



Certified Exhibition Data 2011



Publisher:

FKM
Society for Voluntary
Control of Fair and
Exhibition Statistics

Management:

Littenstrasse 9
10179 Berlin · Germany
Phone: 030 24000-0
Fax: 030 24000-340
www.fkm.de
info@fkm.de

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Bergisch Gladbach

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Information on audited
trade fair data
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are available from:

FKM Austria

Verein zur freiwilligen
Kontrolle von Messezahlen
Messeplatz 1
1021 Wien
Austria
Phone: +43 1 72720-0
Fax: +43 1 72720-0443



Certified Exhibition Data Report 2011

www.fkm.de

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The FKM in 2011

In 2011, there was practically no change in the number of exhibitions certified by FKM. German organisers generally remain keen for auditing to be carried out on the exhibitor and visitor statistics of their exhibitions.

WNP Fachmessen GmbH, Munich, became new member of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM). Photon Europe GmbH, Aachen, and Messe Lörrach are no longer members.

Currently 62 organisers in Germany are partners of FKM. In 2011, a total of 201 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 exhibitions certified.

Essentially, every FKM certification takes basic data on exhibitors who have their own stands, exhibitors' 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 exhibitions, 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 more than 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 these analyses are an important instrument aiding preparations, and a means of monitoring success. Statistics on visitor patterns also provide criteria for selecting exhibitions over other marketing instruments.

Since 2012: certification instead of auditing

As of 2012 auditing by FKM is defined as certification, thereby underlining the role of FKM as a voluntary, customer-oriented auditing organisation.

Accordingly, FKM has put together a communications concept which has been implemented since spring 2010. As of early 2012 all members are obliged to comply with the new set of rules, which were agreed in late 2009.

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

FKM has redesigned its website at www.fkm.de. It presents certified exhibitor and visitor statistics and the rules based upon which they have been obtained, offers tips for making use of data and has information on FKM's role as a provider of services for everyone involved with exhibitions.

The logo has been changed and in it, the green checkmark now gives certified, quality trade fair data the thumbs up!

International Exhibition Transparency

FKM and other European auditing companies jointly compiled the brochure entitled Euro Fair Statistics, which since 2010 has been published by the Global Association of the Exhibition Industry (UFI). This task was previously undertaken by FKM. 22 countries have taken part: Austria, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Hungary, Italy, Moldavia, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Turkey and Ukraine.

Out of around 2,250 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.

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 exhibition statistics, in order to secure a uniform basis for exhibition participations worldwide.



Wolfgang Marzin
(Chairman)

FKM Partners

Bad Salzuflen

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

Bayreuth

bbg Betriebsberatungs GmbH
Bindlacher Str. 4
95448 Bayreuth
Tel.: (09 21) 75 75 80, Fax: (09 21) 7 57 58 20
www.bbg-online.de
E-Mail: bbg@bbg-online.de

Berlin

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

Bielefeld

Clarion Events Deutschland GmbH
Mittelstraße 55, 33602 Bielefeld
Tel.: (05 21) 9 65 33-66, Fax: (05 21) 9 65 33-99
www.zow.de
E-Mail: service@clarionsurvey.de

Bremen

WFB Wirtschaftsförderung Bremen GmbH
Geschäftsbereich Messe Bremen
Findorffstraße 101, 28215 Bremen
Tel.: (04 21) 35 05-2 30, Fax: (04 21) 35 05-3 40
www.messe-bremen.de
E-Mail: info@messe-bremen.de

Chemnitz

C³ Chemnitzer Veranstaltungszentren GmbH
Messeplatz 1, 09116 Chemnitz
Tel.: (03 71) 38 03 81 00, Fax: (03 71) 38 03 81 09
www.messe-chemnitz.com
E-Mail: info@messe-chemnitz.com

Dortmund

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

Dresden

Messe Dresden GmbH
Messering 6, 01067 Dresden
Tel.: (03 51) 44 58-0, Fax: (03 51) 44 58-102
www.messe-dresden.de
E-Mail: info@messe-dresden.de

TMS Messen – Kongresse – Ausstellungen GmbH

Bremer Straße 65, 01067 Dresden
Tel.: (03 51) 8 77 85-0, Fax: (03 51) 8 77 85-46
www.tmsmessen.de
E-Mail: info@tmsmessen.de

Düsseldorf

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

Reed Exhibitions Deutschland GmbH

Völklinger Straße 4, 40219 Düsseldorf
Tel.: (02 11) 90 19 10, Fax: (02 11) 90 19 11 23
www.reedexpo.de
E-Mail: info@reedexpo.de

Erfurt

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

RAM Regio Ausstellungs GmbH Erfurt

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

Eschborn

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

Essen

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

Frankfurt/Main

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

Messe Frankfurt GmbH

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

Freiburg

**Freiburg Wirtschaft Touristik und Messe GmbH
& Co. KG, Messe Freiburg**
Hermann-Mitsch-Straße 3, 79108 Freiburg
Tel.: (07 61) 38 81-02, Fax: (07 61) 38 81-30 06
www.messe.freiburg.de
E-Mail: info@messe.freiburg.de

Fürth

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

Groß-Umstadt

KWF GmbH
Spremberger Straße 1
64820 Groß-Umstadt
Tel.: (0 60 78) 7 85-31 (-0)
Fax: (0 60 78) 7 85-39 (-50)
www.kwf-online.de
E-Mail: info@kwf-online.de

Hamburg

Hamburg Messe und Congress GmbH
Messeplatz 1, 20357 Hamburg
Tel.: (0 40) 35 69-0, Fax: (0 40) 35 69-21 80
www.hamburg-messe.de
E-Mail: info@hamburg-messe.de

Hannover

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

Fachausstellungen Heckmann GmbH

Hannover/Bremen
Postfach 26 65, 30026 Hannover
Tel.: (05 11) 89-3 04 00, Fax: (05 11) 89-3 04 01
www.heckmannmbh.de
E-Mail: info@fh.messe.de

Husum

**Husumer Wirtschaftsgesellschaft mbH & Co.
Messe Husum**
Am Messeplatz 16–18, 25813 Husum
Tel.: (0 48 41) 9 02-0, Fax: (0 48 41) 9 0 22 46
www.messehusum.de
E-Mail: info@messehusum.de

Idar-Oberstein

Intergem Messe GmbH
John-F.-Kennedy-Straße 9, 55743 Idar-Oberstein
Tel.: (0 67 81) 56 87 22 00, Fax: (0 67 81) 56 87 22 72
www.intergem.de
E-Mail: office@intergem.de

Karlsruhe

HINTE GmbH

Bannwaldallee 60, 76185 Karlsruhe
Tel.: (07 21) 93 13 30, Fax: (07 21) 93 13 31 10
www.hinte-messe.de
E-Mail: info@hinte-messe.de

Karlsruher Messe- und Kongress-GmbH

Festplatz 9, 76137 Karlsruhe
Tel.: (07 21) 37 20-0, Fax: (07 21) 37 20-1 16
www.kmkg.de
E-Mail: info@kmkg.de

Kempton

Kempton Tourismus- & Veranstaltungsservice

Allgäuer Festwoche

Rathausplatz 29, 87435 Kempton
Tel.: (08 31) 25 25-4 32, Fax: (08 31) 25 25-3 22
www.festwoche.com
E-Mail: festwoche@kempton.de

Köln / Cologne

Koelnmesse GmbH

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

Koelnmesse Ausstellungen GmbH

Messeplatz 1, 50679 Köln
Tel.: (02 21) 8 21-0, Fax: (02 21) 8 21-34 44
www.koelnmesse-ausstellungen.de
E-Mail: kma@koelnmesse.de

Leipzig

Leipziger Messe GmbH

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

Leipziger Messe International GmbH

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

Lohse - Paarmann - Unternehmertag GbR

Friedrich-List-Platz 1, 04103 Leipzig
Tel.: (03 41) 58 91 00, Fax: (03 41) 5 89 10 14
E-Mail: info@mittelstaendischer-unternehmertag.de

Lindau

Kinold-Ausstellungsgesellschaft mbH

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

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGGM)

Tessenowstr. 9
39114 Magdeburg
Tel.: (03 91) 5934-50, Fax: (03 91) 59 34-5 10
www.mvglm-online.de
E-Mail: info@mvglm.de

Mainz

RAM Regio Ausstellungs GmbH Mainz

Schillerplatz 7, 55116 Mainz
Tel.: (0 61 31) 96 50 41-0
Fax: (0 61 31) 9 65 04 99
www.ram-messe.de
E-Mail: infomainz@ram-gmbh.de

Mannheim

MAG – Mannheimer Ausstellungsgesellschaft mbH

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

Munich

easyFairs Deutschland GmbH

Hilfstraße 54, 80636 München
Tel.: (0 89) 1 27 16 50
Fax: (0 89) 1 27 16 51 11
www.easyfairs.com
E-Mail: deutschland@easyfairs.com

EUROEXPO Messe- und Kongress-GmbH

Joseph-Dollinger-Bogen 9, 80912 München
Tel.: (0 89) 3 23 91-2 49/2 53
Fax: (0 89) 3 23 91-2 46
www.euroexpo.de
E-Mail: info@euroexpo.de

GHM – Gesellschaft für Handwerksmessen mbH

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

Messe München GmbH

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

MunichExpo Veranstaltungs GmbH

Zamdorfer Straße 100, 81677 München
Tel.: (0 89) 3 22 99 10, Fax: (0 89) 32 29 91 19
www.munichexpo.de
E-Mail: info@munichexpo.de

Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

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

WNP Fachmessen GmbH

Wilhelm-Leibl-Platz 5
81479 München
Tel.: (0 89) 41 94 91-15
Fax: (0 89) 41 94 91-30
E-Mail: wetec@wnp.de
www.wetec-messe.de

Münster

Messe und Congress Centrum

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

Nuremberg

AFAG Messen und Ausstellungen GmbH

Messezentrum, 90471 Nürnberg
Tel.: (0911) 9 88 33-0
Fax: (0911) 9 88 33-5 00
www.afag.de,
E-Mail: info@afag.de

NürnbergMesse GmbH

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

Spielwarenmesse eG

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

Offenbach

Messe Offenbach GmbH

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

Offenburg

Messe Offenburg-Ortenau GmbH

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

Reutlingen

REECO GmbH

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

Rheinberg

Messe Niederrhein GmbH

An der Rheinberger Heide 5, 47495 Rheinberg
Tel.: (0 28 43) 9 24-1 00, Fax: (0 28 43) 9 24 1 32
www.messe-niederrhein.de
E-Mail: jupe@messe-niederrhein.de

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH

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

FKM Partners

Stuttgart

Blickfang GmbH

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

MESAGO Messe Frankfurt GmbH

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

MESAGO Messemanagement GmbH

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

Landesmesse Stuttgart GmbH

Messeplatz 1, 70629 Stuttgart
Tel.: (07 11) 1 85 60-0, Fax: (07 11) 1 85 60-24 40
www.messe-stuttgart.de
E-Mail: info@messe-stuttgart.de

Villingen-Schwenningen

Südwest Messe- und Ausstellungs-GmbH (SMA)

Messe 1
78056 Villingen-Schwenningen
Tel.: (0 77 20) 9 74 20, Fax: (0 77 20) 97 42 28
www.suedwest-messe-vs.de
E-Mail: info@suedwest-messe-vs.de

Wächtersbach

Messe Wächtersbach GmbH

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

Wiesbaden

Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF)

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

Wunstorf

AMA Service GmbH

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

Wuppertal

HIGH END SOCIETY MARKETING GMBH

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

Gastmitglieder

Hongkong

Hong Kong Trade Development Council

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

Verona

Ente Autonomo per le Fiere di Verona

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

Vorsitz

Vorsitzender

Wolfgang Marzin
Messe Frankfurt GmbH, Frankfurt

1. Stv.

Egon Galinnis
Messe Essen GmbH, Essen

2. Stv.

Carola Schwensen
Fachausstellungen Heckmann GmbH,
Hannover

Ehren-Vorsitzender

Prof. Dr. Manfred Busche
Berlin

Geschäftsführer

Harald Kötter

Locations



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

Status: May 2012

Auditor's Certificate

A. Audit commission

The Society for the Voluntary Control of Fair and Exhibition Statistics commissioned us to check whether the statistics reported for the registered events conform to FKM's criteria for certifying trade fair and exhibition statistics. 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 certification criteria laid down by FKM. The selection was free of restrictions by the society.

C. Basic legal provisions and documents

The basis for the audit are the Basic rules for certifying trade fair and exhibition statistics of the Society for the Voluntary Control of Fair and Exhibition Statistics (FKM).

D. Result

No objections were raised subsequent to our audit, which was carried out as part of certification by FKM.

Cologne, 15th March 2012

Ernst & Young GmbH
Wirtschaftsprüfungsgesellschaft



Josef Klute
Public accountant

Jörg Brüggemann
Public accountant

→ www.fkm.de



Exhibition Space, Exhibitors, Visitors

Space figures

The exhibitor stand space is broken down according to hall space and outdoor exhibition space, as well as according to space booked 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 exhibitor 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 from their own separate 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

The visitor figures are calculated according to the number of entries to the exhibition. 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 who do not employ admissions monitoring system must supply proof of visitor admission by retaining the ticket counterfoils or through documentation of registrations. The counterfoils of tickets issued by the ticket offices need not be retained as the ticket office takings supply sufficient proof.


FKM Visitors Profile Analyses

The FKM visitors profile analyses are compiled by representative surveys. 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 of 2011 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-Certification

FKM 			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures						
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)						
For the complete titles see pp. 96		Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries										
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign
Augsburg																						
Interlift		2	4	7.251	11.614			18.865	173	19.038	36.100	139	283	422	32			8.538	7.572	16.110 *		
RENEXPO®		1	4	3.969	710	882	40	5.601		5.601	19.600	307	43	350	11			14.409	727	15.136 *		
Bad Salzuflen																						
FMB - The Supplier Show for the Machinery Industry		1	3	6.882	431	12		7.325	300	7.625	14.200	393	28	421	8	13	1	14	3.897	89	3.986	
ZOW - Annual Fair for Components and Accessories for Furniture and Interior Design		1	4	6.351	4.298			10.649		10.649	24.000	275	207	482	30		3	3	9.881	4.544	14.425 *	
Berlin																						
●	CMS- Cleaning, Management, Services		2	4	10.454	1.298	458	20	12.230	484	12.714	24.700	278	76	354	19			15.258	252	15.510 *	
●	FRUIT LOGISTICA		1	3	7.620	48.646			56.266	490	56.756	98.900	241	2.215	2.456	84			15.168	46.242	61.410 *	
●	Import Shop		1	5	3.164	3.021			6.185	304	6.489	18.900	262	275	537	59					38.357 *	
●	International Green Week Berlin		1	10	34.399	13.965			48.364	8.777	57.141	118.400	1.041	593	1.634	57			411.451	12.725	424.176 *	
●	ITB -The World's Leading Travel Trade Show®		1	5	28.604	60.944	341		89.889		89.889	158.200	1.608	5.794	7.402	180	567	2.937	3.504	95.756	31.749	127.505 *
●	Moderner Staat		1	2	3.380	112	9		3.501	424	3.925	8.700	199	4	203	3	15		15	3.427	124	3.551 *
●	SHOWTECH		2	3	6.586	1.485			8.071	996	9.067	17.100	241	69	310	22	8	4	12	5.172	2.192	7.364 *
●	WASSER BERLIN INTERNATIONAL		2	4	12.068	2.299	656	110	15.133	2.976	18.109	48.000	488	176	664	34			18.385	8.222	26.607 *	
Bremen																						
BOATFIT		1	3	2.720	448			3.168	932	4.100	9.000	144	21	165	9			10.785	220	11.005 *		
Bremen Classic Motorshow		1	3	11.500	1.598			13.098	7.473	20.571	39.300	522	58	580	10			36.032	2.879	38.911 *		
CARAVAN		1	3	9.383	72			9.455	355	9.810	14.800	79	2	81	3						22.337 ¹⁾	
CARAVAN / Reiselust		1	3	12.334	417			12.751	717	13.468	24.100	306	28	334	14						29.983	
HanseLife		1	9	17.021	562	1.096		18.679	3.473	22.152	44.700	747	16	763	11						79.972 *	
RAD + OUTDOOR		1	2	5.014	156			5.170	2.717	7.887	15.700	158	7	165	6						12.402 *	
Reiselust		1	3	2.951	345			3.296	362	3.658	9.300	227	26	253	13			17.856	254	18.110 ^{*)}		
Chemnitz																						
Baumesse Chemnitz - Trade fair of construction		1	3	2.952	30	65		3.047	262	3.309	8.400	214	2	216	2	45		45			7.789 *	
Dortmund																						
DKM - Finance and Insurance Industry		1	3	9.300	291			9.591		9.591	23.200	296	18	314	10			12.748	154	12.902		
easyFairs SCHÜTTGUT		1,5	2	4.503	357			4.860		4.860	10.800	262	22	284	10			3.255	248	3.503		
ELEKTROTECHNIK		2	4	15.515	608			16.123	1.150	17.273	44.400	421	22	443	13	12	1	13			22.342 *	
Inter-tabac		1	3	7.450	3.107			10.557	647	11.204	22.600	158	145	303	40	1	1	2	5.695	2.299	7.994 *	
Dresden																						
aktiv+vital / bike+outdoor		1	3	1.725	198			1.923	6.000	7.923	19.000	201	13	214	8						11.993	
Dresdner Ostern - Garden, Pet and Handicraft		1	4	6.163	277	268		6.708	3.712	10.420	19.100	252	14	266	7						36.647	

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry
Recurring names were permitted.

* Visitors Profil Analyses see page 25 ff.

¹⁾ Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust.



Exhibition space figures (sq.m.)

Exhibitor figures

Visitor figures

Exhibitor stand space

Exhibitors

Additionally represented firms

Entries (Explanations see p. 9)

For the complete titles see pp. 96	Interval/Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
			Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Dresdner ReiseMarkt - Travel Market	1	3	7.254	1.352	39	16	8.661	1.843	10.504	18.500	345	131	476	34	54	38	92			28.371 *
PIETA	2	3	2.639	339			2.978	112	3.090	7.000	85	14	99	9						1.364
Düsseldorf																				
● A + A - Safety, Security and Health at Work	2	4	26.953	30.181	155	255	57.544	2.175	59.719	115.100	523	1.073	1.596	54				44.598	15.507	60.105 *
● BEAUTY INTERNATIONAL	1	3	21.644	2.668			24.312	3.880	28.192	75.800	506	99	605	24				43.078	4.053	47.131 *)
BEAUTY INTERNATIONAL / TOP HAIR INTERNATIONAL	1	4	26.101	3.042			29.143	7.480	36.623	101.500	631	115	746	25						72.239
● boot	1	9	45.975	41.383	172		87.530	13.766	101.296	214.200	888	693	1.581	61				213.060	39.381	252.441 *
● CARAVAN SALON	1	10	65.440	17.261	1.193	116	84.010	5.567	89.577	132.600	362	142	504	24				160.164	18.790	178.954 *
CARAVAN SALON/TourNatur	1	10	68.925	17.623	1.193	116	87.857	7.447	95.304	147.400	529	203	732	31						195.414
● EuroShop	3	5	47.434	60.490	22	25	107.971	1.619	109.590	196.700	909	1.127	2.036	53				42.695	64.578	107.273 *
+ EXPOPHARM	1	4	18.604	1.664			20.268	575	20.843	36.900	391	82	473	26	11	2	13	24.472	3.625	28.097
● GDS (Spring)	1	3	16.801	22.606			39.407	4.675	44.082	81.900	316	533	849	39				10.738	11.727	22.465 *)
● GDS (Autumn)	1	3	16.904	22.821			39.725	2.740	42.465	77.800	296	562	858	39				9.704	10.942	20.646 *)
GDS / Global Shoes (Spring)	1	3	16.801	34.101			50.902	4.915	55.817	106.100	316	897	1.213	45						22.637
GDS / Global Shoes (Autumn)	1	3	16.904	22.821			39.725	2.740	42.465	77.800	296	562	858	44						23.520
● GIFA	4	5	22.342	19.317	523		42.182	4.916	47.098	86.000	350	430	780	45				22.890	25.813	48.703 *)
GLOBAL SHOES (Spring)	1	3		11.495			11.495	240	11.735	24.200		364	364	15				3.002	3.837	6.839 *)
GLOBAL SHOES (Autumn)	1	3	24	12.607			12.631	344	12.975	25.700	1	438	439	15				2.535	3.226	5.761 *)
● IMA - Amusement and Vending Machines	1	4	11.901	1.441			13.342	87	13.429	21.000	136	34	170	11	1	13	14	8.240	609	8.849 *
● interpack	3	7	70.632	102.307	364	952	174.255	1.060	175.315	260.900	804	1.899	2.703	59				66.882	98.259	165.141 *
● MEDICA / COMPAMED	1	4	51.616	76.081	216		127.913	910	128.823	261.800	1.423	3.814	5.237	65						130.643 *
● METEC	4	5	9.259	10.638	195	142	20.234	62	20.296	35.900	188	298	486	33				9.581	9.581	19.162 *)
● NEWCAST	2	5	1.552	4.871			6.423	696	7.119	16.900	71	303	374	30				1.996	1.996	3.992 *)
● ProWein	1	3	16.285	24.146			40.431	1.682	42.113	76.700	803	2.832	3.635	46	31	249	280	26.543	12.491	39.034 *
● PSI Messe	1	3	20.089	14.348			34.437	865	35.302	63.000	469	402	871	30				7.534	9.588	17.122 *
● REHACARE INTERNATIONAL	1	4	16.067	6.360			22.427		22.427	55.400	455	292	747	31						47.228 *
● THERMPROCESS	4	5	5.176	4.295	130		9.601	906	10.507	19.200	153	152	305	30				4.391	3.593	7.984 *)
● TOP HAIR INTERNATIONAL	1	3	4.457	374			4.831	3.600	8.431	25.700	125	16	141	10				26.778	2.456	29.234 *)
● TourNatur	1	3	3.485	362			3.847	1.880	5.727	14.800	167	61	228	18				36.858	829	37.687 *)
+ ● viscom düsseldorf	1	3	6.112	2.296	45		8.453	1.568	10.021	20.500	200	106	306	25				8.030	2.029	10.059 *
Erfurt																				
Haus.Bau.Energie - House building, Living and Modernizing	1	3	2.222	18	851	18	3.109	518	3.627	8.050	139	2	141	2						4.734 *
Rapid.Tech	1	2	658	24			682	57	739	2.200	54	2	56	3						1.183 *
Reiten - Jagen - Fischen - Riding, Hunting and Fishing	1	3	5.275	340	272		5.887	1.422	7.309	14.600	178	15	193	9						22.588 *
Thüringen-Ausstellung	1	9	9.594	340			9.934	2.560	12.494	23.000	568	15	583	7	50		50			70.369


+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profile Analyses see page 25 ff. ¹⁾ ascertained by a representative poll ²⁾ Visitor attendance determined by a representative poll in the combination of BEAUTY INTERNATIONAL/TOP HAIR INTERNATIONAL. Recurring names were permitted. ³⁾ Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Recurring names were permitted. ⁴⁾ Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Recurring names were permitted.






For the complete titles see pp. 96	Interval/ Days		Exhibition space figures (sq.m.)						Exhibitor figures						Visitor figures					
			Exhibitor stand space						Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)					
			Halls Domestic	Foreign	Open Air Domestic	Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Essen																				
The NRW holiday fair	1	5	29.619	2.599			32.218	2.591	34.809	73.400	852	158	1.010	25				89.238	901	90.139 *
EQUITANA	2	9	24.998	8.206			33.204	14.214	47.418	95.700	593	227	820	28				150.845	13.117	163.962 *
E-world energy & water	1	3	17.829	3.416			21.245	605	21.850	43.400	461	104	565	19				16.877	2.909	19.786 *
FIBO	1	4	20.836	12.507			33.343	2.578	35.921	75.000	336	196	532	25	14	5	19	51.871	9.880	61.751 *
Haus Garten Genuss - The spring fair for the whole family	1	5	7.503	305			7.808	1.500	9.308	27.500	294	8	302	6				48.048	290	48.338 *
IPM - Plants, technical equipment, floristry, sales promotion	1	4	21.064	22.169			43.233	3.952	47.185	105.000	654	769	1.423	46				32.026	15.703	47.729 *
METPACK	3	5	3.207	6.913			10.120		10.120	17.900	49	179	228	24				2.043	5.077	7.120 *
MODE HEIM HANDWERK - Reg. consumer fair	1	9	11.075	795			11.870	6.730	18.600	51.000	591	33	624	13						137.049 *
START Nordrhein-Westfalen	1	2	1.835	140			1.975	100	2.075	5.700	129	11	140	9	17	1	18			2.518
Feuchtwangen																				
EPF - EstrichParkettFliese - Intern. trade fair for floor works	3	3	3.760	418	3.168	923	8.269	18	8.287	15.000	166	26	192	10	2		2			3.910 *
Frankfurt/Main																				
Ambiente	1	5	68.697	117.218			185.915	1.710	187.625	319.300	1.203	3.239	4.442	85				77.483	67.508	144.991 *
Christmasworld	1	5	23.899	29.806			53.705	1.533	55.238	98.800	265	699	964	40				15.177	16.316	31.493 *)
Creativeworld	1	4	4.485	4.326			8.811	541	9.352	15.700	77	154	231	24				2.599	2.773	5.372 *)
Facility Management	1	3	2.231	37	18		2.286	305	2.591	5.400	111	5	116	4				4.227	120	4.347
Hair & Beauty	1	2	4.052	787			4.839	1.914	6.753	20.800	134	35	169	14				17.732	1.370	19.102 *)
Heimtextil	1	4	26.725	88.278			115.003	4.468	119.471	211.400	342	2.230	2.572	60				25.252	47.819	73.071 *
ISH - The Bathroom Experience	2	5	103.069	63.313	852	956	168.190	1.014	169.204	255.900	1.063	1.319	2.382	54				132.667	70.743	203.410 *
Musikmesse	1	4	18.162	25.702	387	135	44.386	1.700	46.086	105.700	556	948	1.504	50				50.533	24.688	75.221 *)
Paperworld	1	4	19.116	36.800			55.916	1.486	57.402	120.800	373	1.485	1.858	70				19.450	31.588	51.038 *)
ProLight + Sound	1	4	13.819	18.331	215	358	32.723	1.450	34.173	65.700	361	515	876	41				17.255	16.526	33.781 *)
Techtexitil with Material Vision	2	3	10.602	15.784			26.386	686	27.072	50.900	444	782	1.226	50				11.136	13.779	24.915 *)
Tendence	1	5	37.588	32.724			70.312	802	71.114	130.700	848	1.215	2.063	67				40.647	11.515	52.162 *
Texprocess	2	4	7.740	6.382			14.122	420	14.542	41.500	120	206	326	40				4.808	5.655	10.463 *)
Hamburg																				
Aircraft Interiors Expo	1	3	5.046	10.595			15.641	417	16.058	33.300	205	334	539	28				4.864	2.928	7.792
DU UND DEINE WELT - Hamburg's shopping and event fair	1	10	16.907	1.585			18.492	5.898	24.390	45.100	431	66	497	23	1		1	83.461	504	83.965 *
hanseboot	1	9	20.115	7.527	1.103	657	29.402	6.885	36.287	77.900	531	125	656	25				75.132	3.788	78.920 *
INTERNORGA	1	6	47.269	4.997	593	15	52.874	890	53.764	89.100	950	173	1.123	25	13		13	96.738	3.405	100.143 *
REISEN HAMBURG - Tourism & Caravaning	1	5	16.362	2.691	42		19.095	1.873	20.968	45.200	585	201	786	51				64.961	656	65.617 *
Hannover																				
ABF - The Leisure and Sales Exhibition	1	9	33.765	1.025	117		34.907	3.081	37.988	93.600	801	44	845	15						134.117 *
AGRITECHNICA	2	7	130.560	84.562	1.667	1.777	218.566	3.715	222.281	380.200	1.356	1.348	2.704	47	16	34	50	321.536	97.676	419.212 *

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ ascertained by a representative poll

FKM 			Exhibition space figures (sq.m.)							Exhibitor figures					Visitor figures							
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)					
For the complete titles see pp. 96			Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic		Total	from countries		Domestic Foreign Total				
			Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Total
● BIOTECHNICA	2	3	7.884	2.107					9.991	504	10.495	23.400	395	197	592	28			9.314	1.827	11.141	*
● CeBIT	1	5	117.596	38.694	2.155				158.445	8.848	167.293	282.200	1.909	1.703	3.612	69			271.587	50.963	322.550	*
CeMAT	3	5	38.027	26.642	11.778	3.887			80.334	2.329	82.663	146.100	511	500	1.011	39			35.965	17.316	53.281	*
● DOMOTEX	1	4	17.409	65.108					82.517	3.501	86.018	151.500	222	1.097	1.319	60			13.414	23.640	37.054	*
+ EMO	2	6	75.724	100.812					176.536		176.536	286.000	827	1.221	2.048	41			88.846	49.760	138.606	*
● HANNOVER MESSE	1	5	157.513	70.533	1.479				229.525	14.145	243.670	392.700	3.224	3.109	6.333	67			178.148	50.247	228.395	*
Hannover Messe: CoilTechnica	1	5	1.348	1.045					2.393	156	2.549	5.200	48	48	96	13			29.854	12.856	42.710	* ¹⁾
Hannover Messe: ComVac	2	5	6.161	5.380	146				11.687		11.687	21.600	57	116	173	22			32.153	13.069	45.222	* ¹⁾
Hannover Messe: Digital Factory	1	5	3.988	805					4.793		4.793	9.000	156	20	176	13			34.465	10.529	44.994	* ¹⁾
Hannover Messe: Energy	1	5	23.727	12.616	210				36.553	190	36.743	58.300	441	540	981	48			83.018	27.525	110.543	* ¹⁾
Hannover Messe: Industrial Automation	1	5	48.004	8.460	379				56.843	777	57.620	88.300	633	347	980	34			81.687	31.140	112.827	* ¹⁾
Hannover Messe: Industrial Supply	1	5	15.364	15.842					31.206	212	31.418	53.800	579	907	1.486	51			43.217	21.190	64.407	* ¹⁾
Hannover Messe: MDA - Motion, Drive & Automation	2	5	21.394	20.727	174				42.295	87	42.382	72.400	317	777	1.094	41			50.230	23.313	73.543	* ¹⁾
Hannover Messe: MicroNanoTec	1	5	1.353	60					1.413	165	1.578	2.700	56	20	76	9			37.021	7.744	44.765	* ¹⁾
Hannover Messe: MobilTec	1	5	2.748	244	315				3.307	9.000	12.307	14.300	107	17	124	9			39.031	7.105	46.136	* ¹⁾
Hannover Messe: Power Plant Technology	2	5	1.603	177					1.780		1.780	2.500	34	10	44	11			40.285	18.184	58.469	* ¹⁾
Hannover Messe: Research & Technology	1	5	7.930	810	136				8.876		8.876	15.800	304	96	400	23			42.997	11.361	54.358	* ¹⁾
Hannover Messe: Surface Technology	2	5	6.391	932					7.323	168	7.491	12.600	194	57	251	15			37.059	11.132	48.191	* ¹⁾
Hannover Messe: Wind	2	5	7.621	1.916	119				9.656		9.656	13.600	175	54	229	17			69.011	13.440	82.451	* ¹⁾
Infra - Information and Sales Exhibition	1	9	30.941	1.920	616				33.477	2.188	35.665	100.400	1.204	86	1.290	24					205.713	*
● LIGNA	2	5	59.565	51.071	13.929	3.401			127.966	1.600	129.566	225.000	856	867	1.723	48			55.977	32.037	88.014	*
Pferd & Jagd - Equestrian sports, hunting and fishing	1	4	17.718	1.815	28				19.561	10.544	30.105	77.960	695	75	770	21					86.212	*
Promotion World	1	5	1.849	57					1.906	145	2.051	6.300	87	3	90	4			22.689	4.947	27.636	* ¹⁾
Husum																						
New Energy Husum	1	4	5.856	271	524	42			6.693	254	6.947	12.800	202	34	236	14			15.768	2.199	17.967	*
Nord Gastro & Hotel	1	2	4.124	47					4.171		4.171	8.400	178	2	180	3			4.229	58	4.287	*
Idar-Oberstein																						
INTERGEM	1	4	2.433	182					2.615	120	2.735	5.000	132	14	146	11			2.481	604	3.085	
Karlsruhe																						
INVENTA ART OF LIVING / Giardina	1	4	9.565	387					9.952	1.256	11.208	26.800	388	21	409	7	11	11			36.142	
LEARNTEC	1	3	2.052	232					2.284	979	3.263	9.500	138	27	165	11			2.948	239	3.187	*
offerta	1	9	22.056	1.149	2.324				25.529	1.841	27.370	54.400	753	42	795	15	12	12			139.448	*
Kempton																						
Allgäuer Festwoche - Rural tradition exhibition	1	9	5.616	295	8.159	10			14.080	614	14.694	24.700	335	12	347	6					101.077	*

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.

FKM 	Exhibition space figures (sq.m.)										Exhibitor figures						Visitor figures			
	Interval/ Days		Exhibitor stand space				Special Shows				Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)			
			Halls Domestic	Halls Foreign	Open Air Domestic	Open Air Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
For the complete titles see pp. 96																				
Köln																				
• Anuga	2	5	32.918	114.176	32		147.126	2.454	149.580	262.000	789	5.620	6.409	97	136	198	334	58.899	95.617	154.516 *
Asia-Pacific Sourcing	2	3	24	7.326			7.350	147	7.497	16.800	1	577	578	13				1.999	3.125	5.124 *
dmexco - Digital Marketing Exposition & Conference	1	2	13.026	1.183	8		14.217		14.217	28.700	366	68	434	12						19.830
Eu'Vend/coffeena	2	3	4.415	1.771			6.186	88	6.274	16.100	143	94	237	28	1	4	5	3.898	1.686	5.584 *
• FSB / aquanale	2	3	15.371	18.791			34.162	1.919	36.081	89.600	346	512	858	47	51	15	66	12.550	11.749	24.299 *
• h+h cologne	1	3	4.745	3.635			8.380	949	9.329	19.300	97	151	248	28						9.986
• IDS - International Dental Show	2	5	34.613	34.308			68.921	270	69.191	147.900	646	1.239	1.885	58	16	25	41	68.195	49.502	117.697 *
• imm cologne - The international furnishing show/Living Kitchen	1	6	89.431	63.558			152.989	4.685	157.674	276.100	514	603	1.117	50	23	18	41	100.547	37.365	137.912 *
• interzum	2	4	25.784	46.635			72.419	2.495	74.914	152.400	358	998	1.356	62	5	51	56	16.450	35.961	52.411 *
• ISM - International Sweets and Biscuits Fair	1	4	14.639	32.239			46.878	340	47.218	105.000	227	1.196	1.423	65	46	24	70	11.699	20.752	32.451 *
• Kind + Jugend - The Trade Show for Kids' First Years	1	4	17.793	30.663			48.456	1.537	49.993	94.000	185	752	937	41				7.387	14.260	21.647 *
spoga horse (spring)	1	3	3.500	3.833			7.333	294	7.627	16.800	62	139	201	23	2	3	5	2.232	2.166	4.398 *
• spoga+gafa / spoga horse (autumn)	2	3	27.224	73.764			100.988	3.460	104.448	202.000	339	1.408	1.747	57	10	30	40	14.029	20.642	34.671 *
Landshut																				
Niederbayern-Schau - Regional exhibition	2	9	13.614	638	3.913	58	18.223	2.490	20.713	33.500	521	25	546	12	15		15			114.671 *
Leipzig																				
CADEAUX - February	1	3	8.924	354			9.278	586	9.864	30.800	282	22	304	12	1		1			7.577
CADEAUX - September / Comfortex	1	3	14.346	756			15.102	849	15.951	40.600	483	45	528	13		4	4	11.176	124	11.300 *
efa - Building Systems, Electrical Engineering, Air Conditioning and Automation	2	3	8.817	90			8.907		8.907	20.500	209	4	213	4	6		6	18.816	384	19.200
enertec - International Trade Fair for Energy	2	3	3.119	178		42	3.339	976	4.315	11.000	198	34	232	13	2		2	6.396	452	6.848 *
FACHDENTAL Leipzig	1	2	4.307	201			4.508	190	4.698	13.500	233	15	248	11	8	1	9			3.894 *
GÄSTE	2	3	5.964	221			6.185	1.284	7.469	15.200	203	10	213	6				8.873	228	9.101 *
Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/Beach & Boat	1	9	26.359	1.485	10		27.854	7.873	35.727	82.700	1.060	64	1.124	14				182.870	919	183.789 *
MIDORA	1	3	3.306	139			3.445	63	3.508	10.500	123	7	130	5				2.009	165	2.174 *
modell-hobby-spiel	1	4	17.302	707	400		18.409	15.702	34.111	83.900	527	37	564	9	1	2	3	96.815	3.511	100.326 *
PFLEGE + HOMECARE	2	3	4.551	99			4.650	979	5.629	16.500	256	6	262	5	1		1	12.316	87	12.403 *
SHKG Leipzig	2	3	7.663	426			8.089		8.089	18.500	202	21	223	8	1		1	16.775	325	17.100
TerraTec	2	3	3.661	275			3.936	606	4.542	13.000	215	63	278	13				5.904	534	6.438 *
therapie - Therapy, Medical Rehabilitation and Prevention	2	3	4.392	347			4.739	561	5.300	14.000	219	20	239	11	4		4	11.058	225	11.283 *
Touristik & Caravaning International / abgefahren - The trade fair for bike and Triathlon		5	29.051	2.305			31.356	4.970	36.326	63.600	755	208	963	32	97	46	143	60.300	1.439	61.739 *
Z - SUBCONTRACTING FAIR	2	4	4.395	1.416			5.811	72	5.883	14.000	328	154	482	20	9		9	7.915	1.869	9.784 *
Lörrach																				
REGIO - Reg. Consumer Fair	1	9	8.830	681	1.366	107	10.984	3.295	14.279	29.000	415	32	447	8	61	34	95	55.028	13.757	68.785 *

+ Events with changing venues

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


* Visitors Profile Analyses see page 25 ff.

¹⁾ ascertained by a representative poll



FKM			Exhibition space figures (sq.m.)								Exhibitor figures						Visitor figures						
			Exhibitor stand space								Exhibitors				Additionally represented firms		Entries (Explanations see p. 9)						
For the complete titles see pp. 96			Interval/Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries			Domestic Foreign Total			Domestic Foreign Total				
			Domestic	Foreign	Domestic	Foreign		Domestic					Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total
Magdeburg																							
LBA - Regional Building Trade Exhibition			1	3	1.971	24	137		2.132	392	2.524	6.250	109	2	111	3	3		3	5.386			
MAGDEBOOT			1	3	3.581	21	272		3.874	80	3.954	9.800	110	2	112	3	6		6	6.557			
Mainz																							
Rheinland-Pfalz-Ausstellung - Regional Exhibition			1	9	11.533	520	2.822		14.875	1.988	16.863	27.900	672	36	708	14				75.158			
Mannheim																							
MANNHEIMER MAIMARKT - Regional Exhibition			1	11	33.494	2.196	31.878	158	67.726	5.523	73.249	178.400	1.331	82	1.413	19				329.821 *			
München																							
●	BAU			2	6	94.641	21.279	913	230	117.063	597	117.660	182.100	1.489	521	2.010	46		178.290	59.940	238.230 *		
	eCarTec / MATERIALICA			1	3	9.179	2.823	121	16	12.139	2.159	14.298	27.500	416	175	591	25	71	12	83	11.695		
●	EXPO REAL			1	3	24.841	7.315			32.156	2.475	34.631	64.000	1.235	372	1.607	34	4	1	5	24.275	9.174	33.449
●	f.re.e -The new C-B-R - Leisure and Travel			1	5	16.662	6.736		20	23.418	8.424	31.842	66.300	818	543	1.361	59	81	23	104	91.422	2.827	94.249 *
	Garten München - Garden Culture and Plants			1	7	3.926	502			4.428	539	4.967	11.000	125	20	145	10	2		2	76.786	1.567	78.353 ¹⁾
	HIGH END®- THE BEST SOUND. THE BEST PICTURE.			1	4	8.844	4.763			13.607	246	13.853	20.600	167	169	336	29					14.081	
●	inhorgenta			1	4	23.434	7.403			30.837	760	31.597	65.000	709	363	1.072	34			22.118	10.174	32.292 *	
	Internationale Handwerksmesse			1	7	26.731	3.768			30.499	3.242	33.741	60.100	741	202	943	27	3	1	4	145.957	2.979	148.936 ^{*)}
	Internationale Handwerksmesse / Garten München			1	7	30.657	4.270			34.927	3.781	38.708	71.100	866	222	1.088	29	5	1	6	158.702	3.239	161.941
●	Intersolar Europe -Solar Technology			1	3	53.582	47.773	2.374	1.523	105.252	1.877	107.129	169.000	988	1.298	2.286	47				46.043	30.695	76.738
●	ispo			1	4	25.359	73.623			98.982	12.704	111.686	177.300	298	1.794	2.092	48				27.749	54.179	81.928
●	LASER World of PHOTONICS			2	4	13.321	6.944			20.265	1.764	22.029	42.000	451	624	1.075	38	4	29	33	13.100	14.390	27.490 *
	metall München			2	4	6.160	243			6.403	353	6.756	19.700	219	24	243	11	1		1	14.532	1.525	16.057 *
	Opti - International Trade Show for Trends in Optics			1	3	16.505	4.100			20.605	409	21.014	40.000	292	178	470	26				17.664	5.031	22.695
●	Productronica			2	4	28.027	13.215			41.242	705	41.947	77.000	713	476	1.189	39	9	17	26	20.080	17.992	38.072 *
●	transport logistic			2	4	34.568	17.266	5.861	1.804	59.499		59.499	101.800	1.065	828	1.893	59				34.120	17.190	51.310
Münster																							
IPOMEX - Intern. police meeting and exhibition			2	3	2.300	104	221		2.625	1.713	4.338	10.200	102	13	115	7				2.262	99	2.361	
Nürnberg																							
+	ALTENPFLEGE			1	3	23.371	941			24.312	1.490	25.802	52.800	632	50	682	17				32.745	1.364	34.109 *
	BioFach / Vivaness			1	4	18.770	23.596			42.366	3.052	45.418	88.500	752	1.792	2.544	88				25.260	19.331	44.591 *
	Brau Beviale			1	3	25.056	16.924			41.980		41.980	80.000	773	611	1.384	49				20.379	11.314	31.693 *
	ELTEC			2	3	9.241	36			9.277	953	10.230	20.400	224	3	227	4				12.164	248	12.412 *
	embedded world			1	3	12.495	4.367			16.862		16.862	32.000	461	342	803	34				13.921	5.104	19.025 *
	European Coatings SHOW			2	3	15.493	14.770			30.263	276	30.539	55.300	344	543	887	45				9.658	16.297	25.955 *
	HOGA Nürnberg			2	4	16.543	1.001			17.544	3.467	21.011	37.800	450	51	501	12						31.138

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of Internationale Handwerksmesse/Garten München. Recurring names were permitted.

FKM 			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures				
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)				
For the complete titles see pp. 96			Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries				Domestic Foreign Total			
			Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign
+ INTERGEO	1	3	8.770	3.711	25	110	12.616	439	13.055	28.000	336	191	527	29				10.869	3.413	14.282 *
it-sa - IT Security	1	3	3.863	358			4.221	919	5.140	11.500	274	47	321	14				5.589	215	5.804 *
IWA & OutdoorClassics	1	4	13.151	23.616			36.767	397	37.164	63.320	305	861	1.166	52				13.743	21.477	35.220
mailingtage	1	2	6.040	293			6.333	880	7.213	16.900	360	20	380	11				6.455	568	7.023 *
PCIM - Power Electronics, Intelligent Motion, Power Quality	1	3	4.054	2.743			6.797	444	7.241	13.300	153	145	298	26	10	59	69	4.391	2.262	6.653
POWTECH / TechnoPharm	1	3	21.285	6.475			27.760		27.760	51.300	726	279	1.005	31				10.912	4.934	15.846 *
SENSOR + TEST	1	3	6.352	1.989			8.341	571	8.912	19.000	400	177	577	28				6.345	1.790	8.135 *
SMT / HYBRID / PACKAGING	1	3	11.547	2.351			13.898	291	14.189	27.000	367	170	537	27	15	36	51	16.562	5.819	22.381
Spielwarenmesse - International Toy Fair	1	6	50.654	54.745			105.399		105.399	160.000	843	1.844	2.687	63				36.384	42.481	78.865 *
SPS / IPC / DRIVES	1	3	54.795	8.238			63.033	244	63.277	104.000	1.041	388	1.429	39	146	88	234	44.457	11.864	56.321
START Bayern	1	2	910	61			971	364	1.335	2.550	73	4	77	4	23	1	24			1.533
Stone+tec	2	4	14.995	12.576			27.571		27.571	56.500	278	421	699	37				19.496	6.650	26.146 *
Werkstätten:Messe		4	6.295	313			6.608	64	6.672	13.000	220	15	235	6						18.699
Offenbach																				
● I.L.M. Summer Styles - Intern. Leather Goods Fair	1	3	8.226	4.000			12.226	800	13.026	19.500	148	101	249	16				4.639	1.079	5.718 *
● I.L.M. Winter Styles - Intern. Leather Goods Fair	1	3	8.126	3.824			11.950	600	12.550	18.400	147	86	233	13				4.638	1.102	5.740
Offenburg																				
Badische Weinmesse - Regional Wine Exhibition	1	2	937	8			945	32	977	6.100	110	2	112	2				3.537	42	3.579 *
OBERRHEIN-MESSE - Consumer Fair	1	10	10.058	832	9.880	96	20.866	3.296	24.162	50.700	474	33	507	12	9	2	11			62.532 *
Rostock																				
AutoTrend	1	3	4.622		1.250		5.872	2.300	8.172	15.200	73		73	1						17.148
Stuttgart																				
ANIMAL	1	2	3.624	75			3.699	10.006	13.705	42.500	192	7	199	6						32.626
Blickfang - Furniture, Jewellery and Fashion	1	3	1.174	100			1.274		1.274	2.500	109	39	148	6						14.306
CEP CLEAN ENERGY POWER	1	3	4.232	343	35		4.610		4.610	11.600	221	18	239	9	2		2	9.310	711	10.021 *
CMT / Golf- und WellnessReisen / FahrradReisen / Kreuzfahrt- und SchiffsReisen	1	9	47.152	8.815	268		56.235	6.149	62.384	106.300	1.379	540	1.919	66	50	19	69	219.357	4.477	223.834 *
+● Composites Europe	1	3	4.811	1.691			6.502	664	7.166	15.500	247	104	351	21				5.310	1.770	7.080 *
+ didacta - Trade fair for education and training	1	5	31.748	939			32.687	3.206	35.893	63.800	794	52	846	15	81	4	85	94.265	952	95.217 *
eltefa - Electrical engineering and electronic	2	3	20.809	492	42	12	21.355	355	21.710	41.100	430	23	453	12	20	9	29			21.834 *
FACHDENTAL SÜDWEST - Dental surgeries and laboratories	1	2	4.666	449			5.115	209	5.324	11.500	230	25	255	12	7	1	8	6.215	63	6.278 *
Familie + Heim /Intern. Mineral and Fossil Exchange	1	9	13.126	658			13.784	5.175	18.959	42.300	549	54	603	18						72.594 * ¹⁾
GARTEN - outdoor ambiente	1	4	4.111	50	100		4.261	685	4.946	10.500	110	3	113	3						31.098
HOBBY & ELEKTRONIK	1	4	3.494	8			3.502	1.626	5.128	10.500	76	1	77	2				56.834	574	57.408 ¹⁾
Invest	1	3	4.810	967			5.777	1.732	7.509	20.900	150	61	211	14	3	1	4	15.434	315	15.749 *

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* Visitors Profil Analyses see page 25 ff.

¹⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messe-herbst. Recurring names were permitted.



FKM			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures						
			Exhibitor stand space							Exhibitors				Additionally represented firms		Entries (Explanations see p. 9)						
For the complete titles see pp. 96			Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries			Total						
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic					Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total		
IT & Business / DMS Expo			1	3	7.931	563			8.494	1.674	10.168	25.000	432	44	476	15	13	2	15	8.450	539	8.989 *
Kreativ- & Bastelwelt			1	4	3.560	205			3.765	556	4.321	10.500	161	12	173	6				48.075	486	48.561 ¹⁾
LogiMat			1	3	20.627	3.394	225	30	24.276	1.079	25.355	52.900	660	108	768	18				19.929	2.288	22.217 *
Medizin			1	3	3.215	67			3.282	72	3.354	10.500	153	5	158	6	5		5	6.720	68	6.788 *
International Mineral and Fossil Exchange			1	3	1.764	258			2.022	589	2.611	10.500	172	50	222	20				12.188	123	12.311 ¹⁾
MODELLBAU SÜD -Modelmaking and model railways			1	4	2.541	218			2.759	3.160	5.919	14.500	89	20	109	7				51.457	520	51.977 ¹⁾
NewCome			2	2	2.210	63	70		2.343	275	2.618	5.100	195	6	201	5	12		12	4.528	46	4.574
Retro Classics			1	4	47.294	2.553			49.847	1.112	50.959	105.100	649	65	714	14				61.081	3.899	64.980 *
Slow Food			1	4	3.936	284			4.220	1.379	5.599	13.000	366	36	402	10	3		3	33.407	337	33.744
Stuttgarter Messeherbst			1	10	25.101	1.161			26.262	12.620	38.882	91.200	964	91	1.055	20				152.401	1.539	153.940
südback - Bakery and confectionery trade			1	4	21.374	2.467	12		23.853	695	24.548	42.100	449	72	521	14	6	6	12	29.503	2.566	32.069 *
Süddeutsche Spielmesse			1	4	2.381	72			2.453	2.102	4.555	13.400	89	4	93	4						49.929 ¹⁾
SÜFFA			1	3	8.535	459			8.994	1.377	10.371	21.000	294	18	312	10	10	1	11	8.995	473	9.468 *
VISION			1	3	5.494	3.095			8.589	323	8.912	21.000	189	162	351	31	6	2	8	4.515	2.540	7.055 *
Wächtersbach																						
Messe Wächtersbach - Reg. consumer exhibition			1	9	6.265	137	4.643	25	11.070	5.060	16.130	25.600	383	11	394	9						54.986 *
Hong Kong																						
Baby Products Fair			1	4	1.342	4.549			5.891		5.891	11.000	91	246	337	20				10.794	14.572	25.366
●	electronicAsia		1	4	2.511	4.279			6.790		6.790	12.200	218	411	629	13				12.164	22.072	34.236
●	Electronics Fair (Autumn Edition)		1	4	22.086	19.169			41.255		41.255	80.200	1.477	1.673	3.150	28				22.157	39.242	61.399
●	Electronics Fair (Spring Edition)		1	4	15.230	16.942			32.172		32.172	60.700	1.017	1.424	2.441	24				21.976	36.248	58.224
●	Fashion Week (Fall/Winter)		1	4	9.515	15.822			25.337		25.337	48.200	585	1.042	1.627	23				10.567	10.513	21.080
●	Gifts and Premium Fair		1	4	26.457	16.137			42.594		42.594	88.000	2.386	1.630	4.016	36				21.194	24.825	46.019
●	Houseware Fair		1	4	10.191	16.560			26.751		26.751	58.600	660	1.279	1.939	33				10.537	14.379	24.916
●	International Jewellery Show		1	5	28.444	18.501			46.945		46.945	91.000	1.465	1.404	2.869	46				13.433	23.536	36.969
●	International Lighting Fair (Autumn Edition)		1	4	11.046	23.500			34.546		34.546	68.500	523	1.581	2.104	31				9.484	23.835	33.319
●	Optical Fair		1	3	4.411	7.862			12.273		12.273	25.000	196	391	587	20				4.482	7.909	12.391
●	Toys and Games Fair		1	4	15.210	14.501			29.711		29.711	57.600	869	999	1.868	41				15.543	18.577	34.120
●	Watch and Clock Fair		1	5	12.549	2.580			15.129		15.129	32.800	546	154	700	12				9.302	7.497	16.799
Verona																						
●	MARMOMACC		1	4	33.402	25.331	10.636	3.811	73.180	3.296	76.476	202.000	634	823	1.457	61	35	26	61	25.478	27.155	52.633
●	PULIRE		2	3	14.001	1.226	410		15.637	872	16.509	40.900	230	64	294	20				10.580	3.138	13.718
●	SAMOTER		3	5	55.969	8.200	39.794	4.279	108.242	664	108.906	240.300	601	149	750	30	45	114	159	82.932	10.991	93.923
●	Vinitaly/SOL/Enolitech		1	5	87.464	701	941		89.106	14.763	103.869	177.700	3.893	62	3.955	20	569	47	616	101.427	49.104	150.531

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FKM 			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures						
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)						
For the complete titles see pp. 96			Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries									
			Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	
A MULTI-INDUSTRY FAIRS																						
A1 Investment and Consumer Goods Fairs																						
Internationale Handwerksmesse, München			1	7	26.731	3.768			30.499	3.242	33.741	60.100	741	202	943	27	3	1	4	145.957	2.979	148.936 *2)
A2 Investment Goods Trade Fairs																						
● HANNOVER MESSE, Hannover			1	5	157.513	70.533	1.479		229.525	14.145	243.670	392.700	3.224	3.109	6.333	67				178.148	50.247	228.395 *
A3 Consumer Goods Trade Fairs																						
● Ambiente, Frankfurt/Main			1	5	68.697	117.218			185.915	1.710	187.625	319.300	1.203	3.239	4.442	85				77.483	67.508	144.991 *
● Tendence, Frankfurt/Main			1	5	37.588	32.724			70.312	802	71.114	130.700	848	1.215	2.063	67				40.647	11.515	52.162 *
B SPECIALIZED TRADE FAIRS AND PUBLIC EXHIBITIONS																						
B1 Agriculture; Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their Equipment																						
IPM - Plants, technical equipment, floristry, sales promotion, Essen			1	4	21.064	22.169			43.233	3.952	47.185	105.000	654	769	1.423	46				32.026	15.703	47.729 *
● AGRITECHNICA, Hannover			2	7	130.560	84.562	1.667	1.777	218.566	3.715	222.281	380.200	1.356	1.348	2.704	47	16	34	50	321.536	97.676	419.212 *
B2 Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their Equipment																						
● Anuga, Köln			2	5	32.918	114.176	32		147.126	2.454	149.580	262.000	789	5.620	6.409	97	136	198	334	58.899	95.617	154.516 *
Badische Weinmesse, Offenburg			1	2	937	8			945	32	977	6.100	110	2	112	2				3.537	42	3.579 *
Brau Bevale, Nürnberg			1	3	25.056	16.924			41.980		41.980	80.000	773	611	1.384	49				20.379	11.314	31.693 *
Eu'Vend / coffeena, Köln			2	3	4.415	1.771			6.186	88	6.274	16.100	143	94	237	28	1	4	5	3.898	1.686	5.584 *
● FRUIT LOGISTICA, Berlin			1	3	7.620	48.646			56.266	490	56.756	98.900	241	2.215	2.456	84				15.168	46.242	61.410 *
GÄSTE, Leipzig			2	3	5.964	221			6.185	1.284	7.469	15.200	203	10	213	6				8.873	228	9.101 *
HOGA, Nürnberg			2	4	16.543	1.001			17.544	3.467	21.011	37.800	450	51	501	12						31.138
● International Green Week, Berlin			1	10	34.399	13.965			48.364	8.777	57.141	118.400	1.041	593	1.634	57				411.451	12.725	424.176 *
INTERNORGA, Hamburg			1	6	47.269	4.997	593	15	52.874	890	53.764	89.100	950	173	1.123	25	13		13	96.738	3.405	100.143 *
Inter-tabac, Dortmund			1	3	7.450	3.107			10.557	647	11.204	22.600	158	145	303	40	1	1	2	5.695	2.299	7.994 *
● ISM - Intern. Sweets and Biscuits Fair, Köln			1	4	14.639	32.239			46.878	340	47.218	105.000	227	1.196	1.423	65	46	24	70	11.699	20.752	32.451 *
Nord Gastro & Hotel, Husum			1	2	4.124	47			4.171		4.171	8.400	178	2	180	3				4.229	58	4.287 *
● ProWein, Düsseldorf			1	3	16.285	24.146			40.431	1.682	42.113	76.700	803	2.832	3.635	46	31	249	280	26.543	12.491	39.034 *
Slow Food, Stuttgart			1	4	3.936	284			4.220	1.379	5.599	13.000	366	36	402	10	3		3	33.407	337	33.744
südback - Bakery and confectionery trade, Stuttgart			1	4	21.374	2.467	12		23.853	695	24.548	42.100	449	72	521	14	6	6	12	29.503	2.566	32.069 *
SÜFFA, Stuttgart			1	3	8.535	459			8.994	1.377	10.371	21.000	294	18	312	10	10	1	11	8.995	473	9.468 *
B3 Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their Equipment																						
● GDS (Spring), Düsseldorf			1	3	16.801	22.606			39.407	4.675	44.082	81.900	316	533	849	39				10.738	11.727	22.465 *3)
● GDS (Autumn), Düsseldorf			1	3	16.904	22.821			39.725	2.740	42.465	77.800	296	562	858	39				9.704	10.942	20.646 *3)
GLOBAL SHOES (Spring), Düsseldorf			1	3		11.495			11.495	240	11.735	24.200		364	364	15				3.002	3.837	6.839 *3)
GLOBAL SHOES (Autumn), Düsseldorf			1	3	24	12.607			12.631	344	12.975	25.700	1	438	439	15				2.535	3.226	5.761 *3)


+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry the combination of Internationale Handwerksmesse/Garten München. Recurring names were permitted.

* Visitors Profile Analyses see page 25 ff. ¹⁾ ascertained by a representative poll ²⁾ Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Recurring names were permitted.



For the complete titles see pp. 96	Interval/ Days		Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures			
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
			Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign
Domestic	Foreign	Domestic	Foreign																
● Heimtextil, Frankfurt/Main	1	4	26.725	88.278		115.003	4.468	119.471	211.400	342	2.230	2.572	60				25.252	47.819	73.071 *
● I.L.M. Summer Styles - Int. Leather Goods Fair, Offenbach	1	3	8.226	4.000		12.226	800	13.026	19.500	148	101	249	16				4.639	1.079	5.718 *
● I.L.M. Winter Styles - Int. Leather Goods Fair, Offenbach	1	3	8.126	3.824		11.950	600	12.550	18.400	147	86	233	13				4.638	1.102	5.740 *
● inhorgenta Europe, München	1	4	23.434	7.403		30.837	760	31.597	65.000	709	363	1.072	34				22.118	10.174	32.292 *
INTERGEM, Idar-Oberstein	1	4	2.433	182		2.615	120	2.735	5.000	132	14	146	11				2.481	604	3.085
● Kind + Jugend - The Trade Show for Kids' First Years, Köln	1	4	17.793	30.663		48.456	1.537	49.993	94.000	185	752	937	41				7.387	14.260	21.647 *
MIDORA, Leipzig	1	3	3.306	139		3.445	63	3.508	10.500	123	7	130	5				2.009	165	2.174 *
● Techtextil with Material Vision, Frankfurt/Main	2	3	10.602	15.784		26.386	686	27.072	50.900	444	782	1.226	50				11.136	13.779	24.915 *)
Texprocess, Frankfurt/Main	2	4	7.740	6.382		14.122	420	14.542	41.500	120	206	326	40				4.808	5.655	10.463 *)
B4 Building, Completion and Extension, and their Equipment																			
Asia-Pacific Sourcing, Köln	2	3	24	7.326		7.350	147	7.497	16.800	1	577	578	13				1.999	3.125	5.124 *
● BAU, München	2	6	94.641	21.279	913	230	117.063	597	117.660	182.100	1.489	521	2.010	46			178.290	59.940	238.230 *
EPF - EstrichParkettFliese, Feuchtwangen	3	3	3.760	418	3.168	923	8.269	18	8.287	15.000	166	26	192	10	2	2			3.910 *
● EXPO REAL, München	1	3	24.841	7.315		32.156	2.475	34.631	64.000	1.235	372	1.607	34	4	1	5	24.275	9.174	33.449
FACILITY MANAGEMENT, Frankfurt/Main	1	3	2.231	37	18		2.286	305	2.591	5.400	111	5	116	4			4.227	120	4.347
Haus.Bau.Energie, Erfurt	1	3	2.222	18	851	18	3.109	518	3.627	8.050	139	2	141	2					4.734 *
Interlift, Augsburg	2	4	7.251	11.614		18.865	173	19.038	36.100	139	283	422	32				8.538	7.572	16.110 *
● ISH - The Bathroom Experience, Frankfurt/Main	2	5	103.069	63.313	852	956	168.190	1.014	169.204	255.900	1.063	1.319	2.382	54			132.667	70.743	203.410 *
LBA - Regional Building Trade Exhibition, Magdeburg	1	3	1.971	24	137		2.132	392	2.524	6.250	109	2	111	3	3	3			5.386
SHKG - Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig	2	3	7.663	426		8.089		8.089	18.500	202	21	223	8	1	1		16.775	325	17.100
Stone+tec, Nürnberg	2	4	14.995	12.576		27.571		27.571	56.500	278	421	699	37				19.496	6.650	26.146 *
B5 Furnishings, Household Appliances, Houseware, and their Equipment																			
Blickfang - Furniture, Jewellery and Fashion, Stuttgart	1	3	1.174	100		1.274		1.274	2.500	109	39	148	6						14.306
● DOMOTEX, Hannover	1	4	17.409	65.108		82.517	3.501	86.018	151.500	222	1.097	1.319	60				13.414	23.640	37.054 *
● imm cologne - The international furnishing show / Living Kitchen, Köln	1	6	89.431	63.558		152.989	4.685	157.674	276.100	514	603	1.117	50	23	18	41	100.547	37.365	137.912 *
● interzum, Köln	2	4	25.784	46.635		72.419	2.495	74.914	152.400	358	998	1.356	62	5	51	56	16.450	35.961	52.411
ZOW - Components and Accessories for Furniture and Interior Design, Bad Salzuffen	1	4	6.351	4.298		10.649		10.649	24.000	275	207	482	30		3	3	9.881	4.544	14.425 *
B6 Health, Body Care, Protection at Work, and their Equipment																			
+ ALTENPFLEGE, Nürnberg	1	3	23.371	941		24.312	1.490	25.802	52.800	632	50	682	17				32.745	1.364	34.109 *
● A + A - Safety, Security and Health at Work, Düsseldorf	2	4	26.953	30.181	155	255	57.544	2.175	59.719	115.100	523	1.073	1.596	54			44.598	15.507	60.105 *
● BEAUTY INTERNATIONAL, Düsseldorf	1	3	21.644	2.668		24.312	3.880	28.192	75.800	506	99	605	24				43.078	4.053	47.131 *)
+ EXPOPHARM, Düsseldorf	1	4	18.604	1.664		20.268	575	20.843	36.900	391	82	473	26	11	2	13	24.472	3.625	28.097
Fachdental Leipzig, Leipzig	1	2	4.307	201		4.508	190	4.698	13.500	233	15	248	11	8	1	9			3.894 *
FACHDENTAL SÜDWEST, Stuttgart	1	2	4.666	449		5.115	209	5.324	11.500	230	25	255	12	7	1	8	6.215	63	6.278 *
Hair & Beauty, Frankfurt/Main	1	2	4.052	787		4.839	1.914	6.753	20.800	134	35	169	14				17.732	1.370	19.102 *)

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FKM 		Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures						
		Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)						
For the complete titles see pp. 96		Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries						Domestic	Foreign	Total	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total				Domestic
●	IDS - International Dental Show, Köln	2	5	34.613	34.308			68.921	270	69.191	147.900	646	1.239	1.885	58	16	25	41	68.195	49.502	117.697 *
●	MEDICA / COMPAMED, Düsseldorf	1	4	51.616	76.081		216	127.913	910	128.823	261.800	1.423	3.814	5.237	65						130.643 *
	Medizin, Stuttgart	1	3	3.215	67			3.282	72	3.354	10.500	153	5	158	6	5		5	6.720	68	6.788 *
	PFLEGE + HOMECARE, Leipzig	2	3	4.551	99			4.650	979	5.629	16.500	256	6	262	5	1		1	12.316	87	12.403 *
●	REHACARE INTERNATIONAL, Düsseldorf	1	4	16.067	6.360			22.427		22.427	55.400	455	292	747	31						47.228 *
	therapie, Leipzig	2	3	4.392	347			4.739	561	5.300	14.000	219	20	239	11	4		4	11.058	225	11.283 *
●	TOP HAIR INTERNATIONAL, Düsseldorf	1	3	4.457	374			4.831	3.600	8.431	25.700	125	16	141	10				26.778	2.456	29.234 *)
B7 Environment Protection, Safety, Cleaning, Communal Services, and their Equipment																					
●	CMS - Cleaning.Management.Services, Berlin	2	4	10.454	1.298		458	12.230	484	12.714	24.700	278	76	354	19				15.258	252	15.510 *
	IPOMEX - Police meeting and exhibition, Münster	2	3	2.300	104		221	2.625	1.713	4.338	10.200	102	13	115	7				2.262	99	2.361 *
	TerraTec, Leipzig	2	3	3.661	275			3.936	606	4.542	13.000	215	63	278	13				5.904	534	6.438 *
●	WASSER BERLIN INTERNATIONAL, Berlin	2	4	12.068	2.299		656	15.133	2.976	18.109	48.000	488	176	664	34				18.385	8.222	26.607 *
B8 Transport, Traffic, Logistics, and their Equipment																					
	AIRCRAFT INTERIORS EXPO, Hamburg	1	3	5.046	10.595			15.641	417	16.058	33.300	205	334	539	28				4.864	2.928	7.792
	AutoTrend, Rostock	1	3	4.622			1.250	5.872	2.300	8.172	15.200	73		73	1						17.148
	Bremen Classic Motorshow, Bremen	1	3	11.500	1.598			13.098	7.473	20.571	39.300	522	58	580	10				36.032	2.879	38.911 *
	eCarTec / MATERIALICA, München	1	3	9.179	2.823		121	12.139	2.159	14.298	27.500	416	175	591	25	71	12	83	8.070	3.625	11.695 *
	CeMAT, Hannover	3	5	38.027	26.642		11.778	80.334	2.329	82.663	146.100	511	500	1.011	39				35.965	17.316	53.281 *
	easyFairs SCHÜTTGUT, Dortmund	1	2	4.503	357			4.860		4.860	10.800	262	22	284	10				3.255	248	3.503
	Hannover Messe: MobiliTec	1	5	2.748	244		315	3.307	9.000	12.307	14.300	107	17	124	9				39.031	7.105	46.136 *)
	LogiMat, Stuttgart	1	3	20.627	3.394		225	24.276	1.079	25.355	52.900	660	108	768	18				19.929	2.288	22.217 *
	Retro Classics, Stuttgart	1	4	47.294	2.553			49.847	1.112	50.959	105.100	649	65	714	14				61.081	3.899	64.980 *
●	transport logistic, München	2	4	34.568	17.266		5.861	59.499		59.499	101.800	1.065	828	1.893	59				34.120	17.190	51.310
B9 Information, Communication, Office, Entertainment Electronics, Photo, Film, and their Equipment																					
●	CeBIT, Hannover	1	5	117.596	38.694		2.155	158.445	8.848	167.293	282.200	1.909	1.703	3.612	69				271.587	50.963	322.550 *
	dmexco - Digital Marketing Expo & Conference, Köln	1	2	13.026	1.183		8	14.217		14.217	28.700	366	68	434	12						19.830
	HIGH END, München	1	4	8.844	4.763			13.607	246	13.853	20.600	167	169	336	29						14.081
	it-sa - IT Security, Nürnberg	1	3	3.863	358			4.221	919	5.140	11.500	274	47	321	14				5.589	215	5.804 *
	IT & Business / DMS Expo, Stuttgart	1	3	7.931	563			8.494	1.674	10.168	25.000	432	44	476	15	13	2	15	8.450	539	8.989 *
	mailingtage, Nürnberg	1	2	6.040	293			6.333	880	7.213	16.900	360	20	380	11				6.455	568	7.023 *
●	ProLight + Sound, Frankfurt/Main	1	4	13.819	18.331		215	32.723	1.450	34.173	65.700	361	515	876	41				17.255	16.526	33.781 *)
●	SHOWTECH, Berlin	2	3	6.586	1.485			8.071	996	9.067	17.100	241	69	310	22	8	4	12	5.172	2.192	7.364 *

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Exhibition space figures (sq.m.)

Exhibitor figures

Visitor figures

Exhibitor stand space

Exhibitors


Additionally represented firms


Entries (Explanations see p. 9)

For the complete titles see pp. 96	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries				Domestic Foreign Total			Domestic Foreign Total		
			Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic
B10 Education, Setting up a business																				
+ didacta - Trade fair for education and training, Stuttgart	1	5	31.748	939			32.687	3.206	35.893	63.800	794	52	846	15	81	4	85	94.265	952	95.217 *
LEARNTEC, Karlsruhe	1	3	2.052	232			2.284	979	3.263	9.500	138	27	165	11				2.948	239	3.187 *
NewCome, Stuttgart	2	2	2.210	63	70		2.343	275	2.618	5.100	195	6	201	5	12		12	4.528	46	4.574
START Bayern, Nürnberg	1	2	910	61			971	364	1.335	2.550	73	4	77	4	23	1	24			1.533
START Nordrhein-Westfalen, Essen	1	2	1.835	140			1.975	100	2.075	5.700	129	11	140	9	17	1	18			2.518
B11 Sports, Games, Leisure, and their Equipment																				
ABF - The Leisure and Sales Exhibition, Hannover	1	9	33.765	1.025	117		34.907	3.081	37.988	93.600	801	44	845	15						134.117 *
aktiv+vital / bike+outdoor, Dresden	1	3	1.725	198			1.923	6.000	7.923	19.000	201	13	214	8						11.993
ANIMAL, Stuttgart	1	2	3.624	75			3.699	10.006	13.705	42.500	192	7	199	6						32.626
BOATFIT, Bremen	1	3	2.720	448			3.168	932	4.100	9.000	144	21	165	9			10.785	220	11.005 *	
● boot, Düsseldorf	1	9	45.975	41.383	172		87.530	13.766	101.296	214.200	888	693	1.581	61			213.060	39.381	252.441 *	
CARAVAN, Bremen	1	3	9.383	72			9.455	355	9.810	14.800	79	2	81	3						22.337 ²⁾
● CARAVAN SALON, Düsseldorf	1	10	65.440	17.261	1.193	116	84.010	5.567	89.577	132.600	362	142	504	24			160.164	18.790	178.954 *	
CMT / Golf- und WellnessReisen / FahrradReisen / Kreuzfahrt- und SchiffsReisen, Stuttgart	1	9	47.152	8.815	268		56.235	6.149	62.384	106.300	1.379	540	1.919	66	50	19	69	219.357	4.477	223.834 *
Creativeworld, Frankfurt/Main	1	4	4.485	4.326			8.811	541	9.352	15.700	77	154	231	24			2.599	2.773	5.372 ¹⁾	
Dresdner Reisemarkt, Dresden	1	3	7.254	1.352	39	16	8.661	1.843	10.504	18.500	345	131	476	34	54	38	92			28.371 *
● EQUITANA, Essen	2	9	24.998	8.206			33.204	14.214	47.418	95.700	593	227	820	28			150.845	13.117	163.962 *	
FIBO, Essen	1	4	20.836	12.507			33.343	2.578	35.921	75.000	336	196	532	25	14	5	19	51.871	9.880	61.751 *
● f.re.e -The new C-B-R - Leisure and Travel, München	1	5	16.662	6.736	20		23.418	8.424	31.842	66.300	818	543	1.361	59	81	23	104	91.422	2.827	94.249 *
● FSB / aquanale, Köln	2	3	15.371	18.791			34.162	1.919	36.081	89.600	346	512	858	47	51	15	66	12.550	11.749	24.299
● ITB - THE WORLD'S LEADING TRAVEL TRADE SHOW®, Berlin	1	5	28.604	60.944	341		89.889		89.889	158.200	1.608	5.794	7.402	180	567	2.937	3.504	95.756	31.749	127.505 *
Garten München - Garden Culture and Plants, München	1	7	3.926	502			4.428	539	4.967	11.000	125	20	145	10	2		2	76.786	1.567	78.353 ³⁾
GARTEN - outdoor ambiente, Stuttgart	1	4	4.111	50	100		4.261	685	4.946	10.500	110	3	113	3						31.098
hanseboot, Hamburg	1	9	20.115	7.527	1.103	657	29.402	6.885	36.287	77.900	531	125	656	25			75.132	3.788	78.920 *	
HAUS GARTEN GENUSS, Essen	1	5	7.503	305			7.808	1.500	9.308	27.500	294	8	302	6			48.048	290	48.338 *	
● h+h cologne, Köln	1	3	4.745	3.635			8.380	949	9.329	19.300	97	151	248	28						9.986
HOBBY & ELEKTRONIK, Stuttgart	1	4	3.494	8			3.502	1.626	5.128	10.500	76	1	77	2			56.834	574	57.408 ⁴⁾	
● IMA - Amusement and Vending Machines, Düsseldorf	1	4	11.901	1.441			13.342	87	13.429	21.000	136	34	170	11	1	13	14	8.240	609	8.849 *
Intern. Mineral and Fossil Exchange, Stuttgart	1	3	1.764	258			2.022	589	2.611	10.500	172	50	222	20			12.188	123	12.311	
● ispo, München	1	4	25.359	73.623			98.982	12.704	111.686	177.300	298	1.794	2.092	48			27.749	54.179	81.928	
IWA & OutdoorClassics, Nürnberg	1	4	13.151	23.616			36.767	397	37.164	63.320	305	861	1.166	52			13.743	21.477	35.220	
Kreativ- & Bastelwelt, Stuttgart	1	4	3.560	205			3.765	556	4.321	10.500	161	12	173	6			48.075	486	48.561 ⁴⁾	
MAGDEBOOT, Magdeburg	1	3	3.581	21	272		3.874	80	3.954	9.800	110	2	112	3	6		6			6.557
MODELLBAU SÜD, Stuttgart	1	4	2.541	218			2.759	3.160	5.919	14.500	89	20	109	7			51.457	520	51.977 ⁴⁾	
modell-hobby-spiel, Leipzig	1	4	17.302	707	400		18.409	15.702	34.111	83.900	527	37	564	9	1	2	3	96.815	3.511	100.326 *
● Musikmesse, Frankfurt/Main	1	4	18.162	25.702	387	135	44.386	1.700	46.086	105.700	556	948	1.504	50			50.533	24.688	75.221 ¹⁾	


+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profile Analyses see page 25 ff. ¹⁾ ascertained by a representative poll ²⁾ Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Recurring names were permitted. ³⁾ Visitor attendance determined by a representative poll in the combination of Internationale Handwerksmesse/Garten München. Recurring names were permitted.

⁴⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Recurring names were permitted.

FKM 				Exhibition space figures (sq.m.)						Exhibitor figures						Visitor figures						
				Exhibitor stand space						Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)						
For the complete titles see pp. 96				Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries				Domestic Foreign Total				
				Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total
Pferd & Jagd, Hannover				1	4	17.718	1.815	28		19.561	10.544	30.105	77.960	695	75	770	21				86.212 *	
RAD + OUTDOOR, Bremen				1	2	5.014	156			5.170	2.717	7.887	15.700	158	7	165	6				12.402 *	
Reiselust, Bremen				1	3	2.951	345			3.296	362	3.658	9.300	227	26	253	13	17.856 254		18.110 * ²⁾		
REISEN HAMBURG, Hamburg				1	5	16.362	2.691	42		19.095	1.873	20.968	45.200	585	201	786	51	64.961 656		65.617 *		
Reiten - Jagen - Fischen - Riding, hunting and fishing, Erfurt				1	3	5.275	340	272		5.887	1.422	7.309	14.600	178	15	193	9				22.588 *	
Spielwarenmesse - International Toy Fair, Nürnberg				1	6	50.654	54.745			105.399	105.399		160.000	843	1.844	2.687	63	36.384 42.481		78.865 *		
spoga horse (spring), Köln				1	3	3.500	3.833			7.333	294	7.627	16.800	62	139	201	23	2	3	5	2.232 2.166	4.398 *
spoga+gafa / spoga horse (autumn), Köln				1	3	27.224	73.764			100.988	3.460	104.448	202.000	339	1.408	1.747	57	10	30	40	14.029 20.642	34.671 *
Süddeutsche Spielmesse, Stuttgart				1	4	2.381	72			2.453	2.102	4.555	13.400	89	4	93	4				49.929 ³⁾	
Touristik & Caravanning International / abgefahren - Die Messe rund ums Rad, Leipzig				1	5	29.051	2.305			31.356	4.970	36.326	63.600	755	208	963	32	97	46	143	60.300 1.439	61.739 *
TourNatur, Düsseldorf				1	3	3.485	362			3.847	1.880	5.727	14.800	167	61	228	18				36.858 829	37.687 * ⁴⁾
B12 Electrical Engineering and Electronics																						
efa - Building systems, Electrical Engineering, Air Conditioning, Automation, Leipzig				2	3	8.817	90			8.907	8.907		20.500	209	4	213	4	6		6	18.816 384	19.200 *
ELEKTROTECHNIK, Dortmund				2	4	15.515	608			16.123	1.150	17.273	44.400	421	22	443	13	12	1	13	22.342 *	
ELTEC, Nürnberg				2	3	9.241	36			9.277	953	10.230	20.400	224	3	227	4				12.164 248	12.412 *
eltefa, Eelectrical engineering and electronic, Stuttgart				2	3	20.809	492	42	12	21.355	355	21.710	41.100	430	23	453	12	20	9	29	21.834 *	
embedded world, Nürnberg				1	3	12.495	4.367			16.862	16.862		32.000	461	342	803	34				13.921 5.104	19.025 *
Hannover Messe: CoilTechnica				1	5	1.348	1.045			2.393	156	2.549	5.200	48	48	96	13				29.854 12.856	42.710 * ⁵⁾
Productronica, München				2	4	28.027	13.215			41.242	705	41.947	77.000	713	476	1.189	39	9	17	26	20.080 17.992	38.072 *
PCIM - Power Electronics, Intelligent Motion, Power Quality, Nürnberg				1	3	4.054	2.743			6.797	444	7.241	13.300	153	145	298	26	10	59	69	4.391 2.262	6.653 *
SMT / HYBRID / PACKAGING, Nürnberg				1	3	11.547	2.351			13.898	291	14.189	27.000	367	170	537	27	15	36	51	16.562 5.819	22.381 *
SPS / IPC / DRIVES, Nürnberg				1	3	54.795	8.238			63.033	244	63.277	104.000	1.041	388	1.429	39	146	88	234	44.457 11.864	56.321 *
B13 Metal-Working, Automation, Measuring, Quality Assurance																						
Composites Europe, Stuttgart				1	3	4.811	1.691			6.502	664	7.166	15.500	247	104	351	21				5.310 1.770	7.080 *
EMO, Hannover				2	6	75.724	100.812			176.536	176.536		286.000	827	1.221	2.048	41				88.846 49.760	138.606 *
GIFA, Düsseldorf				4	5	22.342	19.317	523		42.182	4.916	47.098	86.000	350	430	780	45	22.890 25.813		48.703 * ¹⁾		
Hannover Messe: Digital Factory				1	5	3.988	805			4.793	4.793		9.000	156	20	176	13				34.465 10.529	44.994 * ⁵⁾
Hannover Messe: Industrial Automation				1	5	48.004	8.460	379		56.843	777	57.620	88.300	633	347	980	34	81.687 31.140		112.827 * ⁵⁾		
Hannover Messe: MicroNanoTec				1	5	1.353	60			1.413	165	1.578	2.700	56	20	76	9				37.021 7.744	44.765 * ⁵⁾
Hannover Messe: Power Plant Technology				2	5	1.603	177			1.780	1.780		2.500	34	10	44	11				40.285 18.184	58.469 * ⁵⁾
metall München				2	4	6.160	243			6.403	353	6.756	19.700	219	24	243	11	1		1	14.532 1.525	16.057 *
METEC, Düsseldorf				4	5	9.259	10.638	195	142	20.234	62	20.296	35.900	188	298	486	33				9.581 9.581	19.162 * ¹⁾
METPACK, Essen				3	5	3.207	6.913			10.120	10.120		17.900	49	179	228	24				2.043 5.077	7.120 *
NEWCAST, Düsseldorf				2	5	1.552	4.871			6.423	696	7.119	16.900	71	303	374	30				1.996 1.996	3.992 * ¹⁾
SENSOR + TEST, Nürnberg				1	3	6.352	1.989			8.341	571	8.912	19.000	400	177	577	28				6.345 1.790	8.135 *

FKM 		Exhibition space figures (sq.m.)										Exhibitor figures						Visitor figures			
		Exhibitor stand space										Exhibitors				Additionally represented firms		Entries (Explanations see p. 9)			
For the complete titles see pp. 96		Interval/Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries				Total					
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	
B14 Plastic and Wood Processing																					
●	LIGNA, Hannover	2	5	59.565	51.071	13.929	3.401	127.966	1.600	129.566	225.000	856	867	1.723	48		55.977	32.037	88.014 *		
B15 Power Supply Industry																					
	CEP CLEAN ENERGY POWER, Stuttgart	1	3	4.232	343	35		4.610		4.610	11.600	221	18	239	9	2	2	9.310	711	10.021 *	
	enertec - Intern. Trade Fair for Energy, Leipzig	2	3	3.119	178		42	3.339	976	4.315	11.000	198	34	232	13	2	2	6.396	452	6.848 *	
	E-world energy & water, Essen	1	3	17.829	3.416			21.245	605	21.850	43.400	461	104	565	19			16.877	2.909	19.786 *	
	Hannover Messe: Energy	1	5	23.727	12.616	210		36.553	190	36.743	58.300	441	540	981	48			83.018	27.525	110.543 *)	
	Hannover Messe: Wind	2	5	7.621	1.916	119		9.656		9.656	13.600	175	54	229	17			69.011	13.440	82.451 *)	
●	Intersolar Europe - Solar Technology, München	1	3	53.582	47.773	2.374	1.523	105.252	1.877	107.129	169.000	988	1.298	2.286	47			46.043	30.695	76.738 *	
	New Energy, Husum	1	4	5.856	271	524	42	6.693	254	6.947	12.800	202	34	236	14			15.768	2.199	17.967 *	
	RENEXPO, Augsburg	1	4	3.969	710	882	40	5.601		5.601	19.600	307	43	350	11			14.409	727	15.136 *	
B16 Other Investment Goods Industries																					
●	BIOTECHNICA, Hannover	2	3	7.884	2.107			9.991	504	10.495	23.400	395	197	592	28			9.314	1.827	11.141 *	
	European Coatings SHOW, Nürnberg	2	3	15.493	14.770			30.263	276	30.539	55.300	344	543	887	45			9.658	16.297	25.955 *	
●	EuroShop, Düsseldorf	3	5	47.434	60.490	22	25	107.971	1.619	109.590	196.700	909	1.127	2.036	53			42.695	64.578	107.273 *	
	FMB - Supplier Show for the Machinery Industry, Bad Salzflufen	1	3	6.882	431	12		7.325	300	7.625	14.200	393	28	421	8	13	1	14	3.897	89	3.986 *
	Hannover Messe: ComVac	2	5	6.161	5.380	146		11.687		11.687	21.600	57	116	173	22			32.153	13.069	45.222 *)	
	Hannover Messe: Industrial Supply	1	5	15.364	15.842			31.206	212	31.418	53.800	579	907	1.486	51			43.217	21.190	64.407 *)	
	Hannover Messe: MDA - Motion, Drive & Automation	2	5	21.394	20.727	174		42.295	87	42.382	72.400	317	777	1.094	41			50.230	23.313	73.543 *)	
	Hannover Messe: Research & Technology	1	5	7.930	810	136		8.876		8.876	15.800	304	96	400	23			42.997	11.361	54.358 *)	
	Hannover Messe: Surface Technology	2	5	6.391	932			7.323	168	7.491	12.600	194	57	251	15			37.059	11.132	48.191 *)	
+	INTERGEO, Nürnberg	1	3	8.770	3.711	25	110	12.616	439	13.055	28.000	336	191	527	29			10.869	3.413	14.282 *	
●	interpack, Düsseldorf	3	7	70.632	102.307	364	952	174.255	1.060	175.315	260.900	804	1.899	2.703	59			66.882	98.259	165.141 *	
●	LASER World of PHOTONICS, München	2	4	13.321	6.944			20.265	1.764	22.029	42.000	451	624	1.075	38	4	29	33	13.100	14.390	27.490 *
	POWTECH / TechnoPharm, Nürnberg	1	3	21.285	6.475			27.760		27.760	51.300	726	279	1.005	31			10.912	4.934	15.846 *	
	Rapid.Tech, Erfurt	1	2	658	24			682	57	739	2.200	54	2	56	3					1.183 *	
●	THERMPROCESS, Düsseldorf	4	5	5.176	4.295	130		9.601	906	10.507	19.200	153	152	305	30			4.391	3.593	7.984 *)	
	VISION, Stuttgart	1	3	5.494	3.095			8.589	323	8.912	21.000	189	162	351	31	6	2	8	4.515	2.540	7.055 *
	Z - Subcontracting Fair, Leipzig	2	4	4.395	1.416			5.811	72	5.883	14.000	328	154	482	20	9		9	7.915	1.869	9.784 *
B17 Other Consumer Goods and Service Industries																					
	BioFach / Vivanness, Nürnberg	1	4	18.770	23.596			42.366	3.052	45.418	88.500	752	1.792	2.544	88			25.260	19.331	44.591 *	
	CADEAUX (Spring), Leipzig	1	3	8.924	354			9.278	586	9.864	30.800	282	22	304	12	1		1		7.577 *	
	CADEAUX - Comfortex (Autumn), Leipzig	1	3	14.346	756			15.102	849	15.951	40.600	483	45	528	13		4	4	11.176	124	11.300 *
●	Christmasworld, Frankfurt/Main	1	5	23.899	29.806			53.705	1.533	55.238	98.800	265	699	964	40			15.177	16.316	31.493 *)	
	DKM - Finance and Insurance, Dortmund	1	3	9.300	291			9.591		9.591	23.200	296	18	314	10			12.748	154	12.902 *	

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ ascertained by a representative poll ²⁾ Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.

FKM 			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures						
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)						
For the complete titles see pp. 96			Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries				Domestic Foreign Total					
			Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	
			1	3	4.810	967			5.777	1.732	7.509	20.900	150	61	211	14	3	1	4	15.434	315	15.749 *
			1	2	3.380	112	9		3.501	424	3.925	8.700	199	4	203	3	15		15	3.427	124	3.551 *
			1	3	16.505	4.100			20.605	409	21.014	40.000	292	178	470	26				17.664	5.031	22.695
●			1	4	19.116	36.800			55.916	1.486	57.402	120.800	373	1.485	1.858	70				19.450	31.588	51.038 * ¹⁾
			2	3	2.639	339			2.978	112	3.090	7.000	85	14	99	9						1.364
			1	5	1.849	57			1.906	145	2.051	6.300	87	3	90	4				22.689	4.947	27.636 * ²⁾
●			1	3	20.089	14.348			34.437	865	35.302	63.000	469	402	871	30				7.534	9.588	17.122 *
+●			1	3	6.112	2.296	45		8.453	1.568	10.021	20.500	200	106	306	25				8.030	2.029	10.059 *
			1	4	6.295	313			6.608	64	6.672	13.000	220	15	235	6						18.699
C MULTI-SECTOR PUBLIC EXHIBITIONS																						
			1	9	5.616	295	8.159	10	14.080	614	14.694	24.700	335	12	347	6						101.077 *
			1	3	2.952	30	65		3.047	262	3.309	8.400	214	2	216	2	45		45			7.789 *
			1	4	6.163	277	268		6.708	3.712	10.420	19.100	252	14	266	7						36.647
			1	10	16.907	1.585			18.492	5.898	24.390	45.100	431	66	497	23	1		1	83.461	504	83.965 *
			1	9	13.126	658			13.784	5.175	18.959	42.300	549	54	603	18						72.594 * ²⁾
			1	9	17.021	562	1.096		18.679	3.473	22.152	44.700	747	16	763	11						79.972 *
			1	9	26.359	1.485	10		27.854	7.873	35.727	82.700	1.060	64	1.124	14				182.870	919	183.789 *
●			1	5	3.164	3.021			6.185	304	6.489	18.900	262	275	537	59						38.357 *
			1	9	30.941	1.920	616		33.477	2.188	35.665	100.400	1.204	86	1.290	24						205.713 *
			1	4	9.565	387			9.952	1.256	11.208	26.800	388	21	409	7	11		11			36.142
			1	11	33.494	2.196	31.878	158	67.726	5.523	73.249	178.400	1.331	82	1.413	19						329.821 *
			1	9	6.265	137	4.643	25	11.070	5.060	16.130	25.600	383	11	394	9						54.986 *
			1	9	11.075	795			11.870	6.730	18.600	51.000	591	33	624	13						137.049 *
			2	9	13.614	638	3.913	58	18.223	2.490	20.713	33.500	521	25	546	12	15		15			114.671
			1	10	10.058	832	9.880	96	20.866	3.296	24.162	50.700	474	33	507	12	9	2	11			62.532 *
			1	9	22.056	1.149	2.324		25.529	1.841	27.370	54.400	753	42	795	15	12		12			139.448 *
			1	9	8.830	681	1.366	107	10.984	3.295	14.279	29.000	415	32	447	8	61	34	95	55.028	13.757	68.785 *
			1	9	11.533	520	2.822		14.875	1.988	16.863	27.900	672	36	708	14						75.158
			1	9	9.594	340			9.934	2.560	12.494	23.000	568	15	583	7	50		50			70.369

Trade visitors' profile

Visitors (number of entries)	15 136
Proportion of trade visitors	62%
Germany (total)	93
of which	
Nielsen 1	- Nielsen 4 85
Bremen	- Bavaria 85
Hamburg	- Nielsen 5+6 1
Lower Saxony	- Berlin -
Schleswig-Holstein	- Brandenburg -
Nielsen 2	1 Mecklenburg-
North Rhine-Westph	1 West Pomerania -
Nielsen 3a	3 Saxony-Anhalt -
Hesse	2 Nielsen 7 -
Rhineland-Palatinate	1 Saxony -
Saarland	- Thuringia -
Nielsen 3b	10
Baden-Württemberg	10
Foreign (total)	7
of which	
EU	49
Other countries	51
Distance to home	%
up to 50 km	43
more than 50 km up to 100 km	21
more than 100 km up to 300 km	24
over 300 km	12
Frequency of visits to exhibition	%
2010	35 Earlier events 11
2009	19 First visit 54
2008	14
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	32
Collectively	26
In an advisory capacity	12
No	9
Student	16
Other not gainfully employed	4
Area of responsibility	%
Management	26
Research/development/design	7
Manufacturing, production, quality control	5
Buying/procurement	2
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Organisation, personnel, administration	1
Sales	14
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	8
Other area	12
Student	16
Other not gainfully employed	4

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	35
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	3
Trainee	3
Other position	3
Student	16
Other not gainfully employed	4
Economic sector	%
Public office, authority, ministry	5
Plant construction, industry, production	10
Architect	3
Engineer's office	7
Energy consulting	4
Energy supplies	8
Financing, business promotion, insurance	2
Agriculture and forestry	12
Trade/sales	7
Skilled trades, installation, sanitary/heating/air-conditioning	13
Science, research, development	3
Other sectors	7
Student	16
Other not gainfully employed	4
Size of company/organisation: Number of employees	%
1- 4	34
5- 9	8
10- 49	13
50- 199	8
200- 499	6
500 - 999	2
1 000 and more	9
Student	16
Other not gainfully employed	4

Private visitors' profile

Visitors (number of entries)	15 136
Proportion of private visitors	38%
Germany (total)	99
of which	
Nielsen 1	1 Nielsen 4 92
Bremen	- Bavaria 92
Hamburg	- Nielsen 5+6 1
Lower Saxony	1 Berlin -
Schleswig-Holstein	- Brandenburg -
Nielsen 2	- Mecklenburg-
North Rhine-Westph	- West Pomerania 1
Nielsen 3a	- Saxony-Anhalt -
Hesse	- Nielsen 7 -
Rhineland-Palatinate	- Saxony -
Saarland	- Thuringia -
Nielsen 3b	5
Baden-Württemberg	5
Foreign (total)	1
Distance to home	%
up to 50 km	67
more than 50 km up to 100 km	18
more than 100 km up to 300 km	11
over 300 km	5
Frequency of visits to exhibition	%
2010	60
2009	28
2008	16
Earlier events	13
First visit	10
Sex	%
Male	77
Female	23
Size of household	%
1 person	9
2 persons	33
3 persons	16
4 persons	27
5 persons and more	15
Age	%
up to 20 years	2
over 20 up to 30 years	14
over 30 up to 40 years	14
over 40 up to 50 years	27
over 50 up to 60 years	25
over 60 up to 70 years	14
over 70 years	4

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	12
Other salaried staff, civil servant, skilled worker	38
Lecturer, teacher	2
Trainee	1
Other position	4
Student	4
Housewife/man	4
Old-age pensioner	18
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	15
no	42
maybe	43
Follow-up business	%
Intend to buy at later date	
yes	42
no	16
maybe	42
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	



interlift (2009) → Augsburg

Basic data trade visitors

Total number of visitors	15 955
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	10
more than 50 km up to 100 km	9
more than 100 km up to 300 km	16
over 300 km	65
Total Germany	45
Baden-Württemberg	24
Bavaria	41
Berlin	6
Brandenburg	1
Bremen	-
Hamburg	3
Hesse	6
Mecklenburg-West Pomerania	-
Lower Saxony	2
North Rhine-Westphalia	9
Rhineland-Palatinate	2
Saarland	-
Saxony	4
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	1

Total Foreign	55
of which EU	57
Rest of Europe	16
Middle East	8
South-, East-, Central Asia	8
Other	11

Countries with the highest visitor shares	%
Switzerland	13
Italy	9
Netherlands	8
Great Britain	7
France	7

Position in the company/organisation	%
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	3
Department head, group head	11
Other salaried staff/public service	43
Skilled worker	9
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	1
Student	2
Other not gainfully employed	1

Frequency of visits to exhibition	%
2007	50
2005	36
2003	26
2001	22
Earlier events	17
First visit	42

Additional data trade visitors

Economic sector	%
Elevator construction	48
Elevator assembly/installation	26
Elevator technology, accessories	9
Maintenance/ servicing	13
Mechanical engineering	8
Electrical engineering industrie	8
Trade	6
Public authority/administration	2
Metalworking and processing	2
Electrical trade, electrical installation	3
Architects, planning professions	3
Other service sectors	6
Other	6

Influence on purchasing/procurement decisions	%
Decisively	27
Collectively	25
In an advisory capacity	23
No	22
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	24
Research/development/design	15
Planning/work preparation	10
Manufacture/production	12
Production, quality control	2
Buying/procurement	4
Finance/accounting, controlling	-
Information, communication technology (EDP)	1
Administration/organisation/personnel/ social welfare/training	-
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	-
Maintenance/repairs	11
Other area	4
Student	2
Other not gainfully employed	1

Size of company/organisation:	%
Number of employees:	
1- 4	11
5- 9	14
10- 49	21
50- 99	14
100- 199	9
200-499	7
500- 999	4
1 000- 9 999	11
10 000 and more	7
Student	2
other not gainfully employed	1

Length of stay	%
1. Length of stay (days):	
one	58
two	30
three	6
four	6
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	35
2nd day	48
3rd day	47
4th day	32

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
Total Germany	79
Baden-Württemberg	6
Bavaria	6
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	2
Hesse	4
Mecklenburg-West Pomerania	-
Lower Saxony	13
North Rhine-Westphalia	63
Rhineland-Palatinate	1
Saarland	-
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	1

Total Foreign	21
of which EU	80
Rest of Europe	9
Other	12

Countries with the highest visitor shares	%
Netherlands	11
Great Britain	9
Italy	8

Position in the company/organisation	%
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

Frequency of visits to exhibition	%
2008	54
2007	49
Earlier events	50
First visit	30

Additional data trade visitors

Economic sector	%
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

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

Area of responsibility	%
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

Size of company/organisation:	%
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

Length of stay	%
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

CMS - Cleaning. Management.

Basic data trade visitors

Total number of visitors	14 384
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	23
more than 50 km up to 100 km	4
more than 100 km up to 300 km	23
over 300 km	51
Total Germany	91
Baden-Württemberg	9
Bavaria	8
Berlin	20
Brandenburg	10
Bremen	1
Hamburg	3
Hesse	4
Mecklenburg-West Pomerania	5
Lower Saxony	9
North Rhine-Westphalia	14
Rhineland-Palatinate	2
Saarland	1
Saxony	5
Saxony-Anhalt	4
Schleswig-Holstein	3
Thuringia	3

Total Foreign	9
of which EU	67
Rest of Europe	23
Other	10

Countries with the highest visitor shares	%
Austria	15
Switzerland	14

Position in the company/organisation	%
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	7
Department head, group head	26
Other salaried staff/public service	12
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	8
Other position	2
Student	1
Other not gainfully employed	1

Frequency of visits to exhibition	%
2007	46
2005	36
2003	24
2001	17
First visit	38

Services. (2009) → Berlin

Additional data trade visitors

Economic sector	%
Industry	11
Skilled trades	21
Retail trade	1
Wholesale/foreign trade	8
Service	49
Public authority/administration	5
Association/guild/chamber	1
School, university, education	2
Other	2
Student	1
Other not gainfully employed	1

Influence on purchasing/procurement decisions	%
Decisively	34
Collectively	31
In an advisory capacity	21
No	12
Student	1
Other not gainfully employed	1

Area of responsibility	%
Management	41
Research/development/design	3
Planning/work preparation	15
Manufacture/production	6
Production, quality control	8
Buying/procurement	22
Finance/accounting, controlling	8
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	11
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	8
Maintenance/repairs	7
Other area	19
Student	1
Other not gainfully employed	1

Size of company/organisation:	%
Number of employees:	
1- 4	9
5- 9	8
10- 49	18
50- 99	9
100-199	12
200-499	15
500- 999	9
1 000- 9 999	13
10 000 and more	6
Student	1
other not gainfully employed	1

Length of stay	%
1. Length of stay (days):	
one	70
two	24
three	5
four	1
2. Average length of stay	1,4 days
3. Share of visitors on the event's days:	%
1st day	29
2nd day	40
3rd day	40
4th day	28

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FRUIT LOGISTICA → Berlin

Trade visitors' profile

Visitors (number of entries) 61 410

Proportion of trade visitors 96%

Germany (total)	23
of which	
Nielsen 1	18
Nielsen 2	10
Nielsen 3a	12
Nielsen 3b	9
Nielsen 3c	9
Nielsen 4	12
Nielsen 5+6	34
Nielsen 7	5
Nielsen 8	22
Nielsen 9	7
Nielsen 10	2
Nielsen 11	2
Nielsen 12	3
Nielsen 13	3
Nielsen 14	4
Nielsen 15	1
Nielsen 16	1
Nielsen 17	1
Nielsen 18	1
Nielsen 19	1
Nielsen 20	1
Nielsen 21	1
Nielsen 22	1
Nielsen 23	1
Nielsen 24	1
Nielsen 25	1
Nielsen 26	1
Nielsen 27	1
Nielsen 28	1
Nielsen 29	1
Nielsen 30	1
Nielsen 31	1
Nielsen 32	1
Nielsen 33	1
Nielsen 34	1
Nielsen 35	1
Nielsen 36	1
Nielsen 37	1
Nielsen 38	1
Nielsen 39	1
Nielsen 40	1
Nielsen 41	1
Nielsen 42	1
Nielsen 43	1
Nielsen 44	1
Nielsen 45	1
Nielsen 46	1
Nielsen 47	1
Nielsen 48	1
Nielsen 49	1
Nielsen 50	1
Nielsen 51	1
Nielsen 52	1
Nielsen 53	1
Nielsen 54	1
Nielsen 55	1
Nielsen 56	1
Nielsen 57	1
Nielsen 58	1
Nielsen 59	1
Nielsen 60	1
Nielsen 61	1
Nielsen 62	1
Nielsen 63	1
Nielsen 64	1
Nielsen 65	1
Nielsen 66	1
Nielsen 67	1
Nielsen 68	1
Nielsen 69	1
Nielsen 70	1
Nielsen 71	1
Nielsen 72	1
Nielsen 73	1
Nielsen 74	1
Nielsen 75	1
Nielsen 76	1
Nielsen 77	1
Nielsen 78	1
Nielsen 79	1
Nielsen 80	1
Nielsen 81	1
Nielsen 82	1
Nielsen 83	1
Nielsen 84	1
Nielsen 85	1
Nielsen 86	1
Nielsen 87	1
Nielsen 88	1
Nielsen 89	1
Nielsen 90	1
Nielsen 91	1
Nielsen 92	1
Nielsen 93	1
Nielsen 94	1
Nielsen 95	1
Nielsen 96	1
Nielsen 97	1
Nielsen 98	1
Nielsen 99	1
Nielsen 100	1

Foreign (total)	77
of which	
EU	68
Other European countries	10
Africa	6
North America	3
South and Central America	6
Middle East	3
South-, East-, Central Asia	3
Australia	2

Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	1
more than 100 km up to 300 km	5
over 300 km	86

Countries with the highest visitor shares	%
Spain	11
Netherlands	11
Italy	9
France	9
Great Britain	6

Frequency of visits to exhibition	%
2010	39
2009	34
2008	29
Earlier events	19
First visit	46

Average length of stay 2,0 days

Influence on purchasing/procurement decisions	%
Decisively	38
Collectively	36
In an advisory capacity	14
No	8
Student	2
Other not gainfully employed	2

Area of responsibility	%
Management	42
Research/development/design	10
Manufacturing, production, quality control	29
Buying/procurement	21
Finance/accounting, controlling	6
Information and communication technology	3
Organisation, personnel, administration	7
Marketing/sales/advertising/PR	24
Logistics: storage, material management, transport	7
Maintenance/repairs	2
Other area	7
Student	2
Other not gainfully employed	2

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	32
Managing director, board member, head of an authority etc.	19
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	3
Trainee	1
Other position	4
Student	2
Other not gainfully employed	2

Economic sector	%
Fruit and vegetable growers	36
Importers, exporters	34
Industry	9
Own wholesale trade of retail grocery trade	9
Other services	9
Retail trade (distribution)	8
Other wholesale trade	8
Packaging companies	7
Freight forwarders, transport companies	6
Association, society, institution, organisation	4
Retail trade (central buying)	4
Authority/public services	4
Research, apprenticeship, training	4
Hotel, catering trade	3
Packaging machinery manufacturer	2
Other sectors	3
Student	2
Other not gainfully employed	2

Size of company/organisation:	%
Number of employees:	
1- 4	15
5- 9	13
10- 49	27
50- 199	20
200- 499	6
500 - 999	5
1 000 and more	8
Student	3
Other not gainfully employed	2

Conducted by: Hopp & Partner, Berlin

Import Shop (2010) → Berlin

Basic data private visitors

Total number of visitors 43 256

Proportion of private visitors 89%

Region of residence	%
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

Total Germany	98
Baden-Württemberg	1
Bavaria	76
Brandenburg	19
Bremen	1
Hamburg	1
Hesse	1
Mecklenburg-West Pomerania	1
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	1
Schleswig-Holstein	-
Thuringia	-

Total Foreign 2

Position in the company/organisation	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	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

Frequency of visits to exhibition	%
2009	55
2008	53
2007	56
Earlier events	33
First visit	23

Additional data private visitors

Sex	%
Male	19
Female	81

Age	%
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

Net household income	%
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 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	5
N/A	40

Size of household	%
1 person	29
2 persons	39
3 persons	16
4 persons	11
5 persons and more	5

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	92
no	1
maybe	6

Follow-up business	%
Intend to buy at later date	
yes	27
no	26
maybe	47

Conducted by: Hopp & Partner, Berlin

International Green Week → Berlin

All visitors' profile

Visitors (number of entries)	424	176
Germany (total)	97	
of which		
Nielsen 1	8	Nielsen 4 3
Bremen	-	Bavaria 3
Hamburg	-	Nielsen 5+6 72
Lower Saxony	6	Berlin 38
Schleswig-Holstein	2	Brandenburg 23
Nielsen 2	3	Mecklenburg-
North Rhine-Westph.	3	West Pomerania 5
Nielsen 3a	2	Saxony-Anhalt 7
Hesse	2	Nielsen 7 10
Rhineland-Palatinate	1	Saxony 7
Saarland	-	Thuringia 3
Nielsen 3b	1	
Baden-Württemberg	1	
Foreign (total)	3	
of which		
Other european countries	26	
Other countries	18	
EU	56	
Distance to home	%	
up to 50 km	49	
more than 50 km up to 100 km	8	
more than 100 km up to 300 km	25	
over 300 km	18	
Country with the highest visitor share	%	
Poland	9	
Position in the company/organisation	%	
Entrepreneur, co-owner, freelancer	10	
Managing director, board member, head of an authority etc.	2	
Area manager, works manager, plant manager, branch manager, head of public office	1	
Department head, group head, team leader	4	
Other salaried staff, civil servant, skilled worker	33	
Lecturer, teacher	4	
Trainee	5	
Other position	4	
Student	12	
Other not gainfully employed	26	
Frequency of visits to exhibition	%	
2010	37	
2009	34	
2008	31	
2007	27	
Earlier events	42	
First visit	33	

Trade visitors' profile

Visitors (number of entries)	424	176
Proportion of trade visitors	23%	
Germany (total)	94	
of which		
Nielsen 1	11	Nielsen 4 5
Bremen	-	Bavaria 5
Hamburg	1	Nielsen 5+6 66
Lower Saxony	8	Berlin 35
Schleswig-Holstein	3	Brandenburg 19
Nielsen 2	4	Mecklenburg-
North Rhine-Westph.	4	West Pomerania 5
Nielsen 3a	3	Saxony-Anhalt 7
Hesse	1	Nielsen 7 9
Rhineland-Palatinate	1	Saxony 7
Saarland	1	Thuringia 2
Nielsen 3b	2	
Baden-Württemberg	2	
Foreign (total)	6	
of which		
EU	59	
Other european countries	29	
Other countries	12	
Distance to home	%	
up to 50 km	45	
more than 50 km up to 100 km	7	
more than 100 km up to 300 km	22	
over 300 km	26	
Frequency of visits to exhibition	%	
2010	32	2007 22
2009	28	Earlier events 36
2008	26	First visit 42
Average length of stay	1,5 days	
Influence on purchasing/procurement decisions	%	
Decisively	18	
Collectively	19	
In an advisory capacity	13	
No	23	
Other not gainfully employed	9	
Student	18	
Area of responsibility	%	
Management	18	
Research/development/design	5	
Manufacturing, production, quality control	23	
Buying/procurement	9	
Finance/accounting, controlling	5	
Information and communication technology	3	
Organisation, personnel, administration	10	
Marketing/sales/advertising/PR	8	
Logistics: storage, material management, transport	5	
Maintenance/repairs	3	
Other area	21	
Student	18	
Other not gainfully employed	9	

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	4
Other salaried staff, civil servant, skilled worker	22
Lecturer, teacher	7
Trainee	12
Other position	4
Student	18
Other not gainfully employed	9
Economic sector	%
Food, drinks and tobacco	14
Agriculture and forestry	18
Retail trade	9
Catering trade (restaurants, hotels and guest houses)	7
Wholesale/foreign trade	3
Horticulture, landscape gardening	6
Other service company	10
Other industry	3
Authorities, public facilities, associations	8
School, technical college, university	9
Other sectors	9
Student	19
Other not gainfully employed	8

Size of company/organisation:	Number of employees	%
1- 4	20	500 - 999 4
5- 9	8	1 000 and more 7
50- 199	17	Student 18
200- 499	5	Other not gainfully employed 9

Private visitors' profile

Visitors (number of entries)	424	176
Proportion of private visitors	77%	
Germany (total)	98	
of which		
Nielsen 1	8	Nielsen 4 3
Bremen	-	Bavaria 3
Hamburg	-	Nielsen 5+6 74
Lower Saxony	5	Berlin 39
Schleswig-Holstein	2	Brandenburg 24
Nielsen 2	2	Mecklenburg-
North Rhine-Westph.	2	West Pomerania 5
Nielsen 3a	2	Saxony-Anhalt 7
Hesse	2	Nielsen 7 10
Rhineland-Palatinate	1	Saxony 7
Saarland	-	Thuringia 3
Nielsen 3b	1	
Baden-Württemberg	1	
Foreign (total)	2	
of which		
EU	53	
Other european countries	22	
Other countries	25	
Distance to home	%	
up to 50 km	51	
more than 50 km up to 100 km	8	
more than 100 km up to 300 km	26	
over 300 km	16	
Frequency of visits to exhibition	%	
2010	38	
2009	36	
2008	33	
2007	29	
Earlier events	44	
First visit	30	
Sex	%	
Male	58	
Female	42	
Size of household	%	
1 person	17	
2 persons	48	
3 persons	17	
4 persons	12	
5 persons and more	6	
Age	%	
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	20	
over 50 up to 60 years	20	
over 60 up to 70 years	19	
over 70 years	8	

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	-
Department head, group head, team leader	4
Other salaried staff, civil servant, skilled worker	36
Lecturer, teacher	3
Trainee	2
Other position	4
Student	10
Housewife/man	3
Old-age pensioner	25
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	36
no	26
maybe	38
Follow-up business	%
Intend to buy at later date	
yes	23
no	34
maybe	43

Conducted by: Hopp & Partner, Berlin

All visitors' profile

Visitors (number of entries)	127 505
Germany (total)	75
of which	
Nielsen 1	10
Nielsen 4	6
Bremen	1
Bavaria	6
Hamburg	2
Nielsen 5+6	62
Lower Saxony	5
Berlin	46
Schleswig-Holstein	1
Brandenburg	12
Nielsen 2	6
Mecklenburg-	
North Rhine-Westph.	6
West Pommernia	2
Nielsen 3a	7
Saxony-Anhalt	3
Hesse	5
Nielsen 7	6
Rhineland-Palatinate	2
Saxony	4
Saarland	-
Thuringia	2
Nielsen 3b	4
Baden-Württemberg	4
Foreign (total)	25
of which	
EU	67
Other european countries	10
Africa	10
North America	2
South and Central America	2
Middle East	5
South-, East-, Central Asia	4
Australia	1
Distance to home	%
up to 50 km	42
more than 50 km up to 100 km	2
more than 100 km up to 300 km	13
over 300 km	43
Countries with the highest visitor shares	%
Austria	15
Poland	13
Great Britain	6
Switzerland	4
Netherlands	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	4
Trainee	2
Other position	2
Student	16
Other not gainfully employed	12
Frequency of visits to exhibition	%
2010	38
2009	36
2008	32
Earlier events	35
First visit	37

Trade visitors' profile

Visitors (number of entries)	127 505
Proportion of trade visitors	59%
Germany (total)	61
of which	
Nielsen 1	15
Nielsen 4	10
Bremen	2
Bavaria	10
Hamburg	3
Nielsen 5+6	37
Lower Saxony	8
Berlin	26
Schleswig-Holstein	2
Brandenburg	7
Nielsen 2	10
Mecklenburg-	
North Rhine-Westph.	10
West Pommernia	2
Nielsen 3a	12
Saxony-Anhalt	3
Hesse	8
Nielsen 7	9
Rhineland-Palatinate	4
Saxony	6
Saarland	-
Thuringia	3
Nielsen 3b	7
Baden-Württemberg	7
Foreign (total)	39
of which	
EU	66
Other european countries	10
Africa	11
North America	3
Middle East	5
South-, East-, Central Asia	4
Other countries	2
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	1
more than 100 km up to 300 km	14
over 300 km	64
Countries with the highest visitor shares	%
Austria	16
Poland	11
Great Britain	6
Switzerland	4
Netherlands	4
Frequency of visits to exhibition	%
2010	40
2009	35
2008	32
Earlier events	34
First visit	40
Average length of stay	2,0 days
Influence on purchasing/procurement decisions	%
Decisively	26
Collectively	23
In an advisory capacity	14
No	14
Student	20
Other not gainfully employed	3

Area of responsibility	%
Management	27
Research/development/design	5
Manufacturing, production, quality control	17
Buying/procurement	10
Finance/accounting, controlling	5
Information and communication technology	3
Organisation, personnel, administration	9
Marketing, advertising, PR	31
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	14
Student	20
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	21
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	3
Trainee	3
Other position	2
Student	20
Other not gainfully employed	3
Economic sector	%
Tour operator	23
Travel agency	15
Hotel company	12
Tourism organisations	8
Publishing houses/press	8
PR/advertising/consultancy	7
Transport carriers (bus, train, ship and air companies)	5
Research institute/educational institution	5
Business travel	5
Tourism federations/associations	5
Trade fair organizer/conference and congress organizer	3
Travel technology, information and reservation systems	3
Vacation property	2
Leisure centre/leisure park	1
Other sectors	6
Student	20
Other not gainfully employed	3
Size of company/organisation:	
Number of employees	%
1- 4	19
5- 9	9
10- 49	16
50- 199	14
200- 499	6
500 - 999	4
1 000 and more	8
Student	20
Other not gainfully employed	3

Private visitors' profile

Visitors (number of entries)	127 505
Proportion of private visitors	41%
Germany (total)	95
of which	
Nielsen 1	4
Nielsen 4	2
Bremen	-
Bavaria	2
Hamburg	1
Nielsen 5+6	86
Lower Saxony	2
Berlin	65
Schleswig-Holstein	1
Brandenburg	18
Nielsen 2	3
Mecklenburg-	
North Rhine-Westph.	3
West Pommernia	2
Nielsen 3a	2
Saxony-Anhalt	2
Hesse	2
Nielsen 7	3
Rhineland-Palatinate	-
Saxony	2
Saarland	-
Thuringia	1
Nielsen 3b	2
Baden-Württemberg	2
Foreign (total)	5
of which	
EU	76
Other countries	24
Country with the highest visitor share	%
Poland	38
Distance to home	%
up to 50 km	74
more than 50 km up to 100 km	3
more than 100 km up to 300 km	10
over 300 km	13
Frequency of visits to exhibition	%
2010	36
2009	38
2008	32
Earlier events	37
First visit	33
Sex	%
Male	43
Female	57
Size of household	%
1 person	25
2 persons	46
3 persons	14
4 persons	10
5 persons and more	5
Age	%
up to 20 years	5
over 20 up to 30 years	14
over 30 up to 40 years	13
over 40 up to 50 years	20
over 50 up to 60 years	25
over 60 up to 70 years	17
over 70 years	7

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	38
Lecturer, teacher	5
Trainee	2
Other position	2
Student	11
Housewife/man	2
Old-age pensioner	21
Other not gainfully employed	2
Buying and ordering capacity	N/A
Purchase or order made or intended at the exhibition	
Follow-up business	%
Intend to buy at later date	
yes	37
no	21
maybe	42
Conducted by:	Hopp & Partner, Berlin

MODERNER STAAT → Berlin

Trade visitors' profile

Visitors (number of entries)	3 551	Position in the company/organisation	%
Proportion of trade visitors	100%	Head of department, senior civil servant	2
Germany (total)	96	Lord Mayor, department head, treasurer, head of division	4
of which		Head of public office, department head	2
Nielsen 1	8 Nielsen 4	Department manager, subdivision manager, head of division, section head, subject head	16
Bremen	- Bavaria	Commercial clerk, desk officer	17
Hamburg	2 Nielsen 5+6	Other salaried public service employee	27
Lower Saxony	5 Berlin	Member of the board, managing director, owner	8
Schleswig-Holstein	1 Brandenburg	Area manager, authorized signatory	4
Nielsen 2	16 Mecklenburg-	Department head, group head	8
North Rhine-Westph.	16 West Pomerania	Commercial clerk, skilled worker	2
Nielsen 3a	9 Saxony-Anhalt	Lecturer, teacher, scientific assistant	1
Hesse	6 Nielsen 7	Trainee	-
Rhineland-Palatinate	2 Saxony	Other professional positions in the private sector	7
Saarland	1 Thuringia	Student	2
Nielsen 3b	2		
Baden-Württemberg	2		
Foreign (total)	4	Economic sector	%
Distance to home	%	Regional administration	24
up to 50 km	44	Local government, city council	18
more than 50 km up to 100 km	3	Federal administration	15
more than 100 km up to 300 km	15	Private industry	14
over 300 km	37	Service	12
Frequency of visits to exhibition	%	Association, organisation, trade union	4
Previous events	35	Educational/training institutions, academy	3
Earlier events	33	Politics (federal, state and local government)	3
First visit	51	Diplomacy	1
Average length of stay	days	Other sectors	6
Influence on purchasing/procurement decisions	%	Size of company/organisation: Number of employees	%
Decisively	11	1- 4 5	200 - 499 14
Collectively	35	5- 9 3	500 - 999 15
In an advisory capacity	33	10- 49 13	1 000 and more 38
No	20	50- 199 11	Student 2
Student	2		
Area of responsibility	%	Conducted by: Wissler & Partner, Basel	
Management	13		
Research/development/design	3		
Manufacturing, production, quality control	1		
Buying/procurement	3		
Finance/accounting, controlling	7		
Information and communication technology	22		
Organisation, personnel, administration	14		
Sales	10		
Marketing, advertising, PR	2		
Logistics: storage, material management, transport	-		
Maintenance/repairs	-		
Other area	23		
Student	2		

SHOWTECH → Berlin

Trade visitors' profile

Visitors (number of entries)	7 364	Position in the company/organisation	%
Proportion of trade visitors	99%	Entrepreneur, co-owner, freelancer	19
Germany (total)	76	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	9
Nielsen 1	11 Nielsen 4	Department head, group head, team leader	24
Bremen	2 Bavaria	Other salaried staff, civil servant, skilled worker	22
Hamburg	2 Nielsen 5+6	Lecturer, teacher	2
Lower Saxony	4 Berlin	Trainee	5
Schleswig-Holstein	2 Brandenburg	Other position	4
Nielsen 2	11 Mecklenburg-	Student	9
North Rhine-Westph.	11 West Pomerania	Other not gainfully employed	1
Nielsen 3a	4 Saxony-Anhalt		
Hesse	1 Nielsen 7		
Rhineland-Palatinate	2 Saxony		
Saarland	1 Thuringia		
Nielsen 3b	8		
Baden-Württemberg	8		
Foreign (total)	24	Economic sector	%
of which		Theatres, operas, concert houses, stage venues	45
EU	65	Concert, event and marketing agencies	5
Other european countries	25	Architecture, construction planning and specialist planning	5
Other countries	10	Multi-purpose halls, conference centres, exhibition grounds	3
Distance to home	%	Event locations, clubs, discotheques	3
up to 50 km	34	Film, radio, TV	3
more than 50 km up to 100 km	2	Media, associations, organisations	2
more than 100 km up to 300 km	14	Industrial producer	6
over 300 km	50	Colleges, universities, vocational and advanced training	4
Countries with the highest visitor shares	%	Lighting design	3
Norway	15	Rentals and event services	3
Denmark	11	Wholesalers and specialist retailers	1
Frequency of visits to exhibition	%	Other sectors	8
Previous events	34	Student	9
Earlier events	37	Other not gainfully employed	1
First visit	48		
Average length of stay	1,5 days	Size of company/organisation: Number of employees	%
Influence on purchasing/procurement decisions	%	1- 4 16	500 - 999 7
Decisively	28	5- 9 8	1 000 and more 8
Collectively	29	10- 49 16	Student 9
In an advisory capacity	20	50- 199 17	Other not gainfully employed 1
No	12	200- 499 18	
Student	9		
Other not gainfully employed	1	Conducted by: Wissler & Partner, Basel	
Area of responsibility	%		
Management	20		
Research/development/design	5		
Manufacturing, production, quality control	15		
Buying/procurement	4		
Finance/accounting, controlling	1		
Information and communication technology	2		
Organisation, personnel, administration	1		
Sales	4		
Marketing, advertising, PR	1		
Logistics: storage, material management, transport	1		

WASSER BERLIN (2009)

Basic data trade visitors

Total number of visitors	24 511
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	19
more than 50 km up to 100 km	3
more than 100 km up to 300 km	20
over 300 km	58
Total Germany	79
Baden-Württemberg	6
Bavaria	8
Berlin	17
Brandenburg	11
Bremen	1
Hamburg	1
Hesse	7
Mecklenburg-Holstein	1
West Pomerania	5
Lower Saxony	8
North Rhine-Westphalia	13
Rhineland-Palatinate	5
Saarland	1
Saxony	8
Saxony-Anhalt	5
Schleswig-Holstein	1
Thuringia	4
Total Foreign	21
of which EU	62
Rest of Europe	15
Africa	6
South-, East-, Central Asia	8
Other	9
The three countries with the highest visitor shares	%
Austria	8
Denmark	6
Italy	6
Position in the company/organisation	%
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	6
Department head, group head	26
Other salaried staff/public service	24
Skilled worker	6
Lecturer, teacher, scientific assistant	6
Trainee	1
Other position	2
Student	7
Frequency of visits to exhibition	%
Wasser/Gas Berlin 2006	29
Wasser Gas Berlin 2003	21
IFW / IFG Berlin 2000	3
Earlier events	12
First visit	53

Additional data trade visitors

Economic sector	%
Civil engineering	8
Pipeline construction	9
Other construction companies	1
Waste disposal companies	23
Waste disposal companies	4
Authority, administration, ministry	7
Engineer's/architects office	10
University, college, institute	6
Association/society	3
Industry	8
Skilled trades	2
Trade	6
Other	7
Student	7

Influence on purchasing/procurement decisions	%
Decisively	21
Collectively	40
In an advisory capacity	23
No	9
Student	7

Area of responsibility	%
Management	26
Research/development/design	13
Planning/work preparation	26
Manufacture/production	9
Production, quality control	4
Buying/procurement	16
Finance/accounting, controlling	3
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	6
Maintenance/repairs	19
Other area	10
Student	7

Size of company/organisation:	
Number of employees:	%
1- 4	9
5- 9	9
10- 49	26
50- 99	13
100-199	8
200- 499	9
500- 999	6
1 000- 9 999	12
10 000 and more	3
Student	7

Length of stay	%
1. Length of stay (days):	
one	59
two	27
three	9
four	3
five	2
2. Average length of stay	1,6 days
3. Share of visitors on the event's days:	%
1st day	26
2nd day	41
3rd day	44
4th day	34
5th day	18

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Basic data private visitors

Total number of visitors	9 732
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Proportion of private visitors	90%
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Region of residence	%
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

Total Germany	98
Baden-Württemberg	7
Bavaria	2
Berlin	1
Brandenburg	1
Bremen	31
Hamburg	4
Hesse	2
Mecklenburg-Holstein	5
West Pomerania	1
Lower Saxony	44
North Rhine-Westphalia	7
Rhineland-Palatinate	1
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	5
Thuringia	-

Total Foreign	2
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Position in the company/organisation	%
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

Frequency of visits to exhibition	%
2009	31
2008	29
2007	22
2006	18
Earlier events	44

Additional data private visitors

Sex	%
Male	77
Female	23

Age	%
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

Net household income	%
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

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

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

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private visitors' profile

Visitors (number of entries)	38 911
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Proportion of private visitors	94%
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Germany (total)	93
of which	
Nielsen 1	85
Nielsen 4	1
Bremen	19
Hamburg	5
Lower Saxony	54
Schleswig-Holstein	7
Nielsen 2	10
North Rhine-Westph.	10
Nielsen 3a	1
Hesse	1
Rhineland-Palatinate	1
Saarland	-
Nielsen 3b	1
Baden-Württemberg	1
Bavaria	1
Nielsen 5+6	2
Berlin	1
Brandenburg	-
Mecklenburg-Nielsen 2	-
Saxony-Anhalt	-
Nielsen 7	1
Saxony	1
Thuringia	-

Foreign (total)	7
of which	
EU	76
Other european countries	18
Other countries	6

Country with the highest visitor share	%
Denmark	31

Distance to home	%
up to 50 km	35
more than 50 km up to 100 km	16
more than 100 km up to 300 km	37
over 300 km	11

Frequency of visits to exhibition	%
2010	39
2009	38
2008	35
Earlier events	20
First visit	29

Sex	%
Male	83
Female	17

Size of household	%
1 person	19
2 persons	42
3 persons	15
4 persons	16
5 persons and more	8

Age	%
up to 20 years	5
over 20 up to 30 years	8
over 30 up to 40 years	9
over 40 up to 50 years	28
over 50 up to 60 years	27
over 60 up to 70 years	17
over 70 years	6

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	24
Lecturer, teacher	4
Trainee	3
Other position	7
Student	4
Housewife/man	2
Old-age pensioner	20
Other not gainfully employed	6

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	52
yes	20
no	28
maybe	28

Follow-up business	%
Intend to buy at later date	26
yes	29
no	45
maybe	45

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HanseLife (2010) → Bremen

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
Total Germany	100
Baden-	North Rhine-
Württemberg	- Westphalia
Bavaria	- Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	50 Saxony
Hamburg	- Saxony-Anhalt
Hesse	- Schleswig-
Mecklenburg-	Holstein
West Pomerania	1 Thuringia
Lower Saxony	46
Position in the company/organisation	%
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	4
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
Frequency of visits to exhibition	%
(HanseLife) 2009	43
(HanseLife) 2008	37
(HanseLife) 2007	29
(hafa) 2006	32
Earlier events	43
First visit	16

Additional data private visitors

Sex	%
Male	30
Female	70
Age	%
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
Net household income	%
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
Size of household	%
1 person	21
2 persons	50
3 persons	14
4 persons	11
5 persons and more	5
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	75
no	9
maybe	16
Follow-up business	%
Intend to buy at later date	
yes	21
no	23
maybe	56

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

outdoor / fahrrad.markt.zukunft. (2010) → Bremen

Basic data private visitors

Total number of visitors	12 272
Proportion of private visitors	97%
Region of residence	%
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
Total Germany	99
Baden-	North Rhine-
Württemberg	1 Westphalia
Bavaria	- Rhineland-
Berlin	- Palatinate
Brandenburg	- Saarland
Bremen	34 Saxony
Hamburg	1 Saxony-Anhalt
Hesse	1 Schleswig-
Mecklenburg-	Holstein
West Pomerania	- Thuringia
Lower Saxony	58
Total Foreign	1
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
outdoor&fahrrad.markt.zukunft 2009	23
outdoor&fahrrad.markt.zukunft 2008	22
fahrrad.markt.zukunft 2007	13
Earlier events	11
First visit	36

Additional data private visitors

Sex	%
Male	64
Female	36
Age	%
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
Net household income	%
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	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
Size of household	%
1 person	17
2 persons	40
3 persons	15
4 persons	21
5 persons and more	7
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	32
no	27
maybe	41
Follow-up business	%
Intend to buy at later date	
yes	33
no	16
maybe	51

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ReiseLust → Bremen

Private visitors' profile

Visitors (number of entries)	18 110*
Proportion of private visitors	97%
Germany (total)	99
of which	
Nielsen 1	93
Nielsen 4	1
Bremen	38
Bavaria	1
Hamburg	1
Nielsen 5+6	1
Lower Saxony	53
Berlin	-
Schleswig-Holstein	1
Brandenburg	-
Nielsen 2	3
Mecklenburg-	
North Rhine-Westph.	3
West Pomerania	1
Nielsen 3a	1
Saxony-Anhalt	-
Hesse	1
Nielsen 7	-
Rhineland-Palatinate	-
Saxony	-
Saarland	-
Thuringia	-
Nielsen 3b	-
Baden-Württemberg	-
Foreign (total)	1
Distance to home	%
up to 50 km	62
more than 50 km up to 100 km	22
more than 100 km up to 300 km	12
over 300 km	5
Frequency of visits to exhibition	%
2010	36
2009	27
2008	18
2007	9
Earlier events	7
First visit	36
Sex	%
Male	52
Female	48
Size of household	%
1 person	14
2 persons	60
3 persons	14
4 persons	9
5 persons and more	4

Baumesse Chemnitz → Chemnitz

Private visitors' profile

Age		
up to 20 years	1	
over 20 up to 30 years	6	
over 30 up to 40 years	9	
over 40 up to 50 years	22	
over 50 up to 60 years	25	
over 60 up to 70 years	28	
over 70 years	10	
Position in the company/organisation	%	
Entrepreneur, co-owner, freelancer	7	
Managing director, board member, head of an authority etc.	2	
Area manager, works manager, plant manager, branch manager, head of public office	2	
Department head, group head, team leader	7	
Other salaried staff, civil servant, skilled worker	27	
Lecturer, teacher	4	
Trainee	1	
Other position	5	
Student	2	
Housewife/man	6	
Old-age pensioner	34	
Other not gainfully employed	4	
Buying and ordering capacity	%	
Purchase or order made or intended at the exhibition		
yes	21	
no	43	
maybe	37	
Follow-up business	%	
Intend to buy at later date		
yes	25	
no	19	
maybe	56	
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund		

*) Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Recurring names were permitted.

Visitors (number of entries)	7 789	
Proportion of private visitors	79%	
Germany (total)	100	
of which		
Nielsen 1	- Nielsen 4	-
Bremen	- Bavaria	-
Hamburg	- Nielsen 5+6	1
Lower Saxony	- Berlin	-
Schleswig-Holstein	- Brandenburg	-
Nielsen 2	- Mecklenburg-Nielsen 3a	1
North Rhine-Westph.	- West Pomerania	-
Nielsen 3a	- Saxony-Anhalt	1
Hesse	- Nielsen 7	99
Rhineland-Palatinate	- Saxony	97
Saarland	- Thuringia	2
Nielsen 3b	-	-
Baden-Württemberg	-	-
Distance to home	%	
up to 50 km	90	
more than 50 km up to 100 km	8	
more than 100 km up to 300 km	2	
over 300 km		
Frequency of visits to exhibition	%	
Previous events	28	
Earlier events	26	
First visit	45	
Sex	%	
Male	59	
Female	41	
Size of household	%	
1 person	5	
2 persons	49	
3 persons	24	
4 persons	15	
5 persons and more	7	

Age		
up to 20 years	2	
over 20 up to 30 years	17	
over 30 up to 40 years	18	
over 40 up to 50 years	21	
over 50 up to 60 years	21	
over 60 up to 70 years	15	
over 70 years	5	
Position in the company/organisation	%	
Entrepreneur, co-owner, freelancer	17	
Managing director, board member, head of an authority etc.	2	
Area manager, works manager, plant manager, branch manager, head of public office	2	
Department head, group head, team leader	6	
Other salaried staff, civil servant, skilled worker	46	
Lecturer, teacher	1	
Trainee	1	
Other position	2	
Student	3	
Housewife/man	1	
Old-age pensioner	17	
Buying and ordering capacity	%	
Purchase or order made or intended at the exhibition		
yes	12	
no	63	
maybe	25	
Follow-up business	%	
Intend to buy at later date		
yes	26	
no	43	
maybe	31	
Conducted by: C' Chemnitzer Veranstaltungszentren GmbH, Chemnitz		

ELEKTROTECHNIK (2009) → Dortmund

Basic data trade visitors

Total number of visitors	23 118
Proportion of trade visitors	97%
Region of residence	%
up to 50 km	42
more than 50 km up to 100 km	31
more than 100 km up to 300 km	24
over 300 km	3
Total Germany	98
Baden-Württemberg	90
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	3
Mecklenburg-West Pomerania	-
Lower Saxony	4
Total Foreign	2
of which EU	65
Other	35
Position in the company/organisation	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	17
Other salaried staff/public service	16
Skilled worker	16
Lecturer, teacher, scientific assistant	4
Trainee	15
Other position	1
Student	6
Other not gainfully employed	3
Frequency of visits to exhibition	%
2007	40
2005	32
2003	29
Elektrotechnik/Technocom 2002	8
Earlier events	21
First visit	31

Additional data trade visitors

Economic sector	%
Electrical skilled trade	37
Other skilled trades	2
Electrical industry	16
Other industry	8
Electrical wholesale trade	3
Electrical retail trade	1
Other wholesale and retail trade	1
Energy supply company, mains/grid network operator	5
Engineering, planning office, architects	5
Service companies/telecommunications	1
Specialist authority, administration	2
Training institution	3
Other	7
Student	6
Other not gainfully employed	3
Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	35
In an advisory capacity	20
No	16
Student	6
Other not gainfully employed	3
Area of responsibility	%
Management	17
Research/development/design	8
Planning/work preparation	20
Manufacture/production	17
Production, quality control	5
Buying/procurement	12
Finance/accounting, controlling	2
Information, communication technology (EDP)	5
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	5
Storage/material management/logistics/transport	4
Maintenance/repairs	24
Other area	14
Student	6
Other not gainfully employed	3
Size of company/organisation:	
Number of employees:	%
1- 4	16
5- 9	11
10- 49	16
50- 99	8
100-199	10
200-499	8
500- 999	9
1 000- 9 999	9
10 000 and more	6
Student	6
other not gainfully employed	3
Length of stay	%
1. Length of stay (days):	
one	93
two	6
three	1
four	-
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	28
2nd day	31
3rd day	27
4th day	22
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Inter-tabac (2010) → Dortmund

Basic data trade visitors

Total number of visitors	7 143
Proportion of trade visitors	94%
Region of residence	%
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
Total Germany	76
Baden-Württemberg	5
Bavaria	2
Berlin	3
Brandenburg	-
Bremen	1
Hamburg	3
Hesse	4
Mecklenburg-West Pommern	1
Lower Saxony	9
North Rhine-Westphalia	62
Rhineland-Palatinate	3
Saarland	-
Saxony	2
Saxony-Anhalt	-
Schleswig-Holstein	2
Thuringia	3
Total Foreign	24
of which EU	69
Rest of Europe	17
other countries	14
The country with the highest visitor share	%
Netherlands	18
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	36
2008	29
2007	23
2006	17
Earlier events	15
First visit	42

Additional data trade visitors

Economic sector	%
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
Influence on purchasing/procurement decisions	%
Decisively	48
Collectively	28
In an advisory capacity	15
No	6
Student	3
Other not gainfully employed	1
Area of responsibility	%
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/organisation/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
Size of company/organisation:	%
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
Length of stay	%
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

Dresdner ReiseMarkt → Dresden

Private visitors' profile

Visitors (number of entries)	28 371	Age	%
Proportion of private visitors	95%	up to 20 years	2
Germany (total)	99	over 20 up to 30 years	12
of which		over 30 up to 40 years	12
Nielsen 1	-	over 40 up to 50 years	20
Nielsen 2	-	over 50 up to 60 years	18
Bremen	-	over 60 up to 70 years	25
Hamburg	-	over 70 years	11
Hesse	-	Position in the company/organisation	%
Rhineland-Palatinate	-	Entrepreneur, co-owner, freelancer	5
Saarland	-	Managing director, board member, head of an authority etc.	1
Thuringia	-	Area manager, works manager, plant manager, branch manager, head of public office	-
Nielsen 3a	-	Department head, group head, team leader	4
Nielsen 3b	-	Other salaried staff, civil servant, skilled worker	40
Baden-Württemberg	-	Lecturer, teacher	1
Foreign (total)	1	Trainee	2
Distance to home	%	Other position	2
up to 50 km	88	Student	5
more than 50 km up to 100 km	9	Other not gainfully employed	40
more than 100 km up to 300 km	2	Buying and ordering capacity	%
over 300 km	1	Purchase or order made or intended at the exhibition	
Frequency of visits to exhibition	%	yes	21
Previous events	60	no	55
Earlier events	63	maybe	24
First visit	24	Follow-up business	%
Sex	%	Intend to buy at later date	
Male	48	yes	39
Female	52	no	17
Size of household	%	maybe	44
1 person	17	Conducted by: Anova Marktforschung, Dresden	
2 persons	55		
3 persons	18		
4 persons	8		
5 persons and more	2		

A + A (2009)

Basic data trade visitors

Total number of visitors	55 809
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	25
more than 50 km up to 100 km	13
more than 100 km up to 300 km	22
over 300 km	40
Total Germany	77
Baden-Württemberg	7
Bavaria	8
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	7
Mecklenburg-West Pommern	1
Lower Saxony	8
North Rhine-Westphalia	53
Rhineland-Palatinate	6
Saarland	1
Saxony	2
Saxony-Anhalt	2
Schleswig-Holstein	3
Thuringia	1
Total Foreign	23
of which EU	63
Rest of Europe	11
North America	4
South and Central America	3
Middle East	4
South-, East-, Central Asia	12
Other	4
The five countries with the highest visitor shares	%
Netherlands	9
Belgium	8
Italy	6
Great Britain	6
Austria	6
Position in the company/organisation	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	5
Department head, group head	23
Other salaried staff/public service	26
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	6
Student	2
Frequency of visits to exhibition	%
2007	45
2005	34
Earlier events	26
First visit	39

Additional data trade visitors

Economic sector	%
Industry	38
Trade	15
Authority/public services	10
Employers' liability insurance association	4
Skilled trades	4
Public protection institution	3
University/college/polytechnic	2
Security service provider	2
Public health service/welfare work	2
Hospital/clinic/practice/med.laboratory/institute	1
Architect's, planners, engineers	1
Health and safety executive, public safety supervisor	1
Information and communication technology	1
Security systems manufacturer	1
Other	13
Student	2

Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	31
In an advisory capacity	35
No	12
Student	2

Area of responsibility	%
Management	17
Research/development/design	6
Planning/work preparation	5
Manufacture/production	9
Production, quality control	3
Buying/procurement	8
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	9
Marketing/sales/advertising/PR	10
Maintenance/repairs	6
Storage/material management/logistics/transport	2
Other area	22
Student	2

Size of company/organisation:			
Number of employees:	%		
1- 4	9	200- 499	13
5- 9	5	500- 999	11
10- 49	14	1 000- 9 999	20
50- 99	7	10 000 and more	8
100- 199	10	Student	2

Length of stay	%		
1.Length of stay (days):			
one	61	three	9
two	22	four	7
2.Average length of stay	1,6 days		
3.Share of visitors on the event's days:	N/A		

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	47 131		
Proportion of trade visitors	92%		
Germany (total)	91		
of which			
Nielsen 1	13	Nielsen 4	3
Bremen	1	Bavaria	3
Lower Saxony	9	Nielsen 5+6	4
Schleswig-Holstein	2	Berlin	2
Nielsen 2	59	Brandenburg	1
North Rhine-Westph.	59	Mecklenburg-Nielsen 3a	14
West Pommerania	1		
Hesse	7	Saxony-Anhalt	1
Hamburg	1	Nielsen 7	3
Rhineland-Palatinate	6	Saxony	2
Saarland	1	Thuringia	1
Nielsen 3b	5		
Baden-Württemberg	5		

Foreign (total)	9
of which	
EU	81
Other european countries	11
Other countries	9

Distance to home	%
up to 50 km	32
more than 50 km up to 100 km	19
more than 100 km up to 300 km	23
over 300 km	26

Country with the highest visitor share	%
Netherlands	25

Frequency of visits to exhibition	%
Previous events	54
Earlier events	58
First visit	25

Average length of stay	1,4 days
-------------------------------	-----------------

Influence on purchasing/procurement decisions	%
Decisively	27
Collectively	27
In an advisory capacity	24
No	16
Student	7
Other not gainfully employed	1

Area of responsibility	%
Management	41
Research/development/design	1
Manufacturing, production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	-
Organisation, personnel, administration	1
Sales	10
Marketing, advertising, PR	1
Logistics: storage, material management,	-
transport	-

Maintenance/repairs	-
Other area	29
Student	7
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	64
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	4
Other salaried staff, civil servant, skilled worker	7
Lecturer, teacher	1
Trainee	1
Other position	3
Student	7
Other not gainfully employed	1

Economic sector	%
Cosmetic institute	37
Nail studio	16
Foot care practice	12
Hairdressing salon	5
Beauty farm, wellness facilities	4
Cosmetic school	3
Industry	2
Wholesale, import, export	2
Perfumery	1
Health professionals	1
Doctor's practice, hospital	1
Pharmacy	1
Tanning studios	1
Service	2
Other sectors	4
Student	7
Other not gainfully employed	1

Size of company/organisation:			
Number of employees	%		
1- 4	60	1 000 and more	1
5- 9	9	Student	7
10- 49	8	Other not gainfully employed	1
50- 199	4	N/A	8
200- 499	1		
500- 999	1		

Conducted by: Wissler & Partner, Basel

Private visitors' profile

Visitors (number of entries)	252 441		
Proportion of private visitors	84%		
Germany (total)	88		
of which			
Nielsen 1	7	Nielsen 4	4
Bremen	-	Bavaria	4
Hamburg	1	Nielsen 5+6	2
Lower Saxony	5	Berlin	1
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	69	Mecklenburg-Nielsen 3a	69
West Pommerania	-		
North Rhine-Westph.	69	Saxony-Anhalt	-
Hesse	6	Nielsen 7	2
Rhineland-Palatinate	5	Saxony	1
Saarland	1	Thuringia	1
Nielsen 3b	4		
Baden-Württemberg	4		

Foreign (total)	12
of which	
EU	78
Other european countries	16
Other countries	6

Countries with the highest visitor shares	%
Netherlands	37
Belgium	13
Switzerland	9
Luxembourg	7
Austria	7

Distance to home	%
up to 50 km	38
more than 50 km up to 100 km	20
more than 100 km up to 300 km	23
over 300 km	19

Frequency of visits to exhibition	%
Previous events	46
Earlier events	71
First visit	21

Sex	%
Male	72
Female	28

Size of household	%
1 person	17
2 persons	39
3 persons	16
4 persons	20
5 persons and more	8

Age	%
up to 20 years	6
over 20 up to 30 years	10
over 30 up to 40 years	14
over 40 up to 50 years	31
over 50 up to 60 years	23
over 60 up to 70 years	12
over 70 years	4

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	3
Trainee	2
Other position	4
Student	8
Other not gainfully employed	17

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

Follow-up business	%
Intend to buy at later date	42
yes	18
no	41
maybe	41

Conducted by: Wissler & Partner, Basel

CARAVAN SALON → Düsseldorf

Private visitors' profile

Visitors (number of entries)	178 954	Age	%
Proportion of private visitors	93%	up to 20 years	1
Germany (total)	90	over 20 up to 30 years	3
of which		over 30 up to 40 years	12
Nielsen 1	9 Nielsen 4	over 40 up to 50 years	30
Bremen	- Bavaria	over 50 up to 60 years	31
Hamburg	1 Nielsen 5+6	over 60 up to 70 years	20
Lower Saxony	7 Berlin	over 70 years	4
Schleswig-Holstein	2 Brandenburg	Position in the company/organisation	%
Nielsen 2	73 Mecklenburg-	Entrepreneur, co-owner, freelancer	14
North Rhine-Westph.	73 West Pomerania	Managing director, board member,	
Nielsen 3a	-	head of an authority etc.	3
Hesse	5 Nielsen 7	Area manager, works manager, plant mana-	
Rhineland-Palatinate	5 Saxony	ger, branch manager, head of public office	2
Saarland	1 Thuringia	Department head, group head, team leader	3
Nielsen 3b		Other salaried staff, civil servant,	
Baden-Württemberg	3	skilled worker	45
		Lecturer, teacher	2
		Trainee	-
Foreign (total)	9	Other position	3
of which		Student	1
EU	82	Other not gainfully employed	27
Other european countries	16	Buying and ordering capacity	%
Other countries	2	Purchase or order made or intended	
Countries with the highest visitor shares	%	at the exhibition	
Netherlands	40	yes	24
Belgium	18	no	42
Switzerland	11	maybe	34
Luxembourg	5	Follow-up business	%
Great Britain	5	Intend to buy at later date	
Distance to home	%	yes	37
up to 50 km	36	no	19
more than 50 km up to 100 km	22	maybe	44
more than 100 km up to 300 km	25	Conducted by: Wissler & Partner, Basel	
over 300 km	17		
Frequency of visits to exhibition	%		
Previous events	45		
Earlier events	64		
First visit	30		
Sex	%		
Male	59		
Female	41		
Size of household	%		
1 person	7		
2 persons	54		
3 persons	16		
4 persons	17		
5 persons and more	6		

EuroShop → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	107 273	Area of responsibility	%
Proportion of trade visitors	96%	Management	25
Germany (total)	39	Research/development/design	11
of which		Manufacturing, production, quality control	6
Nielsen 1	12 Nielsen 4	Buying/procurement	7
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	4 Nielsen 5+6	Information and communication technology	2
Lower Saxony	6 Berlin	Organisation, personnel, administration	1
Schleswig-Holstein	2 Brandenburg	Sales	17
Nielsen 2	46 Mecklenburg-	Marketing, advertising, PR	12
North Rhine-Westph.	46 West Pomerania	Logistics: storage, material management,	
Nielsen 3a	-	transport	2
Hesse	8 Nielsen 7	Maintenance/repairs	2
Rhineland-Palatinate	3 Saxony	Other area	8
Saarland	- Thuringia	Student	5
Nielsen 3b	13	Other not gainfully employed	1
Baden-Württemberg	13	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	27
		Managing director, board member,	
		head of an authority etc.	16
		Area manager, works manager, plant mana-	
		ger, branch manager, head of public office	13
		Department head, group head, team leader	18
		Other salaried staff, civil servant,	
		skilled worker	13
		Lecturer, teacher	1
		Trainee	4
		Other position	2
		Student	5
		Other not gainfully employed	1
Foreign (total)	61	Economic sector	%
of which		Trade fair construction, event agency	10
EU	59	Architecture/design	10
Other european countries	13	Advertising agency, graphic designer	7
Africa	4	IT and security service	6
North America	5	Consulting	3
South and Central America	6	Other service	5
Middle East	4	Food retail trade	7
South-, East-, Central Asia	6	Non-food retail	5
Australia	3	Specialist textile trade	5
		Wholesale trade	5
Distance to home	%	Other trade, other crafts	11
up to 50 km	10	Investment goods industry	3
more than 50 km up to 100 km	7	Consumer goods industry	2
more than 100 km up to 300 km	15	Other industry	6
over 300 km	69	Other sectors	9
Countries with the highest visitor shares	%	Student	5
Italy	8	Other not gainfully employed	1
Netherlands	8	Size of company/organisation:	
Great Britain	7	Number of employees	%
Belgium	5	1- 4	14
France	5	5- 9	9
		1 000 and more	17
		Student	5
		Other not	
		gainfully employed	1
Frequency of visits to exhibition	%	Conducted by: Wissler & Partner, Basel	
Previous events	33		
Earlier events	28		
First visit	55		
Average length of stay	2,0 days		
Influence on purchasing/procurement decisions	%		
Decisively	29		
Collectively	30		
In an advisory capacity	23		
No	12		
Other not gainfully employed	1		
Student	5		

GDS (Spring) (2010)

Basic data trade visitors

Total number of visitors	24 163
Proportion of trade visitors	92%
Region of residence	%
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
Total Germany	55
Baden-Württemberg	9
North Rhine-Westphalia	44
Bavaria	11
Rhineland-Palatinate	5
Berlin	4
Saarland	1
Saxony	-
Saxony-Anhalt	1
Hamburg	4
Schleswig-Holstein	7
Mecklenburg-Holstein	2
West Pomerania	-
Thuringia	1
Lower Saxony	9
Total Foreign	45
of which EU	64
Rest of Europe	11
South and Central America	4
Middle East	4
South-, East-, Central Asia	12
other countries	5
Countries with the highest visitor shares	%
Netherlands	17
France	6
Great Britain	6
Belgium	5
Austria	5
Position in the company/organisation	%
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 exhibition	%
Autumn 2009	42
2009 (Spring)	37
2008 (Autumn)	38
Earlier events	35
First visit	29

Additional data trade visitors

Economic sector	%
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	1
Manufacture/production	3
Production, quality control	-
Buying/procurement	12
Finance/accounting, controlling	-
Information, communication technology (EDP)	-
Administration/organisation/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/organisation:	%
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 & Partner, Basel

Basic data trade visitors

Total number of visitors	23 108
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Proportion of trade visitors	93%
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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	19
over 300 km	60

Total Germany	49
Baden-Württemberg	10
Bavaria	9
Berlin	6
Brandenburg	1
Bremen	-
Hamburg	4
Hesse	6
Mecklenburg-West Pomerania	-
Lower Saxony	7
North Rhine-Westphalia	44
Rhineland-Palatinate	7
Saarland	1
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	3
Thuringia	-

Total Foreign	51
of which	
EU	59
Rest of Europe	12
South and Central America	5
Middle East	5
South-, East-, Central Asia	11
other countries	9

The five countries with the highest visitor shares	%
Netherlands	12
Great Britain	6
Belgium	6
France	5
Italy	5

Position in the company/organisation	%
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 exhibition	%
Spring 2010	42
Autumn 2009	39
2009 (Spring)	36
Earlier events	33
First visit	32

Additional data trade visitors

Economic sector	%
Specialist shoe shop	37
Specialist leather goods	2
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	2
Planning/work preparation	1
Manufacture/production	3
Production, quality control	1
Buying/procurement	10
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organisation/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/organisation:	%
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 & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	48 703*
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Proportion of trade visitors	96%
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Germany (total)	47
of which	
Nielsen 1	7
Nielsen 2	12
Nielsen 3a	15
Nielsen 3b	18
Nielsen 3c	18
Nielsen 4	12
Nielsen 5+6	3
Bremen	-
Hamburg	1
Lower Saxony	5
Schleswig-Holstein	1
Mecklenburg-West Pomerania	1
Saxony-Anhalt	1
Nielsen 7	6
Saxony	5
Thuringia	1

Foreign (total)	53
of which	
EU	50
Other european countries	11
Africa	3
North America	5
South and Central America	6
Middle East	4
South-, East-, Central Asia	19
Australia	2

Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	9
more than 100 km up to 300 km	14
over 300 km	68

Countries with the highest visitor shares	%
India	12
France	8
Austria	5
Italy	5
Netherlands	5

Frequency of visits to exhibition	%
Previous events	46
Earlier events	36
First visit	43

Average length of stay	2,0 days
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Influence on purchasing/procurement decisions	%
Decisively	26
Collectively	31
In an advisory capacity	24
No	14
Student	4
Other not gainfully employed	2

Area of responsibility	%
Management	21
Research/development/design	17
Manufacturing, production, quality control	32
Buying/procurement	5
Finance/accounting, controlling	-
Information and communication technology	-
Organisation, personnel, administration	-
Sales	7
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	5
Other area	5
Student	4
Other not gainfully employed	2

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	14
Area manager, works manager, plant manager, branch manager, head of public office	17
Department head, group head, team leader	24
Other salaried staff, civil servant, skilled worker	20
Lecturer, teacher	2
Trainee	3
Other position	2
Student	4
Other not gainfully employed	2

Economic sector	%
Foundry	62
Machine, system and device manufacturing	5
Non-ferrous metals industry	4
Other industry	11
Service/consulting	4
Wholesale/foreign trade	3
Skilled trades	2
University/college/polytechnic	2
Other sectors	3
Student	4
Other not gainfully employed	2

Size of company/organisation:	%
Number of employees:	
1- 4	4
5- 9	4
10- 49	14
50- 99	24
100-199	18
200-499	18
500- 999	12
1 000 and more	18
Student	4
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

*) ascertained by a representative poll

GLOBAL SHOES → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	6 839*	Area of responsibility	%
Proportion of trade visitors	95%	Management	38
Germany (total)	43	Research/development/design	6
of which		Manufacturing, production, quality control	4
Nielsen 1	14	Buying/procurement	14
Bremen	-	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	-
Lower Saxony	6	Organisation, personnel, administration	1
Schleswig-Holstein	2	Sales	22
Nielsen 2	50	Marketing, advertising, PR	5
North Rhine-Westph.	50	Logistics: storage, material management, transport	1
Nielsen 3a	12	Maintenance/repairs	-
Hesse	9	Other area	4
Rhineland-Palatinate	3	Student	5
Saarland	-	Other not gainfully employed	1
Nielsen 3b	12	Position in the company/organisation	%
Baden-Württemberg	12	Entrepreneur, co-owner, freelancer	43
		Managing director, board member, head of an authority etc.	16
		Area manager, works manager, plant manager, branch manager, head of public office	8
		Department head, group head, team leader	13
		Other salaried staff, civil servant, skilled worker	6
		Lecturer, teacher	-
		Trainee	5
		Other position	5
		Student	5
		Other not gainfully employed	1
Foreign (total)	57	Economic sector	%
of which		Specialist shoe shop	30
EU	67	Wholesale/foreign trade (Import/Export)	17
Other european countries	10	Fashion houses, department stores	6
South-, East-, Central Asia	13	Online shop	5
Other countries	11	Specialist leather goods	5
		Shoe retail chain	4
Distance to home	%	Commercial agency	4
up to 50 km	16	Other trade	4
more than 50 km up to 100 km	8	Shoe industry, shoe manufacture	7
more than 100 km up to 300 km	10	Suppliers to shoe and leather manufacturers	2
over 300 km	66	Media, press, publishing	3
		Designers, modellers	3
		Other sectors	5
		Student	5
		Other not gainfully employed	1
Countries with the highest visitor shares	%	Size of company/organisation:	
Great Britain	11	Number of employees	%
Italy	9	1- 4	26
		5- 9	12
		10- 49	27
		50- 199	11
		200- 499	6
		500 - 999	1
		1 000 and more	8
		Other not gainfully employed	5
		Student	1
Frequency of visits to exhibition	%		
Previous events	38		
Earlier events	50		
First visit	37		
Average length of stay	1,8 days		
Influence on purchasing/procurement decisions	%		
Decisively	32		
Collectively	27		
In an advisory capacity	24		
No	11		
Student	5		
Other not gainfully employed	1		

*) Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Recurring names were permitted.

Conducted by: Wissler & Partner, Basel

GLOBAL SHOES (Autumn) (2010) → Düsseldorf

Basic data trade visitors

Total number of visitors	7 175
Proportion of trade visitors	91%
Region of residence	%
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
Total Germany	48
Baden-Württemberg	6
Bavaria	10
Berlin	3
Brandenburg	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	-
Other countries	17
Total Foreign	52
of which EU	63
Rest of Europe	10
South-, East-, Central Asia	10
other countries	17
The country with the highest visitor share	%
Great Britain	12
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
Spring 2010	33
Autumn 2009	28
2009 (Spring)	19
Earlier events	21
First visit	41

Additional data trade visitors

Economic sector	%
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	1
Department store	2
Online shop	4
Commercial agency	3
Wholesale/foreign trade (Import/Export)	15
Shoe industry, shoe manufacture	5
Leather goods industry, leather goods	2
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
Influence on purchasing/procurement decisions	%
Decisively	49
Collectively	18
In an advisory capacity	14
No	15
Student	3
Other not gainfully employed	1
Area of responsibility	%
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/organisation/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
Size of company/organisation:	%
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

Length of stay	%
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

IMA → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	8 849
Proportion of trade visitors	95%
Germany (total)	91
of which	
Nielsen 1	13
Bremen	1
Hamburg	3
Lower Saxony	8
Schleswig-Holstein	2
Nielsen 2	37
North Rhine-Westph.	37
Nielsen 3a	17
Hesse	9
Rhineland-Palatinate	7
Saarland	1
Nielsen 3b	12
Baden-Württemberg	12
Nielsen 4	10
Bavaria	10
Nielsen 5+6	8
Berlin	5
Brandenburg	2
West Pommern	-
Saxony-Anhalt	1
Nielsen 7	3
Saxony	2
Thuringia	1
Foreign (total)	9
of which	
EU	85
Other countries	15
Distance to home	%
up to 50 km	14
more than 50 km up to 100 km	10
more than 100 km up to 300 km	34
over 300 km	42
Frequency of visits to exhibition	%
Previous events	43
Earlier events	52
First visit	30
Average length of stay	1,4 days
Influence on purchasing/procurement decisions	%
Decisively	24
Collectively	25
In an advisory capacity	28
No	20
Student	2
Other not gainfully employed	2
Area of responsibility	%
Management	45
Research/development/design	4
Manufacturing, production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	3
Information and communication technology	2
Organisation, personnel, administration	3
Sales	8
Marketing, advertising, PR	2
Logistics: storage, material management, transport	2
Maintenance/repairs	8
Other area	12
Student	2
Other not gainfully employed	2

Trade visitors' profile

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	43
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	2
Trainee	4
Other position	3
Student	2
Other not gainfully employed	2

Economic sector	%
Retail trade	18
Manufacturer/Industry	17
Skilled trades	3
Wholesale/foreign trade	4
Bank	2
Other service	28
Authority/public services	2
University/college/polytechnic	1
Other sectors	21
Student	2
Other not gainfully employed	2

Size of company/organisation:	
Number of employees	%
1- 4	26
5- 9	14
10- 49	24
50- 199	15
200- 499	5
500 - 999	4
1 000 and more	9
Student	2
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	165 141
Proportion of trade visitors	98%
Germany (total)	40
of which	
Nielsen 1	14
Bremen	1
Hamburg	2
Lower Saxony	9
Schleswig-Holstein	2
Nielsen 2	39
North Rhine-Westph.	39
Nielsen 3a	13
Hesse	6
Rhineland-Palatinate	6
Saarland	-
Nielsen 3b	19
Baden-Württemberg	19

Foreign (total)	60
of which	
EU	49
Other european countries	11
Africa	6
North America	5
South and Central America	6
Middle East	8
South-, East-, Central Asia	12
Australia	3

Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	7
more than 100 km up to 300 km	17
over 300 km	69

Countries with the highest visitor shares	%
Netherlands	7
Great Britain	7
India	6
Italy	5
USA	5

Frequency of visits to exhibition	%
Previous events	40
Earlier events	35
First visit	48

Average length of stay	2,4 days
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Influence on purchasing/procurement decisions	%
Decisively	28
Collectively	35
In an advisory capacity	22
No	10
Student	4
Other not gainfully employed	1

Area of responsibility	%
Management	22
Research/development/design	20
Manufacturing, production, quality control	16
Buying/procurement	8
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	1
Sales	14
Marketing, advertising, PR	4
Logistics: storage, material management, transport	2
Maintenance/repairs	4
Other area	3
Student	4
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	17
Area manager, works manager, plant manager, branch manager, head of public office	17
Department head, group head, team leader	24
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	1
Trainee	2
Other position	2
Student	4
Other not gainfully employed	1

Economic sector	%
Foodstuff industry	21
Machine and plant construction	10
Pharmaceutics industry	9
Plastic goods manufacturing	6
Paper and cardboard processing, printing	5
Other industry	19
Service	7
Technical retail trade	5
Retail trade	4
Other trade	4
Skilled trades	3
Authority, association, organisation, institute	1
University/college/polytechnic	1
Other sectors	3
Student	4
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	6
5- 9	5
10- 49	17
50- 199	22
200- 499	13
500 - 999	8
1 000 and more	22
Student	4
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Basic data trade visitors

Total number of visitors	137 217
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Proportion of trade visitors	96%
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Region of residence	%
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

Total Germany	45
Baden-Württemberg	11
Bavaria	9
Berlin	3
Brandenburg	1
Bremen	1
Hamburg	2
Hesse	5
Mecklenburg-Holstein	2
West Pommern	1
Lower Saxony	5
North Rhine-Westphalia	51
Rhineland-Palatinate	6
Saarland	1
Saxony-Anhalt	2
Schleswig-Holstein	2
Thuringia	2

Total Foreign	55
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

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

Position in the company/organisation	%
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

Frequency of visits to exhibition	%
2009	40
2008	37
2007	33
Earlier events	30
First visit	37

Additional data trade visitors

Economic sector	%
Doctor's 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

Influence on purchasing/procurement decisions	%
Decisively	31
Collectively	29
In an advisory capacity	22
No	12
Student	7
Other not gainfully employed	1

Area of responsibility	%
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/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	28
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	9

Size of company/organisation:	
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

Length of stay	%
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 & Partner, Basel

METEC → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	19 162*	Area of responsibility	%
Proportion of trade visitors	96%	Management	20
Germany (total)	49	Research/development/design	21
of which		Manufacturing, production, quality control	16
Nielsen 1	7 Nielsen 4	Buying/procurement	6
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	5 Berlin	Organisation, personnel, administration	1
Schleswig-Holstein	- Brandenburg	Sales	13
Nielsen 2	70 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	70 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	9 Saxony-Anhalt	Maintenance/repairs	6
Hesse	2 Nielsen 7	Other area	5
Rhineland-Palatinate	4 Saxony	Student	6
Saarland	3 Thuringia	Other not gainfully employed	2
Nielsen 3b	53	Position in the company/organisation	%
Baden-Württemberg	5	Entrepreneur, co-owner, freelancer	13
Foreign (total)	51	Managing director, board member, head of an authority etc.	13
of which		Area manager, works manager, plant manager, branch manager, head of public office	16
EU	46	Department head, group head, team leader	24
Other European countries	9	Other salaried staff, civil servant, skilled worker	22
Africa	3	Lecturer, teacher	1
North America	8	Trainee	1
South and Central America	7	Other position	2
Middle East	6	Student	6
South-, East-, Central Asia	19	Other not gainfully employed	2
Australia	1	Economic sector	%
Distance to home	%	Iron and steel production	28
up to 50 km	24	Machine, system and device manufacturing	10
more than 50 km up to 100 km	8	Steel works, stainless steel works	8
more than 100 km up to 300 km	15	Other industry	22
over 300 km	54	Architects	1
Countries with the highest visitor shares	%	Other services/consulting	10
India	14	Trade	8
USA	7	Skilled trades	2
Italy	7	University/college/polytechnic	2
Belgium	7	Public authority	1
Austria	6	Other sectors	3
Frequency of visits to exhibition	%	Student	6
Previous events	32	Other not gainfully employed	2
Earlier events	27	Size of company/organisation:	%
First visit	55	Number of employees	%
Average length of stay	2,0 days	1- 4	6
Influence on purchasing/procurement decisions	%	500 - 999	9
Decisively	27	5- 9	4
Collectively	27	1 000 and more	35
In an advisory capacity	25	10- 49	14
No	13	50- 199	15
Student	6	200- 499	9
Other not gainfully employed	2	Student	6
		Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

*) ascertained by a representative poll

NEWCAST → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	3 992*	Area of responsibility	%
Proportion of trade visitors	96%	Management	14
Germany (total)	49	Research/development/design	19
of which		Manufacturing, production, quality control	19
Nielsen 1	10 Nielsen 4	Buying/procurement	21
Bremen	- Bavaria	Finance/accounting, controlling	-
Hamburg	- Nielsen 5+6	Information and communication technology	-
Lower Saxony	7 Berlin	Organisation, personnel, administration	-
Schleswig-Holstein	3 Brandenburg	Sales	10
Nielsen 2	44 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	44 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	8 Saxony-Anhalt	Maintenance/repairs	3
Hesse	3 Nielsen 7	Other area	2
Rhineland-Palatinate	3 Saxony	Student	8
Saarland	2 Thuringia	Other not gainfully employed	2
Nielsen 3b	15	Position in the company/organisation	%
Baden-Württemberg	15	Entrepreneur, co-owner, freelancer	10
Foreign (total)	51	Managing director, board member, head of an authority etc.	13
of which		Area manager, works manager, plant manager, branch manager, head of public office	14
EU	56	Department head, group head, team leader	25
South-, East-, Central Asia	23	Other salaried staff, civil servant, skilled worker	26
Other countries	20	Lecturer, teacher	-
Distance to home	%	Trainee	2
up to 50 km	6	Other position	1
more than 50 km up to 100 km	11	Student	8
more than 100 km up to 300 km	16	Other not gainfully employed	2
over 300 km	67	Economic sector	%
Country with the highest visitor share	%	Vehicle and gearbox manufacturing, supply industry	23
India	19	Machine, system and device manufacturing	13
Frequency of visits to exhibition	%	Iron, steel and non-ferrous metals industry	9
Previous events	28	Other industry	32
Earlier events	12	Trade	5
First visit	67	Plant construction, engineering	3
Average length of stay	1,9 days	Other services/consulting	2
Influence on purchasing/procurement decisions	%	University/college/polytechnic	2
Decisively	31	Skilled trades	1
Collectively	24	Media, press, publishing	1
In an advisory capacity	26	Other sectors	2
No	10	Student	8
Student	8	Other not gainfully employed	2
Other not gainfully employed	2	Size of company/organisation:	%
		Number of employees	%
		1- 4	1
		500 - 999	6
		5- 9	2
		1 000 and more	25
		10- 49	13
		50- 199	21
		Student	8
		Other not gainfully employed	2
		200- 499	23

*) ascertained by a representative poll

Conducted by: Wissler & Partner, Basel

ProWein (2010)

Basic data trade visitors

Total number of visitors	36 417
Proportion of trade visitors	96%
Region of residence	%
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
Total Germany	72
Baden-Württemberg	10
Bavaria	9
Berlin	2
Brandenburg	-
Bremen	1
Hamburg	2
Hesse	7
Mecklenburg-Holstein	2
West Pomerania	1
Lower Saxony	5
Total Foreign	28
of which EU	79
North America	3
South-, East-, Central Asia	3
Other countries	5
Rest of Europe	10
The five countries with the highest visitor shares	%
Netherlands	14
France	12
Austria	8
Belgium	8
Italy	6
Position in the company/organisation	%
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	4
Student	7
Other not gainfully employed	1
Frequency of visits to exhibition	%
2009	44
2008	40
Earlier events	36
First visit	39

Additional data trade visitors

Economic sector	%
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

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

Area of responsibility	%
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/organisation/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

Size of company/organisation:	
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

Length of stay	%
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

Total number of visitors	52 584
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Proportion of trade visitors	71%
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Region of residence	%
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

Total Germany	81
Baden-Württemberg	5
Bavaria	7
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	5
Mecklenburg-West Pomerania	1
Lower Saxony	7
North Rhine-Westphalia	64
Rhineland-Palatinate	5
Saarland	1
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	-

Total Foreign	19
of which EU	75
Rest of Europe	11
other countries	14

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

Position in the company/organisation	%
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

Frequency of visits to exhibition	%
2009	32
2008	37
2007	30
Earlier events	29
First visit	41

Basic data all visitors

Region of residence	%
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

Total Germany	86
Baden-Württemberg	4
Bavaria	5
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	5
Mecklenburg-West Pomerania	-
Lower Saxony	7
North Rhine-Westphalia	67
Rhineland-Palatinate	5
Saarland	1
Saxony	1
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	1

Total Foreign	14
of which EU	74
Rest of Europe	11
other countries	15

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

Position in the company/organisation	%
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

Frequency of visits to exhibition	%
2009	35
2008	38
2007	32
Earlier events	28
First visit	40

Additional data trade visitors

Economic sector	%
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, consultancies	4
Other association, organisation	3
Other sectors	17
Student	9
Other not gainfully employed	6

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

Area of responsibility	%
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/organisation/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

Size of company/organisation:	
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
N/A	6

Length of stay	%
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

Trade visitors' profile

Visitors (number of entries)	17 122	Area of responsibility	%
Proportion of trade visitors	99%	Management	40
Germany (total)	44	Research/development/design	2
of which		Manufacturing, production, quality control	3
Nielsen 1	16	Buying/procurement	14
Bremen	1	Finance/accounting, controlling	2
Hamburg	7	Information and communication technology	1
Lower Saxony	6	Organisation, personnel, administration	1
Schleswig-Holstein	2	Sales	19
Nielsen 2	37	Marketing, advertising, PR	12
North Rhine-Westph.	37	Logistics: storage, material management, transport	-
Nielsen 3a	13	Maintenance/repairs	1
Hesse	8	Other area	5
Rhineland-Palatinate	4	Student	-
Saarland	1	Position in the company/organisation	%
Nielsen 3b	14	Entrepreneur, co-owner, freelancer	36
Baden-Württemberg	14	Managing director, board member, head of an authority etc.	19
Foreign (total)	56	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	14
EU	75	Other salaried staff, civil servant, skilled worker	12
Other european countries	17	Lecturer, teacher	1
Other countries	8	Trainee	2
Distance to home	%	Other position	4
up to 50 km	23	Student	2
more than 50 km up to 100 km	10	Other not gainfully employed	1
more than 100 km up to 300 km	25	Economic sector	%
over 300 km	42	Advertising speciality trader	53
Countries with the highest visitor shares	%	Advertising speciality wholesale trader	16
Netherlands	6	Full-service agency	7
France	4	Services, promotion fitting	4
Switzerland	3	Textile finishing	4
Great Britain	3	Advertising agency	5
Austria	2	Other sectors	11
Frequency of visits to exhibition	%	Size of company/organisation:	%
Previous events	41	Number of employees	%
Earlier events	74	1- 4	33
First visit	32	5- 9	20
Average length of stay	2,0 days	10- 49	27
Influence on purchasing/procurement decisions	%	50- 199	8
Decisively	41	200 - 499	2
Collectively	30	500 - 999	1
In an advisory capacity	20	1 000 and more	4
No	9	Student	-

Conducted by: Wissler & Partner, Basel

THERMPROCESS → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	7 984*	Area of responsibility	%
Proportion of trade visitors	98%	Management	25
Germany (total)	55	Research/development/design	26
of which		Manufacturing, production, quality control	17
Nielsen 1	3	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	-
Lower Saxony	3	Organisation, personnel, administration	-
Schleswig-Holstein	-	Sales	13
Nielsen 2	57	Marketing, advertising, PR	1
North Rhine-Westph.	57	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	4
Hesse	5	Other area	3
Rhineland-Palatinate	3	Student	6
Saarland	2	Other not gainfully employed	1
Nielsen 3b	12	Position in the company/organisation	%
Baden-Württemberg	12	Entrepreneur, co-owner, freelancer	22
Foreign (total)	45	Managing director, board member, head of an authority etc.	11
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
EU	56	Department head, group head, team leader	23
Other european countries	10	Other salaried staff, civil servant, skilled worker	22
South-, East-, Central Asia	15	Lecturer, teacher	2
Other countries	18	Trainee	1
Distance to home	%	Other position	1
up to 50 km	23	Student	6
more than 50 km up to 100 km	9	Other not gainfully employed	1
more than 100 km up to 300 km	12	Economic sector	%
over 300 km	57	Machine, system and device manufacturing	20
Frequency of visits to exhibition	%	Iron, steel and tempering foundry	5
Previous events	29	Other industry	40
Earlier events	27	Service/consulting	10
First visit	57	Technical retail trade, trade	8
Average length of stay	1,7 days	University/college/polytechnic	4
Influence on purchasing/procurement decisions	%	Skilled trades	3
Decisively	31	Public authority	1
Collectively	27	Media, press, publishing	1
In an advisory capacity	26	Other sectors	3
No	11	Student	6
Student	6	Other not gainfully employed	1
Other not gainfully employed	1	Size of company/organisation:	%

*) ascertained by a representative poll

Conducted by: Wissler & Partner, Basel

TOP HAIR INTERNATIONAL

Trade visitors' profile

Visitors (number of entries)	29 234*	Area of responsibility	%
Proportion of trade visitors	94%	Management	25
Germany (total)	92	Research/development/design	26
of which		Manufacturing, production, quality control	17
Nielsen 1	14	Buying/procurement	4
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	-
Lower Saxony	10	Organisation, personnel, administration	-
Schleswig-Holstein	1	Sales	13
Nielsen 2	48	Marketing, advertising, PR	1
North Rhine-Westph.	48	Logistics: storage, material management, transport	-
Nielsen 3a	11	Maintenance/repairs	4
Hesse	6	Other area	3
Rhineland-Palatinate	5	Student	6
Saarland	1	Other not gainfully employed	1
Nielsen 3b	8	Position in the company/organisation	%
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	22
Foreign (total)	8	Managing director, board member, head of an authority etc.	11
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
EU	82	Department head, group head, team leader	23
Other countries	18	Other salaried staff, civil servant, skilled worker	22
Distance to home	%	Lecturer, teacher	2
up to 50 km	23	Trainee	1
more than 50 km up to 100 km	18	Other position	1
more than 100 km up to 300 km	24	Student	6
over 300 km	35	Other not gainfully employed	1
Country with the highest visitor share	%	Economic sector	%
Netherlands	41	Machine, system and device manufacturing	20
Frequency of visits to exhibition	%	Iron, steel and tempering foundry	5
Previous events	45	Other industry	40
Earlier events	50	Service/consulting	10
First visit	32	Technical retail trade, trade	8
Average length of stay	1,4 days	University/college/polytechnic	4
Influence on purchasing/procurement decisions	%	Skilled trades	3
Decisively	17	Public authority	1
Collectively	22	Media, press, publishing	1
In an advisory capacity	27	Other sectors	3
Student	6	Student	6
Other not gainfully employed	3	Other not gainfully employed	1

*) Visitor attendance determined by a representative poll in the combination of BEAUTY INTERNATIONAL/TOP HAIR INTERNATIONAL. Recurring names were permitted.

Private visitors' profile

Area of responsibility	%
Management	38
Research/development/design	1
Manufacturing, production, quality control	6
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	2
Sales	9
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	30
Student	6
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	45
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	4
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	1
Trainee	17
Other position	4
Student	6
Other not gainfully employed	3
Economic sector	%
Hairdressers' trade	84
Other skilled trade	1
Cosmetics/pharmaceuticals/chemical industry	1
Other industry	1
Trade	2
Other service	2
Other sectors	1
Student	6
Other not gainfully employed	3
Size of company/organisation:	
Number of employees	%
1- 4	41
5- 9	27
10- 49	14
50- 199	2
200- 499	1
500 - 999	1
1 000 and more	1
Student	6
Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	37 687*
Proportion of private visitors	94%
Germany (total)	98
of which	
Nielsen 1	2
Bremen	-
Hamburg	-
Lower Saxony	2
Schleswig-Holstein	1
Nielsen 2	90
North Rhine-Westph.	90
Nielsen 3a	6
Hesse	2
Rhineland-Palatinate	3
Saarland	1
Nielsen 3b	1
Baden-Württemberg	1
Foreign (total)	2
of which	
EU	100
Distance to home	%
up to 50 km	65
more than 50 km up to 100 km	18
more than 100 km up to 300 km	15
over 300 km	3
Frequency of visits to exhibition	%
Previous events	38
Earlier events	48
First visit	44
Sex	%
Male	51
Female	49
Size of household	%
1 person	16
2 persons	54
3 persons	13
4 persons	13
5 persons and more	4

Age	%
up to 20 years	1
over 20 up to 30 years	5
over 30 up to 40 years	12
over 40 up to 50 years	32
over 50 up to 60 years	30
over 60 up to 70 years	16
over 70 years	5
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	3
Other salaried staff, civil servant, skilled worker	59
Lecturer, teacher	3
Trainee	-
Other position	2
Student	2
Other not gainfully employed	19
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	29
no	31
maybe	40
Follow-up business	%
Intend to buy at later date	
yes	31
no	21
maybe	48

Conducted by: Wissler & Partner, Basel

*) Visitor attendance determined by a representative poll in the combination of Caravan Salon/ TourNatur. Recurring names were permitted.

Trade visitors' profile

Visitors (number of entries)	10 059
Proportion of trade visitors	97%
Germany (total)	79
of which	
Nielsen 1	12
Bremen	1
Hamburg	2
Lower Saxony	9
Schleswig-Holstein	1
Nielsen 2	49
North Rhine-Westph.	49
Nielsen 3a	13
Hesse	6
Rhineland-Palatinate	6
Saarland	1
Nielsen 3b	5
Baden-Württemberg	5
Foreign (total)	21
of which	
EU	78
Other european countries	12
Other countries	10
Distance to home	%
up to 50 km	22
more than 50 km up to 100 km	10
more than 100 km up to 300 km	29
over 300 km	39
Countries with the highest visitor shares	%
Netherlands	20
Austria	14
Belgium	11
Frequency of visits to exhibition	%
Previous events	29
Earlier events	41
First visit	43
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	45
Collectively	26
In an advisory capacity	18
No	6
Student	5
Other not gainfully employed	1

Area of responsibility	%
Management	41
Research/development/design	3
Manufacturing, production, quality control	12
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	-
Sales	13
Marketing, advertising, PR	14
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	5
Student	5
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	42
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	2
Trainee	6
Other position	2
Student	5
Other not gainfully employed	1
Economic sector	%
Advertising	47
Service	9
Publishing/printing	7
Wholesale trade	6
Retail trade	4
Information-/Communication Industry	4
Automobile industry	2
Food and luxuries industry	2
Authority/public services	2
Clothing industry	1
Media (print, broadcast media)	1
Leisure/education	1
Other sectors	9
Student	5
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	37
5- 9	16
10- 49	20
50- 199	10
200- 499	4
500 - 999	2
1 000 and more	6
Student	5
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Haus.Bau.Energie → Erfurt

Private visitors' profile

Visitors (number of entries)	4 734	Age	%
Proportion of private visitors	90%	up to 20 years	-
Germany (total)	100	over 20 up to 30 years	10
of which		over 30 up to 40 years	18
Nielsen 1	-	over 40 up to 50 years	21
- Nielsen 4	-	over 50 up to 60 years	24
Bremen	-	over 60 up to 70 years	23
- Bavaria	-	over 70 years	4
Hamburg	-	Position in the company/organisation	%
- Nielsen 5+6	1	Entrepreneur, co-owner, freelancer	8
Lower Saxony	-	Managing director, board member,	
- Berlin	-	head of an authority etc.	1
Schleswig-Holstein	-	Area manager, works manager, plant manager,	
- Brandenburg	-	branch manager, head of public office	1
Nielsen 2	-	Department head, group head, team leader	3
- Mecklenburg-	-	Other salaried staff, civil servant,	
North Rhine-Westph.	-	skilled worker	57
- West Pomerania	-	Lecturer, teacher	-
Nielsen 3a	1	Trainee	-
- Saxony-Anhalt	1	Other position	-
Hesse	1	Student	2
- Nielsen 7	97	Other not gainfully employed	27
Rhineland-Palatinate	-	Buying and ordering capacity	%
- Saxony	1	Purchase or order made or intended	
Saarland	-	at the exhibition	
- Thuringia	96	yes	14
Nielsen 3b	-	no	62
- Baden-Württemberg	-	maybe	24
Distance to home	%	Follow-up business	%
up to 50 km	72	Intend to buy at later date	
more than 50 km up to 100 km	23	yes	42
more than 100 km up to 300 km	4	no	13
over 300 km	1	maybe	45
Frequency of visits to exhibition	%	Conducted by: Messe Erfurt GmbH, Erfurt	
2010	36		
Earlier events	31		
First visit	41		
Sex	%		
Male	57		
Female	43		
Size of household	%		
1 person	8		
2 persons	51		
3 persons	22		
4 persons	12		
5 persons and more	7		

Rapid. Tech → Erfurt

Trade visitors' profile

Visitors (number of entries)	1 183	Area of responsibility	%
Proportion of trade visitors	100%	Management	19
Germany (total)	92	Research/development/design	34
of which		Manufacturing, production, quality control	9
Nielsen 1	8	Buying/procurement	3
- Nielsen 4	24	Finance/accounting, controlling	-
Bremen	1	Information and communication technology	-
- Bavaria	24	Organisation, personnel, administration	-
Hamburg	2	Sales	6
- Nielsen 5+6	10	Marketing, advertising, PR	1
Lower Saxony	3	Logistics: storage, material management,	
- Berlin	5	transport	-
Schleswig-Holstein	1	Maintenance/repairs	-
- Brandenburg	-	Other area	8
Nielsen 2	12	Student	19
- Mecklenburg-	-	Other not gainfully employed	1
North Rhine-Westph.	12	Position in the company/organisation	%
- West Pomerania	1	Entrepreneur, co-owner, freelancer	18
Nielsen 3a	7	Managing director, board member,	
- Saxony-Anhalt	4	head of an authority etc.	7
Hesse	5	Area manager, works manager, plant manager,	
- Nielsen 7	37	branch manager, head of public office	5
Rhineland-Palatinate	2	Department head, group head, team leader	12
- Saxony	9	Other salaried staff, civil servant,	
Saarland	-	skilled worker	27
- Thuringia	28	Lecturer, teacher	2
Nielsen 3b	3	Trainee	-
- Baden-Württemberg	3	Other position	11
Foreign (total)	8	Student	18
of which		Other not gainfully employed	1
EU	100	Economic sector	%
Distance to home	%	Industry	32
up to 50 km	19	Skilled trades	9
more than 50 km up to 100 km	8	Wholesale/foreign trade	2
more than 100 km up to 300 km	35	Retail trade	1
over 300 km	38	Service	14
Frequency of visits to exhibition	%	Authority/public services	2
Previous events	25	Association/society	1
Earlier events	15	Universities	18
First visit	65	Research	13
Average length of stay	1,3 days	Other sectors	9
Influence on purchasing/procurement decisions	%	Size of company/organisation:	%
Decisively	24	Number of employees	
Collectively	20	1- 4	13
In an advisory capacity	26	5- 9	6
No	10	10- 49	22
Student	19	50- 199	16
Other not gainfully employed	1	200- 499	7
		500 - 999	3
		1 000 and more	13
		Student	19
		Other not	
		gainfully employed	1

Conducted by: Messe Erfurt GmbH, Erfurt

Reiten-Jagen-Fischen

Private visitors' profile

Visitors (number of entries)	22 588	Proportion of private visitors	96%
Germany (total)	100	Germany (total)	100
of which		of which	
Nielsen 1	-	- Nielsen 4	1
Bremen	-	- Bavaria	1
- Bavaria	-	- Nielsen 5+6	2
Hamburg	-	- Berlin	-
- Nielsen 5+6	1	- Brandenburg	-
Lower Saxony	-	- Mecklenburg-	-
- Berlin	-	North Rhine-Westph.	-
Schleswig-Holstein	-	- West Pomerania	-
- Brandenburg	-	Nielsen 3a	2
Nielsen 2	-	- Saxony-Anhalt	2
- Mecklenburg-	-	Hesse	1
North Rhine-Westph.	-	- Nielsen 7	94
- West Pomerania	-	Rhineland-Palatinate	-
Nielsen 3a	2	- Saxony	1
Saxony-Anhalt	2	- Thuringia	93
Hesse	1	Nielsen 3b	-
- Nielsen 7	94	- Baden-Württemberg	-
Rhineland-Palatinate	-	Distance to home	%
- Saxony	1	up to 50 km	50
Saarland	-	more than 50 km up to 100 km	43
- Thuringia	93	more than 100 km up to 300 km	6
Nielsen 3b	-	over 300 km	1
- Baden-Württemberg	-	Frequency of visits to exhibition	%
Distance to home	%	Previous events	59
up to 50 km	50	Earlier events	67
more than 50 km up to 100 km	43	First visit	19
more than 100 km up to 300 km	6	Sex	%
over 300 km	1	Male	56
Frequency of visits to exhibition	%	Female	44
Previous events	59	Size of household	%
Earlier events	67	1 person	11
First visit	19	2 persons	47
Sex	%	3 persons	22
Male	56	4 persons	16
Female	44	5 persons and more	5

Private visitors' profile

Age	%
up to 20 years	7
over 20 up to 30 years	12
over 30 up to 40 years	15
over 40 up to 50 years	22
over 50 up to 60 years	20
over 60 up to 70 years	17
over 70 years	8
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	2
Other salaried staff, civil servant, skilled worker	39
Lecturer, teacher	2
Trainee	4
Other position	-
Student	9
Housewife/man	3
Old-age pensioner	26
Other not gainfully employed	1
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	78
no	10
maybe	12
Follow-up business	%
Intend to buy at later date	
yes	13
no	43
maybe	44
Conducted by: Messe Erfurt GmbH, Erfurt	
Size of household	%
1 person	11
2 persons	55
3 persons	14
4 persons	14
5 persons and more	6

Visitors (number of entries)	90 139
Proportion of private visitors	98%
Germany (total)	99
of which	
Nielsen 1	2
Bremen	-
Hamburg	-
Lower Saxony	2
Schleswig-Holstein	-
Nielsen 2	95
North Rhine-Westph.	95
Nielsen 3a	2
Hesse	1
Rhineland-Palatinate	1
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
Foreign (total)	1
Distance to home	%
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	2
Frequency of visits to exhibition	%
2010	32
2009	21
2008	12
2007	10
Earlier events	37
First visit	26
Sex	%
Male	58
Female	42
Size of household	%
1 person	11
2 persons	55
3 persons	14
4 persons	14
5 persons and more	6

Age	%
up to 20 years	2
over 20 up to 30 years	5
over 30 up to 40 years	7
over 40 up to 50 years	27
over 50 up to 60 years	28
over 60 up to 70 years	25
over 70 years	7
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	4
Trainee	1
Other position	6
Student	3
Housewife/man	6
Old-age pensioner	31
Other not gainfully employed	4
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	48
no	25
maybe	27
Follow-up business	%
Intend to buy at later date	
yes	33
no	22
maybe	45
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	
Size of household	%
1 person	11
2 persons	55
3 persons	14
4 persons	14
5 persons and more	6

Private visitors' profile

Visitors (number of entries)	163 962
Proportion of private visitors	82%
Germany (total)	95
of which	
Nielsen 1	7
Bremen	-
Hamburg	-
Lower Saxony	5
Schleswig-Holstein	1
Nielsen 2	72
North Rhine-Westph.	72
Nielsen 3a	15
Hesse	8
Rhineland-Palatinate	6
Saarland	-
Nielsen 3b	2
Baden-Württemberg	2
Foreign (total)	5
of which	
EU	89
Other countries	11
Countries with the highest visitor shares	%
Netherlands	40
Belgium	19
Luxembourg	16
Distance to home	%
up to 50 km	34
more than 50 km up to 100 km	22
more than 100 km up to 300 km	34
over 300 km	11
Frequency of visits to exhibition	%
Previous events	52
Earlier events	55
First visit	21
Sex	%
Male	13
Female	87
Size of household	%
1 person	14
2 persons	29
3 persons	20
4 persons	24
5 persons and more	14

Age	%
up to 20 years	29
over 20 up to 30 years	25
over 30 up to 40 years	17
over 40 up to 50 years	20
over 50 up to 60 years	7
over 60 up to 70 years	2
over 70 years	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	3
Trainee	7
Other position	6
Student	29
Other not gainfully employed	8
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	81
no	6
maybe	13
Follow-up business	%
Intend to buy at later date	
yes	33
no	22
maybe	46
Conducted by: Wissler & Partner, Basel	

FIBO (2010) → Essen

Basic data trade visitors

Total number of visitors	53 098
Proportion of trade visitors	63%
Region of residence	%
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
Total Germany	79
Baden- Württemberg	9
Bavaria	9
Berlin	2
Brandenburg	1
Bremen	1
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	-
Total Foreign	21
of which EU	78
Rest of Europe	16
other countries	6
The five countries with the highest visitor shares	%
Netherlands	18
Belgium	13
Switzerland	9
Austria	8
Italy	6
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	35
2008	26
Earlier events	30
First visit	42

Basic data private visitors

Proportion of private visitors	37%
Region of residence	%
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
Total Germany	93
Baden- Württemberg	7
Bavaria	6
Berlin	1
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	8
Mecklenburg- West Pomerania	-
Lower Saxony	7
North Rhine- Westphalia	60
Rhineland- Palatinate	5
Saarland	2
Saxony	1
Saxony-Anhalt	1
Schleswig- Holstein	1
Thuringia	1
Total Foreign	7
of which EU	92
Rest of Europe	5
other countries	3
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	23
2008	15
Earlier events	19
First visit	56

Basic data all visitors

Region of residence	%
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
Total Germany	84
Baden- Württemberg	8
Bavaria	8
Berlin	2
Brandenburg	1
Bremen	1
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
Total Foreign	16
of which EU	80
Rest of Europe	14
other countries	6
The five countries with the highest visitor shares	%
Netherlands	17
Belgium	15
Austria	10
Switzerland	8
France	5
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	31
2008	22
Earlier events	26
First visit	47

Additional data trade visitors

Economic sector	%
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	9
Other sectors	14
Student	12
Other not gainfully employed	3
Influence on purchasing/procurement decisions	%
Decisively	28
Collectively	21
In an advisory capacity	21
No	16
Student	12
Other not gainfully employed	3
Area of responsibility	%
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/organisation/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
Size of company/organisation:	%
Number of employees:	
1- 4	21
5- 9	17
10- 49	25
50- 99	7
100- 199	4
200-499	4
1 000- 9 999	2
10 000 and more	2
Student	12
other not gainfully employed	3
Length of stay	%
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

Sex	%
Male	69
Female	31
Age	%
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
Net household income	%
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
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	65
no	12
maybe	23
Follow-up business	%
Intend to buy at later date	
yes	26
no	30
maybe	44

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	19 786	Area of responsibility	%
Proportion of trade visitors	98%	Management	18
Germany (total)	85	Research/development/design	5
of which		Manufacturing, production, quality control	2
Nielsen 1	12	Buying/procurement	10
Bremen	1	Finance/accounting, controlling	5
Hamburg	3	Information and communication technology	9
Lower Saxony	6	Organisation, personnel, administration	1
Schleswig-Holstein	3	Sales	16
Nielsen 2	56	Marketing, advertising, PR	6
North Rhine-Westph.	56	Logistics: storage, material management, transport	1
Nielsen 3a	10	Maintenance/repairs	3
Hesse	7	Other area	13
Rhineland-Palatinate	3	Student	10
Saarland	1	Position in the company/organisation	%
Nielsen 3b	7	Entrepreneur, co-owner, freelancer	10
Baden-Württemberg	7	Managing director, board member, head of an authority etc.	9
Foreign (total)	15	Area manager, works manager, plant manager, branch manager, head of public office	9
of which		Department head, group head, team leader	24
EU	70	Other salaried staff, civil servant, skilled worker	33
Other european countries	22	Lecturer, teacher	1
Other countries	8	Trainee	1
Distance to home	%	Other position	2
up to 50 km	28	Student	10
more than 50 km up to 100 km	13	Economic sector	%
more than 100 km up to 300 km	22	Power supply company	29
over 300 km	37	Consultants, service providers	28
Countries with the highest visitor shares	%	Public utilities, council representatives	7
Great Britain	16	Research, press, associations	2
Switzerland	13	Business customers, industrial enterprises	12
Netherlands	12	Other sectors	10
Belgium	9	Student	10
Frequency of visits to exhibition	%	Size of company/organisation:	
2010	29	Number of employees	%
2009	21	1- 4	8
2008	17	5- 9	5
2007	10	10- 49	14
2006	9	50- 199	15
Earlier events	8	200 - 499	9
First visit	53	500 - 999	7
Average length of stay	1,3 days	1 000 and more	33
Influence on purchasing/procurement decisions	%	Student	10
Decisively	12	Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	
Collectively	25		
In an advisory capacity	33		
No	19		
Student	10		

Private visitors' profile

Visitors (number of entries)	48 338	Age	%
Proportion of private visitors	95%	up to 20 years	2
Germany (total)	100	over 20 up to 30 years	5
of which		over 30 up to 40 years	7
Nielsen 1	1	over 40 up to 50 years	19
Bremen	-	over 50 up to 60 years	30
Hamburg	-	over 60 up to 70 years	25
Lower Saxony	1	over 70 years	12
Schleswig-Holstein	-	Position in the company/organisation	%
Nielsen 2	98	Entrepreneur, co-owner, freelancer	6
North Rhine-Westph.	98	Managing director, board member, head of an authority etc.	1
Nielsen 3a	1	Area manager, works manager, plant manager, branch manager, head of public office	1
Hesse	-	Department head, group head, team leader	7
Rhineland-Palatinate	1	Other salaried staff, civil servant, skilled worker	26
Saarland	-	Lecturer, teacher	3
Nielsen 3b	-	Trainee	1
Baden-Württemberg	-	Other position	4
Distance to home	%	Student	2
up to 50 km	86	Housewife/man	13
more than 50 km up to 100 km	9	Old-age pensioner	34
more than 100 km up to 300 km	4	Other not gainfully employed	2
over 300 km	1	Buying and ordering capacity	%
Frequency of visits to exhibition	%	Purchase or order made or intended at the exhibition	
2010	25	yes	62
2009	24	no	11
2008	15	maybe	27
Earlier events	13	Follow-up business	%
First visit	45	Intend to buy at later date	
Sex	%	yes	29
Male	33	no	18
Female	67	maybe	53
Size of household	%	Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	
1 person	13		
2 persons	57		
3 persons	15		
4 persons	10		
5 persons and more	5		

IPM → Essen

Trade visitors' profile

Visitors (number of entries)	47 729	Buying/procurement	7
Proportion of trade visitors	96%	Finance/accounting, controlling	1
Germany (total)	67	Information and communication technology	1
of which		Organisation, personnel, administration	1
Nielsen 1	17 Nielsen 4	Sales	21
Bremen	1 Bavaria	Marketing, advertising, PR	2
Hamburg	1 Nielsen 5+6	Logistics: storage, material management, transport	2
Lower Saxony	12 Berlin	Other area	13
Schleswig-Holstein	3 Brandenburg	Student	6
Nielsen 2	48 Mecklenburg-	Other not gainfully employed	1
North Rhine-Westph.	48 West Pomerania		
Nielsen 3a	11 Saxony-Anhalt	Position in the company/organisation	%
Hesse	5 Nielsen 7	Entrepreneur, co-owner, freelancer	27
Rhineland-Palatinate	5 Saxony	Managing director, board member, head of an authority etc.	5
Saarland	- Thuringia	Area manager, works manager, plant manager, branch manager, head of public office	7
Nielsen 3b	8	Department head, group head, team leader	9
Baden-Württemberg	8	Foreman, master craftsman	4
		Other salaried staff, civil servant, skilled worker	8
Foreign (total)	33	Lecturer, teacher	3
of which		Trainee	18
EU	78	Farmer, horticulturist	9
Other european countries	9	Other position	2
North America	4	Student	6
Other countries	9	Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	13	Plant producer	21
more than 50 km up to 100 km	13	Florist wholesale trade	4
more than 100 km up to 300 km	29	Seed trade	2
over 300 km	44	End-sales outlet	7
Countries with the highest visitor shares	%	Public authority, municipal garden department	3
Netherlands	27	Horticulture and landscape gardening	11
France	7	Landscape designer	1
Italy	6	Garden centre	4
Poland	5	Gardening company	7
Belgium	5	Florist, specialist retailer	11
Frequency of visits to exhibition	%	Fruit and vegetable growing	1
2010	33	Cemetery gardeners	3
2009	33	Substrate manufacturers	1
2008	28	Nursery	5
2007	24	Wholesale trade	3
2006	22	Home improvement centre	1
Earlier events	22	Mail order	1
First visit	36	Other sectors	9
Average length of stay	1,3 days	Student	6
Influence on purchasing/procurement decisions	%	Other not gainfully employed	1
Decisively	19	Size of company/organisation: Number of employees	%
Collectively	26	1- 4	26
In an advisory capacity	29	5- 9	22
No	19	10- 49	24
Student	6	50- 199	13
Other not gainfully employed	1	200- 499	4
Area of responsibility	%	500 - 999	2
Management	26	1 000 and more	4
Research/development/design	4	Other not gainfully employed	6
Manufacturing, production, quality control	14	Student	1

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

METPACK → Essen

Trade visitors' profile

Visitors (number of entries)	7 120	Area of responsibility	%
Proportion of trade visitors	98%	Management	21
Germany (total)	29	Research/development/design	19
of which		Manufacturing, production, quality control	21
Nielsen 1	16 Nielsen 4	Buying/procurement	9
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	3 Nielsen 5+6	Information and communication technology	1
Lower Saxony	8 Berlin	Organisation, personnel, administration	1
Schleswig-Holstein	5 Brandenburg	Sales	13
Nielsen 2	36 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	36 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	16 Saxony-Anhalt	Maintenance/repairs	8
Hesse	7 Nielsen 7	Other area	4
Rhineland-Palatinate	9 Saxony	Student	-
Saarland	- Thuringia	Other not gainfully employed	1
Nielsen 3b	20	Position in the company/organisation	%
Baden-Württemberg	20	Entrepreneur, co-owner, freelancer	18
		Managing director, board member, head of an authority etc.	15
Foreign (total)	71	Area manager, works manager, plant manager, branch manager, head of public office	18
of which		Department head, group head, team leader	28
EU	48	Other salaried staff, civil servant, skilled worker	17
Other european countries	9	Lecturer, teacher	1
North America	10	Trainee	1
Middle East	7	Other position	2
South-, East-, Central Asia	18	Student	-
Other countries	8	Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	5	Manufacturer of packaging made of iron, steel and non-ferrous metals	56
more than 50 km up to 100 km	5	Filling and packing industry	13
more than 100 km up to 300 km	16	Consulting company	7
over 300 km	74	Association	1
Countries with the highest visitor shares	%	Other sectors	22
Netherlands	11	Student	-
Spain	7	Other not gainfully employed	1
Great Britain	7	Size of company/organisation: Number of employees	%
France	5	1- 4	7
India	4	5- 9	5
Frequency of visits to exhibition	%	10- 49	16
2008	34	50- 199	25
2005	20	200- 499	17
2002	13	500 - 999	6
1999	9	1 000 and more	23
Earlier events	6	Student	-
First visit	54	Other not gainfully employed	1
Average length of stay	1,6 days	Influence on purchasing/procurement decisions	%
Influence on purchasing/procurement decisions	%	Decisively	29
Decisively	19	Collectively	36
Collectively	26	In an advisory capacity	25
In an advisory capacity	29	No	9
No	19	Other not gainfully employed	1
Student	6		
Other not gainfully employed	1		

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

MODE HEIM HANDWERK

Private visitors' profile

Visitors (number of entries)	137 049
Proportion of private visitors	96%
Germany (total)	100
of which	
Nielsen 1	- Nielsen 4
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	- Berlin
Schleswig-Holstein	- Brandenburg
Nielsen 2	99 Mecklenburg-
North Rhine-Westph.	99 West Pomerania
Nielsen 3a	- Saxony-Anhalt
Hesse	- Nielsen 7
Rhineland-Palatinate	- Saxony
Saarland	- Thuringia
Nielsen 3b	-
Baden-Württemberg	-
Distance to home	%
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
Frequency of visits to exhibition	%
2010	52
2009	52
2008	45
2007	40
Earlier events	37
First visit	12
Sex	%
Male	27
Female	73
Size of household	%
1 person	19
2 persons	40
3 persons	17
4 persons	11
5 persons and more	4

Trade visitors' profile

Age	%
up to 20 years	5
over 20 up to 30 years	11
over 30 up to 40 years	9
over 40 up to 50 years	23
over 50 up to 60 years	23
over 60 up to 70 years	18
over 70 years	11
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	5
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	35
Lecturer, teacher	2
Trainee	2
Other position	4
Student	7
Housewife/man	10
Old-age pensioner	25
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	82
no	7
maybe	11
Follow-up business	%
Intend to buy at later date	
yes	25
no	26
maybe	49
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	

Visitors (number of entries)	3 910
Proportion of trade visitors	94%
Germany (total)	93
of which	
Nielsen 1	4 Nielsen 4 41
Bremen	- Bavaria 41
Hamburg	1 Nielsen 5+6 3
Lower Saxony	2 Berlin 1
Schleswig-Holstein	1 Brandenburg 1
Nielsen 2	12 Mecklenburg-North Rhine-Westph. 12 West Pommern 1
Nielsen 3a	12 Saxony-Anhalt 1
Hesse	8 Nielsen 7 6
Rhineland-Palatinate	4 Saxony 4
Saarland	- Thuringia 2
Nielsen 3b	22
Baden-Württemberg	22
Foreign (total)	7
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	14
more than 100 km up to 300 km	38
over 300 km	35
Frequency of visits to exhibition	%
Previous events	21
Earlier events	31
First visit	48
Average length of stay	1,4 days
Influence on purchasing/procurement decisions	%
Decisively	41
Collectively	15
In an advisory capacity	20
No	24
Student	1
Other not gainfully employed	1
Area of responsibility	%
Management	42
Research/development/design	8
Manufacturing, production, quality control	19
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	-
Organisation, personnel, administration	2
Sales	23
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	-
Student	1
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	25
Managing director, board member, head of an authority etc.	20
Area manager, works manager, plant manager, branch manager, head of public office	13
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	1
Trainee	3
Other position	2
Student	1
Other not gainfully employed	1
Economic sector	%
Screed	24
Parquet	11
Tilers	5
Floor coverings	5
Construction chemistry	5
Suppliers, commerce	10
Flooring general	5
Skilled trades general	13
Interior decorator	2
Building material manufacturers	6
Floor material manufacturers	3
Machine manufacturers	3
Consulting, other services	1
Other sectors	5
Student	1
Other not gainfully employed	1
Size of company/organisation: Number of employees	%
1- 4	23
5- 9	21
10- 49	26
50- 199	14
200- 499	5
500 - 999	3
1 000 and more	7
Student	1
Other not gainfully employed	1
Conducted by: Service- und Verlagsgesellschaft des, Feuchtwangen	

Trade visitors' profile

Visitors (number of entries)	144 991
Proportion of trade visitors	87%
Germany (total)	48
of which	
Nielsen 1	9 Nielsen 4 15
Bremen	1 Bavaria 15
Hamburg	2 Nielsen 5+6 3
Lower Saxony	4 Berlin 2
Schleswig-Holstein	2 Brandenburg -
Nielsen 2	17 Mecklenburg-North Rhine-Westph. 17 West Pommern -
Nielsen 3a	38 Saxony-Anhalt 1
Hesse	27 Nielsen 7 2
Rhineland-Palatinate	9 Saxony 1
Saarland	2 Thuringia 1
Nielsen 3b	17
Baden-Württemberg	17
Foreign (total)	52
of which	
EU	55
Other european countries	9
Africa	3
North America	8
South and Central America	3
Middle East	4
South-, East-, Central Asia	17
Australia	1
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	6
more than 100 km up to 300 km	20
over 300 km	62
Countries with the highest visitor shares	%
Italy	10
France	7
Great Britain	6
USA	6
Netherlands	5
Frequency of visits to exhibition	%
Previous events	43
Earlier events	53
First visit	35
Average length of stay	2,3 days
Influence on purchasing/procurement decisions	N/A

Area of responsibility	%
Management	35
Research/development/design	6
Manufacturing, production, quality control	3
Buying/procurement	18
Finance/accounting, controlling	-
Information and communication technology	1
Organisation, personnel, administration	1
Sales	17
Marketing, advertising, PR	8
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	6
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	43
Managing director, board member, etc.	15
Area manager, works manager, plant manager, branch manager	10
Department head, group head	12
Other salaried staff, skilled workers	10
Lecturer, teacher	1
Trainee	1
Other position	3
Student	3
Other not gainfully employed	1
Economic sector	%
Retail trade	42
Wholesale/foreign trade	21
Service	17
Industry	6
Skilled trades	3
Other sectors	7
Student	3
Other not gainfully employed	1
Size of company/organisation: Number of employees	%
1- 4	33
5- 9	14
10- 49	16
50- 199	13
200- 499	6
500 - 999	4
1 000 and more	9
Student	3
Other not gainfully employed	1
Conducted by: Wissler & Partner, Basel	

Christmasworld → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	31 493*	Area of responsibility	%
Proportion of trade visitors	95%	Management	39
Germany (total)	46	Research/development/design	4
of which		Manufacturing, production, quality control	4
Nielsen 1	8 Nielsen 4	Buying/procurement	18
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	3 Nielsen 5+6	Information and communication technology	1
Lower Saxony	4 Berlin	Organisation, personnel, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	15
Nielsen 2	16 Mecklenburg-	Marketing, advertising, PR	6
North Rhine-Westph.	16 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	32 Saxony-Anhalt	Maintenance/repairs	1
Hesse	20 Nielsen 7	Other area	5
Rhineland-Palatinate	11 Saxony	Student	3
Saarland	2 Thuringia	Other not gainfully employed	2
Nielsen 3b	17	Position in the company/organisation	%
Baden-Württemberg	17	Entrepreneur, co-owner, freelancer	48
		Managing director, board member, etc.	14
Foreign (total)	54	Area manager, works manager, plant manager, branch manager	10
of which		Department head, group head	11
EU	69	Other salaried staff, skilled workers	8
Other european countries	13	Lecturer, teacher	1
North America	5	Trainee	1
South-, East-, Central Asia	6	Other position	3
Other countries	7	Student	3
		Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	8	Retail trade	45
more than 50 km up to 100 km	7	Wholesale/foreign trade	19
more than 100 km up to 300 km	21	Service	15
over 300 km	65	Industry	4
Countries with the highest visitor shares	%	Skilled trades	6
Italy	16	Other sectors	6
France	8	Student	3
Great Britain	7	Other not gainfully employed	2
Netherlands	6	Size of company/organisation:	
Austria	6	Number of employees	%
		1- 4	35
Frequency of visits to exhibition	%	5- 9	15
Previous events	43	10- 49	20
Earlier events	50	50- 199	13
First visit	34	200- 499	4
Average length of stay	1,8 days	500 - 999	3
		1 000 and more	6
Influence on purchasing/procurement decisions	N/A	Student	3
		Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

*) ascertained by a representative poll

Creativeworld → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	5 372*	Area of responsibility	%
Proportion of trade visitors	90%	Management	40
Germany (total)	46	Research/development/design	2
of which		Manufacturing, production, quality control	4
Nielsen 1	6 Nielsen 4	Buying/procurement	11
Bremen	- Bavaria	Finance/accounting, controlling	-
Hamburg	- Nielsen 5+6	Information and communication technology	1
Lower Saxony	4 Berlin	Organisation, personnel, administration	-
Schleswig-Holstein	2 Brandenburg	Sales	23
Nielsen 2	12 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	12 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	43 Saxony-Anhalt	Maintenance/repairs	-
Hesse	39 Nielsen 7	Other area	6
Rhineland-Palatinate	3 Saxony	Student	7
Saarland	2 Thuringia	Other not gainfully employed	4
Nielsen 3b	19	Position in the company/organisation	%
Baden-Württemberg	19	Entrepreneur, co-owner, freelancer	52
		Managing director, board member, etc.	11
Foreign (total)	54	Area manager, works manager, plant manager, branch manager	4
of which		Department head, group head	11
EU	80	Other salaried staff, skilled workers	7
Other countries	20	Lecturer, teacher	1
		Trainee	1
Distance to home	%	Other position	2
up to 50 km	13	Student	7
more than 50 km up to 100 km	6	Other not gainfully employed	4
more than 100 km up to 300 km	18	Economic sector	%
over 300 km	63	Retail trade	40
Frequency of visits to exhibition	%	Wholesale/foreign trade	15
Previous events	34	Service	11
Earlier events	38	Industry	7
First visit	51	Skilled trades	3
Average length of stay	1,7 days	Other sectors	13
		Student	7
Influence on purchasing/procurement decisions	N/A	Other not gainfully employed	4
		Size of company/organisation:	
		Number of employees	%
		1- 4	47
		5- 9	16
		10- 49	13
		50- 199	8
		200- 499	4
		500 - 999	-
		1 000 and more	1
		Student	7
		Other not gainfully employed	4

Conducted by: Wissler & Partner, Basel

*) ascertained by a representative poll

Hair & Beauty

Trade visitors' profile

Visitors (number of entries)	19 102*	Area of responsibility	%
Proportion of trade visitors	89%	Management	40
Germany (total)	93	Research/development/design	2
of which		Manufacturing, production, quality control	4
Nielsen 1	5 Nielsen 4	Buying/procurement	11
Bremen	- Bavaria	Finance/accounting, controlling	-
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	3 Berlin	Organisation, personnel, administration	-
Schleswig-Holstein	1 Brandenburg	Sales	23
Nielsen 2	9 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	9 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	64 Saxony-Anhalt	Maintenance/repairs	-
Hesse	43 Nielsen 7	Other area	6
Rhineland-Palatinate	16 Saxony	Student	7
Saarland	4 Thuringia	Other not gainfully employed	4
Nielsen 3b	8	Position in the company/organisation	%
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	52
		Managing director, board member, etc.	11
Foreign (total)	7	Area manager, works manager, plant manager, branch manager	4
		Department head, group head	11
Distance to home	%	Other salaried staff, skilled workers	7
up to 50 km	35	Lecturer, teacher	1
more than 50 km up to 100 km	16	Trainee	1
more than 100 km up to 300 km	28	Other position	2
over 300 km	21	Student	7
Frequency of visits to exhibition	%	Other not gainfully employed	4
Previous events	38	Economic sector	%
Earlier events	50	Retail trade	40
First visit	35	Wholesale/foreign trade	15
Average length of stay	1,2 days	Service	11
		Industry	7
Influence on purchasing/procurement decisions	N/A	Skilled trades	3
		Other sectors	13
Area of responsibility	N/A	Student	7
		Other not gainfully employed	4
		Size of company/organisation:	
		Number of employees	%
		1- 4	47
		5- 9	16
		10- 49	13
		50- 199	8
		200- 499	4
		500 - 999	-
		1 000 and more	1
		Student	7
		Other not gainfully employed	4

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	42
Managing director, board member, etc.	4
Area manager, works manager, plant manager, branch manager	3
Department head, group head	3
Other salaried staff, skilled workers	16
Lecturer, teacher	1
Trainee	18
Other position	2
Student	6
Other not gainfully employed	5

Economic sector	%
Skilled trades	59
Trade	6
Service provider	15
Industry	2
Other sectors	7
Student	6
Other not gainfully employed	5

Size of company/organisation:	
Number of employees	%
1- 4	54
5- 9	16
10- 49	11
50- 199	5
200- 499	-
500 - 999	1
1 000 and more	2
Student	6
Other not gainfully employed	5

Conducted by: Wissler & Partner, Basel

*) ascertained by a representative poll

Visitors (number of entries)	73 071
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Proportion of trade visitors	95%
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Germany (total)	33
of which	
Nielsen 1	13
Nielsen 4	11
Bremen	1
Bavaria	11
Hamburg	3
Nielsen 5+6	4
Lower Saxony	8
Berlin	3
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	19
Mecklenburg-	
North Rhine-Westph.	19
West Pommern	-
Nielsen 3a	33
Saxony-Anhalt	1
Hesse	24
Nielsen 7	4
Rhineland-Palatinate	7
Saxony	3
Saarland	2
Thuringia	1
Nielsen 3b	16
Baden-Württemberg	16

Foreign (total)	67
of which	
EU	45
Other european countries	12
Africa	3
North America	8
South and Central America	5
Middle East	9
South-, East-, Central Asia	16
Australia	3

Distance to home	%
up to 50 km	7
more than 50 km up to 100 km	4
more than 100 km up to 300 km	13
over 300 km	76

Countries with the highest visitor shares	%
China (PR)	6
Italy	6
Spain	6
USA	5
India	5

Frequency of visits to exhibition	%
Previous events	41
Earlier events	59
First visit	31

Average length of stay	2,3 days
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Influence on purchasing/procurement decisions	N/A
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Area of responsibility	%
Management	34
Research/development/design	9
Manufacturing, production, quality control	7
Buying/procurement	12
Finance/accounting, controlling	1
Information and communication technology	-
Organisation, personnel, administration	1
Sales	17
Marketing, advertising, PR	6
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	6
Student	4
Other not gainfully employed	3

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	30
Managing director, board member, etc.	21
Area manager, works manager, plant manager, branch manager	12
Department head, group head	12
Other salaried staff, skilled workers	14
Lecturer, teacher	1
Trainee	2
Other position	2
Student	4
Other not gainfully employed	3

Economic sector	%
Retail trade	31
Wholesale/foreign trade	26
Industry	10
Skilled trades	5
Service	14
Other sectors	7
Student	4
Other not gainfully employed	3

Size of company/organisation:	
Number of employees	%
1- 4	24
5- 9	10
10- 49	23
50- 199	17
200- 499	6
500 - 999	5
1 000 and more	9
Student	4
Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	203 410
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Proportion of trade visitors	95%
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Germany (total)	64
of which	
Nielsen 1	5
Nielsen 4	10
Bremen	-
Bavaria	10
Hamburg	1
Nielsen 5+6	4
Lower Saxony	4
Berlin	1
Schleswig-Holstein	-
Brandenburg	1
Nielsen 2	15
Mecklenburg-	
North Rhine-Westph.	15
West Pommern	-
Nielsen 3a	43
Saxony-Anhalt	1
Hesse	29
Nielsen 7	5
Rhineland-Palatinate	13
Saxony	2
Saarland	2
Thuringia	2
Nielsen 3b	18
Baden-Württemberg	18

Foreign (total)	36
of which	
EU	63
Other european countries	18
Africa	2
North America	5
South and Central America	1
Middle East	4
South-, East-, Central Asia	5
Australia	2

Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	12
more than 100 km up to 300 km	31
over 300 km	44

Countries with the highest visitor shares	%
Switzerland	10
Netherlands	7
Belgium	7
Austria	6
Italy	6

Frequency of visits to exhibition	%
Previous events	48
Earlier events	51
First visit	35

Average length of stay	1,7 days
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Influence on purchasing/procurement decisions	%
Decisively	18
Collectively	25
In an advisory capacity	28
No	22
Student	5
Other not gainfully employed	2

Area of responsibility	%
Management	26
Research/development/design	9
Manufacturing, production, quality control	5
Buying/procurement	7
Finance/accounting, controlling	1
Information and communication technology	2
Organisation, personnel, administration	1
Sales	13
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	15
Other area	11
Student	5
Other not gainfully employed	2

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	27
Managing director, board member, etc.	9
Area manager, works manager, plant manager, branch manager	10
Department head, group head	15
Other salaried staff, skilled workers	20
Lecturer, teacher	2
Trainee	7
Other position	3
Student	5
Other not gainfully employed	2

Economic sector	%
Skilled trades	37
Industry	18
Trade	15
Service	18
Other sectors	5
Student	5
Other not gainfully employed	2

Size of company/organisation:	
Number of employees	%
1- 4	24
5- 9	11
10- 49	22
50- 199	12
200- 499	6
500 - 999	6
1 000 and more	13
Student	5
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Musikmesse → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	75 221*	Area of responsibility	%
Proportion of trade visitors	71%	Management	20
Germany (total)	60	Research/development/design	3
of which		Manufacturing, production, quality control	3
Nielsen 1	6	Buying/procurement	4
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	2
Lower Saxony	3	Organisation, personnel, administration	1
Schleswig-Holstein	1	Sales	7
Nielsen 2	12	Marketing, advertising, PR	3
North Rhine-Westph.	12	Logistics: storage, material management, transport	2
Nielsen 3a	39	Maintenance/repairs	3
Hesse	29	Other area	21
Rhineland-Palatinate	8	Student	27
Saarland	3	Other not gainfully employed	4
Nielsen 3b	20	Position in the company/organisation	%
Baden-Württemberg	20	Entrepreneur, co-owner, freelancer	20
		Managing director, board member, etc.	5
Foreign (total)	40	Area manager, works manager, plant manager, branch manager	4
of which		Department head, group head	4
EU	74	Other salaried staff, skilled workers	7
Other european countries	14	Lecturer, teacher, scientific assistant	22
Africa	2	Trainee	2
North America	2	Other position	5
South-, East-, Central Asia	4	Student	27
Other countries	3	Other not gainfully employed	4
Distance to home	%	Economic sector	%
up to 50 km	14	Retail trade	14
more than 50 km up to 100 km	10	Wholesale/foreign trade	4
more than 100 km up to 300 km	26	Skilled trades	4
over 300 km	50	Industry	3
Countries with the highest visitor shares	%	Music teacher/lecturer	22
France	10	Music Student	27
Belgium	8	Service	12
Great Britain	8	Media	5
Switzerland	8	Other sectors	5
Austria	8	Other not gainfully employed	4
Frequency of visits to exhibition	%	Size of company/organisation:	%
Previous events	38	Number of employees	%
Earlier events	54	1- 4	33
First visit	33	5- 9	7
Average length of stay	1,7 days	10- 49	13
Influence on purchasing/procurement decisions	%	50- 199	9
Decisively	25	200- 499	2
Collectively	15	500 - 999	2
In an advisory capacity	13	1 000 and more	5
No	16	Student	27
Student	27	Other not gainfully employed	4
Other not gainfully employed	4	Conducted by: Wissler & Partner, Basel	

*) ascertained by a representative poll

Paperworld → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	51 038*	Area of responsibility	%
Proportion of trade visitors	96%	Management	33
Germany (total)	36	Research/development/design	6
of which		Manufacturing, production, quality control	5
Nielsen 1	11	Buying/procurement	11
Bremen	1	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	1
Lower Saxony	6	Organisation, personnel, administration	2
Schleswig-Holstein	3	Sales	21
Nielsen 2	14	Marketing, advertising, PR	7
North Rhine-Westph.	14	Logistics: storage, material management, transport	1
Nielsen 3a	32	Maintenance/repairs	1
Hesse	24	Other area	7
Rhineland-Palatinate	7	Student	4
Saarland	1	Other not gainfully employed	3
Nielsen 3b	16	Position in the company/organisation	%
Baden-Württemberg	16	Entrepreneur, co-owner, freelancer	35
		Managing director, board member, etc.	18
Foreign (total)	64	Area manager, works manager, plant manager, branch manager	9
of which		Department head, group head	12
EU	58	Other salaried staff, skilled workers	13
Other european countries	11	Lecturer, teacher	1
Africa	4	Trainee	1
North America	6	Other position	3
South and Central America	6	Student	4
Middle East	5	Other not gainfully employed	3
South-, East-, Central Asia	9	Economic sector	%
Australia	1	Retail trade	28
Distance to home	%	Wholesale/foreign trade	27
up to 50 km	8	Service	15
more than 50 km up to 100 km	4	Industry	12
more than 100 km up to 300 km	17	Skilled trades	2
over 300 km	71	Other sectors	9
Countries with the highest visitor shares	%	Student	4
France	8	Other not gainfully employed	3
USA	6	Size of company/organisation:	
Netherlands	5	Number of employees	%
Italy	5	1- 4	25
Austria	5	5- 9	13
Frequency of visits to exhibition	%	10- 49	21
Previous events	42	50- 199	16
Earlier events	48	200- 499	6
First visit	35	500 - 999	4
Average length of stay	2,1 days	1 000 and more	8
Influence on purchasing/procurement decisions	N/A	Student	4
		Other not gainfully employed	3

*) ascertained by a representative poll

Prolight + Sound

Trade visitors' profile

Visitors (number of entries)	33 781*	Area of responsibility	%
Proportion of trade visitors	87%	Management	33
Germany (total)	50	Research/development/design	6
of which		Manufacturing, production, quality control	5
Nielsen 1	9	Buying/procurement	11
Bremen	1	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	1
Lower Saxony	6	Organisation, personnel, administration	2
Schleswig-Holstein	1	Sales	21
Nielsen 2	18	Marketing, advertising, PR	7
North Rhine-Westph.	18	Logistics: storage, material management, transport	1
Nielsen 3a	25	Maintenance/repairs	1
Hesse	13	Other area	7
Rhineland-Palatinate	10	Student	4
Saarland	2	Other not gainfully employed	3
Nielsen 3b	22	Position in the company/organisation	%
Baden-Württemberg	22	Entrepreneur, co-owner, freelancer	35
		Managing director, board member, etc.	18
Foreign (total)	50	Area manager, works manager, plant manager, branch manager	9
of which		Department head, group head	12
EU	68	Other salaried staff, skilled workers	13
Other european countries	17	Lecturer, teacher	1
South-, East-, Central Asia	6	Trainee	1
Other countries	9	Other position	3
Distance to home	%	Student	4
up to 50 km	7	Other not gainfully employed	3
more than 50 km up to 100 km	6	Economic sector	%
more than 100 km up to 300 km	28	Retail trade	28
over 300 km	59	Wholesale/foreign trade	27
Countries with the highest visitor shares	%	Service	15
Belgium	10	Industry	12
Netherlands	9	Skilled trades	2
France	8	Other sectors	9
Italy	6	Student	4
Switzerland	5	Other not gainfully employed	3
Frequency of visits to exhibition	%	Size of company/organisation:	
Previous events	46	Number of employees	%
Earlier events	59	1- 4	25
First visit	28	5- 9	13
Average length of stay	1,8 days	10- 49	21
Influence on purchasing/procurement decisions	%	50- 199	16
Decisively	31	200- 499	6
Collectively	22	500 - 999	4
In an advisory capacity	17	1 000 and more	8
No	15	Student	4
Student	12	Other not gainfully employed	3
Other not gainfully employed	3	Conducted by: Wissler & Partner, Basel	

Trade visitors' profile

Area of responsibility	%
Management	29
Research/development/design	3
Manufacturing, production, quality control	5
Buying/procurement	3
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Organisation, personnel, administration	1
Sales	10
Marketing, advertising, PR	3
Logistics: storage, material management, transport	3
Maintenance/repairs	4
Other area	21
Student	12
Other not gainfully employed	3

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member, etc.	11

Area manager, works manager, plant manager, branch manager	7
Department head, group head	7
Other salaried staff, skilled workers	11
Lecturer, teacher, scientific assistant	5
Trainee	55
Other position	5
Student	12
Other not gainfully employed	3

Economic sector	%
Retail trade	15
Wholesale/foreign trade	7
Skilled trades	4
Industry	5
Educational institution	18
Services/free-lance	24
Event venue	11
Media	10
Other sectors	3
Other not gainfully employed	3

Size of company/organisation:	
Number of employees	%
1- 4	35
5- 9	13
10- 49	16
50- 199	9
200- 499	4
500 - 999	3
1 000 and more	6
Student	12
Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

*) ascertained by a representative poll

Visitors (number of entries)	24 915*
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Proportion of trade visitors	98%
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Germany (total)	45
of which	
Nielsen 1	8
Nielsen 4	18
Bremen	1
Bavaria	18
Hamburg	1
Nielsen 5+6	3
Lower Saxony	5
Berlin	2
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	21
Mecklenburg-	
North Rhine-Westph.	21
West Pomerania	-
Nielsen 3a	21
Saxony-Anhalt	1
Hesse	17
Nielsen 7	10
Rhineland-Palatinate	3
Saxony	7
Saarland	1
Thuringia	2

Nielsen 3b	21
Baden-Württemberg	21

Foreign (total)	55
of which	
EU	64
Other european countries	15
Africa	3
North America	5
South and Central America	3
Middle East	2
South-, East-, Central Asia	6
Australia	2

Distance to home	%
up to 50 km	7
more than 50 km up to 100 km	4
more than 100 km up to 300 km	21
over 300 km	69

Countries with the highest visitor shares	%
France	13
Great Britain	7
Netherlands	7
Switzerland	6
Italy	6

Frequency of visits to exhibition	%
Previous events	34
Earlier events	37
First visit	50

Average length of stay	1,7 days
------------------------	----------

Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	29
In an advisory capacity	21
No	12
Student	11
Other not gainfully employed	1

Area of responsibility	%
Management	19
Research/development/design	26
Manufacturing, production, quality control	8
Buying/procurement	7
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	-
Sales	12
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	7
Student	11
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	20
Managing director, board member, etc.	12

Area manager, works manager, plant manager, branch manager	14
Department head, group head	17
Other salaried staff, skilled workers	18
Lecturer, teacher	3
Trainee	2
Other position	2
Student	11
Other not gainfully employed	1

Economic sector	%
Industry	48
Retail trade	3
Wholesale/foreign trade	10
Skilled trades	3
Service	8
Research institute	3
University/college/polytechnic	3
Other sectors	10
Student	11
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	12
5- 9	6
10- 49	17
50- 199	18
200- 499	11
500 - 999	8
1 000 and more	17
Other not gainfully employed	11
Student	1

Conducted by: Wissler & Partner, Basel

*) ascertained by a representative poll

Trade visitors' profile

Visitors (number of entries)	52 162
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Proportion of trade visitors	89%
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Germany (total)	77
of which	
Nielsen 1	7
Nielsen 4	11
Bremen	-
Bavaria	11
Hamburg	1
Nielsen 5+6	3
Lower Saxony	4
Berlin	1
Schleswig-Holstein	1
Brandenburg	2
Nielsen 2	15
Mecklenburg-	
North Rhine-Westph.	15
West Pomerania	-
Nielsen 3a	48
Saxony-Anhalt	1
Hesse	34
Nielsen 7	1
Rhineland-Palatinate	12
Saxony	1
Saarland	2
Thuringia	1

Nielsen 3b	15
Baden-Württemberg	15

Foreign (total)	23
of which	
EU	60
Other european countries	14
North America	3
South-, East-, Central Asia	15
Other countries	8

Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	13
more than 100 km up to 300 km	30
over 300 km	36

Countries with the highest visitor shares	%
Switzerland	10
France	8
Netherlands	8
Belgium	7
China (PR)	6

Frequency of visits to exhibition	%
Previous events	47
Earlier events	57
First visit	31

Average length of stay	1,7 days
------------------------	----------

Influence on purchasing/procurement decisions	%
Decisively	56
Collectively	24
In an advisory capacity	9
No	6
Student	3
Other not gainfully employed	2

Area of responsibility	%
Management	43
Research/development/design	3
Manufacturing, production, quality control	5
Buying/procurement	16
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	1
Sales	13
Marketing, advertising, PR	4
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	6
Student	3
Other not gainfully employed	2

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	61
Managing director, board member, etc.	9

Area manager, works manager, plant manager, branch manager	5
Department head, group head	8
Other salaried staff, skilled workers	8
Lecturer, teacher	-
Trainee	2
Other position	2
Student	3
Other not gainfully employed	2

Economic sector	%
Retail trade	54
Wholesale/foreign trade	12
Service	15
Industry	2
Skilled trades	8
Other sectors	5
Student	3
Other not gainfully employed	2

Size of company/organisation:	
Number of employees	%
1- 4	52
5- 9	13
10- 49	15
50- 199	6
200- 499	2
500 - 999	2
1 000 and more	4
Other not gainfully employed	3
Student	2

Conducted by: Wissler & Partner, Basel

Texprocess → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	10 463*	Area of responsibility	%
Proportion of trade visitors	99%	Management	25
Germany (total)	46	Research/development/design	12
of which		Manufacturing, production, quality control	21
Nielsen 1	7 Nielsen 4	Buying/procurement	5
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	2 Nielsen 5+6	Information and communication technology	2
Lower Saxony	4 Berlin	Organisation, personnel, administration	-
Schleswig-Holstein	1 Brandenburg	Sales	10
Nielsen 2	18 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	18 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	30 Saxony-Anhalt	Maintenance/repairs	4
Hesse	25 Nielsen 7	Other area	8
Rhineland-Palatinate	5 Saxony	Student	9
Saarland	- Thuringia	Other not gainfully employed	1
Nielsen 3b	17	Position in the company/organisation	%
Baden-Württemberg	17	Entrepreneur, co-owner, freelancer	25
Foreign (total)	54	Managing director, board member, etc.	15
of which		Area manager, works manager, plant manager, branch manager	9
EU	54	Department head, group head	18
Other european countries	10	Other salaried staff, skilled workers	14
Africa	10	Lecturer, teacher	3
North America	4	Trainee	5
South and Central America	4	Other position	2
South-, East-, Central Asia	15	Student	9
Other countries	4	Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	11	Industry	36
more than 50 km up to 100 km	3	Retail trade	15
more than 100 km up to 300 km	20	Wholesale/foreign trade	12
over 300 km	67	Skilled trades	6
Countries with the highest visitor shares	%	Service	7
Italy	9	Other sectors	14
Portugal	5	Student	9
India	5	Other not gainfully employed	1
Switzerland	5	Size of company/organisation:	
Spain	4	Number of employees	%
Frequency of visits to exhibition	%	1- 4	17
Previous events	32	5- 9	6
Earlier events	36	10- 49	16
First visit	47	50- 199	18
Average length of stay	1,9 days	200- 499	11
Influence on purchasing/procurement decisions	%	500 - 999	7
Decisively	26	1 000 and more	15
Collectively	25	Other not gainfully employed	9
In an advisory capacity	21	Student	1
No	18		
Student	9		
Other not gainfully employed	1		

*) ascertained by a representative poll

DU UND DEINE WELT (2010) → Hamburg

Basic data private visitors

Total number of visitors	93 592	Sex	%
Proportion of private visitors	95%	Male	32
Region of residence	%	Female	68
up to 50 km	77	Age	%
more than 50 km up to 100 km	15	up to 20 years	13
more than 100 km up to 300 km	6	over 20 up to 30 years	21
over 300 km	2	over 30 up to 40 years	13
Total Germany	100	over 40 up to 50 years	20
Baden-Württemberg	100	over 50 up to 60 years	16
Bavaria	51	over 60 up to 70 years	12
Berlin	51	over 70 years	5
Brandenburg	51	Net household income	%
Bremen	51	up to 900,- EUR	7
Hamburg	51	more than 900,- EUR up to 1 500,- EUR	11
Hesse	51	more than 1 500,- EUR up to 2 000,- EUR	14
Mecklenburg-Holstein	34	more than 2 000,- EUR up to 2 600,- EUR	13
West Pomerania	1	more than 2 600,- EUR up to 3 600,- EUR	13
Lower Saxony	13	more than 3 600,- EUR up to 5 000,- EUR	9
		more than 5 000,- EUR	6
		N/A	27
Position in the company/organisation	%	Size of household	%
Entrepreneur, partner, self-employed	6	1 person	18
Managing director, board member, head of an authority etc.	1	2 persons	43
Senior department head, other employee with managerial responsibility	1	3 persons	17
Department head, group head	5	4 persons	16
Other salaried staff/public service	34	5 persons and more	6
Skilled worker	6	Buying and ordering capacity	%
Lecturer, teacher, scientific assistant	2	Purchase or order made or intended at the exhibition	
Trainee	5	yes	76
Other position	5	no	5
Housewife/man	5	maybe	19
Old-age pensioner	14	Follow-up business	%
Student	13	Intend to buy at later date	
Other not gainfully employed	3	yes	17
Frequency of visits to exhibition	%	no	29
2009	35	maybe	54
2008	36	Conducted by: PhoneResearch KG, Hamburg	
Earlier events	31		
First visit	22		

Additional data private visitors

Visitors (number of entries)	78 920	Proportion of private visitors	87%
Germany (total)	96	Germany (total)	96
of which		of which	
Nielsen 1	80 Nielsen 4	Nielsen 1	3
Bremen	3 Bavaria	Bremen	3
Hamburg	26 Nielsen 5+6	Hamburg	26
Lower Saxony	22 Berlin	Lower Saxony	22
Schleswig-Holstein	29 Brandenburg	Schleswig-Holstein	29
Nielsen 2	5 Mecklenburg-	Nielsen 2	5
North Rhine-Westph.	5 West Pomerania	North Rhine-Westph.	5
Nielsen 3a	1 Saxony-Anhalt	Nielsen 3a	1
Hesse	1 Nielsen 7	Hesse	1
Rhineland-Palatinate	- Saxony	Rhineland-Palatinate	-
Saarland	- Thuringia	Saarland	-
Nielsen 3b	1	Nielsen 3b	1
Baden-Württemberg	1	Baden-Württemberg	1
Foreign (total)	4	Foreign (total)	4
Distance to home	%	Distance to home	%
up to 50 km	40	up to 50 km	40
more than 50 km up to 100 km	16	more than 50 km up to 100 km	16
more than 100 km up to 300 km	29	more than 100 km up to 300 km	29
over 300 km	15	over 300 km	15
Frequency of visits to exhibition	%	Frequency of visits to exhibition	%
2010	35	2010	35
Earlier events	64	Earlier events	64
First visit	22	First visit	22
Sex	%	Sex	%
Male	74	Male	74
Female	26	Female	26
Size of household	%	Size of household	%
1 person	18	1 person	18
2 persons	46	2 persons	46
3 persons	15	3 persons	15
4 persons	15	4 persons	15
5 persons and more	6	5 persons and more	6

Trade visitors' profile

Age	%
up to 20 years	12
over 20 up to 30 years	11
over 30 up to 40 years	12
over 40 up to 50 years	26
over 50 up to 60 years	20
over 60 up to 70 years	14
over 70 years	5
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	17
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	3
Trainee	2
Other position	4
Student	14
Housewife/man	2
Old-age pensioner	14
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	48
no	18
maybe	34
Follow-up business	%
Intend to buy at later date	
yes	28
no	23
maybe	49

Conducted by: PhoneResearch KG, Hamburg

Visitors (number of entries)	100 143
Proportion of trade visitors	89%
Germany (total)	96
of which	
Nielsen 1	62
Bremen	3
Hamburg	15
Lower Saxony	28
Schleswig-Holstein	16
Nielsen 2	12
North Rhine-Westph.	12
Nielsen 3a	5
Hesse	4
Rhineland-Palatinate	1
Saarland	-
Nielsen 3b	2
Baden-Württemberg	2
Foreign (total)	4
of which	
EU	67
Other european countries	21
Other countries	12
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	15
more than 100 km up to 300 km	35
over 300 km	29
Countries with the highest visitor shares	%
Austria	15
Denmark	13
Frequency of visits to exhibition	%
2010	30
2009	29
Earlier events	20
First visit	39
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	24
Collectively	27
In an advisory capacity	27
No	16
Student	4
Other not gainfully employed	2

Area of responsibility	%
Management	28
Research/development/design	3
Manufacturing, production, quality control	23
Buying/procurement	6
Finance/accounting, controlling	2
Information and communication technology	-
Organisation, personnel, administration	2
Sales	10
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	2
Service sector	15
Student	4
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team head, master craftsman	15
Other salaried staff, civil servant, skilled worker	20
Lecturer, teacher	2
Trainee	16
Other position	3
Student	4
Other not gainfully employed	2
Economic sector	%
Hotel, guest houses	17
Restaurant	26
Franchise restaurant	4
Coffee shop	1
Discotheque, night club, bar	1
Snack bars, filling stations	1
Large-scale canteens, schools, hospitals, homes	9
Catering	4
Bakery, confectioners, cafe	14
Butcher	1
Food trade, beverage wholesalers	4
Industrie (Food, Nonfood)	3
Planning, architecture, interior furnishings, design offices	3
Large kitchen specialist trade	3
Other sectors	3
Student	4
Other not gainfully employed	2

Size of company/organisation:	%
Number of employees	
1- 4	16
5- 9	16
10- 49	31
50- 199	18
200- 499	6
500 - 999	2
1 000 and more	5
Student	4
Other not gainfully employed	2

Conducted by: PhoneResearch KG, Hamburg

Private visitors' profile

Visitors (number of entries)	65 617
Proportion of private visitors	94%
Germany (total)	99
of which	
Nielsen 1	96
Bremen	-
Hamburg	43
Lower Saxony	16
Schleswig-Holstein	37
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	-
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
Foreign (total)	1
Distance to home	%
up to 50 km	70
more than 50 km up to 100 km	18
more than 100 km up to 300 km	10
over 300 km	2
Frequency of visits to exhibition	%
2010	30
Earlier events	62
First visit	26
Sex	%
Male	45
Female	55
Size of household	%
1 person	18
2 persons	54
3 persons	11
4 persons	13
5 persons and more	4

Age	%
up to 20 years	6
over 20 up to 30 years	15
over 30 up to 40 years	11
over 40 up to 50 years	21
over 50 up to 60 years	20
over 60 up to 70 years	20
over 70 years	7
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	5
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	37
Lecturer, teacher	3
Trainee	2
Other position	4
Student	8
Housewife/man	4
Old-age pensioner	26
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	22
no	36
maybe	42
Follow-up business	%
Intend to buy at later date	
yes	24
no	18
maybe	58

Conducted by: PhoneResearch KG, Hamburg

ABF (2009) → Hannover

Basic data private visitors

Total number of visitors	135 083	
Proportion of private visitors	96%	
Region of residence		
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	
Total Germany	100	
Baden- Württemberg	North Rhine- Westphalia	3
Bavaria	Rhineland- Palatinate	-
Berlin	Saarland	-
Brandenburg	Saxony	-
Bremen	Saxony-Anhalt	-
Hamburg	Schleswig- Holstein	1
Hesse	West Pomerania	-
Mecklenburg- Vorpommern	Thuringia	-
Lower Saxony		95
Position in the company/organisation	%	
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 exhibition	%	
2008	48	
2007	49	
2006	42	
2005	37	
Earlier events	27	
First visit	17	

Additional data private visitors

Sex	%
Male	52
Female	48
Age	%
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
Net household income	%
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
Size of household	%
1 person	10
2 persons	51
3 persons	18
4 persons	15
5 persons and more	6
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	54
no	17
maybe	29
Follow-up business	%
Intend to buy at later date	
yes	18
no	27
maybe	55

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

AGRITECHNICA → Hannover

Trade visitors' profile

Visitors (number of entries)	419 212	
Proportion of trade visitors	89%	
Germany (total)	75	
of which		
Nielsen 1	30	
Nielsen 4	15	
Bremen	- Bavaria	15
Hamburg	- Nielsen 5+6	9
Lower Saxony	Berlin	-
Schleswig-Holstein	Brandenburg	2
Nielsen 2	Mecklenburg- Vorpommern	17
North Rhine-Westph.	West Pomerania	3
Nielsen 3a	Saxony-Anhalt	3
Hesse	Nielsen 7	4
Rhineland-Palatinate	Saxony	2
Saarland	Thuringia	2
Nielsen 3b		10
Baden-Württemberg		10
Foreign (total)	25	
of which		
EU	70	
Other european countries	18	
Africa	1	
North America	4	
South and Central America	3	
Middle East	1	
South-, East-, Central Asia	3	
Australia	1	
Distance to home	%	
up to 50 km	8	
more than 50 km up to 100 km	10	
more than 100 km up to 300 km	31	
over 300 km	52	
Countries with the highest visitor shares	%	
Netherlands	11	
Switzerland	9	
Austria	8	
Denmark	6	
Ireland	6	
Frequency of visits to exhibition	%	
Previous events	62	
Earlier events	62	
First visit	22	
Average length of stay	1,7 days	
Influence on purchasing/procurement decisions	%	
Decisively	31	
Collectively	28	
In an advisory capacity	24	
No	12	
Student	4	
Other not gainfully employed	1	

Area of responsibility	%
Management	50
Research/development/design	5
Manufacturing, production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	-
Sales	5
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	5
Other area	22
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	43
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	1
Trainee	6
Other position	6
Student	4
Other not gainfully employed	1
Economic sector	%
Agricultural business, company	55
Forestry	4
Service supply agency	8
Machine cooperative	1
Trade/sales	8
Industry	9
Skilled trades	2
Other sectors	8
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	45
5- 9	9
10- 49	14
50- 199	7
200- 499	3
500 - 999	2
1 000 and more	7
Student	4
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

BIOTECHNICA

Trade visitors' profile

Visitors (number of entries)	11 141
Proportion of trade visitors	99%
Germany (total)	83
of which	
Nielsen 1	46
Nielsen 4	6
Bremen	3
Bavaria	6
Hamburg	6
Nielsen 5+6	13
Lower Saxony	34
Berlin	7
Schleswig-Holstein	2
Brandenburg	1
Nielsen 2	17
Mecklenburg- Vorpommern	
North Rhine-Westph.	17
West Pomerania	1
Nielsen 3a	8
Saxony-Anhalt	3
Hesse	5
Nielsen 7	6
Rhineland-Palatinate	2
Saxony	3
Saarland	-
Thuringia	2
Nielsen 3b	6
Baden-Württemberg	6
Foreign (total)	17
of which	
EU	69
Other european countries	13
Other countries	19
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	10
more than 100 km up to 300 km	33
over 300 km	41
Countries with the highest visitor shares	%
Great Britain	15
Austria	9
Poland	9
Frequency of visits to exhibition	%
Previous events	28
Earlier events	47
First visit	46
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	18
Collectively	33
In an advisory capacity	15
No	9
Student	22
Other not gainfully employed	3

Area of responsibility	%
Management	8
Research/development/design	43
Manufacturing, production, quality control	4
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	1
Organisation, personnel, administration	1
Sales	8
Marketing, advertising, PR	4
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	5
Student	22
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	35
Lecturer, teacher	3
Trainee	3
Other position	4
Student	22
Other not gainfully employed	3
Economic sector	%
Bioprocess engineering	10
Bioanalysis	11
Bioinformatics	2
Biotech services	10
Biotech applications: therapeutics, diagnostics, environment	21
Biotech applications: food, agriculture	6
Biotech applications: industrial biotechnology, environment	7
Biotech applications: marine biotechnology	1
Biotech applications: transgenic animals	2
Chemical industry	5
Pharmaceuticals industry	7
Other sectors	16
Student	22
Other not gainfully employed	3
Size of company/organisation: Number of employees	%
1- 4	5
5- 9	5
10- 49	19
50- 199	15
200- 499	5
500 - 999	4
1 000 and more	21
Student	22
Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	322 550
Proportion of trade visitors	79%
Germany (total)	81
of which	
Nielsen 1	40
Nielsen 2	3
Nielsen 3a	20
Nielsen 3b	7
Nielsen 3c	7
Nielsen 4	8
Bavaria	8
Nielsen 5+6	10
Berlin	5
Brandenburg	2
Mecklenburg-West Pommern	1
Saxony-Anhalt	3
Nielsen 7	5
Saxony	3
Thuringia	2
Foreign (total)	19
of which	
EU	64
Other european countries	15
Africa	3
North America	2
South and Central America	3
Middle East	6
South-, East-, Central Asia	7
Australia	1
Distance to home	%
up to 50 km	14
more than 50 km up to 100 km	8
more than 100 km up to 300 km	32
over 300 km	46
Countries with the highest visitor shares	%
Netherlands	15
Austria	7
Poland	6
Denmark	5
Turkey	4
Frequency of visits to exhibition	%
Previous events	39
Earlier events	65
First visit	30
Average length of stay	1,4 days
Influence on purchasing/procurement decisions	%
Decisively	23
Collectively	22
In an advisory capacity	27
No	13
Student	13
Other not gainfully employed	2

Area of responsibility	%
Management	11
Research/development/design	6
Manufacturing, production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	3
Information and communication technology	38
Organisation, personnel, administration	2
Sales	9
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	5
Student	13
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	17
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher	2
Trainee	5
Other position	1
Student	13
Other not gainfully employed	2
Economic sector	%
Manufacturers of hardware, end devices, infrastructure	3
Telecommunications services	10
Software and IT systems specialists	10
IT services, IT consultants	25
Trade	8
Company and freelancer services	10
Power industry	3
Manufacturing sector	10
Authority/public services	13
Media industry	4
Skilled trades	2
Building trade	2
Traffic and logistic	3
Travel and tourism	1
Banking, finance and insurance	4
Health system and medical systems	4
Other sectors	1
Student	13
Other not gainfully employed	2
Size of company/organisation: Number of employees	%
1- 4	15
5- 9	6
10- 49	16
50- 199	16
200- 499	8
500 - 999	6
1 000 and more	19
Student	13
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	53 281
Proportion of trade visitors	97%
Germany (total)	67
of which	
Nielsen 1	38
Nielsen 2	3
Nielsen 3a	6
Nielsen 3b	8
Nielsen 3c	8
Nielsen 4	10
Bavaria	10
Nielsen 5+6	6
Berlin	2
Brandenburg	1
Mecklenburg-West Pommern	24
West Pommern	1
Saxony-Anhalt	2
Nielsen 7	3
Saxony	2
Thuringia	1
Foreign (total)	33
of which	
EU	68
Other european countries	9
Africa	2
North America	5
South and Central America	4
Middle East	3
South-, East-, Central Asia	7
Australia	2
Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	7
more than 100 km up to 300 km	28
over 300 km	56
Countries with the highest visitor shares	%
Netherlands	13
Sweden	8
Austria	6
Belgium	6
Poland	5
Frequency of visits to exhibition	%
Previous events	36
Earlier events	29
First visit	55
Average length of stay	1,5 days
Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	33
In an advisory capacity	21
No	13
Student	7
Other not gainfully employed	1

Area of responsibility	%
Management	11
Research/development/design	10
Manufacturing, production, quality control	7
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	2
Organisation, personnel, administration	1
Sales	16
Marketing, advertising, PR	2
Logistics: storage, material management, transport	28
Maintenance/repairs	7
Other area	3
Student	7
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	15
Department head, group head, team leader	24
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	2
Trainee	4
Other position	1
Student	7
Other not gainfully employed	1
Economic sector	%
Power industry	3
Raw materials and production goods industry	14
Investment goods industry	28
Consumer goods industry	1
Food and luxury industry	2
Timber industry	1
Port operations, port cargo handling systems	4
Building trade	4
Skilled trades	3
Trade	21
Service	21
Authority/public services	3
Other sectors	1
Student	7
Other not gainfully employed	1
Size of company/organisation: Number of employees	%
1- 4	6
5- 9	6
10- 49	16
50- 199	19
200- 499	16
500 - 999	9
1 000 and more	22
Student	7
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

DOMOTEX → Hannover

Trade visitors' profile

Visitors (number of entries)	37 054	Area of responsibility	%
Proportion of trade visitors	97%	Management	35
Germany (total)	35	Research/development/design	6
of which		Manufacturing, production, quality control	8
Nielsen 1	39 Nielsen 4	Buying/procurement	12
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	6 Nielsen 5+6	Information and communication technology	-
Lower Saxony	29 Berlin	Organisation, personnel, administration	-
Schleswig-Holstein	3 Brandenburg	Sales	26
Nielsen 2	28 Mecklenburg-	Marketing, advertising, PR	5
North Rhine-Westph.	28 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	9 Saxony-Anhalt	Maintenance/repairs	1
Hesse	7 Nielsen 7	Other area	5
Rhineland-Palatinate	2 Saxony	Student	1
Saarland	1 Thuringia		
Nielsen 3b	6	Position in the company/organisation	%
Baden-Württemberg	6	Entrepreneur, co-owner, freelancer	33
		Managing director, board member, head of an authority etc.	22
		Area manager, works manager, plant manager, branch manager, head of public office	15
		Department head, group head, team leader	12
		Other salaried staff, civil servant, skilled worker	11
		Lecturer, teacher	1
		Trainee	1
		Other position	3
		Student	1
		Economic sector	%
		Specialist retail trade	20
		Wholesale trade	32
		Interior decorator	7
		Parquet and floor layer	12
		Painter	2
		Furnishing/furniture stores	4
		Architect's/interior designer's, Contract furnishers	7
		Facility management	1
		Department stores, mail order, DIY stores	4
		Timber trade	9
		Industry	24
		Press, media	2
		Other sectors	5
		Student	1
		Size of company/organisation:	%
		Number of employees	
		1- 4	19
		5- 9	13
		10- 49	25
		50- 199	18
		200 - 499	9
		500 - 999	6
		1 000 and more	8
		Student	1

Conducted by: Wissler & Partner, Basel

EMO → Hannover

Trade visitors' profile

Visitors (number of entries)	138 606	Area of responsibility	%
Proportion of trade visitors	96%	Management	22
Germany (total)	64	Research/development/design	13
of which		Manufacturing, production, quality control	32
Nielsen 1	31 Nielsen 4	Buying/procurement	4
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	-
Lower Saxony	25 Berlin	Organisation, personnel, administration	1
Schleswig-Holstein	5 Brandenburg	Sales	8
Nielsen 2	23 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	23 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	10 Saxony-Anhalt	Maintenance/repairs	5
Hesse	7 Nielsen 7	Other area	4
Rhineland-Palatinate	2 Saxony	Student	8
Saarland	1 Thuringia		
Nielsen 3b	12	Position in the company/organisation	%
Baden-Württemberg	12	Entrepreneur, co-owner, freelancer	16
		Managing director, board member, head of an authority etc.	9
		Area manager, works manager, plant manager, branch manager, head of public office	13
		Department head, group head, team leader	18
		Other salaried staff, civil servant, skilled worker	20
		Lecturer, teacher	2
		Trainee	12
		Other position	2
		Student	8
		Other not gainfully employed	1
		Economic sector	%
		Industry (manufacturer)	65
		Skilled trades	9
		Technical retail trade	6
		Other trade	2
		Media, press, publishing	1
		Other service	4
		Public authority	1
		University/college/polytechnic	3
		Other sectors	2
		Student	8
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees	
		1- 4	6
		5- 9	5
		10- 49	18
		50- 199	20
		200- 499	13
		500 - 999	8
		1 000 and more	18
		Student	8
		Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

HANNOVER MESSE

Trade visitors' profile

Visitors (number of entries)	228 395	Area of responsibility	%
Proportion of trade visitors	93%	Management	22
Germany (total)	76	Research/development/design	13
of which		Manufacturing, production, quality control	32
Nielsen 1	39 Nielsen 4	Buying/procurement	4
Bremen	2 Bavaria	Finance/accounting, controlling	1
Hamburg	3 Nielsen 5+6	Information and communication technology	-
Lower Saxony	30 Berlin	Organisation, personnel, administration	1
Schleswig-Holstein	3 Brandenburg	Sales	8
Nielsen 2	25 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	25 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	8 Saxony-Anhalt	Maintenance/repairs	5
Hesse	6 Nielsen 7	Other area	4
Rhineland-Palatinate	2 Saxony	Student	8
Saarland	- Thuringia		
Nielsen 3b	8	Position in the company/organisation	%
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	16
		Managing director, board member, head of an authority etc.	9
		Area manager, works manager, plant manager, branch manager, head of public office	13
		Department head, group head, team leader	18
		Other salaried staff, civil servant, skilled worker	20
		Lecturer, teacher	2
		Trainee	12
		Other position	2
		Student	8
		Other not gainfully employed	1
		Economic sector	%
		Industry (manufacturer)	65
		Skilled trades	9
		Technical retail trade	6
		Other trade	2
		Media, press, publishing	1
		Other service	4
		Public authority	1
		University/college/polytechnic	3
		Other sectors	2
		Student	8
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees	
		1- 4	6
		5- 9	5
		10- 49	18
		50- 199	20
		200- 499	13
		500 - 999	8
		1 000 and more	18
		Student	8
		Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Area of responsibility	%
Management	10
Research/development/design	21
Manufacturing, production, quality control	12
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	2
Organisation, personnel, administration	1
Sales	13
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	6
Other area	5
Student	17
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	3
Trainee	3
Other position	1
Student	17
Other not gainfully employed	3
Economic sector	%
Power industry	13
Raw materials and production goods industry	14
Investment goods industry	28
Other processing industry	4
Building trade	3
Skilled trades	3
Trade	7
Telecommunication	1
Service	10
Authority/public services	4
Research institutes, industrial research	5
Investors, financing, funding of infrastructure projects	1
Other sectors	1
Student	17
Other not gainfully employed	3
Size of company/organisation:	
Number of employees	%
1- 4	8
5- 9	5
10- 49	14
50- 199	17
200- 499	11
500 - 999	6
1 000 and more	19
Other not gainfully employed	17
Student	3

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	42 710*
Proportion of trade visitors	96%
Germany (total)	69
of which	
Nielsen 1	32
Bremen	3
Hamburg	3
Lower Saxony	24
Schleswig-Holstein	3
Nielsen 2	24
North Rhine-Westph.	24
Nielsen 3a	11
Hesse	6
Rhineland-Palatinate	4
Saarland	1
Nielsen 3b	7
Baden-Württemberg	7
Foreign (total)	31
of which	
EU	50
Other countries	50
Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	5
more than 100 km up to 300 km	29
over 300 km	58
Frequency of visits to exhibition	%
Previous events	30
Earlier events	49
First visit	45
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	33
Collectively	23
In an advisory capacity	21
No	6
Student	15
Other not gainfully employed	3

*) Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.

Area of responsibility	%
Management	7
Research/development/design	20
Manufacturing, production, quality control	18
Buying/procurement	11
Finance/accounting, controlling	-
Information and communication technology	1
Organisation, personnel, administration	-
Sales	16
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	3
Other area	4
Student	15
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	13
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	2
Trainee	1
Other position	3
Student	15
Other not gainfully employed	3
Economic sector	%
Power industry	18
Raw materials and production goods industry	18
Investment goods industry	31
Other processing industry	3
Building trade	4
Skilled trades	3
Trade	8
Telecommunication	2
Service	8
Authority/public services	4
Research institutes, industrial research	4
Other sectors	-
Student	15
Other not gainfully employed	3
Size of company/organisation:	
Number of employees	%
1- 4	5
5- 9	4
10- 49	16
50- 199	26
200- 499	16
500 - 999	3
1 000 and more	13
Student	15
Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	45 222*
Proportion of trade visitors	97%
Germany (total)	70
of which	
Nielsen 1	38
Bremen	1
Hamburg	2
Lower Saxony	32
Schleswig-Holstein	3
Nielsen 2	18
North Rhine-Westph.	18
Nielsen 3a	10
Hesse	6
Rhineland-Palatinate	4
Saarland	-
Nielsen 3b	10
Baden-Württemberg	10
Foreign (total)	30
of which	
EU	49
Other european countries	11
Middle East	10
South-, East-, Central Asia	13
Other countries	17
Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	9
more than 100 km up to 300 km	22
over 300 km	57
Frequency of visits to exhibition	%
Previous events	28
Earlier events	61
First visit	35
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	31
Collectively	29
In an advisory capacity	20
No	13
Student	6
Other not gainfully employed	1

*) Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.

Area of responsibility	%
Research/development/design	19
Manufacturing, production, quality control	12
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	-
Sales	18
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	12
Other area	6
Student	6
Management	11
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	16
Department head, group head, team leader	18
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	2
Trainee	2
Other position	2
Student	6
Other not gainfully employed	1
Economic sector	%
Power industry	10
Raw materials and production goods industry	17
Investment goods industry	36
Other processing industry	8
Building trade	5
Skilled trades	4
Trade	11
Telecommunication	1
Service	9
Authority/public services	5
Research institutes, industrial research	4
Investors, financing, funding of infrastructure projects	1
Other sectors	1
Student	6
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	8
5- 9	5
10- 49	19
50- 199	18
200- 499	15
500 - 999	8
1 000 and more	20
Student	6
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Digital Factory → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	44 994*	Area of responsibility	%
Proportion of trade visitors	92%	Management	9
Germany (total)	75	Research/development/design	25
of which		Manufacturing, production, quality control	14
Nielsen 1	39	Buying/procurement	2
Bremen	1	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	4
Lower Saxony	32	Organisation, personnel, administration	-
Schleswig-Holstein	3	Sales	12
Nielsen 2	22	Marketing, advertising, PR	1
North Rhine-Westph.	22	Logistics: storage, material management, transport	2
Nielsen 3a	8	Maintenance/repairs	3
Hesse	5	Other area	6
Rhineland-Palatinate	3	Student	19
Saarland	-	Other not gainfully employed	3
Nielsen 3b	9		
Baden-Württemberg	9	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	7
		Managing director, board member, head of an authority etc.	9
		Area manager, works manager, plant manager, branch manager, head of public office	9
		Department head, group head, team leader	16
		Other salaried staff, civil servant, skilled worker	29
		Lecturer, teacher	6
		Trainee	2
		Other position	1
		Student	19
		Other not gainfully employed	3
		Economic sector	%
		Power industry	10
		Raw materials and production goods industry	11
		Investment goods industry	26
		Other processing industry	4
		Building trade	3
		Skilled trades	3
		Trade	5
		Telecommunication	3
		Service	13
		Authority/public services	4
		Research institutes, industrial research	8
		Investors, financing, funding of infrastructure projects	1
		Other sectors	1
		Student	19
		Other not gainfully employed	3
		Size of company/organisation:	%
		Number of employees	
		1- 4	8
		5- 9	3
		10- 49	12
		50- 199	18
		200- 499	11
		500 - 999	6
		1 000 and more	21
		Student	19
		Other not gainfully employed	3
		Conducted by: Wissler & Partner, Basel	

*) Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.

Energy → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	110 543*	Area of responsibility	%
Proportion of trade visitors	93%	Management	13
Germany (total)	73	Research/development/design	19
of which		Manufacturing, production, quality control	10
Nielsen 1	40	Buying/procurement	4
Bremen	2	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	2
Lower Saxony	31	Organisation, personnel, administration	1
Schleswig-Holstein	3	Sales	13
Nielsen 2	24	Marketing, advertising, PR	3
North Rhine-Westph.	24	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	6
Hesse	6	Other area	7
Rhineland-Palatinate	2	Student	17
Saarland	1	Other not gainfully employed	3
Nielsen 3b	7		
Baden-Württemberg	7	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	11
		Managing director, board member, head of an authority etc.	11
		Area manager, works manager, plant manager, branch manager, head of public office	10
		Department head, group head, team leader	16
		Other salaried staff, civil servant, skilled worker	25
		Lecturer, teacher	3
		Other position	1
		Student	17
		Trainee	2
		Other not gainfully employed	3
		Economic sector	%
		Power industry	25
		Raw materials and production goods industry	11
		Investment goods industry	20
		Other processing industry	4
		Building trade	4
		Skilled trades	3
		Trade	6
		Telecommunication	1
		Service	11
		Authority/public services	4
		Research institutes, industrial research	5
		Investors, financing, funding of infrastructure projects	1
		Other sectors	1
		Student	17
		Other not gainfully employed	3
		Size of company/organisation:	%
		Number of employees	
		1- 4	9
		5- 9	6
		10- 49	13
		50- 199	17
		200- 499	10
		500 - 999	6
		1 000 and more	19
		Student	17
		Other not gainfully employed	3
		Conducted by: Wissler & Partner, Basel	

*) Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.

Industrial Automation

Trade visitors' profile

Visitors (number of entries)	112 827*	Area of responsibility	%
Proportion of trade visitors	97%	Management	13
Germany (total)	72	Research/development/design	19
of which		Manufacturing, production, quality control	10
Nielsen 1	37	Buying/procurement	4
Bremen	2	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	2
Lower Saxony	30	Organisation, personnel, administration	1
Schleswig-Holstein	3	Sales	13
Nielsen 2	27	Marketing, advertising, PR	3
North Rhine-Westph.	27	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	6
Hesse	6	Other area	7
Rhineland-Palatinate	3	Student	17
Saarland	-	Other not gainfully employed	3
Nielsen 3b	8		
Baden-Württemberg	8	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	11
		Managing director, board member, head of an authority etc.	11
		Area manager, works manager, plant manager, branch manager, head of public office	10
		Department head, group head, team leader	16
		Other salaried staff, civil servant, skilled worker	25
		Lecturer, teacher	3
		Other position	1
		Student	17
		Trainee	2
		Other not gainfully employed	3
		Economic sector	%
		Power industry	25
		Raw materials and production goods industry	11
		Investment goods industry	20
		Other processing industry	4
		Building trade	4
		Skilled trades	3
		Trade	6
		Telecommunication	1
		Service	11
		Authority/public services	4
		Research institutes, industrial research	5
		Investors, financing, funding of infrastructure projects	1
		Other sectors	1
		Student	17
		Other not gainfully employed	3
		Size of company/organisation:	%
		Number of employees	
		1- 4	9
		5- 9	6
		10- 49	13
		50- 199	17
		200- 499	10
		500 - 999	6
		1 000 and more	19
		Student	17
		Other not gainfully employed	3
		Conducted by: Wissler & Partner, Basel	

*) Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.

Trade visitors' profile

Area of responsibility	%
Management	11
Research/development/design	21
Manufacturing, production, quality control	15
Buying/procurement	5
Finance/accounting, controlling	-
Information and communication technology	2
Organisation, personnel, administration	1
Sales	14
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	7
Other area	4
Student	14
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	2
Trainee	3
Other position	1
Student	14
Other not gainfully employed	2
Economic sector	%
Power industry	10
Raw materials and production goods industry	16
Investment goods industry	36
Other processing industry	4
Building trade	3
Skilled trades	3
Trade	6
Telecommunication	1
Service	10
Authority/public services	3
Research institutes, industrial research	5
Other sectors	2
Student	14
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	6
5- 9	5
10- 49	13
50- 199	18
200- 499	13
500 - 999	7
1 000 and more	21
Student	14
Other not gainfully employed	2
Conducted by: Wissler & Partner, Basel	

*) Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.

Visitors (number of entries)	64 407*
Proportion of trade visitors	97%
Germany (total)	66
of which	
Nielsen 1	34
Nielsen 4	8
Bremen	1
Bavaria	8
Hamburg	4
Nielsen 5+6	8
Lower Saxony	26
Berlin	3
Schleswig-Holstein	2
Brandenburg	1
Nielsen 2	25
Mecklenburg-	
North Rhine-Westph.	25
West Pommernania	1
Nielsen 3a	8
Saxony-Anhalt	4
Hesse	6
Nielsen 7	8
Rhineland-Palatinate	2
Saxony	5
Saarland	-
Thuringia	3
Nielsen 3b	10
Baden-Württemberg	10
Foreign (total)	34
of which	
EU	56
Other european countries	12
North America	4
Middle East	5
South-, East-, Central Asia	17
Other countries	6
Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	7
more than 100 km up to 300 km	27
over 300 km	58
Countries with the highest visitor shares	%
France	7
India	7
Netherlands	6
Turkey	6
Great Britain	5
Frequency of visits to exhibition	%
Previous events	30
Earlier events	56
First visit	38
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	29
In an advisory capacity	19
No	9
Student	10
Other not gainfully employed	2

Area of responsibility	%
Management	11
Research/development/design	20
Manufacturing, production, quality control	14
Buying/procurement	13
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	1
Sales	17
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	5
Other area	4
Student	10
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	13
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	1
Trainee	2
Other position	1
Student	10
Other not gainfully employed	2
Economic sector	%
Power industry	10
Raw materials and production goods industry	22
Investment goods industry	36
Other processing industry	4
Building trade	5
Skilled trades	3
Trade	9
Telecommunication	1
Service	10
Authority/public services	2
Research institutes, industrial research	4
Other sectors	1
Student	10
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	7
5- 9	6
10- 49	17
50- 199	18
200- 499	16
500 - 999	7
1 000 and more	17
Student	10
Other not gainfully employed	2
Conducted by: Wissler & Partner, Basel	

*) Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.

Trade visitors' profile

Visitors (number of entries)	73 543*
Proportion of trade visitors	97%
Germany (total)	67
of which	
Nielsen 1	32
Nielsen 4	10
Bremen	2
Bavaria	10
Hamburg	3
Nielsen 5+6	8
Lower Saxony	25
Berlin	2
Schleswig-Holstein	3
Brandenburg	2
Nielsen 2	26
Mecklenburg-	
North Rhine-Westph.	26
West Pommernania	1
Nielsen 3a	10
Saxony-Anhalt	4
Hesse	7
Nielsen 7	6
Rhineland-Palatinate	2
Saxony	3
Saarland	-
Thuringia	2
Nielsen 3b	8
Baden-Württemberg	8
Foreign (total)	33
of which	
EU	53
Other european countries	16
North America	4
South and Central America	4
Middle East	5
South-, East-, Central Asia	13
Other countries	5
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	8
more than 100 km up to 300 km	26
over 300 km	57
Countries with the highest visitor shares	%
Netherlands	6
Italy	6
India	6
Turkey	5
France	4
Frequency of visits to exhibition	%
Previous events	28
Earlier events	61
First visit	35
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	28
Collectively	30
In an advisory capacity	17
No	9
Student	13
Other not gainfully employed	2

Area of responsibility	%
Management	11
Research/development/design	22
Manufacturing, production, quality control	11
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	-
Sales	19
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	7
Other area	3
Student	13
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	13
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	18
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	2
Trainee	2
Other position	1
Student	13
Other not gainfully employed	2
Economic sector	%
Power industry	7
Raw materials and production goods industry	14
Investment goods industry	38
Other processing industry	4
Building trade	3
Skilled trades	4
Trade	13
Telecommunication	1
Service	9
Authority/public services	2
Research institutes, industrial research	3
Other sectors	1
Student	13
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	7
5- 9	7
10- 49	18
50- 199	20
200- 499	11
500 - 999	6
1 000 and more	17
Student	13
Other not gainfully employed	2
Conducted by: Wissler & Partner, Basel	

*) Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.

MicroNanoTec → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	44 765*	Area of responsibility	%
Proportion of trade visitors	94%	Management	7
Germany (total)	82	Research/development/design	25
of which		Manufacturing, production, quality control	10
Nielsen 1	36	Buying/procurement	1
Bremen	2	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	3
Lower Saxony	26	Organisation, personnel, administration	6
Schleswig-Holstein	4	Sales	-
Nielsen 2	21	Marketing, advertising, PR	3
North Rhine-Westph.	21	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	2
Hesse	8	Other area	6
Rhineland-Palatinate	1	Student	34
Saarland	-	Other not gainfully employed	3
Nielsen 3b	12	Position in the company/organisation	%
Baden-Württemberg	12	Entrepreneur, co-owner, freelancer	8
Foreign (total)	18	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	51	Department head, group head, team leader	13
Other european countries	23	Other salaried staff, civil servant, skilled worker	22
Other countries	26	Lecturer, teacher	4
Distance to home	%	Trainee	3
up to 50 km	13	Other position	2
more than 50 km up to 100 km	7	Student	34
more than 100 km up to 300 km	30	Other not gainfully employed	3
over 300 km	51	Economic sector	%
Frequency of visits to exhibition	%	Power industry	8
Previous events	27	Raw materials and production goods industry	10
Earlier events	47	Investment goods industry	21
First visit	47	Other processing industry	2
Average length of stay	1,5 days	Building trade	2
Influence on purchasing/procurement decisions	%	Skilled trades	3
Decisively	17	Trade	3
Collectively	21	Telecommunication	1
In an advisory capacity	13	Service	7
No	12	Authority/public services	3
Student	34	Research institutes, industrial research	11
Other not gainfully employed	3	Other sectors	1
		Student	34
		Other not gainfully employed	3
		Size of company/organisation:	
		Number of employees	%
		1- 4	7
		5- 9	4
		10- 49	11
		50- 199	14
		200- 499	7
		500 - 999	5
		1 000 and more	16
		Student	34
		Other not gainfully employed	3

*) Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.

Conducted by: **Wissler & Partner, Basel**

MobiliTec → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	46 136*	Area of responsibility	%
Proportion of trade visitors	93%	Management	12
Germany (total)	83	Research/development/design	27
of which		Manufacturing, production, quality control	6
Nielsen 1	32	Buying/procurement	3
Lower Saxony	27	Finance/accounting, controlling	-
Hamburg	3	Information and communication technology	2
Nielsen 2	20	Organisation, personnel, administration	1
Bremen	-	Sales	14
Schleswig-Holstein	2	Marketing, advertising, PR	2
North Rhine-Westph.	20	Logistics: storage, material management, transport	1
Nielsen 3a	13	Maintenance/repairs	4
Hesse	10	Other area	5
Rhineland-Palatinate	3	Student	20
Saarland	-	Other not gainfully employed	4
Nielsen 3b	11	Position in the company/organisation	%
Baden-Württemberg	11	Entrepreneur, co-owner, freelancer	10
Foreign (total)	17	Managing director, board member, head of an authority etc.	9
of which		Area manager, works manager, plant manager, branch manager, head of public office	8
EU	58	Department head, group head, team leader	15
Other countries	42	Other salaried staff, civil servant, skilled worker	29
Distance to home	%	Lecturer, teacher	3
up to 50 km	10	Trainee	2
more than 50 km up to 100 km	9	Other position	1
more than 100 km up to 300 km	32	Student	20
over 300 km	49	Other not gainfully employed	4
Frequency of visits to exhibition	%	Economic sector	%
Previous events	38	Power industry	12
Earlier events	57	Raw materials and production goods industry	9
First visit	34	Investment goods industry	27
Average length of stay	1,5 days	Other processing industry	1
Influence on purchasing/procurement decisions	%	Building trade	2
Decisively	22	Skilled trades	3
Collectively	26	Trade	6
In an advisory capacity	19	Telecommunication	1
No	9	Service	12
Student	20	Authority/public services	5
Other not gainfully employed	4	Research institutes, industrial research	6
		Investors, financing, funding of infrastructure projects	2
		Other sectors	1
		Student	20
		Other not gainfully employed	4
		Size of company/organisation:	
		Number of employees	%
		1- 4	12
		5- 9	4
		10- 49	12
		50- 199	13
		200- 499	10
		500 - 999	4
		1 000 and more	21
		Student	20
		Other not gainfully employed	4

*) Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.

Conducted by: **Wissler & Partner, Basel**

Power Plant Technology

Trade visitors' profile

Visitors (number of entries)	58 469*	Area of responsibility	%
Proportion of trade visitors	96%	Management	13
Germany (total)	68	Research/development/design	18
of which		Manufacturing, production, quality control	8
Nielsen 1	34	Buying/procurement	3
Bremen	2	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	1
Lower Saxony	26	Organisation, personnel, administration	1
Schleswig-Holstein	3	Sales	8
Nielsen 2	26	Marketing, advertising, PR	2
North Rhine-Westph.	26	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	4
Hesse	7	Other area	5
Rhineland-Palatinate	2	Student	20
Saarland	1	Other not gainfully employed	4
Nielsen 3b	11	Position in the company/organisation	%
Baden-Württemberg	11	Entrepreneur, co-owner, freelancer	10
Foreign (total)	32	Managing director, board member, head of an authority etc.	9
of which		Area manager, works manager, plant manager, branch manager, head of public office	8
EU	48	Department head, group head, team leader	15
Other european countries	13	Other salaried staff, civil servant, skilled worker	29
Middle East	7	Lecturer, teacher	3
South-, East-, Central Asia	22	Trainee	2
Other countries	11	Other position	1
Distance to home	%	Student	20
up to 50 km	8	Other not gainfully employed	4
more than 50 km up to 100 km	6	Economic sector	%
more than 100 km up to 300 km	29	Power industry	12
over 300 km	58	Raw materials and production goods industry	9
Countries with the highest visitor shares	%	Investment goods industry	27
India	9	Other processing industry	1
France	7	Building trade	2
Great Britain	6	Skilled trades	3
China (PR)	6	Trade	6
Frequency of visits to exhibition	%	Telecommunication	1
Previous events	31	Service	12
Earlier events	53	Authority/public services	5
First visit	41	Research institutes, industrial research	6
Average length of stay	1,7 days	Investors, financing, funding of infrastructure projects	2
Influence on purchasing/procurement decisions	%	Other sectors	1
Decisively	27	Student	20
Collectively	24	Other not gainfully employed	4
In an advisory capacity	19	Size of company/organisation:	
No	12	Number of employees	%
Student	17	1- 4	12
Other not gainfully employed	2	5- 9	4
Area of responsibility	%	10- 49	12
Management	13	50- 199	13
Research/development/design	18	200- 499	10
Manufacturing, production, quality control	8	500 - 999	4
Buying/procurement	3	1 000 and more	21
Finance/accounting, controlling	1	Student	20
Information and communication technology	1	Other not gainfully employed	4

Trade visitors' profile

Organisation, personnel, administration	1
Sales	19
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	6
Other area	8
Student	17
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	14
Area manager, works manager, plant manager, branch manager, head of public office	13
Department head, group head, team leader	18
Other salaried staff, civil servant, skilled worker	22
Lecturer, teacher	3
Trainee	1
Other position	1
Student	17
Other not gainfully employed	2
Economic sector	%
Power industry	29
Raw materials and production goods industry	13
Investment goods industry	20
Other processing industry	4
Building trade	5
Skilled trades	2
Trade	7
Telecommunication	1
Service	11
Authority/public services	3
Research institutes, industrial research	4
Investors, financing, funding of infrastructure projects	2
Other sectors	2
Student	17
Other not gainfully employed	2
Size of company/organisation: Number of employees	%
1- 4	8
5- 9	5
10- 49	15
50- 199	19
200- 499	10
500 - 999	6
1 000 and more	19
Student	17
Other not gainfully employed	2
Conducted by: Wissler & Partner, Basel	
*) Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.	

Visitors (number of entries)	54 358*
Proportion of trade visitors	95%
Germany (total)	78
of which	
Nielsen 1	41
Nielsen 2	21
Nielsen 3a	9
Nielsen 3b	9
Nielsen 3c	9
Nielsen 4	6
Nielsen 5+6	8
Berlin	4
Brandenburg	1
Mecklenburg-Nielsen 2	1
West Pommern	1
Saxony-Anhalt	3
Nielsen 7	6
Saxony	3
Thuringia	2
Foreign (total)	22
of which	
EU	51
Other european countries	16
North America	6
South and Central America	6
South-, East-, Central Asia	17
Other countries	4
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	9
more than 100 km up to 300 km	30
over 300 km	48
Countries with the highest visitor shares	%
India	9
France	8
Netherlands	7
Poland	6
Belgium	6
Frequency of visits to exhibition	%
Previous events	35
Earlier events	57
First visit	36
Average length of stay	1,5 days
Influence on purchasing/procurement decisions	%
Decisively	21
Collectively	26
In an advisory capacity	19
No	11
Student	20
Other not gainfully employed	3

Area of responsibility	%
Management	7
Research/development/design	39
Manufacturing, production, quality control	7
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	1
Organisation, personnel, administration	1
Sales	8
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	6
Student	20
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	5
Trainee	1
Other position	2
Student	20
Other not gainfully employed	3
Economic sector	%
Power industry	11
Raw materials and production goods industry	10
Investment goods industry	26
Other processing industry	3
Building trade	2
Skilled trades	1
Trade	2
Telecommunication	2
Service	11
Authority/public services	6
Research institutes, industrial research	12
Other sectors	2
Student	20
Other not gainfully employed	3
Size of company/organisation: Number of employees	%
1- 4	7
5- 9	4
10- 49	12
50- 199	16
200- 499	10
500 - 999	5
1 000 and more	22
Student	20
Other not gainfully employed	3
Conducted by: Wissler & Partner, Basel	
*) Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.	

Trade visitors' profile

Visitors (number of entries)	48 191*
Proportion of trade visitors	97%
Germany (total)	76
of which	
Nielsen 1	32
Nielsen 2	26
Nielsen 3a	8
Nielsen 3b	11
Nielsen 3c	11
Nielsen 4	8
Nielsen 5+6	8
Berlin	4
Brandenburg	2
Mecklenburg-Nielsen 2	1
West Pommern	1
Saxony-Anhalt	3
Nielsen 7	6
Saxony	4
Thuringia	2
Foreign (total)	24
of which	
EU	59
Other european countries	13
South-, East-, Central Asia	14
Other countries	16
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	6
more than 100 km up to 300 km	29
over 300 km	56
Country with the highest visitor share	%
France	11
Frequency of visits to exhibition	%
Previous events	29
Earlier events	55
First visit	38
Average length of stay	1,5 days
Influence on purchasing/procurement decisions	%
Decisively	27
Collectively	31
In an advisory capacity	18
No	9
Student	14
Other not gainfully employed	2
*) Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.	

Area of responsibility	%
Management	11
Research/development/design	29
Manufacturing, production, quality control	16
Buying/procurement	7
Finance/accounting, controlling	-
Information and communication technology	1
Organisation, personnel, administration	-
Sales	13
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	3
Student	14
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	2
Trainee	2
Other position	1
Student	14
Other not gainfully employed	2
Economic sector	%
Power industry	7
Raw materials and production goods industry	24
Investment goods industry	35
Other processing industry	4
Building trade	4
Skilled trades	3
Trade	5
Telecommunication	1
Service	7
Authority/public services	3
Research institutes, industrial research	7
Other sectors	1
Student	14
Other not gainfully employed	2
Size of company/organisation: Number of employees	%
1- 4	7
5- 9	3
10- 49	17
50- 199	17
200- 499	14
500 - 999	5
1 000 and more	22
Student	14
Other not gainfully employed	2
Conducted by: Wissler & Partner, Basel	

Wind → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	82 451*	Area of responsibility	%
Proportion of trade visitors	92%	Management	11
Germany (total)	82	Research/development/design	19
of which		Manufacturing, production, quality control	10
Nielsen 1	41	Buying/procurement	3
Bremen	3	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	2
Lower Saxony	30	Organisation, personnel, administration	2
Schleswig-Holstein	4	Sales	15
Nielsen 2	25	Marketing, advertising, PR	3
North Rhine-Westph.	25	Logistics: storage, material management, transport	1
Nielsen 3a	7	Maintenance/repairs	5
Hesse	5	Other area	7
Rhineland-Palatinate	2	Student	20
Saarland	-	Other not gainfully employed	3
Nielsen 3b	7	Position in the company/organisation	%
Baden-Württemberg	7	Entrepreneur, co-owner, freelancer	11
		Managing director, board member, head of an authority etc.	10
Foreign (total)	18	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	16
EU	59	Other salaried staff, civil servant, skilled worker	25
Other european countries	12	Lecturer, teacher	4
South-, East-, Central Asia	14	Trainee	1
Other countries	15	Other position	1
Distance to home	%	Student	20
up to 50 km	11	Other not gainfully employed	3
more than 50 km up to 100 km	10	Economic sector	%
more than 100 km up to 300 km	34	Power industry	22
over 300 km	46	Raw materials and production goods industry	10
Countries with the highest visitor shares	%	Investment goods industry	22
France	8	Other processing industry	3
Netherlands	6	Building trade	3
Great Britain	6	Skilled trades	3
China (PR)	5	Trade	6
Turkey	5	Telecommunication	1
Frequency of visits to exhibition	%	Service	12
Previous events	35	Authority/public services	4
Earlier events	57	Research institutes, industrial research	6
First visit	35	Investors, financing, funding of infrastructure projects	1
Average length of stay	1,4 days	Other sectors	1
Influence on purchasing/procurement decisions	%	Student	20
Decisively	22	Other not gainfully employed	3
Collectively	24	Size of company/organisation:	%
In an advisory capacity	18	Number of employees	%
No	13	1- 4	9
Student	20	5- 9	5
Other not gainfully employed	3	10- 49	13
		50- 199	16
		200- 499	10
		500 - 999	6
		1 000 and more	18
		Student	20
		Other not gainfully employed	3

*) Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.

Conducted by: **Wissler & Partner, Basel**

infa (2010) → Hannover

Basic data private visitors

Total number of visitors	213 294	Sex	%
Proportion of private visitors	97%	Male	25
Region of residence	%	Female	75
up to 50 km	68	Age	%
more than 50 km up to 100 km	23	up to 20 years	4
more than 100 km up to 300 km	8	over 20 up to 30 years	10
over 300 km	1	over 30 up to 40 years	11
Total Germany	100	over 40 up to 50 years	27
Baden-Württemberg	4	over 50 up to 60 years	23
Bavaria	-	over 60 up to 70 years	18
Berlin	-	over 70 years	8
Brandenburg	-	Net household income	%
Bremen	-	up to 900,- EUR	7
Hamburg	1	more than 900,- EUR up to 1 500,- EUR	13
Hesse	-	more than 1 500,- EUR up to 2 000,- EUR	14
Mecklenburg-Holstein	-	more than 2 000,- EUR up to 2 600,- EUR	12
West Pomerania	1	more than 2 600,- EUR up to 3 600,- EUR	11
Lower Saxony	94	more than 3 600,- EUR up to 5 000,- EUR	8
		more than 5 000,- EUR	5
		N/A	31
Position in the company/organisation	%	Size of household	%
Entrepreneur, partner, self-employed	7	1 person	15
Managing director, board member, head of an authority etc.	2	2 persons	44
Senior department head, other employee with managerial responsibility	1	3 persons	19
Department head, group head	4	4 persons	15
Other salaried staff/public service	30	5 persons and more	7
Skilled worker	6	Buying and ordering capacity	%
Lecturer, teacher, scientific assistant	2	Purchase or order made or intended at the exhibition	
Trainee	2	yes	84
Other position	5	no	5
Housewife/man	11	maybe	11
Old-age pensioner	23	Follow-up business	%
Student	4	Intend to buy at later date	
Other not gainfully employed	4	yes	25
Frequency of visits to exhibition	%	no	29
2009	47	maybe	46
2008	51	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
2007	43		
2006	39		
Earlier events	41		
First visit	14		

Additional data private visitors

Total number of visitors	213 294	Sex	%
Proportion of private visitors	97%	Male	25
Region of residence	%	Female	75
up to 50 km	68	Age	%
more than 50 km up to 100 km	23	up to 20 years	4
more than 100 km up to 300 km	8	over 20 up to 30 years	10
over 300 km	1	over 30 up to 40 years	11
Total Germany	100	over 40 up to 50 years	27
Baden-Württemberg	4	over 50 up to 60 years	23
Bavaria	-	over 60 up to 70 years	18
Berlin	-	over 70 years	8
Brandenburg	-	Net household income	%
Bremen	-	up to 900,- EUR	7
Hamburg	1	more than 900,- EUR up to 1 500,- EUR	13
Hesse	-	more than 1 500,- EUR up to 2 000,- EUR	14
Mecklenburg-Holstein	-	more than 2 000,- EUR up to 2 600,- EUR	12
West Pomerania	1	more than 2 600,- EUR up to 3 600,- EUR	11
Lower Saxony	94	more than 3 600,- EUR up to 5 000,- EUR	8
		more than 5 000,- EUR	5
		N/A	31
Position in the company/organisation	%	Size of household	%
Entrepreneur, partner, self-employed	7	1 person	15
Managing director, board member, head of an authority etc.	2	2 persons	44
Senior department head, other employee with managerial responsibility	1	3 persons	19
Department head, group head	4	4 persons	15
Other salaried staff/public service	30	5 persons and more	7
Skilled worker	6	Buying and ordering capacity	%
Lecturer, teacher, scientific assistant	2	Purchase or order made or intended at the exhibition	
Trainee	2	yes	84
Other position	5	no	5
Housewife/man	11	maybe	11
Old-age pensioner	23	Follow-up business	%
Student	4	Intend to buy at later date	
Other not gainfully employed	4	yes	25
Frequency of visits to exhibition	%	no	29
2009	47	maybe	46
2008	51	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
2007	43		
2006	39		
Earlier events	41		
First visit	14		

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

LIGNA HANNOVER

Trade visitors' profile

Visitors (number of entries)	88 014	Visitors (number of entries)	88 014
Proportion of trade visitors	93%	Proportion of trade visitors	93%
Germany (total)	61	Germany (total)	61
of which		of which	
Nielsen 1	36	Nielsen 1	36
Bremen	1	Bremen	1
Hamburg	2	Hamburg	2
Lower Saxony	30	Lower Saxony	30
Schleswig-Holstein	4	Schleswig-Holstein	4
Nielsen 2	27	Nielsen 2	27
North Rhine-Westph.	27	North Rhine-Westph.	27
Nielsen 3a	8	Nielsen 3a	8
Hesse	5	Hesse	5
Rhineland-Palatinate	3	Rhineland-Palatinate	3
Saarland	-	Saarland	-
Nielsen 3b	8	Nielsen 3b	8
Baden-Württemberg	8	Baden-Württemberg	8
Foreign (total)	39	Foreign (total)	39
of which		of which	
EU	58	EU	58
Other european countries	13	Other european countries	13
Africa	3	Africa	3
North America	7	North America	7
South and Central America	5	South and Central America	5
Middle East	4	Middle East	4
South-, East-, Central Asia	6	South-, East-, Central Asia	6
Australia	5	Australia	5
Distance to home	%	Distance to home	%
up to 50 km	7	up to 50 km	7
more than 50 km up to 100 km	10	more than 50 km up to 100 km	10
more than 100 km up to 300 km	26	more than 100 km up to 300 km	26
over 300 km	58	over 300 km	58
Countries with the highest visitor shares	%	Countries with the highest visitor shares	%
Austria	7	Austria	7
Italy	6	Italy	6
Switzerland	6	Switzerland	6
Sweden	5	Sweden	5
Netherlands	5	Netherlands	5
Frequency of visits to exhibition	%	Frequency of visits to exhibition	%
Previous events	48	Previous events	48
Earlier events	54	Earlier events	54
First visit	36	First visit	36
Average length of stay	1,8 days	Average length of stay	1,8 days
Influence on purchasing/procurement decisions	%	Influence on purchasing/procurement decisions	%
Decisively	35	Decisively	35
Collectively	24	Collectively	24
In an advisory capacity	18	In an advisory capacity	18
No	14	No	14
Student	7	Student	7
Other not gainfully employed	2	Other not gainfully employed	2

Area of responsibility	%
Management	26
Research/development/design	9
Manufacturing, production, quality control	33
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	1
Sales	10
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	5
Student	7
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member, head of an authority etc.	13
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	22
Lecturer, teacher	4
Trainee	7
Student	7
Economic sector	%
Agriculture and forestry	9
Raw materials and production goods industry	13
Investment goods industry	9
Construction industry	12
Building trade	19
Interior decoration	21
Power industry	2
Trade	9
Service	7
Authority/public services	5
Other sectors	1
Student	7
Other not gainfully employed	2

Size of company/organisation:	
Number of employees	%
1- 4	17
5- 9	10
10- 49	25
50- 199	19
200- 499	9
500 - 999	4
1 000 and more	7
Student	7
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Basic data private visitors

Total number of visitors	69 564
Proportion of private visitors	93%
Region of residence	%
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
Total Germany	100
Baden-Württemberg	5
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	1
Hamburg	1
Hesse	4
Mecklenburg-Holstein	2
West Pomerania	1
Lower Saxony	83
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	57
2008	51
2007	48
Earlier events	43
First visit	15

Additional data private visitors

Sex	%
Male	39
Female	61
Age	%
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
Net household income	%
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 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	9
more than 5 000,- EUR	12
N/A	28
Size of household	%
1 person	12
2 persons	32
3 persons	19
4 persons	24
5 persons and more	13
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	91
no	2
maybe	7
Follow-up business	%
Intend to buy at later date	
yes	44
no	19
maybe	37

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	27 636*	Area of responsibility	%
Proportion of trade visitors	86%	Management	24
Germany (total)	83	Research/development/design	9
of which		Manufacturing, production, quality control	5
Nielsen 1	36	Buying/procurement	2
Bremen	2	Finance/accounting, controlling	1
Hamburg	4	Organisation, personnel, administration	2
Lower Saxony	28	Sales	18
Schleswig-Holstein	2	Marketing, advertising, PR	28
Nielsen 2	22	Logistics: storage, material management, transport	1
North Rhine-Westph.	22	Maintenance/repairs	1
Nielsen 3a	8	Other area	3
Hesse	5	Student	5
Rhineland-Palatinate	3	Other not gainfully employed	1
Saarland	-	Position in the company/organisation	%
Nielsen 3b	12	Entrepreneur, co-owner, freelancer	14
Baden-Württemberg	12	Managing director, board member, head of an authority etc.	12
Foreign (total)	18	Area manager, works manager, plant manager, branch manager, head of public office	8
of which		Department head, group head, team leader	19
EU	57	Other salaried staff, civil servant, skilled worker	38
Other european countries	15	Lecturer, teacher	2
South-, East-, Central Asia	16	Trainee	1
Other countries	12	Other position	-
Distance to home	%	Student	5
up to 50 km	14	Other not gainfully employed	1
more than 50 km up to 100 km	6	Economic sector	%
more than 100 km up to 300 km	30	Authority/public services	8
over 300 km	50	Marketing, advertising and PR	7
Country with the highest visitor share	%	Insurance and finance sector	2
Italy	9	Other service	15
Frequency of visits to exhibition	%	Power industry	8
Previous events	22	Trade	6
Earlier events	27	Skilled trades	2
First visit	63	Investment goods industry	18
Average length of stay	1,5 days	Other processing industries	31
Influence on purchasing/procurement decisions	%	Traffic and logistic	2
Decisively	43	Other sectors	2
Collectively	29	Student	5
In an advisory capacity	16	Other not gainfully employed	1
No	6	Size of company/organisation:	
Student	5	Number of employees	%
Other not gainfully employed	1	1- 4	11
		5- 9	6
		10- 49	19
		50- 199	20
		200- 499	12
		500 - 999	7
		1 000 and more	19
		Student	5
		Other not gainfully employed	1

* Visitor attendance determined by a representative poll at Hannover Messe. Recurring names were permitted.

Conducted by: Wissler & Partner, Basel

new energy → Husum

Trade visitors' profile

Visitors (number of entries)	17 967	Area of responsibility	%
Proportion of trade visitors	72%	Management	28
Germany (total)	86	Research/development/design	10
of which		Manufacturing, production, quality control	6
Nielsen 1	73	Buying/procurement	3
Bremen	6	Finance/accounting, controlling	4
Hamburg	10	Information and communication technology	1
Lower Saxony	7	Organisation, personnel, administration	2
Schleswig-Holstein	50	Sales	23
Nielsen 2	4	Marketing, advertising, PR	6
North Rhine-Westph.	4	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	3
Hesse	4	Other area	14
Rhineland-Palatinate	3	Position in the company/organisation	%
Saarland	-	Entrepreneur, co-owner, freelancer	30
Nielsen 3b	6	Managing director, board member, head of an authority etc.	15
Baden-Württemberg	6	Area manager, works manager, plant manager, branch manager, head of public office	8
Foreign (total)	14	Department head, group head, team leader	10
of which		Other salaried staff, civil servant, skilled worker	25
EU	84	Lecturer, teacher	2
Other countries	16	Trainee	1
Distance to home	%	Other position	4
up to 50 km	29	Student	4
more than 50 km up to 100 km	17	Other not gainfully employed	3
more than 100 km up to 300 km	21	Economic sector	%
over 300 km	33	Building industry, architecture, planning, project management	9
Country with the highest visitor share	%	Biogas, biomass	3
Denmark	43	Biofuels	1
Frequency of visits to exhibition	%	Block heating works	1
Previous events	37	Geothermics, heat pumps, solar heating, wood	1
Earlier events	59	Tradesmen, technical services	2
First visit	49	Association, institution	2
Average length of stay	1,5 days	Agriculture	8
Influence on purchasing/procurement decisions	%	Media, press, publishing	2
Decisively	45	Local heat	2
Collectively	20	Lawyers, technical experts	2
In an advisory capacity	17	Solar power	14
No	19	Banks, financial service providers, insurance companies	3
		Other service	3
		Small wind installations, wind industry	17
		Supplier	6
		Other sectors	21
		Size of company/organisation:	%
		Number of employees	%
		1- 4	26
		5- 9	9
		10- 49	25
		50- 199	19
		200 - 499	6
		500 - 999	4
		1 000 and more	11

Conducted by: Messe Husum HWG mbH & Co. KG, Husum

NORD GASTRO & HOTEL → Husum

Trade visitors' profile

Visitors (number of entries)	4 287	Area of responsibility	%
Proportion of trade visitors	82%	Management	45
Germany (total)	99	Research/development/design	5
of which		Manufacturing, production, quality control	4
Nielsen 1	97	Buying/procurement	1
Bremen	-	Finance/accounting, controlling	3
Hamburg	3	Information and communication technology	1
Lower Saxony	1	Organisation, personnel, administration	6
Schleswig-Holstein	93	Sales	6
Nielsen 2	1	Marketing, advertising, PR	1
North Rhine-Westph.	1	Logistics: storage, material management, transport	-
Nielsen 3a	1	Maintenance/repairs	-
Hesse	-	Other area	29
Rhineland-Palatinate	-	Position in the company/organisation	%
Saarland	-	Entrepreneur, co-owner, freelancer	35
Nielsen 3b	1	Managing director, board member, head of an authority etc.	13
Baden-Württemberg	1	Area manager, works manager, plant manager, branch manager, head of public office	1
Foreign (total)	1	Department head, group head, team leader	9
Distance to home	%	Other salaried staff, civil servant, skilled worker	18
up to 50 km	56	Lecturer, teacher	2
more than 50 km up to 100 km	30	Trainee	6
more than 100 km up to 300 km	10	Other position	3
over 300 km	4	Service	2
Frequency of visits to exhibition	%	Kitchen	5
2010	55	Student	4
2009	36	Other not gainfully employed	3
2008	28	Economic sector	%
2007	22	Communal catering	10
2006	15	Butcher, baker, confectioner etc.	5
First visit	30	Hotel	20
Average length of stay	1,0 days	Restaurants, cafés	38
Influence on purchasing/procurement decisions	%	Bars, pubs	11
Decisively	34	Other sectors	15
Collectively	20	Size of company/organisation:	%
In an advisory capacity	21	Number of employees	%
No	12	1- 4	23
Student	8	5- 9	22
Other not gainfully employed	4	10- 49	29
		50- 199	10
		200- 499	-
		500 - 999	2
		1 000 and more	2
		Student	8
		Other not gainfully employed	4

Conducted by: Messe Husum HWG mbH & Co. KG, Husum

LEARNTEC

Trade visitors' profile

Visitors (number of entries)	3 187	Area of responsibility	%
Proportion of trade visitors	98%	Management	45
Germany (total)	98	Research/development/design	5
of which		Manufacturing, production, quality control	4
Nielsen 1	6	Buying/procurement	1
Bremen	-	Finance/accounting, controlling	3
Hamburg	2	Information and communication technology	1
Lower Saxony	3	Organisation, personnel, administration	6
Schleswig-Holstein	1	Sales	6
Nielsen 2	16	Marketing, advertising, PR	1
North Rhine-Westph.	16	Logistics: storage, material management, transport	-
Nielsen 3a	12	Maintenance/repairs	-
Hesse	7	Other area	29
Rhineland-Palatinate	5	Position in the company/organisation	%
Saarland	1	Entrepreneur, co-owner, freelancer	35
Nielsen 3b	47	Managing director, board member, head of an authority etc.	13
Baden-Württemberg	47	Area manager, works manager, plant manager, branch manager, head of public office	1
Foreign (total)	2	Department head, group head, team leader	9
of which		Other salaried staff, civil servant, skilled worker	18
EU	52	Lecturer, teacher	2
Other european countries	45	Trainee	6
Other countries	3	Other position	3
Distance to home	%	Service	2
up to 50 km	20	Kitchen	5
more than 50 km up to 100 km	21	Student	4
more than 100 km up to 300 km	29	Other not gainfully employed	3
over 300 km	30	Economic sector	%
Country with the highest visitor share	%	Communal catering	10
Switzerland	42	Butcher, baker, confectioner etc.	5
Frequency of visits to exhibition	%	Hotel	20
2010	22	Restaurants, cafés	38
2009	23	Bars, pubs	11
2008	19	Other sectors	15
2005	15	Size of company/organisation:	%
Earlier events	19	Number of employees	%
First visit	55	1- 4	23
Average length of stay	1,3 days	5- 9	22
Influence on purchasing/procurement decisions	%	10- 49	29
Decisively	20	50- 199	10
Collectively	37	200- 499	-
In an advisory capacity	27	500 - 999	2
No	10	1 000 and more	2
Student	6	Student	8
Other not gainfully employed	1	Other not gainfully employed	4

Area of responsibility		%
Management	15	
Research/development/design	10	
Manufacturing, production, quality control	7	
Buying/procurement	2	
Finance/accounting, controlling	1	
Information and communication technology	15	
Organisation, personnel, administration	36	
Sales	12	
Marketing, advertising, PR	1	
Logistics: storage, material management, transport	1	
Maintenance/repairs	1	
Other area	14	
Student	6	
Other not gainfully employed	1	
Position in the company/organisation		%
Entrepreneur, co-owner, freelancer	15	
Managing director, board member, head of an authority etc.	5	
Area manager, works manager, plant manager, branch manager, head of public office	1	
Department head, group head, team leader	16	
Other salaried staff, civil servant, skilled worker	31	
Lecturer, teacher	18	
Trainee	1	
Other position	6	
Student	6	
Other not gainfully employed	1	
Economic sector		%
Educational facility	26	
Research/teaching	7	
Public authority/administration	5	
Industry	11	
Trade/sales	2	
Banks, insurance companies	4	
Transport, tourism, hotel sector	1	
Medicine	2	
Association	2	
Publishing house	3	
Consultancy	4	
IT, software	8	
Training	4	
Multimedia	1	
Service	11	
Other sectors	3	
Student	6	
Other not gainfully employed	1	
Size of company/organisation:		%
Number of employees		
1- 4	13	500 - 999
5- 9	5	1 000 and more
10- 49	10	Student
50- 199	15	Other not
200- 499	11	gainfully employed

Conducted by: Gelszus Messe- Marktfor- schung GmbH, Dortmund

Basic data private visitors

Total number of visitors	130 427
Proportion of private visitors	95%
Region of residence	%
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
Total Germany	99
Baden- Württemberg	91
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg- West Pommern	1
Lower Saxony	-
Total Foreign	1
of which EU	84
Other	16
The country with the highest visitor share	%
France	79
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2008	55
2007	53
2006	45
2005	40
Earlier events	35
First visit	13

Additional data private visitors

Sex	%
Male	43
Female	57
Age	%
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
Net household income	%
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 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	7
N/A	32
Size of household	%
1 person	12
2 persons	44
3 persons	20
4 persons	17
5 persons and more	7
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	62
no	9
maybe	29
Follow-up business	%
Intend to buy at later date	
yes	17
no	23
maybe	60
Conducted by: Gelszus Messe-Marktfor- schung GmbH, Dortmund	

Basic data private visitors

Total number of visitors	117 182
Proportion of private visitors	97%
Region of residence	%
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
Total Germany	99
Baden- Württemberg	5
Bavaria	94
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg- West Pommern	1
Lower Saxony	-
Total Foreign	1
of which EU	88
other countries	12
The two countries with the highest visitor shares	%
Austria	50
Switzerland	13
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	74
2008	67
Earlier events	86
First visit	9

Additional data private visitors

Sex	%
Male	48
Female	52
Age	%
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
Net household income	%
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 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	24
more than 3 600,- EUR up to 5 000,- EUR	18
more than 5 000,- EUR	3
N/A	11
Size of household	%
1 person	11
2 persons	45
3 persons	19
4 persons	16
5 persons and more	8
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	55
no	18
maybe	26
Follow-up business	%
Intend to buy at later date	
yes	12
no	43
maybe	42
Conducted by: Messe- und Congressbera- tung Dirr, Hamburg	

Anuga → Köln

Trade visitors' profile

Visitors (number of entries)	154 516	Area of responsibility	%
Proportion of trade visitors	95%	Management	27
Germany (total)	43	Research/development/design	7
of which		Manufacturing, production, quality control	9
Nielsen 1	11	Buying/procurement	15
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	-
Lower Saxony	6	Organisation, personnel, administration	1
Schleswig-Holstein	1	Sales	17
Nielsen 2	57	Marketing, advertising, PR	8
North Rhine-Westph.	57	Logistics: storage, material management, transport	2
Nielsen 3a	14	Maintenance/repairs	-
Hesse	6	Other area	7
Rhineland-Palatinate	8	Student	6
Saarland	-	Other not gainfully employed	1
Nielsen 3b	7	Position in the company/organisation	%
Baden-Württemberg	7	Entrepreneur, co-owner, freelancer	25
		Managing director, board member, head of an authority etc.	16
		Area manager, works manager, plant manager, branch manager, head of public office	12
		Department head, group head, team leader	16
		Other salaried staff, civil servant, skilled worker	13
		Lecturer, teacher	1
		Trainee	7
		Other position	5
		Student	6
		Other not gainfully employed	1
		Economic sector	%
		Wholesale trade	20
		Retail trade	10
		Retail chain/cooperative head office	2
		Specialized retail trade	2
		Commercial agent	2
		Import/export	15
		Skilled trades	1
		Catering	12
		Service	6
		Industry	15
		Other sectors	8
		Student	6
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees	
		1- 4	13
		5- 9	11
		10- 49	21
		50- 199	19
		200- 499	10
		500 - 999	6
		1 000 and more	16
		Student	6
		Other not gainfully employed	1
		Distance to home	%
		up to 50 km	15
		more than 50 km up to 100 km	9
		more than 100 km up to 300 km	16
		over 300 km	59
		Countries with the highest visitor shares	%
		Netherlands	9
		France	7
		Great Britain	5
		Italy	5
		India	3
		Frequency of visits to exhibition	%
		Previous events	33
		Earlier events	34
		First visit	55
		Average length of stay	2,2 days
		Influence on purchasing/procurement decisions	%
		Decisively	36
		Collectively	29
		In an advisory capacity	20
		No	10
		Student	6
		Other not gainfully employed	1

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

Asia-Pacific Sourcing → Köln

Trade visitors' profile

Visitors (number of entries)	5 124	Area of responsibility	%
Proportion of trade visitors	96%	Management	30
Germany (total)	42	Research/development/design	6
of which		Manufacturing, production, quality control	6
Nielsen 1	14	Buying/procurement	31
Bremen	2	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	7	Organisation, personnel, administration	1
Schleswig-Holstein	2	Sales	15
Nielsen 2	51	Marketing, advertising, PR	5
North Rhine-Westph.	51	Logistics: storage, material management, transport	1
Nielsen 3a	15	Maintenance/repairs	1
Hesse	3	Other area	2
Rhineland-Palatinate	9	Student	1
Saarland	2	Other not gainfully employed	1
Nielsen 3b	10	Position in the company/organisation	%
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	32
		Managing director, board member, head of an authority etc.	23
		Area manager, works manager, plant manager, branch manager, head of public office	12
		Department head, group head, team leader	19
		Other salaried staff, civil servant, skilled worker	7
		Lecturer, teacher	-
		Trainee	1
		Other position	5
		Student	1
		Economic sector	%
		Industry	33
		Retail trade	20
		Wholesale/foreign trade	30
		Commercial agent	4
		Service	4
		Authority/public services	1
		University, research	1
		Other sectors	4
		Student	1
		Skilled trades	2
		Size of company/organisation:	%
		Number of employees	
		1- 4	18
		5- 9	11
		10- 49	24
		50- 199	23
		200 - 499	8
		500 - 999	4
		1 000 and more	10
		Student	1
		Average length of stay	1,5 days
		Influence on purchasing/procurement decisions	N/A

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

Eu'Vend/coffeena

Trade visitors' profile

Visitors (number of entries)	5 584	Area of responsibility	%
Proportion of trade visitors	95%	Management	30
Germany (total)	69	Research/development/design	6
of which		Manufacturing, production, quality control	6
Nielsen 1	10	Buying/procurement	31
Bremen	-	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	6	Organisation, personnel, administration	1
Schleswig-Holstein	1	Sales	15
Nielsen 2	42	Marketing, advertising, PR	5
North Rhine-Westph.	42	Logistics: storage, material management, transport	1
Nielsen 3a	15	Maintenance/repairs	1
Hesse	8	Other area	2
Rhineland-Palatinate	5	Student	1
Saarland	1	Other not gainfully employed	1
Nielsen 3b	11	Position in the company/organisation	%
Baden-Württemberg	11	Entrepreneur, co-owner, freelancer	32
		Managing director, board member, head of an authority etc.	23
		Area manager, works manager, plant manager, branch manager, head of public office	12
		Department head, group head, team leader	19
		Other salaried staff, civil servant, skilled worker	7
		Lecturer, teacher	-
		Trainee	1
		Other position	5
		Student	1
		Economic sector	%
		Industry	33
		Retail trade	20
		Wholesale/foreign trade	30
		Commercial agent	4
		Service	4
		Authority/public services	1
		University, research	1
		Other sectors	4
		Student	1
		Skilled trades	2
		Size of company/organisation:	%
		Number of employees	
		1- 4	18
		5- 9	11
		10- 49	24
		50- 199	23
		200 - 499	8
		500 - 999	4
		1 000 and more	10
		Student	1
		Average length of stay	1,3 days
		Influence on purchasing/procurement decisions	%
		Decisively	41
		Collectively	26
		In an advisory capacity	24
		No	8
		Student	2

Area of responsibility	%
Management	38
Research/development/design	5
Manufacturing, production, quality control	3
Buying/procurement	11
Finance/accounting, controlling	2
Information and communication technology	1
Organisation, personnel, administration	1
Sales	20
Marketing, advertising, PR	6
Logistics: storage, material management, transport	1
Maintenance/repairs	7
Other area	5
Student	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	43
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	12
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	2
Trainee	5
Other position	3
Student	2
Economic sector	%
Industry	23
Wholesale/foreign trade	15
Retail trade	15
Skilled trades	3
Service	36
Authority/public services	2
University research	1
Association	2
Other sectors	4
Student	2
Size of company/organisation:	
Number of employees	%
1- 4	28
5- 9	15
10- 49	21
50- 199	13
200 - 499	6
500 - 999	5
1 000 and more	10
Student	2

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

Trade visitors' profile

Visitors (number of entries)	24 299
Proportion of trade visitors	92%
Germany (total)	47
of which	
Nielsen 1	9
Nielsen 4	11
Bremen	-
Bavaria	11
Hamburg	2
Nielsen 5+6	3
Lower Saxony	6
Berlin	2
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	47
Mecklenburg-	
North Rhine-Westph.	47
West Pommernania	-
Nielsen 3a	17
Saxony-Anhalt	1
Hesse	10
Nielsen 7	4
Rhineland-Palatinate	6
Saxony	3
Saarland	1
Thuringia	2
Nielsen 3b	8
Baden-Württemberg	8
Foreign (total)	53
of which	
EU	65
Other european countries	13
North America	3
Middle East	7
South-, East-, Central Asia	6
Other countries	7
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	8
more than 100 km up to 300 km	19
over 300 km	61
Countries with the highest visitor shares	%
Netherlands	10
Italy	8
Switzerland	6
France	6
Belgium	6
Frequency of visits to exhibition	%
Previous events	38
Earlier events	36
First visit	50
Average length of stay	1,6 days
Influence on purchasing/procurement decisions	%
Decisively	38
Collectively	31
In an advisory capacity	18
No	8
Student	4
Other not gainfully employed	1

Area of responsibility	%
Management	38
Research/development/design	9
Manufacturing, production, quality control	5
Buying/procurement	5
Finance/accounting, controlling	2
Information and communication technology	1
Organisation, personnel, administration	1
Sales	14
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	11
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	31
Managing director, board member, head of an authority etc.	19
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	11
Lecturer, teacher	2
Trainee	3
Other position	4
Student	4
Other not gainfully employed	1
Economic sector	%
Industry	18
Specialist trade	10
Wholesale trade	7
Import/export	6
Skilled trades	7
Service	20
Learned professions	7
Authorities, public institutions, institutions, town councils	11
University research	2
Other sectors	7
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	20
5- 9	18
10- 49	28
50- 199	15
200- 499	6
500 - 999	2
1 000 and more	6
Student	4
Other not gainfully employed	1

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

Trade visitors' profile

Visitors (number of entries)	117 697
Proportion of trade visitors	97%
Germany (total)	53
of which	
Nielsen 1	12
Nielsen 4	11
Bremen	1
Bavaria	11
Hamburg	2
Nielsen 5+6	5
Lower Saxony	7
Berlin	2
Schleswig-Holstein	2
Brandenburg	1
Nielsen 2	39
Mecklenburg-	
North Rhine-Westph.	39
West Pommernania	1
Nielsen 3a	18
Saxony-Anhalt	1
Hesse	10
Nielsen 7	4
Rhineland-Palatinate	7
Saxony	2
Saarland	1
Thuringia	1
Nielsen 3b	12
Baden-Württemberg	12
Foreign (total)	47
of which	
EU	48
Other european countries	18
Africa	6
North America	4
South and Central America	6
Middle East	10
South-, East-, Central Asia	8
Australia	2
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	9
more than 100 km up to 300 km	18
over 300 km	62
Countries with the highest visitor shares	%
Italy	9
France	6
Switzerland	6
Netherlands	5
Turkey	5
Frequency of visits to exhibition	%
Previous events	46
Earlier events	49
First visit	38
Average length of stay	2,3 days
Influence on purchasing/procurement decisions	N/A

Area of responsibility	%
Management	27
Research/development/design	7
Manufacturing, production, quality control	16
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	2
Organisation, personnel, administration	2
Sales	8
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	19
Student	5
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	37
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	17
Lecturer, teacher	3
Trainee	7
Other position	8
Student	5
Other not gainfully employed	1
Economic sector	%
Dental surgery	39
Surgery-laboratory	5
Dental laboratory	18
Dental trade	12
Retail trade	1
Dental industry	9
Service	4
Dental Technical College	1
University, research	3
Other sectors	3
Student	5
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	25
5- 9	28
10- 49	24
50- 199	9
200- 499	4
500 - 999	2
1 000 and more	4
Student	5
Other not gainfully employed	1

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

imm cologne (2010) → Köln

Basic data trade visitors

Total number of visitors	100 399
Proportion of trade visitors	69%
Region of residence	%
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

Total Germany	64
Baden-Württemberg	12
Bavaria	10
Berlin	3
Brandenburg	-
Bremen	1
Hamburg	2
Hesse	8
Mecklenburg-West Pomerania	-
Lower Saxony	6
North Rhine-Westphalia	50
Rhineland-Palatinate	5
- Saarland	1
- Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	3
- Thuringia	-

Total Foreign	36
of which EU	64
Rest of Europe	17
Africa	2
North America	3
Middle East	3
South-, East-, Central Asia	9
other countries	3

The five countries with the highest visitor shares	%
Netherlands	15
Switzerland	8
Austria	8
France	7
Italy	7

Position in the company/organisation	%
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	4
Other position	8
Student	11
Other not gainfully employed	1

Frequency of visits to exhibition	%
2009	44
2008	39
2007	36
2006	31
Earlier events	27
First visit	35

Additional data trade visitors

Economic sector	%
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

Influence on purchasing/procurement decisions	%
Decisively	33
Collectively	26
In an advisory capacity	20
No	10
Student	11
Other not gainfully employed	1

Area of responsibility	%
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/organisation/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

Size of company/organisation:	%
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

Length of stay	%
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

interzum (2009) → Köln

Basic data trade visitors

Total number of visitors	46 345
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	10
more than 50 km up to 100 km	8
more than 100 km up to 300 km	22
over 300 km	60

Total Germany	47
Baden-Württemberg	14
Bavaria	8
Berlin	2
Brandenburg	-
Bremen	1
Hamburg	1
Hesse	8
Mecklenburg-West Pomerania	-
Lower Saxony	6
North Rhine-Westphalia	48
Rhineland-Palatinate	7
- Saarland	1
- Saxony	2
Saxony-Anhalt	-
Schleswig-Holstein	1
- Thuringia	1

Total Foreign	53
of which EU	54
Rest of Europe	10
Africa	4
North America	7
South and Central America	5
Middle East	6
South-, East-, Central Asia	11
Australia	3

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

Position in the company/organisation	%
Entrepreneur, partner, self-employed	35
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	9
Department head, group head	13
Other salaried staff/public service	11
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	4
Student	4
Other not gainfully employed	1

Frequency of visits to exhibition	%
2008	41
2005	31
2003	24
Earlier events	21
First visit	42

Additional data trade visitors

Economic sector	%
Industry	50
Wholesale/foreign trade	15
Retail trade	4
Skilled trades	12
Service	6
Learned professions	6
Authority/public services	1
University, research	1
Other	2
Student	4
Other not gainfully employed	1

Influence on purchasing/procurement decisions	%
Decisively	41
Collectively	31
In an advisory capacity	18
No	6
Student	4
Other not gainfully employed	1

Area of responsibility	%
Management	38
Research/development/design	23
Planning/work preparation	18
Manufacture/production	26
Production, quality control	10
Buying/procurement	27
Finance/accounting, controlling	6
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	28
Storage/material management/logistics/transport	5
Maintenance/repairs	3
Other area	5
Student	4
Other not gainfully employed	1

Size of company/organisation:	%
Number of employees:	
1- 4	16
5- 9	11
10- 49	25
50- 99	12
100-199	9
200-499	9
500- 999	6
1 000- 9 999	5
10 000 and more	3
Student	4
other not gainfully employed	1

Length of stay	%
1. Length of stay (days):	
one	58
two	23
three	12
four	6
2. Average length of stay	1,7 days
3. Share of visitors on the event's days:	%
1st day	41
2nd day	50
3rd day	46
4th day	30

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

ISM → Köln

Trade visitors' profile

Visitors (number of entries)	32 451
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Proportion of trade visitors	95%
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Germany (total)	42
of which	
Nielsen 1	12
Nielsen 4	12
Bremen	-
Hamburg	3
Lower Saxony	8
Schleswig-Holstein	1
Nielsen 2	51
North Rhine-Westphalia	51
Nielsen 3a	12
Hesse	7
Rhineland-Palatinate	5
Saarland	1
Nielsen 3b	6
Baden-Württemberg	6
West Pomerania	-
Saxony-Anhalt	1
Nielsen 7	3
Saxony	2
Thuringia	-

Foreign (total)	58
of which	
EU	52
Other european countries	11
Africa	6
North America	7
South and Central America	7
Middle East	8
South-, East-, Central Asia	7
Australia	2

Distance to home	%
up to 50 km	14
more than 50 km up to 100 km	6
more than 100 km up to 300 km	15
over 300 km	65

Countries with the highest visitor shares	%
Great Britain	10
Netherlands	7
USA	6
Belgium	6
Italy	6

Frequency of visits to exhibition	%
Previous events	41
Earlier events	48
First visit	41

Average length of stay	1,9 days
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Influence on purchasing/procurement decisions	N/A
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Kind + Jugend → Köln

Trade visitors' profile

Area of responsibility	%
Management	25
Research/development/design	9
Manufacturing, production, quality control	8
Buying/procurement	12
Finance/accounting, controlling	1
Information and communication technology	-
Organisation, personnel, administration	1
Sales	20
Marketing, advertising, PR	10
Logistics: storage, material management, transport	2
Maintenance/repairs	2
Other area	5
Student	7

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member, head of an authority etc.	17
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	21
Other salaried staff, civil servant, skilled worker	12
Lecturer, teacher	-
Trainee	4
Other position	4
Student	7

Economic sector	%
Industry	32
Wholesale/foreign trade	23
Retail trade	19
Skilled trades	3
Service	6
Catering	2
Authority/public services	1
University, research	1
Other sectors	7
Student	7

Size of company/organisation:	
Number of employees	%
1- 4	13
5- 9	9
10- 49	16
50- 199	23
200 - 499	10
500 - 999	6
1 000 and more	16
Student	7

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

Visitors (number of entries)	21 647
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Proportion of trade visitors	96%
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Germany (total)	34
of which	
Nielsen 1	9
Nielsen 4	15
Bremen - Bavaria	15
Hamburg	5
Nielsen 5+6	5
Lower Saxony	4
Berlin	3
Schleswig-Holstein	2
Brandenburg	-
Nielsen 2	41
Mecklenburg-	
North Rhine-Westph.	41
West Pommern	-
Nielsen 3a	12
Saxony-Anhalt	2
Hesse	6
Nielsen 7	5
Rhineland-Palatinate	5
Saxony	3
Saarland	1
Thuringia	2
Nielsen 3b	13
Baden-Württemberg	13

Foreign (total)	66
of which	
EU	56
Other european countries	13
Middle East	5
South-, East-, Central Asia	18
Australia	4
Other countries	5

Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	5
more than 100 km up to 300 km	13
over 300 km	71

Countries with the highest visitor shares	%
Great Britain	7
China (PR)	7
Italy	6
Netherlands	6
Belgium	6

Frequency of visits to exhibition	%
Previous events	38
Earlier events	39
First visit	51

Average length of stay	2,1 days
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Influence on purchasing/procurement decisions	%
Decisively	54
Collectively	24
In an advisory capacity	14
No	7
Student	1

Area of responsibility	%
Management	37
Research/development/design	6
Manufacturing, production, quality control	3
Buying/procurement	14
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	1
Sales	22
Marketing, advertising, PR	11
Maintenance/repairs	-
Other area	4
Student	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	47
Managing director, board member, head of an authority etc.	15
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	8
Lecturer, teacher	1
Trainee	1
Other position	6
Student	1

Economic sector	%
Industry (manufacturer)	17
Wholesale trade	18
Specialist retail trade	18
Buying association	1
Mail order company	1
Chain store	1
Department store, hypermarket, drug store	4
Online shop	10
Other retail	1
Commercial agent	2
Import/export	8
Service	6
Media, press, publishing	5
Other sectors	5
Student	1

Size of company/organisation:	
Number of employees	%
1- 4	31
5- 9	16
10- 49	22
50- 199	13
200 - 499	5
500 - 999	3
1 000 and more	8
Student	1

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

spoga horse (spring) (2010) → Köln

Basic data trade visitors

Total number of visitors	3 805
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Proportion of trade visitors	92%
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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

Total Germany	49
Baden-	
Württemberg	8
North Rhine-	
Westphalia	42
Bavaria	8
Rhineland-	
Berlin - Palatinate	9
Brandenburg	3
Saarland	1
Bremen	1
Saxony	1
Hamburg	3
Saxony-Anhalt	-
Hesse	8
Schleswig-	
Mecklenburg-	
Holstein	1
West Pommern	1
Thuringia	1
Lower Saxony	13

Total Foreign	51
of which	
EU	71
Rest of Europe	8
South-, East-, Central Asia	10
Australia	11

The five countries with the highest visitor shares	%
Netherlands	14
France	13
Belgium	9
Great Britain	8
Ireland	8

Position in the company/organisation	%
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

Frequency of visits to exhibition	%
Autumn 2009	49
2009 (Spring)	38
2008 (Autumn)	34
2008 (Spring)	29
Earlier events	22
First visit	29

Additional data trade visitors

Economic sector	%
Industry	15
Trade	64
Skilled trades	6
Service	9
Other	4
Student	2
Other not gainfully employed	1

Influence on purchasing/procurement decisions	%
Decisively	60
Collectively	22
In an advisory capacity	10
No	7
Student	2
Other not gainfully employed	1

Area of responsibility	%
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/organisation/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

Size of company/organisation:	
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

Length of stay	%
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

spoga + gafa/spoga horse (autumn) (2010) → Köln

Basic data trade visitors

Total number of visitors	32 132
Proportion of trade visitors	95%
Region of residence	%
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
Total Germany	44
Baden- Württemberg	8
Bavaria	8
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	1
Hesse	9
Mecklenburg- West Pomerania	1
Lower Saxony	6
North Rhine- Westphalia	53
Rhineland- Palatinate	6
Saarland	2
Saxony	1
Saxony-Anhalt	1
Schleswig- Holstein	2
Thuringia	1
Total Foreign	56
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
The five countries with the highest visitor shares	%
Netherlands	14
Belgium	7
France	6
China (PR)	6
Great Britain	5
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	36
2008	34
2007	21
2006	23
Earlier events	19
First visit	41

Additional data trade visitors

Economic sector	%
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
Influence on purchasing/procurement decisions	%
Decisively	47
Collectively	28
In an advisory capacity	15
No	7
Student	1
Other not gainfully employed	1
Area of responsibility	%
Management	43
Research/development/design	11
Planning/work preparation	10
Manufacture/production	12
Production, quality control	4
Buying/procurement	39
Finance/accounting, controlling	3
Information, communication technology (EDP)	8
Administration/organisation/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
Size of company/organisation:	%
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
Length of stay	%
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	

CADEAUX Leipzig (Autumn) (2009) → Leipzig

Basic data trade visitors

Total number of visitors	10 964
Proportion of trade visitors	90%
Region of residence	%
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
Total Germany	99
Baden- Württemberg	1
Bavaria	2
Berlin	4
Brandenburg	8
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg- West Pomerania	2
Lower Saxony	2
North Rhine- Westphalia	1
Rhineland- Palatinate	-
Saarland	-
Saxony	48
Saxony-Anhalt	17
Schleswig- Holstein	1
Thuringia	13
Total Foreign	1
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2008	49
2007	41
2006	29
2005	25
Earlier events	19
First visit	36

Additional data trade visitors

Economic sector	%
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
Influence on purchasing/procurement decisions	%
Decisively	48
Collectively	26
In an advisory capacity	18
No	5
Student	1
Other not gainfully employed	2
Area of responsibility	%
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/organisation/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
Size of company/organisation:	%
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
Length of stay	%
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	

enertec (2010)

Basic data trade visitors

Total number of visitors	10 941
Proportion of trade visitors	92%
Region of residence	%
up to 50 km	31
more than 50 km up to 100 km	19
more than 100 km up to 300 km	28
over 300 km	22
Total Germany	94
Baden- Württemberg	3
Bavaria	5
Berlin	4
Brandenburg	5
Bremen	-
Hamburg	1
Hesse	2
Mecklenburg- West Pomerania	1
Lower Saxony	3
North Rhine- Westphalia	5
Rhineland- Palatinate	-
Saarland	-
Saxony	47
Saxony-Anhalt	17
Schleswig- Holstein	1
Thuringia	8
Total Foreign	6
of which EU	61
Other	39
Position in the company/organisation	%
Entrepreneur, partner, self-employed	22
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head	14
Other salaried staff/public service	27
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	6
Other position	2
Student	13
Other not gainfully employed	2
Frequency of visits to exhibition	%
2007	25
2005	17
Earlier events	13
First visit	62

Additional data trade visitors

Economic sector	%
Service provider	18
Industry	14
Engineer's and planning office	14
Research, apprenticeship, training	8
Municipal utility (public services, water supply companies)	7
Public authority/administration	6
Skilled trades	5
Association/society	2
Agriculture and forestry	2
Trade	2
Municipalities	1
Other	5
Student	13
Other not gainfully employed	2

Influence on purchasing/procurement decisions	%
Decisively	18
Collectively	26
In an advisory capacity	28
No	13
Student	13
Other not gainfully employed	2

Area of responsibility	%
Management	17
Research/development/design	11
Planning/work preparation	19
Manufacture/production	7
Production, quality control	3
Buying/procurement	11
Finance/accounting, controlling	4
Information, communication technology (EDP)	5
Administration/organisation/personnel/social welfare/training	5
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	3
Maintenance/repairs	10
Other area	41
Student	13
Other not gainfully employed	2

Size of company/organisation:	%
Number of employees:	
1- 4	17
5- 9	9
10- 49	18
50- 99	7
100-199	8
200-499	11
500- 999	6
1 000- 9 999	7
10 000 and more	3
Student	13
other not gainfully employed	2

Length of stay	%
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	30
2nd day	48
3rd day	34

Conducted by: Institut für Marktforschung GmbH, Leipzig

Trade visitors' profile

Visitors (number of entries)	3 894
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Proportion of trade visitors	97%
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Germany (total)	100	
of which		
Nielsen 1	1 Nielsen 4	2
Bremen	- Bavaria	2
Hamburg	- Nielsen 5+6	23
Lower Saxony	- Berlin	2
Schleswig-Holstein	- Brandenburg	3
Nielsen 2	- Mecklenburg-	
North Rhine-Westph.	- West Pomerania	1
Nielsen 3a	1 Saxony-Anhalt	18
Hesse	1 Nielsen 7	73
Rhineland-Palatinate	1 Saxony	58
Saarland	- Thuringia	14
Nielsen 3b	1	
Baden-Württemberg	1	

Distance to home	%
up to 50 km	36
more than 50 km up to 100 km	32
more than 100 km up to 300 km	29
over 300 km	3

Frequency of visits to exhibition	%
Previous events	44
Earlier events	60
First visit	18

Average length of stay	1,0 days
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Influence on purchasing/procurement decisions	%
Decisively	32
Collectively	34
In an advisory capacity	20
No	11
Student	3
Other not gainfully employed	1

Area of responsibility	%
Management	25
Research/development/design	10
Manufacturing, production, quality control	1
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	7
Sales	3
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	2
Other area	36
Student	3
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	41
Lecturer, teacher	-
Trainee	10
Other position	4
Student	3
Other not gainfully employed	1

Economic sector	%
Dentist's practice,- clinic	75
Orthodontics	4
Oral and maxillofacial surgery	2
Dental technology laboratory	17
Dental trade	4
University, polytechnic	2
Other sectors	2

Size of company/organisation:	%
Number of employees	
1- 4	46
5- 9	36
10- 49	9
50- 199	3
200- 499	1
500 - 999	1
1 000 and more	2
Student	3
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Basic data trade visitors

Total number of visitors	13 127
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Proportion of trade visitors	94%
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Region of residence	%
up to 50 km	32
more than 50 km up to 100 km	24
more than 100 km up to 300 km	36
over 300 km	9

Total Germany	98
Baden-Württemberg	1
Bavaria	3
Berlin	2
Brandenburg	6
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-Holstein	-
West Pomerania	-
Lower Saxony	1
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	51
Saxony-Anhalt	20
Schleswig-Thuringia	14

Total Foreign	2
of which EU	93
Other	7

Position in the company/organisation	%
Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	1
Department head, group head	9
Other salaried staff/public service	6
Skilled worker	14
Lecturer, teacher, scientific assistant	4
Trainee	22
Other position	2
Student	9
Other not gainfully employed	1

Frequency of visits to exhibition	%
2007	31
2005	20
Earlier events	15
First visit	53

Additional data trade visitors

Economic sector	%
Catering	48
Hotel	19
Communal catering	6
Catering/party service	2
Bakery's trade, baker's shop, pastry shop	2
Franchise restaurant	2
Butcher's trade, butcher's shop	2
Specialist wholesale, retail trade	2
Consulting, planning	1
Other	6
Student	9
Other not gainfully employed	1

Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	26
In an advisory capacity	26
No	18
Student	9
Other not gainfully employed	1

Area of responsibility	%
Management	24
Research/development/design	2
Planning/work preparation	23
Manufacture/production	33
Production, quality control	15
Buying/procurement	33
Finance/accounting, controlling	17
Information, communication technology (EDP)	8
Administration/organisation/personnel/social welfare/training	16
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	16
Maintenance/repairs	9
Other area	34
Student	9
Other not gainfully employed	1

Size of company/organisation:	%
Number of employees:	
1- 4	26
5- 9	15
10- 49	29
50- 99	9
100-199	5
200-499	3
500- 999	1
1 000- 9 999	2
10 000 and more	1
Student	9
other not gainfully employed	1

Length of stay	%
1.Length of stay (days):	
one	95
two	3
three	1
four	1
2.Average length of stay	1,1 days
3.Share of visitors on the event's days:	%
1st day	22
2nd day	34
3rd day	31
4th day	23

Conducted by: Institut für Marktforschung GmbH, Leipzig

HAUS-GARTEN-FREIZEIT → Leipzig

Private visitors' profile

Visitors (number of entries)	183 789	Age	%
		up to 20 years	5
Proportion of private visitors	85%	over 20 up to 30 years	15
		over 30 up to 40 years	14
Germany (total)	99	over 40 up to 50 years	25
of which		over 50 up to 60 years	22
Nielsen 1	- Nielsen 4	over 60 up to 70 years	16
Bremen	- Bavaria	over 70 years	4
Hamburg	- Nielsen 5+6		
Lower Saxony	- Berlin	Position in the company/organisation	%
Schleswig-Holstein	- Brandenburg	Entrepreneur, co-owner, freelancer	6
Nielsen 2	- Mecklenburg-	Managing director, board member,	
North Rhine-Westph.	- West Pomerania	head of an authority etc.	1
Nielsen 3a	1 Saxony-Anhalt	Area manager, works manager, plant manager, branch manager, head of public office	3
Hesse	- Nielsen 7	Department head, group head, team leader	5
Rhineland-Palatinate	- Saxony	Other salaried staff, civil servant,	
Saarland	- Thuringia	skilled worker	45
Nielsen 3b	-	Lecturer, teacher	2
Baden-Württemberg	-	Trainee	2
		Other position	7
Foreign (total)	1	Student	7
		Housewife/man	2
Distance to home	%	Old-age pensioner	19
up to 50 km	58	Other not gainfully employed	2
more than 50 km up to 100 km	27		
more than 100 km up to 300 km	14	Buying and ordering capacity	%
over 300 km	1	Purchase or order made or intended at the exhibition	
		yes	77
Frequency of visits to exhibition	%	no	6
Previous events	53	maybe	17
Earlier events	69		
First visit	22	Follow-up business	%
		Intend to buy at later date	
Sex	%	yes	33
Male	52	no	14
Female	48	maybe	54
Size of household	N/A		

Conducted by: Institut für Marktforschung GmbH, Leipzig

MIDORA (2010) → Leipzig

Basic data trade visitors

Total number of visitors	2 294	Additional data trade visitors	%
		Economic sector	%
Proportion of trade visitors	93%	Retail trade	48
		Skilled trades	35
Region of residence	%	Other service	4
up to 50 km	16	Wholesale/foreign trade	3
more than 50 km up to 100 km	18	Industry	3
more than 100 km up to 300 km	48	Association/institution/organisation	1
over 300 km	18	Commercial agent	1
		Other sectors	2
Total Germany	97	Student	2
Baden-Württemberg	2	Other not gainfully employed	2
Bavaria	5		
Berlin	8	Influence on purchasing/procurement decisions	%
Brandenburg	12	Decisively	59
Bremen	1	Collectively	22
Hamburg	-	In an advisory capacity	13
Hesse	-	No	2
Mecklenburg-Holstein	1	Student	2
West Pomerania	3	Other not gainfully employed	2
Lower Saxony	6		
		Area of responsibility	%
Total Foreign	3	Management	52
		Research/development/design	5
Position in the company/organisation	%	Planning/work preparation	17
Entrepreneur, partner, self-employed	75	Manufacture/production	27
Managing director, board member, head of an authority etc.	4	Production, quality control	11
Senior department head, other employee with managerial responsibility	1	Buying/procurement	65
Department head, group head	4	Finance/accounting, controlling	27
Other salaried staff/public service	6	Information, communication technology (EDP)	11
Skilled worker	3	Administration/organisation/personnel/social welfare/training	18
Lecturer, teacher, scientific assistant	-	Marketing/sales/advertising/PR	24
Trainee	2	Storage/material management/logistics/transport	16
Other position	1	Maintenance/repairs	16
Student	2	Other area	41
Other not gainfully employed	2	Student	2
		Other not gainfully employed	2

Frequency of visits to exhibition	%
2009	56
2008	49
2007	39
2006	33
Earlier events	31
First visit	23

Additional data trade visitors

Length of stay	%
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

Size of company/organisation:	%
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

Conducted by: Institut für Marktforschung GmbH, Leipzig

modell-hobby-spiel

Basic data private visitors

Total number of visitors	96 183	Proportion of private visitors	94%
Region of residence	%	Total Germany	97
up to 50 km	33	Baden-Württemberg	-
more than 50 km up to 100 km	26	Bavaria	2
more than 100 km up to 300 km	33	Berlin	3
over 300 km	9	Brandenburg	6
		Bremen	-
		Hamburg	-
		Hesse	-
		Mecklenburg-Holstein	-
		West Pomerania	1
		Lower Saxony	1
		Total Foreign	3
		of which EU	94
		other countries	6
		The country with the highest visitor share	%
		Czech Republic	65
		Position in the company/organisation	%
		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
		Frequency of visits to exhibition	%
		2009	54
		2008	48
		2007	38
		2006	32
		Earlier events	21
		First visit	24

(2010) → Leipzig

Additional data private visitors

Sex	%
Male	57
Female	43

Age	%
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

Net household income	%
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

Size of household	%
1 person	15
2 persons	35
3 persons	24
4 persons	20
5 persons and more	6

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	79
no	4
maybe	17

Follow-up business	%
Intend to buy at later date	
yes	41
no	11
maybe	48

Conducted by: Institut für Marktforschung GmbH, Leipzig

PFLEGE + HOMECARE → Leipzig

Trade visitors' profile

Visitors (number of entries)	12 403
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Proportion of trade visitors	98%
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Germany (total)	99	
of which		
Nielsen 1	3 Nielsen 4	3
Bremen	- Bavaria	3
Hamburg	- Nielsen 5+6	32
Lower Saxony	3 Berlin	3
Schleswig-Holstein	1 Brandenburg	4
Nielsen 2	2 Mecklenburg-	
North Rhine-Westph.	2 West Pomerania	2
Nielsen 3a	2 Saxony-Anhalt	23
Hesse	2 Nielsen 7	57
Rhineland-Palatinate	- Saxony	42
Saarland	- Thuringia	15
Nielsen 3b	1	
Baden-Württemberg	1	

Foreign (total)	1
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Distance to home	%
up to 50 km	33
more than 50 km up to 100 km	22
more than 100 km up to 300 km	36
over 300 km	10

Frequency of visits to exhibition	%
Previous events	23
Earlier events	29
First visit	61

Average length of stay	1,2 days
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Influence on purchasing/procurement decisions	%
Decisively	7
Collectively	16
In an advisory capacity	26
No	21
Other not gainfully employed	1

Area of responsibility	%
Management	6
Research/development/design	-
Manufacturing, production, quality control	-
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	-
Organisation, personnel, administration	4
Sales	-
Marketing, advertising, PR	-
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Nursing service	41
Kitchen/household	1
Training/further training	7
Other area	10
Trainee, Student	30
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	3
Managing director, board member, director, head of home, head of administration etc.	3
Head of nursing, ward sister, department head	16
Other employees with managerial functions	6
Geriatric nurse, nurse/male nurse	25
Health care assistant	4
Other salaried staff	6
Lecturer, teacher	4
Other position	3
Trainee, Student	30
Other not gainfully employed	1

Economic sector	%
Hospital	16
Prophylaxis and rehabilitation facilities	1
Partly in-patient/stationary care facilities	12
Disabled/Old people's facility	5
Outpatient care, social care facilities	18
Hospice service, palliative care, hospice	1
Specialist sanitary, medical technical specialised trade	1
Home care companies	2
Therapeutical practice	1
University, polytechnic, vocational school	4
Facilities of the paying authority	2
Association, club, society	2
Other	35
Other not gainfully employed	1

Size of company/organisation:			
Number of employees	%		
1- 4	3	500 - 999	5
5- 9	3	1 000 and more	12
10- 49	22	Trainee, Student	30
50- 199	16	Other not	
200- 499	10	gainfully employed	1

Conducted by: Institut für Marktforschung GmbH, Leipzig

TerraTec (2009) → Leipzig

Basic data trade visitors

Total number of visitors	10 468
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Proportion of trade visitors	96%
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Region of residence	%
up to 50 km	35
more than 50 km up to 100 km	16
more than 100 km up to 300 km	28
over 300 km	21

Total Germany	93	
Baden-		
Württemberg	2 North Rhine-	
Bavaria	2 Westphalia	5
Berlin	3 Rhineland-	
Brandenburg	2 Palatinate	-
Bremen	5 Saarland	-
Hamburg	- Saxony	50
Hesse	1 Saxony-Anhalt	19
Mecklenburg-	1 Schleswig-	
West Pomerania	Holstein	-
Lower Saxony	1 Thuringia	8
	2	

Total Foreign	7
of which EU	50
Other	50

Position in the company/organisation	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	5
Department head, group head	12
Other salaried staff/public service	25
Skilled worker	4
Lecturer, teacher, scientific assistant	6
Trainee	11
Other position	3
Student	11
Other not gainfully employed	2

Frequency of visits to exhibition	%
2007	26
2005	16
Earlier events	17
First visit	59

Additional data trade visitors

Economic sector	%
Service	16
Industry	13
Research, apprenticeship, training	11
Public authority/administration	10
Engineer's and planning office	9
Municipal utility (public services, water supply companies)	6
Skilled trades	4
Association/society	3
Agriculture and forestry	2
Trade	2
Municipalities	2
Other sectors	9
Student	11
Other not gainfully employed	2

Influence on purchasing/procurement decisions	%
Decisively	15
Collectively	24
In an advisory capacity	31
No	17
Student	11
Other not gainfully employed	2

Area of responsibility	%
Management	15
Research/development/design	12
Planning/work preparation	14
Manufacture/production	7
Production, quality control	4
Buying/procurement	9
Finance/accounting, controlling	4
Information, communication technology (EDP)	5
Administration/organisation/personnel/ social welfare/training	6
Marketing/sales/advertising/PR	10
Storage/material management/logistics/ transport	3
Maintenance/repairs	10
Other area	51
Student	11
Other not gainfully employed	2

Size of company/organisation:			
Number of employees:	%		
1- 4	13	500- 999	8
5- 9	6	1 000- 9 999	11
10- 49	20	10 000 and more	4
50- 99	9	Student	11
100- 199	7	other not gainfully	
200- 499	9	employed	2

Length of stay	%				
1. Length of stay (days):					
one	92	two	5	three	3
2. Average length of stay	1,1 days				
3. Share of visitors on the event's days:	%				
1st day	38	2nd day	35	3rd day	38

Conducted by: Institut für Marktforschung GmbH, Leipzig

therapie → Leipzig

Trade visitors' profile

Visitors (number of entries)	11 283	Area of responsibility	%
Proportion of trade visitors	96%	Management	15
Germany (total)	98	Research/development/design	1
of which		Manufacturing, production, quality control	2
Nielsen 1	7	Buying/procurement	1
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Organisation, personnel, administration	1
Schleswig-Holstein	2	Sales	2
Nielsen 2	3	Marketing, advertising, PR	-
North Rhine-Westph.	3	Logistics: storage, material management, transport	-
Nielsen 3a	4	Maintenance/repairs	1
Hesse	3	Other area	68
Rhineland-Palatinate	1	Student	8
Saarland	-	Position in the company/organisation	%
Nielsen 3b	4	Entrepreneur, co-owner, freelancer	24
Baden-Württemberg	4	Managing director, board member, head of an authority etc.	4
Foreign (total)	2	Area manager, works manager, plant manager, branch manager, head of public office	3
Distance to home	%	Department head, group head, team leader	11
up to 50 km	17	Other salaried staff, civil servant, skilled worker	26
more than 50 km up to 100 km	22	Lecturer, teacher	4
more than 100 km up to 300 km	38	Trainee	19
over 300 km	23	Other position	3
Frequency of visits to exhibition	%	Student	8
Previous events	26	Economic sector	%
Earlier events	23	Ambulant rehabilitation centre	8
First visit	63	Facility for the disabled	3
Average length of stay	1,3 days	Vocational school/technical college	17
Influence on purchasing/procurement decisions	N/A	Fitness studio	2
		Hospital	4
		Health cure and medicinal baths	1
		Medical technical specialised trade	1
		Stationary nursing facility	3
		Therapeutical practice	39
		University/academy/specialist school	7
		Association, society, self-help group	1
		Prophylaxis and rehabilitation facilities	5
		Other sectors	9
		Size of company/organisation:	%
		Number of employees	%
		1- 4	27
		5- 9	14
		10- 49	18
		50- 199	16
		200 - 499	8
		500 - 999	4
		1 000 and more	6
		Student	8

Conducted by: Institut für Marktforschung GmbH, Leipzig

Touristik & Caravaning International → Leipzig

Private visitors' profile

Visitors (number of entries)	61 739	Age	%
Proportion of private visitors	95%	up to 20 years	5
Germany (total)	98	over 20 up to 30 years	8
of which		over 30 up to 40 years	10
Nielsen 1	1	over 40 up to 50 years	21
Bremen	-	over 50 up to 60 years	18
Hamburg	-	over 60 up to 70 years	26
Lower Saxony	1	over 70 years	12
Schleswig-Holstein	1	Position in the company/organisation	%
Nielsen 2	2	Entrepreneur, co-owner, freelancer	7
North Rhine-Westph.	-	Managing director, board member, head of an authority etc.	-
Nielsen 3a	1	Area manager, works manager, plant manager, branch manager, head of public office	1
Hesse	1	Department head, group head, team leader	1
Rhineland-Palatinate	-	Other salaried staff, civil servant, skilled worker	42
Saarland	-	Lecturer, teacher	2
Nielsen 3b	-	Trainee	1
Baden-Württemberg	-	Other position	1
Foreign (total)	2	Student	7
of which		Housewife/man	36
EU	73	Old-age pensioner	3
Other countries	27	Buying and ordering capacity	%
Distance to home	%	Purchase or order made or intended at the exhibition	
up to 50 km	52	yes	18
more than 50 km up to 100 km	21	no	64
more than 100 km up to 300 km	20	maybe	18
over 300 km	6	Follow-up business	%
Frequency of visits to exhibition	%	Intend to buy at later date	
Previous events	47	yes	41
Earlier events	63	no	19
First visit	31	maybe	41
Sex	%	Conducted by: Anova Marktforschung, Dresden	
Male	51		
Female	49		
Size of household	%		
1 person	12		
2 persons	60		
3 persons	15		
4 persons	10		
5 persons and more	3		

Z - The Subcontracting Fair

Basic data trade visitors

Total number of visitors	10 037
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	20
more than 50 km up to 100 km	23
more than 100 km up to 300 km	38
over 300 km	19
Total Germany	97
Baden-Württemberg	4
Bavaria	4
Berlin	3
Brandenburg	4
Bremen	-
Hamburg	1
Hesse	1
Mecklenburg-Holstein	1
West Pomerania	1
Lower Saxony	2
North Rhine-Westphalia	4
Rhineland-Palatinate	4
Saarland	3
Saxony	3
Saxony-Anhalt	4
Schleswig-Holstein	1
Thuringia	1
Total Foreign	3
of which	24
EU	76
Position in the company/organisation	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	6
Department head, group head	20
Other salaried staff/public service	24
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	3
Other position	2
Student	13
Other not gainfully employed	1
Frequency of visits to exhibition	%
2008	33
2007	20
2006	12
2005	7
Earlier events	5
First visit	55

Additional data trade visitors

Economic sector	%
Industry	54
Service	14
Skilled trades	6
Research	6
Technical retail trade	5
Student	13
Other not gainfully employed	1

Influence on purchasing/procurement decisions	%
Decisively	22
Collectively	31
In an advisory capacity	21
No	12
Student	13
Other not gainfully employed	1

Area of responsibility	%
Management	14
Planning/work preparation	4
Research/development/design	12
Manufacture/production	15
Production, quality control	3
Buying/procurement	12
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organisation/personnel/social welfare/training	3
Marketing/sales/advertising/PR	6
Storage/material management/logistics/transport	1
Maintenance/repairs	2
Other area	14
Student	13
Other not gainfully employed	1

Size of company/organisation:	
Number of employees:	%
1- 4	8
5- 9	5
10- 49	22
50- 99	13
100-199	12
200-499	11
500- 999	4
1 000- 9 999	7
10 000 and more	3
Student	13
Other not gainfully employed	1

Length of stay	%
1. Length of stay (days):	
one	95
two	4
three	1
four	1
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	25
2nd day	33
3rd day	30
4th day	19

Conducted by: Institut für Marktforschung GmbH, Leipzig

Basic data private visitors

Total number of visitors	61 025
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Proportion of private visitors	88%
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Region of residence	%
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

Total Germany	86
Baden-Württemberg	99
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

Total Foreign	14
of which EU	14
Rest of Europe	86
other countries	-

The two countries with the highest visitor shares	%
Switzerland	12
France	2

Position in the company/organisation	%
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

Frequency of visits to exhibition	%
2009	73
2008	71
2007	67
First visit	13

Basic data all visitors

Proportion of trade visitors	12%
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Region of residence	%
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

Total Germany	86
Baden-Württemberg	99
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

Total Foreign	14
of which EU	15
Rest of Europe	85
other countries	-

The two countries with the highest visitor shares	%
Switzerland	11
France	2

Position in the company/organisation	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	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

Frequency of visits to exhibition	%
2009	73
2008	71
2007	68
First visit	13

Additional data private visitors

Sex	%
Male	44
Female	56

Age	%
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

Size of household	%
1 person	13
2 persons	47
3 persons	15
4 persons	19
5 persons and more	6

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	75
no	13
maybe	12

Follow-up business	%
Intend to buy at later date	
yes	12
no	60
maybe	28

Conducted by: Messe Lörrach GmbH, Lörrach

MANNHEIMER MAIMARKT (2010) → Mannheim

Basic data private visitors

Total number of visitors	339 111
Proportion of private visitors	89%
Region of residence	%
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
Total Germany	100
Baden- Württemberg	64
North Rhine- Westphalia	-
Bavaria	1
Rhineland- Palatinate	24
Berlin	-
Saarland	-
Brandenburg	-
Bremen	-
Saxony	-
Saxony-Anhalt	-
Hesse	11
Schleswig- Holstein	-
Mecklenburg- Pomerania	-
Thuringia	-
Lower Saxony	-
Position in the company/organisation	%
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	2
Department head, group head	-
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
Frequency of visits to exhibition	%
2009	56
2008	50
Earlier events	73
First visit	10

Basic data all visitors

Proportion of trade visitors	11%
Region of residence	%
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
Total Germany	100
Baden- Württemberg	63
North Rhine- Westphalia	-
Bavaria	1
Rhineland- Palatinate	24
Berlin	-
Saarland	-
Brandenburg	-
Bremen	-
Saxony	-
Saxony-Anhalt	-
Hamburg	11
Schleswig- Holstein	-
Mecklenburg- Pomerania	-
Thuringia	-
Lower Saxony	-
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	56
2008	49
Earlier events	72
First visit	10

Additional data private visitors

Sex	%
Male	45
Female	55
Age	%
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
Size of household	%
1 person	12
2 persons	47
3 persons	20
4 persons	16
5 persons and more	6
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	73
yes	9
no	18
maybe	-
Follow-up business	%
Intend to buy at later date	40
yes	40
no	35
maybe	26

Conducted by: Achim Brötz Rechenzentrum Mannheim

BAU → München

Trade visitors' profile

Visitors (number of entries)	238 230	Area of responsibility	%
Proportion of trade visitors	95%	Management	29
Germany (total)	74	Research/development/design	7
of which		Manufacturing, production, quality control	44
Nielsen 1	6	Buying/procurement	11
Bremen	-	Finance/accounting, controlling	3
Hamburg	2	Information and communication technology	2
Lower Saxony	3	Organisation, personnel, administration	4
Schleswig-Holstein	1	Sales, marketing, advertising, PR	16
Nielsen 2	6	Logistics: storage, material management, transport	3
North Rhine-Westph.	6	Maintenance/repairs	4
Nielsen 3a	8	Other area	8
Hesse	5	Student	5
Rhineland-Palatinate	3	Other not gainfully employed	1
Saarland	-	Position in the company/organisation	%
Nielsen 3b	21	Entrepreneur, co-owner, freelancer	32
Baden-Württemberg	21	Managing director, board member, head of an authority etc.	9
Foreign (total)	26	Area manager, works manager, plant manager, branch manager, head of public office	7
of which		Department head, group head, team leader	12
EU	64	Master craftsman, foreman	5
Other european countries	23	Other salaried staff, civil servant, skilled worker	18
Other countries	14	Lecturer, teacher, scientific assistant	2
Distance to home	%	Trainee	5
up to 50 km	12	Other position	3
more than 50 km up to 100 km	11	Student	5
more than 100 km up to 300 km	28	Other not gainfully employed	1
over 300 km	49	Economic sector	%
Countries with the highest visitor shares	%	Construction industry	35
Austria	19	other skilled trades	6
Switzerland	8	Architect, architect's office	11
Italy	7	Constructional engineers	5
Frequency of visits to exhibition	%	Planner	4
2009	41	Building materials trade	9
2007	30	Other trade	3
Earlier events	20	Building materials manufacturer	6
First visit	44	Other manufacturers	3
Average length of stay	1,5 days	Building owner	1
Influence on purchasing/procurement decisions	%	Property, real estate	1
Decisively	36	Service	4
Collectively	26	Authority/public services	2
In an advisory capacity	17	Planning, project management	1
No	15	Other sectors	-
Student	5	Student	5
Other not gainfully employed	1	Other not gainfully employed	1
Size of company/organisation:		Number of employees	%
		1- 9	36
		10- 49	25
		50- 249	15
		250- 499	6
		500- 999	4
		1 000 and more	8
		Student	5
		Other not gainfully employed	1

Conducted by: TNS Infratest, München

Private visitors' profile

Visitors (number of entries)	94 249	Age	%
Proportion of private visitors	87%	up to 20 years	7
Germany (total)	98	over 20 up to 30 years	16
of which		over 30 up to 40 years	13
Nielsen 1	- Nielsen 4	over 40 up to 50 years	22
Bremen	- Bavaria	over 50 up to 60 years	21
Hamburg	- Nielsen 5+6	over 60 up to 70 years	16
Lower Saxony	- Berlin	over 70 years	5
Schleswig-Holstein	- Brandenburg	Position in the company/organisation	%
Nielsen 2	- Mecklenburg-	Entrepreneur, co-owner, freelancer	9
North Rhine-Westph.	- West Pomerania	Managing director, board member,	
Nielsen 3a	- Saxony-Anhalt	head of an authority etc.	1
Hesse	- Nielsen 7	Area manager, works manager, plant mana-	
Rhineland-Palatinate	- Saxony	ger, branch manager, head of public office	2
Saarland	- Thuringia	Department head, group head, team leader	8
Nielsen 3b		Other salaried staff, civil servant,	
Baden-Württemberg		skilled worker	39
		Lecturer, teacher	4
		Trainee	4
		Other position	3
Foreign (total)	2	Student	9
of which		Housewife/man	3
EU	69	Old-age pensioner	17
Other european countries	31	Other not gainfully employed	1
Country with the highest visitor share	%	Buying and ordering capacity	%
Austria	55	Purchase or order made or intended	
Distance to home	%	at the exhibition	
up to 50 km	63	yes	33
more than 50 km up to 100 km	22	no	33
more than 100 km up to 300 km	12	maybe	34
over 300 km	3	Follow-up business	%
Frequency of visits to exhibition	%	Intend to buy at later date	
2010	38	yes	33
2009	34	no	16
Earlier events	49	maybe	51
First visit	31	Conducted by: TNS Infratest, München	
Sex	%		
Male	52		
Female	48		
Size of household	%		
1 person	24		
2 persons	45		
3 persons	12		
4 persons	15		
5 persons and more	5		

Trade visitors' profile

Visitors (number of entries)	32 292	Marketing, advertising, PR	14
Proportion of trade visitors	100%	Logistics: storage, material management,	
Germany (total)	68	transport	6
of which		Maintenance/repairs	7
Nielsen 1	8 Nielsen 4	Other area	5
Bremen	- Bavaria	Student	8
Hamburg	2 Nielsen 5+6	Other not gainfully employed	1
Lower Saxony	6 Berlin	Position in the company/organisation	%
Schleswig-Holstein	- Brandenburg	Entrepreneur, co-owner, freelancer	45
Nielsen 2	11 Mecklenburg-	Managing director, board member,	
North Rhine-Westph.	11 West Pomerania	head of an authority etc.	8
Nielsen 3a	9 Saxony-Anhalt	Area manager, works manager, plant mana-	
Hesse	6 Nielsen 7	ger, branch manager, head of public office	3
Rhineland-Palatinate	3 Saxony	Department head, group head, team leader	5
Saarland	- Thuringia	Foreman, master craftsman	5
Nielsen 3b	21	Other salaried staff, civil servant,	
Baden-Württemberg	21	skilled worker	11
		Lecturer, teacher	1
		Trainee	8
		Other position	5
		Student	8
		Other not gainfully employed	1
Foreign (total)	32	Economic sector	%
of which		Classical retail trade in fashion jewellery,	
EU	81	watches and jewellery	28
Other european countries	13	Trend shop with lifestyle jewellery	
Other countries	6	and watches	5
Distance to home	%	Other retail	4
up to 50 km	14	Department store	2
more than 50 km up to 100 km	5	Wholesale and foreign trade in fashion	
more than 100 km up to 300 km	25	jewellery, watches and gemstones	7
over 300 km	55	Other wholesale trade	2
Countries with the highest visitor shares	%	Commercial agent	1
Austria	25	Mail order business, TV/Internet-shopping	1
Great Britain	7	Gold/silversmith without retail outlet	14
Italy	6	Watchmaker without retail outlet	2
Frequency of visits to exhibition	%	Producer	4
2010	46	Supplying company belonging to the sector	1
2009	35	Designer	6
Earlier events	37	Gallery	2
First visit	32	Polytechnics	3
Average length of stay	1,6 days	Other sectors	7
Influence on purchasing/procurement	%	Student	8
decisions		Other not gainfully employed	1
Decisively	44	Size of company/organisation:	
Collectively	21	Number of employees	%
In an advisory capacity	12	1- 4	48
No	14	5- 9	16
Student	8	10- 49	12
Other not gainfully employed	1	50- 199	7
Area of responsibility	%	200- 499	2
Management	39	500 - 999	3
Product development/design	15	1 000 and more	4
Research/development/design	5	Student	8
Manufacturing, production, quality control	33	Other not	
Buying/procurement	19	gainfully employed	1
Finance/accounting, controlling	4	Conducted by: TNS Infratest, München	
Information and communication technology	4		
Organisation, personnel, administration	5		
Sales	26		

INTERNATIONALE HANDWERKSMESSER München

Private visitors' profile

Visitors (number of entries)	148 936*	Age	%
		up to 20 years	4
		over 20 up to 30 years	8
Proportion of private visitors	63%	over 30 up to 40 years	9
		over 40 up to 50 years	19
Germany (total)	99	over 50 up to 60 years	25
of which		over 60 up to 70 years	24
Nielsen 1	- Nielsen 4	98	10
Bremen	- Bavaria	98	
Hamburg	- Nielsen 5+6	-	
Lower Saxony	- Berlin	-	
Schleswig-Holstein	- Brandenburg	-	
Nielsen 2	- Mecklenburg-	-	
North Rhine-Westph.	- West Pomerania	-	
Nielsen 3a	- Saxony-Anhalt	-	
Hesse	- Nielsen 7	-	
Rhineland-Palatinate	- Saxony	-	
Saarland	- Thuringia	-	
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)	1	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	7
Distance to home	%	Managing director, board member, head of an authority etc.	1
up to 50 km	65	Area manager, works manager, plant manager, branch manager, head of public office	2
more than 50 km up to 100 km	22	Department head, group head, team leader	6
more than 100 km up to 300 km	12	Foreman, master craftsman	3
over 300 km	2	Other salaried staff, civil servant, skilled worker	28
Frequency of visits to exhibition	%	Lecturer, teacher	3
2010	41	Trainee	3
2009	37	Other position	1
2008	30	Student	5
2007	23	Housewife/man	9
Earlier events	30	Old-age pensioner	31
First visit	20	Other not gainfully employed	2
Sex	%	Buying and ordering capacity	%
Male	44	Purchase or order made or intended at the exhibition	
Female	56	yes	59
		no	13
Size of household	%	maybe	29
1 person	17	Follow-up business	%
2 persons	48	Intend to buy at later date	
3 persons	14	yes	29
4 persons	13	no	24
5 persons and more	7	maybe	48

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

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

LASER World of PHOTONICS (2009) München

Basic data trade visitors

Total number of visitors	25 365	Additional data trade visitors	%
Proportion of trade visitors	98%	Economic sector	
		Trade	2
Region of residence	%	Skilled trades	2
up to 50 km	9	Service	5
more than 50 km up to 100 km	2	Non-university research institute	9
more than 100 km up to 300 km	13	University/college/polytechnic	18
over 300 km	75	Public authority/administration	1
		Other	1
Total Germany	49	Student	19
Baden-Württemberg	18	Other not gainfully employed	1
Bavaria	31	Influence on purchasing/procurement decisions	%
Berlin	4	Decisively	18
Brandenburg	1	Collectively	34
Bremen	1	In an advisory capacity	23
Hamburg	1	No	5
Hesse	4	Student	19
Mecklenburg-Holstein	1	Other not gainfully employed	1
West Pomerania	1	Area of responsibility	%
Lower Saxony	10	Business, company, factory management, commercial	8
		Business, company, factory management, technical	10
Total Foreign	51	Basic research	16
of which EU	59	Application-related R & D	29
Rest of Europe	14	Management F+E	10
South-, East-, Central Asia	12	Design	8
Other	15	Design/construction	12
		Planning/work preparation	3
The five countries with the highest visitor shares	%	Manufacture/production	8
Switzerland	13	Production, quality control	4
Austria	11	Buying/procurement	2
Great Britain	9	Finance/accounting, controlling	-
France	8	Information, communication technology (EDP)	1
USA	6	Marketing/sales/advertising/PR	12
		Training/further training, study	7
Position in the company/organisation	%	Maintenance/repairs	1
Entrepreneur, partner, self-employed	6	Other area	3
Managing director, board member, head of an authority etc.	8	Student	19
Senior department head, other employee with managerial responsibility	7	Other not gainfully employed	1
Department head, group head	12	Size of company/organisation:	%
Project manager with managerial responsibility	10	Number of employees:	
Other salaried staff/public service	6	1- 4	6
Skilled worker	5	5- 9	4
Lecturer, teacher, scientific assistant	21	10- 49	20
Trainee	1	50- 99	8
Other position	4	100- 199	9
Student	19	200- 499	9
Other not gainfully employed	1	500- 999	6
		1 000- 9 999	12
Frequency of visits to exhibition	%	10 000 and more	5
2007	41	Student	19
2005	17	other not gainfully employed	1
2003	11	Length of stay	%
Earlier events	15	1. Length of stay (days):	
First visit	49	one	47
		two	25
		three	12
		four	16
		2. Average length of stay	2,0 days
		3. Share of visitors on the event's days:	%
		1st day	44
		2nd day	56
		3rd day	48
		4th day	39

Conducted by: TNS Infratest, München

metall München

Trade visitors' profile

Visitors (number of entries)	16 057	Proportion of trade visitors	91%
Germany (total)	90	Germany (total)	90
of which		of which	
Nielsen 1	1 Nielsen 4	Nielsen 1	84
Bremen	- Bavaria	Bremen	84
Hamburg	- Nielsen 5+6	Hamburg	1
Lower Saxony	1 Berlin	Lower Saxony	1
Schleswig-Holstein	- Brandenburg	Schleswig-Holstein	-
Nielsen 2	1 Mecklenburg-	Nielsen 2	-
North Rhine-Westph.	1 West Pomerania	North Rhine-Westph.	-
Nielsen 3a	3 Saxony-Anhalt	Nielsen 3a	-
Hesse	2 Nielsen 7	Hesse	2
Rhineland-Palatinate	1 Saxony	Rhineland-Palatinate	1
Saarland	- Thuringia	Saarland	2
Nielsen 3b	8	Nielsen 3b	8
Baden-Württemberg	8	Baden-Württemberg	8
Foreign (total)	10	Foreign (total)	10
of which		of which	
EU	71	EU	71
Other european countries	18	Other european countries	18
Other countries	12	Other countries	12
Distance to home	%	Distance to home	%
up to 50 km	25	up to 50 km	25
more than 50 km up to 100 km	22	more than 50 km up to 100 km	22
more than 100 km up to 300 km	35	more than 100 km up to 300 km	35
over 300 km	18	over 300 km	18
Country with the highest visitor share	%	Country with the highest visitor share	%
Austria	41	Austria	41
Frequency of visits to exhibition	%	Frequency of visits to exhibition	%
Previous events	30	Previous events	30
Earlier events	22	Earlier events	22
First visit	59	First visit	59
Average length of stay	1,1 days	Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%	Influence on purchasing/procurement decisions	%
Decisively	13	Decisively	13
Collectively	22	Collectively	22
In an advisory capacity	39	In an advisory capacity	39
No	19	No	19
Student	6	Student	6
Other not gainfully employed	1	Other not gainfully employed	1

Trade visitors' profile

Area of responsibility	%
Management	19
Research/development/design	11
Manufacturing, production, quality control	31
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	-
Organisation, personnel, administration	1
Sales	8
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	10
Other area	7
Student	6
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	28
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	12
Foreman, master craftsman	13
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	3
Trainee	12
Other position	1
Student	6
Other not gainfully employed	1
Economic sector	%
Engineering and plant construction, special engineering	21
Steel construction	10
Light metal trade	1
Metal construction	22
Toolmaking and mould-making	5
Surface treatment	1
Sheet metal treatment	3
Precision engineering	5
Automobile industry	6
Aerospace technology	3
Electrical engineering/electronics	4
Trade/services	3
Research, apprenticeship, training	3
Other sectors	7
Student	6
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	20
5- 9	11
10- 49	20
50- 199	15
200- 499	8
500 - 999	6
1 000 and more	13
Student	1
Other not gainfully employed	6
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	

Visitors (number of entries)	38 072
Proportion of trade visitors	97%
Germany (total)	53
of which	
Nielsen 1	4
Nielsen 4	54
Bremen	-
Bavaria	54
Hamburg	1
Nielsen 5+6	5
Schleswig-Holstein	1
Berlin	3
Lower Saxony	6
Brandenburg	1
Nielsen 2	6
Mecklenburg-North Rhine-Westph..	6
West Pommern	1
Nielsen 3a	6
Saxony-Anhalt	-
Hesse	3
Nielsen 7	5
Rhineland-Palatinate	3
Saxony	2
Saarland	-
Thuringia	3
Nielsen 3b	20
Baden-Württemberg	20
Foreign (total)	47
of which	
EU	67
Other european countries	19
Other countries	14
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	6
more than 100 km up to 300 km	21
over 300 km	59
Countries with the highest visitor shares	%
Italy	13
Switzerland	9
Austria	8
Great Britain	5
Czech Republic	4
Frequency of visits to exhibition	%
2009	32
2007	25
Earlier events	21
First visit	53
Average length of stay	1,6 days
Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	34
In an advisory capacity	25
No	9
Student	10
Other not gainfully employed	1
Area of responsibility	%
Management	23
Research/development/design	24
Manufacturing, production, quality control	46
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	2

Sales, marketing, advertising, PR	11
Logistics: storage, material management, transport	2
Maintenance/repairs	4
Other area	3
System development/integration	5
Electronic development, design	12
Consulting	4
Student	10
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	18
Project manager with managerial responsibility	15
Other salaried staff, civil servant, skilled worker	22
Lecturer, teacher	3
Trainee	3
Other position	3
Student	10
Other not gainfully employed	1
Economic sector	%
Manufacture of industrial electronics	14
Manufacture of motor vehicle electronics	8
Telecom products and consumer electronics manufacturers	5
Production of medical electronics	2
Production of military electronics	1
Semiconductor production	2
Printed circuit board production	4
Electrical engineering	6
Precision engineering and optics	1
Mechanical and apparatus engineering	4
Measuring, control and automation technology	3
Aerospace industry	1
Automobile and vehicle manufacturing	3
Metal, paper and printing industry, chemical industry	1
Other processing industries, industry in general	4
Trade, craft/skilled trades	8
Service	10
Non-university research institute	2
University/college	2
Public administration	1
Other sectors	6
Student	10
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	6
5- 9	5
10- 49	16
50- 199	21
200- 499	10
500 - 999	7
1 000 and more	24
Student	10
Other not gainfully employed	1
Conducted by: TNS Infratest, München	

Trade visitors' profile

Visitors (number of entries)	34 109
Proportion of trade visitors	99%
Germany (total)	98
of which	
Nielsen 1	2
Nielsen 4	64
Bremen	-
Bavaria	64
Hamburg	1
Nielsen 5+6	1
Lower Saxony	1
Berlin	1
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	3
Mecklenburg-North Rhine-Westph..	3
West Pommern	-
Nielsen 3a	9
Saxony-Anhalt	-
Hesse	5
Nielsen 7	6
Rhineland-Palatinate	3
Saxony	3
Saarland	1
Thuringia	3
Nielsen 3b	15
Baden-Württemberg	15
Foreign (total)	2
of which	
EU	88
Other countries	12
Distance to home	%
up to 50 km	18
more than 50 km up to 100 km	18
more than 100 km up to 300 km	46
over 300 km	19
Frequency of visits to exhibition	%
Hannover (ALTENPFLEGE) 2010	7
Nürnberg,Altenpflege+ProPflege 2009	31
Hannover,Altenpflege+ProPflege 2008	5
Nürnberg,Altenpflege+ProPflege 2007	22
Hannover,Altenpflege+ProPflege 2006	4
Earlier events	17
First visit	45
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	N/A

Area of responsibility	%
Management	9
Research/development/design	1
Manufacturing, production, quality control	1
Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	2
Sales	1
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Nursing service	57
Kitchen/household	5
Other area	7
Student	14
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	4
Managing director, board member, home director etc.	7
Chief administrator	1
Kitchen manager	1
Head of nursing service	9
Ward sister	8
Other salaried staff, civil servant with managerial responsibility	3
Geriatric nurse, nurse/male nurse	20
Assistant geriatric nurse, nurse	6
Skilled domestic worker	2
Salaried staff, civil servant	1
Lecturer, teacher, scientific assistant	3
Trainee	15
Other position	4
Student	14
Other not gainfully employed	1
Economic sector	%
Old peoples' and nursing home	53
Outpatient care, social care facilities	14
Hospital/clinic	4
Assisted living	2
Therapeutic facility	3
Day care/short-term nursing facilities	1
Medical supplies retailer	1
Other sectors	8
Student	14
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	2
5- 9	4
10- 49	22
50- 199	33
200- 499	9
500 - 999	5
1 000 and more	11
Student	14
Other not gainfully employed	1
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	

BioFach + Vivanness → Nürnberg

Trade visitors' profile

Visitors (number of entries)	44 591	Influence on purchasing/procurement decisions	%
Proportion of trade visitors	95%	Decisively	26
Germany (total)	66	Collectively	31
of which		In an advisory capacity	24
Nielsen 1	9	No	11
Bremen	-	Other not gainfully employed	1
Hamburg	2	Student	8
Lower Saxony	5	Area of responsibility	%
Schleswig-Holstein	1	Management	30
Nielsen 2	7	Research/development/design	5
North Rhine-Westph.	7	Manufacturing, production, quality control	9
Nielsen 3a	12	Buying/procurement	9
Hesse	7	Finance/accounting, controlling	1
Rhineland-Palatinate	3	Information and communication technology	1
Saarland	1	Organisation, personnel, administration	2
Nielsen 3b	12	Sales	21
Baden-Württemberg	12	Marketing, advertising, PR	6
		Logistics: storage, material management, transport	1
Foreign (total)	34	Maintenance/repairs	-
of which		Other area	7
EU	73	Student	8
Other european countries	9	Other not gainfully employed	1
North America	4	Position in the company/organisation	%
South and Central America	3	Entrepreneur, co-owner, freelancer	37
South-, East-, Central Asia	6	Managing director, board member, head of an authority etc.	10
Other countries	5	Area manager, works manager, plant manager, branch manager, head of public office	8
Distance to home	%	Department head, group head, team leader	13
up to 50 km	12	Other salaried staff, civil servant, skilled worker	15
more than 50 km up to 100 km	7	Lecturer, teacher	2
more than 100 km up to 300 km	31	Trainee	4
over 300 km	50	Other position	4
Countries with the highest visitor shares	%	Student	8
France	12	Other not gainfully employed	1
Netherlands	10	Economic sector	%
Austria	7	Manufacturers	33
Spain	5	Wholesale, import, export	16
Italy	5	Retail trade	15
Frequency of visits to exhibition	%	Agriculture	5
BioFach 2010	34	Skilled trades	1
BioFach 2009	31	Service	11
BioFach 2008	26	Other sectors	11
Earlier events	23	Student	8
First visit	43	Other not gainfully employed	1
2010 Vivanness	37	Size of company/organisation:	%
2009 Vivanness	32	Number of employees	
2008 Vivanness	27	1- 4	31
2007 Vivanness	21	5- 9	12
First visit Vivanness	48	10- 49	21
Average length of stay	1,6 days	50- 199	11
		200- 499	6
		500 - 999	4
		1 000 and more	7
		Student	8
		Other not gainfully employed	1

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

Brau Bevale → Nürnberg

Trade visitors' profile

Visitors (number of entries)	31 693	Area of responsibility	%
Proportion of trade visitors	96%	Management	25
Germany (total)	71	Research/development/design	9
of which		Manufacturing, production, quality control	26
Nielsen 1	6	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	4	Organisation, personnel, administration	-
Schleswig-Holstein	1	Sales	13
Nielsen 2	8	Marketing, advertising, PR	3
North Rhine-Westph.	8	Logistics: storage, material management, transport	1
Nielsen 3a	12	Maintenance/repairs	6
Hesse	6	Other area	4
Rhineland-Palatinate	6	Student	7
Saarland	1	Other not gainfully employed	1
Nielsen 3b	16	Position in the company/organisation	%
Baden-Württemberg	16	Entrepreneur, co-owner, freelancer	23
		Managing director, board member, head of an authority etc.	9
Foreign (total)	29	Area manager, works manager, plant manager, branch manager, head of public office	15
of which		Department head, group head, team leader	21
EU	57	Other salaried staff, civil servant, skilled worker	17
Other european countries	19	Lecturer, teacher	1
South and Central America	7	Trainee	4
South-, East-, Central Asia	8	Other position	2
Other countries	9	Student	7
Distance to home	%	Other not gainfully employed	1
up to 50 km	7	Economic sector	%
more than 50 km up to 100 km	10	Industry	61
more than 100 km up to 300 km	35	Trade	9
over 300 km	47	Service	15
Countries with the highest visitor shares	%	Hop and cereals business	2
Netherlands	8	Other sectors	6
Belgium	7	Student	7
Switzerland	7	Other not gainfully employed	1
Italy	6	Size of company/organisation:	%
Czech Republic	5	Number of employees	
Frequency of visits to exhibition	%	1- 4	15
2010	46	5- 9	8
2008	38	10- 49	20
2007	29	50- 199	19
2006	27	200- 499	11
Earlier events	26	500 - 999	5
First visit	35	1 000 and more	14
Average length of stay	1,4 days	Student	7
		Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	
Decisively	30		
Collectively	33		
In an advisory capacity	18		
No	12		
Student	7		
Other not gainfully employed	1		

ELTEC → Nürnberg

Trade visitors' profile

Visitors (number of entries)	12 412	Area of responsibility	%
Proportion of trade visitors	97%	Management	25
Germany (total)	98	Research/development/design	9
of which		Manufacturing, production, quality control	26
Nielsen 1	1	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	-	Organisation, personnel, administration	-
Schleswig-Holstein	-	Sales	13
Nielsen 2	1	Marketing, advertising, PR	3
North Rhine-Westph.	1	Logistics: storage, material management, transport	1
Nielsen 3a	1	Maintenance/repairs	6
Hesse	-	Other area	4
Rhineland-Palatinate	-	Student	7
Saarland	-	Other not gainfully employed	1
Nielsen 3b	3	Position in the company/organisation	%
Baden-Württemberg	3	Entrepreneur, co-owner, freelancer	23
		Managing director, board member, head of an authority etc.	9
Foreign (total)	2	Area manager, works manager, plant manager, branch manager, head of public office	15
of which		Department head, group head, team leader	21
EU	71	Other salaried staff, civil servant, skilled worker	17
Other countries	29	Lecturer, teacher	1
Distance to home	%	Trainee	4
up to 50 km	21	Other position	2
more than 50 km up to 100 km	27	Student	7
more than 100 km up to 300 km	47	Other not gainfully employed	1
over 300 km	5	Economic sector	%
Frequency of visits to exhibition	%	Industry	61
2009	38	Trade	9
2007	29	Service	15
2005	22	Hop and cereals business	2
2003	19	Other sectors	6
Earlier events	19	Student	7
First visit	40	Other not gainfully employed	1
Average length of stay	1,1 days	Size of company/organisation:	%
		Number of employees	
		1- 4	15
		5- 9	8
		10- 49	20
		50- 199	19
		200- 499	11
		500 - 999	5
		1 000 and more	14
		Student	7
		Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	
Decisively	15		
Collectively	29		
In an advisory capacity	32		
No	18		
Student	5		
Other not gainfully employed	2		

embedded world → Nürnberg

Trade visitors' profile

Area of responsibility	%
Management	20
Research/development/design	4
Manufacturing, production, quality control	12
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	4
Organisation, personnel, administration	1
Sales	8
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	29
Other area	11
Student	5
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	20
Lecturer, teacher	2
Trainee	26
Other position	3
Student	5
Other not gainfully employed	2

Economic sector	%
Electrical skilled trade	57
Heating, hot water preparation, air-conditioning, ventilation	1
other skilled trades	1
Electrical engineering/electronics industry	11
Other industry	2
Electrical wholesale trade	4
Electrical retail trade	1
Power supply company	4
Engineering, planning office, architects	4
Service companies (total)	4
Specialist authority, administration	1
Training and further training	1
Other sectors	2
Student	5
Other not gainfully employed	2

Size of company/organisation:	
Number of employees	%
1- 4	24
5- 9	13
10- 49	17
50- 199	12
200- 499	6
500 - 999	5
1 000 and more	15
Student	5
Other not gainfully employed	2

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

Visitors (number of entries)	19 025
Proportion of trade visitors	98%
Germany (total)	77
of which	
Nielsen 1	5
Nielsen 4	42
Bremen	-
Bavaria	42
Hamburg	1
Nielsen 5+6	6
Lower Saxony	2
Berlin	3
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	6
Mecklenburg-	
North Rhine-Westph.	6
West Pommern	1
Nielsen 3a	9
Saxony-Anhalt	1
Hesse	7
Nielsen 7	8
Rhineland-Palatinate	2
Saxony	4
Saarland	-
Thuringia	4
Nielsen 3b	24
Baden-Württemberg	24

Foreign (total)	23
of which	
EU	75
Other european countries	15
Other countries	10

Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	6
more than 100 km up to 300 km	42
over 300 km	39

Countries with the highest visitor shares	%
Austria	13
Switzerland	10
Czech Republic	9
Netherlands	7
Poland	7

Frequency of visits to exhibition	%
2010	31
2009	28
2008	21
2007	16
Earlier events	15
First visit	44

Average length of stay	1,3 days
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Influence on purchasing/procurement decisions	%
Decisively	14
Collectively	31
In an advisory capacity	25
No	9
Student	20
Other not gainfully employed	1

Area of responsibility	%
Management	6
Research/development/design	49
Manufacturing, production, quality control	2
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	8
Organisation, personnel, administration	1
Sales	6
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	3
Student	20
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	18
Other salaried staff, civil servant, skilled worker	35
Lecturer, teacher	2
Trainee	3
Other position	2
Student	20
Other not gainfully employed	1

Economic sector	%
Industry	57
Wholesale trade	2
Retail trade	1
Service	9
Public administration	1
Teaching, research	7
Other sectors	3
Student	20
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	7
5- 9	4
10- 49	14
50- 199	14
200- 499	7
500 - 999	8
1 000 and more	25
Student	1
Other not gainfully employed	20

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

European Coatings SHOW → Nürnberg

Trade visitors' profile

Visitors (number of entries)	25 955
Proportion of trade visitors	99%
Germany (total)	44
of which	
Nielsen 1	8
Nielsen 4	26
Bremen	1
Bavaria	26
Hamburg	2
Nielsen 5+6	3
Lower Saxony	5
Berlin	2
Schleswig-Holstein	1
Brandenburg	-
Nielsen 2	16
Mecklenburg-	
North Rhine-Westph.	16
West Pommern	-
Nielsen 3a	23
Saxony-Anhalt	1
Hesse	15
Nielsen 7	2
Rhineland-Palatinate	8
Saxony	1
Saarland	-
Thuringia	1
Nielsen 3b	21
Baden-Württemberg	21

Foreign (total)	56
of which	
EU	55
Other european countries	15
Africa	8
North America	7
South and Central America	6
Middle East	4
South-, East-, Central Asia	4
Australia	2

Distance to home	%
up to 50 km	3
more than 50 km up to 100 km	4
more than 100 km up to 300 km	21
over 300 km	72

Countries with the highest visitor shares	%
Italy	9
Great Britain	7
Switzerland	6
Austria	5
Netherlands	4

Frequency of visits to exhibition	%
2009	40
2007	36
2005	24
2003	19
Earlier events	11
First visit	40

Average length of stay	1,7 days
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Influence on purchasing/procurement decisions	%
Decisively	29
Collectively	36
In an advisory capacity	25
No	6
Student	3
Other not gainfully employed	1

Area of responsibility	%
Management	13
Research/development/design	45
Manufacturing, production, quality control	8
Buying/procurement	8
Finance/accounting, controlling	-
Information and communication technology	1
Organisation, personnel, administration	-
Sales	17
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	2
Student	3
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	32
Other salaried staff, civil servant, skilled worker	23
Trainer, congress speaker, personnel developer	4
Lecturer, teacher	1
Trainee	2
Student	3
Other not gainfully employed	1

Economic sector	%
Industrial producer	72
Wholesale, import, export	12
Commercial agent	4
Service	5
Public authority/administration	1
Other sectors	2
Student	3
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	8
5- 9	7
10- 49	17
50- 199	20
200- 499	12
500 - 999	6
1 000 and more	26
Student	3
Other not gainfully employed	1

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

INTERGEO → Nürnberg

Trade visitors' profile

Visitors (number of entries)	14 282	Area of responsibility	%
Proportion of trade visitors	99%	Management	16
Germany (total)	76	Research/development/design	12
of which		Manufacturing, production, quality control	10
Nielsen 1	6	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	11
Lower Saxony	5	Organisation, personnel, administration	6
Schleswig-Holstein	1	Sales	8
Nielsen 2	9	Marketing, advertising, PR	2
North Rhine-Westph.	9	Logistics: storage, material management, transport	1
Nielsen 3a	15	Maintenance/repairs	2
Hesse	10	Other area	21
Rhineland-Palatinate	5	Student	10
Saarland	-	Other not gainfully employed	1
Thuringia	4		
Nielsen 3b	16	Position in the company/organisation	%
Baden-Württemberg	16	Entrepreneur, co-owner, freelancer	15
		Managing director, board member, head of an authority etc.	7
		Area manager, works manager, plant manager, branch manager, head of public office	6
		Department head, group head, team leader	19
		Other salaried staff, civil servant, skilled worker	32
		Lecturer, teacher	4
		Trainee	4
		Other position	2
		Student	10
		Other not gainfully employed	1
		Economic sector	%
		Industrial company	6
		Energy supplies	3
		Water supplies	1
		Wholesale/foreign trade	1
		Retail trade	3
		Engineer's office	21
		Research	2
		Telecommunication	1
		Architecture/construction	6
		Other service company	5
		Professional, specialist association	1
		Authority/public services	29
		Vocational school/polytechnic/university	4
		Other sectors	6
		Student	10
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees	
		1- 4	13
		5- 9	9
		10- 49	19
		50- 199	15
		200- 499	10
		500 - 999	6
		1 000 and more	18
		Student	10
		Other not gainfully employed	1

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

it-sa → Nürnberg

Trade visitors' profile

Visitors (number of entries)	5 804	Area of responsibility	%
Proportion of trade visitors	100%	Management	10
Germany (total)	96	Research/development/design	7
of which		Manufacturing, production, quality control	1
Nielsen 1	3	Buying/procurement	1
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	55
Lower Saxony	1	Organisation, personnel, administration	1
Schleswig-Holstein	1	Sales	5
Nielsen 2	7	Marketing, advertising, PR	2
North Rhine-Westph.	7	Logistics: storage, material management, transport	-
Nielsen 3a	6	Maintenance/repairs	2
Hesse	5	Other area	7
Rhineland-Palatinate	1	Student	8
Saarland	-	Other not gainfully employed	1
Thuringia	1		
Nielsen 3b	15	Position in the company/organisation	%
Baden-Württemberg	15	Entrepreneur, co-owner, freelancer	16
		Managing director, board member, head of an authority etc.	3
		Area manager, works manager, plant manager, branch manager, head of public office	7
		Department head, group head, team leader	22
		Other salaried staff, civil servant, skilled worker	32
		Lecturer, teacher	2
		Trainee	9
		Other position	2
		Student	8
		Other not gainfully employed	1
		Economic sector	%
		Industry	30
		Plant security	1
		Skilled trades	2
		Trade	8
		Police	2
		Other local government authorities	12
		Banks, saving banks	3
		Guards/surveillance sector	1
		Insurance	2
		Engineer's consultant's office	9
		Public institutions	2
		Other sectors	19
		Student	8
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees	
		1- 4	11
		5- 9	4
		10- 49	12
		50- 199	14
		200- 499	9
		500 - 999	7
		1 000 and more	34
		Student	8
		Other not gainfully employed	1

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

mailingtage

Trade visitors' profile

Visitors (number of entries)	7 023	Area of responsibility	%
Proportion of trade visitors	100%	Management	10
Germany (total)	93	Research/development/design	7
of which		Manufacturing, production, quality control	1
Nielsen 1	13	Buying/procurement	1
Bremen	-	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	55
Lower Saxony	8	Organisation, personnel, administration	1
Schleswig-Holstein	1	Sales	5
Nielsen 2	8	Marketing, advertising, PR	2
North Rhine-Westph.	8	Logistics: storage, material management, transport	-
Nielsen 3a	13	Maintenance/repairs	2
Hesse	9	Other area	7
Rhineland-Palatinate	3	Student	8
Saarland	-	Other not gainfully employed	1
Thuringia	4		
Nielsen 3b	12	Position in the company/organisation	%
Baden-Württemberg	12	Entrepreneur, co-owner, freelancer	16
		Managing director, board member, head of an authority etc.	3
		Area manager, works manager, plant manager, branch manager, head of public office	7
		Department head, group head, team leader	22
		Other salaried staff, civil servant, skilled worker	32
		Lecturer, teacher	2
		Trainee	9
		Other position	2
		Student	8
		Other not gainfully employed	1
		Economic sector	%
		Industry	30
		Plant security	1
		Skilled trades	2
		Trade	8
		Police	2
		Other local government authorities	12
		Banks, saving banks	3
		Guards/surveillance sector	1
		Insurance	2
		Engineer's consultant's office	9
		Public institutions	2
		Other sectors	19
		Student	8
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees	
		1- 4	11
		5- 9	4
		10- 49	12
		50- 199	14
		200- 499	9
		500 - 999	7
		1 000 and more	34
		Student	8
		Other not gainfully employed	1

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

Trade visitors' profile

Area of responsibility	%
Management	16
Research/development/design	-
Manufacturing, production, quality control	4
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	3
Organisation, personnel, administration	2
Sales	20
Marketing, advertising, PR	40
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	3
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager	8
Department head, group head, team leader	26
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	1
Trainee	3
Other position	2
Student	4
Other not gainfully employed	1
Economic sector	%
Industry	20
Trade	15
Media, press, publishing	20
Service	32
Public administration	1
Teaching, research	1
Other sectors	7
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	12
5- 9	7
10- 49	23
50- 199	19
200- 499	12
500 - 999	7
1 000 and more	16
Student	4
Other not gainfully employed	1
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	

Visitors (number of entries)	15 846
Proportion of trade visitors	100%
Germany (total)	75
of which	
Nielsen 1	1
Nielsen 4	28
Bremen	1
Bavaria	28
Hamburg	2
Nielsen 5+6	6
Lower Saxony	3
Berlin	2
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	11
Mecklenburg-	
North Rhine-Westph.	11
West Pommern	-
Nielsen 3a	18
Saxony-Anhalt	3
Hesse	11
Nielsen 7	5
Rhineland-Palatinate	6
Saxony	3
Saarland	1
Thuringia	2
Nielsen 3b	25
Baden-Württemberg	25
Foreign (total)	25
of which	
EU	25
Other european countries	15
Other countries	6
Distance to home	%
up to 50 km	4
more than 50 km up to 100 km	5
more than 100 km up to 300 km	42
over 300 km	49
Countries with the highest visitor shares	%
Austria	17
Italy	14
Switzerland	8
Czech Republic	8
Netherlands	6
Frequency of visits to exhibition	%
2008 POWTECH	28
2008 TechnoPharm	19
2010 POWTECH	34
2010 TechnoPharm	27
First visit POWTECH	49
First visit TechnoPharm	58
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	19
Collectively	43
In an advisory capacity	21
No	7
Student	9
Other not gainfully employed	1

Area of responsibility	%
Management	9
Research/development/design	27
Manufacturing, production, quality control	22
Buying/procurement	4
Finance/accounting, controlling	-
Information and communication technology	1
Organisation, personnel, administration	-
Sales	14
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	7
Other area	4
Student	9
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	32
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	1
Trainee	1
Other position	2
Student	9
Other not gainfully employed	1
Economic sector	%
Industry	68
Skilled trades	2
Retail trade	1
Wholesale/foreign trade	2
Engineer's and planning office	6
Service companies (total)	4
Teaching (polytechnic/university/college)	1
Research	4
Other sectors	3
Student	9
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	6
5- 9	3
10- 49	13
50- 199	18
200- 499	15
500 - 999	9
1 000 and more	27
Student	9
Other not gainfully employed	1
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	8 135
Proportion of trade visitors	99%
Germany (total)	78
of which	
Nielsen 1	5
Nielsen 4	40
Bremen	-
Bavaria	40
Hamburg	1
Nielsen 5+6	4
Lower Saxony	2
Berlin	2
Schleswig-Holstein	2
Brandenburg	1
Nielsen 2	12
Mecklenburg-	
North Rhine-Westph.	12
West Pommern	1
Nielsen 3a	10
Saxony-Anhalt	1
Hesse	6
Nielsen 7	7
Rhineland-Palatinate	3
Saxony	2
Saarland	1
Thuringia	5
Nielsen 3b	23
Baden-Württemberg	23
Foreign (total)	22
of which	
EU	58
Other european countries	21
South-, East-, Central Asia	13
Other countries	7
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	8
more than 100 km up to 300 km	42
over 300 km	41
Countries with the highest visitor shares	%
Italy	11
France	10
Switzerland	9
Frequency of visits to exhibition	%
2010	22
2009	21
2008	17
2007	14
Earlier events	12
First visit	51
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	24
Collectively	35
In an advisory capacity	20
No	7
Student	14

Area of responsibility	%
Management	9
Research/development/design	50
Manufacturing, production, quality control	7
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	2
Organisation, personnel, administration	-
Sales	8
Marketing, advertising, PR	3
Logistics: storage, material management, transport	-
Maintenance/repairs	3
Other area	3
Student	14
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	38
Lecturer, teacher	4
Trainee	2
Other position	3
Student	14
Economic sector	%
Industry	60
Wholesale trade	2
Retail trade	1
Import/export	1
Service	9
Public administration	1
Teaching, research	11
Other sectors	2
Student	14
Size of company/organisation:	
Number of employees	%
1- 4	9
5- 9	4
10- 49	14
50- 199	12
200 - 499	10
500 - 999	6
1 000 and more	33
Student	14
Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	

Spielwarenmesse (2010) → Nürnberg

Basic data trade visitors

Total number of visitors	76 220
Proportion of trade visitors	82%
Region of residence	%
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
Total Germany	55
Baden- Württemberg	18
Bavaria	51
Berlin	2
Brandenburg	1
Bremen	4
Hamburg	2
Hesse	4
Mecklenburg- West Pomerania	1
Lower Saxony	4
North Rhine- Westphalia	7
Rhineland- Palatinate	3
Saarland	4
Saxony	1
Saxony-Anhalt	1
Schleswig- Holstein	2
Thuringia	1
Total Foreign	45
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
The five countries with the highest visitor shares	%
Netherlands	8
France	7
Italy	7
Czech Republic	5
Austria	5
Position in the company/organisation	%
Entrepreneur, partner, self-employed	47
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	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
Frequency of visits to exhibition	%
2009	42
2008	38
2007	30
2006	26
Earlier events	22
First visit	36

Basic data all visitors

Region of residence	%
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
Total Germany	61
Baden- Württemberg	15
Bavaria	58
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	4
Mecklenburg- West Pomerania	1
Lower Saxony	3
North Rhine- Westphalia	6
Rhineland- Palatinate	2
Saarland	2
Saxony	4
Saxony-Anhalt	1
Schleswig- Holstein	1
Thuringia	2
Total Foreign	39
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
The five countries with the highest visitor shares	%
Italy	8
Netherlands	7
France	7
Austria	6
Czech Republic	5
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	40
2008	36
2007	29
2006	25
Earlier events	21
First visit	39

Additional data trade visitors

Economic sector	%
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
Influence on purchasing/procurement decisions	%
Decisively	49
Collectively	26
In an advisory capacity	13
No	8
Student	3
Other not gainfully employed	2
Area of responsibility	%
Management	44
Research/development/design	8
Planning/work preparation	8
Buying/procurement	33
Finance/accounting, controlling	5
Information, communication technology (EDP)	2
Administration/organisation/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
Size of company/organisation:	
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
Length of stay	%
1. Length of stay (days):	
one	50
two	23
three	14
four	7
five	3
six	2
2. Average length of stay	2,0 days
3. Share of visitors on the event's days:	%
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	

Stone+tec → Nürnberg

Trade visitors' profile

Visitors (number of entries)	26 146	Area of responsibility	%
Proportion of trade visitors	95%	Management	40
Germany (total)	75	Research/development/design	4
of which		Manufacturing, production, quality control	22
Nielsen 1	8	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	-
Lower Saxony	6	Organisation, personnel, administration	1
Schleswig-Holstein	1	Sales	14
Nielsen 2	11	Marketing, advertising, PR	2
North Rhine-Westph.	11	Logistics: storage, material management, transport	1
Nielsen 3a	16	Maintenance/repairs	1
Hesse	7	Other area	5
Rhineland-Palatinate	8	Student	2
Saarland	1	Other not gainfully employed	1
Nielsen 3b	21	Position in the company/organisation	%
Baden-Württemberg	21	Entrepreneur, co-owner, freelancer	50
Foreign (total)	25	Managing director, board member, head of an authority etc.	11
of which		Area manager, works manager, plant manager, branch manager, head of public office	8
EU	68	Department head, group head, team leader	7
Other european countries	14	Lecturer, teacher	1
South-, East-, Central Asia	10	Other salaried staff, civil servant, skilled worker	14
Other countries	8	Trainee	4
Distance to home	%	Other position	2
up to 50 km	6	Student	2
more than 50 km up to 100 km	8	Other not gainfully employed	1
more than 100 km up to 300 km	33	Economic sector	%
over 300 km	52	Industry	21
Countries with the highest visitor shares	%	Wholesale trade	11
Netherlands	8	Retail trade	5
Czech Republic	8	Skilled trades	51
India	7	Service	5
Italy	7	Public authority/administration	1
Austria	7	Polytechnics	1
Frequency of visits to exhibition	%	Other sectors	2
2009	48	Student	2
2007	44	Other not gainfully employed	1
2005	39	Size of company/organisation:	
2003	35	Number of employees	%
Earlier events	30	1- 4	40
First visit	27	5- 9	17
Average length of stay	1,4 days	10- 49	22
Influence on purchasing/procurement decisions	%	50- 99	10
Decisively	47	100- 199	3
Collectively	25	200- 499	3
In an advisory capacity	15	500 - 999	1
No	9	1 000 and more	3
Student	2	10- 49	22
Other not gainfully employed	1	Student	2

Conducted by: Gelszus Messe- Marktfor-
schung GmbH, Dortmund

I.L.M. Summer Styles → Offenbach

Trade visitors' profile

Visitors (number of entries)	5 718	Area of responsibility	%
Proportion of trade visitors	99%	Management	64
Germany (total)	80	Research/development/design	2
of which		Manufacturing, production, quality control	5
Nielsen 1	10	Buying/procurement	19
Bremen	-	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	-
Lower Saxony	6	Organisation, personnel, administration	1
Schleswig-Holstein	1	Sales	24
Nielsen 2	15	Marketing, advertising, PR	18
North Rhine-Westph.	15	Logistics: storage, material management, transport	-
Nielsen 3a	35	Maintenance/repairs	-
Hesse	26	Other area	2
Rhineland-Palatinate	7	Position in the company/organisation	%
Saarland	2	Entrepreneur, co-owner, freelancer	59
Nielsen 3b	19	Managing director, board member, head of an authority etc.	13
Baden-Württemberg	19	Area manager, works manager, plant manager, branch manager, head of public office	4
Foreign (total)	20	Department head, group head, team leader	7
of which		Other salaried staff, civil servant, skilled worker	13
EU	80	Lecturer, teacher	-
Other countries	20	Trainee	-
Distance to home	%	Other position	2
up to 50 km	17	Student	1
more than 50 km up to 100 km	6	Other not gainfully employed	1
more than 100 km up to 300 km	32	Economic sector	%
over 300 km	45	Retail trade	68
Countries with the highest visitor shares	%	Wholesale trade	11
Austria	23	Importer	4
Netherlands	21	Commercial agent	3
Belgium	11	Department store	2
Frequency of visits to exhibition	%	Mail order	2
Previous events	48	Manufacturers	6
Earlier events	32	Other sectors	9
First visit	20	Size of company/organisation:	
Average length of stay	1,6 days	Number of employees	%
Influence on purchasing/procurement decisions	%	1- 4	40
Decisively	65	5- 9	19
Collectively	20	10- 49	22
In an advisory capacity	9	200 - 499	2
No	6	500 - 999	1
		1 000 and more	3
		50- 199	11

Conducted by: UAF-Marketing, Liederbach

OBERRHEIN MESSE → Offenburg

Private visitors' profile

Visitors (number of entries)	62 532	Age	%
Proportion of private visitors	96%	up to 20 years	8
Germany (total)	92	over 20 up to 30 years	16
of which		over 30 up to 40 years	12
Nielsen 1	-	over 40 up to 50 years	22
Bremen	-	over 50 up to 60 years	22
Hamburg	-	over 60 up to 70 years	14
Lower Saxony	-	over 70 years	6
Schleswig-Holstein	-	Position in the company/organisation	%
Nielsen 2	-	Entrepreneur, co-owner, freelancer	7
North Rhine-Westph.	-	Managing director, board member, head of an authority etc.	2
Nielsen 3a	-	Area manager, works manager, plant manager, branch manager, head of public office	3
Hesse	-	Department head, group head, team leader	8
Rhineland-Palatinate	-	Other salaried staff, civil servant, skilled worker	30
Saarland	-	Lecturer, teacher	3
Nielsen 3b	98	Trainee	3
Baden-Württemberg	98	Other position	6
Foreign (total)	8	Student	8
of which		Housewife/man	8
EU	96	Old-age pensioner	19
Other countries	4	Other not gainfully employed	5
Country with the highest visitor share	%	Buying and ordering capacity	%
France	96	Purchase or order made or intended at the exhibition	
Distance to home	%	yes	78
up to 50 km	87	no	6
more than 50 km up to 100 km	10	maybe	16
more than 100 km up to 300 km	1	Follow-up business	%
over 300 km	2	Intend to buy at later date	
Frequency of visits to exhibition	%	yes	27
2010	59	no	25
2009	56	maybe	48
2008	49	Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund	
2007	42		
Earlier events	46		
First visit	6		
Sex	%		
Male	46		
Female	54		
Size of household	%		
1 person	8		
2 persons	43		
3 persons	20		
4 persons	19		
5 persons and more	10		

BADISCHE WEINMESSE (2010) → Offenburg

Basic data trade visitors

Total number of visitors	3 746
Proportion of trade visitors	27%
Region of residence	%
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
Total Germany	99
Baden- North Rhine- Württemberg 91 Westphalia	-
Bavaria 3 Rhineland- Berlin - Palatinate	3
Brandenburg - Saarland	1
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse 3 Schleswig- Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	-
Total Foreign	1
of which EU	100
The country with the highest visitor share	%
France	100
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	50
2008	44
2007	41
2006	34
Earlier events	31
First visit	18

Basic data private visitors

Proportion of private visitors	73%
Region of residence	%
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
Total Germany	98
Baden- North Rhine- Württemberg 93 Westphalia	2
Bavaria 1 Rhineland- Berlin - Palatinate	2
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse 1 Schleswig- Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	-
Total Foreign	2
of which EU	71
Rest of Europe	29
The three countries with the highest visitor shares	%
France	57
Switzerland	29
Netherlands	14
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	42
2008	40
2007	35
2006	26
Earlier events	20
First visit	34

Basic data all visitors

Region of residence	%
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
Total Germany	98
Baden- North Rhine- Württemberg 93 Westphalia	2
Bavaria 1 Rhineland- Berlin - Palatinate	2
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse 2 Schleswig- Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	-
Total Foreign	2
of which EU	75
Rest of Europe	25
The three countries with the highest visitor shares	%
France	63
Switzerland	25
Netherlands	13
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	42
2008	40
2007	35
2006	26
Earlier events	20
First visit	30

Additional data trade visitors

Economic sector	%
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
Influence on purchasing/procurement decisions	%
Collectively	28
In an advisory capacity	25
No	24
Student	11
Other not gainfully employed	6
Area of responsibility	%
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/organisation/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
Size of company/organisation:	%
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
Length of stay	%
1. Length of stay (days):	
one 95	5
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

Sex	%
Male	58
Female	42
Age	%
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
Net household income	%
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
Size of household	%
1 person	11
2 persons	44
3 persons	22
4 persons	17
5 persons and more	6
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	48
no	17
maybe	35
Follow-up business	%
Intend to buy at later date	
yes	57
no	7
maybe	36
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

CEP CLEAN ENERGY & PASSIVEHOUSE (2010) → Stuttgart

Basic data trade visitors

Total number of visitors	11 207
Proportion of trade visitors	73%
Region of residence	%
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
Total Germany	95
Baden-Württemberg	85
Bavaria	6
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pommern	-
Lower Saxony	1
North Rhine-Westphalia	2
Rhineland-Palatinate	2
Saarland	-
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Total Foreign	5
of which EU	58
other countries	42
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	20
2008	12
Erneuerbare Energie/PassivHaus 2007	10
Earlier events	13
First visit	60

Basic data private visitors

Proportion of private visitors	27%
Region of residence	%
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
Total Germany	99
Baden-Württemberg	87
Bavaria	5
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pommern	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	3
Saarland	1
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	1
Thuringia	-
Total Foreign	1
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	14
2008	8
Erneuerbare Energie/PassivHaus 2007	7
Earlier events	13
First visit	68

Basic data all visitors

Region of residence	%
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
Total Germany	96
Baden-Württemberg	86
Bavaria	6
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pommern	-
Lower Saxony	-
North Rhine-Westphalia	2
Rhineland-Palatinate	2
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Total Foreign	4
of which EU	58
other countries	42
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	18
2008	11
Erneuerbare Energie/PassivHaus 2007	10
Earlier events	13
First visit	62

Additional data trade visitors

Economic sector	%
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
Influence on purchasing/procurement decisions	%
Decisively	36
Collectively	22
In an advisory capacity	12
No	13
Student	15
Other not gainfully employed	3
Area of responsibility	%
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/organisation/personnel/social welfare/training	4
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	2
Maintenance/repairs	7
Other area	8
Student	15
Other not gainfully employed	3
Size of company/organisation:	%
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
Length of stay	%
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:	%
1st day	32
2nd day	48
3rd day	29

Additional data private visitors

Sex	%
Male	77
Female	23
Age	%
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
Net household income	%
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
Size of household	%
1 person	7
2 persons	37
3 persons	23
4 persons	21
5 persons and more	12
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	14
no	52
maybe	34
Follow-up business	%
Intend to buy at later date	
yes	55
no	10
maybe	35

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

CMT → Stuttgart

Private visitors' profile

Visitors (number of entries)	223 834	Age	%
Proportion of private visitors	87%	up to 20 years	4
Germany (total)	98	over 20 up to 30 years	8
of which		over 30 up to 40 years	10
Nielsen 1	- Nielsen 4	over 40 up to 50 years	25
Bremen	- Bavaria	over 50 up to 60 years	27
Hamburg	- Nielsen 5+6	over 60 up to 70 years	19
Lower Saxony	- Berlin	over 70 years	5
Schleswig-Holstein	- Brandenburg	Position in the company/organisation	%
Nielsen 2	1 Mecklenburg-	Entrepreneur, co-owner, freelancer	10
North Rhine-Westph.	1 West Pomerania	Managing director, board member,	
Nielsen 3a	3 Saxony-Anhalt	head of an authority etc.	2
Hesse	1 Nielsen 7	Area manager, works manager, plant manager,	
Rhineland-Palatinate	2 Saxony	branch manager, head of public office	1
Saarland	- Thuringia	Department head, group head, team leader	6
Nielsen 3b		Other salaried staff, civil servant,	
Baden-Württemberg	91	skilled worker	45
		Lecturer, teacher, scientific assistant	1
		Trainee	1
Foreign (total)	2	Other position	%
of which		Student	4
EU	35	Housewife/man	4
Other european countries	61	Old-age pensioner	22
Other countries	3	Other not gainfully employed	1
Country with the highest visitor share	%	Buying and ordering capacity	%
Switzerland	55	Purchase or order made or intended	
Distance to home	%	at the exhibition	
up to 50 km	60	yes	34
more than 50 km up to 100 km	24	no	32
more than 100 km up to 300 km	14	maybe	34
over 300 km	2	Follow-up business	%
Frequency of visits to exhibition	%	Intend to buy at later date	
2010	40	yes	34
2009	40	no	16
Earlier events	44	maybe	50
First visit	27	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Sex	%		
Male	51		
Female	49		
Size of household	%		
1 person	13		
2 persons	51		
3 persons	15		
4 persons	16		
5 persons and more	6		

COMPOSITES EUROPE → Stuttgart

Trade visitors' profile

Visitors (number of entries)	7 080	Area of responsibility	%
Proportion of trade visitors	98%	Management	17
Germany (total)	76	Research/development/design	37
of which		Manufacturing, production, quality control	11
Nielsen 1	9 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	-
Hamburg	3 Nielsen 5+6	Information and communication technology	-
Lower Saxony	6 Berlin	Organisation, personnel, administration	-
Schleswig-Holstein	1 Brandenburg	Sales	11
Nielsen 2	11 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	11 West Pomerania	Logistics: storage, material management,	
Nielsen 3a	15 Saxony-Anhalt	transport	-
Hesse	8 Nielsen 7	Maintenance/repairs	1
Rhineland-Palatinate	7 Saxony	Other area	3
Saarland	- Thuringia	Student	12
Nielsen 3b	40	Other not gainfully employed	1
Baden-Württemberg	40	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	12
		Managing director, board member,	
		head of an authority etc.	7
Foreign (total)	24	Area manager, works manager, plant manager,	
of which		branch manager, head of public office	8
EU	75	Department head, group head, team leader	25
Other european countries	16	Other salaried staff, civil servant,	
Other countries	9	skilled worker	26
Distance to home	%	Lecturer, teacher	2
up to 50 km	17	Trainee	5
more than 50 km up to 100 km	9	Other position	3
more than 100 km up to 300 km	29	Student	12
over 300 km	45	Other not gainfully employed	1
Countries with the highest visitor shares	%	Economic sector	%
Austria	26	Manufacturers of composite finished products	17
Switzerland	13	Manufacturers of raw materials	
Netherlands	10	for composites	7
Frequency of visits to exhibition	%	Manufacturers of composite	
Previous events	14	semi-finished products	7
Earlier events	21	Manufacturers of machines, equipment,	
First visit	69	systems	6
Average length of stay	1,2 days	Manufacturers of composite intermediate	
Influence on purchasing/procurement	%	products	1
Decisively	19	Users of composites	12
Collectively	32	Trade	5
In an advisory capacity	24	Skilled trades	4
No	13	Recycling industry	1
Student	12	Research and development institute	8
Other not gainfully employed	1	Media, press, publishing	1
		Other service	5
		Authority/public services	1
		University/college/polytechnic	3
		Other sectors	11
		Student	12
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees	
		1- 4	8
		5- 9	5
		10- 49	15
		50- 199	15
		200- 499	11
		500 - 999	8
		1 000 and more	26
		Student	12
		Other not	
		gainfully employed	1

Conducted by: Wissler & Partner, Basel

didacta → Stuttgart

Trade visitors' profile

Visitors (number of entries)	95 217	Proportion of trade visitors	98%
Germany (total)	99	Germany (total)	99
of which		of which	
Nielsen 1	1 Nielsen 4	Nielsen 1	1 Nielsen 4
Bremen	- Bavaria	Bremen	- Bavaria
Hamburg	1 Nielsen 5+6	Hamburg	1 Nielsen 5+6
Lower Saxony	- Berlin	Lower Saxony	- Berlin
Schleswig-Holstein	- Brandenburg	Schleswig-Holstein	- Brandenburg
Nielsen 2	2 Mecklenburg-	Nielsen 2	2 Mecklenburg-
North Rhine-Westph.	2 West Pomerania	North Rhine-Westph.	2 West Pomerania
Nielsen 3a	11 Saxony-Anhalt	Nielsen 3a	11 Saxony-Anhalt
Hesse	5 Nielsen 7	Hesse	5 Nielsen 7
Rhineland-Palatinate	5 Saxony	Rhineland-Palatinate	5 Saxony
Saarland	1 Thuringia	Saarland	1 Thuringia
Nielsen 3b	71	Nielsen 3b	71
Baden-Württemberg	71	Baden-Württemberg	71
Foreign (total)	1	Foreign (total)	1
Distance to home	%	Distance to home	%
up to 50 km	36	up to 50 km	36
more than 50 km up to 100 km	20	more than 50 km up to 100 km	20
more than 100 km up to 300 km	33	more than 100 km up to 300 km	33
over 300 km	13	over 300 km	13
Frequency of visits to exhibition	%	Frequency of visits to exhibition	%
Previous events	10	Previous events	10
Earlier events	46	Earlier events	46
First visit	48	First visit	48
Average length of stay	1,1 days	Average length of stay	1,1 days
Influence on purchasing/procurement	N/A	Influence on purchasing/procurement	N/A
decisions		decisions	

Trade visitors' profile

Area of responsibility	%
Management	3
Research/development/design	2
Manufacturing, production, quality control	1
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	2
Organisation, personnel, administration	6
Sales	2
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	5
Educationist, teacher etc.	62
Student	12
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	10
Lecturer, teacher	46
Trainee	7
Other position	4
Student	12
Other not gainfully employed	1
Economic sector	%
General education system	47
Authority/public services	6
Vocational education system	15
Services, training, consulting	4
Adult education	7
Trade	1
Skilled trades	1
Higher education system	4
Industry	5
University, research	5
Association, organisation, institution	2
Printed products, specialist literature	2
Administration	2
Preschool, kindergarten	14
Further education	6
Other sectors	4
Size of company/organisation: Number of employees	%
1- 4	8
5- 9	9
10- 49	26
50- 199	24
200- 499	6
500 - 999	5
1 000 and more	8
Student	12
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Visitors (number of entries)	21 834
Proportion of trade visitors	99%
Germany (total)	100
of which	
Nielsen 1	- Nielsen 4 4
Bremen	- Bavaria 4
Hamburg	- Nielsen 5+6 -
Lower Saxony	- Berlin -
Schleswig-Holstein	- Brandenburg -
Nielsen 2	- Mecklenburg-
North Rhine-Westph.	- West Pommernania -
Nielsen 3a	6 Saxony-Anhalt -
Hesse	2 Nielsen 7 -
Rhineland-Palatinate	3 Saxony -
Saarland	1 Thuringia -
Nielsen 3b	90
Baden-Württemberg	90
Distance to home	%
up to 50 km	41
more than 50 km up to 100 km	31
more than 100 km up to 300 km	26
over 300 km	2
Frequency of visits to exhibition	%
Previous events	42
Earlier events	46
First visit	30
Average length of stay	1,1 days

Influence on purchasing/procurement decisions N/A

Area of responsibility	%
Management	20
Research/development/design	6
Manufacturing, production, quality control	13
Buying/procurement	4
Finance/accounting, controlling	-
Information and communication technology	3
Organisation, personnel, administration	1
Sales	9
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	25
Other area	12
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	22
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	2
Trainee	14
Other position	2
Student	4
Other not gainfully employed	1

Economic sector	%
Industry	29
Wholesale trade	6
Specialist trade	4
Skilled trades	48
Service	9
Authority, public services	8
University, polytechnic, vocational school	4
Other sectors	3

Size of company/organisation: Number of employees	%
1- 4	22
5- 9	13
10- 49	16
50- 199	16
200- 499	7
500 - 999	5
1 000 and more	16
Student	4
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries)	6 278
Proportion of trade visitors	99%
Germany (total)	98
of which	
Nielsen 1	- Nielsen 4 4
Bremen	- Bavaria 4
Hamburg	- Nielsen 5+6 -
Lower Saxony	- Berlin -
Schleswig-Holstein	- Brandenburg -
Nielsen 2	1 Mecklenburg-
North Rhine-Westph.	1 West Pommernania -
Nielsen 3a	2 Saxony-Anhalt -
Hesse	1 Nielsen 7 -
Rhineland-Palatinate	1 Saxony -
Saarland	- Thuringia -
Nielsen 3b	94
Baden-Württemberg	94
Foreign (total)	2
Distance to home	%
up to 50 km	55
more than 50 km up to 100 km	26
more than 100 km up to 300 km	17
over 300 km	2
Frequency of visits to exhibition	%
Previous events	46
Earlier events	54
First visit	23
Average length of stay	1,1 days

Influence on purchasing/procurement decisions %

Decisively	30
Collectively	34
In an advisory capacity	18
No	12
Student	4
Other not gainfully employed	2

Area of responsibility	%
Management	25
Research/development/design	2
Manufacturing, production, quality control	10
Buying/procurement	5
Finance/accounting, controlling	3
Information and communication technology	-
Organisation, personnel, administration	10
Sales	4
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	2
Other area	35
Student	4
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	30
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	34
Lecturer, teacher	1
Trainee	11
Other position	7
Student	4
Other not gainfully employed	2

Economic sector	%
Dentist's practice,- clinic	72
Orthodontics	8
Oral and maxillofacial surgery	5
Dental technology laboratory	14
Dental trade	4
University, polytechnic, vocational school	3
Other sectors	6

Size of company/organisation: Number of employees	%
1- 4	25
5- 9	42
10- 49	22
50- 199	3
200- 499	-
500 - 999	1
1 000 and more	2
Student	4
Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Familie & Heim / Int. Mineral & Fossil Exchange (2010) -----> Stuttgart

Basic data private visitors

Total number of visitors	61 584*
Proportion of private visitors	96%
Region of residence	%
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
Total Germany	100
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	-
Position in the company/organisation	%
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
Frequency of visits to exhibition	%
2009	53
2008	42
Earlier events	44
First visit	20

Additional data private visitors

Sex	%
Male	44
Female	56
Age	%
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
Size of household	%
1 person	14
2 persons	52
3 persons	14
4 persons	15
5 persons and more	6
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	67
yes	12
no	21
maybe	67
Follow-up business	%
Intend to buy at later date	24
yes	21
no	21
maybe	56
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

*) Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Recurring names were permitted.

INVEST -----> Stuttgart

Private visitors' profile

Visitors (number of entries)	15 749	Age	%
Proportion of private visitors	76%	up to 20 years	3
Germany (total)	99	over 20 up to 30 years	13
of which		over 30 up to 40 years	14
Nielsen 1	1	over 40 up to 50 years	25
Bremen	-	over 50 up to 60 years	20
Hamburg	-	over 60 up to 70 years	18
Lower Saxony	-	over 70 years	9
Schleswig-Holstein	-	Position in the company/organisation	%
Nielsen 2	1	Entrepreneur, co-owner, freelancer	15
North Rhine-Westph.	1	Managing director, board member, head of an authority etc.	2
Nielsen 3a	5	Area manager, works manager, plant manager, branch manager, head of public office	2
Hesse	3	Department head, group head, team leader	9
Rhineland-Palatinate	2	Other salaried staff, civil servant, skilled worker	29
Saarland	-	Lecturer, teacher	2
Nielsen 3b	81	Trainee	2
Baden-Württemberg	81	Other position	5
Foreign (total)	1	Student	8
Distance to home	%	Housewife/man	2
up to 50 km	55	Old-age pensioner	23
more than 50 km up to 100 km	18	Other not gainfully employed	3
more than 100 km up to 300 km	21	Buying and ordering capacity	%
over 300 km	6	Purchase or order made or intended at the exhibition	67
Frequency of visits to exhibition	%	yes	44
Previous events	40	no	21
Earlier events	52	maybe	35
First visit	33	Follow-up business	%
Sex	%	Intend to buy at later date	24
Male	83	yes	10
Female	17	no	10
Size of household	%	maybe	41
1 person	26	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
2 persons	41		
3 persons	14		
4 persons	14		
5 persons and more	5		

IT & Business / DMS EXPO

Trade visitors' profile

Visitors (number of entries)	8 989
Proportion of trade visitors	99%
Germany (total)	94
of which	
Nielsen 1	4
Bremen	1
Hamburg	1
Lower Saxony	1
Schleswig-Holstein	1
Nielsen 2	8
North Rhine-Westph.	8
Nielsen 3a	8
Hesse	4
Rhineland-Palatinate	3
Saarland	-
Nielsen 3b	63
Baden-Württemberg	63
Foreign (total)	6
of which	
EU	44
Other european countries	47
Other countries	9
Distance to home	%
up to 50 km	37
more than 50 km up to 100 km	14
more than 100 km up to 300 km	29
over 300 km	20
Country with the highest visitor share	%
Switzerland	36
Frequency of visits to exhibition	%
Previous events	23
Earlier events	20
First visit	65
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	33
In an advisory capacity	22
No	10
Student	5
Other not gainfully employed	1

Trade visitors' profile

Area of responsibility	%
Management	18
Research/development/design	6
Manufacturing, production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	4
Information and communication technology	37
Organisation, personnel, administration	2
Sales	11
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	11
Student	5
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	18
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	26
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	1
Trainee	3
Other position	2
Student	5
Other not gainfully employed	1
Economic sector	%
Industry	28
Trade	8
Skilled trades	1
Service	46
Training/consulting	7
Authority, public services	6
University, polytechnic, vocational school	6
Other sectors	10
Size of company/organisation:	
Number of employees	%
1- 4	14
5- 9	6
10- 49	16
50- 199	19
200- 499	12
500 - 999	7
1 000 and more	21
Student	5
Other not gainfully employed	1
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

Visitors (number of entries)	22 217
Proportion of trade visitors	99%
Germany (total)	90
of which	
Nielsen 1	5
Nielsen 4	19
Bremen	-
Bavaria	19
Hamburg	1
Nielsen 5+6	2
Lower Saxony	3
Berlin	-
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	10
Mecklenburg-	
North Rhine-Westph.	10
West Pommerania	1
Nielsen 3a	11
Saxony-Anhalt	1
Hesse	5
Nielsen 7	3
Rhineland-Palatinate	4
Saxony	2
Saarland	1
Thuringia	1
Nielsen 3b	50
Baden-Württemberg	50
Foreign (total)	10
of which	
EU	60
Other european countries	33
Other countries	7
Distance to home	%
up to 50 km	24
more than 50 km up to 100 km	18
more than 100 km up to 300 km	29
over 300 km	29
Countries with the highest visitor shares	%
Austria	30
Switzerland	28
Frequency of visits to exhibition	%
Previous events	39
Earlier events	40
First visit	43
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	14
Collectively	38
In an advisory capacity	32
No	11
Student	4
Other not gainfully employed	2

Area of responsibility	%
Management	15
Research/development/design	6
Manufacturing, production, quality control	10
Buying/procurement	8
Finance/accounting, controlling	1
Information and communication technology	3
Organisation, personnel, administration	1
Sales	11
Marketing, advertising, PR	1
Logistics: storage, material management, transport	33
Maintenance/repairs	3
Other area	2
Student	4
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	16
Department head, group head, team leader	36
Other salaried staff, civil servant, skilled worker	21
Lecturer, teacher	1
Trainee	1
Other position	2
Student	4
Other not gainfully employed	2
Economic sector	%
Industry	53
Wholesale trade	11
Retail trade	4
Skilled trades	2
Freight forwarders, transport companies	6
Banks, insurance companies	1
Other service	14
University/college/polytechnic	1
Other sectors	4
Student	4
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	5
500 - 999	10
5- 9	5
1 000 and more	28
10- 49	11
Student	4
50- 199	18
Other not gainfully employed	2
200- 499	17
Conducted by: Wissler & Partner, Basel	

Trade visitors' profile

Visitors (number of entries)	6 788
Proportion of trade visitors	95%
Germany (total)	99
of which	
Nielsen 1	-
Nielsen 4	3
Bremen	-
Bavaria	3
Hamburg	-
Nielsen 5+6	-
Lower Saxony	-
Berlin	-
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	1
Mecklenburg-	
North Rhine-Westph.	1
West Pommerania	-
Nielsen 3a	2
Saxony-Anhalt	-
Hesse	1
Nielsen 7	-
Rhineland-Palatinate	1
Saxony	-
Saarland	-
Thuringia	-
Nielsen 3b	94
Baden-Württemberg	94
Foreign (total)	1
Distance to home	%
up to 50 km	61
more than 50 km up to 100 km	22
more than 100 km up to 300 km	15
over 300 km	2
Frequency of visits to exhibition	%
Previous events	33
Earlier events	36
First visit	37
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	33
Collectively	25
In an advisory capacity	17
No	17
Student	6
Other not gainfully employed	2

Area of responsibility	%
Management	28
Research/development/design	2
Manufacturing, production, quality control	4
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	2
Organisation, personnel, administration	9
Sales	2
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	37
Student	6
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	37
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	4
Other salaried staff, civil servant, skilled worker	40
Lecturer, teacher	2
Trainee	5
Other position	2
Student	6
Other not gainfully employed	2
Economic sector	%
Practice	58
Hospital/clinic	16
Rehabilitation facility/nursing home	3
Medical laboratory/institute	2
Emergency services organisations	6
Association	13
Industry	3
Trade	2
Service	6
Public authorities/Health service	3
Training/consulting	2
University, polytechnic, vocational school	5
Other sectors	6
Size of company/organisation:	
Number of employees	%
1- 4	30
500 - 999	4
5- 9	27
1 000 and more	5
10- 49	12
Student	6
50- 199	7
Other not gainfully employed	2
200- 499	6
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

RETRO CLASSICS → Stuttgart

Private visitors' profile

Visitors (number of entries)	64 980	Age	%
Proportion of private visitors	72%	up to 20 years	7
Germany (total)	95	over 20 up to 30 years	9
of which		over 30 up to 40 years	12
Nielsen 1	1 Nielsen 4	over 40 up to 50 years	28
Bremen	- Bavaria	over 50 up to 60 years	21
Hamburg	- Nielsen 5+6	over 60 up to 70 years	17
Lower Saxony	- Berlin	over 70 years	5
Schleswig-Holstein	- Brandenburg	Position in the company/organisation	%
Nielsen 2	1 Mecklenburg-	Entrepreneur, co-owner, freelancer	17
North Rhine-Westph.	1 West Pomerania	Managing director, board member,	
Nielsen 3a	6 Saxony-Anhalt	head of an authority etc.	3
Hesse	4 Nielsen 7	Area manager, works manager, plant manager, branch manager, head of public office	3
Rhineland-Palatinate	3 Saxony	Department head, group head, team leader	10
Saarland	- Thuringia	Other salaried staff, civil servant,	
Nielsen 3b	80	skilled worker	28
Baden-Württemberg	80	Lecturer, teacher	2
		Trainee	2
Foreign (total)	5	Other position	3
of which		Student	8
EU	57	Housewife/man	2
Other european countries	43	Old-age pensioner	17
Other countries	2	Other not gainfully employed	2
Countries with the highest visitor shares	%	Buying and ordering capacity	%
Switzerland	41	Purchase or order made or intended at the exhibition	
Austria	26	yes	44
Distance to home	%	no	23
up to 50 km	53	maybe	33
more than 50 km up to 100 km	16	Follow-up business	%
more than 100 km up to 300 km	23	Intend to buy at later date	
over 300 km	8	yes	22
Frequency of visits to exhibition	%	no	25
Previous events	44	maybe	53
Earlier events	52	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
First visit	29		
Sex	%		
Male	82		
Female	18		
Size of household	%		
1 person	17		
2 persons	43		
3 persons	16		
4 persons	18		
5 persons and more	7		

südback → Stuttgart

Trade visitors' profile

Visitors (number of entries)	32 069	Area of responsibility	%
Proportion of trade visitors	97%	Management	25
Germany (total)	91	Research/development/design	3
of which		Manufacturing, production, quality control	36
Nielsen 1	2 Nielsen 4	Buying/procurement	3
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	-
Lower Saxony	1 Berlin	Organisation, personnel, administration	1
Schleswig-Holstein	- Brandenburg	Sales	18
Nielsen 2	3 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	3 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	13 Saxony-Anhalt	Maintenance/repairs	1
Hesse	5 Nielsen 7	Other area	5
Rhineland-Palatinate	5 Saxony	Student	2
Saarland	2 Thuringia	Other not gainfully employed	1
Nielsen 3b	59	Position in the company/organisation	%
Baden-Württemberg	59	Entrepreneur, co-owner, freelancer	29
		Managing director, board member,	
Foreign (total)	9	head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	8
EU	56	Department head, group head, team leader	10
Other european countries	36	Other salaried staff, civil servant,	
Other countries	8	skilled worker	19
Distance to home	%	Foreman, master craftsman	9
up to 50 km	26	Lecturer, teacher	2
more than 50 km up to 100 km	20	Trainee	13
more than 100 km up to 300 km	35	Other position	2
over 300 km	18	Student	2
Countries with the highest visitor shares	%	Other not gainfully employed	1
Switzerland	27	Economic sector	%
Austria	24	Bakery trade	26
Italy	6	Confectioner's trade	9
France	6	Baker's/Confectioner's Trade	41
Frequency of visits to exhibition	%	Bread, cake and pastry industry	10
Previous events	39	Other industry	9
Earlier events	49	Cafe	8
First visit	32	Catering	6
Average length of stay	1,2 days	Hotel	1
Influence on purchasing/procurement decisions	%	Retail grocery trade	4
Decisively	28	University, polytechnic, vocational school	3
Collectively	30	Other sectors	6
In an advisory capacity	20	Student	2
No	19	Other not gainfully employed	1
Student	2	Size of company/organisation:	
Other not gainfully employed	1	Number of employees	%
		1- 4	18
		5- 9	15
		10- 49	26
		50- 199	20
		200- 499	8
		500 - 999	4
		1 000 and more	5
		Student	2
		Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

SÜFFA → Stuttgart

Trade visitors' profile

Visitors (number of entries)	9 468	Area of responsibility	%
Proportion of trade visitors	97%	Management	25
Germany (total)	94	Research/development/design	3
of which		Manufacturing, production, quality control	36
Nielsen 1	1 Nielsen 4	Buying/procurement	3
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	- Nielsen 5+6	Information and communication technology	-
Lower Saxony	- Berlin	Organisation, personnel, administration	1
Schleswig-Holstein	- Brandenburg	Sales	18
Nielsen 2	1 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	1 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	11 Saxony-Anhalt	Maintenance/repairs	1
Hesse	4 Nielsen 7	Other area	5
Rhineland-Palatinate	6 Saxony	Student	2
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	63	Position in the company/organisation	%
Baden-Württemberg	63	Entrepreneur, co-owner, freelancer	29
		Managing director, board member,	
Foreign (total)	6	head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	8
EU	59	Department head, group head, team leader	10
Other european countries	31	Other salaried staff, civil servant,	
Other countries	10	skilled worker	19
Distance to home	%	Foreman, master craftsman	9
up to 50 km	25	Lecturer, teacher	2
more than 50 km up to 100 km	23	Trainee	13
more than 100 km up to 300 km	43	Other position	2
over 300 km	9	Student	2
Frequency of visits to exhibition	%	Other not gainfully employed	1
Previous events	41	Economic sector	%
Earlier events	43	Bakery trade	26
First visit	34	Confectioner's trade	9
Average length of stay	1,0 days	Baker's/Confectioner's Trade	41
Influence on purchasing/procurement decisions	%	Bread, cake and pastry industry	10
Decisively	35	Other industry	9
Collectively	29	Cafe	8
In an advisory capacity	18	Catering	6
No	16	Hotel	1
Student	1	Retail grocery trade	4

Trade visitors' profile

Area of responsibility	%
Management	32
Research/development/design	2
Manufacturing, production, quality control	26
Buying/procurement	4
Finance/accounting, controlling	2
Information and communication technology	-
Organisation, personnel, administration	1
Sales	24
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	5
Student	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	35
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	9
Foreman, master craftsman	12
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	3
Trainee	11
Other position	2
Student	1

Economic sector	%
Skilled trades	51
Retail trade	21
Industry	14
Wholesale/foreign trade	8
Service	9
Authority/public services	2
Commercial agent	1
University, polytechnic, vocational school	4
Other sectors	2

Size of company/organisation:	
Number of employees	%
1- 4	21
5- 9	20
10- 49	28
50- 199	16
200 - 499	5
500 - 999	4
1 000 and more	4
Student	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Visitors (number of entries)	7 055
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Proportion of trade visitors	100%
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Germany (total)	64
of which	
Nielsen 1	9
Nielsen 2	8
Nielsen 3a	12
Nielsen 3b	40
Nielsen 4	22
Nielsen 5+6	4
Nielsen 7	5
Nielsen 8	3
Nielsen 9	3
Nielsen 10	1
Nielsen 11	1
Nielsen 12	1
Nielsen 13	1
Nielsen 14	1
Nielsen 15	1
Nielsen 16	1
Nielsen 17	1
Nielsen 18	1
Nielsen 19	1
Nielsen 20	1
Nielsen 21	1
Nielsen 22	1
Nielsen 23	1
Nielsen 24	1
Nielsen 25	1
Nielsen 26	1
Nielsen 27	1
Nielsen 28	1
Nielsen 29	1
Nielsen 30	1
Nielsen 31	1
Nielsen 32	1
Nielsen 33	1
Nielsen 34	1
Nielsen 35	1
Nielsen 36	1
Nielsen 37	1
Nielsen 38	1
Nielsen 39	1
Nielsen 40	1
Nielsen 41	1
Nielsen 42	1
Nielsen 43	1
Nielsen 44	1
Nielsen 45	1
Nielsen 46	1
Nielsen 47	1
Nielsen 48	1
Nielsen 49	1
Nielsen 50	1
Nielsen 51	1
Nielsen 52	1
Nielsen 53	1
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Nielsen 75	1
Nielsen 76	1
Nielsen 77	1
Nielsen 78	1
Nielsen 79	1
Nielsen 80	1
Nielsen 81	1
Nielsen 82	1
Nielsen 83	1
Nielsen 84	1
Nielsen 85	1
Nielsen 86	1
Nielsen 87	1
Nielsen 88	1
Nielsen 89	1
Nielsen 90	1
Nielsen 91	1
Nielsen 92	1
Nielsen 93	1
Nielsen 94	1
Nielsen 95	1
Nielsen 96	1
Nielsen 97	1
Nielsen 98	1
Nielsen 99	1
Nielsen 100	1

Foreign (total)	36
of which	
EU	63
Other european countries	18
North America	4
South-, East-, Central Asia	12
Other countries	3

Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	9
more than 100 km up to 300 km	31
over 300 km	49

Countries with the highest visitor shares	%
Switzerland	13
Italy	10
Austria	8
Belgium	6
Korea (Republic)	6

Frequency of visits to exhibition	%
Previous events	33
Earlier events	34
First visit	48

Average length of stay	1,3 days
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Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	35
In an advisory capacity	20
No	6
Student	9
Other not gainfully employed	1

Area of responsibility	%
Management	12
Research/development/design	52
Manufacturing, production, quality control	7
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	2
Organisation, personnel, administration	-
Sales	10
Logistics: storage, material management, transport	2
Maintenance/repairs	1
Other area	2
Student	9
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	21
Other salaried staff, civil servant, skilled worker	36
Lecturer, teacher	2
Trainee	1
Other position	4
Student	9
Other not gainfully employed	1

Economic sector	%
Industry	73
Trade	7
Service	11
Training/consulting	2
University, polytechnic, vocational school	15
Other sectors	4

Size of company/organisation:	
Number of employees	%
1- 4	9
5- 9	8
10- 49	20
50- 199	19
200- 499	8
500 - 999	5
1 000 and more	21
Student	9
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Basic data private visitors

Total number of visitors	64 011
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Proportion of private visitors	97%
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Region of residence	%
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

Total Germany	100
Baden-Württemberg	-
Bavaria	9
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	89
Mecklenburg-West Pommern	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-

Position in the company/organisation	%
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

Frequency of visits to exhibition	%
2009	70
2008	75
Earlier events	86
First visit	9

Additional data private visitors

Sex	%
Male	49
Female	51

Age	%
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

Net household income	%
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

Size of household	%
1 person	10
2 persons	44
3 persons	20
4 persons	18
5 persons and more	9

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	60
no	15
maybe	25

Follow-up business	%
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 - Plastic processing fair, Bad Salzuflen
Date not yet decided

Bayreuth

bbg Betriebsberatungs GmbH

DKM - The Trade Fair for the Finance and Insurance Industry, Dortmund
23.10.-25.10.2012

Berlin

Messe Berlin GmbH

- International Green Week Berlin - Exhibition for the Food Industry, Agriculture and Horticulture, Berlin
20.01.-29.01.2012
- FRUIT LOGISTICA - International Trade Fair for Fruit and Vegetable Marketing, Berlin
08.02.-10.02.2012
- bautec - International Trade Fair for Building and Construction Technology, Berlin
21.02.-25.02.2012
- ITB Berlin - THE WORLD'S LEADING TRAVEL TRADE SHOW®, Berlin
07.03.-11.03.2012
- 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
- Import Shop Berlin - A world full of beauty, Berlin
07.11.-11.11.2012
- WASSER BERLIN INTERNATIONAL - International Trade Fair and Congress - Water and Wastewater, Berlin
23.04.-26.04.2013
- CMS - Cleaning. Management. Services. - International Trade Fair and Congress, Berlin
24.09.-27.09.2013

Bielefeld

Clarion Events Deutschland GmbH

ZOW - Annual Fair for Components and Accessories for Furniture and Interior Design, Bad Salzuflen
06.02.-09.02.2012

ZOW - International Exhibition of Components and Accessories for the Furniture Industry, Istanbul
13.09.-16.09.2012

FMB - Zuliefermesse Maschinenbau - The Supplier Show for the Machinery Industry, Bad Salzuflen
07.11.-09.11.2012

Bremen

WFB Wirtschaftsförderung Bremen GmbH

BOATFIT - boats ...Enjoy their charm - maintain their value, Bremen
24.02.-26.02.2012

Bremen Classic Motorshow - Classic vehicle fair, Bremen
03.02.-05.02.2012

fish international - International Trade Fair for Fish and Seafood: Trading Market, Processing, Logistics, Point of Sale, Bremen
12.02.-14.02.2012

RAD + OUTDOOR - bike.market.future., Bremen
10.03.-11.03.2012

Hanselife - Regional Consumer Goods Exhibition, Bremen
08.09.-16.09.2012

ReiseLust - The tourism fair in Bremen
09.11.-11.11.2012

Chemnitz

C³ Chemnitzer Veranstaltungszentren GmbH

Baummesse Chemnitz - trade fair of construction, Chemnitz
03.02.-05.02.2012

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
27.06.-29.06.2012

Dortmund

Messe Westfalenhallen Dortmund GmbH

Inter-tabac - International Trade Fair for Tobacco Products and Smoking Accessories, Dortmund
14.09.-16.09.2012

ELEKTROTECHNIK - Leading Trade Fair for the Electrical and Electronics Industries, Dortmund
11.09.-14.09.2013

Dresden

MESSE DRESDEN GmbH

aktiv + vital / bike + outdoor - Fair for Health and Wellness, Dresden
03.02.-05.02.2012

DRESDNER OSTERN - Garden, Pet and Handicraft Fair with International Orchid Exhibition, Dresden
29.03.-01.04.2012

PIETA - Funeral and Cemetery Equipment Trade Fair, Dresden
24.05.-26.05.2013

TMS Messen - Kongresse – Ausstellungen GmbH

Dresdner ReiseMarkt - Dresden Travel Market, Dresden
27.01.-29.01.2012

Touristik & Caravanning International Leipzig - Tourism fair, Leipzig
21.11.-25.11.2012

Düsseldorf

Messe Düsseldorf GmbH

- boot-Düsseldorf - International Boat Show, Düsseldorf
21.01.-29.01.2012
- EuroCIS - The Leading Trade Fair for Retail Technology, Düsseldorf
28.02.-01.03.2012
- METAV - The International Fair for Manufacturing Technology and Automation, Düsseldorf
28.02.-03.03.2012

BEAUTY INTERNATIONAL DÜSSELDORF - The No.1 Trade Fair for Cosmetics, Nail, Foot and Wellness Professionals, Düsseldorf

- 09.03.-11.03.2012
- GDS - International Event for Shoes & Accessories Düsseldorf
- 14.03.-16.03.2012
- GLOBAL SHOES - leading trade show for sourcing, Düsseldorf
14.03.-16.03.2012
- ProWein - International Trade Fair Wines and Spirits, Düsseldorf
- 04.03.-06.03.2012
- TOP HAIR International - Trend & Fashion Days DÜSSELDORF. Trade Fair-Show-Congress for the International Hairdressing Industry, Düsseldorf
- 10.03.-12.03.2012
- 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
- CARAVAN SALON DÜSSELDORF - The No. 1 Show for motor homes and caravans, Düsseldorf
- 24.08.-02.09.2012
- TourNatur - Hiking and Trekking exhibition, Düsseldorf
- 31.08.-02.09.2012
- GDS - International Event for Shoes & Accessoires Düsseldorf
- 05.09.-07.09.2012
- GLOBAL SHOES - leading trade show for sourcing, Düsseldorf
05.09.-07.09.2012
- InterCool - International Trade Fair Frozen Food, Ice Cream, Technology, Düsseldorf
- 23.09.-25.09.2012
- InterMeat - International Trade Fair Meat and Sausage, Düsseldorf
- 23.09.-25.09.2012

- InterMopro - International Trade Fair Dairy Products, Düsseldorf
- 23.09.-25.09.2012
- REHACARE International - Rehabilitation - Care - Prevention - Integration. International Trade Fair and Congress, Düsseldorf
- 10.10.-13.10.2012
- glasstec - International Trade Fair for glass production - processing - products with solarpeq - International Trade Fair for Solar Production Equipment, Düsseldorf
- 23.10.-26.10.2012
- MEDICA - World Forum for Medicine - Intern. Exhibition and Conference. (With COMPAMED Intern. Trade Fair. High tech solutions for medical technology), Düsseldorf
- 14.11.-17.11.2012
- Valve World Expo - Biennial Valve World Conference & Exhibition, Düsseldorf
- 27.11.-29.11.2012
- K - International Trade Fair No.1 for Plastics + Rubber worldwide, Düsseldorf
- 16.10.-23.10.2013
- A + A - Safety, Security and Health at Work. International Trade Fair with Congress, Düsseldorf
- 05.11.-08.11.2013
- EuroShop - The Global Retail Trade Fair, Düsseldorf
- 16.02.-20.02.2014
- interpack - PROCESSES AND PACKAGING, Düsseldorf
- 08.05.-14.05.2014
- GIFA - International Foundry Trade Fair with WFO Technical Forum, Düsseldorf
- Juni 2015
- METEC - International Metallurgical Technology Trade Fair with Congresses, Düsseldorf
- Juni 2015
- NEWCAST - International Trade Fair for Precision Castings, Düsseldorf
- Juni 2015
- THERMPROCESS - International Trade Fair and Symposium for Thermo Process Technology, Düsseldorf
- Juni 2015

Reed Exhibitions Deutschland GmbH

PSI - The Leading European Trade Show of the Promotional Product Industry, Düsseldorf

- 11.01.-13.01.2012
- IMA - International Trade Fair for Amusement and Vending Machines, Düsseldorf
- 17.01.-20.01.2012
- Aircraft Interiors Expo, Hamburg
- 27.03.-29.03.2012
- FIBO - The Leading International Trade Show for Fitness, Wellness and Health, Essen
- 19.04.-22.04.2012
- ALUMINIUM - World Trade Fair & Conference, Düsseldorf
- 09.10.-11.10.2012
- COMPOSITES EUROPE - European Trade Fair & Forum for Composites, Technology and Applications, Düsseldorf
- + 09.10.-11.10.2012
- viscom frankfurt - International trade fair for visual communication, technology & design, Frankfurt
- 25.10.-27.10.2012
- MODERNER STAAT - Exhibition and Conference, Berlin
- 06.11.-07.11.2012
- EQUITANA - Equestrian Sports World Fair, Essen
- 16.03.-24.03.2013
- SHOWTECH - International Trade Show and Conference for Stage Technology, Equipment & Event Services, Berlin
- 18.06.-20.06.2013

Erfurt

Messe Erfurt GmbH

Reiten-Jagen-Fischen - Exhibition for Riding, Hunting and Fishing, Erfurt

- 23.03.-25.03.2012

Rapid. Tech - Trade fair and user's conference for rapid technology, Erfurt

- 08.05.-09.05.2012

Grüne Tage Thüringen - The agricultural fair, Erfurt

- 07.09.-09.09.2012

Haus.Bau.Energie - Exhibition for House building, Living and Modernizing, Erfurt

- 28.09.-30.09.2012

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

- 25.02.-04.03.2012

Eschborn

Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH

- + EXPOPHARM - International Pharmaceutical Trade Fair, München
- + 10.10.-13.10.2012

Essen

Messe Essen GmbH

DEUBAU - International Trade Fair for construction, Essen

- 10.01.-14.01.2012

IPM Essen - International trade fair for plants, technology, floristry, sales promotion, Essen

- 24.01.-27.01.2012

E-world energy & water - International trade fair and congress, Essen

- 07.02.-09.02.2012

Haus Garten Genuss - The spring fair for the whole family, Essen

- 08.02.-12.02.2012

Die Urlaubsmesse NRW - The NRW holiday fair - Travel and tourism, bicycles, Essen

- 22.02.-26.02.2012

SHK - Trade Fair for Sanitary, Heating, Air Conditioning and renewable Energies, Essen

- 07.03.-10.03.2012

REIFEN - No 1 in tires and more, Essen

- 05.06.-08.06.2012

hogatec - The trend fair for successful hosts, Essen

- 02.09.-05.09.2012

SECURITY - The World Forum for Security & Fire Prevention, Essen

- 25.09.-28.09.2012

MODE HEIM HANDWERK – Shopping-Experience, Essen

- 03.11.-11.11.2012

SCHWEISSEN & SCHNEIDEN - International Trade Fair Joining Cutting Surfacing, Essen

- 16.09.-21.09.2013

METPACK - International Trade Fair for Metal Packaging, Essen

- 06.05.-10.05.2014

Frankfurt/Main

DLG e.V.

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 - with BioEnergy Decentral - The world's top event for animal production, Hanover
- 13.11.-16.11.2012

- AGRITECHNICA - International DLG Exhibition for Agricultural Machinery, Hanover
- 10.11.-16.11.2013

Messe Frankfurt Exhibition GmbH

- Christmasworld - The World of Event Decoration, Frankfurt/Main
- 27.01.-31.01.2012

Creativeworld - The World of Art and Craft Supplies, Frankfurt/Main

- 28.01.-31.01.2012

- Heimtextil - International Trade Fair for Home and Contract Textiles, Frankfurt/Main
- 11.01.-14.01.2012

- Paperworld - The World of Office and Stationery, Frankfurt/Main
- 28.01.-31.01.2012

- Ambiente - Internationale Frankfurter Messe, Frankfurt/Main
- 10.02.-14.02.2012

Registered Events

Musikmesse - The International Fair for Musical Instruments, Sheet Music, Music Production and Music Business Connections, Frankfurt/Main

- 21.03.-24.03.2012

Prolight + Sound - The International Fair of Technologies and Services for Events, Installation and Production, Frankfurt/Main

- 21.03.-24.03.2012

Light + Building - The world's leading trade fair for Architecture and Technology, Frankfurt/Main

15.04.-20.04.2012

Hair & Beauty - Home of the Hairdresser, Frankfurt/Main

13.05.-14.05.2012

Texcare International - World Market for Modern Textile Care, Frankfurt/Main

- 05.05.-09.05.2012

Tendence, Frankfurt/Main

- 24.08.-28.08.2012

Automechanika - The World's Leading Trade Fair for the Automotive Industry, Frankfurt/Main

- 11.09.-16.09.2012

ISH - The World's Leading Trade Fair. The Bathroom Experience, Building, Energy, Air-conditioning Technology, Renewable Energies, Frankfurt/Main

- 12.03.-16.03.2013

IFFA - Technology meats Business: No. 1 for processing, packaging, selling, Frankfurt/Main

- 04.05.-09.05.2013

Techtextil - International Trade Fair for Technical Textiles and Nonwovens - with Material Vision - Materials for Product Development, Design and Architecture, Frankfurt/Main

- 11.06.-13.06.2013

Texprocess - Leading International Trade Fair for Processing Textile and Flexible Materials, Frankfurt/Main

10.06.-13.06.2013

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co.KG

INTER BRUSH - International Trade Fair for Machines, Materials and Accessories of the Brush, Paintbrush, Paintroller and Mop Industries, Freiburg

- 09.05.-11.05.2012

Intersolar Europe - The World's Largest Exhibition for the Solar Industry, München

- 13.06.-15.06.2012

Fürth

asfc atelier scherer fair consulting gmbh

START Bayern - The fair for successful selfemployment, foundation, franchising and business development, Nuremberg

06.07.-07.07.2012

START Nordrhein-Westfalen - The fair for successful selfemployment, foundation, franchising and business development, Dortmund

16.11.-17.11.2012

Groß-Umstadt

KWF - Kuratorium für Waldarbeit und Forsttechnik GmbH

KWF – Expo, Bopfingen

Expo – Forestry Machinery and Innovations Demo Fair

13.06.-16.06.2012

Hamburg

Hamburg Messe und Congress GmbH

NORTEC - Trade Fair for Manufacturing Technology, Hamburg

25.01.-28.01.2012

REISEN HAMBURG - International Exhibition Tourism & Caravaning, Hamburg

08.02.-12.02.2012

INTERNORGA - International Trade Show for the Hotel, Restaurant, Catering, Baking and Confectionery Industry, Hamburg

09.03.-14.03.2012

HansePferd Hamburg - International Exhibition for Horse Enthusiasts, Hamburg

20.04.-22.04.2012

DU UND DEINE WELT - hamburgs's shopping and event fair, Hamburg

22.09.-30.09.2012

SMM - Shipbuilding, Machinery & Marine Technology - International Trade Fair Hamburg, Hamburg

- 04.09.-07.09.2012

hanseboot - International Boat Show Hamburg

27.10.-04.11.2012

Hannover

Deutsche Messe AG

DOMOTEX HANNOVER - The World of Flooring, Hanover

- 14.01.-17.01.2012

didacta – The Education Trade Fair, Hanover

- + 14.02.-18.02.2012

CeBIT - Heart of the digital world, Hanover

- 06.03.-10.03.2012

CoilTechnica / HANNOVER MESSE - Leading Trade Fair for Coil Winding, Electric Motor, Generator and Transformer Technology, Hanover

23.04.-27.04.2012

Digital Factory / HANNOVER MESSE - Leading Trade Fair for Integrated Processes and IT Solutions, Hanover

23.04.-27.04.2012

Energy / HANNOVER MESSE - Leading Trade Fair for Renewable and Conventional Power Generation, Power Supply, Transmission, Distribution and Storage, Hanover

23.04.-27.04.2012

HANNOVER MESSE - The world's most important technology event, Hanover

- 23.04.-27.04.2012

Industrial Automation / HANNOVER MESSE - Leading Trade Fair for Process, Factory and Building Automation Systems and Solutions, Hanover

23.04.-27.04.2012

Industrial Supply / HANNOVER MESSE - Leading Trade Fair for Industrial Subcontracting and Lightweight Construction, Hanover

23.04.-27.04.2012

IndustrialGreenTec / HANNOVER MESSE – Leading Trade Fair for Environmental Technology, Hanover

23.04.-27.04.2012

MobiliTec / HANNOVER MESSE - Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions, Hanover

23.04.-27.04.2012

Research & Technology / HANNOVER MESSE - Leading Trade Fair for R&D and Technology Transfer, Hanover

23.04.-27.04.2012

PROMOTION WORLD - International Trade Fair for Promotional Products and Incentives, Hanover

23.04.-27.04.2012

O&S - International Trade Fair for Surface Treatments & Coatings, Stuttgart

12.06.-14.06.2012

EuroBLECH - International Sheet Metal Working Technology Exhibition, Hanover

- 23.10.-27.10.2012

ComVac / HANNOVER MESSE - Leading Trade Fair for Compressed Air and Vacuum Technology, Hanover

08.04.-12.04.2013

MDA-Motion, Drive & Automation / HANNOVER MESSE - Leading Trade Fair for Power Transmission and Control, Hanover

08.04.-12.04.2013

Power Plant Technology / HANNOVER MESSE - Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance, Hanover

08.04.-12.04.2013

SurfaceTechnology / HANNOVER MESSE - Leading Trade Fair for Surface Technology, Hanover

08.04.-12.04.2013

Wind / HANNOVER MESSE - Leading Trade Fair for Wind Generation Technology, Components and Services, Hanover

08.04.-12.04.2013

LIGNA HANNOVER - World Fair for the Forestry and Wood Industries, Hanover

- 06.05.-10.05.2013

EMO - The World of Metalworking, Hanover

- 16.09.-21.09.2013

BIOTECHNICA - Europe's No.1 Event for Biotechnology and Life Sciences, Hanover

- 08.10.-10.10.2013

CeMAT Hannover - The World's leading Fair for Intra-logistics, Hanover
19.05.-23.05.2014

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
28.01.-05.02.2012

ALTENPFLEGE - Leading Exhibition for the Care Sector, Hanover

+ 27.03.-29.03.2012

infa - Information and Sales Exhibition, Hanover
13.10.-21.10.2012

CARAVAN - Motor caravans and Supplies Trade Exhibition, Bremen
09.11.-11.11.2012

Pferd & Jagd - Europe's biggest exhibition for equestrian sports, hunting and fishing, Hanover
06.12.-09.12.2012

Husum

Messe Husum HWG mbH & Co. KG

Nord Gastro und Hotel - Hotel and Restaurant Industry Trade Fair, Husum
13.02.-14.02.2012

new energy husum – The International Renewable Energy Trade Fair, Husum
15.03.-18.03.2012

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
28.09.-01.10.2012

Karlsruhe

HINTE GmbH

Arbeitsschutz Aktuell - Safety and Health - The Prevention Forum - Congress & Trade Fair, Augsburg
+ 16.10.-18.10.2012

+ INTERGEO - Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Hanover
+ 09.10.-11.10.2012

Karlsruher Messe- und Kongress-GmbH

LEARNTEC - Leading international trade fair and convention for vocational education, learning and IT, Karlsruhe
31.01.-02.02.2012

INVENTA - Art of Living - Green Building - Living Garden accompanied by Rendezvino – the world of high class wine, Karlsruhe
09.02.-12.02.2012

IT-TRANS - International Conference and Exhibition for IT Solutions in Public Transport, Karlsruhe
15.02.-17.02.2012

offerta Karlsruhe - The major regional exhibition for a strong region, Karlsruhe
27.10.-04.11.2012

Kempten

Kempten Tourismus- und Veranstaltungsservice Allgäuer Festwoche

ALLGÄUER FESTWOCHE - Trade Fair – cultural and sports events – rural tradition exhibition in Kempten (Allgäu)
11.08.-19.08.2012

Köln / Cologne

Koelnmesse GmbH

ISM - International Sweets and Biscuits Fair, Cologne
● 29.01.-01.02.2012

ProSweets Cologne - The international supplier fair for the confectionery industry, Cologne
29.01.-01.02.2012

imm cologne - The international furnishing show, Cologne

● 16.01.-22.01.2012

spoga horse (spring) - International Trade Fair for Equestrian Sports, Cologne
05.02.-07.02.2012

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

h+h cologne - International Trade Fair for Creative Handicraft + Hobby Supplies, Cologne
23.03.-25.03.2012

Kind + Jugend - The Trade Show for Kids' First Years, Cologne
● 13.09.-16.09.2012

dmexco – Leading expo & conference for digital business, Cologne
12.09.-13.09.2012

spoga+gafa/spoga horse (autumn) - The garden trade fair, Cologne/International Trade Fair for Equestrian Sports, Cologne
● 02.09.-04.09.2012

ORGATEC - Modern Office & Facility, Cologne
● 23.10.-27.10.2012

Asia-Pacific Sourcing - Products for Home and Garden from Far East, Cologne
03.03.-05.03.2013

Farbe - Ausbau & Fassade - Paint - finishing & facade, Cologne
+ 06.03.-09.03.2013

IDS - International Dental Show, Cologne
● 12.03.-16.03.2013

Interzum - International fair for the furniture and interior construction industries' supplying sections, Cologne
● 13.05.-16.05.2013

Eu'Vend/coffeena - The International Trade Fair for the Vending Industry/coffeena - International Coffee Fair, Cologne
05.09.-07.09.2013

Anuga - The leading trade fair for the global food industry, Cologne
● 05.10.-09.10.2013

aquanale/FSB - aquanale - International Trade Fair for Sauna.Pool.Ambience. FSB - International Trade Fair for Amenity Areas, Sports and Pool Facilities, Cologne
● 23.10.-26.10.2013

Leipzig

Leipziger Messe GmbH

Leipziger Tierärztekongress - Leipzig Veterinary Congress with Industrial Exhibition vetexpo, Leipzig
19.01.-21.01.2012

CADEAUX Leipzig (Spring) - Trade Fair for Gifts and Lifestyle Ideas, Leipzig
25.02.-27.02.2012

HAUS-GARTEN-FREIZEIT - Leipzig Fair Home - Garden - Leisure - The consumer fair for the whole family/ Central German Handicrafts Fair/Beach & Boat, Leipzig
11.02.-19.02.2012

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

CADEAUX Leipzig (Autumn) - Trade Fair for Gifts and Lifestyle Trends - COMFORTEX, Trade Fair for Interior Design, Leipzig
01.09.-03.09.2012

MIDORA LEIPZIG - TRADE FAIR FOR WATCHES AND JEWELLERY, Leipzig
01.09.-03.09.2012

modell-hobby-spiel - models-hobbies-games. Exhibition for Modelling, Model Railways, Creative Art and Play, Leipzig
05.10.-07.10.2012

denkmal - European Trade Fair for Conservation, Restoration and Old Building Renovation, Leipzig
22.11.-24.11.2012

TerraTec - International Trade Fair for Environmental Technologies and Services, Leipzig
29.01.-31.01.2013

enertec - International Trade Fair for the Generation, Distribution and Storage of Energy, Leipzig
29.01.-31.01.2013

Registered Events

Z - SUBCONTRACTING FAIR - International trade fair for parts, components, modules and technologies, Leipzig
26.02.-01.03.2013

intec - Trade fair for manufacturing, tool and special-purpose machine construction, Leipzig
26.02.-01.03.2013

therapie Leipzig - Trade Fair and Congress for Therapy, Medical Rehabilitation and Prevention, Leipzig
21.03.-23.03.2013

GÄSTE - Trade Fair for the Restaurant, Hotel and Catering Business, Leipzig
15.09.-17.09.2013

PFLEGE + HOMECARE LEIPZIG - Trade fair and congress hospital, residential and home care, Leipzig
15.09.-17.10.2013

Mitteldeutsches Bauforum - Central German Construction Forum, Leipzig
16.10.-18.10.2013

SHKG - Exhibition for Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig
16.10.-18.10.2013

efa - Trade Fair for Building Systems, Electrical Engineering, Air Conditioning and Automation, Leipzig
16.10.-18.10.2013

Leipziger Messe International GmbH

LBA - Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg
02.03.-04.03.2012

Lindau-Bodolz

Kinold Ausstellungsgesellschaft mbH

Passauer Frühling, DreiländerMesse - Regional Exhibition, Passau
17.03.-25.03.2012

Neue Messe Rosenheim - Regional Consumer Goods Exhibition,
28.04.-06.05.2012

Messe Hof - Regional Exhibition
29.09.-07.10.2012

Niederbayern-Schau Landshut - Regional Exhibition
28.09.-06.10.2013

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGGM)

MAGDEBOOT - Trade Fair for new and used boats, equipment and water sports, Magdeburg
09.03.-11.03.2012

AIR MAGDEBURG - trade fair for sport and business aviation, Magdeburg
29.06.-01.07.2012

Mainz

RAM Regio Ausstellungs GmbH

Rheinland-Pfalz-Ausstellung - Mainz - Regional Consumer Goods Exhibition, Mainz
17.03.-25.03.2012

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
28.04.-08.05.2012

München

EUROEXPO Messe- und Kongress-GmbH

LogiMAT - International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart
13.03.-15.03.2012

transfairlog - Trade Fair for International Transport and Logistics Management, Hamburg
12.06.-14.06.2012

GHM Gesellschaft für Handwerksmessen mbH

DACH+HOLZ International - ROOF+TIMBER International- Trade Fair for timber construction and interior works, roof and wall, Stuttgart
31.01.-03.02.2012

opti – The international trade show for Optics & Design, Munich
13.01.-15.01.2012

INTERNATIONALE HANDWERKSMESSE - The Leading Trade Fair for the Craft Trades and Medium-Sized Enterprises, Munich
14.03.-20.03.2012

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, München
16.09.-21.09.2012

ELTEC - Trade fair for electrical and power engineering, Nuremberg
16.01.-18.01.2013

metall München - metal München, European Trade Fair for Metal in Industry and Trade, Munich
06.03.-09.03.2013

Messe München GmbH

ISPO MUNICH - CONNECTING SPORTS BUSINESS PROFESSIONALS, Munich
29.01.-01.02.2012

INHORGENTA MUNICH - Trade Show for Jewelry and Watches, Munich
10.02.-13.02.2012

f.re.e – Fair for Leisure and Travel, Munich
22.02.-26.02.2012

analytica - International Trade Fair for Laboratory Technology, Analysis, Biotechnology and analytica Conference, Munich
17.04.-20.04.2012

AUTOMATICA - International Trade Fair for Automation and Mechatronics, Munich
22.05.-25.05.2012

CERAMITEC - Technologies - Innovations - Materials, Munich
22.05.-25.05.2012

IFAT ENTSORGA - World's leading Trade Fair for Water, Sewage, Waste and Raw Materials Management, Munich
07.05.-11.05.2012

EXPO REAL - International Trade Fair for Commercial Property and Investment, Munich
08.10.-10.10.2012

MAINTAIN - International Trade Fair for Industrial Maintenance, Munich
16.10.-18.10.2012

electronica - components / systems / applications, Munich

● 13.11.-16.11.2012

BAU - World's Leading Trade Fair for Architecture, Materials, Systems, Munich

● 14.01.-19.01.2013

bauma - International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, Munich

● 15.04.-21.04.2013

LASER World of PHOTONICS - International Trade Fair and Congress for Optical Technologies - Components, Systems and Applications, Munich

● 17.06.-20.06.2013

transport logistic - International exhibition for logistics, mobility, IT and supply chain management, Munich

● 04.06.-07.06.2013

drinktec - World's Leading Fair for Beverage and Liquid Food Technology, Munich

● 16.09.-20.09.2013

productronica - International trade fair for innovative electronics production, Munich

● 12.11.-15.11.2013

INTERFORST - International Key Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows, Munich

● 16.07.-20.07.2014

MunichExpo Veranstaltungen GmbH

eCarTec / MATERIALICA / sMove 360 - Int. Leading Fair for Electro Mobility/Int. Trade Fair for Materials Applications, Surface Technology and Product Engineering with Congress, Munich
23.10.-25.10.2012

Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

EPF - EstrichParkettFliese - International trade fair for floor works, Feuchtwangen
26.06.-28.06.2014

WNP Fachmessen GmbH

Wetec - International Tradeshow for Signmaking, Large Format Printing & Light Advertising, Stuttgart
02.02.-02.04.2012

easyFairs Deutschland GmbH

easyFairs SCHÜTTGUT - Trade show for solids technologies in processing industries, Dortmund
07.11.-08.11.2012

Münster

Messe und Congress Centrum Halle Münsterland GmbH

frühling blumen freizeit - Spring - Flowers and Leisure fair, Münster
01.02.-05.02.2012

IPOMEX - international police meeting and exhibition, Münster
16.04.-18.04.2013

Nürnberg

AFAG Messen und Ausstellungen GmbH

HOGA Nürnberg - Trade Fair for Gastronomy, Hotel and Catering, Nuremberg
13.01.-16.01.2013

GrindTec - International Trade Fair for Grinding Technology, Augsburg
14.03.-17.03.2012

interlift - International Trade Fair for Elevators, Components & Accessories, Augsburg
15.10.-18.10.2013

NürnbergMesse GmbH

EUROGUSS - International Trade Fair for Die Casting: Technology, Processes, Products, Nuremberg
17.01.-19.01.2012

BioFach + Vivaness - World Organic Trade Fair / Trade Fair for Natural Personal Care and Wellness, Nuremberg
15.02.-18.02.2012

embedded world - Exhibition&Conference, Nuremberg
28.02.-01.03.2012

IWA & OutdoorClassics - High performance in target sports, nature activities, protecting people, Nuremberg
09.03.-12.03.2012

Werkstätten:Messe –Workshops for the disabled show - their excellence – variety -quality, Nuremberg
08.03.-11.03.2012

fensterbau/frontale + HOLZ-HANDWERK - Intern. 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

mailingtage - DIALOGUE CONNECTS, Nuremberg
20.06.-21.06.2012

FachPack, Nuremberg
25.09.-27.09.2012

Galabau - International Trade Fair for Urban Green and Open Spaces/ Design - Construction - Maintenance + PLAYGROUND + Deutsche Golfplatztage, Nuremberg
12.09.-15.09.2012

Chillventa - International Trade Fair for Refrigeration, Air Conditioning, Ventilation and Heat Pumps, Nuremberg
09.10.-11.10.2012

it-sa - The IT Security Expo, Nuremberg
16.10.-18.10.2012

Brau Beviale - Raw Materials - Technologies - Logistics - Marketing, Nuremberg
13.11.-15.11.2012

ELTEC - Trade fair for electrical and power engineering, Nuremberg
16.01.-18.01.2013

European Coatings SHOW - plus Adhesives, Sealants, Construction Chemicals, Nuremberg
19.03.-21.03.2013

ALTENPFLEGE - Leading Exhibition for the Care Sector, Hanover
+ 09.04.-11.04.2013

POWTECH + TechnoPharm - Int.Trade Fair for Mechanical Processing Technologies and Instrumentation + Int. Trade Fair for Life Science Process Technologies Pharma - Food - Cosmetics, Nuremberg
23.04.-25.04.2013

Stone+tec - International Trade Fair Natural Stone and Stoneprocessing Technology, Nuremberg
29.05.-01.06.2013

Spielwarenmesse eG

Spielwarenmesse - International Toy Fair Nürnberg, Nuremberg
01.02.-06.02.2012

Offenbach

Messe Offenbach GmbH

I.L.M - International Leather Goods Fair Offenbach - Winter Styles
● 10.03.-12.03.2012

I.L.M - International Leather Goods Fair Offenbach - Summer Styles
● 22.09.-24.09.2012

Offenburg

Messe Offenburg-Ortenau GmbH

Badische Weinmesse - Regional Wine Exhibition, Offenburg
05.05.-06.05.2012

OBERRHEIN MESSE OFFENBURG - Consumer Goods Fair, Offenburg
29.09.-07.10.2012

Reutlingen

REECO Renewable Energy Exhibition Conference GmbH

CEP CLEAN ENERGY & PASSIVEHOUSE - International Trade Fair for Renewable Energy and Energy Efficient Building, Stuttgart
29.03.-31.03.2012

RENEXPO® - International Energy Trade Fair, Augsburg
● 27.09.-30.09.2012

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH

AutoTrend - Automobile Exhibition Mecklenburg-Western Pomerania, Rostock
23.03.-25.03.2012

Stuttgart

Landesmesse Stuttgart GmbH

CMT - The Holiday exhibition - International exhibition for caravanning, motoring, tourism, with cycling & adventure holidays, hiking, golf & wellness holidays, cruises & ship travel, Stuttgart
14.01.-22.01.2012

MEDIZIN - Medical trade fair and congress, Stuttgart
27.01.-29.01.2012

INTERGASTRA – Leading trade fair for innovative gastronomy – GELATISSIMO – The special trade fair for the manufacture of hand-made ice-cream, 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

TV TecStyle Visions - International trade fair for textile printing, embroidery, transfer and flocking, Stuttgart
02.02.-04.02.2012

RETRO CLASSICS - The whole world of classic automobiles, Stuttgart
22.03.-25.03.2012

FAIR HANDELN - International exhibition focusing on Fairtrade and globally responsible trade and activities, Stuttgart
12.04.-15.04.2012

GARTEN - outdoor ambiente, Stuttgart
12.04.-15.04.2012

INVEST – Leading trade fair and congress for finance and investment, Stuttgart
27.04.-29.04.2012

Slow Food - The market for good taste, 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 for laser material processing, Stuttgart
12.06.-14.06.2012

AMB - International exhibition for metal working, Stuttgart
18.09.-22.09.2012

Registered Events

FACHDENTAL Leipzig - Show for dental surgeries and laboratories, Leipzig
07.09.-08.09.2012

FACHDENTAL Südwest - Specialist exhibition of the southwest German dental industry, Stuttgart
28.09.-29.09.2012

IT & Business / DMS EXPO – Trade fair for software infrastructure and IT services, leading trade fair for enterprise content management, Stuttgart
23.10.-25.10.2012

SÜFFA - Trade fair for the meat industry, Stuttgart
21.10.-23.10.2012

interbad - International trade fair for swimming pools, saunas and spas with congress for pool and bath technology, Stuttgart
09.10.-12.10.2012

ANIMAL / Stuttgarter MesseHerbst - Exhibition for pet ownership, Stuttgart
17.11.-18.11.2012

Familie & Heim / Stuttgarter MesseHerbst - South Germany's large shopping and experience exhibition with International mineral and fossil exchange (16. – 18.11.2012), Stuttgart
17.11.-25.11.2012

HOBBY & ELEKTRONIK / Stuttgarter MesseHerbst - South Germany's large exhibition for computers and electronics, Stuttgart
22.11.-25.11.2012

Internationale Mineralien- und Fossilienbörse - International mineral and fossil exchange, Stuttgart
13.04.-15.04.2012

KREATIV- & BASTELWELT / Stuttgarter MesseHerbst - South Germany's largest creative trade fair, Stuttgart
22.11.-25.11.2012

MODELL SÜD / Stuttgarter MesseHerbst - South Germany's large exhibition for modelmaking and model railways, Stuttgart
22.11.-25.11.2012

Stuttgarter MesseHerbst, Stuttgart
16.11.-25.11.2012

SÜDDEUTSCHE SPIELEMESSE / Stuttgarter MesseHerbst - South Germany's large exhibition for games, Stuttgart
22.11.-25.11.2012

VISION - International trade fair for machine vision, Stuttgart
06.11.-08.11.2012

eltefa – Largest state trade fair of the electrical branch, Stuttgart
20.03.-22.03.2013

INTERVITIS INTERFRUCTA - International technology trade fair for wine, fruit, fruit juice and spirits, Stuttgart
24.04.-27.04.2013

NewCome - Exhibition and state congress about freelancing, Stuttgart
19.04.-20.04.2013

SACHSENBACK - Trade fair for the bakery and confectionery trades, Dresden
13.04.-15.04.2013

südback - Trade fair for the bakery and confectionery trades, Stuttgart
19.10.-22.10.2013

Mesago Messe Frankfurt GmbH

Facility Management - Exhibition and Conference, Frankfurt/Main
06.03.-08.03.2012

PCIM Europe - Power Electronics, Intelligent Motion, Renewable Energy / Energy Management - International Exhibition and Conference, Nuremberg
08.05.-10.05.2012

SMT Hybrid Packaging - International Exhibition and Conference for System Integration in Micro Electronics, Nuremberg
08.05.-10.05.2012

Mesago Mesemanagement GmbH

SPS/IPC/DRIVES - Electric Automation - Systems and Components - Exhibition & Conference, Nuremberg
27.11.-29.11.2012

blickfang GmbH

BLICKFANG - Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart
09.03.-11.03.2012

Villingen-Schwenningen

SMA Südwest Messe- und Ausstellungs-GmbH

Südwest Messe - Trade show for private and commercial equipm., consumer goods, handicraft and agriculture, incl. special sector house build. with show park for housing, Villingen-Schwenningen
02.06.-10.06.2012

Wächtersbach

Messe Wächtersbach GmbH

Messe Wächtersbach - Consumer Goods Exhibition
12.05.-20.05.2012

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
22.05.-24.05.2012

Wuppertal

HIGH END SOCIETY MARKETING GMBH

HIGH END® - THE BEST SOUND. THE BEST PICTURE., Munich
03.05.-06.05.2012

Hongkong/SVR

Hong Kong Trade Development Council

- HKTDC Hong Kong Baby Products Fair
09.01.-12.01.2012
- HKTDC Hong Kong Fashion Week for Fall/Winter
16.01.-19.01.2012
- HKTDC Hong Kong Toys & Games Fair
09.01.-12.01.2012
- HKTDC Hong Kong International Jewellery Show
16.02.-20.02.2012
- HKTDC Hong Kong Electronics Fair - Spring Edition
13.04.-16.04.2012

- HKTDC Hong Kong Gifts & Premium Fair
27.04.-30.04.2012

- HKTDC Hong Kong Houseware Fair
20.04.-23.04.2012

- HKTDC Hong Kong Watch & Clock Fair
05.09.-09.09.2012

- HKTDC Hong Kong Electronics Fair - Autumn Edition
13.10.-16.10.2012

- electronicAsia - International Trade Fair for Components, Assemblies and Display Technologies, Hong Kong/SVR
13.10.-16.10.2012

- HKTDC Hong Kong International Lighting Fair (Autumn Edition)
27.10.-30.10.2012

- HKTDC Hong Kong Optical Fair
07.11.-09.11.2012

Verona

Ente Autonomo per le Fiere di Verona

- Fieragricola - International agri-business show, Verona
02.02.-05.02.2012

- VINITALY/SOL/Enolitech - Int. Exhibition of Wine & Spirits, Olive Oil & Technologies for Viticulture & Oil Production, Quality Extra Virgin Olive Oil Production, Olive Growing, Verona
25.03.-28.03.2012

- EUROCARNE - International Exhibition for the Meat Industry, Verona
24.05.-27.05.2012

- MARMOMACC - International Exhibition of Stone, Design and Technology, Verona
26.09.-29.09.2012

- ABITARE IL TEMPO - International Exhibition of Furniture, Furnishing and Interior Design, Verona
21.10.-23.10.2012

- SIAB - International Exhibition for Bakery, Pastry, Confectionery, Fresh Paste and Pizza, Verona
25.05.-29.05.2013

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**Society for Voluntary Control
of Fair and Exhibition Statistics**

Littenstrasse 9 · 10179 Berlin
Phone 030 24000-0 · Fax -340
www.fkm.de · info@fkm.de

