countries	10

<b>The five countries with the highest visitor shares</b>	<b>%</b>
Denmark	17
China (PR)	9
Netherlands	8
Great Britain	6
Spain	6

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	8
Department head, group head	14
Other salaried staff/public service	29
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	9
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	35
Earlier events	53
First visit	57

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Banks, financiers	1
Manufacturers	25
Measuring equipment	2
Planner	6
Experts	5
Other services	15
Technical services	12
Insurance	1
Expert, assessor	2
Supplier	7
Other sectors	15
Student	2
Other not gainfully employed	6

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	27
Collectively	25
In an advisory capacity	18
No	20
Student	8
Other not gainfully employed	3

<b>Area of responsibility</b>	<b>%</b>
Management	20
Research/development/design	18
Planning/work preparation	7
Manufacture/production	5
Production, quality control	2
Buying/procurement	3
Finance/accounting, controlling	3
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	1
Maintenance/repairs	5
Other area	9
Student	7
Other not gainfully employed	2

<b>Size of company/organization:</b>	
<b>Number of employees:</b>	<b>%</b>
1- 4	10
5- 9	6
10- 49	19
50- 99	8
100-199	9
200-499	11
500- 999	6
1 000- 9 999	12
10 000 and more	8
Student	8
other not gainfully employed	3

<b>Length of stay</b>	<b>%</b>
<b>1. Length of stay (days):</b>	
one	44
two	25
three	12
four	7
five	11
<b>2. Average length of stay</b>	<b>2,2 days</b>
<b>3. Share of visitors on the event's days:</b>	<b>%</b>
1st day	30
2nd day	48
3rd day	51
4th day	50
5th day	28

Conducted by: Messe Husum HWG mbH & Co. KG, Husum



**Basic data trade visitors**

<b>Total number of visitors</b>	<b>16 816</b>	
<b>Proportion of trade visitors</b>	<b>63%</b>	
<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	25	
over 300 km	32	
<b>Total Germany</b>	<b>87</b>	
Baden- Württemberg	North Rhine- Westphalia	7
Bavaria	Rhineland- Palatinate	1
Berlin	Saarland	1
Brandenburg	Saxony	1
Bremen	Saxony-Anhalt	1
Hamburg	Saxony-Anhalt	1
Hesse	Schleswig- Holstein	51
Mecklenburg- West Pomerania	Thuringia	-
Lower Saxony		11
<b>Total Foreign</b>	<b>13</b>	
of which EU	96	
other countries	4	
<b>The five countries with the highest visitor shares</b>	%	
Denmark	28	
Sweden	11	
Netherlands	9	
Finland	7	
Austria	5	
<b>Position in the company/organization</b>	%	
Entrepreneur, partner, self-employed	28	
Managing director, board member, head of an authority etc.	18	
Senior department head, other employee with managerial responsibility	6	
Department head, group head	15	
Other salaried staff/public service	16	
Skilled worker	2	
Lecturer, teacher, scientific assistant	3	
Trainee	1	
Other position	6	
Student	5	
Other not gainfully employed	1	
<b>Frequency of visits to trade fair</b>	%	
2009	34	
2008	22	
2006	10	
2004	5	
Earlier events	4	
First visit	59	

**Basic data private visitors**

<b>Proportion of private visitors</b>	<b>37%</b>	
<b>Region of residence</b>	%	
up to 50 km	58	
more than 50 km up to 100 km	22	
more than 100 km up to 300 km	14	
over 300 km	6	
<b>Total Germany</b>	<b>98</b>	
Baden- Württemberg	North Rhine- Westphalia	1
Bavaria	Rhineland- Palatinate	1
Berlin	Saarland	-
Brandenburg	Saxony	-
Bremen	Saxony-Anhalt	-
Hamburg	Saxony-Anhalt	-
Hesse	Schleswig- Holstein	88
Mecklenburg- West Pomerania	Thuringia	1
Lower Saxony		3
<b>Total Foreign</b>	<b>2</b>	
<b>Position in the company/organization</b>	%	
Entrepreneur, partner, self-employed	20	
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	32	
Skilled worker	5	
Lecturer, teacher, scientific assistant	5	
Trainee	2	
Other position	14	
Student	7	
Other not gainfully employed	10	
<b>Frequency of visits to trade fair</b>	%	
2009	32	
2008	21	
2006	12	
2004	7	
Earlier events	4	
First visit	58	

**Basic data all visitors**

<b>Region of residence</b>	%	
up to 50 km	39	
more than 50 km up to 100 km	18	
more than 100 km up to 300 km	21	
over 300 km	22	
<b>Total Germany</b>	<b>91</b>	
Baden- Württemberg	North Rhine- Westphalia	5
Bavaria	Rhineland- Palatinate	3
Berlin	Saarland	1
Brandenburg	Saxony	1
Bremen	Saxony-Anhalt	1
Hamburg	Saxony-Anhalt	1
Hesse	Schleswig- Holstein	66
Mecklenburg- West Pomerania	Thuringia	1
Lower Saxony		8
<b>Total Foreign</b>	<b>9</b>	
of which EU	98	
other countries	2	
<b>The five countries with the highest visitor shares</b>	%	
Denmark	28	
Sweden	11	
Netherlands	9	
Finland	7	
Austria	5	
<b>Position in the company/organization</b>	%	
Entrepreneur, partner, self-employed	25	
Managing director, board member, head of an authority etc.	12	
Senior department head, other employee with managerial responsibility	4	
Department head, group head	10	
Other salaried staff/public service	22	
Skilled worker	3	
Lecturer, teacher, scientific assistant	4	
Trainee	1	
Other position	9	
Student	6	
Other not gainfully employed	4	
<b>Frequency of visits to trade fair</b>	%	
2009	34	
2008	23	
2006	10	
2004	6	
Earlier events	4	
First visit	59	

**Additional data trade visitors**

<b>Economic sector</b>	%
Banks, financiers	4
Building industry	8
Biogas, biomass, bio fuel	5
Small wind installations, wind industry	14
Block heating works	1
Skilled trades	3
Wood, pellets	1
Association, institution	2
Agriculture	8
Media, press, publishing	1
Planning, project management	2
Experts	1
Solar electricity, solar heat	12
Other sectors	32
Student	5
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	50
Collectively	22
In an advisory capacity	12
No	9
Student	5
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	45
Research/development/design	8
Planning/work preparation	6
Manufacture/production	3
Production, quality control	-
Buying/procurement	2
Finance/accounting, controlling	3
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	5
Marketing/sales/advertising/PR	14
Storage/material management/logistics/ transport	1
Maintenance/repairs	1
Other area	6
Student	5
Other not gainfully employed	1
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	20
5- 9	11
10- 49	25
50- 99	12
100-199	8
200-499	6
500- 999	4
1 000- 9 999	5
1 000 and more	3
Student	5
other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	N/A
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	%
1st day	47
2nd day	51
3rd day	31
4th day	19

**Additional data private visitors**

<b>Sex</b>	%
Male	86
Female	14
<b>Age</b>	%
up to 20 years	2
over 20 up to 30 years	13
over 30 up to 40 years	13
over 40 up to 50 years	23
over 50 up to 60 years	24
over 60 up to 70 years	22
over 70 years	2
<b>Size of household</b>	%
1 person	12
2 persons	47
3 persons	11
4 persons	19
5 persons and more	12
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	7
no	81
maybe	13
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	16
no	42
maybe	42

Conducted by: Messe Husum HWG mbH & Co. KG, Husum

## NORD GASTRO & HOTEL → Husum

### Basic data trade visitors

<b>Total number of visitors</b>	<b>4 535</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	73
more than 50 km up to 100 km	16
more than 100 km up to 300 km	8
over 300 km	1

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

<b>Total Foreign</b>	<b>1</b>
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<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	41
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	23
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	4
Other position	7
Student	3
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2009	64
2008	47
2007	34
2006	26
Earlier events	35
First visit	23

### Additional data trade visitors

<b>Economic sector</b>	%
Communal catering	4
Butcher, baker, confectioner etc.	5
Hotel	9
Restaurants, cafés	37
Bars, pubs	11
Other	30
Student	3
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	42
Collectively	29
In an advisory capacity	15
No	9
Student	3
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	35
Research/development/design	-
Planning/work preparation	17
Manufacture/production	14
Production, quality control	-
Buying/procurement	4
Finance/accounting, controlling	2
Information, communication technology (EDP)	9
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	3
Storage/material management/logistics/transport	-
Maintenance/repairs	5
Other area	3
Student	2
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	24
5- 9	18
10- 49	43
50- 99	5
100-199	2
200-499	2
500- 999	1
1 000- 9 999	1
10 000 and more	-
Student	3
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	83
two	17
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	N/A

Conducted by: Messe Husum HWG mbH & Co. KG, Husum

## GiardinaKARLSRUHE / Inventa → Karlsruhe

### Basic data private visitors

<b>Total number of visitors</b>	<b>35 680</b>
<b>Proportion of private visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	83
more than 50 km up to 100 km	11
more than 100 km up to 300 km	4
over 300 km	2

<b>Total Germany</b>	<b>99</b>	
Baden-Württemberg	North Rhine-Westphalia	86
Bavaria	Rhineland-Palatinate	1
Berlin	Saarland	10
Brandenburg	Saxony	1
Bremen	Saxony-Anhalt	-
Hamburg	Schleswig-Holstein	1
Hesse	Thuringia	-
Mecklenburg-West Pomerania		1
Lower Saxony		1

<b>Total Foreign</b>	<b>1</b>
of which EU	83
other countries	17

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	12
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	24
Skilled worker	6
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	5
Housewife/man	9
Old-age pensioner	27
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2009	36
2008	35
2007	26
Earlier events	12
First visit	29

### Additional data private visitors

<b>Sex</b>	%
Male	41
Female	59

<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	5
over 30 up to 40 years	10
over 40 up to 50 years	26
over 50 up to 60 years	25
over 60 up to 70 years	23
over 70 years	8

<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	11
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	11
more than 5 000,- EUR	10
N/A	40

<b>Size of household</b>	%
1 person	8
2 persons	49
3 persons	19
4 persons	19
5 persons and more	6

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	47
no	20
maybe	33

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	30
no	16
maybe	54

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## LEARNTec

### Basic data trade visitors

<b>Total number of visitors</b>	<b>3 816</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	19
more than 50 km up to 100 km	18
more than 100 km up to 300 km	33
over 300 km	31

<b>Total Germany</b>	<b>95</b>	
Baden-Württemberg	North Rhine-Westphalia	45
Bavaria	Rhineland-Palatinate	13
Berlin	Saarland	7
Brandenburg	Saxony	-
Bremen	Saxony-Anhalt	1
Hamburg	Schleswig-Holstein	3
Hesse	Thuringia	13
Mecklenburg-West Pomerania		-
Lower Saxony		1

<b>Total Foreign</b>	<b>5</b>
of which EU	48
other countries	52

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	4
Department head, group head	21
Other salaried staff/public service	23
Skilled worker	2
Lecturer, teacher, scientific assistant	15
Trainee	1
Other position	5
Student	7
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2009	22
2008	20
2007	21
2006	18
Earlier events	20
First visit	57

**Additional data trade visitors**

<b>Economic sector</b>	%
Educational facility	26
Research/teaching	5
Public authority/administration	5
Industry	6
Trade/sales	4
Banks, insurance companies	3
Transport, tourism, hotel sector	1
Medicine	4
Association	2
Publishing house	3
Consultancy	3
IT, software	9
Training	4
Multimedia	4
Service	10
Other sectors	2
Student	7
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	24
Collectively	41
In an advisory capacity	22
No	5
Student	7
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	16
Research/development/design	10
Planning/work preparation	4
Manufacture/production	4
Production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	2
Information, communication technology (EDP)	13
Administration/organization/personnel/social welfare/training	33
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	10
Student	7
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	13
5- 9	7
10- 49	12
50- 99	9
100-199	8
200-499	10
500- 999	6
1 000- 9 999	15
10 000 and more	11
Student	7
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	79
two	13
three	8
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	42
2nd day	46
3rd day	41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data private visitors**

<b>Total number of visitors</b>	<b>130 427</b>
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<b>Proportion of private visitors</b>	<b>95%</b>
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<b>Region of residence</b>	%
up to 50 km	95
more than 50 km up to 100 km	3
more than 100 km up to 300 km	1
over 300 km	1

<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	91
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommern	1
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	7
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

<b>Total Foreign</b>	<b>1</b>
of which EU	84
Other	16

<b>The country with the highest visitor share</b>	%
France	79

<b>Position in the company/organization</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	6
Other salaried staff/public service	28
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	5
Student	7
Housewife/man	7
Old-age pensioner	23
Other not gainfully employed	4

<b>Frequency of visits to trade fair</b>	%
2008	55
2007	53
2006	45
2005	40
Earlier events	35
First visit	13

**Additional data private visitors**

<b>Sex</b>	%
Male	43
Female	57

<b>Age</b>	%
up to 20 years	9
over 20 up to 30 years	13
over 30 up to 40 years	11
over 40 up to 50 years	23
over 50 up to 60 years	21
over 60 up to 70 years	17
over 70 years	7

<b>Net household income</b>	%
up to 900,- EUR	6
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 3 000,- EUR	11
more than 3 000,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	8
N/A	7
	32

<b>Size of household</b>	%
1 person	12
2 persons	44
3 persons	20
4 persons	17
5 persons and more	7

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	62
no	9
maybe	29

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	17
no	23
maybe	60

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>6 277</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	15
more than 50 km up to 100 km	10
more than 100 km up to 300 km	19
over 300 km	57

<b>Total Germany</b>	<b>54</b>
Baden-Württemberg	50
Bavaria	9
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	9
Mecklenburg-West Pommern	-
Lower Saxony	1
North Rhine-Westphalia	13
Rhineland-Palatinate	8
Saarland	2
Saxony	1
Saxony-Anhalt	2
Schleswig-Holstein	-
Thuringia	-

<b>Total Foreign</b>	<b>46</b>
of which EU	42
Rest of Europe	30
Africa	12
Middle East	9
South-, East-, Central Asia	5
other countries	1

<b>The five countries with the highest visitor shares</b>	%
Belarus	10
Iran	6
Italy	6
Romania	5
Czech Republic	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	36
Managing director, board member, head of an authority etc.	20
Senior department head, other employee with managerial responsibility	7
Department head, group head	15
Other salaried staff/public service	8
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	-
Other position	3
Student	3
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2009	26
2008	17
2007	12
2006	11
Earlier events	7
First visit	48

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	50
Trade	21
Skilled trades	4
Authority/public services	2
Service	14
Vocational school/polytechnic/university	1
Other sectors	2
Student	3
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	45
Collectively	25
In an advisory capacity	15
No	7
Student	3
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	38
Research/development/design	9
Planning/work preparation	9
Manufacture/production	18
Production, quality control	4
Buying/procurement	18
Finance/accounting, controlling	5
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	16
Storage/material management/logistics/transport	5
Maintenance/repairs	9
Other area	5
Student	3
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	23
5- 9	10
10- 49	26
50- 99	11
100-199	8
200-499	6
500- 999	4
1 000- 9 999	6
10 000 and more	2
Student	3
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	80
two	16
three	5
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	37
2nd day	51
3rd day	38

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## ALLGÄUER FESTWOCHE → Kempten

## Basic data private visitors

<b>Total number of visitors</b>	<b>117 182</b>
<b>Proportion of private visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	85
more than 50 km up to 100 km	8
more than 100 km up to 300 km	5
over 300 km	2
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	5
Bavaria	94
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	1
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>
of which EU	88
other countries	12
<b>The two countries with the highest visitor shares</b>	%
Austria	50
Switzerland	13
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	12
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	32
Skilled worker	10
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	3
Housewife/man	9
Old-age pensioner	25
Student	2
<b>Frequency of visits to trade fair</b>	%
2009	74
2008	67
Earlier events	86
First visit	9

## Additional data private visitors

<b>Sex</b>	%
Male	48
Female	52
<b>Age</b>	%
up to 20 years	1
over 20 up to 30 years	10
over 30 up to 40 years	14
over 40 up to 50 years	23
over 50 up to 60 years	24
over 60 up to 70 years	21
over 70 years	7
<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	12
more than 2 000,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	24
more than 5 000,- EUR	18
N/A	3
<b>Size of household</b>	%
1 person	11
2 persons	45
3 persons	19
4 persons	16
5 persons and more	8
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	55
yes	18
no	26
maybe	26
<b>Follow-up business</b>	%
Intend to buy at later date	12
yes	43
no	42
maybe	42
<b>Conducted by: Messe- und Congressberatung Dirr, Hamburg</b>	

## DACH+HOLZ → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>43 652</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	15
more than 50 km up to 100 km	16
more than 100 km up to 300 km	36
over 300 km	32
<b>Total Germany</b>	<b>88</b>
Baden-Württemberg	10
Bavaria	7
Berlin	1
Brandenburg	2
Bremen	1
Hamburg	1
Hesse	10
Mecklenburg-West Pomerania	1
Lower Saxony	10
<b>Total Foreign</b>	<b>12</b>
of which EU	77
Rest of Europe	17
other countries	6
<b>The three countries with the highest visitor shares</b>	%
Belgium	20
Netherlands	13
Austria	9
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head	7
Other salaried staff/public service	8
Foreman, master craftsman	12
Skilled worker	12
Lecturer, teacher, scientific assistant	1
Trainee	8
Other position	2
Student	3
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2008	34

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	9
Skilled trades	69
Retail trade/building materials trade	4
Wholesale/foreign trade	6
Architect	3
Other service	2
Authority/public services	1
Teaching (polytechnic/university/college)	1
Research	1
Other	1
Student	3
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	38
Collectively	27
In an advisory capacity	17
No	14
Student	3
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	40
Research/development/design	6
Planning/work preparation	21
Manufacture/production	26
Production, quality control	8
Buying/procurement	19
Finance/accounting, controlling	7
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	6
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	8
Maintenance/repairs	9
Other area	11
Student	3
Other not gainfully employed	1
<b>Size of company/organization:</b>	%
<b>Number of employees:</b>	
1- 4	30
5- 9	23
10- 49	27
50- 99	4
100-199	3
200-499	3
500- 999	2
1 000- 9 999	2
10 000 and more	2
Student	3
other not gainfully employed	1
<b>Length of stay</b>	%
<b>1. Length of stay (days):</b>	
one	79
two	17
three	3
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	29
2nd day	36
3rd day	37
4th day	25

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## didacta

## Basic data trade visitors

<b>Total number of visitors</b>	<b>111 963</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	35
more than 50 km up to 100 km	23
more than 100 km up to 300 km	29
over 300 km	13
<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	4
Bavaria	94
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	8
Mecklenburg-West Pomerania	-
Lower Saxony	5
<b>Total Foreign</b>	<b>3</b>
of which EU	80
other countries	20
<b>The three countries with the highest visitor shares</b>	%
Belgium	28
Netherlands	14
Luxembourg	13
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	5
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	15
Skilled worker	1
Lecturer, teacher, scientific assistant	49
Trainee	5
Other position	4
Student	8
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
Hanover 2009	12
Stuttgart 2008	8
Cologne 2007	39
Hanover 2006	7
Earlier events	22
First visit	41

**Additional data trade visitors**

<b>Economic sector</b>	%
General education system	45
Authority/public services	7
Vocational education system	10
Services, training, consulting	3
Adult education	3
Trade	1
Higher education system	1
Industry	1
University, research	1
Organization/federation/institution	1
Printed products, specialist literature	1
Preschool, kindergarten	12
Further education	2
Other	3
Student	8
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	14
Collectively	44
In an advisory capacity	23
No	11
Student	8
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	3
Research/development/design	1
Planning/work preparation	2
Manufacture/production	1
Production, quality control	1
Buying/procurement	3
Finance/accounting, controlling	1
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	86
Marketing/sales/advertising/PR	2
Storage/material management/logistics/transport	-
Maintenance/repairs	1
Other area	3
Student	8
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	6
5- 9	9
10- 49	34
50- 99	18
100-199	12
200-499	4
500- 999	3
1 000- 9 999	4
10 000 and more	1
Student	8
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	91
two	7
three	2
four	-
five	-
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	21
2nd day	25
3rd day	25
4th day	23
5th day	19

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

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>100 399</b>
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<b>Proportion of trade visitors</b>	<b>69%</b>
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<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	25
over 300 km	50

<b>Total Germany</b>	<b>64</b>
Baden-Württemberg	12
Bavaria	10
Berlin	3
Brandenburg	3
Bremen	-
Hamburg	2
Hesse	8
Mecklenburg-West Pommern	3
Lower Saxony	6
North Rhine-Westphalia	50
Rhineland-Palatinate	5
Saarland	1
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	3
Thuringia	-

<b>Total Foreign</b>	<b>36</b>
of which EU	64
Rest of Europe	17
Africa	2
North America	3
Middle East	3
South-, East-, Central Asia	9
other countries	3

<b>The five countries with the highest visitor shares</b>	%
Netherlands	15
Switzerland	8
Austria	8
France	7
Italy	7

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	6
Department head, group head	10
Other salaried staff/public service	8
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	8
Other position	4
Student	11
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2009	44
2008	39
2007	36
2006	31
Earlier events	27
First visit	35

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	20
Trade	33
Skilled trades	16
Service	13
Authority/public services	2
University, research	1
Other	5
Student	11
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	33
Collectively	26
In an advisory capacity	20
No	10
Student	11
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	34
Research/development/design	13
Planning/work preparation	18
Manufacture/production	20
Production, quality control	6
Buying/procurement	23
Finance/accounting, controlling	7
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	28
Storage/material management/logistics/transport	5
Maintenance/repairs	4
Other area	10
Student	11
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	26
5- 9	13
10- 49	18
50- 99	8
100-199	6
200-499	7
500- 999	4
1 000- 9 999	5
10 000 and more	2
Student	11
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	62
two	25
three	9
four	3
five	1
six	1
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	33
2nd day	39
3rd day	41
4th day	31
5th day	10
6th day	7

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

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>15 398</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	19
more than 50 km up to 100 km	14
more than 100 km up to 300 km	26
over 300 km	41

<b>Total Germany</b>	<b>78</b>
Baden-Württemberg	8
Bavaria	6
Berlin	2
Brandenburg	2
Bremen	-
Hamburg	2
Hesse	10
Mecklenburg-West Pommern	1
Lower Saxony	4
North Rhine-Westphalia	49
Rhineland-Palatinate	8
Saarland	1
Saxony	2
Saxony-Anhalt	3
Schleswig-Holstein	1
Thuringia	2

<b>Total Foreign</b>	<b>22</b>
of which EU	65
Rest of Europe	13
other countries	22

<b>The four countries with the highest visitor shares</b>	%
Netherlands	12
Great Britain	9
Belgium	7
Switzerland	7

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	3
Department head, group head	20
Other salaried staff/public service	34
Skilled worker	5
Lecturer, teacher, scientific assistant	5
Trainee	3
Other position	1
Student	9
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
Karlsruhe 2009	29
Bremen 2008	23
Leipzig 2007	23
Munich 2006	20
Dusseldorf 2005	28
Earlier events	33
First visit	32

**Additional data trade visitors**

<b>Economic sector</b>	%
Industrial company	5
Energy supplies	5
Water supplies	2
Wholesale/foreign trade	1
Retail trade	2
Skilled trades	1
Engineer's office	19
Research	3
Telecommunication	1
Architecture/construction	5
Other service company	6
Professional, specialist association	2
Authority/public services	29
Vocational school/polytechnic/university	3
Other sectors	7
Student	9
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	15
Collectively	30
In an advisory capacity	27
No	18
Student	9
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	17
Research/development/design	11
Planning/work preparation	19
Manufacture/production	12
Production, quality control	6
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	11
Administration/organization/personnel/social welfare/training	10
Marketing/sales/advertising/PR	6
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	17
Student	9
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	10
5- 9	8
10- 49	15
50- 99	11
100-199	10
200-499	9
500- 999	9
1 000- 9 999	13
10 000 and more	5
Student	9
other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	68
two	18
three	14
4	-
5	-
6	-
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	%
1st day	44
2nd day	61
3rd day	41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## ISM → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>30 871</b>
<b>Proportion of trade visitors</b>	<b>94%</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	21
over 300 km	58

<b>Total Germany</b>	<b>44</b>
Baden-Württemberg	8
Bavaria	8
Berlin	4
Brandenburg	-
Bremen	1
Hamburg	5
Hesse	7
Mecklenburg-West Pomerania	-
Lower Saxony	5

<b>Total Foreign</b>	<b>56</b>
of which EU	62
Rest of Europe	10
Africa	4
North America	4
South and Central America	4
Middle East	8
South-, East-, Central Asia	7
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Netherlands	11
Belgium	11
Great Britain	7
France	5
Italy	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	11
Department head, group head	15
Other salaried staff/public service	14
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	5
Student	5
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2009	42
2008	36
2007	29
2006	24
Earlier events	21
First visit	39

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	35
Wholesale/foreign trade	23
Skilled trades	1
Retail trade	18
Service	11
Catering	2
Authority/public services	1
University, research	1
Other sectors	4
Student	5
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	38
Collectively	26
In an advisory capacity	20
No	12
Student	5
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	38
Research/development/design	13
Planning/work preparation	6
Manufacture/production	11
Production, quality control	6
Buying/procurement	25
Finance/accounting, controlling	5
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	43
Storage/material management/logistics/transport	6
Maintenance/repairs	1
Other area	6
Student	5
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	%
1- 4	15
5- 9	9
10- 49	18
50- 99	10
100- 199	12
200- 499	9
500- 999	5
1 000- 9 999	10
10 000 and more	8
Student	5
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	%
one	54
two	26
three	13
four	8
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	%
1st day	39
2nd day	53
3rd day	52
4th day	32

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

## INTERNATIONAL HARDWARE FAIR → Köln

## Basic data trade visitors

<b>Total number of visitors</b>	<b>40 641</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<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	15
over 300 km	62

<b>Total Germany</b>	<b>43</b>
Baden-Württemberg	11
Bavaria	6
Berlin	1
Brandenburg	-
Bremen	1
Hamburg	5
Hesse	6
Mecklenburg-West Pomerania	1
Lower Saxony	5

<b>Total Foreign</b>	<b>57</b>
of which EU	61
Rest of Europe	8
Africa	5
North America	4
South and Central America	2
Middle East	6
South-, East-, Central Asia	13
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Netherlands	8
Italy	7
Great Britain	7
France	6
Spain	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	19
Senior department head, other employee with managerial responsibility	10
Department head, group head	15
Other salaried staff/public service	10
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	4
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	50
2006	40
2004	31
Earlier events	29
First visit	33

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	35
Retail trade	16
Wholesale/foreign trade	31
Mail order	2
Skilled trades	5
Service	6
Authority/public services	1
Other	2
Student	1
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	48
Collectively	27
In an advisory capacity	16
No	7
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	43
Research/development/design	10
Planning/work preparation	8
Manufacture/production	15
Production, quality control	6
Buying/procurement	38
Finance/accounting, controlling	6
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	34
Storage/material management/logistics/transport	7
Maintenance/repairs	4
Other area	6
Student	1
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	%
1- 4	19
5- 9	13
10- 49	26
50- 99	11
100- 199	8
200- 499	8
500- 999	4
1 000- 9 999	5
10 000 and more	4
Student	1
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	%
one	52
two	26
three	14
four	9
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	%
1st day	42
2nd day	52
3rd day	51
4th day	34

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

## Kind + Jugend

## Basic data trade visitors

<b>Total number of visitors</b>	<b>19 873</b>
<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	4
more than 100 km up to 300 km	14
over 300 km	70

<b>Total Germany</b>	<b>32</b>
Baden-Württemberg	8
Bavaria	15
Berlin	3
Brandenburg	-
Bremen	-
Hamburg	2
Hesse	9
Mecklenburg-West Pomerania	-
Lower Saxony	6

<b>Total Foreign</b>	<b>68</b>
of which EU	58
Rest of Europe	10
Africa	4
North America	4
South and Central America	3
Middle East	4
South-, East-, Central Asia	16
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Netherlands	9
Spain	8
Italy	7
France	7
China (PR)	7

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	45
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	6
Department head, group head	14
Other salaried staff/public service	9
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	7
Student	1

<b>Frequency of visits to trade fair</b>	%
2009	34
2008	24
2007	18
2006	14
Earlier events	12
First visit	54



**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	19
Wholesale trade	18
Specialist retail trade	19
Buying association	1
Mail order	1
Chain store	1
Department store, hypermarket, drug store	4
Online shop	7
Other retail	2
Commercial agent	2
Import/export	5
Service	7
Media, press, publishing	6
Other sectors	5
Student	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	51
Collectively	24
In an advisory capacity	18
No	7
Student	1

<b>Area of responsibility</b>	%
Management	48
Research/development/design	13
Planning/work preparation	10
Manufacture/production	11
Production, quality control	5
Buying/procurement	31
Finance/accounting, controlling	8
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	8
Marketing/sales/advertising/PR	39
Storage/material management/logistics/transport	9
Maintenance/repairs	1
Other area	11
Student	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	30
5- 9	15
10- 49	23
50- 99	7
100-199	6
200- 499	5
500- 999	4
1 000- 9 999	5
10 000 and more	5
Student	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	44
two	31
three	15
four	9
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	%
1st day	48
2nd day	59
3rd day	49
4th day	34

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

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>125 054</b>
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<b>Proportion of trade visitors</b>	<b>47%</b>
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<b>Region of residence</b>	%
up to 50 km	19
more than 50 km up to 100 km	12
more than 100 km up to 300 km	24
over 300 km	45

<b>Total Germany</b>	<b>65</b>
Baden-Württemberg	9
Bavaria	9
Berlin	2
Brandenburg	2
Bremen	1
Hamburg	1
Hesse	8
Mecklenburg-West Pommern	2
Lower Saxony	4
North Rhine-Westphalia	50
Rhineland-Palatinate	9
Saarland	2
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	2
Thuringia	1

<b>Total Foreign</b>	<b>35</b>
of which EU	66
Rest of Europe	11
Africa	3
North America	4
South and Central America	2
Middle East	5
South-, East-, Central Asia	7
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Netherlands	15
Belgium	9
Great Britain	7
Switzerland	5
France	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	43
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	3
Department head, group head	7
Other salaried staff/public service	11
Skilled worker	2
Lecturer, teacher, scientific assistant	5
Trainee	5
Other position	5
Student	11
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	48
2006	36
2004	29
2002	23
Earlier events	24
First visit	37

**Basic data all visitors**

<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	24
over 300 km	33

<b>Total Germany</b>	<b>77</b>
Baden-Württemberg	8
Bavaria	7
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	7
Mecklenburg-West Pommern	1
Lower Saxony	4
North Rhine-Westphalia	58
Rhineland-Palatinate	8
Saarland	1
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	1

<b>Total Foreign</b>	<b>23</b>
of which EU	69
Rest of Europe	11
Africa	2
North America	4
South and Central America	2
Middle East	4
South-, East-, Central Asia	6
Australia	2

<b>The five countries with the highest visitor shares</b>	%
Netherlands	20
Belgium	10
Switzerland	7
Great Britain	6
Austria	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	24
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	22
Skilled worker	5
Lecturer, teacher, scientific assistant	4
Trainee	4
Other position	5
Housewife/man	1
Old-age pensioner	7
Student	13
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	43
2006	31
2004	23
2002	18
Earlier events	22
First visit	42

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	9
Retail trade	13
Wholesale/foreign trade	4
Import/export	3
Skilled trades	8
Service, agency	30
Association/club/institution	2
Authority/public services	5
University, research	4
Other sectors	9
Student	11
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	41
Collectively	24
In an advisory capacity	16
No	7
Student	11
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	32
Research/development/design	8
Planning/work preparation	10
Manufacture/production	14
Production, quality control	6
Buying/procurement	18
Finance/accounting, controlling	7
Information, communication technology (EDP)	14
Administration/organization/personnel/social welfare/training	9
Marketing/sales/advertising/PR	28
Storage/material management/logistics/transport	3
Maintenance/repairs	5
Other area	20
Student	11
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	40
5- 9	10
10- 49	13
50- 99	5
100-199	5
200-499	4
500- 999	3
1 000- 9 999	5
10 000 and more	3
Student	11
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	60
two	20
three	9
four	5
five	3
six	3
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	%
1st day	32
2nd day	36
3rd day	38
4th day	32
5th day	26
6th day	17

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



## Orgatec → Köln

## Basic data trade visitors

Total number of visitors	50 237
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	14
more than 50 km up to 100 km	7
more than 100 km up to 300 km	21
over 300 km	58

<b>Total Germany</b>	<b>61</b>
Baden-Württemberg	14
Bavaria	10
Berlin	5
Brandenburg	1
Bremen	1
Hamburg	3
Hesse	10
Mecklenburg-West Pomerania	1
Lower Saxony	5

<b>Total Foreign</b>	<b>39</b>
of which EU	55
Rest of Europe	9
Africa	3
North America	5
South and Central America	5
Middle East	6
South-, East-, Central Asia	13
Australia	4

<b>The five countries with the highest visitor shares</b>	%
Netherlands	10
Italy	9
Great Britain	7
France	6
Switzerland	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	10
Department head, group head	12
Other salaried staff/public service	23
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	5
Student	4
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	41
2006	31
2004	23
2002	21
Earlier events	18
First visit	44

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	31
Trade	25
Skilled trades	3
Service provider	22
Bank and insurance	2
Authority/public services	6
University, research	1
Other sectors	5
Student	4
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	36
Collectively	29
In an advisory capacity	22
No	10
Student	4
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	32
Research/development/design	13
Planning/work preparation	21
Manufacture/production	11
Production, quality control	3
Buying/procurement	24
Finance/accounting, controlling	6
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	12
Marketing/sales/advertising/PR	31
Storage/material management/logistics/transport	5
Maintenance/repairs	4
Other area	10
Student	4
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	18
5- 9	10
10- 49	21
50- 99	8
100-199	8
200-499	10
500- 999	6
1 000- 9 999	11
10 000 and more	3
Student	4
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	59
two	25
three	11
four	3
five	2
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	28
2nd day	38
3rd day	41
4th day	35
5th day	22

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

## ProSweets Cologne → Köln

## Basic data trade visitors

Total number of visitors	19 337
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	15
more than 50 km up to 100 km	8
more than 100 km up to 300 km	17
over 300 km	61

<b>Total Germany</b>	<b>44</b>
Baden-Württemberg	5
Bavaria	7
Berlin	5
Brandenburg	1
Bremen	-
Hamburg	2
Hesse	4
Mecklenburg-West Pomerania	1
Lower Saxony	6

<b>Total Foreign</b>	<b>56</b>
of which EU	51
Rest of Europe	12
North America	5
South and Central America	8
Middle East	10
South-, East-, Central Asia	8
other countries	5

<b>The five countries with the highest visitor shares</b>	%
Netherlands	10
Belgium	9
Great Britain	6
Switzerland	6
France	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	26
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	11
Department head, group head	16
Other salaried staff/public service	14
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	5
Student	4
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2009	32
2007	21
2006	16
First visit	56

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	60
Trade	18
Skilled trades	6
Service	8
University, research	1
Other	2
Student	4
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	35
Collectively	34
In an advisory capacity	19
No	8
Student	4
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	36
Research/development/design	23
Planning/work preparation	11
Manufacture/production	25
Production, quality control	10
Buying/procurement	23
Finance/accounting, controlling	7
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	33
Storage/material management/logistics/transport	5
Maintenance/repairs	5
Other area	5
Student	4
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	13
5- 9	8
10- 49	19
50- 99	11
100-199	12
200-499	15
500- 999	6
1 000- 9 999	7
10 000 and more	5
Student	4
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	60
two	21
three	10
four	9
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	%
1st day	36
2nd day	52
3rd day	51
4th day	31

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

## spoga horse (Spring)

## Basic data trade visitors

Total number of visitors	3 805
Proportion of trade visitors	92%
Region of residence	%
up to 50 km	9
more than 50 km up to 100 km	9
more than 100 km up to 300 km	28
over 300 km	54

<b>Total Germany</b>	<b>49</b>
Baden-Württemberg	8
Bavaria	8
Berlin	-
Brandenburg	3
Bremen	1
Hamburg	3
Hesse	8
Mecklenburg-West Pomerania	1
Lower Saxony	13

<b>Total Foreign</b>	<b>51</b>
of which EU	71
Rest of Europe	8
South-, East-, Central Asia	10
Australia	11

<b>The five countries with the highest visitor shares</b>	%
Netherlands	14
France	13
Belgium	9
Great Britain	8
Ireland	8

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	57
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	5
Department head, group head	5
Other salaried staff/public service	5
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	5
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
Autumn 2009	49
2009 (Spring)	38
2008 (Autumn)	34
2008 (Spring)	29
Earlier events	22
First visit	29

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	15
Trade	64
Skilled trades	6
Service	9
Other	4
Student	2
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	60
Collectively	22
In an advisory capacity	10
No	7
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	59
Research/development/design	10
Planning/work preparation	10
Manufacture/production	14
Production, quality control	6
Buying/procurement	42
Finance/accounting, controlling	19
Information, communication technology (EDP)	7
Administration/organization/personnel/social welfare/training	10
Marketing/sales/advertising/PR	38
Storage/material management/logistics/transport	10
Maintenance/repairs	3
Other area	6
Student	2
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	51
5- 9	14
10- 49	15
50- 99	7
100- 199	6
200- 499	3
500- 999	2
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	58
two	27
three	15
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	51
2nd day	62
3rd day	44

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

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>32 132</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	13
more than 50 km up to 100 km	9
more than 100 km up to 300 km	22
over 300 km	56

<b>Total Germany</b>	<b>44</b>
Baden-Württemberg	8
Bavaria	8
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	9
Mecklenburg-West Pommern	1
Lower Saxony	6
North Rhine-Westphalia	53
Rhineland-Palatinate	6
Saarland	2
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	2
Thuringia	1

<b>Total Foreign</b>	<b>56</b>
of which EU	65
Rest of Europe	10
Africa	3
North America	3
Middle East	2
South-, East-, Central Asia	13
Australia	3
other countries	2

<b>The five countries with the highest visitor shares</b>	%
Netherlands	14
Belgium	7
France	6
China (PR)	6
Great Britain	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	39
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	9
Department head, group head	14
Other salaried staff/public service	9
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	6
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2009	36
2008	34
2007	21
2006	23
Earlier events	19
First visit	41

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	18
Specialist retail trade	21
Specialist wholesale, retail trade	17
Foreign trade	7
Mail order	4
Discounter	1
Department store	3
Consumer market, cash-&-carry	2
Central purchasing, wholesale co-operatives	2
Commercial agent	3
Skilled trades	4
Service	8
Authority/public services	1
Other sectors	6
Student	1
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	47
Collectively	28
In an advisory capacity	15
No	7
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	43
Research/development/design	11
Planning/work preparation	10
Manufacture/production	12
Production, quality control	4
Buying/procurement	39
Finance/accounting, controlling	8
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	6
Marketing/sales/advertising/PR	38
Storage/material management/logistics/transport	8
Maintenance/repairs	3
Other area	5
Student	1
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	25
5- 9	14
10- 49	21
50- 99	11
100- 199	7
200- 499	8
500- 999	3
1 000- 9 999	7
10 000 and more	3
Student	1
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	52
two	31
three	17
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	%
1st day	55
2nd day	64
3rd day	46

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

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>10 913</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	20
more than 50 km up to 100 km	12
more than 100 km up to 300 km	34
over 300 km	34

<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	5
Bavaria	10
Berlin	4
Brandenburg	6
Bremen	1
Hamburg	1
Hesse	5
Mecklenburg-West Pommern	1
Lower Saxony	7
North Rhine-Westphalia	8
Rhineland-Palatinate	2
Saarland	1
Saxony	25
Saxony-Anhalt	15
Schleswig-Holstein	2
Thuringia	8

<b>Total Foreign</b>	<b>2</b>
of which EU	60
other countries	40

<b>Position in the company/organization</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	16
Other salaried staff/public service	36
Skilled worker	12
Lecturer, teacher, scientific assistant	1
Trainee	7
Other position	8
Student	5
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2008	19
2006	12
2004	11
2002	10
Earlier events	16
First visit	59

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	35
Waste disposal companies	4
Trade	9
Learned professions	3
Skilled trades	3
Research facility	1
Service	12
Administration	16
Vocational school/polytechnic/university	2
Association/society	1
Other sectors	6
Student	5
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	15
Collectively	33
In an advisory capacity	29
No	16
Student	5
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	16
Research/development/design	3
Planning/work preparation	7
Manufacture/production	15
Production, quality control	6
Buying/procurement	9
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	10
Marketing/sales/advertising/PR	6
Storage/material management/logistics/transport	6
Maintenance/repairs	9
Other area	31
Student	5
Other not gainfully employed	3

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	7
5- 9	5
10- 49	8
50- 99	5
100- 199	9
200- 499	11
500- 999	15
1 000- 9 999	24
10 000 and more	8
Student	5
other not gainfully employed	3

<b>Length of stay</b>	%
1. Length of stay (days):	
one	77
two	14
three	10
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	38
2nd day	51
3rd day	44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## CADEAUX Leipzig (Autumn) (2009) → Leipzig

### Basic data trade visitors

<b>Total number of visitors</b>	<b>10 964</b>
<b>Proportion of trade visitors</b>	<b>90%</b>
<b>Region of residence</b>	%
up to 50 km	25
more than 50 km up to 100 km	19
more than 100 km up to 300 km	47
over 300 km	10
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	1
Bavaria	2
Berlin	4
Brandenburg	8
Bremen	-
Hamburg	48
Hesse	17
Mecklenburg-West Pomerania	1
Lower Saxony	13
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	68
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	5
Other salaried staff/public service	8
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	1
Student	1
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2008	49
2007	41
2006	29
2005	25
Earlier events	19
First visit	36

### Additional data trade visitors

<b>Economic sector</b>	%
Retail trade	53
Skilled trades	25
Wholesale/foreign trade	4
Other services	4
Industry	3
Authority/public services	1
Commercial agent	1
Catering/hotels	1
Research/teaching	1
Architect, planner, engineer's office, services	1
Interior designer	1
Other	3
Student	1
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	48
Collectively	26
In an advisory capacity	18
No	5
Student	1
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	34
Research/development/design	3
Planning/work preparation	13
Manufacture/production	19
Production, quality control	7
Buying/procurement	63
Finance/accounting, controlling	18
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	8
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	9
Maintenance/repairs	5
Other area	53
Student	1
Other not gainfully employed	2
<b>Size of company/organization:</b>	%
Number of employees:	%
1- 4	67
5- 9	11
10- 49	11
50- 99	2
100-199	2
200-499	3
500 - 999	1
1 000 - 9 999	1
10 000 and more	1
Student	1
Other not gainfully employed	2
<b>Length of stay</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	36
2nd day	54
3rd day	20

Conducted by: Institut für Marktforschung GmbH, Leipzig

## denkmal (2008) → 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>	%
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	4
Bavaria	9
Berlin	9
Brandenburg	7
Bremen	-
Hamburg	29
Hesse	9
Mecklenburg-West Pomerania	1
Lower Saxony	13
<b>Total Foreign</b>	<b>13</b>
of which EU	90
Other	10
<b>The three countries with the highest visitor shares</b>	%
Poland	21
Czech Republic	17
Hungary	14
<b>Position in the company/organization</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>	%
2006	23
2004	20
Earlier events	17
First visit	59

### Basic data all visitors

<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	34
over 300 km	37
<b>Total Germany</b>	<b>88</b>
Baden-Württemberg	3
Bavaria	9
Berlin	8
Brandenburg	7
Bremen	-
Hamburg	30
Hesse	11
Mecklenburg-West Pomerania	4
Lower Saxony	12
<b>Total Foreign</b>	<b>12</b>
of which EU	89
Other	11
<b>The three countries with the highest visitor shares</b>	%
Poland	20
Czech Republic	16
Hungary	14
<b>Position in the company/organization</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>	%
2006	22
2004	18
Earlier events	16
First visit	61

### Additional data trade visitors

<b>Economic sector</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>	%
Decisively	26
Collectively	21
In an advisory capacity	25
No	12
Student	14
Other not gainfully employed	2
<b>Area of responsibility</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/organization/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/organization:</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>	%
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 Leipzig

### Basic data trade visitors

<b>Total number of visitors</b>	<b>4 951</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	36
more than 50 km up to 100 km	29
more than 100 km up to 300 km	32
over 300 km	3
<b>Total Germany</b>	<b>100</b>
Baden- North Rhine-	
Württemberg - Westphalia	1
Bavaria 1 Rhineland-	
Berlin 3 Palatinate	-
Brandenburg 4 Saarland	-
Bremen - Saxony	58
Hamburg - Saxony-Anhalt	23
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pomerania - Thuringia	7
Lower Saxony 1	
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	32
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	18
Lecturer, teacher, scientific assistant	-
Trainee	9
Other position	4
Student	2
<b>Frequency of visits to trade fair</b>	%
2009	50
2008	45
Earlier events	40
First visit	19

### Additional data trade visitors

<b>Economic sector</b>	%
Dentist's practice,- clinic	79
Orthodontics	4
Dental technology laboratory	16
Dental trade	3
Other sectors	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	42
In an advisory capacity	22
No	9
Student	2
<b>Area of responsibility</b>	%
Management	32
Research/development/design	2
Planning/work preparation	19
Manufacture/production	19
Production, quality control	10
Buying/procurement	19
Finance/accounting, controlling	9
Information, communication technology (EDP)	8
Administration/organization/personnel/ social welfare/training	19
Marketing/sales/advertising/PR	7
Storage/material management/logistics/ transport	8
Maintenance/repairs	11
Other area	31
Student	2
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	49
5- 9	37
10- 49	13
50- 99	-
100-199	-
500- 999	-
1 000- 9 999	-
10 000 and more	-
Student	2
<b>Length of stay</b>	%
1. Length of stay (days):	
one 96 two 4	
2. Average length of stay	1,0 days
3. Share of visitors on the event's days:	%
1st day 58 2nd day 43	
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

## Home-Garden-Leisure (2008) 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- North Rhine-	
Württemberg - Westphalia	-
Bavaria 1 Rhineland-	
Berlin - Palatinate	-
Brandenburg 1 Saarland	-
Bremen - Saxony	66
Hamburg - Saxony-Anhalt	25
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pomerania - Thuringia	6
Lower Saxony -	
<b>Position in the company/organization</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- North Rhine-	
Württemberg - Westphalia	-
Bavaria - Rhineland-	
Berlin - Palatinate	-
Brandenburg 1 Saarland	-
Bremen - Saxony	67
Hamburg - Saxony-Anhalt	24
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pomerania - Thuringia	6
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	



## INTERSCHUTZ - DER ROTE HAHN → Leipzig

### Basic data trade visitors

<b>Total number of visitors</b>	<b>123 266</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	5
more than 50 km up to 100 km	5
more than 100 km up to 300 km	22
over 300 km	68

<b>Total Germany</b>	<b>79</b>
Baden-Württemberg	13
Bavaria	15
Berlin	2
Brandenburg	4
Bremen	1
Hamburg	2
Hesse	9
Mecklenburg-West Pomerania	2
Lower Saxony	13

<b>Total Foreign</b>	<b>21</b>
of which EU	64
Rest of Europe	14
North America	5
South-, East-, Central Asia	7
Australia	4
other countries	5

<b>The five countries with the highest visitor shares</b>	<b>%</b>
Austria	18
Switzerland	6
Netherlands	6
Belgium	5
Luxembourg	5

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	7
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	32
Skilled worker	11
Lecturer, teacher, scientific assistant	1
Trainee	3
Area, division head	1
Station officer	3
Group leader	4
Fire service staff	6
Ambulancemen, rescue service staff	3
Police officers	1
Other position	2
Student	4
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	<b>%</b>
Hanover 2005	47
Augsburg 2000	28
Earlier events	22
First visit	43

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Industry	26
Trade	8
Skilled trades	11
Building trade	4
Services/free-lance	15
Authority/public services	35
Non-Profit Organisations	4
Other	-
Student	4
Other not gainfully employed	3

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	20
Collectively	27
In an advisory capacity	25
No	21
Student	4
Other not gainfully employed	3

<b>Area of responsibility</b>	<b>%</b>
Management	9
Research/development/design	6
Planning/work preparation	8
Manufacture/production	13
Production, quality control	3
Buying/procurement	9
Finance/accounting, controlling	4
Information, communication technology (EDP)	6
Administration/organization/personnel/social welfare/training	12
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	7
Maintenance/repairs	17
Fire, disaster control, emergency services	27
Company fire prevention system, security service	10
Emergency Rescue Services	16
Domestic Security	5
Other area	5
Student	4
Other not gainfully employed	3

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	6
5- 9	7
10- 49	23
50- 99	12
100-199	11
200-499	13

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	54
two	27
three	11
four	4
five	2
six	3
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	%
1st day	30
2nd day	37
3rd day	39
4th day	34
5th day	25
6th day	18

Conducted by: Wissler & Partner, Basel

## MIDORA LEIPZIG → Leipzig

### Basic data trade visitors

<b>Total number of visitors</b>	<b>2 294</b>
<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	16
more than 50 km up to 100 km	18
more than 100 km up to 300 km	48
over 300 km	18

<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	1
Bavaria	5
Berlin	8
Brandenburg	12
Bremen	1
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	3
Lower Saxony	6

<b>Total Foreign</b>	<b>3</b>
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	75
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service	6
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	1
Student	2
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	56
2008	49
2007	39
2006	33
Earlier events	31
First visit	23

### Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Retail trade	48
Skilled trades	35
Other service	4
Wholesale/foreign trade	3
Industry	3
Association/institution/organization	1
Commercial agent	1
Other sectors	2
Student	2
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	59
Collectively	22
In an advisory capacity	13
No	2
Student	2
Other not gainfully employed	2

<b>Area of responsibility</b>	<b>%</b>
Management	52
Research/development/design	5
Planning/work preparation	17
Manufacture/production	27
Production, quality control	11
Buying/procurement	65
Finance/accounting, controlling	27
Information, communication technology (EDP)	11
Administration/organization/personnel/social welfare/training	18
Marketing/sales/advertising/PR	24
Storage/material management/logistics/transport	16
Maintenance/repairs	16
Other area	41
Student	2
Other not gainfully employed	2

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	75
5- 9	8
10- 49	7
50- 99	-
100-199	3
200-499	3
500- 999	1
1 000- 9 999	-
10 000 and more	1
Student	2
other not gainfully employed	2

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	92
two	8
three	-
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	39
2nd day	54
3rd day	16

Conducted by: Institut für Marktforschung GmbH, Leipzig

## modell-hobby-spiel

### Basic data private visitors

<b>Total number of visitors</b>	<b>96 183</b>
<b>Proportion of private visitors</b>	<b>94%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	33
more than 50 km up to 100 km	26
more than 100 km up to 300 km	33
over 300 km	9

<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	1
Bavaria	2
Berlin	3
Brandenburg	6
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	1
Lower Saxony	1

<b>Total Foreign</b>	<b>3</b>
of which EU	94
other countries	6

<b>The country with the highest visitor share</b>	<b>%</b>
Czech Republic	65

<b>Position in the company/organization</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	5
Other salaried staff/public service	27
Skilled worker	19
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	9
Housewife/man	3
Old-age pensioner	6
Student	12
Other not gainfully employed	5

<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	54
2008	48
2007	38
2006	32
Earlier events	21
First visit	24



**Additional data private visitors**

<b>Sex</b>	%
Male	57
Female	43
<hr/>	
<b>Age</b>	%
up to 20 years	13
over 20 up to 30 years	21
over 30 up to 40 years	21
over 40 up to 50 years	24
over 50 up to 60 years	15
over 60 up to 70 years	5
over 70 years	1
<hr/>	
<b>Net household income</b>	%
up to 900,- EUR	18
more than 900,- EUR up to 1 500,- EUR	17
more than 1 500,- EUR up to 2 000,- EUR	15
more than 2 000,- EUR up to 2 600,- EUR	14
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	5
N/A	11
<hr/>	
<b>Size of household</b>	%
1 person	15
2 persons	35
3 persons	24
4 persons	20
5 persons and more	6
<hr/>	
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	79
no	4
maybe	17
<hr/>	
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	41
no	11
maybe	48
<hr/>	
Conducted by: Institut für Marktforschung GmbH, 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 Pommern	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 Pommern	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	



## Touristik & Caravanning International → Leipzig

### Basic data private visitors

<b>Total number of visitors</b>	<b>62 581</b>	
<b>Proportion of private visitors</b>	<b>95%</b>	
<b>Region of residence</b>	<b>%</b>	
up to 50 km	50	
more than 50 km up to 100 km	23	
more than 100 km up to 300 km	24	
over 300 km	4	
<b>Total Germany</b>	<b>98</b>	
Baden-Württemberg	North Rhine-Westphalia	-
Bavaria	1 Rhineland-Palatinate	-
Berlin	3 Saarland	-
Brandenburg	- Saxony	68
Bremen	- Saxony-Anhalt	17
Hamburg	1 Schleswig-Holstein	-
Hesse	1 Thuringia	6
Mecklenburg-West Pomerania	1	-
Lower Saxony	1	-
<b>Total Foreign</b>	<b>2</b>	
of which EU	74	
other countries	26	
<b>Position in the company/organization</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	3	
Other salaried staff/public service	38	
Skilled worker	12	
Lecturer, teacher, scientific assistant	1	
Trainee	1	
Other position	2	
Housewife/man	2	
Old-age pensioner	26	
Student	7	
Other not gainfully employed	1	
<b>Frequency of visits to trade fair</b>	<b>%</b>	
2009	50	
2008	51	
2007	46	
Earlier events	51	
First visit	28	

### Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	51
Female	49
<b>Age</b>	<b>%</b>
up to 20 years	2
over 20 up to 30 years	13
over 30 up to 40 years	14
over 40 up to 50 years	25
over 50 up to 60 years	21
over 60 up to 70 years	19
over 70 years	6
<b>Net household income</b>	<b>%</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	13
more than 2 000,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	15
more than 5 000,- EUR	5
N/A	36
<b>Size of household</b>	<b>%</b>
1 person	14
2 persons	54
3 persons	20
4 persons	10
5 persons and more	3
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	21
yes	52
no	27
maybe	21
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	35
yes	18
no	47
maybe	47

Conducted by: Anova Marktforschung, Leipzig

## REGIO → Lörrach

### Basic data private visitors

<b>Total number of visitors</b>	<b>61 025</b>	
<b>Proportion of private visitors</b>	<b>88%</b>	
<b>Region of residence</b>	<b>%</b>	
up to 50 km	94	
more than 50 km up to 100 km	4	
more than 100 km up to 300 km	1	
over 300 km	1	
<b>Total Germany</b>	<b>86</b>	
Baden-Württemberg	North Rhine-Westphalia	-
Bavaria	99 Westphalia - Rhineland-Palatinate	-
Berlin	- Saarland	-
Brandenburg	- Saxony	-
Bremen	- Saxony-Anhalt	-
Hamburg	- Schleswig-Holstein	-
Hesse	- Thuringia	-
Mecklenburg-West Pomerania	-	-
Lower Saxony	-	-
<b>Total Foreign</b>	<b>14</b>	
of which EU	14	
Rest of Europe	86	
other countries	-	
<b>The two countries with the highest visitor shares</b>	<b>%</b>	
Switzerland	12	
France	2	
<b>Position in the company/organization</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	4	
Other salaried staff/public service	28	
Skilled worker	9	
Lecturer, teacher, scientific assistant	2	
Trainee	3	
Other position	5	
Housewife/man	10	
Old-age pensioner	30	
Student	6	
Other not gainfully employed	1	
<b>Frequency of visits to trade fair</b>	<b>%</b>	
2009	73	
2008	71	
2007	67	
First visit	13	

### Basic data all visitors

<b>Proportion of trade visitors</b>	<b>12%</b>	
<b>Region of residence</b>	<b>%</b>	
up to 50 km	94	
more than 50 km up to 100 km	4	
more than 100 km up to 300 km	1	
over 300 km	1	
<b>Total Germany</b>	<b>86</b>	
Baden-Württemberg	99 North Rhine-Westphalia - Rhineland-Palatinate	-
Bavaria	- Saarland	-
Berlin	- Saxony	-
Brandenburg	- Saxony-Anhalt	-
Bremen	- Schleswig-Holstein	-
Hamburg	- Thuringia	-
Hesse	-	-
Mecklenburg-West Pomerania	-	-
Lower Saxony	-	-
<b>Total Foreign</b>	<b>14</b>	
of which EU	15	
Rest of Europe	85	
other countries	-	
<b>The two countries with the highest visitor shares</b>	<b>%</b>	
Switzerland	11	
France	2	
<b>Position in the company/organization</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	4	
Other salaried staff/public service	28	
Skilled worker	9	
Lecturer, teacher, scientific assistant	2	
Trainee	3	
Other position	5	
Housewife/man	10	
Old-age pensioner	28	
Student	6	
Other not gainfully employed	1	
<b>Frequency of visits to trade fair</b>	<b>%</b>	
2009	73	
2008	71	
2007	68	
First visit	13	

### Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	44
Female	56
<b>Age</b>	<b>%</b>
up to 20 years	9
over 20 up to 30 years	10
over 30 up to 40 years	10
over 40 up to 50 years	20
over 50 up to 60 years	21
over 60 up to 70 years	22
over 70 years	9
<b>Size of household</b>	<b>%</b>
1 person	13
2 persons	47
3 persons	15
4 persons	19
5 persons and more	6
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	75
yes	13
no	12
maybe	12
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	12
yes	60
no	28
maybe	28

Conducted by: Messe Lörrach GmbH, Lörrach

## Rheinland-Pfalz-Ausstellung (2008) ..... 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-Württemberg	1 North Rhine-Westphalia
Bavaria	1 Rhineland-Palatinate
Berlin	- Saarland
Brandenburg	- Saxony
Bremen	- Saxony-Anhalt
Hamburg	- Saxony-Anhalt
Hesse	21 Schleswig-Holstein
Mecklenburg-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>
<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 ..... Mannheim

### Basic data private visitors

<b>Total number of visitors</b>	<b>339 111</b>
<b>Proportion of private visitors</b>	<b>89%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	76
more than 50 km up to 100 km	18
more than 100 km up to 300 km	5
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	64 North Rhine-Westphalia
Bavaria	1 Rhineland-Palatinate
Berlin	- Saarland
Brandenburg	- Saxony
Bremen	- Saxony-Anhalt
Hamburg	- Saxony-Anhalt
Hesse	11 Schleswig-Holstein
Mecklenburg-West Pomerania	- Thuringia
Lower Saxony	-
<b>Position in the company/organization</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	-
Department head, group head	2
Other salaried staff/public service	44
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	1
Housewife/man	7
Old-age pensioner	26
Student	6
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	56
2008	50
Earlier events	73
First visit	10

### Basic data all visitors

<b>Proportion of trade visitors</b>	<b>11%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	76
more than 50 km up to 100 km	17
more than 100 km up to 300 km	5
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	63 North Rhine-Westphalia
Bavaria	1 Rhineland-Palatinate
Berlin	- Saarland
Brandenburg	- Saxony
Bremen	- Saxony-Anhalt
Hamburg	- Saxony-Anhalt
Hesse	11 Schleswig-Holstein
Mecklenburg-West Pomerania	- Thuringia
Lower Saxony	-
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff/public service	44
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	1
Housewife/man	6
Old-age pensioner	23
Student	6
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	56
2008	49
Earlier events	72
First visit	10

### Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	45
Female	55
<b>Age</b>	<b>%</b>
up to 20 years	6
over 20 up to 30 years	11
over 30 up to 40 years	12
over 40 up to 50 years	23
over 50 up to 60 years	20
over 60 up to 70 years	19
over 70 years	10
<b>Size of household</b>	<b>%</b>
1 person	12
2 persons	47
3 persons	20
4 persons	16
5 persons and more	6
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	73
yes	9
no	18
maybe	18
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	40
yes	35
no	26
maybe	26
Conducted by: Achim Brötz Rechenzentrum Mannheim	

## Analytica → München

### Basic data trade visitors

<b>Total number of visitors</b>	<b>32 061</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	22
more than 50 km up to 100 km	8
more than 100 km up to 300 km	19
over 300 km	51

<b>Total Germany</b>	<b>67</b>
Baden-Württemberg	16
Bavaria	57
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	6
Mecklenburg-West Pomerania	1
Lower Saxony	2

<b>Total Foreign</b>	<b>33</b>
of which EU	23
Rest of Europe	18
other countries	2

<b>The three countries with the highest visitor shares</b>	%
Austria	13
Switzerland	9
Great Britain	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	6
Heads of departments, groups, teams, laboratories	21
Project manager with personal and budget responsibility	4
Other employees, other civil service workers	18
Skilled worker	8
Lecturer, teacher, scientific assistant	11
Trainee	3
Other position	5
Student	12

<b>Frequency of visits to trade fair</b>	%
2008	33
2006	25
Earlier events	19
First visit	53

### Additional data trade visitors

<b>Economic sector</b>	%
User of instrumental analytics	40
Manufacturer of instrumental analytics	10
Dealer in instrumental analytics	10
Service/consulting in connection with instrumental analytics	8
Active in industrial research & development	8
Active in university research & development	9
Active in other research & development	3
Student	12

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	17
Collectively	37
In an advisory capacity	24
No	10
Student	12

<b>Area of responsibility</b>	%
Management	10
Research/development/design	43
Planning/work preparation	3
Manufacture/production	6
Production, quality control	15
Buying/procurement	5
Finance/accounting, controlling	-
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	2
Product management	3
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	7
Student	12

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	3
5- 9	7
10- 49	21
50- 99	8
100-199	8
200- 499	10
500- 999	7
1 000- 9 999	14
10 000 and more	9
Student	12

<b>Length of stay</b>	%
1. Length of stay (days):	
one	64
two	22
three	11
four	4
2. Average length of stay	1,5 days
3. Share of visitors on the event's days:	%
1st day	33
2nd day	49
3rd day	45
4th day	27

Conducted by: TNS Infratest, München

## AUTOMATICA → München

### Basic data trade visitors

<b>Total number of visitors</b>	<b>30 642</b>
<b>Proportion of trade visitors</b>	<b>97%</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	25
over 300 km	48

<b>Total Germany</b>	<b>67</b>
Baden-Württemberg	22
Bavaria	56
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pomerania	1
Lower Saxony	3

<b>Total Foreign</b>	<b>33</b>
of which EU	70
Rest of Europe	12
other countries	18

<b>The three countries with the highest visitor shares</b>	%
Austria	17
Italy	13
Switzerland	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	7
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	15
Foreman, master craftsman	3
Skilled worker	8
Lecturer, teacher, scientific assistant	5
Trainee	4
Other position	1
Student	16

<b>Frequency of visits to trade fair</b>	%
2008	24
2006	14
2004	7
First visit	70

Conducted by: TNS Infratest, München

### Additional data trade visitors

<b>Economic sector</b>	%
Automobile manufacture, OEM and supplier	23
Construction industry	1
Chemical industry	2
Electrical engineering/electronics industry	18
Food and beverage industry	1
Timber processing industry	1
Information-/communication industry	4
Plastics and rubber industry	4
Aerospace industry	3
Metalworking industry	13
Pharmaceuticals, cosmetics, medical technology	3
Solar technology	3
Packaging industry	2
Other sectors	17
Student	16

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	18
Collectively	31
In an advisory capacity	24
No	10
Student	16

<b>Area of responsibility</b>	%
Management	42
Research/development/design	27
Planning/work preparation	8
Manufacture/production	18
Production, quality control	5
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	1
Maintenance/repairs	7
Other area	5
Student	16

<b>Size of company/organization:</b>	%
Number of employees:	
1- 9	8
10- 49	12
50-249	18
250-499	12
500- 999	8
1 000- 9 999	17
10 000 and more	9
Student	16

<b>Length of stay</b>	%
1. Length of stay (days):	
one	78
two	17
three	3
four	2
2. Average length of stay	1,3 days

<b>Frequency of visits to trade fair</b>	%
2007	45
2004	30
Earlier events	20
First visit	41

Conducted by: TNS Infratest, München

## bauma

### Basic data trade visitors

<b>Total number of visitors</b>	<b>420 170</b>
<b>Proportion of trade visitors</b>	<b>86%</b>
<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	27
over 300 km	56

<b>Total Germany</b>	<b>65</b>
Baden-Württemberg	27
Bavaria	40
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	4
Mecklenburg-West Pomerania	-
Lower Saxony	4

<b>Total Foreign</b>	<b>35</b>
of which EU	66
Rest of Europe	21
other countries	14

<b>The five countries with the highest visitor shares</b>	%
Austria	17
Italy	12
Switzerland	11
Netherlands	6
France	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	7
Department head, group head	13
Other salaried staff/public service	7
Master craftsman, building foreman, head mason	9
Building worker	2
Construction machine operator	8
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	5
Student	8
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2007	45
2004	30
Earlier events	20
First visit	41

Conducted by: TNS Infratest, München

**Additional data trade visitors**

<b>Economic sector</b>	%
Construction company	27
Mining industry	1
Horticulture and landscape gardening	2
Building materials, non-metallic minerals	3
Machine and plant construction	16
Other industry/skilled trades	4
Trade	7
Service	14
Building authorities, administration	6
Universities, Industry	3
Other sectors	9
Student	8
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	22
Collectively	26
In an advisory capacity	23
No	20
Student	85
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	18
Research/development/design	8
Planning/work preparation	6
Manufacture/production	12
Production, quality control	4
Buying/procurement	7
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	3
Maintenance/repairs	7
Building management	17
Mechanical department, building machine, equipment department	14
Other area	11
Student	8
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	12
5- 9	9
10- 49	20
50- 99	10
100-199	9
200-499	8
500- 999	6
1 000- 9 999	10
10 000 and more	7
Student	8
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	60
two	24
three	8
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	16
2nd day	22
3rd day	25
4th day	27
5th day	29
6th day	33
7th day	16

Conducted by: TNS Infratest, München

**Basic data private visitors**

<b>Total number of visitors</b>	<b>96 250</b>
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<b>Proportion of private visitors</b>	<b>85%</b>
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<b>Region of residence</b>	%
up to 50 km	65
more than 50 km up to 100 km	21
more than 100 km up to 300 km	11
over 300 km	3

<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	1
Bavaria	97
Berlin	1
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>1</b>
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<b>Position in the company/organization</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	8
Other salaried staff/public service	31
Skilled worker	7
Lecturer, teacher, scientific assistant	5
Trainee	4
Other position	4
Housewife/man	3
Old-age pensioner	14
Student	11
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
f.re.e 2009	38
C-B-R 2008	34
Earlier events	44
First visit	29

**Basic data all visitors**

<b>Proportion of trade visitors</b>	<b>15%</b>
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<b>Region of residence</b>	%
up to 50 km	65
more than 50 km up to 100 km	21
more than 100 km up to 300 km	10
over 300 km	4

<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	1
Bavaria	97
Berlin	1
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	85
other countries	15

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	29
Skilled worker	6
Lecturer, teacher, scientific assistant	5
Trainee	4
Other position	4
Housewife/man	3
Old-age pensioner	13
Student	12
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
f.re.e 2009	37
C-B-R 2008	33
Earlier events	42
First visit	31

**Additional data private visitors**

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

<b>Age</b>	%
up to 20 years	11
over 20 up to 30 years	17
over 30 up to 40 years	13
over 40 up to 50 years	24
over 50 up to 60 years	20
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	7
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	19
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	12
N/A	14

<b>Size of household</b>	%
1 person	20
2 persons	39
3 persons	16
4 persons	18
5 persons and more	7

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	39
no	28
maybe	33

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	25
no	14
maybe	61

Conducted by: TNS Infratest, München





## electronica → München

## Basic data trade visitors

<b>Total number of visitors</b>	<b>72 185</b>
<b>Proportion of trade visitors</b>	<b>98%</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>53</b>
Baden-Württemberg	25
Bavaria	46
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	6
Mecklenburg-West Pommern	1
Lower Saxony	3

<b>Total Foreign</b>	<b>47</b>
of which EU	67
Rest of Europe	17
other countries	16

<b>The five countries with the highest visitor shares</b>	%
Italy	14
Austria	8
Great Britain	7
Switzerland	7
France	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	7
Department head, group head	16
Project manager with personal and budget responsibility	12
Other salaried staff/public service	16
Skilled worker	11
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	4
Student	8
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	41
2006	31
Earlier events	26
First visit	45

## Additional data trade visitors

<b>Economic sector</b>	%
Application, use of electronic components, assembly group sub-systems	22
Manufacture of electronic components	14
Manufacture of electronic assembly groups, sub-systems	23
Trade in electronic components, assembly groups, sub-systems	11
Service	7
Research and development	12
Teaching and training	2
Public authority/Ministry	1
Student	8
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	31
In an advisory capacity	23
No	10
Student	8
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	16
Hardware development	34
Software development	19
Basic research	11
Design	12
Design/construction	7
Consulting	6
Planning/work preparation	5
Manufacture/production	10
Quality assurance/control/test	6
Buying/procurement	15
Marketing/sales/advertising/PR	5
Sales	14
Storage/material management/logistics/transport	2
Maintenance/repairs	3
Information, communication technology (EDP)	4
Finance/accounting, controlling	1
Administration/organization/personnel/social welfare/training	2
Other area	2
Student	8
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 9	14
10- 49	17
50-249	19
250-499	8
500- 999	7
1 000 and more	26
Student	8
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	56
two	28
three	9
four	7
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	%
1st day	35
2nd day	56
3rd day	53
4th day	24

Conducted by: TNS Infratest, München

## FARBE → München

## Basic data trade visitors

<b>Total number of visitors</b>	<b>47 839</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	9
more than 100 km up to 300 km	31
over 300 km	50

<b>Total Germany</b>	<b>85</b>
Baden-Württemberg	26
Bavaria	38
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	7
Mecklenburg-West Pommern	1
Lower Saxony	2

<b>Total Foreign</b>	<b>15</b>
of which EU	70
Rest of Europe	24
other countries	5

<b>The four countries with the highest visitor shares</b>	%
Austria	19
Switzerland	19
Italy	15
Netherlands	9

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	41
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	6
Foreman, master craftsman	12
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	7
Other position	2
Student	3
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
Cologne 2007	35
Cologne 2005	26
Munich 2002	29
Earlier events	20
First visit	37

## Additional data trade visitors

<b>Economic sector</b>	%
Skilled trades	67
Industry	10
Wholesale/foreign trade	11
Property developers, building contractors	1
Housing business, property management	1
Architect/interior designer	2
Engineer's and planning office	1
Consulting, other services	1
Local authorities, preservation authorities, public buildings	1
Research, apprenticeship, training	2
Association, organization	1
Media, press, publishing	1
Other	3
Student	1
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	40
Collectively	28
In an advisory capacity	17
No	12
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	46
Research/development/design	4
Planning/work preparation	11
Manufacture/production	15
Production, quality control	3
Buying/procurement	15
Finance/accounting, controlling	5
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	5
Maintenance/repairs	7
Other area	11
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	36
5- 9	20
10- 49	20
50- 99	5
100-199	5
200-499	4
500- 999	1
1 000- 9 999	4
10 000 and more	2
Student	3
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	76
two	20
three	2
four	1
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	29
2nd day	37
3rd day	36
4th day	26

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## GOLF EUROPE (2009)

## Basic data trade visitors

<b>Total number of visitors</b>	<b>3 963</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	7
more than 100 km up to 300 km	16
over 300 km	62

<b>Total Germany</b>	<b>48</b>
Baden-Württemberg	8
Bavaria	58
Berlin	-
Brandenburg	1
Bremen	2
Hamburg	3
Hesse	7
Mecklenburg-West Pommern	1
Lower Saxony	3

<b>Total Foreign</b>	<b>52</b>
of which EU	78
Rest of Europe	15
other countries	7

<b>The three countries with the highest visitor shares</b>	%
Austria	18
Switzerland	12
Great Britain	10

<b>Position in the company/organization</b>	%
Pro shop owner	11
Pro shop operator	4
Pro	11
Other self-employed entrepreneur, partner, freelance profession	31
Management director, board of director, president, golf course manager	13
Head of central department, division manager, authorised signatory	7
Head of department, team/group supervisor etc.	9
Other employee, professional assistant	4
Pro-apprentice, trainee	1
Other position	7
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	48
2007	34
Earlier events	31
First visit	37



**Additional data trade visitors**

<b>Economic sector</b>	%
Golf professional	13
Pro-shop	16
Golf course operator with commercial resale	11
Department store	3
Mail order	2
Buying groups and associations	2
Commercial agent	8
TV and internet-shopping	4
Other sport retailers	7
Producer, supplier	18
Other	13
Student	2
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	51
Collectively	24
In an advisory capacity	15
No	8
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	40
Research/development/design	7
Planning/work preparation	4
Manufacture/production	5
Buying/procurement	23
Finance/accounting, controlling	3
Production, quality control	2
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	29
Storage/material management/logistics/transport	3
Maintenance/repairs	4
Sales	39
Other area	5
Student	2
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	50
5- 9	16
10- 49	17
50- 99	4
100- 199	2
200- 499	2
500 and more	6
Student	2
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	56
two	32
three	13
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	50
2nd day	65
3rd day	43

Conducted by: PhoneResearch KG, München

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>49 952</b>
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<b>Proportion of trade visitors</b>	<b>80%</b>
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<b>Region of residence</b>	%
up to 50 km	11
more than 50 km up to 100 km	15
more than 100 km up to 300 km	33
over 300 km	41

<b>Total Germany</b>	<b>85</b>
Baden-Württemberg	21
Bavaria	53
Berlin	-
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	5
Mecklenburg-West Pommern	1
Lower Saxony	2
North Rhine-Westphalia	5
Rhineland-Palatinate	5
Saarland	-
Saxony	1
Saxony-Anhalt	3
Schleswig-Holstein	1
Thuringia	3

<b>Total Foreign</b>	<b>15</b>
of which EU	75
Rest of Europe	20
other countries	6

<b>The two countries with the highest visitor shares</b>	%
Austria	35
Switzerland	14

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	4
Department head, group head	7
Other salaried staff/public service	13
Skilled worker	19
Lecturer, teacher, scientific assistant	2
Trainee	9
Other position	4
Student	8
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2006	37
2002	23
Earlier events	15
First visit	51

**Basic data all visitors**

<b>Region of residence</b>	%
up to 50 km	11
more than 50 km up to 100 km	16
more than 100 km up to 300 km	34
over 300 km	38

<b>Total Germany</b>	<b>86</b>
Baden-Württemberg	19
Bavaria	57
Berlin	-
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	4
Mecklenburg-West Pommern	1
Lower Saxony	2
North Rhine-Westphalia	5
Rhineland-Palatinate	4
Saarland	-
Saxony	1
Saxony-Anhalt	2
Schleswig-Holstein	1
Thuringia	3

<b>Total Foreign</b>	<b>14</b>
of which EU	76
Rest of Europe	19
other countries	5

<b>The two countries with the highest visitor shares</b>	%
Austria	34
Switzerland	14

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	23
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	4
Department head, group head	8
Other salaried staff/public service	14
Skilled worker	20
Lecturer, teacher, scientific assistant	2
Trainee	8
Other position	6
Student	9
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2006	34
2002	21
Earlier events	13
First visit	55

**Additional data trade visitors**

<b>Economic sector</b>	%
State forest	22
Other public forest	6
Private forest: Farmer	19
Other private woods	4
Forestry sub-contractor	8
Nursery/landscape gardening	2
Forestry college/specialist school	1
Forestry machine manufacturer	2
Sawmill industry	2
Other sectors	4
Timber trade	4
Service	7
Authority (without forestry)	2
Other	8
Student	8
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	25
In an advisory capacity	19
No	18
Student	8
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	28
Research/development/design	5
Planning/work preparation	6
Manufacture/production	23
Production, quality control	4
Buying/procurement	6
Finance/accounting, controlling	3
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	8
Marketing/sales/advertising/PR	6
Storage/material management/logistics/transport	4
Maintenance/repairs	7
Other area	19
Student	8
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	34
5- 9	10
10- 49	20
50- 99	7
100- 199	4
200- 499	3
500- 999	3
1 000 and more	11
Student	8
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	80
two	16
three	3
four	1
1,3 days	
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	18
2nd day	39
3rd day	28
4th day	25
5th day	15

Conducted by: TNS Infratest, München



## IFAT ENTSORGA → München

## Basic data trade visitors

<b>Total number of visitors</b>	<b>109 589</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	7
more than 50 km up to 100 km	6
more than 100 km up to 300 km	18
over 300 km	69
<b>Total Germany</b>	<b>59</b>
Baden-Württemberg	16
Bavaria	39
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	7
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	5
<b>Total Foreign</b>	<b>41</b>
of which EU	62
Rest of Europe	18
other countries	20

## The five countries with the highest visitor shares

Austria	10
Italy	7
Switzerland	6
Netherlands	3
Denmark	3

## Position in the company/organization

Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	9
Department head, group head	23
Other salaried staff/public service	12
Foreman, master craftsman	9
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	2
Student	7
Other not gainfully employed	1

## Frequency of visits to trade fair

2008	45
2005	29
Earlier events	20
First visit	46

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Industry	21
Municipal supplying and disposal companies	28
Private supplying and disposal companies and operators	9
Engineering offices, consultants and other services	20
Trade	5
Authority/public services	5
Universities and polytechnics, science and research	3
Association	2
Student	7
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	24
Collectively	37
In an advisory capacity	23
No	9
Student	7
Other not gainfully employed	1

## Area of responsibility

Management	24
Research/development/design	10
Planning/work preparation	18
Manufacture/production	7
Production, quality control	2
Buying/procurement	9
Finance/accounting, controlling	2
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	3
Maintenance/repairs	10
Application/process engineering	12
Environmental protection	20
Other area	5
Student	7
Other not gainfully employed	1

## Size of company/organization:

Number of employees:	%
1- 4	10
5- 9	11
10- 49	24
50- 99	12
100-199	9
200-499	9
500- 999	4
1 000- 9 999	9
10 000 and more	4
Student	7
other not gainfully employed	1

## Length of stay

1. Length of stay (days):	%
one	49
two	31
three	13
four	4
five	4
2. Average length of stay	1,8 days
3. Share of visitors on the event's days:	%
1st day	26
2nd day	45
3rd day	50
4th day	43
5th day	19

Conducted by: TNS Infratest, München

## INTERNATIONALE HANDWERKSMESSER → München

## Basic data private visitors

<b>Total number of visitors</b>	<b>146 062</b>
<b>Proportion of private visitors</b>	<b>69%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	68
more than 50 km up to 100 km	19
more than 100 km up to 300 km	11
over 300 km	3
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	1
Bavaria	97
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	97
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

## Total Foreign

of which EU	48
other countries	51
<b>Position in the company/organization</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	24
Foreman, master craftsman	3
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	3
Housewife/man	9
Old-age pensioner	29
Student	4
Other not gainfully employed	1

## Frequency of visits to trade fair

2009	39
2008	36
2007	32
2006	27
Earlier events	30
First visit	20

## Basic data all visitors

<b>Proportion of trade visitors</b>	<b>31%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	62
more than 50 km up to 100 km	19
more than 100 km up to 300 km	14
over 300 km	5
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	1
Bavaria	95
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>2</b>
of which EU	48
other countries	51

## Position in the company/organization

Entrepreneur, partner, self-employed	15
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	20
Foreman, master craftsman	6
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	3
Housewife/man	7
Old-age pensioner	20
Student	6
Other not gainfully employed	3

## Frequency of visits to trade fair

2009	38
2008	35
2007	31
2006	26
Earlier events	29
First visit	22

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	41
Female	59
<b>Age</b>	<b>%</b>
up to 20 years	4
over 20 up to 30 years	7
over 30 up to 40 years	9
over 40 up to 50 years	22
over 50 up to 60 years	26
over 60 up to 70 years	26
over 70 years	7
<b>Net household income</b>	<b>%</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	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	8
N/A	29

## Size of household

1 person	14
2 persons	48
3 persons	15
4 persons	15
5 persons and more	7

## Buying and ordering capacity

Purchase or order made or intended at the exhibition	%
yes	56
no	13
maybe	31

## Follow-up business

Intend to buy at later date	%
yes	25
no	23
maybe	52

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## inhorgenta europe (2009) → München

### Basic data trade visitors

<b>Total number of visitors</b>	<b>27 228</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	8
more than 100 km up to 300 km	25
over 300 km	55
<b>Total Germany</b>	<b>71</b>
Baden-Württemberg	21
Bavaria	42
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	6
Mecklenburg-West Pommern	1
Lower Saxony	5
<b>Total Foreign</b>	<b>29</b>
of which EU	83
Rest of Europe	12
Other	5

### The five countries with the highest visitor shares

Austria	24
Great Britain	8
Switzerland	7
Italy	6
Netherlands	6

### Position in the company/organization

Entrepreneur, partner, self-employed	53
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
Department head, group head	4
Other salaried staff/public service	5
Foreman, master craftsman	5
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	5
Student	5

### Frequency of visits to trade fair

2008	48
2007	43
2006	38
Earlier events	36
First visit	26

### Additional data trade visitors

<b>Economic sector</b>	%
Specialist retail trade with watches, jewellery, jewels, precious metals	43
Other retail	5
Department store	1
Wholesale/foreign trade in watches, jewellery, jewels, precious metals	5
Other wholesale trade	1
Commercial agent	1
Mail order business, TV/Internet-shopping	1
Gold/silversmith without retail outlet	16
Watchmaker without retail outlet	1
Producer	5
Supplying company belonging to the sector	1
Polytechnics	2
Designer	5
Gallery	1
Other	5
Student	5

### Influence on purchasing/procurement decisions

Decisively	54
Collectively	19
In an advisory capacity	13
No	8
Student	5

### Area of responsibility

Management	45
Research/development/design	3
Planning/work preparation	6
Manufacture/production	25
Production, quality control	5
Buying/procurement	27
Finance/accounting, controlling	9
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	16
Storage/material management/logistics/transport	6
Maintenance/repairs	6
Product development/design	17
Other area	8
Sales	34
Student	5

### Size of company/organization:

Number of employees:	%
1- 4	60
5- 9	13
10- 49	10
50- 99	3
100-199	2
200- 499	3
500- 999	2
1 000- 9 999	1
10 000 and more	1
Student	5

### Length of stay

1. Length of stay (days):	%
one	51
two	35
three	9
four	5
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	%
1st day	38
2nd day	53
3rd day	53
4th day	23

Conducted by: TNS Infratest, München

## BioFach + Vivanness → Nürnberg

### Basic data trade visitors

<b>Total number of visitors</b>	<b>43 669</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Region of residence</b>	%
up to 50 km	12
more than 50 km up to 100 km	7
more than 100 km up to 300 km	31
over 300 km	50
<b>Total Germany</b>	<b>66</b>
Baden-Württemberg	17
Bavaria	50
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	2
Hesse	8
Mecklenburg-West Pommern	1
Lower Saxony	4
<b>Total Foreign</b>	<b>34</b>
of which EU	69
Rest of Europe	14
Africa	3
North America	3
South and Central America	5
South-, East-, Central Asia	5
other countries	3

### The five countries with the highest visitor shares

France	11
Austria	10
Switzerland	8
Italy	7
Netherlands	5

### Position in the company/organization

Entrepreneur, partner, self-employed	38
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	17
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	2
Student	9
Other not gainfully employed	1

### Frequency of visits to trade fair

2009	41
2008	34
2007	29
Earlier events	25
First visit	37

### Additional data trade visitors

<b>Economic sector</b>	%
Manufacturers	32
Wholesale, import, export	16
Retail trade	14
Agriculture	6
Skilled trades	1
Service	11
Other sectors	11
Student	9
Other not gainfully employed	1

### Influence on purchasing/procurement decisions

Decisively	38
Collectively	27
In an advisory capacity	16
No	9
Student	9
Other not gainfully employed	1

### Area of responsibility

Management	40
Research/development/design	8
Planning/work preparation	7
Manufacture/production	9
Production, quality control	5
Buying/procurement	22
Finance/accounting, controlling	5
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	6
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	6
Maintenance/repairs	3
Other area	8
Student	9
Other not gainfully employed	1

### Size of company/organization:

Number of employees:	%
1- 4	31
5- 9	12
10- 49	21
50- 99	7
100-199	6
200-499	5
500- 999	4
1 000- 9 999	3
10 000 and more	1
Student	9
other not gainfully employed	1

### Length of stay

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	36
2nd day	51
3rd day	47
4th day	34

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## Brau Bevale → Nürnberg

## Basic data trade visitors

Total number of visitors	32 617
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	7
more than 50 km up to 100 km	10
more than 100 km up to 300 km	35
over 300 km	48

<b>Total Germany</b>	<b>68</b>
Baden-Württemberg	16
Bavaria	47
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	2
Hesse	8
Mecklenburg-West Pommern	1
Lower Saxony	4

<b>Total Foreign</b>	<b>32</b>
of which EU	64
Rest of Europe	16
North America	6
South and Central America	4
other countries	10

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

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	7
Department head, group head	18
Other salaried staff/public service	11
Foreman, master craftsman	6
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	3
Student	7
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	44
2007	33
2006	30
2004	25
Earlier events	26
First visit	37

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	56
Trade	13
Service	14
Hop and cereals business	3
Other sectors	6
Student	7
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	35
Collectively	32
In an advisory capacity	15
No	11
Student	7
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	33
Research/development/design	13
Planning/work preparation	10
Manufacture/production	24
Production, quality control	11
Buying/procurement	15
Finance/accounting, controlling	5
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	7
Maintenance/repairs	8
Other area	5
Student	7
Other not gainfully employed	1

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

<b>Length of stay</b>	%
1. Length of stay (days):	
one	66
two	23
three	11
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	%
1st day	47
2nd day	54
3rd day	44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Chillventa → Nürnberg

## Basic data trade visitors

Total number of visitors	29 312
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	5
more than 50 km up to 100 km	6
more than 100 km up to 300 km	30
over 300 km	60

<b>Total Germany</b>	<b>61</b>
Baden-Württemberg	23
Bavaria	31
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	8
Mecklenburg-West Pommern	1
Lower Saxony	5

<b>Total Foreign</b>	<b>40</b>
of which EU	71
Rest of Europe	12
Middle East	5
other countries	12

<b>The five countries with the highest visitor shares</b>	%
Austria	11
Italy	7
Great Britain	5
Czech Republic	5
Netherlands	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	7
Department head, group head	20
Other salaried staff/public service	16
Foreman, master craftsman	10
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	5
Other position	2
Student	2
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	43
First visit	57

## Additional data trade visitors

<b>Economic sector</b>	%
Refrigeration/air-conditioning specialist company	64
Specialist sanitary, heating, air-conditioning	4
Electrical specialist firms	3
Specialist trade	3
Plant construction	6
Plant operator	3
Architect	1
Specialist planner (Technical building equipment)	5
Other sectors	11
Student	2
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	33
Collectively	34
In an advisory capacity	18
No	13
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	31
Research/development/design	19
Planning/work preparation	21
Manufacture/production	13
Production, quality control	5
Buying/procurement	16
Finance/accounting, controlling	4
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	4
Maintenance/repairs	24
Other area	4
Student	2
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	16
5- 9	13
10- 49	27
50- 99	8
100-199	7
200-499	10
500- 999	5
1 000- 9 999	8
10 000 and more	6
Student	2
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	66
two	23
three	11
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	%
1st day	45
2nd day	55
3rd day	45

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## e\_procure &amp; supply

## Basic data trade visitors

Total number of visitors	2 554
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	19
more than 50 km up to 100 km	8
more than 100 km up to 300 km	45
over 300 km	29

<b>Total Germany</b>	<b>92</b>
Baden-Württemberg	14
Bavaria	54
Berlin	5
Brandenburg	2
Bremen	-
Hamburg	-
Hesse	6
Mecklenburg-West Pommern	-
Lower Saxony	6

<b>Total Foreign</b>	<b>8</b>
of which EU	56
other countries	44

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	7
Department head, group head	29
Other salaried staff/public service	36
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee	-
Other position	4
Student	9

<b>Frequency of visits to trade fair</b>	%
2009	26
2008	25
2007	16
2006	15
Earlier events	10
First visit	48

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	41
Trade	8
Import/export	1
Service	25
Public administration	2
Teaching, research	1
Other	14
Student	9

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	42
In an advisory capacity	23
No	6
Student	9

<b>Area of responsibility</b>	%
Management	13
Research/development/design	2
Planning/work preparation	3
Manufacture/production	-
Production, quality control	1
Buying/procurement	54
Finance/accounting, controlling	3
Information, communication technology (EDP)	17
Administration/organization/personnel/social welfare/training	-
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	4
Maintenance/repairs	1
Other area	4
Student	9

<b>Size of company/organization:</b>			
Number of employees:	%		
1- 4	5	200- 499	18
5- 9	3	500- 999	11
10- 49	16	1 000- 9 999	18
50- 99	3	10 000 and more	11
100-199	6	Student	9

<b>Length of stay</b>	%		
1. Length of stay (days):			
one	91	two	9
2. Average length of stay	1,1 days		
3. Share of visitors on the event's days:	%		
1st day	69	2nd day	41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>18 350</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	14
more than 50 km up to 100 km	7
more than 100 km up to 300 km	39
over 300 km	40

<b>Total Germany</b>	<b>74</b>		
Baden-Württemberg	21	North Rhine-Westphalia	7
Bavaria	49	Rhineland-Palatinate	4
Berlin	2	Saarland	-
Brandenburg	2	Saxony	1
Bremen	-	Saxony-Anhalt	3
Hamburg	1	Schleswig-Holstein	-
Hesse	6	Thuringia	2
Mecklenburg-West Pommern	-		
Lower Saxony	3		

<b>Total Foreign</b>	<b>26</b>
of which EU	72
Rest of Europe	21
other countries	7

<b>The five countries with the highest visitor shares</b>	%
Austria	14
Switzerland	12
Czech Republic	10
Poland	7
Great Britain	6

<b>Position in the company/organization</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	17
Other salaried staff/public service	30
Skilled worker	8
Lecturer, teacher, scientific assistant	5
Trainee	4
Other position	2
Student	14
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2009	33
2008	32
2007	25
2006	17
Earlier events	14
First visit	41

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	54
Wholesale trade	4
Retail trade	1
Service	12
Public administration	1
Teaching, research	10
Other sectors	3
Student	14
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	22
Collectively	31
In an advisory capacity	22
No	10
Student	14
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	11
Research/development/design	58
Planning/work preparation	4
Manufacture/production	5
Production, quality control	2
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	7
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	1
Maintenance/repairs	4
Other area	4
Student	14
Other not gainfully employed	1

<b>Size of company/organization:</b>			
Number of employees:	%		
1- 4	10	500- 999	7
5- 9	5	1 000- 9 999	12
10- 49	16	10 000 and more	11
50- 99	7	Student	14
100-199	8	other not gainfully employed	1
200-499	10		

<b>Length of stay</b>	%				
1. Length of stay (days):					
one	77	two	17	three	7
2. Average length of stay	1,3 days				
3. Share of visitors on the event's days:	%				
1st day	42	2nd day	49	3rd day	39

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>7 141</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	11
more than 50 km up to 100 km	6
more than 100 km up to 300 km	41
over 300 km	42

<b>Total Germany</b>	<b>79</b>		
Baden-Württemberg	27	North Rhine-Westphalia	13
Bavaria	37	Rhineland-Palatinate	1
Berlin	1	Saarland	1
Brandenburg	1	Saxony	7
Bremen	-	Saxony-Anhalt	3
Hamburg	1	Schleswig-Holstein	1
Hesse	5	Thuringia	2
Mecklenburg-West Pommern	1		
Lower Saxony	3		

<b>Total Foreign</b>	<b>21</b>
of which EU	77
other countries	23

<b>The country with the highest visitor share</b>	%
Italy	11

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	8
Department head, group head	25
Other salaried staff/public service	21
Foreman, master craftsman	7
Skilled worker	8
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>	%
2008	41
2006	28
2004	16
2002	11
Earlier events	6
First visit	45

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	80
Wholesale trade	2
Mail order	1
Import/export	1
Service	10
Teaching, research	2
Other sectors	1
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	36
In an advisory capacity	26
No	11
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	20
Research/development/design	25
Planning/work preparation	7
Manufacture/production	19
Production, quality control	7
Buying/procurement	17
Finance/accounting, controlling	3
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	17
Storage/material management/logistics/transport	1
Maintenance/repairs	7
Other area	2
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>			
Number of employees:	%		
1- 4	5	200- 499	18
5- 9	3	500- 999	10
10- 49	16	10 000 and more	14
50- 99	11	Student	3
100-199	10	other not gainfully employed	1

<b>Length of stay</b>	%				
1. Length of stay (days):					
one	81	two	15	three	4
2. Average length of stay	1,2 days				
3. Share of visitors on the event's days:	%				
1st day	34	2nd day	50	3rd day	39

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## FachPack + PrintPack + LogIntern → Nürnberg

### Basic data trade visitors

<b>Total number of visitors</b>	<b>35 360</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	9
more than 100 km up to 300 km	38
over 300 km	44

<b>Total Germany</b>	<b>82</b>
Baden-Württemberg	19
Bavaria	39
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	8
Mecklenburg-West Pommern	1
Lower Saxony	6

<b>Total Foreign</b>	<b>18</b>
of which EU	72
Rest of Europe	24
other countries	4

<b>The five countries with the highest visitor shares</b>	%
Austria	24
Switzerland	19
Czech Republic	12
Netherlands	8
Italy	6

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	8
Department head, group head	28
Other salaried staff/public service	23
Foreman, master craftsman	3
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	3
Student	5
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2009	36
2007	30
2006	19
2004	13
Earlier events	11
First visit	43

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	66
Skilled trades	2
Retail trade	1
Wholesale trade	9
Mail order	3
Advertising business	1
Other service	8
Organisation/association/society	1
Public authority/administration	1
Other sectors	3
Student	5
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	38
In an advisory capacity	21
No	10
Student	5
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	21
Research/development/design	16
Planning/work preparation	9
Manufacture/production	17
Production, quality control	4
Buying/procurement	16
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	15
Maintenance/repairs	5
Other area	3
Student	5
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	7
5- 9	5
10- 49	15
50- 99	9
100- 199	14
200-499	18
500- 999	8
1 000- 9 999	12
10 000 and more	8
Student	5
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	83
two	15
three	3
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	36
2nd day	46
3rd day	38

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## fensterbau/frontale → Nürnberg

### Basic data trade visitors

<b>Total number of visitors</b>	<b>*)</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Region of residence</b>	%
up to 50 km	7
more than 50 km up to 100 km	8
more than 100 km up to 300 km	40
over 300 km	44

<b>Total Germany</b>	<b>76</b>
Baden-Württemberg	20
Bavaria	43
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	6
Mecklenburg-West Pommern	1
Lower Saxony	3

<b>Total Foreign</b>	<b>24</b>
of which EU	59
Rest of Europe	21
North America	4
South-, East-, Central Asia	4
other countries	12

<b>The five countries with the highest visitor shares</b>	%
Austria	8
Czech Republic	8
Italy	8
Poland	7
Switzerland	5

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	3
Department head, group head	12
Other salaried staff/public service	13
Foreman, master craftsman	6
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	10
Other position	2
Student	4
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	42
2006	31
2004	23
2002	20
Earlier events	14
First visit	34

\*) individual number of visitors not available, combined with HOLZ-HANDWERK (103 074 visitors in total)

### Additional data trade visitors

<b>Economic sector</b>	%
Industry	23
Skilled trades	49
Retail trade/building materials trade	3
Wholesale/foreign trade	7
Architect	4
Interior designer	1
Other service	3
Authority/public services	1
Teaching (polytechnic/university/college)	1
Research	1
Other sectors	2
Student	4
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	34
Collectively	27
In an advisory capacity	20
No	15
Student	4
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	32
Research/development/design	9
Planning/work preparation	19
Manufacture/production	29
Production, quality control	8
Buying/procurement	18
Finance/accounting, controlling	6
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	5
Maintenance/repairs	7
Other area	6
Student	4
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	26
5- 9	13
10- 49	24
50- 99	9
100- 199	7
200-499	6
500- 999	3
1 000- 9 999	4
10 000 and more	4
Student	4
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	79
two	21
three	4
four	2
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	%
1st day	32
2nd day	40
3rd day	38
4th day	24

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## GaLaBau

### Basic data trade visitors

<b>Total number of visitors</b>	<b>60 127</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	9
more than 100 km up to 300 km	41
over 300 km	41

<b>Total Germany</b>	<b>88</b>
Baden-Württemberg	21
Bavaria	35
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	7
Mecklenburg-West Pommern	1
Lower Saxony	5

<b>Total Foreign</b>	<b>12</b>
of which EU	79
Rest of Europe	14
other countries	7

<b>The four countries with the highest visitor shares</b>	%
Austria	19
Italy	12
Czech Republic	9
Switzerland	8

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	36
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	9
Foreman, master craftsman	8
Skilled worker	13
Lecturer, teacher, scientific assistant	1
Trainee	10
Other position	1
Student	4
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	47
2006	33
2004	27
2002	20
Earlier events	18
First visit	32

**Additional data trade visitors**

<b>Economic sector</b>	%
Companies in the garden, landscape and sports grounds construction	43
Other construction companies	5
Garden and landscape architects, other architects	10
Public authority (Federal/regional)	3
Public authority (cities and districts) in the parks and gardens, sport, cemetery and roads department	9
Construction and housing	2
Road construction, construction	5
Operators of playgrounds, leisure parks, sports centres	1
Planners of playgrounds, leisure parks, sports centres	1
Golf course managers, Golf course architect	2
Greenkeeper	1
Association and organizations in design of parks and open spaces	1
Industry	4
School, university	2
Other sectors	8
Student	4
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	38
Collectively	26
In an advisory capacity	18
No	13
Student	4
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	40
Research/development/design	4
Planning/work preparation	26
Manufacture/production	22
Production, quality control	5
Buying/procurement	18
Finance/accounting, controlling	7
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	6
Maintenance/repairs	11
Other area	10
Student	4
Other not gainfully employed	2

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	29
5- 9	18
10- 49	30
50- 99	5
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	2

<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	29
2nd day	37
3rd day	38
4th day	27

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>91%</b>
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<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	49
over 300 km	30

<b>Total Germany</b>	<b>90</b>
Baden-Württemberg	22
Bavaria	46
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	6
Mecklenburg-West Pommern	1
Lower Saxony	2
North Rhine-Westphalia	5
Rhineland-Palatinate	5
Saarland	1
Saxony	6
Saxony-Anhalt	1
Schleswig-Holstein	-
Thuringia	4

<b>Total Foreign</b>	<b>10</b>
of which EU	73
Rest of Europe	16
Other	11

<b>The countries with the highest visitor shares</b>	%
Austria	16
Italy	14

<b>Position in the company/organisation</b>	%
Entrepreneur, partner, self-employed	30
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried staff/public service	7
Foreman, master craftsman	10
Skilled worker	12
Lecturer, teacher, scientific assistant	2
Trainee	18
Other position	1
Student	5
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2008	44
2006	35
2004	26
2003	18
Earlier events	20
First visit	32

\*) individual number of visitors not available, combined with fensterbau/frontale (103 974 visitors)

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	12
Skilled trades	63
Retail trade/building materials trade	1
Wholesale/foreign trade	4
Architect	2
Interior design	1
Other services	4
Authority/public services	2
Teaching (polytechnic/university/college)	2
Research	1
Other	2
Student	5
Other not gainfully employed	2

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	32
Collectively	23
In an advisory capacity	18
No	19
Student	5
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	30
Research/development/design	9
Planning/work preparation	20
Manufacture/production	43
Production, quality control	12
Buying/procurement	17
Finance/accounting, controlling	7
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	6
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	7
Maintenance/repairs	8
Other area	8
Student	5
Other not gainfully employed	2

<b>Size of company/organisation:</b>	%
Number of employees:	
1- 4	32
5- 9	17
10- 49	23
50- 99	5
100- 199	5
200-499	3
500- 999	3
1 000- 9 999	3
10 000 and more	2
Student	5
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	83
two	15
three	1
four	2
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	32
2nd day	30
3rd day	32
4th day	27

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>47 178</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	17
more than 50 km up to 100 km	19
more than 100 km up to 300 km	56
over 300 km	8

<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	23
Bavaria	65
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pommern	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	1
Saarland	-
Saxony	1
Saxony-Anhalt	4
Schleswig-Holstein	-
Thuringia	4

<b>Total Foreign</b>	<b>2</b>
of which EU	68
other countries	32

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	31
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	3
Department head, group head	8
Other salaried staff/public service	10
Foreman, master craftsman	11
Skilled worker	15
Lecturer, teacher, scientific assistant	1
Trainee	13
Other position	3
Student	1
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	46
2006	36
2004	26
2002	21
Earlier events	18
First visit	32

**Additional data trade visitors**

<b>Economic sector</b>	%
Skilled trades	67
Industry	7
Wholesale/foreign trade	7
Engineering, planning office, architects	7
Energy consulting	1
Facility management	1
Service	3
Polytechnic, college	1
Other sectors	2
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	31
Collectively	31
In an advisory capacity	18
No	17
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	29
Research/development/design	4
Planning/work preparation	22
Manufacture/production	8
Production, quality control	3
Buying/procurement	15
Finance/accounting, controlling	5
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	7
Maintenance/repairs	18
Field-assembly work, after-sales service	40
Other area	5
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	36
5- 9	15
10- 49	24
50- 99	5
100- 199	5
200-499	4
500- 999	2
1 000- 9 999	4
10 000 and more	2
Student	3
other not gainfully employed	1

<b>Length of stay</b>	%
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	32
2nd day	32
3rd day	30
4th day	18

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Interzoo → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>38 324</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	5
more than 50 km up to 100 km	3
more than 100 km up to 300 km	20
over 300 km	72

<b>Total Germany</b>	<b>41</b>
Baden-Württemberg	14
Bavaria	40
Berlin	2
Brandenburg	2
Bremen	1
Hamburg	1
Hesse	9
Mecklenburg-West Pomerania	1
Lower Saxony	5
North Rhine-Westphalia	11
Rhineland-Palatinate	7
Saarland	-
Saxony	4
Saxony-Anhalt	1
Schleswig-Holstein	2
Thuringia	2

<b>Total Foreign</b>	<b>59</b>
of which EU	60
Rest of Europe	15
Africa	4
North America	4
South and Central America	5
South-, East-, Central Asia	10
other countries	3

<b>The five countries with the highest visitor shares</b>	<b>%</b>
Italy	7
Great Britain	6
France	6
Czech Republic	5
Austria	4

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	49
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	4
Department head, group head	11
Other salaried staff/public service	9
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	2
Student	2

<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	44
2006	34
2004	24
2002	17
Earlier events	15
First visit	38

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Industry	11
Skilled trades	4
Retail trade	40
Wholesale/foreign trade	31
Service	7
Authority/public services	1
Teaching (polytechnic/university/college)	1
Research	1
Other	3
Student	2

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	55
Collectively	25
In an advisory capacity	14
No	4
Student	2

<b>Area of responsibility</b>	<b>%</b>
Management	51
Research/development/design	6
Planning/work preparation	8
Manufacture/production	7
Production, quality control	3
Buying/procurement	33
Finance/accounting, controlling	8
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	6
Marketing/sales/advertising/PR	24
Storage/material management/logistics/transport	9
Maintenance/repairs	4
Other area	8
Student	2

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	42
5- 9	16
10- 49	21
50- 99	6
100-199	4
200- 499	3
500- 999	1
1 000- 9 999	2
10 000 and more	2
Student	2

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	41
two	26
three	17
four	15
2. Average length of stay	2,1 days
3. Share of visitors on the event's days:	%
1st day	56
2nd day	59
3rd day	53
4th day	39

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## mailingtage → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>7 867</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	16
more than 50 km up to 100 km	9
more than 100 km up to 300 km	42
over 300 km	34

<b>Total Germany</b>	<b>92</b>
Baden-Württemberg	17
Bavaria	46
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	4
Hesse	7
Mecklenburg-West Pomerania	-
Lower Saxony	5
North Rhine-Westphalia	10
Rhineland-Palatinate	3
Saarland	-
Saxony	1
Saxony-Anhalt	2
Schleswig-Holstein	2
Thuringia	2

<b>Total Foreign</b>	<b>8</b>
of which EU	82
Rest of Europe	18
other countries	-

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
Department head, group head	26
Other salaried staff/public service	30
Skilled worker	3
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>	<b>%</b>
2009	35
2008	31
2007	26
2006	18
Earlier events	11
First visit	44

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Industry	14
Trade	13
Media, press, publishing	21
Service	39
Public administration	1
Other	8
Student	3
Other not gainfully employed	1

<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	31
Collectively	38
In an advisory capacity	20
No	7
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Management	26
Research/development/design	3
Planning/work preparation	5
Manufacture/production	7
Production, quality control	2
Buying/procurement	10
Finance/accounting, controlling	2
Information, communication technology (EDP)	6
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	61
Storage/material management/logistics/transport	1
Maintenance/repairs	-
Other area	4
Student	3
Other not gainfully employed	1

<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	13
5- 9	8
10- 49	21
50- 99	9
100-199	11
200-499	11
500- 999	7
1 000- 9 999	11
10 000 and more	6
Student	3
other not gainfully employed	1

<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	77
two	23
2. Average length of stay	1,2 days

3. Share of visitors on the event's days:	%
1st day	62
2nd day	61

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## POWTECH

## Basic data trade visitors

<b>Total number of visitors</b>	<b>*)</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	5
more than 50 km up to 100 km	4
more than 100 km up to 300 km	32
over 300 km	59

<b>Total Germany</b>	<b>69</b>
Baden-Württemberg	14
Bavaria	30
Berlin	-
Brandenburg	1
Bremen	-
Hamburg	2
Hesse	12
Mecklenburg-West Pomerania	1
Lower Saxony	7
North Rhine-Westphalia	15
Rhineland-Palatinate	4
Saarland	-
Saxony	4
Saxony-Anhalt	5
Schleswig-Holstein	2
Thuringia	3

<b>Total Foreign</b>	<b>31</b>
of which EU	72
Rest of Europe	17
other countries	11

<b>The four countries with the highest visitor shares</b>	<b>%</b>
Austria	20
Switzerland	12
Czech Republic	8
Great Britain	7

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	7
Department head, group head	28
Other salaried staff/public service	23
Foreman, master craftsman	4
Skilled worker	5
Lecturer, teacher, scientific assistant	5
Trainee	1
Other position	3
Student	7

<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	30
2007	26
2005	18
2004	15
Earlier events	12
First visit	52

\*) individual number of visitors not available, combined with Technopharm (18 381 visitors)

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	68
Skilled trades	2
Wholesale/foreign trade	1
Engineer's and planning office	6
Service companies	4
Teaching (polytechnic/university/college)	3
Research	6
Other	3
Student	7

**Influence on purchasing/procurement decisions**

<b>Decisively</b>	%
Collectively	44
In an advisory capacity	23
No	5
Student	7

**Area of responsibility**

<b>Management</b>	%
Research/development/design	18
Planning/work preparation	35
Manufacture/production	12
Production, quality control	22
Buying/procurement	5
Finance/accounting, controlling	9
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	13
Storage/material management/logistics/ transport	2
Maintenance/repairs	9
Other area	3
Student	7

**Size of company/organization:**

<b>Number of employees:</b>	%
1- 4	7
5- 9	5
10- 49	17
50- 99	10
100-199	10
200- 499	12
500- 999	9
1 000- 9 999	14
10 000 and more	9
Student	7

**Length of stay**

<b>1. Length of stay (days):</b>	%
one	73
two	21
three	6

2. Average length of stay 1,3 days

<b>3. Share of visitors on the event's days:</b>	%
1st day	55
2nd day	53
3rd day	26

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

**Basic data trade visitors**

<b>Total number of visitors</b>	7 374
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<b>Proportion of trade visitors</b>	100%
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<b>Region of residence</b>	%
up to 50 km	9
more than 50 km up to 100 km	6
more than 100 km up to 300 km	44
over 300 km	41

<b>Total Germany</b>	81
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<b>Baden-Württemberg</b>	24	<b>North Rhine-Westphalia</b>	8
<b>Bavaria</b>	40	<b>Rhineland-Palatinate</b>	5
<b>Berlin</b>	1	<b>Saarland</b>	-
<b>Brandenburg</b>	1	<b>Saxony</b>	4
<b>Bremen</b>	1	<b>Saxony-Anhalt</b>	-
<b>Hamburg</b>	1	<b>Schleswig-Holstein</b>	1
<b>Hesse</b>	7	<b>Thuringia</b>	5
<b>Mecklenburg-West Pommern</b>	-		
<b>Lower Saxony</b>	2		

<b>Total Foreign</b>	19
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<b>of which</b>	EU	57
	Rest of Europe	26
	South-, East-, Central Asia	13
	other countries	4

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

<b>Switzerland</b>	%
Switzerland	20
Austria	14

**Position in the company/organization**

<b>Entrepreneur, partner, self-employed</b>	%
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	6
Department head, group head	3
Other salaried staff/public service	24
Skilled worker	29
Lecturer, teacher, scientific assistant	7
Trainee	8
Other position	1
Student	1
Student	12

**Frequency of visits to trade fair**

<b>2009</b>	%
2008	27
2007	26
2006	18
Earlier events	14
First visit	13
First visit	50

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	61
Wholesale/foreign trade	1
Retail trade	1
Import/export	2
Service	10
Public administration	1
Teaching, research	10
Other	2
Student	11

**Influence on purchasing/procurement decisions**

<b>Decisively</b>	%
Collectively	23
In an advisory capacity	39
No	21
Student	5
Student	11

**Area of responsibility**

<b>Management</b>	%
Research/development/design	15
Planning/work preparation	53
Manufacture/production	5
Production, quality control	7
Buying/procurement	7
Finance/accounting, controlling	6
Information, communication technology (EDP)	3
Administration/organization/personnel/ social welfare/training	-
Marketing/sales/advertising/PR	2
Storage/material management/logistics/ transport	16
Maintenance/repairs	1
Other area	5
Student	2
Student	11

**Size of company/organization:**

<b>Number of employees:</b>	%
1- 4	9
5- 9	5
10- 49	16
50- 99	7
100-199	7
200- 499	7
500- 999	9
1 000- 9 999	17
10 000 and more	14
Student	11

**Length of stay**

<b>1. Length of stay (days):</b>	%
one	82
two	16
three	2

2. Average length of stay 1,2 days

<b>3. Share of visitors on the event's days:</b>	%
1st day	41
2nd day	49
3rd day	30

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>	99%
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<b>Region of residence</b>	%
up to 50 km	7
more than 50 km up to 100 km	5
more than 100 km up to 300 km	38
over 300 km	50

<b>Total Germany</b>	75
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<b>Baden-Württemberg</b>	30	<b>North Rhine-Westphalia</b>	9
<b>Bavaria</b>	26	<b>Rhineland-Palatinate</b>	6
<b>Berlin</b>	2	<b>Saarland</b>	1
<b>Brandenburg</b>	-	<b>Saxony</b>	1
<b>Bremen</b>	-	<b>Saxony-Anhalt</b>	5
<b>Hamburg</b>	-	<b>Schleswig-Holstein</b>	13
<b>Hesse</b>	13	<b>Thuringia</b>	2
<b>Mecklenburg-West Pommern</b>	1		2
<b>Lower Saxony</b>	3		

<b>Total Foreign</b>	25
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<b>of which</b>	EU	58
	Rest of Europe	30
	Other	13

**The country with the highest visitor shares**

<b>Switzerland</b>	%
Switzerland	23

**Position in the company/organization**

<b>Entrepreneur, partner, self-employed</b>	%
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	5
Department head, group head	24
Other salaried staff/public service	6
Foreman, master craftsman	26
Skilled worker	2
Lecturer, teacher, scientific assistant	6
Trainee	4
Other position	1
Student	3
Student	14

**Frequency of visits to trade fair**

<b>2008</b>	%
2007	27
2005	27
2005	11
2004	11
2004	8
Earlier events	7
First visit	7
First visit	64

\*) individual number of visitors not available, combined with POWTECH (18 381 visitors)

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	61
Skilled trades	2
Wholesale/foreign trade	2
Engineer's and planning office	6
Service companies	5
Authority/public services	1
Teaching (polytechnic/university/college)	2
Research	5
Other	2
Student	14

**Influence on purchasing/procurement decisions**

<b>Decisively</b>	%
Collectively	20
In an advisory capacity/organisation	34
No	24
Student	8
Student	14

**Area of responsibility**

<b>Management</b>	%
Research/development/design	16
Planning/work preparation	26
Manufacture/production	12
Production, quality control	17
Buying/procurement	4
Finance/accounting, controlling	6
Information, communication technology (EDP)	1
Administration/organisation/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	-
Storage/material management/logistics/ transport	16
Maintenance/repairs	1
Other area	9
Student	3
Student	14

**Size of company/organisation:**

<b>Number of employees:</b>	%
1- 4	4
5- 9	3
10- 49	15
50- 99	6
100-199	10
200- 499	15
500- 999	9
1 000- 9 999	12
10 000 and more	11
Student	14

**Length of stay**

<b>1. Length of stay (days):</b>	%
one	76
two	21
three	3

2. Average length of stay 1,3 days

<b>3. Share of visitors on the event's days:</b>	%
1st day	34
2nd day	36
3rd day	57

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

## Spielwarenmesse → Nürnberg

## Basic data trade visitors

<b>Total number of visitors</b>	<b>76 220</b>
<b>Proportion of trade visitors</b>	<b>82%</b>
<b>Region of residence</b>	%
up to 50 km	13
more than 50 km up to 100 km	6
more than 100 km up to 300 km	24
over 300 km	57
<b>Total Germany</b>	<b>55</b>
Baden-Württemberg	18
Bavaria	51
Berlin	2
Brandenburg	1
Bremen	2
Hamburg	4
Hesse	4
Mecklenburg-West Pomerania	1
Lower Saxony	4
<b>Total Foreign</b>	<b>45</b>
of which EU	67
Rest of Europe	11
Africa	3
North America	4
South and Central America	5
Middle East	6
South-, East-, Central Asia	1
Australia	4
<b>The five countries with the highest visitor shares</b>	%
Netherlands	8
France	7
Italy	7
Czech Republic	5
Austria	5
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	47
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	11
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	3
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2009	42
2008	38
2007	30
2006	26
Earlier events	22
First visit	36

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	18
more than 50 km up to 100 km	6
more than 100 km up to 300 km	25
over 300 km	51
<b>Total Germany</b>	<b>61</b>
Baden-Württemberg	15
Bavaria	58
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	4
Mecklenburg-West Pomerania	1
Lower Saxony	3
<b>Total Foreign</b>	<b>39</b>
of which EU	67
Rest of Europe	11
Africa	3
North America	3
South and Central America	5
Middle East	6
South-, East-, Central Asia	1
Australia	3
<b>The five countries with the highest visitor shares</b>	%
Italy	8
Netherlands	7
France	7
Austria	6
Czech Republic	5
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	40
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	3
Department head, group head	12
Other salaried staff/public service	13
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	4
Housewife/man	1
Old-age pensioner	2
Student	4
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2009	40
2008	36
2007	29
2006	25
Earlier events	21
First visit	39

## Additional data trade visitors

<b>Economic sector</b>	%
Wholesale/foreign trade	21
Retail trade/specialist trade	37
Department stores, mail order	4
Skilled trades	3
Services, professions, institutions	10
Media (radio, television, publishers)	3
Industry	8
Authority/public services	2
Chain stores, specialist stores	1
Discounter	1
Other	5
Student	3
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	49
Collectively	26
In an advisory capacity	13
No	8
Student	3
Other not gainfully employed	2
<b>Area of responsibility</b>	%
Management	44
Research/development/design	8
Planning/work preparation	8
Buying/procurement	33
Finance/accounting, controlling	5
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	30
Sales	30
Manufacture/production	6
Production, quality control	2
Storage/material management/logistics/transport	6
Maintenance/repairs	4
Other area	5
Student	3
Other not gainfully employed	2
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	42
5- 9	13
10- 49	17
50- 99	6
100-199	3
200-499	6
500- 999	2
1 000- 9 999	4
10 000 and more	2
Student	3
Other not gainfully employed	2
<b>Length of stay</b>	%
<b>1. Length of stay (days):</b>	
one	50
two	23
three	14
four	7
five	3
six	2
<b>2. Average length of stay</b>	2,0 days
<b>3. Share of visitors on the event's days:</b>	%
1st day	31
2nd day	38
3rd day	40
4th day	38
5th day	30
6th day	21

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## OBERRHEIN MESSE (2009) → Offenburg

## Basic data private visitors

<b>Total number of visitors</b>	<b>69 712</b>
<b>Proportion of private visitors</b>	<b>93%</b>
<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	1
<b>Total Germany</b>	<b>90</b>
Baden-Württemberg	99
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>10</b>
of which EU	97
Other	3
<b>The country with the highest visitor share</b>	%
France	95
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	7
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	24
Skilled worker	13
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	6
Student	8
Housewife/man	8
Old-age pensioner	16
Other not gainfully employed	3

<b>Frequency of visits to trade fair</b>	%
2008	55
2007	54
2006	47
2005	41
Earlier events	48
First visit	10

## Additional data private visitors

<b>Sex</b>	%
Male	44
Female	56
<b>Age</b>	%
up to 20 years	12
over 20 up to 30 years	12
over 30 up to 40 years	13
over 40 up to 50 years	26
over 50 up to 60 years	21
over 60 up to 70 years	12
over 70 years	4
<b>Net household income</b>	%
up to 900,- EUR	10
more than 900,- EUR up to 1 500,- EUR	14
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	12
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	5
N/A	28
<b>Size of household</b>	%
1 person	10
2 persons	38
3 persons	20
4 persons	22
5 persons and more	10
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	76
no	5
maybe	20
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	27
no	21
maybe	53

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## Basic data trade visitors

<b>Total number of visitors</b>	<b>3 746</b>
<b>Proportion of trade visitors</b>	<b>27%</b>
<b>Region of residence</b>	%
up to 50 km	64
more than 50 km up to 100 km	15
more than 100 km up to 300 km	19
over 300 km	3
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	91
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	3
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>
of which EU	100
<b>The country with the highest visitor share</b>	%
France	100
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	9
Other salaried staff/public service	14
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	5
Other position	7
Student	6
Other not gainfully employed	7
<b>Frequency of visits to trade fair</b>	%
2009	50
2008	44
2007	41
2006	34
Earlier events	31
First visit	18

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>73%</b>
<b>Region of residence</b>	%
up to 50 km	74
more than 50 km up to 100 km	13
more than 100 km up to 300 km	9
over 300 km	5
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	93
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>2</b>
of which EU	71
Rest of Europe	29
<b>The three countries with the highest visitor shares</b>	%
France	57
Switzerland	29
Netherlands	14
<b>Position in the company/organization</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	11
Other salaried staff/public service	33
Skilled worker	9
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	3
Housewife/man	4
Old-age pensioner	15
Student	7
Other not gainfully employed	-
<b>Frequency of visits to trade fair</b>	%
2009	40
2008	39
2007	33
2006	23
Earlier events	16
First visit	34

## Basic data all visitors

<b>Region of residence</b>	%
up to 50 km	71
more than 50 km up to 100 km	13
more than 100 km up to 300 km	11
over 300 km	4
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	93
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>2</b>
of which EU	75
Rest of Europe	25
<b>The three countries with the highest visitor shares</b>	%
France	63
Switzerland	25
Netherlands	13
<b>Position in the company/organization</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	11
Other salaried staff/public service	28
Skilled worker	9
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	4
Housewife/man	3
Old-age pensioner	11
Student	6
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2009	42
2008	40
2007	35
2006	26
Earlier events	20
First visit	30

## Additional data trade visitors

<b>Economic sector</b>	%
Wine growing	26
Distillery business	10
Catering/hotels	14
Specialist wine dealers	6
Retail trade	8
Marketing	2
Other sectors	18
Student	6
Other not gainfully employed	7
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	25
In an advisory capacity	24
No	11
Student	7
Other not gainfully employed	7
<b>Area of responsibility</b>	%
Management	30
Research/development/design	1
Planning/work preparation	10
Manufacture/production	13
Production, quality control	4
Buying/procurement	15
Finance/accounting, controlling	3
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	6
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	2
Maintenance/repairs	2
Other area	21
Student	6
Other not gainfully employed	7
<b>Size of company/organization:</b>	%
Number of employees:	%
1- 4	37
5- 9	16
10- 49	17
50- 99	6
100-199	3
200-499	3
500- 999	1
1 000- 9 999	4
10 000 and more	3
Student	6
other not gainfully employed	7
<b>Length of stay</b>	%
1. Length of stay (days):	%
one	95
two	5
2. Average length of stay	1,0 days
3. Share of visitors on the event's days:	N/A

## Additional data private visitors

<b>Sex</b>	%
Male	58
Female	42
<b>Age</b>	%
up to 20 years	5
over 20 up to 30 years	17
over 30 up to 40 years	14
over 40 up to 50 years	21
over 50 up to 60 years	23
over 60 up to 70 years	15
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	9
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	16
more than 5 000,- EUR	11
N/A	19
<b>Size of household</b>	%
1 person	11
2 persons	44
3 persons	22
4 persons	17
5 persons and more	6
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	%
yes	48
no	17
maybe	35
<b>Follow-up business</b>	%
Intend to buy at later date	%
yes	57
no	7
maybe	36
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

## DLG-Feldtage → Springe-Mittelrode

## Basic data trade visitors

<b>Total number of visitors</b>	<b>21 627</b>
<b>Proportion of trade visitors</b>	<b>97%</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	36
over 300 km	37
<b>Total Germany</b>	<b>93</b>
Baden-Württemberg	6
Bavaria	13
Berlin	-
Brandenburg	2
Bremen	-
Hamburg	-
Hesse	10
Mecklenburg-West Pommern	2
Lower Saxony	36
<b>Total Foreign</b>	<b>7</b>
of which EU	83
Rest of Europe	15
other countries	2
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	48
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff/public service	11
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	5
Student	3
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2008	37
2006	28
Earlier events	43
First visit	39

## Additional data trade visitors

<b>Economic sector</b>	%
Agricultural business, company	64
Service supply agency	2
Agricultural contractors, agricultural machinery	8
Industry	8
Consulting, other services	7
University/polytechnic	3
Authority/public services	2
Other sectors	3
Student	3
Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	47
Collectively	20
In an advisory capacity	12
No	8
Student	10
Other not gainfully employed	10
<b>Area of responsibility</b>	%
Management	17
Research/development/design	15
Planning/work preparation	6
Manufacture/production	5
Production, quality control	1
Buying/procurement	8
Finance/accounting, controlling	3
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	22
Storage/material management/logistics/transport	3
Maintenance/repairs	3
Other area	11
Student	8
Other not gainfully employed	6
<b>Length of stay</b>	%
1. Length of stay (days):	
one	83
two	15
three	1
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	N/A
Conducted by:	Wissler & Partner, Basel

## AMB → Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>86 202</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<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	29
over 300 km	17
<b>Total Germany</b>	<b>89</b>
Baden-Württemberg	72
Bavaria	14
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	4
Mecklenburg-West Pommern	-
Lower Saxony	1
<b>Total Foreign</b>	<b>11</b>
of which EU	54
Rest of Europe	23
South-, East-, Central Asia	16
other countries	6
<b>The five countries with the highest visitor shares</b>	%
Austria	14
Switzerland	13
France	9
Italy	8
Turkey	5
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	4
Department head, group head	15
Other salaried staff/public service	16
Foreman, master craftsman	11
Skilled worker	16
Lecturer, teacher, scientific assistant	2
Trainee	13
Other position	3
Student	7
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2008	44
2006	21
Earlier events	18
First visit	41

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	74
Skilled trades	11
Service	6
Trade companies	4
Training/consulting	3
University, polytechnic, vocational school	9
Other sectors	3
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	17
Collectively	28
In an advisory capacity	25
No	22
Student	7
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	11
Research/development/design	27
Planning/work preparation	10
Manufacture/production	41
Production, quality control	6
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	2
Maintenance/repairs	7
Other area	5
Student	7
Other not gainfully employed	1
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	7
5- 9	5
10- 49	18
50- 99	9
100-199	11
200-499	14
500- 999	9
1 000- 9 999	13
10 000 and more	8
Student	7
other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	85
two	10
three	3
four	1
five	2
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	30
4th day	21
5th day	19
Conducted by:	Landesmesse Stuttgart GmbH, Stuttgart

# CEP CLEAN ENERGY & PASSIVEHOUSE Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>11 207</b>
<b>Proportion of trade visitors</b>	<b>73%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	58
more than 50 km up to 100 km	16
more than 100 km up to 300 km	17
over 300 km	10
<b>Total Germany</b>	<b>95</b>
Baden-Württemberg	85
Bavaria	6
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	1
<b>Total Foreign</b>	<b>5</b>
of which EU	58
other countries	42
<b>Position in the company/organization</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	1
Department head, group head	11
Other salaried staff/public service	16
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	2
Student	15
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	20
2008	12
Erneuerbare Energie/PassivHaus 2007	10
Earlier events	13
First visit	60

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>27%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	59
more than 50 km up to 100 km	23
more than 100 km up to 300 km	14
over 300 km	5
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	87
Bavaria	5
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-Holstein	1
West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organization</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	11
Other salaried staff/public service	29
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	-
Other position	4
Housewife/man	2
Old-age pensioner	14
Student	7
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	14
2008	8
Erneuerbare Energie/PassivHaus 2007	7
Earlier events	13
First visit	68

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	58
more than 50 km up to 100 km	17
more than 100 km up to 300 km	16
over 300 km	8
<b>Total Germany</b>	<b>96</b>
Baden-Württemberg	86
Bavaria	6
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>4</b>
of which EU	58
other countries	42
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	30
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	19
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	2
Housewife/man	1
Old-age pensioner	4
Student	13
Other not gainfully employed	3
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	18
2008	11
Erneuerbare Energie/PassivHaus 2007	10
Earlier events	13
First visit	62

## Additional data trade visitors

<b>Economic sector</b>	<b>%</b>
Public office, authority, ministry	4
Plant construction, industry, production	10
Architect, planner, engineer's office, energy consultant	26
Energy supplies	3
Financing, business promotion, insurance	2
Agriculture and forestry	2
Trade/sales	7
Skilled trades, installation, sanitary/heating/air-conditioning	17
Science, research, development	5
Other sectors	8
Student	15
Other not gainfully employed	3
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	36
Collectively	22
In an advisory capacity	12
No	13
Student	15
Other not gainfully employed	3
<b>Area of responsibility</b>	<b>%</b>
Management	29
Research/development/design	11
Planning/work preparation	22
Manufacture/production	8
Production, quality control	2
Buying/procurement	6
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	10
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	2
Maintenance/repairs	7
Other area	8
Student	15
Other not gainfully employed	3
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	36
5- 9	9
10- 49	10
50- 99	4
100- 199	4
200-499	5
500- 999	2
1 000- 9 999	5
10 000 and more	5
Student	15
other not gainfully employed	3
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	92
two	7
three	1
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	<b>%</b>
1st day	32
2nd day	48
3rd day	29

## Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	77
Female	23
<b>Age</b>	<b>%</b>
up to 20 years	2
over 20 up to 30 years	16
over 30 up to 40 years	20
over 40 up to 50 years	24
over 50 up to 60 years	20
over 60 up to 70 years	13
over 70 years	5
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	4
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	21
more than 3 600,- EUR up to 5 000,- EUR	21
more than 5 000,- EUR	14
N/A	13
<b>Size of household</b>	<b>%</b>
1 person	7
2 persons	37
3 persons	23
4 persons	21
5 persons and more	12
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	14
no	52
maybe	34
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	55
no	10
maybe	35

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## CMT → Stuttgart

## Basic data private visitors

<b>Total number of visitors</b>	<b>206 751</b>
<b>Proportion of private visitors</b>	<b>91%</b>
<b>Region of residence</b>	%
up to 50 km	62
more than 50 km up to 100 km	23
more than 100 km up to 300 km	14
over 300 km	1
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	93
Bavaria	4
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	1
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>1</b>
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	9
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	28
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	3
Housewife/man	5
Old-age pensioner	27
Student	4
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	%
2009	55
2008	42
Earlier events	38
First visit	18

## Additional data private visitors

<b>Sex</b>	%
Male	55
Female	45
<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	7
over 30 up to 40 years	12
over 40 up to 50 years	23
over 50 up to 60 years	24
over 60 up to 70 years	23
over 70 years	8
<b>Net household income</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 2 600,- EUR	9
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	11
more than 5 000,- EUR	8
N/A	43
<b>Size of household</b>	%
1 person	13
2 persons	52
3 persons	14
4 persons	15
5 persons and more	7
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	28
yes	28
no	35
maybe	37
<b>Follow-up business</b>	%
Intend to buy at later date	28
yes	28
no	56
maybe	16

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## FACHDENTAL Südwest → Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>7 389</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Region of residence</b>	%
up to 50 km	48
more than 50 km up to 100 km	26
more than 100 km up to 300 km	24
over 300 km	2
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	92
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	3
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Total Foreign</b>	<b>2</b>
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	2
Department head, group head	4
Other salaried staff/public service	36
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	8
Other position	3
Student	5
<b>Frequency of visits to trade fair</b>	%
2009	56
2008	39
Earlier events	36
First visit	20

## Additional data trade visitors

<b>Economic sector</b>	%
Dentist's practice,- clinic	72
Orthodontics	7
Oral and maxillofacial surgery	4
Dental technology laboratory	13
Dental trade	4
University, polytechnic	3
Other sectors	6
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	35
Collectively	32
In an advisory capacity	23
No	10
<b>Area of responsibility</b>	%
Management	38
Research/development/design	3
Planning/work preparation	12
Manufacture/production	13
Production, quality control	6
Buying/procurement	12
Finance/accounting, controlling	5
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	21
Marketing/sales/advertising/PR	5
Storage/material management/logistics/transport	3
Maintenance/repairs	6
Other area	20
Student	5
<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	27
5- 9	43
10- 49	23
50- 99	1
100- 199	2
200- 499	-
500- 999	2
1 000- 9 999	1
10 000 and more	-
<b>Length of stay</b>	%
1. Length of stay (days):	
one	94
two	6
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	61
2nd day	45

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## Familie &amp; Heim / Int. Mineral &amp;

## Basic data private visitors

<b>Total number of visitors</b>	<b>61 584</b>
<b>Proportion of private visitors</b>	<b>96%</b>
<b>Region of residence</b>	%
up to 50 km	81
more than 50 km up to 100 km	14
more than 100 km up to 300 km	4
over 300 km	1
<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	97
Bavaria	2
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	6
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	37
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	2
Housewife/man	8
Old-age pensioner	25
Student	4
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2009	53
2008	42
Earlier events	44
First visit	20

**Additional data private visitors**

<b>Sex</b>	%
Male	44
Female	56
<hr/>	
<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	16
over 30 up to 40 years	14
over 40 up to 50 years	20
over 50 up to 60 years	19
over 60 up to 70 years	20
over 70 years	7
<hr/>	
<b>Size of household</b>	%
1 person	14
2 persons	52
3 persons	14
4 persons	15
5 persons and more	6
<hr/>	
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	67
no	12
maybe	21
<hr/>	
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	24
no	21
maybe	56
<hr/>	
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>15 683</b>
<hr/>	
<b>Proportion of trade visitors</b>	<b>92%</b>
<hr/>	
<b>Region of residence</b>	%
up to 50 km	17
more than 50 km up to 100 km	14
more than 100 km up to 300 km	28
over 300 km	41
<hr/>	
<b>Total Germany</b>	<b>76</b>
Baden-Württemberg	48
Bavaria	20
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	6
Mecklenburg-West Pommern	-
Lower Saxony	3
<hr/>	
<b>Total Foreign</b>	<b>24</b>
of which EU	60
Rest of Europe	28
other countries	12
<hr/>	
<b>The five countries with the highest visitor shares</b>	%
Switzerland	17
Austria	16
Italy	10
Belgium	6
Denmark	6
<hr/>	
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	5
Department head, group head	13
Other salaried staff/public service	17
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	2
Student	1
Other not gainfully employed	1
<hr/>	
<b>Frequency of visits to trade fair</b>	%
2008	46
2006	20
Earlier events	20
First visit	40

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	14
Skilled trades	15
Service	36
Trade companies	14
Municipality, public service	21
Training/consulting	3
University, polytechnic, vocational school	2
Other sectors	5
<hr/>	
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	38
Collectively	35
In an advisory capacity	18
No	9
<hr/>	
<b>Area of responsibility</b>	%
Management	43
Research/development/design	7
Planning/work preparation	17
Manufacture/production	8
Production, quality control	4
Buying/procurement	14
Finance/accounting, controlling	4
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	9
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	2
Maintenance/repairs	14
Other area	12
Student	1
Other not gainfully employed	1
<hr/>	
<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	21
5- 9	17
10- 49	34
50- 99	10
100-199	7
200-499	7
500- 999	3
1 000- 9 999	2
10 000 and more	1
Student	1
other not gainfully employed	1
<hr/>	
<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	32
2nd day	45
3rd day	39
4th day	16
<hr/>	
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>80 209</b>
<hr/>	
<b>Proportion of trade visitors</b>	<b>96%</b>
<hr/>	
<b>Region of residence</b>	%
up to 50 km	42
more than 50 km up to 100 km	22
more than 100 km up to 300 km	31
over 300 km	5
<hr/>	
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	80
Bavaria	10
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	3
Mecklenburg-West Pommern	-
Lower Saxony	-
<hr/>	
<b>Total Foreign</b>	<b>2</b>
of which EU	73
Rest of Europe	27
other countries	-
<hr/>	
<b>The three countries with the highest visitor shares</b>	%
Italy	24
Switzerland	24
France	18
<hr/>	
<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	33
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	3
Department head, group head	4
Other salaried staff/public service	12
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	12
Other position	2
Student	4
Other not gainfully employed	2
<hr/>	
<b>Frequency of visits to trade fair</b>	%
2008	43
2006	30
Earlier events	24
First visit	37

**Additional data trade visitors**

<b>Economic sector</b>	%
Hotels/guest house	24
Gastronomy, restaurant, franchise systems catering	45
Canteens, cafeteria operators, home and hospital caterers	10
Ice cream parlours	3
Bakery, confectioners, cafe	6
Planning/architecture/interior furnishings	3
Discotheques, bars, trend gastronomy, Scene catering	3
Fast food, snacks, petrol stations	1
Food, drinks trade, trade chain	6
Food industry/non-food industry	2
Colleges, universities, institutes	4
Other	9
<hr/>	
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	34
Collectively	27
In an advisory capacity	18
No	14
Student	4
Other not gainfully employed	2
<hr/>	
<b>Area of responsibility</b>	%
Management	33
Food & beverage management, purchasing	7
Administration/organization/personnel/social welfare/training	15
Sales and marketing, customer relationship management, banquets	7
Kitchen	29
Pâtisserie, confectionery	5
Wine waiter, bar	4
Service, restaurant	22
Wellness, animation	1
House and buildings technology	3
Other area	8
Student	2
Other not gainfully employed	4
<hr/>	
<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	24
5- 9	18
10- 49	28
50- 99	9
100-199	6
200-499	4
500- 999	2
1 000- 9 999	3
10 000 and more	1
Student	4
other not gainfully employed	2
<hr/>	
<b>Length of stay</b>	%
1. Length of stay (days):	
one	90
two	8
three	1
four	-
five	1
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	19
2nd day	22
3rd day	25
4th day	27
5th day	20
<hr/>	
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	



## INTERVITIS INTERFRUCTA → Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>35 731</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	21
more than 50 km up to 100 km	11
more than 100 km up to 300 km	45
over 300 km	22
<b>Total Germany</b>	<b>81</b>
Baden-Württemberg	53
Bavaria	10
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	5
Mecklenburg-West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>19</b>
of which	
EU	12
Rest of Europe	3
North America	3
other countries	5
<b>The five countries with the highest visitor shares</b>	<b>%</b>
France	28
Austria	26
Switzerland	8
Italy	7
Poland	3
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	56
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	2
Department head, group head	5
Other salaried staff/public service	11
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	1
Student	4
Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2008	55
2006	42
Earlier events	31
First visit	28

<b>Economic sector</b>	<b>%</b>
Farming (incl.wine and fruit-growing)	79
Industry	8
Skilled trades	4
Trade companies	5
Service	4
Training/consulting	2
Authorities, public facilities, associations	3
University, polytechnic, vocational school	3
Other	3
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	46
Collectively	26
In an advisory capacity	13
No	10
Student	4
Other not gainfully employed	2
<b>Area of responsibility</b>	<b>%</b>
Management	66
Research/development/design	6
Planning/work preparation	10
Manufacture/production	47
Production, quality control	10
Buying/procurement	12
Finance/accounting, controlling	8
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	7
Maintenance/repairs	9
Other area	-
Student	4
Other not gainfully employed	2
<b>Size of company/organization:</b>	<b>%</b>
Number of employees:	
1- 4	60
5- 9	10
10- 49	12
50- 99	4
100-199	3
200-499	3
500- 999	-
1 000- 9 999	1
10 000 and more	1
Student	4
Other not gainfully employed	2
<b>Length of stay</b>	<b>%</b>
1. Length of stay (days):	
one	82
two	12
three	4
four	1
five	1
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	<b>%</b>
1st day	22
2nd day	29
3rd day	26
4th day	24
5th day	22
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

## INVEST → Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>14 610</b>
<b>Proportion of trade visitors</b>	<b>28%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	42
more than 50 km up to 100 km	11
more than 100 km up to 300 km	32
over 300 km	15
<b>Total Germany</b>	<b>95</b>
Baden-Württemberg	63
Bavaria	13
Berlin	3
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	8
Mecklenburg-West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>5</b>
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	34
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	2
Housewife/man	1
Old-age pensioner	14
Student	10
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	45
2008	33
First visit	38
Earlier events	25

## Basic data private visitors

<b>Proportion of private visitors</b>	<b>72%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	54
more than 50 km up to 100 km	13
more than 100 km up to 300 km	24
over 300 km	9
<b>Total Germany</b>	<b>98</b>
Baden-Württemberg	77
Bavaria	11
Berlin	2
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	4
Mecklenburg-West Pomerania	-
Lower Saxony	1
<b>Total Foreign</b>	<b>2</b>
<b>Position in the company/organization</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	1
Department head, group head	6
Other salaried staff/public service	37
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	2
Housewife/man	1
Old-age pensioner	18
Student	10
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	55
2008	42
Earlier events	31
First visit	28

## Basic data all visitors

<b>Region of residence</b>	<b>%</b>
up to 50 km	51
more than 50 km up to 100 km	13
more than 100 km up to 300 km	26
over 300 km	10
<b>Total Germany</b>	<b>97</b>
Baden-Württemberg	73
Bavaria	11
Berlin	2
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	5
Mecklenburg-West Pomerania	-
Lower Saxony	1
<b>Total Foreign</b>	<b>3</b>
of which	
EU	56
Rest of Europe	44
<b>The country with the highest visitor share</b>	<b>%</b>
Switzerland	41
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	36
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	2
Housewife/man	1
Old-age pensioner	14
Student	10
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	52
2008	40
Earlier events	29
First visit	30

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	7
Trade	4
Bank	32
Insurance	8
Financial services	27
Other service	9
Public authority	4
Training/consulting	2
University, polytechnic, vocational school	8
Other	10

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	20
In an advisory capacity	20
No	23
Student	10
Other not gainfully employed	5

<b>Area of responsibility</b>	%
Management	15
Research/development/design	3
Planning/work preparation	2
Manufacture/production	2
Production, quality control	-
Buying/procurement	1
Finance/accounting, controlling	29
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	-
Maintenance/repairs	2
Other area	11
Student	10
Other not gainfully employed	5

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

<b>Length of stay</b>	%
1. Length of stay (days):	
one	78
two	15
three	7
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	41
2nd day	48
3rd day	29

**Additional data private visitors**

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

<b>Age</b>	%
up to 20 years	2
over 20 up to 30 years	17
over 30 up to 40 years	14
over 40 up to 50 years	27
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	4
more than 900,- EUR up to 1 500,- EUR	6
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	16
more than 5 000,- EUR	11
N/A	28

<b>Size of household</b>	%
1 person	37
2 persons	33
3 persons	13
4 persons	13
5 persons and more	5

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	42
no	21
maybe	37

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	46
no	10
maybe	44

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

**Basic data trade visitors**

<b>Total number of visitors</b>	<b>3 870</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	20
more than 50 km up to 100 km	14
more than 100 km up to 300 km	26
over 300 km	40

<b>Total Germany</b>	<b>70</b>
Baden-Württemberg	54
Bavaria	18
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	5
Mecklenburg-West Pommern	-
Lower Saxony	4
North Rhine-Westphalia	9
Rhineland-Palatinate	3
Saarland	1
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	-
Thuringia	1

<b>Total Foreign</b>	<b>30</b>
of which EU	60
Rest of Europe	26
South-, East-, Central Asia	8
other countries	6

<b>The three countries with the highest visitor shares</b>	%
Switzerland	21
France	17
Italy	9

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	4
Department head, group head	20
Other salaried staff/public service	30
Skilled worker	5
Lecturer, teacher, scientific assistant	8
Trainee	2
Other position	3
Student	7
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2009	17
First visit	83

**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	71
Trade	6
Service	8
Training/consulting	2
University, polytechnic, vocational school	14
Other	6

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	26
Collectively	37
In an advisory capacity	20
No	10
Student	7
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	17
Research/development/design	68
Planning/work preparation	8
Manufacture/production	24
Production, quality control	5
Buying/procurement	7
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	1
Maintenance/repairs	4
Other area	3
Student	7
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	8
5- 9	5
10- 49	18
50- 99	9
100-199	9
200-499	15
500- 999	6
1 000- 9 999	14
10 000 and more	7
Student	7
other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	
one	80
two	10
three	10
2. Average length of stay	1,3 days
3. Share of visitors on the event's days:	%
1st day	31
2nd day	49
3rd day	44

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart



## LogiMAT → Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>19 295</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	30
more than 50 km up to 100 km	15
more than 100 km up to 300 km	32
over 300 km	23
<b>Total Germany</b>	<b>90</b>
Baden-Württemberg	53
Bavaria	20
Berlin	1
Brandenburg	-
Bremen	1
Hamburg	1
Hesse	7
Mecklenburg-West Pomerania	-
Lower Saxony	4
<b>Total Foreign</b>	<b>10</b>
of which EU	64
Rest of Europe	23
other countries	14

## The two countries with the highest visitor shares

Austria	21
Switzerland	19

## Position in the company/organization

Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	9
Department head, group head	36
Other salaried staff/public service	18
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	2
Student	7
Other not gainfully employed	1

## Frequency of visits to trade fair

2009	30
2008	21
Earlier events	16
First visit	55

## Additional data trade visitors

<b>Economic sector</b>	%
Industry	51
Wholesale trade	12
Retail trade	3
Freight forwarders, transport companies	4
Other service	12
Skilled trades	3
Public authority	2
University/college/polytechnic	2
Other sectors	4
Student	7
Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	36
In an advisory capacity	23
No	10
Student	7
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	15
Research/development/design	6
Planning/work preparation	6
Manufacture/production	5
Production, quality control	1
Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	35
Maintenance/repairs	3
Other area	3
Student	7
Other not gainfully employed	1
<b>Size of company/organization:</b>	%
Number of employees:	%
1- 4	7
5- 9	4
10- 49	12
50- 99	8
100- 199	13
200- 499	17
500- 999	8
1 000- 9 999	14
10 000 and more	7
Student	10
Other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	%
one	90
two	7
three	3
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler &amp; Partner, Basel

## MEDIZIN → Stuttgart

## Basic data trade visitors

<b>Total number of visitors</b>	<b>6 051</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	74
more than 50 km up to 100 km	15
more than 100 km up to 300 km	8
over 300 km	3
<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	95
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>1</b>

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	30
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	43
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	7
Other position	2
Student	7
Other not gainfully employed	1

## Frequency of visits to trade fair

2009	39
2008	32
Earlier events	30
First visit	39

## Additional data trade visitors

<b>Economic sector</b>	%
Practice	57
Hospital/clinic	16
Rehabilitation facility/nursing home	2
Medical laboratory/institute	1
Emergency services organizations	2
Association	1
Industry	3
Trade	2
Service	7
Public authorities/Health service	2
Training/consulting	1
University, polytechnic, vocational school	6
Other	5
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	26
In an advisory capacity	22
No	16
Student	7
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	27
Research/development/design	3
Planning/work preparation	7
Manufacture/production	2
Production, quality control	2
Buying/procurement	7
Finance/accounting, controlling	5
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	27
Marketing/sales/advertising/PR	6
Storage/material management/logistics/transport	2
Maintenance/repairs	3
Other area	25
Student	7
Other not gainfully employed	1

<b>Size of company/organization:</b>	%
Number of employees:	%
1- 4	28
5- 9	25
10- 49	15
50- 99	5
100- 199	3
200- 499	4
500- 999	4
1 000- 9 999	7
10 000 and more	1
Student	7
Other not gainfully employed	1

<b>Length of stay</b>	%
1. Length of stay (days):	%
one	87
two	9
three	4
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	36
2nd day	47
3rd day	34

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## O&amp;S

## Basic data trade visitors

<b>Total number of visitors</b>	<b>4 571</b>
<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Region of residence</b>	%
up to 50 km	22
more than 50 km up to 100 km	12
more than 100 km up to 300 km	26
over 300 km	40
<b>Total Germany</b>	<b>79</b>
Baden-Württemberg	50
Bavaria	18
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	5
Mecklenburg-West Pomerania	-
Lower Saxony	3
<b>Total Foreign</b>	<b>21</b>
of which EU	49
Rest of Europe	34
South and Central America	10
other countries	8

## The two countries with the highest visitor shares

Switzerland	25
Austria	14

## Position in the company/organization

Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	6
Department head, group head	26
Other salaried staff/public service	31
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	5

## Frequency of visits to trade fair

2008	26
First visit	74

Additional data trade visitors

<b>Economic sector</b>	%
Trade	8
Manufacturer/Industry	71
Service	16
University, polytechnic, vocational school	7
Other	5

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	40
In an advisory capacity	25
No	9
Student	5

<b>Area of responsibility</b>	%
Management	17
Research/development/design	55
Planning/work preparation	11
Manufacture/production	26
Production, quality control	9
Buying/procurement	10
Finance/accounting, controlling	2
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	17
Storage/material management/logistics/transport	1
Maintenance/repairs	7
Other area	4
Student	5

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	8
5- 9	4
10- 49	18
50- 99	12
100- 199	12
200- 499	17
500- 999	8
1 000- 9 999	10
10 000 and more	6
Student	5

<b>Length of stay</b>	%
1. Length of stay (days):	
one	86
two	10
three	3
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	40
2nd day	39
3rd day	36

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Basic data trade visitors

<b>Total number of visitors</b>	<b>8 374</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	48
more than 50 km up to 100 km	27
more than 100 km up to 300 km	23
over 300 km	2

<b>Total Germany</b>	<b>99</b>
Baden-Württemberg	91
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommern	-
Lower Saxony	-

<b>Total Foreign</b>	<b>1</b>
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<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	5
Department head, group head	11
Other salaried staff/public service	23
Nursing staff for in and out-patient facilities	23
Skilled domestic worker	3
Lecturer, teacher, scientific assistant	2
Trainee	16
Other position	4
Student	3
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2009	29
2006	14
Earlier events	14
First visit	54

Additional data trade visitors

<b>Economic sector</b>	%
Nursing home	52
Old people's facility	4
Hospital	10
Rehabilitation centre	2
Out-patient nursing services	19
Therapy	2
Medical supplies retailer	2
Specialist trade	1
Industry	2
Service	3
Association	1
Public authority	1
University, polytechnic, vocational school	5
Other	7

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	13
Collectively	25
In an advisory capacity	25
No	31
Student	3
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	16
Research/development/design	2
Planning/work preparation	8
Manufacture/production	2
Production, quality control	2
Buying/procurement	6
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	20
Marketing/sales/advertising/PR	3
Storage/material management/logistics/transport	2
Maintenance/repairs	1
Other area	55
Student	3
Other not gainfully employed	2

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	5
5- 9	4
10- 49	26
50- 99	24
100- 199	18
200- 499	7
500- 999	4
1 000- 9 999	5
10 000 and more	1
Student	3
Other not gainfully employed	2

<b>Length of stay</b>	%
1. Length of stay (days):	
one	96
two	3
three	1
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	29

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Basic data private visitors

<b>Total number of visitors</b>	<b>60 116</b>
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<b>Proportion of private visitors</b>	<b>76%</b>
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<b>Region of residence</b>	%
up to 50 km	52
more than 50 km up to 100 km	18
more than 100 km up to 300 km	23
over 300 km	7

<b>Total Germany</b>	<b>95</b>
Baden-Württemberg	80
Bavaria	9
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	3
Mecklenburg-West Pommern	-
Lower Saxony	1

<b>Total Foreign</b>	<b>5</b>
of which	62
EU	36
Rest of Europe	36
other countries	2

<b>The two countries with the highest visitor shares</b>	%
Austria	35
Switzerland	35

<b>Position in the company/organization</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	10
Other salaried staff/public service	21
Skilled worker	12
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	4
Housewife/man	2
Old-age pensioner	15
Student	5
Other not gainfully employed	2

<b>Frequency of visits to trade fair</b>	%
2009	56
2008	38
Earlier events	26
First visit	26

Additional data private visitors

<b>Sex</b>	%
Male	84
Female	16

<b>Age</b>	%
up to 20 years	5
over 20 up to 30 years	10
over 30 up to 40 years	15
over 40 up to 50 years	28
over 50 up to 60 years	22
over 60 up to 70 years	15
over 70 years	4

<b>Net household income</b>	%
up to 900,- EUR	3
more than 900,- EUR up to 1 500,- EUR	4
more than 1 500,- EUR up to 2 000,- EUR	7
more than 2 000,- EUR up to 3 600,- EUR	9
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	20
N/A	32

<b>Size of household</b>	%
1 person	16
2 persons	42
3 persons	16
4 persons	18
5 persons and more	8

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	46
no	23
maybe	31

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	23
no	52
maybe	24

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## südback → Stuttgart

### Basic data trade visitors

<b>Total number of visitors</b>	<b>30 332</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Region of residence</b>	%
up to 50 km	29
more than 50 km up to 100 km	20
more than 100 km up to 300 km	37
over 300 km	14
<b>Total Germany</b>	<b>93</b>
Baden- Württemberg	62
Bavaria	21
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	6
Mecklenburg- West Pomerania	-
Lower Saxony	-
<b>Total Foreign</b>	<b>7</b>
of which EU	65
Rest of Europe	22
other countries	12

### The two countries with the highest visitor shares

Austria	27
Switzerland	18

### Position in the company/organization

Entrepreneur, partner, self-employed	29
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	16
Foreman, master craftsman	10
Skilled worker	10
Lecturer, teacher, scientific assistant	1
Trainee	13
Other position	1
Student	2
Other not gainfully employed	1

### Frequency of visits to trade fair

2008	51
2006	27
Earlier events	31
First visit	31

### Additional data trade visitors

<b>Economic sector</b>	%
Bakery trade	25
Confectioner's trade	8
Baker's/confectioner's trade	48
Bread, cake and pastry industry	7
Other industry	5
Cafe	8
Catering	6
Hotel	1
Retail grocery trade	4
University, polytechnic, vocational school	2
Other sectors	5
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	30
Collectively	29
In an advisory capacity	21
No	18
Student	2
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	31
Research/development/design	6
Planning/work preparation	10
Manufacture/production	42
Production, quality control	10
Buying/procurement	13
Finance/accounting, controlling	7
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	6
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	5
Maintenance/repairs	6
Other area	5
Sales	24
Student	2
Other not gainfully employed	1
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	16
5- 9	18
10- 49	29
50- 99	9
100- 199	9
200-499	8
500- 999	4
1 000- 9 999	3
10 000 and more	1
Student	2
other not gainfully employed	1
<b>Length of stay</b>	%
1. Length of stay (days):	
one	89
two	8
three	2
four	1
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	24
2nd day	35
3rd day	32
4th day	23

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## TV TecStyle Visions → Stuttgart

### Basic data trade visitors

<b>Total number of visitors</b>	<b>7 353</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	12
more than 100 km up to 300 km	36
over 300 km	34
<b>Total Germany</b>	<b>86</b>
Baden- Württemberg	46
Bavaria	19
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	6
Mecklenburg- West Pomerania	1
Lower Saxony	4
<b>Total Foreign</b>	<b>14</b>
of which EU	64
Rest of Europe	30
other countries	6

### The three countries with the highest visitor shares

Austria	34
Switzerland	27
Poland	6

### Position in the company/organization

Entrepreneur, partner, self-employed	63
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	2
Department head, group head	5
Other salaried staff/public service	12
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	1
Student	3

### Frequency of visits to trade fair

2009	45
2006	26
Earlier events	12
First visit	46

### Additional data trade visitors

<b>Economic sector</b>	%
Manufacturer/industry	27
Trade	42
Service	48
University, polytechnic, vocational school	2
Other	5
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	62
Collectively	21
In an advisory capacity	10
No	4
Student	3
<b>Area of responsibility</b>	%
Management	58
Research/development/design	7
Planning/work preparation	16
Manufacture/production	37
Production, quality control	13
Buying/procurement	31
Finance/accounting, controlling	14
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	9
Marketing/sales/advertising/PR	27
Storage/material management/logistics/transport	7
Maintenance/repairs	6
Other area	4
Student	3
<b>Size of company/organization:</b>	%
Number of employees:	
1- 4	59
5- 9	16
10- 49	13
50- 99	4
100- 199	1
200- 499	2
500- 999	1
1 000- 9 999	1
10 000 and more	1
Student	3
<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	35
3rd day	33
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

## VISION

### Basic data trade visitors

<b>Total number of visitors</b>	<b>6 752</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Region of residence</b>	%
up to 50 km	14
more than 50 km up to 100 km	12
more than 100 km up to 300 km	27
over 300 km	48
<b>Total Germany</b>	<b>66</b>
Baden- Württemberg	43
Bavaria	16
Berlin	3
Brandenburg	-
Bremen	1
Hamburg	1
Hesse	10
Mecklenburg- West Pomerania	-
Lower Saxony	4
<b>Total Foreign</b>	<b>34</b>
of which EU	60
Rest of Europe	11
North America	5
South-, East-, Central Asia	18
other countries	6
<b>The five countries with the highest visitor shares</b>	%
Italy	12
France	8
Austria	7
Switzerland	6
Netherlands	6
<b>Position in the company/organization</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	19
Other salaried staff/public service	33
Skilled worker	4
Lecturer, teacher, scientific assistant	6
Trainee	1
Other position	5
Student	8
Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	%
2009	34
2008	30
Earlier events	24
First visit	49



**Additional data trade visitors**

<b>Economic sector</b>	%
Industry	72
Trade	6
Service	12
Training/consulting	3
University, polytechnic, vocational school	17
Other sectors	4

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	41
In an advisory capacity	19
No	8
Student	8
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	14
Research/development/design	87
Planning/work preparation	5
Manufacture/production	10
Production, quality control	8
Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	1
Maintenance/repairs	4
Other area	2
Student	8
Other not gainfully employed	1

<b>Size of company/organization:</b>	
Number of employees:	%
1- 4	11
5- 9	5
10- 49	20
50- 99	10
100-199	9
200-499	9
500- 999	8
1 000- 9 999	12
10 000 and more	7
Student	8
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	33
2nd day	34
3rd day	33

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

**Basic data private visitors**

<b>Total number of visitors</b>	<b>106 630</b>
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<b>Proportion of private visitors</b>	<b>88%</b>
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<b>Region of residence</b>	%
up to 50 km	73
more than 50 km up to 100 km	23
more than 100 km up to 300 km	3
over 300 km	1

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

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	1
Other salaried staff/public service	40
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	1
Student	6
Housewife/man	9
Old-age pensioner	27
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	47
2007	36
Earlier events	84
First visit	10

**Basic data all visitors**

<b>Proportion of trade visitors</b>	<b>12%</b>
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<b>Region of residence</b>	%
up to 50 km	73
more than 50 km up to 100 km	23
more than 100 km up to 300 km	3
over 300 km	1

<b>Total Germany</b>	<b>100</b>
Baden-Württemberg	99
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommern	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

<b>Position in the company/organization</b>	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	1
Other salaried staff/public service	38
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	2
Student	6
Housewife/man	8
Old-age pensioner	25
Other not gainfully employed	1

<b>Frequency of visits to trade fair</b>	%
2008	49
2007	37
Earlier events	84
First visit	10

**Additional data private visitors**

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

<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	10
over 30 up to 40 years	12
over 40 up to 50 years	23
over 50 up to 60 years	22
over 60 up to 70 years	19
over 70 years	9

<b>Net household income</b>	%
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<b>Size of household</b>	%
1 person	9
2 persons	43
3 persons	19
4 persons	21
5 persons and more	9

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	67
no	14
maybe	19

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	6
no	71
maybe	23

Conducted by: Achim Brötz Rechenzentrum Mannheim



## Messe Wächtersbach → Wächtersbach

### Basic data private visitors

<b>Total number of visitors</b>	<b>64 011</b>
<b>Proportion of private visitors</b>	<b>97%</b>
<b>Region of residence</b>	<b>%</b>
up to 50 km	87
more than 50 km up to 100 km	10
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 1
Bavaria	9 Rhineland-
Berlin	- Palatinate -
Brandenburg	- Saarland -
Bremen	- Saxony -
Hamburg	- Saxony-Anhalt -
Hesse	89 Schleswig-
Mecklenburg- West Pomerania	- Holstein -
Lower Saxony	- Thuringia -
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	1
Department head, group head	2
Other salaried staff/public service	35
Skilled worker	10
Lecturer, teacher, scientific assistant	1
Trainee	1
Housewife/man	9
Old-age pensioner	29
Student	2
<b>Frequency of visits to trade fair</b>	<b>%</b>
2009	70
2008	75
Earlier events	86
First visit	9

### Additional data private visitors

<b>Sex</b>	<b>%</b>
Male	49
Female	51
<b>Age</b>	<b>%</b>
up to 20 years	2
over 20 up to 30 years	8
over 30 up to 40 years	13
over 40 up to 50 years	26
over 50 up to 60 years	22
over 60 up to 70 years	20
over 70 years	8
<b>Net household income</b>	<b>%</b>
up to 900,- EUR	2
more than 900,- EUR up to 1 500,- EUR	17
more than 1 500,- EUR up to 2 000,- EUR	17
more than 2 000,- EUR up to 2 600,- EUR	24
more than 2 600,- EUR up to 3 600,- EUR	21
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	6
N/A	6
<b>Size of household</b>	<b>%</b>
1 person	10
2 persons	44
3 persons	20
4 persons	18
5 persons and more	9
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	60
no	15
maybe	25
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	21
no	36
maybe	43

Conducted by: Messe- und Congressberatung  
Dirr, Hamburg

# Registered Events

## Bad Salzuflen

### Messe Ostwestfalen GmbH

kfo - Plastics Processing Fair, Bad Salzuflen  
21.03.-24.03.2012

## Bayreuth

### bbg Betriebsberatungs GmbH

DKM - International Trade Fair for Finance and Insurance Industry, Dortmund  
25.10.-27.10.2011

## Berlin

### Messe Berlin GmbH

International Green Week Berlin - Exhibition for the Food Industry, Agriculture and Horticulture, Berlin  
● 21.01.-30.01.2011

FRUIT LOGISTICA - International Trade Fair for Fruit and Vegetable Marketing, Berlin  
● 09.02.-11.02.2011

ITB Berlin - THE WORLD'S LEADING TRAVEL TRADE SHOW®, Berlin  
● 09.03.-13.03.2011

WASSER BERLIN INTERNATIONAL - International Trade Fair and Congress - Water and Wastewater, Berlin  
● 02.05.-05.05.2011

CMS - Cleaning. Management. Services. - International Trade Fair and Congress, Berlin  
● 20.09.-23.09.2011

Import Shop Berlin - A world full of beauty, Berlin  
● 09.11.-13.11.2011

bautec - International Trade Fair for Building and Construction Technology with Build IT and Solarenergy, Berlin  
● 21.02.-25.02.2012

InnoTrans - International Trade Fair for Transport Technology - Innovative Components - Vehicles - Systems, Berlin  
● 18.09.-21.09.2012

belektro - Trade fair for Electrical Engineering, Electronics and Lighting, Berlin  
17.10.-19.10.2012

## Bielefeld

### Clarion Survey GmbH

ZOW - Annual Fair for Components and Accessories for Furniture and Interior Design, Bad Salzuflen  
14.02.-17.02.2011

ZOW Istanbul - International Exhibition of Components and Accessories for the Furniture Industry, Istanbul  
15.09.-18.09.2011

FMB - The Supplier Show for the Machinery Industry, Bad Salzuflen  
09.11.-11.11.2011

Focus Küche & Bad - International Exhibition for Kitchen and Bath Equipment, Enger/Hiddenhausen  
September 2012

## Bremen

### Fachausstellungen Heckmann GmbH

CARAVAN - Motor Caravans and Supplies Trade Exhibition, Bremen  
04.11.-06.11.2011

### WFB Wirtschaftsförderung Bremen GmbH

Bremen Classic Motorshow - Classic vehicle fair, Bremen  
04.02.-06.02.2011

BOATFIT - boats ...Enjoy their charm - maintain their value, Bremen  
25.02.-27.02.2011

RAD + OUTDOOR - bike.market.future., Bremen  
12.03.-13.03.2011

waste to energy + recycling - International Exhibition & Conference for Energy from Waste and Biomass, Bremen  
18.05.-19.05.2011

HanseLife - Regional Consumer Goods Exhibition, Bremen  
10.09.-18.09.2011

ReiseLust - The tourism fair in Bremen  
04.11.-06.11.2011

fish international - International Trade Fair for Fish and Seafood: Trading Market, Processing, Logistics, Point of Sale, Bremen  
12.02.-14.02.2012

## Chemnitz

### Event- und Messegesellschaft Chemnitz mbH

Baumesse Chemnitz - Trade fair of construction  
04.02.-06.02.2011

mtex - International Trade Fair & Symposium for Textiles and Composites in Vehicle Transportation; LIMA - International Trade Fair & Symposium for Lightweighting in Machinery and Plant Industry, Chemnitz  
08.05.-10.05.2012

SIT - Saxon Industry and Technology Trade Fair, Chemnitz  
27.-29.06.2012

## Dortmund

### Messe Westfalenhallen Dortmund GmbH

ELEKTROTECHNIK - Leading Trade Fair for the Electrical and Electronics Industries, Dortmund  
14.09.-17.09.2011

Inter-tabac - International Trade Fair for Tobacco Products and Smoking Accessories, Dortmund  
23.09.-25.09.2011

## Dresden

### MESSE DRESDEN GmbH

aktiv + vital / bike + outdoor - Fair for Health and Wellness, Dresden  
25.03.-27.03.2011

Dresdner Ostern - Garden, Pet and Handicraft Fair with International Orchid-Exhibition, Dresden  
14.04.-17.04.2011

PIETA - Funeral and Cemetery Equipment Trade Fair, Dresden  
27.05.-29.05.2011

### TMS Messen - Kongresse - Ausstellungen GmbH

Dresdner ReiseMarkt - Dresden Travel Market  
28.01.-30.01.2011

Touristik & Caravaning International Leipzig with abgefahren - Tourism and bicycle fair, Leipzig  
16.11.-20.11.2011

## Düsseldorf

### Messe Düsseldorf GmbH

boot-Düsseldorf - International Boat Show, Düsseldorf  
● 22.01.-30.01.2011

EuroShop - The Global Retail Trade Fair, Düsseldorf  
● 26.02.-02.03.2011

GDS - International Event for Shoes & Accessories Düsseldorf  
● 16.03.-18.03.2011

GLOBAL SHOES - leading trade show for sourcing, Düsseldorf  
16.03.-18.03.2011

BEAUTY INTERNATIONAL DÜSSELDORF - The No.1 Trade Fair for Cosmetics, Nail, Foot and Wellness Professionals, Düsseldorf  
● 18.03.-20.03.2011

TOP HAIR INTERNATIONAL - Trend & Fashion Days DÜSSELDORF. Trade Fair-Show-Congress for the International Hairdressing Industry, Düsseldorf  
● 19.03.-21.03.2011

ProWein - International Trade Fair Wines and Spirits, Düsseldorf  
● 27.03.-29.03.2011

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 InSteel and EMC, Düsseldorf  
● 28.06.-02.07.2011

NEWCAST - International Trade Fair for Precision Castings, Düsseldorf  
● 28.06.-02.07.2011

THERMPROCESS - International Trade Fair and Symposium for Thermo Process Technology, Düsseldorf  
● 28.06.-02.07.2011

CARAVAN SALON DÜSSELDORF - The No. 1 Show for motor homes and caravans, Düsseldorf  
● 26.08.-04.09.2011

TourNatur - Hiking and Trekking exhibition, Düsseldorf  
● 02.09.-04.09.2011

GDS - International Event for Shoes & Accessoires Düsseldorf  
● 07.09.-09.09.2011

# Registered Events

- GLOBAL SHOES - leading trade show for sourcing, Düsseldorf  
07.09.-09.09.2011
- REHACARE INTERNATIONAL - International Trade Fair and Congress. Rehabilitation - Care - Prevention - Integration - Care, Düsseldorf  
● 21.09.-24.09.2011
- A + A - Safety, Security and Health at Work. International Trade Fair with Congress and Special Events, Düsseldorf  
● 18.10.-21.10.2011
- MEDICA - World Forum for Medicine - International Exhibition and Conference.(With COMPAMED International Trade Fair. High tech solutions for medical technology) , Düsseldorf  
● 16.11.-19.11.2011
- EuroCIS - Europe's leading Trade Fair for IT and Security in Retail, Düsseldorf  
● 28.02.-02.03. 2012
- METAV - The International Fair for Manufacturing Technology and Automation, Düsseldorf  
● 28.02.-03.03.2012
- Tube - International Tube and Pipe Trade Fair, Düsseldorf  
● 26.03.-30.03.2012
- wire - International Wire and Cable Trade Fair, Düsseldorf  
● 26.03.-30.03.2012
- drupa - print media messe - world market print media, publishing & converting, Düsseldorf  
● 03.05.-16.05.2012
- InterCool - International Trade Fair Frozen Food, Ice Cream, Technology, Düsseldorf  
● 23.09.-26.09.2012
- InterMeat - International Trade Fair Meat and Sausage, Düsseldorf  
● 23.09.-26.09.2012
- InterMopro - International Trade Fair Dairy Products, Düsseldorf  
● 23.09.-26.09.2012
- hogatec - The No.1 in Technology and Design, International Trade Fair Hotels, Gastronomy, Catering, Düsseldorf  
● 23.09.-26.09.2012
- glasstec - International Trade Fair for glass production - processing - products with solarpeq - International Trade Fair for Solar Production Equipment, Düsseldorf  
● 23.10.-26.10.2012
- K - International Trade Fair No.1 for Plastics + Rubber worldwide, Düsseldorf  
● 16.10.-23.10.2013
- Reed Exhibitions Deutschland GmbH**  
PSI - International Trade Fair for Advertising Specialties, Düsseldorf  
● 12.01.-14.01.2011
- IMA - International Trade Fair for Amusement and Vending Machines, Düsseldorf  
● 18.01.-21.01.2011
- EQUITANA - Equestrian Sports World Fair, Essen  
● 12.03.-20.03.2011
- Aircraft Interiors Expo, Hamburg  
05.04.-07.04.2011
- FIBO - The Leading International Trade Show for Fitness, Wellness and Health, Essen  
14.04.-17.04.2011
- SHOWTECH - International trade show and conference for stage technology, equipment & event services, Berlin  
● 07.06.-09.06.2011
- COMPOSITES EUROPE - European trade fair & forum for composites, technology and applications, Stuttgart  
27.09.-29.09.2011
- viscom düsseldorf - International trade fair for visual communication, technology & design, Düsseldorf  
● 13.10.-15.10.2011
- MODERNER STAAT - Exhibition and Conference, Berlin  
08.11.-09.11.2011
- ALUMINIUM - World Trade Fair & Conference, Düsseldorf  
● 09.10.-11.10.2012
- Erfurt**  
**Messe Erfurt GmbH**  
Reiten-Jagen-Fischen - Exhibition for Riding, Hunting and Fishing, Erfurt  
25.03.-27.03.2011
- Rapid. Tech - Trade fair and user's conference for rapid technology, Erfurt  
24.05.-25.05.2011
- Grüne Tage Thüringen - The agricultural fair - with narotech - Exhibition on renewable resources, Erfurt  
07.09.-09.09.2012
- Haus.Bau.Energie - Exhibition for House building, Living and Modernizing, Erfurt  
16.09.-18.09.2011
- inoga - Trade Fair for the Hotel, Catering and Hospitality Sector with IKA/Culinary Olympics, Erfurt  
06.10.-09.10.2012
- RAM Regio Ausstellungen GmbH**  
Thüringen Ausstellung Erfurt - Handicraft and Consumer Goods Exhibition (with Wedding and Celebration Fair), Erfurt  
26.02.-06.03.2011
- Eschborn**  
**Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH**  
EXPOPHARM - International Pharmaceutical Trade Fair, Düsseldorf  
+ 06.10.-09.10.2011
- Essen**  
**Messe Essen GmbH**  
IPM Essen - International trade fair for plants, technical equipment, floristry, sales promotion, Essen  
25.01.-28.01.2011
- E-world energy & water - International trade fair and congress, Essen  
08.02.-10.02.2011
- Haus Garten Genuss - The spring fair for the whole family, Essen  
09.02.-13.02.2011
- The NRW holiday fair - Travel and tourism, bicycles, fishing, Essen  
23.02.-27.02.2011
- METPACK - International Trade Fair for Metal Packaging, Essen  
10.05.-14.05.2011
- MODE HEIM HANDWERK - The big consumer fair for the whole family, Essen  
05.11.-13.11.2011
- DEUBAU - International Trade Fair for construction, Essen  
10.01.-14.01.2012
- Leben plus Komfort - Trade fair for concepts, technology, products and services, Essen  
10.01.-14.01.2012
- SHK - Trade Fair for Sanitary, Heating, AirConditioning and renewable Energies, Essen  
07.03.-10.03.2012
- REIFEN - No 1 in tires and more, Essen  
05.06.-08.06.2012
- SECURITY - The World Forum for Security & Fire Prevention, Essen  
25.09.-28.09.2012
- SCHWEISSEN & SCHNEIDEN - International Trade Fair Joining Cutting Surfacing, Essen  
16.09.-21.09.2013
- Frankfurt/Main**  
**DLG e.V.**  
AGRITECHNICA - International DLG Exhibition for Agricultural Machinery, Hanover  
● 13.11.-19.11.2011
- DLG-Feldtage - DLG Field Days, Bernburg-Strenzfeld  
19.06.-21.06.2012
- BioEnergy Decentral - Global meeting place for decentralized energy supply, Hanover  
13.11.-16.11.2012
- EuroTier including BioEnergy Decentral - The world's top event for animal production, Hanover  
● 13.11.-16.11.2012

### Messe Frankfurt Exhibition GmbH

Heimtextil - International Trade Fair for Home and Contract Textiles, Frankfurt/Main

- 12.01.-15.01.2011

Christmasworld - Internationale Frankfurter Messe, Frankfurt/Main

- 28.01.-01.02.2011

Creativeworld - The World of Art and Craft Supplies, Frankfurt/Main

- 29.01.-01.02.2011

Paperworld - Internationale Frankfurter Messe, Frankfurt/Main

- 29.01.-01.02.2011

Hair & Beauty - International Trade Fair for the Professional Hairdressing and Hair Cosmetics Industry, Frankfurt/Main

- 30.01.-31.01.2011

Ambiente - Internationale Frankfurter Messe, Frankfurt/Main

- 11.02.-15.02.2011

ISH - The World's Leading Trade Fair. The Bathroom Experience, Building, Energy, Air-conditioning Technology, Renewable Energies, Frankfurt/Main

- 15.03.-19.03.2011

Musikmesse - The International Fair for Musical Instruments, Sheet Music, Music Production and Music Business Connection, Frankfurt/Main

- 06.04.-09.04.2011

Prolight + Sound - The International Fair for Technologies and Services for Events and Entertainment, Frankfurt/Main

- 06.04.-09.04.2011

Techtextil - International Trade Fair for Technical Textiles and Nonwovens - and Material Vision - Materials for Product Development, Design and Architecture, Frankfurt/Main

- 24.05.-26.05.2011

Texprocess - Leading International Trade Fair for Processing Textile and Flexible Materials, Frankfurt/Main

- 24.05.-27.05.2011

Tendence, Frankfurt/Main

- 26.08.-30.08.2011

Light + Building - The world's leading trade fair for Architecture and Technology, Frankfurt/Main

- 15.04.-20.04.2012

Texcare International - World Market for Modern Textile Care, Frankfurt/Main

- 05.05.-09.05.2012

Automechanika - The World's Leading Trade Fair for the Automotive Industry, Frankfurt/Main

- 18.09.-23.09.2012

IFFA - Technology meats Business: No. 1 for processing, packaging, selling, Frankfurt/Main

- 04.05.-09.05.2013

### Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

Intersolar Europe - The World's Largest Exhibition for the Solar Industry, Munich

- 08.06.-10.06.2011

INTER BRUSH - International Trade Fair for Machines, Materials and Accessories of the Brush, Paintbrush, Paintroller and Mop Industries, Freiburg

- 09.05.-11.05.2012

### Fürth

asfc atelier scherer fair consulting gmbh

START Bayern - The fair for successful selfemployment, foundation, franchising and business development, Nuremberg

- 06.05.-07.05.2011

START Nordrhein-Westfalen - The fair for successful selfemployment, foundation, franchising and business development, Essen

- 23.09.-24.09.2011

START Niedersachsen - The fair for successful self-employment, foundation, franchising and business development, Hanover

- Frühjahr 2012

### Groß-Umstadt

KWF - Kuratorium für Waldarbeit und Forsttechnik GmbH

KWF - Expo - Forest Machinery and Innovations DemoFair, Bopfingen

- 13.06.-16.06.2012

### Hamburg

Hamburg Messe und Congress GmbH

REISEN HAMBURG - International Exhibition Tourism & Caravanning, Hamburg

- 09.02.-13.02.2011

INTERNORGA - International Trade Show for the Hotel, Restaurant, Catering, Baking and Confectionery Trades, Hamburg

- 18.03.-23.03.2011

DU UND DEINE WELT - hamburg's shopping and event fair, Hamburg

- 24.09.-03.10.2011

hanseboot - International Boat Show Hamburg

- 29.10.-06.11.2011

NORTEC - Trade Fair for Manufacturing Technology, Hamburg

- 25.01.-28.01.2012

HansePferd Hamburg - International Exhibition for Horse Enthusiasts, Hamburg

- 20.04.-22.04.2012

SMM - Shipbuilding, Machinery & Marine Technology - International Trade Fair Hamburg

- 04.09.-07.09.2012

### Hannover

Deutsche Messe AG

DOMOTEX HANNOVER - The World of Flooring, Hanover

- 15.01.-18.01.2011

CeBIT - Heart of the digital world, Hanover

- 01.03.-05.03.2011

HANNOVER MESSE - The world's most important technology event, Hanover

- 04.04.-08.04.2011

CoilTechnica / HANNOVER MESSE - Leading Trade Fair for Coil Winding, Electric Motor, Generator and Transformer Technology, Hanover

- 04.04.-08.04.2011

ComVac / HANNOVER MESSE - Leading Trade Fair for Compressed Air and Vacuum Technology, Hanover

- 04.04.-08.04.2011

Digital Factory / HANNOVER MESSE - Leading Trade Fair for Integrated Processes and IT Solutions, Hanover

- 04.04.-08.04.2011

Energy / HANNOVER MESSE - Leading Trade Fair for Renewable and Conventional Power Generation, Transmission and Distribution, Hanover

- 04.04.-08.04.2011

Industrial Automation / HANNOVER MESSE - Leading Trade Fair for Process, Factory and Building Automation Systems and Solutions, Hanover

- 04.04.-08.04.2011

Industrial Supply / HANNOVER MESSE - Leading Trade Fair for Industrial Subcontracting and Lightweight Construction, Hanover

- 04.04.-08.04.2011

MDA-Motion, Drive & Automation / HANNOVER MESSE - Leading Trade Fair for Power Transmission and Control, Hanover

- 04.04.-08.04.2011

MicroNanoTec / HANNOVER MESSE - Leading Trade Fair for Microtechnology, Nanotechnology and Laser Micro-Materials Processing, Hanover

- 04.04.-08.04.2011

MobiliTec / HANNOVER MESSE - Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions, Hanover

- 04.04.-08.04.2011

Power Plant Technology / HANNOVER MESSE - Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance, Hanover

- 04.04.-08.04.2011

Research & Technology / HANNOVER MESSE - Leading Trade Fair for R&D and Technology Transfer, Hanover

- 04.04.-08.04.2011

SurfaceTechnology / HANNOVER MESSE - Leading Trade Fair for Surface Technology, Hanover

- 04.04.-08.04.2011

Wind / HANNOVER MESSE - Leading Trade Fair for Wind Generation Technology, Components and Services, Hanover

- 04.04.-08.04.2011



# Registered Events

PROMOTION WORLD - International Trade Fair for Promotional Products and Incentives, Hanover  
04.04.-08.04.2011

CeMAT Hannover - The World's leading Fair for Intralogistics, Hanover  
02.05.-06.05.2011

- LIGNA HANNOVER - World Fair for the Forestry and Wood Industries, Hanover  
30.05.-03.06.2011

EMO - The World of Metalworking, Hanover  
19.09.-24.09.2011

- BIOTECHNICA - Europe's No.1Event in Biotechnology and Life Sciences, Hanover  
11.10.-13.10.2011

O&S - International trade fair for surface treatment & coatings, Stuttgart  
12.06.-14.06.2012

- EuroBLECH - International Sheet Metal Working Technology Exhibition, Hanover  
23.10.-27.10.2012

INTERSCHUTZ - DER ROTE HAHN - International Exhibition for Rescue, Fire Prevention, Disaster Relief, Safety and Security, Hanover

- 08.06.-13.06.2015

## Fachausstellungen Heckmann GmbH

ABF - The Leisure and Sales Exhibition, Hanover  
29.01.-06.02.2011

EnergieSparTage - Energy conservation fair, Hanover  
22.10.-24.10.2011

infa - Information and Sales Exhibition, Hanover  
22.10.-30.10.2011

Pferd & Jagd - Europe's biggest exhibition for equestrian sports, hunting and fishing, Hanover  
01.12.-04.12.2011

## Husum

### Messe Husum HWG mbH & Co. KG

NORD GASTRO & HOTEL - Hotel and Catering Services Exhibition, Husum  
14.02.-15.02.2011

new energy husum - International trade fair for the use of renewable energy sources, Husum  
17.03.-20.03.2011

HUSUM WindEnergy - The Leading Wind Energy Trade Fair, Husum  
18.09.-22.09.2012

## Idar-Oberstein

### Intergem Messe GmbH

INTERGEM - International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein  
30.09.-03.10.2011

## Karlsruhe

### HINTE GmbH

GiardinaKARLSRUHE/Inventa - Garden and Lifestyle, Karlsruhe  
17.02.-20.02.2011

- + INTERGEO - Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Nuremberg  
27.09.-29.09.2011

offerta - The major regional exhibition for a strong region, Karlsruhe  
29.10.-06.11.2011

- + INTERGEO East - Trade Fair and Conference for Landmanagement, Geoinformation, Building Industry, Environment, Istanbul  
Mai 2012

Arbeitsschutz Aktuell - Safety and Health - Trade Fair and Congress, Augsburg  
16.10.-18.10.2012

## Karlsruher Messe- und Kongress-GmbH

LEARNTEC - Leading international trade fair and convention for vocational education, learning and IT, Karlsruhe  
01.02.-03.02.2011

## Kempten

### Kempten Tourismus- und Veranstaltungsservice Allgäuer Festwoche

ALLGÄUER FESTWOCHE - Trade fair - Cultural and sports events - rural tradition exhibition, Kempten  
13.08.-21.08.2011

## Köln

### Koelnmesse Ausstellungen GmbH

- + FARBE - Ausbau & Fassade - Paint - Finishing & Facade, Cologne  
06.03.-09.03.2013

- h+h cologne - International Trade Fair for Creative Handicraft and Hobby Supplies, Cologne  
08.04.-10.04.2011

### Koelnmesse GmbH

- imm cologne - The international furnishing show, Cologne  
18.01.-23.01.2011

- ISM - International Sweets and Biscuits Fair, Cologne  
30.01.-02.02.2011

spoga horse (spring) - International Trade Fair for Equestrian Sports, Cologne  
06.02.-08.02.2011

- Asia-Pacific Sourcing - Products for Home and Garden from Far East, Cologne  
09.03.-11.03.2011

- IDS - International Dental Show, Cologne  
22.03.-26.03.2011

- interzum, Cologne  
25.05.-28.05.2011

- spoga + gafa/spoga horse (autumn) -The garden trade fair, Cologne /International trade fair for equestrian sports, Cologne  
04.09.-06.09.2011

- Eu'Vend - The International Trade Fair for the Vending Industry/with coffeena - International Coffee Fair, Cologne  
08.09.-10.09.2011

- Kind + Jugend - The Trade Show for Kids' First Years, Cologne  
15.09.-18.09.2011

- Anuga - The leading trade fair for the global food industry, Cologne  
08.10.-12.10.2011

- aquanale/FSB - aquanale - International Trade Fair for Sauna.Pool.Ambience. FSB - International Trade Fair for Amenity Areas, Sports and Pool Facilities, Cologne  
26.10.-29.10.2011

ProSweets Cologne - The international supplier fair for the confectionery industry, Cologne  
29.01.-01.02.2012

- Anuga FoodTec - International trade fair for food and drink technology, Cologne  
27.03.-30.03.2012

- INTERNATIONAL HARDWARE FAIR COLOGNE  
04.03.-07.03.2012

- IMB - World of Textile Processing, Cologne  
08.05.-11.05.2012

- ORGATEC - Modern Office & Facility, Cologne  
23.10.-27.10.2012

## Leipzig

### Leipziger Messe GmbH

TerraTec - International Trade Fair for Environmental Technologies and Services, Leipzig  
25.01.-27.01.2011

enertec - International Trade Fair for Energy, Leipzig  
25.01.-27.01.2011

HAUS-GARTEN-FREIZEIT - Leipzig Fair Home - Garden - Leisure - The consumer fair for the whole family/ Central German Handicrafts Fair/Beach & Boat, Leipzig  
12.02.-20.02.2011

CADEAUX Leipzig - Trade Fair for Gifts and Lifestyle Ideas (Spring) , Leipzig  
26.02.-28.02.2011

Z - SUBCONTRACTING FAIR - International trade fair for parts, components, modules and technologies, Leipzig  
01.03.-04.03.2011

therapie Leipzig - Trade Fair and Congress for Therapy, Medical Rehabilitation and Prevention, Leipzig  
10.03.-12.03.2011

CADEAUX Leipzig (Autumn) - Trade Fair for Gifts and Lifestyle Ideas - COMFORTEX, Trade Fair for Interior Design (Autumn) , Leipzig  
03.09.-05.09.2011

MIDORA LEIPZIG - TRADE FAIR FOR WATCHES AND JEWELLERY, Leipzig  
03.09.-05.09.2011

GÄSTE - International Trade Fair for the Restaurant, Hotel and Catering Business, Leipzig  
04.09.-06.09.2011

PFLEGE + HOMECARE LEIPZIG - Trade fair and congress for professional nursing and home care services, Leipzig  
27.09.-29.09.2011

models-hobbies-games. Exhibition for Modelling, Model Railways, Creative Art and Play, Leipzig  
30.09.-03.10.2011

Mitteldeutsches Bauforum - Central German Construction Forum, Leipzig  
12.10.-14.10.2011

SHKG - Exhibition for Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig  
12.10.-14.10.2011

efa - Fair for Building Systems, Electrical Engineering, Air Conditioning and Automation, Leipzig  
12.10.-14.10.2011

ORTHOPÄDIE + REHA-TECHNIK - International Trade Show and World Congress for Prosthetics, Orthotics, Orthopaedic Footwear Technology, Compression Therapy and Rehabilitation Technology, Leipzig  
16.05.-18.05.2012

denkmal - European Trade Fair for Conservation, Restoration and Old Building Renovation, Leipzig  
25.10.-27.10.2012

#### Leipziger Messe International GmbH

LBA - Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg  
25.02.-27.02.2011

#### Lohse-Paarmann GbR

Mittelständischer Unternehmertag - Exhibition of medium sized business, Leipzig  
20.10.2011

#### Lindau-Bodolz

##### Kinold Ausstellungsgesellschaft mbH

Niederbayern-Schau Landshut - Regional Exhibition, Landshut  
01.10.-09.10.2011

Passauer Frühling, DreiländerMesse - Regional Exhibition, Passau  
17.03.-25.03.2012

Messe Hof - Regional Exhibition, Hof  
21.04.-29.04.2012

Neue Messe Rosenheim - Regional Consumer Goods Exhibition, Rosenheim  
Oktober 2012

#### Lörrach

##### Messe Lörrach GmbH

REGIO - Three Countries - one Fair, Lörrach  
19.03.-27.03.2011

#### Magdeburg

##### Messe Magdeburg

##### Ausstellungs- und Tagungszentrum (MVGGM)

MAGDEBOOT - Trade Fair for new and used boats, equipment and water sports, Magdeburg  
11.03.-13.03.2011

AIR MAGDEBURG - trade fair for sport and business aviation, Magdeburg  
31.08.-02.09.2012

#### Mainz

##### RAM Regio Ausstellungen GmbH

Rheinland-Pfalz-Ausstellung - Mainz - Regional Consumer Goods Exhibition  
19.03.-27.03.2011

#### 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  
30.04.-10.05.2011

#### München

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

LogiMAT - International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart  
● 08.02.-10.02.2011

##### GHM Gesellschaft für Handwerksmessen mbH

ELTEC - Trade Fair for Electrical Building, Information and Lighting Technology, Nuremberg  
19.01.-21.01.2011

opti - International Trade Show for Trends in Optics, Munich  
28.01.-30.01.2011

GARTEN MÜNCHEN - Exhibition for Garden Culture and Plants, Munich  
16.03.-22.03.2011

INTERNATIONALE HANDWERKSMESSE - The Leading Trade Fair for the Craft Trades and Medium-Sized Enterprises, Munich  
16.03.-22.03.2011

metall München - metal München, European Specialist Trade Fair for Metalworking in Industry and Trade, Munich  
16.03.-19.03.2011

DACH+HOLZ International - ROOF+TIMBER International Trade Fair for timber construction and interior works, roof and wall, Stuttgart  
+ 31.01.-03.02.2012

IFH/Intherm - Trade Fair for Sanitation, Heating, Air-conditioning, Renewable Energies, Nuremberg  
18.04.-21.04.2012

iba - International Trade Fair World Market for Baking ... everything for Bakers and Confectioners, Munich  
16.09.-21.09.2012

#### Messe München GmbH

BAU - World's Leading Trade Fair for Architecture, Materials, Systems, Munich  
● 17.01.-22.01.2011

ispo - the international sports business network, Munich  
● 06.02.-09.02.2011

f.re.e - The new C-B-R - Leisure and Travel, Munich  
● 23.02.-27.02.2011

inhorgenta - International Trade Fair for Jewellery, watches, design, gemstones and technology, Munich  
● 25.02.-28.02.2011

TRANSPORT LOGISTIC - International exhibition for logistics, mobility, IT and supply chain management, Munich  
● 10.05.-13.05.2011

LASER World of PHOTONICS - International Trade Fair and Congress for Optical Technologies - Components, Systems and Applications, Munich

● 23.05.-26.05.2011

EXPO REAL - International Trade Fair for Commercial Property and Investment, Munich

● 04.10.-06.10.2011

productronica - International trade fair for innovative electronics production, Munich

● 15.11.-18.11.2011

analytica - International Trade Fair for Instrumental Analysis, Laboratory Technology and BioTechnologies with analytica Conference, Munich

● 17.04.-20.04.2012

IFAT ENTSORGA - World's leading Trade Fair for Water, Sewage, Waste and Raw Materials Management, Munich

● 07.05.-11.05.2012

CERAMITEC - Technologies - Innovations - Materials, Munich

● 22.05.-25.05.2012

AUTOMATICA - International Trade Fair for Automation and Mechatronics, Munich

● 12.06.-15.06.2012

GOLF EUROPE - International Trade Fair for Golf, Munich

● September 2012

MAINTAIN - International Trade Fair for Industrial Maintenance, Munich  
16.10.-18.10.2012

electronica - components / systems / applications, Munich

● 13.11.-16.11.2012

bauma - International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, Munich

● 15.04.-21.04.2013

drinktec - World's Leading Fair for Beverage and Liquid Food Technology, Munich

● 16.09.-20.09.2013

# Registered Events

INTERFORST - International Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows, Munich

● Juli 2014

## MunichExpo Veranstaltungen GmbH

MATERIALICA - International Trade Fair for Materials Applications, Surface Technology and Product Engineering, Lightweight Design for new Mobility, Munich  
18.10.-20.10.2011

eCarTec - International Trade Fair for Electric Mobility, Join the eMobility, München  
18.10.-20.10.2011

## Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

EPF - EstrichParkettFliese - International trade fair for floor works, Feuchtwangen  
30.06.-02.07.2011

## easyFairs Deutschland GmbH

easyFairs SCHÜTTGUT - Trade show for solids technologies in processing industries, Dortmund  
18.05.-19.05.2011

## Münster

### Messe und Congress Centrum Halle Münsterland GmbH

IPOMEX - international police meeting and exhibition, Münster  
12.04.-14.04.2011

frühling blumen freizeit - Spring - Flowers and Leisure fair, Münster  
01.02.-05.02.2012

## Nürnberg

### AFAG Messen und Ausstellungen GmbH

HOGA Nürnberg - Trade Fair for Gastronomy, Hotel and Catering, Nuremberg  
16.01.-19.01.2011

Freizeit-Messe Nürnberg - Leisure Fair, Nuremberg  
02.03.-06.03.2011

afa - Consumer Trade Fair for Lifestyle with Building and Living, Augsburg  
02.04.-10.04.2011

Mainfranken-Messe Würzburg - Consumer & Sales Exhibition, Lifestyle, Würzburg  
01.10.-09.10.2011

interlift - International Trade Fair for Elevators, Components & Accessories, Augsburg  
18.10.-21.10.2011

CONSUMENTA Nürnberg - Consumer & Sales Exhibition, Lifestyle with international Trade Fair 'Ideas - Inventions - New Products', Nuremberg  
26.10.-01.11.2011

GrindTec - International Trade Fair for Grinding Technology, Augsburg  
14.03.-17.03.2011

## NürnbergMesse GmbH

BioFach + Vivaness - World Organic Trade Fair / Trade Fair for Natural Personal Care and Wellness, Nuremberg  
16.02.-19.02.2011

embedded world - Exhibition&Conference, Nuremberg  
01.03.-03.03.2011

IWA & OutdoorClassics - High performance in target sports, nature activities, protecting people, Nuremberg  
11.03.-14.03.2011

Werkstätten:Messe - Exhibition of products and services: Workshops for persons with disabilities present their excellence, variety and quality, Nuremberg  
17.03.-20.03.2011

European Coatings SHOW - plus Adhesives, Sealants, Construction Chemicals, Nuremberg  
29.03.-31.03.2011

ALTENPFLEGE - Leading Exhibition for the Care Sector, Nuremberg  
+ 12.04.-14.04.2011

mailingtage - DIALOGUE CONNECTS, Nuremberg  
08.06.-09.06.2011

Stone+tec - International Trade Fair Natural Stone and Stoneprocessing Technology, Nuremberg  
22.06.-25.06.2011

POWTECH + TechnoPharm - International Trade Fair for Mechanical Processing Technologies and Instrumentation + International Trade Fair for Life Science Process Technologies Pharma - Food - Cosmetics, Nuremberg  
11.10.-13.10.2011

Brau Bevale - Raw Materials - Technologies - Logistics - Marketing, Nuremberg  
09.11.-11.11.2011

EUROGUSS - International Trade Fair for Die Casting: Technology, Processes, Products, Nuremberg  
17.01.-19.01.2012

fensterbau/frontale + HOLZ-HANDWERK - International Trade Fair Window, Door and Facade/Technologies, Components, Prefabricated Units + European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts, Nuremberg  
21.03.-24.03.2012

GaLaBau - International Trade Fair for Urban Green and Open Spaces/Design - Construction - Maintenance + PLAYGROUND + Deutsche Golfplatztage, Nuremberg  
12.09.-15.09.2012

FachPack + PrintPack + LogIntern - Trade Fair for Packaging Solutions + Trade Fair for Package Printing and Packaging Supplies Production + Trade Fair for In-Plant Logistics, Nuremberg  
25.09.-27.09.2012

Chillventa - International Trade Fair Refrigeration, Air Conditioning and Ventilation - Heat Pumps, Nuremberg  
10.10.-12.10.2012

## Spielwarenmesse eG

Spielwarenmesse - International Toy Fair Nürnberg  
03.02.-08.02.2011

## Offenbach

### Messe Offenbach GmbH

I.L.M. - International Leather Goods Fair Offenbach - Winter Styles  
● 25.03.-27.03.2011

I.L.M. - International Leather Goods Fair Offenbach - Summer Styles  
● 24.09.-26.09.2011

## Offenburg

### Messe Offenburg-Ortenau GmbH

Badische Weinmesse - Regional Wine Exhibition, Offenburg  
07.05.-08.05.2011

OBERRHEIN MESSE OFFENBURG - Consumer Goods Fair  
24.09.-03.10.2011

## Reutlingen

### REECO GmbH

CEP CLEAN ENERGY & PASSIVEHOUSE - International Trade Fair for Renewable Energy and Passive House, Stuttgart  
10.02.-12.02.2011

RENEXPO® - 12th International Energy trade fair, Augsburg

● 22.09.-25.09.2011

DENEX® - Trade Fair and Conference for Decentralized Energy Systems and Energy Efficient Building and Renovation, Wiesbaden  
17.11.-18.11.2011

## Rostock

### Rostocker Messe- und Stadthallengesellschaft mbH

AutoTrend - Automobile Exhibition Mecklenburg-Western Pomerania, Rostock  
25.03.-27.03.2011

## Stuttgart

### BLICKFANG GmbH

BLICKFANG - Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart  
11.03.-13.03.2011

## Landesmesse Stuttgart GmbH

CMT - Die Urlaubsmesse - The Holiday Exhibition - International exhibition for caravanning, motoring, tourism, with cycling & adventure holidays, hiking, golf & wellness holidays, cruises & ship travel, Stuttgart  
15.01.-23.01.2011

MEDIZIN - Medical trade fair and congress, Stuttgart  
28.01.-30.01.2011

didacta - The Trade Fair for Education and Training, Stuttgart  
22.02.-26.02.2011

RETRO CLASSICS - The whole world of classic automobiles, Stuttgart  
10.03.-13.03.2011

INVEST - The trade fair for institutional and private investors, Stuttgart  
18.03.-20.03.2011

eltefa - Trade fair for electrical engineering and electronics, Stuttgart  
23.03.-25.03.2011

NewCome - Exhibition and state congress about freelancing, Stuttgart  
01.04.-02.04.2011

GARTEN - outdoor ambiente, Stuttgart  
14.04.-17.04.2011

Slow Food - The market for good taste, Stuttgart  
14.04.-17.04.2011

International mineral and fossil exchange, Stuttgart  
15.04.-17.04.2011

FACHDENTAL Leipzig - Show for dental surgeries and laboratories, Leipzig  
16.09.-17.09.2011

SÜFFA - Trade fair for the butchers' trade, Stuttgart  
02.10.-04.10.2011

FACHDENTAL Südwest - Specialist exhibition of the southwest German dental industry, Stuttgart  
14.10.-15.10.2011

südback - Trade fair for the bakery and confectionery trades, Stuttgart  
22.10.-25.10.2011

ANIMAL - Exhibition for pet ownership, Stuttgart  
04.11.-06.11.2011

PFERD STUTTGART - The trade fair for horses and riding, Stuttgart  
04.11.-06.11.2011

VISION - International trade fair for machine vision, Stuttgart  
08.11.-10.11.2011

Stuttgarter MesseHerbst, Stuttgart  
12.11.-20.11.2011

Familie & Heim / Stuttgarter MesseHerbst - South Germany's large shopping and experience exhibition with International mineral and fossil exchange (11-13 Nov. 2011), Stuttgart  
12.11.-20.11.2011

HOBBY & ELEKTRONIK / Stuttgarter MesseHerbst - South Germany's large exhibition for computers and electronics, Stuttgart  
17.11.-20.11.2011

KREATIV- & BASTELWELT / Stuttgarter MesseHerbst - South Germany's largest creative trade fair, Stuttgart  
17.11.-20.11.2011

MODELLBAU SÜD / Stuttgarter MesseHerbst - South Germany's large exhibition for modelmaking and model railways, Stuttgart  
17.11.-20.11.2011

SÜDDEUTSCHE SPIELEMESSE / Stuttgarter MesseHerbst - South Germany's large exhibition for games, Stuttgart  
18.11.-21.11.2011

TV TecStyle Visions - International trade fair for textile printing, embroidery, transfer and flocking, Stuttgart  
02.02.-04.02.2012

INTERGASTRA - International trade fair for hotels, restaurants, catering, confectionery and café with GELATISSIMO, Stuttgart  
11.02.-15.02.2012

R + T - Leading world trade fair for roller shutters, doors / gates and sun protection systems, Stuttgart  
28.02.-03.03.2012

FAIR HANDELN - International exhibition on globally responsible and sustainable trade and activities, Stuttgart  
12.04.-15.04.2012

PFLEGE & REHA - Trade fair for elderly care, nursing and rehabilitation with accompanying congress, Stuttgart  
22.05.-24.05.2012

LASYS - International trade fair laser material processing, Stuttgart  
12.06.-14.06.2012

AMB - International exhibition for metal working, Stuttgart  
18.09.-22.09.2012

interbad - International trade fair for swimming pools, pool and bath technology, saunas, physiotherapy, wellness, Stuttgart  
09.10.-12.10.2012

INTERVITIS INTERFRUCTA - International technology trade fair for wine, fruit, fruit juice and spirits, Stuttgart  
24.04.-27.04.2013

SACHSENBACK - Trade fair for the bakery and confectionery trades, Dresden  
13.04.-15.04.2013

#### Mesago Messe Frankfurt GmbH

Facility Management - Exhibition and Conference, Frankfurt  
22.02.-24.02.2011

SMT/HYBRID/PACKAGING - System Integration in Micro Electronics - International Exhibition and Conference, Nuremberg  
03.05.-05.05.2011

PCIM Europe - Power Electronics, Intelligent Motion and Power Quality - International Exhibition and Conference, Nuremberg  
17.05.-19.05.2011

#### Mesago Messemanagement GmbH

SPS/IPC/DRIVES - System Integration in Micro Electronics - International Exhibition and Conference, Nuremberg  
22.11.-24.11.2011

#### Villingen-Schwenningen

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

Südwest Messe - Trade show for private and commercial equipment, consumer goods, handicraft and agriculture, incl. special sector house build. with show park for housing, Villingen-Schwenningen  
18.06.-26.06.2011

#### Wächtersbach

##### Messe Wächtersbach GmbH

Messe Wächtersbach - Consumer Goods Exhibition, Wächtersbach  
28.05.-05.06.2011

#### Wiesbaden

##### WIRTSCHAFTSGEMEINSCHAFT Zoologischer Fachbetriebe GmbH

Interzoo - International Trade Fair for Pet Supplies, Nuremberg  
17.05.-20.05.2012

#### Wunstorf

##### AMA Service GmbH

SENSOR+TEST - The Measurement Fair - International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nuremberg  
07.06.-09.06.2011

#### Wuppertal

##### HIGH END SOCIETY

HIGH END® - THE BEST SOUND. THE BEST PICTURE., Munich  
19.05.-22.05.2011

#### Hongkong/SVR

##### Hong Kong Trade Development Council

HKTDC Hong Kong Baby Products Fair, Hong Kong/SAR  
10.01.-13.01.2011

HKTDC Hong Kong Toys & Games Fair, Hong Kong/SAR  
● 10.01.-13.01.2011

HKTDC Hong Kong Fashion Week for Fall/Winter, Hong Kong/SAR  
● 17.01.-20.01.2011

Hong Kong International Jewellery Show, Hong Kong/SAR  
● 04.03.-08.03.2011

HKTDC Hong Kong Electronics Fair - Spring Edition, Hong Kong/SAR  
● 13.04.-16.04.2011

HKTDC Hong Kong Houseware Fair, Hong Kong/SAR  
● 20.04.-23.04.2011

HKTDC Hong Kong Gifts & Premium Fair, Hong Kong/SAR  
● 27.04.-30.04.2011

HKTDC Hong Kong Watch & Clock Fair, Hong Kong/SAR  
● 07.09.-11.09.2011

HKTDC Hong Kong Electronics Fair - Autumn Edition, Hong Kong/SAR  
● 13.10.-16.10.2011

# Registered Events

electronicAsia - International Trade Fair for Components, Assemblies and Display Technologies, Hong Kong/SAR

- 13.10.-16.10.2011

HKTDC Hong Kong International Lighting Fair (Autumn Edition), Hong Kong/SAR  
27.10.-30.10.2011

HKTDC Hong Kong Optical Fair, Hong Kong/SAR

- 03.11.-05.11.2011

## Verona

### Ente Autonomo per le Fiere di Verona

SAMOTER - International triennial Earthmoving and Building Machinery Exhibition, Verona

- 02.03.-06.03.2011

VINITALY/SOL/Enolitech - International Exhibition of Wine & Spirits, Olive Oil & Technologies for Viticulture & Oil Production, Quality Extra Virgin Olive Oil Production, Olive Growing, Verona

- 07.04.-11.04.2011

PULIRE - International Exhibition of Machines, Equipment, Products, Systems for Industrial Cleaning, Verona  
24.05.-26.05.2011

ABITARE IL TEMPO - International Exhibition of Furniture, Furnishing and Interior Design, Verona  
15.10.-19.10.2011

MARMOMACC - International Exhibition of Stone, Design and Technology, Verona

- 21.09.-24.09.2011

BUS & BUS Business - International Exhibition of Bus & Coach  
Oktober 2012

Fieragricola - International agri-business show, Verona

- 02.02. - 05.02.2012

EUROCARNE - International Exhibition for the Meat Industry, Verona

- Mai 2012

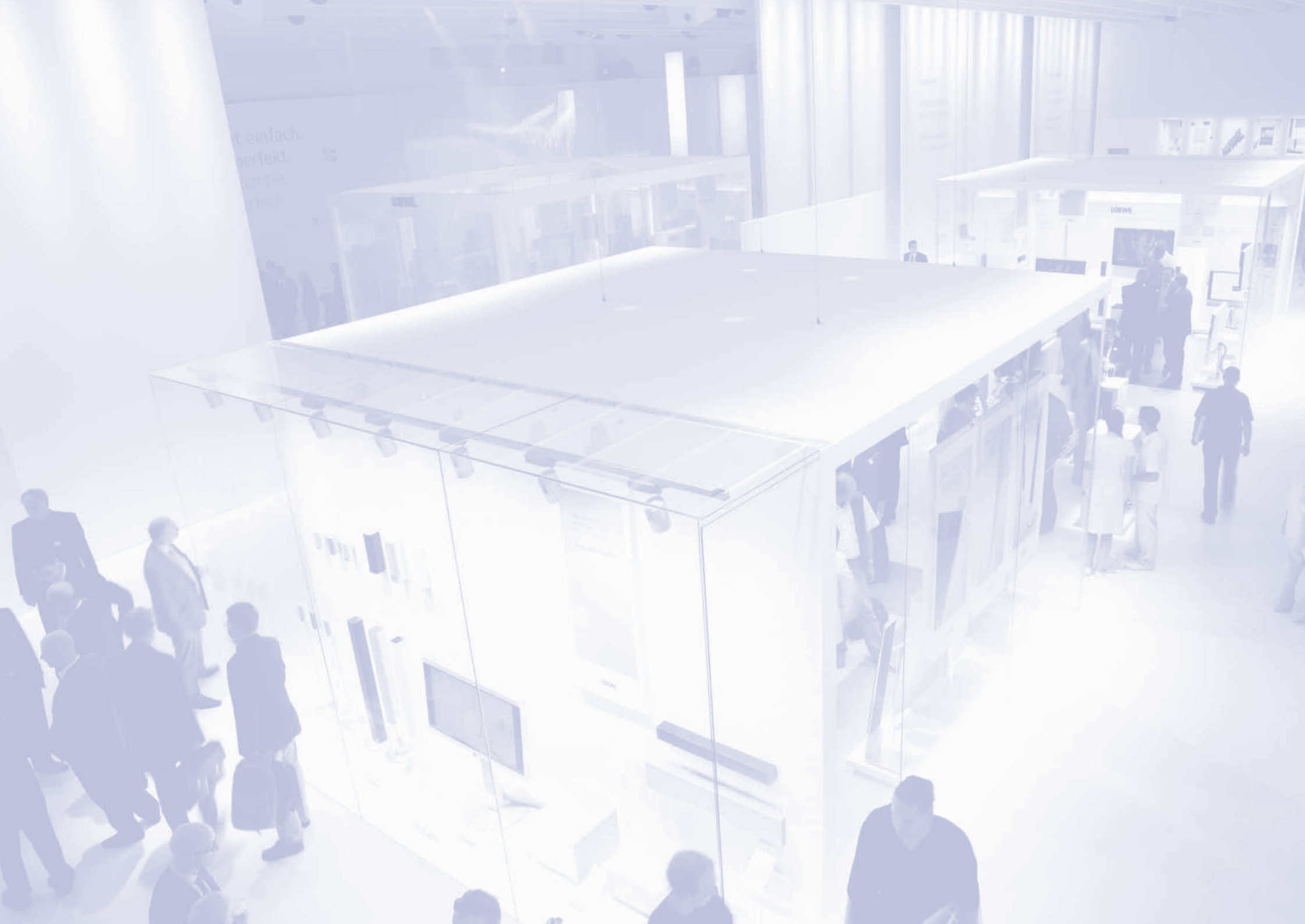
SIAB - International Exhibition for Bakery, Pastry, Confectionery, Fresh Paste and Pizza, Verona  
Mai 2012



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