



Certified Exhibition Data 2012





Certified Exhibition Data Report 2012

www.fkm.de

The FKM in 2012 →	2	1
FKM Partners →	4	2
Locations →	7	3
Auditor's Certificate →	8	4
Exhibition Space, Exhibitors, Visitors →	9	5
Events 2012 · Cities →	10	5.1
Events 2012 · Industries →	18	5.2
FKM Visitors Profile Analyses 2012 →	26	6
Registered Events →	100	7

The FKM in 2012

In 2012, there was a small increase in comparison to the previous year 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.

GJC InterMedia GmbH, Berlin, became new member of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM). Messe Niederrhein GmbH, Lohse-Paarmann-Unternehmertage GbR, Mannheimer Ausstellungs-GmbH, Südwest Messe- und Ausstellungs-GmbH, Koelnmesse Ausstellungen GmbH and HIGH END SOCIETY, Wuppertal are no longer members.

Currently 57 organisers in Germany are partners of FKM. In 2012, a total of 220 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 17 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 80 % 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. 23 countries have taken part: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Hungary, Italy, Luxembourg, Moldavia, Montenegro, Netherlands, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Turkey and Ukraine.

Out of nearly 2,500 events, with the exception of numbers of visitors, the key indicators are collected in the individual countries according to practically identical criteria. The observation of the rules is checked in each case by one or more auditors or other independent organisations. The brochure is published as a pdf file and can be downloaded at www.fkm.de.

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

Bayreuth

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

Berlin

GJC Inter Media GmbH
Charlottenstraße 68, 10117 Berlin
Tel.: (0 30) 2 01 88-3 89, Fax: (0 30) 2 01 88-5 75
www.gjconline.com
E-Mail: info@remadays-europe.com

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
Meisenstraße 94, 33607 Bielefeld
Tel.: (05 21) 9 65 33-66, Fax: (05 21) 9 65 33-99
www.clarionevents.de
E-Mail: service@clarionevents.de

Bremen

MESSE BREMEN & ÖVB-Arena
WFB Wirtschaftsförderung Bremen GmbH
Findorffstraße 101, 28215 Bremen
Tel.: (04 21) 35 05-0, Fax: (04 21) 35 05-3 40
www.messe-bremen.de
E-Mail: info@messe-bremen.de

Chemnitz

C³ Chemnitzer Veranstaltungszentren GmbH
c/o Messe Chemnitz
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.messe-dortmund.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 Ausstellungen 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
Europaplatz 1, 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 – Kuratorium für Waldarbeit
und Forsttechnik GmbH
Spremlinger 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 69-22 03
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
Messegelände, Europaallee/Bürohaus, 30521 Hannover
Tel.: (05 11) 89-3 04 00, Fax: (05 11) 89-3 04 01
www.heckmanngmbh.de
E-Mail: info@fh.messe.de

Husum

Husumer Wirtschaftsgesellschaft mbH & Co.
Messe Husum
Am Messeplatz 12–18, 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 20-21 16
www.kmkg.de
E-Mail: info@kmkg.de

Kempton

Stadt Kempton (Allgäu)

Rathausplatz 24, 87435 Kempton
Tel.: (08 31) 25 25-4 32, Fax: (08 31) 25 25-4 27
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

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

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 (MVGm)

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

Mainz

RAM Regio Ausstellungs GmbH Mainz

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

Munich

easyFairs Deutschland GmbH

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

EUROEXPO Messe- und Kongress-GmbH

Joseph-Dollinger-Bogen 9, 80807 München
Tel.: (0 89) 3 23 91-2 53
Fax: (0 89) 3 23 91-2 46
www.euroexpo.de
E-Mail: management@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: info@messe-muenchen.de

MunichExpo Veranstaltungen 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.epf-messe.de
E-Mail: info@baybauakad.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 1, 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) 86 96 60
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.reeco.eu
E-Mail: redaktion@reeco.eu

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH

Zur Hanse Messe 1–2, 18106 Rostock
Tel.: (03 81) 44 00-610, Fax: (03 81) 44 00-6 66
www.messe-und-stadthalle.de
E-Mail: kontakt@stadthalle-rostock.de

Stuttgart

Blickfang GmbH

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

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

FKM Partners

Landesmesse Stuttgart GmbH

Messeplazza 1, 70629 Stuttgart
Tel.: (07 11) 1 85 60-0, Fax: (07 11) 1 85 60-25 55
www.messe-stuttgart.de
E-Mail: info@messe-stuttgart.de

Wächtersbach

Messe Wächtersbach GmbH

Main-Kinzig-Straße 31, 63607 Wächtersbach
Tel.: (0 60 53) 80 20, 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-Straße 49, 31515 Wunstorf
Tel.: (0 50 33) 9 63 90, Fax: (0 50 33) 10 56
www.sensorfairs.de
E-Mail: info@sensorfairs.de

Guest members

Hongkong

Hong Kong Trade Development Council

Exhibitions Department, Unit 13,
Expo Galleria, HKCEC, 1 Expo Drive
Wanchai, Hongkong
Tel.: 0 08 52-1 83 06 68
Fax: 0 08 52-28 24 02 49
www.tdctrade.com
E-Mail: hktcdc@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

Chairmen

Chairman

Wolfgang Marzin

Messe Frankfurt GmbH, Frankfurt

1st Deputy

Egon Galinnis

Messe Essen GmbH, Essen

2nd Deputy

Carola Schwensen

Fachausstellungen Heckmann GmbH,
Hannover

Honorary Chairman

Prof. Dr. Manfred Busche

Berlin

Managing Director

Harald Kötter

Locations



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

Status: June 2013

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 2013

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 analysis were not carried out for exhibitions of 2012 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

For the complete titles see pp. 100	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	Total
Domestic	Foreign	Domestic	Foreign																	
Augsburg																				
+ Arbeitsschutz aktuell – Safety and Health	2	3	6.621	940			7.561	411	7.972	22.000	212	35	247	13				10.144	357	10.501 *
GrindTec – Int. Trade Fair for Grinding Technology	2	4	11.847	4.157			16.004	96	16.100	29.400	280	145	425	25				9.784	3.805	13.589 *
RENEXPO – Int. Energy Trade Fair	1	4	4.030	1.469	749	532	6.780		6.780	16.100	280	50	330	13						13.652 *
Bad Salzflufen																				
FMB – The Supplier Show for the Machinery Industry	1	3	6.634	373			7.007		7.007	13.300	367	29	396	10	11	1	12	4.354	101	4.455
ZOW – Components and Accessories for Furniture and Interior Design	1	4	9.996	7.249			17.245		17.245	32.900	355	307	662	35	4	5	9	11.306	6.435	17.741
Berlin																				
• bautec	2	5	10.740	1.042	66		11.848	5.059	16.907	36.500	488	63	551	22				32.883	4.315	37.198 *
• belekro	2	3	9.791	246			10.037	1.195	11.232	24.300	228	14	242	10						15.153 *
• FRUIT LOGISTICA	1	3	8.815	50.419			59.234	448	59.682	109.200	262	2.271	2.533	83				13.229	44.791	58.020 *
• Import Shop	1	5	3.400	3.026			6.426	176	6.602	18.900	261	331	592	54				37.988	736	38.724 *
• InnoTrans	2	4	38.044	48.882	5.355	2.504	94.785		94.785	161.400	1.085	1.430	2.515	49				60.533	65.577	126.110 *
• International Green Week	1	10	33.712	14.217			47.929	7.206	55.135	115.000	1.059	517	1.576	56				418.326	8.102	426.428 *
• ITB – Travel trade show	1	5	28.810	59.937	146		88.893		88.893	160.000	1.596	5.680	7.276	190	540	2.307	2.847	98.123	34.225	132.348 *
• Moderner Staat – Public Administration	1	2	2.619	159			2.778	375	3.153	8.400	157	4	161	5	35		35			3.057 *
Bernburg-Strenzfeld																				
DLG Field Days	2	3	709	124	100.147	2.288	103.268	533	103.801	186.800	283	42	325	15				20.584	1.888	22.472 *
Bopfingen																				
KWF – Expo – Forest Machinery and Innovation DemoFair	4	4	1.430	187	59.957	13.961	75.535	20.300	95.835	147.100	381	153	534	26				45.778	4.528	50.306
Bremen																				
BOATFIT	1	3	3.070	345			3.415	768	4.183	8.950	155	16	171	7				9.497	264	9.761 *
Bremen Classic Motorshow	1	3	18.631	1.440			20.071	1.193	21.264	45.100	566	53	619	10				35.560	1.911	37.471 *
CARAVAN	1	3	9.662	120			9.782		9.782	14.800	68	3	71	4						27.937 ¹⁾
CARAVAN / Reiselust	1	3	12.579	434			13.013	362	13.375	24.100	316	30	346	17						34.195
fish international	2	3	3.188	973			4.161	1.775	5.936	14.600	153	84	237	23				4.782	975	5.757 *
HanseLife	1	9	17.623	629	1.673	18	19.943	5.090	25.033	50.000	840	27	867	11						73.160 *
RAD + OUTDOOR	1	2	3.668	125	55		3.848	3.658	7.506	14.600	152	6	158	4						12.141 *
Reiselust – Tourism fair	1	3	2.917	314			3.231	362	3.593	9.300	248	27	275	15				29.210	505	29.715 ¹⁾
Chemnitz																				
Baumesse Chemnitz – Trade fair of construction	1	3	3.314	50	68		3.432	260	3.692	8.400	216	3	219	3	40		40			7.522 *
mtex / LiMA	2	3	942	56			998	44	1.042	5.000	76	6	82	6	6	2	8			1.211
SIT – Saxon Industry and Technology Trade Fair	2	3	1.939		100		2.039	574	2.613	7.500	147	3	150	4	8		8			1.800 *

+ Events with changing venues

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

* Visitors Profile Analyses see page 26 ff.

¹⁾ Visitor attendance determined by a representative poll in the combination of CARAVAN/ Reiselust. Multiple answers were permitted



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. 100	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Exhibitors				Additionally represented firms			Visitor figures		
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Dortmund																				
DKM – Finance and insurance	1	2	9.044	208			9.252		9.252	23.200	281	8	289	7				12.419	160	12.579
easyFairs SCHÜTTGUT	2	2	5.758	568			6.326		6.326	13.400	314	39	353	9				3.873	427	4.300
Inter-tabac	1	3	8.100	4.596			12.696	285	12.981	28.600	166	196	362	45		3	3	5.500	3.104	8.604 *
START Nordrhein-Westfalen	1	2	961	40		24	1.025	582	1.607	3.800	110	4	114	5	15	1	16	2.842	15	2.857
Dresden																				
aktiv+vital with bike+outdoor	1	3	3.531	89			3.620	7.378	10.998	19.500	210	5	215	6						9.733
Dresdner Ostern – Garden, pet and handicraft fair	1	4	7.360	234		200	7.794	3.700	11.494	19.100	294	22	316	7						48.779
Düsseldorf																				
● ALUMINIUM	2	3	13.078	22.559			35.637	734	36.371	75.000	363	544	907	51				10.539	10.969	21.508 *
● BEAUTY	1	3	20.507	2.883			23.390	5.055	28.445	78.400	525	110	635	26				42.914	4.141	47.055 * ¹⁾
BEAUTY/TOP HAIR INTERNATIONAL	1	4	25.280	3.622			28.902	8.718	37.620	104.100	652	140	792	26						72.356
● boot	1	9	46.702	42.517		67	89.386	14.113	103.499	214.200	948	718	1.666	60				204.761	41.939	246.700 *
● CARAVAN SALON	1	10	62.155	21.565		922	84.899	3.529	88.428	133.000	354	162	516	24				142.430	22.994	165.424 *
CARAVAN SALON/TourNatur	1	10	65.801	21.947		922	88.927	5.029	93.956	147.800	536	223	759	31						175.778
+ Composites Europe	1	3	5.234	2.477			7.711	754	8.465	16.400	246	146	392	26				5.122	3.009	8.131 *
● drupa – print media messe	4	14	59.514	105.235		410	165.159	1.410	166.569	241.800	613	1.231	1.844	52				125.699	188.549	314.248 *
● EuroCIS	1	3	4.909	1.365			6.274	102	6.376	12.500	167	69	236	25				3.990	2.415	6.405 *
● GDS (Spring)	1	3	15.891	22.397			38.288	4.644	42.932	79.500	290	567	857	40				14.559	7.978	22.537 * ²⁾
● GDS (Autumn)	1	3	15.496	22.282			37.778	4.609	42.387	79.500	289	596	885	38				11.274	9.262	20.536 * ²⁾
GDS/Global Shoes (Spring)	1	3	15.941	32.622			48.563	4.884	53.447	99.500	291	923	1.214	45						23.223
GDS/Global Shoes (Autumn)	1	3	15.552	32.845			48.397	4.953	53.350	105.200	290	969	1.259	42						20.601
● glasstec with solarpeq	2	4	21.077	39.243		133	60.453	7.275	67.728	123.600	397	778	1.175	54				17.602	24.812	42.414 *
● GLOBAL SHOES (Spring)	1	3	50	10.225			10.275	240	10.515	20.000	1	356	357	13				2.949	4.670	7.619 ²⁾
● GLOBAL SHOES (Autumn)	1	3	56	10.563			10.619	344	10.963	25.700	1	373	374	16				1.883	6.129	8.012 ²⁾
● IMA – Amusement and Vending Machines	1	4	10.839	1.762			12.601	405	13.006	21.000	110	31	141	13	1	9	10	8.979	596	9.575 *
● InterCool	2	4	4.094	1.857			5.951		5.951	9.000	116	66	182	14				2.761	1.448	4.209 * ⁴⁾
● InterMeat	2	4	3.092	1.389			4.481	432	4.913	8.000	86	59	145	14				3.140	1.676	4.816 * ⁴⁾
● InterMopro	2	4	2.940	1.259			4.199	284	4.483	8.000	57	55	112	13				3.672	1.103	4.775 * ⁴⁾
● MEDICA / COMPAMED	1	4	50.088	77.681		451	128.220	2.427	130.647	250.100	1.356	3.880	5.236	66				55.653	70.832	126.485 *
● METAV	2	5	24.362	11.717			36.079		36.079	59.800	485	204	689	26				36.801	3.863	40.664 *
● ProWein	1	3	15.830	27.512			43.342	1.561	44.903	83.700	828	3.153	3.981	47	35	196	231	26.637	14.030	40.667 *
● PSI – Promotional Product Industry	1	3	19.139	16.627		130	35.896	1.299	37.195	62.200	531	476	1.007	29				7.209	8.958	16.167 *
● REHACARE INTERNATIONAL	1	4	23.313	8.191		98	31.602		31.602	73.100	531	330	861	33				44.019	6.059	50.078 *
● TOP HAIR International Trend & Fashion Days	1	3	4.773	739			5.512	3.663	9.175	25.700	127	30	157	11				28.366	2.135	30.501 * ¹⁾
● TourNatur	1	3	3.646	382			4.028	1.500	5.528	14.800	182	61	243	17				29.974	674	30.648 * ³⁾
● Tube	2	5	16.773	31.704			48.477	602	49.079	86.100	327	851	1.178	48				15.770	18.889	34.659 * ⁴⁾

+ Events with changing venues

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

* Visitors Profil Analyses see page 26 ff.

¹⁾ Visitor attendance determined by a representative poll in the combination of BEAUTY/TOP

HAIR international. Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Multiple answers were permitted

³⁾ Visitor attendance determined by a representative poll

in the combination of CARAVAN SALON/TourNatur. Multiple answers were permitted

⁴⁾ ascertained by a representative poll

For the complete titles see pp. 100	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	Total
Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic								Foreign	Total						
VALVE WORLD EXPO	2	3	3.625	11.937			15.562		15.562	32.700	130	461	591	37			3.311	7.267	10.578	*	
wire	2	5	16.292	41.077			57.369	955	58.324	96.100	338	975	1.313	50			15.226	23.321	38.547	*1)	
Erfurt																					
Grüne Tage Thüringen – Agricultural fair	2	3	5.021	91	7.625		12.737	3.702	16.439	33.400	264	4	268	4			23.765	143	23.908	*	
Haus.Bau.Energie – House building, living and modernizing	1	3	2.123	61	241		2.425	144	2.569	6.700	145	4	149	4					4.328	*	
inoga with IKA/Culinary Olympics	2	4	3.447	555	38		4.040	4.158	8.198	23.600	165	22	187	14			14.560	1.967	16.527	*	
Rapid.Tech	1	2	675	42			717	63	780	2.600	63	3	66	4			1.130	152	1.282	*	
Reiten – Jagen – Fischen – Riding, hunting and fishing	1	3	5.175	342	916		6.433	1.925	8.358	15.700	191	18	209	12					20.898	*	
Thüringen-Ausstellung -Handicraft and consumer goods exhibition	1	9	9.828	309			10.137	2.000	12.137	23.000	562	19	581	8	73	1	74		71.928	*	
Essen																					
DEUBAU	2	5	17.751	1.537			19.288	498	19.786	53.000	526	54	580	15			53.432	1.881	55.313	*	
E-world energy & water	1	3	18.093	3.266			21.359	725	22.084	44.000	499	114	613	19			18.508	2.814	21.322	*	
FIBO	1	4	19.254	14.703			33.957	2.227	36.184	78.300	305	287	592	32	7	6	13	65.924	10.289	76.213	*
HAUS GARTEN GENUSS – Consumer goods exhibition	1	5	7.036	404			7.440	1.333	8.773	27.500	280	15	295	9			44.360	403	44.763	*	
IPM – Plants, technical equipment, floristry, sales promotion	1	4	19.915	23.225			43.140	3.994	47.134	105.000	603	912	1.515	44			39.381	20.197	59.578	*	
MODE-HEIM-HANDWERK – Consumer goods exhibition	1	9	10.230	797			11.027	5.967	16.994	50.500	668	37	705	14					139.578	*	
REIFEN – No. 1 in tires and more	2	4	15.286	15.836	957		32.079	200	32.279	56.000	220	447	667	43			8.936	9.413	18.349	*	
SECURITY – Security & Fire Prevention	2	4	27.443	9.927	293		37.663	124	37.787	78.000	575	463	1.038	40			23.874	12.856	36.730	*	
SHK Essen – Sanitary, heating, air conditioning, renewable energies	2	4	29.837	1.964			31.801		31.801	70.900	508	52	560	12			49.453	2.114	51.567	*	
The NRW Holiday fair	1	5	30.337	2.189	32.526	2.724	35.250	50.500	930	258	1.188	32							92.603	*	
Frankfurt/Main																					
Ambiente	1	5	67.336	121.664			189.000	2.404	191.404	331.700	1.122	3.408	4.530	88			72.153	65.905	138.058	*	
Automechanika	2	6	59.613	101.009	13.861	3.839	178.322	643	178.965	294.300	858	3.739	4.597	74			66.947	80.768	147.715	*	
Christmasworld	1	5	23.355	30.860			54.215	1.304	55.519	98.600	260	683	943	40			14.676	16.798	31.474	*1)	
Creativeworld	1	4	4.550	4.417			8.967	498	9.465	15.700	75	155	230	24			4.114	3.067	7.181	*1)	
FACILITY MANAGEMENT	1	3	2.558	61			2.619	207	2.826	6.300	125	7	132	5			4.856	191	5.047	*	
Hair & Beauty	1	2	3.605	751			4.356	2.139	6.495	23.300	119	40	159	13			13.633	290	13.923	*	
Heimtextil	1	4	25.804	90.245			116.049	3.911	119.960	202.500	332	2.269	2.601	61			23.592	43.859	67.451	*	
Light + Building	2	6	73.928	62.997	41	931	137.897	5.722	143.619	235.000	903	1.399	2.302	53			108.767	86.815	195.582	*	
Musikmesse	1	4	19.004	23.969	275	177	43.425	1.700	45.125	107.900	573	965	1.538	51			44.699	23.888	68.587	*1)	
Paperworld	1	4	18.156	37.047			55.203	1.536	56.739	123.000	361	1.429	1.790	65			18.030	29.856	47.886	*1)	
ProLight + Sound	1	4	14.129	19.495	1.055	900	35.579	1.000	36.579	68.300	345	533	878	41			23.568	17.326	40.894	*1)	
Tendence	1	5	38.440	28.570			67.010	1.427	68.437	130.600	845	1.013	1.858	67			36.422	9.055	45.477	*	
Texcare	4	5	7.875	11.585			19.460	99	19.559	30.700	95	167	262	26			7.605	8.045	15.650	*	
viscom frankfurt	2	3	6.376	2.240	47		8.663	1.429	10.092	18.800	220	110	330	26			9.726	2.349	12.075	*	

+ Events with changing venues

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

* Visitors Profile Analyses see page 26 ff.

1) ascertained by a representative poll




			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. 100			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
Freiburg																					
●	INTER BRUSH	4	3	3.028	6.748			9.776		9.776	21.500	42	155	197	27			1.562	3.492	5.054 *	
Hamburg																					
	AIRCRAFT INTERIORS EXPO	1	3	5.291	11.387			16.678	600	17.278	30.000	188	348	536	28			4.769	3.106	7.875	
	DU UND DEINE WELT	1	9	16.366	1.120	32		17.518	5.247	22.765	45.200	426	40	466	17					81.141 *	
	GET Nord	2	3	20.944	650	12		21.606	2.767	24.373	49.400	469	29	498	12	3	3	37.955	775	38.730 *	
	hanseboot	1	9	21.329	6.262	24		27.615	8.202	35.817	66.800	509	122	631	20			74.375	4.079	78.454 *	
	HANSEPFERD	2	3	11.331	1.601	303	90	13.325	9.778	23.103	46.800	399	58	457	15	1	1	2	42.699	694	43.393 *
	INTERNORGA	1	6	46.511	6.509	741	16	53.777		53.777	89.400	931	191	1.122	26	17	17	91.582	3.028	94.610 *	
	NORTEC	2	4	7.396	250			7.646	585	8.231	18.300	318	31	349	12			8.807	152	8.959 *	
	REISEN HAMBURG	1	5	18.824	2.401	72		21.297	1.659	22.956	45.200	604	195	799	46	20	1	21	59.521	845	60.366 *
●	SMM	2	4	25.675	27.944	853	758	55.230		55.230	91.600	696	1.385	2.081	62	7	14	21	33.691	14.715	48.406 *
Hannover																					
	ABF	1	9	35.228	965	297		36.490	1.500	37.990	94.100	777	44	821	16					123.078 *	
+	ALTENPFLEGE	2	3	21.658	640			22.298	1.971	24.269	66.100	597	36	633	17					30.926 *	
	BioEnergy Decentral	2	4	13.622	1.435	735	365	16.157	1.444	17.601	39.000	425	52	477	14			31.335	7.019	38.354 *	
●	CeBIT	1	5	121.206	33.313	669	39	155.227	8.139	163.366	260.600	1.862	1.711	3.573	70			260.480	51.099	311.579 *	
+	didacta – The Education Trade Fair	1	5	32.449	681	62		33.192	1.430	34.622	63.800	729	45	774	14			80.474	895	81.369 *	
●	DOMOTEX	1	4	22.323	69.667			91.990	3.969	95.959	168.400	233	1.129	1.362	58			20.882	24.911	45.793 *	
●	EuroBLECH	2	5	46.388	37.658			84.046		84.046	141.100	781	724	1.505	39			39.782	20.403	60.185 *	
●	EuroTier with BioEnergy Decentral	2	4	74.362	45.834	735	365	121.296	3.855	125.151	251.400	1.282	1.146	2.428	51	14	27	41	122.320	37.576	159.896 *
●	HANNOVER MESSE	1	5	124.007	45.576	970	104	170.657	14.065	184.722	330.800	2.611	2.261	4.872	69			143.558	39.552	183.110 *	
	Hannover Messe: CoilTechnica		5	1.517	726			2.243	162	2.405	7.100	44	43	87	18			16.121	9.881	26.002 ¹⁾	
	Hannover Messe: Digital Factory		5	4.486	511			4.997		4.997	9.000	163	26	189	16			31.150	11.698	42.848 ¹⁾	
	Hannover Messe: Energy		5	26.105	14.641	125	35	40.906	204	41.110	75.700	488	587	1.075	46			79.810	24.380	104.190 ¹⁾	
	Hannover Messe: Industrial Automation		5	46.537	8.071	224	49	54.881	1.395	56.276	97.700	676	361	1.037	39			90.788	34.093	124.881 ¹⁾	
	Hannover Messe: Industrial Supply		5	16.536	15.663			32.199	674	32.873	59.300	600	971	1.571	47			45.325	22.426	67.751 ¹⁾	
	Hannover Messe: IndustrialGreenTec	1	5	2.408	557			2.965	2.965	10.700		83	33	116	12			33.306	9.725	43.031 ¹⁾	
	Hannover Messe: MobiliTec		5	4.409	207	489		5.105	10.570	15.675	19.100	120	13	133	6			34.105	6.545	40.650 ¹⁾	
	Hannover Messe: Research & Technology		5	7.242	1.233	132		8.607	442	9.049	15.900	290	115	405	16			40.483	11.154	51.637 ¹⁾	
	Infa	1	9	30.666	2.388	557	48	33.659	1.956	35.615	94.200	1.209	110	1.319	29					188.863 *	
+	INTERGEO	1	3	8.105	4.287	100	402	12.894	821	13.715	28.000	328	204	532	32			11.105	4.714	15.819 *	
	Pferd & Jagd – Equestrian sports, hunting and fishing	1	4	21.718	1.797	60		23.575	7.552	31.127	80.700	716	79	795	22					75.755 *	
	Promotion World	1	5	1.979	147			2.126	273	2.399	6.300	92	8	100	8			11.801	2.115	13.916 ¹⁾	
Hof																					
	Oberfranken-Ausstellung Hof – Regional Exhibition	2	9	4.261	99	2.079	41	6.480	726	7.206	12.000	212	10	222	7	11	11			36.176	

+ Events with changing venues were permitted

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

* Visitors Profile Analyses see page 26 ff.


¹⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers 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. 100			Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries			Domestic Foreign Total						
				Domestic	Foreign	Domestic	Foreign	Domestic					Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total		
Husum																						
			2	5	20.399	8.420	1.127	340	30.286	9.493	39.779	55.900	745	378	1.123	28		20.740	9.275	30.015 *		
			1	4	5.634	548	630	9	6.821	271	7.092	16.000	225	43	268	12		12.810	2.115	14.925 *		
			1	2	4.142	54			4.196		4.196	8.900	170	4	174	3				4.593 *		
Idar-Oberstein																						
			1	4	2.405	178			2.583	150	2.733	5.000	131	13	144	9				2.536		
Karlsruhe																						
			1	4	10.531	354			10.885	50	10.935	26.000	314	15	329	7				20.627 *		
			2	3	1.330	946			2.276	1.379	3.655	12.500	82	59	141	23		1.017	1.134	2.151 *		
			1	3	1.910	315			2.225		2.225	10.000	171	30	201	11		5.253	306	5.559 *		
Kempten																						
			1	9	5.293	275	3.276	30	8.874	675	9.549	24.700	335	21	356	5				100.582 *		
Köln																						
●			3	4	36.522	26.179			62.701	2.595	65.296	117.800	639	652	1.291	41	14	15	29	19.311	23.780	43.091 *
			1	2	14.820	2.313	9		17.142		17.142	35.000	466	112	578	17				19.698	3.221	22.919
			1	3	4.980	4.313			9.293	951	10.244	19.300	96	179	275	34				8.219	3.134	11.353
●			1	7	68.852	68.451			137.303	3.255	140.558	235.800	413	660	1.073	50	47	43	90	86.621	29.377	115.998 *
●			2	4	21.770	45.827			67.597	338	67.935	142.000	387	2.276	2.663	50				19.883	28.050	47.933 *
●			1	4	13.200	31.974			45.174	618	45.792	99.300	218	1.143	1.361	63	10	21	31	14.764	24.063	38.827 *
●			1	4	16.260	33.301			49.561	1.001	50.562	95.300	178	759	937	45				7.485	13.816	21.301 *
●			2	5	29.638	30.862			60.500	1.065	61.565	106.900	226	360	586	35	31	9	40	26.007	22.430	48.437 *
			2	4	3.867	5.020			8.887	320	9.207	20.000	134	194	328	32	4		4	8.036	8.456	16.492 *
			1	3	3.798	3.953			7.751	132	7.883	16.800	69	127	196	25	6	7	13	2.088	2.025	4.113 *
●			1	3	30.763	77.270	252		108.285	3.220	111.505	223.300	374	1.570	1.944	55	12	37	49	15.177	20.174	35.351 *
Leipzig																						
			1	3	7.819	430			8.249	519	8.768	25.600	254	22	276	11	3		3			7.836
			1	3	11.892	1.035			12.927	1.207	14.134	40.600	397	56	453	14	5	3	8			9.395 *
			2	3	5.999	2.260			8.259	213	8.472	18.900	344	115	459	14	2	1	3	10.932	1.161	12.093 *
			1	2	3.857	420			4.277	181	4.458	10.000	205	23	228	11	1	2	3			4.214 *
			1	9	25.515	1.899			27.414	8.331	35.745	82.700	1.085	84	1.169	17	1		1			170.015 *
			2	3	2.786	105			2.891	300	3.191	7.000	173	7	180	6	2		2	8.444	856	9.300 *
			1	3	3.345	157			3.502	90	3.592	10.500	120	7	127	4						1.938 *

+ Events with changing venues

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

* Visitors Profile Analyses see page 26 ff.

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. 100			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	
Mittelständischer Unternehmertag			1	1	1.202	43	60		1.305		1.305	6.950	134	3	137	3			1.456			
modell-hobby-spiel – Modelling, Model Railways, Creative Art and Play			1	3	17.869	974	450		19.293	16.849	36.142	84.000	541	52	593	14	2	1	3	95.143 *		
ORTHOPÄDIE & REHA-TECHNIK			2	4	11.583	4.488			16.071	1.352	17.423	41.000	289	247	536	39			11.811	7.057	18.868 *	
Touristik & Caravaning International / abgefahren – bike and triathlon			1	5	33.356	1.544			34.900	5.411	40.311	71.100	871	158	1.029	39	132	44	176		61.959	
Magdeburg																						
AIR MAGDEBURG			2	3	1.460	180	2.109		3.749	1.280	5.029	9.100	68	4	72	5					4.507	
LBA – Regional Building Trade Exhibition Saxony-Anhalt			1	3	1.976	12	160		2.148	405	2.553	6.250	124	1	125	2	1		1		5.173	
MAGDEBOOT			1	3	3.615	41	582		4.238	120	4.358	9.800	111	3	114	4					6.443	
Mainz																						
Rheinland-Pfalz-Ausstellung – Regional exhibition			1	9	11.314	511	2.652		14.477	2.568	17.045	27.600	706	18	724	8					70.549 *	
München																						
●	Analytica			2	4	16.650	6.209	120	22.979	2.336	25.315	55.200	662	364	1.026	37	7	7	14	21.123	9.358	30.481 *
●	AUTOMATICA			2	4	21.875	3.747		25.622	2.051	27.673	55.000	481	203	684	40				19.580	10.068	29.648 *
●	ceramitec			3	4	11.027	8.595		19.622		19.622	35.800	259	354	613	42				8.112	8.621	16.733
●	eCarTec / MATERIALICA			1	3	8.960	2.460		11.420	2.074	13.494	31.500	362	100	462	21	24	6	30	11.060	1.699	12.759
●	electronica			2	4	45.921	34.492		80.413	1.342	81.755	143.000	997	1.672	2.669	50	99	304	403	39.176	33.875	73.051 *
●	EXPO REAL – Commercial Property and Investment			1	3	24.773	7.362		32.135	2.355	34.490	64.000	1.265	395	1.660	31	40		40	24.639	9.239	33.878
+	EXPOPHARM			1	4	17.725	2.048		19.773		19.773	33.000	420	94	514	29	21	6	27	19.174	3.927	23.101
●	f.re.e – Fair for Leisure and Travel			1	5	18.430	5.714		24.144	8.728	32.872	66.300	719	423	1.142	53	43	8	51	121.684	2.483	124.167 *
●	iba – World Market for Baking			3	6	37.789	42.836		80.625	1.204	81.829	132.000	518	737	1.255	58				28.619	41.184	69.803 *
●	IFAT ENTSORGA			2	5	75.466	35.026	15.168	5.137	130.797	11.000	141.797	217.500	1.783	1.156	2.939	54			74.360	49.840	124.200 *
●	inhorgenta Munich			1	4	24.698	8.588		33.286	576	33.862	65.000	696	416	1.112	36				20.332	8.599	28.931 *
●	Internationale Handwerksmesse/Garten München			1	7	28.430	4.752		33.182	2.845	36.027	67.900	932	227	1.159	27	18	1	19	132.992	3.410	136.402 *
●	Intersolar Europe			1	3	45.920	40.634	2.529	589	89.672	4.163	93.835	171.600	871	999	1.870	48			37.688	25.304	62.992
●	ispo			1	4	27.447	76.883		104.342	4.040	108.382	181.000	366	1.971	2.337	45				27.733	50.011	77.744
●	MAINTAIN			2	3	4.606	335		4.941	237	5.178	9.600	178	24	202	12	5		5	3.044	319	3.363
●	opti – Intern.Trade Show for Optics & Design			1	3	16.958	4.944		21.902	462	22.364	40.000	283	173	456	27				18.121	4.987	23.108
Nürnberg																						
●	BioFach / Vivaness			1	4	18.260	22.860		41.120	3.731	44.851	86.200	732	1.688	2.420	83				23.591	16.724	40.315 *
●	Brau Beviale			1	3	24.406	15.921		40.327		40.327	77.000	702	582	1.284	49				20.325	12.485	32.810 *
●	Chillventa			2	3	16.640	18.504		35.144	817	35.961	64.600	318	596	914	43				12.663	15.799	28.462 *
●	embedded world			1	3	13.819	5.348		19.167		19.167	38.000	475	398	873	37				15.943	6.319	22.262 *
●	Euroguss			2	3	6.251	4.381		10.632	550	11.182	21.500	223	160	383	28				6.216	2.199	8.415 *

+ Events with changing venues

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

* Visitors Profile Analyses see page 26 ff.

For the complete titles see pp. 100	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
Domestic	Foreign	Domestic	Foreign	Domestic	Foreign														
FachPack	1	3	44.790	9.024	53.814	242	54.056	100.900	1.102	364	1.466	38					29.413	7.573	36.986 *
GaLaBau	2	4	44.312	11.081	55.393	3.092	58.485	107.000	902	253	1.155	32					57.746	4.114	61.860 *
HOLZ-HANDWERK / fensterbau/frontale	2	4	68.759	20.439	89.198	339	89.537	144.300	867	408	1.275	37					73.210	25.763	98.973 *
IFH/INTHERM	2	4	34.788	3.985	38.773	561	39.334	66.700	605	87	692	18	1		1		44.490	1.047	45.537 *
Interzoo	2	4	19.479	33.409	52.888		52.888	100.000	320	1.219	1.539	53					12.726	24.066	36.792 *
it-sa IT-Security Messe	1	3	3.920	520	4.440	840	5.280	11.500	284	50	334	18					5.831	477	6.308 *
IWA & OutdoorClassics	1	4	14.440	25.739	40.179	753	40.932	74.400	300	904	1.204	54					13.908	22.096	36.004
mailingtage – Trade fair for Customer Dialogue	1	2	5.621	280	5.901	1.160	7.061	16.900	324	21	345	11					6.805	492	7.297 *
PCIM Europe	1	3	5.127	3.183	8.310	144	8.454	16.500	176	188	364	28	18	71	89		4.173	2.706	6.879
SENSOR + TEST	1	3	5.989	1.956	7.945	1.361	9.306	19.000	358	178	536	29					6.410	1.818	8.228 *
SMT / HYBRID / PACKAGING	1	3	12.178	2.370	14.548	467	15.015	27.700	383	182	565	27	11	43	54		16.514	5.838	22.352
Spielwarenmesse – International Toy Fair	1	6	51.278	53.774	105.052	1.381	106.433	160.000	838	1.882	2.720	61	3	2	5		34.321	41.734	76.055 *
SPS/IPC/DRIVES	1	3	54.990	8.943	63.933	312	64.245	106.100	1.029	429	1.458	41	119	78	197		44.401	12.473	56.874
START Bayern	1	2	655	3	658	511	1.169	2.850	71	1	72	2	17	1	18				907
Werkstätten: Messe	1	4	6.733	183	6.916		6.916	13.000	239	8	247	4							18.560
Offenbach																			
• I.L.M. Summer Styles – Intern. Leather Goods Fair	1	3	7.703	4.707	12.410	800	13.210	19.700	145	108	253	14					4.583	1.260	5.843 *
• I.L.M. Winter Styles – Intern. Leather Goods Fair	1	3	7.855	4.395	12.250	350	12.600	18.400	146	96	242	15					4.561	1.109	5.670
Offenburg																			
Badische Weinmesse – Regional wine exhibition	1	2	1.032	28	1.060	80	1.140	6.000	113	2	115	3					4.276	201	4.477 *
OBERRHEIN-MESSE – Consumer goods fair	1	9	9.082	973	10.129	130	20.314	3.068	23.382	48.900	440	43	483	15	3	3			64.744 *
Passau																			
Passauer Frühling DreiländerMesse – Regional exhibition	2	9	7.991	1.499	1.760	40	11.290	1.254	12.544	21.700	343	79	422	7					66.505
Rosenheim																			
Neue Messe Rosenheim – Regional exhibition	2	9	5.680	377	2.705		8.762	697	9.459	15.900	282	18	300	7	8	8			25.185
Rostock																			
AUTO Trend	1	3	6.688		1.715		8.403	5.280	13.683	19.000	77		77	1					16.761
Stuttgart																			
AMB – Intern. exhibition for metal working	2	5	51.787	17.318	69.105	258	69.363	108.100	977	367	1.344	29	35	29	64		77.601	10.582	88.183 *
ANIMAL	1	2	3.422	99	3.521	4.867	8.388	21.600	171	10	181	6							34.421 ¹⁾
BLICKFANG – Furniture, Jewellery and Fashion	1	3	1.750	143	1.893		1.893	3.500	180	47	227	12							1.618
CMT – The holiday exhibition	1	9	49.597	8.705	58.747	445	59.192	106.800	1.397	540	1.937	70	28	12	40		222.084	2.243	224.327 *
• DACH + HOLZ International – Roof and timber	2	4	30.044	3.332	34.729	1.327	36.056	66.400	491	115	606	26	2		2		51.071	4.562	55.633 *

+ Events with changing venues

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

* Visitors Profil Analyses see page 26 ff.

¹⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted.



For the complete titles see pp. 100	Interval/ Days		Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures				
			Exhibitor stand space				Total	Special Shows	Space (net)	Space (gross)	Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
			Halls Domestic	Halls Foreign	Open Air Domestic	Open Air Foreign					Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
DIE BESTEN JAHRE – The Exhibition for Staying Active	1	2	1.034	18			1.052	471	1.523	4.900	90	2	92	2					4.729 ¹⁾	
FACHDENTAL SÜDWEST – Dental Surgeries and Laboratories	1	2	5.042	386			5.428	140	5.568	11.800	245	27	272	13	1	2	3	6.950	142	7.092 *
FAIR HANDELN – Fairtrade and Globally Responsible Trade and Activities	1	4	1.476	190			1.666	396	2.062	5.300	110	25	135	10				23.006	232	23.238 ²⁾
Familie + Heim / International mineral and fossil exchange	1	9	13.087	826			13.913	3.335	17.248	42.000	524	65	589	21						76.891 ^{*1)}
GARTEN outdoor ambiente	1	4	4.689	123			4.812	182	4.994	10.500	132	6	138	6						55.048 ²⁾
Hobby + Elektronik	1	4	3.803	118	24		3.945	1.411	5.356	10.700	97	2	99	3				48.675	492	49.167 ¹⁾
Interbad	2	4	12.117	5.402	63	40	17.622	852	18.474	35.400	332	176	508	22	7	4	11	11.259	4.164	15.423 *
INTERGASTRA with GELATISSIMO	2	5	39.432	5.010	60	6	44.508	1.773	46.281	89.800	1.024	178	1.202	25	40	18	58	84.924	858	85.782 *
Invest	1	3	4.482	884			5.366	1.871	7.237	20.900	142	35	177	14				13.824	282	14.106 *
International mineral and fossil exchange	1	3	1.561	179			1.740	494	2.234	10.500	159	35	194	13				19.792	200	19.992 ²⁾
IT & Business / DMS Expo	1	3	6.986	511			7.497	1.148	8.645	21.000	382	33	415	12	9		9	7.925	506	8.431 *
Kreativ- & Bastelwelt	1	4	4.444	175			4.619	478	5.097	13.900	212	14	226	7				45.073	920	45.993 ¹⁾
LASYS	2	3	2.636	679			3.315	291	3.606	8.500	129	49	178	16	1		1	4.129	1.164	5.293 *
LogiMat	1	3	25.627	4.980	324	84	31.015	1.004	32.019	62.900	764	150	914	25				26.366	2.703	29.069 *
Medizin	1	3	2.745	92			2.837	284	3.121	10.500	166	8	174	8	2		2	6.543	66	6.609 *
MODELL SÜD – Modelmaking and model railways	1	4	1.332	138			1.470	1.727	3.197	12.900	67	10	77	6				39.614	808	40.422 ¹⁾
O&S – Int. Trade Fair for Surface Treatments & Coatings	2	3	6.405	862			7.267	222	7.489	17.200	258	71	329	19				5.380	1.517	6.897 *
Pflege & Reha	2	3	4.618	202			4.820	192	5.012	10.800	235	11	246	8	13	1	14			6.561 *
R + T – Roller shutters, doors / gates and sun protection systems	3	5	24.527	40.193			64.720	584	65.304	109.000	278	538	816	39	3	4	7	29.040	29.040	58.080 *
Retro Classics	1	4	41.142	2.965			44.107	6.740	50.847	103.700	638	60	698	14				56.791	3.625	60.416 *
Slow Food	1	4	3.762	342			4.104	2.020	6.124	14.700	344	51	395	9				55.573	561	56.134 ²⁾
Slow Food / FAIR HANDELN / Mineral and Fossil exchange / GARTEN outdoor ambiente	1	4	11.488	834			12.322	3.092	15.414	41.000	745	117	862	24						81.670
Stuttgarter Messeherbst	1	9	29.506	1.482	24		31.012	14.700	45.712	106.800	1.252	110	1.362	26				171.303	1.730	173.033
Süddeutsche Spielmesse	1	4	2.384	108			2.492	2.411	4.903	12.400	91	7	98	5				45.760	934	46.694 ¹⁾
SÜFFA	1	3	8.540	255			8.795	1.169	9.964	21.000	257	13	270	7	11		11	7.783	324	8.107 *
TV TecStyle Visions	2	3	5.358	1.917			7.275	853	8.128	18.300	147	62	209	23	7	6	13	8.931	1.335	10.266 *
VISION	1	3	6.307	4.061			10.368	300	10.668	21.900	188	184	372	32	1		1	4.494	2.528	7.022 *
WEtec – Signmaking, Large Format Printing & Light Advertising	2	3	3.445	393		20	3.858		3.858	10.000	127	19	146	9				7.424	559	7.983 *
Wächtersbach																				
Messe Wächtersbach	1	9	5.677	210	4.732	25	10.644	5.166	15.810	25.000	344	15	359	8						60.141 *
Hong Kong																				
Baby Products Fair	1	4	1.275	4.896			6.171		6.171	11.700	98	272	370	18				12.453	15.198	27.651
● electronicAsia	1	4	2.151	4.025			6.176		6.176	10.900	184	391	575	13				12.720	20.334	33.054


+ Events with changing venues

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

* Visitors Profile Analyses see page 26 ff.

¹⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted.

²⁾ Visitor attendance determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers 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. 100	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Exhibitors			Additionally represented firms			Entries			
			Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic
● Electronics Fair (Autumn Edition)	1	4	22.089	19.182			41.271		41.271	79.900	1.489	1.680	3.169	28				24.309	40.169	64.478
● Electronics Fair (Spring Edition)	1	4	15.551	17.004			32.555		32.555	65.900	1.063	1.448	2.511	27				21.212	36.387	57.599
● Fashion Week (Fall/Winter)	1	4	7.970	13.581			21.551		21.551	40.600	523	947	1.470	23				11.578	8.727	20.305
● Gifts and Premium Fair	1	4	24.400	16.171			40.571		40.571	79.100	2.188	1.617	3.805	35				21.998	25.050	47.048
● Houseware Fair	1	4	8.658	15.037			23.695		23.695	52.600	553	1.150	1.703	32				12.174	14.595	26.769
● International Jewellery Show	1	5	28.728	19.852			48.580		48.580	93.900	1.546	1.572	3.118	48				15.079	23.029	38.108
● International Lighting Fair (Autumn Edition)	1	4	11.755	24.209			35.964		35.964	69.300	580	1.699	2.279	37				11.066	25.128	36.194
● Optical Fair	1	3	4.539	7.950			12.489		12.489	25.000	217	412	629	22				4.663	8.173	12.836
● Toys and Games Fair	1	4	15.558	14.149			29.707		29.707	57.000	871	949	1.820	43				16.826	19.051	35.877
● Watch & Clock Fair	1	5	12.636	2.609			15.245		15.245	32.500	547	153	700	12				9.904	7.657	17.561
Shanghai																				
● bauma China	2	4	62.813	40.330	63.163	23.701	190.007		190.007	300.000	1.882	836	2.718	38				154.491	22.589	177.080
Verona																				
● Eurocarne	3	4	10.360	1.010			11.370	1.119	12.489	29.500	199	24	223	21	26	69	95	13.363	1.817	15.180
● FIERAGRICOLA	2	4	40.520	1.368	10.257	54	52.199	10.037	62.236	161.300	635	41	676	23	459	44	503	76.644	11.379	88.023
● MARMOMACC	1	4	31.165	24.322	10.389	3.628	69.504	3.954	73.458	195.200	584	799	1.383	58	32	16	48	27.623	29.002	56.625
● Vinitaly/SOL/Enolitech	1	4	87.622	764	686		89.072	13.820	102.892	180.000	4.024	83	4.107	22	480	66	546	87.876	47.351	135.227

+ Events with changing venues

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

* Visitors Profile Analyses see page 26 ff.




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. 100		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					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic
A MULTI-INDUSTRY FAIRS																					
A1 Investment and Consumer Goods Fairs																					
Int. Handwerksmesse/Garten München, München		1	7	28.430	4.752			33.182	2.845	36.027	67.900	932	227	1.159	27	18	1	19	132.992	3.410	136.402 *
A2 Investment Goods Trade Fairs																					
● HANNOVER MESSE, Hannover		1	5	124.007	45.576	970	104	170.657	14.065	184.722	330.800	2.611	2.261	4.872	69				143.558	39.552	183.110 *
A3 Consumer Goods Trade Fairs																					
● Ambiente, Frankfurt/Main		1	5	67.336	121.664			189.000	2.404	191.404	331.700	1.122	3.408	4.530	88				72.153	65.905	138.058 *
● Tendence, Frankfurt/Main		1	5	38.440	28.570			67.010	1.427	68.437	130.600	845	1.013	1.858	67				36.422	9.055	45.477 *
B SPECIALIZED TRADE FAIRS AND PUBLIC EXHIBITIONS																					
B1 Agriculture; Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their Equipment																					
DLG-Field Days, Bernburg-Strenzfeld		2	3	709	124	100.147	2.288	103.268	533	103.801	186.800	283	42	325	15				20.584	1.888	22.472 *
● EuroTier with BioEnergy Decentral, Hannover		2	4	74.362	45.834	735	365	121.296	3.855	125.151	251.400	1.282	1.146	2.428	51	14	27	41	122.320	37.576	159.896 *
● GaLaBau, Nürnberg		2	4	44.312	11.081			55.393	3.092	58.485	107.000	902	253	1.155	32				57.746	4.114	61.860 *
● Grüne Tage Thüringen, Erfurt		2	3	5.021	91	7.625		12.737	3.702	16.439	33.400	264	4	268	4				23.765	143	23.908 *
● IPM – Plants, technical equipment, floristry, sales promotion, Essen		1	4	19.915	23.225			43.140	3.994	47.134	105.000	603	912	1.515	44				39.381	20.197	59.578 *
● KWF – Expo, Bopfingen		4	4	1.430	187	59.957	13.961	75.535	20.300	95.835	147.100	381	153	534	26				45.778	4.528	50.306 *
● Industrial Exhibition of Leipzig Veterinary Congress, Leipzig		2	3	2.786	105			2.891	300	3.191	7.000	173	7	180	6	2		2	8.444	856	9.300 *
B2 Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their Equipment																					
● Anuga FoodTec, Köln		3	4	36.522	26.179			62.701	2.595	65.296	117.800	639	652	1.291	41	14	15	29	19.311	23.780	43.091 *
● Badische Weinmesse, Offenburg		1	2	1.032	28			1.060	80	1.140	6.000	113	2	115	3				4.276	201	4.477 *
● Brau Bevale, Nürnberg		1	3	24.406	15.921			40.327		40.327	77.000	702	582	1.284	49				20.325	12.485	32.810 *
● fish international, Bremen		2	3	3.188	973			4.161	1.775	5.936	14.600	153	84	237	23				4.782	975	5.757 *
● FRUIT LOGISTICA, Berlin		1	3	8.815	50.419			59.234	448	59.682	109.200	262	2.271	2.533	83				13.229	44.791	58.020 *
● iba, München		3	6	37.789	42.836			80.625	1.204	81.829	132.000	518	737	1.255	58				28.619	41.184	69.803 *
● inoga with IKA, Erfurt		2	4	3.447	555	38		4.040	4.158	8.198	23.600	165	22	187	14				14.560	1.967	16.527 *
● InterCool, Düsseldorf		2	4	4.094	1.857			5.951	5.951	9.000		116	66	182	14				2.761	1.448	4.209 *)
● INTERGASTRA with GELATISSIMO, Stuttgart		2	5	39.432	5.010	60	6	44.508	1.773	46.281	89.800	1.024	178	1.202	25	40	18	58	84.924	858	85.782 *
● InterMeat, Düsseldorf		2	4	3.092	1.389			4.481	432	4.913	8.000	86	59	145	14				3.140	1.676	4.816 *)
● InterMopro, Düsseldorf		2	4	2.940	1.259			4.199	284	4.483	8.000	57	55	112	13				3.672	1.103	4.775 *)
● International Green Week, Berlin		1	10	33.712	14.217			47.929	7.206	55.135	115.000	1.059	517	1.576	56				418.326	8.102	426.428 *
● INTERNORGA, Hamburg		1	6	46.511	6.509	741	16	53.777		53.777	89.400	931	191	1.122	26	17		17	91.582	3.028	94.610 *
● Inter-tabac, Dortmund		1	3	8.100	4.596			12.696	285	12.981	28.600	166	196	362	45		3	3	5.500	3.104	8.604 *
● ISM – International Sweets and Biscuits Fair, Köln		1	4	13.200	31.974			45.174	618	45.792	99.300	218	1.143	1.361	63	10	21	31	14.764	24.063	38.827 *
● Nord Gastro & Hotel, Husum		1	2	4.142	54			4.196		4.196	8.900	170	4	174	3						4.593 *
● ProSweets Cologne, Köln		2	4	3.867	5.020			8.887	320	9.207	20.000	134	194	328	32	4		4	8.036	8.456	16.492 *

+ Events with changing venues

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

* Visitors Profile Analyses see page 26 ff.

) 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. 100			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	
• ProWein, Düsseldorf	1	3	15.830	27.512					43.342	1.561	44.903	83.700	828	3.153	3.981	47	35	196	231	26.637	14.030	40.667*
Slow Food, Stuttgart	1	4	3.762	342					4.104	2.020	6.124	14.700	344	51	395	9				55.573	561	56.134 ¹⁾
SÜFFA, Stuttgart	1	3	8.540	255					8.795	1.169	9.964	21.000	257	13	270	7	11		11	7.783	324	8.107*
B3 Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their Equipment																						
FAIR HANDELN, Stuttgart	1	4	1.476	190					1.666	396	2.062	5.300	110	25	135	10				23.006	232	23.238 ¹⁾
• GDS (Spring), Düsseldorf	1	3	15.891	22.397					38.288	4.644	42.932	79.500	290	567	857	40				14.559	7.978	22.537 ²⁾
• GDS (Autumn), Düsseldorf	1	3	15.496	22.282					37.778	4.609	42.387	79.500	289	596	885	38				11.274	9.262	20.536 ²⁾
• GLOBAL SHOES (Spring), Düsseldorf	1	3	50	10.225					10.275	240	10.515	20.000	1	356	357	13				2.949	4.670	7.619 ²⁾
• GLOBAL SHOES (Autumn), Düsseldorf	1	3	56	10.563					10.619	344	10.963	25.700	1	373	374	16				1.883	6.129	8.012 ²⁾
• I.L.M. Summer Styles – Intern. Leather Goods Fair, Offenbach	1	3	7.703	4.707					12.410	800	13.210	19.700	145	108	253	14				4.583	1.260	5.843*
• I.L.M. Winter Styles – Intern. Leather Goods Fair, Offenbach	1	3	7.855	4.395					12.250	350	12.600	18.400	146	96	242	15				4.561	1.109	5.670*
• inhorgenta Munich, München	1	4	24.698	8.588					33.286	576	33.862	65.000	696	416	1.112	36				20.332	8.599	28.931*
INTERGEM, Idar-Oberstein	1	4	2.405	178					2.583	150	2.733	5.000	131	13	144	9						2.536
• Kind + Jugend – The Trade Show for Kids' First Years, Köln	1	4	16.260	33.301					49.561	1.001	50.562	95.300	178	759	937	45				7.485	13.816	21.301*
MIDORA, Leipzig	1	3	3.345	157					3.502	90	3.592	10.500	120	7	127	4						1.938*
mtx / LiMA, Chemnitz	2	3	942	56					998	44	1.042	5.000	76	6	82	6	6	2	8			1.211
• Texcare, Frankfurt/Main	4	5	7.875	11.585					19.460	99	19.559	30.700	95	167	262	26				7.605	8.045	15.650*
TV TecStyle Visions, Stuttgart	2	3	5.358	1.917					7.275	853	8.128	18.300	147	62	209	23	7	6	13	8.931	1.335	10.266*
B4 Building, Completion and Extension, and their Equipment																						
• bautec, Berlin	2	5	10.740	1.042	66				11.848	5.059	16.907	36.500	488	63	551	22				32.883	4.315	37.198*
• Chillventa, Nürnberg	2	3	16.640	18.504					35.144	817	35.961	64.600	318	596	914	43				12.663	15.799	28.462*
+ DACH + HOLZ International, Stuttgart	2	4	30.044	3.332	1.327	26			34.729	796	35.525	66.400	491	115	606	26	2		2	51.071	4.562	55.633*
denkmal, Leipzig	2	3	5.999	2.260					8.259	213	8.472	18.900	344	115	459	14	2	1	3	10.932	1.161	12.093*
DEUBAU, Essen	2	5	17.751	1.537					19.288	498	19.786	53.000	526	54	580	15				53.432	1.881	55.313*
• EXPO REAL, München	1	3	24.773	7.362					32.135	2.355	34.490	64.000	1.265	395	1.660	31	40		40	24.639	9.239	33.878
FACILITY MANAGEMENT, Frankfurt/Main	1	3	2.558	61					2.619	207	2.826	6.300	125	7	132	5				4.856	191	5.047
GET Nord, Hamburg	2	3	20.944	650	12				21.606	2.767	24.373	49.400	469	29	498	12	3		3	37.955	775	38.730*
Haus.Bau.Energie, Erfurt	1	3	2.123	61	241				2.425	144	2.569	6.700	145	4	149	4						4.328*
IFH/INTHERM, Nürnberg	2	4	34.788	3.985					38.773	561	39.334	66.700	605	87	692	18	1		1	44.490	1.047	45.537*
• Internationale Eisenwarenmesse, Köln	2	4	21.770	45.827					67.597	338	67.935	142.000	387	2.276	2.663	50				19.883	28.050	47.933*
LANDES-BAU-AUSSTELLUNG, Magdeburg	1	3	1.976	12	160				2.148	405	2.553	6.250	124	1	125	2	1		1			5.173
Light + Building, Frankfurt/Main	2	6	73.928	62.997	41	931			137.897	5.722	143.619	235.000	903	1.399	2.302	53				108.767	86.815	195.582*
R + T, Stuttgart	3	5	24.527	40.193					64.720	584	65.304	109.000	278	538	816	39	3	4	7	29.040	29.040	58.080*
SHK Essen	2	4	29.837	1.964					31.801		31.801	70.900	508	52	560	12				49.453	2.114	51.567*
B5 Furnishings, Household Appliances, Houseware, and their Equipment																						
Blickfang, Stuttgart	1	3	1.750	143					1.893		1.893	3.500	180	47	227	12						1.618
• DOMOTEX, Hannover	1	4	22.323	69.667					91.990	3.969	95.959	168.400	233	1.129	1.362	58				20.882	24.911	45.793*


+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry
 Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted

* Visitors Profil Analyses see page 26 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of Mineralien- und
²⁾ Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Multiple answers were permitted



For the complete titles see pp. 100		Exhibition space figures (sq.m.)								Exhibitor figures						Visitor figures						
		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	Domestic	Foreign					Total	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
● imm cologne – The international furnishing show LivingInteriors, Köln	1	7	68.852	68.451				137.303	3.255	140.558	235.800		413	660	1.073	50	47	43	90	86.621	29.377	115.998 *
ZOW – Components and Accessories for Furniture and Interior Design, Bad Salzuflen	1	4	9.996	7.249				17.245		17.245	32.900		355	307	662	35	4	5	9	11.306	6.435	17.741
B6 Health, Body Care, Protection at Work, and their Equipment																						
+ ALTENPFLEGE, Hannover	2	3	21.658	640				22.298	1.971	24.269	66.100		597	36	633	17						30.926 *
+ Arbeitsschutz aktuell – Safety and Health, Augsburg	2	3	6.621	940				7.561	411	7.972	22.000		212	35	247	13				10.144	357	10.501 *
● BEAUTY, Düsseldorf	1	3	20.507	2.883				23.390	5.055	28.445	78.400		525	110	635	26				42.914	4.141	47.055 *)
+ EXPOPHARM, München	1	4	17.725	2.048				19.773		19.773	33.000		420	94	514	29	21	6	27	19.174	3.927	23.101
Fachdental Leipzig, Leipzig	1	2	3.857	420				4.277	181	4.458	10.000		205	23	228	11	1	2	3			4.214 *
FACHDENTAL SÜDWEST, Stuttgart	1	2	5.042	386				5.428	140	5.568	11.800		245	27	272	13	1	2	3	6.950	142	7.092 *
Hair & Beauty, Frankfurt/Main	1	2	3.605	751				4.356	2.139	6.495	23.300		119	40	159	13				13.633	290	13.923 *
Interbad, Stuttgart	2	4	12.117	5.402	63	40		17.622	852	18.474	35.400		332	176	508	22	7	4	11	11.259	4.164	15.423 *
● MEDICA / COMPAMED, Düsseldorf	1	4	50.088	77.681	451			128.220	2.427	130.647	250.100		1.356	3.880	5.236	66				55.653	70.832	126.485 *
Medizin, Stuttgart	1	3	2.745	92				2.837	284	3.121	10.500		166	8	174	8	2		2	6.543	66	6.609
ORTHOPÄDIE & REHA-TECHNIK, Leipzig	2	4	11.583	4.488				16.071	1.352	17.423	41.000		289	247	536	39				11.811	7.057	18.868 *
Pflege & Reha, Stuttgart	2	3	4.618	202				4.820	192	5.012	10.800		235	11	246	8	13	1	14			6.561 *
● REHACARE INTERNATIONAL, Düsseldorf	1	4	23.313	8.191	98			31.602		31.602	73.100		531	330	861	33				44.019	6.059	50.078 *
● TOP HAIR international, Düsseldorf	1	3	4.773	739				5.512	3.663	9.175	25.700		127	30	157	11				28.366	2.135	30.501 *)
B7 Environment Protection, Safety, Cleaning, Communal Services, and their Equipment																						
● IFAT ENTSORGA, München	2	5	75.466	35.026	15.168	5.137		130.797	11.000	141.797	217.500		1.783	1.156	2.939	54				74.360	49.840	124.200 *
SECURITY, Essen	2	4	27.443	9.927	293			37.663	124	37.787	78.000		575	463	1.038	40				23.874	12.856	36.730 *
B8 Transport, Traffic, Logistics, and their Equipment																						
AIR MAGDEBURG	2	3	1.460	180	2.109			3.749	1.280	5.029	9.100		68	4	72	5						4.507
AIRCRAFT INTERIORS EXPO, Hamburg	1	3	5.291	11.387				16.678	600	17.278	30.000		188	348	536	28				4.769	3.106	7.875
AUTO Trend, Rostock	1	3	6.688		1.715			8.403	5.280	13.683	19.000		77		77	1						16.761
● Automechanika, Frankfurt/Main	2	6	59.613	101.009	13.861	3.839		178.322	643	178.965	294.300		858	3.739	4.597	74				66.947	80.768	147.715 *
Bremen Classic Motorshow, Bremen	1	3	18.631	1.440				20.071	1.193	21.264	45.100		566	53	619	10				35.560	1.911	37.471 *
easyFairs SCHÜTTGUT, Dortmund	2	2	5.758	568				6.326		6.326	13.400		314	39	353	9				3.873	427	4.300
eCarTec / MATERIALICA, München	1	3	8.960	2.460				11.420	2.074	13.494	31.500		362	100	462	21	24	6	30	11.060	1.699	12.759
Hannover Messe: MobilTec, Hannover	1	5	4.409	207	489			5.105	10.570	15.675	19.100		120	13	133	6				34.105	6.545	40.650 *)
● InnoTrans, Berlin	2	4	38.044	48.882	5.355	2.504		94.785		94.785	161.400		1.085	1.430	2.515	49				60.533	65.577	126.110 *
IT-TRANS, Karlsruhe	2	3	1.330	946				2.276	1.379	3.655	12.500		82	59	141	23				1.017	1.134	2.151 *
LogiMat, Stuttgart	1	3	25.627	4.980	324	84		31.015	1.004	32.019	62.900		764	150	914	25				26.366	2.703	29.069 *
REIFEN, Essen	2	4	15.286	15.836	957			32.079	200	32.279	56.000		220	447	667	43				8.936	9.413	18.349 *
Retro Classics, Stuttgart	1	4	41.142	2.965				44.107	6.740	50.847	103.700		638	60	698	14				56.791	3.625	60.416 *
● SMM, Hamburg	2	4	25.675	27.944	853	758		55.230		55.230	91.600		696	1.385	2.081	62	7	14	21	33.691	14.715	48.406 *

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 26 ff. ¹⁾ ascertained by a representative poll ²⁾ Visitor attendance determined by a representative poll in the combination of BEAUTY INTERNATIONAL/TOP HAIR INTERNATIONAL. Multiple answers were permitted. ³⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted

FKM 		Exhibition space figures (sq.m.)									Exhibitor figures					Visitor figures					
		Exhibitor stand space			Open Air			Special Shows			Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)				
For the complete titles see pp. 100		Interval/ Days	Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
B9 Information, Communication, Office, Entertainment Electronics, Photo, Film, and their Equipment																					
•	CeBIT, Hannover	1	5	121.206	33.313	669	39	155.227	8.139	163.366	260.600	1.862	1.711	3.573	70			260.480	51.099	311.579 *	
	dmexco – Digital Marketing, Köln	1	2	14.820	2.313	9		17.142		17.142	35.000	466	112	578	17			19.698	3.221	22.919	
•	drupa, Düsseldorf	4	14	59.514	105.235	410		165.159	1.410	166.569	241.800	613	1.231	1.844	52			125.699	188.549	314.248 *	
•	EuroCIS, Düsseldorf	1	3	4.909	1.365			6.274	102	6.376	12.500	167	69	236	25			3.990	2.415	6.405 *	
	IT & Business / DMS Expo, Stuttgart	1	3	6.986	511			7.497	1.148	8.645	21.000	382	33	415	12	9	9	7.925	506	8.431 *	
	it-sa IT-Security Messe, Nürnberg	1	3	3.920	520			4.440	840	5.280	11.500	284	50	334	18			5.831	477	6.308 *	
	mailingtage, Nürnberg	1	2	5.621	280			5.901	1.160	7.061	16.900	324	21	345	11			6.805	492	7.297 *	
•	ORGATEC, Köln	2	5	29.638	30.862			60.500	1.065	61.565	106.900	226	360	586	35	31	9	40	26.007	22.430	48.437 *
•	ProLight + Sound, Frankfurt/Main	1	4	14.129	19.495	1.055	900	35.579	1.000	36.579	68.300	345	533	878	41			23.568	17.326	40.894 **)	
+•	viscom frankfurt, Frankfurt/Main	2	3	6.376	2.240	47		8.663	1.429	10.092	18.800	220	110	330	26			9.726	2.349	12.075 *	
	WETEC, Stuttgart	2	3	3.445	393		20	3.858		3.858	10.000	127	19	146	9			7.424	559	7.983 *	
B10 Education, Setting up a business																					
+•	didacta – The Education Trade Fair, Hannover	1	5	32.449	681	62		33.192	1.430	34.622	63.800	729	45	774	14			80.474	895	81.369 *	
	LEARNTEC, Karlsruhe	1	3	1.910	315			2.225		2.225	10.000	171	30	201	11			5.253	306	5.559 *	
	START Bayern, Nürnberg	1	2	655	3			658	511	1.169	2.850	71	1	72	2	17	1	18		907	
	START Nordrhein-Westfalen, Dortmund	1	2	961	40	24		1.025	582	1.607	3.800	110	4	114	5	15	1	16	2.842	15	2.857
B11 Sports, Games, Leisure, and their Equipment																					
	ABF, Hannover	1	9	35.228	965	297		36.490	1.500	37.990	94.100	777	44	821	16					123.078 *	
	aktiv+vital with bike+outdoor, Dresden	1	3	3.531	89			3.620	7.378	10.998	19.500	210	5	215	6					9.733	
	ANIMAL, Stuttgart	1	2	3.422	99			3.521	4.867	8.388	21.600	171	10	181	6					34.421 ²⁾	
	BOATFIT, Bremen	1	3	3.070	345			3.415	768	4.183	8.950	155	16	171	7			9.497	264	9.761 *	
•	boot, Düsseldorf	1	9	46.702	42.517	67	100	89.386	14.113	103.499	214.200	948	718	1.666	60			204.761	41.939	246.700 *	
	CARAVAN, Bremen	1	3	9.662	120			9.782		9.782	14.800	68	3	71	4					27.937 **)	
•	CARAVAN SALON, Düsseldorf	1	10	62.155	21.565	922	257	84.899	3.529	88.428	133.000	354	162	516	24			142.430	22.994	165.424 *	
	CMT – The holiday exhibition	1	9	49.597	8.705	445		58.747	4.813	63.560	106.800	1.397	540	1.937	70	28	12	40	222.084	2.243	224.327 *
	Creativeworld, Frankfurt/Main	1	4	4.550	4.417			8.967	498	9.465	15.700	75	155	230	24			4.114	3.067	7.181 **)	
•	f.re.e – Fair for Leisure and Travel, München	1	5	18.430	5.714			24.144	8.728	32.872	66.300	719	423	1.142	53	43	8	51	121.684	2.483	124.167 *
•	FIBO, Essen	1	4	19.254	14.703			33.957	2.227	36.184	78.300	305	287	592	32	7	6	13	65.924	10.289	76.213 *
	GARTEN outdoor ambiente, Stuttgart	1	4	4.689	123			4.812	182	4.994	10.500	132	6	138	6					55.048 ⁴⁾	
	h+h cologne, Köln	1	3	4.980	4.313			9.293	951	10.244	19.300	96	179	275	34			8.219	3.134	11.353	
	hanseboot, Hamburg	1	9	21.329	6.262	24		27.615	8.202	35.817	66.800	509	122	631	20			74.375	4.079	78.454 *	
	HANSEPFERD, Hamburg	2	3	11.331	1.601	303	90	13.325	9.778	23.103	46.800	399	58	457	15	1	1	2	42.699	694	43.393 *
	HAUS GARTEN GENUSS, Essen	1	5	7.036	404			7.440	1.333	8.773	27.500	280	15	295	9			44.360	403	44.763 *	
•	Heimtextil, Frankfurt/Main	1	4	25.804	90.245			116.049	3.911	119.960	202.500	332	2.269	2.601	61			23.592	43.859	67.451 *	
	Hobby + Elektronik, Stuttgart	1	4	3.803	118	24		3.945	1.411	5.356	10.700	97	2	99	3			48.675	492	49.167 ²⁾	
•	IMA, Düsseldorf	1	4	10.839	1.762			12.601	405	13.006	21.000	110	31	141	13	1	9	10	8.979	596	9.575 *



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. 100	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
Interzoo, Nürnberg	2	4	19.479	33.409			52.888		52.888	100.000	320	1.219	1.539	53				12.726	24.066	36.792 *
• ispo, München	1	4	27.447	76.883		12	104.342	4.040	108.382	181.000	366	1.971	2.337	45				27.733	50.011	77.744
• ITB – Travel trade show, Berlin	1	5	28.810	59.937	146		88.893		88.893	160.000	1.596	5.680	7.276	190	540	2.307	2.847	98.123	34.225	132.348 *
IWA & OutdoorClassics, Nürnberg	1	4	14.440	25.739			40.179	753	40.932	74.400	300	904	1.204	54				13.908	22.096	36.004
Kreativ- & Bastelwelt, Stuttgart	1	4	4.444	175			4.619	478	5.097	13.900	212	14	226	7				45.073	920	45.993 ¹⁾
MAGDEBOOT, Magdeburg	1	3	3.615	41	582		4.238	120	4.358	9.800	111	3	114	4						6.443
Mineral and fossil exchange, Stuttgart	1	3	1.561	179			1.740	494	2.234	10.500	159	35	194	13				19.792	200	19.992 ²⁾
MODELL SÜD, Stuttgart	1	4	1.332	138			1.470	1.727	3.197	12.900	67	10	77	6				39.614	808	40.422 ¹⁾
modell-hobby-spiel, Leipzig	1	3	17.869	974	450		19.293	16.849	36.142	84.000	541	52	593	14	2	1	3			95.143 *
• Musikmesse, Frankfurt/Main	1	4	19.004	23.969	275	177	43.425	1.700	45.125	107.900	573	965	1.538	51				44.699	23.888	68.587 ³⁾
Pferd & Jagd – Equestrian sports, hunting, fishing, Hannover	1	4	21.718	1.797	60		23.575	7.552	31.127	80.700	716	79	795	22						75.755 *
RAD + OUTDOOR, Bremen	1	2	3.668	125	55		3.848	3.658	7.506	14.600	152	6	158	4						12.141 *
Reiselust, Bremen	1	3	2.917	314			3.231	362	3.593	9.300	248	27	275	15				29.210	505	29.715 ⁴⁾
REISEN HAMBURG, Hamburg	1	5	18.824	2.401	72		21.297	1.659	22.956	45.200	604	195	799	46	20	1	21	59.521	845	60.366 *
Riding – hunting – fishing, Erfurt	1	3	5.175	342	916		6.433	1.925	8.358	15.700	191	18	209	12						20.898 *
Spielwarenmesse – International Toy Fair, Nürnberg	1	6	51.278	53.774			105.052	1.381	106.433	160.000	838	1.882	2.720	61	3	2	5	34.321	41.734	76.055 *
• spoga horse (Spring), Köln	1	3	3.798	3.953			7.751	132	7.883	16.800	69	127	196	25	6	7	13	2.088	2.025	4.113 *
• spoga+gafa / spoga horse (Autumn), Köln	1	3	30.763	77.270	252		108.285	3.220	111.505	223.300	374	1.570	1.944	55	12	37	49	15.177	20.174	35.351 *
Süddeutsche Spielmesse, Stuttgart	1	4	2.384	108			2.492	2.411	4.903	12.400	91	7	98	5				45.760	934	46.694 ¹⁾
The NRW-holiday fair, Essen	1	5	30.337	2.189			32.526	2.724	35.250	50.500	930	258	1.188	32						92.603 *
Touristik & Caravanning International / abgefahren – bike and triathlon, Leipzig	1	5	33.356	1.544			34.900	5.411	40.311	71.100	871	158	1.029	39	132	44	176			61.959
• TourNatur, Düsseldorf	1	3	3.646	382			4.028	1.500	5.528	14.800	182	61	243	17				29.974	674	30.648 ⁵⁾
B12 Electrical Engineering and Electronics																				
belektro, Berlin	2	3	9.791	246			10.037	1.195	11.232	24.300	228	14	242	10						15.153 *
• electronica, München	2	4	45.921	34.492			80.413	1.342	81.755	143.000	997	1.672	2.669	50	99	304	403	39.176	33.875	73.051 *
embedded world, Nürnberg	1	3	13.819	5.348			19.167		19.167	38.000	475	398	873	37				15.943	6.319	22.262 *
Hannover Messe: CoilTechnica, Hannover	1	5	1.517	726			2.243	162	2.405	7.100	44	43	87	18				16.121	9.881	26.002 ⁶⁾
PCIM Europe, Nürnberg	1	3	5.127	3.183			8.310	144	8.454	16.500	176	188	364	28	18	71	89	4.173	2.706	6.879
SMT / HYBRID / PACKAGING, Nürnberg	1	3	12.178	2.370			14.548	467	15.015	27.700	383	182	565	27	11	43	54	16.514	5.838	22.352
SPS/IPC/DRIVES, Nürnberg	1	3	54.990	8.943			63.933	312	64.245	106.100	1.029	429	1.458	41	119	78	197	44.401	12.473	56.874
B13 Metal-Working, Automation, Measuring, Quality Assurance																				
• ALUMINIUM, Düsseldorf	2	3	13.078	22.559			35.637	734	36.371	75.000	363	544	907	51				10.539	10.969	21.508 *
AMB, Stuttgart	2	5	51.787	17.318			69.105	258	69.363	108.100	977	367	1.344	29	35	29	64	77.601	10.582	88.183 *
• AUTOMATICA, München	2	4	21.875	3.747			25.622	2.051	27.673	55.000	481	203	684	40				19.580	10.068	29.648 *
+ Composites Europe, Düsseldorf	1	3	5.234	2.477			7.711	754	8.465	16.400	246	146	392	26				5.122	3.009	8.131 *

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 26 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted
³⁾ ascertained by a representative poll ⁴⁾ Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted ⁵⁾ Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted ⁶⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted

FKM 	Exhibition space figures (sq.m.)										Exhibitor figures						Visitor figures			
	Interval/ Days		Exhibitor stand space				Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)						
			Halls		Open Air		Special Shows	Space (net)	Space (gross)	from countries			Domestic Foreign Total							
For the complete titles see pp. 100		Domestic	Foreign	Domestic	Foreign	Total						Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total
• EuroBLECH, Hannover	2	5	46.388	37.658			84.046		84.046	141.100	781	724	1.505	39			39.782	20.403	60.185 *	
GrindTec – Grinding Technology, Augsburg	2	4	11.847	4.157			16.004	96	16.100	29.400	280	145	425	25			9.784	3.805	13.589 *	
EUROGUSS, Nürnberg	2	3	6.251	4.381			10.632	550	11.182	21.500	223	160	383	28			6.216	2.199	8.415 *	
Hannover Messe: Digital Factory, Hannover	1	5	4.486	511			4.997		4.997	9.000	163	26	189	16			31.150	11.698	42.848 * ¹⁾	
Hannover Messe: Industrial Automation, Hannover	1	5	46.537	8.071	224	49	54.881	1.395	56.276	97.700	676	361	1.037	39			90.788	34.093	124.881 * ¹⁾	
• METAV, Düsseldorf	2	5	24.362	11.717			36.079		36.079	59.800	485	204	689	26			36.801	3.863	40.664 *	
NORTEC, Hamburg	2	4	7.396	250			7.646	585	8.231	18.300	318	31	349	12			8.807	152	8.959 *	
SENSOR + TEST, Nürnberg	1	3	5.989	1.956			7.945	1.361	9.306	19.000	358	178	536	29			6.410	1.818	8.228 *	
• Tube, Düsseldorf	2	5	16.773	31.704			48.477	602	49.079	86.100	327	851	1.178	48			15.770	18.889	34.659 * ²⁾	
• VALVE WORLD EXPO, Düsseldorf	2	3	3.625	11.937			15.562		15.562	32.700	130	461	591	37			3.311	7.267	10.578 *	
• wire, Düsseldorf	2	5	16.292	41.077			57.369	955	58.324	96.100	338	975	1.313	50			15.226	23.321	38.547 * ²⁾	
B 14 Plastic and Wood Processing																				
HOLZ-HANDWERK / fensterbau/frontale, Nürnberg	2	4	68.759	20.439			89.198	339	89.537	144.300	867	408	1.275	37			73.210	25.763	98.973 *	
B 15 Power Supply Industry																				
BioEnergy Decentral, Hannover	2	4	13.622	1.435	735	365	16.157	1.444	17.601	39.000	425	52	477	14			31.335	7.019	38.354 *	
E-world energy & water, Essen	1	3	18.093	2.460			21.359	725	22.084	44.000	499	114	613	19			18.508	2.814	21.322 *	
Hannover Messe: Energy, Hannover	1	5	26.105	14.641	125	35	40.906	204	41.110	75.700	488	587	1.075	46			79.810	24.380	104.190 * ¹⁾	
HUSUM WindEnergy, Husum	2	5	20.399	8.420	1.127	340	30.286	9.493	39.779	55.900	745	378	1.123	28			20.740	9.275	30.015 *	
• Intersolar Europe, München	1	3	45.920	40.634	2.529	589	89.672	4.163	93.835	171.600	871	999	1.870	48			37.688	25.304	62.992 *	
New Energy Husum, Husum	1	4	5.634	548	630	9	6.821	271	7.092	16.000	225	43	268	12			12.810	2.115	14.925 *	
RENEXPO – Energy Trade Fair, Augsburg	1	4	4.030	1.469	749	532	6.780		6.780	16.100	280	50	330	13					13.652 *	
B 16 Other Investment Goods Industries																				
• Analytica, München	2	4	16.650	6.209	120		22.979	2.336	25.315	55.200	662	364	1.026	37	7	7	14	21.123	9.358	30.481 *
• ceramitec, München	3	4	11.027	8.595			19.622		19.622	35.800	259	354	613	42			8.112	8.621	16.733 *	
FachPack, Nürnberg	1	3	44.790	9.024			53.814	242	54.056	100.900	1.102	364	1.466	38			29.413	7.573	36.986 *	
FMB – Supplier Show for the machinery industry, Bad Salzuffen	1	3	6.634	373			7.007		7.007	13.300	367	29	396	10	11	1	12	4.354	101	4.455 *
• glastec with solarpeq, Düsseldorf	2	4	21.077	39.243	133		60.453	7.275	67.728	123.600	397	778	1.175	54			17.602	24.812	42.414 *	
Hannover Messe: Industrial Supply, Hannover	1	5	16.536	15.663			32.199	674	32.873	59.300	600	971	1.571	47			45.325	22.426	67.751 * ¹⁾	
Hannover Messe: IndustrialGreenTec, Hannover	1	5	2.408	557			2.965		2.965	10.700	83	33	116	12			33.306	9.725	43.031 * ¹⁾	
Hannover Messe: Research & Technology, Hannover	1	5	7.242	1.233	132		8.607	442	9.049	15.900	290	115	405	16			40.483	11.154	51.637 * ¹⁾	
• INTER BRUSH, Freiburg	4	3	3.028	6.748			9.776		9.776	21.500	42	155	197	27			1.562	3.492	5.054 *	
+ INTERGEO, Hannover	1	3	8.105	4.287	100	402	12.894	821	13.715	28.000	328	204	532	32			11.105	4.714	15.819 *	
LASYS, Stuttgart	2	3	2.636	679			3.315	291	3.606	8.500	129	49	178	16	1		1	4.129	1.164	5.293 *
MAINTAIN, München	2	3	4.606	335			4.941	237	5.178	9.600	178	24	202	12	5		5	3.044	319	3.363 *
Mittelständischer Unternehmertag, Leipzig	1	1	1.202	43	60		1.305		1.305	6.950	134	3	137	3					1.456 *	
O & S, Stuttgart	2	3	6.405	862			7.267	222	7.489	17.200	258	71	329	19			5.380	1.517	6.897 *	
opti – Intern.Trade Show for Optics & Design, München	1	3	16.958	4.944			21.902	462	22.364	40.000	283	173	456	27			18.121	4.987	23.108 *	

+ Events with changing venues
answers were permitted

● Recognized by UFI – The Global Association of the Exhibition Industry
²⁾ ascertained by a representative poll

* Visitors Profil Analyses see page 26 ff.

¹⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple



For the complete titles see pp. 100	Interval/ Days		Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures				
			Exhibitor stand space				Total	Special Shows	Space (net)	Space (gross)	Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
			Halls Domestic	Halls Foreign	Open Air Domestic	Open Air Foreign					Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Rapid.Tech, Erfurt	1	2	675	42			717	63	780	2.600	63	3	66	4			1.130	152	1.282 *	
SIT – Saxon Industry and Technology Trade Fair, Chemnitz	2	3	1.939		100		2.039	574	2.613	7.500	147	3	150	4	8	8			1.800 *	
VISION, Stuttgart	1	3	6.307	4.061			10.368	300	10.668	21.900	188	184	372	32	1	1	4.494	2.528	7.022 *	
B17 Other Consumer Goods and Service Industries																				
BioFach / Vivaness, Nürnberg	1	4	18.260	22.860			41.120	3.731	44.851	86.200	732	1.688	2.420	83			23.591	16.724	40.315 *	
CADEAUX – Februar, Leipzig	1	3	7.819	430			8.249	519	8.768	25.600	254	22	276	11	3	3			7.836	
CADEAUX – September/Comfortex, Leipzig	1	3	11.892	1.035			12.927	1.207	14.134	40.600	397	56	453	14	5	3	8		9.395 *	
• Christmasworld, Frankfurt/Main	1	5	23.355	30.860			54.215	1.304	55.519	98.600	260	683	943	40			14.676	16.798	31.474 ^{*)}	
DKM – Finance and insurance, Dortmund	1	2	9.044	208			9.252		9.252	23.200	281	8	289	7			12.419	160	12.579	
Invest, Stuttgart	1	3	4.482	884			5.366	1.871	7.237	20.900	142	35	177	14			13.824	282	14.106 *	
Moderner Staat, Berlin	1	2	2.619	159			2.778	375	3.153	8.400	157	4	161	5	35	35			3.057 *	
• Paperworld, Frankfurt/Main	1	4	18.156	37.047			55.203	1.536	56.739	123.000	361	1.429	1.790	65			18.030	29.856	47.886 ^{*)}	
Promotion World, Hannover	1	5	1.979	147			2.126	273	2.399	6.300	92	8	100	8			11.801	2.115	13.916 ²⁾	
• PSI Messe, Düsseldorf	1	3	19.139	16.627		130	35.896	1.299	37.195	62.200	531	476	1.007	29			7.209	8.958	16.167 *	
Werkstätten:Messe, Nürnberg	1	4	6.733	183			6.916		6.916	13.000	239	8	247	4					18.560	
C MULTI-SECTOR PUBLIC EXHIBITIONS																				
Allgäuer Festwoche, Kempten	1	9	5.293	275	3.276	30	8.874	675	9.549	24.700	335	21	356	5					100.582 *	
Baumesse Chemnitz, Chemnitz	1	3	3.314	50	68		3.432	260	3.692	8.400	216	3	219	3	40	40			7.522 *	
DIE BESTEN JAHRE, Stuttgart	1	2	1.034	18			1.052	471	1.523	4.900	90	2	92	2					4.729 ³⁾	
Dresdner Ostern, Dresden	1	4	7.360	234	200		7.794	3.700	11.494	19.100	294	22	316	7					48.779	
DU UND DEINE WELT, Hamburg	1	9	16.366	1.120	32		17.518	5.247	22.765	45.200	426	40	466	17					81.141 *	
Familie + Heim / Intern. Mineral and fossil exchange, Stuttgart	1	9	13.087	826			13.913	3.335	17.248	42.000	524	65	589	21					76.891 *	
HanseLife, Bremen	1	9	17.623	629	1.673	18	19.943	5.090	25.033	50.000	840	27	867	11					73.160 *	
Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/Beach & Boat, Leipzig	1	9	25.515	1.899			27.414	8.331	35.745	82.700	1.085	84	1.169	17	1	1			170.015 *	
• Import Shop, Berlin	1	5	3.400	3.026			6.426	176	6.602	18.900	261	331	592	54			37.988	736	38.724 *	
Infra, Hannover	1	9	30.666	2.388	557	48	33.659	1.956	35.615	94.200	1.209	110	1.319	29					188.863 *	
INVENTA, Karlsruhe	1	4	10.531	354			10.885	50	10.935	26.000	314	15	329	7					20.627 *	
Messe Wächtersbach	1	9	5.677	210	4.732	25	10.644	5.166	15.810	25.000	344	15	359	8					60.141 *	
MODE-HEIM-HANDWERK, Essen	1	9	10.230	797			11.027	5.967	16.994	50.500	668	37	705	14					139.578 *	
Neue Messe Rosenheim, Rosenheim	2	9	5.680	377	2.705		8.762	697	9.459	15.900	282	18	300	7	8	8			25.185	
Oberfranken-Ausstellung Hof	2	9	4.261	99	2.079	41	6.480	726	7.206	12.000	212	10	222	7	11	11			36.176	
OBERRHEIN-MESSE, Offenburg	1	9	9.082	973	10.129	130	20.314	3.068	23.382	48.900	440	43	483	15	3	3			64.744 *	
Passauer Frühling DreiländerMesse, Passau	2	9	7.991	1.499	1.760	40	11.290	1.254	12.544	21.700	343	79	422	7					66.505	
Rheinland-Pfalz-Ausstellung, Mainz	1	9	11.314	511	2.652		14.477	2.568	17.045	27.600	706	18	724	8					70.549 *	
Thüringen-Ausstellung, Erfurt	1	9	9.828	309			10.137	2.000	12.137	23.000	562	19	581	8	73	1	74		71.928 *	

+ Events with changing venues

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

* Visitors Profil Analyses see page 26 ff.

¹⁾ ascertained by a representative poll

²⁾ Visitor attendance determined by a representative

poll at Hannover Messe. Multiple answers were permitted

³⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted

Arbeitsschutz Aktuell ➔ Augsburg

Trade visitors' profile

Visitors (number of entries)	10 501	Area of responsibility	%
Proportion of trade visitors	97%	Management	5
Germany (total)	97	Research/development/design	4
of which		Manufacturing, production, quality control	12
Nielsen 1	3	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Organization, personnel, administration	3
Lower Saxony	2	Information and communication technology	1
Schleswig-Holstein	1	Sales	5
Nielsen 2	7	Marketing, advertising, PR	1
North Rhine-Westph.	7	Logistics: storage, material management, transport	3
Nielsen 3a	7	Maintenance/repairs	7
Hesse	3	Other area	8
Rhineland-Palatinate	3	Work safety, security management	40
Saarland	-	Student	4
Nielsen 3b	15	Other not gainfully employed	3
Baden-Württemberg	15	Position in the company/organization	%
Foreign (total)	3	Entrepreneur, co-owner, freelancer	8
of which		Managing director, board member, head of an authority etc.	3
EU	84	Area manager, works manager, plant manager, branch manager, head of public office	9
Other countries	16	Department head, group head, team leader	28
Distance to home	%	Other salaried staff, civil servant, skilled worker	29
up to 50 km	25	Lecturer, teacher	2
more than 50 km up to 100 km	20	Trainee	2
more than 100 km up to 300 km	29	Other position	11
over 300 km	27	Student	4
Frequency of visits to trade fair	%	Other not gainfully employed	3
Previous event	17	Economic sector	%
Earlier events	26	Industry	39
First visit	67	Waste disposal companies	2
Average length of stay	1,3 days	Trade	6
Influence on purchasing/procurement decisions	%	Learned professions	3
Decisively	15	Skilled trades	3
Collectively	38	Research facility	2
In an advisory capacity	30	Service	13
No	10	Administration	15
Student	4	Vocational school/polytechnic/university	2
Other not gainfully employed	3	Association/society	1
		Other sectors	8
		Student	4
		Other not gainfully employed	3
		Size of company/organization:	
		Number of employees	%
		1- 4	8
		5- 9	3
		10- 49	8
		50- 199	16
		200- 499	12
		500 - 999	12
		1 000 and more	34
		Student	4
		Other not gainfully employed	3
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

GrindTec ➔ Augsburg

Trade visitors' profile

Visitors (number of entries)	13 589	Area of responsibility	%
Proportion of trade visitors	99%	Management	25
Germany (total)	72	Research/development/design	11
of which		Manufacturing, production, quality control	42
Nielsen 1	1	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	-
Lower Saxony	1	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	11
Nielsen 2	7	Marketing, advertising, PR	1
North Rhine-Westph.	7	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	1
Hesse	6	Other area	-
Rhineland-Palatinate	2	Student	2
Saarland	1	Other not gainfully employed	1
Nielsen 3b	30	Position in the company/organization	%
Baden-Württemberg	30	Entrepreneur, co-owner, freelancer	18
Foreign (total)	28	Managing director, board member, head of an authority etc.	12
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
EU	56	Department head, group head, team leader	18
Other european countries	22	Other salaried staff, civil servant, skilled worker	44
North America	8	Lecturer, teacher	1
South-, East-, Central Asia	11	Trainee	1
Other countries	4	Other position	-
Distance to home	%	Student	2
up to 50 km	10	Other not gainfully employed	1
more than 50 km up to 100 km	12	Economic sector	%
more than 100 km up to 300 km	32	Metalworking industry	52
over 300 km	47	Cutting machine specialists	17
Countries with the highest visitor shares	%	Other industry	6
Switzerland	15	Wood, plastics processing industry	4
Austria	11	Glass, ceramic, stone industry	6
Italy	7	Service	6
Poland	6	Metal trade	14
Frequency of visits to trade fair	%	Trade	4
2010	39	Other skilled trades	3
2008	35	Other sectors	5
2006	26	Student	2
2004	18	Other not gainfully employed	1
Earlier events	11	Size of company/organization:	
First visit	51	Number of employees	%
Average length of stay	1,4 days	1- 4	12
Influence on purchasing/procurement decisions	%	5- 9	8
Decisively	34	10- 49	20
Collectively	32	50- 199	20
In an advisory capacity	20	200- 499	12
No	11	500 - 999	6
Student	2	1 000 and more	19
Other not gainfully employed	1	Student	2
		Other not gainfully employed	1
		Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf	

RENEXPO® (2011)

Trade visitors' profile

Visitors (number of entries)	15 136	Area of responsibility	%
Proportion of trade visitors	62%	Management	25
Germany (total)	93	Research/development/design	11
of which		Manufacturing, production, quality control	42
Nielsen 1	-	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	-
Lower Saxony	-	Organization, personnel, administration	1
Schleswig-Holstein	-	Sales	11
Nielsen 2	1	Marketing, advertising, PR	1
North Rhine-Westph.	1	Logistics: storage, material management, transport	1
Nielsen 3a	3	Maintenance/repairs	1
Hesse	2	Other area	-
Rhineland-Palatinate	1	Student	2
Saarland	-	Other not gainfully employed	1
Nielsen 3b	10	Position in the company/organization	%
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	18
Foreign (total)	7	Managing director, board member, head of an authority etc.	12
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
EU	49	Department head, group head, team leader	18
Other countries	51	Other salaried staff, civil servant, skilled worker	44
Distance to home	%	Lecturer, teacher	1
up to 50 km	43	Trainee	1
more than 50 km up to 100 km	21	Other position	-
more than 100 km up to 300 km	24	Student	2
over 300 km	12	Other not gainfully employed	1
Frequency of visits to exhibition	%	Economic sector	%
2010	35	Metalworking industry	52
2009	19	Cutting machine specialists	17
2008	14	Other industry	6
Average length of stay	1,1 days	Wood, plastics processing industry	4
Influence on purchasing/procurement decisions	%	Glass, ceramic, stone industry	6
Decisively	32	Service	6
Collectively	26	Metal trade	14
In an advisory capacity	12	Trade	4
No	9	Other skilled trades	3
Student	16	Other sectors	5
Other not gainfully employed	4	Student	2
		Other not gainfully employed	1
		Size of company/organization:	
		Number of employees	%
		1- 4	12
		5- 9	8
		10- 49	20
		50- 199	20
		200- 499	12
		500 - 999	6
		1 000 and more	19
		Student	2
		Other not gainfully employed	1
		Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf	

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 Pommern 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

Basic data trade visitors

Total number of visitors	49 186
Proportion of trade visitors	83%
Region of residence	%
up to 50 km	66
more than 50 km up to 100 km	7
more than 100 km up to 300 km	11
over 300 km	16
Total Germany	92
Baden-Württemberg	2
Bavaria	1
Berlin	53
Brandenburg	29
Bremen	-
Hamburg	1
Hesse	1
Mecklenburg-West Pommern	2
Lower Saxony	3
Total Foreign	8
of which EU	37
Rest of Europe	18
Middle East	33
other countries	12
Position in the company/organisation	%
Entrepreneur, partner, self-employed	39
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	2
Department head, group head	11
Other salaried staff/public service	16
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	7
Other position	2
Student	7
Other not gainfully employed	2
Frequency of visits to exhibition	%
2008	33
2006	25
2004	19
Earlier events	18
First visit	41

Additional data trade visitors

Economic sector	%
Industry	9
Construction industry	31
Other skilled trades	7
Retail trade/building materials trade	3
Wholesale/foreign trade	3
Building owner	3
Authority/public services	5
Architect's, planner's, engineer's office	17
Other service	7
Research/science	2
Association/guild/chamber	1
Universities	2
Other sectors	3
Student	5
Other not gainfully employed	3
Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	27
In an advisory capacity	20
No	14
Student	7
Other not gainfully employed	2
Area of responsibility	%
Management	26
Research/development/design	8
Planning/work preparation	24
Manufacture/production	12
Production, quality control	4
Buying/procurement	9
Finance/accounting, controlling	4
Information, communication technology (EDP)	3
Administration/organisation/personnel/social welfare/training	3
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	3
Maintenance/repairs	10
Other area	14
Student	7
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4	33
5- 9	11
10- 49	18
50- 99	5
100- 199	6
200- 499	7
500- 999	4
1 000- 9 999	4
10 000 and more	3
Student	7
other not gainfully employed	2
Length of stay	%
1. Length of stay (days):	
one	84
two	13
three	2
four	-
five	1
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	27
2nd day	24
3rd day	29
4th day	23
5th day	17

Conducted by: Hopp & Partner, Berlin

belektro (2010) → Berlin

Basic data trade visitors

Total number of visitors	14 576
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	64
more than 50 km up to 100 km	11
more than 100 km up to 300 km	19
over 300 km	6
Total Germany	98
Baden- Württemberg	1
Bavaria	2
Berlin	47
Brandenburg	32
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg- West Pomerania	4
Lower Saxony	1
Total Foreign	2
of which EU	80
Rest of Europe	20
other countries	-

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

Frequency of visits to exhibition	%
2008	42
2006	30
2003	21
Earlier events	24
First visit	40

Additional data trade visitors

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

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

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

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

Length of stay	%
1. Length of stay (days):	
one	88
two	7
three	5
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	
1st day	36
2nd day	46
3rd day	35

Conducted by: Hopp & Partner, Berlin

FRUIT LOGISTICA → Berlin

Trade visitors' profile

Visitors (number of entries)	58 020
Proportion of trade visitors	97%
Germany (total)	22
of which	
Nielsen 1	20
Bremen	2
Hamburg	5
Lower Saxony	8
Schleswig-Holstein	5
Nielsen 2	10
North Rhine-Westph.	10
Nielsen 3a	10
Hesse	5
Rhineland-Palatinate	4
Saarland	1
Nielsen 3b	10
Baden-Württemberg	10

Foreign (total)	78
of which	
EU	64
Other European countries	11
Africa	8
North America	4
South and Central America	6
Middle East	3
South-, East-, Central Asia	2
Australia	2

Distance to home	%
up to 50 km	6
more than 50 km up to 100 km	-
more than 100 km up to 300 km	5
over 300 km	88

Countries with the highest visitor shares	%
Spain	13
Netherlands	11
France	7
Italy	7
United Kingdom	4

Frequency of visits to trade fair	%
Previous event	35
Earlier events	34
First visit	43

Average length of stay	2,0 days
-------------------------------	-----------------

Influence on purchasing/procurement decisions	%
Decisively	39
Collectively	33
In an advisory capacity	16
No	7
Student	4
Other not gainfully employed	1

Area of responsibility	%
Management	29
Research/development/design	7
Manufacturing, production, quality control	10
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	1
Sales	19
Marketing, advertising, PR	6
Logistics: storage, material management, transport	4
Maintenance/repairs	1
Other area	7
Student	4
Other not gainfully employed	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	35
Managing director, board member, head of an authority etc.	15
Area manager, works manager, plant manager, branch manager, head of public office	16
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	9
Lecturer, teacher	1
Trainee	2
Other position	5
Student	4
Other not gainfully employed	1

Economic sector	%
Fruit and vegetable growers	32
Importers, exporters	24
Industry	7
Retail trade (central buying)	4
Retail trade (distribution)	5
Own wholesale trade of retail grocery trade	5
Other wholesale trade	6
Hotel, catering trade	2
Packaging companies	6
Packaging machinery manufacturer	1
Freight forwarders, transport companies	5
Other services	8
Authority/public services	3
Association, society, institution, organisation	4
Research, apprenticeship, training	4
Other sectors	4
Student	6
Other not gainfully employed	1

Size of company/organization:	%
Number of employees	
1- 4	15
5- 9	14
10- 49	25
50- 199	18
200- 499	7
500 - 999	5
1 000 and more	10
Student	4
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Import Shop Berlin

Private visitors' profile

Visitors (number of entries)	38 724
Proportion of private visitors	89%
Germany (total)	98
of which	
Nielsen 1	1
Bremen	-
Hamburg	-
Lower Saxony	1
Schleswig-Holstein	1
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	1
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
Foreign (total)	2
of which	
EU	64
Other countries	36

Distance to home	%
up to 50 km	90
more than 50 km up to 100 km	4
more than 100 km up to 300 km	3
over 300 km	3

Frequency of visits to trade fair	%
Previous event	49
Earlier events	63
First visit	18

Sex	%
Male	14
Female	86

Size of household	%
1 person	24
2 persons	45
3 persons	17
4 persons	10
5 persons and more	4

Age	%
up to 20 years	6
over 20 up to 30 years	11
over 30 up to 40 years	7
over 40 up to 50 years	22
over 50 up to 60 years	25
over 60 up to 70 years	23
over 70 years	7

Trade visitors' profile

Position in the company/organization	%
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	7
Other salaried staff, civil servant, skilled worker	34
Lecturer, teacher	6
Trainee	1
Other position	4
Student	9
Housewife/man	3
Old-age pensioner	22
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	94
no	3
maybe	4
Follow-up business	%
Intend to buy at later date	
yes	36
no	24
maybe	40
Conducted by: Hopp & Partner, Berlin	

Visitors (number of entries)	126 110
Proportion of trade visitors	96%
Germany (total)	62
of which	
Nielsen 1	14
Bremen	1
Hamburg	2
Lower Saxony	8
Schleswig-Holstein	2
Nielsen 2	11
North Rhine-Westph.	11
Nielsen 3a	8
Hesse	6
Rhineland-Palatinate	2
Saarland	-
Nielsen 3b	7
Baden-Württemberg	7
Foreign (total)	38
of which	
EU	67
Other european countries	17
South-, East-, Central Asia	6
North America	5
Other countries	5
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	2
more than 100 km up to 300 km	18
over 300 km	65
Countries with the highest visitor shares	%
Austria	10
Switzerland	10
France	9
Czech Republic	7
Poland	6
Frequency of visits to trade fair	%
Previous event	39
Earlier events	36
First visit	46
Average length of stay	1,6 days
Influence on purchasing/procurement decisions	%
Decisively	12
Collectively	30
In an advisory capacity	32
No	18
Student	7
Other not gainfully employed	2

Area of responsibility	%
Management	9
Research/development/design	19
Manufacturing, production, quality control	12
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	4
Organization, personnel, administration	9
Sales	2
Marketing, advertising, PR	2
Logistics: storage, material management, transport	4
Maintenance/repairs	12
Other area	12
Student	7
Other not gainfully employed	2
Position in the company/organization	%
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	11
Department head, group head, team leader	22
Other salaried staff, civil servant, skilled worker	37
Lecturer, teacher	2
Trainee	3
Other position	4
Student	7
Other not gainfully employed	2
Economic sector	%
Industry	43
Skilled trades	2
Retail trade	1
Wholesale/foreign trade	1
Service	29
Politics, public administration	4
Association/guild/chamber	1
Research/science	2
School, university, education	1
Media	2
Other sectors	6
Student	7
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	5
5- 9	3
10- 49	11
50- 199	14
200- 499	11
500 - 999	7
1 000 and more	42
Student	7
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	3 057
Proportion of trade visitors	100%
Germany (total)	100
of which	
Nielsen 1	10
Bremen	-
Hamburg	2
Lower Saxony	5
Schleswig-Holstein	3
Nielsen 2	14
North Rhine-Westph.	14
Nielsen 3a	11
Hesse	4
Rhineland-Palatinate	4
Saarland	2
Nielsen 3b	5
Baden-Württemberg	5
Distance to home	%
up to 50 km	37
more than 50 km up to 100 km	3
more than 100 km up to 300 km	19
over 300 km	41
Frequency of visits to trade fair	%
Previous event	34
Earlier events	40
First visit	47
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	16
Collectively	34
In an advisory capacity	33
No	15
Student	2

Area of responsibility	%
Management	15
Research/development/design	4
Manufacturing, production, quality control	-
Buying/procurement	2
Finance/accounting, controlling	6
Information and communication technology	19
Organization, personnel, administration	22
Sales	10
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	16
Student	2
Position in the company/organization	%
Head of department, senior civil servant	3
Lord Mayor, department head, treasurer, head of division	5
Head of public office, department head	5
Department manager, subdivision manager, head of division, section head, subject head	19
Commercial clerk, desk officer	15
Other salaried public service employee	19
Member of the board, managing director, owner	7
Area manager, authorized signatory	4
Department head, group head	7
Commercial clerk, skilled worker	4
Lecturer, teacher	3
Trainee	-
Other professional positions in the private sector	5
Student	2
Other not gainfully employed	2
Economic sector	%
Regional administration	25
Local government, city council	23
Federal administration	13
Private industry	13
Service	11
Educational/training institutions, academy	4
Politics (municipal)	2
Politics (regional)	1
Politics (federal)	1
Associations, societies, unions, foundations	1
Other sectors	6
Size of company/organization:	
Number of employees	%
1- 4	5
5- 9	3
10- 49	7
50- 199	13
200 - 499	19
500 - 999	12
1 000 and more	40
Student	2

Conducted by: Wissler & Partner, Basel

International Green Week (2011) → Berlin

All visitors' profile

Visitors (number of entries)	424	176
Germany (total)	97	
of which		
Nielsen 1	8	Nielsen 4
Bremen	-	Bavaria
Hamburg	-	Nielsen 5+6
Lower Saxony	6	Berlin
Schleswig-Holstein	2	Brandenburg
Nielsen 2	3	Mecklenburg-
North Rhine-Westph.	3	West Pomerania
Nielsen 3a	2	Saxony-Anhalt
Hesse	2	Nielsen 7
Rhineland-Palatinate	1	Saxony
Saarland	-	Thuringia
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
Bremen	-	Bavaria
Hamburg	1	Nielsen 5+6
Lower Saxony	8	Berlin
Schleswig-Holstein	3	Brandenburg
Nielsen 2	4	Mecklenburg-
North Rhine-Westph.	4	West Pomerania
Nielsen 3a	3	Saxony-Anhalt
Hesse	1	Nielsen 7
Rhineland-Palatinate	1	Saxony
Saarland	1	Thuringia
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
2009	28	Earlier events
2008	26	First visit
Average length of stay	1,5 days	
Influence on purchasing/procurement decisions	%	
Decisively	18	
Collectively	19	
In an advisory capacity	13	
No	23	
Student	18	
Other not gainfully employed	9	

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
5- 9	8
10- 49	17
50- 99	5
100 - 499	5
500 - 999	4
1 000 and more	7
Student	18
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
Bremen	-	Bavaria
Hamburg	-	Nielsen 5+6
Lower Saxony	5	Berlin
Schleswig-Holstein	2	Brandenburg
Nielsen 2	2	Mecklenburg-
North Rhine-Westph.	2	West Pomerania
Nielsen 3a	2	Saxony-Anhalt
Hesse	2	Nielsen 7
Rhineland-Palatinate	1	Saxony
Saarland	-	Thuringia
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)	132 348
Germany (total)	76
of which	
Nielsen 1	9
Nielsen 4	6
Bremen	1
Bavaria	6
Hamburg	2
Nielsen 5+6	63
Lower Saxony	4
Berlin	47
Schleswig-Holstein	1
Brandenburg	14
Nielsen 2	7
Mecklenburg-North Rhine-Westph.	7
West Pommernania	2
Nielsen 3a	7
Saxony-Anhalt	2
Hesse	4
Nielsen 7	5
Rhineland-Palatinate	2
Saxony	4
Saarland	1
Thuringia	1
Nielsen 3b	3
Baden-Württemberg	3
Foreign (total)	24
of which	
EU	67
Other european countries	13
Africa	6
South and Central America	2
Middle East	4
South-, East-, Central Asia	6
Other countries	2
Distance to home	%
up to 50 km	43
more than 50 km up to 100 km	3
more than 100 km up to 300 km	11
over 300 km	43
Countries with the highest visitor shares	%
Poland	13
Austria	11
Switzerland	5
United Kingdom	5
Spain	4
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	4
Trainee	2
Other position	3
Student	18
Other not gainfully employed	13
Frequency of visits to trade fair	%
Previous event	38
Earlier events	48
First visit	36

Trade visitors' profile

Visitors (number of entries)	132 348
Proportion of trade visitors	57%
Germany (total)	62
of which	
Nielsen 1	13
Nielsen 4	10
Bremen	2
Bavaria	10
Hamburg	4
Nielsen 5+6	40
Lower Saxony	7
Berlin	29
Schleswig-Holstein	1
Brandenburg	7
Nielsen 2	13
Mecklenburg-North Rhine-Westph.	13
West Pommernania	2
Nielsen 3a	11
Saxony-Anhalt	2
Hesse	6
Nielsen 7	8
Rhineland-Palatinate	4
Saxony	5
Thuringia	2
Nielsen 3b	6
Baden-Württemberg	6
Foreign (total)	38
of which	
EU	69
Other european countries	12
Africa	6
Middle East	4
South-, East-, Central Asia	6
Other countries	4
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	2
more than 100 km up to 300 km	12
over 300 km	65
Countries with the highest visitor shares	%
Austria	12
Poland	11
United Kingdom	6
Spain	5
Switzerland	5
Frequency of visits to trade fair	%
Previous event	38
Earlier events	43
First visit	41
Average length of stay	2,1 days
Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	23
In an advisory capacity	15
No	12
Student	23
Other not gainfully employed	4

Area of responsibility	%
Management	21
Research/development/design	3
Manufacturing, production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	2
Information and communication technology	2
Personnel administration, administration	1
Sales	16
Marketing, advertising, PR	12
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	10
Student	23
Other not gainfully employed	4
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	20
Managing director, board member, head of an authority etc.	11
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	17
Lecturer, teacher	3
Trainee	3
Other position	2
Student	23
Other not gainfully employed	3
Economic sector	%
Tour operator	23
Travel agency	17
Hotel company	9
Tourism organizations	7
Publishing houses/press	6
PR/advertising/consultancy	5
Transport carriers (bus, train, ship and air companies)	4
Travel technology, information and reservation systems	3
Business travel	3
Research institute/educational institution	3
Tourism federations/associations	3
Trade fair organizer/conference and congress organizer	3
Vacation property	1
Telecommunication	1
Other sectors	12
Student	23
Other not gainfully employed	4
Size of company/organization:	
Number of employees	%
1- 4	18
5- 9	11
10- 49	18
50- 199	12
200- 499	5
500 - 999	2
1 000 and more	7
Student	23
Other not gainfully employed	4

Private visitors' profile

Visitors (number of entries)	132 348
Proportion of private visitors	43%
Germany (total)	95
of which	
Nielsen 1	5
Nielsen 4	2
Bremen	-
Bavaria	2
Hamburg	1
Nielsen 5+6	84
Lower Saxony	3
Berlin	62
Schleswig-Holstein	1
Brandenburg	19
Nielsen 2	3
Mecklenburg-North Rhine-Westph.	3
West Pommernania	2
Nielsen 3a	3
Saxony-Anhalt	1
Hesse	2
Nielsen 7	3
Rhineland-Palatinate	1
Saxony	3
Saarland	-
Thuringia	1
Nielsen 3b	1
Baden-Württemberg	1
Foreign (total)	5
of which	
EU	57
Other european countries	21
Other countries	23
Country with the highest visitor share	%
Poland	34
Distance to home	%
up to 50 km	71
more than 50 km up to 100 km	5
more than 100 km up to 300 km	10
over 300 km	14
Frequency of visits to trade fair	%
Previous event	37
Earlier events	56
First visit	29
Sex	%
Male	41
Female	59
Size of household	%
1 person	25
2 persons	47
3 persons	15
4 persons	9
5 persons and more	5
Age	%
up to 20 years	4
over 20 up to 30 years	16
over 30 up to 40 years	12
over 40 up to 50 years	21
over 50 up to 60 years	23
over 60 up to 70 years	17
over 70 years	8

Position in the company/organization	%
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	2
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	36
Lecturer, teacher	5
Trainee	2
Other position	4
Student	11
Housewife/man	3
Old-age pensioner	21
Other not gainfully employed	2
Buying and ordering capacity	N/A
Follow-up business	N/A
Conducted by: Hopp & Partner, Berlin	

DLG Field days → Bernburg-Strenzfeld

Trade visitors' profile

Visitors (number of entries)	22 472	Area of responsibility	%
Proportion of trade visitors	97%	Management	31
Germany (total)	92	Research/development/design	10
of which		Manufacturing, production, quality control	15
Nielsen 1	22	Buying/procurement	10
Bremen	-	Finance/accounting, controlling	3
Hamburg	-	Information and communication technology	4
Lower Saxony	18	Organization, personnel, administration	4
Schleswig-Holstein	3	Sales	17
Nielsen 2	7	Marketing, advertising, PR	7
North Rhine-Westph.	7	Logistics: storage, material management, transport	4
Nielsen 3a	11	Maintenance/repairs	5
Hesse	7	Other area	8
Rhineland-Palatinate	3	Student	7
Saarland	-	Other not gainfully employed	1
Nielsen 3b	7	Position in the company/organization	%
Baden-Württemberg	7	Entrepreneur, co-owner, freelancer	36
Foreign (total)	8	Managing director, board member, head of an authority etc.	10
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	79	Department head, group head, team leader	6
Other european countries	16	Other salaried staff, civil servant, skilled worker	23
Other countries	5	Lecturer, teacher	2
Distance to home	%	Trainee	4
up to 50 km	10	Other position	3
more than 50 km up to 100 km	7	Student	7
more than 100 km up to 300 km	35	Other not gainfully employed	1
over 300 km	48	Economic sector	%
Countries with the highest visitor shares	%	Agricultural business, company	52
Austria	13	Service supply agency	2
Denmark	13	Agricultural contractors, agricultural machinery	10
Frequency of visits to trade fair	%	Industry	10
Previous event	46	Consulting, other services	7
Earlier events	55	University/polytechnic	3
First visit	34	Authority/public services	4
Average length of stay	1,2 days	Other sectors	2
Influence on purchasing/procurement decisions	%	Student	7
Decisively	39	Other not gainfully employed	1
Collectively	20	Size of company/organization:	%
In an advisory capacity	12	Number of employees	%
No	12	1- 4	39
Student	7	5- 9	8
Other not gainfully employed	9	10- 49	17
		50- 199	10
		200- 499	3
		500 - 999	2
		1 000 and more	5
		Student	7
		Other not gainfully employed	1
		N/A	7

Conducted by: Wissler & Partner, Basel

BOATFIT → Bremen

Private visitors' profile

Visitors (number of entries)	9 761	Position in the company/organization	%
Proportion of private visitors	91%	Entrepreneur, co-owner, freelancer	16
Germany (total)	98	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	84	Department head, group head, team leader	8
Bremen	26	Other salaried staff, civil servant, skilled worker	21
Hamburg	3	Lecturer, teacher	4
Lower Saxony	49	Trainee	4
Schleswig-Holstein	6	Other position	1
Nielsen 2	10	Student	3
North Rhine-Westph.	10	Housewife/man	1
Nielsen 3a	2	Old-age pensioner	32
Hesse	1	Other not gainfully employed	4
Rhineland-Palatinate	1	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	62
Nielsen 3b	1	yes	17
Baden-Württemberg	1	no	21
Foreign (total)	2	maybe	21
Distance to home	%	Follow-up business	%
up to 50 km	45	Intend to buy at later date	40
more than 50 km up to 100 km	16	yes	17
more than 100 km up to 300 km	30	no	17
over 300 km	9	maybe	43
Frequency of visits to trade fair	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
2011	34		
2010	33		
2009	25		
2008	16		
Earlier events	7		
First visit	39		
Sex	%		
Male	82		
Female	18		
Size of household	%		
1 person	18		
2 persons	49		
3 persons	13		
4 persons	13		
5 persons and more	7		
Age	%		
up to 20 years	4		
over 20 up to 30 years	5		
over 30 up to 40 years	9		
over 40 up to 50 years	21		
over 50 up to 60 years	25		
over 60 up to 70 years	26		
over 70 years	11		

Bremen Classic Motorshow

Private visitors' profile

Visitors (number of entries)	37 471	Position in the company/organization	%
Proportion of private visitors	94%	Entrepreneur, co-owner, freelancer	16
Germany (total)	95	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	85	Department head, group head, team leader	8
Bremen	19	Other salaried staff, civil servant, skilled worker	21
Hamburg	5	Lecturer, teacher	4
Lower Saxony	53	Trainee	4
Schleswig-Holstein	8	Other position	1
Nielsen 2	10	Student	3
North Rhine-Westph.	10	Housewife/man	1
Nielsen 3a	2	Old-age pensioner	32
Hesse	1	Other not gainfully employed	4
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	62
Nielsen 3b	-	yes	17
Baden-Württemberg	-	no	21
Foreign (total)	5	maybe	21
of which		Follow-up business	%
EU	87	Intend to buy at later date	40
Other countries	13	yes	17
		no	17
		maybe	43
Countries with the highest visitor shares	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Denmark	33		
Netherlands	21		
Sweden	18		
Distance to home	%		
up to 50 km	33		
more than 50 km up to 100 km	16		
more than 100 km up to 300 km	43		
over 300 km	9		
Frequency of visits to trade fair	%		
2011	47		
2010	43		
2009	37		
Earlier events	23		
First visit	24		
Sex	%		
Male	85		
Female	15		
Size of household	%		
1 person	15		
2 persons	48		
3 persons	16		
4 persons	15		
5 persons and more	7		
Age	%		
up to 20 years	5		
over 20 up to 30 years	7		
over 30 up to 40 years	12		
over 40 up to 50 years	28		
over 50 up to 60 years	25		
over 60 up to 70 years	17		
over 70 years	7		

Position in the company/organization	%
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	4
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	2
Trainee	2
Other position	6
Student	4
Housewife/man	1
Old-age pensioner	20
Other not gainfully employed	5
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	51
no	20
maybe	29
Follow-up business	%
Intend to buy at later date	
yes	26
no	25
maybe	49
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	5 757
Proportion of trade visitors	92%
Germany (total)	82
of which	
Nielsen 1	70 Nielsen 4
Bremen	20 Bavaria
Hamburg	5 Nielsen 5+6
Lower Saxony	39 Berlin
Schleswig-Holstein	7 Brandenburg
Nielsen 2	10 Mecklenburg-
North Rhine-Westph.	10 West Pomerania
Nielsen 3a	5 Saxony-Anhalt
Hesse	3 Nielsen 7
Rhineland-Palatinate	2 Saxony
Saarland	- Thuringia
Nielsen 3b	2
Baden-Württemberg	2
Foreign (total)	18
of which	
EU	71
Other european countries	16
Other countries	12
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	16
more than 100 km up to 300 km	34
over 300 km	29
Countries with the highest visitor shares	%
Denmark	18
Netherlands	16
Frequency of visits to trade fair	%
2010	31
2008	25
2006	19
Earlier events	13
First visit	43
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	32
Collectively	32
In an advisory capacity	21
No	11
Student	3
Other not gainfully employed	1

Area of responsibility	%
Management	19
Research/development/design	7
Manufacturing, production, quality control	12
Buying/procurement	13
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	1
Sales	24
Marketing, advertising, PR	3
Logistics: storage, material management, transport	3
Maintenance/repairs	1
Other area	11
Student	3
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	27
Managing director, board member, head of an authority etc.	9
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	19
Lecturer, teacher	2
Trainee	7
Other position	5
Student	3
Other not gainfully employed	1
Economic sector	%
Catering, communal catering	21
Industry	24
Service	13
Press	1
Retail trade	14
Wholesale trade	16
Other sectors	8
Student	3
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	20
5- 9	15
10- 49	22
50- 199	18
200- 499	6
500 - 999	4
1 000 and more	12
Student	3
Other not gainfully employed	1
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Private visitors' profile

Visitors (number of entries)	73 160
Proportion of private visitors	95%
Germany (total)	100
of which	
Nielsen 1	99 Nielsen 4
Bremen	48 Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	50 Berlin
Schleswig-Holstein	- Brandenburg
Nielsen 2	1 Mecklenburg-
North Rhine-Westph.	1 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	82
more than 50 km up to 100 km	12
more than 100 km up to 300 km	4
over 300 km	1
Frequency of visits to trade fair	%
Previous event	46
Earlier events	68
First visit	19
Sex	%
Male	30
Female	70
Size of household	%
1 person	17
2 persons	51
3 persons	15
4 persons	12
5 persons and more	5
Age	%
up to 20 years	4
over 20 up to 30 years	13
over 30 up to 40 years	13
over 40 up to 50 years	22
over 50 up to 60 years	22
over 60 up to 70 years	19
over 70 years	7

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	6
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	36
Lecturer, teacher	2
Trainee	2
Other position	6
Student	6
Housewife/man	6
Old-age pensioner	22
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	77
no	5
maybe	18
Follow-up business	%
Intend to buy at later date	
yes	23
no	19
maybe	58
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

RAD + OUTDOOR → Bremen

Private visitors' profile

Visitors (number of entries)	12 141	Position in the company/organization	%
Proportion of private visitors	98%	Entrepreneur, co-owner, freelancer	6
Germany (total)	99	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	96	Department head, group head, team leader	11
Bremen	36	Other salaried staff, civil servant, skilled worker	33
Hamburg	1	Lecturer, teacher	5
Lower Saxony	58	Trainee	2
Schleswig-Holstein	1	Other position	5
Nielsen 2	2	Student	13
North Rhine-Westph.	2	Housewife/man	3
Nielsen 3a	1	Old-age pensioner	14
Hesse	1	Other not gainfully employed	4
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	-	yes	36
Baden-Württemberg	-	no	27
		maybe	37
Foreign (total)	1	Follow-up business	%
Distance to home	%	Intend to buy at later date	
up to 50 km	68	yes	32
more than 50 km up to 100 km	18	no	18
more than 100 km up to 300 km	12	maybe	51
over 300 km	2	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Frequency of visits to trade fair	%		
2011	33		
2010	16		
2009	13		
Earlier events	9		
First visit	38		
Sex	%		
Male	62		
Female	38		
Size of household	%		
1 person	18		
2 persons	38		
3 persons	17		
4 persons	17		
5 persons and more	9		
Age	%		
up to 20 years	12		
over 20 up to 30 years	13		
over 30 up to 40 years	12		
over 40 up to 50 years	29		
over 50 up to 60 years	19		
over 60 up to 70 years	13		
over 70 years	3		

ReiseLust → Bremen

Private visitors' profile

Visitors (number of entries)	29 715*	Position in the company/organization	%
Proportion of private visitors	95%	Entrepreneur, co-owner, freelancer	7
Germany (total)	98	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	95	Department head, group head, team leader	7
Bremen	37	Other salaried staff, civil servant, skilled worker	29
Hamburg	1	Lecturer, teacher	3
Lower Saxony	56	Trainee	2
Schleswig-Holstein	1	Other position	6
Nielsen 2	3	Student	4
North Rhine-Westph.	3	Housewife/man	6
Nielsen 3a	-	Old-age pensioner	31
Hesse	-	Other not gainfully employed	3
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	-	yes	24
Baden-Württemberg	-	no	43
		maybe	33
Foreign (total)	2	Follow-up business	%
Distance to home	%	Intend to buy at later date	
up to 50 km	66	yes	24
more than 50 km up to 100 km	18	no	21
more than 100 km up to 300 km	13	maybe	55
over 300 km	4	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Frequency of visits to trade fair	%		
Previous event	33		
Earlier events	37		
First visit	38		
Sex	%		
Male	46		
Female	54		
Size of household	%		
1 person	13		
2 persons	62		
3 persons	11		
4 persons	9		
5 persons and more	4		
Age	%		
up to 20 years	2		
over 20 up to 30 years	8		
over 30 up to 40 years	9		
over 40 up to 50 years	20		
over 50 up to 60 years	27		
over 60 up to 70 years	24		
over 70 years	10		

*) Visitor attendance determined by a representative poll in the combination of CARAVAN/Reiselust. Multiple answers were permitted.

Baumesse Chemnitz (2011)

Private visitors' profile

Visitors (number of entries)	7 789	Position in the company/organization	%
Proportion of private visitors	79%	Entrepreneur, co-owner, freelancer	7
Germany (total)	100	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	-	Department head, group head, team leader	7
Bremen	-	Other salaried staff, civil servant, skilled worker	29
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	2
Schleswig-Holstein	-	Other position	6
Nielsen 2	-	Student	4
North Rhine-Westph.	-	Housewife/man	6
Nielsen 3a	-	Old-age pensioner	31
Hesse	-	Other not gainfully employed	3
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	-	yes	24
Baden-Württemberg	-	no	43
		maybe	33
Distance to home	%	Follow-up business	%
up to 50 km	90	Intend to buy at later date	
more than 50 km up to 100 km	8	yes	24
more than 100 km up to 300 km	2	no	21
over 300 km		maybe	55
Frequency of visits to exhibition	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Previous event	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		

Trade visitors' profile

Trade visitors' profile

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: C³ Chemnitzer Veranstaltungszentren GmbH, Chemnitz

Visitors (number of entries)	1 800	Area of responsibility	%
Proportion of trade visitors	96%	Management	15
Germany (total)	100	Research/development/design	13
of which		Manufacturing, production, quality control	11
Nielsen 1	- Nielsen 4	Buying/procurement	5
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	- Nielsen 5+6	Information and communication technology	2
Lower Saxony	- Berlin	Organization, personnel, administration	2
Schleswig-Holstein	- Brandenburg	Sales	15
Nielsen 2	1 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	1 West Pommern	Logistics: storage, material management, transport	2
Nielsen 3a	- Saxony-Anhalt	Maintenance/repairs	1
Hesse	- Nielsen 7	Other area	2
Rhineland-Palatinate	- Saxony	Student	19
Saarland	- Thuringia	Other not gainfully employed	7
Nielsen 3b	-		
Baden-Württemberg	-		

Distance to home	%
up to 50 km	74
more than 50 km up to 100 km	16
more than 100 km up to 300 km	7
over 300 km	2

Frequency of visits to trade fair	%
2010	20
2009	15
2008	12
2007	10
First visit	71

Average length of stay	1,0 days
-------------------------------	-----------------

Influence on purchasing/procurement decisions	%
Decisively	19
Collectively	16
In an advisory capacity	17
No	19
Student	22
Other not gainfully employed	8

Area of responsibility	%
Management	15
Research/development/design	13
Manufacturing, production, quality control	11
Buying/procurement	5
Finance/accounting, controlling	2
Information and communication technology	2
Organization, personnel, administration	2
Sales	15
Marketing, advertising, PR	2
Logistics: storage, material management, transport	2
Maintenance/repairs	1
Other area	2
Student	19
Other not gainfully employed	7
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	41
Lecturer, teacher	3
Trainee	3
Other position	-
Student	19
Other not gainfully employed	7

Economic sector	%
Mechanical, appliance and plant engineering	31
metal production and processing	10
Plastics processor	1
Electrical engineering/electronics	9
Surface treatment, thermal treatment	1
Information and communication technology	3
Vehicle building	2
Trade	3
Research and development	6
Banking/insurance	3
Training and further training	5
Services provided for companies, contract manufacturers, suppliers	9
Other sectors	21
Student	19
Other not gainfully employed	7

Size of company/organization:	%
Number of employees	
1- 4	10
5- 9	7
10- 49	20
50- 199	16
200- 499	7
500 - 999	5
1 000 - 9 999	9
Student	19
Other not gainfully employed	7

Conducted by: C³ Chemnitzer Veranstaltungszentren GmbH, Chemnitz

Visitors (number of entries)	8 604	Area of responsibility	%
Proportion of trade visitors	91%	Management	38
Germany (total)	76	Research/development/design	3
of which		Manufacturing, production, quality control	3
Nielsen 1	18 Nielsen 4	Buying/procurement	10
Bremen	1 Bavaria	Finance/accounting, controlling	2
Hamburg	2 Nielsen 5+6	Information and communication technology	1
Lower Saxony	12 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	2 Brandenburg	Sales	34
Nielsen 2	55 Mecklenburg-	Marketing, advertising, PR	4
North Rhine-Westph.	55 West Pommern	Logistics: storage, material management, transport	1
Nielsen 3a	10 Saxony-Anhalt	Maintenance/repairs	-
Hesse	6 Nielsen 7	Other area	3
Rhineland-Palatinate	3 Saxony	Student	1
Saarland	1 Thuringia		
Nielsen 3b	4		
Baden-Württemberg	4		

Foreign (total)	24	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	52
EU	61	Managing director, board member, head of an authority etc.	12
Other european countries	15	Area manager, works manager, plant manager, branch manager, head of public office	10
Other countries	25	Department head, group head, team leader	9
		Other salaried staff, civil servant, skilled worker	10
		Lecturer, teacher	1
		Trainee	3
		Other position	4
		Student	1

Distance to home	%
up to 50 km	20
more than 50 km up to 100 km	15
more than 100 km up to 300 km	25
over 300 km	40

Country with the highest visitor share	%
Netherlands	13

Frequency of visits to trade fair	%
Previous event	40
Earlier events	42
First visit	45

Average length of stay	1,3 days
-------------------------------	-----------------

Influence on purchasing/procurement decisions	%
Decisively	46
Collectively	30
In an advisory capacity	16
No	8
Student	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	52
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	10
Lecturer, teacher	1
Trainee	3
Other position	4
Student	1
Economic sector	%
Tobacco products retail, smoker's requisites, with press/lottery	44
Tobacco products retail, smoker's requisites, with food/drink	12
Exclusively tobacco products retail, smoker's requisites	4
Wholesale trade	13
Foreign trade	3
Industrial producer	11
Skilled trades	3
Other sectors	11
Student	1
Size of company/organization:	%
Number of employees	
1- 4	42
5- 9	21
10- 49	15
50- 199	9
200 - 499	4
500 - 999	2
1 000 and more	7
Student	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ALUMINIUM → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	21 508	Area of responsibility	%
Proportion of trade visitors	99%	Management	24
Germany (total)	51	Research/development/design	17
of which		Manufacturing, production, quality control	11
Nielsen 1	7 Nielsen 4	Buying/procurement	13
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	1 Nielsen 5+6	Information and communication technology	-
Lower Saxony	4 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	18
Nielsen 2	56 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	56 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	8 Saxony-Anhalt	Maintenance/repairs	3
Hesse	3 Nielsen 7	Other area	4
Rhineland-Palatinate	4 Saxony	Student	3
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	14	Position in the company/organization	%
Baden-Württemberg	14	Entrepreneur, co-owner, freelancer	17
Foreign (total)	49	Managing director, board member, head of an authority etc.	15
of which		Area manager, works manager, plant manager, branch manager, head of public office	15
EU	61	Department head, group head, team leader	26
Other european countries	12	Other salaried staff, civil servant, skilled worker	19
Africa	3	Lecturer, teacher	1
North America	7	Trainee	2
Middle East	6	Other position	2
South-, East-, Central Asia	8	Student	3
Other countries	3	Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	16	Aluminium manufacturing industry	15
more than 50 km up to 100 km	10	Aluminium processing industry	24
more than 100 km up to 300 km	17	Other industries, end users	19
over 300 km	57	Skilled trades	7
Countries with the highest visitor shares	%	Light metal trade	5
Netherlands	10	Other trade	5
Austria	8	Logistics and transportation	2
Italy	7	Design	2
France	5	Building, construction	5
United Kingdom	5	Media, press, publishing	1
Frequency of visits to trade fair	%	Other service	4
Previous event	29	Authority/public services	1
Earlier events	26	University/college/polytechnic	3
First visit	53	Other sectors	5
Average length of stay	1,5 days	Student	3
Influence on purchasing/procurement decisions	%	Other not gainfully employed	1
Decisively	29	Size of company/organization:	%
Collectively	32	Number of employees	
In an advisory capacity	24	1- 4	9
No	10	5- 9	11
Student	3	10- 49	20
Other not gainfully employed	1	50- 199	21
		200- 499	12

Conducted by: Wissler & Partner, Basel

BEAUTY INTERNATIONAL (2011) → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	47 131*	Area of responsibility	%
Proportion of trade visitors	92%	Management	41
Germany (total)	91	Research/development/design	1
of which		Manufacturing, production, quality control	3
Nielsen 1	13 Nielsen 4	Buying/procurement	4
Bremen	1 Bavaria	Finance/accounting, controlling	1
Lower Saxony	9 Nielsen 5+6	Information and communication technology	-
Schleswig-Holstein	2 Berlin	Organisation, personnel, administration	1
Nielsen 2	59 Brandenburg	Sales	10
North Rhine-Westph.	59 Mecklenburg-	Marketing, advertising, PR	1
Nielsen 3a	14 West Pomerania	Logistics: storage, material management, transport	-
Hesse	7 Saxony-Anhalt	Maintenance/repairs	-
Hamburg	1 Nielsen 7	Other area	29
Rhineland-Palatinate	6 Saxony	Student	7
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	5	Position in the company/organisation	%
Baden-Württemberg	5	Entrepreneur, co-owner, freelancer	64
Foreign (total)	9	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
EU	81	Department head, group head, team leader	4
Other european countries	11	Other salaried staff, civil servant, skilled worker	7
Other countries	9	Lecturer, teacher	1
Distance to home	%	Trainee	9
up to 50 km	32	Other position	3
more than 50 km up to 100 km	19	Student	7
more than 100 km up to 300 km	23	Other not gainfully employed	1
over 300 km	26	Economic sector	%
Country with the highest visitor share	%	Cosmetic institute	37
Netherlands	25	Nail studio	16
Frequency of visits to exhibition	%	Foot care practice	12
Previous event	54	Hairdressing salon	5
Earlier events	58	Beauty farm, wellness facilities	4
First visit	25	Cosmetic school	3
Average length of stay	1,4 days	Industry	2
Influence on purchasing/procurement decisions	%	Wholesale, import, export	2
Decisively	27	Perfumery	1
Collectively	27	Health professionals	1
In an advisory capacity	24	Doctor's practice, hospital	1
No	16	Pharmacy	1
Student	7	Tanning studios	1
Other not gainfully employed	1	Service	2
		Other sectors	4
		Student	7
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees	
		1- 4	60
		5- 9	9
		10- 49	8
		50- 199	4
		200- 499	1
		500- 999	1

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

Conducted by: Wissler & Partner, Basel

boot (2011)

Private visitors' profile

Visitors (number of entries)	252 441	Proportion of private visitors	84%
Germany (total)	88	Germany (total)	88
of which		of which	
Nielsen 1	7 Nielsen 4	Nielsen 1	7 Nielsen 4
Bremen	- Bavaria	Bremen	- Bavaria
Hamburg	1 Nielsen 5+6	Hamburg	1 Nielsen 5+6
Lower Saxony	5 Berlin	Lower Saxony	5 Berlin
Schleswig-Holstein	1 Brandenburg	Schleswig-Holstein	1 Brandenburg
Nielsen 2	69 Mecklenburg-	Nielsen 2	69 Mecklenburg-
North Rhine-Westph.	69 West Pomerania	North Rhine-Westph.	69 West Pomerania
Nielsen 3a	13 Saxony-Anhalt	Nielsen 3a	13 Saxony-Anhalt
Hesse	6 Nielsen 7	Hesse	6 Nielsen 7
Rhineland-Palatinate	5 Saxony	Rhineland-Palatinate	5 Saxony
Saarland	1 Thuringia	Saarland	1 Thuringia
Nielsen 3b	4	Nielsen 3b	4
Baden-Württemberg	4	Baden-Württemberg	4
Foreign (total)	12	Foreign (total)	12
of which		of which	
EU	78	EU	78
Other european countries	16	Other european countries	16
Other countries	6	Other countries	6
Countries with the highest visitor shares	%	Countries with the highest visitor shares	%
Netherlands	37	Netherlands	37
Belgium	13	Belgium	13
Switzerland	9	Switzerland	9
Luxembourg	7	Luxembourg	7
Austria	7	Austria	7
Distance to home	%	Distance to home	%
up to 50 km	38	up to 50 km	38
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	23	more than 100 km up to 300 km	23
over 300 km	19	over 300 km	19
Frequency of visits to exhibition	%	Frequency of visits to exhibition	%
Previous event	46	Previous event	46
Earlier events	71	Earlier events	71
First visit	21	First visit	21
Sex	%	Sex	%
Male	72	Male	72
Female	28	Female	28
Size of household	%	Size of household	%
1 person	17	1 person	17
2 persons	39	2 persons	39
3 persons	16	3 persons	16
4 persons	20	4 persons	20
5 persons and more	8	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	
yes	58
no	15
maybe	27
Follow-up business	%
Intend to buy at later date	42
yes	18
no	41
maybe	41
Conducted by: Wissler & Partner, Basel	

Private visitors' profile

Visitors (number of entries)	165 424
Proportion of private visitors	91%
Germany (total)	88
of which	
Nielsen 1	10
Bremen	-
Hamburg	1
Lower Saxony	7
Schleswig-Holstein	2
Nielsen 2	66
North Rhine-Westph.	66
Nielsen 3a	16
Hesse	8
Rhineland-Palatinate	7
Saarland	1
Nielsen 3b	3
Baden-Württemberg	3
Foreign (total)	12
of which	
EU	86
Other european countries	11
Other countries	3
Countries with the highest visitor shares	%
Netherlands	34
Belgium	22
Switzerland	9
France	8
Luxembourg	6
Distance to home	%
up to 50 km	30
more than 50 km up to 100 km	21
more than 100 km up to 300 km	31
over 300 km	19
Frequency of visits to trade fair	%
Previous event	47
Earlier events	64
First visit	26
Sex	%
Male	58
Female	42
Size of household	%
1 person	8
2 persons	52
3 persons	16
4 persons	17
5 persons and more	7
Age	%
up to 20 years	1
over 20 up to 30 years	4
over 30 up to 40 years	9
over 40 up to 50 years	30
over 50 up to 60 years	31
over 60 up to 70 years	21
over 70 years	5

Position in the company/organization	%
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	4
Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	5
Trainee	1
Other position	6
Student	2
Housewife/man	2
Old-age pensioner	4
Other not gainfully employed	24
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	45
no	16
maybe	39
Follow-up business	%
Intend to buy at later date	
yes	34
no	10
maybe	56
Conducted by: Wissler & Partner, Basel	

Trade visitors' profile

Visitors (number of entries)	8 131
Proportion of trade visitors	98%
Germany (total)	58
of which	
Nielsen 1	15
Bremen	1
Hamburg	3
Lower Saxony	10
Schleswig-Holstein	1
Nielsen 2	26
North Rhine-Westph.	26
Nielsen 3a	12
Hesse	5
Rhineland-Palatinate	6
Saarland	-
Nielsen 3b	16
Baden-Württemberg	16
Foreign (total)	42
of which	
EU	81
Other european countries	11
Other countries	8
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	7
more than 100 km up to 300 km	24
over 300 km	60
Countries with the highest visitor shares	%
Netherlands	25
Austria	9
Belgium	9
France	8
Italy	8
Frequency of visits to trade fair	%
Previous event	17
Earlier events	20
First visit	66
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	18
Collectively	27
In an advisory capacity	24
No	13
Student	16
Other not gainfully employed	2

Area of responsibility	%
Management	17
Research/development/design	38
Manufacturing, production, quality control	8
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	-
Sales	10
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	2
Student	16
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	13
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	21
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	2
Trainee	1
Other position	2
Student	16
Other not gainfully employed	2
Economic sector	%
Manufacturers of composite finished products	18
Manufacturers of machines, equipment, systems	8
Manufacturers of raw materials for composites	8
Manufacturers of composite semi-finished products	4
Manufacturers of composite intermediate products	1
Users of composites	10
Trade	5
Skilled trades	1
Research and development institute	7
Other service	6
University/college/polytechnic	3
Other sectors	11
Student	16
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	8
5- 9	4
10- 49	16
50- 199	14
200- 499	10
500 - 999	7
1 000 and more	23
Student	16
Other not gainfully employed	2
Conducted by: Wissler & Partner, Basel	

drupa - print media messe → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	314 248	Area of responsibility	%
Proportion of trade visitors	97%	Management	29
Germany (total)	40	Research/development/design	10
of which		Manufacturing, production, quality control	21
Nielsen 1	11	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	2
Lower Saxony	6	Organization, personnel, administration	1
Schleswig-Holstein	3	Sales	10
Nielsen 2	39	Marketing, advertising, PR	7
North Rhine-Westph.	39	Logistics: storage, material management, transport	1
Nielsen 3a	13	Maintenance/repairs	3
Hesse	8	Other area	6
Rhineland-Palatinate	4	Student	5
Saarland	1	Other not gainfully employed	1
Nielsen 3b	15	Position in the company/organization	%
Baden-Württemberg	15	Entrepreneur, co-owner, freelancer	22
		Managing director, board member, head of an authority etc.	16
		Area manager, works manager, plant manager, branch manager, head of public office	14
		Department head, group head, team leader	18
		Other salaried staff, civil servant, skilled worker	17
		Lecturer, teacher	2
		Trainee	4
		Other position	2
		Student	5
		Other not gainfully employed	1
		Economic sector	%
		Printing	44
		Pre-print and production technology	12
		Book binding company and processing	5
		Multimedia, e-technologies and Internet	1
		Marketing, advertising and PR	4
		IT, advisory services, information logistics, agencies, DL	3
		Publishing and media industry	2
		Paper, cardboard and packaging material	5
		Pre-print, print and post-print technology, suppliers	3
		Trade specializing in printers' and designers' demands	2
		IT, computer output, databases etc.	1
		Packaging industry	4
		University/college/polytechnic	2
		Other sectors	7
		Student	5
		Other not gainfully employed	1
		Size of company/organization:	
		Number of employees	%
		1- 4	10
		5- 9	8
		10- 49	24
		50- 199	21
		200- 499	10
		500 - 999	5
		1 000 and more	13
		Student	5
		Other not gainfully employed	1
		employed	1
		N/A	3

Conducted by: Wissler & Partner, Basel

EuroCIS (2010) → Düsseldorf

Basic data trade visitors

Total number of visitors	5 003
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	21
more than 50 km up to 100 km	11
more than 100 km up to 300 km	20
over 300 km	48
Total Germany	63
Baden-Württemberg	10
Bavaria	8
Berlin	3
Brandenburg	1
Bremen	1
Hamburg	4
Hesse	7
Mecklenburg-West Pommern	3
Lower Saxony	5
North Rhine-Westphalia	50
Rhineland-Palatinate	3
Saarland	3
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	3
Thuringia	-
Total Foreign	37
of which EU	73
Rest of Europe	12
South-, East-, Central Asia	8
other countries	7

The four countries with the highest visitor shares

Netherlands	18
Great Britain	9
Austria	7
Belgium	7

Position in the company/organisation

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

Frequency of visits to exhibition

2009	30
2008	30
2007	21
First visit	52

Additional data trade visitors

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

Influence on purchasing/procurement decisions

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

Area of responsibility

Management	28
Research/development/design	6
Planning/work preparation	1
Manufacture/production	1
Production, quality control	1
Buying/procurement	3
Finance/accounting, controlling	3
Information, communication technology (EDP)	18
Administration/organisation/personnel/social welfare/training	2
Marketing/sales/advertising/PR	27
Storage/material management/logistics/transport	1
Maintenance/repairs	2
Other area	8
Other not gainfully employed	1

Size of company/organisation:

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

Length of stay

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

Conducted by: Wissler & Partner, Basel

GDS (Spring) (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
Bavaria	11
Berlin	4
Brandenburg	1
Bremen	1
Hamburg	4
Hesse	7
Mecklenburg-West Pommern	2
Lower Saxony	9
North Rhine-Westphalia	44
Rhineland-Palatinate	5
Saarland	1
Saxony	-
Saxony-Anhalt	1
Schleswig-Holstein	2
Thuringia	1
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

*) Visitor attendance determined by a representative poll in the combination of GDS/Global Shoes. Multiple answers were permitted.

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	6
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*)

Proportion of trade visitors 93%

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

*) Visitor attendance determined by a representative poll in the combination of GDS/Global Shoes. Multiple answers were permitted.

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

Basic data trade visitors

Total number of visitors 44 298

Proportion of trade visitors 97%

Region of residence	%
up to 50 km	7
more than 50 km up to 100 km	9
more than 100 km up to 300 km	18
over 300 km	67

Total Germany		43
Baden-Württemberg	7	39
Bavaria	15	7
Berlin	2	1
Brandenburg	1	4
Bremen	-	3
Hamburg	-	2
Hesse	6	3
Mecklenburg-West Pomerania	1	2
Lower Saxony	9	3
North Rhine-Westphalia		
Rhineland-Palatinate		
Saarland		
Saxony		
Saxony-Anhalt		
Schleswig-Holstein		
Thuringia		

Total Foreign	57
of which EU	58
Rest of Europe	10
Africa	5
North America	7
South and Central America	6
Middle East	5
South-, East-, Central Asia	7
Australia	3

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

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

Frequency of visits to exhibition	%
2008	49
2006	40
Earlier events	31
First visit	35

Additional data trade visitors

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

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

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

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

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

Conducted by: Wissler & Partner, Basel

IMA → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	9 575	Area of responsibility	%
Proportion of trade visitors	95%	Management	37
Germany (total)	91	Research/development/design	3
of which		Manufacturing, production, quality control	5
Nielsen 1	15	Buying/procurement	4
Bremen	1	Finance/accounting, controlling	4
Hamburg	2	Information and communication technology	2
Lower Saxony	10	Organization, personnel, administration	3
Schleswig-Holstein	3	Sales	9
Nielsen 2	32	Marketing, advertising, PR	4
North Rhine-Westph.	3	Logistics: storage, material management, transport	3
Nielsen 3a	16	Maintenance/repairs	11
Hesse	6	Other area	11
Rhineland-Palatinate	10	Student	3
Saarland	1	Other not gainfully employed	3
Nielsen 3b	14	Position in the company/organization	%
Baden-Württemberg	14	Entrepreneur, co-owner, freelancer	40
		Managing director, board member, head of an authority etc.	8
Foreign (total)	9	Area manager, works manager, plant manager, branch manager, head of public office	7
of which		Department head, group head, team leader	13
EU	75	Other salaried staff, civil servant, skilled worker	16
Other countries	25	Lecturer, teacher	1
Distance to home	%	Trainee	7
up to 50 km	13	Other position	4
more than 50 km up to 100 km	9	Student	3
more than 100 km up to 300 km	33	Other not gainfully employed	3
over 300 km	45	Economic sector	%
Country with the highest visitor share	%	Industry (manufacturer)	19
Austria	25	Retail trade	17
Frequency of visits to trade fair	%	Wholesale/foreign trade	6
Previous event	44	Skilled trades	4
Earlier events	47	Bank	1
First visit	32	Insurance	1
Average length of stay	1,5 days	Other service	26
Influence on purchasing/procurement decisions	%	Authority/public services	1
Decisively	21	University/college/polytechnic	1
Collectively	26	Other sectors	20
In an advisory capacity	28	Student	3
No	19	Other not gainfully employed	3
Student	3	Size of company/organization:	
Other not gainfully employed	3	Number of employees	%
		1- 4	23
		500 - 999	3
		5- 9	12
		1 000 and more	14
		10- 49	22
		Student	3
		50- 199	13
		Other not gainfully employed	3
		200- 499	7

Conducted by: Wissler & Partner, Basel

InterCool (2010) → Düsseldorf

Basic data trade visitors

Total number of visitors	8 829*	Proportion of trade visitors	95%
Region of residence	%	Total Germany	78
up to 50 km	19	Baden-Württemberg	6
more than 50 km up to 100 km	14	North Rhine-Westphalia	50
more than 100 km up to 300 km	28	Bavaria	5
over 300 km	39	Rhineland-Palatinate	7
Other area	3	Berlin	3
Other not gainfully employed	9	- Saarland	1
Other not gainfully employed	3	Brandenburg	2
Other not gainfully employed	3	Bremen	1
Other not gainfully employed	3	Hamburg	3
Other not gainfully employed	3	Saxony-Anhalt	1
Other not gainfully employed	3	Hesse	6
Other not gainfully employed	3	Schleswig-Holstein	2
Other not gainfully employed	3	West Pommerania	1
Other not gainfully employed	3	Thuringia	-
Other not gainfully employed	3	Lower Saxony	12
Other not gainfully employed	3	Total Foreign	22
Other not gainfully employed	3	of which EU	81
Other not gainfully employed	3	other countries	19
Other not gainfully employed	3	The country with the highest visitor share	%
Other not gainfully employed	3	Netherlands	21
Other not gainfully employed	3	Position in the company/organisation	%
Other not gainfully employed	3	Entrepreneur, partner, self-employed	25
Other not gainfully employed	3	Managing director, board member, head of an authority etc.	10
Other not gainfully employed	3	Senior department head, other employee with managerial responsibility	6
Other not gainfully employed	3	Department head, group head	20
Other not gainfully employed	3	Other salaried staff/public service	19
Other not gainfully employed	3	Skilled worker	3
Other not gainfully employed	3	Lecturer, teacher, scientific assistant	2
Other not gainfully employed	3	Trainee	7
Other not gainfully employed	3	Other position	4
Other not gainfully employed	3	Student	5
Other not gainfully employed	3	Other not gainfully employed	1
Other not gainfully employed	3	Frequency of visits to exhibition	%
Other not gainfully employed	3	2008	41
Other not gainfully employed	3	2006	32
Other not gainfully employed	3	Earlier events	23
Other not gainfully employed	3	First visit	45

*) Visitor attendance determined by a representative poll in the combination of InterCool/InterMeat/InterMopro/hogatec. Multiple answers were permitted.

Additional data trade visitors

Economic sector	%	Area of responsibility	%
Food retail trade	8	Management	23
Food wholesalers	18	Research/development/design	5
Wholesale, trade: technology fixtures and fittings/equipment	1	Planning/work preparation	2
Import/export	8	Manufacture/production	4
Foodstuff industry	16	Production, quality control	-
Supply industry for food manufacture	6	Buying/procurement	20
Bakery	4	Finance/accounting, controlling	1
Service and consulting companies	6	Information, communication technology (EDP)	-
Hotel	3	Administration/organisation/personnel/social welfare/training	1
Gastronomy, mass catering, catering & party service, snack and quick-service Outlet	9	Marketing/sales/advertising/PR	28
Association, institution	2	Storage/material management/logistics/transport	3
Specialist press	1	Maintenance/repairs	1
Other sectors	12	Other area	7
Student	5	Student	5
Other not gainfully employed	1	Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Size of company/organisation:	
Decisively	30	Number of employees:	%
Collectively	26	1- 4	13
In an advisory capacity	24	500 - 999	8
No	14	5- 9	8
Student	5	1 000 - 9 999	13
Other not gainfully employed	1	10- 49	17
Area of responsibility	%	50- 99	10
Management	23	10 000 and more	8
Research/development/design	5	Student	5
Planning/work preparation	2	100- 199	9
Manufacture/production	4	200- 499	6
Production, quality control	-	other not gainfully employed	1
Buying/procurement	20	Length of stay	%
Finance/accounting, controlling	1	1. Length of stay (days):	
Information, communication technology (EDP)	-	one	73
Administration/organisation/personnel/social welfare/training	1	two	22
Marketing/sales/advertising/PR	28	three	5
Storage/material management/logistics/transport	3	four	-
Maintenance/repairs	1	2. Average length of stay	1,3 days
Other area	7	3. Share of visitors on the event's days:	N/A
Student	5	Conducted by: Wissler & Partner, Basel	
Other not gainfully employed	1		

*) Visitor attendance determined by a representative poll in the combination of InterCool/InterMeat/InterMopro/hogatec. Multiple answers were permitted.

InterMeat (2010)

Basic data trade visitors

Total number of visitors	15 503*	Proportion of trade visitors	95%
Region of residence	%	Total Germany	77
up to 50 km	20	Baden-Württemberg	7
more than 50 km up to 100 km	16	North Rhine-Westphalia	54
more than 100 km up to 300 km	28	Bavaria	7
over 300 km	37	Rhineland-Palatinate	3
Other area	3	Berlin	2
Other not gainfully employed	3	Brandenburg	-
Other not gainfully employed	3	- Saarland	1
Other not gainfully employed	3	Bremen	1
Other not gainfully employed	3	Saxony-Anhalt	1
Other not gainfully employed	3	Hamburg	4
Other not gainfully employed	3	Hesse	5
Other not gainfully employed	3	Schleswig-Holstein	1
Other not gainfully employed	3	West Pommerania	1
Other not gainfully employed	3	Thuringia	1
Other not gainfully employed	3	Lower Saxony	14
Other not gainfully employed	3	Total Foreign	23
Other not gainfully employed	3	of which EU	66
Other not gainfully employed	3	Rest of Europe	14
Other not gainfully employed	3	other countries	20
Other not gainfully employed	3	The two countries with the highest visitor shares	%
Other not gainfully employed	3	Belgium	16
Other not gainfully employed	3	Netherlands	13
Other not gainfully employed	3	Position in the company/organisation	%
Other not gainfully employed	3	Entrepreneur, partner, self-employed	23
Other not gainfully employed	3	Managing director, board member, head of an authority etc.	12
Other not gainfully employed	3	Senior department head, other employee with managerial responsibility	10
Other not gainfully employed	3	Department head, group head	22
Other not gainfully employed	3	Other salaried staff/public service	13
Other not gainfully employed	3	Skilled worker	6
Other not gainfully employed	3	Lecturer, teacher, scientific assistant	1
Other not gainfully employed	3	Trainee	7
Other not gainfully employed	3	Other position	2
Other not gainfully employed	3	Student	3
Other not gainfully employed	3	Other not gainfully employed	1
Other not gainfully employed	3	Frequency of visits to exhibition	%
Other not gainfully employed	3	2008	46
Other not gainfully employed	3	2006	34
Other not gainfully employed	3	Earlier events	17
Other not gainfully employed	3	First visit	42

*) Visitor attendance determined by a representative poll in the combination of InterCool/InterMeat/InterMopro/hogatec. Multiple answers were permitted.

Additional data trade visitors

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

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

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

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

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

Conducted by: Wissler & Partner, Basel

Basic data trade visitors

Total number of visitors 10 219*

Proportion of trade visitors 93%

Region of residence	%
up to 50 km	25
more than 50 km up to 100 km	11
more than 100 km up to 300 km	24
over 300 km	41

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

Total Foreign	20
of which EU	72
other countries	28

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	9
Department head, group head	24
Other salaried staff/public service	18
Skilled worker	8
Lecturer, teacher, scientific assistant	4
Trainee	5
Other position	7
Student	2
Other not gainfully employed	1

Frequency of visits to exhibition	%
2008	37
2006	22
Earlier events	21
First visit	50

* Visitor attendance determined by a representative poll in the combination of InterCool/InterMeat/InterMopro/hogatec. Multiple answers were permitted.

Additional data trade visitors

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

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

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

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

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

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries) 126 485

Proportion of trade visitors 98%

Germany (total)	43
of which	
Nielsen 1	10
Bremen	1
Hamburg	2
Lower Saxony	5
Schleswig-Holstein	3
Nielsen 2	48
North Rhine-Westph.	48
Nielsen 3a	12
Hesse	7
Rhineland-Palatinate	5
Saarland	1
Nielsen 3b	11
Baden-Württemberg	11
Nielsen 4	10
Bavaria	10
Saxony-Anhalt	5
Berlin	3
Brandenburg	1
West Pomerania	1
Saxony-Pommern	1
Nielsen 7	4
Saxony	3
Thuringia	1

Foreign (total)	57
of which	
EU	49
Other european countries	10
Africa	7
North America	4
South and Central America	5
Middle East	11
South-, East-, Central Asia	13
Australia	2

Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	8
more than 100 km up to 300 km	24
over 300 km	55

Countries with the highest visitor shares	%
Netherlands	7
Italy	6
United Kingdom	6
France	4
India	4

Frequency of visits to trade fair	%
Previous event	40
Earlier events	54
First visit	34

Average length of stay 2,1 days

Influence on purchasing/procurement decisions	%
Decisively	34
Collectively	24
In an advisory capacity	22
No	12
Student	7
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	26
Managing director, board member, head of an authority etc.	19
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	2
Trainee	2
Other position	3
Other not gainfully employed	1
Student	7

Economic sector	%
Doctor's practice	7
Doctors' practices, physiotherapy, ergo-therapy, logopaedia	4
Other practices	1
Medical laboratory/institute	4
Rehabilitation and spa facilities	2
Medical care centre	1
Industry	17
Hospital/university hospital/clinic	18
Medical and healthcare suppliers, sales representatives	14
Pharmacy	6
Other trade	1
Service	7
Other sectors	11
Student	7
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	13
5- 9	12
10- 49	26
50- 199	15
200- 499	8
500 - 999	4
1 000 and more	13
Student	7
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

METAV → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	40 664	Area of responsibility	%
Proportion of trade visitors	97%	Management	13
Germany (total)	91	Research/development/design	9
of which		Manufacturing, production, quality control	35
Nielsen 1	6	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Organization, personnel, administration	1
Schleswig-Holstein	-	Sales	7
Nielsen 2	65	Marketing, advertising, PR	1
North Rhine-Westph.	65	Logistics: storage, material management, transport	1
Nielsen 3a	15	Maintenance/repairs	7
Hesse	7	Other area	7
Rhineland-Palatinate	7	Student	12
Saarland	1	Other not gainfully employed	1
Nielsen 3b	6	Position in the company/organization	%
Baden-Württemberg	6	Entrepreneur, co-owner, freelancer	13
Foreign (total)	9	Managing director, board member, head of an authority etc.	4
of which		Area manager, works manager, plant manager, branch manager, head of public office	10
EU	75	Department head, group head, team leader	19
Other european countries	14	Other salaried staff, civil servant, skilled worker	21
Other countries	11	Lecturer, teacher	5
Distance to home	%	Trainee	13
up to 50 km	33	Other position	1
more than 50 km up to 100 km	21	Student	12
more than 100 km up to 300 km	25	Other not gainfully employed	1
over 300 km	21	Economic sector	%
Countries with the highest visitor shares	%	Machine and plant construction	30
Belgium	16	Automobile industry	6
Austria	14	Supplier to the automobile industry	4
Netherlands	14	Other industry	17
Frequency of visits to trade fair	%	Skilled trades	10
Previous event	34	Technical retail trade	6
Earlier events	40	Other service	5
First visit	45	University/college/polytechnic	5
Average length of stay	1,3 days	Other sectors	2
Influence on purchasing/procurement decisions	%	Student	12
Decisively	16	Other not gainfully employed	1
Collectively	26	Size of company/organization: Number of employees	%
In an advisory capacity	24	1- 4	7
No	22	5- 9	4
Student	12	10- 49	20
Other not gainfully employed	1	50- 199	19
		200- 499	12

Conducted by: Wissler & Partner, Basel

ProWein → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	40 667	Area of responsibility	%
Proportion of trade visitors	95%	Management	32
Germany (total)	65	Research/development/design	2
of which		Manufacturing, production, quality control	4
Nielsen 1	9	Buying/procurement	14
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	5	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	22
Nielsen 2	33	Marketing, advertising, PR	7
North Rhine-Westph.	33	Logistics: storage, material management, transport	1
Nielsen 3a	29	Maintenance/repairs	-
Hesse	8	Other area	8
Rhineland-Palatinate	20	Student	6
Saarland	1	Other not gainfully employed	1
Nielsen 3b	14	Position in the company/organization	%
Baden-Württemberg	14	Entrepreneur, co-owner, freelancer	42
Foreign (total)	35	Managing director, board member, head of an authority etc.	10
of which		Area manager, works manager, plant manager, branch manager, head of public office	11
EU	75	Department head, group head, team leader	12
Other european countries	11	Other salaried staff, civil servant, skilled worker	10
North America	6	Lecturer, teacher	2
South-, East-, Central Asia	3	Trainee	4
Other countries	6	Other position	2
Distance to home	%	Student	6
up to 50 km	15	Other not gainfully employed	1
more than 50 km up to 100 km	7	Economic sector	%
more than 100 km up to 300 km	31	Specialist Wine, sparkling wine, spirituous beverages	19
over 300 km	47	Independent Retail grocery trade	3
Countries with the highest visitor shares	%	Other retail	6
Netherlands	15	Wholesale trade for wine, sparkling wine and spirits	9
France	9	Import/export	9
Austria	7	Other wholesale/foreign trade	3
Belgium	6	Catering	12
Sweden	5	Hotel	5
Frequency of visits to trade fair	%	Manufacturing sector	6
Previous event	47	Media, press, publishing	3
Earlier events	52	Other service	7
First visit	35	Trade association, institution	1
Average length of stay	1,8 days	Specialist writers	1
Influence on purchasing/procurement decisions	%	University/college/polytechnic	2
Decisively	42	Public authority	1
Collectively	26	Other sectors	7
In an advisory capacity	16	Student	6
No	10	Other not gainfully employed	1
Student	6	Size of company/organization: Number of employees	%
Other not gainfully employed	1	1- 4	32
		5- 9	15
		10- 49	20
		50- 199	13
		200- 499	4
		500 - 999	2
		1 000 and more	5
		Student	6
		Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

PSI

Trade visitors' profile

Visitors (number of entries)	16 167	Area of responsibility	%
Proportion of trade visitors	100%	Management	32
Germany (total)	45	Research/development/design	2
of which		Manufacturing, production, quality control	4
Nielsen 1	14	Buying/procurement	14
Bremen	2	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	1
Lower Saxony	5	Organization, personnel, administration	1
Schleswig-Holstein	3	Sales	22
Nielsen 2	36	Marketing, advertising, PR	7
North Rhine-Westph.	36	Logistics: storage, material management, transport	1
Nielsen 3a	19	Maintenance/repairs	-
Hesse	9	Other area	8
Rhineland-Palatinate	9	Student	6
Saarland	1	Other not gainfully employed	1
Nielsen 3b	16	Position in the company/organization	%
Baden-Württemberg	16	Entrepreneur, co-owner, freelancer	42
Foreign (total)	55	Managing director, board member, head of an authority etc.	10
of which		Area manager, works manager, plant manager, branch manager, head of public office	11
EU	77	Department head, group head, team leader	12
Other european countries	14	Other salaried staff, civil servant, skilled worker	10
Other countries	10	Lecturer, teacher	2
Distance to home	%	Trainee	4
up to 50 km	15	Other position	2
more than 50 km up to 100 km	4	Student	6
more than 100 km up to 300 km	24	Other not gainfully employed	1
over 300 km	57	Economic sector	%
Countries with the highest visitor shares	%	Specialist Wine, sparkling wine, spirituous beverages	19
Netherlands	11	Independent Retail grocery trade	3
Belgium	5	Other retail	6
Austria	4	Wholesale trade for wine, sparkling wine and spirits	9
France	4	Import/export	9
Switzerland	4	Other wholesale/foreign trade	3
Frequency of visits to trade fair	%	Catering	12
Previous event	45	Hotel	5
Earlier events	42	Manufacturing sector	6
First visit	31	Media, press, publishing	3
Average length of stay	2,0 days	Other service	7
Influence on purchasing/procurement decisions	%	Trade association, institution	1
Decisively	36	Specialist writers	1
Collectively	34	University/college/polytechnic	2
In an advisory capacity	19	Public authority	1
No	7	Other sectors	7
Student	2	Student	6
Other not gainfully employed	1	Other not gainfully employed	1

Trade visitors' profile

Area of responsibility	%
Management	36
Research/development/design	1
Manufacturing, production, quality control	3
Buying/procurement	17
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	1
Sales	22
Marketing, advertising, PR	13
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	3
Student	2
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	38
Managing director, board member, head of an authority etc.	14
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	-
Trainee	1
Other position	3
Student	2
Other not gainfully employed	1
Economic sector	%
Advertising speciality trader	48
Advertising speciality wholesale trader	17
Full-service agency	7
Services, promotion fitting	4
Textile finishing	5
Advertising agency	3
Manufacturers, importer	9
Other sectors	4
Student	2
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	28
5- 9	22
10- 49	30
50- 199	10
200- 499	3
500 - 999	1
1 000 and more	4
Student	2
Other not gainfully employed	1
Conducted by: Wissler & Partner, Basel	
Area of responsibility	%
Management	14
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	4
Finance/accounting, controlling	2
Information and communication technology	1
Organization, personnel, administration	7
Sales	10

Visitors (number of entries)	50 078	Marketing, advertising, PR	2
Proportion of trade visitors	68%	Logistics: storage, material management, transport	1
Germany (total)	83	Maintenance/repairs	1
of which		Other area	41
Nielsen 1	11	Student	7
Bremen	1	Other not gainfully employed	3
Hamburg	1	Position in the company/organization	%
Lower Saxony	8	Entrepreneur, co-owner, freelancer	15
Schleswig-Holstein	1	Managing director, board member, head of an authority etc.	5
Nielsen 2	63	Area manager, works manager, plant manager, branch manager, head of public office	8
North Rhine-Westph.	63	Department head, group head, team leader	13
Nielsen 3a	11	Other salaried staff, civil servant, skilled worker	30
Hesse	6	Lecturer, teacher	4
Rhineland-Palatinate	5	Trainee	4
Saarland	1	Other position	9
Nielsen 3b	4	Student	7
Baden-Württemberg	4	Other not gainfully employed	3
Foreign (total)	17	Economic sector	%
of which		Medicine and sanitary/medical specialist trade	12
EU	68	Orthopaedic trade	4
Other european countries	11	Rehabilitation facilities	7
South-, East-, Central Asia	6	Special facilities (school, workshop,nursery)	4
Other countries	14	In-patient/stationary care and nursing facilities	6
Distance to home	%	Out-patient nursing services	6
up to 50 km	32	Medical technical service	2
more than 50 km up to 100 km	15	Cost unit	3
more than 100 km up to 300 km	33	Other practices	7
over 300 km	21	Hospital/clinic	4
Countries with the highest visitor shares	%	Auxiliary materials	2
France	8	Other industry	3
Italy	8	Architect's/planning office	1
Netherlands	8	Organisation on disability	3
United Kingdom	8	Welfare association	2
Frequency of visits to trade fair	%	Other service enterprises, consultancies	6
Previous event	32	Other association, organisation	2
Earlier events	53	Public authority	6
First visit	41	University/college/polytechnic	1
Average length of stay	1,3 days	Media, press, publishing	1
Influence on purchasing/procurement decisions	%	Other sectors	10
Decisively	18	Student	7
Collectively	27	Other not gainfully employed	3
In an advisory capacity	26	Size of company/organization:	
No	20	Number of employees	%
Student	7	1- 4	11
Other not gainfully employed	3	5- 9	8
Area of responsibility	%	10- 49	22
Management	14	50- 199	18
Research/development/design	4	200- 499	9
Manufacturing, production, quality control	4	500- 999	6
Buying/procurement	4		
Finance/accounting, controlling	2		
Information and communication technology	1		
Organization, personnel, administration	7		
Sales	10		

Visitors (number of entries)	29 234*	Area of responsibility	%
Proportion of trade visitors	94%	Management	38
Germany (total)	92	Research/development/design	1
of which		Manufacturing, production, quality control	6
Nielsen 1	14	Buying/procurement	3
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	-
Lower Saxony	10	Organisation, personnel, administration	2
Schleswig-Holstein	1	Sales	9
Nielsen 2	48	Marketing, advertising, PR	1
North Rhine-Westph.	48	Logistics: storage, material management, transport	1
Nielsen 3a	11	Maintenance/repairs	1
Hesse	6	Other area	30
Rhineland-Palatinate	5	Student	6
Saarland	1	Other not gainfully employed	3
Nielsen 3b	8	Position in the company/organisation	%
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	45
Foreign (total)	8	Managing director, board member, head of an authority etc.	4
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
EU	82	Department head, group head, team leader	4
Other countries	18	Other salaried staff, civil servant, skilled worker	14
Distance to home	%	Lecturer, teacher	1
up to 50 km	23	Trainee	17
more than 50 km up to 100 km	18	Other position	4
more than 100 km up to 300 km	24	Student	6
over 300 km	35	Other not gainfully employed	3
Country with the highest visitor share	%	Economic sector	%
Netherlands	41	Hairdressers' trade	84
Frequency of visits to exhibition	%	Other skilled trade	1
Previous event	45	Cosmetics/pharmaceuticals/chemical industry	1
Earlier events	50	Other industry	1
First visit	32	Trade	2
Average length of stay	1,4 days	Other service	2
Influence on purchasing/procurement decisions	%	Other sectors	1
Decisively	17	Student	6
Collectively	22	Other not gainfully employed	3
In an advisory capacity	27	Size of company/organisation:	
No	26	Number of employees	%
Student	6	1- 4	41
Other not gainfully employed	3	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			

Trade visitors' profile

Visitors (number of entries)	29 234*	Area of responsibility	%
Proportion of trade visitors	94%	Management	38
Germany (total)	92	Research/development/design	1
of which		Manufacturing, production, quality control	6
Nielsen 1	14	Buying/procurement	3
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	-
Lower Saxony	10	Organisation, personnel, administration	2
Schleswig-Holstein	1	Sales	9
Nielsen 2	48	Marketing, advertising, PR	1
North Rhine-Westph.	48	Logistics: storage, material management, transport	1
Nielsen 3a	11	Maintenance/repairs	1
Hesse	6	Other area	30
Rhineland-Palatinate	5	Student	6
Saarland	1	Other not gainfully employed	3
Nielsen 3b	8	Position in the company/organisation	%
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	45
Foreign (total)	8	Managing director, board member, head of an authority etc.	4
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
EU	82	Department head, group head, team leader	4
Other countries	18	Other salaried staff, civil servant, skilled worker	14
Distance to home	%	Lecturer, teacher	1
up to 50 km	23	Trainee	17
more than 50 km up to 100 km	18	Other position	4
more than 100 km up to 300 km	24	Student	6
over 300 km	35	Other not gainfully employed	3
Country with the highest visitor share	%	Economic sector	%
Netherlands	41	Hairdressers' trade	84
Frequency of visits to exhibition	%	Other skilled trade	1
Previous event	45	Cosmetics/pharmaceuticals/chemical industry	1
Earlier events	50	Other industry	1
First visit	32	Trade	2
Average length of stay	1,4 days	Other service	2
Influence on purchasing/procurement decisions	%	Other sectors	1
Decisively	17	Student	6
Collectively	22	Other not gainfully employed	3
In an advisory capacity	27	Size of company/organisation:	
No	26	Number of employees	%
Student	6	1- 4	41
Other not gainfully employed	3	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			

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

TourNatur → Düsseldorf

Private visitors' profile

Visitors (number of entries)	30 648*	Position in the company/organization	%
Proportion of private visitors	93%	Entrepreneur, co-owner, freelancer	7
Germany (total)	98	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
Nielsen 1	2 Nielsen 4	Department head, group head, team leader	11
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	45
Hamburg	- Nielsen 5+6	Lecturer, teacher	4
Lower Saxony	2 Berlin	Trainee	-
Schleswig-Holstein	- Brandenburg	Other position	4
Nielsen 2	92 Mecklenburg-	Student	4
North Rhine-Westph.	92 West Pomerania	Housewife/man	2
Nielsen 3a	5 Saxony-Anhalt	Old-age pensioner	4
Hesse	3 Nielsen 7	Other not gainfully employed	13
Rhineland-Palatinate	3 Saxony		
Saarland	- Thuringia		
Nielsen 3b	-		
Baden-Württemberg	-		
Foreign (total)	2	Buying and ordering capacity	%
Distance to home	%	Purchase or order made or intended at the exhibition	58
up to 50 km	68	yes	10
more than 50 km up to 100 km	16	no	32
more than 100 km up to 300 km	13	maybe	32
over 300 km	3		
Frequency of visits to trade fair	%	Follow-up business	%
Previous event	37	Intend to buy at later date	36
Earlier events	46	yes	8
First visit	43	no	56
		maybe	
Sex	%	Conducted by: Wissler & Partner, Basel	
Male	51		
Female	49		
Size of household	%		
1 person	20		
2 persons	49		
3 persons	14		
4 persons	12		
5 persons and more	5		
Age	%		
up to 20 years	-		
over 20 up to 30 years	11		
over 30 up to 40 years	16		
over 40 up to 50 years	29		
over 50 up to 60 years	29		
over 60 up to 70 years	11		
over 70 years	5		

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

Tube (2010) → Düsseldorf

Basic data trade visitors

Total number of visitors	31 961	Proportion of trade visitors	99%
Region of residence	%	Total Germany	48
up to 50 km	15	Baden-Württemberg	11
more than 50 km up to 100 km	9	North Rhine-Westphalia	56
more than 100 km up to 300 km	17	Bavaria	9
over 300 km	59	Rhineland-Palatinate	4
		Berlin	1
		Palatinat	4
		Saarland	1
		Saxony	2
		Hamburg	1
		Saxony-Anhalt	2
		Hesse	5
		Schleswig-Holstein	1
		Mecklenburg-West Pomerania	2
		Thuringia	2
		Lower Saxony	6
Total Foreign	52		
of which	57		
EU	9		
Rest of Europe	5		
Africa	6		
North America	6		
South and Central America	6		
Middle East	6		
South-, East-, Central Asia	10		
Australia	2		

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

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

Frequency of visits to exhibition	%
2008	44
2006	32
Earlier events	23
First visit	43

Additional data trade visitors

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

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

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

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

Length of stay	%
1. Length of stay (days):	
one	52
two	26
three	13
four	5
five	5
2. Average length of stay	1,9 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

Valve World Expo

Trade visitors' profile

Visitors (number of entries)	10 578	Proportion of trade visitors	99%
Germany (total)	31	Germany (total)	31
of which		of which	
Nielsen 1	9 Nielsen 4	Nielsen 1	9
Bremen	1 Bavaria	Bremen	1
Hamburg	3 Nielsen 5+6	Hamburg	3
Lower Saxony	4 Berlin	Lower Saxony	4
Schleswig-Holstein	2 Brandenburg	Schleswig-Holstein	2
Nielsen 2	57 Mecklenburg-	Nielsen 2	57
North Rhine-Westph.	57 West Pomerania	North Rhine-Westph.	57
Nielsen 3a	16 Saxony-Anhalt	Nielsen 3a	16
Hesse	9 Nielsen 7	Hesse	9
Rhineland-Palatinate	6 Saxony	Rhineland-Palatinate	6
Saarland	1 Thuringia	Saarland	1
Nielsen 3b	9	Nielsen 3b	9
Baden-Württemberg	9	Baden-Württemberg	9
Foreign (total)	69	Foreign (total)	69
of which		of which	
EU	62	EU	62
Other european countries	8	Other european countries	8
Africa	3	Africa	3
North America	3	North America	3
Middle East	6	Middle East	6
South-, East-, Central Asia	13	South-, East-, Central Asia	13
Other countries	4	Other countries	4
Distance to home	%	Distance to home	%
up to 50 km	10	up to 50 km	10
more than 50 km up to 100 km	7	more than 50 km up to 100 km	7
more than 100 km up to 300 km	25	more than 100 km up to 300 km	25
over 300 km	59	over 300 km	59
Countries with the highest visitor shares	%	Countries with the highest visitor shares	%
Netherlands	12	Netherlands	12
Italy	10	Italy	10
United Kingdom	9	United Kingdom	9
Belgium	6	Belgium	6
India	6	India	6
Frequency of visits to trade fair	%	Frequency of visits to trade fair	%
Previous event	29	Previous event	29
Earlier events	23	Earlier events	23
First visit	61	First visit	61

Average length of stay 1,7 days

Influence on purchasing/procurement decisions	%
Decisively	35
Collectively	29
In an advisory capacity	18
No	16
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	25
Research/development/design	11
Manufacturing, production, quality control	5
Buying/procurement	15
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	30
Sales	3
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	3
Student	2
Other not gainfully employed	1

Position in the company/organization	%
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	16
Department head, group head, team leader	27
Other salaried staff, civil servant, skilled worker	20
Lecturer, teacher	-
Trainee	2
Other position	3
Student	2
Other not gainfully employed	1

Economic sector	%
Fittings manufacturers	25
End users of fittings, other industries, manufacturers	19
Skilled trades	1
Fittings trade	19
Other trade	7
Service	9
Association	1
Other sectors	19
Student	2
Other not gainfully employed	1

Size of company/organization:	%
Number of employees	
1- 4	8
5- 9	10
10- 49	24
50- 199	20
200- 499	12
500 - 999	5
1 000 and more	18
Student	2
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Basic data trade visitors

Total number of visitors	37 144
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	9
more than 50 km up to 100 km	11
more than 100 km up to 300 km	13
over 300 km	68

Total Germany	39
Baden-Württemberg	12
Bavaria	12
Berlin	2
Brandenburg	1
Bremen	1
Hamburg	1
Hesse	9
Mecklenburg-Holstein	-
West Pomerania	1
Lower Saxony	4
Total Foreign	61
of which EU	56
Rest of Europe	10
Africa	5
North America	7
South and Central America	7
Middle East	4
South-, East-, Central Asia	10
Australia	1

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

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

Frequency of visits to exhibition	%
2008	50
2006	42
Earlier events	33
First visit	33

Additional data trade visitors

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

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

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

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

Length of stay	%
1. Length of stay (days):	
one	43
two	29
three	14
four	7
five	7
2. Average length of stay	2,1 days
3. Share of visitors on the event's days:	N/A

Conducted by: Wissler & Partner, Basel

Private visitors' profile

Visitors (number of entries)	23 908
Proportion of private visitors	76%
Germany (total)	99
of which	
Nielsen 1	- Nielsen 4
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	- Berlin
Schleswig-Holstein	- Brandenburg
Nielsen 2	- Mecklenburg-
North Rhine-Westph.	- West Pomerania
Nielsen 3a	2 Saxony-Anhalt
Hesse	2 Nielsen 7
Rhineland-Palatinate	- Saxony
Saarland	- Thuringia
Nielsen 3b	-
Baden-Württemberg	-

Foreign (total)	1
Distance to home	%
up to 50 km	48
more than 50 km up to 100 km	40
more than 100 km up to 300 km	11
over 300 km	2

Frequency of visits to trade fair	%
2010	47
2008	28
Earlier events	30
First visit	26

Sex	%
Male	43
Female	57

Size of household	%
1 person	8
2 persons	44
3 persons	21
4 persons	18
5 persons and more	9

Age	%
up to 20 years	3
over 20 up to 30 years	13
over 30 up to 40 years	15
over 40 up to 50 years	25
over 50 up to 60 years	22
over 60 up to 70 years	14
over 70 years	7

Position in the company/organization	%
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	7
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	3
Trainee	3
Other position	10
Student	3
Housewife/man	3
Old-age pensioner	22
Other not gainfully employed	7

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	74
no	11
maybe	15

Follow-up business	%
Intend to buy at later date	
yes	30
no	28
maybe	42

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Haus.Bau.Energie (2011) → Erfurt

Private visitors' profile

Visitors (number of entries)	4 734	Age	%
		up to 20 years	-
Proportion of private visitors	90%	over 20 up to 30 years	10
		over 30 up to 40 years	18
Germany (total)	100	over 40 up to 50 years	21
of which		over 50 up to 60 years	24
Nielsen 1	- Nielsen 4	over 60 up to 70 years	23
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	8
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 mana-	
Hesse	1 Nielsen 7	ger, branch manager, head of public office	1
Rhineland-Palatinate	- Saxony	Department head, group head, team leader	3
Saarland	- Thuringia	Other salaried staff, civil servant,	
Nielsen 3b	-	skilled worker	57
Baden-Württemberg	-	Lecturer, teacher	-
		Trainee	-
Distance to home	%	Other position	2
up to 50 km	72	Student	2
more than 50 km up to 100 km	23	Other not gainfully employed	27
more than 100 km up to 300 km	4		
over 300 km	1	Buying and ordering capacity	%
		Purchase or order made or intended	
Frequency of visits to exhibition	%	at the exhibition	
2010	36	yes	14
Earlier events	31	no	62
First visit	41	maybe	24
Sex	%	Follow-up business	%
Male	57	Intend to buy at later date	42
Female	43	yes	13
		no	13
Size of household	%	maybe	45
1 person	8		
2 persons	51	Conducted by: Messe Erfurt GmbH, Erfurt	
3 persons	22		
4 persons	12		
5 persons and more	7		

inoga with IKA → Erfurt

Trade visitors' profile

Visitors (number of entries)	16 527	Area of responsibility	%
		Management	15
Proportion of trade visitors	36%	Research/development/design	3
		Manufacturing, production, quality control	19
Germany (total)	85	Buying/procurement	7
of which		Finance/accounting, controlling	-
Nielsen 1	4 Nielsen 4	Information and communication technology	1
Bremen	- Bavaria	Organization, personnel, administration	2
Hamburg	- Nielsen 5+6	Sales	10
Lower Saxony	3 Berlin	Marketing, advertising, PR	2
Schleswig-Holstein	1 Brandenburg	Logistics: storage, material management,	
Nielsen 2	2 Mecklenburg-	transport	1
North Rhine-Westph.	2 West Pomerania	Maintenance/repairs	2
Nielsen 3a	12 Saxony-Anhalt	Other area	29
Hesse	10 Nielsen 7	Student	4
Rhineland-Palatinate	1 Saxony	Other not gainfully employed	6
Saarland	- Thuringia		
Nielsen 3b	2	Position in the company/organization	%
Baden-Württemberg	2	Entrepreneur, co-owner, freelancer	17
		Managing director, board member,	
		head of an authority etc.	4
Foreign (total)	15	Area manager, works manager, plant mana-	
of which		ger, branch manager, head of public office	7
EU	53	Department head, group head, team leader	11
Other european countries	19	Other salaried staff, civil servant,	
North America	16	skilled worker	23
Other countries	12	Lecturer, teacher	8
		Trainee	19
Distance to home	%	Other position	3
up to 50 km	32	Student	4
more than 50 km up to 100 km	20	Other not gainfully employed	6
more than 100 km up to 300 km	21		
over 300 km	27	Economic sector	%
		Catering	46
Countries with the highest visitor shares	%	Hotel	13
USA	16	Catering	7
Sweden	9	Wholesale trade	1
		Retail trade/specialist trade	3
Frequency of visits to trade fair	%	Industry	3
Previous event	14	Skilled trades	3
Earlier events	20	Manufacturing sector	1
First visit	74	Authority/public services	6
		Association/society	3
Average length of stay	1,4 days	Educational institutions, vocational and	
		advanced training	1
Influence on purchasing/procurement	%	Other sectors	7
Decisively	25	Student	4
Collectively	25	Other not gainfully employed	6
In an advisory capacity	18		
No	24	Size of company/organization:	
Student	4	Number of employees	%
Other not gainfully employed	6	1- 4	18
		5- 9	16
		10- 49	26
		50- 199	15
		200- 499	5
		500 - 999	4
		1 000 and more	7
		Student	4
		Other not gainfully	
		employed	6

Private visitors' profile

Visitors (number of entries)	16 527	Proportion of private visitors	64%
Germany (total)	94	Germany (total)	94
of which		of which	
Nielsen 1	1 Nielsen 4	Nielsen 1	1 Nielsen 4
Bremen	- Bavaria	Bremen	- Bavaria
Hamburg	- Nielsen 5+6	Hamburg	- Nielsen 5+6
Lower Saxony	1 Berlin	Lower Saxony	1 Berlin
Schleswig-Holstein	- Brandenburg	Schleswig-Holstein	- Brandenburg
Nielsen 2	1 Mecklenburg-	Nielsen 2	1 Mecklenburg-
North Rhine-Westph.	1 West Pomerania	North Rhine-Westph.	1 West Pomerania
Nielsen 3a	3 Saxony-Anhalt	Nielsen 3a	3 Saxony-Anhalt
Hesse	2 Nielsen 7	Hesse	2 Nielsen 7
Rhineland-Palatinate	1 Saxony	Rhineland-Palatinate	1 Saxony
Saarland	- Thuringia	Saarland	- Thuringia
Nielsen 3b	1	Nielsen 3b	1
Baden-Württemberg	1	Baden-Württemberg	1
		Foreign (total)	6
Distance to home	%	Distance to home	%
up to 50 km	58	up to 50 km	58
more than 50 km up to 100 km	17	more than 50 km up to 100 km	17
more than 100 km up to 300 km	13	more than 100 km up to 300 km	13
over 300 km	12	over 300 km	12
		Frequency of visits to trade fair	%
Frequency of visits to trade fair	%	Previous event	16
Previous event	16	Earlier events	35
Earlier events	35	First visit	57
First visit	57		
		Sex	%
Sex	%	Male	39
Male	39	Female	61
Female	61		
Size of household	%	Size of household	%
1 person	8	1 person	8
2 persons	51	2 persons	51
3 persons	22	3 persons	22
4 persons	12	4 persons	12
5 persons and more	7	5 persons and more	7
		Age	%
		up to 20 years	18
		over 20 up to 30 years	14
		over 30 up to 40 years	6
		over 40 up to 50 years	16
		over 50 up to 60 years	21
		over 60 up to 70 years	17
		over 70 years	8

Rapid. Tech → Erfurt

Trade visitors' profile

Position in the company/organization	%
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	9
Other salaried staff, civil servant, skilled worker	36
Lecturer, teacher	4
Trainee	3
Other position	6
Student	8
Housewife/man	5
Old-age pensioner	3
Other not gainfully employed	16
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	
no	
maybe	
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Visitors (number of entries)	1 282
Proportion of trade visitors	100%
Germany (total)	88
of which	
Nielsen 1	11
Bremen	-
Hamburg	2
Lower Saxony	7
Schleswig-Holstein	2
Nielsen 2	11
North Rhine-Westph.	11
Nielsen 3a	8
Hesse	7
Rhineland-Palatinate	1
Saarland	-
Nielsen 3b	8
Baden-Württemberg	8
Foreign (total)	12
of which	
EU	61
Other european countries	39
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	11
more than 100 km up to 300 km	30
over 300 km	43
Country with the highest visitor share	%
Switzerland	28
Frequency of visits to trade fair	%
Previous event	13
Earlier events	19
First visit	76
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	24
In an advisory capacity	31
No	11
Student	14

Area of responsibility	%
Management	14
Research/development/design	49
Manufacturing, production, quality control	9
Buying/procurement	4
Finance/accounting, controlling	-
Information and communication technology	1
Organization, personnel, administration	-
Sales	6
Marketing, advertising, PR	3
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	2
Student	14
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	9
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	34
Lecturer, teacher	7
Trainee	-
Other position	3
Student	19
Other not gainfully employed	2
Economic sector	%
Industry	41
Skilled trades	13
Wholesale/foreign trade	5
Retail trade	1
Service	11
Authority/public services	2
Teaching (polytechnic/university/college)	20
Research	13
Other	4
Size of company/organization:	
Number of employees	%
1- 4	8
5- 9	9
10- 49	14
50- 199	17
200 - 499	12
500 - 999	7
1 000 and more	20
Student	14

Conducted by: Messe Erfurt GmbH, Erfurt

Reiten-Jagen-Fischen → Erfurt

Private visitors' profile

Visitors (number of entries)	20 898
Proportion of private visitors	95%
Germany (total)	100
of which	
Nielsen 1	-
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	-
North Rhine-Westph.	-
Nielsen 3a	1
Hesse	1
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
Distance to home	%
up to 50 km	51
more than 50 km up to 100 km	38
more than 100 km up to 300 km	10
over 300 km	1
Frequency of visits to trade fair	%
Previous event	65
Earlier events	77
First visit	18
Sex	%
Male	60
Female	40
Size of household	%
1 person	11
2 persons	43
3 persons	23
4 persons	18
5 persons and more	6
Age	%
up to 20 years	4
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	18
over 70 years	9

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	11
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	1
Other salaried staff, civil servant, skilled worker	52
Lecturer, teacher	1
Trainee	1
Other position	1
Student	5
Housewife/man	1
Old-age pensioner	1
Other not gainfully employed	24
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	77
no	11
maybe	13
Follow-up business	%
Intend to buy at later date	
yes	16
no	60
maybe	24
Conducted by: Messe Erfurt GmbH, Erfurt	

Thüringen Ausstellung → Erfurt

Private visitors' profile

Visitors (number of entries)	71 928	Position in the company/organization	%
Proportion of private visitors	91%	Entrepreneur, co-owner, freelancer	7
Germany (total)	100	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	- Nielsen 4	Department head, group head, team leader	6
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	34
Hamburg	- Nielsen 5+6	Lecturer, teacher	4
Lower Saxony	- Berlin	Trainee	2
Schleswig-Holstein	- Brandenburg	Other position	8
Nielsen 2	- Mecklenburg-	Student	5
North Rhine-Westph.	- West Pomerania	Housewife/man	2
Nielsen 3a	1 Saxony-Anhalt	Old-age pensioner	26
Hesse	1 Nielsen 7	Other not gainfully employed	3
Rhineland-Palatinate	- Thuringia		
Saarland	- Saxony	Buying and ordering capacity	%
Nielsen 3b	-	Purchase or order made or intended at the exhibition	
Baden-Württemberg	-	yes	76
		no	9
		maybe	16
Distance to home	%	Follow-up business	%
up to 50 km	61	Intend to buy at later date	
more than 50 km up to 100 km	32	yes	34
more than 100 km up to 300 km	6	no	21
over 300 km	1	maybe	46
Frequency of visits to trade fair	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
2011	42		
2010	39		
2009	32		
2008	23		
Earlier events	25		
First visit	25		
Sex	%		
Male	42		
Female	58		
Size of household	%		
1 person	8		
2 persons	56		
3 persons	19		
4 persons	12		
5 persons and more	5		
Age	%		
up to 20 years	4		
over 20 up to 30 years	12		
over 30 up to 40 years	11		
over 40 up to 50 years	21		
over 50 up to 60 years	25		
over 60 up to 70 years	20		
over 70 years	6		

DEUBAU → Essen

Trade visitors' profile

Visitors (number of entries)	55 313	Area of responsibility	%
Proportion of trade visitors	91%	Management	22
Germany (total)	96	Research/development/design	6
of which		Manufacturing, production, quality control	8
Nielsen 1	8 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	- Nielsen 5+6	Information and communication technology	-
Lower Saxony	8 Berlin	Organization, personnel, administration	2
Schleswig-Holstein	- Brandenburg	Sales	8
Nielsen 2	80 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	80 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	8 Saxony-Anhalt	Maintenance/repairs	9
Hesse	4 Nielsen 7	Other area	22
Rhineland-Palatinate	5 Saxony	Student	14
Saarland	- Thuringia	Other not gainfully employed	2
Nielsen 3b	1	Position in the company/organization	%
Baden-Württemberg	1	Entrepreneur, co-owner, freelancer	27
		Managing director, board member, head of an authority etc.	3
Foreign (total)	4	Area manager, works manager, plant manager, branch manager, head of public office	4
of which		Department head, group head, team leader	9
EU	75	Foreman, master craftsman	3
Other countries	25	Other salaried staff, civil servant, skilled worker	19
Distance to home	%	Lecturer, teacher	3
up to 50 km	37	Trainee	14
more than 50 km up to 100 km	23	Other position	1
more than 100 km up to 300 km	34	Student	14
over 300 km	7	Other not gainfully employed	2
Country with the highest visitor share	%	Economic sector	%
Netherlands	42	Construction industry	12
Frequency of visits to trade fair	%	Main construction trade	12
2010	25	Secondary construction trade	4
2008	23	Skilled trades	15
2006	15	Building materials industry	2
2004	12	Architect's, planners, engineers	20
2002	9	Building materials trade	3
Earlier events	13	Housing industry	4
First visit	39	Ministry/public authority/municipal administration	5
Average length of stay	1,1 days	University/polytechnic, research	2
Influence on purchasing/procurement decisions	%	Private property owner	1
Decisively	26	Other sectors	5
Collectively	22	Student	14
In an advisory capacity	18	Other not gainfully employed	2
No	17	Size of company/organization:	
Student	14	Number of employees	%
Other not gainfully employed	2	1- 4	28
		5- 9	11
		10- 49	19
		50- 199	10
		200- 499	6
		500 - 999	3
		1 000 and more	8
		Student	14
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

The NRW holiday fair

Private visitors' profile

Visitors (number of entries)	92 603	Position in the company/organization	%
Proportion of private visitors	97%	Entrepreneur, co-owner, freelancer	7
Germany (total)	99	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	1 Nielsen 4	Department head, group head, team leader	9
Bremen	- Bavaria	Foreman, master craftsman	3
Hamburg	- Nielsen 5+6	Other salaried staff, civil servant, skilled worker	19
Lower Saxony	1 Berlin	Lecturer, teacher	3
Schleswig-Holstein	- Brandenburg	Trainee	14
Nielsen 2	95 Mecklenburg-	Other position	1
North Rhine-Westph.	95 West Pomerania	Student	14
Nielsen 3a	2 Saxony-Anhalt	Other not gainfully employed	2
Hesse	1 Nielsen 7	Economic sector	%
Rhineland-Palatinate	1 Saxony	Construction industry	12
Saarland	- Thuringia	Main construction trade	12
Nielsen 3b	-	Secondary construction trade	4
Baden-Württemberg	-	Skilled trades	15
		Building materials industry	2
		Architect's, planners, engineers	20
		Building materials trade	3
		Housing industry	4
		Ministry/public authority/municipal administration	5
		University/polytechnic, research	2
		Private property owner	1
		Other sectors	5
		Student	14
		Other not gainfully employed	2
Foreign (total)	1	Size of company/organization:	
		Number of employees	%
		1- 4	28
		5- 9	11
		10- 49	19
		50- 199	10
		200- 499	6
		500 - 999	3
		1 000 and more	8
		Student	14
		Other not gainfully employed	2
Distance to home	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
up to 50 km	60		
more than 50 km up to 100 km	24		
more than 100 km up to 300 km	15		
over 300 km	2		
Frequency of visits to trade fair	%		
2011	26		
2010	20		
2009	15		
2008	9		
Earlier events	34		
First visit	30		
Sex	%		
Male	60		
Female	40		
Size of household	%		
1 person	11		
2 persons	55		
3 persons	12		
4 persons	15		
5 persons and more	7		
Age	%		
up to 20 years	2		
over 20 up to 30 years	6		
over 30 up to 40 years	8		
over 40 up to 50 years	25		
over 50 up to 60 years	27		
over 60 up to 70 years	24		
over 70 years	7		

Position in the company/organization	%
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	2
Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	29
Lecturer, teacher	4
Trainee	1
Other position	6
Student	4
Housewife/man	6
Old-age pensioner	28
Other not gainfully employed	4
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	43
no	25
maybe	31
Follow-up business	%
Intend to buy at later date	
yes	29
no	21
maybe	50
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	19 786
Proportion of trade visitors	98%
Germany (total)	85
of which	
Nielsen 1	12
Bremen	1
Hamburg	3
Lower Saxony	6
Schleswig-Holstein	3
Nielsen 2	56
North Rhine-Westph.	56
Nielsen 3a	10
Hesse	7
Rhineland-Palatinate	3
Saarland	1
Nielsen 3b	7
Baden-Württemberg	7
Foreign (total)	15
of which	
EU	70
Other european countries	22
Other countries	8
Distance to home	%
up to 50 km	28
more than 50 km up to 100 km	13
more than 100 km up to 300 km	22
over 300 km	37
Countries with the highest visitor shares	%
Great Britain	16
Switzerland	13
Netherlands	12
Belgium	9
Frequency of visits to exhibition	%
2010	29
2009	21
2008	17
2007	10
2006	9
Earlier events	8
First visit	53
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	12
Collectively	25
In an advisory capacity	33
No	19
Student	10

Area of responsibility	%
Management	18
Research/development/design	5
Manufacturing, production, quality control	2
Buying/procurement	10
Finance/accounting, controlling	9
Information and communication technology	5
Organisation, personnel, administration	1
Sales	16
Marketing, advertising, PR	6
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	13
Student	10
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
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	24
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	1
Trainee	1
Other position	2
Student	10
Economic sector	%
Power supply company	29
Consultants, service providers	28
Public utilities, council representatives	7
Research, press, associations	2
Business customers, industrial enterprises	12
Other sectors	10
Student	10
Size of company/organisation:	
Number of employees	%
1- 4	8
5- 9	5
10- 49	14
50- 199	15
200 - 499	9
500 - 999	7
1 000 and more	33
Student	10
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Private visitors' profile

Visitors (number of entries)	44 763
Proportion of private visitors	95%
Germany (total)	99
of which	
Nielsen 1	-
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	99
North Rhine-Westph.	99
Nielsen 3a	-
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
Foreign (total)	1
of which	
EU	87
Other countries	13
Distance to home	%
up to 50 km	86
more than 50 km up to 100 km	9
more than 100 km up to 300 km	4
over 300 km	2
Frequency of visits to trade fair	%
2011	26
2010	26
2009	18
2008	13
Earlier events	11
First visit	48
Sex	%
Male	39
Female	61
Size of household	%
1 person	11
2 persons	60
3 persons	14
4 persons	12
5 persons and more	3
Age	%
up to 20 years	3
over 20 up to 30 years	5
over 30 up to 40 years	8
over 40 up to 50 years	21
over 50 up to 60 years	29
over 60 up to 70 years	25
over 70 years	10

Position in the company/organization	%
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	7
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	3
Trainee	1
Other position	5
Student	3
Housewife/man	10
Old-age pensioner	30
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	64
no	11
maybe	25
Follow-up business	%
Intend to buy at later date	
yes	26
no	20
maybe	55
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	76 213	Area of responsibility	%
Proportion of trade visitors	56%	Management	27
Germany (total)	80	Research/development/design	2
of which		Manufacturing, production, quality control	2
Nielsen 1	11	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	2
Hamburg	2	Information and communication technology	1
Lower Saxony	7	Organization, personnel, administration	6
Schleswig-Holstein	3	Sales	8
Nielsen 2	45	Marketing, advertising, PR	3
North Rhine-Westph.	45	Logistics: storage, material management, transport	1
Nielsen 3a	16	Maintenance/repairs	1
Hesse	8	Other area	28
Rhineland-Palatinate	7	Student	14
Saarland	2	Other not gainfully employed	3
Nielsen 3b	7		
Baden-Württemberg	7		
Foreign (total)	20	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	31
EU	73	Managing director, board member, head of an authority etc.	5
Other european countries	17	Area manager, works manager, plant manager, branch manager, head of public office	6
Other countries	10	Department head, group head, team leader	10
		Other salaried staff, civil servant, skilled worker	11
Distance to home	%	Lecturer, teacher	5
up to 50 km	16	Trainee	9
more than 50 km up to 100 km	15	Other position	5
more than 100 km up to 300 km	28	Student	14
over 300 km	41	Other not gainfully employed	3
Countries with the highest visitor shares	%	Economic sector	%
Netherlands	22	Fitness studio	37
Belgium	14	Physiotherapy	6
Austria	8	Sport club	4
Switzerland	8	Health care center	3
		Multifunctional system	3
Frequency of visits to trade fair	%	Sporting goods industry	2
Previous event	29	Sports association	2
Earlier events	33	Sport retail trade	2
First visit	45	Other trade	1
Average length of stay	1,4 days	Management consultancy	2
Influence on purchasing/procurement decisions	%	Rehabilitation centre	1
Decisively	23	Hospitals, rehabilitation	1
Collectively	20	Other service	8
In an advisory capacity	23	Public administration	2
No	17	Other sectors	9
Student	14	Student	14
Other not gainfully employed	3	Other not gainfully employed	3
		Size of company/organization:	
		Number of employees	%
		1- 4	20
		5- 9	13
		10- 49	28
		50- 199	11
		200- 499	4
		500 - 999	2
		1 000 and more	6
		Student	14
		Other not gainfully employed	3

Private visitors' profile

Visitors (number of entries)	76 213	Position in the company/organization	%
Proportion of private visitors	44%	Entrepreneur, co-owner, freelancer	5
Germany (total)	95	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	8	Department head, group head, team leader	8
Bremen	-	Other salaried staff, civil servant, skilled worker	30
Hamburg	1	Lecturer, teacher	3
Lower Saxony	7	Trainee	1
Schleswig-Holstein	7	Other position	7
Nielsen 2	69	Student	28
North Rhine-Westph.	69	Other not gainfully employed	4
Nielsen 3a	10		
Hesse	6	Buying and ordering capacity	%
Rhineland-Palatinate	4	Purchase or order made or intended at the exhibition	
Saarland	1	yes	67
Nielsen 3b	5	no	10
Baden-Württemberg	5	maybe	24
		Follow-up business	%
Foreign (total)	5	Intend to buy at later date	
of which		yes	31
EU	97	no	20
Other countries	3	maybe	49
		Conducted by: Wissler & Partner, Basel	
Country with the highest visitor share	%		
Belgium	36		
Distance to home	%		
up to 50 km	37		
more than 50 km up to 100 km	17		
more than 100 km up to 300 km	30		
over 300 km	16		
Frequency of visits to trade fair	%		
Previous event	25		
Earlier events	21		
First visit	57		
Sex	%		
Male	69		
Female	31		
Age	%		
up to 20 years	28		
over 20 up to 30 years	40		
over 30 up to 40 years	16		
over 40 up to 50 years	11		
over 50 up to 60 years	4		
over 60 up to 70 years	1		
over 70 years	1		

Trade visitors' profile

Visitors (number of entries)	47 729
Proportion of trade visitors	96%
Germany (total)	67
of which	
Nielsen 1	17
Bremen	1
Hamburg	1
Lower Saxony	12
Schleswig-Holstein	3
Nielsen 2	48
North Rhine-Westph.	48
Nielsen 3a	11
Hesse	5
Rhineland-Palatinate	5
Saarland	5
Nielsen 3b	8
Baden-Württemberg	8
Foreign (total)	33
of which	
EU	78
Other european countries	9
North America	4
Other countries	9
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	13
more than 100 km up to 300 km	29
over 300 km	44
Countries with the highest visitor shares	%
Netherlands	27
France	7
Italy	6
Poland	5
Belgium	5
Frequency of visits to exhibition	%
2010	33
2009	33
2008	28
2007	24
2006	22
Earlier events	22
First visit	36
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	19
Collectively	26
In an advisory capacity	29
No	19
Student	6
Other not gainfully employed	1
Area of responsibility	%
Management	26
Research/development/design	4
Manufacturing, production, quality control	14

Buying/procurement	7
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	1
Sales	21
Marketing, advertising, PR	2
Logistics: storage, material management, transport	2
Other area	13
Student	6
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	27
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	9
Foreman, master craftsman	4
Other salaried staff, civil servant, skilled worker	8
Lecturer, teacher	3
Trainee	18
Farmer, horticulturist	9
Other position	2
Student	6
Other not gainfully employed	1

Economic sector	%
Plant producer	21
Florist wholesale trade	4
Seed trade	2
End-sales outlet	7
Public authority, municipal garden department	3
Horticulture and landscape gardening	11
Landscape designer	1
Garden centre	4
Gardening company	7
Florist, specialist retailer	11
Fruit and vegetable growing	1
Cemetery gardeners	3
Substrate manufacturers	1
Nursery	5
Wholesale trade	3
Home improvement centre	1
Mail order	1
Other sectors	9
Student	6
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	26
5- 9	22
10- 49	24
50- 199	13
200- 499	4
500 - 999	2
1 000 and more	4
Student	1
Other not gainfully employed	6

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private visitors' profile

Visitors (number of entries)	139 578
Proportion of private visitors	97%

Germany (total)	100
of which	
Nielsen 1	-
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	99
North Rhine-Westph.	99
Nielsen 3a	-
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
Mecklenburg-West Pommern	-
Saxony-Anhalt	-
Saxony	-
Thuringia	-

Distance to home	%
up to 50 km	92
more than 50 km up to 100 km	6
more than 100 km up to 300 km	2
over 300 km	1

Frequency of visits to trade fair	%
Previous event	52
Earlier events	74
First visit	16

Sex	%
Male	25
Female	75

Size of household	%
1 person	16
2 persons	45
3 persons	17
4 persons	16
5 persons and more	5

Age	%
up to 20 years	4
over 20 up to 30 years	10
over 30 up to 40 years	11
over 40 up to 50 years	25
over 50 up to 60 years	24
over 60 up to 70 years	17
over 70 years	8

Position in the company/organization	%
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	2
Trainee	2
Other position	4
Student	5
Housewife/man	11
Old-age pensioner	21
Other not gainfully employed	5

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	84
no	5
maybe	11

Follow-up business	%
Intend to buy at later date	
yes	26
no	24
maybe	50

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	18 349
Proportion of trade visitors	97%

Germany (total)	48
of which	
Nielsen 1	12
Bremen	1
Hamburg	2
Lower Saxony	8
Schleswig-Holstein	1
Nielsen 2	45
North Rhine-Westph.	45
Nielsen 3a	16
Hesse	5
Rhineland-Palatinate	9
Saarland	2
Nielsen 3b	13
Baden-Württemberg	13
Mecklenburg-West Pommern	7
Saxony-Anhalt	7
Saxony	3
Thuringia	1
West Pommern	1
Saxony-Anhalt	1
Saxony	3
Thuringia	1

Foreign (total)	52
of which	
EU	66
Other european countries	16
Africa	3
Middle East	5
South-, East-, Central Asia	5
Other countries	5

Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	7
more than 100 km up to 300 km	25
over 300 km	59

Countries with the highest visitor shares	%
Netherlands	12
Belgium	6
Poland	6
France	5
Italy	5

Frequency of visits to trade fair	%
Previous event	34
Earlier events	37
First visit	45

Average length of stay	1,5 days
-------------------------------	-----------------

Influence on purchasing/procurement decisions	%
Decisively	44
Collectively	31
In an advisory capacity	13
No	8
Student	2
Other not gainfully employed	2

Area of responsibility	%
Management	38
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	11
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	-
Sales	20
Marketing, advertising, PR	4
Logistics: storage, material management, transport	2
Maintenance/repairs	6
Other area	3
Student	2
Other not gainfully employed	2

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	40
Managing director, board member, head of an authority etc.	15
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	12
Lecturer, teacher	-
Trainee	2
Other position	2
Student	2
Other not gainfully employed	2

Economic sector	%
Tyre service	27
Tyre trade	34
Vulcanizing company	3
Motor vehicle workshop	6
Filling station	1
Transport company	1
Tire trade, craftsman's company	5
Independent car dealer's	1
Contractually-bound car dealer's	1
Tire manufacturing technology	1
Tire manufacturing and design	2
Industry	6
Public authority	1
Other sectors	8
Student	2
Other not gainfully employed	2

Size of company/organization:	
Number of employees	%
1- 4	24
5- 9	22
10- 49	21
50- 199	14
200- 499	4
500 - 999	3
1 000 and more	8
Student	2
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SECURITY → Essen

Trade visitors' profile

Visitors (number of entries)	36 730	Area of responsibility	%
Proportion of trade visitors	98%	Management	19
Germany (total)	71	Research/development/design	8
of which		Manufacturing, production, quality control	3
Nielsen 1	14 Nielsen 4	Buying/procurement	5
Bremen	- Bavaria	Finance/accounting, controlling	-
Hamburg	2 Nielsen 5+6	Information and communication technology	9
Lower Saxony	8 Berlin	Organization, personnel, administration	3
Schleswig-Holstein	4 Brandenburg	Sales	16
Nielsen 2	44 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	44 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	15 Saxony-Anhalt	Maintenance/repairs	13
Hesse	9 Nielsen 7	Other area	16
Rhineland-Palatinate	6 Saxony	Student	3
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	8	Position in the company/organization	%
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	20
Foreign (total)	29	Managing director, board member, head of an authority etc.	9
of which		Area manager, works manager, plant manager, branch manager, head of public office	11
EU	76	Department head, group head, team leader	19
Other european countries	14	Other salaried staff, civil servant, skilled worker	25
Other countries	10	Lecturer, teacher	1
Distance to home	%	Trainee	7
up to 50 km	14	Other position	4
more than 50 km up to 100 km	10	Student	3
more than 100 km up to 300 km	29	Other not gainfully employed	1
over 300 km	47	Economic sector	%
Countries with the highest visitor shares	%	Netherlands	22
Netherlands	22	Industry	27
United Kingdom	8	Plant security	7
Austria	6	Skilled trades	14
Belgium	5	Wholesale trade	7
Denmark	5	Retail trade	5
Frequency of visits to trade fair	%	Police	1
Previous event	30	Fire brigade	2
Earlier events	29	Other local government authorities	5
First visit	50	Banks, saving banks	1
Average length of stay	1,4 days	Guards/surveillance sector	10
Influence on purchasing/procurement decisions	%	Insurance	2
Decisively	25	Engineer's consultant's office	6
Collectively	33	Architect, architect's office	1
In an advisory capacity	24	Public institutions	1
No	14	Other sectors	13
Student	3	Student	3
Other not gainfully employed	1	Other not gainfully employed	1
Size of company/organization: Number of employees	%	Size of company/organization: Number of employees	%
1- 4	12	1- 4	12
5- 9	10	5- 9	10
10- 49	17	10- 49	17
50- 199	14	50- 199	14
200- 499	8	200- 499	8
		1 000 and more	29
		500 - 999	6
		Student	3
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SHK → Essen

Trade visitors' profile

Visitors (number of entries)	51 567	Area of responsibility	%
Proportion of trade visitors	89%	Management	18
Germany (total)	96	Research/development/design	8
of which		Manufacturing, production, quality control	6
Nielsen 1	8 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	- Nielsen 5+6	Information and communication technology	1
Lower Saxony	8 Berlin	Organization, personnel, administration	2
Schleswig-Holstein	8 Brandenburg	Sales	12
Nielsen 2	81 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	81 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	8 Saxony-Anhalt	Maintenance/repairs	28
Hesse	2 Nielsen 7	Other area	12
Rhineland-Palatinate	6 Saxony	Student	5
Saarland	- Thuringia	Other not gainfully employed	2
Nielsen 3b	-	Position in the company/organization	%
Baden-Württemberg	-	Entrepreneur, co-owner, freelancer	24
Foreign (total)	4	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	75	Department head, group head, team leader	11
Other countries	25	Other salaried staff, civil servant, skilled worker	29
Distance to home	%	Lecturer, teacher	2
up to 50 km	35	Trainee	19
more than 50 km up to 100 km	25	Other position	2
more than 100 km up to 300 km	35	Student	5
over 300 km	6	Other not gainfully employed	2
Country with the highest visitor share	%	Economic sector	%
Belgium	25	Sanitary systems	47
Frequency of visits to trade fair	%	Heating systems	20
2010	39	Air conditioning and ventilation system construction	3
2008	29	Architect's, planners, engineers	5
2006	22	Wholesale, retail	5
2004	15	Industrial producer	3
2002	13	Institutions (hospitals etc.)	1
Earlier events	12	Building owner	1
First visit	34	Housing industry	2
Average length of stay	1,1 days	Energy consulting	2
Influence on purchasing/procurement decisions	%	Other sectors	5
Decisively	21	Student	5
Collectively	28	Other not gainfully employed	2
In an advisory capacity	21	Size of company/organization: Number of employees	%
No	23	1- 4	26
Student	5	5- 9	18
Other not gainfully employed	2	10- 49	23
		50- 199	10
		200- 499	6
		500 - 999	4
		1 000 and more	7
		Student	5
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Ambiente

Trade visitors' profile

Visitors (number of entries)	138 058	Area of responsibility	%
Proportion of trade visitors	90%	Management	18
Germany (total)	48	Research/development/design	8
of which		Manufacturing, production, quality control	6
Nielsen 1	7 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	4 Berlin	Organization, personnel, administration	2
Schleswig-Holstein	1 Brandenburg	Sales	12
Nielsen 2	15 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	15 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	44 Saxony-Anhalt	Maintenance/repairs	28
Hesse	31 Nielsen 7	Other area	12
Rhineland-Palatinate	12 Saxony	Student	5
Saarland	2 Thuringia	Other not gainfully employed	2
Nielsen 3b	16	Position in the company/organization	%
Baden-Württemberg	16	Entrepreneur, co-owner, freelancer	24
Foreign (total)	52	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	47	Department head, group head, team leader	11
Other european countries	16	Other salaried staff, civil servant, skilled worker	29
Africa	3	Lecturer, teacher	2
North America	6	Trainee	19
South and Central America	3	Other position	2
Middle East	7	Student	5
South-, East-, Central Asia	16	Other not gainfully employed	2
Australia	2	Distance to home	%
Distance to home	%	up to 50 km	13
up to 50 km	13	more than 50 km up to 100 km	8
more than 50 km up to 100 km	8	more than 100 km up to 300 km	19
more than 100 km up to 300 km	19	over 300 km	60
over 300 km	60	Countries with the highest visitor shares	%
Countries with the highest visitor shares	%	France	6
France	6	Italy	6
Italy	6	Switzerland	6
Switzerland	6	Netherlands	5
Netherlands	5	USA	4
USA	4	Frequency of visits to trade fair	%
Frequency of visits to trade fair	%	Previous event	45
Previous event	45	Earlier events	54
Earlier events	54	First visit	32
First visit	32	Average length of stay	2,2 days
Average length of stay	2,2 days	Influence on purchasing/procurement decisions	%
Influence on purchasing/procurement decisions	%	Decisively	43
Decisively	43	Collectively	24
Collectively	24	In an advisory capacity	16
In an advisory capacity	16	No	10
No	10	Student	5
Student	5	Other not gainfully employed	2
Other not gainfully employed	2		

Trade visitors' profile

Area of responsibility	%
Management	37
Research/development/design	5
Manufacturing, production, quality control	4
Buying/procurement	16
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	1
Sales	17
Marketing, advertising, PR	6
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	6
Student	5
Other not gainfully employed	2

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	43
Managing director, board member, etc.	14
Area manager, works manager, plant manager, branch manager	9
Department head, group head	10
Other salaried staff, skilled workers	12
Lecturer, teacher	1
Trainee	2
Other position	2
Student	5
Other not gainfully employed	2

Area manager, works manager, plant manager, branch manager	9
Department head, group head	10
Other salaried staff, skilled workers	12
Lecturer, teacher	1
Trainee	2
Other position	2
Student	5
Other not gainfully employed	2

Economic sector	%
Retail trade	45
Wholesale/foreign trade	19
Service	13
Industry	5
Skilled trades	4
Other sectors	7
Student	5
Other not gainfully employed	2

Size of company/organization:	
Number of employees	%
1- 4	34
5- 9	13
10- 49	15
50- 199	12
200- 499	7
500 - 999	4
1 000 and more	9
Student	5
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	147 715
------------------------------	---------

Proportion of trade visitors	95%
------------------------------	-----

Germany (total)	44
of which	
Nielsen 1	8
Nielsen 4	12
Bremen	1
Bavaria	12
Hamburg	1
Nielsen 5+6	2
Lower Saxony	6
Berlin	-
Schleswig-Holstein	1
Brandenburg	-
Nielsen 2	15
Mecklenburg-	
North Rhine-Westph.	15
West Pommern	-
Nielsen 3a	42
Saxony-Anhalt	-
Hesse	29
Nielsen 7	3
Rhineland-Palatinate	11
Saxony	-
Saarland	2
Thuringia	-
Nielsen 3b	18
Baden-Württemberg	18

Foreign (total)	56
of which	
EU	50
Other european countries	13
Africa	11
North America	3
South and Central America	5
Middle East	6
South-, East-, Central Asia	10
Australia	3

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	21
over 300 km	64

Countries with the highest visitor shares	%
---	---

Italy	5
United Kingdom	5
Belgium	4
India	4
Netherlands	4

Frequency of visits to trade fair	%
Previous event	49
Earlier events	46
First visit	38

Average length of stay	days
------------------------	------

Influence on purchasing/procurement decisions	%
Decisively	34
Collectively	26
In an advisory capacity	18
No	15
Student	5
Other not gainfully employed	2

Area of responsibility	%
Management	35
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	1
Sales	15
Marketing, advertising, PR	3
Logistics: storage, material management, transport	2
Maintenance/repairs	14
Other area	5
Student	5
Other not gainfully employed	2

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	31
Managing director, board member, etc.	18
Area manager, works manager, plant manager, branch manager	10
Department head, group head	14
Other salaried staff, skilled workers	12
Lecturer, teacher	2
Trainee	6
Other position	2
Student	5
Other not gainfully employed	2

Area manager, works manager, plant manager, branch manager	10
Department head, group head	14
Other salaried staff, skilled workers	12
Lecturer, teacher	2
Trainee	6
Other position	2
Student	5
Other not gainfully employed	2

Economic sector	%
Workshop, filling station	38
Trade	33
Industry	11
Service	5
Other sectors	6
Student	5
Other not gainfully employed	2

Size of company/organization:	
Number of employees	%
1- 4	17
5- 9	14
10- 49	26
50- 199	15
200- 499	6
500 - 999	5
1 000 and more	10
Student	5
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	31 474*
------------------------------	---------

Proportion of trade visitors	94%
------------------------------	-----

Germany (total)	44
of which	
Nielsen 1	6
Nielsen 4	19
Bremen	2
Bavaria	19
Hamburg	1
Nielsen 5+6	3
Lower Saxony	3
Berlin	1
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	18
Mecklenburg-	
North Rhine-Westph.	18
West Pommern	1
Nielsen 3a	36
Saxony-Anhalt	-
Hesse	25
Nielsen 7	2
Rhineland-Palatinate	9
Saxony	1
Saarland	2
Thuringia	1
Nielsen 3b	17
Baden-Württemberg	17

Foreign (total)	56
of which	
EU	72
Other european countries	11
North America	4
South and Central America	3
South-, East-, Central Asia	6
Other countries	4

Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	5
more than 100 km up to 300 km	22
over 300 km	64

Countries with the highest visitor shares	%
Italy	15
France	13
Austria	6
Netherlands	5
United Kingdom	5

Frequency of visits to trade fair	%
Previous event	42
Earlier events	45
First visit	35

Average length of stay	1,8 days
------------------------	----------

Influence on purchasing/procurement decisions	%
Decisively	42
Collectively	28
In an advisory capacity	13
No	7
Student	8
Other not gainfully employed	1

Area of responsibility	%
Management	33
Research/development/design	3
Manufacturing, production, quality control	5
Buying/procurement	16
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	1
Sales	18
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	8
Student	8
Other not gainfully employed	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	47
Managing director, board member, etc.	10
Area manager, works manager, plant manager, branch manager	7
Department head, group head	13
Other salaried staff, skilled workers	10
Lecturer, teacher	-
Trainee	1
Other position	3
Student	8
Other not gainfully employed	1

Area manager, works manager, plant manager, branch manager	7
Department head, group head	13
Other salaried staff, skilled workers	10
Lecturer, teacher	-
Trainee	1
Other position	3
Student	8
Other not gainfully employed	1

Economic sector	%
Retail trade	45
Wholesale/foreign trade	17
Service	16
Industry	4
Skilled trades	4
Other sectors	5
Student	1
Other not gainfully employed	8

Size of company/organization:	
Number of employees	%
1- 4	35
5- 9	11
10- 49	20
50- 199	12
200- 499	4
500 - 999	3
1 000 and more	7
Student	8
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

*) ascertained by a representative poll

Creativeworld (2011) → 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
Foreign (total)	54	Managing director, board member, etc.	11
of which		Area manager, works manager, plant manager, branch manager	4
EU	80	Department head, group head	11
Other countries	20	Other salaried staff, skilled workers	7
Distance to home	%	Lecturer, teacher	1
up to 50 km	13	Trainee	1
more than 50 km up to 100 km	6	Other position	2
more than 100 km up to 300 km	18	Student	7
over 300 km	63	Other not gainfully employed	4
Frequency of visits to exhibition	%	Economic sector	%
Previous event	34	Retail trade	40
Earlier events	38	Wholesale/foreign trade	15
First visit	51	Service	11
Average length of stay	1,7 days	Industry	7
Influence on purchasing/procurement decisions	N/A	Skilled trades	3
		Other sectors	13
		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

*) ascertained by a representative poll

Conducted by: Wissler & Partner, Basel

Hair & Beauty (2011) → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	19 102*	Position in the company/organisation	%
Proportion of trade visitors	89%	Entrepreneur, co-owner, freelancer	42
Germany (total)	93	Managing director, board member, etc.	4
of which		Area manager, works manager, plant manager, branch manager	3
Nielsen 1	5 Nielsen 4	Department head, group head	3
Bremen	- Bavaria	Other salaried staff, skilled workers	16
Hamburg	1 Nielsen 5+6	Lecturer, teacher	1
Lower Saxony	3 Berlin	Trainee	18
Schleswig-Holstein	1 Brandenburg	Other position	2
Nielsen 2	9 Mecklenburg-	Student	6
North Rhine-Westph.	9 West Pomerania	Other not gainfully employed	5
Nielsen 3a	64 Saxony-Anhalt	Economic sector	%
Hesse	43 Nielsen 7	Skilled trades	59
Rhineland-Palatinate	16 Saxony	Trade	6
Saarland	4 Thuringia	Service provider	15
Nielsen 3b	8	Industry	2
Baden-Württemberg	8	Other sectors	7
Foreign (total)	7	Student	6
Distance to home	%	Other not gainfully employed	5
up to 50 km	35	Size of company/organisation:	%
more than 50 km up to 100 km	16	Number of employees	%
more than 100 km up to 300 km	28	1- 4	54
over 300 km	21	5- 9	16
Frequency of visits to exhibition	%	10- 49	11
Previous event	38	50- 199	5
Earlier events	50	200- 499	-
First visit	35	500 - 999	1
Average length of stay	1,2 days	1 000 and more	2
Influence on purchasing/procurement decisions	N/A	Student	6
Area of responsibility	N/A	Other not gainfully employed	5

*) ascertained by a representative poll

Conducted by: Wissler & Partner, Basel

Heimtextil

Trade visitors' profile

Visitors (number of entries)	67 451	Position in the company/organisation	%
Proportion of trade visitors	96%	Entrepreneur, co-owner, freelancer	42
Germany (total)	33	Managing director, board member, etc.	4
of which		Area manager, works manager, plant manager, branch manager	3
Nielsen 1	10 Nielsen 4	Department head, group head	3
Bremen	1 Bavaria	Other salaried staff, skilled workers	16
Hamburg	2 Nielsen 5+6	Lecturer, teacher	1
Lower Saxony	7 Berlin	Trainee	18
Schleswig-Holstein	- Brandenburg	Other position	2
Nielsen 2	16 Mecklenburg-	Student	6
North Rhine-Westph.	16 West Pomerania	Other not gainfully employed	5
Nielsen 3a	34 Saxony-Anhalt	Economic sector	%
Hesse	23 Nielsen 7	Skilled trades	59
Rhineland-Palatinate	9 Saxony	Trade	6
Saarland	2 Thuringia	Service provider	15
Nielsen 3b	15	Industry	2
Baden-Württemberg	15	Other sectors	7
Foreign (total)	67	Student	6
of which		Other not gainfully employed	5
EU	45	Size of company/organisation:	%
Other european countries	13	Number of employees	%
Africa	6	1- 4	54
North America	6	5- 9	16
South and Central America	5	10- 49	11
Middle East	7	50- 199	5
South-, East-, Central Asia	16	200- 499	-
Australia	2	500 - 999	1
Distance to home	%	1 000 and more	2
up to 50 km	7	Student	6
more than 50 km up to 100 km	4	Other not gainfully employed	5
more than 100 km up to 300 km	15	Conducted by: Wissler & Partner, Basel	
over 300 km	73		
Countries with the highest visitor shares	%		
India	8		
Italy	6		
France	5		
Turkey	5		
United Kingdom	5		
Frequency of visits to trade fair	%		
Previous event	44		
Earlier events	60		
First visit	30		
Average length of stay	2,3 days		
Influence on purchasing/procurement decisions	%		
Decisively	37		
Collectively	28		
In an advisory capacity	17		
No	12		
Student	4		
Other not gainfully employed	2		

Area of responsibility	%
Management	38
Research/development/design	9
Manufacturing, production, quality control	7
Buying/procurement	13
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	-
Sales	15
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	6
Student	4
Other not gainfully employed	2

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	40
Managing director, board member, etc.	18
Area manager, works manager, plant manager, branch manager	9
Department head, group head	13
Other salaried staff, skilled workers	9
Lecturer, teacher	1
Trainee	3
Other position	2
Student	4
Other not gainfully employed	2

Economic sector	%
Retail trade	30
Wholesale/foreign trade	26
Industry	12
Skilled trades	4
Service	17
Other sectors	5
Student	4
Other not gainfully employed	2

Size of company/organization:	
Number of employees	%
1- 4	27
5- 9	11
10- 49	22
50- 199	16
200- 499	7
500 - 999	4
1 000 and more	9
Student	4
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	195 582
Proportion of trade visitors	96%
Germany (total)	54
of which	
Nielsen 1	7
Nielsen 4	14
Bremen - Bavaria	14
Hamburg	1
Nielsen 5+6	3
Lower Saxony	5
Berlin	1
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	16
Mecklenburg-	
North Rhine-Westph.	16
West Pommern	-
Nielsen 3a	41
Saxony-Anhalt	1
Hesse	24
Nielsen 7	3
Rhineland-Palatinate	14
Saxony	2
Saarland	3
Thuringia	2
Nielsen 3b	16
Baden-Württemberg	16

Foreign (total)	46
of which	
EU	56
Other european countries	12
Africa	4
North America	3
South and Central America	5
Middle East	8
South-, East-, Central Asia	11
Australia	2

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	24
over 300 km	56

Countries with the highest visitor shares	%
Austria	8
France	7
Italy	7
Switzerland	6
United Kingdom	5

Frequency of visits to trade fair	%
Previous event	44
Earlier events	41
First visit	43

Average length of stay	2,1 days
-------------------------------	-----------------

Influence on purchasing/procurement decisions	%
Decisively	29
Collectively	26
In an advisory capacity	22
No	15
Student	6
Other not gainfully employed	2

Area of responsibility	%
Management	26
Research/development/design	12
Manufacturing, production, quality control	5
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	4
Organization, personnel, administration	1
Sales	12
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	10
Other area	12
Student	6
Other not gainfully employed	2

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	27
Managing director, board member, etc.	11
Area manager, works manager, plant manager, branch manager	11
Department head, group head	14
Other salaried staff, skilled workers	22
Lecturer, teacher	1
Trainee	4
Other position	2
Student	6
Other not gainfully employed	2

Economic sector	%
Skilled trades	23
Industry	22
Retail trade	5
Wholesale/foreign trade	10
Service	23
Other sectors	9
Student	6
Other not gainfully employed	2

Size of company/organization:	
Number of employees	%
1- 4	18
5- 9	10
10- 49	22
50- 199	14
200- 499	6
500 - 999	7
1 000 and more	15
Student	6
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	68 587*
Proportion of trade visitors	71%
Germany (total)	56
of which	
Nielsen 1	6
Nielsen 4	16
Bremen - Bavaria	16
Hamburg	1
Nielsen 5+6	4
Lower Saxony	4
Berlin	3
Schleswig-Holstein	1
Brandenburg	-
Nielsen 2	12
Mecklenburg-	
North Rhine-Westph.	12
West Pommern	-
Nielsen 3a	41
Saxony-Anhalt	1
Hesse	31
Nielsen 7	6
Rhineland-Palatinate	9
Saxony	4
Saarland	1
Thuringia	2
Nielsen 3b	15
Baden-Württemberg	15

Foreign (total)	44
of which	
EU	72
Other european countries	14
North America	4
South-, East-, Central Asia	6
Other countries	5
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	22
over 300 km	54

Countries with the highest visitor shares	%
Netherlands	9
United Kingdom	9
Austria	8
Belgium	8
France	8

Frequency of visits to trade fair	%
Previous event	40
Earlier events	58
First visit	30

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

Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	18
In an advisory capacity	17
No	13
Other not gainfully employed	4
Student	24

Area of responsibility	%
Management	22
Research/development/design	4
Manufacturing, production, quality control	5
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	2
Sales	6
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	19
Student	24
Other not gainfully employed	4

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	21
Managing director, board member, etc.	6
Area manager, works manager, plant manager, branch manager	3
Department head, group head	5
Other salaried staff, skilled workers	8
Lecturer, teacher	22
Trainee	2
Other position	5
Student	24
Other not gainfully employed	4

Economic sector	%
Retail trade	14
Wholesale/foreign trade	6
Skilled trades	5
Industry	5
Educational institution	46
Services/free-lance	11
Event venue	1
Media	6
Other sectors	2
Other not gainfully employed	4

Size of company/organization:	
Number of employees	%
1- 4	33
5- 9	7
10- 49	11
50- 199	9
200- 499	3
500 - 999	2
1 000 and more	7
Student	24
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)	47 886*	Area of responsibility	%
Proportion of trade visitors	95%	Management	33
Germany (total)	36	Research/development/design	5
of which		Manufacturing, production, quality control	2
Nielsen 1	10 Nielsen 4	Buying/procurement	14
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	2 Nielsen 5+6	Information and communication technology	1
Lower Saxony	5 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	2 Brandenburg	Sales	16
Nielsen 2	17 Mecklenburg-	Marketing, advertising, PR	5
North Rhine-Westph.	17 West Pomerania	Logistics: storage, material management,	
Nielsen 3a	31 Saxony-Anhalt	transport	1
Hesse	24 Nielsen 7	Maintenance/repairs	-
Rhineland-Palatinate	6 Saxony	Other area	6
Saarland	1 Thuringia	Student	12
Nielsen 3b	17	Other not gainfully employed	4
Baden-Württemberg	17	Position in the company/organization	%
Foreign (total)	64	Entrepreneur, co-owner, freelancer	35
of which		Managing director, board member, etc.	14
EU	60	Area manager, works manager, plant	
Other european countries	10	manager, branch manager	11
Africa	5	Department head, group head	10
North America	5	Other salaried staff, skilled workers	10
South and Central America	5	Lecturer, teacher	1
Middle East	4	Trainee	2
South-, East-, Central Asia	10	Other position	2
Australia	2	Student	12
Distance to home	%	Other not gainfully employed	4
up to 50 km	9	Economic sector	%
more than 50 km up to 100 km	3	Retail trade	27
more than 100 km up to 300 km	17	Wholesale/foreign trade	26
over 300 km	71	Service	12
Countries with the highest visitor shares	%	Industry	11
France	9	Skilled trades	3
Italy	6	Other sectors	6
Netherlands	6	Student	12
United Kingdom	6	Other not gainfully employed	4
Belgium	4	Size of company/organization:	
Frequency of visits to trade fair	%	Number of employees	%
Previous event	39	1- 4	27
Earlier events	45	5- 9	12
First visit	38	10- 49	16
Average length of stay	2,0 days	50- 199	12
Influence on purchasing/procurement decisions	%	200- 499	4
Decisively	36	Conducted by: Wissler & Partner, Basel	
Collectively	23		
In an advisory capacity	15		
No	11		
Student	12		
Other not gainfully employed	4		

*) ascertained by a representative poll

Prolight + Sound → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	40 894*	Area of responsibility	%
Proportion of trade visitors	88%	Management	29
Germany (total)	57	Research/development/design	5
of which		Manufacturing, production, quality control	4
Nielsen 1	9 Nielsen 4	Buying/procurement	5
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	3
Lower Saxony	7 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	9
Nielsen 2	18 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	18 West Pomerania	Logistics: storage, material management,	
Nielsen 3a	27 Saxony-Anhalt	transport	3
Hesse	20 Nielsen 7	Maintenance/repairs	4
Rhineland-Palatinate	6 Saxony	Other area	18
Saarland	1 Thuringia	Student	12
Nielsen 3b	22	Other not gainfully employed	4
Baden-Württemberg	22	Position in the company/organization	%
Foreign (total)	43	Entrepreneur, co-owner, freelancer	32
of which		Managing director, board member, etc.	12
EU	68	Area manager, works manager, plant	
Other european countries	12	manager, branch manager	5
Africa	5	Department head, group head	9
South and Central America	4	Other salaried staff, skilled workers	11
South-, East-, Central Asia	8	Lecturer, teacher	5
Other countries	4	Trainee	5
Distance to home	%	Other position	6
up to 50 km	10	Student	12
more than 50 km up to 100 km	6	Other not gainfully employed	4
more than 100 km up to 300 km	28	Economic sector	%
over 300 km	56	Retail trade	12
Countries with the highest visitor shares	%	Wholesale/foreign trade	6
Netherlands	11	Skilled trades	4
Belgium	10	Industry	5
Austria	7	Educational institution	17
France	5	Services/free-lance	28
Switzerland	5	Event venue	11
Frequency of visits to trade fair	%	Media	7
Previous event	48	Other sectors	6
Earlier events	59	Other not gainfully employed	4
First visit	27	Size of company/organization:	
Average length of stay	1,8 days	Number of employees	%
Influence on purchasing/procurement decisions	%	1- 4	34
Decisively	34	5- 9	12
Collectively	20	10- 49	16
In an advisory capacity	17	50- 199	8
No	13	200- 499	5
Other not gainfully employed	4	Conducted by: Wissler & Partner, Basel	
Student	12		

*) ascertained by a representative poll

Tendence

Trade visitors' profile

Visitors (number of entries)	45 477	Area of responsibility	%
Proportion of trade visitors	91%	Management	29
Germany (total)	79	Research/development/design	5
of which		Manufacturing, production, quality control	4
Nielsen 1	7 Nielsen 4	Buying/procurement	5
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	3
Lower Saxony	5 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	2 Brandenburg	Sales	9
Nielsen 2	15 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	15 West Pomerania	Logistics: storage, material management,	
Nielsen 3a	47 Saxony-Anhalt	transport	3
Hesse	35 Nielsen 7	Maintenance/repairs	4
Rhineland-Palatinate	10 Saxony	Other area	18
Saarland	1 Thuringia	Student	12
Nielsen 3b	17	Other not gainfully employed	4
Baden-Württemberg	17	Position in the company/organization	%
Foreign (total)	21	Entrepreneur, co-owner, freelancer	32
of which		Managing director, board member, etc.	12
EU	55	Area manager, works manager, plant	
Other european countries	21	manager, branch manager	5
South-, East-, Central Asia	16	Department head, group head	9
Other countries	8	Other salaried staff, skilled workers	11
Distance to home	%	Lecturer, teacher	5
up to 50 km	23	Trainee	5
more than 50 km up to 100 km	13	Other position	6
more than 100 km up to 300 km	33	Student	12
over 300 km	31	Other not gainfully employed	4
Countries with the highest visitor shares	%	Economic sector	%
Switzerland	13	Retail trade	12
Austria	8	Wholesale/foreign trade	6
Netherlands	8	Skilled trades	4
Belgium	7	Industry	5
France	7	Educational institution	17
Frequency of visits to trade fair	%	Services/free-lance	28
Previous event	49	Event venue	11
Earlier events	59	Media	7
First visit	30	Other sectors	6
Average length of stay	1,7 days	Other not gainfully employed	4
Influence on purchasing/procurement decisions	%	Size of company/organization:	
Decisively	53	Number of employees	%
Collectively	25	1- 4	34
In an advisory capacity	11	5- 9	12
No	7	10- 49	16
Student	4	50- 199	8
Other not gainfully employed	1	200- 499	5

Area of responsibility	%
Management	44
Research/development/design	2
Manufacturing, production, quality control	3
Buying/procurement	17
Finance/accounting, controlling	-
Information and communication technology	1
Organization, personnel, administration	-
Sales	14
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	7
Student	4
Other not gainfully employed	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	58
Managing director, board member, etc.	12
Area manager, works manager, plant manager, branch manager	5
Department head, group head	6
Other salaried staff, skilled workers	9
Lecturer, teacher	1
Trainee	1
Other position	2
Student	4
Other not gainfully employed	1

Economic sector	%
Retail trade	57
Wholesale/foreign trade	12
Skilled trades	6
Service	15
Industry	2
Other sectors	3
Student	4
Other not gainfully employed	1

Size of company/organization:	
Number of employees	%
1- 4	51
5- 9	14
10- 49	15
50- 199	7
200- 499	2
500 - 999	2
1 000 and more	4
Student	4
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	15 650
Proportion of trade visitors	98%
Germany (total)	49
of which	
Nielsen 1	16
Nielsen 4	11
Bremen	1
Bavaria	11
Hamburg	2
Nielsen 5+6	6
Lower Saxony	11
Berlin	4
Schleswig-Holstein	3
Brandenburg	1
Nielsen 2	29
Mecklenburg-	
North Rhine-Westph.	29
West Pommern	1
Nielsen 3a	17
Saxony-Anhalt	-
Hesse	9
Nielsen 7	3
Rhineland-Palatinate	8
Saxony	2
Saarland	-
Thuringia	1
Nielsen 3b	17
Baden-Württemberg	17

Foreign (total)	51
of which	
EU	63
Other european countries	22
Africa	3
Middle East	5
Other countries	7

Distance to home	%
up to 50 km	3
more than 50 km up to 100 km	5
more than 100 km up to 300 km	27
over 300 km	65

Countries with the highest visitor shares	%
Switzerland	12
France	11
Italy	9
United Kingdom	7
Belgium	6

Frequency of visits to trade fair	%
Previous event	46
Earlier events	37
First visit	45

Average length of stay	1,8 days
------------------------	----------

Influence on purchasing/procurement decisions	%
Decisively	32
Collectively	26
In an advisory capacity	20
No	17
Student	4
Other not gainfully employed	2

Area of responsibility	%
Management	39
Research/development/design	6
Manufacturing, production, quality control	18
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	1
Sales	9
Marketing, advertising, PR	2
Logistics: storage, material management, transport	2
Maintenance/repairs	5
Other area	8
Student	4
Other not gainfully employed	2

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	29
Managing director, board member, etc.	18
Area manager, works manager, plant manager, branch manager	13
Department head, group head	13
Other salaried staff, skilled workers	13
Lecturer, teacher	1
Trainee	5
Other position	3
Student	4
Other not gainfully employed	2

Economic sector	%
Laundry	30
Textile cleaning	21
Hospital, nursing home, sanatorium	5
Other service	10
Industry	15
Wholesale/foreign trade	10
Other sectors	3
Student	4
Other not gainfully employed	2

Size of company/organization:	
Number of employees	%
1- 4	11
5- 9	11
10- 49	27
50- 199	21
200- 499	9
500 - 999	6
1 000 and more	10
Student	4
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	12 075
Proportion of trade visitors	99%
Germany (total)	84
of which	
Nielsen 1	10
Nielsen 4	13
Bremen	1
Bavaria	13
Hamburg	1
Nielsen 5+6	5
Lower Saxony	6
Berlin	2
Schleswig-Holstein	2
Brandenburg	3
Nielsen 2	21
Mecklenburg-	
North Rhine-Westph.	21
West Pommern	-
Nielsen 3a	30
Saxony-Anhalt	-
Hesse	17
Nielsen 7	5
Rhineland-Palatinate	11
Saxony	2
Saarland	2
Thuringia	3
Nielsen 3b	16
Baden-Württemberg	16

Foreign (total)	16
of which	
EU	81
Other countries	19

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	41
over 300 km	37

Countries with the highest visitor shares	%
Austria	15
Belgium	13
Netherlands	13

Frequency of visits to trade fair	%
Previous event	28
Earlier events	40
First visit	45

Average length of stay	1,2 days
------------------------	----------

Influence on purchasing/procurement decisions	%
Decisively	42
Collectively	24
In an advisory capacity	21
No	7
Student	5
Other not gainfully employed	2

Area of responsibility	%
Management	40
Research/development/design	3
Manufacturing, production, quality control	10
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	2
Organization, personnel, administration	1
Sales	12
Marketing, advertising, PR	15
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	7
Student	5
Other not gainfully employed	2

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	43
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	13
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	-
Trainee	6
Other position	3
Student	5
Other not gainfully employed	2

Economic sector	%
Advertising	49
Publishing/printing	9
Service	8
Wholesale trade	4
Automobile industry	4
Retail trade	4
Information-/Communication Industry	3
Media (print, broadcast media)	2
Authority/public services	1
Clothing industry	1
Other sectors	11
Student	5
Other not gainfully employed	2

Size of company/organization:	
Number of employees	%
1- 4	40
5- 9	13
10- 49	19
50- 199	9
200- 499	3
500 - 999	2
1 000 and more	8
Student	5
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

INTER BRUSH → Freiburg

Trade visitors' profile

Visitors (number of entries)	5 054	Area of responsibility	%
Proportion of trade visitors	96%	Management	43
Germany (total)	36	Research/development/design	10
of which		Manufacturing, production, quality control	22
Nielsen 1	3 Nielsen 4	Buying/procurement	6
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	2 Berlin	Organization, personnel, administration	8
Schleswig-Holstein	- Brandenburg	Sales	-
Nielsen 2	6 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	6 West Pomerania	Logistics: storage, material management,	
Nielsen 3a	19 Saxony-Anhalt	transport	1
Hesse	14 Nielsen 7	Maintenance/repairs	3
Rhineland-Palatinate	5 Saxony	Other area	2
Saarland	- Thuringia	Student	1
Nielsen 3b	47	Other not gainfully employed	1
Baden-Württemberg	47	Position in the company/organization	%
Foreign (total)	64	Entrepreneur, co-owner, freelancer	26
of which		Managing director, board member,	
EU	33	head of an authority etc.	26
Other european countries	9	Area manager, works manager, plant manager,	
North America	16	branch manager, head of public office	16
South and Central America	10	Department head, group head, team leader	13
South-, East-, Central Asia	23	Other salaried staff, civil servant,	
Other countries	9	skilled worker	16
Distance to home	%	Lecturer, teacher	-
up to 50 km	21	Trainee	-
more than 50 km up to 100 km	6	Other position	1
more than 100 km up to 300 km	19	Student	1
over 300 km	54	Other not gainfully employed	1
Countries with the highest visitor shares	%	Economic sector	%
USA	13	Industry (manufacturer)	83
India	7	Trade	7
Brazil	6	Service/consulting	4
Belgium	5	Users	1
Italy	5	Research/science	3
Frequency of visits to trade fair	%	Other sectors	1
2008	49	Student	1
2004	37	Other not gainfully employed	1
Earlier events	27	Size of company/organization:	
First visit	39	Number of employees	%
Average length of stay	1,8 days	1- 4	9 500 - 999
Influence on purchasing/procurement decisions	%	5- 9	6 1 000 and more
Decisively	41	10- 49	27 Student
Collectively	31	50- 199	28 Other not gainfully
In an advisory capacity	19	200- 499	11 employed
No	7	Conducted by: Wissler & Partner, Basel	
Student	1		
Other not gainfully employed	1		

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-		over 50 up to 60 years	16
Württemberg		over 60 up to 70 years	12
Bavaria		over 70 years	5
Berlin		Net household income	%
Brandenburg		up to 900,- EUR	7
Bremen		more than 900,- EUR up to 1 500,- EUR	11
Hamburg	51	more than 1 500,- EUR up to 2 000,- EUR	14
Hesse		more than 2 000,- EUR up to 2 600,- EUR	13
Mecklenburg-		more than 2 600,- EUR up to 3 600,- EUR	13
West Pomerania	1	more than 3 600,- EUR up to 5 000,- EUR	9
Lower Saxony	13	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,		2 persons	43
head of an authority etc.	1	3 persons	17
Senior department head, other employee		4 persons	16
with managerial responsibility	1	5 persons and more	6
Department head, group head	5	Buying and ordering capacity	%
Other salaried staff/public service	34	Purchase or order made or	
Skilled worker	6	intended at the exhibition	
Lecturer, teacher, scientific assistant	2	yes	76
Trainee	5	no	5
Other position	5	maybe	19
Housewife/man	5	Follow-up business	%
Old-age pensioner	14	Intend to buy at later date	
Student	13	yes	17
Other not gainfully employed	3	no	29
Frequency of visits to exhibition	%	maybe	54
2009	35	Conducted by: PhoneResearch KG, Hamburg	
2008	36		
Earlier events	31		
First visit	22		

Additional data private visitors

Visitors (number of entries)	38 730	Proportion of trade visitors	89%
Germany (total)	99	Germany (total)	99
of which		of which	
Nielsen 1	89 Nielsen 4	Nielsen 1	-
Bremen	23 Bavaria	Bremen	-
Hamburg	34 Nielsen 5+6	Hamburg	8
Lower Saxony	29 Berlin	Lower Saxony	5
Schleswig-Holstein	3 Brandenburg	Schleswig-Holstein	1
Nielsen 2	2 Mecklenburg-	Nielsen 2	-
North Rhine-Westph.	2 West Pomerania	North Rhine-Westph.	-
Nielsen 3a	- Saxony-Anhalt	Nielsen 3a	2
Hesse	- Nielsen 7	Hesse	-
Rhineland-Palatinate	- Saxony	Rhineland-Palatinate	-
Saarland	- Thuringia	Saarland	-
Nielsen 3b	-	Nielsen 3b	-
Baden-Württemberg	-	Baden-Württemberg	-
Foreign (total)	1	Foreign (total)	1
Distance to home	%	Distance to home	%
up to 50 km	37	up to 50 km	37
more than 50 km up to 100 km	25	more than 50 km up to 100 km	25
more than 100 km up to 300 km	32	more than 100 km up to 300 km	32
over 300 km	6	over 300 km	6
Frequency of visits to trade fair	%	Frequency of visits to trade fair	%
Previous event	32	Previous event	32
Earlier events	31	Earlier events	31
First visit	48	First visit	48
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	21	Decisively	21
Collectively	32	Collectively	32
In an advisory capacity	15	In an advisory capacity	15
No	30	No	30
Student	3	Student	3

Area of responsibility	%
Management	15
Research/development/design	5
Manufacturing, production, quality control	13
Buying/procurement	2
Finance/accounting, controlling	2
Information and communication technology	2
Organization, personnel, administration	2
Sales	8
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	32
Other area	13
Student	3
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	13
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 head, master craftsman	14
Other employee, civil servant, skilled worker	27
Lecturer, teacher	2
Trainee	33
Other position	2
Student	3
Economic sector	%
Craftman's company	57
Engineer's and planning office	6
Architect's office	2
Trade	6
Industrial company	5
Developers, construction companies and building restoration companies	1
Housing business, property management	1
Municipal utility (public services, water supply companies)	2
Facility management	2
Energy suppliers, energy systems	5
Service companies (total)	5
Hotels, fitness centres, holiday homes	1
Public institutions, authorities, local construction authorities	2
Hospitals, social institutions	1
University, vocational-, polytechnicschool, college	2
Other sectors	-
Student	3
Size of company/organization:	
Number of employees	%
1- 4	18
5- 9	20
10- 49	28
50- 199	16
200 - 499	6
500 - 999	3
1 000 and more	5
Student	3

Conducted by: PhoneResearch KG, Hamburg

Private visitors' profile

Visitors (number of entries)	78 454	Position in the company/organization	%
Proportion of private visitors	80%	Entrepreneur, co-owner, freelancer	15
Germany (total)	96	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	81	Department head, group head, team leader	10
Bremen	2	Other salaried staff, civil servant, skilled worker	24
Hamburg	34	Lecturer, teacher	3
Lower Saxony	19	Trainee	4
Schleswig-Holstein	26	Other position	3
Nielsen 2	4	Student	17
North Rhine-Westph.	4	Housewife/man	14
Nielsen 3a	2	Old-age pensioner	2
Hesse	2	Other not gainfully employed	2
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Thuringia	-	yes	33
Nielsen 3b	1	no	30
Baden-Württemberg	1	maybe	37
Foreign (total)	4	Follow-up business	N/A
Distance to home	%	Conducted by: PhoneResearch KG, Hamburg	
up to 50 km	45		
more than 50 km up to 100 km	15		
more than 100 km up to 300 km	28		
over 300 km	12		
Frequency of visits to trade fair	%		
Previous event	38		
Earlier events	59		
First visit	26		
Sex	%		
Male	77		
Female	23		
Size of household	%		
1 person	17		
2 persons	42		
3 persons	18		
4 persons	15		
5 persons and more	8		
Age	%		
up to 20 years	14		
over 20 up to 30 years	15		
over 30 up to 40 years	13		
over 40 up to 50 years	23		
over 50 up to 60 years	17		
over 60 up to 70 years	13		
over 70 years	5		

Private visitors' profile

Visitors (number of entries)	43 393	Position in the company/organization	%
Proportion of private visitors	91%	Entrepreneur, co-owner, freelancer	5
Germany (total)	99	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	94	Department head, group head, team leader	3
Bremen	-	Other salaried staff, civil servant, skilled worker	22
Hamburg	29	Lecturer, teacher	2
Lower Saxony	18	Trainee	10
Schleswig-Holstein	47	Other position	3
Nielsen 2	1	Student	46
North Rhine-Westph.	1	Old-age pensioner	1
Nielsen 3a	1	Housewife/man	3
Hesse	1	Other not gainfully employed	1
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Thuringia	-	yes	76
Nielsen 3b	-	no	9
Baden-Württemberg	-	maybe	15
Foreign (total)	1	Follow-up business	%
Distance to home	%	Intend to buy at later date	
up to 50 km	58	yes	27
more than 50 km up to 100 km	25	no	28
more than 100 km up to 300 km	12	maybe	45
over 300 km	5	Conducted by: PhoneResearch KG, Hamburg	
Frequency of visits to trade fair	%		
Previous event	49		
Earlier events	51		
First visit	30		
Sex	%		
Male	9		
Female	91		
Size of household	%		
1 person	8		
2 persons	26		
3 persons	27		
4 persons	28		
5 persons and more	11		
Age	%		
up to 20 years	48		
over 20 up to 30 years	23		
over 30 up to 40 years	13		
over 40 up to 50 years	12		
over 50 up to 60 years	3		
over 60 up to 70 years	1		
over 70 years	1		

INTERNORGA → Hamburg

Trade visitors' profile

Visitors (number of entries)	94 610	Area of responsibility	%
Proportion of trade visitors	88%	Management	25
Germany (total)	97	Research/development/design	2
of which		Manufacturing, production, kitchen, quality control	23
Nielsen 1	64	Nielsen 4	2
Bremen	3	Bavaria	2
Hamburg	16	Nielsen 5+6	12
Lower Saxony	30	Berlin	3
Schleswig-Holstein	15	Brandenburg	2
Nielsen 2	13	Mecklenburg-	
North Rhine-Westph.	13	West Pommernania	5
Nielsen 3a	5	Saxony-Anhalt	2
Hesse	4	Nielsen 7	3
Rhineland-Palatinate	1	Saxony	2
Saarland	-	Thuringia	1
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)	3	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	26
EU	57	Managing director, board member, head of an authority etc.	6
Other european countries	28	Area manager, works manager, plant manager, branch manager, head of public office	6
Other countries	15	Department head, group head, team leader	14
Distance to home	%	Other salaried staff, civil servant, skilled worker	18
up to 50 km	24	Lecturer, teacher	1
more than 50 km up to 100 km	13	Trainee	18
more than 100 km up to 300 km	35	Other position	3
over 300 km	28	Student	5
Frequency of visits to trade fair	%	Other not gainfully employed	1
Previous event	30	Economic sector	%
Earlier events	52	Hotels/guest house	17
First visit	37	Restaurant	22
Average length of stay	1,2 days	Franchise restaurant	5
Influence on purchasing/procurement decisions	%	Coffee shop	1
Decisively	15	Discotheque, night club, bar	1
Collectively	28	Snack bars, filling stations	2
In an advisory capacity	33	Large-scale canteens, schools, hospitals, homes	9
No	17	Catering	4
Student	5	Bakery, confectioners, café	16
Other not gainfully employed	1	Butcher	1
		Food trade, beverage wholesalers	3
		Industrie (Food, Nonfood)	4
		Planning, architecture, interior furnishings, design offices	2
		Large kitchen specialist trade	2
		Other sectors	5
		Student	6
		Other not gainfully employed	1
		Size of company/organization:	%
		Number of employees	%
		1- 4	13
		5- 9	15
		10- 49	29
		50- 199	20
		200- 499	8
		500 - 999	3
		1 000 and more	6
		Student	5
		Other not gainfully employed	1

Conducted by: PhoneResearch KG, Hamburg

NORTEC → Hamburg

Trade visitors' profile

Visitors (number of entries)	8 959	Area of responsibility	%
Proportion of trade visitors	88%	Management	15
Germany (total)	98	Research/development/design	11
of which		Manufacturing, production, quality control	31
Nielsen 1	85	Buying/procurement	7
Bremen	2	Finance/accounting, controlling	-
Hamburg	29	Information and communication technology	1
Lower Saxony	20	Organization, personnel, administration	11
Schleswig-Holstein	35	Sales	1
Nielsen 2	4	Marketing, advertising, PR	1
North Rhine-Westph.	4	Logistics: storage, material management, transport	2
Nielsen 3a	2	West Pommernania	5
Hesse	1	Nielsen 7	2
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)	2	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	13
		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	16
		Other salaried staff, civil servant, skilled worker	29
		Lecturer, teacher	3
		Trainee	12
		Other position	3
		Student	8
		Other not gainfully employed	1
		Economic sector	%
		Industry	50
		Trade	6
		Skilled trades	14
		Service provider	10
		Authority/public services	3
		Vocational school/polytechnic/university	4
		Other sectors	4
		Student	8
		Other not gainfully employed	1
		Size of company/organization:	%
		Number of employees	%
		1- 4	7
		5- 9	8
		10- 49	23
		50- 199	22
		200- 499	12
		500 - 999	6
		1 000 and more	14
		Student	8
		Other not gainfully employed	1

Conducted by: PhoneResearch KG, Hamburg

REISEN HAMBURG

Private visitors' profile

Visitors (number of entries)	60 366	Area of responsibility	%
Proportion of private visitors	94%	Management	15
Germany (total)	99	Research/development/design	11
of which		Manufacturing, production, quality control	31
Nielsen 1	97	Buying/procurement	7
Bremen	-	Finance/accounting, controlling	-
Hamburg	44	Information and communication technology	1
Lower Saxony	19	Organization, personnel, administration	11
Schleswig-Holstein	34	Sales	1
Nielsen 2	-	Marketing, advertising, PR	1
North Rhine-Westph.	-	Logistics: storage, material management, transport	2
Nielsen 3a	-	West Pommernania	2
Hesse	-	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemberg	-		
Foreign (total)	1	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	13
		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	16
		Other salaried staff, civil servant, skilled worker	29
		Lecturer, teacher	3
		Trainee	12
		Other position	3
		Student	8
		Other not gainfully employed	1
		Economic sector	%
		Industry	50
		Trade	6
		Skilled trades	14
		Service provider	10
		Authority/public services	3
		Vocational school/polytechnic/university	4
		Other sectors	4
		Student	8
		Other not gainfully employed	1
		Size of household	%
		1 person	20
		2 persons	56
		3 persons	11
		4 persons	9
		5 persons and more	4
		Age	%
		up to 20 years	4
		over 20 up to 30 years	10
		over 30 up to 40 years	11
		over 40 up to 50 years	21
		over 50 up to 60 years	20
		over 60 up to 70 years	24
		over 70 years	11

Position in the company/organization	%
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	2
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	3
Student	5
Other position	4
Trainee	2
Housewife/man	4
Old-age pensioner	32
Other not gainfully employed	1
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	24
no	41
maybe	35
Follow-up business	%
Intend to buy at later date	
yes	27
no	24
maybe	49

Conducted by: PhoneResearch KG, Hamburg

Trade visitors' profile

Visitors (number of entries)	48 406
Proportion of trade visitors	84%
Germany (total)	66
of which	
Nielsen 1	78
Bremen	6
Hamburg	33
Lower Saxony	18
Schleswig-Holstein	21
Nielsen 2	5
North Rhine-Westph.	5
Nielsen 3a	2
Hesse	2
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	2
Baden-Württemberg	2
Foreign (total)	34
of which	
EU	66
Other european countries	11
Africa	1
North America	3
South and Central America	2
Asia	16
Australia	1
Distance to home	%
up to 50 km	29
more than 50 km up to 100 km	11
more than 100 km up to 300 km	17
over 300 km	42
Countries with the highest visitor shares	%
Denmark	16
United Kingdom	9
Netherlands	8
Finland	6
France	5
Frequency of visits to trade fair	%
Previous event	32
Earlier events	34
First visit	50
Average length of stay	1,6 days
Influence on purchasing/procurement decisions	%
Decisively	15
Collectively	23
In an advisory capacity	24
No	24
Student	12
Other not gainfully employed	2

Area of responsibility	%
Management	16
Research/development/design	16
Manufacturing, production, quality control	8
Buying/procurement	7
Finance/accounting, controlling	2
Information and communication technology	1
Organization, personnel, administration	2
Sales	10
Marketing, advertising, PR	3
Logistics: storage, material management, transport	2
Maintenance/repairs	6
Other area	2
Seafaring and navigation	11
Student	12
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	1
Trainee	10
Other position	4
Student	12
Other not gainfully employed	2
Economic sector	%
Shipping and shipping companies	14
Navy, defence industry	9
Shipbuilding industry, shipyard industry	12
Ship outfitters	7
Machine and plant construction	9
metal production and processing	2
Electrical engineering/electronics	6
Other industry	2
Engineer's office	5
Offshore	3
Research, science, university vocational school	2
Authority/public services	3
Other sectors	10
Student	12
Other not gainfully employed	2
Size of company/organization: Number of employees	%
1- 4	6
5- 9	8
10- 49	17
50- 199	17
200- 499	14
500 - 999	6
1 000 and more	18
Student	12
Other not gainfully employed	2

Conducted by: PhoneResearch KG, Hamburg

Private visitors' profile

Visitors (number of entries)	123 078
Proportion of private visitors	97%
Germany (total)	100
of which	
Nielsen 1	95
Bremen	-
Hamburg	-
Lower Saxony	95
Schleswig-Holstein	-
Nielsen 2	3
North Rhine-Westph.	3
Nielsen 3a	-
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
Distance to home	%
up to 50 km	66
more than 50 km up to 100 km	27
more than 100 km up to 300 km	6
over 300 km	1
Frequency of visits to trade fair	%
Previous event	36
Earlier events	61
First visit	17
Sex	%
Male	47
Female	53
Size of household	%
1 person	10
2 persons	54
3 persons	13
4 persons	16
5 persons and more	7
Age	%
up to 20 years	3
over 20 up to 30 years	7
over 30 up to 40 years	10
over 40 up to 50 years	25
over 50 up to 60 years	26
over 60 up to 70 years	22
over 70 years	7

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	8
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	6
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	3
Trainee	1
Other position	7
Student	4
Old-age pensioner	27
Housewife/man	7
Other not gainfully employed	4
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	69
no	11
maybe	20
Follow-up business	%
Intend to buy at later date	
yes	26
no	21
maybe	53

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Altenpflege (2010) → Hannover

Basic data trade visitors

Total number of visitors	30 936
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	22
more than 50 km up to 100 km	17
more than 100 km up to 300 km	44
over 300 km	18
Total Germany	99
Baden-Württemberg	2
Bavaria	2
Berlin	2
Brandenburg	2
Bremen	2
Hamburg	2
Hesse	6
Mecklenburg-West Pommerania	3
Lower Saxony	46
North Rhine-Westphalia	20
Rhineland-Palatinate	2
Saarland	1
Saxony	1
Saxony-Anhalt	4
Schleswig-Holstein	5
Thuringia	2
Total Foreign	1

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

Frequency of visits to exhibition	%
Nürnberg 2009	9
Hanover 2008	34
Nürnberg 2007	8
Hanover 2006	25
Earlier events	19
First visit	34

Additional data trade visitors

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

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

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

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

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BioEnergy Decentral → Hannover

Trade visitors' profile

Visitors (number of entries)	38 354
Proportion of trade visitors	96%
Germany (total)	82
of which	
Nielsen 1	38
Nielsen 2	20
Nielsen 3a	11
Nielsen 3b	10
Nielsen 3c	10
Nielsen 4	11
Nielsen 5+6	6
Nielsen 7	5
Nielsen 8	3
Nielsen 9	2
Nielsen 10	2

Foreign (total)	18
of which	
EU	63
Other european countries	13
South and Central America	9
Other countries	15

Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	11
more than 100 km up to 300 km	35
over 300 km	46

Frequency of visits to trade fair	%
Previous event	55
Earlier events	50
First visit	29

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

Influence on purchasing/procurement decisions	%
Decisively	36
Collectively	24
In an advisory capacity	21
No	14
Student	4
Other not gainfully employed	1

Area of responsibility	%
Management	49
Research/development/design	8
Manufacturing, production, quality control	9
Buying/procurement	3
Finance/accounting, controlling	2
Information and communication technology	2
Organization, personnel, administration	1
Sales	6
Marketing, advertising, PR	1
Logistics: storage, material management, transport	2
Maintenance/repairs	4
Other area	10
Student	4
Other not gainfully employed	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	46
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	2
Trainee	7
Other position	4
Student	4
Other not gainfully employed	1

Economic sector	%
Agricultural business, company	58
Contractors, industrial equipment hire companies	3
Industry	8
Trade/sales	3
Engineer's and planning office	3
Local utilities, energy suppliers	3
Service providers for the renewable energies industry	2
Other service	7
University/college/polytechnic	2
Other sectors	6
Student	4
Other not gainfully employed	1

Size of company/organization:	%
Number of employees	
1- 4	51
5- 9	7
10- 49	12
50- 199	7
200- 499	4
500 - 999	2
1 000 and more	4
Student	4
Other not gainfully employed	1
employed	8
N/A	8

Conducted by: Wissler & Partner, Basel

CeBIT

Trade visitors' profile

Visitors (number of entries)	311 579
Proportion of trade visitors	80%
Germany (total)	80
of which	
Nielsen 1	40
Nielsen 2	20
Nielsen 3a	20
Nielsen 3b	7
Nielsen 3c	7
Nielsen 4	7
Nielsen 5+6	10
Nielsen 7	5
Nielsen 8	1
Nielsen 9	1
Nielsen 10	2
Nielsen 11	4
Nielsen 12	3
Nielsen 13	2
Nielsen 14	7
Nielsen 15	7

Foreign (total)	20
of which	
EU	60
Other european countries	14
Africa	4
North America	2
South and Central America	4
Middle East	8
South-, East-, Central Asia	7

Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	8
more than 100 km up to 300 km	34
over 300 km	45

Countries with the highest visitor shares	%
Netherlands	13
Austria	6
Belgium	5
Poland	5
Switzerland	4

Frequency of visits to trade fair	%
Previous event	39
Earlier events	65
First visit	30

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

Influence on purchasing/procurement decisions	%
Decisively	26
Collectively	26
In an advisory capacity	19
No	14
Student	14
Other not gainfully employed	2

Trade visitors' profile

Area of responsibility	%
Management	11
Research/development/design	7
Manufacturing, production, quality control	3
Buying/procurement	2
Finance/accounting, controlling	3
Information and communication technology	36
Organization, personnel, administration	4
Sales	8
Marketing, advertising, PR	4
Logistics: storage, material management, transport	2
Maintenance/repairs	2
Other area	4
Student	14
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	14
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	13
Other salaried staff, civil servant, skilled worker	35
Lecturer, teacher	3
Trainee	5
Other position	-
Student	14
Other not gainfully employed	2
Economic sector	%
Manufacturers of hardware, end devices, infrastructure	3
Telecommunications services	9
Software and IT systems specialists	8
IT services, IT consultants	24
Trade	9
Company and freelancer services	10
Power industry	2
Manufacturing sector	10
Authority/public services	13
Media industry	3
Skilled trades	2
Building trade	2
Traffic and logistic	3
Travel and tourism	1
Banking, finance and insurance	4
Health system and medical systems	3
Other sectors	1
Student	14
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	12
5- 9	6
10- 49	16
50- 199	15
200- 499	9
500 - 999	6
1 000 and more	20
Student	14
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	81 369
Proportion of trade visitors	97%
Germany (total)	99
of which	
Nielsen 1	63
Nielsen 2	16
Nielsen 3a	6
Nielsen 3b	2
Nielsen 4	3
Nielsen 5+6	7
Bremen	2
Hamburg	3
Lower Saxony	53
Schleswig-Holstein	5
Brandenburg	1
Mecklenburg-West Pommern	16
North Rhine-Westph.	16
Saxony-Anhalt	6
Hesse	5
Rhineland-Palatinate	1
Saxony	1
Saarland	-
Thuringia	3
Baden-Württemberg	2
Foreign (total)	1
of which	
EU	68
Other countries	32
Distance to home	%
up to 50 km	25
more than 50 km up to 100 km	18
more than 100 km up to 300 km	44
over 300 km	14
Frequency of visits to trade fair	%
Previous event	9
Earlier events	59
First visit	41
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	17
Collectively	42
In an advisory capacity	20
No	11
Student	9
Other not gainfully employed	1

Area of responsibility	%
Management	6
Research/development/design	1
Manufacturing, production, quality control	1
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	1
Organization, personnel, administration	1
Sales	1
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	2
Educationist, teacher etc.	71
Further education, training	4
Student	9
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	4
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	5
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	56
Trainee	4
Other position	2
Student	9
Other not gainfully employed	1
Economic sector	%
General education system	45
Authority/public services	11
Vocational education system	11
Services, training, consulting	3
Adult education	5
Trade	1
Skilled trades	1
Higher education system	2
Industry	3
University, research	2
Association, organisation, institution	2
Printed products, specialist literature	1
Administration	1
Preschool, kindergarten	10
Further education	2
Other sectors	6
Student	9
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	5
5- 9	7
10- 49	38
50- 199	32
200- 499	4
500 - 999	2
1 000 and more	4
Student	9
Other not gainfully employed	1

Conducted by: Deutsche Messe AG / mafo-dl, Hannover

Trade visitors' profile

Visitors (number of entries)	45 793
Proportion of trade visitors	96%
Germany (total)	44
of which	
Nielsen 1	37
Nielsen 2	2
Nielsen 3a	5
Nielsen 3b	7
Nielsen 4	7
Nielsen 5+6	9
Bremen	2
Hamburg	5
Lower Saxony	28
Schleswig-Holstein	3
Brandenburg	1
Mecklenburg-West Pommern	26
North Rhine-Westph.	26
Saxony-Anhalt	10
Hesse	7
Rhineland-Palatinate	3
Saxony	2
Saarland	-
Thuringia	1
Baden-Württemberg	7
Foreign (total)	56
of which	
EU	52
Other european countries	14
Africa	4
North America	6
South and Central America	3
Middle East	6
South-, East-, Central Asia	14
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	20
over 300 km	70
Countries with the highest visitor shares	%
Netherlands	8
India	7
United Kingdom	7
Belgium	5
France	5
Frequency of visits to trade fair	%
Previous event	48
Earlier events	64
First visit	30
Average length of stay	1,9 days
Influence on purchasing/procurement decisions	%
Decisively	52
Collectively	22
In an advisory capacity	13
No	9
Student	1
Other not gainfully employed	1

Area of responsibility	%
Management	39
Research/development/design	6
Manufacturing, production, quality control	7
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	1
Sales	25
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	5
Student	1
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	38
Managing director, board member, head of an authority etc.	18
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	1
Trainee	2
Other position	2
Student	1
Other not gainfully employed	1
Economic sector	%
Specialist retail trade	20
Wholesale trade	26
Interior decorator	8
Parquet and floor layer	15
Painter	4
Furnishing/furniture stores	3
Architect's/interior designer's, Contract furnishes	6
Department stores, mail order, DIY stores	2
Timber trade	6
Industry	22
Press, media	2
Other sectors	8
Student	1
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	24
5- 9	14
10- 49	26
50- 199	16
200- 499	7
500 - 999	4
1 000 and more	7
Student	1
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

EuroBLECH → Hannover

Trade visitors' profile

Visitors (number of entries)	60 185	Area of responsibility	%
Proportion of trade visitors	99%	Management	22
Germany (total)	66	Research/development/design	17
of which		Manufacturing, production, quality control	28
Nielsen 1	25	Buying/procurement	8
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	-
Lower Saxony	20	Organization, personnel, administration	1
Schleswig-Holstein	3	Sales	12
Nielsen 2	28	Marketing, advertising, PR	1
North Rhine-Westph.	28	Logistics: storage, material management, transport	1
Nielsen 3a	11	Maintenance/repairs	4
Hesse	6	Other area	3
Rhineland-Palatinate	4	Student	3
Saarland	1	Other not gainfully employed	1
Nielsen 3b	12	Position in the company/organization	%
Baden-Württemberg	12	Entrepreneur, co-owner, freelancer	12
		Managing director, board member, head of an authority etc.	15
Foreign (total)	34	Area manager, works manager, plant manager, branch manager, head of public office	13
of which		Department head, group head, team leader	20
EU	65	Other salaried staff, civil servant, skilled worker	30
Other european countries	13	Lecturer, teacher	1
Africa	3	Trainee	4
North America	3	Other position	1
South and Central America	4	Student	3
Middle East	3	Other not gainfully employed	1
South-, East-, Central Asia	7	Economic sector	%
Australia	2	Industry	76
Distance to home	%	Wholesale/foreign trade	6
up to 50 km	7	Retail trade	1
more than 50 km up to 100 km	6	Skilled trades	11
more than 100 km up to 300 km	26	Service	6
over 300 km	61	Public authority/administration	1
Countries with the highest visitor shares	%	University/college/polytechnic	1
Austria	8	Other sectors	1
Netherlands	8	Student	3
Sweden	6	Other not gainfully employed	1
Switzerland	5	Size of company/organization:	
United Kingdom	5	Number of employees	%
Frequency of visits to trade fair	%	1- 4	6
Previous event	39	5- 9	5
Earlier events	42	10- 49	22
First visit	46	50- 199	27
Average length of stay	1,5 days	200- 499	14
Influence on purchasing/procurement decisions	%	Other not gainfully employed	1
Decisively	34	Conducted by: Wissler & Partner, Basel	
Collectively	31		
In an advisory capacity	18		
No	13		
Student	3		
Other not gainfully employed	1		

EuroTier with BioEnergy Dezentral → Hannover

Trade visitors' profile

Visitors (number of entries)	159 896	Area of responsibility	%
Proportion of trade visitors	94%	Management	47
Germany (total)	76	Research/development/design	6
of which		Manufacturing, production, quality control	9
Nielsen 1	37	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	30	Organization, personnel, administration	1
Schleswig-Holstein	6	Sales	9
Nielsen 2	19	Marketing, advertising, PR	2
North Rhine-Westph.	19	Logistics: storage, material management, transport	2
Nielsen 3a	11	Maintenance/repairs	2
Hesse	7	Other area	4
Rhineland-Palatinate	3	Student	11
Saarland	1	Other not gainfully employed	1
Nielsen 3b	8	Position in the company/organization	%
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	45
		Managing director, board member, head of an authority etc.	12
Foreign (total)	24	Area manager, works manager, plant manager, branch manager, head of public office	5
of which		Department head, group head, team leader	6
EU	64	Other salaried staff, civil servant, skilled worker	15
Other european countries	13	Lecturer, teacher	2
Africa	5	Trainee	7
North America	3	Other position	5
South and Central America	3	Student	4
Middle East	6	Other not gainfully employed	1
South-, East-, Central Asia	5	Economic sector	%
Australia	1	Agricultural business, company	59
Distance to home	%	Contractors, industrial equipment hire companies	3
up to 50 km	7	Industry	10
more than 50 km up to 100 km	8	Trade/sales	6
more than 100 km up to 300 km	36	Veterinary surgeon	3
over 300 km	50	Service	8
Countries with the highest visitor shares	%	University/college/polytechnic	2
Netherlands	12	Other sectors	5
Austria	6	Student	4
France	5	Other not gainfully employed	1
Belgium	4	Size of company/organization:	
Denmark	4	Number of employees	%
Frequency of visits to trade fair	%	1- 4	51
Previous event	52	5- 9	7
Earlier events	47	10- 49	13
First visit	29	50- 199	8
Average length of stay	1,5 days	200- 499	3
Influence on purchasing/procurement decisions	%	Other not gainfully employed	1
Decisively	35	N/A	7
Collectively	26	Conducted by: Wissler & Partner, Basel	
In an advisory capacity	20		
No	14		
Student	4		
Other not gainfully employed	1		

HANNOVER MESSE

Trade visitors' profile

Visitors (number of entries)	183 110	Area of responsibility	%
Proportion of trade visitors	94%	Management	47
Germany (total)	77	Research/development/design	6
of which		Manufacturing, production, quality control	9
Nielsen 1	42	Buying/procurement	3
Bremen	2	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	1
Lower Saxony	32	Organization, personnel, administration	1
Schleswig-Holstein	4	Sales	9
Nielsen 2	23	Marketing, advertising, PR	2
North Rhine-Westph.	23	Logistics: storage, material management, transport	2
Nielsen 3a	7	Maintenance/repairs	4
Hesse	5	Other area	11
Rhineland-Palatinate	2	Student	4
Saarland	-	Other not gainfully employed	1
Nielsen 3b	8	Position in the company/organization	%
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	45
		Managing director, board member, head of an authority etc.	12
Foreign (total)	23	Area manager, works manager, plant manager, branch manager, head of public office	5
of which		Department head, group head, team leader	6
EU	48	Other salaried staff, civil servant, skilled worker	15
Other european countries	13	Lecturer, teacher	2
Africa	2	Trainee	7
North America	4	Other position	5
South and Central America	5	Student	4
Middle East	4	Other not gainfully employed	1
South-, East-, Central Asia	24	Economic sector	%
Australia	1	Agricultural business, company	59
Distance to home	%	Contractors, industrial equipment hire companies	3
up to 50 km	13	Industry	10
more than 50 km up to 100 km	10	Trade/sales	6
more than 100 km up to 300 km	31	Veterinary surgeon	3
over 300 km	46	Service	8
Countries with the highest visitor shares	%	University/college/polytechnic	2
China (PR)	10	Other sectors	5
Netherlands	8	Student	4
India	5	Other not gainfully employed	1
Poland	5	Size of company/organization:	
Switzerland	3	Number of employees	%
Frequency of visits to trade fair	%	1- 4	51
Previous event	35	5- 9	7
Earlier events	53	10- 49	13
First visit	39	50- 199	8
Average length of stay	1,5 days	200- 499	3
Influence on purchasing/procurement decisions	%	Other not gainfully employed	1
Decisively	21	N/A	7
Collectively	25	Conducted by: Wissler & Partner, Basel	
In an advisory capacity	18		
No	12		
Student	22		
Other not gainfully employed	2		

Trade visitors' profile

Area of responsibility	%
Management	11
Research/development/design	21
Manufacturing, production, quality control	12
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	1
Sales	10
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	5
Other area	5
Student	22
Other not gainfully employed	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	11
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	27
Lecturer, teacher	3
Trainee	2
Other position	1
Student	22
Other not gainfully employed	1

Economic sector	%
Power industry	15
Environmental management	3
Raw materials and production goods industry	12
Investment goods industry	25
Other processing industry	3
Building trade	3
Skilled trades	2
Trade	5
Telecommunication	2
Service	11
Authority/public services	4
Research institutes, industrial research	4
Investors, financing, funding of infrastructure projects	1
Other sectors	2
Student	22
Other not gainfully employed	2

Size of company/organization: Number of employees	%
1- 4	8
5- 9	4
10- 49	12
50- 199	15
200- 499	9
500 - 999	6
1 000 and more	22
Student	22
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	26 002*
Proportion of trade visitors	96%
Germany (total)	60
of which	
Nielsen 1	38
Nielsen 4	12
Bremen	2
Bavaria	12
Hamburg	2
Nielsen 5+6	4
Lower Saxony	32
Berlin	1
Schleswig-Holstein	3
Brandenburg	2
Nielsen 2	16
Mecklenburg-	
North Rhine-Westph.	16
West Pommernania	1
Nielsen 3a	10
Saxony-Anhalt	1
Hesse	7
Nielsen 7	4
Rhineland-Palatinate	2
Saxony	3
Saarland	-
Thuringia	1
Nielsen 3b	16
Baden-Württemberg	16

Foreign (total)	40
of which	
EU	47
South-, East-, Central Asia	29
Other countries	24

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	17
over 300 km	66

Frequency of visits to trade fair	%
Previous event	32
Earlier events	49
First visit	43

Average length of stay	1,8 days
------------------------	----------

Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	34
In an advisory capacity	15
No	6
Student	13
Other not gainfully employed	2

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Area of responsibility	%
Management	12
Research/development/design	26
Manufacturing, production, quality control	15
Buying/procurement	7
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	-
Sales	13
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	4
Student	13
Other not gainfully employed	2

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	17
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	16
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	23
Lecturer, teacher	2
Trainee	1
Other position	1
Student	13
Other not gainfully employed	2

Economic sector	%
Power industry	18
Environmental management	3
Primary and production industry	11
Investment goods industry	36
Other processing industry	2
Building trade	2
Skilled trades	3
Trade	7
Telecommunication	3
Service	10
Authority/public services	3
Research institutes, industrial research	6
Investors, financing, funding of infrastructure projects	1
Other sectors	3
Student	13
Other not gainfully employed	2

Size of company/organization: Number of employees	%
1- 4	8
5- 9	8
10- 49	10
50- 199	18
200- 499	7
500 - 999	7
1 000 and more	26
Student	13
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	42 848*
Proportion of trade visitors	95%
Germany (total)	72
of which	
Nielsen 1	38
Nielsen 4	9
Bremen	3
Bavaria	9
Hamburg	4
Nielsen 5+6	10
Lower Saxony	28
Berlin	4
Schleswig-Holstein	3
Brandenburg	2
Nielsen 2	23
Mecklenburg-	
North Rhine-Westph.	23
West Pommernania	1
Nielsen 3a	9
Saxony-Anhalt	4
Hesse	5
Nielsen 7	4
Rhineland-Palatinate	3
Saxony	3
Saarland	-
Thuringia	-
Nielsen 3b	8
Baden-Württemberg	8

Foreign (total)	28
of which	
EU	39
Other european countries	12
North America	8
South and Central America	7
South-, East-, Central Asia	27
Other countries	7

Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	8
more than 100 km up to 300 km	29
over 300 km	53

Countries with the highest visitor shares	%
China (PR)	11
Netherlands	9

Frequency of visits to trade fair	%
Previous event	33
Earlier events	49
First visit	41

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

Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	25
In an advisory capacity	20
No	11
Student	23
Other not gainfully employed	2

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Area of responsibility	%
Management	11
Research/development/design	24
Manufacturing, production, quality control	13
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	5
Organization, personnel, administration	-
Sales	7
Marketing, advertising, PR	5
Logistics: storage, material management, transport	2
Maintenance/repairs	3
Other area	4
Student	23
Other not gainfully employed	2

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	8
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	22
Lecturer, teacher	2
Trainee	3
Other position	1
Student	23
Other not gainfully employed	2

Economic sector	%
Power industry	6
Environmental management	2
Raw materials and production goods industry	11
Investment goods industry	26
Other processing industry	3
Building trade	4
Skilled trades	2
Trade	2
Telecommunication	4
Service	18
Authority/public services	4
Research institutes, industrial research	7
Other sectors	2
Student	23
Other not gainfully employed	2

Size of company/organization: Number of employees	%
1- 4	7
5- 9	4
10- 49	11
50- 199	14
200- 499	11
500 - 999	7
1 000 and more	21
Student	23
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Energy → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	104 190*	Area of responsibility	%
Proportion of trade visitors	95%	Management	11
Germany (total)	76	Research/development/design	18
of which		Manufacturing, production, quality control	10
Nielsen 1	43	Buying/procurement	4
Bremen	3	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	2
Lower Saxony	32	Organization, personnel, administration	1
Schleswig-Holstein	4	Sales	11
Nielsen 2	22	Marketing, advertising, PR	4
North Rhine-Westph.	22	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	5
Hesse	6	Other area	7
Rhineland-Palatinate	2	Student	24
Saarland	-	Other not gainfully employed	2
Nielsen 3b	7		
Baden-Württemberg	7		
Foreign (total)	24	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	12
EU	45	Managing director, board member, head of an authority etc.	9
Other european countries	15	Area manager, works manager, plant manager, branch manager, head of public office	10
Africa	2	Department head, group head, team leader	15
North America	5	Other salaried staff, civil servant, skilled worker	25
South and Central America	5	Lecturer, teacher	2
Middle East	4	Trainee	2
South-, East-, Central Asia	22	Other position	1
Australia	1	Student	24
		Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	13	Power industry	26
more than 50 km up to 100 km	8	Environmental management	4
more than 100 km up to 300 km	32	Raw materials and production goods industry	9
over 300 km	47	Investment goods industry	17
Countries with the highest visitor shares	%	China (PR)	2
China (PR)	8	Other processing industry	2
Netherlands	8	Building trade	4
India	6	Skilled trades	2
Poland	5	Trade	4
USA	4	Telecommunication	2
Frequency of visits to trade fair	%	Service	11
Previous event	36	Authority/public services	4
Earlier events	53	Research institutes, industrial research	4
First visit	38	Investors, financing, funding of infrastructure projects	1
Average length of stay	1,6 days	Other sectors	1
		Student	24
		Other not gainfully employed	2
Influence on purchasing/procurement decisions	%	Size of company/organization:	%
Decisively	21	Number of employees	%
Collectively	25	1- 4	9
In an advisory capacity	17	5- 9	4
No	12	10- 49	12
Student	24	50- 199	14
Other not gainfully employed	2	200- 499	8
		500 - 999	5
		1 000 and more	22
		Student	24
		Other not gainfully employed	2

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Industrial Automation → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	124 881*	Area of responsibility	%
Proportion of trade visitors	97%	Management	10
Germany (total)	72	Research/development/design	22
of which		Manufacturing, production, quality control	15
Nielsen 1	36	Buying/procurement	5
Bremen	2	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	2
Lower Saxony	29	Organization, personnel, administration	1
Schleswig-Holstein	3	Sales	11
Nielsen 2	24	Marketing, advertising, PR	4
North Rhine-Westph.	24	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	6
Hesse	5	Other area	4
Rhineland-Palatinate	2	Student	19
Saarland	-	Other not gainfully employed	1
Nielsen 3b	10		
Baden-Württemberg	10		
Foreign (total)	28	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	9
EU	46	Managing director, board member, head of an authority etc.	9
Other european countries	12	Area manager, works manager, plant manager, branch manager, head of public office	11
Africa	2	Department head, group head, team leader	18
North America	4	Other salaried staff, civil servant, skilled worker	28
South and Central America	5	Lecturer, teacher	2
Middle East	4	Trainee	2
South-, East-, Central Asia	27	Other position	1
Australia	1	Student	19
		Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	11	Power industry	12
more than 50 km up to 100 km	9	Environmental management	2
more than 100 km up to 300 km	28	Raw materials and production goods industry	13
over 300 km	52	Investment goods industry	33
Countries with the highest visitor shares	%	China (PR)	3
China (PR)	12	Other processing industry	3
Netherlands	8	Building trade	4
India	6	Skilled trades	2
Poland	4	Trade	5
Sweden	4	Telecommunication	2
Frequency of visits to trade fair	%	Service	10
Previous event	37	Authority/public services	3
Earlier events	56	Research institutes, industrial research	5
First visit	36	Other sectors	2
Average length of stay	1,6 days	Student	19
		Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Size of company/organization:	%
Decisively	23	Number of employees	%
Collectively	28	1- 4	5
In an advisory capacity	19	5- 9	4
No	10	10- 49	13
Student	19	50- 199	15
Other not gainfully employed	1	200- 499	10
		500 - 999	7
		1 000 and more	24
		Student	19
		Other not gainfully employed	1

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Industrial Supply

Trade visitors' profile

Visitors (number of entries)	67 751*	Area of responsibility	%
Proportion of trade visitors	97%	Management	10
Germany (total)	66	Research/development/design	22
of which		Manufacturing, production, quality control	15
Nielsen 1	37	Buying/procurement	5
Bremen	2	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	2
Lower Saxony	28	Organization, personnel, administration	1
Schleswig-Holstein	4	Sales	11
Nielsen 2	23	Marketing, advertising, PR	4
North Rhine-Westph.	23	Logistics: storage, material management, transport	1
Nielsen 3a	7	Maintenance/repairs	6
Hesse	5	Other area	4
Rhineland-Palatinate	2	Student	19
Saarland	-	Other not gainfully employed	1
Nielsen 3b	10		
Baden-Württemberg	10		
Foreign (total)	34	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	9
EU	46	Managing director, board member, head of an authority etc.	9
Other european countries	13	Area manager, works manager, plant manager, branch manager, head of public office	11
North America	5	Department head, group head, team leader	18
South and Central America	6	Other salaried staff, civil servant, skilled worker	28
Middle East	5	Lecturer, teacher	2
South-, East-, Central Asia	21	Trainee	2
Other countries	3	Other position	1
		Student	19
		Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	9	Power industry	12
more than 50 km up to 100 km	8	Environmental management	2
more than 100 km up to 300 km	25	Raw materials and production goods industry	13
over 300 km	58	Investment goods industry	33
Countries with the highest visitor shares	%	China (PR)	3
China (PR)	8	Other processing industry	3
Netherlands	8	Building trade	4
India	5	Skilled trades	2
Turkey	5	Trade	5
USA	4	Telecommunication	2
Frequency of visits to trade fair	%	Service	10
Previous event	35	Authority/public services	3
Earlier events	55	Research institutes, industrial research	5
First visit	37	Other sectors	2
Average length of stay	1,7 days	Student	19
		Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Size of company/organization:	%
Decisively	28	Number of employees	%
Collectively	30	1- 4	5
In an advisory capacity	16	5- 9	4
No	7	10- 49	13
Student	17	50- 199	15
Other not gainfully employed	1	200- 499	10
		500 - 999	7
		1 000 and more	24
		Student	19
		Other not gainfully employed	1

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Trade visitors' profile

Area of responsibility	%
Management	13
Research/development/design	19
Manufacturing, production, quality control	15
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	1
Sales	14
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	3
Student	17
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	24
Lecturer, teacher	3
Trainee	1
Other position	1
Student	17
Other not gainfully employed	1
Economic sector	%
Power industry	10
Environmental management	2
Raw materials and production goods industry	21
Investment goods industry	31
Other processing industry	3
Building trade	4
Skilled trades	2
Trade	9
Telecommunication	2
Service	8
Authority/public services	4
Investors, financing, funding of infrastructure projects	1
Other sectors	3
Student	17
Other not gainfully employed	1
Size of company/organization: Number of employees	%
1- 4	7
5- 9	4
10- 49	16
50- 199	17
200- 499	11
500 - 999	6
1 000 and more	20
Student	17
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	43 031*
Proportion of trade visitors	94%
Germany (total)	77
of which	
Nielsen 1	40
Bremen	2
Hamburg	5
Lower Saxony	29
Schleswig-Holstein	4
Nielsen 2	23
North Rhine-Westph.	23
Nielsen 3a	6
Hesse	5
Rhineland-Palatinate	1
Saarland	-
Nielsen 3b	7
Baden-Württemberg	7
Foreign (total)	23
of which	
EU	45
Other european countries	8
South-, East-, Central Asia	30
Other countries	17
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	31
over 300 km	47
Countries with the highest visitor shares	%
China (PR)	15
France	6
Frequency of visits to trade fair	%
Previous event	35
Earlier events	50
First visit	42
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	22
Collectively	25
In an advisory capacity	17
No	10
Student	24
Other not gainfully employed	2

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Area of responsibility	%
Management	11
Research/development/design	19
Manufacturing, production, quality control	9
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	3
Organization, personnel, administration	1
Sales	11
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	7
Student	24
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	23
Lecturer, teacher	3
Trainee	2
Other position	1
Student	24
Other not gainfully employed	2
Economic sector	%
Power industry	18
Environmental management	7
Raw materials and production goods industry	13
Investment goods industry	19
Other processing industry	2
Building trade	3
Skilled trades	2
Trade	4
Telecommunication	3
Service	14
Authority/public services	4
Research institutes, industrial research	5
Investors, financing, funding of infrastructure projects	-
Other sectors	1
Student	24
Other not gainfully employed	2
Size of company/organization: Number of employees	%
1- 4	9
5- 9	4
10- 49	13
50- 199	15
200- 499	9
500 - 999	5
1 000 and more	18
Student	24
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	40 650*
Proportion of trade visitors	93%
Germany (total)	84
of which	
Nielsen 1	38
Bremen	2
Hamburg	4
Lower Saxony	28
Schleswig-Holstein	4
Nielsen 2	22
North Rhine-Westph.	22
Nielsen 3a	8
Hesse	6
Rhineland-Palatinate	2
Saarland	-
Nielsen 3b	10
Baden-Württemberg	10
Foreign (total)	16
of which	
EU	47
Other european countries	10
South-, East-, Central Asia	35
Other countries	8
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	12
more than 100 km up to 300 km	32
over 300 km	44
Country with the highest visitor share	%
China (PR)	15
Frequency of visits to trade fair	%
Previous event	35
Earlier events	50
First visit	42
Average length of stay	1,5 days
Influence on purchasing/procurement decisions	%
Decisively	16
Collectively	23
In an advisory capacity	14
No	12
Student	32
Other not gainfully employed	2

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Area of responsibility	%
Management	8
Research/development/design	23
Manufacturing, production, quality control	6
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	1
Sales	9
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	5
Student	32
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	21
Lecturer, teacher	3
Trainee	2
Other position	1
Student	32
Other not gainfully employed	2
Economic sector	%
Power industry	11
Environmental management	2
Raw materials and production goods industry	9
Investment goods industry	21
Other processing industry	2
Building trade	3
Skilled trades	1
Trade	4
Telecommunication	4
Service	12
Authority/public services	5
Research institutes, industrial research	6
Other sectors	1
Student	32
Other not gainfully employed	2
Size of company/organization: Number of employees	%
1- 4	6
5- 9	5
10- 49	10
50- 199	11
200- 499	6
500 - 999	5
1 000 and more	24
Student	32
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Research & Technology → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	51 637*	Area of responsibility	%
Proportion of trade visitors	95%	Management	9
Germany (total)	78	Research/development/design	33
of which		Manufacturing, production, quality control	7
Nielsen 1	41	Buying/procurement	3
Bremen	2	Finance/accounting, controlling	-
Hamburg	4	Information and communication technology	2
Lower Saxony	31	Organization, personnel, administration	6
Schleswig-Holstein	4	Sales	1
Nielsen 2	21	Marketing, advertising, PR	3
North Rhine-Westph.	21	Logistics: storage, material management, transport	1
Nielsen 3a	7	Maintenance/repairs	3
Hesse	5	Other area	4
Rhineland-Palatinate	2	Student	29
Saarland	-	Other not gainfully employed	2
Nielsen 3b	9		
Baden-Württemberg	9	Position in the company/organization	%
Foreign (total)	22	Entrepreneur, co-owner, freelancer	11
of which		Managing director, board member, head of an authority etc.	7
EU	48	Area manager, works manager, plant manager, branch manager, head of public office	8
Other european countries	11	Department head, group head, team leader	15
North America	4	Other salaried staff, civil servant, skilled worker	23
South and Central America	5	Lecturer, teacher	4
South-, East-, Central Asia	27	Trainee	2
Other countries	6	Other position	1
Distance to home	%	Student	29
up to 50 km	13	Other not gainfully employed	2
more than 50 km up to 100 km	9		
more than 100 km up to 300 km	31	Economic sector	%
over 300 km	47	Power industry	13
Countries with the highest visitor shares	%	Environmental management	3
Netherlands	11	Raw materials and production goods industry	11
China (PR)	11	Investment goods industry	23
Poland	6	Other processing industry	2
France	5	Building trade	2
India	5	Skilled trades	1
Frequency of visits to trade fair	%	Trade	3
Previous event	35	Telecommunication	2
Earlier events	53	Service	10
First visit	39	Authority/public services	5
Average length of stay	1,5 days	Research institutes, industrial research	9
Influence on purchasing/procurement decisions	%	Investors, financing, funding of infrastructure projects	1
Decisively	20	Other sectors	2
Collectively	22	Student	29
In an advisory capacity	18	Other not gainfully employed	2
No	10		
Student	29	Size of company/organization:	%
Other not gainfully employed	2	Number of employees	%
		1- 4	7
		5- 9	4
		10- 49	10
		50- 199	11
		200- 499	8
		500 - 999	6
		1 000 and more	22
		Student	29
		Other not gainfully employed	2

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

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

infa → Hannover

Private visitors' profile

Visitors (number of entries)	188 863	Position in the company/organization	%
Proportion of private visitors	97%	Entrepreneur, co-owner, freelancer	6
Germany (total)	100	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	91	Department head, group head, team leader	6
Bremen	-	Other salaried staff, civil servant, skilled worker	34
Hamburg	-	Lecturer, teacher	3
Lower Saxony	90	Trainee	3
Schleswig-Holstein	1	Other position	6
Nielsen 2	5	Student	3
North Rhine-Westph.	5	Housewife/man	10
Nielsen 3a	-	Old-age pensioner	22
Hesse	-	Other not gainfully employed	4
Rhineland-Palatinate	-		
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	-	Purchase or order made or intended at the exhibition	84
Baden-Württemberg	-	yes	4
		no	12
		maybe	12
Distance to home	%	Follow-up business	%
up to 50 km	65	Intend to buy at later date	24
more than 50 km up to 100 km	24	yes	25
more than 100 km up to 300 km	11	no	51
over 300 km	1	maybe	51
Frequency of visits to trade fair	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Previous event	40		
Earlier events	66		
First visit	16		
Sex	%		
Male	22		
Female	78		
Size of household	%		
1 person	15		
2 persons	46		
3 persons	18		
4 persons	16		
5 persons and more	6		
Age	%		
up to 20 years	4		
over 20 up to 30 years	10		
over 30 up to 40 years	15		
over 40 up to 50 years	22		
over 50 up to 60 years	26		
over 60 up to 70 years	16		
over 70 years	7		

INTERGEO

Trade visitors' profile

Visitors (number of entries)	15 819	Position in the company/organization	%
Proportion of trade visitors	98%	Entrepreneur, co-owner, freelancer	6
Germany (total)	70	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	36	Department head, group head, team leader	6
Bremen	2	Other salaried staff, civil servant, skilled worker	34
Hamburg	3	Lecturer, teacher	3
Lower Saxony	29	Trainee	3
Schleswig-Holstein	2	Other position	6
Nielsen 2	14	Student	3
North Rhine-Westph.	14	Housewife/man	10
Nielsen 3a	10	Old-age pensioner	22
Hesse	4	Other not gainfully employed	4
Rhineland-Palatinate	5		
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	6	Purchase or order made or intended at the exhibition	84
Baden-Württemberg	6	yes	4
		no	12
		maybe	12
Foreign (total)	30	Follow-up business	%
of which		Intend to buy at later date	24
EU	65	yes	25
Other european countries	15	no	51
South-, East-, Central Asia	5	maybe	51
Other countries	15	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Distance to home	%		
up to 50 km	9		
more than 50 km up to 100 km	5		
more than 100 km up to 300 km	31		
over 300 km	55		
Countries with the highest visitor shares	%		
Belgium	10		
Finland	7		
France	6		
Sweden	5		
Frequency of visits to trade fair	%		
Previous event	30		
Earlier events	57		
First visit	37		
Average length of stay	1,5 days		
Influence on purchasing/procurement decisions	%		
Decisively	19		
Collectively	27		
In an advisory capacity	23		
No	17		
Student	12		
Other not gainfully employed	1		

Area of responsibility	%
Management	10
Research/development/design	8
Manufacturing, production, quality control	3
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	6
Organization, personnel, administration	2
Sales	5
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	8
Measurement	42
Student	12
Other not gainfully employed	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	13
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	19
Other salaried staff, civil servant, skilled worker	29
Lecturer, teacher	3
Trainee	6
Other position	3
Student	12
Other not gainfully employed	1

Economic sector	%
Industrial company	5
Energy supplies	4
Wholesale/foreign trade	1
Retail trade	1
Engineer's office	20
Research	2
Telecommunication	2
Architecture/construction	4
Other service company	4
Professional, specialist association	1
Authority/public services	29
Vocational school/polytechnic/university	3
IT, software, hardware	4
Other sectors	5
Student	12
Other not gainfully employed	1

Size of company/organization:	
Number of employees	%
1- 4	10
5- 9	9
10- 49	23
50- 199	14
200- 499	9
500 - 999	5
1 000 and more	18
Student	12
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private visitors' profile

Visitors (number of entries)	75 755
Proportion of private visitors	92%
Germany (total)	100
of which	
Nielsen 1	86
Bremen	1
Hamburg	1
Lower Saxony	82
Schleswig-Holstein	2
Nielsen 2	7
North Rhine-Westph.	7
Nielsen 3a	2
Hesse	2
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-

Distance to home	%
up to 50 km	38
more than 50 km up to 100 km	32
more than 100 km up to 300 km	28
over 300 km	2

Frequency of visits to trade fair	%
Previous event	46
Earlier events	62
First visit	18

Sex	%
Male	35
Female	65

Size of household	%
1 person	12
2 persons	36
3 persons	19
4 persons	22
5 persons and more	12

Age	%
up to 20 years	21
over 20 up to 30 years	21
over 30 up to 40 years	15
over 40 up to 50 years	25
over 50 up to 60 years	11
over 60 up to 70 years	5
over 70 years	2

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	10
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	8
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	2
Trainee	7
Other position	8
Student	19
Housewife/man	4
Old-age pensioner	6
Other not gainfully employed	4

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	90
no	3
maybe	7

Follow-up business	%
Intend to buy at later date	
yes	35
no	22
maybe	43

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	13 916*
Proportion of trade visitors	84%
Germany (total)	84
of which	
Nielsen 1	38
Bremen	2
Hamburg	4
Lower Saxony	29
Schleswig-Holstein	3
Nielsen 2	20
North Rhine-Westph.	20
Nielsen 3a	8
Hesse	6
Rhineland-Palatinate	2
Saarland	-
Nielsen 3b	12
Baden-Württemberg	12

Foreign (total)	16
of which	
EU	47
Other european countries	17
South-, East-, Central Asia	17
Other countries	20

Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	8
more than 100 km up to 300 km	28
over 300 km	49

Frequency of visits to trade fair	%
Previous event	31
Earlier events	27
First visit	59

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

Influence on purchasing/procurement decisions	%
Decisively	35
Collectively	37
In an advisory capacity	17
No	5
Student	6
Other not gainfully employed	1

*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Area of responsibility	%
Management	15
Research/development/design	9
Manufacturing, production, quality control	8
Buying/procurement	6
Finance/accounting, controlling	2
Information and communication technology	1
Organization, personnel, administration	3
Sales	18
Marketing, advertising, PR	26
Logistics: storage, material management, transport	2
Maintenance/repairs	2
Other area	3
Student	6
Other not gainfully employed	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	12
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	32
Lecturer, teacher	2
Trainee	2
Other position	-
Student	6
Other not gainfully employed	1

Economic sector	%
Authority/public services	7
Marketing, advertising, PR services	10
Insurances and financial services	3
Hotel and catering industry	1
Other services	15
Power industry	9
Trade	9
Skilled trades	5
Investment goods industry	16
Other processing industries	25
Traffic and logistic	4
Other sectors	2
Student	6
Other not gainfully employed	1

Size of company/organization:	
Number of employees	%
1- 4	9
5- 9	9
10- 49	20
50- 199	20
200- 499	13
500 - 999	8
1 000 and more	16
Student	6
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

HUSUM WindEnergy → Husum

Trade visitors' profile

Visitors (number of entries)	30 015	Area of responsibility	%
Proportion of trade visitors	90%	Management	24
Germany (total)	68	Research/development/design	19
of which		Manufacturing, production, quality control	12
Nielsen 1	57	Buying/procurement	9
Bremen	3	Finance/accounting, controlling	6
Hamburg	12	Information and communication technology	4
Lower Saxony	14	Organization, personnel, administration	6
Schleswig-Holstein	28	Planning	19
Nielsen 2	11	Marketing/sales/advertising/PR	16
North Rhine-Westph.	11	Logistics: storage, material management, transport	8
Nielsen 3a	5	Maintenance/repairs	7
Hesse	2	Other area	8
Rhineland-Palatinate	3	Student	5
Saarland	-	Other not gainfully employed	1
Nielsen 3b	5		
Baden-Württemberg	5	Position in the company/organization	%
		Entrepreneur, co-owner, freelancer	16
		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	19
		Other salaried staff, civil servant, skilled worker	26
		Lecturer, teacher	1
		Trainee	3
		Other position	5
		Student	5
		Other not gainfully employed	1
		Economic sector	%
		Banks, financiers	5
		Investment fund services	2
		Manufacturers	31
		Measuring equipment	3
		Planner	13
		Network operators	2
		Lawyers, technical experts	9
		Other service	14
		Technical services	16
		Insurance	3
		Supplier	10
		Other sectors	13
		Student	5
		Other not gainfully employed	1
		Size of company/organization:	
		Number of employees	%
		1- 4	12
		5- 9	7
		10- 49	18
		50- 199	19
		200- 499	11
		500 - 999	5
		1 000 and more	24
		Student	5
		Other not gainfully employed	1

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

New Energy Husum → Husum

Trade visitors' profile

Visitors (number of entries)	14 925	Area of responsibility	%
Proportion of trade visitors	68%	Management	38
Germany (total)	82	Research/development/design	14
of which		Manufacturing, production, quality control	5
Nielsen 1	84	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	3
Hamburg	12	Information and communication technology	-
Lower Saxony	8	Organization, personnel, administration	2
Schleswig-Holstein	63	Sales, marketing, advertising, PR	3
Nielsen 2	6	Logistics: storage, material management, transport	1
North Rhine-Westph.	6	Maintenance/repairs	7
Nielsen 3a	2	Other area	13
Hesse	2	Student	6
Rhineland-Palatinate	-	Other not gainfully employed	2
Saarland	-		
Nielsen 3b	2	Position in the company/organization	%
Baden-Württemberg	2	Entrepreneur, co-owner, freelancer	35
		Managing director, board member, head of an authority etc.	14
		Area manager, works manager, plant manager, branch manager, head of public office	5
		Department head, group head, team leader	6
		Other salaried staff, civil servant, skilled worker	20
		Lecturer, teacher	2
		Trainee	6
		Other position	2
		Student	6
		Other not gainfully employed	2
		Economic sector	%
		Banks, financial service providers, insurance companies	4
		Building industry, architecture, planning, project management	14
		Biogas, biomass	6
		Biofuels	1
		Block heating works	2
		Geothermics, heat pumps, solar heating, wood	7
		Tradesmen, technical services	10
		Association, institution	2
		Agriculture	9
		Media, press, publishing	2
		Solar power	9
		Other service	7
		Wind energy sector	13
		Supplier	2
		Other sectors	12
		Size of company/organization:	
		Number of employees	%
		1- 4	23
		5- 9	10
		10- 49	27
		50- 199	14
		200- 499	5
		500 - 999	2
		1 000 and more	9
		Student	6
		Other not gainfully employed	2

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

Nord Gastro und Hotel

Trade visitors' profile

Visitors (number of entries)	4 593	Area of responsibility	%
Proportion of trade visitors	100%	Management	38
Germany (total)	100	Research/development/design	14
of which		Manufacturing, production, quality control	5
Nielsen 1	99	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	3
Hamburg	2	Information and communication technology	-
Lower Saxony	1	Organization, personnel, administration	2
Schleswig-Holstein	96	Sales, marketing, advertising, PR	3
Nielsen 2	-	Logistics: storage, material management, transport	1
North Rhine-Westph.	-	Maintenance/repairs	7
Nielsen 3a	-	Other area	13
Hesse	-	Student	6
Rhineland-Palatinate	-	Other not gainfully employed	2
Saarland	-		
Nielsen 3b	-	Position in the company/organization	%
Baden-Württemberg	-	Entrepreneur, co-owner, freelancer	35
		Managing director, board member, head of an authority etc.	14
		Area manager, works manager, plant manager, branch manager, head of public office	5
		Department head, group head, team leader	6
		Other salaried staff, civil servant, skilled worker	20
		Lecturer, teacher	2
		Trainee	6
		Other position	2
		Student	6
		Other not gainfully employed	2
		Economic sector	%
		Banks, financial service providers, insurance companies	4
		Building industry, architecture, planning, project management	14
		Biogas, biomass	6
		Biofuels	1
		Block heating works	2
		Geothermics, heat pumps, solar heating, wood	7
		Tradesmen, technical services	10
		Association, institution	2
		Agriculture	9
		Media, press, publishing	2
		Solar power	9
		Other service	7
		Wind energy sector	13
		Supplier	2
		Other sectors	12
		Size of company/organization:	
		Number of employees	%
		1- 4	23
		5- 9	10
		10- 49	27
		50- 199	14
		200- 499	5
		500 - 999	2
		1 000 and more	9
		Student	6
		Other not gainfully employed	2

Distance to home	%
up to 50 km	69
more than 50 km up to 100 km	23
more than 100 km up to 300 km	7
over 300 km	2

Frequency of visits to trade fair	%
Previous event	50
Earlier events	54
First visit	27

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

Influence on purchasing/procurement decisions	%
Decisively	37
Collectively	27
In an advisory capacity	26
No	10

Area of responsibility	%
Management	41
Research/development/design	1
Manufacturing, production, quality control	19
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	3
Sales	18
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	7
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	45
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	5
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	2
Trainee	6
Other position	3
Other not gainfully employed	2
Economic sector	%
Communal catering	16
Butcher, baker, confectioner etc.	4
Hotel	13
Restaurants, cafés	40
Bars, pubs	10
Other sectors	15
Size of company/organization:	
Number of employees	%
1- 4	28
5- 9	23
10- 49	35
50- 199	9
200 - 499	4
500 - 999	2
1 000 and more	-

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

Private visitors' profile

Visitors (number of entries)	20 627	Position in the company/organization	%
Proportion of private visitors	92%	Entrepreneur, co-owner, freelancer	11
Germany (total)	99	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	- Nielsen 4	Department head, group head, team leader	8
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	33
Hamburg	- Nielsen 5+6	Lecturer, teacher	3
Lower Saxony	- Berlin	Trainee	2
Schleswig-Holstein	- Brandenburg	Other position	7
Nielsen 2	- Mecklenburg-	Student	2
North Rhine-Westph.	- West Pommernania	Housewife/man	9
Nielsen 3a	13 Saxony-Anhalt	Old-age pensioner	19
Hesse	- Nielsen 7	Other not gainfully employed	2
Rhineland-Palatinate	12 Saxony		
Saarland	- Thuringia		
Nielsen 3b	86	Buying and ordering capacity	%
Baden-Württemberg	86	Purchase or order made or intended at the exhibition	
Foreign (total)	1	yes	46
Distance to home	%	no	17
up to 50 km	87	maybe	38
more than 50 km up to 100 km	10	Follow-up business	%
more than 100 km up to 300 km	2	Intend to buy at later date	
over 300 km	2	yes	30
Frequency of visits to trade fair	%	no	15
2011	35	maybe	54
2010	32	Conducted by: Gelszus Messe-Markt-	
2009	24	forschung GmbH, Dortmund	
Earlier events	15		
First visit	40		
Sex	%		
Male	37		
Female	63		
Size of household	%		
1 person	9		
2 persons	55		
3 persons	15		
4 persons	15		
5 persons and more	6		
Age	%		
up to 20 years	2		
over 20 up to 30 years	11		
over 30 up to 40 years	15		
over 40 up to 50 years	22		
over 50 up to 60 years	28		
over 60 up to 70 years	19		
over 70 years	4		

Trade visitors' profile

Visitors (number of entries)	2 151	Area of responsibility	%
Proportion of trade visitors	97%	Management	12
Germany (total)	45	Research/development/design	16
of which		Manufacturing, production, quality control	2
Nielsen 1	6 Nielsen 4	Buying/procurement	3
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	- Nielsen 5+6	Information and communication technology	28
Lower Saxony	5 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	- Brandenburg	Sales	14
Nielsen 2	14 Mecklenburg-	Marketing, advertising, PR	7
North Rhine-Westph.	14 West Pommernania	Logistics: storage, material management, transport	2
Nielsen 3a	26 Saxony-Anhalt	Maintenance/repairs	1
Hesse	21 Nielsen 7	Other area	10
Rhineland-Palatinate	5 Saxony	Student	2
Saarland	- Thuringia	Other not gainfully employed	1
Nielsen 3b	38	Position in the company/organization	%
Baden-Württemberg	38	Entrepreneur, co-owner, freelancer	8
Foreign (total)	55	Managing director, board member, head of an authority etc.	15
of which		Area manager, works manager, plant manager, branch manager, head of public office	17
EU	71	Department head, group head, team leader	28
Other european countries	12	Other salaried staff, civil servant, skilled worker	25
Other countries	17	Lecturer, teacher	1
Distance to home	%	Trainee	-
up to 50 km	10	Other position	3
more than 50 km up to 100 km	7	Student	2
more than 100 km up to 300 km	16	Other not gainfully employed	1
over 300 km	67	Economic sector	%
Countries with the highest visitor shares	%	Traffic - Street	25
France	11	Traffic - Rail	22
Sweden	11	Traffic - Air	1
Frequency of visits to trade fair	%	IT, software, hardware	21
2011	14	Authority/public services	5
2008	10	Manufacturer/Industry	4
First visit	81	Trade/sales	1
Average length of stay	1,7 days	Educational facility	1
Influence on purchasing/procurement decisions	%	Research/teaching	3
Decisively	25	Consultancy	5
Collectively	33	Service	4
In an advisory capacity	29	Publishers, media	1
No	11	Other sectors	5
Student	2	Student	2
Other not gainfully employed	1	Other not gainfully employed	1
Size of company/organization:		Size of company/organization:	
Number of employees	%	Number of employees	%
1- 4	28	1- 4	5
5- 9	23	5- 9	10
10- 49	35	10- 49	19
50- 199	9	50- 199	12
200 - 499	4	200- 499	11
500 - 999	2	500 - 999	8
1 000 and more	-	1 000 and more	33
		Student	2
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Markt-
forschung GmbH, Dortmund

LEARNTEC (2011) → Karlsruhe

Trade visitors' profile

Visitors (number of entries)	3 187	Area of responsibility	%
Proportion of trade visitors	98%	Management	15
Germany (total)	98	Research/development/design	10
of which		Manufacturing, production, quality control	7
Nielsen 1	6	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	15
Lower Saxony	3	Organisation, personnel, administration	36
Schleswig-Holstein	1	Sales	12
Nielsen 2	16	Marketing, advertising, PR	1
North Rhine-Westph.	16	Logistics: storage, material management, transport	1
Nielsen 3a	12	Maintenance/repairs	1
Hesse	7	Other area	14
Rhineland-Palatinate	5	Student	6
Saarland	1	Other not gainfully employed	1
Nielsen 3b	47	Position in the company/organisation	%
Baden-Württemberg	47	Entrepreneur, co-owner, freelancer	15
Foreign (total)	2	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
EU	52	Department head, group head, team leader	16
Other european countries	45	Other salaried staff, civil servant, skilled worker	31
Other countries	3	Lecturer, teacher	18
Distance to home	%	Trainee	1
up to 50 km	20	Other position	6
more than 50 km up to 100 km	21	Student	6
more than 100 km up to 300 km	29	Other not gainfully employed	1
over 300 km	30	Economic sector	%
Country with the highest visitor share	%	Educational facility	26
Switzerland	42	Research/teaching	7
Frequency of visits to exhibition	%	Public authority/administration	5
2010	22	Industry	11
2009	23	Trade/sales	2
2008	19	Banks, insurance companies	4
2005	15	Transport, tourism, hotel sector	1
Earlier events	19	Medicine	2
First visit	55	Association	2
Average length of stay	1,3 days	Publishing house	3
Influence on purchasing/procurement decisions	%	Consultancy	4
Decisively	20	IT, software	8
Collectively	37	Training	4
In an advisory capacity	27	Multimedia	1
No	10	Service	11
Student	6	Other sectors	3
Other not gainfully employed	1	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 gainfully employed
200- 499	11	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ALLGÄUER FESTWOCHE (2010) → Kempten

Basic data private visitors

Total number of visitors	117 182	Sex	%
Proportion of private visitors	97%	Male	48
		Female	52
Region of residence	%	Age	%
up to 50 km	85	up to 20 years	1
more than 50 km up to 100 km	8	over 20 up to 30 years	10
more than 100 km up to 300 km	5	over 30 up to 40 years	14
over 300 km	2	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
Total Germany	99	Net household income	%
Baden-Württemberg	5	up to 900,- EUR	5
Bavaria	94	more than 900,- EUR up to 1 500,- EUR	11
Berlin	-	more than 1 500,- EUR up to 2 000,- EUR	12
Brandenburg	-	more than 2 000,- EUR up to 2 600,- EUR	15
Bremen	-	more than 2 600,- EUR up to 3 600,- EUR	24
Hamburg	-	more than 3 600,- EUR up to 5 000,- EUR	18
Hesse	-	more than 5 000,- EUR	3
Mecklenburg-West Pommern	1	N/A	11
Lower Saxony	-	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 Congressberatung Dirr, Hamburg	
		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

Visitors (number of entries)	43 091
Proportion of trade visitors	99%
Germany (total)	56
of which	
Nielsen 1	14
Bremen	2
Hamburg	1
Lower Saxony	8
Schleswig-Holstein	3
Nielsen 2	41
North Rhine-Westph.	41
Nielsen 3a	14
Hesse	7
Rhineland-Palatinate	6
Saarland	1
Nielsen 3b	12
Baden-Württemberg	12
Foreign (total)	44
of which	
EU	56
Other european countries	12
Africa	5
North America	6
South and Central America	3
Middle East	5
South-, East-, Central Asia	9
Australia	4
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	22
over 300 km	61
Countries with the highest visitor shares	%
Netherlands	14
United Kingdom	6
Switzerland	5
Sweden	5
USA	5
Frequency of visits to trade fair	%
Previous event	25
Earlier events	27
First visit	64
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	24
Collectively	29
In an advisory capacity	26
No	9
Student	11
Other not gainfully employed	1

Anuga FoodTec

Trade visitors' profile

Visitors (number of entries)	43 091
Proportion of trade visitors	99%
Germany (total)	56
of which	
Nielsen 1	14
Bremen	2
Hamburg	1
Lower Saxony	8
Schleswig-Holstein	3
Nielsen 2	41
North Rhine-Westph.	41
Nielsen 3a	14
Hesse	7
Rhineland-Palatinate	6
Saarland	1
Nielsen 3b	12
Baden-Württemberg	12
Foreign (total)	44
of which	
EU	56
Other european countries	12
Africa	5
North America	6
South and Central America	3
Middle East	5
South-, East-, Central Asia	9
Australia	4
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	22
over 300 km	61
Countries with the highest visitor shares	%
Netherlands	14
United Kingdom	6
Switzerland	5
Sweden	5
USA	5
Frequency of visits to trade fair	%
Previous event	25
Earlier events	27
First visit	64
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	24
Collectively	29
In an advisory capacity	26
No	9
Student	11
Other not gainfully employed	1

Trade visitors' profile

Area of responsibility	%
Management	18
Research/development/design	19
Manufacturing, production, quality control	17
Buying/procurement	3
Finance/accounting, controlling	-
Information and communication technology	1
Organization, personnel, administration	1
Sales	15
Marketing, advertising, PR	6
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	4
Student	11
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
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	16
Lecturer, teacher	1
Trainee	5
Other position	4
Student	11
Other not gainfully employed	1
Economic sector	%
Industry	63
Trade	9
Skilled trades	2
Agriculture	2
Service	7
Authority/public services	1
University, research	2
Other sectors	2
Student	11
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	7
5- 9	5
10- 49	14
50- 199	17
200- 499	11
500 - 999	9
1 000 and more	26
Student	11
Other not gainfully employed	1
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	

Visitors (number of entries)	115 998
Proportion of trade visitors	75%
Germany (total)	70
of which	
Nielsen 1	11
Bremen	1
Hamburg	3
Lower Saxony	6
Schleswig-Holstein	1
Nielsen 2	48
North Rhine-Westph.	48
Nielsen 3a	15
Hesse	6
Rhineland-Palatinate	7
Saarland	1
Nielsen 3b	14
Baden-Württemberg	14
Foreign (total)	30
of which	
EU	68
Other european countries	14
North America	2
Middle East	3
South-, East-, Central Asia	9
Other countries	3
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	27
over 300 km	47
Countries with the highest visitor shares	%
Austria	12
Netherlands	12
Belgium	9
Italy	9
France	6
Frequency of visits to trade fair	%
Previous event	39
Earlier events	53
First visit	40
Average length of stay	1,6 days
Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	24
In an advisory capacity	18
No	15
Student	17
Other not gainfully employed	1

Area of responsibility	%
Management	21
Research/development/design	7
Manufacturing, production, quality control	11
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	-
Sales	15
Marketing, advertising, PR	9
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	10
Student	17
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	32
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	11
Other salaried staff, civil servant, skilled worker	12
Lecturer, teacher	2
Trainee	10
Other position	4
Student	17
Other not gainfully employed	1
Economic sector	%
Industry	17
Trade	27
Skilled trades	15
Service	16
Public authority/administration	2
University, research	1
Other sectors	5
Student	17
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	24
5- 9	11
10- 49	15
50- 199	15
200- 499	7
500 - 999	4
1 000 and more	7
Student	17
Other not gainfully employed	1
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	

Trade visitors' profile

Visitors (number of entries)	47 933
Proportion of trade visitors	97%
Germany (total)	45
of which	
Nielsen 1	10
Bremen	1
Hamburg	1
Lower Saxony	8
Schleswig-Holstein	-
Nielsen 2	58
North Rhine-Westph.	58
Nielsen 3a	15
Hesse	5
Rhineland-Palatinate	9
Saarland	1
Nielsen 3b	7
Baden-Württemberg	7
Foreign (total)	55
of which	
EU	57
Other european countries	10
Africa	6
North America	5
South and Central America	3
Middle East	7
South-, East-, Central Asia	10
Australia	4
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	10
more than 100 km up to 300 km	16
over 300 km	60
Countries with the highest visitor shares	%
Netherlands	8
United Kingdom	7
Italy	6
Belgium	5
Australia	3
Frequency of visits to trade fair	%
Previous event	39
Earlier events	48
First visit	43
Average length of stay	1,9 days
Influence on purchasing/procurement decisions	%
Decisively	45
Collectively	27
In an advisory capacity	16
No	8
Student	3
Other not gainfully employed	2

Area of responsibility	%
Management	32
Research/development/design	5
Manufacturing, production, quality control	7
Buying/procurement	18
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	1
Sales	19
Marketing, advertising, PR	6
Logistics: storage, material management, transport	2
Maintenance/repairs	2
Other area	3
Student	3
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	31
Managing director, board member, head of an authority etc.	17
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	12
Lecturer, teacher	-
Trainee	5
Other position	5
Student	3
Other not gainfully employed	2
Economic sector	%
Industry	32
Retail trade	16
Wholesale/foreign trade	30
Mail order	2
Skilled trades	5
Service	6
Authority/public services	2
Other sectors	4
Student	3
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	18
5- 9	13
10- 49	25
50- 199	18
200- 499	7
500 - 999	5
1 000 and more	11
Student	3
Other not gainfully employed	2
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	

ISM → Köln

Trade visitors' profile

Visitors (number of entries)	38 827	Area of responsibility	%
Proportion of trade visitors	93%	Management	28
Germany (total)	42	Research/development/design	7
of which		Manufacturing, production, quality control	7
Nielsen 1	14 Nielsen 4	Buying/procurement	15
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	5 Nielsen 5+6	Information and communication technology	-
Lower Saxony	8 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	20
Nielsen 2	55 Mecklenburg-	Marketing, advertising, PR	9
North Rhine-Westph.	55 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	10 Saxony-Anhalt	Maintenance/repairs	-
Hesse	7 Nielsen 7	Other area	-
Rhineland-Palatinate	3 Saxony	Student	5
Saarland	- Thuringia	Other not gainfully employed	1
Nielsen 3b	7	Position in the company/organization	%
Baden-Württemberg	7	Entrepreneur, co-owner, freelancer	29
Foreign (total)	58	Managing director, board member, head of an authority etc.	13
of which		Area manager, works manager, plant manager, branch manager, head of public office	11
EU	59	Department head, group head, team leader	16
Other european countries	8	Other salaried staff, civil servant, skilled worker	14
Africa	6	Lecturer, teacher	1
North America	5	Trainee	4
South and Central America	5	Other position	6
Middle East	8	Student	5
South-, East-, Central Asia	9	Other not gainfully employed	1
Australia	2	Economic sector	%
Distance to home	%	Industry	26
up to 50 km	13	Wholesale/foreign trade	25
more than 50 km up to 100 km	7	Retail trade	21
more than 100 km up to 300 km	18	Skilled trades	4
over 300 km	61	Service	9
Countries with the highest visitor shares	%	Catering	3
United Kingdom	9	Other sectors	5
France	8	Student	5
Belgium	7	Other not gainfully employed	1
Netherlands	7	Size of company/organization:	
Italy	6	Number of employees	%
Frequency of visits to trade fair	%	1- 4	16
Previous event	41	500 - 999	6
Earlier events	47	5- 9	9
First visit	43	1 000 and more	14
Average length of stay	1,9 days	10- 49	23
Influence on purchasing/procurement decisions	%	50- 199	18
Decisively	37	Other not gainfully employed	1
Collectively	26	200- 499	9
In an advisory capacity	18	Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	
No	12		
Student	5		
Other not gainfully employed	1		

Kind + Jugend → Köln

Trade visitors' profile

Visitors (number of entries)	21 301	Area of responsibility	%
Proportion of trade visitors	97%	Management	36
Germany (total)	36	Research/development/design	7
of which		Manufacturing, production, quality control	5
Nielsen 1	7 Nielsen 4	Buying/procurement	15
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	-
Lower Saxony	3 Berlin	Organization, personnel, administration	-
Schleswig-Holstein	3 Brandenburg	Sales	20
Nielsen 2	50 Mecklenburg-	Marketing, advertising, PR	9
North Rhine-Westph.	50 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	11 Saxony-Anhalt	Maintenance/repairs	-
Hesse	7 Nielsen 7	Other area	-
Rhineland-Palatinate	4 Saxony	Student	1
Saarland	- Thuringia	Position in the company/organization	%
Nielsen 3b	9	Entrepreneur, co-owner, freelancer	42
Baden-Württemberg	9	Managing director, board member, head of an authority etc.	14
Foreign (total)	64	Area manager, works manager, plant manager, branch manager, head of public office	9
of which		Department head, group head, team leader	15
EU	58	Other salaried staff, civil servant, skilled worker	10
Other european countries	8	Lecturer, teacher	1
North America	3	Trainee	2
South and Central America	3	Other position	6
Middle East	5	Student	1
South-, East-, Central Asia	18	Economic sector	%
Other countries	5	Manufacturer/Industry	17
Distance to home	%	Wholesale trade	15
up to 50 km	11	Specialist retail trade	20
more than 50 km up to 100 km	5	Buying association	1
more than 100 km up to 300 km	14	Mail order company	1
over 300 km	70	Chain store	2
Countries with the highest visitor shares	%	Department store, hypermarket, drug store	4
Spain	8	Online shop	11
China (PR)	7	Other retail	2
Netherlands	7	Commercial agent	3
Poland	7	Import/export	8
United Kingdom	7	Service	6
Frequency of visits to trade fair	%	Media, press, publishing	3
Previous event	38	Other sectors	6
Earlier events	44	Student	1
First visit	47	Size of company/organization:	
Average length of stay	2,2 days	Number of employees	%
Influence on purchasing/procurement decisions	%	1- 4	33
Decisively	48	200 - 499	6
Collectively	22	5- 9	14
In an advisory capacity	18	500 - 999	4
No	10	10- 49	19
Student	1	1 000 and more	10
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln		50- 199	14
		Student	1

ORGATEC

Trade visitors' profile

Visitors (number of entries)	48 437	Area of responsibility	%
Proportion of trade visitors	98%	Management	36
Germany (total)	59	Research/development/design	7
of which		Manufacturing, production, quality control	5
Nielsen 1	11 Nielsen 4	Buying/procurement	15
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	2 Nielsen 5+6	Information and communication technology	-
Lower Saxony	7 Berlin	Organization, personnel, administration	-
Schleswig-Holstein	1 Brandenburg	Sales	20
Nielsen 2	42 Mecklenburg-	Marketing, advertising, PR	9
North Rhine-Westph.	42 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	13 Saxony-Anhalt	Maintenance/repairs	-
Hesse	8 Nielsen 7	Other area	-
Rhineland-Palatinate	5 Saxony	Student	1
Saarland	- Thuringia	Position in the company/organization	%
Nielsen 3b	16	Entrepreneur, co-owner, freelancer	42
Baden-Württemberg	16	Managing director, board member, head of an authority etc.	14
Foreign (total)	41	Area manager, works manager, plant manager, branch manager, head of public office	9
of which		Department head, group head, team leader	15
EU	56	Other salaried staff, civil servant, skilled worker	10
Other european countries	9	Lecturer, teacher	1
Africa	3	Trainee	2
North America	5	Other position	6
South and Central America	5	Student	1
Middle East	5	Economic sector	%
South-, East-, Central Asia	14	Manufacturer/Industry	17
Australia	3	Wholesale trade	15
Distance to home	%	Specialist retail trade	20
up to 50 km	16	Buying association	1
more than 50 km up to 100 km	6	Mail order company	1
more than 100 km up to 300 km	20	Chain store	2
over 300 km	58	Department store, hypermarket, drug store	4
Countries with the highest visitor shares	%	Online shop	11
Netherlands	12	Other retail	2
United Kingdom	10	Commercial agent	3
Austria	6	Import/export	8
Belgium	5	Service	6
Italy	5	Media, press, publishing	3
Frequency of visits to trade fair	%	Other sectors	6
Previous event	39	Student	1
Earlier events	47	Size of company/organization:	
First visit	44	Number of employees	%
Average length of stay	1,7 days	1- 4	33
Influence on purchasing/procurement decisions	%	200 - 499	6
Decisively	32	5- 9	14
Collectively	31	500 - 999	4
In an advisory capacity	22	10- 49	19
No	10	1 000 and more	10
Student	5	50- 199	14
Other not gainfully employed	1	Student	1

Area of responsibility	%
Management	22
Research/development/design	11
Manufacturing, production, quality control	4
Buying/procurement	11
Finance/accounting, controlling	2
Information and communication technology	2
Organization, personnel, administration	2
Sales	19
Marketing, advertising, PR	7
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	14
Student	5
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	29
Managing director, board member, head of an authority etc.	12
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	19
Lecturer, teacher	1
Trainee	3
Other position	6
Student	5
Other not gainfully employed	1
Economic sector	%
Industry	30
Trade	20
Skilled trades	4
Service	25
Bank and insurance	2
Authority/public services	6
University, research	2
Other sectors	6
Student	5
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	19
5- 9	9
10- 49	17
50- 199	17
200- 499	10
500 - 999	6
1 000 and more	16
Student	5
Other not gainfully employed	1

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

Trade visitors' profile

Visitors (number of entries)	16 492
Proportion of trade visitors	95%
Germany (total)	45
of which	
Nielsen 1	13
Nielsen 4	11
Bremen	-
Bavaria	11
Hamburg	4
Nielsen 5+6	4
Lower Saxony	6
Berlin	3
Schleswig-Holstein	3
Brandenburg	1
Nielsen 2	48
Mecklenburg-	
North Rhine-Westph.	48
West Pommern	-
Nielsen 3a	15
Saxony-Anhalt	-
Hesse	10
Nielsen 7	2
Rhineland-Palatinate	5
Saxony	1
Saarland	-
Thuringia	-
Nielsen 3b	8
Baden-Württemberg	8
Foreign (total)	55
of which	
EU	58
Other european countries	18
Africa	5
South and Central America	4
Middle East	4
South-, East-, Central Asia	8
Other countries	4
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	9
more than 100 km up to 300 km	20
over 300 km	61
Countries with the highest visitor shares	%
Netherlands	14
Italy	10
Switzerland	7
Belgium	6
France	5
Frequency of visits to trade fair	%
Previous event	28
Earlier events	31
First visit	59
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	35
Collectively	32
In an advisory capacity	20
No	10
Student	2
Other not gainfully employed	1

Area of responsibility	%
Research/development/design	17
Manufacturing, production, quality control	12
Buying/procurement	7
Finance/accounting, controlling	2
Information and communication technology	-
Organization, personnel, administration	1
Sales	20
Marketing, advertising, PR	7
Logistics: storage, material management, transport	-
Maintenance/repairs	2
Other area	2
Student	2
Other not gainfully employed	1
Management	28
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	28
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	14
Department head, group head, team leader	18
Other salaried staff, civil servant, skilled worker	17
Lecturer, teacher	1
Trainee	3
Other position	6
Student	2
Other not gainfully employed	1
Economic sector	%
Industry	57
Trade	18
Skilled trades	7
Service	8
Authority/public services	1
University, research	2
Other sectors	4
Student	2
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	13
5- 9	6
10- 49	19
50- 199	24
200- 499	14
500 - 999	7
1 000 and more	16
Student	2
Other not gainfully employed	1

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

Trade visitors' profile

Visitors (number of entries)	4 113
Proportion of trade visitors	95%
Germany (total)	53
of which	
Nielsen 1	11
Nielsen 4	9
Bremen	1
Bavaria	9
Hamburg	2
Nielsen 5+6	4
Lower Saxony	7
Berlin	1
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	57
Mecklenburg-	
North Rhine-Westph.	57
West Pommern	1
Nielsen 3a	10
Saxony-Anhalt	1
Hesse	6
Nielsen 7	-
Rhineland-Palatinate	4
Saxony	-
Saarland	-
Thuringia	-
Nielsen 3b	9
Baden-Württemberg	9
Foreign (total)	47
of which	
EU	63
Other european countries	9
Middle East	8
South-, East-, Central Asia	10
Other countries	9
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	7
more than 100 km up to 300 km	26
over 300 km	53
Countries with the highest visitor shares	%
United Kingdom	12
France	12
Netherlands	10
Frequency of visits to trade fair	%
Previous event	46
Earlier events	49
First visit	34
Average length of stay	1,5 days
Influence on purchasing/procurement decisions	%
Decisively	52
Collectively	22
In an advisory capacity	16
No	6
Student	3

Area of responsibility	%
Management	40
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	11
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	1
Sales	22
Marketing, advertising, PR	10
Logistics: storage, material management, transport	11
Maintenance/repairs	-
Other area	3
Student	3
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	56
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	7
Other salaried staff, civil servant, skilled worker	45
Lecturer, teacher	-
Trainee	-
Other position	3
Student	3
Economic sector	%
Industry	16
Trade	57
Skilled trades	3
Service	14
Public authority/administration	1
Other sectors	5
Student	3
Size of company/organization:	
Number of employees	%
1- 4	47
5- 9	13
10- 49	18
50- 199	13
200 - 499	2
500 - 999	2
1 000 and more	2
Student	3

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

spoga+gafa/spoga horse (autumn) → Köln

Trade visitors' profile

Visitors (number of entries)	35 351	Area of responsibility	%
Proportion of trade visitors	94%	Management	30
Germany (total)	46	Research/development/design	5
of which		Manufacturing, production, quality control	3
Nielsen 1	10 Nielsen 4	Buying/procurement	20
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	3 Nielsen 5+6	Information and communication technology	1
Lower Saxony	6 Berlin	Organization, personnel, administration	-
Schleswig-Holstein	1 Brandenburg	Sales	23
Nielsen 2	50 Mecklenburg-	Marketing, advertising, PR	9
North Rhine-Westph.	50 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	13 Saxony-Anhalt	Maintenance/repairs	1
Hesse	8 Nielsen 7	Other area	4
Rhineland-Palatinate	4 Saxony	Student	2
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	10	Position in the company/organization	%
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	35
Foreign (total)	54	Managing director, board member, head of an authority etc.	17
of which		Area manager, works manager, plant manager, branch manager, head of public office	14
EU	68	Department head, group head, team leader	14
Other european countries	7	Other salaried staff, civil servant, skilled worker	12
Africa	3	Lecturer, teacher	-
North America	4	Trainee	2
South and Central America	1	Other position	4
Middle East	3	Student	2
South-, East-, Central Asia	10	Other not gainfully employed	1
Australia	5	Economic sector	%
Distance to home	%	Industry	17
up to 50 km	15	Specialist retail trade	25
more than 50 km up to 100 km	7	Specialist wholesale, retail trade	15
more than 100 km up to 300 km	18	Foreign trade	3
over 300 km	60	Mail order	5
Countries with the highest visitor shares	%	Department store	4
Netherlands	13	Supermarkets, cash & carry, discount stores	2
United Kingdom	8	Procurement centres	3
France	7	Buying association	1
Belgium	5	Commercial agent	3
Sweden	5	Skilled trades	4
Frequency of visits to trade fair	%	Service	10
Previous event	38	Authority/public services	1
Earlier events	51	Other sectors	5
First visit	41	Student	2
Average length of stay	1,6 days	Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Size of company/organization:	%
Decisively	45	Number of employees	
Collectively	30	1- 4	21
In an advisory capacity	18	5- 9	13
No	6	10- 49	25
Student	2	50- 199	19
Other not gainfully employed	1	200- 499	5

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

CADEAUX Leipzig (autumn) → Leipzig

Trade visitors' profile

Visitors (number of entries)	9 395	Position in the company/organization	%
Proportion of trade visitors	92%	Entrepreneur, co-owner, freelancer	61
Germany (total)	99	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	3 Nielsen 4	Department head, group head, team leader	6
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	13
Hamburg	- Nielsen 5+6	Lecturer, teacher	1
Lower Saxony	- Berlin	Trainee	6
Schleswig-Holstein	- Brandenburg	Other position	2
Nielsen 2	- Mecklenburg-	Student	1
North Rhine-Westph.	- West Pomerania	Other not gainfully employed	1
Nielsen 3a	1 Saxony-Anhalt	Economic sector	%
Hesse	- Nielsen 7	Retail trade	51
Rhineland-Palatinate	- Saxony	Skilled trades	34
Saarland	- Thuringia	Wholesale/foreign trade	6
Nielsen 3b	1	Other service	5
Baden-Württemberg	1	Industry	5
Foreign (total)	1	Commercial agent	2
Distance to home	%	Architect, planner, engineer's office, services	2
up to 50 km	21	Interior designer	2
more than 50 km up to 100 km	21	Catering/hotels	1
more than 100 km up to 300 km	50	Authority/public services	1
over 300 km	8	Other sectors	2
Frequency of visits to trade fair	%	Student	1
Previous event	54	Other not gainfully employed	1
Earlier events	67	Size of company/organization:	%
First visit	26	Number of employees	
Average length of stay	1,1 days	1- 4	64
Influence on purchasing/procurement decisions	%	500 - 999	1
Decisively	44	5- 9	14
Collectively	28	1 000 and more	3
In an advisory capacity	19	10- 49	11
No	7	Student	1
Student	1	50- 199	3
Other not gainfully employed	1	200- 499	3
Area of responsibility	%	Other not gainfully employed	1
Management	35	Conducted by: Institut für Marktforschung GmbH, Leipzig	
Research/development/design	1		
Manufacturing, production, quality control	9		
Buying/procurement	14		
Finance/accounting, controlling	2		
Information and communication technology	-		
Organization, personnel, administration	1		
Sales	24		
Marketing, advertising, PR	1		
Logistics: storage, material management, transport	2		
Maintenance/repairs	1		
Other area	8		
Student	1		
Other not gainfully employed	1		

denkmal

Trade visitors' profile

Visitors (number of entries)	12 093	Position in the company/organization	%
Proportion of trade visitors	90%	Entrepreneur, co-owner, freelancer	61
Germany (total)	90	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	9 Nielsen 4	Department head, group head, team leader	6
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	13
Hamburg	1 Nielsen 5+6	Lecturer, teacher	1
Lower Saxony	7 Berlin	Trainee	6
Schleswig-Holstein	1 Brandenburg	Other position	2
Nielsen 2	7 Mecklenburg-	Student	1
North Rhine-Westph.	7 West Pomerania	Other not gainfully employed	1
Nielsen 3a	6 Saxony-Anhalt	Economic sector	%
Hesse	3 Nielsen 7	Retail trade	51
Rhineland-Palatinate	3 Saxony	Skilled trades	34
Saarland	- Thuringia	Wholesale/foreign trade	6
Nielsen 3b	5	Other service	5
Baden-Württemberg	5	Industry	5
Foreign (total)	10	Commercial agent	2
of which		Architect, planner, engineer's office, services	2
EU	85	Interior designer	2
Other european countries	11	Catering/hotels	1
South-, East-, Central Asia	4	Authority/public services	1
Distance to home	%	Other sectors	2
up to 50 km	17	Student	1
more than 50 km up to 100 km	12	Other not gainfully employed	1
more than 100 km up to 300 km	34	Size of company/organization:	%
over 300 km	37	Number of employees	
Countries with the highest visitor shares	%	1- 4	64
Poland	30	500 - 999	1
Czech Republic	23	5- 9	14
Frequency of visits to trade fair	%	1 000 and more	3
Previous event	26	10- 49	11
Earlier events	32	Student	1
First visit	57	50- 199	3
Average length of stay	1,2 days	200- 499	3
Influence on purchasing/procurement decisions	%	Other not gainfully employed	1
Decisively	23	Conducted by: Institut für Marktforschung GmbH, Leipzig	
Collectively	22		
In an advisory capacity	24		
No	13		
Student	16		
Other not gainfully employed	2		

Trade visitors' profile

Area of responsibility	%
Management	21
Research/development/design	9
Manufacturing, production, quality control	10
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	3
Sales	3
Marketing, advertising, PR	-
Logistics: storage, material management, transport	1
Maintenance/repairs	7
Other area	25
Student	16
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	34
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	4
Other salaried staff, civil servant, skilled worker	17
Lecturer, teacher	2
Trainee	7
Other position	14
Student	16
Other not gainfully employed	2
Economic sector	%
Skilled trades, Building trade	23
Architect/engineer's and planning office	17
Public office, Authority, public services, foundation	11
Restorer	10
Restorer in Skilled trades	8
Training and further training	3
Specialist trade	2
Research and development	2
Industry	2
Other service	2
Other sectors	2
Student	16
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	37
5- 9	11
10- 49	17
50- 199	7
200- 499	4
500 - 999	2
1 000 and more	5
Student	16
Other not gainfully employed	2

Conducted by: Institut für Marktforschung GmbH, Leipzig

Visitors (number of entries)	4 214
Proportion of trade visitors	96%
Germany (total)	100
of which	
Nielsen 1	2
Nielsen 4	1
Bremen	-
Bavaria	1
Hamburg	-
Nielsen 5+6	32
Lower Saxony	-
Berlin	4
Schleswig-Holstein	-
Brandenburg	5
Nielsen 2	-
Mecklenburg-	
North Rhine-Westph.	-
West Pomerania	-
Nielsen 3a	-
Saxony-Anhalt	23
Hesse	-
Nielsen 7	65
Rhineland-Palatinate	-
Saxony	55
Saarland	-
Thuringia	10
Nielsen 3b	-
Baden-Württemberg	-
Distance to home	%
up to 50 km	38
more than 50 km up to 100 km	25
more than 100 km up to 300 km	35
over 300 km	2
Frequency of visits to trade fair	%
Previous event	36
Earlier events	58
First visit	24
Average length of stay	1,0 days
Influence on purchasing/procurement decisions	%
Decisively	36
Collectively	31
In an advisory capacity	18
No	9
Student	6

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	44
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	3
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	1
Trainee	7
Other position	3
Student	6
Other not gainfully employed	-
Economic sector	%
Dentist's practice,- clinic	78
Orthodontics	3
Oral and maxillofacial surgery	4
Dental technology laboratory	14
Dental trade	2
University, polytechnic, vocational school	5
Other	4
Size of company/organization:	
Number of employees	%
1- 4	40
5- 9	36
10- 49	15
50- 199	3
200 - 499	-
500 - 999	-
1 000 and more	1
Student	6
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

Private visitors' profile

Visitors (number of entries)	183 789
Proportion of private visitors	85%
Germany (total)	99
of which	
Nielsen 1	-
Nielsen 4	-
Bremen	-
Bavaria	-
Hamburg	-
Nielsen 5+6	31
Lower Saxony	-
Berlin	-
Schleswig-Holstein	-
Brandenburg	3
Nielsen 2	-
Mecklenburg-	
North Rhine-Westph.	-
West Pomerania	-
Nielsen 3a	1
Saxony-Anhalt	28
Hesse	-
Nielsen 7	67
Rhineland-Palatinate	-
Saxony	61
Saarland	-
Thuringia	6
Nielsen 3b	-
Baden-Württemberg	-
Foreign (total)	1
Distance to home	%
up to 50 km	58
more than 50 km up to 100 km	27
more than 100 km up to 300 km	14
over 300 km	1
Frequency of visits to exhibition	%
Previous event	53
Earlier events	69
First visit	22
Sex	%
Male	52
Female	48
Size of household	N/A

Age	%
up to 20 years	5
over 20 up to 30 years	15
over 30 up to 40 years	14
over 40 up to 50 years	25
over 50 up to 60 years	22
over 60 up to 70 years	16
over 70 years	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	45
Lecturer, teacher	2
Trainee	2
Other position	7
Student	7
Housewife/man	2
Old-age pensioner	19
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	77
no	6
maybe	17
Follow-up business	%
Intend to buy at later date	
yes	33
no	14
maybe	54
Conducted by: Institut für Marktforschung GmbH, Leipzig	

MIDORA (2010) → Leipzig

Basic data trade visitors

Total number of visitors	2 294
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	16
more than 50 km up to 100 km	18
more than 100 km up to 300 km	48
over 300 km	18
Total Germany	97
Baden-Württemberg	2
Bavaria	5
Berlin	8
Brandenburg	12
Bremen	1
Hamburg	-
Hesse	1
Mecklenburg-West Pomerania	3
Lower Saxony	6
North Rhine-Westphalia	1
Rhineland-Palatinate	2
Saarland	-
Saxony	20
Saxony-Anhalt	26
Schleswig-Holstein	1
Thuringia	13
Total Foreign	3
Position in the company/organisation	%
Entrepreneur, partner, self-employed	75
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service	6
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	1
Student	2
Other not gainfully employed	2
Frequency of visits to exhibition	%
2009	56
2008	49
2007	39
2006	33
Earlier events	31
First visit	23

Additional data trade visitors

Economic sector	%
Retail trade	48
Skilled trades	35
Other service	4
Wholesale/foreign trade	3
Industry	3
Association/institution/organisation	1
Commercial agent	1
Other sectors	2
Student	2
Other not gainfully employed	2
Influence on purchasing/procurement decisions	%
Decisively	59
Collectively	22
In an advisory capacity	13
No	2
Student	2
Other not gainfully employed	2
Area of responsibility	%
Management	52
Research/development/design	5
Planning/work preparation	17
Manufacture/production	27
Production, quality control	11
Buying/procurement	65
Finance/accounting, controlling	27
Information, communication technology (EDP)	11
Administration/organisation/personnel/social welfare/training	18
Marketing/sales/advertising/PR	24
Storage/material management/logistics/transport	16
Maintenance/repairs	16
Other area	41
Student	2
Other not gainfully employed	2
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
Length of stay	%
1. Length of stay (days):	
one	92
two	8
three	-
1,1 days	
2. Average length of stay	1,1 days
3. Share of visitors on the event's days:	%
1st day	39
2nd day	54
3rd day	16

Conducted by: Institut für Marktforschung GmbH, Leipzig

modell-hobby-spiel (2010) → Leipzig

Basic data private visitors

Total number of visitors	96 183
Proportion of private visitors	94%
Region of residence	%
up to 50 km	33
more than 50 km up to 100 km	26
more than 100 km up to 300 km	33
over 300 km	9
Total Germany	97
Baden-Württemberg	1
Bavaria	2
Berlin	3
Brandenburg	6
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pomerania	1
Lower Saxony	1
North Rhine-Westphalia	1
Rhineland-Palatinate	1
Saarland	6
Saxony	51
Saxony-Anhalt	22
Schleswig-Holstein	-
Thuringia	11
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

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	17
more than 900,- EUR up to 1 500,- EUR	18
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

ORTHOPÄDIE + REHA-TECHNIK

Trade visitors' profile

Visitors (number of entries)	18 868
Proportion of trade visitors	93%
Germany (total)	60
of which	
Nielsen 1	14
Nielsen 4	11
Bremen	1
Bavaria	11
Hamburg	1
Nielsen 5+6	18
Lower Saxony	10
Berlin	4
Schleswig-Holstein	3
Brandenburg	5
Nielsen 2	13
Mecklenburg-North Rhine-Westph.	13
West Pomerania	5
Nielsen 3a	8
Saxony-Anhalt	4
Hesse	5
Nielsen 7	26
Rhineland-Palatinate	3
Saxony	17
Saarland	-
Thuringia	9
Nielsen 3b	10
Baden-Württemberg	10
Foreign (total)	40
of which	
EU	54
Other european countries	19
Africa	4
North America	5
South and Central America	6
Middle East	7
South-, East-, Central Asia	6
Australia	1
Distance to home	%
up to 50 km	5
more than 50 km up to 100 km	6
more than 100 km up to 300 km	20
over 300 km	69
Countries with the highest visitor shares	%
Czech Republic	7
Austria	5
Belgium	5
France	5
Switzerland	5
Frequency of visits to trade fair	%
Previous event	44
Earlier events	41
First visit	41
Average length of stay	1,8 days
Influence on purchasing/procurement decisions	%
Decisively	23
Collectively	33
In an advisory capacity	23
No	14
Student	6
Other not gainfully employed	1

Private visitors' profile

Area of responsibility	%
Management	20
Research/development/design	9
Manufacturing, production, quality control	36
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	-
Organization, personnel, administration	1
Sales	9
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	12
Student	6
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	24
Lecturer, teacher	3
Trainee	12
Other position	7
Student	6
Other not gainfully employed	1
Economic sector	%
Orthopaedic companies	50
Sanitary specialist trade	7
University/academy/specialist school	6
Orthopaedic shoe companies	6
Rehabilitation systems companies	6
Hospital	5
Therapeutical practice	4
Social services	2
Medical technical specialised trade	2
Practice	2
Vocational school/technical college	1
Association, society, self-help group	1
Prophylaxis and rehabilitation facilities	1
Other sectors	-
Student	6
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	10
5- 9	13
10- 49	32
50- 199	19
200- 499	9
500 - 999	4
1 000 and more	7
Student	6
Other not gainfully employed	1

Conducted by: Institut für Marktforschung GmbH, Leipzig

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	1	over 50 up to 60 years	18
Hamburg	24	over 60 up to 70 years	26
Lower Saxony	2	over 70 years	12
Schleswig-Holstein	4	Position in the company/organisation	%
Nielsen 2	-	Entrepreneur, co-owner, freelancer	7
North Rhine-Westph.	-	Managing director, board member, head of an authority etc.	-
Nielsen 3a	18	Area manager, works manager, plant manager, branch manager, head of public office	1
Hesse	71	Department head, group head, team leader	1
Rhineland-Palatinate	64	Other salaried staff, civil servant, skilled worker	42
Saarland	7	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 event	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		

Private visitors' profile

Visitors (number of entries)	70 549	Position in the company/organization	%
Proportion of private visitors	94%	Entrepreneur, co-owner, freelancer	8
Germany (total)	100	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	-	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	37
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	2
Schleswig-Holstein	-	Other position	6
Nielsen 2	-	Student	8
North Rhine-Westph.	-	Housewife/man	5
Nielsen 3a	98	Old-age pensioner	15
Hesse	20	Other not gainfully employed	2
Rhineland-Palatinate	78	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	1	yes	73
Baden-Württemberg	1	no	5
Distance to home	%	maybe	22
up to 50 km	86	Follow-up business	%
more than 50 km up to 100 km	12	Intend to buy at later date	
more than 100 km up to 300 km	2	yes	31
over 300 km	-	no	15
Frequency of visits to trade fair	%	maybe	55
2011	50	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
2010	45		
2009	38		
Earlier events	49		
First visit	13		
Sex	%		
Male	41		
Female	59		
Size of household	%		
1 person	9		
2 persons	43		
3 persons	22		
4 persons	19		
5 persons and more	7		
Age	%		
up to 20 years	6		
over 20 up to 30 years	14		
over 30 up to 40 years	15		
over 40 up to 50 years	25		
over 50 up to 60 years	25		
over 60 up to 70 years	13		
over 70 years	4		

analytica → München

Trade visitors' profile

Visitors (number of entries)	30 481	Area of responsibility	%
Proportion of trade visitors	98%	Management	8
Germany (total)	69	Research/development/design	40
of which		Manufacturing, production, quality control	15
Nielsen 1	5	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	1
Lower Saxony	3	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	8
Nielsen 2	5	Marketing, advertising, PR	2
North Rhine-Westph.	5	Logistics: storage, material management, transport	-
Nielsen 3a	8	Maintenance/repairs	1
Hesse	4	Other area	6
Rhineland-Palatinate	3	Operations management	2
Saarland	-	Student	12
Nielsen 3b	17	Other not gainfully employed	1
Baden-Württemberg	17	Position in the company/organization	%
Foreign (total)	31	Entrepreneur, co-owner, freelancer	5
of which		Managing director, board member, head of an authority etc.	7
EU	58	Area manager, works manager, plant manager, branch manager, head of public office	3
Other european countries	20	Department head, group head, team leader	20
South-, East-, Central Asia	10	Other salaried staff, civil servant, skilled worker	27
Other countries	12	Lecturer, teacher	11
Distance to home	%	Trainee	4
up to 50 km	23	Other position	4
more than 50 km up to 100 km	9	Project manager with personal and budget responsibility	5
more than 100 km up to 300 km	21	Student	12
over 300 km	47	Other not gainfully employed	1
Countries with the highest visitor shares	%	Economic sector	%
Austria	16	User of instrumental analytics	28
Switzerland	10	Manufacturer of instrumental analytics	9
Italy	7	Dealer in instrumental analytics	7
United Kingdom	7	Service/consulting in connection with instrumental analytics	6
Frequency of visits to trade fair	%	Industrial research and development	14
Previous event	34	University-based research and development	12
Earlier events	33	Other types of research and development	5
First visit	51	Authority/public services	4
Average length of stay	1,5 days	Other sectors	-
Influence on purchasing/procurement decisions	%	Student	12
Decisively	16	Other not gainfully employed	1
Collectively	33	Size of company/organization: Number of employees	%
In an advisory capacity	24	1- 4	5
No	14	5- 9	5
Student	12	10- 49	19
Other not gainfully employed	1	50- 199	15
		200- 499	11
		500 - 999	6
		1 000 and more	25
		Student	12
		Other not gainfully employed	1

Conducted by: TNS Infratest, München

AUTOMATICA → München

Trade visitors' profile

Visitors (number of entries)	29 648	Area of responsibility	%
Proportion of trade visitors	98%	Management	27
Germany (total)	69	Research/development/design	20
of which		Manufacturing, production, quality control	18
Nielsen 1	3	Buying/procurement	1
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	2	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	6
Nielsen 2	5	Marketing, advertising, PR	2
North Rhine-Westph.	5	Logistics: storage, material management, transport	-
Nielsen 3a	8	Maintenance/repairs	5
Hesse	4	Other area	3
Rhineland-Palatinate	3	Student	13
Saarland	1	Other not gainfully employed	1
Nielsen 3b	19	Position in the company/organization	%
Baden-Württemberg	19	Entrepreneur, co-owner, freelancer	9
Foreign (total)	31	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	66	Department head, group head, team leader	21
Other european countries	16	Other salaried staff, civil servant, skilled worker	28
Other countries	19	Lecturer, teacher	5
Distance to home	%	Trainee	5
up to 50 km	18	Other position	2
more than 50 km up to 100 km	9	Foreman, master craftsman	5
more than 100 km up to 300 km	27	Student	13
over 300 km	46	Other not gainfully employed	1
Countries with the highest visitor shares	%	Economic sector	%
Austria	16	Automobile manufacture, OEM and supplier	30
Italy	13	Construction industry	2
Czech Republic	7	Chemical industry	2
Frequency of visits to trade fair	%	Electrical engineering/electronics industry	15
Previous event	25	Food and beverage industry	2
Earlier events	18	Timber processing industry	1
First visit	67	Information-/Communication Industry	2
Average length of stay	1,3 days	Plastics and rubber industry	3
Influence on purchasing/procurement decisions	%	Logistics	1
Decisively	20	Aerospace industry	3
Collectively	31	Metalworking industry	16
In an advisory capacity	23	Paper and printing industry	1
No	12	Pharmaceuticals, cosmetics, medical technology	3
Student	13	Packaging industry	2
Other not gainfully employed	1	Trade	1
		Research	5
		Other sectors	13
		Student	13
		Other not gainfully employed	1

Size of company/organization: Number of employees	%
1- 4	6
5- 9	3
10- 49	12
50- 199	16
200- 499	13
500 - 999	7
1 000 and more	29
Student	13
Other not gainfully employed	1

Conducted by: TNS Infratest, München

eCarTec / MATERIALICA

Trade visitors' profile

Visitors (number of entries)	12 759	Area of responsibility	%
Proportion of trade visitors	86%	Management	14
Germany (total)	81	Research/development/design	24
of which		Manufacturing, production, quality control	12
Nielsen 1	9	Buying/procurement	6
Bremen	4	Finance/accounting, controlling	2
Hamburg	2	Information and communication technology	1
Lower Saxony	2	Organization, personnel, administration	3
Schleswig-Holstein	1	Sales	10
Nielsen 2	7	Marketing, advertising, PR	-
North Rhine-Westph.	7	Logistics: storage, material management, transport	-
Nielsen 3a	11	Maintenance/repairs	1
Hesse	7	Other area	7
Rhineland-Palatinate	3	Student	1
Saarland	1	Other not gainfully employed	3
Nielsen 3b	12	Position in the company/organization	%
Baden-Württemberg	12	Entrepreneur, co-owner, freelancer	9
Foreign (total)	19	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	79	Department head, group head, team leader	21
Other countries	21	Other salaried staff, civil servant, skilled worker	28
Distance to home	%	Lecturer, teacher	5
up to 50 km	20	Trainee	5
more than 50 km up to 100 km	16	Other position	2
more than 100 km up to 300 km	21	Foreman, master craftsman	5
over 300 km	42	Student	13
Countries with the highest visitor shares	%	Other not gainfully employed	1
Austria	14	Economic sector	%
United Kingdom	13	Automobile manufacture, OEM and supplier	30
Frequency of visits to trade fair	%	Construction industry	2
Previous event	62	Chemical industry	2
Earlier events	46	Electrical engineering/electronics industry	15
First visit	43	Food and beverage industry	2
Average length of stay	1,0 days	Timber processing industry	1
Influence on purchasing/procurement decisions	%	Information-/Communication Industry	2
Decisively	30	Plastics and rubber industry	3
Collectively	37	Logistics	1
In an advisory capacity	19	Aerospace industry	3
No	15	Metalworking industry	16
Area of responsibility	%	Paper and printing industry	1
Management	14	Pharmaceuticals, cosmetics, medical technology	3
Research/development/design	24	Packaging industry	2
Manufacturing, production, quality control	12	Trade	1
Buying/procurement	6	Research	5
Finance/accounting, controlling	2	Other sectors	13
Information and communication technology	1	Student	13
Organization, personnel, administration	3	Other not gainfully employed	1
Sales	10	Size of company/organization: Number of employees	%
Marketing, advertising, PR	-	1- 4	6
Logistics: storage, material management, transport	-	5- 9	3
Maintenance/repairs	1	10- 49	12
Other area	7	50- 199	16
		200- 499	13
		500 - 999	7
		1 000 and more	29
		Student	13
		Other not gainfully employed	1

Student	2
Other not gainfully employed	1
Position in the company/organization %	
Entrepreneur, co-owner, freelancer	20
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	23
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	4
Trainee	3
Other position	5
Student	4
Economic sector %	
Adaptronics	1
Aerospace	3
Automation, mechanical engineering	8
Automotive passenger vehicles	15
Automotive utility vehicles	6
Shipbuilding, boatbuilding	3
Motorcycles	5
Plastics	9
Metal	4
Chemistry	3
Composites	2
Electrical engineering/electronics	9
Energy	5
Medicine	3
Finances	2
Information and communication technology	2
Logistics, car hire services	1
Surface treatment technology	1
Bicycle	2
Sports	1
Building industry, architecture	1
Design	2
Ceramics	1
Authority/public services	4
University/college, research	5
Other	3
Size of company/organization:	
Number of employees %	
1- 4	8
5- 9	5
10- 49	15
50- 199	26
200 - 499	12
500 - 999	11
1 000 and more	24

Conducted by: Hopp & Partner, Berlin

Trade visitors' profile

Visitors (number of entries)	73 051	Area of responsibility	%
Proportion of trade visitors	98%	Management	11
Germany (total)	53	Research/development/design	40
of which		Manufacturing, production, quality control	9
Nielsen 1	5	Buying/procurement	10
Nielsen 2	6	Finance/accounting, controlling	-
Nielsen 3a	8	Information and communication technology	1
Nielsen 3b	26	Organization, personnel, administration	-
Nielsen 3c	1	Sales	8
Nielsen 4	49	Marketing, advertising, PR	2
Nielsen 5+6	3	Logistics: storage, material management, transport	1
Nielsen 7	4	Maintenance/repairs	1
Nielsen 8	1	Other area	2
Nielsen 9	4	Consulting	3
Nielsen 10	3	Student	10
Nielsen 11	2	Position in the company/organization %	
Nielsen 12	2	Entrepreneur, co-owner, freelancer	10
Nielsen 13	26	Managing director, board member, head of an authority etc.	11
Nielsen 14	26	Area manager, works manager, plant manager, branch manager, head of public office	6
Nielsen 15	26	Department head, group head, team leader	12
Nielsen 16	26	Other salaried staff, civil servant, skilled worker	31
Nielsen 17	26	Lecturer, teacher	2
Nielsen 18	26	Trainee	3
Nielsen 19	26	Other position	5
Nielsen 20	26	Project manager with personal and budget responsibility	8
Nielsen 21	26	Student	10
Nielsen 22	26	Economic sector %	
Nielsen 23	26	Application, use of electronic components, assembly group sub-systems	19
Nielsen 24	26	Manufacture of electronic components	15
Nielsen 25	26	Manufacture of electronic assembly groups, sub-systems	24
Nielsen 26	26	Trade in electronic components, assembly groups, sub-systems	10
Nielsen 27	26	Service	7
Nielsen 28	26	Research and development	12
Nielsen 29	26	Teaching and training	2
Nielsen 30	26	Public authority/Ministry	1
Nielsen 31	26	Other sectors	-
Nielsen 32	26	Student	10
Nielsen 33	26	Size of company/organization:	
Nielsen 34	26	Number of employees %	
Nielsen 35	26	1- 9	13
Nielsen 36	26	10- 49	18
Nielsen 37	26	50- 199	20
Nielsen 38	26	200- 499	10
Nielsen 39	26	500 - 999	7
Nielsen 40	26	1 000 and more	22
Nielsen 41	26	Student	10

Conducted by: TNS Infratest, München

Private visitors' profile

Visitors (number of entries)	124 167	Position in the company/organization	%
Proportion of private visitors	87%	Entrepreneur, co-owner, freelancer	9
Germany (total)	98	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	97	Department head, group head, team leader	10
Nielsen 2	97	Other salaried staff, civil servant, skilled worker	5
Nielsen 3	97	Lecturer, teacher	32
Nielsen 4	97	Trainee	3
Nielsen 5+6	97	Other position	5
Nielsen 7	97	Student	14
Nielsen 8	97	Housewife/man	3
Nielsen 9	97	Old-age pensioner	15
Nielsen 10	97	Other not gainfully employed	1
Nielsen 11	97	Buying and ordering capacity %	
Nielsen 12	97	Purchase or order made or intended at the exhibition	
Nielsen 13	97	yes	33
Nielsen 14	97	no	34
Nielsen 15	97	maybe	33
Nielsen 16	97	Follow-up business %	
Nielsen 17	97	Intend to buy at later date	
Nielsen 18	97	yes	30
Nielsen 19	97	no	15
Nielsen 20	97	maybe	55
Nielsen 21	97	Conducted by: TNS Infratest, München	
Nielsen 22	97	Country with the highest visitor share %	
Nielsen 23	97	Austria	63
Nielsen 24	97	Distance to home %	
Nielsen 25	97	up to 50 km	65
Nielsen 26	97	more than 50 km up to 100 km	22
Nielsen 27	97	more than 100 km up to 300 km	12
Nielsen 28	97	over 300 km	2
Nielsen 29	97	Frequency of visits to trade fair %	
Nielsen 30	97	Previous event	38
Nielsen 31	97	Earlier events	59
Nielsen 32	97	First visit	32
Nielsen 33	97	Sex %	
Nielsen 34	97	Male	54
Nielsen 35	97	Female	46
Nielsen 36	97	Size of household %	
Nielsen 37	97	1 person	18
Nielsen 38	97	2 persons	42
Nielsen 39	97	3 persons	14
Nielsen 40	97	4 persons	18
Nielsen 41	97	5 persons and more	7
Nielsen 42	97	Age %	
Nielsen 43	97	up to 20 years	13
Nielsen 44	97	over 20 up to 30 years	16
Nielsen 45	97	over 30 up to 40 years	15
Nielsen 46	97	over 40 up to 50 years	22
Nielsen 47	97	over 50 up to 60 years	19
Nielsen 48	97	over 60 up to 70 years	13
Nielsen 49	97	over 70 years	3

iba → München

Trade visitors' profile

Visitors (number of entries)	69 803	Area of responsibility	%
Proportion of trade visitors	95%	Management	25
Germany (total)	39	Research/development/design	7
of which		Manufacturing, production, quality control	13
Nielsen 1	6 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	-
Lower Saxony	4 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	13
Nielsen 2	7 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	7 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	8 Saxony-Anhalt	Maintenance/repairs	2
Hesse	4 Nielsen 7	Other area	3
Rhineland-Palatinate	3 Saxony	Bakery	24
Saarland	1 Thuringia	Layout and design	2
Nielsen 3b	12	Student	3
Baden-Württemberg	12	Other not gainfully employed	1
Foreign (total)	61	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	28
EU	47	Managing director, board member, head of an authority etc.	11
Other european countries	11	Area manager, works manager, plant manager, branch manager, head of public office	10
Africa	4	Department head, group head, team leader	11
North America	4	Other salaried staff, civil servant, skilled worker	15
South and Central America	10	Lecturer, teacher	1
Middle East	6	Trainee	12
South-, East-, Central Asia	11	Other position	3
Australia	7	Foreman, master craftsman	6
Distance to home	%	Student	3
up to 50 km	10	Other not gainfully employed	1
more than 50 km up to 100 km	7	Economic sector	%
more than 100 km up to 300 km	16	Service	8
over 300 km	68	Large-scale bakeries	20
Countries with the highest visitor shares	%	Trade	8
Austria	10	Skilled trades	33
Australia	5	Industry	20
Brazil	5	Research and development	2
Spain	5	Procurement	1
Italy	4	Marketing and sales	1
Frequency of visits to trade fair	%	Universities, vocational and advanced training institutions, schools	1
Previous event	24	Other sectors	3
Earlier events	32	Student	3
First visit	54	Other not gainfully employed	1
Average length of stay	2,0 days	Size of company/organization:	%
Influence on purchasing/procurement decisions	%	Number of employees	
Decisively	34	1- 4	12
Collectively	26	5- 9	11
In an advisory capacity	19	10- 49	28
No	17	50- 199	20
Student	3	200- 499	11
Other not gainfully employed	1	500 - 999	6
		1 000 and more	8
		Student	3
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IFAT ENTSORGA → München

Trade visitors' profile

Visitors (number of entries)	124 200	Area of responsibility	%
Proportion of trade visitors	98%	Management	18
Germany (total)	60	Research/development/design	7
of which		Manufacturing, production, quality control	4
Nielsen 1	7 Nielsen 4	Buying/procurement	3
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	5 Berlin	Organization, personnel, administration	-
Schleswig-Holstein	2 Brandenburg	Sales	8
Nielsen 2	12 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	12 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	12 Saxony-Anhalt	Maintenance/repairs	9
Hesse	6 Nielsen 7	Other area	3
Rhineland-Palatinate	5 Saxony	Planning/work preparation	13
Saarland	1 Thuringia	Application/process engineering	7
Nielsen 3b	22	Environmental protection	12
Baden-Württemberg	22	Student	11
		Other not gainfully employed	1
Foreign (total)	40	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	12
EU	60	Managing director, board member, head of an authority etc.	11
Other european countries	20	Area manager, works manager, plant manager, branch manager, head of public office	9
Africa	3	Department head, group head, team leader	20
Middle East	5	Other salaried staff/public service	11
South-, East-, Central Asia	5	Lecturer, teacher	2
Other countries	7	Trainee	3
Distance to home	%	Foreman, master craftsman	7
up to 50 km	8	Skilled worker, journeyman	9
more than 50 km up to 100 km	5	Other position	3
more than 100 km up to 300 km	22	Student	11
over 300 km	66	Other not gainfully employed	1
Countries with the highest visitor shares	%	Economic sector	%
Austria	10	Industry, manufacturing sector	16
Switzerland	8	Municipal supplying and disposal companies	32
Frequency of visits to trade fair	%	Private supplying and disposal companies and operators	8
Previous event	38	Engineer's office, consultant, Other service	18
Earlier events	38	Trade	5
First visit	47	Universities and polytechnics, science and research	2
Average length of stay	1,9 days	Authority/public services	4
Influence on purchasing/procurement decisions	%	Association	3
Decisively	25	Other sectors	-
Collectively	31	Student	11
In an advisory capacity	21	Other not gainfully employed	1
No	21	Size of company/organization:	%
Student	11	Number of employees	
Other not gainfully employed	1	1- 4	11
		5- 9	10
		10- 49	22
		50- 199	20
		200- 499	9
		500 - 999	5
		1 000 and more	11
		Student	11
		Other not gainfully employed	1

Conducted by: TNS Infratest, München

inhorgenta (2011)

Trade visitors' profile

Visitors (number of entries)	32 292	Area of responsibility	%
Proportion of trade visitors	100%	Management	39
Germany (total)	68	Research/development/design	15
of which		Manufacturing, production, quality control	5
Nielsen 1	8 Nielsen 4	Buying/procurement	19
Bremen	- Bavaria	Finance/accounting, controlling	4
Hamburg	2 Nielsen 5+6	Information and communication technology	4
Lower Saxony	6 Berlin	Organisation, personnel, administration	5
Schleswig-Holstein	- Brandenburg	Sales	26
Nielsen 2	11 Mecklenburg-		
North Rhine-Westph.	11 West Pomerania		
Nielsen 3a	9 Saxony-Anhalt		
Hesse	6 Nielsen 7		
Rhineland-Palatinate	3 Saxony		
Saarland	- Thuringia		
Nielsen 3b	21		
Baden-Württemberg	21		
Foreign (total)	32	Position in the company/organization	%
of which		Entrepreneur, co-owner, freelancer	81
EU	81	Managing director, board member, head of an authority etc.	13
Other european countries	13	Area manager, works manager, plant manager, branch manager, head of public office	6
Other countries	6	Department head, group head, team leader	20
Distance to home	%	Other salaried staff/public service	11
up to 50 km	14	Lecturer, teacher	2
more than 50 km up to 100 km	5	Trainee	3
more than 100 km up to 300 km	25	Foreman, master craftsman	7
over 300 km	55	Skilled worker, journeyman	9
Countries with the highest visitor shares	%	Other position	3
Austria	25	Student	11
Great Britain	7	Other not gainfully employed	1
Italy	6	Economic sector	%
Frequency of visits to exhibition	%	Industry, manufacturing sector	16
2010	46	Municipal supplying and disposal companies	32
2009	35	Private supplying and disposal companies and operators	8
Earlier events	37	Engineer's office, consultant, Other service	18
First visit	32	Trade	5
Average length of stay	1,6 days	Universities and polytechnics, science and research	2
Influence on purchasing/procurement decisions	%	Authority/public services	4
Decisively	44	Association	3
Collectively	21	Other sectors	-
In an advisory capacity	12	Student	11
No	14	Other not gainfully employed	1
Student	8	Size of company/organization:	%
Other not gainfully employed	1	Number of employees	
		1- 4	11
		5- 9	10
		10- 49	22
		50- 199	20
		200- 499	9
		500 - 999	5
		1 000 and more	11
		Student	11
		Other not gainfully employed	1
Area of responsibility	%		
Management	39		
Product development/design	15		
Research/development/design	5		
Manufacturing, production, quality control	33		
Buying/procurement	19		
Finance/accounting, controlling	4		
Information and communication technology	4		
Organisation, personnel, administration	5		
Sales	26		

Marketing, advertising, PR	14
Logistics: storage, material management, transport	6
Maintenance/repairs	7
Other area	5
Student	8
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	45
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	5
Foreman, master craftsman	5
Other salaried staff, civil servant, skilled worker	11
Lecturer, teacher	1
Trainee	8
Other position	5
Student	8
Other not gainfully employed	1
Economic sector	%
Classical retail trade in fashion jewellery, watches and jewellery	28
Trend shop with lifestyle jewellery and watches	5
Other retail	4
Department store	2
Wholesale and foreign trade in fashion jewellery, watches and gemstones	7
Other wholesale trade	2
Commercial agent	1
Mail order business, TV/Internet-shopping	1
Gold/silversmith without retail outlet	14
Watchmaker without retail outlet	2
Producer	4
Supplying company belonging to the sector	1
Designer	6
Gallery	2
Polytechnics	3
Other sectors	7
Student	8
Other not gainfully employed	1
Size of company/organisation:	%
Number of employees	
1- 4	48
5- 9	16
10- 49	12
50- 199	7
200- 499	2
500 - 999	3
1 000 and more	4
Student	8
Other not gainfully employed	1

Conducted by: TNS Infratest, München

Trade visitors' profile

Visitors (number of entries)	136 402
Proportion of trade visitors	31%
Germany (total)	95
of which	
Nielsen 1	92
Bremen	92
Hamburg	1
Lower Saxony	1
Schleswig-Holstein	-
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	1
Hesse	1
Rhineland-Palatinate	1
Saarland	-
Nielsen 3b	3
Baden-Württemberg	3
Foreign (total)	5
of which	
EU	53
Other european countries	32
Other countries	16
Distance to home	%
up to 50 km	44
more than 50 km up to 100 km	22
more than 100 km up to 300 km	23
over 300 km	11
Country with the highest visitor share	%
Austria	26
Frequency of visits to trade fair	%
2011	32
2010	24
2009	21
2008	18
Earlier events	21
First visit	34
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	24
Collectively	21
In an advisory capacity	18
No	21
Student	11
Other not gainfully employed	5

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	25
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	6
Foreman, master craftsman	12
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	3
Trainee	13
Other position	2
Student	11
Other not gainfully employed	5
Economic sector	%
Skilled trades	47
Industry	7
Producer/manufacturer	2
Retail and wholesale trade	3
Horticulture and landscape gardening	3
Architect/interior designer	2
Florists	1
Service	7
Public authority	4
University/polytechnic	4
Health service	2
Other sectors	5
Student	11
Other not gainfully employed	5
Size of company/organization:	%
Number of employees	
1- 4	24
5- 9	14
10- 49	18
50- 199	9
200- 499	5
500 - 999	4
1 000 and more	10
Student	11
Other not gainfully employed	5

Private visitors' profile

Visitors (number of entries)	136 402
Proportion of private visitors	69%
Germany (total)	99
of which	
Nielsen 1	97
Bremen	97
Hamburg	1
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	-
North Rhine-Westph.	-
Nielsen 3a	-
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	1
Baden-Württemberg	1
Foreign (total)	1
of which	
EU	70
Other countries	30
Distance to home	%
up to 50 km	63
more than 50 km up to 100 km	21
more than 100 km up to 300 km	13
over 300 km	3
Frequency of visits to trade fair	%
2011	39
2010	38
2009	30
2008	25
Earlier events	26
First visit	23
Sex	%
Male	44
Female	56
Size of household	%
1 person	15
2 persons	54
3 persons	12
4 persons	12
5 persons and more	7
Age	%
up to 20 years	4
over 20 up to 30 years	8
over 30 up to 40 years	9
over 40 up to 50 years	19
over 50 up to 60 years	22
over 60 up to 70 years	27
over 70 years	11

Position in the company/organization	%
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	7
Other salaried staff, civil servant, skilled worker	4
Lecturer, teacher	25
Trainee	3
Other position	2
Student	4
Housewife/man	8
Old-age pensioner	32
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	66
no	10
maybe	23
Follow-up business	%
Intend to buy at later date	
yes	27
no	25
maybe	49
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

BioFach + Vivanness → Nürnberg

Trade visitors' profile

Visitors (number of entries)	40 315	Area of responsibility	%
Proportion of trade visitors	92%	Management	28
Germany (total)	67	Research/development/design	3
of which		Manufacturing, production, quality control	8
Nielsen 1	7 Nielsen 4	Buying/procurement	9
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	2 Nielsen 5+6	Information and communication technology	1
Lower Saxony	4 Berlin	Organization, personnel, administration	2
Schleswig-Holstein	1 Brandenburg	Sales	20
Nielsen 2	5 Mecklenburg-	Marketing, advertising, PR	5
North Rhine-Westph.	5 West Pommern	Logistics: storage, material management, transport	1
Nielsen 3a	13 Saxony-Anhalt	Maintenance/repairs	1
Hesse	8 Nielsen 7	Other area	8
Rhineland-Palatinate	4 Saxony	Student	12
Saarland	1 Thuringia	Other not gainfully employed	2
Nielsen 3b	14	Position in the company/organization	%
Baden-Württemberg	14	Entrepreneur, co-owner, freelancer	39
Foreign (total)	33	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	7
EU	77	Department head, group head, team leader	10
Other european countries	8	Other salaried staff, civil servant, skilled worker	15
Other countries	9	Lecturer, teacher	2
South-, East-, Central Asia	6	Trainee	4
Distance to home	%	Other position	3
up to 50 km	14	Student	12
more than 50 km up to 100 km	9	Other not gainfully employed	2
more than 100 km up to 300 km	29	Economic sector	%
over 300 km	49	Manufacturers	32
Countries with the highest visitor shares	%	Wholesale, import, export	14
Austria	14	Retail trade	15
French Southern and Antarctic	9	Agriculture	6
Italy	7	Skilled trades	1
Netherlands	7	Service	9
Spain	7	Other sectors	10
Frequency of visits to trade fair	%	Student	12
2011 BioFach	40	Other not gainfully employed	2
2010 BioFach	32	Size of company/organization:	
2009 BioFach	26	Number of employees	%
Earlier events BioFach	25	1- 4	32
First visit BioFach	39	5- 9	10
2011 Vivanness	32	10- 49	21
2010 Vivanness	31	50- 199	10
2009 Vivanness	27	200- 499	5
Earlier events Vivanness	16	500 - 999	2
First visit Vivanness	48	1 000 and more	6
Average length of stay	1,5 days	Student	12
Influence on purchasing/procurement decisions	%	Other not gainfully employed	2
Decisively	40	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Collectively	23		
In an advisory capacity	14		
No	9		
Student	12		
Other not gainfully employed	2		

Brau Bevale → Nürnberg

Trade visitors' profile

Visitors (number of entries)	32 810	Area of responsibility	%
Proportion of trade visitors	96%	Management	17
Germany (total)	64	Research/development/design	11
of which		Manufacturing, production, quality control	27
Nielsen 1	6 Nielsen 4	Buying/procurement	5
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	3 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	12
Nielsen 2	8 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	8 West Pommern	Logistics: storage, material management, transport	2
Nielsen 3a	13 Saxony-Anhalt	Maintenance/repairs	6
Hesse	6 Nielsen 7	Other area	4
Rhineland-Palatinate	5 Saxony	Student	10
Saarland	2 Thuringia	Other not gainfully employed	1
Nielsen 3b	13	Position in the company/organization	%
Baden-Württemberg	13	Entrepreneur, co-owner, freelancer	21
Foreign (total)	36	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	16
EU	64	Department head, group head, team leader	19
Other european countries	17	Other salaried staff, civil servant, skilled worker	17
North America	5	Lecturer, teacher	1
South and Central America	5	Trainee	5
South-, East-, Central Asia	4	Other position	3
Other countries	6	Student	10
Distance to home	%	Other not gainfully employed	1
up to 50 km	5	Economic sector	%
more than 50 km up to 100 km	8	Industry	59
more than 100 km up to 300 km	36	Trade	9
over 300 km	51	Service	12
Countries with the highest visitor shares	%	Hop and cereals business	2
Czech Republic	10	Other sectors	8
Switzerland	7	Student	10
Belgium	6	Other not gainfully employed	1
Italy	5	Size of company/organization:	
Netherlands	5	Number of employees	%
Frequency of visits to trade fair	%	1- 4	15
Previous event	45	5- 9	10
Earlier events	52	10- 49	17
First visit	36	50- 199	16
Average length of stay	1,5 days	200- 499	9
Influence on purchasing/procurement decisions	%	500 - 999	5
Decisively	28	1 000 and more	17
Collectively	31	Student	10
In an advisory capacity	20	Other not gainfully employed	1
No	11	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Student	10		
Other not gainfully employed	1		

Chillventa

Trade visitors' profile

Visitors (number of entries)	28 462	Area of responsibility	%
Proportion of trade visitors	93%	Management	17
Germany (total)	53	Research/development/design	11
of which		Manufacturing, production, quality control	27
Nielsen 1	8 Nielsen 4	Buying/procurement	5
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	5 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	2 Brandenburg	Sales	12
Nielsen 2	8 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	8 West Pommern	Logistics: storage, material management, transport	2
Nielsen 3a	13 Saxony-Anhalt	Maintenance/repairs	6
Hesse	9 Nielsen 7	Other area	4
Rhineland-Palatinate	3 Saxony	Student	10
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	22	Position in the company/organization	%
Baden-Württemberg	22	Entrepreneur, co-owner, freelancer	21
Foreign (total)	47	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	16
EU	54	Department head, group head, team leader	19
Other european countries	23	Other salaried staff, civil servant, skilled worker	17
South and Central America	5	Lecturer, teacher	1
South-, East-, Central Asia	7	Trainee	5
Other countries	11	Other position	3
Distance to home	%	Student	10
up to 50 km	5	Other not gainfully employed	1
more than 50 km up to 100 km	4	Economic sector	%
more than 100 km up to 300 km	28	Industry	59
over 300 km	63	Trade	9
Countries with the highest visitor shares	%	Service	12
Russia	10	Hop and cereals business	2
Italy	8	Other sectors	8
Austria	5	Student	10
Czech Republic	5	Other not gainfully employed	1
Spain	5	Size of company/organization:	
Frequency of visits to trade fair	%	Number of employees	%
Previous event	40	1- 4	15
Earlier events	34	5- 9	10
First visit	41	10- 49	17
Average length of stay	1,5 days	50- 199	16
Influence on purchasing/procurement decisions	%	200- 499	9
Decisively	34	500 - 999	5
Collectively	30	1 000 and more	17
In an advisory capacity	20	Student	10
No	13	Other not gainfully employed	1
Student	3	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Other not gainfully employed	1		

Trade visitors' profile

Area of responsibility	%
Management	19
Research/development/design	14
Manufacturing, production, quality control	13
Buying/procurement	5
Finance/accounting, controlling	-
Information and communication technology	1
Organization, personnel, administration	1
Sales	15
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	21
Other area	5
Student	3
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	22
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	14
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	2
Trainee	6
Other position	3
Student	3
Other not gainfully employed	1
Economic sector	%
Specialist refrigeration company	48
Specialist air-conditioning company	11
Thermal pump specialists	2
Specialist sanitary, heating, air-conditioning	4
Electrical specialist firms	2
Facility management	2
Specialist trade	2
Plant operator	2
Manufacturers	13
Specialist planner (Technical building equipment)	3
Other sectors	8
Student	3
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	12
5- 9	10
10- 49	28
50- 199	17
200- 499	10
500 - 999	5
1 000 and more	14
Student	3
Other not gainfully employed	1
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Visitors (number of entries)	22 262
Proportion of trade visitors	98%
Germany (total)	73
of which	
Nielsen 1	5
Nielsen 4	40
Bremen	-
Bavaria	40
Hamburg	2
Nielsen 5+6	5
Lower Saxony	2
Berlin	3
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	7
Mecklenburg-	
North Rhine-Westph.	7
West Pommern	-
Nielsen 3a	10
Saxony-Anhalt	1
Hesse	7
Nielsen 7	7
Rhineland-Palatinate	2
Saxony	4
Saarland	1
Thuringia	3
Nielsen 3b	27
Baden-Württemberg	27
Foreign (total)	27
of which	
EU	67
Other european countries	15
South-, East-, Central Asia	15
Other countries	3
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	4
more than 100 km up to 300 km	39
over 300 km	46
Countries with the highest visitor shares	%
Austria	14
Switzerland	9
India	7
Italy	6
Frequency of visits to trade fair	%
2011	30
2010	26
2009	20
2008	17
Earlier events	14
First visit	46
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	30
In an advisory capacity	21
No	9
Student	19
Other not gainfully employed	1

Area of responsibility	%
Management	7
Research/development/design	53
Manufacturing, production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	6
Organization, personnel, administration	6
Sales	6
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	2
Student	19
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
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	19
Other salaried staff, civil servant, skilled worker	34
Lecturer, teacher	2
Trainee	1
Other position	3
Student	19
Other not gainfully employed	1
Economic sector	%
Industry	51
Wholesale trade	3
Retail trade	1
Service	14
Public administration	1
Teaching, research	6
Other sectors	4
Student	19
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	9
5- 9	5
10- 49	15
50- 199	14
200- 499	9
500 - 999	7
1 000 and more	21
Student	19
Other not gainfully employed	1
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	8 415
Proportion of trade visitors	100%
Germany (total)	78
of which	
Nielsen 1	2
Nielsen 4	41
Bremen	-
Bavaria	41
Hamburg	-
Nielsen 5+6	3
Lower Saxony	2
Berlin	1
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	11
Mecklenburg-	
North Rhine-Westph.	11
West Pommern	-
Nielsen 3a	8
Saxony-Anhalt	1
Hesse	4
Nielsen 7	6
Rhineland-Palatinate	2
Saxony	4
Saarland	2
Thuringia	2
Nielsen 3b	29
Baden-Württemberg	29
Foreign (total)	22
of which	
EU	70
Other european countries	15
South-, East-, Central Asia	10
Other countries	5
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	38
over 300 km	39
Countries with the highest visitor shares	%
Austria	13
France	11
Italy	10
Frequency of visits to trade fair	%
2010	35
2008	29
2006	16
2004	9
Earlier events	7
First visit	50
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	37
In an advisory capacity	23
No	11
Student	3
Other not gainfully employed	1

Area of responsibility	%
Management	14
Research/development/design	22
Manufacturing, production, quality control	23
Buying/procurement	14
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	-
Sales	13
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	5
Other area	2
Student	3
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	13
Department head, group head, team leader	28
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher	1
Trainee	2
Other position	1
Student	3
Other not gainfully employed	1
Economic sector	%
Industry	81
Wholesale trade	2
Retail trade	1
Import/export	1
Service	8
Teaching, research	2
Other sectors	1
Student	3
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	6
5- 9	3
10- 49	11
50- 199	17
200- 499	17
500 - 999	11
1 000 and more	32
Student	3
Other not gainfully employed	1
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

FachPack → Nürnberg

Trade visitors' profile

Visitors (number of entries)	36 986	Area of responsibility	%
Proportion of trade visitors	99%	Management	13
Germany (total)	84	Research/development/design	10
of which		Manufacturing, production, quality control	11
Nielsen 1	7	Buying/procurement	13
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	16
Nielsen 2	9	Marketing, advertising, PR	5
North Rhine-Westph.	9	Logistics: storage, material management, transport	19
Nielsen 3a	14	Maintenance/repairs	2
Hesse	10	Other area	3
Rhineland-Palatinate	4	Student	6
Saarland	-	Other not gainfully employed	1
Nielsen 3b	19	Position in the company/organization	%
Baden-Württemberg	19	Entrepreneur, co-owner, freelancer	11
Foreign (total)	16	Managing director, board member, head of an authority etc.	4
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
EU	66	Department head, group head, team leader	26
Other european countries	27	Other salaried staff, civil servant, skilled worker	26
Other countries	6	Lecturer, teacher	1
Distance to home	%	Trainee	12
up to 50 km	13	Other position	2
more than 50 km up to 100 km	11	Student	6
more than 100 km up to 300 km	38	Other not gainfully employed	1
over 300 km	38	Economic sector	%
Countries with the highest visitor shares	%	Industry	63
Switzerland	20	Skilled trades	2
Austria	14	Retail trade	2
Netherlands	9	Wholesale trade	10
Frequency of visits to trade fair	%	Mail order	3
Previous event	30	Advertising business	1
Earlier events	32	Other service	6
First visit	49	Organisation/association/society	1
Average length of stay	1,2 days	Public authority/administration	1
Influence on purchasing/procurement decisions	%	Other sectors	5
Decisively	24	Student	6
Collectively	35	Other not gainfully employed	1
In an advisory capacity	21	Size of company/organization: Number of employees	%
No	14	1- 4	7
Student	6	5- 9	4
Other not gainfully employed	1	10- 49	13
		50- 199	22
		200- 499	12
		500 - 999	9
		1 000 and more	26
		Student	6
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

fensterbau/frontale → Nürnberg

Trade visitors' profile

Visitors (number of entries)	*)	Area of responsibility	%
Proportion of trade visitors	94%	Management	28
Germany (total)	75	Research/development/design	6
of which		Manufacturing, production, quality control	22
Nielsen 1	6	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	2
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	15
Nielsen 2	9	Marketing, advertising, PR	2
North Rhine-Westph.	9	Logistics: storage, material management, transport	1
Nielsen 3a	13	Maintenance/repairs	1
Hesse	6	Other area	4
Rhineland-Palatinate	5	Student	8
Saarland	1	Other not gainfully employed	2
Nielsen 3b	19	Position in the company/organization	%
Baden-Württemberg	19	Entrepreneur, co-owner, freelancer	36
Foreign (total)	25	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	10
EU	62	Department head, group head, team leader	13
Other european countries	21	Other salaried staff, civil servant, skilled worker	21
South and Central America	5	Lecturer, teacher	1
South-, East-, Central Asia	5	Trainee	5
Other countries	8	Other position	3
Distance to home	%	Student	2
up to 50 km	6	Other not gainfully employed	2
more than 50 km up to 100 km	7	Economic sector	%
more than 100 km up to 300 km	41	Industry	25
over 300 km	46	Skilled trades	50
Countries with the highest visitor shares	%	Retail trade/building materials trade	5
Austria	13	Wholesale/foreign trade	7
Czech Republic	7	Architect	3
Sweden	7	Other service	4
Italy	6	Authority/public services	1
Russia	5	Teaching (polytechnic/university/college)	1
Frequency of visits to trade fair	%	Research	1
2010	45	Other sectors	1
2008	35	Student	2
2006	29	Other not gainfully employed	2
2004	22	Size of company/organization: Number of employees	%
Earlier events	16	1- 4	26
First visit	31	5- 9	12
Average length of stay	1,3 days	10- 49	24
Influence on purchasing/procurement decisions	%	50- 199	18
Decisively	34	200- 499	7
Collectively	28	500 - 999	3
In an advisory capacity	21	1 000 and more	7
No	13	Student	2
Student	2	Other not gainfully employed	2
Other not gainfully employed	2	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

*) individual number of visitors not available, combined with HOLZ-HANDWERK (98 973 visitors in total)

GaLaBau

Trade visitors' profile

Visitors (number of entries)	61 860	Area of responsibility	%
Proportion of trade visitors	90%	Management	28
Germany (total)	90	Research/development/design	6
of which		Manufacturing, production, quality control	22
Nielsen 1	9	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	2
Hamburg	1	Information and communication technology	1
Lower Saxony	7	Organization, personnel, administration	1
Schleswig-Holstein	2	Sales	15
Nielsen 2	14	Marketing, advertising, PR	2
North Rhine-Westph.	14	Logistics: storage, material management, transport	1
Nielsen 3a	13	Maintenance/repairs	1
Hesse	7	Other area	4
Rhineland-Palatinate	4	Student	8
Saarland	1	Other not gainfully employed	2
Nielsen 3b	16	Position in the company/organization	%
Baden-Württemberg	16	Entrepreneur, co-owner, freelancer	36
Foreign (total)	10	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	10
EU	72	Department head, group head, team leader	13
Other european countries	20	Other salaried staff, civil servant, skilled worker	21
Other countries	8	Lecturer, teacher	1
Distance to home	%	Trainee	5
up to 50 km	8	Other position	3
more than 50 km up to 100 km	9	Student	2
more than 100 km up to 300 km	40	Other not gainfully employed	2
over 300 km	42	Economic sector	%
Countries with the highest visitor shares	%	Industry	25
Austria	17	Skilled trades	50
Czech Republic	14	Retail trade/building materials trade	5
France	9	Wholesale/foreign trade	7
Italy	9	Architect	3
Frequency of visits to trade fair	%	Other service	4
Previous event	40	Authority/public services	1
Earlier events	40	Teaching (polytechnic/university/college)	1
First visit	40	Research	1
Average length of stay	1,3 days	Other sectors	1
Influence on purchasing/procurement decisions	%	Student	2
Decisively	28	Other not gainfully employed	2
Collectively	25	Size of company/organization: Number of employees	%
In an advisory capacity	19	1- 4	26
No	20	5- 9	12
Student	6	10- 49	24
Other not gainfully employed	1	50- 199	18
		200- 499	7
		500 - 999	3
		1 000 and more	7
		Student	2
		Other not gainfully employed	2

Trade visitors' profile

Area of responsibility	%
Management	27
Research/development/design	2
Manufacturing, production, quality control	13
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	2
Sales	8
Marketing, advertising, PR	1
Logistics: storage, material management, transport	2
Maintenance/repairs	9
Other area	22
Student	6
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	29
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	21
Lecturer, teacher	1
Trainee	14
Other position	2
Student	6
Other not gainfully employed	1
Economic sector	%
Green area /outdoor area construction companies	37
Other construction companies	10
Architect	4
Specialist planner (Technical building equipment)	3
Leisure facility operators	1
Cemetery management and maintenance	2
Private sector clients	4
Specialist authorities, public sector clients	9
Golf course construction, maintenance and management	3
Suppliers of motorised equipment and agricultural machinery	5
Other sectors	13
Student	6
Other not gainfully employed	1
Size of company/organization: Number of employees	%
1- 4	22
5- 9	17
10- 49	30
50- 199	13
200- 499	5
500 - 999	3
1 000 and more	3
Student	6
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Visitors (number of entries)	*)
Proportion of trade visitors	90%
Germany (total)	86
of which	
Nielsen 1	3
Nielsen 4	43
Bremen	-
Bavaria	43
Hamburg	-
Nielsen 5+6	3
Lower Saxony	3
Berlin	1
Schleswig-Holstein	-
Brandenburg	1
Nielsen 2	6
Mecklenburg-	
North Rhine-Westph.	6
West Pommern	-
Nielsen 3a	12
Saxony-Anhalt	1
Hesse	6
Nielsen 7	9
Rhineland-Palatinate	5
Saxony	5
Saarland	1
Thuringia	4
Nielsen 3b	24
Baden-Württemberg	24
Foreign (total)	16
of which	
EU	66
Other european countries	27
Other countries	6
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	11
more than 100 km up to 300 km	38
over 300 km	38
Country with the highest visitor shares	%
Austria	13
Frequency of visits to trade fair	%
2010	47
2008	37
2006	26
2004	23
Earlier events	18
First visit	33
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	35
Collectively	26
In an advisory capacity	18
No	14
Student	5
Other not gainfully employed	2

*) individual number of visitors not available, combined with fensterbau/frontale (98 973 visitors in total)

Area of responsibility	%
Management	26
Research/development/design	7
Manufacturing, production, quality control	29
Buying/procurement	3
Finance/accounting, controlling	2
Information and communication technology	1
Organization, personnel, administration	9
Sales	1
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	9
Student	5
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	5
Trainee	9
Other position	3
Student	5
Other not gainfully employed	2
Economic sector	%
Industry	17
Skilled trades	56
Retail trade/building materials trade	3
Wholesale/foreign trade	5
Architect	1
Other service	3
Authority/public services	4
Teaching (polytechnic/university/college)	2
Research	1
Other sectors	2
Student	5
Other not gainfully employed	2
Size of company/organization: Number of employees	%
1- 4	32
5- 9	14
10- 49	20
50- 199	12
200- 499	6
500 - 999	3
1 000 and more	7
Student	5
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	45 537
Proportion of trade visitors	94%
Germany (total)	98
of which	
Nielsen 1	-
Nielsen 4	61
Bremen	-
Bavaria	61
Hamburg	-
Nielsen 5+6	1
Lower Saxony	-
Berlin	-
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	1
Mecklenburg-	
North Rhine-Westph.	1
West Pommern	-
Nielsen 3a	3
Saxony-Anhalt	1
Hesse	2
Nielsen 7	9
Rhineland-Palatinate	1
Saxony	6
Saarland	-
Thuringia	4
Nielsen 3b	24
Baden-Württemberg	24
Foreign (total)	2
of which	
EU	76
Other countries	24
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	20
more than 100 km up to 300 km	55
over 300 km	10
Country with the highest visitor share	%
Austria	37
Frequency of visits to trade fair	%
2010	49
2008	41
2006	29
2004	23
Earlier events	22
First visit	28
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	31
In an advisory capacity	20
No	17
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	23
Research/development/design	3
Manufacturing, production, quality control	2
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	1
Sales	14
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	12
Other area	3
Field-assembly work, after-sales service	23
Planning/work preparation	9
Student	2
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	34
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	25
Lecturer, teacher	1
Trainee	9
Other position	1
Foreman, master craftsman	9
Student	2
Other not gainfully employed	1
Economic sector	%
Skilled trades	62
Industry	7
Wholesale/foreign trade	12
Engineering, planning office, architects	6
Energy consulting	2
Housing industry	2
Service	5
University/polytechnic	1
Other sectors	2
Student	2
Other not gainfully employed	1
Size of company/organization: Number of employees	%
1- 4	33
5- 9	20
10- 49	20
50- 199	10
200- 499	6
500 - 999	2
1 000 and more	7
Student	2
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Interzoo → Nürnberg

Trade visitors' profile

Visitors (number of entries)	36 792	Area of responsibility	%
Proportion of trade visitors	97%	Management	34
Germany (total)	49	Research/development/design	4
of which		Manufacturing, production, quality control	4
Nielsen 1	9 Nielsen 4	Buying/procurement	11
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	-
Lower Saxony	6 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	2 Brandenburg	Sales	32
Nielsen 2	12 Mecklenburg-	Marketing, advertising, PR	4
North Rhine-Westph.	12 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	16 Saxony-Anhalt	Maintenance/repairs	1
Hesse	10 Nielsen 7	Other area	5
Rhineland-Palatinate	5 Saxony	Student	2
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	13	Position in the company/organization	%
Baden-Württemberg	13	Entrepreneur, co-owner, freelancer	53
Foreign (total)	51	Managing director, board member, head of an authority etc.	10
of which		Area manager, works manager, plant manager, branch manager, head of public office	10
EU	54	Department head, group head, team leader	11
Other european countries	18	Other salaried staff, civil servant, skilled worker	9
North America	5	Lecturer, teacher	1
South and Central America	6	Trainee	2
Middle East	4	Other position	2
South-, East-, Central Asia	10	Student	2
Other countries	3	Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	5	Industry	10
more than 50 km up to 100 km	4	Skilled trades	5
more than 100 km up to 300 km	24	Retail trade	44
over 300 km	67	Wholesale/foreign trade	25
Countries with the highest visitor shares	%	Service	9
France	7	Authority/public services	1
Italy	7	Teaching (polytechnic/university/college)	1
Czech Republic	5	Research	1
Netherlands	5	Other sectors	3
Russia	4	Student	2
Frequency of visits to trade fair	%	Other not gainfully employed	1
2010	43	Size of company/organization:	%
2008	34	Number of employees	%
2006	25	1- 4	42
2004	19	5- 9	17
Earlier events	15	10- 49	21
First visit	36	50- 199	8
Average length of stay	2,0 days	200- 499	4
Influence on purchasing/procurement decisions	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Decisively	54		
Collectively	24		
In an advisory capacity	15		
No	4		
Student	2		
Other not gainfully employed	1		

it-sa → Nürnberg

Trade visitors' profile

Visitors (number of entries)	6 308	Area of responsibility	%
Proportion of trade visitors	98%	Management	7
Germany (total)	93	Research/development/design	3
of which		Manufacturing, production, quality control	1
Nielsen 1	2 Nielsen 4	Buying/procurement	1
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	54
Lower Saxony	1 Berlin	Organization, personnel, administration	3
Schleswig-Holstein	1 Brandenburg	Sales	7
Nielsen 2	6 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	6 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	7 Saxony-Anhalt	Maintenance/repairs	2
Hesse	5 Nielsen 7	Other area	8
Rhineland-Palatinate	2 Saxony	Student	11
Saarland	- Thuringia	Other not gainfully employed	1
Nielsen 3b	12	Position in the company/organization	%
Baden-Württemberg	12	Entrepreneur, co-owner, freelancer	10
Foreign (total)	7	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	6
EU	61	Department head, group head, team leader	25
Other countries	39	Other salaried staff, civil servant, skilled worker	36
Distance to home	%	Lecturer, teacher	2
up to 50 km	27	Trainee	7
more than 50 km up to 100 km	11	Other position	2
more than 100 km up to 300 km	39	Student	11
over 300 km	23	Other not gainfully employed	1
Frequency of visits to trade fair	%	Economic sector	%
Previous event	30	Industry	16
Earlier events	28	Skilled trades	2
First visit	58	Retail trade	3
Average length of stay	1,2 days	Police	2
Influence on purchasing/procurement decisions	%	Public authority	11
Decisively	20	Banks, saving banks	3
Collectively	28	Insurance	2
In an advisory capacity	28	Engineer's consultant's office	2
No	14	Information services	21
Student	11	Telecommunication	5
Other not gainfully employed	1	Management consultancy	3
Size of company/organization:	%	Health service	3
Number of employees	%	Education and schools	5
1- 4	8	Research	1
5- 9	4	Public institutions	2
10- 49	9	Other sectors	9
50- 199	15	Student	11
200- 499	11	Other not gainfully employed	1
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund		Size of company/organization:	%
		Number of employees	%
		1- 4	8
		5- 9	4
		10- 49	9
		50- 199	15
		200- 499	11
		500 - 999	8
		1 000 and more	34
		Student	11
		Other not gainfully employed	1
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

mailingtage

Trade visitors' profile

Visitors (number of entries)	7 297	Area of responsibility	%
Proportion of trade visitors	100%	Management	7
Germany (total)	96	Research/development/design	3
of which		Manufacturing, production, quality control	1
Nielsen 1	6 Nielsen 4	Buying/procurement	1
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	3 Nielsen 5+6	Information and communication technology	54
Lower Saxony	3 Berlin	Organization, personnel, administration	3
Schleswig-Holstein	- Brandenburg	Sales	7
Nielsen 2	12 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	12 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	9 Saxony-Anhalt	Maintenance/repairs	2
Hesse	6 Nielsen 7	Other area	8
Rhineland-Palatinate	3 Saxony	Student	11
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	18	Position in the company/organization	%
Baden-Württemberg	18	Entrepreneur, co-owner, freelancer	10
Foreign (total)	4	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	6
EU	82	Department head, group head, team leader	25
Other european countries	18	Other salaried staff, civil servant, skilled worker	36
Distance to home	%	Lecturer, teacher	2
up to 50 km	21	Trainee	7
more than 50 km up to 100 km	11	Other position	2
more than 100 km up to 300 km	39	Student	11
over 300 km	29	Other not gainfully employed	1
Frequency of visits to trade fair	%	Economic sector	%
2011	30	Industry	16
2010	26	Skilled trades	2
2009	19	Retail trade	3
2008	16	Police	2
Earlier events	8	Public authority	11
First visit	47	Banks, saving banks	3
Average length of stay	1,2 days	Insurance	2
Influence on purchasing/procurement decisions	%	Engineer's consultant's office	2
Decisively	27	Information services	21
Collectively	41	Telecommunication	5
In an advisory capacity	19	Management consultancy	3
No	10	Health service	3
Student	3	Education and schools	5
Other not gainfully employed	1	Research	1

Trade visitors' profile

Area of responsibility	%
Management	15
Research/development/design	1
Manufacturing, production, quality control	5
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	1
Sales	16
Marketing, advertising, PR	48
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	2
Student	3
Other not gainfully employed	1
Position in the company/organization	%
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	9
Department head, group head, team leader	22
Other salaried staff, civil servant, skilled worker	38
Lecturer, teacher	-
Trainee	3
Other position	1
Student	3
Other not gainfully employed	1
Economic sector	%
Industry	16
Trade	15
Media, press, publishing	20
Service	36
Public administration	1
Other sectors	9
Student	3
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	14
5- 9	7
10- 49	19
50- 199	17
200- 499	14
500 - 999	7
1 000 and more	20
Student	3
Other not gainfully employed	1
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Visitors (number of entries)	8 228
Proportion of trade visitors	99%
Germany (total)	78
of which	
Nielsen 1	5
Bremen	-
Hamburg	-
Lower Saxony	4
Schleswig-Holstein	9
Nielsen 2	9
North Rhine-Westph.	9
Nielsen 3a	10
Hesse	7
Rhineland-Palatinate	1
Saarland	1
Nielsen 3b	22
Baden-Württemberg	22
Foreign (total)	22
of which	
EU	56
Other european countries	21
South-, East-, Central Asia	14
Other countries	9
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	9
more than 100 km up to 300 km	41
over 300 km	40
Countries with the highest visitor shares	%
Italy	7
Switzerland	7
Frequency of visits to trade fair	%
2011	26
2010	22
2009	19
2008	14
Earlier events	12
First visit	52
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	41
In an advisory capacity	22
No	6
Student	10
Other not gainfully employed	1

Area of responsibility	%
Management	8
Research/development/design	53
Manufacturing, production, quality control	6
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	1
Organization, personnel, administration	-
Sales	10
Marketing, advertising, PR	3
Logistics: storage, material management, transport	-
Maintenance/repairs	2
Other area	4
Student	10
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	22
Other salaried staff, civil servant, skilled worker	38
Lecturer, teacher	4
Trainee	1
Other position	2
Student	10
Other not gainfully employed	2
Economic sector	%
Industry	64
Wholesale trade	2
Import/export	1
Service	7
Public administration	1
Teaching, research	12
Other sectors	2
Student	10
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	6
5- 9	4
10- 49	15
50- 199	11
200- 499	10
500 - 999	8
1 000 and more	35
Student	10
Other not gainfully employed	1
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	76 055
Proportion of trade visitors	79%
Germany (total)	61
of which	
Nielsen 1	5
Bremen	-
Hamburg	1
Lower Saxony	3
Schleswig-Holstein	1
Nielsen 2	6
North Rhine-Westph.	6
Nielsen 3a	9
Hesse	6
Rhineland-Palatinate	3
Saarland	-
Nielsen 3b	17
Baden-Württemberg	17
Foreign (total)	39
of which	
EU	62
Other european countries	13
Africa	4
North America	3
South and Central America	3
Middle East	9
South-, East-, Central Asia	2
Australia	4
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	29
over 300 km	51
Countries with the highest visitor shares	%
Netherlands	8
Austria	6
Czech Republic	6
Switzerland	6
Italy	5
Frequency of visits to trade fair	%
2011	43
2010	38
2009	32
2008	27
Earlier events	27
First visit	30
Average length of stay	2,0 days
Influence on purchasing/procurement decisions	%
Decisively	47
Collectively	27
In an advisory capacity	14
No	8
Student	3
Other not gainfully employed	2

Area of responsibility	%
Management	28
Research/development/design	6
Manufacturing, production, quality control	5
Buying/procurement	12
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	1
Sales	27
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	6
Student	3
Other not gainfully employed	2
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	48
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	12
Lecturer, teacher	2
Trainee	2
Other position	4
Student	3
Other not gainfully employed	2
Economic sector	%
Wholesale/foreign trade	15
Retail trade/specialist trade	43
Department stores, mail order	3
Skilled trades	4
Services, professions, institutions	11
Media (press, radio, television)	3
Industry	8
Authority/public services	4
Chain stores, specialist stores	1
Other sectors	5
Student	3
Other not gainfully employed	2
Size of company/organization:	
Number of employees	%
1- 4	45
5- 9	14
10- 49	15
50- 199	9
200- 499	3
500 - 999	3
1 000 and more	9
Student	3
Other not gainfully employed	2
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

I.L.M. Summer Styles (2011) → 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 event	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 40 200 - 499	2
Decisively	65	5- 9 19 500 - 999	1
Collectively	20	10- 49 22 1 000 and more	3
In an advisory capacity	9	50- 199 11	
No	6	Conducted by: UAF-Marketing, Liederbach	

Badische Weinmesse → Offenburg

Private visitors' profile

Visitors (number of entries)	4 477	Position in the company/organization	%
Proportion of private visitors	86%	Entrepreneur, co-owner, freelancer	8
Germany (total)	97	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	6
Nielsen 1	-	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	32
Hamburg	-	Lecturer, teacher	5
Lower Saxony	-	Trainee	3
Schleswig-Holstein	-	Other position	8
Nielsen 2	-	Student	9
North Rhine-Westph.	-	Housewife/man	-
Nielsen 3a	3	Old-age pensioner	11
Hesse	1	Other not gainfully employed	2
Rhineland-Palatinate	2	Buying and ordering capacity	N/A
Saarland	-	Follow-up business	%
Nielsen 3b	95	Intend to buy at later date	
Baden-Württemberg	95	yes	52
Foreign (total)	3	no	10
Distance to home	%	maybe	38
up to 50 km	62	Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg	
more than 50 km up to 100 km	18	Frequency of visits to trade fair	%
more than 100 km up to 300 km	18	Previous event	24
over 300 km	2	Earlier events	37
Frequency of visits to trade fair	%	First visit	38
Previous event	24	Sex	%
Earlier events	37	Male	61
First visit	38	Female	39
Sex	%	Size of household	%
Male	61	1 person	13
Female	39	2 persons	41
Size of household	%	3 persons	14
1 person	13	4 persons	22
2 persons	41	5 persons and more	10
3 persons	14	Age	%
4 persons	22	up to 20 years	4
5 persons and more	10	over 20 up to 30 years	23
Age	%	over 30 up to 40 years	16
up to 20 years	4	over 40 up to 50 years	21
over 20 up to 30 years	23	over 50 up to 60 years	19
over 30 up to 40 years	16	over 60 up to 70 years	14
over 40 up to 50 years	21	over 70 years	2
over 50 up to 60 years	19		
over 60 up to 70 years	14		
over 70 years	2		

OBERRHEIN MESSE (2011)

Private visitors' profile

Visitors (number of entries)	62 532	Position in the company/organization	%
Proportion of private visitors	96%	Entrepreneur, co-owner, freelancer	8
Germany (total)	92	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	6
Nielsen 1	-	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	32
Hamburg	-	Lecturer, teacher	5
Lower Saxony	-	Trainee	3
Schleswig-Holstein	-	Other position	8
Nielsen 2	-	Student	9
North Rhine-Westph.	-	Housewife/man	-
Nielsen 3a	-	Old-age pensioner	11
Hesse	-	Other not gainfully employed	2
Rhineland-Palatinate	-	Buying and ordering capacity	N/A
Saarland	-	Follow-up business	%
Nielsen 3b	98	Intend to buy at later date	
Baden-Württemberg	98	yes	52
Foreign (total)	8	no	10
of which		maybe	38
EU	96	Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg	
Other countries	4	Frequency of visits to trade fair	%
Country with the highest visitor share	%	Previous event	24
France	96	Earlier events	37
Distance to home	%	First visit	38
up to 50 km	87	Sex	%
more than 50 km up to 100 km	10	Male	61
more than 100 km up to 300 km	1	Female	39
over 300 km	2	Size of household	%
Frequency of visits to exhibition	%	1 person	13
2010	59	2 persons	41
2009	56	3 persons	14
2008	49	4 persons	22
2007	42	5 persons and more	10
Earlier events	46	Age	%
First visit	6	up to 20 years	4
Sex	%	over 20 up to 30 years	23
Male	46	over 30 up to 40 years	16
Female	54	over 40 up to 50 years	21
Size of household	%	over 50 up to 60 years	19
1 person	8	over 60 up to 70 years	14
2 persons	43	over 70 years	2
3 persons	20		
4 persons	19		
5 persons and more	10		

Age		%
up to 20 years	8	
over 20 up to 30 years	16	
over 30 up to 40 years	12	
over 40 up to 50 years	22	
over 50 up to 60 years	22	
over 60 up to 70 years	14	
over 70 years	6	
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	3	
Department head, group head, team leader	8	
Other salaried staff, civil servant, skilled worker	30	
Lecturer, teacher	3	
Trainee	3	
Other position	6	
Student	8	
Housewife/man	8	
Old-age pensioner	19	
Other not gainfully employed	5	
Buying and ordering capacity		%
Purchase or order made or intended at the exhibition		
yes	78	
no	6	
maybe	16	
Follow-up business		%
Intend to buy at later date		
yes	27	
no	25	
maybe	48	
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund		

Trade visitors' profile

Visitors (number of entries)		88 183
Proportion of trade visitors		98%
Germany (total)		88
of which		
Nielsen 1	1	Nielsen 4 13
Bremen	-	Bavaria 13
Hamburg	-	Nielsen 5+6 1
Lower Saxony	-	Berlin -
Schleswig-Holstein	-	Brandenburg -
Nielsen 2	4	Mecklenburg-Nielsen 2 4
North Rhine-Westph.	4	West Pommerania -
Nielsen 3a	7	Saxony-Anhalt -
Hesse	4	Nielsen 7 2
Rhineland-Palatinate	3	Saxony -
Saarland	1	Thuringia -
Nielsen 3b	73	
Baden-Württemberg	73	
Foreign (total)		12
of which		
EU		51
Other european countries		27
South-, East-, Central Asia		15
Other countries		7
Distance to home		%
up to 50 km		31
more than 50 km up to 100 km		22
more than 100 km up to 300 km		29
over 300 km		18
Countries with the highest visitor shares		%
Switzerland		17
Austria		11
France		7
Italy		6
Japan		4
Frequency of visits to trade fair		%
Previous event		43
Earlier events		18
First visit		40
Average length of stay		1,2 days
Influence on purchasing/procurement decisions		%
Decisively		18
Collectively		30
In an advisory capacity		22
No		22
Student		7
Other not gainfully employed		1

Area of responsibility		%
Management		11
Research/development/design		19
Manufacturing, production, quality control		34
Buying/procurement		4
Finance/accounting, controlling		1
Information and communication technology		1
Organization, personnel, administration		1
Sales		10
Marketing, advertising, PR		1
Logistics: storage, material management, transport		1
Maintenance/repairs		5
Other area		5
Student		7
Other not gainfully employed		1
Position in the company/organization		%
Entrepreneur, co-owner, freelancer		11
Managing director, board member, head of an authority etc.		5
Area manager, works manager, plant manager, branch manager, head of public office		10
Department head, group head, team leader		19
Foreman, master craftsman		6
Other salaried staff, civil servant, skilled worker		28
Lecturer, teacher		2
Trainee		9
Other position		2
Student		7
Other not gainfully employed		1
Economic sector		%
Industry		75
Skilled trades		11
Service		6
Trade		4
Training/consulting		2
University, polytechnic, vocational school		6
Other		3
Size of company/organization:		%
Number of employees		
1- 4	7	500 - 999 8
5- 9	5	1 000 and more 21
10- 49	17	Student 7
50- 199	19	Other not gainfully employed 1
200- 499	13	
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart		

Private visitors' profile

Visitors (number of entries)		224 327
Proportion of private visitors		90%
Germany (total)		99
of which		
Nielsen 1	-	Nielsen 4 4
Bremen	-	Bavaria 4
Hamburg	-	Nielsen 5+6 -
Lower Saxony	-	Berlin -
Schleswig-Holstein	-	Brandenburg -
Nielsen 2	-	Mecklenburg-Nielsen 2 -
North Rhine-Westph.	-	West Pommerania -
Nielsen 3a	3	Saxony-Anhalt -
Hesse	1	Nielsen 7 -
Rhineland-Palatinate	2	Saxony -
Saarland	-	Thuringia -
Nielsen 3b	92	
Baden-Württemberg	92	
Foreign (total)		1
of which		
EU		32
Other european countries		68
Country with the highest visitor share		%
Switzerland		64
Distance to home		%
up to 50 km		59
more than 50 km up to 100 km		25
more than 100 km up to 300 km		13
over 300 km		2
Frequency of visits to trade fair		%
Previous event		40
Earlier events		52
First visit		25
Sex		%
Male		51
Female		49
Size of household		%
1 person		12
2 persons		54
3 persons		14
4 persons		15
5 persons and more		5
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		23
over 50 up to 60 years		24
over 60 up to 70 years		23
over 70 years		7

Position in the company/organization		%
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		2
Department head, group head, team leader		9
Other salaried staff, civil servant, skilled worker		32
Lecturer, teacher		3
Trainee		2
Other position		5
Student		4
Old-age pensioner		27
Housewife/man		4
Other not gainfully employed		2
Buying and ordering capacity		%
Purchase or order made or intended at the exhibition		
yes		39
no		32
maybe		29
Follow-up business		%
Intend to buy at later date		
yes		38
no		16
maybe		46
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart		

DACH+HOLZ International → Stuttgart

Trade visitors' profile

Visitors (number of entries)	55 633	Area of responsibility	%
Proportion of trade visitors	97%	Management	38
Germany (total)	92	Research/development/design	4
of which		Manufacturing, production, quality control	18
Nielsen 1	4 Nielsen 4	Buying/procurement	5
Hamburg	- Bavaria	Finance/accounting, controlling	1
Bremen	- Nielsen 5+6	Information and communication technology	1
Lower Saxony	3 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	9
Nielsen 2	6 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	6 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	17 Saxony-Anhalt	Maintenance/repairs	6
Hesse	8 Nielsen 7	Other area	12
Rhineland-Palatinate	7 Saxony	Student	2
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	43	Position in the company/organization	%
Baden-Württemberg	43	Entrepreneur, co-owner, freelancer	37
Foreign (total)	8	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	68	Department head, group head, team leader	8
Other european countries	22	Foreman, master craftsman	12
Other countries	10	Other salaried staff, civil servant, skilled worker	20
Distance to home	%	Lecturer, teacher	2
up to 50 km	15	Trainee	8
more than 50 km up to 100 km	16	Student	2
more than 100 km up to 300 km	40	Other not gainfully employed	1
over 300 km	29	Economic sector	%
Countries with the highest visitor shares	%	Industry	7
Switzerland	12	Skilled trades	72
Austria	11	Retail trade/building materials trade	4
Frequency of visits to trade fair	%	Wholesale/foreign trade	6
Cologne 2010	27	Architect	4
Stuttgart 2008	37	Other service	2
First visit	48	Authority/public services	1
Average length of stay	1,3 days	Teaching (polytechnic/university/college)	1
Influence on purchasing/procurement decisions	%	Research	1
Decisively	33	Other sectors	1
Collectively	32	Student	2
In an advisory capacity	20	Other not gainfully employed	1
No	13	Size of company/organization:	
Student	2	Number of employees	%
Other not gainfully employed	1	1- 4	31
		500 - 999	2
		5- 9	25
		1 000 and more	4
		10- 49	26
		Student	2
		50- 199	7
		Other not gainfully employed	1
		200- 499	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FACHDENTAL Südwest → Stuttgart

Trade visitors' profile

Visitors (number of entries)	7 092	Position in the company/organization	%
Proportion of trade visitors	98%	Entrepreneur, co-owner, freelancer	35
Germany (total)	98	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	1 Nielsen 4	Department head, group head, team leader	8
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	31
Hamburg	- Nielsen 5+6	Lecturer, teacher	1
Lower Saxony	- Berlin	Trainee	11
Schleswig-Holstein	- Brandenburg	Other position	4
Nielsen 2	1 Mecklenburg-	Student	4
North Rhine-Westph.	1 West Pomerania	Other not gainfully employed	1
Nielsen 3a	4 Saxony-Anhalt	Economic sector	%
Hesse	- Nielsen 7	Dentist's practice,- clinic	70
Rhineland-Palatinate	- Saxony	Orthodontics	12
Saarland	- Thuringia	Oral and maxillofacial surgery	4
Nielsen 3b	88	Dental technology laboratory	14
Baden-Württemberg	88	Dental trade	4
Foreign (total)	2	University, polytechnic, vocational school	3
Distance to home	%	Other	5
up to 50 km	45	Size of company/organization:	
more than 50 km up to 100 km	25	Number of employees	%
more than 100 km up to 300 km	25	1- 4	25
over 300 km	5	500 - 999	1
Frequency of visits to trade fair	%	5- 9	39
Previous event	41	1 000 and more	2
Earlier events	54	10- 49	23
First visit	24	Student	4
Average length of stay	1,1 days	50- 199	3
Influence on purchasing/procurement decisions	%	200- 499	1
Decisively	30	Other not gainfully employed	1
Collectively	35	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
In an advisory capacity	20		
No	9		
Student	4		

Familie & Heim / Int. Mineral &

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	-
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

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

Additional data private visitors

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

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries)	15 423	Position in the company/organization	%
Proportion of trade visitors	93%	Entrepreneur, co-owner, freelancer	23
<hr/>		Managing director, board member, head of an authority etc.	14
Germany (total)	72	Area manager, works manager, plant manager, branch manager, head of public office	18
of which		Department head, group head, team leader	14
Nielsen 1	7	Other salaried staff, civil servant, skilled worker	22
Bremen	-	Lecturer, teacher	1
Hamburg	1	Trainee	2
Lower Saxony	5	Other position	3
Schleswig-Holstein	1	Student	3
Nielsen 2	3	Other not gainfully employed	2
North Rhine-Westph.	3	<hr/>	
Nielsen 3a	14	Economic sector	%
Hesse	8	Industry	22
Rhineland-Palatinate	6	Skilled trades	12
Saarland	-	Trade companies	13
Nielsen 3b	47	Municipality, public service	33
Baden-Württemberg	47	Training/consulting	2
<hr/>		Other service	19
Foreign (total)	28	University, polytechnic, vocational school	2
of which		Other	6
EU	71	<hr/>	
Other european countries	23	Size of company/organization:	%
Other countries	6	Number of employees	
<hr/>		1- 4	21
Distance to home	%	500 - 999	2
up to 50 km	14	1 000 and more	5
more than 50 km up to 100 km	13	Student	3
more than 100 km up to 300 km	32	Other not gainfully employed	2
more than 300 km	41	<hr/>	
<hr/>		Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Countries with the highest visitor shares	%		
Switzerland	13		
Austria	10		
France	9		
Italy	8		
Czech Republic	5		
<hr/>			
Frequency of visits to trade fair	%		
Previous event	33		
Earlier events	34		
First visit	44		
<hr/>			
Average length of stay	1,3 days		
<hr/>			
Influence on purchasing/procurement decisions	%		
Decisively	30		
Collectively	34		
In an advisory capacity	23		
No	9		
Student	3		
Other not gainfully employed	2		

Trade visitors' profile

Visitors (number of entries)	85 782	Area of responsibility	%
Proportion of trade visitors	94%	Management	27
<hr/>		Research/development/design	-
Germany (total)	99	Manufacturing, production, quality control	-
of which		Buying/procurement	-
Nielsen 1	-	Finance/accounting, controlling	-
Bremen	-	Information and communication technology	-
Hamburg	1	Organization, personnel, administration	7
Lower Saxony	-	Sales	-
Schleswig-Holstein	-	Marketing, advertising, PR	-
Nielsen 2	1	Logistics: storage, material management, transport	-
North Rhine-Westph.	1	Maintenance/repairs	-
Nielsen 3a	8	Other area	11
Hesse	3	Sales and marketing, customer relationship management, banquets	3
Rhineland-Palatinate	4	reception	3
Saarland	1	Food & beverage management, purchasing	3
Nielsen 3b	76	Kitchen	25
Baden-Württemberg	76	Pâtisserie, confectionery	2
<hr/>		Service, restaurant	13
Foreign (total)	1	Student	4
<hr/>		Other not gainfully employed	1
Distance to home	%	<hr/>	
up to 50 km	38	Position in the company/organization	%
more than 50 km up to 100 km	25	Entrepreneur, co-owner, freelancer	33
more than 100 km up to 300 km	32	Managing director, board member, head of an authority etc.	6
over 300 km	6	Area manager, works manager, plant manager, branch manager, head of public office	7
<hr/>		Department head, group head, team leader	13
Frequency of visits to trade fair	%	Other salaried staff, civil servant, skilled worker	19
Previous event	38	Lecturer, teacher	2
Earlier events	40	Trainee	12
First visit	37	Other position	3
<hr/>		Student	4
Average length of stay	1,1 days	Other not gainfully employed	1
<hr/>		<hr/>	
Influence on purchasing/procurement decisions	%	Economic sector	%
Decisively	27	Hotel, guest houses	22
Collectively	31	Catering, restaurant	50
In an advisory capacity	21	Franchise restaurant	5
No	16	Canteens, cafeteria operators, home and hospital caterers	11
Student	4	Ice cream parlours	3
Other not gainfully employed	1	Bakery, confectioners, cafe	6
<hr/>		Planning/architecture/interior furnishings	3
<hr/>		Discotheques, bars, trend gastronomy, scene catering	3
<hr/>		Fast food, snacks, petrol stations	2
<hr/>		Food, drinks trade, trade chain	7
<hr/>		Colleges, universities, institutes	5
<hr/>		Other sectors	9
<hr/>		<hr/>	
<hr/>		Size of company/organization:	%
<hr/>		Number of employees	
<hr/>		1- 4	23
<hr/>		500 - 999	2
<hr/>		5- 9	18
<hr/>		1 000 and more	6
<hr/>		10- 49	27
<hr/>		Student	4
<hr/>		50- 199	15
<hr/>		Other not gainfully employed	1
<hr/>		200- 499	5

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries)	14 106	Position in the company/organization	%
Proportion of trade visitors	33%	Entrepreneur, co-owner, freelancer	33
Germany (total)	95	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
Nielsen 1	4	Nielsen 4	11
Bremen	-	Bavaria	11
Hamburg	-	Nielsen 5+6	2
Lower Saxony	-	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	4	Mecklenburg-	-
North Rhine-Westph.	4	West Pomerania	-
Nielsen 3a	9	Saxony-Anhalt	-
Hesse	5	Nielsen 7	2
Rhineland-Palatinate	4	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	68		
Baden-Württemberg	68		
Foreign (total)	5	Economic sector	%
Distance to home	%	Financial services	36
up to 50 km	39	Bank	29
more than 50 km up to 100 km	22	Other service	11
more than 100 km up to 300 km	23	University, polytechnic, vocational school	7
over 300 km	16	Trade	7
Frequency of visits to trade fair	%	Insurance	6
Previous event	39	Training/consulting	5
Earlier events	42	Industry	4
First visit	42	Specialist media	4
Average length of stay	1,2 days	Public authority	3
Influence on purchasing/procurement decisions	%	Other	5
Decisively	29	Size of company/organization:	
Collectively	21	Number of employees	%
In an advisory capacity	18	1- 4	24
No	20	5- 9	7
Student	11	10- 49	12
		50- 199	11
		200 - 499	9
		500 - 999	3
		1 000 and more	22
		Student	11

Private visitors' profile

Visitors (number of entries)	14 106	Position in the company/organization	%
Proportion of private visitors	67%	Entrepreneur, co-owner, freelancer	15
Germany (total)	99	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	2	Nielsen 4	9
Bremen	-	Bavaria	9
Hamburg	-	Nielsen 5+6	1
Lower Saxony	-	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	2	Mecklenburg-	-
North Rhine-Westph.	2	West Pomerania	-
Nielsen 3a	5	Saxony-Anhalt	-
Hesse	-	Nielsen 7	1
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	79		
Baden-Württemberg	79		
Foreign (total)	1	Buying and ordering capacity	%
Distance to home	%	Purchase or order made or intended at the exhibition	
up to 50 km	52	yes	38
more than 50 km up to 100 km	17	no	23
more than 100 km up to 300 km	21	maybe	39
over 300 km	9	Follow-up business	%
Frequency of visits to trade fair	%	Intend to buy at later date	
Previous event	48	yes	43
Earlier events	61	no	13
First visit	21	maybe	44
Sex	%	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Male	84		
Female	16		
Size of household	%		
1 person	29		
2 persons	37		
3 persons	15		
4 persons	13		
5 persons and more	6		
Age	%		
up to 20 years	5		
over 20 up to 30 years	8		
over 30 up to 40 years	14		
over 40 up to 50 years	24		
over 50 up to 60 years	21		
over 60 up to 70 years	20		
over 70 years	8		

Trade visitors' profile

Visitors (number of entries)	8 431
Proportion of trade visitors	100%
Germany (total)	94
of which	
Nielsen 1	3
Nielsen 4	12
Bremen	-
Bavaria	12
Hamburg	1
Nielsen 5+6	1
Lower Saxony	1
Berlin	1
Schleswig-Holstein	1
Brandenburg	-
Nielsen 2	6
Mecklenburg-	-
North Rhine-Westph.	6
West Pomerania	-
Nielsen 3a	9
Saxony-Anhalt	-
Hesse	4
Nielsen 7	1
Rhineland-Palatinate	4
Saxony	1
Saarland	-
Thuringia	-
Nielsen 3b	68
Baden-Württemberg	68
Foreign (total)	6
of which	
EU	54
Other european countries	34
Other countries	12
Distance to home	%
up to 50 km	41
more than 50 km up to 100 km	17
more than 100 km up to 300 km	26
over 300 km	16
Countries with the highest visitor shares	%
Switzerland	26
Austria	23
Frequency of visits to trade fair	%
Previous event	28
Earlier events	25
First visit	57
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	22
Collectively	38
In an advisory capacity	22
No	10
Student	8
Other not gainfully employed	1

Trade visitors' profile

Area of responsibility	%
Management	18
Research/development/design	4
Manufacturing, production, quality control	3
Buying/procurement	1
Finance/accounting, controlling	4
Information and communication technology	36
Organization, personnel, administration	2
Sales	12
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	5
Student	8
Other not gainfully employed	1
Position in the company/organization	%
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	10
Department head, group head, team leader	24
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	2
Trainee	5
Other position	2
Student	8
Other not gainfully employed	1
Economic sector	%
Industry	25
Trade	10
Skilled trades	2
Service	44
Training/consulting	11
Authority/public services	6
University, polytechnic, vocational school	9
Other	9
Size of company/organization:	
Number of employees	%
1- 4	11
5- 9	7
10- 49	18
50- 199	20
200- 499	11
500 - 999	6
1 000 and more	19
Student	8
Other not gainfully employed	1
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

Visitors (number of entries)	5 293
Proportion of trade visitors	100%
Germany (total)	78
of which	
Nielsen 1	4
Nielsen 4	19
Bremen	-
Bavaria	19
Hamburg	-
Nielsen 5+6	2
Lower Saxony	-
Berlin	-
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	7
Mecklenburg-	
North Rhine-Westph.	7
West Pommern	-
Nielsen 3a	12
Saxony-Anhalt	-
Hesse	7
Nielsen 7	4
Rhineland-Palatinate	4
Saxony	-
Saarland	1
Thuringia	-
Nielsen 3b	52
Baden-Württemberg	52
Foreign (total)	22
of which	
EU	55
Other european countries	28
South-, East-, Central Asia	9
Other countries	8
Distance to home	%
up to 50 km	23
more than 50 km up to 100 km	12
more than 100 km up to 300 km	33
over 300 km	33
Countries with the highest visitor shares	%
Switzerland	26
Austria	11
Frequency of visits to trade fair	%
Previous event	9
Earlier events	14
First visit	80
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	35
In an advisory capacity	23
No	8
Student	9
Other not gainfully employed	1

Area of responsibility	%
Management	15
Research/development/design	38
Manufacturing, production, quality control	18
Buying/procurement	2
Information and communication technology	-
Organization, personnel, administration	-
Sales	11
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	3
Student	9
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	23
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher	1
Trainee	1
Other position	2
Student	9
Other not gainfully employed	1
Economic sector	%
Industry	75
Trade	7
Service	11
Training/consulting	2
University, polytechnic, vocational school	13
Other sectors	3
Size of company/organization:	%
Number of employees	%
1- 4	9
5- 9	4
10- 49	14
50- 199	16
200- 499	11
500 - 999	7
1 000 and more	27
Student	9
Other not gainfully employed	1
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

Trade visitors' profile

Visitors (number of entries)	29 069
Proportion of trade visitors	99%
Germany (total)	91
of which	
Nielsen 1	4
Nielsen 4	16
Bremen	-
Bavaria	16
Hamburg	-
Nielsen 5+6	2
Lower Saxony	3
Berlin	1
Schleswig-Holstein	1
Brandenburg	-
Nielsen 2	10
Mecklenburg-	
North Rhine-Westph.	10
West Pommern	-
Nielsen 3a	8
Saxony-Anhalt	1
Hesse	3
Nielsen 7	3
Rhineland-Palatinate	5
Saxony	2
Saarland	-
Thuringia	2
Nielsen 3b	57
Baden-Württemberg	57
Foreign (total)	9
of which	
EU	56
Other european countries	38
Other countries	6
Distance to home	%
up to 50 km	27
more than 50 km up to 100 km	19
more than 100 km up to 300 km	28
over 300 km	26
Countries with the highest visitor shares	%
Austria	27
Switzerland	27
Frequency of visits to trade fair	%
Previous event	26
Earlier events	27
First visit	59
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	14
Collectively	29
In an advisory capacity	32
No	15
Student	9
Other not gainfully employed	1

Area of responsibility	%
Management	10
Research/development/design	4
Manufacturing, production, quality control	7
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	4
Organization, personnel, administration	-
Sales	10
Marketing, advertising, PR	1
Logistics: storage, material management, transport	38
Maintenance/repairs	3
Other area	5
Student	9
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	5
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	27
Other salaried staff, civil servant, skilled worker	23
Lecturer, teacher	3
Trainee	12
Other position	3
Student	9
Other not gainfully employed	1
Economic sector	%
Industry	49
Wholesale trade	12
Retail trade	4
Skilled trades	2
Freight forwarders, transport companies	6
Banks, insurance companies	1
Other service	9
Public authority	1
University/college/polytechnic	1
Other sectors	6
Student	9
Other not gainfully employed	1
Size of company/organization:	
Number of employees	%
1- 4	3
5- 9	2
10- 49	11
50- 199	17
200- 499	13
500 - 999	12
1 000 and more	32
Student	9
Other not gainfully employed	1
Conducted by: Wissler & Partner, Basel	

MEDIZIN → Stuttgart

Trade visitors' profile

Visitors (number of entries)	6 609	Position in the company/organization	%
Proportion of trade visitors	97%	Entrepreneur, co-owner, freelancer	39
Germany (total)	99	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	1	Nielsen 4	6
Bremen	-	Bavaria	6
Hamburg	-	Nielsen 5+6	1
Lower Saxony	-	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	1	Mecklenburg-	-
North Rhine-Westph.	1	West Pomerania	-
Nielsen 3a	4	Saxony-Anhalt	-
Hesse	-	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	87		
Baden-Württemberg	87		
Foreign (total)	1	Economic sector	%
Distance to home	%	Practice	61
up to 50 km	56	Hospital/clinic	17
more than 50 km up to 100 km	22	Medical care centre	2
more than 100 km up to 300 km	17	Rehabilitation facilities	3
over 300 km	5	Nursing home	1
Frequency of visits to trade fair	%	Medical laboratory/institute	1
Previous event	28	Emergency services organizations	3
Earlier events	39	Association	1
First visit	44	Industry	3
Average length of stay	1,3 days	Trade	2
Influence on purchasing/procurement decisions	%	Service	5
Decisively	31	Public authorities/Health service	3
Collectively	25	Training/consulting	2
In an advisory capacity	21	University, polytechnic, vocational school	7
No	17	Other sectors	6
Student	5		
Other not gainfully employed	2	Size of company/organization:	
		Number of employees	%
		1- 4	32
		5- 9	25
		10- 49	13
		50- 199	8
		200- 499	5
		500 - 999	2
		1 000 and more	8
		Student	5
		Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

O&S (2010) → Stuttgart

Basic data trade visitors

Total number of visitors	4 571
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	22
more than 50 km up to 100 km	12
more than 100 km up to 300 km	26
over 300 km	40
Total Germany	79
Baden-Württemberg	50
Bavaria	18
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	5
Mecklenburg-Holstein	1
West Pomerania	-
Lower Saxony	3
Total Foreign	21
of which	
EU	49
Rest of Europe	34
South and Central America	10
other countries	8
The two countries with the highest visitor shares	%
Switzerland	25
Austria	14
Position in the company/organization	%
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	6
Department head, group head	26
Other salaried staff/public service	31
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	5
Frequency of visits to exhibition	%
2008	26
First visit	74

Additional data trade visitors

Economic sector	%
Trade	8
Manufacturer/Industry	71
Service	16
University, polytechnic, vocational school	7
Other	5
Influence on purchasing/procurement decisions	%
Decisively	21
Collectively	40
In an advisory capacity	25
No	9
Student	5
Area of responsibility	%
Management	17
Research/development/design	55
Planning/work preparation	11
Manufacture/production	26
Production, quality control	9
Buying/procurement	10
Finance/accounting, controlling	2
Information, communication technology (EDP)	-
Administration/organisation/personnel/social welfare/training	1
Marketing/sales/advertising/PR	17
Storage/material management/logistics/transport	1
Maintenance/repairs	7
Other area	4
Student	5
Size of company/organisation:	
Number of employees:	%
1- 4	8
5- 9	4
10- 49	18
50- 99	12
100- 199	12
200- 499	8
500- 999	10
1 000- 9 999	6
10 000 and more	5
Student	5
Length of stay	%
1. Length of stay (days):	
one	86
two	10
three	3
2. Average length of stay	1,2 days
3. Share of visitors on the event's days:	%
1st day	40
2nd day	39
3rd day	36
Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	

PFLEGE & REHA

Trade visitors' profile

Visitors (number of entries)	6 561
Proportion of trade visitors	99%
Germany (total)	100
of which	
Nielsen 1	-
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	3
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	92
Baden-Württemberg	92
Distance to home	%
up to 50 km	51
more than 50 km up to 100 km	27
more than 100 km up to 300 km	19
over 300 km	3
Frequency of visits to trade fair	%
Previous event	30
Earlier events	35
First visit	48
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	12
Collectively	29
In an advisory capacity	31
No	20
Student	6
Other not gainfully employed	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member, head of an authority etc.	4
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	33
Lecturer, teacher	7
Trainee	8
Other position	7
Student	6
Other not gainfully employed	1

Economic sector	%
Old peoples' and nursing home	46
Outpatient care, social care facilities	18
Architects'/planning office	1
Public authority	2
Hospital/clinic	14
Practice	2
Rehabilitation centre	2
Medical supplies retailer	1
Old people's facility	4
University, polytechnic, vocational school	10
Other sectors	16

Size of company/organization:	
Number of employees	%
1- 4	5
5- 9	7
10- 49	25
50- 199	31
200- 499	10
500 - 999	9
1 000 and more	7
Student	6
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries)	58 080
-------------------------------------	---------------

Proportion of trade visitors	98%
-------------------------------------	------------

Germany (total)	50
of which	
Nielsen 1	6
Nielsen 4	20
Bremen	1
Bavaria	20
Hamburg	1
Nielsen 5+6	4
Lower Saxony	4
Berlin	-
Schleswig-Holstein	1
Brandenburg	-
Nielsen 2	11
Mecklenburg-	
North Rhine-Westph.	11
West Pomerania	-
Nielsen 3a	13
Saxony-Anhalt	-
Hesse	6
Nielsen 7	4
Rhineland-Palatinate	6
Saxony	-
Saarland	1
Thuringia	-
Nielsen 3b	41
Baden-Württemberg	41

Foreign (total)	50
of which	
EU	78
Other european countries	7
Africa	1
North America	3
South and Central America	3
Middle East	2
South-, East-, Central Asia	5
Australia	2

Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	7
more than 100 km up to 300 km	20
over 300 km	62

Countries with the highest visitor shares	%
France	10
Switzerland	7
Italy	6
Netherlands	5
Spain	5

Frequency of visits to trade fair	%
Previous event	43
Earlier events	33
First visit	39

Average length of stay	2,0 days
-------------------------------	-----------------

Influence on purchasing/procurement decisions	%
Decisively	44
Collectively	27
In an advisory capacity	17
No	10
Student	1
Other not gainfully employed	1

Area of responsibility	%
Management	45
Research/development/design	8
Manufacturing, production, quality control	11
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	1
Sales	15
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	3
Student	1
Other not gainfully employed	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	42
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	11
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	1
Trainee	3
Other position	2
Student	1
Other not gainfully employed	1

Economic sector	%
Industry	45
Skilled trades	38
Service	9
Trade	20
Training/consulting	2
Public authority/administration	1
University, polytechnic, vocational school	1
Other sectors	3

Size of company/organization:	
Number of employees	%
1- 4	24
5- 9	17
10- 49	27
50- 199	16
200- 499	6
500 - 999	2
1 000 and more	7
Student	1
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Private visitors' profile

Visitors (number of entries)	60 416
-------------------------------------	---------------

Proportion of private visitors	73%
---------------------------------------	------------

Germany (total)	95
of which	
Nielsen 1	1
Nielsen 4	12
Bremen	-
Bavaria	12
Hamburg	-
Nielsen 5+6	-
Lower Saxony	-
Berlin	-
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	1
Mecklenburg-	
North Rhine-Westph.	1
West Pomerania	-
Nielsen 3a	6
Saxony-Anhalt	-
Hesse	3
Nielsen 7	1
Rhineland-Palatinate	3
Saxony	-
Saarland	-
Thuringia	-
Nielsen 3b	80
Baden-Württemberg	80

Foreign (total)	5
of which	
EU	58
Other european countries	40
Other countries	2

Countries with the highest visitor shares	%
Switzerland	35
Austria	26

Distance to home	%
up to 50 km	50
more than 50 km up to 100 km	20
more than 100 km up to 300 km	24
over 300 km	6

Frequency of visits to trade fair	%
Previous event	40
Earlier events	49
First visit	31

Sex	%
Male	83
Female	17

Size of household	%
1 person	18
2 persons	44
3 persons	15
4 persons	16
5 persons and more	7

Age	%
up to 20 years	7
over 20 up to 30 years	12
over 30 up to 40 years	12
over 40 up to 50 years	28
over 50 up to 60 years	24
over 60 up to 70 years	12
over 70 years	5

Position in the company/organization	%
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	3
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	1
Trainee	3
Other position	4
Student	6
Housewife/man	1
Old-age pensioner	14
Other not gainfully employed	3

Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	48
no	26
maybe	26

Follow-up business	%
Intend to buy at later date	
yes	24
no	28
maybe	48

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

SÜFFA → Stuttgart

Trade visitors' profile

Visitors (number of entries)	8 107	Area of responsibility	%
Proportion of trade visitors	97%	Management	28
Germany (total)	96	Research/development/design	2
of which		Manufacturing, production, quality control	24
Nielsen 1	2 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	- Nielsen 5+6	Information and communication technology	1
Lower Saxony	- Berlin	Organization, personnel, administration	2
Schleswig-Holstein	- Brandenburg	Sales	25
Nielsen 2	2 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	2 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	12 Saxony-Anhalt	Maintenance/repairs	-
Hesse	4 Nielsen 7	Other area	8
Rhineland-Palatinate	8 Saxony	Student	1
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	65	Position in the company/organization	%
Baden-Württemberg	65	Entrepreneur, co-owner, freelancer	33
Foreign (total)	4	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	9
EU	40	Department head, group head, team leader	7
Other european countries	48	Foreman, master craftsman	9
Other countries	12	Other salaried staff, civil servant, skilled worker	18
Distance to home	%	Lecturer, teacher	4
up to 50 km	25	Trainee	9
more than 50 km up to 100 km	27	Other position	2
more than 100 km up to 300 km	36	Student	1
over 300 km	12	Other not gainfully employed	1
Frequency of visits to trade fair	%	Economic sector	%
Previous event	44	Skilled trades	54
Earlier events	54	Retail trade	18
First visit	32	Industry	13
Average length of stay	1,1 days	Wholesale/foreign trade	6
Influence on purchasing/procurement decisions	%	Service	8
Decisively	33	Authority/public services	3
Collectively	27	Commercial agent	2
In an advisory capacity	23	University, polytechnic, vocational school	4
No	15	Other	2
Student	1	Size of company/organization:	
Other not gainfully employed	1	Number of employees	%
		1- 4	16
		5- 9	19
		10- 49	34
		50- 199	17
		200- 499	4
		500 - 999	2
		1 000 and more	6
		Student	1
		Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

TV TecStyle Visions → Stuttgart

Trade visitors' profile

Visitors (number of entries)	10 266	Area of responsibility	%
Proportion of trade visitors	98%	Management	47
Germany (total)	87	Research/development/design	3
of which		Manufacturing, production, quality control	18
Nielsen 1	6 Nielsen 4	Buying/procurement	7
Bremen	1 Bavaria	Finance/accounting, controlling	-
Hamburg	- Nielsen 5+6	Information and communication technology	-
Lower Saxony	4 Berlin	Organization, personnel, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	9
Nielsen 2	10 Mecklenburg-	Marketing, advertising, PR	8
North Rhine-Westph.	10 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	14 Saxony-Anhalt	Maintenance/repairs	1
Hesse	7 Nielsen 7	Other area	4
Rhineland-Palatinate	5 Saxony	Student	2
Saarland	2 Thuringia	Other not gainfully employed	1
Nielsen 3b	41	Position in the company/organization	%
Baden-Württemberg	41	Entrepreneur, co-owner, freelancer	60
Foreign (total)	13	Managing director, board member, head of an authority etc.	11
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
EU	60	Department head, group head, team leader	8
Other european countries	37	Other salaried staff, civil servant, skilled worker	12
Other countries	3	Lecturer, teacher	1
Distance to home	%	Trainee	3
up to 50 km	17	Other position	1
more than 50 km up to 100 km	11	Student	2
more than 100 km up to 300 km	34	Other not gainfully employed	1
over 300 km	37	Economic sector	%
Countries with the highest visitor shares	%	Trade	41
Switzerland	30	Industry (manufacturer)	32
Austria	28	Service	46
Frequency of visits to trade fair	%	University, polytechnic, vocational school	1
Previous event	34	Other sectors	5
Earlier events	28	Size of company/organization:	
First visit	51	Number of employees	%
Average length of stay	1,2 days	1- 4	60
Influence on purchasing/procurement decisions	%	5- 9	15
Decisively	57	10- 49	10
Collectively	24	50- 199	6
In an advisory capacity	12	200- 499	3
No	5	500 - 999	1
Student	2	1 000 and more	2
Other not gainfully employed	1	Student	2
		Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

VISION

Trade visitors' profile

Visitors (number of entries)	7 022	Area of responsibility	%
Proportion of trade visitors	100%	Management	47
Germany (total)	64	Research/development/design	3
of which		Manufacturing, production, quality control	18
Nielsen 1	5 Nielsen 4	Buying/procurement	7
Bremen	- Bavaria	Finance/accounting, controlling	-
Hamburg	- Nielsen 5+6	Information and communication technology	-
Lower Saxony	- Berlin	Organization, personnel, administration	1
Schleswig-Holstein	- Brandenburg	Sales	9
Nielsen 2	7 Mecklenburg-	Marketing, advertising, PR	8
North Rhine-Westph.	7 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	12 Saxony-Anhalt	Maintenance/repairs	1
Hesse	7 Nielsen 7	Other area	4
Rhineland-Palatinate	3 Saxony	Student	2
Saarland	2 Thuringia	Other not gainfully employed	1
Nielsen 3b	46	Position in the company/organization	%
Baden-Württemberg	46	Entrepreneur, co-owner, freelancer	60
Foreign (total)	36	Managing director, board member, head of an authority etc.	11
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
EU	59	Department head, group head, team leader	8
Other european countries	15	Other salaried staff, civil servant, skilled worker	12
South-, East-, Central Asia	15	Lecturer, teacher	1
Other countries	11	Trainee	3
Distance to home	%	Other position	1
up to 50 km	16	Student	2
more than 50 km up to 100 km	8	Other not gainfully employed	1
more than 100 km up to 300 km	29	Economic sector	%
over 300 km	46	Trade	41
Countries with the highest visitor shares	%	Industry (manufacturer)	32
Switzerland	12	Service	46
Italy	11	University, polytechnic, vocational school	1
Austria	7	Other sectors	5
France	7	Size of company/organization:	
United Kingdom	6	Number of employees	%
Frequency of visits to trade fair	%	1- 4	60
Previous event	30	5- 9	15
Earlier events	30	10- 49	10
First visit	56	50- 199	6
Average length of stay	1,3 days	200- 499	3
Influence on purchasing/procurement decisions	%	500 - 999	1
Decisively	24	1 000 and more	2
Collectively	40	Student	2
In an advisory capacity	20	Other not gainfully employed	1
No	6		
Student	9		

Area of responsibility	%
Management	11
Research/development/design	57
Manufacturing, production, quality control	9
Buying/procurement	-
Finance/accounting, controlling	-
Information and communication technology	2
Organization, personnel, administration	1
Sales	5
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	3
Student	9
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	6
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	36
Lecturer, teacher	1
Trainee	1
Other position	4
Student	9
Economic sector	%
Industry	76
Trade	3
Service	10
Training/consulting	2
University, polytechnic, vocational school	16
Other	5
Size of company/organization:	
Number of employees	%
1- 4	8
5- 9	6
10- 49	19
50- 199	15
200 - 499	10
500 - 999	6
1 000 and more	24
Student	9

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries)	7 983
Proportion of trade visitors	97%
Germany (total)	93
of which	
Nielsen 1	2
Nielsen 4	23
Bremen	23
Hamburg	3
Nielsen 5+6	3
Lower Saxony	-
Berlin	-
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	6
Mecklenburg-	
West Pommern	-
North Rhine-Westph.	6
Nielsen 3a	9
Saxony-Anhalt	-
Hesse	4
Nielsen 7	5
Rhineland-Palatinate	2
Saxony	3
Saarland	3
Thuringia	2
Nielsen 3b	53
Baden-Württemberg	53
Foreign (total)	7
of which	
EU	68
Other countries	32
Distance to home	%
up to 50 km	23
more than 50 km up to 100 km	18
more than 100 km up to 300 km	36
over 300 km	23
Frequency of visits to trade fair	%
Previous event	-
Earlier events	-
First visit	100
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	49
Collectively	27
In an advisory capacity	15
No	6
Student	1
Other not gainfully employed	1

Area of responsibility	%
Management	41
Research/development/design	2
Manufacturing, production, quality control	26
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	-
Sales	8
Marketing, advertising, PR	10
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	5
Student	1
Other not gainfully employed	1
Position in the company/organization	%
Entrepreneur, co-owner, freelancer	47
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	1
Trainee	3
Other position	1
Student	1
Other not gainfully employed	1
Economic sector	%
Trade	18
Manufacturer/Industry	32
Service	61
University, polytechnic, vocational school	1
Other	7
Size of company/organization:	
Number of employees	%
1- 4	47
5- 9	19
10- 49	18
50- 199	6
200- 499	3
500 - 999	1
1 000 and more	3
Student	1
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Basic data private visitors

Total number of visitors	64 011
Proportion of private visitors	97%
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	1
North Rhine-	
Westphalia	-
Bavaria	9
Rhineland-	
Berlin	-
Palatinate	-
Brandenburg	-
Bremen	-
Saxony	-
Hamburg	-
Saxony-Anhalt	-
Hesse	89
Schleswig-	
Holstein	-
Mecklenburg-	
West Pommern	-
Thuringia	-
Lower Saxony	-
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 – Plastics Processing Fair, Bad Salzuflen
March 2015

Bayreuth

bbg Betriebsberatungs GmbH

DKM – The Trade Fair for the Finance and Insurance Industry, Dortmund
22.10.-24.10.2013

Berlin

GJC Inter Media GmbH

RemaDays Europe – European Days of Promotional Gifts, Nuremberg
07.01.-09.01.2013

Berlin

Messe Berlin GmbH

- International Green Week Berlin – Exhibition for the Food, Agriculture and Horticulture, Berlin
- 18.01.-27.01.2013
- FRUIT LOGISTICA – International Trade Fair for Fruit and Vegetable Marketing, Berlin
- 06.02.-08.02.2013
- ITB Berlin – THE WORLD'S LEADING TRAVEL TRADE SHOW® Berlin
- 06.03.-10.03.2013
- 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
- Import Shop Berlin – Bazaar for a world full of beauty, Berlin
- 13.11.-17.11.2013
- bauteC – International Trade Fair for Building and Construction Technology, Berlin
- 18.02.-21.02.2014
- InnoTrans – International Trade Fair for Transport Technology – Innovative Components – Vehicles – Systems, Berlin
- 23.09.-26.09.2014

belektro – Trade fair for Electrical Engineering, Electronics and Lighting, Berlin
15.10.-17.10.2014

Bielefeld

Clarion Events Deutschland GmbH

ZOW – International Exhibition of Components and Accessories for the Furniture Industry, Istanbul
17.01.-20.01.2013

ZOW – International fair for suppliers to the furniture and design industries, Bad Salzuflen
18.02.-21.02.2013

FMB – The Supplier Show for Mechanical Engineering, Bad Salzuflen
06.11.-08.11.2013

Bremen

Messe Bremen & ÖVB-Arena

WFB Wirtschaftsförderung Bremen GmbH

BOATFIT – boats ... Enjoy their charm – maintain their value, Bremen
22.02.-24.02.2013

Bremen Classic Motorshow – Classic vehicle fair, Bremen
01.02.-03.02.2013

RAD + OUTDOOR – bike.market.future., Bremen
09.03.-10.03.2013

HanselLife – General Consumer Exhibitions, Bremen
07.09.-15.09.2013

ReiseLust – The tourism fair in Bremen, Bremen
08.11.-10.11.2013

fish international – The German Seafood Show, Bremen
09.02.-11.02.2014

Chemnitz

C³ Chemnitzer Veranstaltungszentren GmbH c/o Messe Chemnitz

Baumesse Chemnitz – trade fair of construction, Chemnitz
01.02.-03.02.2013

SIT – Saxon Industry and Technology Trade Fair, Chemnitz
14.05.-16.05.2014

mtx – International Trade Fair & Symposium for Textiles and Composites in Vehicle Transportation; LiMA – International Trade Fair & Symposium for Lightweighting in Machinery and Plant Industry, Chemnitz
14.05.-16.05.2014

Dortmund

Messe Westfalenhallen Dortmund GmbH

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

Inter-tabac – International Trade Fair for Tobacco Products and Smoking Accessories, Dortmund
20.09.-22.09.2013

Dresden

MESSE DRESDEN GmbH

DRESDNER OSTERN – Garden, Pet and Handicraft Fair with International Orchid-Exhibition, Dresden
21.03.-24.03.2013

aktiv + vital / bike + outdoor – Fair for Health and Wellness, Dresden
08.03.-10.03.2013

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

TMS Messen – Kongresse – Ausstellungen GmbH

Dresdner ReiseMarkt – Dresden Travel Market, Dresden
25.01.-27.01.2013

Touristik & Caravanning International Leipzig – Tourism fair, Leipzig
20.11.-24.11.2013

Düsseldorf

Messe Düsseldorf GmbH

- boot – Düsseldorf – International Boat Show, Düsseldorf
- 19.01.-27.01.2013
- EuroCIS – Europe's leading Trade Fair for IT and Security in Retail, Düsseldorf
- 19.02.-21.02.2013

BEAUTY DÜSSELDORF – The No. 1 Trade Fair for Cosmetics, Nail, Foot and Wellness Professionals (with make-up artist design show – Trade fair for make-up artists), Düsseldorf

- 15.03.-17.03.2013
- GDS – International Event for Shoes & Accessories, Düsseldorf
- 13.03.-15.03.2013
- GLOBAL SHOES – Leading Trade Show for Sourcing, Düsseldorf
- 13.03.-15.03.2013
- ProWein – International Trade Fair Wines and Spirits, Düsseldorf
- 24.03.-26.03.2013
- TOP HAIR – Trend & Fashion Days Düsseldorf – Trade Fair – Show – Congress for the International Hairdressing Industry, Düsseldorf
- 16.03.-18.03.2013
- CARAVAN SALON DÜSSELDORF – The No. 1 Show for motor homes and caravans, Düsseldorf
- 30.08.-08.09.2013
- TourNatur – Hiking and Trekking, Düsseldorf
- 06.09.-08.09.2013
- GDS – International Event for Shoes & Accessoires, Düsseldorf
- 11.09.-13.09.2013
- GLOBAL SHOES – Leading Trade Show for Sourcing, Düsseldorf
- 11.09.-13.09.2013
- REHACARE INTERNATIONAL – International Trade Fair and Congress – Rehabilitation, Care, Prevention, Integration, Düsseldorf
- 25.09.-28.09.2013
- K – International Trade Fair No.1 for plastics and 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
- MEDICA – World Forum for Medicine – International Trade Fair with Congress (with COMPAMED – International Trade Fair Hightech Solutions for Medical Technology, until 22.11.2013), Düsseldorf
- 20.11.-23.11.2013

- EuroShop – The Global Retail Trade Fair, Dusseldorf
16.02.-20.02.2014
- Tube – International Tube and Pipe Trade Fair, Dusseldorf
07.04.-11.04.2014
- wire – International Wire and Cable Trade Fair, Dusseldorf
07.04.-11.04.2014
- interpack – PROCESSES AND PACKAGING, Dusseldorf
08.05.-14.05.2014
- InterCool – International Trade Fair Frozen Food, Ice Cream, Technology, Dusseldorf
21.09.-23.09.2014
- InterMeat – International Trade Fair for Meat and Sausage, Dusseldorf
21.09.-23.09.2014
- InterMopro – International Trade Fair for Dairy Products, Dusseldorf
21.09.-23.09.2014
- glasstec – International Trade Fair for glass production, processing and products (with solarpeq – International Trade Fair for Solar Production Equipment), Dusseldorf
21.10. – 24.10.2014
- VALVE WORLD EXPO – Biennial Valve World Conference and Exhibition, Dusseldorf
02.12.-04.12.2014
- GIFA – International Foundry Trade Fair with WFO Technical Forum, Dusseldorf
16.06.-20.06.2015
- METEC – International Metallurgical Technology Trade Fair with Congresses, Dusseldorf
16.06.-20.06.2015
- NEWCAST – International Trade Fair for Precision Castings, Dusseldorf
16.06.-20.06.2015
- THERMPROCESS – International Trade Fair and Symposium for Thermo Process Technology, Dusseldorf
16.06.-20.06.2015
- drupa – print media messe – World Market Print Media, Publishing & Converting, Dusseldorf
31.05.-10.06.2016

- Reed Exhibitions Deutschland GmbH**
- PSI – The Leading International Trade Show of the Promotional Product Industry, Dusseldorf
09.01.-11.01.2013
 - EQUITANA – Equestrian Sports World Fair, Essen
16.03.-24.03.2013
 - SHOWTECH – International Trade Show and Conference for Theater, Film and Event, Berlin
18.06.-20.06.2013
 - COMPOSITES EUROPE – European Trade Fair & Forum for Composites, Technology and Applications, Stuttgart
+ 17.09.-19.09.2013
 - HYBRID Expo – The innovation platform for hybrid materials, technologies and components, Stuttgart
17.09.-19.09.2013
 - viscom düsseldorf – International trade fair for visual communication, technology & design, Dusseldorf
+ 07.11.-09.11.2013
 - MODERNER STAAT – Exhibition and Conference, Berlin
03.12.-04.12.2013
 - IMA – International Trade Fair for Amusement and Vending Machines, Dusseldorf
14.01.-17.01.2014
 - METAV – International Fair for Manufacturing Technology and Automation, Dusseldorf
11.03.-15.03.2014
 - FIBO – The Leading International Trade Show for Fitness, Wellness and Health, Cologne
11.04.-14.04.2013
 - ALUMINIUM – World Trade Fair & Conference, Dusseldorf
07.10.-09.10.2014
- Erfurt**
- Messe Erfurt GmbH**
- Reiten-Jagen-Fischen – Exhibition for Riding, Hunting and Fishing, Erfurt
12.04.-14.04.2013
 - Rapid. Tech – Trade fair and user's conference for rapid technology, Erfurt
14.05.-15.05.2013

- Haus.Bau.Energie. – Exhibition for House building, Living and Modernizing, Erfurt
27.09.-29.09.2013
- Grüne Tage Thüringen – The agricultural fair, Erfurt
19.09.-21.09.2014
- inoga – Trade Fair for the Hotel, Catering and Hospitality Sector with IKA/Culinary Olympics, Erfurt
18.10.-20.10.2014

RAM Regio Ausstellungen GmbH Erfurt

- Thüringen Ausstellung Erfurt – Handicraft and Consumer Goods Exhibition (with Wedding and Celebration Fair), Erfurt
02.03.-10.03.2013

Eschborn

Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH

- EXPOPHARM – International Pharmaceutical Trade Fair, Dusseldorf
+ 18.09.-21.09.2013

Essen

Messe Essen GmbH

- IPM Essen – The world's leading trade fair for horticulture, Essen
22.01.-25.01.2013
- Die Urlaubswelt – Travel. Camping. Cycling., Essen
27.02.-03.03.2013
- E-world energy & water – International trade fair and congress, Essen
05.02.-07.02.2013
- Haus Garten Genuss – The spring fair for the whole family, Essen
13.02.-17.02.2013
- SCHWEISSEN & SCHNEIDEN – International Trade Fair Joining Cutting Surfacing, Essen
16.09.-21.09.2013
- MODE HEIM HANDWERK – Live life more beautifully, Essen
02.11.-10.11.2013
- DEUBAUKOM – Trade Fair for Architecture, Engineering Skill, Housing Industry, Building Industry and Industrial Construction, Essen
15.01.-18.01.2014

- SHK – Trade Fair for Sanitary, Heating, Air Conditioning and renewable Energies, Essen
12.03.-15.03.2014

- METPACK – International Trade Fair for Metal Packaging, Essen
06.05.-10.05.2014

- REIFEN – No 1 in tires and more, Essen
27.05.-30.05.2014

- SECURITY – The World Forum for Security & Fire Prevention, Essen
23.09.-26.09.2014

Frankfurt/Main

DLG e.V.

- AGRITECHNICA – International DLG Exhibition for Agricultural Machinery, Hanover
10.11.-16.11.2013
- DLG-Feldtage – DLG Field Days – Meeting point for crop production experts, Bernburg-Strenzfeld
17.06.-19.06.2014

- BioEnergy Decentral – International exhibition for decentralized energy supply, Hanover
11.11.-14.11.2014

- EuroTier – with BioEnergy Decentral – The world's top event for animal production, Hanover
11.11.-14.11.2014

Messe Frankfurt Exhibition GmbH

- Christmasworld – The World of Seasonal Decoration, Frankfurt/Main
25.01.-29.01.2013
- Creativeworld – The World of Art and Craft Supplies, Frankfurt/Main
26.01.-29.01.2013
- Heimtextil – International Trade Fair for Home and Contract Textiles, Frankfurt/Main
09.01.-12.01.2013
- Paperworld – The World of Office and Stationery, Frankfurt/Main
26.01.-29.01.2013
- Ambiente – Internationale Frankfurter Messe, Frankfurt/Main
15.02.-19.02.2013

Registered Events

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

- 12.03.-16.03.2013

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

- 10.04.-13.04.2013

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

- 10.04.-13.04.2013

IFFA – The No. 1 for the meat industry, Frankfurt/Main

- 04.05.-09.05.2013

Hair & Beauty – The international Trade Fair for the Hairdressing and Cosmetic Industry, Frankfurt/Main

09.06.-10.06.2013

Techtextil – International Trade Fair for Technical Textiles and Nonwovens, 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

Tendence – Internationale Frankfurter Messe, Frankfurt/Main

- 24.08.-27.08.2013

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

30.03.-04.04.2014

Automechanika – The International Leading Trade Fair for the Automotive Industry, Frankfurt/Main

- 16.09.-20.09.2014

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

- 11.06.-15.06.2016

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

Internationale Kulturbörse Freiburg – Trade Fair for Stage Productions and Music, Freiburg

04.02.-07.02.2013

Intersolar Europe – The World's Largest Exhibition for the Solar Industry, Munich

- 19.06.-21.06.2013

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

- May 2016

Groß-Umstadt

KWF – Kuratorium für Waldarbeit und Forsttechnik GmbH

KWF – Expo – Forest Machinery and Innovation DemoFair, Bavaria, date and venue are not fixed yet

June 2016

Hamburg

Hamburg Messe und Congress GmbH

REISEN HAMBURG – The Holiday, Caravanning, Outdoor and Cycling Exhibition, Hamburg

06.02.-10.02.2013

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

08.03.-13.03.2013

DU UND DEINE WELT – hamburg's shopping and event fair, Hamburg

21.09.-29.09.2013

hanseboot – Hamburg International Boat Show, Hamburg

26.10.-03.11.2013

NORTEC – The manufacturing trade fair in the North, Hamburg

21.01.-24.01.2014

HansePferd Hamburg – International Exhibition for Horse Enthusiasts, Hamburg

25.04.-27.04.2014

SMM – the leading international maritime trade fair hamburg, Hamburg

- 09.09.-12.09.2014

GET Nord – Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning, Hamburg

November 2014

Hannover

Deutsche Messe AG

DOMOTEX HANNOVER – The World of Flooring, Hannover

- 12.01.-15.01.2013

CeBIT – Heart of the digital world, Hannover

- 05.03.-09.03.2013

HANNOVER MESSE – The world's most important technology event, Hannover

- 08.04.-12.04.2013

ComVac / HANNOVER MESSE – Leading Trade Fair for Compressed Air and Vacuum Technology, Hannover

08.04.-12.04.2013

Digital Factory / HANNOVER MESSE – Leading Trade Fair for Integrated Processes and IT Solutions, Hannover

08.04.-12.04.2013

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

08.04.-12.04.2013

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

08.04.-12.04.2013

Industrial Supply / HANNOVER MESSE – Leading Trade Fair for Industrial Subcontracting and Lightweight Construction, Hannover

08.04.-12.04.2013

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

08.04.-12.04.2013

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

08.04.-12.04.2013

Mobilitec / HANNOVER MESSE – Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions, Hannover

08.04.-12.04.2013

Research & Technology / HANNOVER MESSE – Leading Trade Fair for R&D and Technology Transfer, Hannover

08.04.-12.04.2013

SurfaceTechnology / HANNOVER MESSE – Leading Trade Fair for Surface Technology, Hannover

08.04.-12.04.2013

Wind / HANNOVER MESSE – Leading Trade Fair for Wind Generation Technology, Components and Services, Hannover

08.04.-12.04.2013

PROMOTION WORLD – International Trade Fair for Promotional Products and Incentives, Hannover

08.04.-12.04.2013

LIGNA HANNOVER – World Fair for the Forestry and Wood Industries, Hannover

- 06.05.-10.05.2013

EMO – The World of Metalworking, Hannover

+ 16.09.-21.09.2013

BIOTECHNICA – Europe's No.1 Event for Biotechnology and Life Sciences, Hannover

- 08.10.-10.10.2013

CeMAT Hannover – The World's leading Fair for Intralogistics, Hannover

19.05.-23.05.2014

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

03.06.-05.06.2014

EuroBLECH – International Sheet Metal Working Technology Exhibition, Hannover

- 21.10.-25.10.2014

INTERSCHUTZ – DER ROTE HAHN – International Exhibition for Rescue, Fire Prevention, Disaster Relief, Safety and Security, Hannover

- 08.06.-13.06.2015

Fachausstellungen Heckmann GmbH

ABF – The Leisure and Sales Exhibition, Hannover

26.01.-03.02.2013

infa – Information and Sales Exhibition, Hannover

12.10.-20.10.2013

CARAVAN – Motor Caravans and Supplies Trade Exhibition, Bremen

08.11.-10.11.2013

Pferd & Jagd – Europe's biggest exhibition for equestrian sports, hunting and fishing, Hanover
05.12.-08.12.2013

Husum

Messe Husum HWG mbH & Co. KG

Nord Gastro und Hotel – Hotel and Restaurant Industry Trade Fair, Husum
11.02.-12.02.2013

New Energy Husum – The International Renewable Energy Trade Fair, Husum
21.03.-24.03.2013

HUSUM Wind – The Leading Wind Energy Trade Fair, Husum
15.09.-18.09.2015

Idar-Oberstein

Intergem Messe GmbH

INTERGEM – International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein
03.10.-06.10.2013

Karlsruhe

HINTE GmbH

+ INTERGEO – Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Essen
08.10.-10.10.2013

+ INTERGEO EURASIA – Trade Fair and Conference for Landmanagement, Geoinformation, Building Industry, Environment, Istanbul
27.04.-29.04.2014

+ Arbeitsschutz Aktuell – Safety and Health – The Prevention Forum – Congress & Trade Fair, Frankfurt/Main
25.08.-28.08.2014

Karlsruher Messe- und Kongress-GmbH

LEARNTEC – Leading international trade fair and convention for vocational education, learning and IT, Karlsruhe
29.01.-31.01.2013

NUFAM – Trade fair for commercial vehicles, Karlsruhe
26.09.-29.09.2013

IT-TRANS – International Conference and Exhibition for IT Solutions in Public Transport, Karlsruhe
18.02.-20.02.2014

Kempten

Kempten Tourismus- und Veranstaltungsservice Allgäuer Festwoche

ALLGÄUER FESTWOCHE – TRADE FAIR – CULTURAL AND SPORTS EVENTS – RURAL TRADITION EXHIBITION IN KEMPTEN (ALLGÄU), Kempten
10.08.-18.08.2013

Köln

Koelnmesse GmbH

ISM – International Sweets and Biscuits Fair, Cologne
● 27.01.-30.01.2013

ProSweets Cologne – The international supplier fair for the confectionery industry, Cologne
27.01.-30.01.2013

imm cologne – The international furnishing show, Cologne
● 14.01.-20.01.2013

+ didacta – The Trade Fair for Education and Training, Cologne
19.02.-23.02.2013

spoga horse (Frühjahr/spring) – International Trade Fair for Equestrian Sports, Cologne
03.02.-05.02.2013

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

h+h cologne – International Trade Fair for Creative Handicraft + Hobby Supplies, Cologne
22.03.-24.03.2013

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
19.09.-21.09.2013

Kind + Jugend – The Trade Show for Kids' First Years, Cologne
● 19.09.-22.09.2013

dmexco – Leading expo & conference for digital business, Cologne
18.09.-19.09.2013

● spoga+gafa/spoga horse (autumn) – The garden trade fair, Cologne/International Trade Fair for Equestrian Sports, Cologne
08.09.-10.09.2013

● 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
22.10.-25.10.2013

● INTERNATIONALE EISENWARENMESSE KÖLN – INTERNATIONAL HARDWARE FAIR COLOGNE
09.03.-12.03.2014

● ORGATEC – Modern Office & Facility, Cologne
21.10.-25.10.2014

● Anuga FoodTec – The international supplier fair for the food and drink industry, Cologne
24.03.-27.03.2015

Leipzig

Leipziger Messe GmbH

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

HAUS-GARTEN-FREIZEIT – Leipzig Fair Home – Garden – Leisure – The consumer fair for the whole family/Central German Handicrafts Fair/Beach & Boat, Leipzig
09.02.-17.02.2013

● Z – DIE ZULIEFERMESSE – 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

CADEAUX Leipzig (Spring) – Trade Fair for Gifts and Lifestyle Ideas, Leipzig
02.03.-04.03.2013

therapie Leipzig – Trade Fair and Congress for Therapy, Medical Rehabilitation and Prevention, Leipzig
21.03.-23.03.2013

CADEAUX Leipzig (Autumn) – Trade Fair for Gifts and Lifestyle Trends – COMFORTEX, Trade Fair for Interior Design, Leipzig
14.09.-16.09.2013

GÄSTE – Trade Fair for the Restaurant, Hotel and Catering Business, Leipzig
14.09.-17.09.2013

MIDORA LEIPZIG – TRADE FAIR FOR WATCHES AND JEWELLERY, Leipzig
14.09.-16.09.2013

PFLEGE + HOMECARE LEIPZIG – Trade Fair and Congress for hospital, residential and home care, Leipzig
15.10.-17.10.2013

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

modell-hobby-spiel – models-hobbies-games. Exhibition for Modelling, Model Railways, Creative Art and Play, Leipzig
03.10.-06.10.2013

Leipziger Tierärztekongress – Leipzig Veterinary Congress with Industrial Exhibition vetexpo, Leipzig
16.01.-18.01.2014

● OTWorld – Orthopädie – Reha-Technik – Internationale Fachmesse und Weltkongress, Leipzig
13.05.-16.05.2014

● denkmal – European Trade Fair for Conservation, Restoration and Old Building Renovation, Leipzig
06.11.-08.11.2014

Registered Events

Leipziger Messe International GmbH

LBA – Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg
01.03.-03.03.2013

Lindau-Bodolz

Kinold Ausstellungengesellschaft mbH

Niederbayern-Schau Landshut – Regional Exhibition, Landshut
28.09.-06.10.2013

Messe Rosenheim – Regional Consumer Goods Exhibition, Rosenheim
15.03.-23.03.2014

Passauer Frühling, DreiländerMesse – Regional Exhibition, Passau
29.03.-06.04.2014

Messe Hof – Regional Exhibition, Hof
27.09.-05.10.2014

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGGM)

MAGDEBOOT – Trade Fair for new and used boats, equipment and water sports, Magdeburg, Magdeburg
08.03.-10.03.2013

Tierwelt – Pet Exhibition, Magdeburg
05.04.-07.04.2013

MAGDEBURGER MEERESANGELTAGE – Fishing Exhibition, Magdeburg
09.11. – 10.11.2013

Mainz

RAM Regio Ausstellungen GmbH

Rheinland-Pfalz-Ausstellung – Mainz – Regional Consumer Goods Exhibition, Mainz
16.03.-24.03.2013

München

easyFairs Deutschland GmbH

SCHÜTTGUT – Trade show for solids technologies in processing industries, Dortmund
21.05.-22.05.2014

EUROEXPO Messe- und Kongress-GmbH

LogiMAT – International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart
19.02.-21.02.2013

transfairlog – Trade Fair for International Transport and Logistics Management, Hamburg
Juni 2014

GHM Gesellschaft für Handwerksmessen mbH

eltec – Trade fair for electrical and power engineering, Nuremberg
16.01.-18.01.2013

opti – The International Trade Show for Optics & Design, Munich
25.01.-27.01.2013

INTERNATIONALE HANDWERKSMESSER – The Leading Trade Fair for the Craft Trades and Medium-Sized Enterprises, Munich
06.03.-12.03.2013

DACH+HOLZ International – ROOF+TIMBER International Trade Fair for timber construction and interior works, roof and wall, Cologne
+ 18.02.-21.02.2014

IFH/Intherm – Trade Fair for Sanitation, Heating, Air Conditioning, Renewable Energies, Nuremberg
08.04.-11.04.2014

iba – International Trade Fair – World Market for Baking ... everything for Bakers and Confectioners, Munich
12.09.-17.09.2015

Messe München GmbH

BAU – World's Leading Trade Fair for Architecture, Materials, Systems, Munich
● 14.01.-19.01.2013

INHORGENTA MUNICH – Trade Show for Jewelry, Timepieces, Lifestyle, Munich
● 22.02.-25.02.2013

ISPO MUNICH – The world's leading sports business platform, Munich
● 03.02.-06.02.2013

f.re.e – Fair for Leisure and Travel, Munich
● 20.02.-24.02.2013

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
● 13.05.-16.05.2013

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

EXPO REAL – International Trade Fair for Property and Investment, Munich
● 07.10.-09.10.2013

productronica – International trade fair for innovative electronics production, Munich
● 12.11.-15.11.2013

analytica – International Trade Fair for Laboratory Technology, Analysis, Biotechnology and analytica Conference, Munich
● 01.04.-04.04.2014

AUTOMATICA – International Trade Fair for Automation and Mechatronics, Munich
● 20.05.-23.05.2014

IFAT – resources.innovations.solutions. – World's leading Trade Fair for Water, Sewage, Waste and Raw Materials Management, Munich
● 05.05.-09.05.2014

MAINTAIN – International Trade Fair for Industrial Maintenance, Munich
20.05.-23.05.2014

INTERFORST – International Key Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows, Munich
● 16.07.-20.07.2014

electronica – International Trade Fair for Electronic Components, Systems and Applications, Munich
● 11.11.-14.11.2014

CERAMITEC – Technologies – Innovations – Materials, Munich
● 20.10.-23.10.2015

MunichExpo Veranstaltungen GmbH

eCarTec / MATERIALICA/sMove 360° – Int. Leading Fair for Electro Mobility & Hybrid/Lightweight Design for New Mobility/Car IT, Munich
15.10.-17.10.2013

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
13.02.-15.02.2014

Münster

Messe und Congress Centrum Halle Münsterland GmbH

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

interlift – International Trade Fair for Elevators, Components & Accessories, Augsburg
15.10.-18.10.2013

GrindTec – International Trade Fair for Grinding Technology, Augsburg
19.03.-22.03.2014

NürnbergMesse GmbH

eltec – Trade fair for electrical and power engineering, Nuremberg
16.01.-18.01.2013

BioFach + Vivaness – World Organic Trade Fair / Trade Fair for Natural Personal Care and Wellness, Nuremberg
13.02.-16.02.2013

- embedded world – Exhibition&Conference, Nuremberg
19.03.-21.03.2013
- European Coatings SHOW – plus Adhesives, Sealants,
Construction Chemicals, Nuremberg
26.02.-28.02.2013
- IWA & OutdoorClassics – High performance in target
sports, nature activities, protecting people, Nuremberg
08.03.-11.03.2013
- Werkstätten:Messe – Workshops for the disabled
show their excellence – variety – quality, Nuremberg
14.03.-17.03.2013
- ALTENPFLEGE – Leading Exhibition for the Care Sector,
Nuremberg
+ 09.04.-11.04.2013
- POWTECH + TechnoPharm – Int.Trade Fair for
Mechanical Processing Technologies and Instrumen-
tation + Int. Trade Fair for Life Science Process
Technologies, Pharma – Food – Cosmetics, Nuremberg
23.04.-25.04.2013
- Stone+tec Nürnberg – International Trade Fair Natural
Stone and Stoneprocessing Technology, Nuremberg
29.05.-01.06.2013
- AUTOMOTIVE ENGINEERING EXPO – Connecting
outstanding experts on car body manufacturing,
painting and assembly, Nuremberg
04.06.-06.06.2013
- mailingtage, Nuremberg
19.06.-20.06.2013
- FachPack, Nuremberg
24.09.-26.09.2013
- it-sa – The IT Security Expo and Congress, Nuremberg
08.10.-10.10.2013
- EUROGUSS – International Trade Fair for Die Casting –
Technology, Processes, Products, Nuremberg
26.03.-29.03.2014
- 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
14.01.-16.01.2014
- Galabau – International Trade Fair for Urban Green and
Open Spaces/ Design – Construction – Maintenance +
PLAYGROUND + Deutsche Golfplatztage, Nuremberg
17.09.-20.09.2014
- Chillventa – International Trade Fair for Refrigeration,
Air Conditioning, Ventilation and Heat Pumps,
Nuremberg
● 14.10.-16.10.2014
- Brau Beviale – Raw Materials – Technologies –
Logistics – Marketing, Nuremberg
11.11.-13.11.2014
- Spielwarenmesse eG**
Spielwarenmesse – International Toy Fair Nürnberg,
Nuremberg
30.01.-04.02.2013
- Offenbach**
Messe Offenbach GmbH
I.L.M – International Leather Goods Fair Offenbach –
Winter Styles, Offenbach/Main
● 09.03.-11.03.2013
- I.L.M – International Leather Goods Fair Offenbach –
Summer Styles, Offenbach/Main
● 21.09.-23.09.2013
- Offenburg**
Messe Offenburg-Ortenau GmbH
Badische Weinmesse – Regional Wine Exhibition,
Offenburg
04.05.-05.05.2013
- OBERRHEIN MESSE OFFENBURG – Consumer Goods
Fair, Offenburg
28.09.-06.10.2013
- Reutlingen**
REECO GmbH
Renewable Energy Exhibition Conference
CEB CLEAN ENERGY BUILDING – International Trade
Fair for Renewable Energy and Energy Efficient
Building, Stuttgart
07.02.-09.02.2013
- RENEXPO® – International Energy Trade Fair, Augsburg
26.09.-29.09.2013
- Rostock**
Rostocker Messe- und Stadthallengesellschaft mbH
AutoTrend – Automobile Exhibition Mecklenburg-
Western Pomerania, Rostock
05.04.-07.04.2013
- Stuttgart**
blickfang GmbH
BLICKFANG – Design Trade Fair for Furniture,
Jewellery and Fashion, Stuttgart
15.03.-17.03.2013
- Landesmesse Stuttgart GmbH**
CMT – The Holiday exhibition – Intern. exhibition
for caravanning, motoring, tourism, with the special
exhibitions cycling & adventure holidays with special
section hiking, golf & wellness holidays, cruises ship
travel, Stuttgart
12.01.-20.01.2013
- MEDIZIN/TheraPro – Trade fair and congress, Stuttgart
25.01.-27.01.2013
- RETRO CLASSICS – The whole world of classic vehicles,
Stuttgart
07.03.-10.03.2013
- eltefa – biggest regional trade fair for the electrical
sector, Stuttgart
20.03.-22.03.2013
- FAIR HANDELN – International exhibition focusing on
Fairtrade and globally responsible trade and activities,
Stuttgart
11.04.-14.04.2013
- GARTEN – outdoor ambiente – Exhibition for garden
and lifestyle, Stuttgart
11.04.-14.04.2013
- INTERVITIS INTERFRUCTA – International technology
trade fair for wine, fruit, fruit juice and spirits, Stuttgart
24.04.-27.04.2013
- INVEST – Leading trade fair and congress for finance
and investment, Stuttgart
19.04.-20.04.2013
- Mineralien, Fossilien, Schmuck – Minerals, fossils,
jewellery, Stuttgart
12.04.-14.04.2013
- SACHSENBACK – Trade fair for the bakery and
confectionery trades, Dresden
13.04.-15.04.2013
- Slow Food – The market for good taste, Stuttgart
11.04.-14.04.2013
- FACHDENTAL Leipzig – Show for dental surgeries and
laboratories, Leipzig
06.09.-07.09.2013
- IT & Business / DMS EXPO – Trade fair for IT solutions /
Leading trade fair for enterprise content management,
Stuttgart
24.09.-26.09.2013
- FACHDENTAL Südwest, Stuttgart
11.10.-12.10.2013
- südback – Trade fair for the bakery and confectionery
trades, Stuttgart
19.10.-22.10.2013
- ANIMAL / Stuttgarter MesseHerbst – Exhibition for
pet ownership, Stuttgart
16.11.-17.11.2013
- DIE BESTEN JAHRE / Stuttgarter MesseHerbst –
The exhibition for staying active, Stuttgart
18.11.-19.11.2013
- Familie & Heim / Stuttgarter MesseHerbst – South
Germany's large shopping and experience exhibition
with International mineral and fossil exchange
(15.11.-17.11.2013), Stuttgart
16.11.-24.11.2013
- HOBBY & ELEKTRONIK / Stuttgarter MesseHerbst –
South Germany's large exhibition for computers and
electronics, Stuttgart
21.11.-24.11.2013
- KREATIV- & BASTELWELT / Stuttgarter MesseHerbst –
South Germany's largest creative trade fair, Stuttgart
21.11.-24.11.2013
- Modell Süd / Stuttgarter MesseHerbst – South
Germany's large exhibition for modelmaking and
model railways, Stuttgart
21.11.-24.11.2013
- NewCome – Exhibition and state congress about
freelancing, Stuttgart
November 2013

Registered Events

Stuttgarter MesseHerbst, Stuttgart
16.11.-24.11.2013

SÜDDEUTSCHE SPIELEMESSE / Stuttgarter Messe-Herbst – Souths Germany's large exhibition for games, Stuttgart
21.11.-24.11.2013

INTERGASTRA – Leading trade fair for innovative gastronomy / GELATISSIMO – The special trade fair for the manufacture of hand-made ice-cream, Stuttgart
01.02.-05.02.2014

TV TecStyle Visions – International trade fair for textile decoration and promotion, Stuttgart
13.02.-15.02.2014

PFLEGE & REHA – Trade fair for elderly care, nursing and rehabilitation with accompanying congress, Stuttgart
06.05.-08.05.2014

LASYS – International trade fair for laser material processing, Stuttgart
24.06.-26.06.2014

AMB – International exhibition for metal working, Stuttgart
16.09.-20.09.2014

SÜFFA – Trade fair for the meat industry, Stuttgart
28.09.-30.09.2014

interbad – International trade fair for swimming pools, saunas and spas with congress for pool and bath technology, Stuttgart
21.10.-24.10.2014

VISION – International trade fair for machine vision, Stuttgart
04.11.-06.11.2014

R + T – Leading world trade fair for roller shutters, doors / gates and sun protection systems, Stuttgart
24.02.-28.02.2015

Mesago Messe Frankfurt GmbH

Facility Management – Exhibition and Conference, Frankfurt/Main
26.02.-28.02.2013

SMT Hybrid Packaging – International Exhibition and Conference for System Integration in Micro Electronics, Nuremberg
16.04.-18.04.2013

Mesago Messemanagement GmbH

SPS IPC Drives – Electric Automation – Systems and Components – International Exhibition & Conference, Nuremberg
26.11.-28.11.2013

Mesago PCIM GmbH

PCIM Europe – Power Electronics, Intelligent Motion, Renewable Energy and Energy Management – International Exhibition and Conference, Nuremberg
14.05.-16.05.2013

Wächtersbach

Messe Wächtersbach GmbH

Messe Wächtersbach – Consumer Goods Exhibition, Waechtersbach
04.05.-12.05.2013

Wiesbaden

WIRTSCHAFTSGEMEINSCHAFT Zoologischer Fachbetriebe GmbH

Interzoo – International Trade Fair for Pet Supplies, Nuremberg
29.05.-01.06.2014

Wunstorf

AMA Service GmbH

SENSOR+TEST – The Measurement Fair – International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nuremberg
14.05.-16.05.2013

Hongkong/SVR

Hong Kong Trade Development Council

HKTDC Hong Kong Baby Products Fair, Hongkong/SAR
07.01.-10.01.2013

HKTDC Hong Kong Fashion Week for Fall/Winter, Hongkong/SAR

- 14.01.-17.01.2013

HKTDC Hong Kong Toys & Games Fair, Hongkong/SAR

- 07.01.-10.01.2013

HKTDC Hong Kong International Jewellery Show, Hongkong/SAR

- 05.03.-09.03.2013

HKTDC Hong Kong Electronics Fair (Spring Edition), Hongkong/SAR

- 13.04.-16.04.2013

HKTDC Hong Kong Gifts & Premium Fair, Hongkong/SAR

- 27.04.-30.04.2013

HKTDC Hong Kong Houseware Fair, Hongkong/SAR

- 20.04.-23.04.2013

HKTDC Hong Kong Watch & Clock Fair, Hongkong/SAR

- 04.09.-08.09.2013

HKTDC Hong Kong Electronics Fair (Autumn Edition), Hongkong/SAR

- 13.10.-16.10.2013

electronicAsia – International Trade Fair for Components, Assemblies and Display Technologies, Hongkong/SAR

- 13.10.-16.10.2013

HKTDC Hong Kong International Lighting Fair (Autumn Edition), Hongkong/SAR
27.10.-30.10.2013

HKTDC Hong Kong Optical Fair, Hongkong/SAR

- 06.11.-08.11.2013

Verona

Ente Autonomo per le Fiere di Verona

VINITALY/SOL/Enolitech – Int. Exhibition of Wine & Spirits, Olive Oil & Technologies for Viticulture & Oil Production, Quality Extra Virgin Olive Oil Production, Olive Growing, Verona

- 07.04.-10.04.2013

PULIRE – International Exhibition of Machines, Equipments, Products and Systems for Industrial Cleaning, Verona
21.05.-23.05.2013

MARMOMACC – International Exhibition of Stone, Design and Technology, Verona

- 25.09.-28.09.2013

Fieragricola – International agri-business show, Verona

- 06.02.-09.02.2014

SAMOTER – International triennial Earthmoving and Building Machinery Exhibition, Verona

- March 2014

EUROCARNE – International Exhibition for the Meat Industry, Verona

- May 2015

Decisive for decision-makers!

Reliable exhibition data bears this brand:



Decision-makers have a choice to make: Would it be worth having an exhibition stand at this event? Would it help me to acquire valuable customer contacts? Or would it be a case of being in the wrong place at the wrong time? We provide clear figures to help answer these questions – certified key exhibition data and sound structural visitor data for around 300 exhibitions in Germany and worldwide. In doing so, we provide decision-makers with the decisive support they need.

www.fkm.de



**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

Graphic Design: CCL, Berlin
Typesetting: Heider Druck GmbH, Bergisch Gladbach
Print: Königsdruck GmbH, Berlin
Cover photo: Koelnmesse GmbH
Editorial deadline: June 2013

Information on audited trade fair data
of events in Austria are available from:
FKM Austria Verein zur freiwilligen Kontrolle von Messezahlen
Messeplatz 1 · A-1021 Wien
Phone: +43 1 72720-0 · Fax: +43 1 72720-4709

