



Certified Exhibition Data 2014





Certified Exhibition Data Report 2014

www.fkm.de

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The FKM in 2014

In 2014, 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.

Reeco GmbH, Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH and GJC Intermedia GmbH are no longer members.

Currently 51 organisers in Germany are partners of FKM. In 2014, a total of 203 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, sectors 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.

Comparability and reliability

The FKM is an organisation of the German trade fair and exhibition companies which was founded in 1965 by six organisers. It has set itself the objective of promoting clarity and truth in the trade fair industry through uniformly collected statistics of exhibition space, exhibitors and visitors.

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.

FKM intensifies communication

The FKM has stepped up its communication efforts in order to increase awareness of this service. Since autumn 2014 it has been publishing the online newsletter "FKM-Knowhow", which covers what one can learn from the visitor profile data, how trade-fair terminology is defined, and how the FKM operates. Target groups include not only exhibitors but also consultants, stand design companies, associations and the media.

In addition, numerous members refer to the FKM certification of the trade fairs on the events' websites or in printed products. This has further increased the prominence of the "FKM-certified" logo in the exhibition industry.

Online Service

The FKM website at www.fkm.de 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 and in it, the green checkmark gives certified, quality trade fair data the thumbs up!

International Exhibition Transparency

FKM and other European auditing organisations jointly compiled the brochure entitled Euro Fair Statistics, which is published by the Global Association of the Exhibition Industry (UFI). 22 countries have taken part: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Hungary, Italy, Luxembourg, Moldavia, Netherlands, Poland, Portugal, Romania, Russia, Slovenia, Spain, Sweden, Turkey and Ukraine.

Out of nearly 2,200 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

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Chairman

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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 2015

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 2015

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 2014 in the reporting year, the year of the last survey is given behind the title of event.

For the official detailed regulations see the brochure FKM-Certification

| FKM  | | | Exhibition space figures (sq.m.) | | | | | | | Exhibitor figures | | | | | | Visitor figures | | | | | |
|---|---|----|----------------------------------|---------|----------|---------|----------|----------|-------|-------------------|-------------|---------------|--------------------------------|-------|----------|---------------------------------|-------|----------|------------------------|--------|-----------------------|
| | | | Exhibitor stand space | | | | | | | Exhibitors | | | Additionally represented firms | | | Entries (Explanations see p. 9) | | | | | |
| For the complete titles see pp. 96 | | | Interval/ Days | | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) | from countries | | | Domestic Foreign Total | | | Domestic Foreign Total | | |
| | | | Domestic | Foreign | Domestic | Foreign | | Domestic | | | | | Foreign | Total | Domestic | Foreign | Total | Domestic | Foreign | Total | Domestic |
| Augsburg | | | | | | | | | | | | | | | | | | | | | |
| GrindTec | 2 | 4 | 13.453 | 5.680 | | | | 19.133 | 78 | 19.211 | 35.000 | 313 | 207 | 520 | 29 | | | | | | 15.159 * |
| Bad Salzuflen | | | | | | | | | | | | | | | | | | | | | |
| FMB – The Supplier Show for Mechanical Engineering | 1 | 3 | 7.290 | 560 | | | | 7.850 | | 7.850 | 15.200 | 429 | 41 | 470 | 8 | 14 | 3 | 17 | 5.728 | 301 | 6.029 |
| ZOW – Int. fair for suppliers to the furniture and design industries | 1 | 4 | 7.061 | 5.116 | | | | 12.177 | | 12.177 | 26.600 | 272 | 203 | 475 | 33 | 4 | 2 | 6 | 7.862 | 3.906 | 11.768 |
| Berlin | | | | | | | | | | | | | | | | | | | | | |
| • bautec | 2 | 5 | 15.227 | 1.138 | | 66 | | 16.431 | 1.218 | 17.649 | 39.300 | 425 | 61 | 486 | 20 | | | | 28.906 | 3.463 | 32.369 * |
| • Bazaar Berlin | 1 | 5 | 3.136 | 3.227 | | | | 6.363 | 860 | 7.223 | 19.700 | 251 | 303 | 554 | 58 | | | | 34.932 | 1.006 | 35.938 * |
| • belekro | 2 | 3 | 8.676 | 321 | | | | 8.997 | 1.956 | 10.953 | 23.400 | 245 | 16 | 261 | 11 | | | | 10.754 | 109 | 10.863 * |
| • FRUIT LOGISTICA | 1 | 3 | 8.674 | 52.999 | | | | 61.673 | 605 | 62.278 | 106.700 | 264 | 2.366 | 2.630 | 84 | | | | 11.484 | 53.397 | 64.881 * |
| • InnoTrans | 2 | 4 | 39.494 | 54.816 | | 5.962 | 3.137 | 103.409 | | 103.409 | 174.400 | 1.092 | 1.669 | 2.761 | 55 | | | | 63.881 | 74.991 | 138.872 * |
| + INTERGEO | 1 | 3 | 7.482 | 5.194 | | 183 | 115 | 12.974 | 30 | 13.004 | 27.000 | 291 | 223 | 514 | 31 | 15 | 3 | 18 | 11.078 | 6.017 | 17.095 * |
| • International Green Week | 1 | 10 | 32.372 | 16.207 | | | | 48.579 | 7.738 | 56.317 | 124.700 | 1.018 | 671 | 1.689 | 69 | | | | 402.261 | 9.470 | 411.731 * |
| • ITB – THE WORLD'S LEADING TRAVEL TRADE SHOW* | 1 | 5 | 26.031 | 61.750 | | 282 | | 88.063 | | 88.063 | 160.000 | 1.571 | 5.757 | 7.328 | 191 | 594 | 1.665 | 2.259 | 119.920 | 51.874 | 171.794 * |
| • Moderner Staat – Public administration | 1 | 2 | 740 | 9 | | | | 749 | 450 | 1.199 | 8.000 | 100 | 1 | 101 | 2 | | | | 1.387 | 30 | 1.417 * |
| Bernburg | | | | | | | | | | | | | | | | | | | | | |
| DLG-Feldtage – Meeting place for crop producers | 2 | 3 | 732 | 99 | 106.261 | 3.759 | | 110.851 | 932 | 111.783 | 201.200 | 298 | 70 | 368 | 20 | | | | 20.563 | 2.490 | 23.053 * |
| Bremen | | | | | | | | | | | | | | | | | | | | | |
| BOATFIT | 1 | 3 | 4.047 | 292 | | | | 4.339 | 1.126 | 5.465 | 12.400 | 153 | 17 | 170 | 8 | 8 | | 8 | 9.480 | 105 | 9.585 * |
| Bremen Classic Motorshow | 1 | 3 | 18.885 | 2.135 | | | | 21.020 | 1.368 | 22.388 | 47.000 | 582 | 67 | 649 | 12 | | | | 42.738 | 4.591 | 47.329 * |
| CARAVAN | 1 | 3 | 9.670 | 255 | | | | 9.925 | | 9.925 | 14.800 | 62 | 4 | 66 | 5 | | | | | | 26.061 ¹⁾ |
| CARAVAN / Reiselust | 1 | 3 | 12.767 | 594 | | | | 13.361 | 362 | 13.723 | 24.100 | 347 | 38 | 385 | 19 | | | | | | 33.824 |
| fish international | 2 | 3 | 3.036 | 914 | | | | 3.950 | 916 | 4.866 | 14.600 | 133 | 77 | 210 | 19 | | | | 7.500 | 937 | 8.437 * |
| HanseLife | 1 | 9 | 16.990 | 817 | | 857 | 150 | 18.814 | 3.116 | 21.930 | 43.200 | 740 | 30 | 770 | 10 | | | | | | 77.041 * |
| Reiselust – Tourism fair | 1 | 3 | 3.097 | 339 | | | | 3.436 | 362 | 3.798 | 9.300 | 285 | 34 | 319 | 16 | | | | 26.759 | 300 | 27.059 ^{*1)} |
| Chemnitz | | | | | | | | | | | | | | | | | | | | | |
| Baummesse Chemnitz – Trade fair of construction | 1 | 3 | 3.458 | 36 | 140 | | | 3.634 | 133 | 3.767 | 8.400 | 230 | 2 | 232 | 2 | 40 | | 40 | | | 10.710 * |
| mtex / LIMA | 2 | 3 | 817 | 58 | | | | 875 | 353 | 1.228 | 3.500 | 59 | 10 | 69 | 6 | 5 | | 5 | 1.012 | 32 | 1.044 |
| Chemnitz trade fairs – SIT, IT user forum | 2 | 3 | 1.583 | 4 | | | | 1.587 | 65 | 1.652 | 4.500 | 168 | 1 | 169 | 2 | 8 | | 8 | 2.574 | 47 | 2.621 * |
| Dortmund | | | | | | | | | | | | | | | | | | | | | |
| DKM – Finance and insurance | 1 | 2 | 7.619 | 80 | | | | 7.699 | | 7.699 | 22.400 | 264 | 5 | 269 | 5 | | | | 11.472 | 101 | 11.573 |
| Inter-tabac | 1 | 3 | 9.224 | 7.261 | | | | 16.485 | 233 | 16.718 | 35.900 | 172 | 319 | 491 | 49 | 2 | 5 | 7 | 7.233 | 3.999 | 11.232 * |

+ Events with changing venues

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

* Visitors Profil Analyses see page 25 ff.

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



Exhibition space figures (sq.m.)

Exhibitor figures

Visitor figures

| For the complete titles see pp. 96 | Interval/ Days | | Exhibitor stand space | | | | Exhibitors | | | | Additionally represented firms | | | Entries (Explanations see p. 9) | | | | | | | |
|--|-------------------|----|-----------------------|------------------|----------------------|---------------------|------------|------------------|----------------|------------------|-----------------------------------|---------|-------|------------------------------------|----------|---------|-------|----------|---------|---------|-----------------|
| | | | Halls Domestic | Halls Foreign | Open Air Domestic | Open Air Foreign | Total | Special Shows | Space (net) | Space (gross) | Domestic | Foreign | Total | from countries | Domestic | Foreign | Total | Domestic | Foreign | Total | |
| Düsseldorf | | | | | | | | | | | | | | | | | | | | | |
| ● ALUMINIUM | 2 | 3 | 11.501 | 24.267 | | | 35.768 | 1.242 | 37.010 | 75.000 | 338 | 597 | 935 | 49 | | | | 12.293 | 12.020 | 24.313 | * |
| ● BEAUTY INTERNATIONAL | 1 | 3 | 19.654 | 2.639 | | | 22.293 | 4.148 | 26.441 | 70.100 | 491 | 124 | 615 | 28 | | | | 49.395 | 5.306 | 54.701 | * ¹⁾ |
| BEAUTY/TOP HAIR INTERNATIONAL | 1 | 3 | 23.241 | 3.386 | | | 26.627 | 10.015 | 36.642 | 95.800 | 597 | 165 | 762 | 29 | | | | | | 61.127 | |
| ● boot | 1 | 9 | 40.772 | 45.139 | 20 | | 85.931 | 18.362 | 104.293 | 214.200 | 863 | 814 | 1.677 | 60 | | | | 206.073 | 42.208 | 248.281 | * |
| ● CARAVAN SALON | 1 | 10 | 68.783 | 20.799 | 1.442 | 490 | 91.514 | 4.829 | 96.343 | 146.200 | 372 | 178 | 550 | 25 | | | | 165.099 | 27.324 | 192.423 | * |
| Caravan Salon/TourNatur | 1 | 10 | 72.193 | 21.258 | 1.442 | 490 | 95.383 | 6.089 | 101.472 | 161.000 | 559 | 245 | 804 | 32 | | | | | | 207.602 | |
| + Composites Europe | 1 | 3 | 5.842 | 3.065 | | | 8.907 | 1.018 | 9.925 | 21.000 | 240 | 166 | 406 | 27 | | | | 5.616 | 4.595 | 10.211 | * |
| ● EuroShop | 3 | 5 | 46.284 | 69.949 | 24 | 322 | 116.579 | 4.024 | 120.603 | 200.300 | 816 | 1.413 | 2.229 | 56 | | | | 41.061 | 68.435 | 109.496 | * |
| ● GDS (spring) | 1 | 3 | 13.561 | 18.941 | | | 32.502 | 4.489 | 36.991 | 92.800 | 253 | 530 | 783 | 38 | | | | 9.892 | 6.594 | 16.486 | * |
| ● GDS (autumn) | 1 | 3 | 13.669 | 28.308 | | | 41.977 | 3.577 | 45.554 | 106.000 | 253 | 840 | 1.093 | 38 | | | | 7.205 | 8.458 | 15.663 | * |
| ● glasstec | 2 | 4 | 19.845 | 40.416 | 18 | 322 | 60.601 | 6.510 | 67.111 | 114.600 | 378 | 839 | 1.217 | 51 | | | | 15.757 | 26.944 | 42.701 | * |
| ● GLOBAL SHOES (spring) | 1 | 4 | 64 | 8.466 | | | 8.530 | 344 | 8.874 | 25.700 | 1 | 264 | 265 | 9 | | | | 985 | 2.954 | 3.939 | * |
| ● IMA | 1 | 4 | 10.069 | 1.039 | | | 11.108 | 1.722 | 12.830 | 17.500 | 106 | 44 | 150 | 16 | | | | 8.440 | 718 | 9.158 | * |
| ● interpack | 3 | 7 | 67.050 | 105.810 | 856 | 653 | 174.369 | 443 | 174.812 | 254.600 | 678 | 1.992 | 2.670 | 60 | | | | 59.431 | 115.367 | 174.798 | * |
| ● MEDICA / COMPAMED | 1 | 4 | 45.934 | 82.816 | 306 | 102 | 129.158 | 1.939 | 131.097 | 250.000 | 1.317 | 4.251 | 5.568 | 70 | | | | 47.298 | 74.604 | 121.902 | * |
| ● METAV | 2 | 5 | 19.848 | 8.721 | | | 28.569 | | 28.569 | 49.300 | 455 | 155 | 610 | 26 | | | | 28.184 | 3.479 | 31.663 | * |
| ● ProWein | 1 | 3 | 16.783 | 34.713 | | | 51.496 | 1.661 | 53.157 | 102.000 | 845 | 3.985 | 4.830 | 47 | 30 | 307 | 337 | 27.124 | 21.924 | 49.048 | * |
| ● PSI – Promotional product industry | 1 | 3 | 15.993 | 13.744 | | | 29.737 | 1.215 | 30.952 | 58.000 | 418 | 436 | 854 | 33 | | | | 8.081 | 8.147 | 16.228 | * |
| ● REHACARE INTERNATIONAL | 1 | 4 | 21.897 | 9.625 | 124 | | 31.646 | | 31.646 | 72.300 | 494 | 406 | 900 | 36 | | | | 43.733 | 7.179 | 50.912 | * |
| ● TOP HAIR International Trend & Fashion Days | 1 | 2 | 3.587 | 747 | | | 4.334 | 5.867 | 10.201 | 25.700 | 106 | 41 | 147 | 15 | | | | 20.191 | 1.756 | 21.947 | * ¹⁾ |
| ● TourNatur | 1 | 3 | 3.410 | 459 | | | 3.869 | 1.260 | 5.129 | 14.800 | 187 | 67 | 254 | 17 | | | | 36.121 | 700 | 36.821 | * ²⁾ |
| ● Tube | 2 | 5 | 17.013 | 33.187 | | | 50.200 | 108 | 50.308 | 90.300 | 309 | 901 | 1.210 | 47 | | | | 14.814 | 18.854 | 33.668 | * ³⁾ |
| ● VALVE WORLD EXPO | 2 | 3 | 4.025 | 13.851 | | | 17.876 | | 17.876 | 32.700 | 136 | 528 | 664 | 40 | | | | 3.863 | 8.637 | 12.500 | * |
| ● wire | 2 | 5 | 16.353 | 42.106 | | | 58.459 | 424 | 58.883 | 95.800 | 331 | 1.002 | 1.333 | 54 | | | | 12.975 | 25.075 | 38.050 | * ³⁾ |
| Erfurt | | | | | | | | | | | | | | | | | | | | | |
| Grüne Tage Thüringen – Agricultural fair | 2 | 3 | 5.906 | 74 | 8.464 | | 14.444 | 4.182 | 18.626 | 34.400 | 303 | 7 | 310 | 7 | | | | | | 28.716 | * |
| inoga – Hotel, Catering, Hospitality | 2 | 3 | 2.288 | 47 | 62 | | 2.397 | 564 | 2.961 | 7.950 | 157 | 3 | 160 | 4 | | | | | | 3.084 | * |
| Rapid.Tech / FabCon 3.D | 1 | 2 | 1.061 | 74 | | | 1.135 | 306 | 1.441 | 4.950 | 92 | 9 | 101 | 7 | | | | 2.927 | 122 | 3.049 | * |
| Thüringen-Ausstellung – Handicraft and consumer goods exhibition | 1 | 9 | 11.540 | 275 | | | 11.815 | 2.500 | 14.315 | 25.000 | 612 | 19 | 631 | 8 | 33 | | 33 | | | 69.339 | * |
| Essen | | | | | | | | | | | | | | | | | | | | | |
| DEUBAUKOM with DCONex and Infra Tech | 2 | 4 | 11.692 | 1.763 | | | 13.455 | 3.026 | 16.481 | 49.900 | 498 | 103 | 601 | 10 | | | | 32.870 | 1.876 | 34.746 | * |
| E-world energy & water | 1 | 3 | 19.795 | 3.412 | | | 23.207 | 321 | 23.528 | 44.500 | 512 | 108 | 620 | 25 | | | | 19.693 | 3.807 | 23.500 | * |
| IPM – Trade fair for horticulture | 1 | 4 | 19.180 | 23.702 | | | 42.882 | 4.043 | 46.925 | 105.000 | 593 | 961 | 1.554 | 45 | | | | 29.100 | 15.738 | 44.838 | * |
| METPACK – Int. trade fair for metal packaging | 3 | 5 | 3.401 | 7.499 | | | 10.900 | | 10.900 | 18.200 | 45 | 184 | 229 | 27 | | | | 1.828 | 4.868 | 6.696 | * |
| REIFEN – No 1 in tires and more | 2 | 4 | 13.797 | 18.121 | 1.025 | | 32.943 | 265 | 33.208 | 58.000 | 209 | 461 | 670 | 44 | | | | 7.504 | 12.037 | 19.541 | * |

+ Events with changing venues

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


* Visitors Profil Analyses see page 25 ff.

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

HAIR international. Multiple answers were permitted

²⁾ Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted

³⁾ ascertained by a representative poll

| FKM  | | Exhibition space figures (sq.m.) | | | | | | | | Exhibitor figures | | | | | | Visitor figures | | | | | |
|---|--|----------------------------------|---------|----------|---------|----------|---------|---------|---------------|-------------------|---------------|----------------|---------|--------------------------------|----------|---------------------------------|-------|----------|-----------|----------|-----------|
| | | Exhibitor stand space | | | | | | | | Exhibitors | | | | Additionally represented firms | | Entries (Explanations see p. 9) | | | | | |
| For the complete titles see pp. 96 | | Interval/ Days | | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) | from countries | | | | | | Domestic | Foreign | Total | |
| | | Domestic | Foreign | Domestic | Foreign | Domestic | Foreign | | | | | Domestic | Foreign | Total | Domestic | Foreign | Total | | | | Domestic |
| SECURITY – Security & Fire Prevention | | 2 | 4 | 25.212 | 10.385 | 466 | | 36.063 | 1.089 | 37.152 | 80.000 | 557 | 488 | 1.045 | 39 | | | | 22.948 | 13.304 | 36.252 * |
| SHK Essen | | 2 | 4 | 27.095 | 3.349 | | | 30.444 | 860 | 31.304 | 66.400 | 498 | 62 | 560 | 15 | | | | 46.753 | 1.496 | 48.249 * |
| Feuchtwangen | | | | | | | | | | | | | | | | | | | | | |
| EPF – EstrichParkettFliese – Floor construction | | 3 | 3 | 4.008 | 419 | 4.112 | 552 | 9.091 | 100 | 9.191 | 16.200 | 148 | 25 | 173 | 9 | 3 | 3 | 3.707 | 449 | 4.156 * | |
| Frankfurt/Main | | | | | | | | | | | | | | | | | | | | | |
| ● Ambiente | | 1 | 5 | 63.482 | 126.288 | | | 189.770 | 1.675 | 191.445 | 328.500 | 1.127 | 3.622 | 4.749 | 89 | | | | 71.074 | 72.715 | 143.789 * |
| + Arbeitsschutz aktuell – Safety & Health | | 2 | 4 | 7.191 | 897 | | | 8.088 | 1.035 | 9.123 | 25.300 | 199 | 40 | 239 | 20 | | | | 7.658 | 3.008 | 10.666 * |
| ● Automechanika | | 2 | 5 | 52.650 | 105.194 | 13.586 | 5.120 | 176.550 | 767 | 177.317 | 296.400 | 729 | 3.931 | 4.660 | 71 | | | | 57.346 | 80.636 | 137.982 * |
| ● Christmasworld | | 1 | 5 | 21.268 | 31.313 | | | 52.581 | 1.562 | 54.143 | 86.700 | 239 | 678 | 917 | 39 | | | | 13.922 | 18.942 | 32.864 *) |
| ● Creativeworld | | 1 | 4 | 4.486 | 6.027 | | | 10.513 | 952 | 11.465 | 23.500 | 75 | 214 | 289 | 32 | | | | 4.135 | 4.030 | 8.165 *) |
| FACILITY MANAGEMENT | | 1 | 3 | 2.801 | 53 | | | 2.854 | 371 | 3.225 | 6.750 | 139 | 7 | 146 | 5 | | | | 5.440 | 152 | 5.592 |
| Hair & Beauty | | 1 | 3 | 11.964 | 2.094 | | | 14.058 | 6.199 | 20.257 | 42.900 | 168 | 82 | 250 | 21 | | | | 38.374 | 2.602 | 40.976 |
| ● Heimtextil | | 1 | 4 | 24.530 | 94.034 | | | 118.564 | 3.221 | 121.785 | 206.200 | 328 | 2.386 | 2.714 | 62 | | | | 22.206 | 44.059 | 66.265 * |
| ● Light + Building | | 2 | 6 | 71.455 | 70.089 | 240 | 888 | 142.672 | 2.634 | 145.306 | 240.700 | 920 | 1.575 | 2.495 | 57 | | | | 111.545 | 99.687 | 211.232 * |
| ● Musikmesse | | 1 | 4 | 16.209 | 21.380 | 100 | 524 | 38.213 | 1.500 | 39.713 | 90.000 | 433 | 885 | 1.318 | 51 | | | | 44.732 | 20.630 | 65.362 *) |
| ● Paperworld | | 1 | 4 | 11.929 | 31.964 | | | 43.893 | 1.491 | 45.384 | 96.400 | 296 | 1.381 | 1.677 | 59 | | | | 14.608 | 27.537 | 42.145 *) |
| ● ProLight + Sound | | 1 | 4 | 14.042 | 21.019 | 612 | 583 | 36.256 | 1.000 | 37.256 | 73.400 | 324 | 574 | 898 | 42 | | | | 20.752 | 21.515 | 42.267 *) |
| ● Tendence | | 1 | 4 | 34.215 | 16.818 | | | 51.033 | 1.444 | 52.477 | 94.800 | 762 | 450 | 1.212 | 52 | | | | 28.149 | 6.331 | 34.480 * |
| + viscom frankfurt | | 2 | 3 | 6.267 | 2.533 | | | 8.800 | 2.252 | 11.052 | 23.100 | 211 | 117 | 328 | 27 | | | | 7.611 | 1.999 | 9.610 * |
| Hamburg | | | | | | | | | | | | | | | | | | | | | |
| DU UND DEINE WELT – Consumer exhibition | | 1 | 10 | 13.649 | 958 | 2.500 | | 17.107 | 1.338 | 18.445 | 46.400 | 400 | 36 | 436 | 15 | | | | 81.659 | 658 | 82.317 * |
| GET Nord | | 2 | 3 | 21.538 | 810 | 6 | | 22.354 | 4.760 | 27.114 | 53.000 | 466 | 31 | 497 | 12 | 1 | 1 | 37.732 | 1.047 | 38.779 * | |
| hanseboot – Intern. boat show | | 1 | 9 | 17.453 | 4.140 | 641 | 680 | 22.914 | 3.051 | 25.965 | 56.800 | 451 | 101 | 552 | 18 | | | | 70.672 | 3.408 | 74.080 * |
| HansePferd – Equestrian trade fair | | 2 | 3 | 11.909 | 1.552 | 409 | 45 | 13.915 | 9.547 | 23.462 | 46.800 | 421 | 53 | 474 | 15 | | | | 45.015 | 593 | 45.608 * |
| INTERNORGA | | 1 | 6 | 45.914 | 6.788 | 770 | 30 | 53.502 | | 53.502 | 89.500 | 1.009 | 194 | 1.203 | 24 | | | | 87.230 | 5.667 | 92.897 * |
| NORTEC | | 2 | 4 | 9.718 | 446 | | | 10.164 | 208 | 10.372 | 22.000 | 370 | 47 | 417 | 12 | | | | 11.781 | 364 | 12.145 * |
| REISEN HAMBURG | | 1 | 5 | 23.062 | 3.154 | | | 26.216 | 3.327 | 29.543 | 59.500 | 715 | 260 | 975 | 61 | | | | 74.122 | 1.205 | 75.327 * |
| SMM – Maritime trade fair | | 2 | 4 | 24.609 | 29.462 | 610 | 838 | 55.519 | | 55.519 | 91.300 | 671 | 1.431 | 2.102 | 67 | 3 | 14 | 17 | 28.690 | 20.019 | 48.709 * |
| Hannover | | | | | | | | | | | | | | | | | | | | | |
| ABF – Leisure fair | | 1 | 9 | 40.066 | 1.484 | 612 | | 42.162 | 11.953 | 54.115 | 100.800 | 749 | 63 | 812 | 18 | | | | 114.867 * | | |
| + ALTENPFLEGE – Exh. for the care sector | | 2 | 3 | 18.965 | 713 | | | 19.678 | 1.072 | 20.750 | 57.000 | 540 | 42 | 582 | 15 | | | | 27.813 | 281 | 28.094 * |
| ● CeBIT | | 1 | 5 | 95.385 | 29.517 | 1.052 | | 125.954 | 8.789 | 134.743 | 222.200 | 1.553 | 1.691 | 3.244 | 63 | | | | 146.452 | 41.307 | 187.759 * |
| ● CeMAT | | 2 | 5 | 32.283 | 26.131 | 8.235 | 4.522 | 71.171 | 712 | 71.883 | 120.500 | 455 | 567 | 1.022 | 44 | | | | 33.449 | 14.818 | 48.267 * |
| ● DOMOTEX | | 1 | 4 | 19.633 | 70.882 | | | 90.515 | 3.526 | 94.041 | 174.100 | 211 | 1.130 | 1.341 | 59 | | | | 19.924 | 24.649 | 44.573 * |
| Energy Decentral | | 2 | 4 | 11.209 | 1.049 | 72 | 385 | 12.715 | 1.853 | 14.568 | 29.500 | 324 | 41 | 365 | 13 | | | | 32.239 | 5.823 | 38.062 *) |

+ Events with changing venues
 ● Recognized by UFI – The Global Association of the Exhibition Industry
 representative poll in the combination of EuroTier/Energy Dezentral. Multiple answers were permitted

* Visitors Profil Analyses see page 25 ff.

¹⁾ ascertained by a representative poll

²⁾ Visitor attendance determined by a



Exhibition space figures (sq.m.)

Exhibitor figures

Visitor figures

| For the complete titles see pp. 96 | Interval/ Days | | Exhibition space figures (sq.m.) | | | | | | Exhibitor figures | | | | | | Visitor figures | | | | | |
|---|-------------------|---------|----------------------------------|----------|---------|---------------|---------------|-------------|-------------------|----------|---------|-------|--------------------------------|----------|---------------------------------|-------|----------|---------|------------|-----------|
| | | | Exhibitor stand space | | | Special Shows | | | Exhibitors | | | | Additionally represented firms | | Entries (Explanations see p. 9) | | | | | |
| | Domestic | Foreign | Open Air | Domestic | Foreign | Total | Special Shows | Space (net) | Space (gross) | Domestic | Foreign | Total | from countries | Domestic | Foreign | Total | Domestic | Foreign | Total | |
| ● EuroBLECH | 2 | 5 | 44.605 | 41.682 | 219 | 86.506 | | 86.506 | 144.000 | 749 | 824 | 1.573 | 38 | | | | 37.329 | 21.923 | 59.252 * | |
| ● EuroTier with Energy Decentral | 2 | 4 | 68.989 | 44.542 | 72 | 385 | 113.988 | 5.524 | 119.512 | 241.100 | 1.223 | 1.145 | 2.368 | 48 | 14 | 21 | 35 | 126.975 | 29.591 | 156.566 * |
| ● HANNOVER MESSE | 1 | 5 | 109.717 | 50.834 | 680 | 40 | 161.271 | 16.858 | 178.129 | 292.000 | 2.302 | 2.488 | 4.790 | 65 | | | 133.390 | 40.749 | 174.139 * | |
| ● Hannover Messe: Digital Factory | 1 | 5 | 4.844 | 894 | | | 5.738 | | 5.738 | 10.600 | 172 | 30 | 202 | 15 | | | 37.521 | 12.979 | 50.500 *) | |
| ● Hannover Messe: Energy | 1 | 5 | 22.066 | 16.100 | 141 | | 38.307 | 742 | 39.049 | 64.200 | 431 | 644 | 1.075 | 50 | | | 66.275 | 23.407 | 89.682 *) | |
| ● Hannover Messe: Industrial Automation | 1 | 5 | 46.254 | 9.691 | 369 | | 56.314 | 84 | 56.398 | 97.400 | 628 | 391 | 1.019 | 34 | | | 89.764 | 34.049 | 123.813 *) | |
| ● Hannover Messe: IndustrialGreenTec | 1 | 5 | 2.366 | 299 | | 40 | 2.705 | | 2.705 | 7.000 | 87 | 13 | 100 | 10 | | | 32.510 | 11.721 | 44.231 *) | |
| ● Hannover Messe: Industrial Supply | 1 | 5 | 13.800 | 17.666 | | | 31.466 | 381 | 31.847 | 52.700 | 520 | 1.095 | 1.615 | 45 | | | 48.837 | 24.824 | 73.661 *) | |
| ● Hannover Messe: MobilTec | 1 | 5 | 3.317 | 445 | 38 | | 3.800 | 15.180 | 18.980 | 24.400 | 101 | 54 | 155 | 14 | | | 27.232 | 7.770 | 35.002 *) | |
| ● Hannover Messe: Research & Technology | 1 | 5 | 6.975 | 1.243 | 132 | | 8.350 | 471 | 8.821 | 15.900 | 295 | 109 | 404 | 14 | | | 36.661 | 10.705 | 47.366 *) | |
| ● Infa – Information and sales exhibition | 1 | 9 | 29.817 | 2.774 | 943 | 48 | 33.582 | 4.995 | 38.577 | 100.900 | 1.215 | 135 | 1.350 | 27 | | | | | 191.803 * | |
| ● Pferd & Jagd – Equestrian sports, hunting, fishing | 1 | 4 | 21.043 | 2.212 | 1.016 | | 24.271 | 10.083 | 34.354 | 87.100 | 729 | 94 | 823 | 21 | | | | | 89.007 * | |
| ● PSI PROMOTION WORLD | 1 | 3 | 1.473 | 178 | | | 1.651 | 604 | 2.255 | 5.500 | 81 | 11 | 92 | 11 | | | 8.547 | 2.177 | 10.724 * | |
| Hof | | | | | | | | | | | | | | | | | | | | |
| ● Oberfranken-Ausstellung Hof – Regional Exhibition | 2 | 9 | 3.568 | 72 | 1.503 | 27 | 5.170 | 630 | 5.800 | 9.600 | 191 | 9 | 200 | 5 | 1 | 1 | | | 37.412 | |
| Husum | | | | | | | | | | | | | | | | | | | | |
| ● New Energy Husum | 1 | 4 | 3.893 | 451 | 230 | 42 | 4.616 | | 4.616 | 13.000 | 131 | 21 | 152 | 10 | | | 9.312 | 449 | 9.761 * | |
| ● Nord Gastro & Hotel | 1 | 2 | 4.323 | 97 | | | 4.420 | | 4.420 | 7.400 | 200 | 10 | 210 | 7 | | | 4.913 | 65 | 4.978 * | |
| Idar-Oberstein | | | | | | | | | | | | | | | | | | | | |
| ● INTERGEM | 1 | 4 | 2.097 | 170 | | | 2.267 | | 2.267 | 4.500 | 112 | 15 | 127 | 11 | | | 1.906 | 656 | 2.562 | |
| Karlsruhe | | | | | | | | | | | | | | | | | | | | |
| ● IT-TRANS – IT Solutions for Public Transport | 2 | 3 | 1.679 | 1.117 | | | 2.796 | 1.033 | 3.829 | 12.000 | 87 | 58 | 145 | 24 | 14 | 2 | 16 | 2.418 | 1.290 | 3.708 * |
| ● LEARNTEC – Learning with IT | 1 | 3 | 2.950 | 362 | | | 3.312 | 440 | 3.752 | 12.000 | 185 | 26 | 211 | 10 | 17 | | 17 | 6.170 | 515 | 6.685 * |
| ● TIERisch gut – Pet fair | 1 | 2 | 5.801 | 181 | | | 5.982 | 8.394 | 14.376 | 45.300 | 271 | 11 | 282 | 7 | 1 | | 1 | 32.297 | 794 | 33.091 * |
| Kempten | | | | | | | | | | | | | | | | | | | | |
| ● Allgäuer Festwoche – Rural tradition exhibition | 1 | 9 | 5.837 | 269 | 3.269 | 18 | 9.393 | 822 | 10.215 | 24.900 | 350 | 15 | 365 | 5 | | | | | 110.208 * | |
| Köln | | | | | | | | | | | | | | | | | | | | |
| ● CFC – Children's Fashion Cologne (summer) | 1 | 3 | 1.879 | 1.469 | | | 3.348 | 1.694 | 5.042 | 13.000 | 45 | 62 | 107 | 18 | | | 1.041 | 211 | 1.252 * | |
| + DACH + HOLZ International | 2 | 4 | 29.799 | 4.069 | 987 | | 34.855 | 436 | 35.291 | 69.800 | 461 | 99 | 560 | 27 | | | 42.292 | 5.281 | 47.573 * | |
| ● dmexco – Digital Marketing Exposition & Conference | 1 | 2 | 19.545 | 5.071 | 8 | | 24.624 | 1.071 | 25.695 | 54.900 | 562 | 234 | 796 | 33 | | | 22.390 | 7.415 | 29.805 * | |
| ● FIBO – Fitness, wellness and health | 1 | 4 | 25.650 | 22.100 | | | 47.750 | 4.577 | 52.327 | 129.000 | 377 | 346 | 723 | 37 | 5 | 2 | 7 | 89.867 | 25.833 | 115.700 * |
| ● h+h cologne | 1 | 3 | 5.697 | 5.849 | | | 11.546 | 966 | 12.512 | 25.700 | 114 | 233 | 347 | 38 | | 1 | 1 | 10.533 | 4.340 | 14.873 * |
| ● imm cologne – The international furnishing show/ LivingInteriors | 1 | 7 | 66.282 | 73.301 | | | 139.583 | 2.441 | 142.024 | 260.600 | 425 | 720 | 1.145 | 53 | 33 | 23 | 56 | 90.187 | 31.822 | 122.009 * |

+ Events with changing venues

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

* Visitors Profil Analyses see page 25 ff.

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

| For the complete titles see pp. 96 | Interval/ Days | | Exhibition space figures (sq.m.) | | | | | | | Exhibitor figures | | | | | | Visitor figures | | | | |
|---|-------------------|----------|----------------------------------|--------|----------|--------|---------|---------------|-------------|-------------------|----------|---------|--------------------------------|----------------|----------|---------------------------------|---------|----------|-----------|----------|
| | | | Exhibitor stand space | | | | | | | Exhibitors | | | Additionally represented firms | | | Entries (Explanations see p. 9) | | | | |
| | | | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) | Domestic | Foreign | Total | from countries | Domestic | Foreign | Total | Domestic | Foreign | Total |
| Domestic | Foreign | Domestic | Foreign | | | | | | | | | | | | | | | | | |
| ● Internationale Eisenwaremesse | 2 | 4 | 20.107 | 47.014 | | 67.121 | 282 | 67.403 | 144.200 | 363 | 2.424 | 2.787 | 53 | | | | 16.406 | 27.473 | 43.879 * | |
| ● ISM – Int. sweets and biscuits fair | 1 | 4 | 12.729 | 31.869 | | 44.598 | 648 | 45.246 | 91.300 | 221 | 1.227 | 1.448 | 66 | 7 | 12 | 19 | 11.796 | 23.212 | 35.008 * | |
| ISO – Int. trade fair for industrial insulation materials | 2 | 2 | 4.434 | 1.530 | | 5.964 | 120 | 6.084 | 11.800 | 109 | 49 | 158 | 16 | 2 | | 2 | 3.082 | 1.833 | 4.915 * | |
| ● Kind + Jugend – The Trade Show for Kids' First Years | 1 | 4 | 16.721 | 33.990 | | 50.711 | 766 | 51.477 | 95.700 | 169 | 832 | 1.001 | 50 | | 4 | 4 | 6.244 | 13.929 | 20.173 * | |
| ● ORGATEC | 2 | 5 | 26.182 | 36.529 | | 62.711 | 1.798 | 64.509 | 105.000 | 206 | 413 | 619 | 41 | 5 | 3 | 8 | 25.037 | 26.058 | 51.095 * | |
| ● spoga horse (spring) | 1 | 3 | 3.327 | 3.478 | | 6.805 | 372 | 7.177 | 16.800 | 58 | 105 | 163 | 20 | 3 | 1 | 4 | 2.159 | 1.990 | 4.149 * | |
| ● spoga+gafa / spoga horse (autumn) | 1 | 3 | 26.441 | 74.143 | 202 | 73 | 100.859 | 3.094 | 103.953 | 223.800 | 363 | 1.605 | 1.968 | 56 | 19 | 17 | 36 | 16.060 | 22.166 | 38.226 * |
| Leipzig | | | | | | | | | | | | | | | | | | | | |
| CADEAUX – March | 1 | 3 | 6.721 | 456 | | 7.177 | 783 | 7.960 | 20.500 | 208 | 19 | 227 | 11 | 3 | | 3 | | | 7.208 | |
| CADEAUX – September/Comfortex | 1 | 3 | 9.427 | 643 | | 10.070 | 809 | 10.879 | 35.900 | 301 | 26 | 327 | 15 | 4 | | 4 | | | 7.931 * | |
| ● denkmal | 2 | 3 | 6.130 | 1.953 | | 8.083 | 258 | 8.341 | 19.000 | 343 | 89 | 432 | 17 | | | | 10.429 | 833 | 11.262 * | |
| Fachdental Leipzig | 1 | 2 | 3.969 | 437 | | 4.406 | 96 | 4.502 | 10.000 | 224 | 29 | 253 | 14 | 3 | 1 | 4 | | | 4.385 * | |
| Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/Beach & Boat | 1 | 9 | 27.398 | 2.458 | | 29.856 | 8.244 | 38.100 | 88.200 | 1.045 | 110 | 1.155 | 19 | | | | 181.755 | 748 | 182.503 * | |
| Industrial Exhibition of Leipzig Veterinary Congress | 2 | 3 | 3.011 | 180 | | 3.191 | 522 | 3.713 | 7.500 | 180 | 14 | 194 | 11 | | | | 10.223 | 614 | 10.837 * | |
| MIDORA | 1 | 3 | 2.539 | 86 | | 2.625 | 56 | 2.681 | 10.500 | 99 | 5 | 104 | 3 | | | | | | 1.649 * | |
| modell-hobby-spiel | 1 | 3 | 18.552 | 886 | 350 | 19.788 | 15.180 | 34.968 | 83.800 | 563 | 48 | 611 | 12 | 1 | 1 | 2 | | | 94.713 * | |
| ● OTWorld – Orthopaedic technology | 2 | 4 | 11.905 | 5.348 | | 17.253 | 1.829 | 19.082 | 46.400 | 288 | 260 | 548 | 37 | | | | 13.715 | 6.454 | 20.169 * | |
| Magdeburg | | | | | | | | | | | | | | | | | | | | |
| LBA – Regional building trade exhibition | 1 | 3 | 2.028 | 12 | 372 | 2.412 | 562 | 2.974 | 6.600 | 120 | 1 | 121 | 2 | 3 | | 3 | | | 3.702 | |
| MAGDEBOOT | 1 | 3 | 3.316 | 90 | 169 | 3.575 | 69 | 3.644 | 9.100 | 130 | 2 | 132 | 2 | | | | | | 6.068 | |
| Meeres- und Raubfischangelstage – Fishing Exhibition | 1 | 2 | 2.191 | 452 | 38 | 2.681 | 278 | 2.959 | 7.300 | 87 | 21 | 108 | 7 | 3 | 2 | 5 | | | 6.683 | |
| TIERWELT – Pet Exhibition | 1 | 3 | 1.796 | 15 | 49 | 1.860 | 2.048 | 3.908 | 9.100 | 129 | 1 | 130 | 2 | | | | | | 12.105 | |
| Mainz | | | | | | | | | | | | | | | | | | | | |
| Rheinland-Pfalz-Ausstellung – Regional exhibition | 1 | 9 | 11.752 | 622 | 970 | 54 | 13.398 | 1.801 | 15.199 | 25.900 | 658 | 29 | 687 | 13 | | | | | 77.303 * | |
| München | | | | | | | | | | | | | | | | | | | | |
| ● Analytica | 2 | 4 | 18.235 | 7.563 | 281 | 26.079 | 2.709 | 28.788 | 55.500 | 710 | 458 | 1.168 | 40 | 4 | 3 | 7 | 22.931 | 12.453 | 35.384 * | |
| ● AUTOMATICA | 2 | 4 | 23.593 | 3.991 | | 27.584 | 1.174 | 28.758 | 55.000 | 495 | 229 | 724 | 42 | | | | | | 39.257 * | |
| ● electronica | 2 | 4 | 47.363 | 35.127 | | 82.490 | 1.410 | 83.900 | 133.000 | 997 | 1.728 | 2.725 | 52 | 113 | 309 | 422 | 36.802 | 36.387 | 73.189 * | |
| ● EXPO REAL – Real estate trade fair | 1 | 3 | 25.463 | 7.252 | | 32.715 | 4.678 | 37.393 | 64.000 | 1.278 | 377 | 1.655 | 34 | | | | 24.698 | 9.491 | 34.189 | |
| f.re.e – Fair for leisure and travel | 1 | 5 | 20.591 | 6.338 | | 26.929 | 7.081 | 34.010 | 66.100 | 629 | 483 | 1.112 | 59 | 27 | 8 | 35 | 111.413 | 2.274 | 113.687 * | |
| ● IFAT | 2 | 5 | 74.363 | 39.398 | 15.417 | 8.720 | 137.898 | 10.500 | 148.398 | 233.000 | 1.728 | 1.353 | 3.081 | 59 | | | 74.756 | 60.532 | 135.288 * | |
| ● INHORGENTA MUNICH | 1 | 4 | 21.265 | 10.913 | | 32.178 | 1.951 | 34.129 | 76.000 | 603 | 533 | 1.136 | 42 | | | | 20.476 | 8.879 | 29.355 * | |
| ● INTERFORST | 4 | 5 | 4.181 | 953 | 23.004 | 11.566 | 39.704 | 3.340 | 43.044 | 76.800 | 289 | 162 | 451 | 27 | | | 41.020 | 7.859 | 48.879 * | |
| ● Internationale Handwerksmesse/Garten München | 1 | 7 | 26.906 | 4.735 | | 31.641 | 3.289 | 34.930 | 74.000 | 804 | 203 | 1.007 | 27 | 2 | 11 | 13 | 125.824 | 3.094 | 128.918 * | |
| ● Intersolar Europe / electrical energy storage | 1 | 3 | 21.418 | 19.742 | 741 | 397 | 42.298 | 2.034 | 44.332 | 88.000 | 516 | 611 | 1.127 | 48 | | | 24.893 | 17.487 | 42.380 | |

+ Events with changing venues

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

* Visitors Profil Analyses see page 25 ff.




| | | | | Exhibition space figures (sq.m.) | | | | | | Exhibitor figures | | | | | | Visitor figures | | | | | |
|---|---|----------|---------|----------------------------------|---------|----------|---------|----------|---------|-------------------|---------------|-------------|---------------|--------------------------------|----------|---------------------------------|------------------------|----------|---------|--------|-----------|
| | | | | Exhibitor stand space | | | | | | Exhibitors | | | | Additionally represented firms | | Entries (Explanations see p. 9) | | | | | |
| For the complete titles see pp. 96 | | | | Interval/ Days | | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) | from countries | | | Domestic Foreign Total | | | | |
| | | Domestic | Foreign | Domestic | Foreign | Domestic | Foreign | Domestic | Foreign | | | | | Total | Domestic | Foreign | Total | Domestic | Foreign | Total | |
| • ispo | 1 | 4 | 24.766 | 80.330 | | 292 | | 105.388 | 4.498 | 109.886 | 177.600 | 383 | 2.173 | 2.556 | 48 | | 28.250 | 52.782 | 81.032 | | |
| MAINTAIN | 2 | 4 | 4.967 | 213 | | 18 | | 5.198 | 210 | 5.408 | 11.000 | 200 | 14 | 214 | 9 | 6 | 1 | 7 | 9.656 | 3.902 | 13.558 |
| Opti – Int. trade show for optics & Design | 1 | 3 | 15.652 | 6.422 | | | | 22.074 | 286 | 22.360 | 40.000 | 268 | 232 | 500 | 34 | | | | 17.820 | 6.298 | 24.118 |
| Nürnberg | | | | | | | | | | | | | | | | | | | | | |
| BIOFACH / VIVANESS | 1 | 4 | 16.578 | 21.956 | | | | 38.534 | 3.935 | 42.469 | 77.800 | 676 | 1.587 | 2.263 | 74 | | | | 24.009 | 18.436 | 42.445 * |
| BrauBeviale | 1 | 3 | 25.803 | 16.978 | | | | 42.781 | | 42.781 | 81.300 | 620 | 508 | 1.128 | 46 | | | | 22.418 | 14.782 | 37.200 * |
| • Chillventa | 2 | 3 | 16.951 | 20.696 | | | | 37.647 | 837 | 38.484 | 66.400 | 322 | 662 | 984 | 44 | | | | 13.396 | 17.189 | 30.585 * |
| CO-REACH | 1 | 2 | 4.566 | 371 | | | | 4.937 | 991 | 5.928 | 14.800 | 250 | 19 | 269 | 10 | | | | 5.378 | 400 | 5.778 * |
| embedded world | 1 | 3 | 13.843 | 6.444 | | | | 20.287 | | 20.287 | 38.000 | 482 | 374 | 856 | 35 | | | | 18.458 | 8.256 | 26.714 * |
| Enforce Tac | 1 | 2 | 592 | 393 | | | | 985 | | 985 | 3.300 | 33 | 45 | 78 | 21 | | | | 1.015 | 652 | 1.667 * |
| EUROGUSS | 2 | 3 | 6.745 | 6.090 | | | | 12.835 | 550 | 13.385 | 25.300 | 228 | 242 | 470 | 26 | | | | 7.639 | 3.548 | 11.187 * |
| FeuerTRUTZ | 1 | 2 | 2.742 | 140 | | | | 2.882 | | 2.882 | 9.000 | 177 | 9 | 186 | 6 | | | | 4.832 | 284 | 5.116 * |
| Galabau | 2 | 4 | 49.340 | 12.096 | | | | 61.436 | 3.092 | 64.528 | 118.500 | 1.013 | 307 | 1.320 | 36 | | | | 59.967 | 6.596 | 66.563 * |
| HOLZ-HANDWERK / fensterbau/frontale | 2 | 4 | 71.335 | 23.439 | | | | 94.774 | | 94.774 | 150.600 | 879 | 440 | 1.319 | 39 | | | | 78.759 | 30.208 | 108.967 * |
| IFH/INTHERM | 2 | 4 | 36.189 | 4.947 | | | | 41.136 | 981 | 42.117 | 75.000 | 578 | 107 | 685 | 20 | | | | 44.762 | 1.054 | 45.816 * |
| Interzoo | 2 | 4 | 18.179 | 38.803 | | | | 56.982 | 50 | 57.032 | 110.000 | 308 | 1.390 | 1.698 | 62 | | | | 11.643 | 25.724 | 37.367 * |
| it-sa – The IT-Security Expo and Congress | 1 | 3 | 4.962 | 689 | | | | 5.651 | 398 | 6.049 | 12.800 | 291 | 95 | 386 | 21 | | | | 6.980 | 410 | 7.390 * |
| IWA OutdoorClassics | 1 | 4 | 15.111 | 31.078 | | | | 46.189 | 550 | 46.739 | 86.000 | 299 | 1.037 | 1.336 | 54 | | | | 15.263 | 23.981 | 39.244 * |
| PCIM Europe | 1 | 3 | 5.721 | 3.947 | | | | 9.668 | 288 | 9.956 | 19.900 | 189 | 202 | 391 | 31 | 26 | 71 | 97 | 4.785 | 3.221 | 8.006 * |
| Perimeter Protection | 2 | 3 | 2.555 | 547 | | | | 3.102 | 168 | 3.270 | 6.700 | 62 | 16 | 78 | 10 | | | | 1.816 | 420 | 2.236 * |
| POWTECH/TechnoPharm | 1 | 3 | 20.033 | 7.444 | | | | 27.477 | | 27.477 | 52.100 | 630 | 300 | 930 | 30 | | | | 9.773 | 5.462 | 15.235 * |
| SENSOR + TEST | 1 | 3 | 5.895 | 2.041 | | | | 7.936 | 1.131 | 9.067 | 19.000 | 366 | 209 | 575 | 28 | | | | 6.227 | 1.756 | 7.983 * |
| SMT / HYBRID / PACKAGING | 1 | 4 | 11.204 | 2.159 | | | | 13.363 | 392 | 13.755 | 27.000 | 332 | 166 | 498 | 27 | 7 | 51 | 58 | 13.580 | 4.527 | 18.107 * |
| Spielwarenmesse – International Toy Fair | 1 | 6 | 49.542 | 58.556 | | | | 108.098 | | 108.098 | 170.000 | 777 | 1.923 | 2.700 | 61 | | | | 33.153 | 42.195 | 75.348 * |
| SPS/IPC/DRIVES | 1 | 3 | 59.039 | 11.867 | | | | 70.906 | 338 | 71.244 | 117.800 | 1.094 | 508 | 1.602 | 41 | 145 | 90 | 235 | 43.582 | 13.205 | 56.787 * |
| Werkstätten:Messe | 1 | 4 | 6.514 | 180 | | | | 6.694 | 550 | 7.244 | 13.000 | 207 | 5 | 212 | 5 | | | | 21.154 | 36 | 21.190 * |
| Offenbach | | | | | | | | | | | | | | | | | | | | | |
| • I.L.M. Summer Styles – Int. leather goods fair | 1 | 3 | 7.830 | 5.018 | | | | 12.848 | 800 | 13.648 | 20.100 | 156 | 116 | 272 | 19 | | | | 3.804 | 1.379 | 5.183 * |
| • I.L.M. Winter Styles – Int. leather goods fair | 1 | 3 | 7.960 | 4.762 | | | | 12.722 | 800 | 13.522 | 20.100 | 149 | 133 | 282 | 22 | | | | 3.915 | 1.270 | 5.185 * |
| Offenburg | | | | | | | | | | | | | | | | | | | | | |
| Badische Weinmesse – Regional wine exhibition | 1 | 2 | 1.199 | 11 | | | | 1.210 | 71 | 1.281 | 6.500 | 131 | 2 | 133 | 3 | | | | 4.788 | 58 | 4.846 * |
| OBERRHEIN-MESSE – Consumer goods fair | 1 | 9 | 9.041 | 749 | 10.132 | 61 | | 19.983 | 2.114 | 22.097 | 48.700 | 440 | 30 | 470 | 13 | 1 | | 1 | | | 65.488 * |
| Passau | | | | | | | | | | | | | | | | | | | | | |
| Passauer Frühling DreiländerMesse – Regional exhibition | 2 | 9 | 8.192 | 1.379 | 1.545 | 155 | | 11.271 | 1.140 | 12.411 | 21.900 | 347 | 62 | 409 | 8 | 15 | | 15 | | | 66.196 * |

+ Events with changing venues

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

* Visitors Profil Analyses see page 25 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. 96 | | | Interval/ Days | | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) | from countries | | | Domestic Foreign Total | | | | | | |
| | | | Domestic | Foreign | Domestic | Foreign | Domestic | Foreign | | | | | Domestic | Foreign | Total | Domestic | Foreign | Total | Domestic | Foreign | Total | |
| Rostock | | | | | | | | | | | | | | | | | | | | | | |
| AUTO Trend | | | 1 | 3 | 6.973 | | 4.770 | | 11.743 | 7.250 | 18.993 | 26.400 | 79 | | 79 | 1 | | | 21.396 | | | |
| Stuttgart | | | | | | | | | | | | | | | | | | | | | | |
| AMB – Int. exhibition for metal working | | | 2 | 5 | 53.188 | 16.233 | | | 69.421 | 45 | 69.466 | 109.800 | 998 | 359 | 1.357 | 28 | 18 | 15 | 33 | 76.781 | 13.550 | 90.331 [*] |
| ANIMAL | | | 1 | 2 | 3.748 | 129 | | | 3.877 | 5.516 | 9.393 | 22.700 | 181 | 10 | 191 | 6 | | | | | | 31.247 ¹⁾ |
| Blickfang – Furniture, jewellery and fashion | | | 1 | 3 | 1.409 | 279 | | | 1.688 | 50 | 1.738 | 3.500 | 155 | 51 | 206 | 11 | | | | | | 15.547 |
| CMT – The holiday exhibition | | | 1 | 9 | 51.253 | 9.575 | 209 | 21 | 61.058 | 4.580 | 65.638 | 107.800 | 1.362 | 558 | 1.920 | 63 | 57 | 21 | 78 | 237.594 | 2.400 | 239.994 [*] |
| didacta – The education trade fair | | | 1 | 5 | 31.489 | 1.383 | 318 | | 33.190 | 2.961 | 36.151 | 75.400 | 824 | 81 | 905 | 30 | 37 | 2 | 39 | 86.627 | 1.768 | 88.395 [*] |
| DIE BESTEN JAHRE – Exhibition for staying active | | | 1 | 2 | 1.301 | 6 | | | 1.307 | 675 | 1.982 | 4.900 | 89 | 1 | 90 | 2 | | | | 5.073 | 563 | 5.636 |
| FACHDENTAL SÜDWEST | | | 1 | 2 | 4.458 | 531 | | | 4.989 | 72 | 5.061 | 10.600 | 234 | 29 | 263 | 12 | 3 | 2 | 5 | 6.630 | 67 | 6.697 [*] |
| FAIR HANDELN – Fairtrade | | | 1 | 4 | 1.875 | 140 | | | 2.015 | 210 | 2.225 | 5.300 | 133 | 22 | 155 | 10 | 1 | 1 | 2 | 17.662 | 178 | 17.840 ²⁾ |
| Familie & Heim with Minerals, fossils, jewellery | | | 1 | 9 | 12.385 | 863 | | | 13.248 | 1.808 | 15.056 | 42.000 | 487 | 63 | 550 | 25 | | | | | | 81.652 ¹⁾ |
| GARTEN outdoor ambiente | | | 1 | 4 | 4.746 | 71 | | | 4.817 | 225 | 5.042 | 10.500 | 148 | 4 | 152 | 4 | | | | 42.997 | 434 | 43.431 ²⁾ |
| GiveADays – Promotional products | | | 2 | 3 | 706 | 254 | | | 960 | 112 | 1.072 | 2.150 | 74 | 25 | 99 | 13 | | | | 5.278 | 522 | 5.800 ³⁾ |
| Hobby + Elektronik – Hobby and electronics | | | 1 | 4 | 3.500 | | 48 | | 3.548 | 1.396 | 4.944 | 10.600 | 109 | | 109 | 1 | | | | 40.639 | 410 | 41.049 ¹⁾ |
| Interbad | | | 2 | 4 | 9.793 | 6.080 | 22 | | 15.895 | 433 | 16.328 | 31.500 | 254 | 181 | 435 | 29 | 8 | 4 | 12 | 10.349 | 4.435 | 14.784 [*] |
| INTERGASTRA with GELATISSIMO | | | 2 | 5 | 39.204 | 6.717 | | | 45.921 | 2.285 | 48.206 | 102.700 | 1.004 | 225 | 1.229 | 27 | 42 | 18 | 60 | 86.922 | 1.774 | 88.696 [*] |
| Invest | | | 1 | 2 | 3.110 | 479 | | | 3.589 | 555 | 4.144 | 10.500 | 106 | 25 | 131 | 10 | 1 | | 1 | 10.057 | 311 | 10.368 [*] |
| IT & Business / DMS Expo / CRM-expo | | | 1 | 3 | 5.973 | 577 | | | 6.550 | 1.218 | 7.768 | 21.000 | 343 | 34 | 377 | 14 | 9 | | 9 | 7.793 | 771 | 8.564 [*] |
| KREATIV (autumn) | | | 1 | 4 | 4.273 | 507 | | | 4.780 | 520 | 5.300 | 13.900 | 248 | 36 | 284 | 15 | | | | 48.920 | 998 | 49.918 ¹⁾ |
| KREATIV (spring) | | | 1 | 4 | 2.092 | 168 | | | 2.260 | 213 | 2.473 | 5.100 | 96 | 11 | 107 | 5 | | | | 27.009 | 273 | 27.282 ²⁾ |
| LASYS | | | 2 | 3 | 2.983 | 940 | | | 3.923 | 121 | 4.044 | 10.500 | 123 | 63 | 186 | 18 | 1 | 2 | 3 | 4.282 | 1.208 | 5.490 [*] |
| LogiMat | | | 1 | 3 | 30.225 | 5.232 | 100 | | 35.557 | 1.400 | 36.957 | 73.400 | 822 | 182 | 1.004 | 27 | | | | 28.938 | 3.871 | 32.809 [*] |
| Market for good taste – the slow food trade fair | | | 1 | 4 | 4.153 | 791 | | | 4.944 | 1.628 | 6.572 | 16.200 | 358 | 120 | 478 | 14 | | | | | | 49.171 ²⁾ |
| Medizin / TheraPro | | | 1 | 3 | 3.312 | 180 | | | 3.492 | 504 | 3.996 | 10.700 | 198 | 15 | 213 | 7 | 4 | 1 | 5 | 8.596 | 266 | 8.862 [*] |
| Minerals, fossils, jewellery (spring) | | | 1 | 3 | 2.083 | 257 | | | 2.340 | 472 | 2.812 | 10.500 | 176 | 46 | 222 | 18 | | | | | | 13.842 ²⁾ |
| MODELL SÜD – Modelmaking and model railways | | | 1 | 4 | 1.638 | 90 | | | 1.728 | 3.964 | 5.692 | 12.900 | 69 | 8 | 77 | 7 | | | | 36.572 | 746 | 37.318 ¹⁾ |
| O & S – Surface treatments & coatings | | | 2 | 3 | 6.429 | 909 | | | 7.338 | 324 | 7.662 | 17.000 | 251 | 66 | 317 | 18 | | | | 5.036 | 1.404 | 6.440 ^{*4)} |
| O & S / parts2clean | | | 2 | 3 | 11.938 | 1.639 | | | 13.577 | 730 | 14.307 | 31.500 | 441 | 108 | 549 | 22 | | | | 8.471 | 2.445 | 10.916 |
| parts2clean – Industrial parts and surface cleaning | | | 1 | 3 | 5.509 | 730 | | | 6.239 | 406 | 6.645 | 14.500 | 190 | 42 | 232 | 13 | | 4 | 4 | 6.709 | 1.751 | 8.460 ^{*4)} |
| Pflege & Reha – Trade fair for the care market | | | 2 | 3 | 3.552 | 56 | | | 3.608 | 216 | 3.824 | 10.500 | 167 | 5 | 172 | 6 | 2 | | 2 | | | 7.267 [*] |
| Retro Classics | | | 1 | 4 | 46.355 | 4.413 | | | 50.768 | 2.435 | 53.203 | 103.900 | 660 | 119 | 779 | 15 | | | | 73.396 | 7.259 | 80.655 [*] |
| Slow Food / FAIR HANDELN / Minerals, fossils jewellery / GARTEN / Kreativ | | | 1 | 4 | 14.949 | 1.427 | | | 16.376 | 2.748 | 19.124 | 47.600 | 911 | 203 | 1.114 | 30 | 1 | 1 | 2 | | | 84.554 |
| Spielemesse | | | 1 | 4 | 1.948 | 123 | | | 2.071 | 2.813 | 4.884 | 11.400 | 72 | 7 | 79 | 6 | | | | 41.664 | 420 | 42.084 ¹⁾ |
| Stuttgarter Messeherbst | | | 1 | 9 | 28.793 | 1.718 | 48 | | 30.559 | 16.692 | 47.251 | 107.000 | 1.255 | 125 | 1.380 | 30 | | | | 165.233 | 1.669 | 166.902 |
| südback | | | 1 | 4 | 25.425 | 3.755 | 12 | | 29.192 | 750 | 29.942 | 53.400 | 554 | 92 | 646 | 21 | 22 | 4 | 26 | 29.366 | 4.005 | 33.371 [*] |
| SÜFFA – Trade fair for the meat industry | | | 1 | 3 | 8.365 | 449 | | | 8.814 | 628 | 9.442 | 21.000 | 247 | 16 | 263 | 8 | 1 | 2 | 3 | 7.346 | 387 | 7.733 [*] |

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of 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⁾ Visitor attendance determined by a representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays. Multiple answers were permitted ⁴⁾ Visitor attendance determined by a representative poll in the combination of O & S/parts2clean. 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. 96 | | | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) | from countries | | | | | | | | | |
| Interval/ Days | Domestic | Foreign | Domestic | Foreign | Domestic | Foreign | | | | | Domestic | Foreign | Total | Domestic | Foreign | Total | Domestic | Foreign | Total | Domestic |
| TV TecStyle Visions – Textile decoration and promotion | 2 | 3 | 5.295 | 2.723 | | | 8.018 | 674 | 8.692 | 20.000 | 149 | 96 | 245 | 23 | | 1 | 1 | 10.066 | 1.917 | 11.983 * ¹⁾ |
| TV TecStyle Visions / WETEC / GiveADays | 2 | 3 | 8.785 | 3.456 | | | 12.241 | 786 | 13.027 | 31.300 | 356 | 148 | 504 | 23 | | 1 | 1 | | | 14.681 |
| VISION | 2 | 3 | 5.800 | 4.443 | | | 10.243 | 531 | 10.774 | 20.900 | 201 | 231 | 432 | 31 | | | | 5.290 | 3.381 | 8.671 * |
| WETEC – Visual communication | 2 | 3 | 2.784 | 479 | | | 3.263 | | 3.263 | 9.100 | 133 | 27 | 160 | 11 | | | | 7.322 | 814 | 8.136 * ¹⁾ |
| Wächtersbach | | | | | | | | | | | | | | | | | | | | |
| Messe Wächtersbach – Consumer Exhibition | 1 | 9 | 5.196 | 314 | 4.483 | 36 | 10.029 | 5.684 | 15.713 | 24.300 | 323 | 16 | 339 | 10 | | | | | | 59.027 * |
| Hong Kong | | | | | | | | | | | | | | | | | | | | |
| ● Baby Products Fair | 1 | 4 | 1.650 | 5.782 | | | 7.432 | | 7.432 | 16.100 | 114 | 338 | 452 | 27 | | | | 12.868 | 13.593 | 26.461 |
| ● electronicAsia | 1 | 4 | 1.809 | 3.827 | | | 5.636 | | 5.636 | 10.400 | 150 | 358 | 508 | 14 | | | | 10.721 | 19.585 | 30.306 |
| ● Electronics Fair (Autumn Edition) | 1 | 4 | 21.409 | 20.150 | | | 41.559 | | 41.559 | 78.900 | 1.493 | 1.780 | 3.273 | 22 | | | | 24.552 | 40.002 | 64.554 |
| ● Electronics Fair (Spring Edition) | 1 | 4 | 15.543 | 18.737 | | | 34.280 | | 34.280 | 65.000 | 1.090 | 1.572 | 2.662 | 23 | | | | 22.544 | 38.755 | 61.299 |
| ● Fashion Week (Fall/Winter) | 1 | 4 | 5.999 | 10.692 | | | 16.691 | | 16.691 | 33.200 | 416 | 784 | 1.200 | 17 | | | | 12.984 | 8.936 | 21.920 |
| ● Gifts and Premium Fair | 1 | 4 | 19.637 | 18.261 | | | 37.898 | | 37.898 | 74.800 | 1.825 | 1.804 | 3.629 | 35 | | | | 23.993 | 27.365 | 51.358 |
| ● Houseware Fair | 1 | 4 | 7.308 | 15.578 | | | 22.886 | | 22.886 | 48.200 | 491 | 1.154 | 1.645 | 34 | | | | 13.875 | 14.274 | 28.149 |
| International Diamond, Gem & Pearl Show | 1 | 5 | 13.637 | 12.036 | | | 25.673 | | 25.673 | 44.300 | 645 | 870 | 1.515 | 36 | | | | 6.014 | 22.719 | 28.733 |
| ● International Jewellery Show | 1 | 5 | 24.178 | 17.470 | | | 41.648 | | 41.648 | 78.800 | 1.088 | 1.243 | 2.331 | 42 | | | | 16.603 | 29.304 | 45.907 |
| ● International Lighting Fair (Autumn Edition) | 1 | 4 | 12.965 | 24.156 | | | 37.121 | | 37.121 | 70.200 | 687 | 1.743 | 2.430 | 37 | | | | 10.627 | 26.325 | 36.952 |
| ● Optical Fair | 1 | 3 | 5.009 | 9.021 | | | 14.030 | | 14.030 | 25.500 | 201 | 485 | 686 | 29 | | | | 5.643 | 8.436 | 14.079 |
| ● Toys and Games Fair | 1 | 4 | 15.439 | 14.656 | | | 30.095 | | 30.095 | 57.100 | 838 | 1.009 | 1.847 | 39 | | | | 20.894 | 20.446 | 41.340 |
| ● Watch & Clock Fair | 1 | 5 | 12.530 | 3.018 | | | 15.548 | | 15.548 | 36.700 | 520 | 201 | 721 | 15 | | | | 10.224 | 9.039 | 19.263 |
| Verona | | | | | | | | | | | | | | | | | | | | |
| ● FIERAGRICOLA | 2 | 4 | 35.213 | 1.355 | 3.219 | | 39.787 | 6.641 | 46.428 | 148.600 | 518 | 44 | 562 | 16 | 405 | 25 | 430 | 120.310 | 19.113 | 139.423 |
| ● MARMOMACC – Abitare il tempo | 1 | 4 | 35.325 | 26.526 | 9.950 | 3.999 | 75.800 | 3.396 | 79.196 | 205.300 | 633 | 913 | 1.546 | 58 | 41 | 5 | 46 | 28.323 | 35.476 | 63.799 |
| ● SAMOTER | 3 | 4 | 16.987 | 1.801 | 11.101 | 583 | 30.472 | 1.950 | 32.422 | 82.600 | 342 | 74 | 416 | 29 | 5 | 32 | 37 | 32.528 | 5.767 | 38.295 |
| ● Vinitaly – SOL&AGRIFOOD – Enolitech | 1 | 4 | 89.284 | 679 | 678 | | 90.641 | 10.111 | 100.752 | 180.000 | 4.107 | 122 | 4.229 | 30 | 339 | 62 | 401 | 95.500 | 54.670 | 150.170 |

+ Events with changing venues

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

* Visitors Profile Analyses see page 25 ff.

¹⁾ Visitor attendance determined by a representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays. 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. 96 | | | Interval/ Days | | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) | from countries | | | | | | | | | | |
| | | | Domestic | Foreign | Domestic | Foreign | | Domestic | | | | | Foreign | Total | Domestic | Foreign | Total | Domestic | Foreign | Total | | | |
| A MULTI-INDUSTRY FAIRS | | | | | | | | | | | | | | | | | | | | | | | |
| A1 Investment and Consumer Goods Fairs | | | | | | | | | | | | | | | | | | | | | | | |
| Int. Handwerksmesse/Garten München, München | | | 1 | 7 | 26.906 | 4.735 | | | 31.641 | 3.289 | 34.930 | 74.000 | 804 | 203 | 1.007 | 27 | 2 | 11 | 13 | 125.824 | 3.094 | 128.918 | * |
| A2 Investment Goods Trade Fairs | | | | | | | | | | | | | | | | | | | | | | | |
| ● HANNOVER MESSE, Hannover | | | 1 | 5 | 109.717 | 50.834 | 680 | 40 | 161.271 | 16.858 | 178.129 | 292.000 | 2.302 | 2.488 | 4.790 | 65 | | | | 133.390 | 40.749 | 174.139 | * |
| A3 Consumer Goods Trade Fairs | | | | | | | | | | | | | | | | | | | | | | | |
| ● Ambiente, Frankfurt/Main | | | 1 | 5 | 63.482 | 126.288 | | | 189.770 | 1.675 | 191.445 | 328.500 | 1.127 | 3.622 | 4.749 | 89 | | | | 71.074 | 72.715 | 143.789 | * |
| ● Tendence, Frankfurt/Main | | | 1 | 4 | 34.215 | 16.818 | | | 51.033 | 1.444 | 52.477 | 94.800 | 762 | 450 | 1.212 | 52 | | | | 28.149 | 6.331 | 34.480 | * |
| B SPECIALIZED TRADE FAIRS AND PUBLIC EXHIBITIONS | | | | | | | | | | | | | | | | | | | | | | | |
| B1 Agriculture; Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their Equipment | | | | | | | | | | | | | | | | | | | | | | | |
| DLG-Feldtage – Meeting place for crop producer, Bernburg | | | 2 | 3 | 732 | 99 | 106.261 | 3.759 | 110.851 | 932 | 111.783 | 201.200 | 298 | 70 | 368 | 20 | | | | 20.563 | 2.490 | 23.053 | * |
| ● EuroTier with Energy Decentral, Hannover | | | 2 | 4 | 68.989 | 44.542 | 72 | 385 | 113.988 | 5.524 | 119.512 | 241.100 | 1.223 | 1.145 | 2.368 | 48 | 14 | 21 | 35 | 126.975 | 29.591 | 156.566 | * |
| GaLaBau, Nürnberg | | | 2 | 4 | 49.340 | 12.096 | | | 61.436 | 3.092 | 64.528 | 118.500 | 1.013 | 307 | 1.320 | 36 | | | | 59.967 | 6.596 | 66.563 | * |
| Grüne Tage Thüringen – Agricultural fair, Erfurt | | | 2 | 3 | 5.906 | 74 | 8.464 | | 14.444 | 4.182 | 18.626 | 34.400 | 303 | 7 | 310 | 7 | | | | | | 28.716 | * |
| Industrial Exhibition of Leipzig Veterinary Congress, Leipzig | | | 2 | 3 | 3.011 | 180 | | | 3.191 | 522 | 3.713 | 7.500 | 180 | 14 | 194 | 11 | | | | 10.223 | 614 | 10.837 | * |
| ● INTERFORST, München | | | 4 | 5 | 4.181 | 953 | 23.004 | 11.566 | 39.704 | 3.340 | 43.044 | 76.800 | 289 | 162 | 451 | 27 | | | | 41.020 | 7.859 | 48.879 | * |
| IPM – Trade fair for horticulture, Essen | | | 1 | 4 | 19.180 | 23.702 | | | 42.882 | 4.043 | 46.925 | 105.000 | 593 | 961 | 1.554 | 45 | | | | 29.100 | 15.738 | 44.838 | * |
| B2 Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their Equipment | | | | | | | | | | | | | | | | | | | | | | | |
| Badische Weinmesse – Reg. wine exhibition, Offenburg | | | 1 | 2 | 1.199 | 11 | | | 1.210 | 71 | 1.281 | 6.500 | 131 | 2 | 133 | 3 | | | | 4.788 | 58 | 4.846 | * |
| BrauBeviale, Nürnberg | | | 1 | 3 | 25.803 | 16.978 | | | 42.781 | | 42.781 | 81.300 | 620 | 508 | 1.128 | 46 | | | | 22.418 | 14.782 | 37.200 | * |
| fish international, Bremen | | | 2 | 3 | 3.036 | 914 | | | 3.950 | 916 | 4.866 | 14.600 | 133 | 77 | 210 | 19 | | | | 7.500 | 937 | 8.437 | * |
| ● FRUIT LOGISTICA, Berlin | | | 1 | 3 | 8.674 | 52.999 | | | 61.673 | 605 | 62.278 | 106.700 | 264 | 2.366 | 2.630 | 84 | | | | 11.484 | 53.397 | 64.881 | * |
| inoga – Hotel, Catering, Hospitality, Erfurt | | | 2 | 3 | 2.288 | 47 | 62 | | 2.397 | 564 | 2.961 | 7.950 | 157 | 3 | 160 | 4 | | | | | | 3.084 | * |
| INTERGASTRA with GELATISSIMO, Stuttgart | | | 2 | 5 | 39.204 | 6.717 | | | 45.921 | 2.285 | 48.206 | 102.700 | 1.004 | 225 | 1.229 | 27 | 42 | 18 | 60 | 86.922 | 1.774 | 88.696 | * |
| ● International Green Week, Berlin | | | 1 | 10 | 32.372 | 16.207 | | | 48.579 | 7.738 | 56.317 | 124.700 | 1.018 | 671 | 1.689 | 69 | | | | 402.261 | 9.470 | 411.731 | * |
| INTERNORGA, Hamburg | | | 1 | 6 | 45.914 | 6.788 | 770 | 30 | 53.502 | | 53.502 | 89.500 | 1.009 | 194 | 1.203 | 24 | | | | 87.230 | 5.667 | 92.897 | * |
| Inter-tabac, Dortmund | | | 1 | 3 | 9.224 | 7.261 | | | 16.485 | 233 | 16.718 | 35.900 | 172 | 319 | 491 | 49 | 2 | 5 | 7 | 7.233 | 3.999 | 11.232 | * |
| ● ISM – Int. sweets and biscuits fair, Köln | | | 1 | 4 | 12.729 | 31.869 | | | 44.598 | 648 | 45.246 | 91.300 | 221 | 1.227 | 1.448 | 66 | 7 | 12 | 19 | 11.796 | 23.212 | 35.008 | * |
| Market for good taste – the slow food trade fair, Stuttgart | | | 1 | 4 | 4.153 | 791 | | | 4.944 | 1.628 | 6.572 | 16.200 | 358 | 120 | 478 | 14 | | | | | | 49.171 | ¹⁾ |
| Nord Gastro & Hotel, Husum | | | 1 | 2 | 4.323 | 97 | | | 4.420 | | 4.420 | 7.400 | 200 | 10 | 210 | 7 | | | | 4.913 | 65 | 4.978 | * |
| ● ProWein, Düsseldorf | | | 1 | 3 | 16.783 | 34.713 | | | 51.496 | 1.661 | 53.157 | 102.000 | 845 | 3.985 | 4.830 | 47 | 30 | 307 | 337 | 27.124 | 21.924 | 49.048 | * |
| südback, Stuttgart | | | 1 | 4 | 25.425 | 3.755 | 12 | | 29.192 | 750 | 29.942 | 53.400 | 554 | 92 | 646 | 21 | 22 | 4 | 26 | 29.366 | 4.005 | 33.371 | * |
| SÜFFA – Trade fair for the meat industry, Stuttgart | | | 1 | 3 | 8.365 | 449 | | | 8.814 | 628 | 9.442 | 21.000 | 247 | 16 | 263 | 8 | 1 | 2 | 3 | 7.346 | 387 | 7.733 | * |

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted



| For the complete titles see pp. 96 | | | 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 |
| B3 Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their Equipment | | | | | | | | | | | | | | | | | | | | | | |
| | | | 1 | 3 | 1.879 | 1.469 | | 3.348 | 1.694 | 5.042 | 13.000 | 45 | 62 | 107 | 18 | | | | 1.041 | 211 | 1.252 | * |
| | | | 1 | 4 | 1.875 | 140 | | 2.015 | 210 | 2.225 | 5.300 | 133 | 22 | 155 | 10 | 1 | 1 | 2 | 17.662 | 178 | 17.840 | ¹⁾ |
| ● | | | 1 | 3 | 13.561 | 18.941 | | 32.502 | 4.489 | 36.991 | 92.800 | 253 | 530 | 783 | 38 | | | | 9.892 | 6.594 | 16.486 | * |
| ● | | | 1 | 3 | 13.669 | 28.308 | | 41.977 | 3.577 | 45.554 | 106.000 | 253 | 840 | 1.093 | 38 | | | | 7.205 | 8.458 | 15.663 | * |
| ● | | | 1 | 4 | 64 | 8.466 | | 8.530 | 344 | 8.874 | 25.700 | 1 | 264 | 265 | 9 | | | | 985 | 2.954 | 3.939 | * |
| ● | | | 1 | 4 | 24.530 | 94.034 | | 118.564 | 3.221 | 121.785 | 206.200 | 328 | 2.386 | 2.714 | 62 | | | | 22.206 | 44.059 | 66.265 | * |
| ● | | | 1 | 3 | 7.830 | 5.018 | | 12.848 | 800 | 13.648 | 20.100 | 156 | 116 | 272 | 19 | | | | 3.804 | 1.379 | 5.183 | |
| ● | | | 1 | 3 | 7.960 | 4.762 | | 12.722 | 800 | 13.522 | 20.100 | 149 | 133 | 282 | 22 | | | | 3.915 | 1.270 | 5.185 | |
| ● | | | 1 | 4 | 21.265 | 10.913 | | 32.178 | 1.951 | 34.129 | 76.000 | 603 | 533 | 1.136 | 42 | | | | 20.476 | 8.879 | 29.355 | * |
| | | | 1 | 4 | 2.097 | 170 | | 2.267 | | 2.267 | 4.500 | 112 | 15 | 127 | 11 | | | | 1.906 | 656 | 2.562 | |
| ● | | | 1 | 4 | 16.721 | 33.990 | | 50.711 | 766 | 51.477 | 95.700 | 169 | 832 | 1.001 | 50 | | 4 | 4 | 6.244 | 13.929 | 20.173 | * |
| | | | 1 | 3 | 2.539 | 86 | | 2.625 | 56 | 2.681 | 10.500 | 99 | 5 | 104 | 3 | | | | | | 1.649 | * |
| | | | 2 | 3 | 817 | 58 | | 875 | 353 | 1.228 | 3.500 | 59 | 10 | 69 | 6 | 5 | | 5 | 1.012 | 32 | 1.044 | |
| | | | 2 | 3 | 5.295 | 2.723 | | 8.018 | 674 | 8.692 | 20.000 | 149 | 96 | 245 | 23 | | 1 | 1 | 10.066 | 1.917 | 11.983 | ²⁾ |
| B4 Building, Completion and Extension, and their Equipment | | | | | | | | | | | | | | | | | | | | | | |
| ● | | | 2 | 5 | 15.227 | 1.138 | 66 | 16.431 | 1.218 | 17.649 | 39.300 | 425 | 61 | 486 | 20 | | | | 28.906 | 3.463 | 32.369 | * |
| ● | | | 2 | 3 | 16.951 | 20.696 | | 37.647 | 837 | 38.484 | 66.400 | 322 | 662 | 984 | 44 | | | | 13.396 | 17.189 | 30.585 | * |
| + | | | 2 | 4 | 29.799 | 4.069 | 987 | 34.855 | 436 | 35.291 | 69.800 | 461 | 99 | 560 | 27 | | | | 42.292 | 5.281 | 47.573 | * |
| ● | | | 2 | 3 | 6.130 | 1.953 | | 8.083 | 258 | 8.341 | 19.000 | 343 | 89 | 432 | 17 | | | | 10.429 | 833 | 11.262 | * |
| | | | 2 | 4 | 11.692 | 1.763 | | 13.455 | 3.026 | 16.481 | 49.900 | 498 | 103 | 601 | 10 | | | | 32.870 | 1.876 | 34.746 | * |
| | | | 3 | 3 | 4.008 | 419 | 4.112 | 9.091 | 100 | 9.191 | 16.200 | 148 | 25 | 173 | 9 | 3 | | 3 | 3.707 | 449 | 4.156 | * |
| ● | | | 1 | 3 | 25.463 | 7.252 | | 32.715 | 4.678 | 37.393 | 64.000 | 1.278 | 377 | 1.655 | 34 | | | | 24.698 | 9.491 | 34.189 | |
| | | | 1 | 3 | 2.801 | 53 | | 2.854 | 371 | 3.225 | 6.750 | 139 | 7 | 146 | 5 | | | | 5.440 | 152 | 5.592 | |
| | | | 2 | 3 | 21.538 | 810 | 6 | 22.354 | 4.760 | 27.114 | 53.000 | 466 | 31 | 497 | 12 | 1 | | 1 | 37.732 | 1.047 | 38.779 | * |
| | | | 2 | 4 | 36.189 | 4.947 | | 41.136 | 981 | 42.117 | 75.000 | 578 | 107 | 685 | 20 | | | | 44.762 | 1.054 | 45.816 | * |
| ● | | | 2 | 4 | 20.107 | 47.014 | | 67.121 | 282 | 67.403 | 144.200 | 363 | 2.424 | 2.787 | 53 | | | | 16.406 | 27.473 | 43.879 | * |
| | | | 2 | 2 | 4.434 | 1.530 | | 5.964 | 120 | 6.084 | 11.800 | 109 | 49 | 158 | 16 | 2 | | 2 | 3.082 | 1.833 | 4.915 | * |
| | | | 1 | 3 | 2.028 | 12 | 372 | 2.412 | 562 | 2.974 | 6.600 | 120 | 1 | 121 | 2 | 3 | | 3 | | | 3.702 | |
| ● | | | 2 | 6 | 71.455 | 70.089 | 240 | 142.672 | 2.634 | 145.306 | 240.700 | 920 | 1.575 | 2.495 | 57 | | | | 111.545 | 99.687 | 211.232 | * |
| | | | 2 | 4 | 27.095 | 3.349 | | 30.444 | 860 | 31.304 | 66.400 | 498 | 62 | 560 | 15 | | | | 46.753 | 1.496 | 48.249 | * |
| B5 Furnishings, Household Appliances, Houseware, and their Equipment | | | | | | | | | | | | | | | | | | | | | | |
| | | | 1 | 3 | 1.409 | 279 | | 1.688 | 50 | 1.738 | 3.500 | 155 | 51 | 206 | 11 | | | | | | 15.547 | |
| ● | | | 1 | 4 | 19.633 | 70.882 | | 90.515 | 3.526 | 94.041 | 174.100 | 211 | 1.130 | 1.341 | 59 | | | | 19.924 | 24.649 | 44.573 | * |

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD/Kreativ (spring). Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays. RMultiple 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. 96 | | Interval/ Days | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) | Domestic | Foreign | Total | from countries | Domestic | Foreign | Total | Domestic | Foreign | Total |
| • | imm cologne – The international furnishing show / LivingInteriors, Köln | 1 | 7 | 66.282 | 73.301 | | 139.583 | 2.441 | 142.024 | 260.600 | 425 | 720 | 1.145 | 53 | 33 | 23 | 56 | 90.187 | 31.822 | 122.009 * |
| | ZOW – Int. fair for suppliers to the furniture and design industries, Bad Salzuflen | 1 | 4 | 7.061 | 5.116 | | 12.177 | | 12.177 | 26.600 | 272 | 203 | 475 | 33 | 4 | 2 | 6 | 7.862 | 3.906 | 11.768 |
| B6 Health, Body Care, Protection at Work, and their Equipment | | | | | | | | | | | | | | | | | | | | |
| + | ALTEPNPFLEGE – Exh. for the care sector, Hannover | 2 | 3 | 18.965 | 713 | | 19.678 | 1.072 | 20.750 | 57.000 | 540 | 42 | 582 | 15 | | | | 27.813 | 281 | 28.094 * |
| + | Arbeitsschutz aktuell – Safety & Health, Frankfurt/Main | 2 | 4 | 7.191 | 897 | | 8.088 | 1.035 | 9.123 | 25.300 | 199 | 40 | 239 | 20 | | | | 7.658 | 3.008 | 10.666 * |
| • | BEAUTY INTERNATIONAL, Düsseldorf | 1 | 3 | 19.654 | 2.639 | | 22.293 | 4.148 | 26.441 | 70.100 | 491 | 124 | 615 | 28 | | | | 49.395 | 5.306 | 54.701 *) |
| | Fachdental Leipzig, Leipzig | 1 | 2 | 3.969 | 437 | | 4.406 | 96 | 4.502 | 10.000 | 224 | 29 | 253 | 14 | 3 | 1 | 4 | | | 4.385 * |
| | FACHDENTAL SÜDWEST, Stuttgart | 1 | 2 | 4.458 | 531 | | 4.989 | 72 | 5.061 | 10.600 | 234 | 29 | 263 | 12 | 3 | 2 | 5 | 6.630 | 67 | 6.697 * |
| | Hair & Beauty, Frankfurt/Main | 1 | 3 | 11.964 | 2.094 | | 14.058 | 6.199 | 20.257 | 42.900 | 168 | 82 | 250 | 21 | | | | 38.374 | 2.602 | 40.976 * |
| | Interbad, Stuttgart | 2 | 4 | 9.793 | 6.080 | 22 | 15.895 | 433 | 16.328 | 31.500 | 254 | 181 | 435 | 29 | 8 | 4 | 12 | 10.349 | 4.435 | 14.784 * |
| • | MEDICA / COMPAMED, Düsseldorf | 1 | 4 | 45.934 | 82.816 | 306 | 129.158 | 1.939 | 131.097 | 250.000 | 1.317 | 4.251 | 5.568 | 70 | | | | 47.298 | 74.604 | 121.902 * |
| | Medizin / TheraPro, Stuttgart | 1 | 3 | 3.312 | 180 | | 3.492 | 504 | 3.996 | 10.700 | 198 | 15 | 213 | 7 | 4 | 1 | 5 | 8.596 | 266 | 8.862 * |
| • | OTWorld – Orthopaedic technology, Leipzig | 2 | 4 | 11.905 | 5.348 | | 17.253 | 1.829 | 19.082 | 46.400 | 288 | 260 | 548 | 37 | | | | 13.715 | 6.454 | 20.169 * |
| | Pflege & Reha – Trade fair for the care market, Stuttgart | 2 | 3 | 3.552 | 56 | | 3.608 | 216 | 3.824 | 10.500 | 167 | 5 | 172 | 6 | 2 | | 2 | | | 7.267 * |
| • | REHACARE INTERNATIONAL, Düsseldorf | 1 | 4 | 21.897 | 9.625 | 124 | 31.646 | | 31.646 | 72.300 | 494 | 406 | 900 | 36 | | | | 43.733 | 7.179 | 50.912 * |
| • | TOP HAIR Int. Trend & Fashion Days, Düsseldorf | 1 | 2 | 3.587 | 747 | | 4.334 | 5.867 | 10.201 | 25.700 | 106 | 41 | 147 | 15 | | | | 20.191 | 1.756 | 21.947 *) |
| B7 Environment Protection, Safety, Cleaning, Communal Services, and their Equipment | | | | | | | | | | | | | | | | | | | | |
| | Enforce Tac, Nürnberg | 1 | 2 | 592 | 393 | | 985 | | 985 | 3.300 | 33 | 45 | 78 | 21 | | | | 1.015 | 652 | 1.667 * |
| | FeuerTRUTZ, Nürnberg | 1 | 2 | 2.742 | 140 | | 2.882 | | 2.882 | 9.000 | 177 | 9 | 186 | 6 | | | | 4.832 | 284 | 5.116 * |
| • | IFAT, München | 2 | 5 | 74.363 | 39.398 | 15.417 | 8.720 | 137.898 | 10.500 | 148.398 | 233.000 | 1.728 | 1.353 | 3.081 | 59 | | | 74.756 | 60.532 | 135.288 * |
| | Perimeter Protection, Nürnberg | 2 | 3 | 2.555 | 547 | | 3.102 | 168 | 3.270 | 6.700 | 62 | 16 | 78 | 10 | | | | 1.816 | 420 | 2.236 * |
| | SECURITY – Security & Fire Prevention, Essen | 2 | 4 | 25.212 | 10.385 | 466 | 36.063 | 1.089 | 37.152 | 80.000 | 557 | 488 | 1.045 | 39 | | | | 22.948 | 13.304 | 36.252 * |
| B8 Transport, Traffic, Logistics, and their Equipment | | | | | | | | | | | | | | | | | | | | |
| | AUTO Trend, Rostock | 1 | 3 | 6.973 | | 4.770 | 11.743 | 7.250 | 18.993 | 26.400 | 79 | | 79 | 1 | | | | | | 21.396 |
| • | Automechanika, Frankfurt/Main | 2 | 5 | 52.650 | 105.194 | 13.586 | 5.120 | 176.550 | 767 | 177.317 | 296.400 | 729 | 3.931 | 4.660 | 71 | | | 57.346 | 80.636 | 137.982 * |
| | Bremen Classic Motorshow, Bremen | 1 | 3 | 18.885 | 2.135 | | 21.020 | 1.368 | 22.388 | 47.000 | 582 | 67 | 649 | 12 | | | | 42.738 | 4.591 | 47.329 * |
| • | CeMAT, Hannover | 2 | 5 | 32.283 | 26.131 | 8.235 | 4.522 | 71.171 | 712 | 71.883 | 120.500 | 455 | 567 | 1.022 | 44 | | | 33.449 | 14.818 | 48.267 * |
| • | Hannover Messe: MobiliTec, Hannover | 1 | 5 | 3.317 | 445 | 38 | 3.800 | 15.180 | 18.980 | 24.400 | 101 | 54 | 155 | 14 | | | | 27.232 | 7.770 | 35.002 *) |
| • | InnoTrans, Berlin | 2 | 4 | 39.494 | 54.816 | 5.962 | 3.137 | 103.409 | | 103.409 | 174.400 | 1.092 | 1.669 | 2.761 | 55 | | | 63.881 | 74.991 | 138.872 * |
| | IT-TRANS – IT Solutions for Public Transport, Karlsruhe | 2 | 3 | 1.679 | 1.117 | | 2.796 | 1.033 | 3.829 | 12.000 | 87 | 58 | 145 | 24 | 14 | 2 | 16 | 2.418 | 1.290 | 3.708 * |
| | LogiMat, Stuttgart | 1 | 3 | 30.225 | 5.232 | 100 | 35.557 | 1.400 | 36.957 | 73.400 | 822 | 182 | 1.004 | 27 | | | | 28.938 | 3.871 | 32.809 * |
| | REIFEN, Essen | 2 | 4 | 13.797 | 18.121 | 1.025 | 32.943 | 265 | 33.208 | 58.000 | 209 | 461 | 670 | 44 | | | | 7.504 | 12.037 | 19.541 * |
| | Retro Classics, Stuttgart | 1 | 4 | 46.355 | 4.413 | | 50.768 | 2.435 | 53.203 | 103.900 | 660 | 119 | 779 | 15 | | | | 73.396 | 7.259 | 80.655 * |
| | SMM – Maritime trade fair, Hamburg | 2 | 4 | 24.609 | 29.462 | 610 | 838 | 55.519 | 55.519 | 91.300 | 671 | 1.431 | 2.102 | 67 | 3 | 14 | 17 | 28.690 | 20.019 | 48.709 * |

+ Events with changing venues

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

* Visitors Profil Analyses see page 25 ff.

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



Exhibition space figures (sq.m.)

Exhibitor figures

Visitor figures

Exhibitor stand space


Exhibitors

Additionally represented firms

Entries (Explanations see p. 9)

| For the complete titles see pp. 96 | Interval/ Days | | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) | from countries | | | | Entries | | | | | |
|---|-------------------|---------|----------|---------|----------|---------|---------|---------------|-------------|---------------|----------------|---------|-------|----------|---------|-------|-------|---------|--------|----------------------|
| | Domestic | Foreign | Domestic | Foreign | Domestic | Foreign | | | | | Domestic | Foreign | Total | Domestic | Foreign | Total | | | | |
| B9 Information, Communication, Office, Entertainment Electronics, Photo, Film, and their Equipment | | | | | | | | | | | | | | | | | | | | |
| ● CeBIT, Hannover | 1 | 5 | 95.385 | 29.517 | 1.052 | | 125.954 | 8.789 | 134.743 | 222.200 | 1.553 | 1.691 | 3.244 | 63 | | | | 146.452 | 41.307 | 187.759 * |
| CO-REACH, Nürnberg | 1 | 2 | 4.566 | 371 | | | 4.937 | 991 | 5.928 | 14.800 | 250 | 19 | 269 | 10 | | | | 5.378 | 400 | 5.778 * |
| ● dmexco – Digital Marketing Exposition & Conference, Köln | 1 | 2 | 19.545 | 5.071 | 8 | | 24.624 | 1.071 | 25.695 | 54.900 | 562 | 234 | 796 | 33 | | | | 22.390 | 7.415 | 29.805 * |
| IT & Business / DMS Expo / CRM-expo, Stuttgart | 1 | 3 | 5.973 | 577 | | | 6.550 | 1.218 | 7.768 | 21.000 | 343 | 34 | 377 | 14 | 9 | | 9 | 7.793 | 771 | 8.564 * |
| it-sa – The IT-Security Expo and Congress, Nürnberg | 1 | 3 | 4.962 | 689 | | | 5.651 | 398 | 6.049 | 12.800 | 291 | 95 | 386 | 21 | | | | 6.980 | 410 | 7.390 * |
| ● ORGATEC, Köln | 2 | 5 | 26.182 | 36.529 | | | 62.711 | 1.798 | 64.509 | 105.000 | 206 | 413 | 619 | 41 | 5 | 3 | 8 | 25.037 | 26.058 | 51.095 * |
| ● ProLight + Sound, Frankfurt/Main | 1 | 4 | 14.042 | 21.019 | 612 | 583 | 36.256 | 1.000 | 37.256 | 73.400 | 324 | 574 | 898 | 42 | | | | 20.752 | 21.515 | 42.267 *) |
| + viscom frankfurt, Frankfurt/Main | 2 | 3 | 6.267 | 2.533 | | | 8.800 | 2.252 | 11.052 | 23.100 | 211 | 117 | 328 | 27 | | | | 7.611 | 1.999 | 9.610 * |
| WETEC – Visual communication, Stuttgart | 2 | 3 | 2.784 | 479 | | | 3.263 | | 3.263 | 9.100 | 133 | 27 | 160 | 11 | | | | 7.322 | 814 | 8.136 *) |
| B10 Education, Setting up a business | | | | | | | | | | | | | | | | | | | | |
| + didacta – The education trade fair, Stuttgart | 1 | 5 | 31.489 | 1.383 | 318 | | 33.190 | 2.961 | 36.151 | 75.400 | 824 | 81 | 905 | 30 | 37 | 2 | 39 | 86.627 | 1.768 | 88.395 * |
| LEARNTEC – Learning with IT, Karlsruhe | 1 | 3 | 2.950 | 362 | | | 3.312 | 440 | 3.752 | 12.000 | 185 | 26 | 211 | 10 | 17 | | 17 | 6.170 | 515 | 6.685 * |
| B11 Sports, Games, Leisure, and their Equipment | | | | | | | | | | | | | | | | | | | | |
| ABF – Leisure fair, Hannover | 1 | 9 | 40.066 | 1.484 | 612 | | 42.162 | 11.953 | 54.115 | 100.800 | 749 | 63 | 812 | 18 | | | | | | 114.867 * |
| ANIMAL, Stuttgart | 1 | 2 | 3.748 | 129 | | | 3.877 | 5.516 | 9.393 | 22.700 | 181 | 10 | 191 | 6 | | | | | | 31.247 ³⁾ |
| BOATFIT, Bremen | 1 | 3 | 4.047 | 292 | | | 4.339 | 1.126 | 5.465 | 12.400 | 153 | 17 | 170 | 8 | 8 | | 8 | 9.480 | 105 | 9.585 * |
| ● boot, Düsseldorf | 1 | 9 | 40.772 | 45.139 | 20 | | 85.931 | 18.362 | 104.293 | 214.200 | 863 | 814 | 1.677 | 60 | | | | 206.073 | 42.208 | 248.281 * |
| CARAVAN, Bremen | 1 | 3 | 9.670 | 255 | | | 9.925 | | 9.925 | 14.800 | 62 | 4 | 66 | 5 | | | | | | 26.061 ⁴⁾ |
| ● CARAVAN SALON, Düsseldorf | 1 | 10 | 68.783 | 20.799 | 1.442 | 490 | 91.514 | 4.829 | 96.343 | 146.200 | 372 | 178 | 550 | 25 | | | | 165.099 | 27.324 | 192.423 * |
| CMT – The holiday exhibition, Stuttgart | 1 | 9 | 51.253 | 9.575 | 209 | 21 | 61.058 | 4.580 | 65.638 | 107.800 | 1.362 | 558 | 1.920 | 63 | 57 | 21 | 78 | 237.594 | 2.400 | 239.994 * |
| ● Creativeworld, Frankfurt/Main | 1 | 4 | 4.486 | 6.027 | | | 10.513 | 952 | 11.465 | 23.500 | 75 | 214 | 289 | 32 | | | | 4.135 | 4.030 | 8.165 ¹⁾ |
| f.re.e – Fair for leisure and travel, München | 1 | 5 | 20.591 | 6.338 | | | 26.929 | 7.081 | 34.010 | 66.100 | 629 | 483 | 1.112 | 59 | 27 | 8 | 35 | 111.413 | 2.274 | 113.687 * |
| ● FIBO – Fitness, wellness and health, Köln | 1 | 4 | 25.650 | 22.100 | | | 47.750 | 4.577 | 52.327 | 129.000 | 377 | 346 | 723 | 37 | 5 | 2 | 7 | 89.867 | 25.833 | 115.700 * |
| GARTEN outdoor ambiente, Stuttgart | 1 | 4 | 4.746 | 71 | | | 4.817 | 225 | 5.042 | 10.500 | 148 | 4 | 152 | 4 | | | | 42.997 | 434 | 43.431 ⁵⁾ |
| ● h+h cologne, Köln | 1 | 3 | 5.697 | 5.849 | | | 11.546 | 966 | 12.512 | 25.700 | 114 | 233 | 347 | 38 | | 1 | 1 | 10.533 | 4.340 | 14.873 * |
| hanseboot – Int. boat show, Hamburg | 1 | 9 | 17.453 | 4.140 | 641 | 680 | 22.914 | 3.051 | 25.965 | 56.800 | 451 | 101 | 552 | 18 | | | | 70.672 | 3.408 | 74.080 * |
| HansePferd – Equestrian trade fair, Hamburg | 2 | 3 | 11.909 | 1.552 | 409 | 45 | 13.915 | 9.547 | 23.462 | 46.800 | 421 | 53 | 474 | 15 | | | | 45.015 | 593 | 45.608 * |
| Hobby + Elektronik – Hobby and electronics, Stuttgart | 1 | 4 | 3.500 | | 48 | | 3.548 | 1.396 | 4.944 | 10.600 | 109 | | 109 | 1 | | | | 40.639 | 410 | 41.049 ³⁾ |
| ● IMA, Düsseldorf | 1 | 4 | 10.069 | 1.039 | | | 11.108 | 1.722 | 12.830 | 17.500 | 106 | 44 | 150 | 16 | | | | 8.440 | 718 | 9.158 * |
| Interzoo, Nürnberg | 2 | 4 | 18.179 | 38.803 | | | 56.982 | 50 | 57.032 | 110.000 | 308 | 1.390 | 1.698 | 62 | | | | 11.643 | 25.724 | 37.367 * |
| ● ispo – Int. sports business trade show, München | 1 | 4 | 24.766 | 80.330 | 292 | | 105.388 | 4.498 | 109.886 | 177.600 | 383 | 2.173 | 2.556 | 48 | | | | 28.250 | 52.782 | 81.032 * |
| ● ITB – THE WORLD'S LEADING TRAVEL TRADE SHOW®, Berlin | 1 | 5 | 26.031 | 61.750 | 282 | | 88.063 | | 88.063 | 160.000 | 1.571 | 5.757 | 7.328 | 191 | 594 | 1.665 | 2.259 | 119.920 | 51.874 | 171.794 * |
| IWA OutdoorClassics, Nürnberg | 1 | 4 | 15.111 | 31.078 | | | 46.189 | 550 | 46.739 | 86.000 | 299 | 1.037 | 1.336 | 54 | | | | 15.263 | 23.981 | 39.244 * |
| KREATIV (autumn), Stuttgart | 1 | 4 | 4.273 | 507 | | | 4.780 | 520 | 5.300 | 13.900 | 248 | 36 | 284 | 15 | | | | 48.920 | 998 | 49.918 ³⁾ |
| KREATIV (spring), Stuttgart | 1 | 4 | 2.092 | 168 | | | 2.260 | 213 | 2.473 | 5.100 | 96 | 11 | 107 | 5 | | | | 27.009 | 273 | 27.282 ⁵⁾ |

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profile Analyses see page 25 ff. ¹⁾ ascertained by a representative poll ²⁾ Visitor attendance determined by a representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays. Multiple answers were permitted ³⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted 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 Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD/Kreativ (spring). 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. 96 | | | Interval/ Days | | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) | from countries | | | | Domestic Foreign Total | | | | |
| | | | Domestic | Foreign | Domestic | Foreign | Domestic | Foreign | | | | | Domestic | Foreign | Total | Domestic | Foreign | Total | Domestic | Foreign | Total |
| MAGDEBOOT, Magdeburg | | | 1 | 3 | 3.316 | 90 | 169 | | 3.575 | 69 | 3.644 | 9.100 | 130 | 2 | 132 | 2 | | | 6.068 | | |
| Meeres- und Raubfischangeltage – Fishing Exhibition, Magdeburg | | | 1 | 2 | 2.191 | 452 | 38 | | 2.681 | 278 | 2.959 | 7.300 | 87 | 21 | 108 | 7 | 3 | 2 | 5 | 6.683 | |
| Minerals, fossils, jewellery (spring), Stuttgart | | | 1 | 3 | 2.083 | 257 | | | 2.340 | 472 | 2.812 | 10.500 | 176 | 46 | 222 | 18 | | | | 13.842 ¹⁾ | |
| MODELL SÜD – Modelmaking and model railways, Stuttgart | | | 1 | 4 | 1.638 | 90 | | | 1.728 | 3.964 | 5.692 | 12.900 | 69 | 8 | 77 | 7 | | | | 36.572 746 37.318 ²⁾ | |
| modell-hobby-spiel, Leipzig | | | 1 | 3 | 18.552 | 886 | 350 | | 19.788 | 15.180 | 34.968 | 83.800 | 563 | 48 | 611 | 12 | 1 | 1 | 2 | 94.713 * | |
| • | Musikmesse, Frankfurt/Main | | | 1 | 4 | 16.209 | 21.380 | 100 | 524 | 38.213 | 1.500 | 39.713 | 90.000 | 433 | 885 | 1.318 | 51 | | | 44.732 20.630 65.362 ³⁾ | |
| Pferd & Jagd – Equestrian sports, hunting, Hannover | | | 1 | 4 | 21.043 | 2.212 | 1.016 | | 24.271 | 10.083 | 34.354 | 87.100 | 729 | 94 | 823 | 21 | | | | 89.007 * | |
| Reiselust – Tourism fair, Bremen | | | 1 | 3 | 3.097 | 339 | | | 3.436 | 362 | 3.798 | 9.300 | 285 | 34 | 319 | 16 | | | | 26.759 300 27.059 ⁴⁾ | |
| REISEN HAMBURG, Hamburg | | | 1 | 5 | 23.062 | 3.154 | | | 26.216 | 3.327 | 29.543 | 59.500 | 715 | 260 | 975 | 61 | | | | 74.122 1.205 75.327 * | |
| Spielemesse, Stuttgart | | | 1 | 4 | 1.948 | 123 | | | 2.071 | 2.813 | 4.884 | 11.400 | 72 | 7 | 79 | 6 | | | | 41.664 420 42.084 ²⁾ | |
| Spielwarenmesse – International Toy Fair, Nürnberg | | | 1 | 6 | 49.542 | 58.556 | | | 108.098 | | 108.098 | 170.000 | 777 | 1.923 | 2.700 | 61 | | | | 33.153 42.195 75.348 * | |
| • | spoga horse (spring), Köln | | | 1 | 3 | 3.327 | 3.478 | | | 6.805 | 372 | 7.177 | 16.800 | 58 | 105 | 163 | 20 | 3 | 1 | 4 | 2.159 1.990 4.149 * |
| • | spoga+gafa / spoga horse (autumn), Köln | | | 1 | 3 | 26.441 | 74.143 | 202 | 73 | 100.859 | 3.094 | 103.953 | 223.800 | 363 | 1.605 | 1.968 | 56 | 19 | 17 | 36 | 16.060 22.166 38.226 * |
| TIERWELT – Pet Exhibition, Magdeburg | | | 1 | 3 | 1.796 | 15 | 49 | | 1.860 | 2.048 | 3.908 | 9.100 | 129 | 1 | 130 | 2 | | | | 12.105 | |
| • | TourNatur, Düsseldorf | | | 1 | 3 | 3.410 | 459 | | | 3.869 | 1.260 | 5.129 | 14.800 | 187 | 67 | 254 | 17 | | | | 36.121 700 36.821 ⁵⁾ |
| B12 Electrical Engineering and Electronics | | | | | | | | | | | | | | | | | | | | | |
| belektro, Berlin | | | 2 | 3 | 8.676 | 321 | | | 8.997 | 1.956 | 10.953 | 23.400 | 245 | 16 | 261 | 11 | | | | | 10.754 109 10.863 * |
| • | electronica, München | | | 2 | 4 | 47.363 | 35.127 | | | 82.490 | 1.410 | 83.900 | 133.000 | 997 | 1.728 | 2.725 | 52 | 113 | 309 | 422 | 36.802 36.387 73.189 * |
| embedded world, Nürnberg | | | 1 | 3 | 13.843 | 6.444 | | | 20.287 | | 20.287 | 38.000 | 482 | 374 | 856 | 35 | | | | | 18.458 8.256 26.714 * |
| PCIM Europe, Nürnberg | | | 1 | 3 | 5.721 | 3.947 | | | 9.668 | 288 | 9.956 | 19.900 | 189 | 202 | 391 | 31 | 26 | 71 | 97 | | 4.785 3.221 8.006 |
| SMT / HYBRID / PACKAGING, Nürnberg | | | 1 | 4 | 11.204 | 2.159 | | | 13.363 | 392 | 13.755 | 27.000 | 332 | 166 | 498 | 27 | 7 | 51 | 58 | | 13.580 4.527 18.107 |
| SPS/IPC/DRIVES, Nürnberg | | | 1 | 3 | 59.039 | 11.867 | | | 70.906 | 338 | 71.244 | 117.800 | 1.094 | 508 | 1.602 | 41 | 145 | 90 | 235 | | 43.582 13.205 56.787 |
| B13 Metal-Working, Automation, Measuring, Quality Assurance | | | | | | | | | | | | | | | | | | | | | |
| • | ALUMINIUM, Düsseldorf | | | 2 | 3 | 11.501 | 24.267 | | | 35.768 | 1.242 | 37.010 | 75.000 | 338 | 597 | 935 | 49 | | | | 12.293 12.020 24.313 * |
| AMB – Int. exhibition for metal working, Stuttgart | | | 2 | 5 | 53.188 | 16.233 | | | 69.421 | 45 | 69.466 | 109.800 | 998 | 359 | 1.357 | 28 | 18 | 15 | 33 | | 76.781 13.550 90.331 * |
| • | AUTOMATICA, München | | | 2 | 4 | 23.593 | 3.991 | | | 27.584 | 1.174 | 28.758 | 55.000 | 495 | 229 | 724 | 42 | | | | 39.257 * |
| + | Composites Europe, Düsseldorf | | | 1 | 3 | 5.842 | 3.065 | | | 8.907 | 1.018 | 9.925 | 21.000 | 240 | 166 | 406 | 27 | | | | 5.616 4.595 10.211 * |
| • | EuroBLECH, Hannover | | | 2 | 5 | 44.605 | 41.682 | 219 | | 86.506 | | 86.506 | 144.000 | 749 | 824 | 1.573 | 38 | | | | 37.329 21.923 59.252 * |
| EUROGUSS, Nürnberg | | | 2 | 3 | 6.745 | 6.090 | | | 12.835 | 550 | 13.385 | 25.300 | 228 | 242 | 470 | 26 | | | | | 7.639 3.548 11.187 * |
| GrindTec, Augsburg | | | 2 | 4 | 13.453 | 5.680 | | | 19.133 | 78 | 19.211 | 35.000 | 313 | 207 | 520 | 29 | | | | | 15.159 * |
| • | Hannover Messe: Digital Factory, Hannover | | | 1 | 5 | 4.844 | 894 | | | 5.738 | 5.738 | 10.600 | 172 | 30 | 202 | 15 | | | | | 37.521 12.979 50.500 ⁶⁾ |
| • | Hannover Messe: Industrial Automation, Hannover | | | 1 | 5 | 46.254 | 9.691 | 369 | | 56.314 | 84 | 56.398 | 97.400 | 628 | 391 | 1.019 | 34 | | | | 89.764 34.049 123.813 ⁶⁾ |
| • | METAV, Düsseldorf | | | 2 | 5 | 19.848 | 8.721 | | | 28.569 | | 28.569 | 49.300 | 455 | 155 | 610 | 26 | | | | 28.184 3.479 31.663 * |
| METPACK – Int. trade fair for metal packaging, Essen | | | 3 | 5 | 3.401 | 7.499 | | | 10.900 | | 10.900 | 18.200 | 45 | 184 | 229 | 27 | | | | | 1.828 4.868 6.696 * |

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD/Kreativ (spring). Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. 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



Exhibition space figures (sq.m.)

Exhibitor figures

Visitor figures

| For the complete titles see pp. 96 | Interval/ Days | | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) | Exhibitors | | | | Additionally represented firms | | | Entries (Explanations see p. 9) | | | |
|---|-------------------|---|----------|---------|----------|---------|---------|---------------|-------------|---------------|------------|---------|-------|----------------|--------------------------------|---------|-------|---------------------------------|---------|---------|-----|
| | | | Domestic | Foreign | Domestic | Foreign | | | | | Domestic | Foreign | Total | from countries | Domestic | Foreign | Total | Domestic | Foreign | Total | |
| NORTEC, Hamburg | 2 | 4 | 9.718 | 446 | | | 10.164 | 208 | 10.372 | 22.000 | 370 | 47 | 417 | 12 | | | | 11.781 | 364 | 12.145 | * |
| SENSOR + TEST, Nürnberg | 1 | 3 | 5.895 | 2.041 | | | 7.936 | 1.131 | 9.067 | 19.000 | 366 | 209 | 575 | 28 | | | | 6.227 | 1.756 | 7.983 | * |
| ● Tube, Düsseldorf | 2 | 5 | 17.013 | 33.187 | | | 50.200 | 108 | 50.308 | 90.300 | 309 | 901 | 1.210 | 47 | | | | 14.814 | 18.854 | 33.668 | *1) |
| ● VALVE WORLD EXPO, Düsseldorf | 2 | 3 | 4.025 | 13.851 | | | 17.876 | | 17.876 | 32.700 | 136 | 528 | 664 | 40 | | | | 3.863 | 8.637 | 12.500 | * |
| ● wire, Düsseldorf | 2 | 5 | 16.353 | 42.106 | | | 58.459 | 424 | 58.883 | 95.800 | 331 | 1.002 | 1.333 | 54 | | | | 12.975 | 25.075 | 38.050 | *1) |
| B14 Plastic and Wood Processing | | | | | | | | | | | | | | | | | | | | | |
| HOLZ-HANDWERK / fensterbau/frontale, Nürnberg | 2 | 4 | 71.335 | 23.439 | | | 94.774 | | 94.774 | 150.600 | 879 | 440 | 1.319 | 39 | | | | 78.759 | 30.208 | 108.967 | * |
| B15 Power Supply Industry | | | | | | | | | | | | | | | | | | | | | |
| Energy Decentral, Hannover | 2 | 4 | 11.209 | 1.049 | 72 | 385 | 12.715 | 1.853 | 14.568 | 29.500 | 324 | 41 | 365 | 13 | | | | 32.239 | 5.823 | 38.062 | *2) |
| E-world energy & water, Essen | 1 | 3 | 19.795 | 3.412 | | | 23.207 | 321 | 23.528 | 44.500 | 512 | 108 | 620 | 25 | | | | 19.693 | 3.807 | 23.500 | * |
| ● Hannover Messe: Energy, Hannover | 1 | 5 | 22.066 | 16.100 | 141 | | 38.307 | 742 | 39.049 | 64.200 | 431 | 644 | 1.075 | 50 | | | | 66.275 | 23.407 | 89.682 | *3) |
| ● Intersolar Europe / electrical energy storage, München | 1 | 3 | 21.418 | 19.742 | 741 | 397 | 42.298 | 2.034 | 44.332 | 88.000 | 516 | 611 | 1.127 | 48 | | | | 24.893 | 17.487 | 42.380 | * |
| New Energy Husum, Husum | 1 | 4 | 3.893 | 451 | 230 | 42 | 4.616 | | 4.616 | 13.000 | 131 | 21 | 152 | 10 | | | | 9.312 | 449 | 9.761 | * |
| B16 Other Investment Goods Industries | | | | | | | | | | | | | | | | | | | | | |
| ● Analytica, München | 2 | 4 | 18.235 | 7.563 | 281 | | 26.079 | 2.709 | 28.788 | 55.500 | 710 | 458 | 1.168 | 40 | 4 | 3 | 7 | 22.931 | 12.453 | 35.384 | * |
| ● EuroShop, Düsseldorf | 3 | 5 | 46.284 | 69.949 | 24 | 322 | 116.579 | 4.024 | 120.603 | 200.300 | 816 | 1.413 | 2.229 | 56 | | | | 41.061 | 68.435 | 109.496 | * |
| FMB – The Supplier Show for Mechanical Engineering, Bad Salzuflen | 1 | 3 | 7.290 | 560 | | | 7.850 | | 7.850 | 15.200 | 429 | 41 | 470 | 8 | 14 | 3 | 17 | 5.728 | 301 | 6.029 | * |
| ● glasstec, Düsseldorf | 2 | 4 | 19.845 | 40.416 | 18 | 322 | 60.601 | 6.510 | 67.111 | 114.600 | 378 | 839 | 1.217 | 51 | | | | 15.757 | 26.944 | 42.701 | * |
| ● Hannover Messe: Industrial Supply, Hannover | 1 | 5 | 13.800 | 17.666 | | | 31.466 | 381 | 31.847 | 52.700 | 520 | 1.095 | 1.615 | 45 | | | | 48.837 | 24.824 | 73.661 | *3) |
| ● Hannover Messe: IndustrialGreenTec, Hannover | 1 | 5 | 2.366 | 299 | 40 | | 2.705 | 2.705 | 7.000 | | 87 | 13 | 100 | 10 | | | | 32.510 | 11.721 | 44.231 | *3) |
| ● Hannover Messe: Research & Technology, Hannover | 1 | 5 | 6.975 | 1.243 | 132 | | 8.350 | 471 | 8.821 | 15.900 | 295 | 109 | 404 | 14 | | | | 36.661 | 10.705 | 47.366 | *3) |
| + INTERGEO, Berlin | 1 | 3 | 7.482 | 5.194 | 183 | 115 | 12.974 | 30 | 13.004 | 27.000 | 291 | 223 | 514 | 31 | 15 | 3 | 18 | 11.078 | 6.017 | 17.095 | * |
| ● interpack, Düsseldorf | 3 | 7 | 67.050 | 105.810 | 856 | 653 | 174.369 | 443 | 174.812 | 254.600 | 678 | 1.992 | 2.670 | 60 | | | | 59.431 | 115.367 | 174.798 | * |
| LASYS, Stuttgart | 2 | 3 | 2.983 | 940 | | | 3.923 | 121 | 4.044 | 10.500 | 123 | 63 | 186 | 18 | 1 | 2 | 3 | 4.282 | 1.208 | 5.490 | * |
| MAINTAIN, München | 2 | 4 | 4.967 | 213 | 18 | | 5.198 | 210 | 5.408 | 11.000 | 200 | 14 | 214 | 9 | 6 | 1 | 7 | 9.656 | 3.902 | 13.558 | * |
| O & S – Surface treatments & coating, Stuttgart | 2 | 3 | 6.429 | 909 | | | 7.338 | 324 | 7.662 | 17.000 | 251 | 66 | 317 | 18 | | | | 5.036 | 1.404 | 6.440 | *4) |
| parts2clean – Industrial parts and surface cleaning, Stuttgart | 1 | 3 | 5.509 | 730 | | | 6.239 | 406 | 6.645 | 14.500 | 190 | 42 | 232 | 13 | | 4 | 4 | 6.709 | 1.751 | 8.460 | *4) |
| POWTECH/TechnoPharm, Nürnberg | 1 | 3 | 20.033 | 7.444 | | | 27.477 | | 27.477 | 52.100 | 630 | 300 | 930 | 30 | | | | 9.773 | 5.462 | 15.235 | * |
| Rapid.Tech / FabCon 3.D, Erfurt | 1 | 2 | 1.061 | 74 | | | 1.135 | 306 | 1.441 | 4.950 | 92 | 9 | 101 | 7 | | | | 2.927 | 122 | 3.049 | * |
| Chemnitz trade fairs – SIT, IT user forum, Chemnitz | 2 | 3 | 1.583 | 4 | | | 1.587 | 65 | 1.652 | 4.500 | 168 | 1 | 169 | 2 | 8 | | 8 | 2.574 | 47 | 2.621 | * |
| VISION, Stuttgart | 2 | 3 | 5.800 | 4.443 | | | 10.243 | 531 | 10.774 | 20.900 | 201 | 231 | 432 | 31 | | | | 5.290 | 3.381 | 8.671 | * |

+ Events with changing venues

● Recognized by UFI – The Global Association of the Exhibition Industry representative poll in the combination of EuroTier/Energy Decentral. Multiple answers were permitted

* Visitors Profile Analyses see page 25 ff.


¹⁾ ascertained by a representative poll

²⁾ Visitor attendance determined by a

determined by a representative poll in the combination of O & S/parts2clean. Multiple answers were permitted

³⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted

⁴⁾ Visitor attendance

| FKM  | | Exhibition space figures (sq.m.) | | | | | | | | Exhibitor figures | | | | | | Visitor figures | | | | |
|---|--|----------------------------------|---------|----------|---------|----------|---------|--------|---------------|-------------------|---------------|----------|--------------------------------|-------|----------|---------------------------------|-------|----------|---------|------------------------|
| | | Exhibitor stand space | | | | | | | | Exhibitors | | | Additionally represented firms | | | Entries (Explanations see p. 9) | | | | |
| For the complete titles see pp. 96 | | Interval/ Days | | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) | from | | | Domestic | Foreign | Total | Domestic | Foreign | Total |
| | | Domestic | Foreign | Domestic | Foreign | Domestic | Foreign | | | | | Domestic | Foreign | Total | | | | | | |
| B17 Other Consumer Goods and Service Industries | | | | | | | | | | | | | | | | | | | | |
| BIOFACH / VIVANESS, Nürnberg | | 1 | 4 | 16.578 | 21.956 | | | 38.534 | 3.935 | 42.469 | 77.800 | 676 | 1.587 | 2.263 | 74 | | | 24.009 | 18.436 | 42.445 * |
| CADEAUX – March, Leipzig | | 1 | 3 | 6.721 | 456 | | | 7.177 | 783 | 7.960 | 20.500 | 208 | 19 | 227 | 11 | 3 | 3 | | | 7.208 |
| CADEAUX – September/Comfortex, Leipzig | | 1 | 3 | 9.427 | 643 | | | 10.070 | 809 | 10.879 | 35.900 | 301 | 26 | 327 | 15 | 4 | 4 | | | 7.931 * |
| Christmasworld, Frankfurt/Main | | 1 | 5 | 21.268 | 31.313 | | | 52.581 | 1.562 | 54.143 | 86.700 | 239 | 678 | 917 | 39 | | | 13.922 | 18.942 | 32.864 * ¹⁾ |
| DKM – Finance and insurance, Dortmund | | 1 | 2 | 7.619 | 80 | | | 7.699 | | 7.699 | 22.400 | 264 | 5 | 269 | 5 | | | 11.472 | 101 | 11.573 |
| GiveADays – Promotional products, Stuttgart | | 2 | 3 | 706 | 254 | | | 960 | 112 | 1.072 | 2.150 | 74 | 25 | 99 | 13 | | | 5.278 | 522 | 5.800 ²⁾ |
| Invest, Stuttgart | | 1 | 2 | 3.110 | 479 | | | 3.589 | 555 | 4.144 | 10.500 | 106 | 25 | 131 | 10 | 1 | 1 | 10.057 | 311 | 10.368 * |
| Moderner Staat – Public administration, Berlin | | 1 | 2 | 740 | 9 | | | 749 | 450 | 1.199 | 8.000 | 100 | 1 | 101 | 2 | | | 1.387 | 30 | 1.417 * |
| Opti – Int. trade show for optics & design, München | | 1 | 3 | 15.652 | 6.422 | | | 22.074 | 286 | 22.360 | 40.000 | 268 | 232 | 500 | 34 | | | 17.820 | 6.298 | 24.118 |
| Paperworld, Frankfurt/Main | | 1 | 4 | 11.929 | 31.964 | | | 43.893 | 1.491 | 45.384 | 96.400 | 296 | 1.381 | 1.677 | 59 | | | 14.608 | 27.537 | 42.145 * ¹⁾ |
| PSI – Promotional product industry, Düsseldorf | | 1 | 3 | 15.993 | 13.744 | | | 29.737 | 1.215 | 30.952 | 58.000 | 418 | 436 | 854 | 33 | | | 8.081 | 8.147 | 16.228 * |
| PSI PROMOTOIN WORLD, Hannover | | 1 | 3 | 1.473 | 178 | | | 1.651 | 604 | 2.255 | 5.500 | 81 | 11 | 92 | 11 | | | 8.547 | 2.177 | 10.724 * |
| Werkstätten:Messe, Nürnberg | | 1 | 4 | 6.514 | 180 | | | 6.694 | 550 | 7.244 | 13.000 | 207 | 5 | 212 | 5 | | | 21.154 | 36 | 21.190 * |
| C MULTI-SECTOR PUBLIC EXHIBITIONS | | | | | | | | | | | | | | | | | | | | |
| Allgäuer Festwoche – Rural tradition exhibition, Kempten | | 1 | 9 | 5.837 | 269 | 3.269 | 18 | 9.393 | 822 | 10.215 | 24.900 | 350 | 15 | 365 | 5 | | | | | 110.208 * |
| Baummesse Chemnitz – Trade fair of construction, Chemnitz | | 1 | 3 | 3.458 | 36 | 140 | | 3.634 | 133 | 3.767 | 8.400 | 230 | 2 | 232 | 2 | 40 | 40 | | | 10.710 * |
| Bazaar Berlin, Berlin | | 1 | 5 | 3.136 | 3.227 | | | 6.363 | 860 | 7.223 | 19.700 | 251 | 303 | 554 | 58 | | | 34.932 | 1.006 | 35.938 * |
| DIE BESTEN JAHRE – Exh. for staying active, Stuttgart | | 1 | 2 | 1.301 | 6 | | | 1.307 | 675 | 1.982 | 4.900 | 89 | 1 | 90 | 2 | | | 5.073 | 563 | 5.636 * |
| DU UND DEINE WELT, Hamburg | | 1 | 10 | 13.649 | 958 | 2.500 | | 17.107 | 1.338 | 18.445 | 46.400 | 400 | 36 | 436 | 15 | | | 81.659 | 658 | 82.317 * |
| Familie & Heim with Minerals, fossils, jewellery, Stuttgart | | 1 | 9 | 12.385 | 863 | | | 13.248 | 1.808 | 15.056 | 42.000 | 487 | 63 | 550 | 25 | | | | | 81.652 ³⁾ |
| HanseLife, Bremen | | 1 | 9 | 16.990 | 817 | 857 | 150 | 18.814 | 3.116 | 21.930 | 43.200 | 740 | 30 | 770 | 10 | | | | | 77.041 * |
| Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/Beach & Boat, Leipzig | | 1 | 9 | 27.398 | 2.458 | | | 29.856 | 8.244 | 38.100 | 88.200 | 1.045 | 110 | 1.155 | 19 | | | 181.755 | 748 | 182.503 * |
| Infa – Information and sales exhibition, Hannover | | 1 | 9 | 29.817 | 2.774 | 943 | 48 | 33.582 | 4.995 | 38.577 | 100.900 | 1.215 | 135 | 1.350 | 27 | | | | | 191.803 * |
| Messe Wächtersbach – Consumer exhibition, Wächtersbach | | 1 | 9 | 5.196 | 314 | 4.483 | 36 | 10.029 | 5.684 | 15.713 | 24.300 | 323 | 16 | 339 | 10 | | | | | 59.027 * |
| Oberfranken-Ausstellung Hof – Regional Exhibition, Hof | | 2 | 9 | 3.568 | 72 | 1.503 | 27 | 5.170 | 630 | 5.800 | 9.600 | 191 | 9 | 200 | 5 | 1 | 1 | | | 37.412 |
| OBERRHEIN-MESSE – Consumer goods fair, Offenburg | | 1 | 9 | 9.041 | 749 | 10.132 | 61 | 19.983 | 2.114 | 22.097 | 48.700 | 440 | 30 | 470 | 13 | 1 | 1 | | | 65.488 * |
| Passauer Frühling DreiländerMesse – Regional exhibition, Passau | | 2 | 9 | 8.192 | 1.379 | 1.545 | 155 | 11.271 | 1.140 | 12.411 | 21.900 | 347 | 62 | 409 | 8 | 15 | 15 | | | 66.196 |
| Rheinland-Pfalz-Ausstellung – Regional exhibition, Mainz | | 1 | 9 | 11.752 | 622 | 970 | 54 | 13.398 | 1.801 | 15.199 | 25.900 | 658 | 29 | 687 | 13 | | | | | 77.303 * |
| Thüringen-Ausstellung – Handicraft and consumer goods, Erfurt | | 1 | 9 | 11.540 | 275 | | | 11.815 | 2.500 | 14.315 | 25.000 | 612 | 19 | 631 | 8 | 33 | 33 | | | 69.339 * |
| TIERisch gut – Pet fair, Karlsruhe | | 1 | 2 | 5.801 | 181 | | | 5.982 | 8.394 | 14.376 | 45.300 | 271 | 11 | 282 | 7 | 1 | 1 | 32.297 | 794 | 33.091 * |

+ Events with changing venues representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays. Multiple answers were permitted

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

* Visitors Profil Analyses see page 25 ff.

¹⁾ ascertained by a representative poll

²⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted

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 Nielsen 4 | Buying/procurement | 4 |
| Bremen | - Bavaria | Finance/accounting, controlling | - |
| Hamburg | - Nielsen 5+6 | Information and communication technology | - |
| Lower Saxony | 1 Berlin | Organisation, personnel, administration | 1 |
| Schleswig-Holstein | - Brandenburg | Sales | 11 |
| Nielsen 2 | 7 Mecklenburg- | Marketing, advertising, PR | 1 |
| North Rhine-Westph. | 7 West Pomerania | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 9 Saxony-Anhalt | Maintenance/repairs | 1 |
| Hesse | 6 Nielsen 7 | Other area | - |
| Rhineland-Palatinate | 2 Saxony | Student | 2 |
| Saarland | 1 Thuringia | Other not gainfully employed | 1 |
| Nielsen 3b | 30 | Position in the company/organisation | % |
| 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/organisation: | |
| 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 | | |
| Student | 2 | | |
| Other not gainfully employed | 1 | | |

Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf

Trade visitors' profile

| | | | |
|--|------------------|---|----------|
| Visitors (number of entries) | 32 369 | Area of responsibility | % |
| Proportion of trade visitors | 88% | Management | 21 |
| Germany (total) | 88 | Research/development/design | 8 |
| of which | | Manufacturing, production, quality control | 11 |
| Nielsen 1 | 3 Nielsen 4 | Buying/procurement | 4 |
| Bremen | - Bavaria | Finance/accounting, controlling | 1 |
| Hamburg | 1 Nielsen 5+6 | Information and communication technology | 1 |
| Lower Saxony | 1 Berlin | Personnel administration, administration | 2 |
| Schleswig-Holstein | 1 Brandenburg | Sales | 9 |
| Nielsen 2 | 2 Mecklenburg- | Marketing, advertising, PR | 1 |
| North Rhine-Westph. | 2 West Pomerania | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 1 Saxony-Anhalt | Maintenance/repairs | 9 |
| Hesse | 1 Nielsen 7 | Other area | 20 |
| Rhineland-Palatinate | - Saxony | Student | 10 |
| Saarland | - Thuringia | Other not gainfully employed | 3 |
| Nielsen 3b | 1 | Position in the company/organisation | % |
| Baden-Württemb. | 1 | Entrepreneur, co-owner, freelancer | 29 |
| Foreign (total) | 12 | 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 | 49 | Department head, group head, team leader | 8 |
| Other european countries | 16 | Other salaried staff, civil servant, skilled worker | 14 |
| Middle East | 18 | Lecturer, teacher | 4 |
| South-, East-, Central Asia | 8 | Trainee | 17 |
| Other countries | 10 | Other position | 2 |
| Distance to home | % | Student | 10 |
| up to 50 km | 67 | Other not gainfully employed | 3 |
| more than 50 km up to 100 km | 8 | Economic sector | % |
| more than 100 km up to 300 km | 10 | Industry | 8 |
| over 300 km | 16 | Construction industry | 24 |
| Countries with the highest visitor shares | % | Other skilled trades | 11 |
| Ireland | 16 | Retail trade/building materials trade | 3 |
| Poland | 11 | Wholesale/foreign trade | 3 |
| Finland | 9 | Building owner | 6 |
| Frequency of visits to trade fair | % | Authority/public services | 6 |
| Previous event | 33 | Architect's, planner's, engineer's office | 17 |
| Earlier events | 36 | Other service company | 6 |
| First visit | 39 | Research/science | 2 |
| Average length of stay | 1,2 days | Association/guild/chamber | 3 |
| Influence on purchasing/procurement decisions | % | Teaching (polytechnic/university/college) | 4 |
| Decisively | 27 | Other sectors | 5 |
| Collectively | 22 | Student | 10 |
| In an advisory capacity | 19 | Other not gainfully employed | 3 |
| No | 21 | Size of company/organisation: | |
| Student | 10 | Number of employees | % |
| Other not gainfully employed | 3 | 1- 4 | 28 |
| | | 5- 9 | 11 |
| | | 10- 49 | 21 |
| | | 50- 199 | 10 |
| | | 200- 499 | 6 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Bazaar Berlin → Berlin

Private visitors' profile

| | | | |
|--|---------------|---|----------|
| Visitors (number of entries) | 35 938 | Position in the company/organisation | % |
| Proportion of private visitors | 90% | Entrepreneur, co-owner, freelancer | 10 |
| 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 | 2 | Nielsen 4 | 1 |
| Bremen | - | Bavaria | 1 |
| Hamburg | - | Nielsen 5+6 | 95 |
| Lower Saxony | 1 | Berlin | 71 |
| Schleswig-Holstein | 1 | Brandenburg | 22 |
| Nielsen 2 | - | Mecklenburg- | |
| North Rhine-Westph. | - | West Pomerania | 2 |
| Nielsen 3a | 1 | Saxony-Anhalt | 1 |
| Hesse | 1 | Nielsen 7 | 1 |
| Rhineland-Palatinate | - | Saxony | 1 |
| Saarland | - | Thuringia | - |
| Nielsen 3b | - | | |
| Baden-Württemb. | - | | |
| Foreign (total) | 2 | Buying and ordering capacity | % |
| Distance to home | % | Purchase or order made or intended at the exhibition | |
| up to 50 km | 86 | yes | 90 |
| more than 50 km up to 100 km | 4 | no | 3 |
| more than 100 km up to 300 km | 6 | maybe | 7 |
| over 300 km | 5 | | |
| Frequency of visits to trade fair | % | Follow-up business | % |
| Previous event | 57 | Intend to buy at later date | |
| Earlier events | 50 | yes | 37 |
| First visit | 24 | no | 22 |
| | | maybe | 41 |
| Sex | % | Conducted by: Hopp & Partner, Berlin | |
| Male | 18 | | |
| Female | 82 | | |
| Size of household | % | | |
| 1 person | 29 | | |
| 2 persons | 41 | | |
| 3 persons | 15 | | |
| 4 persons | 10 | | |
| 5 persons and more | 6 | | |
| Age | % | | |
| up to 20 years | 7 | | |
| over 20 up to 30 years | 9 | | |
| over 30 up to 40 years | 10 | | |
| over 40 up to 50 years | 20 | | |
| over 50 up to 60 years | 27 | | |
| over 60 up to 70 years | 16 | | |
| over 70 years | 11 | | |

belektro → Berlin

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 10 863 | Area of responsibility | % |
| Proportion of trade visitors | 98% | Management | 16 |
| Germany (total) | 99 | Research/development/design | 5 |
| of which | | Manufacturing, production, quality control | 8 |
| Nielsen 1 | 1 | Buying/procurement | 5 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | - | Information and communication technology | 3 |
| Lower Saxony | 1 | Sales | 8 |
| Schleswig-Holstein | - | Personnel administration, administration | - |
| Nielsen 2 | 2 | Marketing, advertising, PR | 1 |
| North Rhine-Westph. | 2 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 1 | Maintenance/repairs | 28 |
| Hesse | - | Other area | 17 |
| Rhineland-Palatinate | 1 | Student | 5 |
| Saarland | - | Other not gainfully employed | 2 |
| Nielsen 3b | 1 | | |
| Baden-Württemb. | 1 | Position in the company/organisation | % |
| | | Entrepreneur, partner, self-employed | 24 |
| Foreign (total) | 1 | Managing director, board member, head of an authority etc. | 4 |
| Distance to home | % | Area manager, works manager, plant manager, branch manager, head of public office | 5 |
| up to 50 km | 60 | Department head, group head, team leader | 11 |
| more than 50 km up to 100 km | 16 | Other salaried staff, civil servant, skilled worker | 30 |
| more than 100 km up to 300 km | 18 | Lecturer, teacher | 4 |
| over 300 km | 7 | Trainee | 14 |
| Frequency of visits to trade fair | % | Other position | 2 |
| Previous event | 42 | Student | 5 |
| Earlier events | 39 | Other not gainfully employed | 2 |
| First visit | 38 | | |
| Average length of stay | 1,2 days | Economic sector | % |
| Influence on purchasing/procurement decisions | % | Skilled trades | 40 |
| Decisively | 21 | Industry | 17 |
| Collectively | 35 | Energy supplies | 15 |
| In an advisory capacity | 21 | Planning, technical consultants | 13 |
| No | 16 | Wholesale trade | 5 |
| Student | 5 | Training and further training | 8 |
| Other not gainfully employed | 2 | Retail trade | 4 |
| | | Education/science/research | 5 |
| | | Logistics and transportation | 2 |
| | | Architects | 2 |
| | | Other private service providers | 7 |
| | | other public services/administration | 9 |
| | | Other sectors | 4 |
| | | Student | 5 |
| | | Other not gainfully employed | 2 |
| | | Size of company/organisation: | |
| | | Number of employees | % |
| | | 1- 4 | 28 |
| | | 5- 9 | 11 |
| | | 10- 49 | 18 |
| | | 50- 199 | 12 |
| | | 200- 499 | 6 |
| | | 500 - 999 | 4 |
| | | 1 000 and more | 13 |
| | | Student | 5 |
| | | Other not gainfully employed | 2 |
| | | Conducted by: Hopp & Partner, Berlin | |

FRUIT LOGISTICA

Trade visitors' profile

| | | | |
|--|-----------------|--|-----------------|
| Visitors (number of entries) | 64 881 | Proportion of trade visitors | 97% |
| Germany (total) | 17 | Germany (total) | 17 |
| of which | | of which | |
| Nielsen 1 | 16 | Nielsen 4 | 14 |
| Bremen | 2 | Bavaria | 14 |
| Hamburg | 3 | Nielsen 5+6 | 35 |
| Lower Saxony | 9 | Berlin | 25 |
| Schleswig-Holstein | 2 | Brandenburg | 8 |
| Nielsen 2 | 11 | Mecklenburg- | |
| North Rhine-Westph. | 11 | West Pomerania | 1 |
| Nielsen 3a | 8 | Saxony-Anhalt | 1 |
| Hesse | 4 | Nielsen 7 | 6 |
| Rhineland-Palatinate | 3 | Saxony | 4 |
| Saarland | 1 | Thuringia | 2 |
| Nielsen 3b | 11 | | |
| Baden-Württemb. | 11 | | |
| Foreign (total) | 83 | Foreign (total) | 83 |
| of which | | of which | |
| EU | 64 | EU | 64 |
| Other european countries | 7 | Other european countries | 7 |
| Africa | 8 | Africa | 8 |
| North America | 3 | North America | 3 |
| South and Central America | 8 | South and Central America | 8 |
| Middle East | 5 | Middle East | 5 |
| South-, East-, Central Asia | 3 | South-, East-, Central Asia | 3 |
| Australia | 2 | Australia | 2 |
| Distance to home | % | Distance to home | % |
| up to 50 km | 5 | up to 50 km | 5 |
| more than 50 km up to 100 km | 1 | more than 50 km up to 100 km | 1 |
| more than 100 km up to 300 km | 4 | more than 100 km up to 300 km | 4 |
| over 300 km | 90 | over 300 km | 90 |
| Countries with the highest visitor shares | % | Countries with the highest visitor shares | % |
| Italy | 12 | Italy | 12 |
| Spain | 10 | Spain | 10 |
| Netherlands | 7 | Netherlands | 7 |
| France | 7 | France | 7 |
| United Kingdom | 6 | United Kingdom | 6 |
| Frequency of visits to trade fair | % | Frequency of visits to trade fair | % |
| Previous event | 34 | Previous event | 34 |
| Earlier events | 34 | Earlier events | 34 |
| First visit | 44 | First visit | 44 |
| Average length of stay | 2,0 days | Average length of stay | 2,0 days |
| Influence on purchasing/procurement decisions | % | Influence on purchasing/procurement decisions | % |
| Decisively | 44 | Decisively | 44 |
| Collectively | 29 | Collectively | 29 |
| In an advisory capacity | 15 | In an advisory capacity | 15 |
| No | 8 | No | 8 |
| Student | 3 | Student | 3 |
| Other not gainfully employed | 1 | Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 32 |
| Research/development/design | 6 |
| Manufacturing, production, quality control | 9 |
| Buying/procurement | 9 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 2 |
| Personnel administration, administration | 1 |
| Sales | 19 |
| Marketing, advertising, PR | 5 |
| Logistics: storage, material management, transport | 5 |
| Maintenance/repairs | 1 |
| Other area | 6 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 36 |
| Managing director, board member, head of an authority etc. | 17 |
| Area manager, works manager, plant manager, branch manager, head of public office | 15 |
| Department head, group head, team leader | 12 |
| Other salaried staff, civil servant, skilled worker | 10 |
| Lecturer, teacher | 1 |
| Trainee | 1 |
| Other position | 4 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Fruit and vegetable growers | 30 |
| Importer, producer | 25 |
| Industry | 9 |
| Retail trade (central buying) | 4 |
| Retail trade (distribution) | 5 |
| Own wholesale trade of retail grocery trade | 5 |
| Other wholesale trade | 6 |
| Hotel, catering trade | 1 |
| Packaging companies | 5 |
| Packaging machinery manufacturer | 2 |
| Freight forwarders, transport companies | 6 |
| Other services | 8 |
| Authority/public services | 2 |
| Association, society, institution, organisation | 3 |
| Research, apprenticeship, training | 4 |
| Other sectors | 5 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 17 |
| 5- 9 | 14 |
| 10- 49 | 28 |
| 50- 199 | 16 |
| 200- 499 | 8 |
| 500 - 999 | 4 |
| 1 000 and more | 9 |
| Student | 3 |
| Other not gainfully employed | 1 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 138 872 |
| Proportion of trade visitors | 96% |
| Germany (total) | 52 |
| of which | |
| Nielsen 1 | 11 |
| Nielsen 4 | 11 |
| Bremen | 1 |
| Bavaria | 11 |
| Hamburg | 2 |
| Nielsen 5+6 | 38 |
| Lower Saxony | 6 |
| Berlin | 23 |
| Schleswig-Holstein | 2 |
| Brandenburg | 10 |
| Nielsen 2 | 9 |
| Mecklenburg-North Rhine-Westph. | 9 |
| West Pommernania | 2 |
| Nielsen 3a | 10 |
| Saxony-Anhalt | 3 |
| Hesse | 7 |
| Nielsen 7 | 13 |
| Rhineland-Palatinate | 2 |
| Saxony | 11 |
| Saarland | - |
| Thuringia | 3 |
| Nielsen 3b | 7 |
| Baden-Württemb. | 7 |
| Foreign (total) | 48 |
| of which | |
| EU | 63 |
| Other european countries | 17 |
| Africa | 2 |
| North America | 3 |
| South and Central America | 3 |
| Middle East | 3 |
| South-, East-, Central Asia | 9 |
| Australia | 1 |
| Distance to home | % |
| up to 50 km | 15 |
| more than 50 km up to 100 km | 2 |
| more than 100 km up to 300 km | 14 |
| over 300 km | 70 |
| Countries with the highest visitor shares | % |
| Switzerland | 9 |
| Poland | 8 |
| France | 7 |
| Austria | 7 |
| Czech Republic | 6 |
| Frequency of visits to trade fair | % |
| Previous event | 38 |
| Earlier events | 34 |
| First visit | 45 |
| Average length of stay | 1,7 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 17 |
| Collectively | 30 |
| In an advisory capacity | 30 |
| No | 15 |
| Student | 7 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 13 |
| Research/development/design | 20 |
| Manufacturing, production, quality control | 8 |
| Buying/procurement | 5 |
| Finance/accounting, controlling | 5 |
| Information and communication technology | 1 |
| Personnel administration, administration | 1 |
| Sales | 9 |
| Marketing, advertising, PR | 2 |
| Logistics: storage, material management, transport | 4 |
| Maintenance/repairs | 12 |
| Other area | 11 |
| Student | 7 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 9 |
| Managing director, board member, head of an authority etc. | 8 |
| Area manager, works manager, plant manager, branch manager, head of public office | 12 |
| Department head, group head, team leader | 24 |
| Other salaried staff, civil servant, skilled worker | 31 |
| Lecturer, teacher | 2 |
| Trainee | 2 |
| Other position | 3 |
| Student | 7 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Industry | 42 |
| Skilled trades | 2 |
| Retail trade | 1 |
| Wholesale/foreign trade | 2 |
| Service | 29 |
| Politics, public administration | 5 |
| Association/guild/chamber | 1 |
| Research/science | 3 |
| School, university, education | 2 |
| Media | 1 |
| Other sectors | 5 |
| Student | 7 |
| Other not gainfully employed | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 5 |
| 500 - 999 | 7 |
| 5- 9 | 5 |
| 1 000 and more | 39 |
| 50- 199 | 15 |
| Student | 7 |
| 10- 49 | 12 |
| Other not gainfully employed | 1 |
| 200- 499 | 9 |
| Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 17 095 |
| Proportion of trade visitors | 99% |
| Germany (total) | 64 |
| of which | |
| Nielsen 1 | 11 |
| Nielsen 4 | 8 |
| Bremen | - |
| Bavaria | 8 |
| Hamburg | 2 |
| Nielsen 5+6 | 38 |
| Lower Saxony | 7 |
| Berlin | 21 |
| Schleswig-Holstein | 2 |
| Brandenburg | 11 |
| Nielsen 2 | 13 |
| Mecklenburg-North Rhine-Westph. | 13 |
| West Pommernania | 3 |
| Nielsen 3a | 8 |
| Saxony-Anhalt | 2 |
| Hesse | 5 |
| Nielsen 7 | 14 |
| Rhineland-Palatinate | 3 |
| Saxony | 9 |
| Saarland | - |
| Thuringia | 4 |
| Nielsen 3b | 9 |
| Baden-Württemb. | 9 |
| Foreign (total) | 36 |
| of which | |
| EU | 59 |
| Other european countries | 17 |
| Africa | 4 |
| South-, East-, Central Asia | 8 |
| Other countries | 12 |
| Distance to home | % |
| up to 50 km | 17 |
| more than 50 km up to 100 km | 3 |
| more than 100 km up to 300 km | 16 |
| over 300 km | 64 |
| Countries with the highest visitor shares | % |
| Poland | 7 |
| United Kingdom | 6 |
| Russia | 6 |
| France | 5 |
| Belgium | 5 |
| Frequency of visits to trade fair | % |
| Previous event | 20 |
| Earlier events | 50 |
| First visit | 46 |
| Average length of stay | 1,6 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 21 |
| Collectively | 24 |
| In an advisory capacity | 23 |
| No | 18 |
| Student | 12 |
| Other not gainfully employed | 2 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 8 |
| Research/development/design | 8 |
| Manufacturing, production, quality control | 5 |
| Buying/procurement | 1 |
| Finance/accounting, controlling | - |
| Information and communication technology | 6 |
| Personnel administration, administration | 1 |
| Sales | 5 |
| Marketing, advertising, PR | 1 |
| Logistics: storage, material management, transport | - |
| Maintenance/repairs | - |
| Other area | 6 |
| Training/further training | 4 |
| Measurement | 40 |
| Student | 12 |
| Other not gainfully employed | 2 |
| Position in the company/organisation | % |
| 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 | 8 |
| Department head, group head, team leader | 17 |
| Other salaried staff, civil servant, skilled worker | 30 |
| Lecturer, teacher | 3 |
| Trainee | 5 |
| Other position | 3 |
| Student | 12 |
| Other not gainfully employed | 2 |
| Economic sector | % |
| Industrial company | 6 |
| Energy supply | 2 |
| Water supply | 1 |
| Wholesale/foreign trade | 2 |
| Retail trade | 3 |
| Engineer's office | 22 |
| Research | 3 |
| Telecommunication | 1 |
| Architecture/construction | 5 |
| Other service company | 3 |
| Professional, specialist association | 1 |
| Authority/public services | 22 |
| Vocational school/polytechnic/university | 4 |
| IT, software, hardware | 5 |
| Other sectors | 7 |
| Student | 12 |
| Other not gainfully employed | 2 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 11 |
| 500 - 999 | 5 |
| 5- 9 | 12 |
| 1 000 and more | 14 |
| 10- 49 | 24 |
| Student | 12 |
| 50- 199 | 13 |
| Other not gainfully employed | 2 |
| 200- 499 | 8 |
| Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |

International Green Week → Berlin

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 411 731 | Area of responsibility | % |
| Proportion of trade visitors | 80% | Management | 16 |
| Germany (total) | 93 | Research/development/design | 3 |
| of which | | Manufacturing, production, quality control | 10 |
| Nielsen 1 | 14 | Buying/procurement | 4 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | 1 | Information and communication technology | 1 |
| Lower Saxony | 10 | Personnel administration, administration | 3 |
| Schleswig-Holstein | 3 | Sales | 11 |
| Nielsen 2 | 6 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 6 | Logistics: storage, material management, transport | 2 |
| Nielsen 3a | 5 | Maintenance/repairs | 3 |
| Hesse | 3 | Other area | 21 |
| Rhineland-Palatinate | 2 | Student | 13 |
| Saarland | 1 | Other not gainfully employed | 10 |
| Nielsen 3b | 2 | Position in the company/organisation | % |
| Baden-Württemberg | 2 | Entrepreneur, co-owner, freelancer | 24 |
| Foreign (total) | 7 | Managing director, board member, head of an authority etc. | 5 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 4 |
| EU | 56 | Department head, group head, team leader | 8 |
| Other european countries | 26 | Other salaried staff, civil servant, skilled worker | 17 |
| Other countries | 18 | Lecturer, teacher | 4 |
| Distance to home | % | Trainee | 9 |
| up to 50 km | 32 | Other position | 7 |
| more than 50 km up to 100 km | 8 | Student | 13 |
| more than 100 km up to 300 km | 24 | Other not gainfully employed | 10 |
| over 300 km | 36 | Economic sector | % |
| Frequency of visits to trade fair | % | Agriculture/forestry | 22 |
| Previous event | 35 | Horticulture, landscape gardening | 5 |
| Earlier events | 54 | Food industry | 9 |
| First visit | 29 | Retail trade | 6 |
| Average length of stay | 1,3 days | Wholesale/foreign trade | 3 |
| Influence on purchasing/procurement decisions | % | Hotel and restaurant trade, catering | 8 |
| Decisively | 20 | School, technical college, university | 7 |
| Collectively | 24 | Association, institution | 5 |
| In an advisory capacity | 18 | Other sectors | 18 |
| No | 15 | Student | 13 |
| Student | 13 | Other not gainfully employed | 10 |
| Other not gainfully employed | 10 | Size of company/organisation: | % |
| | | Number of employees | % |
| | | 1- 4 | 25 |
| | | 5- 9 | 9 |
| | | 10- 49 | 16 |
| | | 50- 199 | 11 |
| | | 200- 499 | 5 |
| | | 500 - 999 | 4 |
| | | 1 000 and more | 9 |
| | | Student | 13 |
| | | Other not gainfully employed | 10 |

Private visitors' profile

| | | | |
|--|----------------|---|----------|
| Visitors (number of entries) | 411 731 | Position in the company/organisation | % |
| Proportion of private visitors | 20% | Entrepreneur, co-owner, freelancer | 7 |
| 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 | 8 | Department head, group head, team leader | 5 |
| Bremen | - | Other salaried staff, civil servant, skilled worker | 31 |
| Hamburg | 1 | Lecturer, teacher | 3 |
| Lower Saxony | 5 | Trainee | 2 |
| Schleswig-Holstein | 2 | Other position | 5 |
| Nielsen 2 | 3 | Student | 8 |
| North Rhine-Westph. | 3 | Housewife/man | 3 |
| Nielsen 3a | 2 | Old-age pensioner | 29 |
| Hesse | 1 | Other not gainfully employed | 4 |
| Rhineland-Palatinate | 1 | Buying and ordering capacity | % |
| Saarland | - | Purchase or order made or intended at the exhibition | 73 |
| Nielsen 3b | 1 | yes | 14 |
| Baden-Württemberg | 1 | no | 13 |
| | | maybe | 13 |
| Foreign (total) | 1 | Follow-up business | % |
| of which | | Intend to buy at later date | 27 |
| EU | 31 | yes | 32 |
| Other european countries | 39 | no | 41 |
| Other countries | 29 | maybe | 41 |
| Distance to home | % | Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |
| up to 50 km | 47 | | |
| more than 50 km up to 100 km | 8 | | |
| more than 100 km up to 300 km | 25 | | |
| over 300 km | 20 | | |
| Frequency of visits to trade fair | % | | |
| Previous event | 35 | | |
| Earlier events | 56 | | |
| First visit | 22 | | |
| Sex | % | | |
| Male | 39 | | |
| Female | 61 | | |
| Size of household | % | | |
| 1 person | 17 | | |
| 2 persons | 52 | | |
| 3 persons | 16 | | |
| 4 persons | 10 | | |
| 5 persons and more | 6 | | |
| Age | % | | |
| up to 20 years | 6 | | |
| over 20 up to 30 years | 12 | | |
| over 30 up to 40 years | 8 | | |
| over 40 up to 50 years | 19 | | |
| over 50 up to 60 years | 23 | | |
| over 60 up to 70 years | 23 | | |
| over 70 years | 9 | | |

ITB (2013)

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 130 425 |
| Proportion of trade visitors | 54% |
| Germany (total) | 59 |
| of which | |
| Nielsen 1 | 12 |
| Bremen | 1 |
| Hamburg | 4 |
| Lower Saxony | 6 |
| Schleswig-Holstein | 2 |
| Nielsen 2 | 10 |
| North Rhine-Westph. | 10 |
| Nielsen 3a | 11 |
| Hesse | 7 |
| Rhineland-Palatinate | 3 |
| Saarland | 1 |
| Nielsen 3b | 7 |
| Baden-Württemberg | 7 |
| Foreign (total) | 41 |
| of which | |
| EU | 61 |
| Other European countries | 17 |
| Africa | 8 |
| Middle East | 5 |
| South-, East-, Central Asia | 6 |
| Other countries | 4 |
| Distance to home | % |
| up to 50 km | 20 |
| more than 50 km up to 100 km | 2 |
| more than 100 km up to 300 km | 12 |
| over 300 km | 66 |
| Countries with the highest visitor shares | % |
| Austria | 14 |
| Poland | 9 |
| Turkey | 6 |
| Switzerland | 5 |
| Netherlands | 4 |
| Frequency of visits to exhibition | % |
| Previous event | 36 |
| Earlier events | 41 |
| First visit | 44 |
| Average length of stay | 2,1 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 26 |
| Collectively | 23 |
| In an advisory capacity | 13 |
| No | 14 |
| Student | 22 |
| Other not gainfully employed | 2 |

Private visitors' profile

| | |
|---|----|
| Area of responsibility | % |
| Management | 22 |
| Research/development/design | 2 |
| Manufacturing, production, quality control | 3 |
| Buying/procurement | 4 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 3 |
| Personnel administration, administration | 2 |
| Sales | 11 |
| Marketing, advertising, PR | 13 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | - |
| Other area | 14 |
| Student | 22 |
| Other not gainfully employed | 2 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 21 |
| Managing director, board member, head of an authority etc. | 12 |
| Area manager, works manager, plant manager, branch manager, head of public office | 5 |
| Department head, group head, team leader | 14 |
| Other salaried staff, civil servant, skilled worker | 15 |
| Lecturer, teacher | 3 |
| Trainee | 3 |
| Other position | 3 |
| Student | 22 |
| Other not gainfully employed | 2 |
| Economic sector | % |
| Tour operator | 22 |
| Travel agency | 16 |
| Hotel company | 11 |
| Tourism organisations | 9 |
| Publishing houses/press | 7 |
| PR/advertising/consultancy | 6 |
| Business travel | 5 |
| Tourism federations/associations | 3 |
| Travel technology, information and reservation systems | 3 |
| Research institute/educational institution | 3 |
| Transport carriers (bus, train, ship and air companies) | 2 |
| Exhibition organiser/conference and congress organiser | 2 |
| Leisure centre/leisure park | 1 |
| Telecommunication | 1 |
| Other sectors | 14 |
| Student | 22 |
| Other not gainfully employed | 2 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 18 |
| 5- 9 | 10 |
| 10- 49 | 18 |
| 50- 199 | 13 |
| 200- 499 | 5 |
| 500 - 999 | 4 |
| 1 000 and more | 8 |
| Student | 22 |
| Other not gainfully employed | 2 |

| | |
|--|----------------|
| Visitors (number of entries) | 130 425 |
| Proportion of private visitors | 46% |
| Germany (total) | 93 |
| of which | |
| Nielsen 1 | 4 |
| Nielsen 4 | 2 |
| Bremen | - |
| Bavaria | 2 |
| Hamburg | 1 |
| Nielsen 5+6 | 86 |
| Lower Saxony | 2 |
| Berlin | 63 |
| Schleswig-Holstein | 1 |
| Brandenburg | 19 |
| Nielsen 2 | 2 |
| Mecklenburg- | |
| North Rhine-Westph. | 2 |
| West Pommerania | 2 |
| Nielsen 3a | 2 |
| Saxony-Anhalt | 3 |
| Hesse | 1 |
| Nielsen 7 | 3 |
| Rhineland-Palatinate | 1 |
| Saxony | 2 |
| Saarland | - |
| Thuringia | 1 |
| Nielsen 3b | 1 |
| Baden-Württemberg | 1 |
| Foreign (total) | 7 |
| of which | |
| EU | 83 |
| Other countries | 17 |
| Countries with the highest visitor shares | % |
| Poland | 49 |
| Austria | 14 |
| Distance to home | % |
| up to 50 km | 72 |
| more than 50 km up to 100 km | 4 |
| more than 100 km up to 300 km | 10 |
| over 300 km | 14 |
| Frequency of visits to exhibition | % |
| Previous event | 38 |
| Earlier events | 54 |
| First visit | 32 |
| Sex | % |
| Male | 42 |
| Female | 58 |
| Size of household | % |
| 1 person | 22 |
| 2 persons | 50 |
| 3 persons | 14 |
| 4 persons | 10 |
| 5 persons and more | 4 |
| Age | % |
| up to 20 years | 7 |
| over 20 up to 30 years | 18 |
| over 30 up to 40 years | 12 |
| over 40 up to 50 years | 21 |
| over 50 up to 60 years | 19 |
| over 60 up to 70 years | 18 |
| over 70 years | 6 |

| | |
|---|------------|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 8 |
| Managing director, board member, head of an authority etc. | 1 |
| Area manager, works manager, plant manager, branch manager, head of public office | 2 |
| Department head, group head, team leader | 6 |
| Other salaried staff, civil servant, skilled worker | 37 |
| Lecturer, teacher | 5 |
| Trainee | 2 |
| Other position | 4 |
| Student | 13 |
| Housewife/man | 2 |
| Old-age pensioner | 19 |
| Other not gainfully employed | 2 |
| Buying and ordering capacity | N/A |
| Follow-up business | N/A |

Conducted by: Hopp & Partner, Berlin

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 2 097 |
| Proportion of trade visitors | 100% |
| Germany (total) | 98 |
| of which | |
| Nielsen 1 | 9 |
| Nielsen 4 | 9 |
| Bremen | - |
| Bavaria | 9 |
| Hamburg | 2 |
| Nielsen 5+6 | 54 |
| Lower Saxony | 6 |
| Berlin | 33 |
| Schleswig-Holstein | 1 |
| Brandenburg | 16 |
| Nielsen 2 | 13 |
| Mecklenburg- | |
| North Rhine-Westph. | 13 |
| West Pommerania | 2 |
| Nielsen 3a | 9 |
| Saxony-Anhalt | 2 |
| Hesse | 7 |
| Nielsen 7 | 6 |
| Rhineland-Palatinate | 1 |
| Saxony | 4 |
| Saarland | 1 |
| Thuringia | 1 |
| Nielsen 3b | 1 |
| Baden-Württemberg | 1 |
| Foreign (total) | 2 |
| Distance to home | % |
| up to 50 km | 44 |
| more than 50 km up to 100 km | 5 |
| more than 100 km up to 300 km | 14 |
| over 300 km | 37 |
| Frequency of visits to exhibition | % |
| Previous event | 37 |
| Earlier events | 42 |
| First visit | 43 |
| Average length of stay | 1,2 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 10 |
| Collectively | 35 |
| In an advisory capacity | 24 |
| No | 26 |
| Student | 5 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 12 |
| Research/development/design | 4 |
| Manufacturing, production, quality control | 1 |
| Buying/procurement | 2 |
| Finance/accounting, controlling | 7 |
| Information and communication technology | 18 |
| Personnel administration, administration | 18 |
| Sales | 9 |
| Marketing, advertising, PR | 5 |
| Logistics: storage, material management, transport | - |
| Maintenance/repairs | 1 |
| Other area | 17 |
| Student | 5 |
| Position in the company/organisation | % |
| Head of department, senior civil servant | 2 |
| Lord Mayor, department head, treasurer, head of division | 4 |
| Team manager, head of office | 6 |
| Department manager, subdivision manager, head of division, section head, subject head | 14 |
| Commercial clerk, desk officer | 10 |
| Other salaried public service employee | 27 |
| Member of the board, managing director, owner | 4 |
| Area manager, authorized signatory | 4 |
| Department head, group head | 12 |
| Commercial clerk, skilled worker | 4 |
| Lecturer, teacher | 2 |
| Trainee | - |
| Other position | 7 |
| Student | 5 |
| Economic sector | % |
| Federal administration | 12 |
| Regional administration | 22 |
| Local government, city council | 24 |
| Private enterprise, public enterprise, owner-operated municipal enterprises | 12 |
| Associations, societies, unions, foundations, NGO | 2 |
| Politics (federal) | 1 |
| Politics (regional) | 1 |
| Politics (municipal) | 1 |
| Educational/training institutions, academy | 3 |
| Consulting | 8 |
| Other sectors | 13 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 1 |
| 5- 9 | 1 |
| 10- 49 | 13 |
| 50- 199 | 16 |
| 200 - 499 | 17 |
| 500 - 999 | 13 |
| 1 000 and more | 35 |
| Student | 5 |

Conducted by: Wisler & Partner, Basel

DLG-Feldtage → Bernburg-Strenzfeld

Trade visitors' profile

| | | | |
|-------------------------------------|---------------|---|----------|
| Visitors (number of entries) | 23 053 | Area of responsibility | % |
| Proportion of trade visitors | 97% | Management | 46 |
| Germany (total) | 89 | Research/development/design | 8 |
| of which | | Manufacturing, production, quality control | 9 |
| Nielsen 1 | 26 | Buying/procurement | 1 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | - | Information and communication technology | 1 |
| Lower Saxony | 22 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 3 | Sales | 8 |
| Nielsen 2 | 8 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 8 | Logistics: storage, material management, transport | 2 |
| Nielsen 3a | 10 | Maintenance/repairs | 2 |
| Hesse | 7 | Other area | 9 |
| Rhineland-Palatinate | 2 | Student | 7 |
| Saarland | - | Other not gainfully employed | 2 |
| Nielsen 3b | 5 | | |
| Baden-Württemb. | 5 | Position in the company/organisation | % |
| | | Entrepreneur, co-owner, freelancer | 4 |
| | | Managing director, board member, head of an authority etc. | 13 |
| | | 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 | 22 |
| | | Lecturer, teacher | 2 |
| | | Trainee | 5 |
| | | Other position | 5 |
| | | Self-employed farmer (owner, tenant) | 30 |
| | | Student | 7 |
| | | Other not gainfully employed | 2 |
| | | | |
| | | Economic sector | % |
| | | Agricultural business, company | 56 |
| | | Service supply agency | 2 |
| | | Agricultural trade | 7 |
| | | Agricultural machinery trade | 3 |
| | | Seeds-, plant protection-, fertilizer industry | 6 |
| | | Other industry | 2 |
| | | Consultancy | 4 |
| | | Other service | 2 |
| | | Authority/public services | 5 |
| | | University/polytechnic | 2 |
| | | Other sectors | 4 |
| | | Student | 7 |
| | | Other not gainfully employed | 2 |
| | | | |
| | | Size of company/organisation: | |
| | | Number of employees | % |
| | | 1- 4 | 43 |
| | | 5- 9 | 9 |
| | | 10- 49 | 16 |
| | | 50- 199 | 11 |
| | | 200- 499 | 5 |
| | | 500 - 999 | 2 |
| | | 1 000 and more | 4 |
| | | Student | 7 |
| | | Other not gainfully employed | 2 |

Conducted by: Wissler & Partner, Basel

BOATFIT → Bremen

Private visitors' profile

| | | | |
|---------------------------------------|--------------|---|----------|
| Visitors (number of entries) | 9 585 | Position in the company/organisation | % |
| Proportion of private visitors | 91% | Entrepreneur, co-owner, freelancer | 17 |
| Germany (total) | 99 | 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 | 83 | Department head, group head, team leader | 11 |
| Bremen | 27 | Other salaried staff, civil servant, skilled worker | 28 |
| Hamburg | 5 | Lecturer, teacher | 3 |
| Lower Saxony | 47 | Trainee | 2 |
| Schleswig-Holstein | 4 | Other position | 3 |
| Nielsen 2 | 10 | Student | 7 |
| North Rhine-Westph. | 10 | Housewife/man | 2 |
| Nielsen 3a | 2 | Old-age pensioner | 16 |
| Hesse | 1 | Other not gainfully employed | 5 |
| Rhineland-Palatinate | - | | |
| Saarland | - | Buying and ordering capacity | % |
| Nielsen 3b | 1 | Purchase or order made or intended at the exhibition | |
| Baden-Württemb. | 1 | yes | 61 |
| | | no | 17 |
| | | maybe | 23 |
| | | Follow-up business | % |
| | | Intend to buy at later date | |
| | | yes | 38 |
| | | no | 14 |
| | | maybe | 48 |
| | | Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |
| | | | |
| | | Frequency of visits to trade fair | % |
| | | Previous event | 30 |
| | | Earlier events | 38 |
| | | First visit | 41 |
| | | | |
| | | Sex | % |
| | | Male | 74 |
| | | Female | 26 |
| | | | |
| | | Size of household | % |
| | | 1 person | 19 |
| | | 2 persons | 49 |
| | | 3 persons | 15 |
| | | 4 persons | 9 |
| | | 5 persons and more | 7 |
| | | | |
| | | Age | % |
| | | up to 20 years | 7 |
| | | over 20 up to 30 years | 7 |
| | | over 30 up to 40 years | 11 |
| | | over 40 up to 50 years | 26 |
| | | over 50 up to 60 years | 27 |
| | | over 60 up to 70 years | 18 |
| | | over 70 years | 5 |

Bremen Classic Motorshow

Private visitors' profile

| | | | |
|---------------------------------------|---------------|---|----------|
| Visitors (number of entries) | 47 329 | Position in the company/organisation | % |
| Proportion of private visitors | 94% | Entrepreneur, co-owner, freelancer | 17 |
| Germany (total) | 91 | 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 | 87 | Department head, group head, team leader | 11 |
| Bremen | 16 | Other salaried staff, civil servant, skilled worker | 28 |
| Hamburg | 5 | Lecturer, teacher | 3 |
| Lower Saxony | 56 | Trainee | 2 |
| Schleswig-Holstein | 10 | Other position | 3 |
| Nielsen 2 | 9 | Student | 7 |
| North Rhine-Westph. | 9 | Housewife/man | 2 |
| Nielsen 3a | 1 | Old-age pensioner | 16 |
| Hesse | 1 | Other not gainfully employed | 5 |
| Rhineland-Palatinate | 1 | | |
| Saarland | - | Buying and ordering capacity | % |
| Nielsen 3b | - | Purchase or order made or intended at the exhibition | |
| Baden-Württemb. | - | yes | 61 |
| | | no | 17 |
| | | maybe | 23 |
| | | Follow-up business | % |
| | | Intend to buy at later date | |
| | | yes | 38 |
| | | no | 14 |
| | | maybe | 48 |
| | | Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |
| | | | |
| | | Frequency of visits to trade fair | % |
| | | Previous event | 30 |
| | | Earlier events | 38 |
| | | First visit | 41 |
| | | | |
| | | Sex | % |
| | | Male | 87 |
| | | Female | 13 |
| | | | |
| | | Size of household | % |
| | | 1 person | 15 |
| | | 2 persons | 45 |
| | | 3 persons | 16 |
| | | 4 persons | 16 |
| | | 5 persons and more | 9 |
| | | | |
| | | Age | % |
| | | up to 20 years | 6 |
| | | over 20 up to 30 years | 7 |
| | | over 30 up to 40 years | 9 |
| | | over 40 up to 50 years | 27 |
| | | over 50 up to 60 years | 26 |
| | | over 60 up to 70 years | 17 |
| | | over 70 years | 9 |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 15 |
| Managing director, board member, head of an authority etc. | 3 |
| Area manager, works manager, plant manager, branch manager, head of public office | 3 |
| Department head, group head, team leader | 9 |
| Other salaried staff, civil servant, skilled worker | 27 |
| Lecturer, teacher | 2 |
| Trainee | 1 |
| Other position | 6 |
| Student | 6 |
| Housewife/man | 2 |
| Old-age pensioner | 21 |
| Other not gainfully employed | 6 |
| Buying and ordering capacity | % |
| Purchase or order made or intended at the exhibition | |
| yes | 48 |
| no | 23 |
| maybe | 29 |
| Follow-up business | % |
| Intend to buy at later date | |
| yes | 23 |
| no | 29 |
| maybe | 49 |
| Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 8 437 |
| Proportion of trade visitors | 89% |
| Germany (total) | 89 |
| of which | |
| Nielsen 1 | 76 |
| Bremen | 22 |
| Hamburg | 3 |
| Lower Saxony | 44 |
| Schleswig-Holstein | 6 |
| Nielsen 2 | 9 |
| North Rhine-Westph. | 9 |
| Nielsen 3a | 3 |
| Hesse | 2 |
| Rhineland-Palatinate | 1 |
| Saarland | - |
| Nielsen 3b | 1 |
| Baden-Württemb. | 1 |
| Foreign (total) | 12 |
| of which | |
| EU | 69 |
| Other european countries | 24 |
| Other countries | 7 |
| Distance to home | % |
| up to 50 km | 31 |
| more than 50 km up to 100 km | 15 |
| more than 100 km up to 300 km | 32 |
| over 300 km | 22 |
| Country with the highest visitor share | % |
| Netherlands | 21 |
| Frequency of visits to trade fair | % |
| Previous event | 23 |
| Earlier events | 31 |
| First visit | 50 |
| Average length of stay | 1,2 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 35 |
| Collectively | 33 |
| In an advisory capacity | 16 |
| No | 12 |
| Student | 2 |
| Other not gainfully employed | 2 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 23 |
| Research/development/design | 5 |
| Manufacturing, production, quality control | 11 |
| Buying/procurement | 9 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | 1 |
| Sales | 26 |
| Marketing, advertising, PR | 4 |
| Logistics: storage, material management, transport | 2 |
| Maintenance/repairs | 1 |
| Other area | 11 |
| Student | 2 |
| Other not gainfully employed | 2 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 31 |
| 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 | 17 |
| Other salaried staff, civil servant, skilled worker | 18 |
| Lecturer, teacher | 3 |
| Trainee | 5 |
| Other position | 6 |
| Student | 2 |
| Other not gainfully employed | 2 |
| Economic sector | % |
| Catering, communal catering | 29 |
| Industry | 14 |
| Service | 14 |
| Retail trade | 17 |
| Wholesale trade | 12 |
| Other sectors | 10 |
| Student | 2 |
| Other not gainfully employed | 2 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 21 |
| 5- 9 | 15 |
| 10- 49 | 25 |
| 50- 199 | 18 |
| 200- 499 | 5 |
| 500 - 999 | 4 |
| 1 000 and more | 8 |
| Student | 2 |
| Other not gainfully employed | 2 |
| Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |

Private visitors' profile

| | |
|--|---------------|
| Visitors (number of entries) | 77 041 |
| Proportion of private visitors | 100% |
| Germany (total) | 100 |
| of which | |
| Nielsen 1 | 99 |
| Bremen | 47 |
| Hamburg | 1 |
| Lower Saxony | 51 |
| Schleswig-Holstein | - |
| Nielsen 2 | - |
| North Rhine-Westph. | - |
| Nielsen 3a | - |
| Hesse | - |
| Rhineland-Palatinate | - |
| Saarland | - |
| Nielsen 3b | - |
| Baden-Württemb. | - |
| Distance to home | % |
| up to 50 km | 83 |
| 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 | 48 |
| 2012 | 45 |
| 2011 | 35 |
| 2010 | 31 |
| First visit | 24 |
| Sex | % |
| Male | 32 |
| Female | 68 |
| Size of household | % |
| 1 person | 14 |
| 2 persons | 50 |
| 3 persons | 16 |
| 4 persons | 15 |
| 5 persons and more | 5 |
| Age | % |
| up to 20 years | 12 |
| over 20 up to 30 years | 14 |
| over 30 up to 40 years | 9 |
| over 40 up to 50 years | 17 |
| over 50 up to 60 years | 21 |
| over 60 up to 70 years | 18 |
| over 70 years | 10 |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 9 |
| Managing director, board member, head of an authority etc. | 2 |
| Area manager, works manager, plant manager, branch manager, head of public office | 2 |
| Department head, group head, team leader | 7 |
| Other salaried staff, civil servant, skilled worker | 35 |
| Lecturer, teacher | 3 |
| Trainee | 4 |
| Other position | 7 |
| Student | 12 |
| Housewife/man | 5 |
| Old-age pensioner | 11 |
| Other not gainfully employed | 2 |
| Buying and ordering capacity | % |
| Purchase or order made or intended at the exhibition | |
| yes | 42 |
| no | 15 |
| maybe | 43 |
| Follow-up business | % |
| Intend to buy at later date | |
| yes | 25 |
| no | 19 |
| maybe | 51 |
| Conducted by: Honestly MT GmbH, Karlsruhe | |

ReiseLust (2013) → Bremen

Private visitors' profile

| | | | |
|--|----------------|---|----------|
| Visitors (number of entries) | 27 679* | Position in the company/organisation | % |
| Proportion of private visitors | 94% | Entrepreneur, co-owner, freelancer | 7 |
| 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 | 96 | Department head, group head, team leader | 6 |
| Bremen | 31 | Other salaried staff, civil servant, skilled worker | 28 |
| Hamburg | 1 | Lecturer, teacher | 3 |
| Lower Saxony | 63 | Trainee | 2 |
| Schleswig-Holstein | 1 | Other position | 6 |
| Nielsen 2 | 2 | Student | 4 |
| North Rhine-Westph. | 2 | Housewife/man | 5 |
| Nielsen 3a | 1 | Old-age pensioner | 33 |
| 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 | 23 |
| Baden-Württemberg | - | no | 39 |
| | | maybe | 38 |
| Foreign (total) | 1 | Follow-up business | % |
| Distance to home | % | Intend to buy at later date | |
| up to 50 km | 67 | yes | 25 |
| more than 50 km up to 100 km | 20 | no | 20 |
| more than 100 km up to 300 km | 11 | maybe | 55 |
| over 300 km | 3 | Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |
| Frequency of visits to exhibition | % | | |
| Previous event | 40 | | |
| Earlier events | 44 | | |
| First visit | 34 | | |
| Sex | % | | |
| Male | 39 | | |
| Female | 61 | | |
| Size of household | % | | |
| 1 person | 11 | | |
| 2 persons | 64 | | |
| 3 persons | 11 | | |
| 4 persons | 10 | | |
| 5 persons and more | 3 | | |
| Age | % | | |
| up to 20 years | 2 | | |
| over 20 up to 30 years | 8 | | |
| over 30 up to 40 years | 7 | | |
| over 40 up to 50 years | 20 | | |
| over 50 up to 60 years | 28 | | |
| over 60 up to 70 years | 25 | | |
| over 70 years | 10 | | |

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

Baumesse Chemnitz (2013) → Chemnitz

Private visitors' profile

| | | | |
|--|--------------|--|----------|
| Visitors (number of entries) | 9 056 | Position in the company/organisation | % |
| Proportion of private visitors | 91% | Entrepreneur, co-owner, freelancer | 12 |
| 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 | - | Department head, group head, team leader | 2 |
| Bremen | - | Other salaried staff, civil servant, skilled worker | 47 |
| Hamburg | - | Lecturer, teacher | 1 |
| Lower Saxony | - | Trainee | 1 |
| Schleswig-Holstein | - | Other position | 9 |
| Nielsen 2 | - | Student | 3 |
| North Rhine-Westph. | - | Other not gainfully employed | 22 |
| Nielsen 3a | - | Buying and ordering capacity | % |
| Hesse | - | Purchase or order made or intended at the exhibition | |
| Rhineland-Palatinate | - | yes | 5 |
| Saarland | - | no | 95 |
| Nielsen 3b | - | maybe | - |
| Baden-Württemberg | - | Follow-up business | % |
| | | Intend to buy at later date | |
| Distance to home | % | yes | 6 |
| up to 50 km | 96 | no | 80 |
| more than 50 km up to 100 km | 3 | maybe | 14 |
| more than 100 km up to 300 km | 1 | Conducted by: C³ Chemnitzer Veranstaltungszentren GmbH, Chemnitz | |
| over 300 km | - | | |
| Frequency of visits to exhibition | % | | |
| Previous event | 32 | | |
| Earlier events | 22 | | |
| First visit | 46 | | |
| Sex | % | | |
| Male | 65 | | |
| Female | 35 | | |
| Size of household | % | | |
| 1 person | 6 | | |
| 2 persons | 55 | | |
| 3 persons | 22 | | |
| 4 persons | 16 | | |
| 5 persons and more | 1 | | |
| Age | % | | |
| up to 20 years | - | | |
| over 20 up to 30 years | 18 | | |
| over 30 up to 40 years | 25 | | |
| over 40 up to 50 years | 16 | | |
| over 50 up to 60 years | 15 | | |
| over 60 up to 70 years | 18 | | |
| over 70 years | 8 | | |

SIT (2013)

Trade visitors' profile

| | | | |
|--|-----------------|--|----------|
| Visitors (number of entries) | 1 800 | Position in the company/organisation | % |
| Proportion of trade visitors | 96% | Entrepreneur, co-owner, freelancer | 12 |
| 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 | - | Department head, group head, team leader | 2 |
| Bremen | - | Other salaried staff, civil servant, skilled worker | 2 |
| Hamburg | - | Lecturer, teacher | 1 |
| Lower Saxony | - | Trainee | 1 |
| Schleswig-Holstein | - | Other position | 1 |
| Nielsen 2 | 1 | Student | 1 |
| North Rhine-Westph. | 1 | Other not gainfully employed | - |
| Nielsen 3a | 1 | Buying and ordering capacity | % |
| Hesse | - | Purchase or order made or intended at the exhibition | |
| Rhineland-Palatinate | - | yes | 5 |
| Saarland | - | no | 95 |
| Nielsen 3b | - | maybe | - |
| Baden-Württemberg | - | Follow-up business | % |
| | | Intend to buy at later date | |
| Distance to home | % | yes | 6 |
| up to 50 km | 74 | no | 80 |
| more than 50 km up to 100 km | 16 | maybe | 14 |
| more than 100 km up to 300 km | 7 | Conducted by: C³ Chemnitzer Veranstaltungszentren GmbH, Chemnitz | |
| 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 |
| Organisation, 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/organisation | % |
| 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/organisation: | |
| 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

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 11 232 |
| Proportion of trade visitors | 94% |
| Germany (total) | 64 |
| of which | |
| Nielsen 1 | 16 |
| Bremen | 2 |
| Hamburg | 3 |
| Lower Saxony | 8 |
| Schleswig-Holstein | 3 |
| Nielsen 2 | 53 |
| North Rhine-Westph. | 53 |
| Nielsen 3a | 13 |
| Hesse | 6 |
| Rhineland-Palatinate | 5 |
| Saarland | 2 |
| Nielsen 3b | 6 |
| Baden-Württemb. | 6 |
| Foreign (total) | 36 |
| of which | |
| EU | 68 |
| Other european countries | 14 |
| North America | 4 |
| South-, East-, Central Asia | 8 |
| Other countries | 7 |
| Distance to home | % |
| up to 50 km | 17 |
| more than 50 km up to 100 km | 12 |
| more than 100 km up to 300 km | 21 |
| over 300 km | 51 |
| Countries with the highest visitor shares | % |
| Netherlands | 9 |
| Poland | 9 |
| France | 7 |
| United Kingdom | 5 |
| Spain | 5 |
| Frequency of visits to trade fair | % |
| Previous event | 35 |
| Earlier events | 40 |
| First visit | 45 |
| Average length of stay | 1,5 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 51 |
| Collectively | 26 |
| In an advisory capacity | 12 |
| No | 6 |
| Student | 3 |
| Other not gainfully employed | 2 |

| | |
|---|----|
| Area of responsibility | % |
| Research/development/design | 2 |
| Manufacturing, production, quality control | 4 |
| Buying/procurement | 11 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | - |
| Personnel administration, administration | 1 |
| Sales | 28 |
| Marketing, advertising, PR | 3 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 1 |
| Other area | 4 |
| Student | 3 |
| Other not gainfully employed | 2 |
| Management | 40 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 48 |
| 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 | 9 |
| Other salaried staff, civil servant, skilled worker | 11 |
| Lecturer, teacher | 1 |
| Trainee | 2 |
| Other position | 3 |
| Student | 3 |
| Other not gainfully employed | 2 |
| Economic sector | % |
| Tobacco products retail, smoker's requisites, with press/lottery | 32 |
| Tobacco products retail, smoker's requisites, with food/drink | 11 |
| Exclusively tobacco products retail, smoker's requisites | 4 |
| Wholesale trade | 16 |
| Foreign trade | 4 |
| Manufacture, industry | 14 |
| Skilled trades | 2 |
| Other sectors | 12 |
| Student | 3 |
| Other not gainfully employed | 2 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 38 |
| 5- 9 | 20 |
| 10- 49 | 16 |
| 50- 199 | 8 |
| 200- 499 | 4 |
| 500 - 999 | 2 |
| 1 000 and more | 7 |
| Student | 3 |
| Other not gainfully employed | 2 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 24 313 |
| Proportion of trade visitors | 98% |
| Germany (total) | 47 |
| of which | |
| Nielsen 1 | 10 |
| Bremen | 1 |
| Hamburg | 1 |
| Lower Saxony | 8 |
| Schleswig-Holstein | - |
| Nielsen 2 | 45 |
| North Rhine-Westph. | 45 |
| Nielsen 3a | 13 |
| Hesse | 8 |
| Rhineland-Palatinate | 4 |
| Saarland | 1 |
| Nielsen 3b | 12 |
| Baden-Württemb. | 12 |
| Foreign (total) | 53 |
| of which | |
| EU | 64 |
| Other european countries | 11 |
| North America | 4 |
| Middle East | 4 |
| South-, East-, Central Asia | 10 |
| Other countries | 6 |
| Distance to home | % |
| up to 50 km | 12 |
| more than 50 km up to 100 km | 9 |
| more than 100 km up to 300 km | 22 |
| over 300 km | 57 |
| Countries with the highest visitor shares | % |
| Netherlands | 10 |
| France | 8 |
| Italy | 8 |
| Belgium | 7 |
| United Kingdom | 7 |
| Frequency of visits to trade fair | % |
| Previous event | 31 |
| Earlier events | 27 |
| First visit | 50 |
| Average length of stay | 1,6 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 30 |
| Collectively | 33 |
| In an advisory capacity | 23 |
| No | 10 |
| Student | 3 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 26 |
| Research/development/design | 17 |
| Manufacturing, production, quality control | 10 |
| Buying/procurement | 14 |
| Finance/accounting, controlling | - |
| Information and communication technology | - |
| Personnel administration, administration | 1 |
| Sales | 20 |
| Marketing, advertising, PR | 3 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 2 |
| Other area | 2 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 15 |
| Managing director, board member, head of an authority etc. | 14 |
| Area manager, works manager, plant manager, branch manager, head of public office | 15 |
| Department head, group head, team leader | 28 |
| Other salaried staff, civil servant, skilled worker | 18 |
| Lecturer, teacher | 1 |
| Trainee | 1 |
| Other position | 3 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Aluminium processing industry | 21 |
| End user (OEM, Supplier) | 13 |
| Aluminium manufacturing industry | 12 |
| Other industry | 10 |
| Skilled trades | 1 |
| Light metal trade | 7 |
| Other trade | 8 |
| Logistics and transportation | 2 |
| Design (furniture etc.) | 2 |
| Building, construction | 6 |
| Media, press, publishing | 1 |
| Other service | 4 |
| Authority/public services | 1 |
| University/college/polytechnic | 2 |
| Other sectors | 7 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 8 |
| 5- 9 | 5 |
| 10- 49 | 20 |
| 50- 199 | 22 |
| 200- 499 | 14 |
| 500 - 999 | 7 |
| 1 000 and more | 21 |
| Student | 3 |
| Other not gainfully employed | 1 |

Conducted by: Wissler & Partner, Basel

BEAUTY INTERNATIONAL (2013) → Düsseldorf

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 61 177* | Area of responsibility | % |
| Proportion of trade visitors | 93% | Management | 34 |
| Germany (total) | 93 | Research/development/design | 1 |
| of which | | Manufacturing, production, quality control | 3 |
| Nielsen 1 | 13 | Buying/procurement | 5 |
| Bremen | 1 | Finance/accounting, controlling | 1 |
| Hamburg | 1 | Information and communication technology | - |
| Lower Saxony | 9 | Organisation, personnel, administration | 4 |
| Schleswig-Holstein | 2 | Sales | 9 |
| Nielsen 2 | 60 | Marketing, advertising, PR | 2 |
| North Rhine-Westph. | 60 | Logistics: storage, material management, transport | - |
| Nielsen 3a | 13 | Maintenance/repairs | 1 |
| Hesse | 6 | Other area | 35 |
| Rhineland-Palatinate | 6 | Student | 5 |
| Saarland | 1 | Other not gainfully employed | 1 |
| Nielsen 3b | 6 | Position in the company/organisation | % |
| Baden-Württemberg | 6 | Entrepreneur, co-owner, freelancer | 64 |
| | | Managing director, board member, head of an authority etc. | 3 |
| Foreign (total) | 7 | Area manager, works manager, plant manager, branch manager, head of public office | 2 |
| of which | | Department head, group head, team leader | 3 |
| EU | 71 | Other salaried staff, civil servant, skilled worker | 9 |
| Other European countries | 15 | Lecturer, teacher | 2 |
| Other countries | 14 | Trainee | 8 |
| Distance to home | % | Other position | 4 |
| up to 50 km | 32 | Student | 5 |
| more than 50 km up to 100 km | 19 | Other not gainfully employed | 1 |
| more than 100 km up to 300 km | 26 | Economic sector | % |
| over 300 km | 24 | Cosmetic institute | 27 |
| Countries with the highest visitor shares | % | Hair salon, hairdressing | 26 |
| Belgium | 22 | Nail studio | 13 |
| Netherlands | 11 | Foot care practice | 10 |
| Austria | 11 | Beauty farm, wellness facilities | 3 |
| Frequency of visits to exhibition | % | Cosmetic school | 2 |
| Previous event | 53 | Health professionals | 2 |
| Earlier events | 64 | Cosmetics/pharmaceuticals/chemical industry | 2 |
| First visit | 22 | Other sectors | 11 |
| Average length of stay | 1,4 days | Student | 5 |
| Influence on purchasing/procurement decisions | % | Other not gainfully employed | 1 |
| Decisively | 46 | Size of company/organisation: | % |
| Collectively | 19 | Number of employees | % |
| In an advisory capacity | 15 | 1- 4 | 59 |
| No | 15 | 5- 9 | 11 |
| Student | 5 | 10- 49 | 9 |
| Other not gainfully employed | 1 | 50- 199 | 2 |
| | | 200- 499 | 1 |
| | | 500 - 999 | 1 |
| | | 1 000 and more | 2 |
| | | Student | 5 |
| | | Other not gainfully employed | 1 |
| | | N/A | 10 |

*) 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 (2013) → Düsseldorf

Private visitors' profile

| | | | |
|--|----------------|---|----------|
| Visitors (number of entries) | 219 186 | Position in the company/organisation | % |
| Proportion of private visitors | 86% | Entrepreneur, co-owner, freelancer | 18 |
| Germany (total) | 87 | 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 |
| Nielsen 1 | 7 | Department head, group head, team leader | 12 |
| Bremen | - | Other salaried staff, civil servant, skilled worker | 27 |
| Hamburg | 1 | Lecturer, teacher | 3 |
| Lower Saxony | 5 | Trainee | 1 |
| Schleswig-Holstein | 1 | Other position | 6 |
| Nielsen 2 | 68 | Student | 7 |
| North Rhine-Westph. | 68 | Housewife/man | 2 |
| Nielsen 3a | 12 | Old-age pensioner | 2 |
| Hesse | 6 | Other not gainfully employed | 12 |
| Rhineland-Palatinate | 5 | Buying and ordering capacity | % |
| Saarland | 1 | Purchase or order made or intended at the exhibition | 60 |
| Nielsen 3b | 6 | yes | 15 |
| Baden-Württemberg | 6 | no | 25 |
| | | maybe | 25 |
| Foreign (total) | 13 | Follow-up business | % |
| of which | | Intend to buy at later date | 44 |
| EU | 77 | yes | 17 |
| Other European countries | 18 | no | 40 |
| Other countries | 5 | maybe | 40 |
| Countries with the highest visitor shares | % | Conducted by: Wissler & Partner, Basel | |
| Netherlands | 31 | | |
| Belgium | 16 | | |
| Switzerland | 13 | | |
| Austria | 9 | | |
| Distance to home | % | | |
| up to 50 km | 37 | | |
| more than 50 km up to 100 km | 18 | | |
| more than 100 km up to 300 km | 34 | | |
| over 300 km | 11 | | |
| Frequency of visits to exhibition | % | | |
| Previous event | 50 | | |
| Earlier events | 72 | | |
| First visit | 20 | | |
| Sex | % | | |
| Male | 74 | | |
| Female | 26 | | |
| Size of household | % | | |
| 1 person | 15 | | |
| 2 persons | 45 | | |
| 3 persons | 15 | | |
| 4 persons | 19 | | |
| 5 persons and more | 6 | | |
| Age | % | | |
| up to 20 years | 5 | | |
| over 20 up to 30 years | 8 | | |
| over 30 up to 40 years | 12 | | |
| over 40 up to 50 years | 32 | | |
| over 50 up to 60 years | 26 | | |
| over 60 up to 70 years | 12 | | |
| over 70 years | 4 | | |

CARAVAN SALON

Private visitors' profile

| | | | |
|--|----------------|--|------------|
| Visitors (number of entries) | 192 423 | Proportion of private visitors | 92% |
| Germany (total) | 87 | Germany (total) | 87 |
| of which | | of which | |
| Nielsen 1 | 11 | Nielsen 1 | 11 |
| Bremen | - | Bremen | - |
| Hamburg | 1 | Hamburg | 1 |
| Lower Saxony | 8 | Lower Saxony | 8 |
| Schleswig-Holstein | 2 | Schleswig-Holstein | 2 |
| Nielsen 2 | 62 | Nielsen 2 | 62 |
| North Rhine-Westph. | 62 | North Rhine-Westph. | 62 |
| Nielsen 3a | 17 | Nielsen 3a | 17 |
| Hesse | 8 | Hesse | 8 |
| Rhineland-Palatinate | 9 | Rhineland-Palatinate | 9 |
| Saarland | 1 | Saarland | 1 |
| Nielsen 3b | 3 | Nielsen 3b | 3 |
| Baden-Württemberg | 3 | Baden-Württemberg | 3 |
| Foreign (total) | 13 | Foreign (total) | 13 |
| of which | | of which | |
| EU | 96 | EU | 96 |
| Other countries | 4 | Other countries | 4 |
| Countries with the highest visitor shares | % | Countries with the highest visitor shares | % |
| Netherlands | 41 | Netherlands | 41 |
| Belgium | 25 | Belgium | 25 |
| France | 8 | France | 8 |
| United Kingdom | 7 | United Kingdom | 7 |
| Distance to home | % | Distance to home | % |
| up to 50 km | 27 | up to 50 km | 27 |
| 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 | 36 | more than 100 km up to 300 km | 36 |
| over 300 km | 18 | over 300 km | 18 |
| Frequency of visits to trade fair | % | Frequency of visits to trade fair | % |
| Previous event | 40 | Previous event | 40 |
| Earlier events | 60 | Earlier events | 60 |
| First visit | 30 | First visit | 30 |
| Sex | % | Sex | % |
| Male | 56 | Male | 56 |
| Female | 44 | Female | 44 |
| Size of household | % | Size of household | % |
| 1 person | 9 | 1 person | 9 |
| 2 persons | 51 | 2 persons | 51 |
| 3 persons | 17 | 3 persons | 17 |
| 4 persons | 17 | 4 persons | 17 |
| 5 persons and more | 6 | 5 persons and more | 6 |
| Age | % | Age | % |
| up to 20 years | 2 | up to 20 years | 2 |
| over 20 up to 30 years | 3 | over 20 up to 30 years | 3 |
| over 30 up to 40 years | 7 | over 30 up to 40 years | 7 |
| over 40 up to 50 years | 31 | over 40 up to 50 years | 31 |
| over 50 up to 60 years | 32 | over 50 up to 60 years | 32 |
| over 60 up to 70 years | 20 | over 60 up to 70 years | 20 |
| over 70 years | 5 | over 70 years | 5 |

GDS (spring) (2013) → Düsseldorf

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 19 408* | Area of responsibility | % |
| Proportion of trade visitors | 98% | Management | 47 |
| Germany (total) | 60 | Research/development/design | 2 |
| of which | | Manufacturing, production, quality control | 3 |
| Nielsen 1 | 12 | Buying/procurement | 17 |
| Bremen | 1 | Finance/accounting, controlling | - |
| Hamburg | 5 | Information and communication technology | - |
| Lower Saxony | 6 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 1 | Sales | 16 |
| Nielsen 2 | 56 | Marketing, advertising, PR | 5 |
| North Rhine-Westph. | 56 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 13 | Maintenance/repairs | - |
| Hesse | 8 | Other area | 6 |
| Rhineland-Palatinate | 5 | Student | 2 |
| Saarland | - | Position in the company/organisation | % |
| Nielsen 3b | 6 | Entrepreneur, co-owner, freelancer | 56 |
| Baden-Württemberg | 6 | Managing director, board member, head of an authority etc. | 14 |
| Foreign (total) | 40 | Area manager, works manager, plant manager, branch manager, head of public office | 8 |
| of which | | Department head, group head, team leader | 5 |
| EU | 68 | Other salaried staff, civil servant, skilled worker | 9 |
| Other European countries | 15 | Lecturer, teacher | 2 |
| Middle East | 5 | Trainee | - |
| South-, East-, Central Asia | 5 | Other position | 5 |
| Other countries | 8 | Student | 2 |
| Distance to home | % | Economic sector | % |
| up to 50 km | 21 | Specialist shoe shop | 37 |
| more than 50 km up to 100 km | 10 | Shoe retail chain | 7 |
| more than 100 km up to 300 km | 22 | Specialist leather goods | 2 |
| over 300 km | 47 | Fashion boutique/outlet, clothing chain | 10 |
| Countries with the highest visitor shares | % | Sports retailer | 1 |
| Netherlands | 21 | Department store | 3 |
| United Kingdom | 6 | Mail order business, online shop, | |
| Portugal | 5 | Internet trade | 4 |
| Switzerland | 4 | Other retail | 7 |
| Frequency of visits to exhibition | % | Commercial agency | 3 |
| Previous event | 60 | Wholesale/foreign trade (Import/Export) | 9 |
| Earlier events | 73 | Other sectors | 16 |
| First visit | 24 | Student | 2 |
| Average length of stay | 1,6 days | Size of company/organisation: | % |
| Influence on purchasing/procurement decisions | % | Number of employees | |
| Decisively | 68 | 1- 4 | 37 |
| Collectively | 13 | 5- 9 | 15 |
| In an advisory capacity | 10 | 10- 49 | 20 |
| No | 7 | 500 - 999 | 4 |
| Student | 2 | 1 000 and more | 6 |
| | | 50- 199 | 11 |
| | | Student | 2 |

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

GDS (autumn) (2013) → Düsseldorf

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 18 202 | Area of responsibility | % |
| Proportion of trade visitors | 98% | Management | 46 |
| Germany (total) | 52 | Research/development/design | 3 |
| of which | | Manufacturing, production, quality control | 3 |
| Nielsen 1 | 13 | Buying/procurement | 16 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | 4 | Information and communication technology | 1 |
| Lower Saxony | 7 | Organisation, personnel, administration | - |
| Schleswig-Holstein | 1 | Sales | 15 |
| Nielsen 2 | 51 | Marketing, advertising, PR | 4 |
| North Rhine-Westph. | 51 | Logistics: storage, material management, transport | - |
| Nielsen 3a | 15 | Maintenance/repairs | - |
| Hesse | 6 | Other area | 6 |
| Rhineland-Palatinate | 8 | Student | 3 |
| Saarland | - | Other not gainfully employed | 3 |
| Nielsen 3b | 8 | Position in the company/organisation | % |
| Baden-Württemberg | 8 | Entrepreneur, co-owner, freelancer | 43 |
| Foreign (total) | 48 | Managing director, board member, head of an authority etc. | 22 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 5 |
| EU | 65 | Department head, group head, team leader | 7 |
| Other European countries | 13 | Other salaried staff, civil servant, skilled worker | 8 |
| South and Central America | 4 | Lecturer, teacher | - |
| South-, East-, Central Asia | 8 | Trainee | 2 |
| Other countries | 11 | Other position | 7 |
| Distance to home | % | Student | 3 |
| up to 50 km | 19 | Other not gainfully employed | 3 |
| more than 50 km up to 100 km | 5 | Economic sector | % |
| more than 100 km up to 300 km | 8 | Specialist shoe shop | 37 |
| over 300 km | 68 | Shoe retail chain | 5 |
| Countries with the highest visitor shares | % | Specialist leather goods | 4 |
| Netherlands | 15 | Fashion boutique/outlet, clothing chain | 13 |
| France | 7 | Sports retailer | 1 |
| United Kingdom | 5 | Hypermarket, self-service department store, discounter | 1 |
| Spain | 4 | Department store | 1 |
| Belgium | 4 | Mail order, online retail | 4 |
| Frequency of visits to exhibition | % | Other retail | 2 |
| Previous event | 61 | Commercial agency | 2 |
| Earlier events | 69 | Wholesale/foreign trade (Import/Export) | 7 |
| First visit | 27 | Other sectors | 17 |
| Average length of stay | 1,7 days | Student | 3 |
| Influence on purchasing/procurement decisions | % | Other not gainfully employed | 3 |
| Decisively | 63 | Size of company/organisation: | % |
| Collectively | 16 | Number of employees | |
| In an advisory capacity | 9 | 1- 4 | 27 |
| No | 7 | 5- 9 | 14 |
| Student | 3 | 10- 49 | 24 |
| Other not gainfully employed | 3 | 500 - 999 | 4 |
| | | 1 000 and more | 8 |
| | | Student | 3 |
| | | 50- 199 | 11 |
| | | Other not gainfully employed | 3 |
| | | 200- 499 | 4 |

Conducted by: Wissler & Partner, Basel

glasstec

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 42 701 | Area of responsibility | % |
| Proportion of trade visitors | 97% | Management | 46 |
| Germany (total) | 37 | Research/development/design | 3 |
| of which | | Manufacturing, production, quality control | 3 |
| Nielsen 1 | 11 | Buying/procurement | 16 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | 1 | Information and communication technology | 1 |
| Lower Saxony | 8 | Organisation, personnel, administration | - |
| Schleswig-Holstein | 2 | Sales | 15 |
| Nielsen 2 | 35 | Marketing, advertising, PR | 4 |
| North Rhine-Westph. | 35 | Logistics: storage, material management, transport | - |
| Nielsen 3a | 15 | Maintenance/repairs | - |
| Hesse | 7 | Other area | 6 |
| Rhineland-Palatinate | 7 | Student | 3 |
| Saarland | 1 | Other not gainfully employed | 3 |
| Nielsen 3b | 11 | Position in the company/organisation | % |
| Baden-Württemberg | 11 | Entrepreneur, co-owner, freelancer | 43 |
| Foreign (total) | 63 | Managing director, board member, head of an authority etc. | 22 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 5 |
| EU | 59 | Department head, group head, team leader | 7 |
| Other european countries | 9 | Other salaried staff, civil servant, skilled worker | 8 |
| Africa | 4 | Lecturer, teacher | - |
| North America | 7 | Trainee | 2 |
| South and Central America | 5 | Other position | 7 |
| Middle East | 5 | Student | 3 |
| South-, East-, Central Asia | 8 | Other not gainfully employed | 3 |
| Australia | 2 | Economic sector | % |
| Distance to home | % | Specialist shoe shop | 37 |
| up to 50 km | 6 | Shoe retail chain | 5 |
| more than 50 km up to 100 km | 7 | Specialist leather goods | 4 |
| more than 100 km up to 300 km | 18 | Fashion boutique/outlet, clothing chain | 13 |
| over 300 km | 69 | Sports retailer | 1 |
| Countries with the highest visitor shares | % | Hypermarket, self-service department store, discounter | 1 |
| Netherlands | 8 | Department store | 1 |
| France | 7 | Mail order, online retail | 4 |
| USA | 6 | Other retail | 2 |
| Belgium | 6 | Commercial agency | 2 |
| United Kingdom | 6 | Wholesale/foreign trade (Import/Export) | 7 |
| Frequency of visits to trade fair | % | Other sectors | 17 |
| Previous event | 40 | Student | 3 |
| Earlier events | 46 | Other not gainfully employed | 3 |
| First visit | 41 | Size of company/organisation: | % |
| Average length of stay | 1,9 days | Number of employees | |
| Influence on purchasing/procurement decisions | % | 1- 4 | 27 |
| Decisively | 36 | 5- 9 | 14 |
| Collectively | 27 | 10- 49 | 24 |
| In an advisory capacity | 23 | 500 - 999 | 4 |
| No | 10 | 1 000 and more | 8 |
| Student | 3 | Student | 3 |
| Other not gainfully employed | 1 | 50- 199 | 11 |
| | | Other not gainfully employed | 3 |
| | | 200- 499 | 4 |

Trade visitors' profile

| | |
|---|----|
| Area of responsibility | % |
| Management | 28 |
| Research/development/design | 17 |
| Manufacturing, production, quality control | 18 |
| Buying/procurement | 6 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | - |
| Sales | 14 |
| Marketing, advertising, PR | 3 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 3 |
| Other area | 5 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 23 |
| Managing director, board member, head of an authority etc. | 17 |
| Area manager, works manager, plant manager, branch manager, head of public office | 17 |
| Department head, group head, team leader | 20 |
| Other salaried staff, civil servant, skilled worker | 14 |
| Lecturer, teacher | 1 |
| Trainee | 2 |
| Other position | 2 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Production, development, refining of glass | 36 |
| Machine and plant construction | 13 |
| Glass supply industry | 9 |
| Skilled trades | 8 |
| Trade | 8 |
| Architecture/construction | 5 |
| Window and facade | 4 |
| Solar industry | 1 |
| Environmental and Recycling | 1 |
| Research institutes, polytechnics and colleges | 2 |
| Other service | 4 |
| Other sectors | 5 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 14 |
| 5- 9 | 8 |
| 10- 49 | 21 |
| 50- 199 | 19 |
| 200- 499 | 13 |
| 500 - 999 | 5 |
| 1 000 and more | 15 |
| Student | 3 |
| Other not gainfully employed | 1 |

Conducted by: Wissler & Partner, Basel

| | |
|--|-----------------|
| Visitors (number of entries) | 6 095* |
| Proportion of trade visitors | 96% |
| Germany (total) | 24 |
| of which | |
| Nielsen 1 | 23 |
| Nielsen 4 | 2 |
| Bremen | 7 |
| Bavaria | 2 |
| Hamburg | 6 |
| Nielsen 5+6 | - |
| Lower Saxony | 10 |
| Berlin | - |
| Schleswig-Holstein | - |
| Brandenburg | - |
| Nielsen 2 | 62 |
| Mecklenburg- | |
| North Rhine-Westph. | 62 |
| West Pommern | - |
| Nielsen 3a | 10 |
| Saxony-Anhalt | - |
| Hesse | - |
| Nielsen 7 | - |
| Rhineland-Palatinate | 10 |
| Saxony | - |
| Saarland | - |
| Thuringia | - |
| Nielsen 3b | 4 |
| Baden-Württemberg | 4 |
| Foreign (total) | 76 |
| of which | |
| EU | 55 |
| Other European countries | 6 |
| South and Central America | 12 |
| South-, East-, Central Asia | 15 |
| Other countries | 12 |
| 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 | 13 |
| over 300 km | 71 |
| Countries with the highest visitor shares | % |
| China (PR) | 13 |
| Netherlands | 9 |
| Frequency of visits to exhibition | % |
| Previous event | 45 |
| Earlier events | 51 |
| First visit | 44 |
| Average length of stay | 1,9 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 65 |
| Collectively | 10 |
| In an advisory capacity | 12 |
| No | 11 |
| Student | 1 |

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

| | |
|---|----|
| Area of responsibility | % |
| Management | 35 |
| Research/development/design | 3 |
| Manufacturing, production, quality control | 8 |
| Buying/procurement | 24 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | - |
| Sales | 16 |
| Marketing, advertising, PR | 4 |
| Logistics: storage, material management, transport | - |
| Maintenance/repairs | 5 |
| Other area | 4 |
| Student | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 42 |
| Managing director, board member, head of an authority etc. | 20 |
| Area manager, works manager, plant manager, branch manager, head of public office | 11 |
| Department head, group head, team leader | 7 |
| Other salaried staff, civil servant, skilled worker | 9 |
| Lecturer, teacher | - |
| Trainee | 1 |
| Other position | 9 |
| Student | 1 |
| Economic sector | % |
| Importer | 17 |
| Wholesaler | 26 |
| Manufacturers | 10 |
| Chain with over 50 stores | 7 |
| Chain with up to 50 stores | 3 |
| Retailer | 22 |
| Other sectors | 15 |
| Student | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 30 |
| 5- 9 | 13 |
| 10- 49 | 25 |
| 50- 199 | 13 |
| 200 - 499 | 7 |
| 500 - 999 | 4 |
| 1 000 and more | 8 |
| Student | 1 |

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 9 575 |
| Proportion of trade visitors | 95% |
| Germany (total) | 91 |
| of which | |
| Nielsen 1 | 15 |
| Nielsen 4 | 11 |
| Bremen | 1 |
| Bavaria | 11 |
| Hamburg | 2 |
| Nielsen 5+6 | 8 |
| Lower Saxony | 10 |
| Berlin | 4 |
| Schleswig-Holstein | 3 |
| Brandenburg | 3 |
| Nielsen 2 | 32 |
| Mecklenburg- | |
| North Rhine-Westph. | 32 |
| West Pommern | 1 |
| Nielsen 3a | 16 |
| Saxony-Anhalt | 1 |
| Hesse | 6 |
| Nielsen 7 | 4 |
| Rhineland-Palatinate | 10 |
| Saxony | 3 |
| Saarland | 1 |
| Thuringia | 1 |
| Nielsen 3b | 14 |
| Baden-Württemberg | 14 |
| Foreign (total) | 9 |
| of which | |
| EU | 75 |
| Other countries | 25 |
| 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 | 33 |
| over 300 km | 45 |
| Country with the highest visitor share | % |
| Austria | 25 |
| Frequency of visits to trade fair | % |
| Previous event | 44 |
| Earlier events | 47 |
| First visit | 32 |
| Average length of stay | 1,5 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 21 |
| Collectively | 26 |
| In an advisory capacity | 28 |
| No | 19 |
| Student | 3 |
| Other not gainfully employed | 3 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 37 |
| Research/development/design | 3 |
| Manufacturing, production, quality control | 5 |
| Buying/procurement | 4 |
| Finance/accounting, controlling | 4 |
| Information and communication technology | 2 |
| Organisation, personnel, administration | 3 |
| Sales | 9 |
| Marketing, advertising, PR | 4 |
| Logistics: storage, material management, transport | 3 |
| Maintenance/repairs | 11 |
| Other area | 11 |
| Student | 3 |
| Other not gainfully employed | 3 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 40 |
| 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 | 13 |
| Other salaried staff, civil servant, skilled worker | 16 |
| Lecturer, teacher | 1 |
| Trainee | 7 |
| Other position | 4 |
| Student | 3 |
| Other not gainfully employed | 3 |
| Economic sector | % |
| Industry (manufacturer) | 19 |
| Retail trade | 17 |
| Wholesale/foreign trade | 6 |
| Skilled trades | 4 |
| Bank | 1 |
| Insurance | 1 |
| Other service | 26 |
| Authority/public services | 1 |
| University/college/polytechnic | 1 |
| Other sectors | 20 |
| Student | 3 |
| Other not gainfully employed | 3 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 23 |
| 5- 9 | 12 |
| 10- 49 | 22 |
| 50- 199 | 13 |
| 200- 499 | 7 |
| 500 - 999 | 3 |
| 1 000 and more | 14 |
| Student | 3 |
| Other not gainfully employed | 3 |

Conducted by: Wissler & Partner, Basel

interpack → Düsseldorf

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 174 798 | Area of responsibility | % |
| Proportion of trade visitors | 97% | Management | 22 |
| Germany (total) | 33 | Research/development/design | 19 |
| of which | | Manufacturing, production, quality control | 17 |
| Nielsen 1 | 14 | Buying/procurement | 8 |
| Bremen | 1 | Finance/accounting, controlling | 1 |
| Hamburg | 2 | Information and communication technology | 1 |
| Lower Saxony | 9 | Personnel administration, administration | 14 |
| Schleswig-Holstein | 2 | Sales | 4 |
| Nielsen 2 | 36 | Marketing, advertising, PR | 4 |
| North Rhine-Westph. | 36 | Logistics: storage, material management, transport | 2 |
| Nielsen 3a | 14 | Maintenance/repairs | 4 |
| Hesse | 8 | Other area | 4 |
| Rhineland-Palatinate | 5 | Student | 4 |
| Saarland | 1 | Other not gainfully employed | 1 |
| Nielsen 3b | 18 | Position in the company/organisation | % |
| Baden-Württemberg | 18 | Entrepreneur, co-owner, freelancer | 16 |
| Foreign (total) | 67 | Managing director, board member, head of an authority etc. | 16 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 18 |
| EU | 50 | Department head, group head, team leader | 22 |
| Other european countries | 10 | Other salaried staff, civil servant, skilled worker | 20 |
| Africa | 8 | Lecturer, teacher | - |
| North America | 6 | Trainee | 2 |
| South and Central America | 7 | Other position | 2 |
| Middle East | 6 | Student | 4 |
| South-, East-, Central Asia | 11 | Other not gainfully employed | 1 |
| Australia | 3 | Economic sector | % |
| Distance to home | % | Foodstuff industry | 21 |
| up to 50 km | 6 | Pharmaceuticals industry | 9 |
| more than 50 km up to 100 km | 6 | Machine and plant construction | 8 |
| more than 100 km up to 300 km | 18 | Other Chemical industry | 6 |
| over 300 km | 70 | Plastic goods manufacturing | 5 |
| Countries with the highest visitor shares | % | Confectionery and baked goods industry | 4 |
| Netherlands | 8 | Paper and cardboard processing, printing | 3 |
| Italy | 6 | Other industry | 12 |
| USA | 5 | Skilled trades | 3 |
| United Kingdom | 5 | Retail (food, non-food) | 5 |
| France | 5 | Technical retailer | 5 |
| Frequency of visits to trade fair | % | Other trade | 3 |
| Previous event | 36 | Media, press, publishing | 1 |
| Earlier events | 33 | Logistics service provider | 2 |
| First visit | 49 | Other service | 4 |
| Average length of stay | 2,4 days | Authority, association, organisation, institute | 1 |
| Influence on purchasing/procurement decisions | % | University/college/polytechnic | 1 |
| Decisively | 29 | Other sectors | 5 |
| Collectively | 36 | Student | 4 |
| In an advisory capacity | 21 | Other not gainfully employed | 1 |
| No | 10 | Size of company/organisation: Number of employees | % |
| Student | 4 | 1- 4 | 6 |
| Other not gainfully employed | 1 | 500 - 999 | 9 |
| | | 5- 9 | 5 |
| | | 1 000 and more | 22 |
| | | 10- 49 | 18 |
| | | Student | 4 |
| | | 50- 199 | 20 |
| | | Other not gainfully employed | 1 |
| | | 200- 499 | 14 |

Conducted by: Wissler & Partner, Basel

MEDICA → Düsseldorf

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 121 902 | Position in the company/organisation | % |
| Proportion of trade visitors | 97% | Entrepreneur, co-owner, freelancer | 24 |
| Germany (total) | 39 | Managing director, board member, head of an authority etc. | 20 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 12 |
| Nielsen 1 | 10 | Department head, group head, team leader | 15 |
| Bremen | 1 | Other salaried staff, civil servant, skilled worker | 13 |
| Hamburg | 3 | Lecturer, teacher | 1 |
| Lower Saxony | 5 | Trainee | 2 |
| Schleswig-Holstein | 2 | Other position | 3 |
| Nielsen 2 | 47 | Student | 8 |
| North Rhine-Westph. | 47 | Other not gainfully employed | 1 |
| Nielsen 3a | 12 | Economic sector | % |
| Hesse | 7 | Doctor's practice | 5 |
| Rhineland-Palatinate | 5 | Doctors' practices, physiotherapy, ergotherapy, logopaedia | 4 |
| Saarland | - | Other practices | 1 |
| Nielsen 3b | 13 | Medical laboratory/institute | 4 |
| Baden-Württemberg | 13 | Hospital/university hospital/clinic | 16 |
| Foreign (total) | 61 | Medical care centre | 2 |
| of which | | Rehabilitation and spa facilities | 2 |
| EU | 47 | Old people's home | 1 |
| Other european countries | 9 | Industry | 17 |
| Africa | 9 | Medical and healthcare suppliers, sales representatives | 15 |
| North America | 4 | Pharmacy | 2 |
| South and Central America | 4 | Other trade | 5 |
| Middle East | 12 | Service | 6 |
| South-, East-, Central Asia | 14 | Other sectors | 12 |
| Australia | 1 | Student | 8 |
| Distance to home | % | Other not gainfully employed | 1 |
| up to 50 km | 10 | Size of company/organisation: Number of employees | % |
| more than 50 km up to 100 km | 9 | 1- 4 | 14 |
| more than 100 km up to 300 km | 22 | 500 - 999 | 5 |
| over 300 km | 59 | 5- 9 | 12 |
| Countries with the highest visitor shares | % | 10- 49 | 27 |
| United Kingdom | 7 | Student | 8 |
| Netherlands | 6 | 50- 199 | 13 |
| Belgium | 4 | Other not gainfully employed | 1 |
| France | 4 | 200- 499 | 7 |
| Italy | 4 | Conducted by: Wissler & Partner, Basel | |
| Frequency of visits to trade fair | % | | |
| Previous event | 39 | | |
| Earlier events | 49 | | |
| First visit | 40 | | |
| Average length of stay | 2,2 days | | |
| Influence on purchasing/procurement decisions | % | | |
| Decisively | 36 | | |
| Collectively | 24 | | |
| In an advisory capacity | 21 | | |
| No | 11 | | |
| Student | 8 | | |
| Other not gainfully employed | 1 | | |

METAV (2012)

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 40 664 | Position in the company/organisation | % |
| Proportion of trade visitors | 97% | Entrepreneur, co-owner, freelancer | 24 |
| Germany (total) | 91 | Managing director, board member, head of an authority etc. | 20 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 12 |
| Nielsen 1 | 6 | Department head, group head, team leader | 15 |
| Bremen | - | Other salaried staff, civil servant, skilled worker | 13 |
| Hamburg | 1 | Lecturer, teacher | 1 |
| Lower Saxony | 4 | Trainee | 2 |
| Schleswig-Holstein | - | Other position | 3 |
| Nielsen 2 | 65 | Student | 8 |
| North Rhine-Westph. | 65 | Other not gainfully employed | 1 |
| Nielsen 3a | 15 | Economic sector | % |
| Hesse | 7 | Doctor's practice | 5 |
| Rhineland-Palatinate | 7 | Doctors' practices, physiotherapy, ergotherapy, logopaedia | 4 |
| Saarland | 1 | Other practices | 1 |
| Nielsen 3b | 6 | Medical laboratory/institute | 4 |
| Baden-Württemberg | 6 | Hospital/university hospital/clinic | 16 |
| Foreign (total) | 9 | Medical care centre | 2 |
| of which | | Rehabilitation and spa facilities | 2 |
| EU | 75 | Old people's home | 1 |
| Other european countries | 14 | Industry | 17 |
| Other countries | 11 | Medical and healthcare suppliers, sales representatives | 15 |
| Distance to home | % | Pharmacy | 2 |
| up to 50 km | 33 | Other trade | 5 |
| more than 50 km up to 100 km | 21 | Service | 6 |
| more than 100 km up to 300 km | 25 | Other sectors | 12 |
| over 300 km | 21 | Student | 8 |
| Countries with the highest visitor shares | % | Other not gainfully employed | 1 |
| Belgium | 16 | Size of company/organisation: Number of employees | % |
| Austria | 14 | 1- 4 | 14 |
| Netherlands | 14 | 500 - 999 | 5 |
| Frequency of visits to trade fair | % | 5- 9 | 12 |
| Previous event | 34 | 10- 49 | 27 |
| Earlier events | 40 | Student | 8 |
| First visit | 45 | 50- 199 | 13 |
| Average length of stay | 1,3 days | Other not gainfully employed | 1 |
| Influence on purchasing/procurement decisions | % | Conducted by: Wissler & Partner, Basel | |
| Decisively | 16 | | |
| Collectively | 26 | | |
| In an advisory capacity | 24 | | |
| No | 22 | | |
| Student | 12 | | |
| Other not gainfully employed | 1 | | |

Trade visitors' profile

| | |
|---|----|
| Area of responsibility | % |
| Management | 13 |
| Research/development/design | 9 |
| Manufacturing, production, quality control | 35 |
| Buying/procurement | 4 |
| Finance/accounting, controlling | - |
| Information and communication technology | 1 |
| Organisation, personnel, administration | 1 |
| Sales | 7 |
| Marketing, advertising, PR | 1 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 7 |
| Other area | 7 |
| Student | 12 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| 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 | 10 |
| Department head, group head, team leader | 19 |
| Other salaried staff, civil servant, skilled worker | 21 |
| Lecturer, teacher | 5 |
| Trainee | 13 |
| Other position | 1 |
| Student | 12 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Machine and plant construction | 30 |
| Automobile industry | 6 |
| Supplier to the automobile industry | 4 |
| Other industry | 17 |
| Skilled trades | 10 |
| Technical retail trade | 6 |
| Other service | 5 |
| University/college/polytechnic | 5 |
| Other sectors | 2 |
| Student | 12 |
| Other not gainfully employed | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 7 |
| 5- 9 | 4 |
| 10- 49 | 20 |
| 50- 199 | 19 |
| 200- 499 | 12 |
| 500 - 999 | 7 |
| 1 000 and more | 16 |
| Student | 12 |
| Other not gainfully employed | 1 |
| Conducted by: Wissler & Partner, Basel | |

| | |
|--|-----------------|
| Visitors (number of entries) | 49 048 |
| Proportion of trade visitors | 94% |
| Germany (total) | 54 |
| of which | |
| Nielsen 1 | 10 |
| Nielsen 2 | 37 |
| Nielsen 3a | 24 |
| Nielsen 3b | 12 |
| Nielsen 4 | 9 |
| Nielsen 5+6 | 5 |
| Bremen | 1 |
| Hamburg | 2 |
| Lower Saxony | 5 |
| Schleswig-Holstein | 2 |
| West Pommern | - |
| North Rhine-Westph. | 37 |
| Saxony-Anhalt | - |
| Hesse | 8 |
| Rhineland-Palatinate | 15 |
| Saarland | 1 |
| Thuringia | - |
| Baden-Württemb. | 12 |
| Foreign (total) | 46 |
| of which | |
| EU | 76 |
| Other european countries | 9 |
| North America | 7 |
| South-, East-, Central Asia | 5 |
| Other countries | 4 |
| Distance to home | % |
| up to 50 km | 12 |
| more than 50 km up to 100 km | 9 |
| more than 100 km up to 300 km | 24 |
| over 300 km | 54 |
| Countries with the highest visitor shares | % |
| Netherlands | 12 |
| France | 11 |
| United Kingdom | 6 |
| Belgium | 5 |
| Spain | 5 |
| Frequency of visits to trade fair | % |
| Previous event | 43 |
| Earlier events | 48 |
| First visit | 36 |
| Average length of stay | 1,9 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 39 |
| Collectively | 25 |
| In an advisory capacity | 18 |
| No | 9 |
| Student | 8 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 27 |
| Research/development/design | 3 |
| Manufacturing, production, quality control | 4 |
| Buying/procurement | 15 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | 1 |
| Sales | 25 |
| Marketing, advertising, PR | 7 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | - |
| Other area | 5 |
| Event organisation | 1 |
| Student | 8 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 39 |
| Managing director, board member, head of an authority etc. | 12 |
| Area manager, works manager, plant manager, branch manager, head of public office | 11 |
| Department head, group head, team leader | 10 |
| Other salaried staff, civil servant, skilled worker | 11 |
| Lecturer, teacher | 2 |
| Trainee | 4 |
| Other position | 2 |
| Student | 8 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Retail trade | 27 |
| Wholesale/foreign trade | 25 |
| Catering | 13 |
| Hotel | 5 |
| Manufacturing sector | 4 |
| Event agency | 1 |
| Media, press, publishing | 2 |
| Other service | 6 |
| Trade association, institution | 2 |
| University/college/polytechnic | 1 |
| Public authority | 1 |
| Other sectors | 5 |
| Student | 8 |
| Other not gainfully employed | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 29 |
| 5- 9 | 13 |
| 10- 49 | 21 |
| 50- 199 | 12 |
| 200- 499 | 5 |
| 500 - 999 | 2 |
| 1 000 and more | 6 |
| Student | 8 |
| Other not gainfully employed | 1 |
| N/A | 3 |
| Conducted by: Wissler & Partner, Basel | |

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 16 228 |
| Proportion of trade visitors | 100% |
| Germany (total) | 50 |
| of which | |
| Nielsen 1 | 16 |
| Nielsen 2 | 34 |
| Nielsen 3a | 18 |
| Nielsen 3b | 13 |
| Nielsen 4 | 10 |
| Nielsen 5+6 | 5 |
| Bremen | 2 |
| Hamburg | 4 |
| Lower Saxony | 7 |
| Schleswig-Holstein | 3 |
| West Pommern | 1 |
| North Rhine-Westph. | 34 |
| Saxony-Anhalt | 1 |
| Hesse | 10 |
| Rhineland-Palatinate | 6 |
| Saarland | 1 |
| Thuringia | 1 |
| Baden-Württemb. | 13 |
| Foreign (total) | 50 |
| of which | |
| EU | 82 |
| Other european countries | 12 |
| Other countries | 6 |
| Distance to home | % |
| up to 50 km | 15 |
| more than 50 km up to 100 km | 5 |
| more than 100 km up to 300 km | 26 |
| over 300 km | 54 |
| Countries with the highest visitor shares | % |
| Netherlands | 17 |
| Austria | 9 |
| United Kingdom | 7 |
| Italy | 7 |
| Belgium | 5 |
| Frequency of visits to trade fair | % |
| Previous event | 36 |
| Earlier events | 50 |
| First visit | 37 |
| Average length of stay | 1,9 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 49 |
| Collectively | 26 |
| In an advisory capacity | 17 |
| No | 6 |
| Student | 1 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 40 |
| Research/development/design | 1 |
| Manufacturing, production, quality control | 2 |
| Buying/procurement | 15 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | - |
| Personnel administration, administration | - |
| Sales | 23 |
| Marketing, advertising, PR | 11 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 1 |
| Other area | 2 |
| Student | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 40 |
| Managing director, board member, head of an authority etc. | 17 |
| 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 | 16 |
| Lecturer, teacher | 1 |
| Trainee | 2 |
| Other position | 2 |
| Student | 1 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Advertising speciality trader | 54 |
| Advertising speciality wholesale trader | 12 |
| Full-service agency | 7 |
| Services, promotion fitting | 3 |
| Textile finishing | 4 |
| Advertising agency | 5 |
| Manufacturers, importer | 10 |
| Other sectors | 4 |
| Student | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 34 |
| 5- 9 | 24 |
| 10- 49 | 25 |
| 50- 199 | 9 |
| 200 - 499 | 4 |
| 500 - 999 | 1 |
| 1 000 and more | 1 |
| Student | 1 |
| Other not gainfully employed | 1 |
| Conducted by: Wissler & Partner, Basel | |

REHACARE INTERNATIONAL Düsseldorf

Trade visitors' profile

| | | | |
|--|-----------------|---|----|
| Visitors (number of entries) | 50 912 | Sales | 9 |
| Proportion of trade visitors | 69% | Marketing, advertising, PR | 1 |
| Germany (total) | 82 | Logistics: storage, material management, transport | 1 |
| of which | | Maintenance/repairs | 2 |
| Nielsen 1 | 9 | Other area | 42 |
| Bremen | 1 | Student | 8 |
| Hamburg | 1 | Other not gainfully employed | 3 |
| Lower Saxony | 6 | | |
| Schleswig-Holstein | 1 | Position in the company/organisation | % |
| Nielsen 2 | 66 | Entrepreneur, co-owner, freelancer | 15 |
| North Rhine-Westph. | 66 | Managing director, board member, head of an authority etc. | 6 |
| Nielsen 3a | 11 | Area manager, works manager, plant manager, branch manager, head of public office | 6 |
| Hesse | 4 | Department head, group head, team leader | 12 |
| Rhineland-Palatinate | 6 | Other salaried staff, civil servant, skilled worker | 29 |
| Saarland | 1 | Lecturer, teacher | 5 |
| Nielsen 3b | 3 | Trainee | 11 |
| Baden-Württemberg | 3 | Other position | 6 |
| | | Student | 8 |
| | | Other not gainfully employed | 3 |
| Foreign (total) | 18 | Economic sector | % |
| of which | | Medicine and sanitary/medical specialist trade | 14 |
| EU | 66 | Orthopaedic trade | 4 |
| Other European countries | 13 | Rehabilitation facilities | 8 |
| South-, East-, Central Asia | 7 | Special facilities (school, workshop, nursery) | 6 |
| Other countries | 14 | In-patient/stationary care and nursing facilities | 5 |
| | | Out-patient nursing services | 4 |
| Distance to home | % | Medical technical service | 1 |
| up to 50 km | 34 | Cost unit | 3 |
| more than 50 km up to 100 km | 16 | Doctor's practice | 1 |
| more than 100 km up to 300 km | 30 | Other practices | 6 |
| over 300 km | 20 | Hospital/clinic | 5 |
| | | Auxiliary materials | 2 |
| Countries with the highest visitor shares | % | Other industry | 3 |
| Netherlands | 10 | Architect's/planning office | 1 |
| France | 9 | Organisation on disability | 3 |
| Belgium | 8 | Welfare association | 1 |
| Italy | 7 | Other service enterprises, consultancies | 6 |
| Sweden | 5 | Other association, organisation | 2 |
| | | Public authority | 4 |
| Frequency of visits to trade fair | % | University/college/polytechnic | 3 |
| Previous event | 30 | Other sectors | 8 |
| Earlier events | 50 | Student | 8 |
| First visit | 42 | Other not gainfully employed | 3 |
| | | | |
| Average length of stay | 1,4 days | Size of company/organisation: | |
| | | Number of employees | % |
| Influence on purchasing/procurement decisions | % | 1- 4 | 11 |
| Decisively | 18 | 500 - 999 | 5 |
| Collectively | 24 | 5- 9 | 7 |
| In an advisory capacity | 27 | 1 000 and more | 12 |
| No | 20 | 10- 49 | 23 |
| Student | 8 | 50- 199 | 16 |
| Other not gainfully employed | 3 | 200- 499 | 9 |
| | | Other not gainfully employed | 3 |
| Area of responsibility | % | N/A | 6 |
| Management | 13 | | |
| Research/development/design | 4 | | |
| Manufacturing, production, quality control | 4 | | |
| Buying/procurement | 5 | | |
| Finance/accounting, controlling | 1 | | |
| Information and communication technology | 2 | | |
| Personnel administration, administration | 6 | | |

Conducted by: Wissler & Partner, Basel

TOP HAIR INTERNATIONAL (2013) Düsseldorf

Trade visitors' profile

| | | | |
|--|-----------------|---|----|
| Visitors (number of entries) | 31 797 | Area of responsibility | % |
| Proportion of trade visitors | 97% | Management | 40 |
| Germany (total) | 90 | Research/development/design | 1 |
| of which | | Manufacturing, production, quality control | 6 |
| Nielsen 1 | 16 | Buying/procurement | 3 |
| Bremen | 1 | Finance/accounting, controlling | - |
| Hamburg | 2 | Information and communication technology | 6 |
| Lower Saxony | 10 | Organisation, personnel, administration | 5 |
| Schleswig-Holstein | 3 | Sales | 6 |
| Nielsen 2 | 50 | Marketing, advertising, PR | 2 |
| North Rhine-Westph. | 50 | Logistics: storage, material management, transport | - |
| Nielsen 3a | 15 | Maintenance/repairs | 1 |
| Hesse | 5 | Other area | 29 |
| Rhineland-Palatinate | 8 | Student | 4 |
| Saarland | 2 | Other not gainfully employed | 2 |
| Nielsen 3b | 7 | | |
| Baden-Württemberg | 7 | Position in the company/organisation | % |
| | | Entrepreneur, co-owner, freelancer | 48 |
| | | Managing director, board member, head of an authority etc. | 4 |
| | | Area manager, works manager, plant manager, branch manager, head of public office | 2 |
| | | Department head, group head, team leader | 5 |
| | | Other salaried staff, civil servant, skilled worker | 14 |
| | | Lecturer, teacher | 2 |
| | | Trainee | 17 |
| | | Other position | 3 |
| | | Student | 4 |
| | | Other not gainfully employed | 2 |
| | | | |
| Distance to home | % | Economic sector | % |
| up to 50 km | 25 | Hairdressers' trade | 87 |
| more than 50 km up to 100 km | 18 | Other skilled trades | 1 |
| more than 100 km up to 300 km | 27 | Cosmetics/pharmaceuticals/chemical industry | 1 |
| over 300 km | 31 | Trade | 3 |
| | | Media, press, publishing | 1 |
| Countries with the highest visitor shares | % | Other service | 1 |
| Netherlands | 30 | Other sectors | 1 |
| Belgium | 23 | Student | 4 |
| Austria | 19 | Other not gainfully employed | 2 |
| | | | |
| Frequency of visits to exhibition | % | Size of company/organisation: | |
| Previous event | 43 | Number of employees | % |
| Earlier events | 56 | 1- 4 | 47 |
| First visit | 30 | 500 - 999 | 1 |
| | | 5- 9 | 23 |
| Average length of stay | 1,4 days | 10- 49 | 14 |
| | | 50- 199 | 2 |
| Influence on purchasing/procurement decisions | % | 200- 499 | 1 |
| Decisively | 37 | Other not gainfully employed | 2 |
| Collectively | 19 | N/A | 6 |
| In an advisory capacity | 18 | | |
| No | 21 | | |
| Student | 4 | | |
| Other not gainfully employed | 2 | | |

Conducted by: Wissler & Partner, Basel

TourNatur

Private visitors' profile

| | | | |
|--|----------------|--|----------------|
| Visitors (number of entries) | 36 821* | Visitors (number of entries) | 36 821* |
| Proportion of private visitors | 93% | Proportion of private visitors | 93% |
| Germany (total) | 99 | Germany (total) | 99 |
| of which | | of which | |
| Nielsen 1 | 1 | Nielsen 4 | - |
| Bremen | - | Bavaria | - |
| Hamburg | - | Nielsen 5+6 | - |
| Lower Saxony | - | Berlin | - |
| Schleswig-Holstein | - | Brandenburg | - |
| Nielsen 2 | 94 | Mecklenburg- | - |
| North Rhine-Westph. | 94 | West Pomerania | - |
| Nielsen 3a | 4 | Saxony-Anhalt | - |
| Hesse | - | Nielsen 7 | - |
| Rhineland-Palatinate | - | Saxony | - |
| Saarland | - | Thuringia | - |
| Nielsen 3b | - | | |
| Baden-Württemberg | - | | |
| | | Foreign (total) | 1 |
| | | | |
| Distance to home | % | Distance to home | % |
| up to 50 km | 75 | up to 50 km | 75 |
| more than 50 km up to 100 km | 14 | more than 50 km up to 100 km | 14 |
| more than 100 km up to 300 km | 10 | more than 100 km up to 300 km | 10 |
| over 300 km | 1 | over 300 km | 1 |
| | | | |
| Frequency of visits to trade fair | % | Frequency of visits to trade fair | % |
| Previous event | 39 | Previous event | 39 |
| Earlier events | 49 | Earlier events | 49 |
| First visit | 42 | First visit | 42 |
| | | | |
| Sex | % | Sex | % |
| Male | 45 | Male | 45 |
| Female | 55 | Female | 55 |
| | | | |
| Size of household | % | Size of household | % |
| 1 person | 22 | 1 person | 22 |
| 2 persons | 52 | 2 persons | 52 |
| 3 persons | 12 | 3 persons | 12 |
| 4 persons | 11 | 4 persons | 11 |
| 5 persons and more | 4 | 5 persons and more | 4 |
| | | | |
| Age | % | Age | % |
| up to 20 years | 2 | up to 20 years | 2 |
| over 20 up to 30 years | 5 | over 20 up to 30 years | 5 |
| over 30 up to 40 years | 11 | over 30 up to 40 years | 11 |
| over 40 up to 50 years | 29 | over 40 up to 50 years | 29 |
| over 50 up to 60 years | 29 | over 50 up to 60 years | 29 |
| over 60 up to 70 years | 16 | over 60 up to 70 years | 16 |
| over 70 years | 8 | over 70 years | 8 |

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

Trade visitors' profile

| | |
|---|----|
| Position in the company/organisation | % |
| 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 | 3 |
| Department head, group head, team leader | 7 |
| Other salaried staff, civil servant, skilled worker | 43 |
| Lecturer, teacher | 5 |
| Trainee | 1 |
| Housewife/man | 3 |
| Old-age pensioner | 20 |
| Other not gainfully employed | 1 |
| Other position | 5 |
| Student | 3 |
| Buying and ordering capacity | % |
| Purchase or order made or intended at the exhibition | |
| yes | 55 |
| no | 10 |
| maybe | 36 |
| Follow-up business | % |
| Intend to buy at later date | |
| yes | 35 |
| no | 8 |
| maybe | 57 |
| Conducted by: Wissler & Partner, Basel | |

| | |
|--|-----------------|
| Visitors (number of entries) | 33 668* |
| Proportion of trade visitors | 98% |
| Germany (total) | 44 |
| of which | |
| Nielsen 1 | 9 |
| Nielsen 2 | 56 |
| Nielsen 3a | 11 |
| Nielsen 3b | 8 |
| Nielsen 3c | 8 |
| Nielsen 4 | 7 |
| Nielsen 5+6 | 5 |
| Nielsen 7 | 4 |
| Nielsen 8 | 1 |
| Other not gainfully employed | 1 |
| Foreign (total) | 56 |
| of which | |
| EU | 60 |
| Other european countries | 10 |
| Africa | 5 |
| North America | 7 |
| South and Central America | 4 |
| Middle East | 5 |
| South-, East-, Central Asia | 8 |
| Australia | 1 |
| Distance to home | % |
| up to 50 km | 15 |
| more than 50 km up to 100 km | 8 |
| more than 100 km up to 300 km | 17 |
| over 300 km | 61 |
| Countries with the highest visitor shares | % |
| Netherlands | 8 |
| Italy | 8 |
| France | 7 |
| USA | 6 |
| Spain | 5 |
| Frequency of visits to trade fair | % |
| Previous event | 40 |
| Earlier events | 41 |
| First visit | 43 |
| Average length of stay | 1,9 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 31 |
| Collectively | 36 |
| In an advisory capacity | 22 |
| No | 10 |
| Student | 2 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 21 |
| Research/development/design | 14 |
| Manufacturing, production, quality control | 16 |
| Buying/procurement | 17 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | - |
| Personnel administration, administration | 1 |
| Sales | 20 |
| Marketing, advertising, PR | 2 |
| Logistics: storage, material management, transport | 2 |
| Maintenance/repairs | 2 |
| Other area | 3 |
| Student | 2 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 15 |
| Managing director, board member, head of an authority etc. | 16 |
| Area manager, works manager, plant manager, branch manager, head of public office | 20 |
| Department head, group head, team leader | 23 |
| Other salaried staff, civil servant, skilled worker | 20 |
| Lecturer, teacher | - |
| Trainee | 2 |
| Other position | 2 |
| Student | 2 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Tube industry | 29 |
| Iron, steel and non-ferrous metals industry | 11 |
| Motor vehicle industry | 6 |
| Oil and gas industry | 4 |
| Chemical industry | 2 |
| Electrical industry | 2 |
| Other industry | 11 |
| Trade | 17 |
| Skilled trades | 7 |
| Service | 5 |
| Other sectors | 5 |
| Student | 2 |
| Other not gainfully employed | 1 |
| Size of company/organisation: Number of employees | % |
| 1- 4 | 6 |
| 5- 9 | 7 |
| 10- 49 | 19 |
| 50- 199 | 25 |
| 200- 499 | 11 |
| 500 - 999 | 7 |
| 1 000 and more | 20 |
| Student | 2 |
| Other not gainfully employed | 1 |
| N/A | 1 |
| Conducted by: Wissler & Partner, Basel | |

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 10 578 |
| Proportion of trade visitors | 99% |
| Germany (total) | 31 |
| of which | |
| Nielsen 1 | 9 |
| Nielsen 2 | 57 |
| Nielsen 3a | 16 |
| Nielsen 3b | 9 |
| Nielsen 3c | 9 |
| Nielsen 4 | 5 |
| Nielsen 5+6 | 1 |
| Nielsen 7 | 4 |
| Nielsen 8 | 1 |
| Other not gainfully employed | 1 |
| Foreign (total) | 69 |
| of which | |
| EU | 62 |
| Other european countries | 8 |
| Africa | 3 |
| North America | 3 |
| Middle East | 6 |
| South-, East-, Central Asia | 13 |
| Other countries | 4 |
| Distance to home | % |
| up to 50 km | 10 |
| 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 |
| Italy | 10 |
| United Kingdom | 9 |
| Belgium | 6 |
| India | 6 |
| Frequency of visits to trade fair | % |
| Previous event | 29 |
| Earlier events | 23 |
| 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 | - |
| Organisation, personnel, administration | - |
| Sales | 30 |
| 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/organisation | % |
| Entrepreneur, co-owner, freelancer | 14 |
| Managing director, board member, head of an authority etc. | 17 |
| Area manager, works manager, plant manager, branch manager, head of public office | 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/organisation: 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 | |

*) ascertained by a representative poll

wire → Düsseldorf

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 38 050* | Area of responsibility | % |
| Proportion of trade visitors | 99% | Management | 25 |
| Germany (total) | 34 | Research/development/design | 19 |
| of which | | Manufacturing, production, quality control | 23 |
| Nielsen 1 | 7 | Buying/procurement | 10 |
| Bremen | 1 | Finance/accounting, controlling | 1 |
| Hamburg | 3 | Information and communication technology | - |
| Lower Saxony | 4 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 4 | Sales | 11 |
| Nielsen 2 | 47 | Marketing, advertising, PR | 2 |
| North Rhine-Westph. | 47 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 11 | Maintenance/repairs | 2 |
| Hesse | 6 | Other area | 3 |
| Rhineland-Palatinate | 4 | Student | 1 |
| Saarland | 1 | Other not gainfully employed | 1 |
| Nielsen 3b | 11 | Position in the company/organisation | % |
| Baden-Württemberg | 11 | Entrepreneur, co-owner, freelancer | 19 |
| Foreign (total) | 66 | Managing director, board member, head of an authority etc. | 16 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 19 |
| EU | 50 | Department head, group head, team leader | 24 |
| Other european countries | 10 | Other salaried staff, civil servant, skilled worker | 16 |
| Africa | 4 | Lecturer, teacher | 1 |
| North America | 8 | Trainee | 1 |
| South and Central America | 4 | Other position | 2 |
| Middle East | 4 | Student | 1 |
| South-, East-, Central Asia | 18 | Other not gainfully employed | 1 |
| Australia | 2 | Economic sector | % |
| Distance to home | % | Wire industry | 32 |
| up to 50 km | 7 | Cable industry | 13 |
| more than 50 km up to 100 km | 8 | Iron, steel and non-ferrous metals industry | 10 |
| more than 100 km up to 300 km | 11 | Motor vehicle industry | 9 |
| over 300 km | 73 | Electrical industry | 2 |
| Countries with the highest visitor shares | % | Construction industry | 2 |
| India | 10 | Other industry | 8 |
| Italy | 8 | Trade | 11 |
| USA | 8 | Skilled trades | 4 |
| France | 6 | Service | 4 |
| United Kingdom | 6 | Other sectors | 4 |
| Frequency of visits to trade fair | % | Student | 1 |
| Previous event | 43 | Other not gainfully employed | 1 |
| Earlier events | 46 | Size of company/organisation: | % |
| First visit | 36 | Number of employees | |
| Average length of stay | 2,1 days | 1- 4 | 8 |
| Influence on purchasing/procurement decisions | % | 500 - 999 | 8 |
| Decisively | 33 | 5- 9 | 4 |
| Collectively | 35 | 1 000 and more | 16 |
| In an advisory capacity | 21 | 10- 49 | 18 |
| No | 10 | 50- 199 | 28 |
| Student | 1 | 200- 499 | 13 |
| Other not gainfully employed | 1 | Other not gainfully employed | 1 |
| | | N/A | 2 |

*) ascertained by a representative poll

Grüne Tage Thüringen (2012) → Erfurt

Private visitors' profile

| | | | |
|--|---------------|---|----------|
| Visitors (number of entries) | 23 908 | Position in the company/organisation | % |
| Proportion of private visitors | 76% | Entrepreneur, co-owner, freelancer | 8 |
| 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 | - | Department head, group head, team leader | 7 |
| Bremen | - | Other salaried staff, civil servant, skilled worker | 30 |
| Hamburg | - | Lecturer, teacher | 3 |
| Lower Saxony | - | Trainee | 3 |
| Schleswig-Holstein | - | Other position | 10 |
| Nielsen 2 | - | Student | 3 |
| North Rhine-Westph. | - | Housewife/man | 3 |
| Nielsen 3a | 2 | Old-age pensioner | 22 |
| Hesse | 2 | Other not gainfully employed | 7 |
| Rhineland-Palatinate | - | Buying and ordering capacity | % |
| Saarland | 93 | Purchase or order made or intended at the exhibition | 74 |
| Nielsen 3b | - | yes | 11 |
| Baden-Württemberg | - | no | 15 |
| Foreign (total) | 1 | maybe | 15 |
| Distance to home | % | Follow-up business | % |
| up to 50 km | 48 | Intend to buy at later date | 30 |
| more than 50 km up to 100 km | 40 | yes | 28 |
| more than 100 km up to 300 km | 11 | no | 42 |
| over 300 km | 2 | maybe | 42 |
| Frequency of visits to trade fair | % | Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |
| 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 | | |

Conducted by: Wissler & Partner, Basel

inoga with IKA (2012)

Trade visitors' profile

| | | | |
|--|-----------------|--|-----------------|
| Visitors (number of entries) | 16 527 | Proportion of trade visitors | 36% |
| Germany (total) | 85 | Germany (total) | 85 |
| of which | | of which | |
| Nielsen 1 | 4 | Nielsen 1 | 4 |
| Bremen | - | Bremen | - |
| Hamburg | - | Hamburg | - |
| Lower Saxony | 3 | Lower Saxony | 3 |
| Schleswig-Holstein | 1 | Schleswig-Holstein | 1 |
| Nielsen 2 | 2 | Nielsen 2 | 2 |
| North Rhine-Westph. | 2 | North Rhine-Westph. | 2 |
| Nielsen 3a | 12 | Nielsen 3a | 12 |
| Hesse | 10 | Hesse | 10 |
| Rhineland-Palatinate | 1 | Rhineland-Palatinate | 1 |
| Saarland | - | Saarland | - |
| Nielsen 3b | 2 | Nielsen 3b | 2 |
| Baden-Württemberg | 2 | Baden-Württemberg | 2 |
| Foreign (total) | 15 | Foreign (total) | 15 |
| of which | | of which | |
| EU | 53 | EU | 53 |
| Other european countries | 19 | Other european countries | 19 |
| North America | 16 | North America | 16 |
| Other countries | 12 | Other countries | 12 |
| Distance to home | % | Distance to home | % |
| up to 50 km | 32 | up to 50 km | 32 |
| 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 | 21 | more than 100 km up to 300 km | 21 |
| over 300 km | 27 | over 300 km | 27 |
| Countries with the highest visitor shares | % | Countries with the highest visitor shares | % |
| USA | 16 | USA | 16 |
| Sweden | 9 | Sweden | 9 |
| Frequency of visits to trade fair | % | Frequency of visits to trade fair | % |
| Previous event | 14 | Previous event | 14 |
| Earlier events | 20 | Earlier events | 20 |
| First visit | 74 | First visit | 74 |
| Average length of stay | 1,4 days | Average length of stay | 1,4 days |
| Influence on purchasing/procurement decisions | % | Influence on purchasing/procurement decisions | % |
| Decisively | 25 | Decisively | 25 |
| Collectively | 25 | Collectively | 25 |
| In an advisory capacity | 18 | In an advisory capacity | 18 |
| No | 24 | No | 24 |
| Student | 4 | Student | 4 |
| Other not gainfully employed | 6 | Other not gainfully employed | 6 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 15 |
| Research/development/design | 3 |
| Manufacturing, production, quality control | 19 |
| Buying/procurement | 7 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | - |
| Organisation, personnel, administration | 2 |
| Sales | 10 |
| Marketing, advertising, PR | 2 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 2 |
| Other area | 29 |
| Student | 4 |
| Other not gainfully employed | 6 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 17 |
| Managing director, board member, head of an authority etc. | 4 |
| Area manager, works manager, plant manager, branch manager, head of public office | 7 |
| Department head, group head, team leader | 11 |
| Other salaried staff, civil servant, skilled worker | 23 |
| Lecturer, teacher | 8 |
| Trainee | 19 |
| Other position | 3 |
| Student | 4 |
| Other not gainfully employed | 6 |
| Economic sector | % |
| Catering | 46 |
| Hotel | 13 |
| Catering | 7 |
| Wholesale trade | 1 |
| Retail trade/specialist trade | 3 |
| Industry | 3 |
| Skilled trades | 3 |
| Manufacturing sector | 1 |
| Authority/public services | 6 |
| Association/society | 3 |
| Educational institutions, vocational and advanced training | 1 |
| Other sectors | 7 |
| Student | 4 |
| Other not gainfully employed | 6 |
| Size of company/organisation: | |
| Number of employees | % |
| 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 |
| of which | |
| Nielsen 1 | 1 |
| Nielsen 4 | 5 |
| Bremen | - |
| Bavaria | 5 |
| Hamburg | - |
| Nielsen 5+6 | 6 |
| Lower Saxony | 1 |
| Berlin | 2 |
| Schleswig-Holstein | - |
| Brandenburg | 2 |
| Nielsen 2 | 1 |
| Mecklenburg- | |
| North Rhine-Westph. | 1 |
| West Pommerania | - |
| Nielsen 3a | 3 |
| Saxony-Anhalt | 3 |
| Hesse | 2 |
| Nielsen 7 | 83 |
| Rhineland-Palatinate | 1 |
| Saxony | 2 |
| Saarland | - |
| Thuringia | 80 |
| Nielsen 3b | 1 |
| Baden-Württemberg | 1 |
| Foreign (total) | 6 |
| Distance to home | % |
| up to 50 km | 58 |
| more than 50 km up to 100 km | 17 |
| more than 100 km up to 300 km | 13 |
| over 300 km | 12 |
| Frequency of visits to trade fair | % |
| Previous event | 16 |
| Earlier events | 35 |
| First visit | 57 |
| Sex | % |
| Male | 39 |
| Female | 61 |
| Size of household | % |
| 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 |

| | |
|---|----|
| 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 | 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

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 3 049 |
| Proportion of trade visitors | 70% |
| Germany (total) | 96 |
| of which | |
| Nielsen 1 | 7 |
| Nielsen 4 | 23 |
| Bremen | - |
| Bavaria | 23 |
| Hamburg | - |
| Nielsen 5+6 | 9 |
| Lower Saxony | 5 |
| Berlin | 5 |
| Schleswig-Holstein | 1 |
| Brandenburg | 2 |
| Nielsen 2 | 8 |
| Mecklenburg- | |
| North Rhine-Westph. | 8 |
| West Pommerania | - |
| Nielsen 3a | 6 |
| Saxony-Anhalt | 2 |
| Hesse | 3 |
| Nielsen 7 | 35 |
| Rhineland-Palatinate | 2 |
| Saxony | 10 |
| Saarland | - |
| Thuringia | 25 |
| Nielsen 3b | 12 |
| Baden-Württemb. | 12 |
| Foreign (total) | 4 |
| Distance to home | % |
| up to 50 km | 21 |
| more than 50 km up to 100 km | 6 |
| more than 100 km up to 300 km | 27 |
| over 300 km | 46 |
| Frequency of visits to trade fair | % |
| Previous event | 17 |
| Earlier events | 9 |
| First visit | 73 |
| Average length of stay | 1,3 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 23 |
| Collectively | 23 |
| In an advisory capacity | 25 |
| No | 15 |
| Student | 13 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 20 |
| Research/development/design | 35 |
| Manufacturing, production, quality control | 11 |
| Buying/procurement | 4 |
| Finance/accounting, controlling | 2 |
| Information and communication technology | - |
| Personnel administration, administration | - |
| Sales | 6 |
| Marketing, advertising, PR | 4 |
| Logistics: storage, material management, transport | - |
| Maintenance/repairs | 1 |
| Other area | 4 |
| Student | 13 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 24 |
| Managing director, board member, head of an authority etc. | 7 |
| Area manager, works manager, plant manager, branch manager, head of public office | 6 |
| Department head, group head, team leader | 13 |
| Other salaried staff, civil servant, skilled worker | 27 |
| Lecturer, teacher | 2 |
| Trainee | 2 |
| Other position | 3 |
| Student | 15 |
| Economic sector | % |
| Machine and plant construction | 12 |
| Automobile industry or its supplying firms | 9 |
| Medical technology | 12 |
| Aerospace industry | 4 |
| Toolmaking and mould-making | 3 |
| Electrical engineering/electronics | 4 |
| Precision engineering and optics | 3 |
| Metal trade | 1 |
| Other industry | 1 |
| Skilled trades | 2 |
| Trade | 3 |
| Service | 15 |
| Universities | 19 |
| Other | 22 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 21 |
| 5- 9 | 6 |
| 10- 49 | 14 |
| 50- 199 | 16 |
| 200 - 499 | 11 |
| 500 - 999 | 2 |
| 1 000 and more | 18 |
| Student | 13 |

Conducted by: Honestly MT GmbH, Karlsruhe

Thüringen Ausstellung (2012) → Erfurt

Private visitors' profile

| | | | |
|--|----------------|---|----------|
| Visitors (number of entries) | 71 928 | Position in the company/organisation | % |
| 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 | Saxony-Anhalt | Old-age pensioner | 26 |
| Hesse | Nielsen 7 | Other not gainfully employed | 3 |
| Rhineland-Palatinate | Thuringia | | |
| Saarland | Saxony | | |
| Nielsen 3b | | | |
| Baden-Württemberg | | | |
| Distance to home | % | Buying and ordering capacity | % |
| up to 50 km | 61 | Purchase or order made or intended at the exhibition | |
| more than 50 km up to 100 km | 32 | yes | 76 |
| more than 100 km up to 300 km | 6 | no | 9 |
| over 300 km | 1 | maybe | 16 |
| Frequency of visits to trade fair | % | Follow-up business | % |
| 2011 | 42 | Intend to buy at later date | |
| 2010 | 39 | yes | 34 |
| 2009 | 32 | no | 21 |
| 2008 | 23 | maybe | 46 |
| Earlier events | 25 | | |
| First visit | 25 | | |
| Sex | % | Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |
| 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 | | |

DEUBAUKOM → Essen

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 34 746 | Area of responsibility | % |
| Proportion of trade visitors | 90% | Management | 9 |
| Germany (total) | 94 | Research/development/design | 2 |
| of which | | Manufacturing, production, quality control | 2 |
| Nielsen 1 | Nielsen 4 | Buying/procurement | 1 |
| Bremen | Bavaria | Finance/accounting, controlling | 2 |
| Hamburg | Nielsen 5+6 | Information and communication technology | 1 |
| Lower Saxony | Berlin | Personnel administration, administration | 5 |
| Schleswig-Holstein | Brandenburg | Sales | 1 |
| Nielsen 2 | Mecklenburg- | Marketing, advertising, PR | 2 |
| North Rhine-Westph. | West Pomerania | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | Saxony-Anhalt | Maintenance/repairs | 3 |
| Hesse | Nielsen 7 | Other area | 52 |
| Rhineland-Palatinate | Saxony | Student | 16 |
| Saarland | Thuringia | Other not gainfully employed | 3 |
| Nielsen 3b | | | |
| Baden-Württemberg | | | |
| Foreign (total) | 6 | Position in the company/organisation | % |
| of which | | Entrepreneur, co-owner, freelancer | 25 |
| EU | 70 | Managing director, board member, head of an authority etc. | 4 |
| Other countries | 30 | Area manager, works manager, plant manager, branch manager, head of public office | 3 |
| Distance to home | % | Department head, group head, team leader | 9 |
| up to 50 km | 45 | Foreman, master craftsman | 3 |
| more than 50 km up to 100 km | 24 | Other salaried staff, civil servant, skilled worker | 17 |
| more than 100 km up to 300 km | 24 | Lecturer, teacher | 3 |
| over 300 km | 8 | Trainee | 13 |
| Country with the highest visitor share | % | Other position | 4 |
| Netherlands | 48 | Student | 16 |
| Frequency of visits to trade fair | % | Other not gainfully employed | 3 |
| Previous event | 17 | | |
| Earlier events | 43 | Economic sector | % |
| First visit | 40 | Construction industry | 15 |
| Average length of stay | 1,1 days | Industrial construction | 2 |
| Influence on purchasing/procurement decisions | % | Main construction trade | 5 |
| Decisively | 21 | Ancillary construction trade | 2 |
| Collectively | 25 | Skilled trades | 11 |
| In an advisory capacity | 17 | Building materials industry | 2 |
| No | 18 | Architect | 12 |
| Student | 16 | Engineer | 12 |
| Other not gainfully employed | 3 | Building materials specialist trade | 1 |
| | | Housing industry | 3 |
| | | Ministry/public authority/municipal administration | 5 |
| | | University/polytechnic, research | 1 |
| | | Private property owner | 1 |
| | | Other sectors | 8 |
| | | Student | 16 |
| | | Other not gainfully employed | 3 |
| | | Size of company/organisation: | |
| | | Number of employees | % |
| | | 1- 4 | 25 |
| | | 5- 9 | 14 |
| | | 10- 49 | 17 |
| | | 50- 199 | 11 |
| | | 200- 499 | 3 |
| | | 500 - 999 | 3 |
| | | 1 000 and more | 7 |
| | | Student | 16 |
| | | Other not gainfully employed | 3 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

E-world energy & water

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 23 500 | Area of responsibility | % |
| Proportion of trade visitors | 98% | Management | 9 |
| Germany (total) | 84 | Research/development/design | 2 |
| of which | | Manufacturing, production, quality control | 2 |
| Nielsen 1 | Nielsen 4 | Buying/procurement | 1 |
| Bremen | Bavaria | Finance/accounting, controlling | 2 |
| Hamburg | Nielsen 5+6 | Information and communication technology | 1 |
| Lower Saxony | Berlin | Personnel administration, administration | 5 |
| Schleswig-Holstein | Brandenburg | Sales | 1 |
| Nielsen 2 | Mecklenburg- | Marketing, advertising, PR | 2 |
| North Rhine-Westph. | West Pomerania | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | Saxony-Anhalt | Maintenance/repairs | 3 |
| Hesse | Nielsen 7 | Other area | 52 |
| Rhineland-Palatinate | Saxony | Student | 16 |
| Saarland | Thuringia | Other not gainfully employed | 3 |
| Nielsen 3b | | | |
| Baden-Württemberg | | | |
| Foreign (total) | 16 | Position in the company/organisation | % |
| of which | | Entrepreneur, co-owner, freelancer | 25 |
| EU | 73 | Managing director, board member, head of an authority etc. | 4 |
| Other european countries | 23 | Area manager, works manager, plant manager, branch manager, head of public office | 3 |
| Other countries | 4 | Department head, group head, team leader | 9 |
| Distance to home | % | Foreman, master craftsman | 3 |
| up to 50 km | 24 | Other salaried staff, civil servant, skilled worker | 17 |
| more than 50 km up to 100 km | 13 | Lecturer, teacher | 3 |
| more than 100 km up to 300 km | 22 | Trainee | 13 |
| over 300 km | 41 | Other position | 4 |
| Countries with the highest visitor shares | % | Student | 16 |
| United Kingdom | 15 | Other not gainfully employed | 3 |
| Switzerland | 15 | | |
| Netherlands | 12 | Economic sector | % |
| Austria | 7 | Construction industry | 15 |
| Belgium | 6 | Industrial construction | 2 |
| Frequency of visits to trade fair | % | Main construction trade | 5 |
| Previous event | 30 | Ancillary construction trade | 2 |
| Earlier events | 36 | Skilled trades | 11 |
| First visit | 41 | Building materials industry | 2 |
| Average length of stay | 1,3 days | Architect | 12 |
| Influence on purchasing/procurement decisions | % | Engineer | 12 |
| Decisively | 23 | Building materials specialist trade | 1 |
| Collectively | 30 | Housing industry | 3 |
| In an advisory capacity | 24 | Ministry/public authority/municipal administration | 5 |
| No | 13 | University/polytechnic, research | 1 |
| Student | 10 | Private property owner | 1 |
| Other not gainfully employed | 1 | Other sectors | 8 |

Trade visitors' profile

Trade visitors' profile

| | |
|--|----|
| Area of responsibility | % |
| Management | 14 |
| Research/development/design | 5 |
| Manufacturing, production, quality control | 2 |
| Buying/procurement | 10 |
| Finance/accounting, controlling | 4 |
| Information and communication technology | 12 |
| Personnel administration, administration | 1 |
| Sales | 19 |
| Marketing, advertising, PR | 5 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 3 |
| Other area | 12 |
| Student | 10 |
| Other not gainfully employed | 1 |

| | | |
|------------------------------|-------------------|---|
| Visitors (number of entries) | 44 838 | |
| Proportion of trade visitors | 95% | |
| Germany (total) | 64 | |
| of which | | |
| Nielsen 1 | 19 Nielsen 4 | 7 |
| Bremen | - Bavaria | 7 |
| Hamburg | 1 Nielsen 5+6 | 4 |
| Lower Saxony | 16 Berlin | 1 |
| Schleswig-Holstein | 2 Brandenburg | 1 |
| Nielsen 2 | 48 Mecklenburg- | |
| North Rhine-Westph. | 48 West Pomerania | 1 |
| Nielsen 3a | 11 Saxony-Anhalt | 1 |
| Hesse | 5 Nielsen 7 | 3 |
| Rhineland-Palatinate | 4 Saxony | 1 |
| Saarland | 1 Thuringia | 1 |
| Nielsen 3b | 9 | |
| Baden-Württemb. | 9 | |

| | |
|--|----|
| Area of responsibility | % |
| Management | 28 |
| Research/development/design | 5 |
| Manufacturing, production, quality control | 15 |
| Buying/procurement | 6 |
| Finance/accounting, controlling | - |
| Information and communication technology | 1 |
| Personnel administration, administration | - |
| Sales | 18 |
| Marketing, advertising, PR | 3 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 3 |
| Other area | 13 |
| Student | 6 |
| Other not gainfully employed | 1 |

| | | |
|------------------------------|-------------------|---|
| Visitors (number of entries) | 6 696 | |
| Proportion of trade visitors | 99% | |
| Germany (total) | 27 | |
| of which | | |
| Nielsen 1 | 25 Nielsen 4 | 7 |
| Bremen | 1 Bavaria | 7 |
| Hamburg | 2 Nielsen 5+6 | 2 |
| Lower Saxony | 16 Berlin | 1 |
| Schleswig-Holstein | 5 Brandenburg | - |
| Nielsen 2 | 30 Mecklenburg- | |
| North Rhine-Westph. | 30 West Pomerania | 2 |
| Nielsen 3a | 18 Saxony-Anhalt | - |
| Hesse | 9 Nielsen 7 | 4 |
| Rhineland-Palatinate | 9 Saxony | 4 |
| Saarland | 1 Thuringia | - |
| Nielsen 3b | 14 | |
| Baden-Württemb. | 14 | |

| | |
|--|----|
| Area of responsibility | % |
| Management | 22 |
| Research/development/design | 18 |
| Manufacturing, production, quality control | 23 |
| Buying/procurement | 5 |
| Finance/accounting, controlling | - |
| Information and communication technology | 1 |
| Personnel administration, administration | - |
| Sales | 16 |
| Marketing, advertising, PR | 2 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 9 |
| Other area | 3 |
| Student | 1 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Position in the company/organisation | % |
| 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 | 11 |
| Department head, group head, team leader | 22 |
| Other salaried staff, civil servant, skilled worker | 31 |
| Lecturer, teacher | 2 |
| Trainee | 1 |
| Other position | 2 |
| Student | 10 |
| Other not gainfully employed | 1 |

| | |
|-----------------------------|----|
| Foreign (total) | 36 |
| of which | |
| EU | 70 |
| Other european countries | 16 |
| South-, East-, Central Asia | 5 |
| Other countries | 9 |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 29 |
| Managing director, board member, head of an authority etc. | 6 |
| Area manager, works manager, plant manager, branch manager, head of public office | 5 |
| Department head, group head, team leader | 7 |
| Other salaried staff, civil servant, skilled worker | 6 |
| Lecturer, teacher | 3 |
| Trainee | 16 |
| Other position | 3 |
| Farmer, horticulturist | 13 |
| Florist | 6 |
| Student | 6 |
| Other not gainfully employed | 1 |

| | |
|-----------------------------|----|
| Foreign (total) | 73 |
| of which | |
| EU | 43 |
| Other european countries | 14 |
| Africa | 4 |
| North America | 3 |
| South and Central America | 7 |
| Middle East | 7 |
| South-, East-, Central Asia | 22 |
| Other countries | - |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 16 |
| Managing director, board member, head of an authority etc. | 14 |
| Area manager, works manager, plant manager, branch manager, head of public office | 23 |
| Department head, group head, team leader | 20 |
| Other salaried staff, civil servant, skilled worker | 20 |
| Lecturer, teacher | - |
| Trainee | 2 |
| Other position | 4 |
| Student | 1 |
| Other not gainfully employed | 1 |

| | |
|--|----|
| Economic sector | % |
| Power supply company | 33 |
| Consultants, service providers | 24 |
| Public utilities, council representatives | 8 |
| Research, press, associations | 3 |
| Business customers, industrial enterprises | 13 |
| Other sectors | 9 |
| Student | 10 |
| Other not gainfully employed | 1 |

| | |
|-------------------------------|----|
| Distance to home | % |
| up to 50 km | 12 |
| more than 50 km up to 100 km | 14 |
| more than 100 km up to 300 km | 28 |
| over 300 km | 46 |

| | |
|---|----|
| Economic sector | % |
| Plant producer | 21 |
| Florist wholesale trade | 4 |
| Seed trade | 2 |
| End-sales outlet | 6 |
| Public authority, municipal garden department | 2 |
| Horticulture and landscape gardening | 13 |
| Landscape designer | 2 |
| Garden centre | 4 |
| Gardening company | 7 |
| Florist, specialist retailer | 8 |
| Fruit and vegetable growing | 1 |
| Cemetery gardeners | 2 |
| Substrate manufacturers | 1 |
| Nursery | 6 |
| Wholesale market | 3 |
| Other sectors | 11 |
| Student | 6 |
| Other not gainfully employed | 1 |

| | |
|-------------------------------|----|
| Distance to home | % |
| up to 50 km | 4 |
| more than 50 km up to 100 km | 5 |
| more than 100 km up to 300 km | 14 |
| over 300 km | 77 |

| | |
|------------------------------|----|
| Economic sector | % |
| Metal package | 65 |
| Filling and packing industry | 13 |
| Consulting company | 4 |
| Other sectors | 17 |
| Student | 1 |
| Other not gainfully employed | 1 |

| | | | |
|-------------------------------|----|------------------------------|----|
| Size of company/organisation: | | | |
| Number of employees | % | | |
| 1- 4 | 8 | 500 - 999 | 5 |
| 5- 9 | 6 | 1 000 and more | 31 |
| 10- 49 | 14 | Student | 10 |
| 50- 199 | 15 | Other not gainfully employed | 1 |
| 200- 499 | 11 | | |

| | |
|---|----|
| Countries with the highest visitor shares | % |
| Netherlands | 26 |
| France | 6 |
| Turkey | 6 |
| Italy | 6 |
| Poland | 5 |

| | | | |
|-------------------------------|----|------------------------------|---|
| Size of company/organisation: | | | |
| Number of employees | % | | |
| 1- 4 | 21 | 500 - 999 | 2 |
| 5- 9 | 25 | 1 000 and more | 5 |
| 10- 49 | 27 | Student | 6 |
| 50- 199 | 10 | Other not gainfully employed | 1 |
| 200- 499 | 3 | | |

| | |
|---|---|
| Countries with the highest visitor shares | % |
| Italy | 9 |
| Netherlands | 8 |
| Switzerland | 7 |
| Spain | 5 |
| Turkey | 5 |

| | | | |
|-------------------------------|----|------------------------------|----|
| Size of company/organisation: | | | |
| Number of employees | % | | |
| 1- 4 | 8 | 500 - 999 | 9 |
| 5- 9 | 5 | 1 000 and more | 18 |
| 10- 49 | 14 | Student | 1 |
| 50- 199 | 24 | Other not gainfully employed | 1 |
| 200- 499 | 20 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

| | |
|-----------------------------------|----|
| Frequency of visits to trade fair | % |
| Previous event | 32 |
| Earlier events | 41 |
| First visit | 31 |

| | |
|-----------------------------------|----|
| Frequency of visits to trade fair | % |
| 2011 | 33 |
| 2008 | 24 |
| 2005 | 15 |
| 2002 | 9 |
| Earlier events | 8 |
| First visit | 54 |

| | |
|-----------------------------------|----|
| Frequency of visits to trade fair | % |
| 2011 | 33 |
| 2008 | 24 |
| 2005 | 15 |
| 2002 | 9 |
| Earlier events | 8 |
| First visit | 54 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

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

| | |
|---|----|
| Influence on purchasing/procurement decisions | % |
| Decisively | 30 |
| Collectively | 35 |
| In an advisory capacity | 22 |
| No | 12 |
| Student | 1 |
| Other not gainfully employed | 1 |

REIFEN → Essen

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 19 541 | Area of responsibility | % |
| Proportion of trade visitors | 98% | Management | 34 |
| Germany (total) | 37 | Research/development/design | 6 |
| of which | | Manufacturing, production, quality control | 4 |
| Nielsen 1 | 12 | Buying/procurement | 12 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | 1 | Information and communication technology | 2 |
| Lower Saxony | 10 | Personnel administration, administration | - |
| Schleswig-Holstein | 1 | Sales | 25 |
| Nielsen 2 | 41 | Marketing, advertising, PR | 4 |
| North Rhine-Westph. | 41 | Logistics: storage, material management, transport | 2 |
| Nielsen 3a | 17 | Maintenance/repairs | 5 |
| Hesse | 8 | Other area | 4 |
| Rhineland-Palatinate | 8 | Student | 2 |
| Saarland | 1 | Other not gainfully employed | 1 |
| Nielsen 3b | 12 | Position in the company/organisation | % |
| Baden-Württemb. | 12 | Entrepreneur, co-owner, freelancer | 39 |
| | | Managing director, board member, head of an authority etc. | 18 |
| Foreign (total) | 63 | Area manager, works manager, plant manager, branch manager, head of public office | 13 |
| of which | | Department head, group head, team leader | 12 |
| EU | 62 | Other salaried staff, civil servant, skilled worker | 12 |
| Other european countries | 10 | Lecturer, teacher | 1 |
| Africa | 10 | Trainee | 1 |
| North America | 7 | Other position | 3 |
| South and Central America | 4 | Student | 2 |
| Middle East | 3 | Other not gainfully employed | 1 |
| South-, East-, Central Asia | 3 | Economic sector | % |
| Australia | 1 | Tire service | 24 |
| | | Tire trade | 33 |
| Distance to home | % | Vulcanizing company | 4 |
| up to 50 km | 7 | Motor vehicle workshop | 5 |
| more than 50 km up to 100 km | 6 | Transport company | 1 |
| more than 100 km up to 300 km | 18 | Tire trade, craftsman's company | 6 |
| over 300 km | 70 | Independent car dealer's | 1 |
| Countries with the highest visitor shares | % | Tire manufacturing technology | 2 |
| Italy | 9 | Tire manufacturing and design | 3 |
| Belgium | 6 | Industry | 8 |
| France | 6 | Public authority | 1 |
| United Kingdom | 5 | Other sectors | 10 |
| Poland | 5 | Student | 2 |
| Frequency of visits to trade fair | % | Other not gainfully employed | 1 |
| Previous event | 31 | Size of company/organisation: | |
| Earlier events | 30 | Number of employees | % |
| First visit | 46 | 1- 4 | 23 |
| Average length of stay | 1,7 days | 5- 9 | 18 |
| Influence on purchasing/procurement decisions | % | 10- 49 | 25 |
| Decisively | 47 | 50- 199 | 15 |
| Collectively | 29 | 200- 499 | 4 |
| In an advisory capacity | 14 | 500 - 999 | 3 |
| No | 8 | 1 000 and more | 11 |
| Student | 2 | Student | 2 |
| Other not gainfully employed | 1 | Other not gainfully employed | 1 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

security essen → Essen

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 36 252 | Area of responsibility | % |
| Proportion of trade visitors | 99% | Management | 21 |
| Germany (total) | 63 | Research/development/design | 8 |
| of which | | Manufacturing, production, quality control | 4 |
| Nielsen 1 | 13 | Buying/procurement | 5 |
| Bremen | 1 | Finance/accounting, controlling | - |
| Hamburg | 2 | Information and communication technology | 10 |
| Lower Saxony | 8 | Personnel administration, administration | 2 |
| Schleswig-Holstein | 2 | Sales | 14 |
| Nielsen 2 | 45 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 45 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 16 | Maintenance/repairs | 12 |
| Hesse | 10 | Other area | 16 |
| Rhineland-Palatinate | 5 | Student | 4 |
| Saarland | 1 | Other not gainfully employed | 2 |
| Nielsen 3b | 7 | Position in the company/organisation | % |
| Baden-Württemb. | 7 | Entrepreneur, co-owner, freelancer | 21 |
| | | Managing director, board member, head of an authority etc. | 10 |
| Foreign (total) | 37 | Area manager, works manager, plant manager, branch manager, head of public office | 12 |
| of which | | Department head, group head, team leader | 19 |
| EU | 74 | Other salaried staff, civil servant, skilled worker | 23 |
| Other european countries | 12 | Lecturer, teacher | 1 |
| Africa | 3 | Trainee | 6 |
| Middle East | 3 | Other position | 4 |
| South-, East-, Central Asia | 5 | Student | 4 |
| Other countries | 3 | Other not gainfully employed | 2 |
| Distance to home | % | Economic sector | % |
| up to 50 km | 14 | Industry | 22 |
| more than 50 km up to 100 km | 11 | Plant security | 7 |
| more than 100 km up to 300 km | 25 | Skilled trades | 14 |
| over 300 km | 50 | Wholesale trade | 7 |
| Countries with the highest visitor shares | % | Retail trade | 4 |
| Netherlands | 17 | Police | 2 |
| Belgium | 9 | Fire brigade | 1 |
| Austria | 6 | Other local government authorities | 5 |
| France | 5 | Banks, saving banks | 1 |
| Italy | 5 | Guards/surveillance sector | 11 |
| Frequency of visits to trade fair | % | Insurance | 1 |
| Previous event | 33 | Engineer's consultant's office | 7 |
| Earlier events | 22 | Architect's/engineer office | 1 |
| First visit | 49 | Public institutions | 1 |
| Average length of stay | 1,4 days | Other sectors | 9 |
| Influence on purchasing/procurement decisions | % | Student | 4 |
| Decisively | 31 | Other not gainfully employed | 2 |
| Collectively | 31 | Size of company/organisation: | |
| In an advisory capacity | 21 | Number of employees | % |
| No | 12 | 1- 4 | 13 |
| Student | 4 | 5- 9 | 9 |
| Other not gainfully employed | 2 | 10- 49 | 22 |
| | | 50- 199 | 14 |
| | | 200- 499 | 9 |
| | | 500 - 999 | 6 |
| | | 1 000 and more | 21 |
| | | Student | 4 |
| | | Other not gainfully employed | 2 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SHK

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 48 249 | Area of responsibility | % |
| Proportion of trade visitors | 97% | Management | 21 |
| Germany (total) | 97 | Research/development/design | 8 |
| of which | | Manufacturing, production, quality control | 4 |
| Nielsen 1 | 7 | Buying/procurement | 5 |
| Bremen | - | Finance/accounting, controlling | - |
| Hamburg | - | Information and communication technology | 10 |
| Lower Saxony | 6 | Personnel administration, administration | 2 |
| Schleswig-Holstein | 1 | Sales | 14 |
| Nielsen 2 | 82 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 82 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 9 | Maintenance/repairs | 12 |
| Hesse | 3 | Other area | 16 |
| Rhineland-Palatinate | 6 | Student | 4 |
| Saarland | - | Other not gainfully employed | 2 |
| Nielsen 3b | 1 | Position in the company/organisation | % |
| Baden-Württemb. | 1 | Entrepreneur, co-owner, freelancer | 21 |
| | | Managing director, board member, head of an authority etc. | 10 |
| Foreign (total) | 3 | Area manager, works manager, plant manager, branch manager, head of public office | 12 |
| of which | | Department head, group head, team leader | 19 |
| EU | 71 | Other salaried staff, civil servant, skilled worker | 23 |
| Other countries | 29 | Lecturer, teacher | 1 |
| | | Trainee | 6 |
| | | Other position | 4 |
| | | Student | 4 |
| | | Other not gainfully employed | 2 |
| Distance to home | % | Economic sector | % |
| up to 50 km | 32 | Industry | 22 |
| more than 50 km up to 100 km | 29 | Plant security | 7 |
| more than 100 km up to 300 km | 32 | Skilled trades | 14 |
| over 300 km | 6 | Wholesale trade | 7 |
| Country with the highest visitor share | % | Retail trade | 4 |
| Netherlands | 46 | Police | 2 |
| Frequency of visits to trade fair | % | Fire brigade | 1 |
| Previous event | 34 | Other local government authorities | 5 |
| Earlier events | 34 | Banks, saving banks | 1 |
| First visit | 40 | Guards/surveillance sector | 11 |
| Average length of stay | 1,1 days | Insurance | 1 |
| Influence on purchasing/procurement decisions | % | Engineer's consultant's office | 7 |
| Decisively | 24 | Architect's/engineer office | 1 |
| Collectively | 27 | Public institutions | 1 |
| In an advisory capacity | 22 | Other sectors | 9 |
| No | 21 | Student | 4 |
| Student | 5 | Other not gainfully employed | 2 |
| Other not gainfully employed | 2 | Size of company/organisation: | |

Trade visitors' profile

| | |
|---|----|
| Area of responsibility | % |
| Management | 17 |
| Research/development/design | 9 |
| Manufacturing, production, quality control | 4 |
| Buying/procurement | 4 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | 3 |
| Sales | 12 |
| Marketing, advertising, PR | 2 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 30 |
| Other area | 12 |
| Student | 5 |
| Other not gainfully employed | 2 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 23 |
| 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 | 10 |
| Other salaried staff, civil servant, skilled worker | 28 |
| Lecturer, teacher | 2 |
| Trainee | 22 |
| Other position | 2 |
| Student | 5 |
| Other not gainfully employed | 2 |
| Economic sector | % |
| Sanitary systems | 46 |
| Heating systems | 21 |
| Air conditioning and ventilation system construction | 3 |
| Office technical building equipment | - |
| Specialist planner, engineering, architecture | 4 |
| Wholesale, retail | 4 |
| Industrial producer | 3 |
| Institutions (hospitals etc.) | 2 |
| Building owner | 1 |
| Housing industry | 1 |
| Association/guild/chamber | 1 |
| Energy consulting | 1 |
| Other sectors | 7 |
| Student | 5 |
| Other not gainfully employed | 2 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 24 |
| 5- 9 | 18 |
| 10- 49 | 21 |
| 50- 199 | 12 |
| 200- 499 | 5 |
| 500 - 999 | 4 |
| 1 000 and more | 10 |
| Student | 5 |
| Other not gainfully employed | 2 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

| | |
|--|----------|
| Visitors (number of entries) | 4 156 |
| Proportion of trade visitors | 98% |
| Germany (total) | 89 |
| of which | |
| Nielsen 1 | 4 |
| Nielsen 2 | 9 |
| Nielsen 3a | 16 |
| Nielsen 3b | 29 |
| Nielsen 3c | 29 |
| Nielsen 4 | 29 |
| Nielsen 5+6 | 6 |
| Bremen | 2 |
| Hamburg | 1 |
| Lower Saxony | 1 |
| Schleswig-Holstein | - |
| North Rhine-Westph. | 9 |
| Hesse | 7 |
| Rhineland-Palatinate | 9 |
| Saarland | - |
| Thuringia | 2 |
| Baden-Württemb. | 29 |
| Foreign (total) | 11 |
| of which | |
| EU | 89 |
| Other countries | 11 |
| Distance to home | % |
| up to 50 km | 5 |
| more than 50 km up to 100 km | 16 |
| more than 100 km up to 300 km | 44 |
| over 300 km | 35 |
| Country with the highest visitor share | % |
| Austria | 52 |
| Frequency of visits to trade fair | % |
| Previous event | 38 |
| Earlier events | 19 |
| First visit | 43 |
| Average length of stay | 1,3 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 52 |
| Collectively | 19 |
| In an advisory capacity | 17 |
| No | 12 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 50 |
| Research/development/design | 6 |
| Manufacturing, production, quality control | 19 |
| Buying/procurement | 5 |
| Finance/accounting, controlling | 2 |
| Information and communication technology | - |
| Personnel administration, administration | 2 |
| Sales | 10 |
| Marketing, advertising, PR | 1 |
| Logistics: storage, material management, transport | 4 |
| Maintenance/repairs | - |
| Other area | - |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 44 |
| Managing director, board member, head of an authority etc. | 12 |
| Area manager, works manager, plant manager, branch manager, head of public office | 6 |
| Department head, group head, team leader | 6 |
| Other salaried staff, civil servant, skilled worker | 29 |
| Lecturer, teacher | - |
| Trainee | 1 |
| Other position | 2 |
| Economic sector | % |
| Screed | 51 |
| Parquet | 9 |
| Tile | 6 |
| Floor coverings | 13 |
| Construction chemistry | 4 |
| Trade | 3 |
| Flooring general | 3 |
| Skilled trades | 4 |
| Manufacturers | 1 |
| Service provider | 2 |
| Interior decorator | 1 |
| Construction machinery | 1 |
| Other sectors | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 31 |
| 5- 9 | 22 |
| 10- 49 | 27 |
| 50- 199 | 13 |
| 200 - 499 | 4 |
| 500 - 999 | 2 |
| 1 000 and more | 2 |

Conducted by: Service- und Verlagsgesellschaft des Bayrischen Baugewerbes, Feuchtwangen

Trade visitors' profile

| | |
|--|----------|
| Visitors (number of entries) | 143 789 |
| Proportion of trade visitors | 89% |
| Germany (total) | 46 |
| of which | |
| Nielsen 1 | 7 |
| Nielsen 2 | 14 |
| Nielsen 3a | 43 |
| Nielsen 3b | 17 |
| Nielsen 3c | 17 |
| Nielsen 4 | 15 |
| Nielsen 5+6 | 2 |
| Bremen | - |
| Hamburg | 2 |
| Lower Saxony | 3 |
| Schleswig-Holstein | 1 |
| North Rhine-Westph. | 14 |
| Hesse | 32 |
| Rhineland-Palatinate | 10 |
| Saarland | 1 |
| Thuringia | - |
| Baden-Württemb. | 17 |
| Foreign (total) | 54 |
| of which | |
| EU | 52 |
| Other european countries | 14 |
| Africa | 3 |
| North America | 5 |
| South and Central America | 3 |
| Middle East | 6 |
| South-, East-, Central Asia | 14 |
| Australia | 2 |
| Distance to home | % |
| up to 50 km | 14 |
| more than 50 km up to 100 km | 8 |
| more than 100 km up to 300 km | 19 |
| over 300 km | 60 |
| Countries with the highest visitor shares | % |
| France | 8 |
| Netherlands | 6 |
| Switzerland | 6 |
| United Kingdom | 6 |
| Italy | 6 |
| Frequency of visits to trade fair | % |
| Previous event | 46 |
| Earlier events | 56 |
| First visit | 32 |
| Average length of stay | 2,2 days |

| | |
|--|----|
| Influence on purchasing/procurement decisions | % |
| Decisively | 46 |
| Collectively | 24 |
| In an advisory capacity | 15 |
| No | 10 |
| Student | 3 |
| Other not gainfully employed | 2 |

| | |
|--|----|
| Area of responsibility | % |
| Management | 35 |
| Research/development/design | 4 |
| Manufacturing, production, quality control | 4 |
| Buying/procurement | 19 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | 1 |
| Sales | 16 |
| Marketing, advertising, PR | 7 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | - |
| Other area | - |
| Student | 3 |
| Other not gainfully employed | 2 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 46 |
| Managing director, board member, etc. | 14 |
| Area manager, works manager, plant manager, branch manager | 8 |
| Department head, group head | 13 |
| Other salaried staff, skilled workers | 11 |
| Lecturer, teacher | 1 |
| Trainee | 1 |
| Other position | 2 |
| Student | 3 |
| Other not gainfully employed | 2 |
| Economic sector | % |
| Retail trade | 43 |
| Wholesale/foreign trade | 22 |
| Service | 19 |
| Industry | 4 |
| Skilled trades | 3 |
| Other sectors | 4 |
| Student | 3 |
| Other not gainfully employed | 2 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 35 |
| 5- 9 | 12 |
| 10- 49 | 18 |
| 50- 199 | 13 |
| 200- 499 | 4 |
| 500 - 999 | 4 |
| 1 000 and more | 9 |
| Student | 3 |
| Other not gainfully employed | 2 |

Conducted by: Wissler & Partner, Basel

Arbeitsschutz Aktuell → Frankfurt/Main

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 10 666 | Area of responsibility | % |
| Proportion of trade visitors | 99% | Management | 8 |
| Germany (total) | 72 | Research/development/design | 6 |
| of which | | Manufacturing, production, quality control | 8 |
| Nielsen 1 | 6 | Buying/procurement | 2 |
| Bremen | - | Finance/accounting, controlling | - |
| Hamburg | 1 | Information and communication technology | 1 |
| Lower Saxony | 4 | Personnel administration, administration | 4 |
| Schleswig-Holstein | 1 | Sales | 4 |
| Nielsen 2 | 15 | Marketing, advertising, PR | 2 |
| North Rhine-Westph. | 15 | Logistics: storage, material management, transport | 2 |
| Nielsen 3a | 42 | Maintenance/repairs | 4 |
| Hesse | 29 | Other area | 6 |
| Rhineland-Palatinate | 12 | Training, qualification | 6 |
| Saarland | 2 | Work safety, security management | 44 |
| Nielsen 3b | 14 | Student | 2 |
| Baden-Württemb. | 14 | Other not gainfully employed | 1 |
| Foreign (total) | 28 | Position in the company/organisation | % |
| of which | | Entrepreneur, co-owner, freelancer | 11 |
| EU | 36 | Managing director, board member, head of an authority etc. | 7 |
| Other european countries | 10 | Area manager, works manager, plant manager, branch manager, head of public office | 9 |
| Africa | 10 | Department head, group head, team leader | 22 |
| South and Central America | 25 | Other salaried staff, civil servant, skilled worker | 33 |
| South-, East-, Central Asia | 11 | Lecturer, teacher | 5 |
| Other countries | 9 | Trainee | 1 |
| Distance to home | % | Other position | 11 |
| up to 50 km | 19 | Student | 2 |
| more than 50 km up to 100 km | 11 | Other not gainfully employed | 1 |
| more than 100 km up to 300 km | 28 | Economic sector | % |
| over 300 km | 43 | Industry | 35 |
| Frequency of visits to trade fair | % | Waste disposal companies | 2 |
| Previous event | 13 | Trade | 5 |
| Earlier events | 24 | Learned professions | 4 |
| First visit | 68 | Skilled trades | 1 |
| Average length of stay | 1,6 days | Research facility | 3 |
| Influence on purchasing/procurement decisions | % | Service | 17 |
| Decisively | 17 | Administration (authorities, municipal authorities, public facilities) | 15 |
| Collectively | 35 | Vocational school/polytechnic/university | 4 |
| In an advisory capacity | 31 | Association/society | 3 |
| No | 15 | Other sectors | 9 |
| Student | 2 | Student | 2 |
| Other not gainfully employed | 1 | Other not gainfully employed | 1 |
| | | Size of company/organisation: | % |
| | | Number of employees | |
| | | 1- 4 | 8 |
| | | 5- 9 | 3 |
| | | 10- 49 | 8 |
| | | 50- 199 | 16 |
| | | 200- 499 | 14 |
| | | 500 - 999 | 12 |
| | | 1 000 and more | 37 |
| | | Student | 2 |
| | | Other not gainfully employed | 1 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Automechanika → Frankfurt/Main

Trade visitors' profile

| | | | |
|-------------------------------------|----------------|--|-----------------|
| Visitors (number of entries) | 137 982 | Area of responsibility | % |
| Proportion of trade visitors | 95% | Management | 34 |
| Germany (total) | 40 | Research/development/design | 3 |
| of which | | Manufacturing, production, quality control | 4 |
| Nielsen 1 | 10 | Buying/procurement | 10 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | 1 | Information and communication technology | 2 |
| Lower Saxony | 7 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 1 | Sales | 16 |
| Nielsen 2 | 13 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 13 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 39 | Maintenance/repairs | 15 |
| Hesse | 26 | Other area | 5 |
| Rhineland-Palatinate | 11 | Student | 4 |
| Saarland | 1 | Other not gainfully employed | 2 |
| Nielsen 3b | 20 | Position in the company/organisation | % |
| Baden-Württemb. | 20 | Entrepreneur, co-owner, freelancer | 34 |
| | | Managing director, board member, etc. | 15 |
| | | Area manager, works manager, plant manager, branch manager | 12 |
| | | Department head, group head | 13 |
| | | Other salaried staff, skilled workers | 12 |
| | | Lecturer, teacher | 3 |
| | | Trainee | 6 |
| | | Other position | 1 |
| | | Student | 4 |
| | | Other not gainfully employed | 2 |
| | | Economic sector | % |
| | | Workshop | 39 |
| | | Trade | 34 |
| | | Industry | 12 |
| | | Service | 5 |
| | | Other sectors | 4 |
| | | Student | 4 |
| | | Other not gainfully employed | 2 |
| | | Size of company/organisation: | % |
| | | Number of employees | |
| | | 1- 4 | 21 |
| | | 5- 9 | 13 |
| | | 10- 49 | 28 |
| | | 50- 199 | 14 |
| | | 200- 499 | 6 |
| | | 500 - 999 | 4 |
| | | 1 000 and more | 9 |
| | | Student | 4 |
| | | Other not gainfully employed | 2 |
| | | Conducted by: Wissler & Partner, Basel | |
| Foreign (total) | 60 | Countries with the highest visitor shares | % |
| of which | | France | 6 |
| EU | 60 | United Kingdom | 5 |
| Other european countries | 11 | Netherlands | 5 |
| Africa | 5 | Spain | 5 |
| North America | 3 | Denmark | 4 |
| South and Central America | 5 | Frequency of visits to trade fair | % |
| Middle East | 6 | Previous event | 48 |
| South-, East-, Central Asia | 8 | Earlier events | 51 |
| Australia | 3 | First visit | 34 |
| Distance to home | % | Average length of stay | 2,3 days |
| up to 50 km | 8 | Influence on purchasing/procurement decisions | % |
| more than 50 km up to 100 km | 6 | Decisively | 37 |
| more than 100 km up to 300 km | 18 | Collectively | 26 |
| over 300 km | 67 | In an advisory capacity | 15 |
| Other not gainfully employed | 1 | No | 18 |
| Other not gainfully employed | 1 | Student | 4 |
| Other not gainfully employed | 1 | Other not gainfully employed | 2 |

Christmasworld

Trade visitors' profile

| | | | |
|-------------------------------------|----------------|--|-----------------|
| Visitors (number of entries) | 32 864* | Area of responsibility | % |
| Proportion of trade visitors | 95% | Management | 34 |
| Germany (total) | 40 | Research/development/design | 3 |
| of which | | Manufacturing, production, quality control | 4 |
| Nielsen 1 | 11 | Buying/procurement | 10 |
| Bremen | 1 | Finance/accounting, controlling | 1 |
| Hamburg | 2 | Information and communication technology | 2 |
| Lower Saxony | 5 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 3 | Sales | 16 |
| Nielsen 2 | 17 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 17 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 31 | Maintenance/repairs | 15 |
| Hesse | 20 | Other area | 5 |
| Rhineland-Palatinate | 10 | Student | 4 |
| Saarland | 1 | Other not gainfully employed | 2 |
| Nielsen 3b | 16 | Position in the company/organisation | % |
| Baden-Württemb. | 16 | Entrepreneur, co-owner, freelancer | 34 |
| | | Managing director, board member, etc. | 15 |
| | | Area manager, works manager, plant manager, branch manager | 12 |
| | | Department head, group head | 13 |
| | | Other salaried staff, skilled workers | 12 |
| | | Lecturer, teacher | 3 |
| | | Trainee | 6 |
| | | Other position | 1 |
| | | Student | 4 |
| | | Other not gainfully employed | 2 |
| | | Economic sector | % |
| | | Workshop | 39 |
| | | Trade | 34 |
| | | Industry | 12 |
| | | Service | 5 |
| | | Other sectors | 4 |
| | | Student | 4 |
| | | Other not gainfully employed | 2 |
| | | Size of company/organisation: | % |
| | | Number of employees | |
| | | 1- 4 | 21 |
| | | 5- 9 | 13 |
| | | 10- 49 | 28 |
| | | 50- 199 | 14 |
| | | 200- 499 | 6 |
| | | 500 - 999 | 4 |
| | | 1 000 and more | 9 |
| | | Student | 4 |
| | | Other not gainfully employed | 2 |
| | | Conducted by: Wissler & Partner, Basel | |
| Foreign (total) | 60 | Countries with the highest visitor shares | % |
| of which | | France | 11 |
| EU | 62 | Italy | 10 |
| Other european countries | 11 | United Kingdom | 9 |
| North America | 8 | USA | 7 |
| South and Central America | 4 | Ireland | 5 |
| Middle East | 3 | Frequency of visits to trade fair | % |
| South-, East-, Central Asia | 10 | Previous event | 43 |
| Other countries | 3 | Earlier events | 43 |
| | | First visit | 34 |
| Distance to home | % | Average length of stay | 2,0 days |
| up to 50 km | 8 | Influence on purchasing/procurement decisions | % |
| more than 50 km up to 100 km | 5 | Decisively | 41 |
| more than 100 km up to 300 km | 20 | Collectively | 28 |
| over 300 km | 67 | In an advisory capacity | 15 |
| Other not gainfully employed | 1 | No | 11 |
| Other not gainfully employed | 1 | Student | 3 |
| Other not gainfully employed | 1 | Other not gainfully employed | 2 |

*) ascertained by a representative poll

Trade visitors' profile

| | |
|--|----|
| Area of responsibility | % |
| Management | 36 |
| Research/development/design | 5 |
| Manufacturing, production, quality control | 3 |
| Buying/procurement | 16 |
| Finance/accounting, controlling | - |
| Information and communication technology | - |
| Personnel administration, administration | 1 |
| Sales | 15 |
| Marketing, advertising, PR | 9 |
| Logistics: storage, material management, transport | - |
| Maintenance/repairs | - |
| Other area | 7 |
| Student | 3 |
| Other not gainfully employed | 2 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 41 |
| Managing director, board member, etc. | 13 |
| Area manager, works manager, plant manager, branch manager | 10 |
| Department head, group head | 11 |
| Other salaried staff, skilled workers | 13 |
| Lecturer, teacher | 2 |
| Trainee | 2 |
| Other position | 3 |
| Other not gainfully employed | 2 |
| Economic sector | % |
| Retail trade | 47 |
| Wholesale/foreign trade | 15 |
| Service | 18 |
| Industry | 3 |
| Skilled trades | 4 |
| Other sectors | 8 |
| Student | 3 |
| Other not gainfully employed | 2 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 32 |
| 5- 9 | 14 |
| 10- 49 | 21 |
| 50- 199 | 13 |
| 200- 499 | 4 |
| 500 - 999 | 2 |
| 1 000 and more | 8 |
| Student | 3 |
| Other not gainfully employed | 2 |

Conducted by: Wissler & Partner, Basel

| | |
|--|---------------|
| Visitors (number of entries) | 66 265 |
| Proportion of trade visitors | 96% |
| Germany (total) | 32 |
| of which | |
| Nielsen 1 | 11 |
| Nielsen 4 | 16 |
| Bremen | 1 |
| Bavaria | 16 |
| Hamburg | 1 |
| Nielsen 5+6 | 3 |
| Lower Saxony | 6 |
| Berlin | - |
| Schleswig-Holstein | 2 |
| Brandenburg | - |
| Nielsen 2 | 21 |
| Mecklenburg- | |
| North Rhine-Westph. | 21 |
| West Pommern | - |
| Nielsen 3a | 30 |
| Saxony-Anhalt | - |
| Hesse | 22 |
| Nielsen 7 | 4 |
| Rhineland-Palatinate | 6 |
| Saxony | - |
| Rhineland-Palatinate | 6 |
| Saxony | - |
| Saarland | 1 |
| Thuringia | - |
| Nielsen 3b | 17 |
| Baden-Württemb. | 17 |
| Foreign (total) | 68 |
| of which | |
| EU | 46 |
| Other european countries | 11 |
| Africa | 5 |
| North America | 6 |
| South and Central America | 4 |
| Middle East | 11 |
| South-, East-, Central Asia | 14 |
| Australia | 2 |
| Distance to home | % |
| up to 50 km | 7 |
| more than 50 km up to 100 km | 3 |
| more than 100 km up to 300 km | 15 |
| over 300 km | 75 |
| Countries with the highest visitor shares | % |
| Pakistan | 7 |
| France | 7 |
| Italy | 6 |
| United Kingdom | 6 |
| USA | 5 |
| Frequency of visits to trade fair | % |
| Previous event | 42 |
| Earlier events | 58 |
| First visit | 31 |

Average length of stay 2,4 days

| | |
|--|----|
| Influence on purchasing/procurement decisions | % |
| Decisively | 39 |
| Collectively | 23 |
| In an advisory capacity | 17 |
| No | 15 |
| Student | 3 |
| Other not gainfully employed | 2 |

| | |
|--|----|
| Area of responsibility | % |
| Management | 36 |
| Research/development/design | 8 |
| Manufacturing, production, quality control | 7 |
| Buying/procurement | 14 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | - |
| Personnel administration, administration | 1 |
| Sales | 16 |
| Marketing, advertising, PR | 4 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 1 |
| Other area | 7 |
| Student | 3 |
| Other not gainfully employed | 2 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 37 |
| Managing director, board member, etc. | 18 |
| Area manager, works manager, plant manager, branch manager | 11 |
| Department head, group head | 12 |
| Other salaried staff, skilled workers | 9 |
| Lecturer, teacher | 1 |
| Trainee | 3 |
| Other position | 3 |
| Student | 3 |
| Other not gainfully employed | 2 |
| Economic sector | % |
| Retail trade | 33 |
| Wholesale/foreign trade | 22 |
| Service | 17 |
| Industry | 12 |
| Skilled trades | 5 |
| Other sectors | 6 |
| Student | 3 |
| Other not gainfully employed | 2 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 24 |
| 5- 9 | 13 |
| 10- 49 | 22 |
| 50- 199 | 17 |
| 200- 499 | 7 |
| 500 - 999 | 5 |
| 1 000 and more | 7 |
| Student | 3 |
| Other not gainfully employed | 2 |

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

| | |
|--|----------------|
| Visitors (number of entries) | 211 232 |
| Proportion of trade visitors | 96% |
| Germany (total) | 52 |
| of which | |
| Nielsen 1 | 7 |
| Nielsen 4 | 14 |
| Bremen | - |
| Bavaria | 14 |
| Hamburg | 2 |
| Nielsen 5+6 | 3 |
| Lower Saxony | 5 |
| Berlin | 1 |
| Schleswig-Holstein | 1 |
| Brandenburg | - |
| Nielsen 2 | 16 |
| Mecklenburg- | |
| North Rhine-Westph. | 16 |
| West Pommern | - |
| Nielsen 3a | 41 |
| Saxony-Anhalt | - |
| Hesse | 26 |
| Nielsen 7 | 3 |
| Rhineland-Palatinate | 13 |
| Saxony | 2 |
| Saarland | 2 |
| Thuringia | 1 |
| Nielsen 3b | 16 |
| Baden-Württemb. | 16 |
| Foreign (total) | 48 |
| of which | |
| EU | 57 |
| Other european countries | 14 |
| Africa | 3 |
| North America | 4 |
| South and Central America | 4 |
| Middle East | 7 |
| South-, East-, Central Asia | 9 |
| Australia | 3 |
| 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 | 23 |
| over 300 km | 58 |
| Countries with the highest visitor shares | % |
| Italy | 7 |
| Switzerland | 7 |
| France | 6 |
| United Kingdom | 6 |
| Austria | 5 |
| Frequency of visits to trade fair | % |
| Previous event | 47 |
| Earlier events | 45 |
| First visit | 39 |

Average length of stay 2,2 days

| | |
|--|----|
| Influence on purchasing/procurement decisions | % |
| Decisively | 30 |
| Collectively | 22 |
| In an advisory capacity | 22 |
| No | 17 |
| Student | 6 |
| Other not gainfully employed | 2 |

| | |
|--|----|
| Area of responsibility | % |
| Management | 26 |
| Research/development/design | 12 |
| Manufacturing, production, quality control | 5 |
| Buying/procurement | 5 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 3 |
| Personnel administration, administration | 1 |
| Sales | 14 |
| Marketing, advertising, PR | 3 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 9 |
| Other area | 13 |
| Student | 6 |
| Other not gainfully employed | 2 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 28 |
| Managing director, board member, etc. | 11 |
| Area manager, works manager, plant manager, branch manager | 10 |
| Department head, group head | 12 |
| Other salaried staff, skilled workers | 20 |
| Lecturer, teacher | 2 |
| Trainee | 5 |
| Other position | 3 |
| Student | 6 |
| Other not gainfully employed | 2 |
| Economic sector | % |
| Skilled trades | 22 |
| Industry | 18 |
| Retail trade | 6 |
| Wholesale/foreign trade | 12 |
| Service | 27 |
| Other sectors | 7 |
| Student | 6 |
| Other not gainfully employed | 2 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 20 |
| 5- 9 | 12 |
| 10- 49 | 22 |
| 50- 199 | 14 |
| 200- 499 | 5 |
| 500 - 999 | 5 |
| 1 000 and more | 14 |
| Student | 6 |
| Other not gainfully employed | 2 |

Conducted by: Wissler & Partner, Basel

Musikmesse → Frankfurt/Main

Trade visitors' profile

| | | | |
|--|-----------------|--|----------|
| Visitors (number of entries) | 65 362* | Area of responsibility | % |
| Proportion of trade visitors | 66% | Management | 18 |
| Germany (total) | 60 | Research/development/design | 4 |
| of which | | Manufacturing, production, quality control | 4 |
| Nielsen 1 | 7 | Buying/procurement | 3 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | 1 | Information and communication technology | 3 |
| Lower Saxony | 4 | Personnel administration, administration | 2 |
| Schleswig-Holstein | 1 | Sales | 6 |
| Nielsen 2 | 12 | Marketing, advertising, PR | 4 |
| North Rhine-Westph. | 12 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 43 | Maintenance/repairs | 3 |
| Hesse | 32 | Other area | 22 |
| Rhineland-Palatinate | 9 | Student | 25 |
| Saarland | 2 | Other not gainfully employed | 4 |
| Nielsen 3b | 16 | Position in the company/organisation | % |
| Baden-Württemberg | 16 | Entrepreneur, co-owner, freelancer | 20 |
| | | Managing director, board member, etc. | 4 |
| Foreign (total) | 40 | Area manager, works manager, plant manager, branch manager | 4 |
| of which | | Department head, group head | 4 |
| EU | 64 | Other salaried staff, skilled workers | 11 |
| Other european countries | 21 | Lecturer, teacher | 23 |
| North America | 3 | Trainee | 2 |
| South-, East-, Central Asia | 5 | Other position | 4 |
| Other countries | 7 | Student | 25 |
| | | Other not gainfully employed | 4 |
| Distance to home | % | Economic sector | % |
| up to 50 km | 16 | Retail trade | 12 |
| more than 50 km up to 100 km | 9 | Wholesale/foreign trade | 6 |
| more than 100 km up to 300 km | 24 | Skilled trades | 5 |
| over 300 km | 50 | Industry | 3 |
| Countries with the highest visitor shares | % | Educational institution | 48 |
| France | 11 | Services/free-lance | 10 |
| Switzerland | 9 | Event venue | 1 |
| United Kingdom | 8 | Media | 6 |
| Belgium | 7 | Other sectors | 5 |
| Netherlands | 7 | Other not gainfully employed | 4 |
| Frequency of visits to trade fair | % | Size of company/organisation: | % |
| Previous event | 37 | Number of employees | |
| Earlier events | 57 | 1- 4 | 29 |
| First visit | 34 | 5- 9 | 9 |
| | | 10- 49 | 13 |
| Average length of stay | 1,8 days | 50- 199 | 8 |
| | | 200- 499 | 3 |
| Influence on purchasing/procurement decisions | % | 500 - 999 | 2 |
| Decisively | 25 | 1 000 and more | 7 |
| Collectively | 17 | Student | 25 |
| In an advisory capacity | 16 | Other not gainfully employed | 4 |
| No | 14 | | |
| Student | 25 | | |
| Other not gainfully employed | 4 | | |

*) ascertained by a representative poll

Paperworld → Frankfurt/Main

Trade visitors' profile

| | | | |
|--|-----------------|--|----------|
| Visitors (number of entries) | 42 145* | Area of responsibility | % |
| Proportion of trade visitors | 96% | Management | 34 |
| Germany (total) | 33 | Research/development/design | 5 |
| of which | | Manufacturing, production, quality control | 3 |
| Nielsen 1 | 7 | Buying/procurement | 13 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | 2 | Information and communication technology | 1 |
| Lower Saxony | 3 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 1 | Sales | 16 |
| Nielsen 2 | 17 | Marketing, advertising, PR | 7 |
| North Rhine-Westph. | 17 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 38 | Maintenance/repairs | - |
| Hesse | 28 | Other area | 7 |
| Rhineland-Palatinate | 9 | Student | 6 |
| Saarland | 1 | Other not gainfully employed | 5 |
| Nielsen 3b | 20 | Position in the company/organisation | % |
| Baden-Württemberg | 20 | Entrepreneur, co-owner, freelancer | 34 |
| | | Managing director, board member, etc. | 19 |
| Foreign (total) | 67 | Area manager, works manager, plant manager, branch manager | 8 |
| of which | | Department head, group head | 12 |
| EU | 59 | Other salaried staff, skilled workers | 12 |
| Other european countries | 10 | Lecturer, teacher | 2 |
| Africa | 6 | Trainee | 1 |
| North America | 6 | Other position | 2 |
| South and Central America | 4 | Student | 6 |
| Middle East | 5 | Other not gainfully employed | 5 |
| South-, East-, Central Asia | 9 | Economic sector | % |
| Australia | 1 | Retail trade | 32 |
| | | Wholesale/foreign trade | 23 |
| Distance to home | % | Service | 15 |
| up to 50 km | 10 | Industry | 8 |
| more than 50 km up to 100 km | 3 | Skilled trades | 2 |
| more than 100 km up to 300 km | 16 | Other sectors | 9 |
| over 300 km | 71 | Student | 6 |
| Countries with the highest visitor shares | % | Other not gainfully employed | 5 |
| France | 9 | Size of company/organisation: | |
| Netherlands | 7 | Number of employees | % |
| United Kingdom | 7 | 1- 4 | 25 |
| Italy | 6 | 5- 9 | 13 |
| Spain | 5 | 10- 49 | 20 |
| | | 50- 199 | 14 |
| Frequency of visits to trade fair | % | 200-499 | 6 |
| Previous event | 40 | 500 - 999 | 4 |
| Earlier events | 47 | 1 000 and more | 9 |
| First visit | 37 | Student | 6 |
| | | Other not gainfully employed | 5 |
| Average length of stay | 2,0 days | Conducted by: Wissler & Partner, Basel | |
| Influence on purchasing/procurement decisions | % | | |
| Decisively | 40 | | |
| Collectively | 22 | | |
| In an advisory capacity | 15 | | |
| No | 13 | | |
| Student | 6 | | |
| Other not gainfully employed | 5 | | |

*) ascertained by a representative poll

Prolight + Sound

Trade visitors' profile

| | | | |
|--|-----------------|--|----------|
| Visitors (number of entries) | 42 267* | Area of responsibility | % |
| Proportion of trade visitors | 86% | Management | 34 |
| Germany (total) | 48 | Research/development/design | 5 |
| of which | | Manufacturing, production, quality control | 3 |
| Nielsen 1 | 9 | Buying/procurement | 13 |
| Bremen | 1 | Finance/accounting, controlling | 1 |
| Hamburg | 1 | Information and communication technology | 1 |
| Lower Saxony | 6 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 2 | Sales | 16 |
| Nielsen 2 | 16 | Marketing, advertising, PR | 7 |
| North Rhine-Westph. | 16 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 29 | Maintenance/repairs | - |
| Hesse | 18 | Other area | 7 |
| Rhineland-Palatinate | 11 | Student | 6 |
| Saarland | 1 | Other not gainfully employed | 5 |
| Nielsen 3b | 17 | Position in the company/organisation | % |
| Baden-Württemberg | 17 | Entrepreneur, co-owner, freelancer | 34 |
| | | Managing director, board member, etc. | 19 |
| Foreign (total) | 52 | Area manager, works manager, plant manager, branch manager | 8 |
| of which | | Department head, group head | 12 |
| EU | 71 | Other salaried staff, skilled workers | 12 |
| Other european countries | 11 | Lecturer, teacher | 2 |
| Africa | 5 | Trainee | 1 |
| North America | 6 | Other position | 2 |
| South-, East-, Central Asia | 6 | Student | 6 |
| Other countries | 6 | Other not gainfully employed | 5 |
| Distance to home | % | Economic sector | % |
| up to 50 km | 7 | Retail trade | 32 |
| more than 50 km up to 100 km | 6 | Wholesale/foreign trade | 23 |
| more than 100 km up to 300 km | 23 | Service | 15 |
| over 300 km | 64 | Industry | 8 |
| Countries with the highest visitor shares | % | Skilled trades | 2 |
| Netherlands | 10 | Other sectors | 9 |
| Austria | 9 | Student | 6 |
| France | 9 | Other not gainfully employed | 5 |
| Belgium | 6 | Size of company/organisation: | |
| Switzerland | 4 | Number of employees | % |
| | | 1- 4 | 25 |
| Frequency of visits to trade fair | % | 5- 9 | 13 |
| Previous event | 43 | 10- 49 | 20 |
| Earlier events | 58 | 50- 199 | 14 |
| First visit | 29 | 200-499 | 6 |
| | | 500 - 999 | 4 |
| Average length of stay | 1,9 days | 1 000 and more | 9 |
| | | Student | 6 |
| Influence on purchasing/procurement decisions | % | Other not gainfully employed | 5 |
| Decisively | 31 | Conducted by: Wissler & Partner, Basel | |
| Collectively | 21 | | |
| In an advisory capacity | 18 | | |
| No | 14 | | |
| Student | 13 | | |
| Other not gainfully employed | 3 | | |

*) ascertained by a representative poll

Trade visitors' profile

| | | | |
|--|----|------------------------------|----|
| Area of responsibility | % | | |
| Management | 30 | | |
| Research/development/design | 4 | | |
| Manufacturing, production, quality control | 4 | | |
| Buying/procurement | 5 | | |
| Finance/accounting, controlling | 1 | | |
| Information and communication technology | 4 | | |
| Personnel administration, administration | - | | |
| Sales | 10 | | |
| Marketing, advertising, PR | 3 | | |
| Logistics: storage, material management, transport | 2 | | |
| Maintenance/repairs | 3 | | |
| Other area | 19 | | |
| Student | 13 | | |
| Other not gainfully employed | 3 | | |
| <hr/> | | | |
| Position in the company/organisation | % | | |
| Entrepreneur, co-owner, freelancer | 35 | | |
| Managing director, board member, etc. | 13 | | |
| Area manager, works manager, plant manager, branch manager | 4 | | |
| Department head, group head | 8 | | |
| Other salaried staff, skilled workers | 12 | | |
| Lecturer, teacher | 3 | | |
| Trainee | 5 | | |
| Other position | 5 | | |
| Student | 13 | | |
| Other not gainfully employed | 3 | | |
| <hr/> | | | |
| Economic sector | % | | |
| Retail trade | 15 | | |
| Wholesale/foreign trade | 6 | | |
| Skilled trades | 3 | | |
| Industry | 3 | | |
| Educational institution | 17 | | |
| Services/free-lance | 24 | | |
| Event venue | 11 | | |
| Media | 9 | | |
| Other sectors | 9 | | |
| Other not gainfully employed | 3 | | |
| <hr/> | | | |
| Size of company/organisation: | | | |
| Number of employees | % | | |
| 1- 4 | 34 | 500 - 999 | 3 |
| 5- 9 | 10 | 1 000 and more | 6 |
| 10- 49 | 22 | Student | 13 |
| 50- 199 | 7 | Other not gainfully employed | 3 |
| 200- 499 | 3 | | |
| <hr/> | | | |
| Conducted by: Wissler & Partner, Basel | | | |

| | | | |
|--|-----------------|------------------|----|
| Visitors (number of entries) | 34 480 | | |
| Proportion of trade visitors | 91% | | |
| <hr/> | | | |
| Germany (total) | 81 | | |
| of which | | | |
| Nielsen 1 | 7 | Nielsen 4 | 14 |
| Bremen | 1 | Bavaria | 14 |
| Hamburg | 1 | Nielsen 5+6 | 3 |
| Lower Saxony | 3 | Berlin | - |
| Schleswig-Holstein | 1 | Brandenburg | - |
| Nielsen 2 | 14 | Mecklenburg- | - |
| North Rhine-Westph. | 14 | West Pommernania | - |
| Nielsen 3a | 46 | Saxony-Anhalt | - |
| Hesse | 32 | Nielsen 7 | 2 |
| Rhineland-Palatinate | 12 | Saxony | - |
| Saarland | 2 | Thuringia | - |
| Nielsen 3b | 16 | | |
| Baden-Württemb. | 16 | | |
| <hr/> | | | |
| Foreign (total) | 19 | | |
| of which | | | |
| EU | 61 | | |
| Other european countries | 23 | | |
| South-, East-, Central Asia | 10 | | |
| Other countries | 8 | | |
| <hr/> | | | |
| Distance to home | % | | |
| up to 50 km | 24 | | |
| more than 50 km up to 100 km | 11 | | |
| more than 100 km up to 300 km | 34 | | |
| over 300 km | 32 | | |
| <hr/> | | | |
| Countries with the highest visitor shares | % | | |
| Switzerland | 20 | | |
| France | 13 | | |
| Italy | 9 | | |
| Austria | 7 | | |
| United Kingdom | 6 | | |
| <hr/> | | | |
| Frequency of visits to trade fair | % | | |
| Previous event | 52 | | |
| Earlier events | 56 | | |
| First visit | 31 | | |
| <hr/> | | | |
| Average length of stay | 1,5 days | | |
| <hr/> | | | |
| Influence on purchasing/procurement decisions | % | | |
| Decisively | 57 | | |
| Collectively | 21 | | |
| In an advisory capacity | 11 | | |
| No | 7 | | |
| Student | 2 | | |
| Other not gainfully employed | 3 | | |

| | | | |
|--|----|------------------------------|---|
| Area of responsibility | % | | |
| Management | 44 | | |
| Research/development/design | 3 | | |
| Manufacturing, production, quality control | 4 | | |
| Buying/procurement | 15 | | |
| Finance/accounting, controlling | - | | |
| Information and communication technology | 1 | | |
| Personnel administration, administration | - | | |
| Sales | 16 | | |
| Marketing, advertising, PR | 5 | | |
| Logistics: storage, material management, transport | - | | |
| Maintenance/repairs | - | | |
| Other area | 8 | | |
| Student | 2 | | |
| Other not gainfully employed | 3 | | |
| <hr/> | | | |
| Position in the company/organisation | % | | |
| Entrepreneur, co-owner, freelancer | 63 | | |
| Managing director, board member, etc. | 8 | | |
| Area manager, works manager, plant manager, branch manager | 5 | | |
| Department head, group head | 7 | | |
| Other salaried staff, skilled workers | 9 | | |
| Lecturer, teacher | 1 | | |
| Trainee | 1 | | |
| Other position | 2 | | |
| Student | 2 | | |
| Other not gainfully employed | 3 | | |
| <hr/> | | | |
| Economic sector | % | | |
| Retail trade | 57 | | |
| Wholesale/foreign trade | 10 | | |
| Skilled trades | 6 | | |
| Service | 16 | | |
| Industry | 1 | | |
| Other sectors | 5 | | |
| Student | 2 | | |
| Other not gainfully employed | 3 | | |
| <hr/> | | | |
| Size of company/organisation: | | | |
| Number of employees | % | | |
| 1- 4 | 58 | 500 - 999 | 2 |
| 5- 9 | 14 | 1 000 and more | 3 |
| 10- 49 | 10 | Student | 2 |
| 50- 199 | 6 | Other not gainfully employed | 3 |
| 200- 499 | 3 | | |
| <hr/> | | | |
| Conducted by: Wissler & Partner, Basel | | | |

Trade visitors' profile

| | | | |
|--|-----------------|------------------|----|
| Visitors (number of entries) | 9 610 | | |
| Proportion of trade visitors | 97% | | |
| <hr/> | | | |
| Germany (total) | 76 | | |
| of which | | | |
| Nielsen 1 | 6 | Nielsen 4 | 11 |
| Bremen | 1 | Bavaria | 11 |
| Hamburg | 1 | Nielsen 5+6 | 5 |
| Lower Saxony | 4 | Berlin | 2 |
| Schleswig-Holstein | 1 | Brandenburg | 1 |
| Nielsen 2 | 21 | Mecklenburg- | - |
| North Rhine-Westph. | 21 | West Pommernania | 1 |
| Nielsen 3a | 38 | Saxony-Anhalt | 1 |
| Hesse | 28 | Nielsen 7 | 4 |
| Rhineland-Palatinate | 9 | Saxony | - |
| Saarland | 2 | Thuringia | - |
| Nielsen 3b | 14 | | |
| Baden-Württemb. | 14 | | |
| <hr/> | | | |
| Foreign (total) | 24 | | |
| of which | | | |
| EU | 71 | | |
| Other european countries | 13 | | |
| Middle East | 7 | | |
| Other countries | 9 | | |
| <hr/> | | | |
| Distance to home | % | | |
| up to 50 km | 21 | | |
| more than 50 km up to 100 km | 6 | | |
| more than 100 km up to 300 km | 33 | | |
| over 300 km | 41 | | |
| <hr/> | | | |
| Countries with the highest visitor shares | % | | |
| Netherlands | 12 | | |
| Czech Republic | 8 | | |
| Austria | 7 | | |
| <hr/> | | | |
| Frequency of visits to trade fair | % | | |
| Previous event | 28 | | |
| Earlier events | 39 | | |
| First visit | 44 | | |
| <hr/> | | | |
| Average length of stay | 1,3 days | | |
| <hr/> | | | |
| Influence on purchasing/procurement decisions | % | | |
| Decisively | 42 | | |
| Collectively | 29 | | |
| In an advisory capacity | 17 | | |
| No | 8 | | |
| Student | 3 | | |
| Other not gainfully employed | 1 | | |

| | | | |
|---|----|------------------------------|---|
| Area of responsibility | % | | |
| Management | 39 | | |
| Research/development/design | 4 | | |
| Manufacturing, production, quality control | 9 | | |
| Buying/procurement | 3 | | |
| Finance/accounting, controlling | - | | |
| Information and communication technology | 1 | | |
| Personnel administration, administration | 1 | | |
| Sales | 15 | | |
| Marketing, advertising, PR | 19 | | |
| Logistics: storage, material management, transport | - | | |
| Maintenance/repairs | 1 | | |
| Other area | 5 | | |
| Student | 3 | | |
| Other not gainfully employed | 1 | | |
| <hr/> | | | |
| Position in the company/organisation | % | | |
| Entrepreneur, co-owner, freelancer | 41 | | |
| Managing director, board member, head of an authority etc. | 12 | | |
| Area manager, works manager, plant manager, branch manager, head of public office | 7 | | |
| Department head, group head, team leader | 14 | | |
| Other salaried staff, civil servant, skilled worker | 16 | | |
| Lecturer, teacher | 1 | | |
| Trainee | 3 | | |
| Other position | 2 | | |
| Student | 3 | | |
| Other not gainfully employed | 1 | | |
| <hr/> | | | |
| Economic sector | % | | |
| Advertising | 50 | | |
| Publishing/printing | 6 | | |
| Media (print, broadcast media) | 2 | | |
| Service | 11 | | |
| Wholesale trade | 6 | | |
| Retail trade | 4 | | |
| Information-/Communication Industry | 2 | | |
| Clothing industry | 2 | | |
| Automobile industry | 2 | | |
| Authority/public services | 2 | | |
| Other sectors | 12 | | |
| Student | 3 | | |
| Other not gainfully employed | 1 | | |
| <hr/> | | | |
| Size of company/organisation: | | | |
| Number of employees | % | | |
| 1- 4 | 33 | 500 - 999 | 3 |
| 5- 9 | 14 | 1 000 and more | 5 |
| 10- 49 | 24 | Student | 3 |
| 50- 199 | 12 | Other not gainfully employed | 1 |
| 200- 499 | 5 | | |
| <hr/> | | | |
| Conducted by: Wissler & Partner, Basel | | | |

DU UND DEINE WELT (2013) → Hamburg

Private visitors' profile

| | | | |
|--|---------------|---|----------|
| Visitors (number of entries) | 77 732 | Position in the company/organisation | % |
| Proportion of private visitors | 95% | Entrepreneur, co-owner, freelancer | 6 |
| 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 | 97 | Department head, group head, team leader | 7 |
| Bremen | 1 | Other salaried staff, civil servant, skilled worker | 31 |
| Hamburg | 59 | Lecturer, teacher | 2 |
| Lower Saxony | 11 | Trainee | 8 |
| Schleswig-Holstein | 26 | Other position | 5 |
| Nielsen 2 | 1 | Student | 20 |
| North Rhine-Westph. | 1 | Housewife/man | 4 |
| Nielsen 3a | - | Old-age pensioner | 12 |
| Hesse | - | Other not gainfully employed | 2 |
| Rhineland-Palatinate | - | | |
| Saarland | - | Buying and ordering capacity | % |
| Nielsen 3b | - | Purchase or order made or intended at the exhibition | |
| Baden-Württemberg | - | yes | 65 |
| | | no | 13 |
| | | maybe | 22 |
| Foreign (total) | 1 | Follow-up business | % |
| | | Intend to buy at later date | |
| Distance to home | % | yes | 20 |
| up to 50 km | 81 | no | 31 |
| more than 50 km up to 100 km | 11 | maybe | 49 |
| more than 100 km up to 300 km | 5 | | |
| over 300 km | 3 | Conducted by: PhoneResearch KG, Hamburg | |
| Frequency of visits to exhibition | % | | |
| 2012 | 41 | | |
| 2011 | 39 | | |
| Earlier events | 51 | | |
| First visit | 26 | | |
| Sex | % | | |
| Male | 35 | | |
| Female | 65 | | |
| Age | % | | |
| up to 20 years | 17 | | |
| over 20 up to 30 years | 29 | | |
| over 30 up to 40 years | 14 | | |
| over 40 up to 50 years | 16 | | |
| over 50 up to 60 years | 12 | | |
| over 60 up to 70 years | 7 | | |
| over 70 years | 5 | | |

GET Nord → Hamburg

Trade visitors' profile

| | | | |
|-------------------------------------|---------------|---|----------|
| Visitors (number of entries) | 38 779 | Area of responsibility | % |
| Proportion of trade visitors | 91% | Management | 22 |
| Germany (total) | 97 | Research/development/design | 4 |
| of which | | Manufacturing, production, quality control | 10 |
| Nielsen 1 | 89 | Buying/procurement | 3 |
| Bremen | 2 | Finance/accounting, controlling | 1 |
| Hamburg | 22 | Information and communication technology | 2 |
| Lower Saxony | 29 | Personnel administration, administration | 2 |
| Schleswig-Holstein | 36 | Sales | 9 |
| Nielsen 2 | 1 | Marketing, advertising, PR | 1 |
| North Rhine-Westph. | 1 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | - | Maintenance/repairs | 31 |
| Hesse | - | Other area | 12 |
| Rhineland-Palatinate | - | Student | 3 |
| Saarland | - | Other not gainfully employed | 1 |
| Nielsen 3b | - | | |
| Baden-Württemberg | - | Position in the company/organisation | % |
| | | Entrepreneur, co-owner, freelancer | 22 |
| | | 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 | 13 |
| | | Other salaried staff, civil servant, skilled worker | 26 |
| | | Lecturer, teacher | 2 |
| | | Trainee | 24 |
| | | Other position | 2 |
| | | Student | 3 |
| | | Other not gainfully employed | 1 |
| | | Economic sector | % |
| | | Skilled trades company (incl. commercial part/office) | 56 |
| | | Trade (retail and wholesale trade) | 6 |
| | | Engineer's and planning office | 5 |
| | | Industrial company | 5 |
| | | Energy suppliers, energy systems | 5 |
| | | Service companies | 4 |
| | | Public institutions, authorities, local construction authorities | 3 |
| | | University, vocational-, polytechnic school, college | 3 |
| | | Architect's office | 2 |
| | | Municipal utility (public services, water supply companies) | 1 |
| | | Housing business, property management | 1 |
| | | Facility management | 1 |
| | | Developers, construction companies and building restoration companies | 1 |
| | | Hospitals, social institutions | 1 |
| | | Other sectors | 2 |
| | | Student | 3 |
| | | Other not gainfully employed | 1 |
| | | Size of company/organisation: | % |
| | | Number of employees | |
| | | 1- 4 | 23 |
| | | 5- 9 | 18 |
| | | 10- 49 | 24 |
| | | 50- 199 | 13 |
| | | 200- 499 | 7 |
| | | 500 - 999 | 3 |
| | | 1 000 and more | 8 |
| | | Student | 3 |
| | | Other not gainfully employed | 1 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

hanseboot

Private visitors' profile

| | | | |
|---------------------------------------|---------------|---|----------|
| Visitors (number of entries) | 74 080 | Position in the company/organisation | % |
| Proportion of private visitors | 87% | Entrepreneur, co-owner, freelancer | 6 |
| 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 | 4 |
| Nielsen 1 | 82 | Department head, group head, team leader | 13 |
| Bremen | 2 | Other salaried staff, civil servant, skilled worker | 26 |
| Hamburg | 26 | Lecturer, teacher | 2 |
| Lower Saxony | 24 | Trainee | 24 |
| Schleswig-Holstein | 30 | Other position | 2 |
| Nielsen 2 | 3 | Student | 3 |
| North Rhine-Westph. | 3 | Other not gainfully employed | 1 |
| Nielsen 3a | 2 | | |
| Hesse | 2 | Economic sector | % |
| Rhineland-Palatinate | - | Skilled trades company (incl. commercial part/office) | 56 |
| Saarland | - | Trade (retail and wholesale trade) | 6 |
| Nielsen 3b | 1 | Engineer's and planning office | 5 |
| Baden-Württemberg | 1 | Industrial company | 5 |
| | | Energy suppliers, energy systems | 5 |
| | | Service companies | 4 |
| | | Public institutions, authorities, local construction authorities | 3 |
| | | University, vocational-, polytechnic school, college | 3 |
| | | Architect's office | 2 |
| | | Municipal utility (public services, water supply companies) | 1 |
| | | Housing business, property management | 1 |
| | | Facility management | 1 |
| | | Developers, construction companies and building restoration companies | 1 |
| | | Hospitals, social institutions | 1 |
| | | Other sectors | 2 |
| | | Student | 3 |
| | | Other not gainfully employed | 1 |
| | | Size of household | % |
| | | 1 person | 14 |
| | | 2 persons | 49 |
| | | 3 persons | 14 |
| | | 4 persons | 17 |
| | | 5 persons and more | 6 |
| | | Age | % |
| | | up to 20 years | 7 |
| | | over 20 up to 30 years | 11 |
| | | over 30 up to 40 years | 12 |
| | | over 40 up to 50 years | 25 |
| | | over 50 up to 60 years | 25 |
| | | over 60 up to 70 years | 15 |
| | | over 70 years | 5 |

Private visitors' profile

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 17 |
| 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 | 10 |
| Other salaried staff, civil servant, skilled worker | 31 |
| Lecturer, teacher | 3 |
| Trainee | 1 |
| Other position | 5 |
| Student | 8 |
| Housewife/man | 1 |
| Old-age pensioner | 15 |
| Other not gainfully employed | 1 |
| Buying and ordering capacity | % |
| Purchase or order made or intended at the exhibition | |
| yes | 48 |
| no | 21 |
| maybe | 32 |
| Follow-up business | % |
| Intend to buy at later date | |
| yes | 31 |
| no | 18 |
| maybe | 51 |
| Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |

| | |
|--|---------------|
| Visitors (number of entries) | 45 608 |
| Proportion of private visitors | 92% |
| Germany (total) | 99 |
| of which | |
| Nielsen 1 | 95 |
| Bremen | 2 |
| Hamburg | 30 |
| Lower Saxony | 21 |
| Schleswig-Holstein | 42 |
| Nielsen 2 | 1 |
| North Rhine-Westph. | 1 |
| Nielsen 3a | 1 |
| Hesse | 1 |
| Rhineland-Palatinate | - |
| Saarland | - |
| Nielsen 3b | - |
| Baden-Württemb. | - |
| Foreign (total) | 1 |
| Distance to home | % |
| up to 50 km | 56 |
| more than 50 km up to 100 km | 23 |
| more than 100 km up to 300 km | 16 |
| over 300 km | 5 |
| Frequency of visits to trade fair | % |
| 2012 | 48 |
| 2010 | 37 |
| Earlier events | 30 |
| First visit | 33 |
| Sex | % |
| Male | 12 |
| Female | 88 |
| Size of household | % |
| 1 person | 9 |
| 2 persons | 25 |
| 3 persons | 24 |
| 4 persons | 30 |
| 5 persons and more | 12 |
| Age | % |
| up to 20 years | 45 |
| over 20 up to 30 years | 25 |
| over 30 up to 40 years | 12 |
| over 40 up to 50 years | 14 |
| over 50 up to 60 years | 3 |
| over 60 up to 70 years | 1 |
| over 70 years | - |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 4 |
| 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 | 3 |
| Other salaried staff, civil servant, skilled worker | 26 |
| Lecturer, teacher | 2 |
| Trainee | 13 |
| Other position | 4 |
| Student | 42 |
| Housewife/man | 2 |
| Old-age pensioner | 1 |
| Other not gainfully employed | 1 |
| Buying and ordering capacity | % |
| Purchase or order made or intended at the exhibition | |
| yes | 78 |
| no | 8 |
| maybe | 14 |
| Follow-up business | % |
| Intend to buy at later date | |
| yes | 29 |
| no | 22 |
| maybe | 49 |
| Conducted by: PhoneResearch KG, Hamburg | |

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 12 145 |
| Proportion of trade visitors | 90% |
| Germany (total) | 97 |
| of which | |
| Nielsen 1 | 86 |
| Bremen | 4 |
| Hamburg | 33 |
| Lower Saxony | 15 |
| Schleswig-Holstein | 34 |
| Nielsen 2 | 5 |
| North Rhine-Westph. | 5 |
| Nielsen 3a | 1 |
| Hesse | 1 |
| Rhineland-Palatinate | - |
| Saarland | - |
| Nielsen 3b | 1 |
| Baden-Württemb. | 1 |
| Foreign (total) | 3 |
| of which | |
| EU | 56 |
| Other european countries | 11 |
| Other countries | 33 |
| Distance to home | % |
| up to 50 km | 56 |
| more than 50 km up to 100 km | 18 |
| more than 100 km up to 300 km | 15 |
| over 300 km | 11 |
| Frequency of visits to trade fair | % |
| Previous event | 27 |
| Earlier events | 30 |
| First visit | 54 |
| Average length of stay | 1,1 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 15 |
| Collectively | 29 |
| In an advisory capacity | 23 |
| No | 24 |
| Student | 8 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 14 |
| Research/development/design | 11 |
| Manufacturing, production, quality control | 32 |
| Buying/procurement | 4 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | 2 |
| Sales | 10 |
| Marketing, advertising, PR | 2 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 5 |
| Other area | 8 |
| Student | 8 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 10 |
| 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 | 17 |
| Other salaried staff, civil servant, skilled worker | 26 |
| Lecturer, teacher | 2 |
| Trainee | 21 |
| Other position | 3 |
| Student | 8 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Industry | 46 |
| Skilled trades | 15 |
| Trade | 9 |
| Service company | 9 |
| Vocational school/polytechnic/university | 4 |
| Public authority/administration | 2 |
| Other sectors | 6 |
| Student | 8 |
| Other not gainfully employed | 1 |
| Size of company/organisation: Number of employees | % |
| 1- 4 | 6 |
| 5- 9 | 9 |
| 10- 49 | 21 |
| 50- 199 | 26 |
| 200- 499 | 11 |
| 500 - 999 | 4 |
| 1 000 and more | 14 |
| Student | 8 |
| Other not gainfully employed | 1 |
| Conducted by: PhoneResearch KG, Hamburg | |

REISEN HAMBURG → Hamburg

Private visitors' profile

| | | | |
|--|---------------|---|----------|
| Visitors (number of entries) | 75 237 | Position in the company/organisation | % |
| Proportion of private visitors | 93% | Entrepreneur, co-owner, freelancer | 7 |
| 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 | 98 | Department head, group head, team leader | 6 |
| Bremen | 1 | Other salaried staff, civil servant, skilled worker | 34 |
| Hamburg | 47 | Lecturer, teacher | 3 |
| Lower Saxony | 16 | Trainee | 3 |
| Schleswig-Holstein | 34 | Other position | 5 |
| Nielsen 2 | - | Student | 8 |
| North Rhine-Westph. | - | Housewife/man | 3 |
| Nielsen 3a | - | Old-age pensioner | 27 |
| Hesse | - | Other not gainfully employed | 1 |
| Rhineland-Palatinate | - | Buying and ordering capacity | % |
| Saarland | - | Purchase or order made or intended at the exhibition | |
| Nielsen 3b | - | yes | 23 |
| Baden-Württemb. | - | no | 40 |
| | | maybe | 37 |
| Foreign (total) | 1 | Follow-up business | % |
| Distance to home | % | Intend to buy at later date | |
| up to 50 km | 72 | yes | 7 |
| more than 50 km up to 100 km | 18 | no | 47 |
| more than 100 km up to 300 km | 7 | maybe | 46 |
| over 300 km | 3 | | |
| Frequency of visits to trade fair | % | Conducted by: PhoneResearch KG, Hamburg | |
| Previous event | 31 | | |
| Earlier events | 55 | | |
| First visit | 32 | | |
| Sex | % | | |
| Male | 49 | | |
| Female | 51 | | |
| Size of household | % | | |
| 1 person | 17 | | |
| 2 persons | 53 | | |
| 3 persons | 15 | | |
| 4 persons | 12 | | |
| 5 persons and more | 3 | | |
| Age | % | | |
| up to 20 years | 7 | | |
| over 20 up to 30 years | 14 | | |
| over 30 up to 40 years | 11 | | |
| over 40 up to 50 years | 22 | | |
| over 50 up to 60 years | 18 | | |
| over 60 up to 70 years | 21 | | |
| over 70 years | 8 | | |

SMM → Hamburg

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 48 709 | Area of responsibility | % |
| Proportion of trade visitors | 95% | Management | 24 |
| Germany (total) | 58 | Research/development/design | 14 |
| of which | | Manufacturing, production, quality control | 5 |
| Nielsen 1 | 77 | Buying/procurement | 6 |
| Bremen | 6 | Finance/accounting, controlling | 1 |
| Hamburg | 29 | Information and communication technology | 3 |
| Lower Saxony | 20 | Personnel administration, administration | 2 |
| Schleswig-Holstein | 22 | Sales | 15 |
| Nielsen 2 | 6 | Marketing, advertising, PR | 2 |
| North Rhine-Westph. | 6 | Logistics: storage, material management, transport | 2 |
| Nielsen 3a | 2 | Maintenance/repairs | 5 |
| Hesse | 1 | Other area | 3 |
| Rhineland-Palatinate | 1 | Seafaring and navigation | 8 |
| Saarland | - | Student | 9 |
| Nielsen 3b | 2 | Other not gainfully employed | 2 |
| Baden-Württemb. | 2 | Position in the company/organisation | % |
| | | Entrepreneur, co-owner, freelancer | 13 |
| Foreign (total) | 42 | 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 | 66 | Department head, group head, team leader | 24 |
| Other european countries | 12 | Other salaried staff, civil servant, skilled worker | 26 |
| North America | 5 | Lecturer, teacher | 1 |
| South and Central America | 4 | Trainee | 3 |
| Asia | 10 | Other position | 3 |
| Australia | 2 | Student | 9 |
| Other countries | 1 | Other not gainfully employed | 2 |
| Distance to home | % | Economic sector | % |
| up to 50 km | 23 | Shipping and shipping companies | 16 |
| more than 50 km up to 100 km | 9 | Shipbuilding industry, shipyard industry | 13 |
| more than 100 km up to 300 km | 17 | Electronics, electrical industry | 10 |
| over 300 km | 51 | Machine and plant construction | 10 |
| Countries with the highest visitor shares | % | Engineer's office | 7 |
| Netherlands | 13 | Ship outfitters | 6 |
| Denmark | 11 | Offshore | 4 |
| United Kingdom | 7 | metal production and processing | 3 |
| Italy | 5 | Ship broker | 2 |
| Poland | 5 | Port, forwarder, transport, logistics | 2 |
| Frequency of visits to trade fair | % | Classification company | 2 |
| Previous event | 41 | Research, science, university vocational school | 2 |
| Earlier events | 41 | Coast guard, maritime defence | 2 |
| First visit | 41 | Authority/public services | 1 |
| Average length of stay | 1,7 days | Other sectors | 10 |
| Influence on purchasing/procurement decisions | % | Student | 9 |
| Decisively | 21 | Other not gainfully employed | 2 |
| Collectively | 33 | Size of company/organisation: | |
| In an advisory capacity | 21 | Number of employees | % |
| No | 14 | 1- 4 | 9 |
| Student | 9 | 5- 9 | 6 |
| Other not gainfully employed | 2 | 10- 49 | 20 |
| | | 50- 199 | 17 |
| | | 200- 499 | 11 |
| | | 500 - 999 | 6 |
| | | 1 000 and more | 21 |
| | | Student | 9 |
| | | Other not gainfully employed | 2 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ABF

Private visitors' profile

| | | | |
|--|----------------|--|------------|
| Visitors (number of entries) | 114 867 | Proportion of private visitors | 98% |
| Germany (total) | 100 | Germany (total) | 100 |
| of which | | of which | |
| Nielsen 1 | 95 | Nielsen 4 | - |
| Bremen | - | Bavaria | - |
| Hamburg | - | Nielsen 5+6 | 2 |
| Lower Saxony | 94 | Berlin | - |
| Schleswig-Holstein | - | Brandenburg | - |
| Nielsen 2 | 3 | Mecklenburg- | - |
| North Rhine-Westph. | 3 | West Pomerania | - |
| Nielsen 3a | - | Saxony-Anhalt | 1 |
| Hesse | - | Nielsen 7 | - |
| Rhineland-Palatinate | - | Saxony | - |
| Saarland | - | Thuringia | - |
| Nielsen 3b | - | | |
| Baden-Württemb. | - | | |
| Distance to home | % | Distance to home | % |
| up to 50 km | 68 | up to 50 km | 68 |
| more than 50 km up to 100 km | 24 | more than 50 km up to 100 km | 24 |
| more than 100 km up to 300 km | 7 | more than 100 km up to 300 km | 7 |
| over 300 km | 1 | over 300 km | 1 |
| Frequency of visits to trade fair | % | Frequency of visits to trade fair | % |
| Previous event | 41 | Previous event | 41 |
| Earlier events | 61 | Earlier events | 61 |
| First visit | 17 | First visit | 17 |
| Sex | % | Sex | % |
| Male | 41 | Male | 41 |
| Female | 59 | Female | 59 |
| Size of household | % | Size of household | % |
| 1 person | 12 | 1 person | 12 |
| 2 persons | 55 | 2 persons | 55 |
| 3 persons | 14 | 3 persons | 14 |
| 4 persons | 13 | 4 persons | 13 |
| 5 persons and more | 5 | 5 persons and more | 5 |
| Age | % | Age | % |
| up to 20 years | 4 | up to 20 years | 4 |
| over 20 up to 30 years | 9 | over 20 up to 30 years | 9 |
| over 30 up to 40 years | 9 | over 30 up to 40 years | 9 |
| over 40 up to 50 years | 23 | over 40 up to 50 years | 23 |
| over 50 up to 60 years | 27 | over 50 up to 60 years | 27 |
| over 60 up to 70 years | 19 | over 60 up to 70 years | 19 |
| over 70 years | 9 | over 70 years | 9 |

Trade visitors' profile

Trade visitors' profile

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 5 |
| Managing director, board member, head of an authority etc. | 1 |
| Area manager, works manager, plant manager, branch manager, head of public office | 2 |
| Department head, group head, team leader | 8 |
| Other salaried staff, civil servant, skilled worker | 31 |
| Lecturer, teacher | 2 |
| Trainee | 2 |
| Other position | 7 |
| Student | 5 |
| Housewife/man | 4 |
| Old-age pensioner | 29 |
| Other not gainfully employed | 4 |
| Buying and ordering capacity | % |
| Purchase or order made or intended at the exhibition | |
| yes | 66 |
| no | 10 |
| maybe | 25 |
| Follow-up business | % |
| Intend to buy at later date | |
| yes | 23 |
| no | 20 |
| maybe | 57 |

| | |
|--|-----------------|
| Visitors (number of entries) | 28 094 |
| Proportion of trade visitors | 99% |
| Germany (total) | 99 |
| of which | |
| Nielsen 1 | 59 |
| Bremen | 1 |
| Hamburg | 3 |
| Lower Saxony | 50 |
| Schleswig-Holstein | 6 |
| Nielsen 2 | 21 |
| North Rhine-Westph. | 21 |
| Nielsen 3a | 7 |
| Hesse | 4 |
| Rhineland-Palatinate | 2 |
| Saarland | - |
| Nielsen 3b | 1 |
| Baden-Württemb. | 1 |
| Foreign (total) | 1 |
| of which | |
| EU | 77 |
| Other countries | 23 |
| Distance to home | % |
| up to 50 km | 22 |
| more than 50 km up to 100 km | 20 |
| more than 100 km up to 300 km | 42 |
| over 300 km | 17 |
| Frequency of visits to trade fair | % |
| Previous event | 8 |
| Earlier events | 50 |
| First visit | 41 |
| Average length of stay | 1,1 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 13 |
| Collectively | 31 |
| In an advisory capacity | 26 |
| No | 21 |
| Student | 8 |
| Other not gainfully employed | 1 |
| Area of responsibility | % |
| Management | 9 |
| Research/development/design | 1 |
| Manufacturing, production, quality control | 1 |
| Buying/procurement | 2 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | 2 |
| Sales | 2 |
| Marketing, advertising, PR | 1 |
| Logistics: storage, material management, transport | - |
| Maintenance/repairs | 2 |
| Management of a home | 7 |
| Nursing service | 40 |
| Care, supervision | 7 |
| Therapy | 2 |

| | |
|--|----------|
| Kitchen/household | 3 |
| Organisation, planning, work scheduling | 2 |
| Other area | 10 |
| Student | 8 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 7 |
| Managing director, board member, home director etc. | 8 |
| Chief administrator | 2 |
| Household manager | 2 |
| Kitchen manager | 1 |
| Other salaried staff, civil servant with managerial responsibility | 3 |
| Head of nursing service | 12 |
| Ward sister | 4 |
| Salaried staff, civil servant | 3 |
| Geriatric nurse, nurse/male nurse | 19 |
| Assistant geriatric nurse, nurse | 4 |
| Lecturer, teacher | 3 |
| Skilled domestic worker | 1 |
| Trainee | 17 |
| Other position | 5 |
| Student | 8 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Old peoples' home | 14 |
| Nursing home | 31 |
| Day care/short-term nursing facilities | 2 |
| Facility for the disabled | 3 |
| Social ward | 2 |
| Out-patient nursing services | 14 |
| Hospital | 2 |
| Rehabilitation clinic | 1 |
| Welfare association | 3 |
| Sponsor | 1 |
| Public authority | 1 |
| School, educational institution | 5 |
| Old peoples' home | 2 |
| Shared residence | 2 |
| Therapeutic facility | 1 |
| Medical supplies retailer | 1 |
| Industrial producer | 1 |
| (Interior) architect/decorator | 1 |
| Other sectors | 7 |
| Student | 8 |
| Other not gainfully employed | 1 |
| Size of company/organisation: | % |
| Number of employees | |
| 1- 4 | 4 |
| 5- 9 | 4 |
| 10- 49 | 23 |
| 50- 199 | 28 |
| 200- 499 | 11 |
| 500 - 999 | 7 |
| 1 000 and more | 13 |
| Student | 8 |
| Other not gainfully employed | 1 |

| | |
|--|-----------------|
| Visitors (number of entries) | 187 759 |
| Proportion of trade visitors | 91% |
| Germany (total) | 76 |
| of which | |
| Nielsen 1 | 39 |
| Bremen | 2 |
| Hamburg | 5 |
| Lower Saxony | 29 |
| Schleswig-Holstein | 3 |
| Nielsen 2 | 21 |
| North Rhine-Westph. | 21 |
| Nielsen 3a | 10 |
| Hesse | 8 |
| Rhineland-Palatinate | 2 |
| Saarland | - |
| Nielsen 3b | 7 |
| Baden-Württemb. | 7 |
| Foreign (total) | 24 |
| of which | |
| EU | 64 |
| Other european countries | 12 |
| Africa | 3 |
| North America | 2 |
| South and Central America | 3 |
| Middle East | 7 |
| South-, East-, Central Asia | 9 |
| Australia | 1 |
| Distance to home | % |
| up to 50 km | 13 |
| more than 50 km up to 100 km | 7 |
| more than 100 km up to 300 km | 32 |
| over 300 km | 49 |
| Countries with the highest visitor shares | % |
| Netherlands | 12 |
| Poland | 8 |
| Belgium | 6 |
| Austria | 6 |
| United Kingdom | 5 |
| Frequency of visits to trade fair | % |
| Previous event | 39 |
| Earlier events | 62 |
| First visit | 32 |
| Average length of stay | 1,5 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 29 |
| Collectively | 23 |
| In an advisory capacity | 20 |
| No | 11 |
| Student | 15 |
| Other not gainfully employed | 2 |

| | |
|---|----------|
| Area of responsibility | % |
| Management | 12 |
| Research/development/design | 7 |
| Manufacturing, production, quality control | 2 |
| Buying/procurement | 2 |
| Finance/accounting, controlling | 3 |
| Information and communication technology | 35 |
| Personnel administration, administration | 2 |
| Sales | 8 |
| Marketing, advertising, PR | 4 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 2 |
| Other area | 5 |
| Student | 15 |
| Other not gainfully employed | 2 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 16 |
| 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 | 15 |
| Other salaried staff, civil servant, skilled worker | 28 |
| Lecturer, teacher | 2 |
| Trainee | 5 |
| Other position | 2 |
| Student | 15 |
| Other not gainfully employed | 2 |
| Economic sector | % |
| Hardware manufacturer | 6 |
| Software and IT systems specialists | 19 |
| Trade | 10 |
| Company and freelancer services | 27 |
| Power industry | 3 |
| Manufacturing sector | 8 |
| Authority/public services | 12 |
| Skilled trades | 2 |
| Building trade | 2 |
| Traffic and logistic | 3 |
| Media industry | 4 |
| Travel and tourism | 1 |
| Banking, finance and insurance | 4 |
| Health system and medical systems | 3 |
| Other sectors | 1 |
| Student | 15 |
| Other not gainfully employed | 2 |
| Size of company/organisation: | % |
| Number of employees | |
| 1- 4 | 13 |
| 5- 9 | 7 |
| 10- 49 | 15 |
| 50- 199 | 15 |
| 200- 499 | 7 |
| 500 - 999 | 5 |
| 1 000 and more | 21 |
| Student | 15 |
| Other not gainfully employed | 2 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Conducted by: Wissler & Partner, Basel

CeMAT → Hannover

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 48 267 | Area of responsibility | % |
| Proportion of trade visitors | 98% | Management | 12 |
| Germany (total) | 69 | Research/development/design | 10 |
| of which | | Manufacturing, production, quality control | 8 |
| Nielsen 1 | 44 | Buying/procurement | 5 |
| Bremen | 2 | Finance/accounting, controlling | 1 |
| Hamburg | 8 | Information and communication technology | 2 |
| Lower Saxony | 31 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 3 | Sales | 14 |
| Nielsen 2 | 22 | Marketing, advertising, PR | 2 |
| North Rhine-Westph. | 22 | Logistics: storage, material management, transport | 32 |
| Nielsen 3a | 9 | Maintenance/repairs | 5 |
| Hesse | 6 | Other area | 2 |
| Rhineland-Palatinate | 3 | Student | 6 |
| Saarland | - | Other not gainfully employed | 1 |
| Nielsen 3b | 7 | Position in the company/organisation | % |
| Baden-Württemberg | 7 | Entrepreneur, co-owner, freelancer | 8 |
| | | Managing director, board member, head of an authority etc. | 11 |
| Foreign (total) | 31 | Area manager, works manager, plant manager, branch manager, head of public office | 13 |
| of which | | Department head, group head, team leader | 24 |
| EU | 63 | Other salaried staff, civil servant, skilled worker | 31 |
| Other european countries | 11 | Lecturer, teacher | 2 |
| Africa | 5 | Trainee | 7 |
| North America | 4 | Other position | - |
| South and Central America | 4 | Student | 6 |
| Middle East | 4 | Other not gainfully employed | 1 |
| South-, East-, Central Asia | 7 | Economic sector | % |
| Australia | 2 | Power industry | 3 |
| | | Primary and production industry | 15 |
| Distance to home | % | Investment goods industry | 27 |
| up to 50 km | 10 | Consumer goods industry | 1 |
| more than 50 km up to 100 km | 10 | Food and luxury industry | 3 |
| more than 100 km up to 300 km | 31 | Timber industry | 1 |
| over 300 km | 49 | Port operations, port cargo handling systems | 2 |
| Countries with the highest visitor shares | % | Building trade | 3 |
| Netherlands | 7 | Skilled trades | 4 |
| United Kingdom | 6 | Trade | 17 |
| Italy | 6 | Service | 25 |
| Poland | 5 | Authority/public services | 3 |
| Austria | 5 | Other sectors | 1 |
| Frequency of visits to trade fair | % | Student | 6 |
| Previous event | 32 | Other not gainfully employed | 1 |
| Earlier events | 28 | Size of company/organisation: | % |
| First visit | 57 | Number of employees | % |
| Average length of stay | 1,5 days | 1- 4 | 6 |
| Influence on purchasing/procurement decisions | % | 500 - 999 | 8 |
| Decisively | 24 | 1 000 and more | 25 |
| Collectively | 30 | Student | 6 |
| In an advisory capacity | 23 | 50- 199 | 20 |
| No | 16 | 200- 499 | 15 |
| Student | 6 | Other not gainfully employed | 1 |
| Other not gainfully employed | 1 | | |

Conducted by: Wissler & Partner, Basel

DOMOTEX → Hannover

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 44 573 | Area of responsibility | % |
| Proportion of trade visitors | 93% | Management | 36 |
| Germany (total) | 42 | Research/development/design | 8 |
| of which | | Manufacturing, production, quality control | 7 |
| Nielsen 1 | 37 | Buying/procurement | 9 |
| Bremen | 3 | Finance/accounting, controlling | 1 |
| Hamburg | 4 | Information and communication technology | - |
| Lower Saxony | 27 | Personnel administration, administration | - |
| Schleswig-Holstein | 3 | Sales | 27 |
| Nielsen 2 | 23 | Marketing, advertising, PR | 4 |
| North Rhine-Westph. | 23 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 12 | Maintenance/repairs | - |
| Hesse | 8 | Other area | 5 |
| Rhineland-Palatinate | 4 | Student | 1 |
| Saarland | - | Other not gainfully employed | 1 |
| Nielsen 3b | 8 | Position in the company/organisation | % |
| Baden-Württemberg | 8 | Entrepreneur, co-owner, freelancer | 38 |
| | | Managing director, board member, head of an authority etc. | 20 |
| Foreign (total) | 58 | Area manager, works manager, plant manager, branch manager, head of public office | 9 |
| of which | | Department head, group head, team leader | 13 |
| EU | 51 | Other salaried staff, civil servant, skilled worker | 14 |
| Other european countries | 16 | Lecturer, teacher | 1 |
| Africa | 4 | Trainee | 1 |
| North America | 6 | Other position | 2 |
| South and Central America | 4 | Student | 1 |
| Middle East | 5 | Other not gainfully employed | 1 |
| South-, East-, Central Asia | 13 | Economic sector | % |
| Australia | 2 | Furnishing/furniture stores | 9 |
| | | Department stores, mail order, DIY stores | 5 |
| Distance to home | % | Timber trade | 11 |
| up to 50 km | 5 | Other Specialist retail trade | 10 |
| more than 50 km up to 100 km | 4 | Wholesale trade | 24 |
| more than 100 km up to 300 km | 18 | Interior decorator | 8 |
| over 300 km | 73 | Parquet and floor layer | 16 |
| Countries with the highest visitor shares | % | Painter | 3 |
| United Kingdom | 9 | Other skilled trades | 2 |
| Turkey | 8 | Architect's/interior designer's, Contract furnishers | 8 |
| Netherlands | 7 | Facility management | 1 |
| India | 6 | Logistics and transportation | 1 |
| Belgium | 5 | Other service | 4 |
| Frequency of visits to trade fair | % | Industry | 22 |
| Previous event | 47 | Research/teaching | 1 |
| Earlier events | 63 | Press, media | 1 |
| First visit | 30 | Other sectors | 1 |
| Average length of stay | 1,9 days | Student | 1 |
| Influence on purchasing/procurement decisions | % | Other not gainfully employed | 1 |
| Decisively | 53 | Size of company/organisation: | % |
| Collectively | 23 | Number of employees | % |
| In an advisory capacity | 14 | 1- 4 | 22 |
| No | 8 | 500 - 999 | 4 |
| Student | 1 | 1 000 and more | 7 |
| Other not gainfully employed | 1 | 10- 49 | 27 |
| | | Student | 1 |
| | | 50- 199 | 17 |
| | | 200- 499 | 7 |
| | | Other not gainfully employed | 1 |

Conducted by: Wissler & Partner, Basel

EnergyDecentral

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 38 062* | Area of responsibility | % |
| Proportion of trade visitors | 96% | Management | 36 |
| Germany (total) | 85 | Research/development/design | 8 |
| of which | | Manufacturing, production, quality control | 7 |
| Nielsen 1 | 44 | Buying/procurement | 9 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | - | Information and communication technology | - |
| Lower Saxony | 38 | Personnel administration, administration | - |
| Schleswig-Holstein | 6 | Sales | 27 |
| Nielsen 2 | 15 | Marketing, advertising, PR | 4 |
| North Rhine-Westph. | 15 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 9 | Maintenance/repairs | - |
| Hesse | 6 | Other area | 5 |
| Rhineland-Palatinate | 3 | Student | 1 |
| Saarland | - | Other not gainfully employed | 1 |
| Nielsen 3b | 7 | Position in the company/organisation | % |
| Baden-Württemberg | 7 | Entrepreneur, co-owner, freelancer | 38 |
| | | Managing director, board member, head of an authority etc. | 20 |
| Foreign (total) | 15 | Area manager, works manager, plant manager, branch manager, head of public office | 9 |
| of which | | Department head, group head, team leader | 13 |
| EU | 67 | Other salaried staff, civil servant, skilled worker | 14 |
| Other european countries | 15 | Lecturer, teacher | 1 |
| Other countries | 18 | Trainee | 1 |
| | | Other position | 2 |
| Distance to home | % | Student | 1 |
| 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 | 35 | Furnishing/furniture stores | 9 |
| over 300 km | 43 | Department stores, mail order, DIY stores | 5 |
| Country with the highest visitor share | % | Timber trade | 11 |
| Netherlands | 11 | Other Specialist retail trade | 10 |
| Frequency of visits to trade fair | % | Wholesale trade | 24 |
| Previous event | 58 | Interior decorator | 8 |
| Earlier events | 52 | Parquet and floor layer | 16 |
| First visit | 26 | Painter | 3 |
| Average length of stay | 1,4 days | Other skilled trades | 2 |
| Influence on purchasing/procurement decisions | % | Architect's/interior designer's, Contract furnishers | 8 |
| Decisively | 37 | Facility management | 1 |
| Collectively | 24 | Logistics and transportation | 1 |
| In an advisory capacity | 22 | Other service | 4 |
| No | 12 | Industry | 22 |
| Student | 5 | Research/teaching | 1 |
| Other not gainfully employed | 1 | Press, media | 1 |
| | | Other sectors | 1 |
| | | Student | 1 |
| | | Other not gainfully employed | 1 |

* Visitor attendance determined by a representative poll in the combination of EuroTier/EnergyDecentral. Multiple answers were permitted.

Trade visitors' profile

| | |
|---|----|
| Area of responsibility | % |
| Management | 52 |
| Research/development/design | 5 |
| Manufacturing, production, quality control | 5 |
| Buying/procurement | 3 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | 2 |
| Sales | 6 |
| Marketing, advertising, PR | 2 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 7 |
| Other area | 11 |
| Student | 5 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 47 |
| Managing director, board member, head of an authority etc. | 13 |
| 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 | 11 |
| Lecturer, teacher | 1 |
| Trainee | 7 |
| Other position | 6 |
| Student | 5 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Agricultural business, company | 64 |
| Contractors, industrial equipment hire companies | 5 |
| Industry | 6 |
| Trade/sales | 2 |
| Engineer's and planning office | 2 |
| Local utilities, energy suppliers | 2 |
| Other service | 5 |
| University/college/polytechnic | 1 |
| Other sectors | 7 |
| Student | 5 |
| Other not gainfully employed | 1 |
| Size of company/organisation: Number of employees | % |
| 1- 4 | 51 |
| 5- 9 | 10 |
| 10- 49 | 11 |
| 50- 199 | 7 |
| 200- 499 | 2 |
| 500 - 999 | 1 |
| 1 000 and more | 4 |
| Student | 5 |
| Other not gainfully employed | 1 |
| N/A | 8 |
| Conducted by: Wissler & Partner, Basel | |

| | |
|--|-----------------|
| Visitors (number of entries) | 59 252 |
| Proportion of trade visitors | 98% |
| Germany (total) | 62 |
| of which | |
| Nielsen 1 | 32 |
| Nielsen 2 | 27 |
| Nielsen 3a | 9 |
| Nielsen 3b | 10 |
| Nielsen 4 | 10 |
| Nielsen 5+6 | 6 |
| Nielsen 7 | 6 |
| Nielsen 8 | 3 |
| Nielsen 9 | 3 |
| Nielsen 10 | 10 |
| Nielsen 11 | 10 |
| Foreign (total) | 38 |
| of which | |
| EU | 62 |
| Other european countries | 14 |
| North America | 5 |
| South and Central America | 4 |
| Middle East | 4 |
| South-, East-, Central Asia | 7 |
| Australia | 2 |
| Other countries | 2 |
| Distance to home | % |
| up to 50 km | 8 |
| more than 50 km up to 100 km | 6 |
| more than 100 km up to 300 km | 27 |
| over 300 km | 59 |
| Countries with the highest visitor shares | % |
| Netherlands | 7 |
| Austria | 6 |
| Switzerland | 6 |
| Poland | 5 |
| Sweden | 5 |
| Frequency of visits to trade fair | % |
| Previous event | 37 |
| Earlier events | 41 |
| First visit | 48 |
| Average length of stay | 1,6 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 30 |
| Collectively | 30 |
| In an advisory capacity | 21 |
| No | 15 |
| Student | 4 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 18 |
| Research/development/design | 16 |
| Manufacturing, production, quality control | 35 |
| Buying/procurement | 6 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | - |
| Sales | 11 |
| Marketing, advertising, PR | 1 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 4 |
| Other area | 2 |
| Student | 4 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 12 |
| Managing director, board member, head of an authority etc. | 14 |
| Area manager, works manager, plant manager, branch manager, head of public office | 15 |
| Department head, group head, team leader | 19 |
| Other salaried staff, civil servant, skilled worker | 29 |
| Lecturer, teacher | 1 |
| Trainee | 5 |
| Other position | - |
| Student | 4 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Industry | 76 |
| Wholesale/foreign trade | 5 |
| Retail trade | 1 |
| Skilled trades | 11 |
| Service | 7 |
| Authority/public services | 1 |
| University/college/polytechnic | 1 |
| Other sectors | 1 |
| Student | 4 |
| Other not gainfully employed | 1 |
| Size of company/organisation: Number of employees | % |
| 1- 4 | 6 |
| 5- 9 | 7 |
| 10- 49 | 21 |
| 50- 199 | 26 |
| 200- 499 | 14 |
| 500 - 999 | 7 |
| 1 000 and more | 17 |
| Student | 4 |
| Other not gainfully employed | 1 |
| Conducted by: Wissler & Partner, Basel | |

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 156 566 |
| Proportion of trade visitors | 94% |
| Germany (total) | 81 |
| of which | |
| Nielsen 1 | 38 |
| Nielsen 2 | 18 |
| Nielsen 3a | 11 |
| Nielsen 3b | 8 |
| Nielsen 4 | 14 |
| Nielsen 5+6 | 7 |
| Nielsen 7 | 5 |
| Nielsen 8 | 3 |
| Nielsen 9 | 3 |
| Nielsen 10 | 8 |
| Nielsen 11 | 8 |
| Foreign (total) | 19 |
| of which | |
| EU | 64 |
| Other european countries | 16 |
| Africa | 4 |
| North America | 4 |
| South and Central America | 5 |
| Middle East | 3 |
| South-, East-, Central Asia | 5 |
| Australia | 1 |
| Distance to home | % |
| up to 50 km | 8 |
| more than 50 km up to 100 km | 9 |
| more than 100 km up to 300 km | 35 |
| over 300 km | 48 |
| Countries with the highest visitor shares | % |
| Netherlands | 12 |
| Austria | 8 |
| Poland | 5 |
| Switzerland | 4 |
| United Kingdom | 4 |
| Frequency of visits to trade fair | % |
| Previous event | 54 |
| Earlier events | 52 |
| First visit | 27 |
| Average length of stay | 1,4 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 36 |
| Collectively | 25 |
| In an advisory capacity | 20 |
| No | 14 |
| Student | 4 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 49 |
| Research/development/design | 5 |
| Manufacturing, production, quality control | 7 |
| Buying/procurement | 3 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | 2 |
| Sales | 8 |
| Marketing, advertising, PR | 2 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 4 |
| Other area | 13 |
| Student | 4 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 48 |
| Managing director, board member, head of an authority etc. | 11 |
| Area manager, works manager, plant manager, branch manager, head of public office | 4 |
| Department head, group head, team leader | 4 |
| Other salaried staff, civil servant, skilled worker | 14 |
| Lecturer, teacher | 2 |
| Trainee | 7 |
| Other position | 5 |
| Student | 4 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Agricultural business, company | 64 |
| Contractors, industrial equipment hire companies | 4 |
| Industry | 9 |
| Trade/sales | 4 |
| Veterinary surgeon | 2 |
| Other service | 6 |
| University/college/polytechnic | 2 |
| Other sectors | 5 |
| Student | 4 |
| Other not gainfully employed | 1 |
| Size of company/organisation: Number of employees | % |
| 1- 4 | 50 |
| 5- 9 | 8 |
| 10- 49 | 12 |
| 50- 199 | 7 |
| 200- 499 | 3 |
| 500 - 999 | 1 |
| 1 000 and more | 5 |
| Student | 4 |
| Other not gainfully employed | 1 |
| N/A | 9 |
| Conducted by: Wissler & Partner, Basel | |

HANNOVER MESSE → Hannover

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 174 139 | Area of responsibility | % |
| Proportion of trade visitors | 93% | Management | 10 |
| Germany (total) | 75 | Research/development/design | 21 |
| of which | | Manufacturing, production, quality control | 12 |
| Nielsen 1 | 41 | Buying/procurement | 4 |
| Bremen | 2 | Finance/accounting, controlling | 1 |
| Hamburg | 5 | Information and communication technology | 3 |
| Lower Saxony | 30 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 3 | Sales | 9 |
| Nielsen 2 | 23 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 23 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 8 | Maintenance/repairs | 5 |
| Hesse | 6 | Other area | 5 |
| Rhineland-Palatinate | 2 | Student | 22 |
| Saarland | - | Other not gainfully employed | 3 |
| Nielsen 3b | 8 | Position in the company/organisation | % |
| Baden-Württemb. | 8 | Entrepreneur, co-owner, freelancer | 10 |
| Foreign (total) | 25 | Managing director, board member, head of an authority etc. | 8 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 7 |
| EU | 57 | Department head, group head, team leader | 16 |
| Other european countries | 12 | Other salaried staff, civil servant, skilled worker | 28 |
| Africa | 3 | Lecturer, teacher | 2 |
| North America | 3 | Trainee | 3 |
| South and Central America | 6 | Student | 22 |
| Middle East | 3 | Other not gainfully employed | 3 |
| South-, East-, Central Asia | 16 | Economic sector | % |
| Australia | 1 | Power industry | 16 |
| Distance to home | % | Environmental management | 3 |
| up to 50 km | 13 | Raw materials and production goods industry | 12 |
| more than 50 km up to 100 km | 9 | Investment goods industry | 26 |
| more than 100 km up to 300 km | 30 | Other processing industry | 4 |
| over 300 km | 48 | Building trade | 3 |
| Countries with the highest visitor shares | % | Skilled trades | 3 |
| Netherlands | 14 | Trade | 5 |
| China (PR) | 7 | Telecommunication | 2 |
| Poland | 4 | Company and freelancer services | 11 |
| France | 4 | Authority/public services | 4 |
| Belgium | 4 | Research institutes, industrial research | 5 |
| Frequency of visits to trade fair | % | Investor, financing | 1 |
| Previous event | 34 | Other sectors | 1 |
| Earlier events | 51 | Student | 22 |
| First visit | 41 | Other not gainfully employed | 3 |
| Average length of stay | 1,5 days | Size of company/organisation: | % |
| Influence on purchasing/procurement decisions | % | Number of employees | % |
| Decisively | 21 | 1- 4 | 7 |
| Collectively | 25 | 5- 9 | 4 |
| In an advisory capacity | 18 | 10- 49 | 14 |
| No | 11 | 50- 199 | 15 |
| Student | 22 | 200- 499 | 11 |
| Other not gainfully employed | 3 | 500 - 999 | 6 |
| | | 1 000 and more | 18 |
| | | Student | 22 |
| | | Other not gainfully employed | 3 |

Conducted by: Wissler & Partner, Basel

Digital Factory → Hannover Messe

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 50 500* | Area of responsibility | % |
| Proportion of trade visitors | 95% | Management | 11 |
| Germany (total) | 74 | Research/development/design | 21 |
| of which | | Manufacturing, production, quality control | 12 |
| Nielsen 1 | 40 | Buying/procurement | 3 |
| Bremen | 3 | Finance/accounting, controlling | 1 |
| Hamburg | 5 | Information and communication technology | 6 |
| Lower Saxony | 28 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 4 | Sales | 5 |
| Nielsen 2 | 22 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 22 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 6 | Maintenance/repairs | 3 |
| Hesse | 5 | Other area | 4 |
| Rhineland-Palatinate | 1 | Student | 27 |
| Saarland | - | Other not gainfully employed | 3 |
| Nielsen 3b | 11 | Position in the company/organisation | % |
| Baden-Württemb. | 11 | Entrepreneur, co-owner, freelancer | 11 |
| Foreign (total) | 26 | Managing director, board member, head of an authority etc. | 9 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 7 |
| EU | 51 | Department head, group head, team leader | 13 |
| Other european countries | 14 | Other salaried staff, civil servant, skilled worker | 27 |
| South and Central America | 8 | Lecturer, teacher | 2 |
| South-, East-, Central Asia | 21 | Trainee | 2 |
| Other countries | 6 | Student | 27 |
| Distance to home | % | Other not gainfully employed | 3 |
| up to 50 km | 10 | Economic sector | % |
| more than 50 km up to 100 km | 10 | Power industry | 9 |
| more than 100 km up to 300 km | 30 | Environmental management | 2 |
| over 300 km | 49 | Raw materials and production goods industry | 12 |
| Countries with the highest visitor shares | % | Investment goods industry | 26 |
| Netherlands | 12 | Other processing industry | 5 |
| China (PR) | 10 | Building trade | 3 |
| Turkey | 5 | Skilled trades | 3 |
| Frequency of visits to trade fair | % | Trade | 4 |
| Previous event | 33 | Telecommunication | 3 |
| Earlier events | 47 | Company and freelancer services | 14 |
| First visit | 45 | Authority/public services | 3 |
| Average length of stay | 1,6 days | Research institutes, industrial research | 5 |
| Influence on purchasing/procurement decisions | % | Investor, financing | 1 |
| Decisively | 20 | Other sectors | 1 |
| Collectively | 24 | Student | 27 |
| In an advisory capacity | 18 | Other not gainfully employed | 3 |
| No | 8 | Size of company/organisation: | % |
| Student | 27 | Number of employees | % |
| Other not gainfully employed | 3 | 1- 4 | 6 |
| | | 5- 9 | 3 |
| | | 10- 49 | 13 |
| | | 50- 199 | 14 |
| | | 200- 499 | 10 |
| | | 500 - 999 | 4 |
| | | 1 000 and more | 21 |
| | | Student | 27 |
| | | Other not gainfully employed | 3 |

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

Conducted by: Wissler & Partner, Basel

Energy

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 89 682* | Area of responsibility | % |
| Proportion of trade visitors | 94% | Management | 11 |
| Germany (total) | 73 | Research/development/design | 21 |
| of which | | Manufacturing, production, quality control | 12 |
| Nielsen 1 | 40 | Buying/procurement | 3 |
| Bremen | 3 | Finance/accounting, controlling | 1 |
| Hamburg | 6 | Information and communication technology | 6 |
| Lower Saxony | 27 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 4 | Sales | 5 |
| Nielsen 2 | 22 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 22 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 8 | Maintenance/repairs | 3 |
| Hesse | 6 | Other area | 4 |
| Rhineland-Palatinate | 2 | Student | 27 |
| Saarland | - | Other not gainfully employed | 3 |
| Nielsen 3b | 7 | Position in the company/organisation | % |
| Baden-Württemb. | 7 | Entrepreneur, co-owner, freelancer | 11 |
| Foreign (total) | 27 | Managing director, board member, head of an authority etc. | 9 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 7 |
| EU | 54 | Department head, group head, team leader | 13 |
| Other european countries | 15 | Other salaried staff, civil servant, skilled worker | 27 |
| Africa | 3 | Lecturer, teacher | 2 |
| South and Central America | 6 | Trainee | 2 |
| Middle East | 3 | Student | 27 |
| South-, East-, Central Asia | 16 | Other not gainfully employed | 3 |
| Other countries | 3 | Economic sector | % |
| Distance to home | % | Power industry | 9 |
| up to 50 km | 11 | Environmental management | 2 |
| more than 50 km up to 100 km | 7 | Raw materials and production goods industry | 12 |
| more than 100 km up to 300 km | 32 | Investment goods industry | 26 |
| over 300 km | 50 | Other processing industry | 5 |
| Countries with the highest visitor shares | % | Building trade | 3 |
| Netherlands | 13 | Skilled trades | 3 |
| China (PR) | 7 | Trade | 4 |
| United Kingdom | 4 | Telecommunication | 3 |
| Turkey | 4 | Company and freelancer services | 14 |
| Switzerland | 4 | Authority/public services | 3 |
| Frequency of visits to trade fair | % | Research institutes, industrial research | 5 |
| Previous event | 34 | Investor, financing | 1 |
| Earlier events | 51 | Other sectors | 1 |
| First visit | 41 | Student | 27 |
| Average length of stay | 1,6 days | Other not gainfully employed | 3 |
| Influence on purchasing/procurement decisions | % | Size of company/organisation: | % |
| Decisively | 22 | Number of employees | % |
| Collectively | 24 | 1- 4 | 6 |
| In an advisory capacity | 16 | 5- 9 | 3 |
| No | 10 | 10- 49 | 13 |
| Student | 25 | 50- 199 | 14 |
| Other not gainfully employed | 4 | 200- 499 | 10 |
| | | 500 - 999 | 4 |
| | | 1 000 and more | 21 |
| | | Student | 27 |
| | | Other not gainfully employed | 3 |

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

| | |
|--|----|
| Area of responsibility | % |
| Management | 12 |
| Research/development/design | 18 |
| Manufacturing, production, quality control | 9 |
| Buying/procurement | 3 |
| Finance/accounting, controlling | 2 |
| Information and communication technology | 2 |
| Personnel administration, administration | 2 |
| Sales | 10 |
| Marketing, advertising, PR | 3 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 4 |
| Other area | 6 |
| Student | 25 |
| Other not gainfully employed | 4 |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 10 |
| Managing director, board member, head of an authority etc. | 10 |
| Area manager, works manager, plant manager, branch manager, head of public office | 7 |
| Department head, group head, team leader | 15 |
| Other salaried staff, civil servant, skilled worker | 26 |
| Lecturer, teacher | 2 |
| Trainee | 2 |
| Student | 25 |
| Other not gainfully employed | 4 |

| | |
|---|----|
| Economic sector | % |
| Power industry | 30 |
| Environmental management | 4 |
| Raw materials and production goods industry | 8 |
| Investment goods industry | 16 |
| Other processing industry | 3 |
| Building trade | 3 |
| Skilled trades | 2 |
| Trade | 4 |
| Telecommunication | 3 |
| Company and freelancer services | 10 |
| Authority/public services | 5 |
| Research institutes, industrial research | 4 |
| Investor, financing | 1 |
| Other sectors | 1 |
| Student | 25 |
| Other not gainfully employed | 4 |

| | |
|--|----|
| Size of company/organisation: Number of employees | % |
| 1- 4 | 7 |
| 5- 9 | 5 |
| 10- 49 | 15 |
| 50- 199 | 14 |
| 200- 499 | 9 |
| 500 - 999 | 6 |
| 1 000 and more | 16 |
| Student | 25 |
| Other not gainfully employed | 4 |

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

| | |
|-------------------------------------|----------|
| Visitors (number of entries) | 123 813* |
| Proportion of trade visitors | 96% |
| Germany (total) | 72 |
| of which | |
| Nielsen 1 | 39 |
| Bremen | 3 |
| Hamburg | 4 |
| Lower Saxony | 29 |
| Schleswig-Holstein | 3 |
| Nielsen 2 | 24 |
| North Rhine-Westph. | 24 |
| Nielsen 3a | 8 |
| Hesse | 5 |
| Rhineland-Palatinate | 2 |
| Saarland | - |
| Nielsen 3b | 10 |
| Baden-Württemb. | 10 |

| | |
|-----------------------------|----|
| Foreign (total) | 28 |
| of which | |
| EU | 53 |
| Other european countries | 12 |
| Africa | 2 |
| North America | 4 |
| South and Central America | 6 |
| Middle East | 4 |
| South-, East-, Central Asia | 18 |
| Australia | 1 |

| | |
|-------------------------------|----|
| Distance to home | % |
| up to 50 km | 11 |
| more than 50 km up to 100 km | 10 |
| more than 100 km up to 300 km | 28 |
| over 300 km | 51 |

| | |
|--|----|
| Countries with the highest visitor shares | % |
| Netherlands | 11 |
| China (PR) | 9 |
| Poland | 4 |
| Belgium | 4 |
| India | 4 |

| | |
|--|----|
| Frequency of visits to trade fair | % |
| Previous event | 33 |
| Earlier events | 50 |
| First visit | 42 |

| | |
|--|----------|
| Average length of stay | 1,6 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 21 |
| Collectively | 26 |
| In an advisory capacity | 18 |
| No | 10 |
| 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 | 10 |
| Research/development/design | 22 |
| Manufacturing, production, quality control | 14 |
| Buying/procurement | 3 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 4 |
| Personnel administration, administration | 1 |
| Sales | 8 |
| Marketing, advertising, PR | 3 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 5 |
| Other area | 4 |
| Student | 23 |
| Other not gainfully employed | 2 |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 10 |
| Managing director, board member, head of an authority etc. | 8 |
| Area manager, works manager, plant manager, branch manager, head of public office | 8 |
| Department head, group head, team leader | 17 |
| Other salaried staff, civil servant, skilled worker | 27 |
| Lecturer, teacher | 2 |
| Trainee | 3 |
| Student | 23 |
| Other not gainfully employed | 2 |

| | |
|---|----|
| Economic sector | % |
| Power industry | 12 |
| Environmental management | 2 |
| Raw materials and production goods industry | 13 |
| Investment goods industry | 31 |
| Other processing industry | 5 |
| Building trade | 3 |
| Skilled trades | 3 |
| Trade | 5 |
| Telecommunication | 2 |
| Company and freelancer services | 10 |
| Authority/public services | 3 |
| Research institutes, industrial research | 5 |
| Investor, financing | 1 |
| Other sectors | 1 |
| Student | 23 |
| Other not gainfully employed | 2 |

| | |
|--|----|
| Size of company/organisation: Number of employees | % |
| 1- 4 | 5 |
| 5- 9 | 4 |
| 10- 49 | 14 |
| 50- 199 | 16 |
| 200- 499 | 11 |
| 500 - 999 | 6 |
| 1 000 and more | 19 |
| Student | 23 |
| Other not gainfully employed | 2 |

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

| | |
|-------------------------------------|---------|
| Visitors (number of entries) | 44 231* |
| Proportion of trade visitors | 94% |
| Germany (total) | 72 |
| of which | |
| Nielsen 1 | 40 |
| Bremen | 3 |
| Hamburg | 6 |
| Lower Saxony | 26 |
| Schleswig-Holstein | 5 |
| Nielsen 2 | 21 |
| North Rhine-Westph. | 21 |
| Nielsen 3a | 9 |
| Hesse | 7 |
| Rhineland-Palatinate | 2 |
| Saarland | - |
| Nielsen 3b | 9 |
| Baden-Württemb. | 9 |

| | |
|-----------------------------|----|
| Foreign (total) | 28 |
| of which | |
| EU | 55 |
| Other european countries | 10 |
| South and Central America | 6 |
| South-, East-, Central Asia | 24 |
| Other countries | 5 |

| | |
|-------------------------------|----|
| 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 | 31 |
| over 300 km | 51 |

| | |
|--|----|
| Countries with the highest visitor shares | % |
| China (PR) | 13 |
| Netherlands | 10 |

| | |
|--|----|
| Frequency of visits to trade fair | % |
| Previous event | 32 |
| Earlier events | 44 |
| First visit | 46 |

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

| | |
|--|----|
| Influence on purchasing/procurement decisions | % |
| Decisively | 19 |
| Collectively | 24 |
| In an advisory capacity | 15 |
| No | 9 |
| Student | 29 |
| Other not gainfully employed | 4 |

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

| | |
|--|----|
| Area of responsibility | % |
| Management | 12 |
| Research/development/design | 17 |
| Manufacturing, production, quality control | 10 |
| Buying/procurement | 3 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 2 |
| Personnel administration, administration | 1 |
| Sales | 9 |
| Marketing, advertising, PR | 3 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 4 |
| Other area | 5 |
| Student | 29 |
| Other not gainfully employed | 4 |

| | |
|---|----|
| 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 | 8 |
| Department head, group head, team leader | 11 |
| Other salaried staff, civil servant, skilled worker | 26 |
| Lecturer, teacher | 1 |
| Trainee | 2 |
| Student | 29 |
| Other not gainfully employed | 4 |

| | |
|---|----|
| Economic sector | % |
| Power industry | 15 |
| Environmental management | 5 |
| Raw materials and production goods industry | 12 |
| Investment goods industry | 18 |
| Other processing industry | 3 |
| Building trade | 5 |
| Skilled trades | 2 |
| Trade | 5 |
| Telecommunication | 2 |
| Company and freelancer services | 13 |
| Authority/public services | 4 |
| Research institutes, industrial research | 6 |
| Investor, financing | 1 |
| Other sectors | 1 |
| Student | 29 |
| Other not gainfully employed | 4 |

| | |
|--|----|
| Size of company/organisation: Number of employees | % |
| 1- 4 | 7 |
| 5- 9 | 4 |
| 10- 49 | 14 |
| 50- 199 | 13 |
| 200- 499 | 7 |
| 500 - 999 | 7 |
| 1 000 and more | 16 |
| Student | 29 |
| Other not gainfully employed | 4 |

Conducted by: Wissler & Partner, Basel

Industrial Supply → Hannover Messe

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 73 661* | Area of responsibility | % |
| Proportion of trade visitors | 96% | Management | 11 |
| Germany (total) | 66 | Research/development/design | 21 |
| of which | | Manufacturing, production, quality control | 13 |
| Nielsen 1 | 34 | Buying/procurement | 10 |
| Bremen | 2 | Finance/accounting, controlling | 1 |
| Hamburg | 4 | Information and communication technology | 2 |
| Lower Saxony | 23 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 4 | Sales | 10 |
| Nielsen 2 | 25 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 25 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 7 | Maintenance/repairs | 3 |
| Hesse | 6 | Other area | 3 |
| Rhineland-Palatinate | 1 | Student | 19 |
| Saarland | - | Other not gainfully employed | 2 |
| Nielsen 3b | 10 | Position in the company/organisation | % |
| Baden-Württemb. | 10 | Entrepreneur, co-owner, freelancer | 10 |
| Foreign (total) | 34 | Managing director, board member, head of an authority etc. | 11 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 10 |
| EU | 56 | Department head, group head, team leader | 17 |
| Other european countries | 14 | Other salaried staff, civil servant, skilled worker | 28 |
| South and Central America | 5 | Lecturer, teacher | 1 |
| South-, East-, Central Asia | 18 | Trainee | 2 |
| Other countries | 8 | Student | 19 |
| Distance to home | % | Other not gainfully employed | 2 |
| up to 50 km | 8 | Economic sector | % |
| more than 50 km up to 100 km | 7 | Power industry | 12 |
| more than 100 km up to 300 km | 27 | Environmental management | 2 |
| over 300 km | 58 | Raw materials and production goods industry | 18 |
| Countries with the highest visitor shares | % | Investment goods industry | 30 |
| Netherlands | 14 | Other processing industry | 4 |
| China (PR) | 8 | Building trade | 4 |
| Turkey | 5 | Skilled trades | 2 |
| Poland | 5 | Trade | 6 |
| Austria | 4 | Telecommunication | 2 |
| Frequency of visits to trade fair | % | Company and freelancer services | 10 |
| Previous event | 35 | Authority/public services | 4 |
| Earlier events | 49 | Research institutes, industrial research | 6 |
| First visit | 42 | Investor, financing | 1 |
| Average length of stay | 1,7 days | Other sectors | 1 |
| Influence on purchasing/procurement decisions | % | Student | 19 |
| Decisively | 27 | Other not gainfully employed | 2 |
| Collectively | 28 | Size of company/organisation: | % |
| In an advisory capacity | 16 | Number of employees | % |
| No | 8 | 1- 4 | 6 |
| Student | 19 | 5- 9 | 5 |
| Other not gainfully employed | 2 | 10- 49 | 15 |
| | | 50 - 999 | 7 |
| | | 1 000 and more | 16 |
| | | Student | 19 |
| | | 50- 199 | 18 |
| | | 200- 499 | 12 |
| | | Other not gainfully employed | 2 |

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

Conducted by: Wissler & Partner, Basel

MobiliTec → Hannover Messe

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 35 002* | Area of responsibility | % |
| Proportion of trade visitors | 94% | Management | 9 |
| Germany (total) | 77 | Research/development/design | 19 |
| of which | | Manufacturing, production, quality control | 8 |
| Nielsen 1 | 39 | Buying/procurement | 2 |
| Bremen | 2 | Finance/accounting, controlling | 1 |
| Hamburg | 3 | Information and communication technology | 3 |
| Lower Saxony | 30 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 4 | Sales | 8 |
| Nielsen 2 | 23 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 23 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 7 | Maintenance/repairs | 3 |
| Hesse | 5 | Other area | 7 |
| Rhineland-Palatinate | 2 | Student | 32 |
| Saarland | - | Other not gainfully employed | 3 |
| Nielsen 3b | 7 | Position in the company/organisation | % |
| Baden-Württemb. | 7 | Entrepreneur, co-owner, freelancer | 8 |
| Foreign (total) | 23 | 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 | 60 | Department head, group head, team leader | 14 |
| Other european countries | 11 | Other salaried staff, civil servant, skilled worker | 27 |
| South-, East-, Central Asia | 20 | Lecturer, teacher | 3 |
| Other countries | 10 | Trainee | 2 |
| Distance to home | % | Student | 32 |
| up to 50 km | 14 | Other not gainfully employed | 3 |
| more than 50 km up to 100 km | 8 | Economic sector | % |
| more than 100 km up to 300 km | 30 | Power industry | 16 |
| over 300 km | 48 | Environmental management | 2 |
| Countries with the highest visitor shares | % | Raw materials and production goods industry | 8 |
| Netherlands | 14 | Investment goods industry | 20 |
| China (PR) | 9 | Other processing industry | 3 |
| Frequency of visits to trade fair | % | Building trade | 2 |
| Previous event | 33 | Skilled trades | 2 |
| Earlier events | 46 | Trade | 4 |
| First visit | 45 | Telecommunication | 2 |
| Average length of stay | 1,7 days | Company and freelancer services | 12 |
| Influence on purchasing/procurement decisions | % | Authority/public services | 6 |
| Decisively | 15 | Research institutes, industrial research | 5 |
| Collectively | 22 | Investor, financing | 1 |
| In an advisory capacity | 16 | Other sectors | 1 |
| No | 11 | Student | 32 |
| Student | 32 | Other not gainfully employed | 3 |
| Other not gainfully employed | 3 | Size of company/organisation: | % |
| | | Number of employees | % |
| | | 1- 4 | 7 |
| | | 5- 9 | 3 |
| | | 10- 49 | 13 |
| | | 50 - 999 | 5 |
| | | 1 000 and more | 18 |
| | | Student | 32 |
| | | 50- 199 | 12 |
| | | 200- 499 | 7 |
| | | Other not gainfully employed | 3 |

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

Conducted by: Wissler & Partner, Basel

Research & Technology

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 47 366* | Area of responsibility | % |
| Proportion of trade visitors | 94% | Management | 9 |
| Germany (total) | 77 | Research/development/design | 19 |
| of which | | Manufacturing, production, quality control | 8 |
| Nielsen 1 | 41 | Buying/procurement | 2 |
| Bremen | 3 | Finance/accounting, controlling | 1 |
| Hamburg | 6 | Information and communication technology | 3 |
| Lower Saxony | 28 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 4 | Sales | 8 |
| Nielsen 2 | 23 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 23 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 7 | Maintenance/repairs | 3 |
| Hesse | 5 | Other area | 7 |
| Rhineland-Palatinate | 2 | Student | 32 |
| Saarland | - | Other not gainfully employed | 3 |
| Nielsen 3b | 8 | Position in the company/organisation | % |
| Baden-Württemb. | 8 | Entrepreneur, co-owner, freelancer | 8 |
| Foreign (total) | 23 | 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 | 59 | Department head, group head, team leader | 14 |
| Other european countries | 14 | Other salaried staff, civil servant, skilled worker | 27 |
| South and Central America | 5 | Lecturer, teacher | 3 |
| South-, East-, Central Asia | 15 | Trainee | 2 |
| Other countries | 6 | Student | 32 |
| Distance to home | % | Other not gainfully employed | 3 |
| up to 50 km | 12 | Economic sector | % |
| more than 50 km up to 100 km | 9 | Power industry | 16 |
| more than 100 km up to 300 km | 30 | Environmental management | 2 |
| over 300 km | 49 | Raw materials and production goods industry | 8 |
| Countries with the highest visitor shares | % | Investment goods industry | 20 |
| Netherlands | 13 | Other processing industry | 3 |
| China (PR) | 8 | Building trade | 2 |
| Belgium | 5 | Skilled trades | 2 |
| Switzerland | 5 | Trade | 4 |
| Poland | 4 | Telecommunication | 2 |
| Frequency of visits to trade fair | % | Company and freelancer services | 12 |
| Previous event | 31 | Authority/public services | 6 |
| Earlier events | 49 | Research institutes, industrial research | 5 |
| First visit | 44 | Investor, financing | 1 |
| Average length of stay | 1,5 days | Other sectors | 1 |
| Influence on purchasing/procurement decisions | % | Student | 32 |
| Decisively | 17 | Other not gainfully employed | 3 |
| Collectively | 23 | Size of company/organisation: | % |
| In an advisory capacity | 16 | Number of employees | % |
| No | 8 | 1- 4 | 7 |
| Student | 31 | 5- 9 | 3 |
| Other not gainfully employed | 4 | 10- 49 | 13 |
| | | 50 - 999 | 5 |
| | | 1 000 and more | 18 |
| | | Student | 32 |
| | | 50- 199 | 12 |
| | | 200- 499 | 7 |
| | | Other not gainfully employed | 3 |

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

| | | | |
|---|----|------------------------------|----|
| Area of responsibility | | | |
| Management | 8 | | |
| Research/development/design | 28 | | |
| Manufacturing, production, quality control | 9 | | |
| Buying/procurement | 2 | | |
| Finance/accounting, controlling | 1 | | |
| Information and communication technology | 2 | | |
| Personnel administration, administration | 1 | | |
| Sales | 4 | | |
| Marketing, advertising, PR | 2 | | |
| Logistics: storage, material management, transport | 1 | | |
| Maintenance/repairs | 3 | | |
| Other area | 4 | | |
| Student | 31 | | |
| Other not gainfully employed | 4 | | |
| Position in the company/organisation | % | | |
| Entrepreneur, co-owner, freelancer | 9 | | |
| Managing director, board member, head of an authority etc. | 6 | | |
| Area manager, works manager, plant manager, branch manager, head of public office | 6 | | |
| Department head, group head, team leader | 14 | | |
| Other salaried staff, civil servant, skilled worker | 25 | | |
| Lecturer, teacher | 3 | | |
| Trainee | 2 | | |
| Student | 31 | | |
| Other not gainfully employed | 4 | | |
| Economic sector | % | | |
| Power industry | 11 | | |
| Environmental management | 3 | | |
| Primary and production industry | 11 | | |
| Investment goods industry | 23 | | |
| Other processing industry | 3 | | |
| Building trade | 2 | | |
| Skilled trades | 1 | | |
| Trade | 3 | | |
| Telecommunication | 2 | | |
| Company and freelancer services | 9 | | |
| Authority/public services | 5 | | |
| Research institutes, industrial research | 9 | | |
| Investor, financing | 1 | | |
| Other sectors | 1 | | |
| Student | 31 | | |
| Other not gainfully employed | 4 | | |
| Size of company/organisation: | | | |
| Number of employees | % | | |
| 1- 4 | 6 | 500 - 999 | 5 |
| 5- 9 | 4 | 1 000 and more | 18 |
| 10- 49 | 9 | Student | 31 |
| 50- 199 | 13 | Other not gainfully employed | 4 |
| 200- 499 | 9 | | |

Conducted by: Wisler & Partner, Basel

Private visitors' profile

| | | | |
|--|----------------|---------------|---|
| Visitors (number of entries) | 191 803 | | |
| Proportion of private visitors | 98% | | |
| Germany (total) | 100 | | |
| of which | | | |
| Nielsen 1 | 93 | Nielsen 4 | - |
| Bremen | - | Bavaria | - |
| Hamburg | - | Nielsen 5+6 | 2 |
| Lower Saxony | 92 | Berlin | - |
| Schleswig-Holstein | 1 | Brandenburg | - |
| Nielsen 2 | 4 | Mecklenburg- | |
| North Rhine-Westph. | 4 | West Pommern | - |
| Nielsen 3a | 1 | Saxony-Anhalt | 1 |
| Hesse | - | Nielsen 7 | 1 |
| Rhineland-Palatinate | - | Saxony | - |
| Saarland | - | Thuringia | 1 |
| Nielsen 3b | - | | |
| Baden-Württemb. | - | | |
| Distance to home | % | | |
| up to 50 km | 66 | | |
| more than 50 km up to 100 km | 22 | | |
| more than 100 km up to 300 km | 11 | | |
| over 300 km | 2 | | |
| Frequency of visits to trade fair | % | | |
| Previous event | 41 | | |
| Earlier events | 66 | | |
| First visit | 16 | | |
| Sex | % | | |
| Male | 23 | | |
| Female | 77 | | |
| Size of household | % | | |
| 1 person | 15 | | |
| 2 persons | 47 | | |
| 3 persons | 17 | | |
| 4 persons | 15 | | |
| 5 persons and more | 7 | | |
| Age | % | | |
| up to 20 years | 4 | | |
| over 20 up to 30 years | 14 | | |
| over 30 up to 40 years | 13 | | |
| over 40 up to 50 years | 23 | | |
| over 50 up to 60 years | 23 | | |
| over 60 up to 70 years | 16 | | |
| 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 | 2 | |
| Department head, group head, team leader | 7 | |
| Other salaried staff, civil servant, skilled worker | 35 | |
| Lecturer, teacher | 3 | |
| Trainee | 1 | |
| Other position | 7 | |
| Student | 6 | |
| Housewife/man | 7 | |
| Old-age pensioner | 21 | |
| Other not gainfully employed | 3 | |
| Buying and ordering capacity | % | |
| Purchase or order made or intended at the exhibition | | |
| yes | 85 | |
| no | 3 | |
| maybe | 12 | |
| Follow-up business | % | |
| Intend to buy at later date | | |
| yes | 21 | |
| no | 25 | |
| maybe | 55 | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private visitors' profile

| | | | |
|--|---------------|---------------|---|
| Visitors (number of entries) | 89 007 | | |
| Proportion of private visitors | 93% | | |
| Germany (total) | 99 | | |
| of which | | | |
| Nielsen 1 | 82 | Nielsen 4 | 1 |
| Bremen | 1 | Bavaria | 1 |
| Hamburg | 1 | Nielsen 5+6 | 5 |
| Lower Saxony | 78 | Berlin | 1 |
| Schleswig-Holstein | 2 | Brandenburg | 1 |
| Nielsen 2 | 7 | Mecklenburg- | |
| North Rhine-Westph. | 7 | West Pommern | 1 |
| Nielsen 3a | 5 | Saxony-Anhalt | 3 |
| Hesse | 5 | Nielsen 7 | 1 |
| Rhineland-Palatinate | - | Saxony | - |
| Saarland | - | Thuringia | 1 |
| Nielsen 3b | - | | |
| Baden-Württemb. | - | | |
| Foreign (total) | 1 | | |
| Distance to home | % | | |
| up to 50 km | 35 | | |
| more than 50 km up to 100 km | 32 | | |
| more than 100 km up to 300 km | 30 | | |
| over 300 km | 3 | | |
| Frequency of visits to trade fair | % | | |
| Previous event | 44 | | |
| Earlier events | 60 | | |
| First visit | 19 | | |
| Sex | % | | |
| Male | 39 | | |
| Female | 61 | | |
| Size of household | % | | |
| 1 person | 12 | | |
| 2 persons | 36 | | |
| 3 persons | 21 | | |
| 4 persons | 21 | | |
| 5 persons and more | 11 | | |
| Age | % | | |
| up to 20 years | 19 | | |
| over 20 up to 30 years | 22 | | |
| over 30 up to 40 years | 14 | | |
| over 40 up to 50 years | 21 | | |
| over 50 up to 60 years | 16 | | |
| over 60 up to 70 years | 7 | | |
| over 70 years | 2 | | |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 12 |
| Managing director, board member, head of an authority etc. | 2 |
| Area manager, works manager, plant manager, branch manager, head of public office | 2 |
| Department head, group head, team leader | 7 |
| Other salaried staff, civil servant, skilled worker | 30 |
| Lecturer, teacher | 2 |
| Trainee | 6 |
| Other position | 6 |
| Student | 19 |
| Housewife/man | 3 |
| Old-age pensioner | 9 |
| 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 | 39 |
| no | 22 |
| maybe | 40 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

PSI PROMOTION WORLD → Hannover

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 10 724 | Area of responsibility | % |
| Proportion of trade visitors | 82% | Management | 12 |
| Germany (total) | 79 | Research/development/design | 9 |
| of which | | Manufacturing, production, quality control | 7 |
| Nielsen 1 | 42 | Buying/procurement | 6 |
| Bremen | 1 | Finance/accounting, controlling | 1 |
| Hamburg | 5 | Information and communication technology | - |
| Lower Saxony | 35 | Personnel administration, administration | 2 |
| Schleswig-Holstein | 2 | Sales | 19 |
| Nielsen 2 | 22 | Marketing, advertising, PR | 34 |
| North Rhine-Westph. | 22 | Logistics: storage, material management, transport | - |
| Nielsen 3a | 7 | Maintenance/repairs | - |
| Hesse | 5 | Other area | 5 |
| Rhineland-Palatinate | 1 | Student | 4 |
| Saarland | - | Other not gainfully employed | 1 |
| Nielsen 3b | 5 | Position in the company/organisation | % |
| Baden-Württemberg | 5 | Entrepreneur, co-owner, freelancer | 16 |
| Foreign (total) | 21 | Managing director, board member, head of an authority etc. | 12 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 7 |
| EU | 46 | Department head, group head, team leader | 22 |
| Other european countries | 17 | Other salaried staff, civil servant, skilled worker | 35 |
| South-, East-, Central Asia | 23 | Lecturer, teacher | 2 |
| Other countries | 14 | Trainee | 3 |
| Distance to home | % | Other position | 3 |
| up to 50 km | 19 | Student | 4 |
| more than 50 km up to 100 km | 7 | Other not gainfully employed | 1 |
| more than 100 km up to 300 km | 30 | Economic sector | % |
| over 300 km | 45 | Authority/public services | 10 |
| Frequency of visits to trade fair | % | Marketing, advertising and PR | 18 |
| Previous event | 25 | Insurance and finance sector | 3 |
| Earlier events | 26 | Hotel, catering trade | 2 |
| First visit | 64 | Other service | 20 |
| Average length of stay | 1,2 days | Power industry | 8 |
| Influence on purchasing/procurement decisions | % | Trade | 13 |
| Decisively | 36 | Skilled trades | 5 |
| Collectively | 30 | Investment goods industry | 9 |
| In an advisory capacity | 18 | Other processing industries | 20 |
| No | 11 | Traffic and logistic | 5 |
| Student | 4 | Other sectors | 3 |
| Other not gainfully employed | 1 | Student | 4 |
| | | Other not gainfully employed | 1 |
| | | Size of company/organisation: | |
| | | Number of employees | % |
| | | 1- 4 | 14 |
| | | 5- 9 | 8 |
| | | 10- 49 | 21 |
| | | 50- 199 | 21 |
| | | 200- 499 | 13 |
| | | 500 - 999 | 8 |
| | | 1 000 and more | 11 |
| | | Student | 4 |
| | | Other not gainfully employed | 1 |

Conducted by: Wissler & Partner, Basel

New Energy Husum (2013) → Husum

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 13 439 | Area of responsibility | % |
| Proportion of trade visitors | 68% | Management | 35 |
| Germany (total) | 82 | Research/development/design | 8 |
| of which | | Manufacturing, production, quality control | 7 |
| Nielsen 1 | 82 | Buying/procurement | 4 |
| Bremen | 2 | Finance/accounting, controlling | 3 |
| Hamburg | 6 | Information and communication technology | 2 |
| Lower Saxony | 11 | Personnel administration, administration | 3 |
| Schleswig-Holstein | 63 | Sales | 13 |
| Nielsen 2 | 6 | Marketing, advertising, PR | 6 |
| North Rhine-Westph. | 6 | Logistics: storage, material management, transport | 2 |
| Nielsen 3a | - | Maintenance/repairs | 2 |
| Hesse | - | Other area | 16 |
| Rhineland-Palatinate | - | Student | - |
| Saarland | - | Other not gainfully employed | 1 |
| Nielsen 3b | 4 | Position in the company/organisation | % |
| Baden-Württemberg | 4 | Entrepreneur, co-owner, freelancer | 37 |
| Foreign (total) | 18 | Managing director, board member, head of an authority etc. | 12 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 7 |
| EU | 75 | Department head, group head, team leader | 8 |
| North America | 6 | Other salaried staff, civil servant, skilled worker | 18 |
| Middle East | 6 | Lecturer, teacher | 2 |
| South-, East-, Central Asia | 10 | Trainee | 1 |
| Other countries | 3 | Other position | 4 |
| Distance to home | % | Student | 7 |
| up to 50 km | 35 | Other not gainfully employed | 2 |
| more than 50 km up to 100 km | 16 | Economic sector | % |
| more than 100 km up to 300 km | 16 | Banking, finance and insurance | 2 |
| over 300 km | 32 | Building industry, architecture, planning, project management | 12 |
| Countries with the highest visitor shares | % | Biogas, biomass | 6 |
| Denmark | 30 | Biofuels | 1 |
| Switzerland | 12 | Block heating works | 1 |
| Poland | 8 | Geothermics, heat pumps, solar heating, wood | 6 |
| Sweden | 6 | Tradesmen, technical services | 11 |
| India | 5 | Association, institution | 6 |
| Frequency of visits to exhibition | % | Agriculture | 9 |
| Previous event | 46 | Media, press, publishing | 2 |
| Earlier events | 35 | Solar power | 12 |
| First visit | 39 | Other service | 8 |
| Average length of stay | 1,4 days | Small wind installations, wind industry | 12 |
| Influence on purchasing/procurement decisions | % | Supplier | 1 |
| Decisively | 35 | Other | 10 |
| Collectively | 28 | Size of company/organisation: | |
| In an advisory capacity | 23 | Number of employees | % |
| No | 14 | 1- 4 | 30 |
| | | 5- 9 | 14 |
| | | 10- 49 | 28 |
| | | 50- 199 | 15 |
| | | 200 - 499 | 3 |
| | | 500 - 999 | 2 |
| | | 1 000 and more | 7 |

Conducted by: Messe Husum & Congress GmbH & Co. KG, Husum

Nord Gastro und Hotel (2012)

Trade visitors' profile

| | | | |
|--|-----------------|--|-----------------|
| Visitors (number of entries) | 4 593 | Proportion of trade visitors | 100% |
| Germany (total) | 100 | Germany (total) | 100 |
| of which | | of which | |
| Nielsen 1 | 99 | Nielsen 4 | - |
| Bremen | - | Bavaria | - |
| Hamburg | 2 | Nielsen 5+6 | - |
| Lower Saxony | 1 | Berlin | - |
| Schleswig-Holstein | 96 | Brandenburg | - |
| Nielsen 2 | - | Mecklenburg- | - |
| North Rhine-Westph. | - | West Pomerania | - |
| Nielsen 3a | - | Saxony-Anhalt | - |
| Hesse | - | Nielsen 7 | - |
| Rhineland-Palatinate | - | Saxony | - |
| Saarland | - | Thuringia | - |
| Nielsen 3b | - | | |
| Baden-Württemberg | - | | |
| Distance to home | % | Distance to home | % |
| up to 50 km | 69 | up to 50 km | 69 |
| more than 50 km up to 100 km | 23 | more than 50 km up to 100 km | 23 |
| more than 100 km up to 300 km | 7 | more than 100 km up to 300 km | 7 |
| over 300 km | 2 | over 300 km | 2 |
| Frequency of visits to trade fair | % | Frequency of visits to trade fair | % |
| Previous event | 50 | Previous event | 50 |
| Earlier events | 54 | Earlier events | 54 |
| First visit | 27 | First visit | 27 |
| 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 | 37 | Decisively | 37 |
| Collectively | 27 | Collectively | 27 |
| In an advisory capacity | 26 | In an advisory capacity | 26 |
| No | 10 | 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 |
| Organisation, 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/organisation | % |
| 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/organisation: | |
| 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

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 2 151 |
| Proportion of trade visitors | 97% |
| Germany (total) | 45 |
| of which | |
| Nielsen 1 | 6 |
| Nielsen 4 | 5 |
| Bremen | 1 |
| Bavaria | 5 |
| Hamburg | - |
| Nielsen 5+6 | 4 |
| Lower Saxony | 5 |
| Berlin | 4 |
| Schleswig-Holstein | - |
| Brandenburg | - |
| Nielsen 2 | 14 |
| Mecklenburg- | |
| North Rhine-Westph. | 14 |
| West Pommernania | - |
| Nielsen 3a | 26 |
| Saxony-Anhalt | - |
| Hesse | 21 |
| Nielsen 7 | 7 |
| Rhineland-Palatinate | 5 |
| Saxony | 6 |
| Saarland | - |
| Thuringia | 1 |
| Nielsen 3b | 38 |
| Baden-Württemberg | 38 |
| Foreign (total) | 55 |
| of which | |
| EU | 71 |
| Other european countries | 12 |
| Other countries | 17 |
| Distance to home | % |
| up to 50 km | 10 |
| more than 50 km up to 100 km | 7 |
| more than 100 km up to 300 km | 16 |
| over 300 km | 67 |
| Countries with the highest visitor shares | % |
| France | 11 |
| Sweden | 11 |
| Frequency of visits to trade fair | % |
| 2011 | 14 |
| 2008 | 10 |
| First visit | 81 |
| Average length of stay | 1,7 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 25 |
| Collectively | 33 |
| In an advisory capacity | 29 |
| No | 11 |
| Student | 2 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 12 |
| Research/development/design | 16 |
| Manufacturing, production, quality control | 2 |
| Buying/procurement | 3 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 28 |
| Organisation, personnel, administration | 1 |
| Sales | 14 |
| Marketing, advertising, PR | 7 |
| Logistics: storage, material management, transport | 2 |
| Maintenance/repairs | 1 |
| Other area | 10 |
| Student | 2 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 8 |
| Managing director, board member, head of an authority etc. | 15 |
| Area manager, works manager, plant manager, branch manager, head of public office | 17 |
| Department head, group head, team leader | 28 |
| Other salaried staff, civil servant, skilled worker | 25 |
| Lecturer, teacher | 1 |
| Trainee | - |
| Other position | 3 |
| Student | 2 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Traffic - Street | 25 |
| Traffic - Rail | 22 |
| Traffic - Air | 1 |
| IT, software, hardware | 21 |
| Authority/public services | 5 |
| Manufacturer/Industry | 4 |
| Trade/Sales | 1 |
| Educational facility | 1 |
| Research/teaching | 3 |
| Consultancy | 5 |
| Service | 4 |
| Publishers, media | 1 |
| Other sectors | 5 |
| Student | 2 |
| Other not gainfully employed | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 5 |
| 500 - 999 | 8 |
| 5- 9 | 10 |
| 1 000 and more | 33 |
| 10- 49 | 19 |
| Student | 2 |
| 50- 199 | 12 |
| Other not gainfully employed | 1 |
| 200- 499 | 11 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 6 685 |
| Proportion of trade visitors | 99% |
| Germany (total) | 92 |
| of which | |
| Nielsen 1 | 8 |
| Nielsen 4 | 15 |
| Bremen | - |
| Bavaria | 15 |
| Hamburg | 2 |
| Nielsen 5+6 | 3 |
| Lower Saxony | 4 |
| Berlin | 3 |
| Schleswig-Holstein | 1 |
| Brandenburg | - |
| Nielsen 2 | 13 |
| Mecklenburg- | |
| North Rhine-Westph. | 13 |
| West Pommernania | - |
| Nielsen 3a | 19 |
| Saxony-Anhalt | - |
| Hesse | 11 |
| Nielsen 7 | 1 |
| Rhineland-Palatinate | 7 |
| Saxony | 1 |
| Saarland | 1 |
| Thuringia | - |
| Nielsen 3b | 43 |
| Baden-Württemb. | 43 |
| Foreign (total) | 8 |
| of which | |
| EU | 51 |
| Other european countries | 43 |
| Other countries | 6 |
| Distance to home | % |
| up to 50 km | 20 |
| more than 50 km up to 100 km | 18 |
| more than 100 km up to 300 km | 30 |
| over 300 km | 32 |
| Countries with the highest visitor shares | % |
| Switzerland | 41 |
| Austria | 24 |
| Frequency of visits to trade fair | % |
| Previous event | 19 |
| Earlier events | 32 |
| First visit | 61 |
| Average length of stay | 1,3 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 18 |
| Collectively | 38 |
| In an advisory capacity | 29 |
| No | 8 |
| Student | 5 |
| Other not gainfully employed | 2 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 9 |
| Research/development/design | 5 |
| Manufacturing, production, quality control | 2 |
| Buying/procurement | 1 |
| Finance/accounting, controlling | - |
| Information and communication technology | 8 |
| Personnel administration, administration | 7 |
| Sales | 5 |
| Marketing, advertising, PR | 6 |
| Logistics: storage, material management, transport | - |
| Maintenance/repairs | 1 |
| Other area | 7 |
| Training/further training | 44 |
| Student | 5 |
| Other not gainfully employed | 2 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 14 |
| Managing director, board member, head of an authority etc. | 3 |
| Area manager, works manager, plant manager, branch manager, head of public office | 6 |
| Department head, group head, team leader | 20 |
| Other salaried staff, civil servant, skilled worker | 27 |
| Lecturer, teacher | 19 |
| Trainee | 1 |
| Other position | 3 |
| Student | 5 |
| Other not gainfully employed | 2 |
| Economic sector | % |
| Educational facility | 22 |
| Research/teaching | 7 |
| Public authority/administration | 3 |
| Industry | 12 |
| Trade/Sales | 4 |
| Banks, insurance companies | 6 |
| Transport, tourism, hotel sector | 2 |
| Medicine | 3 |
| Association | 1 |
| Publishing house | 3 |
| Consulting | 6 |
| IT, software | 8 |
| Training | 3 |
| Multimedia | 3 |
| Service | 6 |
| Other sectors | 5 |
| Student | 5 |
| Other not gainfully employed | 2 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 9 |
| 500 - 999 | 6 |
| 5- 9 | 5 |
| 1 000 and more | 32 |
| 10- 49 | 14 |
| Student | 5 |
| 50- 199 | 18 |
| Other not gainfully employed | 2 |
| 200- 499 | 9 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

TIERisch gut → Karlsruhe

Private visitors' profile

| | | | |
|---|----------------|---|----------|
| Visitors (number of entries) | 33 091 | Position in the company/organisation | % |
| Proportion of private visitors | 97% | 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 | 2 |
| Nielsen 1 | Nielsen 4 | Department head, group head, team leader | 9 |
| Bremen | Bavaria | Other salaried staff, civil servant, skilled worker | 46 |
| Hamburg | Nielsen 5+6 | Lecturer, teacher | 3 |
| Lower Saxony | Berlin | Trainee | 4 |
| Schleswig-Holstein | Brandenburg | Other position | 6 |
| Nielsen 2 | Mecklenburg- | Student | 7 |
| North Rhine-Westph. | West Pomerania | Housewife/man | 7 |
| Nielsen 3a | Saxony-Anhalt | Old-age pensioner | 6 |
| Hesse | Nielsen 7 | Other not gainfully employed | 3 |
| Rhineland-Palatinate | Saxony | Buying and ordering capacity | % |
| Saarland | Thuringia | Purchase or order made or intended at the exhibition | |
| Nielsen 3b | | yes | 72 |
| Baden-Württemberg | | no | 13 |
| | | maybe | 16 |
| Foreign (total) | 2 | Follow-up business | % |
| of which | | Intend to buy at later date | |
| EU | 70 | yes | 39 |
| Other countries | 30 | no | 19 |
| Country with the highest visitor share | % | maybe | 42 |
| France | 50 | Conducted by: Wissler & Partner, Basel | |
| Distance to home | % | | |
| up to 50 km | 71 | | |
| more than 50 km up to 100 km | 15 | | |
| more than 100 km up to 300 km | 12 | | |
| over 300 km | 3 | | |
| Frequency of visits to trade fair | % | | |
| Previous event | 39 | | |
| Earlier events | 25 | | |
| First visit | 54 | | |
| Sex | % | | |
| Male | 28 | | |
| Female | 72 | | |
| Size of household | % | | |
| 1 person | 12 | | |
| 2 persons | 43 | | |
| 3 persons | 19 | | |
| 4 persons | 18 | | |
| 5 persons and more | 9 | | |
| Age | % | | |
| up to 20 years | 5 | | |
| over 20 up to 30 years | 21 | | |
| over 30 up to 40 years | 19 | | |
| over 40 up to 50 years | 32 | | |
| over 50 up to 60 years | 17 | | |
| over 60 up to 70 years | 4 | | |
| over 70 years | 1 | | |

ALLGÄUER FESTWOCHE (2013) → Kempten

Private visitors' profile

| | | | |
|--|----------------|---|----------|
| Visitors (number of entries) | 104 495 | Position in the company/organisation | % |
| Proportion of private visitors | 100% | Entrepreneur, co-owner, freelancer | 5 |
| Germany (total) | 100 | Managing director, board member, head of an authority etc. | - |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | - |
| Nielsen 1 | Nielsen 4 | Department head, group head, team leader | 1 |
| Bremen | Bavaria | Other salaried staff, civil servant, skilled worker | 50 |
| Hamburg | Nielsen 5+6 | Lecturer, teacher | 3 |
| Lower Saxony | Berlin | Other position | 1 |
| Schleswig-Holstein | Brandenburg | Trainee | 2 |
| Nielsen 2 | Mecklenburg- | Farmer | 4 |
| North Rhine-Westph. | West Pomerania | Student | 4 |
| Nielsen 3a | Saxony-Anhalt | Housewife/man | 8 |
| Hesse | Nielsen 7 | Old-age pensioner | 21 |
| Rhineland-Palatinate | Saxony | Other not gainfully employed | 1 |
| Saarland | Thuringia | Buying and ordering capacity | % |
| Nielsen 3b | | Purchase or order made or intended at the exhibition | |
| Baden-Württemberg | | yes | 60 |
| | | no | 16 |
| | | maybe | 23 |
| Distance to home | % | Follow-up business | % |
| up to 50 km | 81 | Intend to buy at later date | |
| more than 50 km up to 100 km | 12 | yes | 26 |
| more than 100 km up to 300 km | 5 | no | 28 |
| over 300 km | 2 | maybe | 46 |
| Frequency of visits to exhibition | % | Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf | |
| Previous event | 53 | | |
| Earlier events | 85 | | |
| First visit | 8 | | |
| Sex | % | | |
| Male | 52 | | |
| Female | 48 | | |
| Size of household | % | | |
| 1 person | 18 | | |
| 2 persons | 37 | | |
| 3 persons | 18 | | |
| 4 persons | 15 | | |
| 5 persons and more | 11 | | |
| Age | % | | |
| up to 20 years | 4 | | |
| over 20 up to 30 years | 16 | | |
| over 30 up to 40 years | 17 | | |
| over 40 up to 50 years | 20 | | |
| over 50 up to 60 years | 20 | | |
| over 60 up to 70 years | 14 | | |
| over 70 years | 9 | | |

CFC – Children's Fashion

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 1 252 | Position in the company/organisation | % |
| Proportion of trade visitors | 94% | Entrepreneur, co-owner, freelancer | 5 |
| Germany (total) | 74 | Managing director, board member, head of an authority etc. | - |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | - |
| Nielsen 1 | Nielsen 4 | Department head, group head, team leader | 1 |
| Bremen | Bavaria | Other salaried staff, civil servant, skilled worker | 50 |
| Hamburg | Nielsen 5+6 | Lecturer, teacher | 3 |
| Lower Saxony | Berlin | Other position | 1 |
| Schleswig-Holstein | Brandenburg | Trainee | 2 |
| Nielsen 2 | Mecklenburg- | Farmer | 4 |
| North Rhine-Westph. | West Pomerania | Student | 4 |
| Nielsen 3a | Saxony-Anhalt | Housewife/man | 8 |
| Hesse | Nielsen 7 | Old-age pensioner | 21 |
| Rhineland-Palatinate | Saxony | Other not gainfully employed | 1 |
| Saarland | Thuringia | Buying and ordering capacity | % |
| Nielsen 3b | | Purchase or order made or intended at the exhibition | |
| Baden-Württemberg | | yes | 60 |
| | | no | 16 |
| | | maybe | 23 |
| Distance to home | % | Follow-up business | % |
| up to 50 km | 21 | Intend to buy at later date | |
| more than 50 km up to 100 km | 14 | yes | 26 |
| more than 100 km up to 300 km | 33 | no | 28 |
| over 300 km | 32 | maybe | 46 |
| Country with the highest visitor share | % | Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf | |
| Netherlands | 23 | | |
| Frequency of visits to trade fair | % | | |
| Previous event | 34 | | |
| Earlier events | 28 | | |
| First visit | 58 | | |
| Average length of stay | 1,3 days | | |
| Influence on purchasing/procurement decisions | % | | |
| Decisively | 58 | | |
| Collectively | 20 | | |
| In an advisory capacity | 11 | | |
| No | 6 | | |
| Student | 3 | | |
| Other not gainfully employed | 1 | | |

Trade visitors' profile

| | |
|---|----|
| Area of responsibility | % |
| Management | 37 |
| Research/development/design | 3 |
| Manufacturing, production, quality control | 3 |
| Buying/procurement | 29 |
| Finance/accounting, controlling | - |
| Information and communication technology | 1 |
| Personnel administration, administration | - |
| Sales | 18 |
| Marketing, advertising, PR | 3 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | - |
| Other area | 3 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 61 |
| 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 | 11 |
| Other salaried staff, civil servant, skilled worker | - |
| Lecturer, teacher | 7 |
| Trainee | 1 |
| Other position | 4 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Manufacturer/Industry | 14 |
| Children's fashion, shoe and toy markets | 9 |
| Children's fashion, shoe and toy specialist stores | 34 |
| Textile and department stores | 12 |
| Textile, shoe and game discounter | 1 |
| Online shop, sender | 10 |
| Other retail | 8 |
| Commercial agent | 2 |
| Import/export | 4 |
| Media, press, publishing | 3 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Size of company/organisation: Number of employees | % |
| 1- 4 | 44 |
| 5- 9 | 10 |
| 10- 49 | 18 |
| 50- 199 | 7 |
| 200- 499 | 7 |
| 500 - 999 | 5 |
| 1 000 and more | 5 |
| Student | 3 |
| Other not gainfully employed | 1 |

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

| | |
|--|-----------------|
| Visitors (number of entries) | 47 573 |
| Proportion of trade visitors | 97% |
| Germany (total) | 89 |
| of which | |
| Nielsen 1 | 13 |
| Nielsen 4 | 8 |
| Bremen | 1 |
| Bavaria | 8 |
| Hamburg | - |
| Nielsen 5+6 | 3 |
| Lower Saxony | 11 |
| Berlin | 1 |
| Schleswig-Holstein | 1 |
| Brandenburg | 1 |
| Nielsen 2 | 39 |
| Mecklenburg- | |
| North Rhine-Westph. | 39 |
| West Pommern | 1 |
| Nielsen 3a | 24 |
| Saxony-Anhalt | 1 |
| Hesse | 11 |
| Nielsen 7 | 4 |
| Rhineland-Palatinate | 12 |
| Saxony | 2 |
| Saarland | 1 |
| Thuringia | 3 |
| Nielsen 3b | 9 |
| Baden-Württemb. | 9 |
| Foreign (total) | 11 |
| of which | |
| EU | 79 |
| Other European countries | 12 |
| Other countries | 9 |
| Distance to home | % |
| up to 50 km | 14 |
| more than 50 km up to 100 km | 16 |
| more than 100 km up to 300 km | 39 |
| over 300 km | 31 |
| Countries with the highest visitor shares | % |
| Belgium | 20 |
| Netherlands | 9 |
| Austria | 9 |
| Frequency of visits to trade fair | % |
| Previous event | 29 |
| Earlier events | 38 |
| First visit | 47 |
| Average length of stay | 1,3 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 28 |
| Collectively | 31 |
| In an advisory capacity | 20 |
| No | 18 |
| Student | 3 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 32 |
| Research/development/design | 4 |
| Manufacturing, production, quality control | 15 |
| Buying/procurement | 4 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | 1 |
| Sales | 11 |
| Marketing, advertising, PR | 3 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 8 |
| Other area | 14 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 32 |
| 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 | 8 |
| Foreman, master craftsman | 7 |
| Other salaried staff, civil servant, skilled worker | 24 |
| Lecturer, teacher | 2 |
| Trainee | 12 |
| Other position | 2 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Industry | 9 |
| Skilled trades | 68 |
| Retail trade/building materials trade | 5 |
| Wholesale/foreign trade | 6 |
| Architect | 3 |
| Other service | 2 |
| Authority/public services | 1 |
| Teaching (polytechnic/university/college) | 1 |
| Research | 1 |
| Other sectors | 1 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Size of company/organisation: Number of employees | % |
| 1- 4 | 26 |
| 5- 9 | 26 |
| 10- 49 | 28 |
| 50- 199 | 8 |
| 200- 499 | 3 |
| 500 - 999 | 2 |
| 1 000 and more | 5 |
| Student | 3 |
| Other not gainfully employed | 1 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 27 070 |
| Proportion of trade visitors | 100% |
| Germany (total) | 81 |
| of which | |
| Nielsen 1 | 12 |
| Nielsen 4 | 15 |
| Bremen | - |
| Bavaria | 15 |
| Hamburg | 8 |
| Nielsen 5+6 | 10 |
| Lower Saxony | 3 |
| Berlin | 9 |
| Schleswig-Holstein | 1 |
| Brandenburg | - |
| Nielsen 2 | 41 |
| Mecklenburg- | |
| North Rhine-Westph. | 41 |
| West Pommern | - |
| Nielsen 3a | 12 |
| Saxony-Anhalt | - |
| Hesse | 9 |
| Nielsen 7 | 3 |
| Rhineland-Palatinate | 2 |
| Saxony | 2 |
| Saarland | 1 |
| Thuringia | - |
| Nielsen 3b | 8 |
| Baden-Württemberg | 8 |
| Foreign (total) | 19 |
| of which | |
| EU | 65 |
| Other European countries | 11 |
| North America | 10 |
| Other countries | 13 |
| Distance to home | % |
| up to 50 km | 24 |
| more than 50 km up to 100 km | 8 |
| more than 100 km up to 300 km | 17 |
| over 300 km | 52 |
| Countries with the highest visitor shares | % |
| United Kingdom | 17 |
| Netherlands | 11 |
| USA | 9 |
| Austria | 8 |
| France | 8 |
| Frequency of visits to exhibition | % |
| Previous event | 34 |
| Earlier events | 30 |
| First visit | 59 |
| Average length of stay | 1,5 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 24 |
| Collectively | 39 |
| In an advisory capacity | 24 |
| No | 5 |
| Student | 7 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 17 |
| Research/development/design | 1 |
| Manufacturing, production, quality control | 1 |
| Buying/procurement | - |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 7 |
| Personnel administration, administration | - |
| Sales | 10 |
| Marketing, advertising, PR | 52 |
| Logistics: storage, material management, transport | - |
| Maintenance/repairs | - |
| Other area | 3 |
| Student | 7 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 19 |
| Managing director, board member, head of an authority etc. | 10 |
| Area manager, works manager, plant manager, branch manager, head of public office | 10 |
| Department head, group head, team leader | 20 |
| Other salaried staff, civil servant, skilled worker | 30 |
| Lecturer, teacher | - |
| Trainee | 3 |
| Other position | 2 |
| Student | 7 |
| Economic sector | % |
| Industry | 4 |
| Trade | 12 |
| Service | 39 |
| Media | 29 |
| Authority/public services | 1 |
| University, research | 1 |
| Association, organisation | 1 |
| Other sectors | 6 |
| Student | 7 |
| Size of company/organisation: Number of employees | % |
| 1- 4 | 13 |
| 5- 9 | 8 |
| 10- 49 | 21 |
| 50- 199 | 25 |
| 200 - 499 | 10 |
| 500 - 999 | 4 |
| 1 000 and more | 12 |
| Student | 7 |

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 115 700 | Area of responsibility | % |
| Proportion of trade visitors | 49% | Management | 27 |
| Germany (total) | 80 | Research/development/design | 4 |
| of which | | Manufacturing, production, quality control | 7 |
| Nielsen 1 | 13 | Buying/procurement | 3 |
| Bremen | 1 | Finance/accounting, controlling | 2 |
| Hamburg | 3 | Information and communication technology | 1 |
| Lower Saxony | 7 | Personnel administration, administration | 2 |
| Schleswig-Holstein | 2 | Sales | 2 |
| Nielsen 2 | 42 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 42 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 18 | Maintenance/repairs | 1 |
| Hesse | 9 | Other area | 27 |
| Rhineland-Palatinate | 9 | Student | 15 |
| Saarland | 1 | Other not gainfully employed | 6 |
| Nielsen 3b | 9 | Position in the company/organisation | % |
| Baden-Württemb. | 9 | Entrepreneur, co-owner, freelancer | 29 |
| Foreign (total) | 20 | 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 | 70 | Department head, group head, team leader | 8 |
| Other european countries | 15 | Other salaried staff, civil servant, skilled worker | 13 |
| Middle East | 7 | Lecturer, teacher | 4 |
| Other countries | 8 | Trainee | 9 |
| Distance to home | % | Other position | 4 |
| up to 50 km | 21 | Student | 15 |
| more than 50 km up to 100 km | 12 | Other not gainfully employed | 6 |
| more than 100 km up to 300 km | 28 | Economic sector | % |
| over 300 km | 39 | Fitness studio | 33 |
| Countries with the highest visitor shares | % | Physiotherapy | 8 |
| Netherlands | 17 | Sport club | 4 |
| Belgium | 16 | Sports association | 4 |
| Austria | 10 | Health care center | 3 |
| Switzerland | 9 | Multifunctional system | 2 |
| France | 4 | Rehabilitation centre | 1 |
| Frequency of visits to trade fair | % | Doctor's practice | 1 |
| Previous event | 37 | Sport retail trade | 2 |
| Earlier events | 36 | Other trade | 1 |
| First visit | 39 | Sporting goods industry | 2 |
| Average length of stay | 1,4 days | Other service | 6 |
| Influence on purchasing/procurement decisions | % | Public administration | 2 |
| Decisively | 24 | Other sectors | 11 |
| Collectively | 20 | Student | 15 |
| In an advisory capacity | 19 | Other not gainfully employed | 6 |
| No | 16 | Size of company/organisation: | % |
| Student | 15 | Number of employees | % |
| Other not gainfully employed | 6 | 1- 4 | 19 |
| | | 5- 9 | 18 |
| | | 10- 49 | 22 |
| | | 50- 199 | 9 |
| | | 200- 499 | 3 |
| | | 500 - 999 | 2 |
| | | 1 000 and more | 8 |
| | | Student | 15 |
| | | Other not gainfully employed | 6 |

Private visitors' profile

| | | | |
|--|----------------|---|----------|
| Visitors (number of entries) | 115 700 | Position in the company/organisation | % |
| Proportion of private visitors | 51% | Entrepreneur, co-owner, freelancer | 4 |
| Germany (total) | 93 | 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 | 8 | Department head, group head, team leader | 6 |
| Bremen | - | Other salaried staff, civil servant, skilled worker | 24 |
| Hamburg | 1 | Lecturer, teacher | 2 |
| Lower Saxony | 6 | Trainee | 14 |
| Schleswig-Holstein | 1 | Other position | 5 |
| Nielsen 2 | 56 | Student | 32 |
| North Rhine-Westph. | 56 | Housewife/man | 5 |
| Nielsen 3a | 16 | Old-age pensioner | 2 |
| Hesse | 7 | Other not gainfully employed | 2 |
| Rhineland-Palatinate | 7 | Buying and ordering capacity | % |
| Saarland | 2 | Purchase or order made or intended at the exhibition | 72 |
| Nielsen 3b | 8 | yes | 8 |
| Baden-Württemb. | 8 | no | 20 |
| Foreign (total) | 7 | maybe | 20 |
| of which | | Follow-up business | % |
| EU | 82 | Intend to buy at later date | 33 |
| Other european countries | 16 | yes | 19 |
| Other countries | 3 | no | 47 |
| Countries with the highest visitor shares | % | maybe | 47 |
| Austria | 25 | Conducted by: Wissler & Partner, Basel | |
| Belgium | 15 | | |
| Netherlands | 13 | | |
| Switzerland | 13 | | |
| Distance to home | % | | |
| up to 50 km | 29 | | |
| more than 50 km up to 100 km | 18 | | |
| more than 100 km up to 300 km | 29 | | |
| over 300 km | 25 | | |
| Frequency of visits to trade fair | % | | |
| Previous event | 24 | | |
| Earlier events | 17 | | |
| First visit | 61 | | |
| Sex | % | | |
| Male | 67 | | |
| Female | 33 | | |
| Age | % | | |
| up to 20 years | 31 | | |
| over 20 up to 30 years | 41 | | |
| over 30 up to 40 years | 12 | | |
| over 40 up to 50 years | 8 | | |
| over 50 up to 60 years | 3 | | |
| over 60 up to 70 years | 1 | | |
| over 70 years | 3 | | |

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 14 873 |
| Proportion of trade visitors | 96% |
| Germany (total) | 76 |
| of which | |
| Nielsen 1 | 15 |
| Bremen | - |
| Hamburg | 3 |
| Lower Saxony | 8 |
| Schleswig-Holstein | 4 |
| Nielsen 2 | 44 |
| North Rhine-Westph. | 44 |
| Nielsen 3a | 12 |
| Hesse | 6 |
| Rhineland-Palatinate | 5 |
| Saarland | 1 |
| Nielsen 3b | 12 |
| Baden-Württemb. | 12 |
| Foreign (total) | 24 |
| of which | |
| EU | 66 |
| Other european countries | 21 |
| Other countries | 13 |
| Distance to home | % |
| up to 50 km | 15 |
| more than 50 km up to 100 km | 8 |
| more than 100 km up to 300 km | 29 |
| over 300 km | 48 |
| Countries with the highest visitor shares | % |
| Netherlands | 14 |
| Switzerland | 13 |
| Belgium | 11 |
| Austria | 10 |
| Denmark | 7 |
| Frequency of visits to trade fair | % |
| Previous event | 55 |
| Earlier events | 57 |
| First visit | 31 |
| Average length of stay | 1,5 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 62 |
| Collectively | 22 |
| In an advisory capacity | 13 |
| No | 2 |
| Student | 1 |
| Other not gainfully employed | 1 |

Trade visitors' profile

| | |
|--|----|
| Area of responsibility | % |
| Management | 46 |
| Research/development/design | 2 |
| Manufacturing, production, quality control | 11 |
| Buying/procurement | 12 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | - |
| Personnel administration, administration | - |
| Sales | 17 |
| Marketing, advertising, PR | 3 |
| Logistics: storage, material management, transport | - |
| Maintenance/repairs | 1 |
| Other area | 6 |
| Student | 1 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 74 |
| Managing director, board member, head of an authority etc. | 5 |
| Area manager, works manager, plant manager, branch manager, head of public office | 2 |
| Department head, group head, team leader | 4 |
| Other salaried staff, civil servant, skilled worker | 7 |
| Lecturer, teacher | 3 |
| Trainee | 1 |
| Other position | 2 |
| Student | 1 |
| Other not gainfully employed | 1 |

| | |
|--|----|
| Economic sector | % |
| Industry | 3 |
| Retail trade | 63 |
| Wholesale/foreign trade | 6 |
| Commercial agent | 1 |
| Skilled trades | 13 |
| Service | 5 |
| Social institution, public institution, school | 3 |
| Other sectors | 4 |
| Student | 1 |
| Other not gainfully employed | 1 |

| | |
|-------------------------------|----|
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 72 |
| 5- 9 | 11 |
| 10- 49 | 7 |
| 50- 199 | 6 |
| 200- 499 | 1 |

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

| | |
|------------------------------|---------|
| Visitors (number of entries) | 122 009 |
| Proportion of trade visitors | 70% |
| Germany (total) | 69 |
| of which | |
| Nielsen 1 | 11 |
| Bremen | - |
| Hamburg | 2 |
| Lower Saxony | 7 |
| Schleswig-Holstein | 2 |
| Nielsen 2 | 52 |
| North Rhine-Westph. | 52 |
| Nielsen 3a | 13 |
| Hesse | 7 |
| Rhineland-Palatinate | 6 |
| Saarland | 1 |
| Nielsen 3b | 11 |
| Baden-Württemb. | 11 |

| | |
|-----------------------------|----|
| Foreign (total) | 32 |
| of which | |
| EU | 71 |
| Other european countries | 16 |
| North America | 2 |
| Middle East | 3 |
| South-, East-, Central Asia | 5 |
| Other countries | 3 |

| | |
|-------------------------------|----|
| Distance to home | % |
| up to 50 km | 17 |
| more than 50 km up to 100 km | 10 |
| more than 100 km up to 300 km | 28 |
| over 300 km | 45 |

| | |
|---|----|
| Countries with the highest visitor shares | % |
| Netherlands | 16 |
| Austria | 13 |
| Switzerland | 8 |
| United Kingdom | 8 |
| Italy | 6 |

| | |
|-----------------------------------|----|
| Frequency of visits to trade fair | % |
| Previous event | 38 |
| Earlier events | 49 |
| First visit | 41 |

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

| | |
|---|----|
| Influence on purchasing/procurement decisions | % |
| Decisively | 26 |
| Collectively | 24 |
| In an advisory capacity | 20 |
| No | 15 |
| Student | 14 |
| Other not gainfully employed | 1 |

| | |
|--|----|
| Area of responsibility | % |
| Management | 20 |
| Research/development/design | 6 |
| Manufacturing, production, quality control | 11 |
| Buying/procurement | 6 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | - |
| Personnel administration, administration | 1 |
| Sales | 19 |
| Marketing, advertising, PR | 8 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 1 |
| Other area | 11 |
| Student | 14 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 29 |
| Managing director, board member, head of an authority etc. | 7 |
| Area manager, works manager, plant manager, branch manager, head of public office | 7 |
| Department head, group head, team leader | 10 |
| Other salaried staff, civil servant, skilled worker | 13 |
| Lecturer, teacher | 1 |
| Trainee | 14 |
| Other position | 4 |
| Student | 14 |
| Other not gainfully employed | 1 |

| | |
|------------------------------|----|
| Economic sector | % |
| Industry | 19 |
| Trade | 28 |
| Skilled trades | 16 |
| Service | 14 |
| Authority/public services | 1 |
| University, research | 1 |
| Other sectors | 6 |
| Student | 14 |
| Other not gainfully employed | 1 |

| | |
|-------------------------------|----|
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 22 |
| 5- 9 | 12 |
| 10- 49 | 17 |
| 50- 199 | 14 |
| 200- 499 | 7 |

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

Trade visitors' profile

| | |
|------------------------------|--------|
| Visitors (number of entries) | 43 879 |
| Proportion of trade visitors | 97% |
| Germany (total) | 45 |
| of which | |
| Nielsen 1 | 6 |
| Bremen | 1 |
| Hamburg | 1 |
| Lower Saxony | 4 |
| Schleswig-Holstein | - |
| Nielsen 2 | 62 |
| North Rhine-Westph. | 62 |
| Nielsen 3a | 18 |
| Hesse | 8 |
| Rhineland-Palatinate | 10 |
| Saarland | - |
| Nielsen 3b | 5 |
| Baden-Württemb. | 5 |

| | |
|-----------------------------|----|
| Foreign (total) | 56 |
| of which | |
| EU | 58 |
| Other european countries | 10 |
| Africa | 3 |
| North America | 5 |
| South and Central America | 3 |
| Middle East | 4 |
| South-, East-, Central Asia | 11 |
| Australia | 5 |

| | |
|-------------------------------|----|
| Distance to home | % |
| up to 50 km | 15 |
| more than 50 km up to 100 km | 12 |
| more than 100 km up to 300 km | 16 |
| over 300 km | 58 |

| | |
|---|---|
| Countries with the highest visitor shares | % |
| United Kingdom | 8 |
| Netherlands | 7 |
| France | 6 |
| Italy | 5 |
| Spain | 4 |

| | |
|-----------------------------------|----|
| Frequency of visits to trade fair | % |
| Previous event | 38 |
| Earlier events | 47 |
| First visit | 42 |

| | |
|------------------------|----------|
| Average length of stay | 1,9 days |
|------------------------|----------|

| | |
|---|----|
| Influence on purchasing/procurement decisions | % |
| Decisively | 43 |
| Collectively | 30 |
| In an advisory capacity | 14 |
| No | 10 |
| Other not gainfully employed | 1 |
| Student | 2 |

| | |
|--|----|
| Area of responsibility | % |
| Management | 30 |
| Research/development/design | 4 |
| Manufacturing, production, quality control | 5 |
| Buying/procurement | 22 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | - |
| Sales | 21 |
| Marketing, advertising, PR | 6 |
| Logistics: storage, material management, transport | 2 |
| Maintenance/repairs | 2 |
| Other area | 3 |
| Student | 2 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 28 |
| Managing director, board member, head of an authority etc. | 19 |
| Area manager, works manager, plant manager, branch manager, head of public office | 12 |
| Department head, group head, team leader | 15 |
| Other salaried staff, civil servant, skilled worker | 12 |
| Lecturer, teacher | 1 |
| Trainee | 5 |
| Other position | 5 |
| Student | 2 |
| Other not gainfully employed | 1 |

| | |
|------------------------------|----|
| Economic sector | % |
| Industry | 34 |
| Retail trade | 16 |
| Wholesale/foreign trade | 30 |
| Mail order | 2 |
| Skilled trades | 5 |
| Service | 5 |
| Authority/public services | 1 |
| Other sectors | 3 |
| Student | 2 |
| Other not gainfully employed | 1 |

| | |
|-------------------------------|----|
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 15 |
| 5- 9 | 13 |
| 10- 49 | 27 |
| 50- 199 | 17 |
| 200- 499 | 8 |

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



ISM → Köln

Trade visitors' profile

| | | | |
|--|-----------------|---|------------------------------|
| Visitors (number of entries) | 35 008 | Area of responsibility | % |
| Proportion of trade visitors | 95% | Management | 28 |
| Germany (total) | 46 | Research/development/design | 7 |
| of which | | Manufacturing, production, quality control | 8 |
| Nielsen 1 | 16 | Buying/procurement | 11 |
| Bremen | 1 | Finance/accounting, controlling | 1 |
| Hamburg | 4 | Information and communication technology | - |
| Lower Saxony | 7 | Personnel administration, administration | - |
| Schleswig-Holstein | 3 | Sales | 22 |
| Nielsen 2 | 53 | Marketing, advertising, PR | 11 |
| North Rhine-Westph. | 53 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 11 | Maintenance/repairs | - |
| Hesse | 9 | Other area | 5 |
| Rhineland-Palatinate | 3 | Student | 5 |
| Saarland | - | Other not gainfully employed | 1 |
| Nielsen 3b | 8 | Position in the company/organisation | % |
| Baden-Württemb. | 8 | Entrepreneur, co-owner, freelancer | 27 |
| Foreign (total) | 54 | 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 | 61 | Department head, group head, team leader | 16 |
| Other european countries | 10 | Other salaried staff, civil servant, skilled worker | 16 |
| Africa | 4 | Lecturer, teacher | 1 |
| North America | 4 | Trainee | 5 |
| South and Central America | 5 | Other position | 5 |
| Middle East | 7 | Student | 5 |
| South-, East-, Central Asia | 6 | Other not gainfully employed | 1 |
| Australia | 2 | Economic sector | % |
| Distance to home | % | Industry | 31 |
| up to 50 km | 15 | Wholesale/foreign trade | 23 |
| more than 50 km up to 100 km | 6 | Retail trade | 19 |
| more than 100 km up to 300 km | 20 | Skilled trades | 3 |
| over 300 km | 59 | Service | 7 |
| Countries with the highest visitor shares | % | Catering | 4 |
| Netherlands | 10 | Authority/public services | 1 |
| Belgium | 9 | University, research | 1 |
| United Kingdom | 7 | Other sectors | 6 |
| France | 7 | Student | 5 |
| Spain | 4 | Other not gainfully employed | 1 |
| Frequency of visits to trade fair | % | Size of company/organisation: | % |
| Previous event | 40 | Number of employees | % |
| Earlier events | 48 | 1- 4 14 | 500 - 999 |
| First visit | 42 | 5- 9 10 | 1 000 and more |
| Average length of stay | 1,8 days | 10- 49 19 | Student |
| Influence on purchasing/procurement decisions | % | 50- 199 21 | Other not gainfully employed |
| Decisively | 33 | 200- 499 9 | employed |
| Collectively | 29 | Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln | |
| In an advisory capacity | 21 | | |
| No | 12 | | |
| Student | 5 | | |
| Other not gainfully employed | 1 | | |

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Trade visitors' profile

| | | | |
|--|-----------------|---|------------------------------|
| Visitors (number of entries) | 4 915 | Area of responsibility | % |
| Proportion of trade visitors | 99% | Management | 31 |
| Germany (total) | 68 | Research/development/design | 13 |
| of which | | Manufacturing, production, quality control | 14 |
| Nielsen 1 | 13 | Buying/procurement | 6 |
| Bremen | 1 | Finance/accounting, controlling | 1 |
| Hamburg | 2 | Information and communication technology | 1 |
| Lower Saxony | 7 | Personnel administration, administration | 2 |
| Schleswig-Holstein | 2 | Sales | 16 |
| Nielsen 2 | 37 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 37 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 10 | Maintenance/repairs | 5 |
| Hesse | 4 | Other area | 6 |
| Rhineland-Palatinate | 5 | Student | 2 |
| Saarland | 1 | Other not gainfully employed | 2 |
| Nielsen 3b | 13 | Position in the company/organisation | % |
| Baden-Württemb. | 13 | Entrepreneur, co-owner, freelancer | 24 |
| Foreign (total) | 32 | Managing director, board member, head of an authority etc. | 11 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 11 |
| EU | 85 | Department head, group head, team leader | 23 |
| Other european countries | 13 | Other salaried staff, civil servant, skilled worker | 22 |
| Other countries | 2 | Lecturer, teacher | 1 |
| Distance to home | % | Trainee | 3 |
| up to 50 km | 15 | Other position | 2 |
| more than 50 km up to 100 km | 12 | Student | 2 |
| more than 100 km up to 300 km | 24 | Other not gainfully employed | 2 |
| over 300 km | 50 | Economic sector | % |
| Countries with the highest visitor shares | % | Insulation company and processor | 50 |
| Netherlands | 15 | Wholesaler of insulation materials and insulation technology | 11 |
| Switzerland | 10 | Retailer of insulation materials and insulation technology | 7 |
| Frequency of visits to trade fair | % | Plant constructor,- operator | 4 |
| Previous event | 38 | Buyer | 3 |
| Earlier events | 37 | Building installations planner | 2 |
| First visit | 42 | Energy consultant for industrial companies | 1 |
| Average length of stay | 1,3 days | Other sectors | 19 |
| Influence on purchasing/procurement decisions | % | Student | 2 |
| Decisively | 32 | Other not gainfully employed | 2 |
| Collectively | 29 | Size of company/organisation: | % |
| In an advisory capacity | 20 | Number of employees | % |
| No | 15 | 1- 4 17 | 500 - 999 |
| Student | 2 | 5- 9 10 | 1 000 and more |
| Other not gainfully employed | 2 | 10- 49 28 | Student |
| Conducted by: Wissler & Partner, Basel | | 50- 199 13 | Other not gainfully employed |
| | | 200- 499 11 | employed |

Kind + Jugend

Trade visitors' profile

| | | | |
|--|-----------------|---|------------------------------|
| Visitors (number of entries) | 20 173 | Area of responsibility | % |
| Proportion of trade visitors | 97% | Management | 31 |
| Germany (total) | 33 | Research/development/design | 13 |
| of which | | Manufacturing, production, quality control | 14 |
| Nielsen 1 | 14 | Buying/procurement | 6 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | 4 | Information and communication technology | 1 |
| Lower Saxony | 6 | Personnel administration, administration | 2 |
| Schleswig-Holstein | 4 | Sales | 16 |
| Nielsen 2 | 40 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 40 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 11 | Maintenance/repairs | 5 |
| Hesse | 7 | Other area | 6 |
| Rhineland-Palatinate | 4 | Student | 2 |
| Saarland | - | Other not gainfully employed | 2 |
| Nielsen 3b | 11 | Position in the company/organisation | % |
| Baden-Württemb. | 11 | Entrepreneur, co-owner, freelancer | 24 |
| Foreign (total) | 67 | Managing director, board member, head of an authority etc. | 11 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 11 |
| EU | 61 | Department head, group head, team leader | 23 |
| Other european countries | 10 | Other salaried staff, civil servant, skilled worker | 22 |
| Middle East | 4 | Lecturer, teacher | 1 |
| South-, East-, Central Asia | 18 | Trainee | 3 |
| Other countries | 8 | Other position | 2 |
| Distance to home | % | Student | 2 |
| up to 50 km | 8 | Other not gainfully employed | 2 |
| more than 50 km up to 100 km | 4 | Economic sector | % |
| more than 100 km up to 300 km | 12 | Insulation company and processor | 50 |
| over 300 km | 76 | Wholesaler of insulation materials and insulation technology | 11 |
| Countries with the highest visitor shares | % | Retailer of insulation materials and insulation technology | 7 |
| United Kingdom | 11 | Plant constructor,- operator | 4 |
| Italy | 7 | Buyer | 3 |
| Netherlands | 7 | Building installations planner | 2 |
| France | 5 | Energy consultant for industrial companies | 1 |
| China (PR) | 5 | Other sectors | 19 |
| Frequency of visits to trade fair | % | Student | 2 |
| Previous event | 34 | Other not gainfully employed | 2 |
| Earlier events | 44 | Size of company/organisation: | % |
| First visit | 49 | Number of employees | % |
| Average length of stay | 2,2 days | 1- 4 17 | 500 - 999 |
| Influence on purchasing/procurement decisions | % | 5- 9 10 | 1 000 and more |
| Decisively | 49 | 10- 49 28 | Student |
| Collectively | 24 | 50- 199 13 | Other not gainfully employed |
| In an advisory capacity | 14 | 200- 499 11 | employed |
| No | 10 | Conducted by: Wissler & Partner, Basel | |
| Student | 1 | | |
| Other not gainfully employed | 2 | | |

| | |
|---|----|
| Area of responsibility | % |
| Management | 39 |
| Research/development/design | 5 |
| Manufacturing, production, quality control | 4 |
| Buying/procurement | 14 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | - |
| Personnel administration, administration | - |
| Sales | 18 |
| Marketing, advertising, PR | 9 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | - |
| Other area | 6 |
| Student | 1 |
| Other not gainfully employed | 2 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 42 |
| Managing director, board member, head of an authority etc. | 17 |
| Area manager, works manager, plant manager, branch manager, head of public office | 9 |
| Department head, group head, team leader | 10 |
| Other salaried staff, civil servant, skilled worker | 14 |
| Lecturer, teacher | - |
| Trainee | 2 |
| Other position | 4 |
| Student | 1 |
| Other not gainfully employed | 2 |
| Economic sector | % |
| Manufacturer/Industry | 17 |
| Wholesale trade | 19 |
| Specialist retail trade | 17 |
| Mail order | 1 |
| Chain store | 2 |
| Department store, hypermarket, drug store | 2 |
| Online shop | 12 |
| Other retail | 3 |
| Commercial agent | 1 |
| Import/export | 7 |
| Service | 5 |
| Media, press, publishing | 4 |
| Other sectors | 7 |
| Student | 1 |
| Other not gainfully employed | 2 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 29 |
| 5- 9 | 19 |
| 10- 49 | 21 |
| 50- 199 | 9 |
| 200- 499 | 6 |
| 500 - 999 | 4 |
| 1 000 and more | 8 |
| Student | 1 |
| Other not gainfully employed | 2 |

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

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 51 095 |
| Proportion of trade visitors | 98% |
| Germany (total) | 51 |
| of which | |
| Nielsen 1 | 10 |
| Nielsen 4 | 14 |
| Bremen | - |
| Bavaria | 14 |
| Hamburg | 3 |
| Nielsen 5+6 | 5 |
| Lower Saxony | 7 |
| Berlin | 4 |
| Schleswig-Holstein | - |
| Brandenburg | - |
| Nielsen 2 | 38 |
| Mecklenburg- | |
| North Rhine-Westph. | 38 |
| West Pommern | 1 |
| Nielsen 3a | 16 |
| Saxony-Anhalt | - |
| Hesse | 12 |
| Nielsen 7 | 3 |
| Rhineland-Palatinate | 3 |
| Saxony | 3 |
| Saarland | 1 |
| Thuringia | - |
| Nielsen 3b | 14 |
| Baden-Württemb. | 14 |
| Foreign (total) | 49 |
| of which | |
| EU | 58 |
| Other european countries | 11 |
| Africa | 4 |
| North America | 5 |
| South and Central America | 3 |
| Middle East | 6 |
| South-, East-, Central Asia | 11 |
| Australia | 3 |
| Distance to home | % |
| up to 50 km | 11 |
| more than 50 km up to 100 km | 6 |
| more than 100 km up to 300 km | 20 |
| over 300 km | 63 |
| Countries with the highest visitor shares | % |
| United Kingdom | 10 |
| Netherlands | 8 |
| France | 6 |
| Belgium | 6 |
| Italy | 5 |
| Frequency of visits to trade fair | % |
| Previous event | 40 |
| Earlier events | 45 |
| First visit | 44 |
| Average length of stay | 1,9 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 36 |
| Collectively | 29 |
| In an advisory capacity | 20 |
| No | 10 |
| Student | 4 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 24 |
| Research/development/design | 11 |
| Manufacturing, production, quality control | 5 |
| Buying/procurement | 10 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | 3 |
| Sales | 18 |
| Marketing, advertising, PR | 9 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 1 |
| Other area | 13 |
| Student | 4 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 29 |
| Managing director, board member, head of an authority etc. | 13 |
| Area manager, works manager, plant manager, branch manager, head of public office | 9 |
| Department head, group head, team leader | 19 |
| Other salaried staff, civil servant, skilled worker | 18 |
| Lecturer, teacher | 1 |
| Trainee | 3 |
| Other position | 4 |
| Student | 4 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Industry | 35 |
| Trade | 22 |
| Skilled trades | 4 |
| Service | 21 |
| Banking/insurance | 2 |
| Authority/public services | 5 |
| University research | 2 |
| Other sectors | 6 |
| Student | 4 |
| Other not gainfully employed | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 18 |
| 500 - 999 | 6 |
| 5- 9 | 10 |
| 1 000 and more | 14 |
| 10- 49 | 21 |
| Student | 4 |
| 50- 199 | 16 |
| Other not gainfully employed | 1 |
| 200- 499 | 10 |

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

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 4 149 |
| Proportion of trade visitors | 91% |
| Germany (total) | 53 |
| of which | |
| Nielsen 1 | 10 |
| Nielsen 4 | 12 |
| Bremen | - |
| Bavaria | 12 |
| Hamburg | 2 |
| Nielsen 5+6 | 1 |
| Lower Saxony | 7 |
| Berlin | - |
| Schleswig-Holstein | 1 |
| Brandenburg | 1 |
| Nielsen 2 | 52 |
| Mecklenburg- | |
| North Rhine-Westph. | 52 |
| West Pommern | - |
| Nielsen 3a | 14 |
| Saxony-Anhalt | - |
| Hesse | 7 |
| Nielsen 7 | 1 |
| Rhineland-Palatinate | 7 |
| Saxony | 1 |
| Saarland | - |
| Thuringia | - |
| Nielsen 3b | 9 |
| Baden-Württemb. | 9 |
| Foreign (total) | 47 |
| of which | |
| EU | 73 |
| Other european countries | 9 |
| Other countries | 17 |
| Distance to home | % |
| up to 50 km | 15 |
| more than 50 km up to 100 km | 8 |
| more than 100 km up to 300 km | 30 |
| over 300 km | 47 |
| Countries with the highest visitor shares | % |
| Netherlands | 20 |
| France | 14 |
| Belgium | 12 |
| United Kingdom | 9 |
| Frequency of visits to trade fair | % |
| Previous event | 47 |
| Earlier events | 48 |
| First visit | 30 |
| Average length of stay | 1,4 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 55 |
| Collectively | 24 |
| In an advisory capacity | 11 |
| No | 6 |
| Student | 4 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 39 |
| Research/development/design | 2 |
| Manufacturing, production, quality control | 2 |
| Buying/procurement | 15 |
| Finance/accounting, controlling | - |
| Information and communication technology | 1 |
| Personnel administration, administration | - |
| Sales | 22 |
| Marketing, advertising, PR | 8 |
| Logistics: storage, material management, transport | - |
| Maintenance/repairs | - |
| Other area | 5 |
| Student | 4 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 57 |
| Managing director, board member, head of an authority etc. | 13 |
| Area manager, works manager, plant manager, branch manager, head of public office | 5 |
| Department head, group head, team leader | 7 |
| Other salaried staff, civil servant, skilled worker | 9 |
| Lecturer, teacher | 1 |
| Trainee | 1 |
| Other position | 3 |
| Student | 4 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Industry | 11 |
| Trade | 60 |
| Skilled trades | 3 |
| Service | 13 |
| Authority/public services | 1 |
| University, research | 1 |
| Other sectors | 7 |
| Student | 4 |
| Other not gainfully employed | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 50 |
| 500 - 999 | 1 |
| 5- 9 | 14 |
| 1 000 and more | 3 |
| 10- 49 | 18 |
| Student | 4 |
| 50- 199 | 8 |
| Other not gainfully employed | 1 |
| 200- 499 | 2 |

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

spoga+gafa/spoga horse (autumn) → Köln

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 38 226 | Area of responsibility | % |
| Proportion of trade visitors | 94% | Management | 35 |
| Germany (total) | 41 | Research/development/design | 4 |
| of which | | Manufacturing, production, quality control | 4 |
| Nielsen 1 | 8 | Buying/procurement | 19 |
| Bremen | 1 | Finance/accounting, controlling | 1 |
| Hamburg | 3 | Information and communication technology | 1 |
| Lower Saxony | 3 | Personnel administration, administration | - |
| Schleswig-Holstein | 1 | Sales | 21 |
| Nielsen 2 | 52 | Marketing, advertising, PR | 7 |
| North Rhine-Westph. | 52 | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 18 | Maintenance/repairs | - |
| Hesse | 9 | Other area | 5 |
| Rhineland-Palatinate | 8 | Student | 2 |
| Saarland | 1 | Other not gainfully employed | 1 |
| Nielsen 3b | 10 | Position in the company/organisation | % |
| Baden-Württemberg | 10 | Entrepreneur, co-owner, freelancer | 36 |
| Foreign (total) | 59 | Managing director, board member, head of an authority etc. | 19 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 12 |
| EU | 58 | Department head, group head, team leader | 13 |
| Other european countries | 11 | Other salaried staff, civil servant, skilled worker | 10 |
| Africa | 3 | Lecturer, teacher | 1 |
| North America | 5 | Trainee | 2 |
| Middle East | 4 | Other position | 5 |
| South-, East-, Central Asia | 14 | Student | 2 |
| Australia | 4 | Other not gainfully employed | 1 |
| Other countries | 2 | Economic sector | % |
| Distance to home | % | Industry | 17 |
| up to 50 km | 13 | Trade | 60 |
| more than 50 km up to 100 km | 6 | Skilled trades | 4 |
| more than 100 km up to 300 km | 19 | Service | 10 |
| over 300 km | 62 | Authority/public services | 1 |
| Countries with the highest visitor shares | % | University, research | 1 |
| Netherlands | 10 | Other sectors | 5 |
| China (PR) | 8 | Student | 2 |
| Belgium | 7 | Other not gainfully employed | 1 |
| France | 7 | Size of company/organisation: | |
| Poland | 4 | Number of employees | % |
| Frequency of visits to trade fair | % | 1- 4 | 24 |
| Previous event | 40 | 5- 9 | 14 |
| Earlier events | 48 | 10- 49 | 21 |
| First visit | 40 | 50- 199 | 19 |
| Average length of stay | 1,7 days | 200- 499 | 5 |
| Influence on purchasing/procurement decisions | % | 500 - 999 | 4 |
| Decisively | 46 | 1 000 and more | 11 |
| Collectively | 26 | Student | 2 |
| In an advisory capacity | 15 | Other not gainfully employed | 1 |
| No | 9 | Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln | |
| Student | 2 | Area of responsibility | % |
| Other not gainfully employed | 1 | Management | 35 |

CADEAUX Leipzig (autumn) (2012) → Leipzig

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 9 395 | Position in the company/organisation | % |
| 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 | Department head, group head, team leader | 6 |
| Bremen | - | Other salaried staff, civil servant, skilled worker | 13 |
| Hamburg | - | Lecturer, teacher | 1 |
| Lower Saxony | - | Trainee | 6 |
| Schleswig-Holstein | - | Other position | 2 |
| Nielsen 2 | - | Student | 1 |
| North Rhine-Westph. | - | Other not gainfully employed | 1 |
| Nielsen 3a | 1 | Economic sector | % |
| Hesse | - | Retail trade | 51 |
| Rhineland-Palatinate | - | Skilled trades | 34 |
| Saarland | - | 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/organisation: | |
| First visit | 26 | Number of employees | % |
| Average length of stay | 1,1 days | 1- 4 | 64 |
| Influence on purchasing/procurement decisions | % | 5- 9 | 14 |
| Decisively | 44 | 10- 49 | 11 |
| Collectively | 28 | 50- 199 | 3 |
| In an advisory capacity | 19 | 200- 499 | 3 |
| No | 7 | 500 - 999 | 1 |
| Student | 1 | 1 000 and more | 3 |
| Other not gainfully employed | 1 | Student | 1 |
| Area of responsibility | % | Other not gainfully employed | 1 |
| Management | 35 | Conducted by: Institut für Marktforschung GmbH, Leipzig | |
| Research/development/design | 1 | Area of responsibility | % |
| Manufacturing, production, quality control | 9 | Management | 35 |
| Buying/procurement | 14 | Research/development/design | 1 |
| Finance/accounting, controlling | 2 | Manufacturing, production, quality control | 9 |
| Information and communication technology | - | Buying/procurement | 14 |
| Organisation, personnel, administration | - | Finance/accounting, controlling | 2 |
| Sales | 24 | Information and communication technology | - |
| Marketing, advertising, PR | 1 | Organisation, personnel, administration | - |
| Logistics: storage, material management, transport | 2 | Sales | 24 |
| Maintenance/repairs | 1 | Marketing, advertising, PR | 1 |
| Other area | 8 | Logistics: storage, material management, transport | 2 |
| Student | 1 | Maintenance/repairs | 1 |
| Other not gainfully employed | 1 | Other area | 8 |

denkmal (2012)

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 12 093 | Position in the company/organisation | % |
| 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 | Department head, group head, team leader | 6 |
| Bremen | - | Other salaried staff, civil servant, skilled worker | 13 |
| Hamburg | 1 | Lecturer, teacher | 1 |
| Lower Saxony | 7 | Trainee | 6 |
| Schleswig-Holstein | 1 | Other position | 2 |
| Nielsen 2 | 7 | Student | 1 |
| North Rhine-Westph. | 7 | Other not gainfully employed | 1 |
| Nielsen 3a | 6 | Economic sector | % |
| Hesse | 3 | Retail trade | 51 |
| Rhineland-Palatinate | 3 | Skilled trades | 34 |
| Saarland | - | 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/organisation: | |
| over 300 km | 37 | Number of employees | % |
| Countries with the highest visitor shares | % | 1- 4 | 64 |
| Poland | 30 | 5- 9 | 14 |
| Czech Republic | 23 | 10- 49 | 11 |
| Frequency of visits to trade fair | % | 50- 199 | 3 |
| Previous event | 26 | 200- 499 | 3 |
| Earlier events | 32 | 500 - 999 | 1 |
| First visit | 57 | 1 000 and more | 3 |
| Average length of stay | 1,2 days | Student | 1 |
| Influence on purchasing/procurement decisions | % | Other not gainfully employed | 1 |
| Decisively | 23 | Conducted by: Institut für Marktforschung GmbH, Leipzig | |
| Collectively | 22 | Area of responsibility | % |
| In an advisory capacity | 24 | Management | 35 |
| No | 13 | Research/development/design | 1 |
| Student | 16 | Manufacturing, production, quality control | 9 |
| Other not gainfully employed | 2 | Buying/procurement | 14 |

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 |
| Organisation, 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/organisation | % |
| 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/organisation: | |
| 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) | 4 385 | Position in the company/organisation | % |
| Proportion of trade visitors | 97% | Entrepreneur, co-owner, freelancer | 34 |
| 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 | 1 |
| Nielsen 1 | 2 | Department head, group head, team leader | 2 |
| Bremen | - | Other salaried staff, civil servant, skilled worker | 38 |
| Hamburg | - | Lecturer, teacher | 1 |
| Lower Saxony | - | Trainee | 11 |
| Schleswig-Holstein | - | Other position | 4 |
| Nielsen 2 | - | Student | 6 |
| North Rhine-Westph. | - | Other not gainfully employed | 1 |
| Nielsen 3a | - | Economic sector | % |
| Hesse | - | Dentist's practice,- clinic | 79 |
| Nielsen 7 | - | Orthodontics | 4 |
| Rhineland-Palatinate | - | Oral and maxillofacial surgery | 2 |
| Nielsen 3b | 1 | Dental technology laboratory | 9 |
| Saarland | 1 | Dental trade | 2 |
| Baden-Württemb. | 1 | University, polytechnic, vocational school | 7 |
| Distance to home | % | Service | 1 |
| up to 50 km | 46 | Other | 2 |
| more than 50 km up to 100 km | 25 | Size of company/organisation: | |
| more than 100 km up to 300 km | 27 | Number of employees | % |
| over 300 km | 2 | 1- 4 | 40 |
| Frequency of visits to trade fair | % | 500 - 999 | 1 |
| Previous event | 43 | 5- 9 | 37 |
| Earlier events | 64 | 1 000 and more | 1 |
| First visit | 22 | 10- 49 | 11 |
| Average length of stay | 1,0 days | Student | 6 |
| Influence on purchasing/procurement decisions | % | 50- 199 | 2 |
| Decisively | 29 | 200- 499 | - |
| Collectively | 33 | Other not gainfully employed | 1 |
| In an advisory capacity | 17 | Conducted by: Landesmesse Stuttgart GmbH, Stuttgart | |
| No | 13 | | |
| Student | 6 | | |
| Other not gainfully employed | 1 | | |

Private visitors' profile

| | | | |
|--|----------------|---|----|
| Visitors (number of entries) | 182 503 | Position in the company/organisation | % |
| Proportion of private visitors | 86% | 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 | - | Department head, group head, team leader | 7 |
| Bremen | - | Other salaried staff, civil servant, skilled worker | 44 |
| Hamburg | - | Lecturer, teacher | 2 |
| Lower Saxony | - | Trainee | 2 |
| Schleswig-Holstein | - | Other position | 6 |
| Nielsen 2 | - | Student | 10 |
| North Rhine-Westph. | - | Housewife/man | 2 |
| Nielsen 3a | - | Old-age pensioner | 15 |
| Hesse | - | Other not gainfully employed | 3 |
| Nielsen 7 | - | Buying and ordering capacity | % |
| Rhineland-Palatinate | - | Purchase or order made or intended at the exhibition | |
| Nielsen 3b | - | yes | 74 |
| Baden-Württemb. | - | no | 6 |
| Distance to home | % | maybe | 21 |
| up to 50 km | 54 | Follow-up business | % |
| more than 50 km up to 100 km | 30 | Intend to buy at later date | |
| more than 100 km up to 300 km | 15 | yes | 32 |
| over 300 km | 1 | no | 12 |
| Frequency of visits to trade fair | % | maybe | 56 |
| Previous event | 51 | Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln | |
| Earlier events | 62 | | |
| First visit | 25 | | |
| Sex | % | | |
| Male | 44 | Age | % |
| Female | 56 | up to 20 years | 9 |
| Age | % | over 20 up to 30 years | 17 |
| up to 20 years | 9 | over 30 up to 40 years | 12 |
| over 20 up to 30 years | 17 | over 40 up to 50 years | 24 |
| over 30 up to 40 years | 12 | over 50 up to 60 years | 20 |
| over 40 up to 50 years | 24 | over 60 up to 70 years | 14 |
| over 50 up to 60 years | 20 | over 70 years | 4 |
| over 60 up to 70 years | 14 | | |
| over 70 years | 4 | | |

Leipziger Tierärztekongress → Leipzig

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 10 837 | Area of responsibility | % |
| Proportion of trade visitors | 100% | Management | - |
| Germany (total) | 94 | Research/development/design | - |
| of which | | Manufacturing, production, quality control | - |
| Nielsen 1 | 14 | Buying/procurement | - |
| Bremen | - | Finance/accounting, controlling | - |
| Hamburg | 1 | Information and communication technology | - |
| Lower Saxony | 10 | Personnel administration, administration | - |
| Schleswig-Holstein | 3 | Sales | - |
| Nielsen 2 | 9 | Marketing, advertising, PR | - |
| North Rhine-Westph. | 9 | Logistics: storage, material management, transport | - |
| Nielsen 3a | 8 | Maintenance/repairs | - |
| Hesse | 6 | Practice owner | 41 |
| Rhineland-Palatinate | 2 | Employee Vet | 46 |
| Saarland | - | Civil servant Vet | 6 |
| Nielsen 3b | 4 | Qualified veterinary employee | 3 |
| Baden-Württemberg | 4 | Other job | 4 |
| Foreign (total) | 6 | Position in the company/organisation | % |
| of which | | Entrepreneur, co-owner, freelancer | 34 |
| EU | 68 | Managing director, board member, head of an authority etc. | 3 |
| Other countries | 32 | Area manager, works manager, plant manager, branch manager, head of public office | - |
| Distance to home | % | Department head, group head, team leader | 4 |
| up to 50 km | 16 | Other salaried staff, civil servant, skilled worker | 34 |
| more than 50 km up to 100 km | 7 | Lecturer, teacher | 3 |
| more than 100 km up to 300 km | 31 | Trainee | 1 |
| over 300 km | 45 | Other position | 3 |
| Frequency of visits to trade fair | % | Student | 17 |
| Previous event | 49 | Other not gainfully employed | 2 |
| Earlier events | 45 | Economic sector | % |
| First visit | 37 | Small animal veterinary practice | 26 |
| Average length of stay | 2,6 days | Mixed practice | 15 |
| Influence on purchasing/procurement decisions | % | University/college | 10 |
| Decisively | 27 | Equine veterinary practice | 10 |
| Collectively | 21 | Public veterinary administrative service | 7 |
| In an advisory capacity | 21 | Livestock veterinary practice | 7 |
| No | 13 | Other Institutions | 4 |
| Student | 17 | Testing facility, Federal Agency/Institute, | |
| Other not gainfully employed | 2 | Animal Disease Fund, Animal Health Agency/Service | 2 |
| | | Industrial company | 1 |
| | | Student | 17 |
| | | Other not gainfully employed | 2 |
| | | Size of company/organisation: Number of employees | % |
| | | 1- 4 | 32 |
| | | 5- 9 | 14 |
| | | 10- 49 | 22 |
| | | 50- 199 | 5 |
| | | 200- 499 | 3 |
| | | 500 - 999 | 2 |
| | | 1 000 and more | 3 |
| | | Student | 17 |
| | | Other not gainfully employed | 2 |

Conducted by: FGM GmbH, Leipzig

MIDORA (2013) → Leipzig

Trade visitors' profile

| | | | |
|-------------------------------------|--------------|---|----------|
| Visitors (number of entries) | 1 934 | Area of responsibility | % |
| Proportion of trade visitors | 92% | Management | 39 |
| Germany (total) | 97 | Research/development/design | 1 |
| of which | | Manufacturing, production, quality control | 9 |
| Nielsen 1 | 3 | Buying/procurement | 14 |
| Bremen | 1 | Finance/accounting, controlling | 1 |
| Hamburg | - | Information and communication technology | 1 |
| Lower Saxony | 2 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 1 | Sales | 25 |
| Nielsen 2 | 3 | Marketing, advertising, PR | 1 |
| North Rhine-Westph. | 3 | Logistics: storage, material management, transport | - |
| Nielsen 3a | 2 | Maintenance/repairs | 2 |
| Hesse | 2 | Practice owner | 6 |
| Rhineland-Palatinate | - | Employee Vet | 18 |
| Saarland | - | Civil servant Vet | 3 |
| Nielsen 3b | 3 | Qualified veterinary employee | 39 |
| Baden-Württemberg | 3 | Other job | 12 |
| Foreign (total) | 3 | Position in the company/organisation | % |
| | | Entrepreneur, co-owner, freelancer | 71 |
| | | Managing director, board member, head of an authority etc. | 5 |
| | | Area manager, works manager, plant manager, branch manager, head of public office | 2 |
| | | Department head, group head, team leader | 2 |
| | | Other salaried staff, civil servant, skilled worker | 12 |
| | | Lecturer, teacher | 1 |
| | | Trainee | 3 |
| | | Other position | 2 |
| | | Student | 2 |
| | | Other not gainfully employed | 1 |
| | | Economic sector | % |
| | | Specialist retail trade in watches, jewellery etc. | 53 |
| | | Gold and silversmith, design sector | 15 |
| | | Other service | 11 |
| | | Chain, department store, mail order, wholesale | 6 |
| | | Commercial agent | 4 |
| | | Industry | 3 |
| | | Boutique, piercing studio, hair salon, cosmetic studio, drugstore | 2 |
| | | Other sectors | 3 |
| | | Student | 2 |
| | | Other not gainfully employed | 1 |
| | | Size of company/organisation: Number of employees | % |
| | | 1- 4 | 69 |
| | | 5- 9 | 12 |
| | | 10- 49 | 8 |
| | | 50- 199 | 2 |
| | | 200- 499 | 1 |
| | | 500 - 999 | 1 |
| | | 1 000 and more | 4 |
| | | Student | 2 |
| | | Other not gainfully employed | 1 |

Conducted by: FGM GmbH, Leipzig

modell-hobby-spiel (2013)

Private visitors' profile

| | | | |
|---------------------------------------|----------------|---|----------|
| Visitors (number of entries) | 108 493 | Area of responsibility | % |
| Proportion of private visitors | 97% | Management | 39 |
| Germany (total) | 98 | Research/development/design | 1 |
| of which | | Manufacturing, production, quality control | 9 |
| Nielsen 1 | 3 | Buying/procurement | 14 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | - | Information and communication technology | 1 |
| Lower Saxony | 2 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 2 | Sales | 25 |
| Nielsen 2 | 3 | Marketing, advertising, PR | 1 |
| North Rhine-Westph. | - | Logistics: storage, material management, transport | - |
| Nielsen 3a | 1 | Maintenance/repairs | 2 |
| Hesse | 1 | Practice owner | 6 |
| Rhineland-Palatinate | - | Employee Vet | 18 |
| Saarland | - | Civil servant Vet | 3 |
| Nielsen 3b | - | Qualified veterinary employee | 39 |
| Baden-Württemberg | - | Other job | 12 |
| Foreign (total) | 2 | Position in the company/organisation | % |
| of which | | Entrepreneur, co-owner, freelancer | 71 |
| EU | 60 | Managing director, board member, head of an authority etc. | 5 |
| Other countries | 40 | Area manager, works manager, plant manager, branch manager, head of public office | 2 |
| | | Department head, group head, team leader | 2 |
| | | Other salaried staff, civil servant, skilled worker | 12 |
| | | Lecturer, teacher | 1 |
| | | Trainee | 3 |
| | | Other position | 2 |
| | | Student | 2 |
| | | Other not gainfully employed | 1 |
| | | Economic sector | % |
| | | Specialist retail trade in watches, jewellery etc. | 53 |
| | | Gold and silversmith, design sector | 15 |
| | | Other service | 11 |
| | | Chain, department store, mail order, wholesale | 6 |
| | | Commercial agent | 4 |
| | | Industry | 3 |
| | | Boutique, piercing studio, hair salon, cosmetic studio, drugstore | 2 |
| | | Other sectors | 3 |
| | | Student | 2 |
| | | Other not gainfully employed | 1 |
| | | Size of company/organisation: Number of employees | % |
| | | 1- 4 | 69 |
| | | 5- 9 | 12 |
| | | 10- 49 | 8 |
| | | 50- 199 | 2 |
| | | 200- 499 | 1 |
| | | 500 - 999 | 1 |
| | | 1 000 and more | 4 |
| | | Student | 2 |
| | | Other not gainfully employed | 1 |

Conducted by: FGM GmbH, Leipzig

Trade visitors' profile

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 5 |
| Managing director, board member, head of an authority etc. | 2 |
| Area manager, works manager, plant manager, branch manager, head of public office | 2 |
| Department head, group head, team leader | 7 |
| Other salaried staff, civil servant, skilled worker | 37 |
| Lecturer, teacher | 2 |
| Trainee | 6 |
| Other position | 8 |
| Student | 24 |
| Other not gainfully employed | 7 |
| Buying and ordering capacity | % |
| Purchase or order made or intended at the exhibition | 74 |
| yes | 6 |
| no | 21 |
| maybe | |
| Follow-up business | % |
| Intend to buy at later date | 33 |
| yes | 15 |
| no | 52 |
| maybe | |
| Conducted by: FGM GmbH, Leipzig | |

| | |
|--|-----------------|
| Visitors (number of entries) | 18 868 |
| Proportion of trade visitors | 93% |
| Germany (total) | 60 |
| of which | |
| Nielsen 1 | 14 |
| Bremen | 1 |
| Hamburg | 1 |
| Lower Saxony | 10 |
| Schleswig-Holstein | 3 |
| Nielsen 2 | 13 |
| North Rhine-Westph. | 13 |
| Nielsen 3a | 8 |
| Hesse | 5 |
| Rhineland-Palatinate | 3 |
| Saarland | - |
| 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 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 20 |
| Research/development/design | 9 |
| Manufacturing, production, quality control | 36 |
| Buying/procurement | 2 |
| Finance/accounting, controlling | - |
| Information and communication technology | - |
| Organisation, 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/organisation | % |
| 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/organisation: 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 | |

Private visitors' profile

| | |
|--|---------------|
| Visitors (number of entries) | 70 549 |
| Proportion of private visitors | 94% |
| Germany (total) | 100 |
| of which | |
| Nielsen 1 | - |
| Bremen | - |
| Hamburg | - |
| Lower Saxony | - |
| Schleswig-Holstein | - |
| Nielsen 2 | - |
| North Rhine-Westph. | - |
| Nielsen 3a | 98 |
| Hesse | 20 |
| Rhineland-Palatinate | 78 |
| Saarland | - |
| Nielsen 3b | 1 |
| Baden-Württemberg | 1 |
| Distance to home | % |
| up to 50 km | 86 |
| more than 50 km up to 100 km | 12 |
| more than 100 km up to 300 km | 2 |
| over 300 km | - |
| Frequency of visits to trade fair | % |
| 2011 | 50 |
| 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 |

| | |
|---|----|
| Position in the company/organisation | % |
| 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 | 4 |
| Department head, group head, team leader | 9 |
| Other salaried staff, civil servant, skilled worker | 37 |
| Lecturer, teacher | 3 |
| Trainee | 2 |
| Other position | 6 |
| Student | 8 |
| Housewife/man | 5 |
| Old-age pensioner | 15 |
| Other not gainfully employed | 2 |
| Buying and ordering capacity | % |
| Purchase or order made or intended at the exhibition | 73 |
| yes | 5 |
| no | 22 |
| maybe | |
| Follow-up business | % |
| Intend to buy at later date | 31 |
| yes | 15 |
| no | 55 |
| maybe | |
| Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |

analytica → München

Trade visitors' profile

| | | | |
|--|-----------------|--|----------|
| Visitors (number of entries) | 35 384 | Area of responsibility | % |
| Proportion of trade visitors | 99% | Management | 9 |
| Germany (total) | 65 | Research/development/design | 40 |
| of which | | Manufacturing, production, quality control | 13 |
| Nielsen 1 | 4 | Buying/procurement | 2 |
| Bremen | - | Finance/accounting, controlling | - |
| Hamburg | 1 | Information and communication technology | 1 |
| Lower Saxony | 2 | Personnel administration, administration | - |
| Schleswig-Holstein | 1 | Sales | 11 |
| Nielsen 2 | 7 | Marketing, advertising, PR | 2 |
| North Rhine-Westph. | 7 | Logistics: storage, material management, transport | - |
| Nielsen 3a | 8 | Maintenance/repairs | 2 |
| Hesse | 4 | Other area | 8 |
| Rhineland-Palatinate | 3 | Product management | 1 |
| Saarland | - | Student | 11 |
| Nielsen 3b | 14 | Other not gainfully employed | 2 |
| Baden-Württemberg | 14 | Position in the company/organisation | % |
| Foreign (total) | 35 | Entrepreneur, co-owner, freelancer | 6 |
| of which | | Managing director, board member, head of an authority etc. | 8 |
| EU | 56 | Head of central department, division manager, authorised signatory | 5 |
| Other european countries | 18 | Departmental manager, group manager, team leader, head of laboratory | 19 |
| Africa | 3 | Head of the institute, tenured professor or similar | 1 |
| South-, East-, Central Asia | 12 | Project manager with personal and budget responsibility | 6 |
| Other countries | 11 | Other salaried staff, civil servant, skilled worker | 27 |
| Distance to home | % | Lecturer, teacher | 11 |
| up to 50 km | 22 | Trainee | 2 |
| more than 50 km up to 100 km | 7 | Other position | 3 |
| more than 100 km up to 300 km | 19 | Student | 11 |
| over 300 km | 51 | Other not gainfully employed | 2 |
| Countries with the highest visitor shares | % | Economic sector | % |
| Austria | 14 | User of instrumental analytics | 28 |
| Switzerland | 9 | Manufacturer of instrumental analytics | 9 |
| United Kingdom | 6 | Dealer in instrumental analytics | 10 |
| Frequency of visits to trade fair | % | Service/consulting in connection with instrumental analytics | 6 |
| Previous event | 36 | Industrial research and development | 14 |
| Earlier events | 36 | University Research & Development | 13 |
| First visit | 50 | Other types of research and development | 4 |
| Average length of stay | 1,5 days | Authority/public services | 5 |
| Influence on purchasing/procurement decisions | % | Student | 11 |
| Decisively | 18 | Other not gainfully employed | 2 |
| Collectively | 33 | Size of company/organisation: | |
| In an advisory capacity | 25 | Number of employees | % |
| No | 11 | 1- 4 | 6 |
| Student | 11 | 5- 9 | 6 |
| Other not gainfully employed | 2 | 10- 49 | 20 |
| | | 50- 199 | 15 |
| | | 200- 499 | 10 |
| | | 500 - 999 | 5 |
| | | 1 000 and more | 25 |
| | | Student | 11 |
| | | Other not gainfully employed | 2 |

Conducted by: TNS Infratest Wirtschaftsforschung, München

AUTOMATICA (2012) → 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 | Organisation, 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/organisation | % |
| 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 | Foreman, master craftsman | 5 |
| Other countries | 19 | Other salaried staff, civil servant, skilled worker | 28 |
| Distance to home | % | Lecturer, teacher | 5 |
| up to 50 km | 18 | Trainee | 5 |
| more than 50 km up to 100 km | 9 | Other position | 2 |
| 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/organisation: | |
| | | 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

electronica

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 73 189 | Area of responsibility | % |
| Proportion of trade visitors | 98% | Management | 27 |
| Germany (total) | 50 | Research/development/design | 20 |
| of which | | Manufacturing, production, quality control | 18 |
| Nielsen 1 | 5 | Buying/procurement | 1 |
| Bremen | 1 | Finance/accounting, controlling | 1 |
| Hamburg | 2 | Information and communication technology | 1 |
| Lower Saxony | 2 | Organisation, personnel, administration | 1 |
| Schleswig-Holstein | 1 | Sales | 6 |
| Nielsen 2 | 6 | Marketing, advertising, PR | 2 |
| North Rhine-Westph. | 6 | Logistics: storage, material management, transport | - |
| Nielsen 3a | 5 | Maintenance/repairs | 5 |
| Hesse | 4 | Other area | 3 |
| Rhineland-Palatinate | 1 | Student | 13 |
| Saarland | - | Other not gainfully employed | 1 |
| Nielsen 3b | 23 | Position in the company/organisation | % |
| Baden-Württemberg | 23 | Entrepreneur, co-owner, freelancer | 9 |
| Foreign (total) | 50 | 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 | 17 | Foreman, master craftsman | 5 |
| North America | 4 | Other salaried staff, civil servant, skilled worker | 28 |
| South-, East-, Central Asia | 8 | Lecturer, teacher | 5 |
| Other countries | 5 | Trainee | 5 |
| Distance to home | % | Other position | 2 |
| up to 50 km | 12 | Student | 13 |
| more than 50 km up to 100 km | 6 | Other not gainfully employed | 1 |
| more than 100 km up to 300 km | 20 | Economic sector | % |
| over 300 km | 61 | Automobile manufacture, OEM and supplier | 30 |
| Countries with the highest visitor shares | % | Construction industry | 2 |
| Italy | 14 | Chemical industry | 2 |
| Austria | 10 | Electrical engineering/electronics industry | 15 |
| France | 6 | Food and beverage industry | 2 |
| United Kingdom | 6 | Timber processing industry | 1 |
| Switzerland | 6 | Information-/Communication Industry | 2 |
| Frequency of visits to trade fair | % | Plastics and rubber industry | 3 |
| Previous event | 32 | Logistics | 1 |
| Earlier events | 34 | Aerospace industry | 3 |
| First visit | 53 | Metalworking industry | 16 |
| Average length of stay | 1,6 days | Paper and printing industry | 1 |
| Influence on purchasing/procurement decisions | % | Pharmaceuticals, cosmetics, medical technology | 3 |
| Decisively | 20 | Packaging industry | 2 |
| Collectively | 32 | Trade | 1 |
| In an advisory capacity | 24 | Research | 5 |
| No | 9 | Other sectors | 13 |
| Student | 14 | Student | 13 |
| Other not gainfully employed | 1 | Other not gainfully employed | 1 |

Private visitors' profile

| | |
|---|----|
| Area of responsibility | % |
| Management | 9 |
| Research/development/design | 44 |
| Manufacturing, production, quality control | 8 |
| Buying/procurement | 7 |
| Finance/accounting, controlling | - |
| Information and communication technology | 2 |
| Personnel administration, administration | - |
| Sales | 7 |
| Marketing, advertising, PR | 3 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 1 |
| Other area | 2 |
| Consulting | 2 |
| Student | 14 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 11 |
| Managing director, board member, head of an authority etc. | 7 |
| Area manager, works manager, plant manager, branch manager, head of public office | 7 |
| Department head, group head, team leader | 10 |
| Project manager with personal and budget responsibility | 11 |
| Other salaried staff, civil servant, skilled worker | 30 |
| Lecturer, teacher | 3 |
| Trainee | 5 |
| Other position | 1 |
| Student | 14 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Application, use of electronic components, assembly group sub-systems | 19 |
| Manufacture of electronic components | 13 |
| Manufacture of electronic assembly groups, sub-systems | 21 |
| Trade in electronic components, assembly groups, sub-systems | 8 |
| Service | 9 |
| Research and development | 12 |
| Teaching and training | 2 |
| Other sectors | - |
| Student | 14 |
| Other not gainfully employed | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 9 | 12 |
| 10- 49 | 15 |
| 50- 199 | 17 |
| 200- 499 | 10 |
| 500 - 999 | 9 |
| 1 000 and more | 22 |
| Student | 14 |
| Other not gainfully employed | 1 |

Conducted by: TNS Infratest Wirtschaftsforschung, München

| | |
|---|----------------------|
| Visitors (number of entries) | 113 687 |
| Proportion of private visitors | 87% |
| Germany (total) | 98 |
| of which | |
| Nielsen 1 | - Nielsen 4 97 |
| Bremen | - Bavaria 97 |
| Hamburg | - Nielsen 5+6 - |
| Lower Saxony | - Berlin - |
| Schleswig-Holstein | - Brandenburg - |
| Nielsen 2 | - Mecklenburg- |
| North Rhine-Westph. | - West Pommernania - |
| Nielsen 3a | - Saxony-Anhalt - |
| Hesse | - Nielsen 7 1 |
| Rhineland-Palatinate | - Saxony - |
| Saarland | - Thuringia - |
| Nielsen 3b | 1 |
| Baden-Württemb. | 1 |
| Foreign (total) | 2 |
| of which | |
| EU | 95 |
| Other countries | 5 |
| Country with the highest visitor share | % |
| Austria | 83 |
| Distance to home | % |
| up to 50 km | 64 |
| more than 50 km up to 100 km | 23 |
| more than 100 km up to 300 km | 12 |
| over 300 km | 2 |
| Frequency of visits to trade fair | % |
| Previous event | 42 |
| Earlier events | 55 |
| First visit | 35 |
| Sex | % |
| Male | 48 |
| Female | 52 |
| Size of household | % |
| 1 person | 22 |
| 2 persons | 45 |
| 3 persons | 13 |
| 4 persons | 14 |
| 5 persons and more | 6 |
| Age | % |
| up to 20 years | 7 |
| over 20 up to 30 years | 21 |
| over 30 up to 40 years | 15 |
| over 40 up to 50 years | 21 |
| over 50 up to 60 years | 19 |
| over 60 up to 70 years | 1 |
| over 70 years | 4 |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 9 |
| Managing director, board member, head of an authority etc. | 1 |
| Area manager, works manager, plant manager, branch manager, head of public office | 2 |
| Department head, group head, team leader | 11 |
| Other salaried staff, civil servant, skilled worker | 36 |
| Lecturer, teacher | 4 |
| Trainee | 3 |
| Other position | 5 |
| Student | 10 |
| Housewife/man | 3 |
| Old-age pensioner | 15 |
| Other not gainfully employed | 1 |
| Buying and ordering capacity | % |
| Purchase or order made or intended at the exhibition | |
| yes | 32 |
| no | 32 |
| maybe | 37 |
| Follow-up business | % |
| Intend to buy at later date | |
| yes | 30 |
| no | 14 |
| maybe | 57 |

Conducted by: TNS Infratest Wirtschaftsforschung, München

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 135 288 |
| Proportion of trade visitors | 98% |
| Germany (total) | 55 |
| of which | |
| Nielsen 1 | 6 |
| Bremen | 1 |
| Hamburg | 1 |
| Lower Saxony | 4 |
| Schleswig-Holstein | 1 |
| Nielsen 2 | 10 |
| North Rhine-Westph. | 10 |
| Nielsen 3a | 17 |
| Hesse | 9 |
| Rhineland-Palatinate | 6 |
| Saarland | 2 |
| Nielsen 3b | 15 |
| Baden-Württemb. | 15 |
| Foreign (total) | 45 |
| of which | |
| EU | 61 |
| Other european countries | 19 |
| Africa | 3 |
| North America | 2 |
| South and Central America | 4 |
| Middle East | 5 |
| South-, East-, Central Asia | 7 |
| Distance to home | % |
| up to 50 km | 7 |
| more than 50 km up to 100 km | 5 |
| more than 100 km up to 300 km | 20 |
| over 300 km | 68 |
| Countries with the highest visitor shares | % |
| Austria | 11 |
| Italy | 7 |
| Switzerland | 7 |
| Denmark | 4 |
| Czech Republic | 2 |
| Frequency of visits to trade fair | % |
| Previous event | 35 |
| Earlier events | 35 |
| First visit | 51 |
| Average length of stay | 1,9 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 22 |
| Collectively | 30 |
| In an advisory capacity | 24 |
| No | 10 |
| Student | 14 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 15 |
| Research/development/design | 8 |
| Manufacturing, production, quality control | 13 |
| Buying/procurement | 4 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | - |
| Organisation, personnel, administration | 1 |
| Sales | 8 |
| Marketing, advertising, PR | 1 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 6 |
| Other area | 5 |
| Application/process engineering | 7 |
| Environmental protection | 15 |
| Student | 14 |
| Position in the company/organisation | % |
| 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 | 10 |
| Department head, group head, team leader | 17 |
| Foreman, master craftsman | 6 |
| Other salaried staff, civil servant, skilled worker | 25 |
| Lecturer, teacher | 3 |
| Trainee | 2 |
| Other position | 2 |
| Student | 14 |
| Economic sector | % |
| Industry, manufacturing sector | 21 |
| Municipal supplying and disposal companies | 28 |
| Private supplying and disposal companies and operators | 9 |
| Engineer's consultant's office | 12 |
| Other service | 5 |
| Trade | 4 |
| Authority/public services | 3 |
| Universities and polytechnics, science and research | 3 |
| Association | 1 |
| Other sectors | - |
| Student | 14 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 11 |
| 5- 9 | 10 |
| 10- 49 | 22 |
| 50- 199 | 15 |
| 200 - 499 | 9 |
| 500 - 999 | 6 |
| 1 000 and more | 12 |
| Student | 14 |

Conducted by: TNS Infratest Wirtschaftsforschung, München

INHORGENTA MUNICH (2013) → München

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 29 544 | Area of responsibility | % |
| Proportion of trade visitors | 94% | Management | 35 |
| Germany (total) | 68 | Research/development/design | 1 |
| of which | | Manufacturing, production, quality control | 6 |
| Nielsen 1 | 9 | Buying/procurement | 6 |
| Bremen | - | Finance/accounting, controlling | 2 |
| Hamburg | 2 | Information and communication technology | - |
| Lower Saxony | 4 | Personnel administration, administration | - |
| Schleswig-Holstein | 3 | Sales | 15 |
| Nielsen 2 | 11 | Marketing, advertising, PR | 4 |
| North Rhine-Westph. | 11 | Logistics: storage, material management, transport | - |
| Nielsen 3a | 9 | Maintenance/repairs | 1 |
| Hesse | 4 | Other area | 7 |
| Rhineland-Palatinate | 5 | Product development/design | 14 |
| Saarland | 1 | Student | 6 |
| Nielsen 3b | 25 | Other not gainfully employed | 1 |
| Baden-Württemberg | 25 | Position in the company/organisation | % |
| Foreign (total) | 32 | Entrepreneur, co-owner, freelancer | 53 |
| of which | | Managing director, board member, head of an authority etc. | 5 |
| EU | 81 | Area manager, works manager, plant manager, branch manager, head of public office | 3 |
| Other European countries | 12 | Department head, group head, team leader | 5 |
| Other countries | 7 | Foreman, master craftsman | 3 |
| Distance to home | % | Other salaried staff, civil servant, skilled worker | 13 |
| up to 50 km | 13 | Lecturer, teacher | 1 |
| more than 50 km up to 100 km | 6 | Trainee | 7 |
| more than 100 km up to 300 km | 23 | Other position | 2 |
| over 300 km | 57 | Student | 6 |
| Countries with the highest visitor shares | % | Other not gainfully employed | 1 |
| Austria | 25 | Economic sector | % |
| Netherlands | 7 | Classical retail trade in fashion jewellery, watches and jewellery | 28 |
| Italy | 7 | Trend shop with lifestyle jewellery and watches | 9 |
| Switzerland | 7 | Other retail | 7 |
| United Kingdom | 6 | Department store | 2 |
| Frequency of visits to exhibition | % | Wholesale and foreign trade in fashion jewellery, watches and gemstones | 5 |
| 2012 | 55 | Other wholesale trade | 2 |
| 2011 | 52 | Commercial agent | 1 |
| Earlier events | 49 | Mail order business, TV/Internet-shopping | 1 |
| First visit | 24 | Gold/silversmith without retail outlet | 15 |
| Average length of stay | 1,7 days | Watchmaker without retail outlet | 1 |
| Influence on purchasing/procurement decisions | % | Producer | 5 |
| Decisively | 46 | Supplying company belonging to the sector | 1 |
| Collectively | 25 | Designer | 7 |
| In an advisory capacity | 14 | Gallery | 2 |
| No | 9 | Polytechnics | 2 |
| Student | 6 | Other sectors | 6 |
| Other not gainfully employed | 1 | Student | 6 |
| | | Other not gainfully employed | 1 |
| | | Size of company/organisation: | % |
| | | Number of employees | |
| | | 1- 4 | 53 |
| | | 5- 9 | 18 |
| | | 10- 49 | 11 |
| | | 50- 199 | 4 |
| | | 200- 499 | 3 |
| | | 500 - 999 | 2 |
| | | 1 000 and more | 3 |
| | | Student | 6 |
| | | Other not gainfully employed | 1 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERFORST → München

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 48 879 | Area of responsibility | % |
| Proportion of trade visitors | 78% | Management | 30 |
| Germany (total) | 81 | Research/development/design | 4 |
| of which | | Manufacturing, production, quality control | 22 |
| Nielsen 1 | 3 | Buying/procurement | 2 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | 2 | Information and communication technology | 1 |
| Lower Saxony | 2 | Personnel administration, administration | 5 |
| Schleswig-Holstein | 2 | Sales | 6 |
| Nielsen 2 | 5 | Marketing, advertising, PR | 1 |
| North Rhine-Westph. | 5 | Logistics: storage, material management, transport | 3 |
| Nielsen 3a | 9 | Maintenance/repairs | 3 |
| Hesse | 4 | Other area | 12 |
| Rhineland-Palatinate | 4 | Student | 8 |
| Saarland | 1 | Other not gainfully employed | 2 |
| Nielsen 3b | 22 | Position in the company/organisation | % |
| Baden-Württemberg | 22 | Entrepreneur, co-owner, freelancer | 28 |
| 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 | 3 |
| EU | 74 | Department head, group head, team leader | 6 |
| Other European countries | 19 | Other management positions with personnel/budget responsibility | 5 |
| Other countries | 8 | Foreman, master craftsman | 7 |
| Distance to home | % | Other salaried staff, civil servant, skilled worker | 7 |
| up to 50 km | 10 | Lecturer, teacher | 23 |
| more than 50 km up to 100 km | 13 | Other salaried staff, civil servant, skilled worker | 23 |
| more than 100 km up to 300 km | 36 | Lecturer, teacher | 2 |
| over 300 km | 40 | Trainee | 6 |
| Countries with the highest visitor shares | % | Other position | 1 |
| Austria | 36 | Student | 8 |
| Switzerland | 12 | Other not gainfully employed | 2 |
| Italy | 6 | Economic sector | % |
| Frequency of visits to trade fair | % | State forest | 13 |
| Previous event | 43 | Other public forest | 13 |
| Earlier events | 32 | Private forest | 20 |
| First visit | 47 | (Farmer and other private forest) | 20 |
| Average length of stay | 1,3 days | Forestry sub-contractor | 15 |
| Influence on purchasing/procurement decisions | % | Nursery/landscape gardening | 3 |
| Decisively | 31 | Forestry college/specialist school | 3 |
| Collectively | 25 | Forestry machine manufacturer | 2 |
| In an advisory capacity | 19 | Sawmill industry | 1 |
| No | 15 | Other sectors | 4 |
| Student | 8 | Wood power (Operator, manufacturers, processing, dealers) | 2 |
| Other not gainfully employed | 2 | Timber trade | 3 |
| | | Wood transport | 2 |
| | | Other service | 5 |
| | | Other sectors | 10 |
| | | Student | 8 |
| | | Other not gainfully employed | 2 |
| | | Size of company/organisation: | % |
| | | Number of employees | |
| | | 1- 4 | 40 |
| | | 5- 9 | 11 |
| | | 10- 49 | 17 |
| | | 50- 199 | 8 |
| | | 200- 499 | 3 |
| | | 500 - 999 | 3 |
| | | 1 000 and more | 8 |
| | | Student | 8 |
| | | Other not gainfully employed | 2 |

Conducted by: TNS Infratest Wirtschaftsforschung, München

INTERNATIONALE

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 128 918 | Area of responsibility | % |
| Proportion of trade visitors | 31% | Management | 30 |
| Germany (total) | 95 | Research/development/design | 4 |
| of which | | Manufacturing, production, quality control | 22 |
| Nielsen 1 | 1 | Buying/procurement | 2 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | - | Information and communication technology | 1 |
| Lower Saxony | 1 | Personnel administration, administration | 5 |
| Schleswig-Holstein | - | Sales | 6 |
| Nielsen 2 | - | Marketing, advertising, PR | 1 |
| North Rhine-Westph. | - | Logistics: storage, material management, transport | 3 |
| Nielsen 3a | 1 | Maintenance/repairs | 3 |
| Hesse | - | Other area | 12 |
| Rhineland-Palatinate | 1 | Student | 8 |
| Saarland | - | Other not gainfully employed | 2 |
| Nielsen 3b | 2 | Position in the company/organisation | % |
| Baden-Württemberg | 2 | Entrepreneur, co-owner, freelancer | 28 |
| Foreign (total) | 5 | Managing director, board member, head of an authority etc. | 8 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 3 |
| EU | 79 | Department head, group head, team leader | 6 |
| Other countries | 21 | Other management positions with personnel/budget responsibility | 5 |
| Distance to home | % | Foreman, master craftsman | 7 |
| up to 50 km | 46 | Other salaried staff, civil servant, skilled worker | 7 |
| more than 50 km up to 100 km | 24 | Lecturer, teacher | 23 |
| more than 100 km up to 300 km | 22 | Other salaried staff, civil servant, skilled worker | 23 |
| over 300 km | 8 | Lecturer, teacher | 2 |
| Country with the highest visitor share | % | Trainee | 6 |
| Austria | 39 | Other position | 1 |
| Frequency of visits to trade fair | % | Student | 8 |
| Previous event | 31 | Other not gainfully employed | 2 |
| Earlier events | 41 | Economic sector | % |
| First visit | 40 | State forest | 13 |
| Average length of stay | 1,1 days | Other public forest | 13 |
| Influence on purchasing/procurement decisions | % | Private forest | 20 |
| Decisively | 20 | (Farmer and other private forest) | 20 |
| Collectively | 19 | Forestry sub-contractor | 15 |
| In an advisory capacity | 15 | Nursery/landscape gardening | 3 |
| No | 22 | Forestry college/specialist school | 3 |
| Student | 19 | Forestry machine manufacturer | 2 |
| Other not gainfully employed | 5 | Sawmill industry | 1 |

HANDWERKSMESSE → München

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 21 |
| 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 |
| Foreman, master craftsman | 12 |
| Other salaried staff, civil servant, skilled worker | 14 |
| Lecturer, teacher | 2 |
| Trainee | 15 |
| Other position | 4 |
| Student | 19 |
| Other not gainfully employed | 5 |

| | |
|--------------------------------------|----|
| Economic sector | % |
| Skilled trades | 43 |
| Industry | 7 |
| Producer/manufacturer | 2 |
| Retail and wholesale trade | 2 |
| Horticulture and landscape gardening | 4 |
| Architect/interior designer | 1 |
| Florists | 1 |
| Service sector | 7 |
| Public authority | 2 |
| Polytechnic, college | 3 |
| Health service | 1 |
| Financial services | 1 |
| Other sectors | 3 |
| Student | 19 |
| Other not gainfully employed | 5 |

| | |
|--------------------------------------|----|
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 22 |
| 5- 9 | 13 |
| 10- 49 | 17 |
| 50- 199 | 8 |
| 200- 499 | 5 |
| 500 - 999 | 4 |
| 1 000 and more | 8 |
| Student | 19 |
| Other not gainfully employed | 5 |

Private visitors' profile

| | |
|---------------------------------------|--------------------|
| Visitors (number of entries) | 128 918 |
| Proportion of private visitors | 69% |
| Germany (total) | 99 |
| of which | |
| Nielsen 1 | - Nielsen 4 98 |
| Bremen | - Bavaria 98 |
| Hamburg | - Nielsen 5+6 - |
| Lower Saxony | - Berlin - |
| Schleswig-Holstein | - Brandenburg - |
| Nielsen 2 | - Mecklenburg- |
| North Rhine-Westph. | - West Pomerania - |
| Nielsen 3a | - Saxony-Anhalt - |
| Hesse | - Nielsen 7 - |
| Rhineland-Palatinate | - Saxony - |
| Saarland | - Thuringia - |
| Nielsen 3b | 1 |
| Baden-Württemb. | 1 |

| | |
|------------------------|----------|
| Foreign (total) | 1 |
| of which | |
| EU | 67 |
| Other countries | 33 |

| | |
|---|----|
| Country with the highest visitor share | % |
| Austria | 56 |
| Distance to home | % |
| up to 50 km | 62 |
| more than 50 km up to 100 km | 22 |
| more than 100 km up to 300 km | 14 |
| over 300 km | 2 |

| | |
|--|----|
| Frequency of visits to trade fair | % |
| Previous event | 39 |
| Earlier events | 57 |
| First visit | 25 |

| | |
|------------|----|
| Sex | % |
| Male | 39 |
| Female | 61 |

| | |
|--------------------------|----|
| Size of household | % |
| 1 person | 15 |
| 2 persons | 50 |
| 3 persons | 13 |
| 4 persons | 15 |
| 5 persons and more | 8 |

| | |
|------------------------|----|
| Age | % |
| up to 20 years | 7 |
| over 20 up to 30 years | 12 |
| over 30 up to 40 years | 9 |
| over 40 up to 50 years | 17 |
| over 50 up to 60 years | 22 |
| over 60 up to 70 years | 23 |
| over 70 years | 10 |

| | |
|---|----|
| 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 | 2 |
| Department head, group head, team leader | 7 |
| Foreman, master craftsman | 3 |
| Other salaried staff, civil servant, skilled worker | 28 |
| Lecturer, teacher | 2 |
| Trainee | 2 |
| Other position | 5 |
| Student | 7 |
| Housewife/man | 7 |
| Old-age pensioner | 28 |
| Other not gainfully employed | 2 |

| | |
|--|----|
| Buying and ordering capacity | % |
| Purchase or order made or intended at the exhibition | |
| yes | 61 |
| no | 13 |
| maybe | 27 |

| | |
|-----------------------------|----|
| Follow-up business | % |
| Intend to buy at later date | |
| yes | 24 |
| no | 25 |
| maybe | 51 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BIOFACH + VIVANESS → Nürnberg

Trade visitors' profile

| | |
|-------------------------------------|--------------------|
| Visitors (number of entries) | 42 445 |
| Proportion of trade visitors | 94% |
| Germany (total) | 57 |
| of which | |
| Nielsen 1 | 8 Nielsen 4 49 |
| Bremen | - Bavaria 49 |
| Hamburg | 2 Nielsen 5+6 4 |
| Lower Saxony | 4 Berlin 2 |
| Schleswig-Holstein | 1 Brandenburg 1 |
| Nielsen 2 | 6 Mecklenburg- |
| North Rhine-Westph. | 6 West Pomerania - |
| Nielsen 3a | 10 Saxony-Anhalt 1 |
| Hesse | 7 Nielsen 7 6 |
| Rhineland-Palatinate | 3 Saxony 5 |
| Saarland | - Thuringia 2 |
| Nielsen 3b | 17 |
| Baden-Württemb. | 17 |

| | |
|-----------------------------|-----------|
| Foreign (total) | 43 |
| of which | |
| EU | 74 |
| Other european countries | 10 |
| North America | 3 |
| South and Central America | 3 |
| South-, East-, Central Asia | 7 |
| Other countries | 4 |

| | |
|-------------------------------|----|
| 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 | 26 |
| over 300 km | 56 |

| | |
|--|---|
| Countries with the highest visitor shares | % |
| Austria | 9 |
| Italy | 9 |
| France | 8 |
| Spain | 7 |
| Netherlands | 6 |

| | |
|--|----|
| Frequency of visits to trade fair | % |
| Previous event | 31 |
| Earlier events | 43 |
| First visit | 44 |

| | |
|-------------------------------|-----------------|
| Average length of stay | 1,6 days |
|-------------------------------|-----------------|

| | |
|--|----|
| Influence on purchasing/procurement decisions | % |
| Decisively | 38 |
| Collectively | 25 |
| In an advisory capacity | 14 |
| No | 10 |
| Student | 11 |
| Other not gainfully employed | 2 |

| | |
|--|----|
| Area of responsibility | % |
| Management | 27 |
| Research/development/design | 5 |
| Manufacturing, production, quality control | 9 |
| Buying/procurement | 10 |
| Finance/accounting, controlling | 2 |
| Information and communication technology | 1 |
| Personnel administration, administration | 1 |
| Sales | 17 |
| Marketing, advertising, PR | 5 |
| Logistics: storage, material management, transport | 2 |
| Maintenance/repairs | 1 |
| Other area | 8 |
| Student | 11 |
| Other not gainfully employed | 2 |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 37 |
| 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 | 10 |
| Other salaried staff, civil servant, skilled worker | 16 |
| Lecturer, teacher | 3 |
| Trainee | 3 |
| Other position | 4 |
| Student | 11 |
| Other not gainfully employed | 2 |

| | |
|------------------------------|----|
| Economic sector | % |
| Retail trade | 24 |
| Wholesale, import, export | 20 |
| Manufacturers | 16 |
| Agriculture and fisheries | 7 |
| Service | 16 |
| Other sectors | 5 |
| Student | 11 |
| Other not gainfully employed | 2 |

| | |
|--------------------------------------|----|
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 29 |
| 5- 9 | 15 |
| 10- 49 | 19 |
| 50- 199 | 12 |
| 200- 499 | 5 |
| 500 - 999 | 3 |
| 1 000 and more | 6 |
| Student | 11 |
| Other not gainfully employed | 2 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BrauBeviale → Nürnberg

Trade visitors' profile

| | | | |
|--|------------------|---|----------|
| Visitors (number of entries) | 37 200 | Area of responsibility | % |
| Proportion of trade visitors | 94% | Management | 21 |
| Germany (total) | 65 | Research/development/design | 8 |
| of which | | Manufacturing, production, quality control | 26 |
| Nielsen 1 | 7 Nielsen 4 | Buying/procurement | 4 |
| Bremen | - Bavaria | Finance/accounting, controlling | 1 |
| Hamburg | 1 Nielsen 5+6 | Information and communication technology | 2 |
| Lower Saxony | 4 Berlin | Personnel administration, administration | 1 |
| Schleswig-Holstein | 1 Brandenburg | Sales | 12 |
| Nielsen 2 | 5 Mecklenburg- | Marketing, advertising, PR | 2 |
| North Rhine-Westph. | 5 West Pomerania | Logistics: storage, material management, | |
| Nielsen 3a | 13 Saxony-Anhalt | transport | 2 |
| Hesse | 6 Nielsen 7 | Maintenance/repairs | 6 |
| Rhineland-Palatinate | 6 Saxony | Other area | 4 |
| Saarland | - Thuringia | Student | 10 |
| Nielsen 3b | 14 | Other not gainfully employed | 2 |
| Baden-Württemb. | 14 | Position in the company/organisation | % |
| Foreign (total) | 36 | Entrepreneur, co-owner, freelancer | 25 |
| of which | | Managing director, board member, | |
| EU | 62 | head of an authority etc. | 6 |
| Other european countries | 22 | Area manager, works manager, plant manager, | |
| South and Central America | 4 | branch manager, head of public office | 13 |
| South-, East-, Central Asia | 4 | Department head, group head, team leader | 18 |
| Other countries | 8 | Other salaried staff, civil servant, | |
| Distance to home | % | skilled worker | 17 |
| up to 50 km | 7 | Lecturer, teacher | 1 |
| more than 50 km up to 100 km | 10 | Trainee | 5 |
| more than 100 km up to 300 km | 34 | Other position | 4 |
| over 300 km | 49 | Student | 10 |
| Countries with the highest visitor shares | % | Other not gainfully employed | 2 |
| Czech Republic | 10 | Economic sector | % |
| Switzerland | 9 | Industry | 57 |
| Italy | 7 | Trade | 9 |
| Austria | 6 | Service | 14 |
| Netherlands | 5 | Agriculture | 4 |
| Frequency of visits to trade fair | % | Other sectors | 5 |
| Previous event | 37 | Student | 10 |
| Earlier events | 43 | Other not gainfully employed | 2 |
| First visit | 46 | Size of company/organisation: | |
| Average length of stay | 1,5 days | Number of employees | % |
| Influence on purchasing/procurement decisions | % | 1- 4 | 18 |
| Decisively | 29 | 500 - 999 | 5 |
| Collectively | 31 | 5- 9 | 8 |
| In an advisory capacity | 17 | 1 000 and more | 13 |
| No | 11 | 10- 49 | 19 |
| Student | 10 | 50- 199 | 18 |
| Other not gainfully employed | 2 | 200- 499 | 8 |
| | | Other not gainfully employed | 2 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Chillventa → Nürnberg

Trade visitors' profile

| | | | |
|--|-------------------|---|----------|
| Visitors (number of entries) | 30 585 | Area of responsibility | % |
| Proportion of trade visitors | 99% | Management | 19 |
| Germany (total) | 53 | Research/development/design | 16 |
| of which | | Manufacturing, production, quality control | 10 |
| Nielsen 1 | 7 Nielsen 4 | Buying/procurement | 5 |
| Bremen | 1 Bavaria | Finance/accounting, controlling | 1 |
| Hamburg | 1 Nielsen 5+6 | Information and communication technology | - |
| Lower Saxony | 4 Berlin | Personnel administration, administration | 1 |
| Schleswig-Holstein | 1 Brandenburg | Sales | 15 |
| Nielsen 2 | 11 Mecklenburg- | Marketing, advertising, PR | 1 |
| North Rhine-Westph. | 11 West Pomerania | Logistics: storage, material management, | |
| Nielsen 3a | 14 Saxony-Anhalt | transport | 1 |
| Hesse | 9 Nielsen 7 | Maintenance/repairs | 19 |
| Rhineland-Palatinate | 5 Saxony | Other area | 8 |
| Saarland | 1 Thuringia | Student | 3 |
| Nielsen 3b | 22 | Other not gainfully employed | 2 |
| Baden-Württemb. | 22 | Position in the company/organisation | % |
| Foreign (total) | 47 | Entrepreneur, co-owner, freelancer | 23 |
| of which | | Managing director, board member, | |
| EU | 62 | head of an authority etc. | 10 |
| Other european countries | 14 | Area manager, works manager, plant manager, | |
| South and Central America | 5 | branch manager, head of public office | 14 |
| Middle East | 4 | Department head, group head, team leader | 17 |
| South-, East-, Central Asia | 9 | Other salaried staff, civil servant, | |
| Other countries | 6 | skilled worker | 20 |
| Distance to home | % | Lecturer, teacher | 1 |
| up to 50 km | 5 | Trainee | 8 |
| more than 50 km up to 100 km | 4 | Other position | 3 |
| more than 100 km up to 300 km | 29 | Student | 3 |
| over 300 km | 63 | Other not gainfully employed | 2 |
| Countries with the highest visitor shares | % | Economic sector | % |
| Italy | 7 | Specialist refrigeration company | 44 |
| Austria | 6 | Specialist air-conditioning company | 11 |
| Netherlands | 6 | Thermal pump specialists | 3 |
| Czech Republic | 5 | Specialist sanitary, heating, air-conditioning | 2 |
| Switzerland | 5 | Electrical specialist firms | 1 |
| Frequency of visits to trade fair | % | Facility management | 3 |
| Previous event | 35 | Specialist trade | 2 |
| Earlier events | 34 | Plant operator | 2 |
| First visit | 42 | Manufacturers | 14 |
| Average length of stay | 1,5 days | Architect | 1 |
| Influence on purchasing/procurement decisions | % | Specialist planner (Technical building equipment) | 4 |
| Decisively | 34 | Other sectors | 8 |
| Collectively | 29 | Student | 3 |
| In an advisory capacity | 21 | Other not gainfully employed | 2 |
| No | 12 | Size of company/organisation: | |
| Student | 3 | Number of employees | % |
| Other not gainfully employed | 2 | 1- 4 | 14 |
| | | 500 - 999 | 4 |
| | | 5- 9 | 12 |
| | | 1 000 and more | 14 |
| | | 10- 49 | 25 |
| | | Student | 3 |
| | | 50- 199 | 16 |
| | | Other not gainfully employed | 2 |
| | | 200- 499 | 9 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

CO-REACH

Trade visitors' profile

| | | | |
|--|------------------|---|----------|
| Visitors (number of entries) | 5 778 | Area of responsibility | % |
| Proportion of trade visitors | 100% | Management | 19 |
| Germany (total) | 94 | Research/development/design | 16 |
| of which | | Manufacturing, production, quality control | 10 |
| Nielsen 1 | 7 Nielsen 4 | Buying/procurement | 5 |
| Bremen | - Bavaria | Finance/accounting, controlling | 1 |
| Hamburg | 3 Nielsen 5+6 | Information and communication technology | - |
| Lower Saxony | 2 Berlin | Personnel administration, administration | 1 |
| Schleswig-Holstein | 1 Brandenburg | Sales | 15 |
| Nielsen 2 | 9 Mecklenburg- | Marketing, advertising, PR | 1 |
| North Rhine-Westph. | 9 West Pomerania | Logistics: storage, material management, | |
| Nielsen 3a | 9 Saxony-Anhalt | transport | 1 |
| Hesse | 7 Nielsen 7 | Maintenance/repairs | 19 |
| Rhineland-Palatinate | 2 Saxony | Other area | 8 |
| Saarland | - Thuringia | Student | 3 |
| Nielsen 3b | 16 | Other not gainfully employed | 2 |
| Baden-Württemb. | 16 | Position in the company/organisation | % |
| Foreign (total) | 6 | Entrepreneur, co-owner, freelancer | 23 |
| of which | | Managing director, board member, | |
| EU | 73 | head of an authority etc. | 10 |
| Other european countries | 27 | Area manager, works manager, plant manager, | |
| | | branch manager, head of public office | 14 |
| | | Department head, group head, team leader | 17 |
| | | Other salaried staff, civil servant, | |
| | | skilled worker | 20 |
| | | Lecturer, teacher | 1 |
| | | Trainee | 8 |
| | | Other position | 3 |
| | | Student | 3 |
| | | Other not gainfully employed | 2 |
| Distance to home | % | Economic sector | % |
| up to 50 km | 19 | Specialist refrigeration company | 44 |
| more than 50 km up to 100 km | 14 | Specialist air-conditioning company | 11 |
| more than 100 km up to 300 km | 40 | Thermal pump specialists | 3 |
| over 300 km | 26 | Specialist sanitary, heating, air-conditioning | 2 |
| Frequency of visits to trade fair | % | Electrical specialist firms | 1 |
| Previous event | 34 | Facility management | 3 |
| Earlier events | 44 | Specialist trade | 2 |
| First visit | 45 | Plant operator | 2 |
| Average length of stay | 1,2 days | Manufacturers | 14 |
| Influence on purchasing/procurement decisions | % | Architect | 1 |
| Decisively | 22 | Specialist planner (Technical building equipment) | 4 |
| Collectively | 39 | Other sectors | 8 |
| In an advisory capacity | 23 | Student | 3 |
| No | 10 | Other not gainfully employed | 2 |
| Student | 5 | Size of company/organisation: | |
| Other not gainfully employed | 1 | Number of employees | % |
| | | 1- 4 | 14 |
| | | 500 - 999 | 4 |
| | | 5- 9 | 12 |
| | | 1 000 and more | 14 |
| | | 10- 49 | 25 |
| | | Student | 3 |
| | | 50- 199 | 16 |
| | | Other not gainfully employed | 2 |
| | | 200- 499 | 9 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

| | |
|---|----|
| Area of responsibility | % |
| Management | 11 |
| Research/development/design | 1 |
| Manufacturing, production, quality control | 6 |
| Buying/procurement | 4 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 4 |
| Personnel administration, administration | 1 |
| Sales | 15 |
| Marketing, advertising, PR | 49 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | - |
| Other area | 3 |
| Student | 5 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| 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 | 22 |
| Other salaried staff, civil servant, skilled worker | 40 |
| Self-employed businessman | 1 |
| Trainee | 2 |
| Other position | 2 |
| Student | 5 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Industry | 14 |
| Trade | 20 |
| Media, press, publishing | 21 |
| Service | 32 |
| Public administration | 2 |
| Teaching, research | 1 |
| Other sectors | 5 |
| Student | 5 |
| Other not gainfully employed | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 11 |
| 5- 9 | 4 |
| 10- 49 | 19 |
| 50- 199 | 17 |
| 200- 499 | 11 |
| 500 - 999 | 8 |
| 1 000 and more | 24 |
| Student | 5 |
| Other not gainfully employed | 1 |
| Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 26 714 |
| Proportion of trade visitors | 98% |
| Germany (total) | 67 |
| of which | |
| Nielsen 1 | 5 |
| Nielsen 2 | 7 |
| Nielsen 3a | 11 |
| Nielsen 3b | 24 |
| Nielsen 4 | 44 |
| - Bavaria | 44 |
| - Saxony-Anhalt | - |
| - Berlin | 2 |
| - Brandenburg | - |
| - Mecklenburg- | - |
| - West Pomerania | - |
| - Saxony-Anhalt | - |
| - Hesse | 8 |
| - Rhineland-Palatinate | 2 |
| - Saarland | - |
| - Thuringia | 4 |
| Foreign (total) | 33 |
| of which | |
| EU | 72 |
| Other european countries | 16 |
| North America | 5 |
| South-, East-, Central Asia | 6 |
| Other countries | 2 |
| 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 | 39 |
| over 300 km | 45 |
| Countries with the highest visitor shares | % |
| Austria | 10 |
| Czech Republic | 10 |
| Italy | 9 |
| Switzerland | 9 |
| France | 7 |
| Frequency of visits to trade fair | % |
| Previous event | 34 |
| Earlier events | 43 |
| First visit | 41 |
| Average length of stay | 1,4 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 21 |
| Collectively | 34 |
| In an advisory capacity | 21 |
| No | 11 |
| Student | 13 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 7 |
| Research/development/design | 57 |
| Manufacturing, production, quality control | 2 |
| Buying/procurement | 2 |
| Finance/accounting, controlling | - |
| Information and communication technology | 6 |
| Personnel administration, administration | 1 |
| Sales | 6 |
| Marketing, advertising, PR | 3 |
| Logistics: storage, material management, transport | - |
| Maintenance/repairs | 2 |
| Other area | 2 |
| Student | 13 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 13 |
| 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 | 19 |
| Other salaried staff, civil servant, skilled worker | 37 |
| Lecturer, teacher | 3 |
| Trainee | 1 |
| Other position | 4 |
| Student | 13 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Industry | 62 |
| Wholesale trade | 3 |
| Retail trade | 1 |
| Service | 11 |
| Public administration | 1 |
| Teaching, research | 7 |
| Other sectors | 3 |
| Student | 13 |
| Other not gainfully employed | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 8 |
| 5- 9 | 4 |
| 10- 49 | 15 |
| 50- 199 | 16 |
| 200- 499 | 9 |
| 500 - 999 | 8 |
| 1 000 and more | 26 |
| Student | 13 |
| Other not gainfully employed | 1 |
| Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 1 667 |
| Proportion of trade visitors | 100% |
| Germany (total) | 72 |
| of which | |
| Nielsen 1 | 13 |
| Nielsen 2 | 5 |
| Nielsen 3a | 17 |
| Nielsen 3b | 11 |
| Nielsen 4 | 39 |
| - Bavaria | 39 |
| - Saxony-Anhalt | 3 |
| - Berlin | 7 |
| - Brandenburg | 2 |
| - Mecklenburg- | 2 |
| - West Pomerania | 2 |
| - Saxony-Anhalt | 3 |
| - Hesse | 3 |
| - Rhineland-Palatinate | 3 |
| - Saarland | 1 |
| - Thuringia | 2 |
| Foreign (total) | 28 |
| of which | |
| EU | 58 |
| Other european countries | 21 |
| Other countries | 21 |
| Distance to home | % |
| up to 50 km | 5 |
| more than 50 km up to 100 km | 10 |
| more than 100 km up to 300 km | 31 |
| over 300 km | 54 |
| Frequency of visits to trade fair | % |
| Previous event | 34 |
| Earlier events | 24 |
| First visit | 64 |
| Average length of stay | 1,3 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 20 |
| Collectively | 23 |
| In an advisory capacity | 37 |
| No | 19 |
| Student | 2 |

| | |
|---|----------|
| Area of responsibility | % |
| Management | 5 |
| Research/development/design | 7 |
| Manufacturing, production, quality control | 2 |
| Buying/procurement | 10 |
| Finance/accounting, controlling | - |
| Information and communication technology | 3 |
| Personnel administration, administration | 2 |
| Sales | 9 |
| Marketing, advertising, PR | 4 |
| Logistics: storage, material management, transport | 4 |
| Maintenance/repairs | 4 |
| Other area | 8 |
| Agency management | 3 |
| Training | 25 |
| Utilisation | 12 |
| Student | 2 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 9 |
| Managing director, board member, head of an authority etc. | 9 |
| Area manager, works manager, plant manager, branch manager, head of public office | 8 |
| Department head, group head, team leader | 18 |
| Other salaried staff, civil servant, skilled worker | 32 |
| Lecturer, teacher | 10 |
| Trainee | 2 |
| Other position | 11 |
| Student | 2 |
| Economic sector | % |
| Police | 32 |
| Justice | 2 |
| Armed forces, troops | 37 |
| Customs | 5 |
| Other Specialist authorities, -facilities | 22 |
| Student | 2 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 10 |
| 5- 9 | 5 |
| 10- 49 | 10 |
| 50- 199 | 9 |
| 200 - 499 | 8 |
| 500 - 999 | 6 |
| 1 000 and more | 50 |
| Student | 2 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

EUROGUSS → Nürnberg

Trade visitors' profile

| | | | |
|--|-------------------|---|-------------------|
| Visitors (number of entries) | 11 187 | Area of responsibility | % |
| Proportion of trade visitors | 99% | Management | 13 |
| Germany (total) | 71 | Research/development/design | 20 |
| of which | | Manufacturing, production, quality control | 26 |
| Nielsen 1 | 4 Nielsen 4 | Buying/procurement | 15 |
| Bremen | 1 Bavaria | Finance/accounting, controlling | 1 |
| Hamburg | 1 Nielsen 5+6 | Information and communication technology | - |
| Lower Saxony | 2 Berlin | Personnel administration, administration | - |
| Schleswig-Holstein | 1 Brandenburg | Sales | 14 |
| Nielsen 2 | 14 Mecklenburg- | Marketing, advertising, PR | 1 |
| North Rhine-Westph. | 14 West Pomerania | Logistics: storage, material management, | |
| Nielsen 3a | 8 Saxony-Anhalt | transport | - |
| Hesse | 5 Nielsen 7 | Maintenance/repairs | 4 |
| Rhineland-Palatinate | 2 Saxony | Other area | 4 |
| Saarland | 1 Thuringia | Student | 3 |
| Nielsen 3b | 26 | Position in the company/organisation | % |
| Baden-Württemb. | 26 | Entrepreneur, co-owner, freelancer | 11 |
| Foreign (total) | 29 | Managing director, board member, | |
| of which | | head of an authority etc. | 6 |
| EU | 75 | Area manager, works manager, plant manager, | |
| Other european countries | 13 | branch manager, head of public office | 10 |
| South-, East-, Central Asia | 8 | Department head, group head, team leader | 31 |
| Other countries | 5 | Other salaried staff, civil servant, | |
| Distance to home | % | skilled worker | 32 |
| up to 50 km | 11 | Lecturer, teacher | 1 |
| more than 50 km up to 100 km | 6 | Trainee | 3 |
| more than 100 km up to 300 km | 36 | Other position | 3 |
| over 300 km | 46 | Student | 3 |
| Countries with the highest visitor shares | % | Economic sector | % |
| Italy | 16 | Industry | 85 |
| Czech Republic | 11 | Wholesale trade | 2 |
| Austria | 10 | Import/export | 1 |
| Poland | 8 | Service | 8 |
| Frequency of visits to trade fair | % | Teaching, research | 1 |
| Previous event | 32 | Other sectors | 1 |
| Earlier events | 31 | Student | 3 |
| First visit | 55 | Size of company/organisation: | |
| Average length of stay | 1,3 days | Number of employees | % |
| Influence on purchasing/procurement decisions | % | 1- 4 5 | 200 - 499 15 |
| Decisively | 21 | 5- 9 4 | 500 - 999 11 |
| Collectively | 41 | 10- 49 12 | 1 000 and more 33 |
| In an advisory capacity | 23 | 50- 199 17 | Student 3 |
| No | 12 | Conducted by: Gelszus Messe-Markt- | |
| Student | 3 | forschung GmbH, Dortmund | |

fensterbau/frontale → Nürnberg

Trade visitors' profile

| | | | |
|--|-------------------|---|--------------------------------|
| Visitors (number of entries) | *) | Area of responsibility | % |
| Proportion of trade visitors | 95% | Management | 30 |
| Germany (total) | 74 | Research/development/design | 7 |
| of which | | Manufacturing, production, quality control | 21 |
| Nielsen 1 | 6 Nielsen 4 | Buying/procurement | 6 |
| Bremen | - Bavaria | Finance/accounting, controlling | 2 |
| Hamburg | 1 Nielsen 5+6 | Information and communication technology | 1 |
| Lower Saxony | 4 Berlin | Personnel administration, administration | 1 |
| Schleswig-Holstein | 1 Brandenburg | Sales | 14 |
| Nielsen 2 | 11 Mecklenburg- | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 11 West Pomerania | Logistics: storage, material management, | |
| Nielsen 3a | 15 Saxony-Anhalt | transport | 1 |
| Hesse | 7 Nielsen 7 | Maintenance/repairs | 3 |
| Rhineland-Palatinate | 7 Saxony | Other area | 7 |
| Saarland | 2 Thuringia | Student | 4 |
| Nielsen 3b | 19 | Other not gainfully employed | 1 |
| Baden-Württemb. | 19 | Position in the company/organisation | % |
| Foreign (total) | 26 | Entrepreneur, co-owner, freelancer | 36 |
| of which | | Managing director, board member, | |
| EU | 65 | head of an authority etc. | 7 |
| Other european countries | 17 | Area manager, works manager, plant manager, | |
| South and Central America | 5 | branch manager, head of public office | 11 |
| South-, East-, Central Asia | 6 | Department head, group head, team leader | 12 |
| Other countries | 8 | Other salaried staff, civil servant, | |
| Distance to home | % | skilled worker | 17 |
| up to 50 km | 6 | Lecturer, teacher | 1 |
| more than 50 km up to 100 km | 9 | Trainee | 8 |
| more than 100 km up to 300 km | 35 | Other position | 3 |
| over 300 km | 50 | Student | 4 |
| Countries with the highest visitor shares | % | Other not gainfully employed | 1 |
| Italy | 10 | Economic sector | % |
| France | 8 | Industry | 24 |
| Poland | 8 | Skilled trades | 49 |
| Austria | 6 | Retail trade/building materials trade | 5 |
| Russia | 5 | Wholesale/foreign trade | 6 |
| Frequency of visits to trade fair | % | Architect | 3 |
| Previous event | 43 | Other service | 4 |
| Earlier events | 47 | Authority/public services | 1 |
| First visit | 35 | Teaching (polytechnic/university/college) | 1 |
| Average length of stay | 1,4 days | Research | 1 |
| Influence on purchasing/procurement decisions | % | Other sectors | 2 |
| Decisively | 36 | Student | 4 |
| Collectively | 27 | Other not gainfully employed | 1 |
| In an advisory capacity | 18 | Size of company/organisation: | |
| No | 14 | Number of employees | % |
| Student | 4 | 1- 4 27 | 500 - 999 2 |
| Other not gainfully employed | 1 | 5- 9 15 | 1 000 and more 7 |
| | | 10- 49 23 | Student 4 |
| | | 50- 199 16 | Other not gainfully employed 1 |
| | | 200- 499 5 | |
| | | Conducted by: Gelszus Messe-Markt- | |
| | | forschung GmbH, Dortmund | |

*) individual number of visitors not available, combined with HOLZ-HANDWERK (108 967 visitors in total)

FeuerTRUTZ

Trade visitors' profile

| | | | |
|--|------------------|---|--------------------------------|
| Visitors (number of entries) | 5 116 | Area of responsibility | % |
| Proportion of trade visitors | 99% | Management | 30 |
| Germany (total) | 95 | Research/development/design | 7 |
| of which | | Manufacturing, production, quality control | 21 |
| Nielsen 1 | 6 Nielsen 4 | Buying/procurement | 6 |
| Bremen | - Bavaria | Finance/accounting, controlling | 2 |
| Hamburg | 1 Nielsen 5+6 | Information and communication technology | 1 |
| Lower Saxony | 3 Berlin | Personnel administration, administration | 1 |
| Schleswig-Holstein | 2 Brandenburg | Sales | 14 |
| Nielsen 2 | 7 Mecklenburg- | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 7 West Pomerania | Logistics: storage, material management, | |
| Nielsen 3a | 12 Saxony-Anhalt | transport | 1 |
| Hesse | 5 Nielsen 7 | Maintenance/repairs | 3 |
| Rhineland-Palatinate | 5 Saxony | Other area | 7 |
| Saarland | 2 Thuringia | Student | 4 |
| Nielsen 3b | 15 | Other not gainfully employed | 1 |
| Baden-Württemb. | 15 | Position in the company/organisation | % |
| Foreign (total) | 5 | Entrepreneur, co-owner, freelancer | 36 |
| of which | | Managing director, board member, | |
| EU | 84 | head of an authority etc. | 7 |
| Other countries | 16 | Area manager, works manager, plant manager, | |
| Distance to home | % | branch manager, head of public office | 11 |
| up to 50 km | 17 | Department head, group head, team leader | 12 |
| more than 50 km up to 100 km | 9 | Other salaried staff, civil servant, | |
| more than 100 km up to 300 km | 46 | skilled worker | 17 |
| over 300 km | 29 | Lecturer, teacher | 1 |
| Frequency of visits to trade fair | % | Trainee | 8 |
| Previous event | 26 | Other position | 3 |
| Earlier events | 24 | Student | 4 |
| First visit | 64 | Other not gainfully employed | 1 |
| Average length of stay | 1,3 days | Economic sector | % |
| Influence on purchasing/procurement decisions | % | Industry | 24 |
| Decisively | 29 | Skilled trades | 49 |
| Collectively | 30 | Retail trade/building materials trade | 5 |
| In an advisory capacity | 24 | Wholesale/foreign trade | 6 |
| No | 15 | Architect | 3 |
| Student | 1 | Other service | 4 |
| | | Authority/public services | 1 |
| | | Teaching (polytechnic/university/college) | 1 |
| | | Research | 1 |
| | | Other sectors | 2 |
| | | Student | 4 |
| | | Other not gainfully employed | 1 |
| | | Size of company/organisation: | |
| | | Number of employees | % |
| | | 1- 4 27 | 500 - 999 2 |
| | | 5- 9 15 | 1 000 and more 7 |
| | | 10- 49 23 | Student 4 |
| | | 50- 199 16 | Other not gainfully employed 1 |
| | | 200- 499 5 | |
| | | Conducted by: Gelszus Messe-Markt- | |
| | | forschung GmbH, Dortmund | |

| | |
|---|----|
| Area of responsibility | % |
| Management | 20 |
| Research/development/design | 8 |
| Manufacturing, production, quality control | 7 |
| Buying/procurement | 3 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 2 |
| Personnel administration, administration | 3 |
| Sales | 11 |
| Marketing, advertising, PR | 1 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 18 |
| Other area | 25 |
| Student | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 25 |
| Managing director, board member, head of an authority etc. | 6 |
| Area manager, works manager, plant manager, branch manager, head of public office | 10 |
| Department head, group head, team leader | 19 |
| Other salaried staff, civil servant, skilled worker | 35 |
| Lecturer, teacher | - |
| Trainee | 1 |
| Other position | 3 |
| Student | 1 |
| Economic sector | % |
| Technical planner, surveyor | 19 |
| Architect, construction engineer, general contractor | 11 |
| Government agency representatives, fire protection authorities | 11 |
| Facility manager, operator for special constructions | 3 |
| Fire prevention officer | 15 |
| Construction company | 2 |
| Workman (drywall builder, carpenter, insulation installer, metal worker, roofer) | 6 |
| Installer (electrician, fire alarms, extinguishing and ventilation systems) | 6 |
| Provider of fire protection products, service | 15 |
| Professional and factory firefighters | 3 |
| Insurance company | 1 |
| Other sectors | 7 |
| Student | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 22 |
| 5- 9 | 10 |
| 10- 49 | 19 |
| 50- 199 | 9 |
| 200 - 499 | 10 |
| 500 - 999 | 6 |
| 1 000 and more | 22 |
| Student | 1 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 66 563 |
| Proportion of trade visitors | 97% |
| Germany (total) | 92 |
| of which | |
| Nielsen 1 | 9 |
| Nielsen 4 | 35 |
| Bremen - Bavaria | 35 |
| Hamburg - Nielsen 5+6 | 4 |
| Lower Saxony - Berlin | - |
| Schleswig-Holstein - Brandenburg | 2 |
| Nielsen 2 | 14 |
| Mecklenburg-North Rhine-Westph. | 14 |
| West Pommern | 1 |
| Nielsen 3a | 12 |
| Saxony-Anhalt | 1 |
| Hesse - Nielsen 7 | 7 |
| Rhineland-Palatinate - Saxony | 4 |
| Saarland - Thuringia | 3 |
| Nielsen 3b | 20 |
| Baden-Württemberg | 20 |
| Foreign (total) | 8 |
| of which | |
| EU | 72 |
| Other european countries | 15 |
| Other countries | 14 |
| Distance to home | % |
| up to 50 km | 7 |
| more than 50 km up to 100 km | 10 |
| more than 100 km up to 300 km | 41 |
| over 300 km | 42 |
| Frequency of visits to trade fair | % |
| Previous event | 44 |
| Earlier events | 44 |
| First visit | 38 |
| Average length of stay | 1,3 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 30 |
| Collectively | 29 |
| In an advisory capacity | 17 |
| No | 18 |
| Student | 5 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 28 |
| Research/development/design | 2 |
| Manufacturing, production, quality control | 11 |
| Buying/procurement | 4 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | 1 |
| Sales | 7 |
| Marketing, advertising, PR | 1 |
| Logistics: storage, material management, transport | 2 |
| Maintenance/repairs | 11 |
| Other area | 25 |
| Student | 5 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 31 |
| 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 | 15 |
| Other salaried staff, civil servant, skilled worker | 20 |
| Lecturer, teacher | 1 |
| Trainee | 13 |
| Other position | 3 |
| Student | 5 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Green area /outdoor area construction companies | 36 |
| Other construction companies | 10 |
| Architect | 2 |
| Specialist planner | 2 |
| Leisure facility operators | 1 |
| Cemetery management and maintenance | 4 |
| Private sector clients | 4 |
| Specialist authorities, public sector clients | 10 |
| Golf course construction, maintenance and management | 2 |
| Suppliers of motorised equipment and agricultural machinery | 7 |
| Other sectors | 17 |
| Student | 5 |
| Other not gainfully employed | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 24 |
| 5- 9 | 18 |
| 10- 49 | 30 |
| 50- 199 | 11 |
| 200- 499 | 5 |
| 500 - 999 | 2 |
| 1 000 and more | 4 |
| Student | 5 |
| Other not gainfully employed | 1 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | *) |
| Proportion of trade visitors | 90% |
| Germany (total) | 90 |
| of which | |
| Nielsen 1 | 3 |
| Nielsen 4 | 46 |
| Bremen - Bavaria | 46 |
| Hamburg - Nielsen 5+6 | 2 |
| Lower Saxony - Berlin | 1 |
| Schleswig-Holstein - Brandenburg | 1 |
| Nielsen 2 | 5 |
| Mecklenburg-North Rhine-Westph. | 5 |
| West Pommern | - |
| Nielsen 3a | 12 |
| Saxony-Anhalt | 1 |
| Hesse - Nielsen 7 | 8 |
| Rhineland-Palatinate - Saxony | 5 |
| Saarland - Thuringia | 3 |
| Nielsen 3b | 25 |
| Baden-Württemberg | 25 |
| Foreign (total) | 10 |
| of which | |
| EU | 51 |
| Other european countries | 16 |
| Other countries | 33 |
| Distance to home | % |
| up to 50 km | 10 |
| more than 50 km up to 100 km | 13 |
| more than 100 km up to 300 km | 48 |
| over 300 km | 30 |
| Country with the highest visitor share | % |
| Austria | 11 |
| Frequency of visits to trade fair | % |
| Previous event | 40 |
| Earlier events | 43 |
| First visit | 38 |
| Average length of stay | 1,2 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 30 |
| Collectively | 21 |
| In an advisory capacity | 14 |
| No | 27 |
| Student | 7 |
| Other not gainfully employed | 1 |

*) individual number of visitors not available, combined with fensterbau/frontale (108 967 visitors in total)

| | |
|---|----|
| Area of responsibility | % |
| Management | 23 |
| Research/development/design | 4 |
| Manufacturing, production, quality control | 35 |
| Buying/procurement | 3 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Organisation, personnel, administration | 1 |
| Sales | 8 |
| Marketing, advertising, PR | 1 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 3 |
| Other area | 10 |
| Student | 7 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 31 |
| Managing director, board member, head of an authority etc. | 4 |
| Area manager, works manager, plant manager, branch manager, head of public office | 5 |
| Department head, group head, team leader | 9 |
| Other salaried staff, civil servant, skilled worker | 14 |
| Lecturer, teacher | 4 |
| Trainee | 23 |
| Other position | 2 |
| Student | 7 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Industry | 11 |
| Skilled trades | 66 |
| Retail trade/building materials trade | 1 |
| Wholesale/foreign trade | 3 |
| Architect | 2 |
| Interior designer | 1 |
| Other service | 3 |
| Authority/public services | 3 |
| Teaching (polytechnic/university/college) | 2 |
| Research | 2 |
| Other sectors | 2 |
| Student | 7 |
| Other not gainfully employed | 1 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 30 |
| 5- 9 | 18 |
| 10- 49 | 20 |
| 50- 199 | 10 |
| 200- 499 | 5 |
| 500 - 999 | 2 |
| 1 000 and more | 6 |
| Student | 7 |
| Other not gainfully employed | 1 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IFH/Intherm → Nürnberg

Trade visitors' profile

| | | | |
|--|------------------|---|----------|
| Visitors (number of entries) | 45 816 | Area of responsibility | % |
| Proportion of trade visitors | 96% | Management | 19 |
| Germany (total) | 98 | Research/development/design | 2 |
| of which | | Manufacturing, production, quality control | 10 |
| Nielsen 1 | - Nielsen 4 | Buying/procurement | 3 |
| Bremen | - Bavaria | Finance/accounting, controlling | 1 |
| Hamburg | - Nielsen 5+6 | Information and communication technology | 1 |
| Lower Saxony | - Berlin | Personnel administration, administration | 1 |
| Schleswig-Holstein | - Brandenburg | Sales | 11 |
| Nielsen 2 | - Mecklenburg- | Marketing, advertising, PR | 1 |
| North Rhine-Westph. | - West Pomerania | Logistics: storage, material management, transport | - |
| Nielsen 3a | 3 Saxony-Anhalt | Maintenance/repairs | 14 |
| Hesse | 2 Nielsen 7 | Other area | 3 |
| Rhineland-Palatinate | 1 Saxony | Field-assembly work, after-sales service | 29 |
| Saarland | - Thuringia | Student | 4 |
| Nielsen 3b | 26 | Other not gainfully employed | 1 |
| Baden-Württemb. | 26 | Position in the company/organisation | % |
| Foreign (total) | 2 | Entrepreneur, co-owner, freelancer | 25 |
| of which | | Managing director, board member, head of an authority etc. | 3 |
| EU | 57 | Area manager, works manager, plant manager, branch manager, head of public office | 4 |
| Other countries | 43 | Department head, group head, team leader | 9 |
| Distance to home | % | Foreman, master craftsman | 11 |
| up to 50 km | 15 | Other salaried staff, civil servant, skilled worker | 28 |
| more than 50 km up to 100 km | 20 | Lecturer, teacher | 1 |
| more than 100 km up to 300 km | 56 | Trainee | 14 |
| over 300 km | 9 | Other position | 1 |
| Frequency of visits to trade fair | % | Student | 4 |
| Previous event | 45 | Other not gainfully employed | 1 |
| Earlier events | 46 | Economic sector | % |
| First visit | 34 | Skilled trades | 66 |
| Average length of stay | 1,1 days | Industry | 6 |
| Influence on purchasing/procurement decisions | % | Wholesale/foreign trade | 9 |
| Decisively | 26 | Engineering, planning office, architects | 5 |
| Collectively | 29 | Energy consulting | 1 |
| In an advisory capacity | 21 | Housing industry | 1 |
| No | 20 | Service sector | 4 |
| Student | 4 | Polytechnic, college | 1 |
| Other not gainfully employed | 1 | Public authority | 2 |
| | | Other sectors | - |
| | | Student | 4 |
| | | Other not gainfully employed | 1 |
| | | Size of company/organisation: | |
| | | Number of employees | % |
| | | 1- 4 | 29 |
| | | 5- 9 | 19 |
| | | 10- 49 | 23 |
| | | 50- 199 | 9 |
| | | 200- 499 | 7 |
| | | 500 - 999 | 2 |
| | | 1 000 and more | 7 |
| | | Student | 4 |
| | | Other not gainfully employed | 1 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Interzoo → Nürnberg

Trade visitors' profile

| | | | |
|--|-------------------|---|----------|
| Visitors (number of entries) | 37 367 | Area of responsibility | % |
| Proportion of trade visitors | 96% | Management | 37 |
| Germany (total) | 37 | Research/development/design | 3 |
| of which | | Manufacturing, production, quality control | 4 |
| Nielsen 1 | 12 Nielsen 4 | Buying/procurement | 12 |
| Bremen | 2 Bavaria | Finance/accounting, controlling | 1 |
| Hamburg | 3 Nielsen 5+6 | Information and communication technology | 1 |
| Lower Saxony | 5 Berlin | Personnel administration, administration | 1 |
| Schleswig-Holstein | 3 Brandenburg | Sales | 29 |
| Nielsen 2 | 12 Mecklenburg- | Marketing, advertising, PR | 4 |
| North Rhine-Westph. | 12 West Pomerania | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 14 Saxony-Anhalt | Maintenance/repairs | 1 |
| Hesse | 9 Nielsen 7 | Other area | 4 |
| Rhineland-Palatinate | 5 Saxony | Field-assembly work, after-sales service | 7 |
| Saarland | - Thuringia | Student | 3 |
| Nielsen 3b | 10 | Other not gainfully employed | 1 |
| Baden-Württemb. | 10 | Position in the company/organisation | % |
| Foreign (total) | 63 | Entrepreneur, co-owner, freelancer | 52 |
| of which | | Managing director, board member, head of an authority etc. | 12 |
| EU | 59 | Area manager, works manager, plant manager, branch manager, head of public office | 9 |
| Other european countries | 12 | Department head, group head, team leader | 9 |
| Africa | 2 | Other salaried staff, civil servant, skilled worker | 10 |
| North America | 5 | Lecturer, teacher | - |
| South and Central America | 3 | Trainee | 1 |
| Middle East | 3 | Other position | 3 |
| South-, East-, Central Asia | 15 | Student | 1 |
| Australia | 2 | Other not gainfully employed | 1 |
| Distance to home | % | Economic sector | % |
| up to 50 km | 6 | Industry | 12 |
| more than 50 km up to 100 km | 3 | Skilled trades | 4 |
| more than 100 km up to 300 km | 19 | Retail trade | 43 |
| over 300 km | 73 | Wholesale/foreign trade | 27 |
| Countries with the highest visitor shares | % | Service | 7 |
| Italy | 7 | Authority/public services | 1 |
| France | 6 | Other sectors | 4 |
| Spain | 5 | Student | 1 |
| Netherlands | 5 | Other not gainfully employed | 1 |
| Austria | 4 | Size of company/organisation: | |
| Frequency of visits to trade fair | % | Number of employees | % |
| Previous event | 40 | 1- 4 | 39 |
| Earlier events | 46 | 5- 9 | 15 |
| First visit | 40 | 10- 49 | 20 |
| Average length of stay | 2,1 days | 50- 199 | 10 |
| Influence on purchasing/procurement decisions | % | 200- 499 | 5 |
| Decisively | 55 | 500 - 999 | 2 |
| Collectively | 27 | 1 000 and more | 5 |
| In an advisory capacity | 12 | Student | 1 |
| No | 4 | Other not gainfully employed | 1 |
| Student | 1 | Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |
| Other not gainfully employed | 1 | | |

it-sa

Trade visitors' profile

| | | | |
|--|------------------|---|----------|
| Visitors (number of entries) | 7 390 | Area of responsibility | % |
| Proportion of trade visitors | 98% | Management | 37 |
| Germany (total) | 96 | Research/development/design | 3 |
| of which | | Manufacturing, production, quality control | 4 |
| Nielsen 1 | 3 Nielsen 4 | Buying/procurement | 12 |
| Bremen | - Bavaria | Finance/accounting, controlling | 1 |
| Hamburg | 1 Nielsen 5+6 | Information and communication technology | 1 |
| Lower Saxony | 1 Berlin | Personnel administration, administration | 1 |
| Schleswig-Holstein | 1 Brandenburg | Sales | 29 |
| Nielsen 2 | 6 Mecklenburg- | Marketing, advertising, PR | 4 |
| North Rhine-Westph. | 6 West Pomerania | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 10 Saxony-Anhalt | Maintenance/repairs | 1 |
| Hesse | 7 Nielsen 7 | Other area | 4 |
| Rhineland-Palatinate | 2 Saxony | Field-assembly work, after-sales service | 7 |
| Saarland | 1 Thuringia | Student | 3 |
| Nielsen 3b | 11 | Other not gainfully employed | 1 |
| Baden-Württemb. | 11 | Position in the company/organisation | % |
| Foreign (total) | 4 | Entrepreneur, co-owner, freelancer | 52 |
| of which | | Managing director, board member, head of an authority etc. | 12 |
| EU | 53 | Area manager, works manager, plant manager, branch manager, head of public office | 9 |
| Other countries | 47 | Department head, group head, team leader | 9 |
| Distance to home | % | Other salaried staff, civil servant, skilled worker | 10 |
| up to 50 km | 28 | Lecturer, teacher | - |
| more than 50 km up to 100 km | 10 | Trainee | 1 |
| more than 100 km up to 300 km | 38 | Other position | 3 |
| over 300 km | 25 | Student | 1 |
| Frequency of visits to trade fair | % | Other not gainfully employed | 1 |
| Previous event | 32 | Economic sector | % |
| Earlier events | 34 | Industry | 12 |
| First visit | 54 | Skilled trades | 4 |
| Average length of stay | 1,2 days | Retail trade | 43 |
| Influence on purchasing/procurement decisions | % | Wholesale/foreign trade | 27 |
| Decisively | 22 | Service | 7 |
| Collectively | 28 | Authority/public services | 1 |
| In an advisory capacity | 28 | Other sectors | 4 |
| No | 13 | Student | 1 |
| Student | 7 | Other not gainfully employed | 1 |
| Other not gainfully employed | 2 | Size of company/organisation: | |
| | | Number of employees | % |
| | | 1- 4 | 39 |
| | | 5- 9 | 15 |
| | | 10- 49 | 20 |
| | | 50- 199 | 10 |
| | | 200- 499 | 5 |
| | | 500 - 999 | 2 |
| | | 1 000 and more | 5 |
| | | Student | 1 |
| | | Other not gainfully employed | 1 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

| | |
|---|----|
| Area of responsibility | % |
| Management | 8 |
| Research/development/design | 7 |
| Manufacturing, production, quality control | - |
| Buying/procurement | - |
| Finance/accounting, controlling | - |
| Information and communication technology | 58 |
| Personnel administration, administration | 1 |
| Sales | 4 |
| Marketing, advertising, PR | 1 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 3 |
| Other area | 8 |
| Student | 7 |
| Other not gainfully employed | 2 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 7 |
| 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 | 25 |
| Other salaried staff, civil servant, skilled worker | 35 |
| Lecturer, teacher | 1 |
| Trainee | 11 |
| Other position | 3 |
| Student | 7 |
| Other not gainfully employed | 2 |
| Economic sector | % |
| Industry | 20 |
| Trade | 3 |
| Police | 2 |
| Public authority | 11 |
| Banks, saving banks | 3 |
| Insurance | 2 |
| Engineer's consultant's office | 2 |
| Information services | 24 |
| Telecommunication | 5 |
| Management consultancy | 2 |
| Health service | 3 |
| Education and schools | 4 |
| Research | 2 |
| Association | 1 |
| Other sectors | 7 |
| Student | 7 |
| Other not gainfully employed | 2 |
| Size of company/organisation: Number of employees | % |
| 1- 4 | 7 |
| 5- 9 | 5 |
| 10- 49 | 8 |
| 50- 199 | 12 |
| 200- 499 | 12 |
| 500 - 999 | 8 |
| 1 000 and more | 39 |
| Student | 7 |
| Other not gainfully employed | 2 |

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

| | |
|--|-----------------|
| Visitors (number of entries) | 2 236 |
| Proportion of trade visitors | 100% |
| Germany (total) | 85 |
| of which | |
| Nielsen 1 | 7 |
| Nielsen 4 | 38 |
| Bremen | - |
| Bavaria | 38 |
| Hamburg | 2 |
| Nielsen 5+6 | 10 |
| Lower Saxony | 4 |
| Berlin | 3 |
| Marketing, advertising, PR | 1 |
| Schleswig-Holstein | 1 |
| Brandenburg | 4 |
| Nielsen 2 | 13 |
| Mecklenburg- | |
| North Rhine-Westph. | 13 |
| West Pommern | 1 |
| Nielsen 3a | 10 |
| Saxony-Anhalt | 2 |
| Hesse | 4 |
| Nielsen 7 | 9 |
| Rhineland-Palatinate | 4 |
| Saxony | 4 |
| Saarland | 2 |
| Thuringia | 6 |
| Nielsen 3b | 14 |
| Baden-Württemb. | 14 |
| Foreign (total) | 15 |
| of which | |
| EU | 87 |
| Other european countries | 13 |
| Other countries | - |
| Distance to home | % |
| up to 50 km | 8 |
| more than 50 km up to 100 km | 10 |
| more than 100 km up to 300 km | 35 |
| over 300 km | 48 |
| Frequency of visits to trade fair | % |
| Previous event | 29 |
| Earlier events | 21 |
| First visit | 66 |
| Average length of stay | 1,1 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 37 |
| Collectively | 33 |
| In an advisory capacity | 17 |
| No | 10 |
| Student | 1 |
| Other not gainfully employed | 1 |

| | |
|---|----------|
| Area of responsibility | % |
| Management | 36 |
| Research/development/design | 5 |
| Manufacturing, production, quality control | 5 |
| Buying/procurement | 6 |
| Finance/accounting, controlling | 2 |
| Information and communication technology | 4 |
| Personnel administration, administration | - |
| Sales | 26 |
| Marketing, advertising, PR | 1 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 3 |
| Other area | 11 |
| Student | 1 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 34 |
| 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 | 17 |
| Other salaried staff, civil servant, skilled worker | 25 |
| Lecturer, teacher | 1 |
| Trainee | 1 |
| Other position | 3 |
| Student | 1 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Industry | 19 |
| Manufacturers | 12 |
| Skilled trades | 29 |
| Retail trade | 5 |
| Wholesale/foreign trade | 8 |
| Import/export | 2 |
| Service | 11 |
| Public authority/administration | 10 |
| Other sectors | 3 |
| Student | 1 |
| Other not gainfully employed | 1 |
| Size of company/organisation: Number of employees | % |
| 1- 4 | 16 |
| 5- 9 | 16 |
| 10- 49 | 27 |
| 50- 199 | 16 |
| 200- 499 | 8 |
| 500 - 999 | 5 |
| 1 000 and more | 10 |
| Student | 1 |
| Other not gainfully employed | 1 |

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 15 235 |
| Proportion of trade visitors | 99% |
| Germany (total) | 66 |
| of which | |
| Nielsen 1 | 10 |
| Nielsen 4 | 31 |
| Bremen | 1 |
| Bavaria | 31 |
| Hamburg | 1 |
| Nielsen 5+6 | 4 |
| Lower Saxony | 6 |
| Berlin | 1 |
| Marketing, advertising, PR | 1 |
| Schleswig-Holstein | 1 |
| Brandenburg | 1 |
| Nielsen 2 | 12 |
| Mecklenburg- | |
| North Rhine-Westph. | 12 |
| West Pommern | - |
| Nielsen 3a | 15 |
| Saxony-Anhalt | 2 |
| Hesse | 10 |
| Nielsen 7 | 5 |
| Rhineland-Palatinate | 5 |
| Saxony | 4 |
| Saarland | - |
| Thuringia | 2 |
| Nielsen 3b | 23 |
| Baden-Württemb. | 23 |
| Foreign (total) | 34 |
| of which | |
| EU | 65 |
| Other european countries | 23 |
| South-, East-, Central Asia | 6 |
| Other countries | 5 |
| 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 | 34 |
| over 300 km | 55 |
| Countries with the highest visitor shares | % |
| Switzerland | 16 |
| Italy | 9 |
| Austria | 9 |
| France | 7 |
| Belgium | 5 |
| Frequency of visits to trade fair | % |
| Previous event | 29 |
| Earlier events | 36 |
| First visit | 52 |
| Average length of stay | 1,3 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 23 |
| Collectively | 42 |
| In an advisory capacity | 22 |
| No | 7 |
| Student | 6 |

| | |
|---|----------|
| Area of responsibility | % |
| Management | 12 |
| Research/development/design | 25 |
| Manufacturing, production, quality control | 21 |
| Buying/procurement | 4 |
| Finance/accounting, controlling | - |
| Information and communication technology | 1 |
| Personnel administration, administration | - |
| Sales | 13 |
| Marketing, advertising, PR | 2 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 8 |
| Other area | 7 |
| Student | 6 |
| Position in the company/organisation | % |
| 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 | 15 |
| Department head, group head, team leader | 29 |
| Other salaried staff, civil servant, skilled worker | 27 |
| Lecturer, teacher | 1 |
| Trainee | 2 |
| Other position | 3 |
| Student | 6 |
| Economic sector | % |
| Industry | 70 |
| Skilled trades | 2 |
| Retail trade | 1 |
| Wholesale/foreign trade | 2 |
| Engineer's and planning office | 5 |
| Service companies (total) | 6 |
| Teaching (polytechnic/university/college) | 1 |
| Research | 3 |
| Other sectors | 3 |
| Student | 6 |
| Size of company/organisation: Number of employees | % |
| 1- 4 | 7 |
| 5- 9 | 3 |
| 10- 49 | 16 |
| 50- 199 | 21 |
| 200 - 499 | 12 |
| 500 - 999 | 8 |
| 1 000 and more | 28 |
| Student | 6 |

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

SENSOR+TEST → Nürnberg

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 7 983 | Area of responsibility | % |
| Proportion of trade visitors | 99% | Management | 10 |
| Germany (total) | 78 | Research/development/design | 47 |
| of which | | Manufacturing, production, quality control | 6 |
| Nielsen 1 | 4 | Buying/procurement | 2 |
| Bremen | - | Finance/accounting, controlling | - |
| Hamburg | 1 | Information and communication technology | 1 |
| Lower Saxony | 2 | Sales | - |
| Schleswig-Holstein | 1 | Personnel administration, administration | 12 |
| Nielsen 2 | 8 | Marketing, advertising, PR | 3 |
| North Rhine-Westph. | 8 | Logistics: storage, material management, transport | - |
| Nielsen 3a | 13 | Maintenance/repairs | 2 |
| Hesse | 9 | Other area | 3 |
| Rhineland-Palatinate | 3 | Student | 13 |
| Saarland | 2 | Other not gainfully employed | 1 |
| Nielsen 3b | 21 | Position in the company/organisation | % |
| Baden-Württemberg | 21 | Entrepreneur, co-owner, freelancer | 13 |
| Foreign (total) | 22 | 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 | 65 | Department head, group head, team leader | 22 |
| Other european countries | 13 | Other salaried staff, civil servant, skilled worker | 35 |
| South-, East-, Central Asia | 14 | Lecturer, teacher | 3 |
| Other countries | 9 | Trainee | 1 |
| Distance to home | % | Other position | 3 |
| up to 50 km | 10 | Student | 13 |
| more than 50 km up to 100 km | 8 | Other not gainfully employed | 1 |
| more than 100 km up to 300 km | 43 | Economic sector | % |
| over 300 km | 40 | Industry | 59 |
| Countries with the highest visitor shares | % | Wholesale trade | 3 |
| Czech Republic | 13 | Import/export | 1 |
| Austria | 9 | Service | 10 |
| France | 9 | Public administration | 1 |
| Frequency of visits to trade fair | % | Teaching, research | 10 |
| Previous event | 24 | Other sectors | 3 |
| Earlier events | 25 | Student | 13 |
| First visit | 52 | Other not gainfully employed | 1 |
| Average length of stay | 1,2 days | Size of company/organisation: | |
| Influence on purchasing/procurement decisions | % | Number of employees | % |
| Decisively | 23 | 1- 4 | 9 |
| Collectively | 38 | 5- 9 | 5 |
| In an advisory capacity | 19 | 10- 49 | 14 |
| No | 6 | 50- 199 | 13 |
| Student | 13 | 200- 499 | 10 |
| Other not gainfully employed | 1 | 500 - 999 | 5 |
| | | 1 000 and more | 31 |
| | | Student | 13 |
| | | Other not gainfully employed | 1 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Spielwarenmesse® → Nürnberg

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 75 348 | Area of responsibility | % |
| Proportion of trade visitors | 81% | Management | 29 |
| Germany (total) | 54 | Research/development/design | 5 |
| of which | | Manufacturing, production, quality control | 4 |
| Nielsen 1 | 6 | Buying/procurement | 13 |
| Bremen | 1 | Finance/accounting, controlling | 1 |
| Hamburg | 1 | Information and communication technology | 2 |
| Lower Saxony | 4 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 1 | Marketing, advertising, PR | 6 |
| Nielsen 2 | 7 | Logistics: storage, material management, transport | - |
| North Rhine-Westph. | 7 | Maintenance/repairs | 2 |
| Nielsen 3a | 9 | Other area | 1 |
| Hesse | 6 | Student | 8 |
| Rhineland-Palatinate | 3 | Other not gainfully employed | 2 |
| Saarland | - | Position in the company/organisation | % |
| Nielsen 3b | 14 | Entrepreneur, co-owner, freelancer | 45 |
| Baden-Württemberg | 14 | Managing director, board member, head of an authority etc. | 11 |
| Foreign (total) | 46 | Area manager, works manager, plant manager, branch manager, head of public office | 7 |
| of which | | Department head, group head, team leader | 11 |
| EU | 63 | Other salaried staff, civil servant, skilled worker | 15 |
| Other european countries | 15 | Lecturer, teacher | 15 |
| Africa | 2 | Trainee | 2 |
| North America | 4 | Other position | 4 |
| South and Central America | 3 | Student | 2 |
| Middle East | 4 | Other not gainfully employed | 2 |
| South-, East-, Central Asia | 9 | Economic sector | % |
| Australia | 1 | Wholesale/foreign trade | 17 |
| Distance to home | % | Retail trade/specialist trade | 41 |
| up to 50 km | 14 | Department store/mail order | 4 |
| more than 50 km up to 100 km | 6 | Skilled trades | 4 |
| more than 100 km up to 300 km | 24 | Services, professions, institutions | 11 |
| over 300 km | 57 | Media (press, radio, television) | 4 |
| Countries with the highest visitor shares | % | Industry | 8 |
| France | 9 | Authority/public services | 3 |
| Italy | 7 | Other sectors | 5 |
| Switzerland | 6 | Student | 2 |
| Netherlands | 5 | Other not gainfully employed | 2 |
| Czech Republic | 5 | Size of company/organisation: | |
| Frequency of visits to trade fair | % | Number of employees | % |
| Previous event | 40 | 1- 4 | 41 |
| Earlier events | 53 | 5- 9 | 13 |
| First visit | 34 | 10- 49 | 16 |
| Average length of stay | 1,9 days | 50- 199 | 9 |
| Influence on purchasing/procurement decisions | % | 200- 499 | 4 |
| Decisively | 48 | 500 - 999 | 3 |
| Collectively | 27 | 1 000 and more | 10 |
| In an advisory capacity | 15 | Student | 2 |
| No | 7 | Other not gainfully employed | 2 |
| Student | 2 | Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | |
| Other not gainfully employed | 2 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Werkstätten:Messe

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 21 190 | Area of responsibility | % |
| Proportion of trade visitors | 55% | Management | 29 |
| Germany (total) | 98 | Research/development/design | 5 |
| of which | | Manufacturing, production, quality control | 4 |
| Nielsen 1 | 8 | Buying/procurement | 13 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | 1 | Information and communication technology | 2 |
| Lower Saxony | 6 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 2 | Marketing, advertising, PR | 6 |
| Nielsen 2 | 5 | Logistics: storage, material management, transport | - |
| North Rhine-Westph. | 5 | Maintenance/repairs | 2 |
| Nielsen 3a | 9 | Other area | 1 |
| Hesse | 6 | Student | 8 |
| Rhineland-Palatinate | 3 | Other not gainfully employed | 2 |
| Saarland | - | Position in the company/organisation | % |
| Nielsen 3b | 8 | Entrepreneur, co-owner, freelancer | 45 |
| Baden-Württemberg | 8 | Managing director, board member, head of an authority etc. | 11 |
| Foreign (total) | 2 | Area manager, works manager, plant manager, branch manager, head of public office | 7 |
| of which | | Department head, group head, team leader | 11 |
| EU | 57 | Other salaried staff, civil servant, skilled worker | 15 |
| Other countries | 43 | Lecturer, teacher | 2 |
| Distance to home | % | Trainee | 2 |
| up to 50 km | 38 | Other position | 4 |
| more than 50 km up to 100 km | 12 | Student | 2 |
| more than 100 km up to 300 km | 28 | Other not gainfully employed | 2 |
| over 300 km | 22 | Economic sector | % |
| Frequency of visits to trade fair | % | Wholesale/foreign trade | 17 |
| Previous event | 39 | Retail trade/specialist trade | 41 |
| Earlier events | 50 | Department store/mail order | 4 |
| First visit | 37 | Skilled trades | 4 |
| Average length of stay | 1,2 days | Services, professions, institutions | 11 |
| Influence on purchasing/procurement decisions | % | Media (press, radio, television) | 4 |
| Decisively | 15 | Industry | 8 |
| Collectively | 26 | Authority/public services | 3 |
| In an advisory capacity | 21 | Other sectors | 5 |
| No | 28 | Student | 2 |
| Student | 3 | Other not gainfully employed | 2 |
| Other not gainfully employed | 8 | Size of company/organisation: | |
| | | Number of employees | % |
| | | 1- 4 | 41 |
| | | 5- 9 | 13 |
| | | 10- 49 | 16 |
| | | 50- 199 | 9 |
| | | 200- 499 | 4 |
| | | 500 - 999 | 3 |
| | | 1 000 and more | 10 |
| | | Student | 2 |
| | | Other not gainfully employed | 2 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

| | | | |
|---|----|------------------------------|----|
| Area of responsibility | | | |
| Management | 7 | | |
| Facility manager | 9 | | |
| Services manager | 4 | | |
| Production manager | 3 | | |
| Manufacturing, production, quality control | 14 | | |
| Buying/procurement | 2 | | |
| Finance/accounting, controlling | 1 | | |
| Personnel administration, administration | 5 | | |
| Sales | 4 | | |
| Marketing, advertising, PR | 1 | | |
| Other area | 39 | | |
| Student | 3 | | |
| Other not gainfully employed | 8 | | |
| Position in the company/organisation | | | |
| Entrepreneur, co-owner, freelancer | 6 | | |
| Managing director, board member, head of an authority etc. | 5 | | |
| Area manager, works manager, plant manager, branch manager, head of public office | 11 | | |
| Department head, group head, team leader | 23 | | |
| Other salaried staff, civil servant, skilled worker | 23 | | |
| Lecturer, teacher | 5 | | |
| Trainee | 5 | | |
| Other position | 11 | | |
| Student | 3 | | |
| Other not gainfully employed | 8 | | |
| Economic sector | | | |
| Workshop for people with disabilities | 46 | | |
| Daycare Center | 3 | | |
| Workshop with store | 1 | | |
| Trade | 3 | | |
| Woodworking | 1 | | |
| State/communal/social institution | 2 | | |
| Social institution, social service | 11 | | |
| School, educational institution | 9 | | |
| Horticulture and landscape gardening | 1 | | |
| Metalworking | 1 | | |
| Health service | 4 | | |
| Other sectors | 8 | | |
| Student | 3 | | |
| Other not gainfully employed | 8 | | |
| Size of company/organisation: | | | |
| Number of employees | | | |
| 1- 4 | 5 | 500 - 999 | 14 |
| 5- 9 | 3 | 1 000 and more | 14 |
| 10- 49 | 11 | Student | 3 |
| 50- 199 | 21 | Other not gainfully employed | 8 |
| 200- 499 | 22 | | |

Private visitors' profile

| | | | |
|--|---|---------------|--------|
| Visitors (number of entries) | | | |
| | | | 21 190 |
| Proportion of private visitors | | | 45% |
| Germany (total) | | | 100 |
| of which | | | |
| Nielsen 1 | 1 | Nielsen 4 | 95 |
| Bremen | - | Bavaria | 95 |
| Hamburg | - | Nielsen 5+6 | 1 |
| Lower Saxony | - | Berlin | - |
| Schleswig-Holstein | - | Brandenburg | - |
| Nielsen 2 | - | Mecklenburg- | - |
| North Rhine-Westph. | - | West Pommern | - |
| Nielsen 3a | 1 | Saxony-Anhalt | - |
| Hesse | 1 | Nielsen 7 | 1 |
| Rhineland-Palatinate | 1 | Saxony | - |
| Saarland | - | Thuringia | - |
| Nielsen 3b | 2 | | |
| Baden-Württemb. | 2 | | |
| Distance to home | | | % |
| up to 50 km | | | 87 |
| no | | | 7 |
| more than 50 km up to 100 km | | | 6 |
| skilled worker | | | 5 |
| more than 100 km up to 300 km | | | 2 |
| over 300 km | | | 2 |
| Frequency of visits to trade fair | | | % |
| Previous event | | | 46 |
| Earlier events | | | 46 |
| First visit | | | 37 |
| Sex | | | % |
| Male | | | 27 |
| Female | | | 73 |
| Size of household | | | % |
| 1 person | | | 20 |
| 2 persons | | | 41 |
| 3 persons | | | 18 |
| 4 persons | | | 14 |
| 5 persons and more | | | 8 |
| Age | | | % |
| up to 20 years | | | 3 |
| over 20 up to 30 years | | | 7 |
| 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 | | | 18 |
| over 70 years | | | 16 |

| | | | |
|---|--|--|----|
| Position in the company/organisation | | | |
| Entrepreneur, co-owner, freelancer | | | 4 |
| Managing director, board member, head of an authority etc. | | | - |
| 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 | | | 2 |
| Other position | | | 7 |
| Student | | | 3 |
| Housewife/man | | | 9 |
| Old-age pensioner | | | 31 |
| Other not gainfully employed | | | 2 |
| Buying and ordering capacity | | | % |
| Purchase or order made or intended at the exhibition | | | 72 |
| yes | | | 7 |
| no | | | 21 |
| maybe | | | 21 |
| Follow-up business | | | % |
| Intend to buy at later date | | | 24 |
| yes | | | 17 |
| no | | | 58 |
| maybe | | | |
| Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | | | |

Private visitors' profile

| | | | |
|--|----|---------------|-------|
| Visitors (number of entries) | | | |
| | | | 4 846 |
| Proportion of private visitors | | | 89% |
| Germany (total) | | | 97 |
| of which | | | |
| Nielsen 1 | 1 | Nielsen 4 | - |
| Bremen | - | Bavaria | - |
| Hamburg | - | Nielsen 5+6 | - |
| Lower Saxony | 1 | Berlin | - |
| Schleswig-Holstein | - | Brandenburg | - |
| Nielsen 2 | 1 | Mecklenburg- | - |
| North Rhine-Westph. | 1 | West Pommern | - |
| Nielsen 3a | 2 | Saxony-Anhalt | - |
| Hesse | 1 | Nielsen 7 | - |
| Rhineland-Palatinate | - | Saxony | - |
| Saarland | - | Thuringia | - |
| Nielsen 3b | 96 | | |
| Baden-Württemb. | 96 | | |
| Foreign (total) | | | 1 |
| Distance to home | | | % |
| up to 50 km | | | 72 |
| more than 50 km up to 100 km | | | 16 |
| more than 100 km up to 300 km | | | 10 |
| over 300 km | | | 2 |
| Frequency of visits to trade fair | | | % |
| Previous event | | | 22 |
| Earlier events | | | 46 |
| First visit | | | 33 |
| Sex | | | % |
| Male | | | 58 |
| Female | | | 42 |
| Size of household | | | % |
| 1 person | | | 17 |
| 2 persons | | | 38 |
| 3 persons | | | 20 |
| 4 persons | | | 21 |
| 5 persons and more | | | 4 |
| Age | | | % |
| up to 20 years | | | 8 |
| over 20 up to 30 years | | | 22 |
| over 30 up to 40 years | | | 13 |
| over 40 up to 50 years | | | 18 |
| over 50 up to 60 years | | | 22 |
| over 60 up to 70 years | | | 13 |
| over 70 years | | | 5 |

| | | | |
|---|--|--|----|
| Position in the company/organisation | | | |
| Entrepreneur, co-owner, freelancer | | | 14 |
| Managing director, board member, head of an authority etc. | | | 6 |
| 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 | | | 31 |
| Lecturer, teacher | | | 5 |
| Trainee | | | 5 |
| Other position | | | 7 |
| Student | | | 7 |
| Housewife/man | | | - |
| Old-age pensioner | | | 10 |
| Other not gainfully employed | | | 1 |
| Buying and ordering capacity | | | % |
| Purchase or order made or intended at the exhibition | | | 41 |
| yes | | | 37 |
| no | | | 22 |
| maybe | | | |
| Follow-up business | | | % |
| Intend to buy at later date | | | 52 |
| yes | | | 13 |
| no | | | 36 |
| maybe | | | |
| Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg | | | |

OBERRHEIN MESSE (2013) → Offenburg

Private visitors' profile

| | | | |
|---|------------------|---|----------|
| Visitors (number of entries) | 73 367 | Position in the company/organisation | % |
| Proportion of private visitors | 100% | Entrepreneur, co-owner, freelancer | 10 |
| Germany (total) | 94 | 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 | 37 |
| Hamburg | - Nielsen 5+6 | Lecturer, teacher | 3 |
| Lower Saxony | - Berlin | Trainee | 3 |
| Schleswig-Holstein | - Brandenburg | Other position | 5 |
| Nielsen 2 | - Mecklenburg- | Student | 7 |
| North Rhine-Westph. | - West Pomerania | Housewife/man | 4 |
| Nielsen 3a | 1 Saxony-Anhalt | Old-age pensioner | 20 |
| Hesse | 1 Nielsen 7 | Other not gainfully employed | 1 |
| Rhineland-Palatinate | - Saxony | | |
| Saarland | - Thuringia | | |
| Nielsen 3b | 98 | Buying and ordering capacity | % |
| Baden-Württemberg | 98 | Purchase or order made or intended at the exhibition | |
| Foreign (total) | 6 | yes | 67 |
| of which | | no | 18 |
| EU | 98 | maybe | 15 |
| Other countries | 2 | | |
| Country with the highest visitor share | % | Follow-up business | % |
| France | 98 | Intend to buy at later date | |
| Distance to home | % | yes | 24 |
| up to 50 km | 84 | no | 32 |
| more than 50 km up to 100 km | 10 | maybe | 44 |
| more than 100 km up to 300 km | 2 | | |
| over 300 km | 1 | Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg | |
| Frequency of visits to exhibition | % | | |
| Previous event | 66 | | |
| Earlier events | 28 | | |
| First visit | 6 | | |
| Sex | % | | |
| Male | 47 | | |
| Female | 53 | | |
| Size of household | % | | |
| 1 person | 9 | | |
| 2 persons | 43 | | |
| 3 persons | 18 | | |
| 4 persons | 20 | | |
| 5 persons and more | 10 | | |
| Age | % | | |
| up to 20 years | 6 | | |
| over 20 up to 30 years | 16 | | |
| over 30 up to 40 years | 14 | | |
| over 40 up to 50 years | 21 | | |
| over 50 up to 60 years | 19 | | |
| over 60 up to 70 years | 16 | | |
| over 70 years | 8 | | |

AMB → Stuttgart

Trade visitors' profile

| | | | |
|--|------------------|---|----------|
| Visitors (number of entries) | 90 331 | Area of responsibility | % |
| Proportion of trade visitors | 98% | Management | 12 |
| Germany (total) | 85 | Research/development/design | 17 |
| of which | | Manufacturing, production, quality control | 36 |
| Nielsen 1 | 1 Nielsen 4 | Buying/procurement | 3 |
| Bremen | - Bavaria | Finance/accounting, controlling | 1 |
| Hamburg | - Nielsen 5+6 | Information and communication technology | 1 |
| Lower Saxony | - Berlin | Personnel administration, administration | 1 |
| Schleswig-Holstein | - Brandenburg | Sales | 10 |
| Nielsen 2 | 3 Mecklenburg- | Marketing, advertising, PR | 2 |
| North Rhine-Westph. | 3 West Pomerania | Logistics: storage, material management, transport | 1 |
| Nielsen 3a | 6 Saxony-Anhalt | Maintenance/repairs | 3 |
| Hesse | 3 Nielsen 7 | Other area | 4 |
| Rhineland-Palatinate | 2 Saxony | Student | 8 |
| Saarland | 1 Thuringia | Other not gainfully employed | 1 |
| Nielsen 3b | 72 | Position in the company/organisation | % |
| Baden-Württemb. | 72 | Entrepreneur, co-owner, freelancer | 11 |
| Foreign (total) | 15 | Managing director, board member, head of an authority etc. | 4 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 9 |
| EU | 51 | Department head, group head, team leader | 19 |
| Other european countries | 23 | Foreman, master craftsman | 7 |
| South-, East-, Central Asia | 18 | Other salaried staff, civil servant, skilled worker | 27 |
| Other countries | 7 | Lecturer, teacher | 2 |
| Distance to home | % | Trainee | 9 |
| up to 50 km | 29 | Other position | 2 |
| more than 50 km up to 100 km | 23 | Student | 8 |
| more than 100 km up to 300 km | 26 | Other not gainfully employed | 1 |
| over 300 km | 22 | | |
| Countries with the highest visitor shares | % | Economic sector | % |
| Austria | 20 | Industry | 76 |
| Switzerland | 14 | Skilled trades | 13 |
| France | 6 | Service | 7 |
| China (PR) | 6 | Trade | 5 |
| Italy | 5 | Training/consulting | 2 |
| Frequency of visits to trade fair | % | University, polytechnic, vocational school | 6 |
| Previous event | 41 | Other | 2 |
| Earlier events | 27 | | |
| First visit | 43 | Size of company/organisation: | |
| Average length of stay | 1,3 days | Number of employees | % |
| Influence on purchasing/procurement decisions | % | 1- 4 | 6 |
| Decisively | 17 | 5- 9 | 5 |
| Collectively | 31 | 10- 49 | 18 |
| In an advisory capacity | 23 | 50- 199 | 17 |
| No | 20 | 200- 499 | 14 |
| Student | 8 | 500 - 999 | 9 |
| Other not gainfully employed | 1 | 1 000 and more | 21 |
| | | Student | 8 |
| | | Other not gainfully employed | 1 |
| | | Conducted by: Landesmesse Stuttgart GmbH, Stuttgart | |

CMT

Private visitors' profile

| | | | |
|---|------------------|---|------------------|
| Visitors (number of entries) | 239 994 | Proportion of private visitors | 88% |
| Germany (total) | 99 | Germany (total) | 99 |
| of which | | of which | |
| Nielsen 1 | - Nielsen 4 | Nielsen 1 | - Nielsen 4 |
| Bremen | - Bavaria | Bremen | - Bavaria |
| Hamburg | - Nielsen 5+6 | Hamburg | - Nielsen 5+6 |
| Lower Saxony | - Berlin | Lower Saxony | - Berlin |
| Schleswig-Holstein | - Brandenburg | Schleswig-Holstein | - Brandenburg |
| Nielsen 2 | - Mecklenburg- | Nielsen 2 | - Mecklenburg- |
| North Rhine-Westph. | - West Pomerania | North Rhine-Westph. | - West Pomerania |
| Nielsen 3a | 3 Saxony-Anhalt | Nielsen 3a | 3 Saxony-Anhalt |
| Hesse | - Nielsen 7 | Hesse | - Nielsen 7 |
| Rhineland-Palatinate | - Saxony | Rhineland-Palatinate | - Saxony |
| Saarland | - Thuringia | Saarland | - Thuringia |
| Nielsen 3b | 91 | Nielsen 3b | 91 |
| Baden-Württemb. | 91 | Baden-Württemb. | 91 |
| Foreign (total) | 1 | Foreign (total) | 1 |
| of which | | of which | |
| EU | 43 | EU | 43 |
| Other european countries | 52 | Other european countries | 52 |
| Other countries | 5 | Other countries | 5 |
| Country with the highest visitor share | % | Country with the highest visitor share | % |
| Switzerland | 48 | Switzerland | 48 |
| Distance to home | % | Distance to home | % |
| up to 50 km | 57 | up to 50 km | 57 |
| more than 50 km up to 100 km | 26 | more than 50 km up to 100 km | 26 |
| more than 100 km up to 300 km | 15 | more than 100 km up to 300 km | 15 |
| over 300 km | 1 | over 300 km | 1 |
| Frequency of visits to trade fair | % | Frequency of visits to trade fair | % |
| Previous event | 40 | Previous event | 40 |
| Earlier events | 52 | Earlier events | 52 |
| First visit | 26 | First visit | 26 |
| Sex | % | Sex | % |
| Male | 52 | Male | 52 |
| Female | 48 | Female | 48 |
| Size of household | % | Size of household | % |
| 1 person | 14 | 1 person | 14 |
| 2 persons | 52 | 2 persons | 52 |
| 3 persons | 14 | 3 persons | 14 |
| 4 persons | 14 | 4 persons | 14 |
| 5 persons and more | 5 | 5 persons and more | 5 |
| Age | % | Age | % |
| up to 20 years | 5 | up to 20 years | 5 |
| over 20 up to 30 years | 8 | over 20 up to 30 years | 8 |
| over 30 up to 40 years | 9 | over 30 up to 40 years | 9 |
| over 40 up to 50 years | 23 | over 40 up to 50 years | 23 |
| over 50 up to 60 years | 27 | over 50 up to 60 years | 27 |
| over 60 up to 70 years | 22 | over 60 up to 70 years | 22 |
| over 70 years | 6 | over 70 years | 6 |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 9 |
| Managing director, board member, head of an authority etc. | 2 |
| Area manager, works manager, plant manager, branch manager, head of public office | 3 |
| Department head, group head, team leader | 10 |
| Other salaried staff, civil servant, skilled worker | 32 |
| Lecturer, teacher | 3 |
| Trainee | 1 |
| Other position | 4 |
| Student | 3 |
| Housewife/man | 4 |
| Old-age pensioner | 25 |
| Other not gainfully employed | 3 |
| Buying and ordering capacity | % |
| Purchase or order made or intended at the exhibition | |
| yes | 41 |
| no | 33 |
| maybe | 26 |
| Follow-up business | % |
| Intend to buy at later date | |
| yes | 35 |
| no | 17 |
| maybe | 48 |
| Conducted by: Landesmesse Stuttgart GmbH, Stuttgart | |

Trade visitors' profile

| | |
|--|------------------|
| Visitors (number of entries) | 88 395 |
| Proportion of trade visitors | 98% |
| Germany (total) | 99 |
| of which | |
| Nielsen 1 | 2 Nielsen 4 |
| Bremen | - Bavaria |
| Hamburg | - Nielsen 5+6 |
| Lower Saxony | - Berlin |
| Schleswig-Holstein | - Brandenburg |
| Nielsen 2 | 3 Mecklenburg- |
| North Rhine-Westph. | 3 West Pomerania |
| Nielsen 3a | 13 Saxony-Anhalt |
| Hesse | 6 Nielsen 7 |
| Rhineland-Palatinate | 6 Saxony |
| Saarland | 2 Thuringia |
| Nielsen 3b | 66 |
| Baden-Württemb. | 66 |
| Foreign (total) | 1 |
| of which | |
| EU | 72 |
| Other countries | 28 |
| Distance to home | % |
| up to 50 km | 33 |
| more than 50 km up to 100 km | 20 |
| more than 100 km up to 300 km | 34 |
| over 300 km | 13 |
| Frequency of visits to trade fair | % |
| Previous event | 41 |
| Earlier events | 18 |
| First visit | 42 |
| Average length of stay | 1,1 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 15 |
| Collectively | 37 |
| In an advisory capacity | 23 |
| No | 15 |
| Student | 9 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 6 |
| Managing director, board member, head of an authority etc. | 2 |
| Area manager, works manager, plant manager, branch manager, head of public office | 1 |
| Department head, group head, team leader | 12 |
| Other salaried staff, civil servant, skilled worker | 17 |
| Lecturer, teacher | 41 |
| Trainee | 4 |
| Other position | 6 |
| Student | 9 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| General education system | 43 |
| Authority/public services | 7 |
| Vocational education system | 14 |
| Services, training, consulting | 5 |
| Adult education | 7 |
| Trade | 1 |
| Skilled trades | 1 |
| Higher education system | 2 |
| Industry | 3 |
| University, research | 4 |
| Association, organisation, institution | 3 |
| Printed products, specialist literature | 3 |
| Administration | 1 |
| Preschool, kindergarten | 22 |
| Further education | 5 |
| Other | 5 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 7 |
| 5- 9 | 10 |
| 10- 49 | 32 |
| 50- 199 | 23 |
| 200- 499 | 6 |
| 500 - 999 | 5 |
| 1 000 and more | 7 |
| Student | 9 |
| Other not gainfully employed | 1 |
| Conducted by: Landesmesse Stuttgart GmbH, Stuttgart | |

Trade visitors' profile

| | |
|--|------------------|
| Visitors (number of entries) | 6 697 |
| Proportion of trade visitors | 96% |
| Germany (total) | 99 |
| of which | |
| Nielsen 1 | - Nielsen 4 |
| Bremen | - Bavaria |
| Hamburg | - Nielsen 5+6 |
| Lower Saxony | - Berlin |
| Schleswig-Holstein | - Brandenburg |
| Nielsen 2 | 1 Mecklenburg- |
| North Rhine-Westph. | 1 West Pomerania |
| Nielsen 3a | 5 Saxony-Anhalt |
| Hesse | 1 Nielsen 7 |
| Rhineland-Palatinate | 4 Saxony |
| Saarland | - Thuringia |
| Nielsen 3b | 88 |
| Baden-Württemb. | 88 |
| Foreign (total) | 1 |
| Distance to home | % |
| up to 50 km | 44 |
| more than 50 km up to 100 km | 25 |
| more than 100 km up to 300 km | 27 |
| over 300 km | 3 |
| Frequency of visits to trade fair | % |
| Previous event | 43 |
| Earlier events | 51 |
| First visit | 24 |
| Average length of stay | 1,1 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 27 |
| Collectively | 38 |
| In an advisory capacity | 20 |
| No | 8 |
| Student | 6 |
| Other not gainfully employed | 2 |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 34 |
| Managing director, board member, head of an authority etc. | 3 |
| Area manager, works manager, plant manager, branch manager, head of public office | 1 |
| Department head, group head, team leader | 8 |
| Other salaried staff, civil servant, skilled worker | 34 |
| Lecturer, teacher | 1 |
| Trainee | 7 |
| Other position | 4 |
| Student | 6 |
| Other not gainfully employed | 2 |
| Economic sector | % |
| Dentist's practice,- clinic | 69 |
| Orthodontics | 6 |
| Oral and maxillofacial surgery | 2 |
| Dental technology laboratory | 12 |
| Dental trade | 4 |
| University, polytechnic, vocational school | 4 |
| Other | 6 |
| Training/consulting | 1 |
| Service | 3 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 18 |
| 5- 9 | 40 |
| 10- 49 | 25 |
| 50- 199 | 5 |
| 200- 499 | 2 |
| 500 - 999 | 1 |
| 1 000 and more | 2 |
| Student | 6 |
| Other not gainfully employed | 2 |
| Conducted by: Landesmesse Stuttgart GmbH, Stuttgart | |

interbad → Stuttgart

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 14 784 | Position in the company/organisation | % |
| Proportion of trade visitors | 94% | Entrepreneur, co-owner, freelancer | 22 |
| Germany (total) | 70 | Managing director, board member, head of an authority etc. | 14 |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 16 |
| Nielsen 1 | 6 | Nielsen 4 | 21 |
| Bremen | - | Bavaria | 21 |
| Hamburg | - | Nielsen 5+6 | 3 |
| Lower Saxony | 5 | Berlin | - |
| Schleswig-Holstein | 1 | Brandenburg | - |
| Nielsen 2 | 8 | Mecklenburg- | - |
| North Rhine-Westph. | 8 | West Pomerania | - |
| Nielsen 3a | 13 | Saxony-Anhalt | - |
| Hesse | 7 | Nielsen 7 | 4 |
| Rhineland-Palatinate | 5 | Saxony | - |
| Saarland | 1 | Thuringia | - |
| Nielsen 3b | 45 | | |
| Baden-Württemb. | 45 | | |
| Foreign (total) | 30 | Economic sector | % |
| of which | | Industry | 21 |
| EU | 63 | Skilled trades | 14 |
| Other european countries | 32 | Trade | 15 |
| Other countries | 5 | Public authority/public administratin/ municipality | 34 |
| | | Training/consulting | 3 |
| | | Other service | 14 |
| | | University, polytechnic, vocational school | 3 |
| | | Other | 8 |
| Distance to home | % | Size of company/organisation: | % |
| up to 50 km | 16 | Number of employees | |
| more than 50 km up to 100 km | 10 | 1- 4 | 18 |
| more than 100 km up to 300 km | 29 | 5- 9 | 14 |
| over 300 km | 45 | 10- 49 | 32 |
| | | 50- 199 | 22 |
| | | 200- 499 | 6 |
| | | 500 - 999 | 2 |
| | | 1 000 and more | 4 |
| | | Student | 1 |
| | | Other not gainfully employed | 1 |
| Countries with the highest visitor shares | % | Conducted by: Landesmesse Stuttgart GmbH, Stuttgart | |
| Switzerland | 19 | | |
| Austria | 10 | | |
| United Kingdom | 7 | | |
| Italy | 5 | | |
| Russia | 5 | | |
| Frequency of visits to trade fair | % | | |
| Previous event | 39 | | |
| Earlier events | 33 | | |
| First visit | 42 | | |
| Average length of stay | 1,4 days | | |
| Influence on purchasing/procurement decisions | % | | |
| Decisively | 32 | | |
| Collectively | 34 | | |
| In an advisory capacity | 25 | | |
| No | 8 | | |
| Student | 1 | | |
| Other not gainfully employed | 1 | | |

INTERGASTRA → Stuttgart

Trade visitors' profile

| | | | |
|--|-----------------|--|----------|
| Visitors (number of entries) | 88 696 | Area of responsibility | % |
| Proportion of trade visitors | 95% | Management | 28 |
| Germany (total) | 98 | Personnel administration, administration | 7 |
| of which | | Sales and marketing, customer relationship management, banquets | 3 |
| Nielsen 1 | 1 | reception | 3 |
| Bremen | - | Housekeeping | 1 |
| Hamburg | - | Food & beverage management, purchasing | 2 |
| Lower Saxony | - | Kitchen | 25 |
| Schleswig-Holstein | - | Pâtisserie, confectionery | 2 |
| Nielsen 2 | 1 | Wine waiter, bar | 2 |
| North Rhine-Westph. | 1 | Service, restaurant | 12 |
| Nielsen 3a | 11 | House and buildings technology | 1 |
| Hesse | 4 | Other area | 7 |
| Rhineland-Palatinate | 5 | Student | 3 |
| Saarland | 1 | Other not gainfully employed | 2 |
| Nielsen 3b | 73 | | |
| Baden-Württemb. | 73 | | |
| Foreign (total) | 2 | Position in the company/organisation | % |
| of which | | Entrepreneur, co-owner, freelancer | 35 |
| EU | 58 | Managing director, board member, head of an authority etc. | 8 |
| Other european countries | 41 | Area manager, works manager, plant manager, branch manager, head of public office | 8 |
| Other countries | 2 | Department head, group head, team leader | 14 |
| | | Other salaried staff, civil servant, skilled worker | 17 |
| | | Lecturer, teacher | 2 |
| | | Trainee | 9 |
| | | Other position | 3 |
| | | Student | 3 |
| | | Other not gainfully employed | 1 |
| Distance to home | % | Economic sector | % |
| up to 50 km | 34 | Hotel, guest houses | 20 |
| more than 50 km up to 100 km | 25 | Catering, restaurant | 47 |
| more than 100 km up to 300 km | 34 | Franchise restaurant | 5 |
| over 300 km | 7 | Canteens, cafeteria operators, home and hospital caterers | 10 |
| | | Ice cream parlours | 5 |
| | | Baker's/confectioner's | 5 |
| | | Planning/architecture/interior furnishings | 4 |
| | | Discotheques, bars, trend gastronomy, scene catering | 4 |
| | | Fast food, snacks, petrol stations | 4 |
| | | Food, drinks trade, trade chain | 8 |
| | | Colleges, universities, institutes | 4 |
| | | Food industry/non-food industry | 5 |
| | | Café, coffee shop | 6 |
| | | Service and consulting | 8 |
| | | Other | 7 |
| Countries with the highest visitor shares | % | Size of company/organisation: | % |
| Switzerland | 36 | Number of employees | |
| Italy | 19 | 1- 4 | 22 |
| | | 5- 9 | 19 |
| | | 10- 49 | 28 |
| | | 50- 199 | 14 |
| | | 200- 499 | 5 |
| | | 500 - 999 | 2 |
| | | 1 000 and more | 5 |
| | | Student | 3 |
| | | Other not gainfully employed | 2 |
| Frequency of visits to trade fair | % | Conducted by: Landesmesse Stuttgart GmbH, Stuttgart | |
| Previous event | 41 | | |
| Earlier events | 42 | | |
| First visit | 35 | | |
| Average length of stay | 1,2 days | | |
| Influence on purchasing/procurement decisions | % | | |
| Decisively | 27 | | |
| Collectively | 30 | | |
| In an advisory capacity | 22 | | |
| No | 15 | | |
| Student | 3 | | |
| Other not gainfully employed | 2 | | |

Invest

Trade visitors' profile

| | | | |
|-------------------------------------|---------------|--|-----------------|
| Visitors (number of entries) | 10 368 | Proportion of trade visitors | 53% |
| Germany (total) | 95 | Germany (total) | 95 |
| of which | | of which | |
| Nielsen 1 | 3 | Nielsen 4 | 16 |
| Bremen | - | Bavaria | 16 |
| Hamburg | 1 | Nielsen 5+6 | 1 |
| Lower Saxony | 2 | Berlin | - |
| Schleswig-Holstein | - | Brandenburg | - |
| Nielsen 2 | 4 | Mecklenburg- | - |
| North Rhine-Westph. | 4 | West Pomerania | - |
| Nielsen 3a | 8 | Saxony-Anhalt | - |
| Hesse | 5 | Nielsen 7 | 1 |
| Rhineland-Palatinate | 3 | Saxony | - |
| Saarland | - | Thuringia | - |
| Nielsen 3b | 67 | | |
| Baden-Württemb. | 67 | | |
| Foreign (total) | 5 | Foreign (total) | 5 |
| of which | | of which | |
| EU | - | EU | - |
| Other european countries | 59 | Other european countries | 59 |
| Other countries | 41 | Other countries | 41 |
| Distance to home | % | Country with the highest visitor share | % |
| up to 50 km | 43 | Switzerland | 59 |
| more than 50 km up to 100 km | 15 | | |
| more than 100 km up to 300 km | 28 | Frequency of visits to trade fair | % |
| over 300 km | 14 | Previous event | 34 |
| | | Earlier events | 47 |
| | | First visit | 36 |
| | | Average length of stay | 1,1 days |
| | | Influence on purchasing/procurement decisions | % |
| | | Decisively | 26 |
| | | Collectively | 19 |
| | | In an advisory capacity | 20 |
| | | No | 15 |
| | | Student | 13 |
| | | Other not gainfully employed | 7 |

Private visitors' profile

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 31 |
| 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 | 19 |
| Lecturer, teacher | 2 |
| Trainee | 5 |
| Other position | 3 |
| Student | 13 |
| Other not gainfully employed | 7 |
| Economic sector | % |
| Industry | 10 |
| Trade | 6 |
| Bank | 31 |
| Insurance | 9 |
| Financial services | 15 |
| Other service | 12 |
| Public authority | 3 |
| Training/consulting | 2 |
| University, technical college, vocational college | 8 |
| Specialist media | 3 |
| Other | 11 |
| Size of company/organisation: Number of employees | % |
| 1 - 4 | 24 |
| 5 - 9 | 6 |
| 10 - 49 | 10 |
| 50 - 199 | 9 |
| 200 - 499 | 7 |
| 500 - 999 | 4 |
| 1 000 and more | 19 |
| Student | 13 |
| Other not gainfully employed | 7 |

| | |
|--|---------------|
| Visitors (number of entries) | 10 368 |
| Proportion of private visitors | 47% |
| Germany (total) | 99 |
| of which | |
| Nielsen 1 | 13 |
| Bremen | 13 |
| Hamburg | - |
| Lower Saxony | - |
| Schleswig-Holstein | - |
| Nielsen 2 | 3 |
| North Rhine-Westph. | 3 |
| Nielsen 3a | 8 |
| Hesse | 2 |
| Rhineland-Palatinate | 5 |
| Saarland | 1 |
| Nielsen 3b | 74 |
| Baden-Württemb. | 74 |
| Foreign (total) | 1 |
| Distance to home | % |
| up to 50 km | 51 |
| more than 50 km up to 100 km | 17 |
| more than 100 km up to 300 km | 24 |
| over 300 km | 9 |
| Frequency of visits to trade fair | % |
| Previous event | 44 |
| Earlier events | 61 |
| First visit | 25 |
| Sex | % |
| Male | 85 |
| Female | 15 |
| Size of household | % |
| 1 person | 31 |
| 2 persons | 41 |
| 3 persons | 14 |
| 4 persons | 9 |
| 5 persons and more | 5 |
| Age | % |
| up to 20 years | 4 |
| over 20 up to 30 years | 8 |
| over 30 up to 40 years | 10 |
| over 40 up to 50 years | 21 |
| over 50 up to 60 years | 27 |
| over 60 up to 70 years | 20 |
| over 70 years | 11 |

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 12 |
| 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 | 9 |
| Other salaried staff, civil servant, skilled worker | 31 |
| Lecturer, teacher | 3 |
| Trainee | 2 |
| Other position | 6 |
| Student | 4 |
| Housewife/man | 2 |
| Old-age pensioner | 23 |
| Other not gainfully employed | 5 |
| Buying and ordering capacity | % |
| Purchase or order made or intended at the exhibition | |
| yes | 38 |
| no | 31 |
| maybe | 31 |
| Follow-up business | % |
| Intend to buy at later date | |
| yes | 34 |
| no | 21 |
| maybe | 45 |
| Conducted by: Landesmesse Stuttgart GmbH, Stuttgart | |

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 8 564 |
| Proportion of trade visitors | 99% |
| Germany (total) | 91 |
| of which | |
| Nielsen 1 | 5 |
| Bremen | - |
| Hamburg | - |
| Lower Saxony | - |
| Schleswig-Holstein | - |
| Nielsen 2 | 8 |
| North Rhine-Westph. | 8 |
| Nielsen 3a | 8 |
| Hesse | 4 |
| Rhineland-Palatinate | 3 |
| Saarland | 1 |
| Nielsen 3b | 61 |
| Baden-Württemb. | 61 |
| Foreign (total) | 9 |
| of which | |
| EU | 55 |
| Other european countries | 35 |
| Other countries | 10 |
| Distance to home | % |
| up to 50 km | 33 |
| more than 50 km up to 100 km | 13 |
| more than 100 km up to 300 km | 31 |
| over 300 km | 22 |
| Countries with the highest visitor shares | % |
| Switzerland | 30 |
| Austria | 21 |
| Frequency of visits to trade fair | % |
| Previous event | 25 |
| Earlier events | 33 |
| First visit | 54 |
| Average length of stay | 1,2 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 26 |
| Collectively | 36 |
| In an advisory capacity | 22 |
| No | 9 |
| Student | 5 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 15 |
| Research/development/design | 9 |
| Manufacturing, production, quality control | 2 |
| Buying/procurement | - |
| Finance/accounting, controlling | 3 |
| Information and communication technology | 32 |
| Personnel administration, administration | 2 |
| Sales | 15 |
| Marketing, advertising, PR | 6 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 1 |
| Other area | 7 |
| Student | 5 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 18 |
| Managing director, board member, head of an authority etc. | 8 |
| 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 | 20 |
| Lecturer, teacher | 2 |
| Trainee | 4 |
| Other position | 2 |
| Student | 5 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Industry | 26 |
| Trade | 11 |
| Skilled trades | 2 |
| Service | 46 |
| Training/consulting | 8 |
| Authority, public services | 6 |
| University, polytechnic, vocational school | 7 |
| Other | 9 |
| Size of company/organisation: Number of employees | % |
| 1 - 4 | 13 |
| 5 - 9 | 7 |
| 10 - 49 | 16 |
| 50 - 199 | 18 |
| 200 - 499 | 13 |
| 500 - 999 | 8 |
| 1 000 and more | 18 |
| Student | 5 |
| Other not gainfully employed | 1 |
| Conducted by: Landesmesse Stuttgart GmbH, Stuttgart | |

LASYS → Stuttgart

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 5 490 | Area of responsibility | % |
| Proportion of trade visitors | 99% | Management | 12 |
| Germany (total) | 78 | Research/development/design | 46 |
| of which | | Manufacturing, production, quality control | 18 |
| Nielsen 1 | 4 | Buying/procurement | 2 |
| Bremen | - | Finance/accounting, controlling | - |
| Hamburg | 1 | Information and communication technology | - |
| Lower Saxony | 3 | Personnel administration, administration | - |
| Schleswig-Holstein | - | Sales | 11 |
| Nielsen 2 | 8 | Marketing, advertising, PR | 2 |
| North Rhine-Westph. | 8 | Logistics: storage, material management, transport | - |
| Nielsen 3a | 8 | Maintenance/repairs | - |
| Hesse | 3 | Other area | 1 |
| Rhineland-Palatinate | 3 | Student | 6 |
| Saarland | 2 | Other not gainfully employed | 1 |
| Nielsen 3b | 48 | Position in the company/organisation | % |
| Baden-Württemb. | 48 | Entrepreneur, co-owner, freelancer | 12 |
| | | Managing director, board member, head of an authority etc. | 9 |
| Foreign (total) | 22 | Area manager, works manager, plant manager, branch manager, head of public office | 9 |
| of which | | Department head, group head, team leader | 22 |
| EU | 54 | Other salaried staff, civil servant, skilled worker | 38 |
| Other european countries | 35 | Lecturer, teacher | 1 |
| Other countries | 11 | Trainee | - |
| Distance to home | % | Other position | 4 |
| up to 50 km | 19 | Student | 6 |
| more than 50 km up to 100 km | 12 | Other not gainfully employed | 1 |
| more than 100 km up to 300 km | 32 | Economic sector | % |
| over 300 km | 37 | Industry | 81 |
| Countries with the highest visitor shares | % | Trade | 5 |
| Switzerland | 20 | Service | 10 |
| France | 14 | Training/consulting | 3 |
| Italy | 11 | University, polytechnic, vocational school | 9 |
| Turkey | 10 | Other | 5 |
| Frequency of visits to trade fair | % | Size of company/organisation: | % |
| Previous event | 18 | Number of employees | |
| Earlier events | 14 | 1- 4 | 8 |
| First visit | 73 | 5- 9 | 6 |
| Average length of stay | 1,2 days | 10- 49 | 17 |
| Influence on purchasing/procurement decisions | % | 50- 199 | 16 |
| Decisively | 23 | 200- 499 | 11 |
| Collectively | 39 | 500 - 999 | 7 |
| In an advisory capacity | 24 | 1 000 and more | 28 |
| No | 8 | Student | 6 |
| Student | 6 | Other not gainfully employed | 1 |
| Other not gainfully employed | 1 | Conducted by: Landesmesse Stuttgart GmbH, Stuttgart | |

LogiMAT → Stuttgart

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 32 809 | Area of responsibility | % |
| Proportion of trade visitors | 99% | Management | 15 |
| Germany (total) | 88 | Research/development/design | 6 |
| of which | | Manufacturing, production, quality control | 8 |
| Nielsen 1 | 7 | Buying/procurement | 6 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | 2 | Information and communication technology | 5 |
| Lower Saxony | 4 | Personnel administration, administration | 1 |
| Schleswig-Holstein | 1 | Sales | 10 |
| Nielsen 2 | 12 | Marketing, advertising, PR | 2 |
| North Rhine-Westph. | 12 | Logistics: storage, material management, transport | 32 |
| Nielsen 3a | 11 | Maintenance/repairs | 4 |
| Hesse | 5 | Other area | 6 |
| Rhineland-Palatinate | 5 | Student | 6 |
| Saarland | 1 | Other not gainfully employed | 1 |
| Nielsen 3b | 47 | Position in the company/organisation | % |
| Baden-Württemb. | 47 | Entrepreneur, co-owner, freelancer | 10 |
| | | Managing director, board member, head of an authority etc. | 5 |
| Foreign (total) | 12 | Area manager, works manager, plant manager, branch manager, head of public office | 19 |
| of which | | Department head, group head, team leader | 32 |
| EU | 64 | Other salaried staff, civil servant, skilled worker | 21 |
| Other european countries | 22 | Lecturer, teacher | 2 |
| Other countries | 14 | Trainee | 4 |
| Distance to home | % | Other position | 2 |
| up to 50 km | 24 | Student | 6 |
| more than 50 km up to 100 km | 15 | Economic sector | % |
| more than 100 km up to 300 km | 27 | Industry | 54 |
| over 300 km | 34 | Wholesale trade | 10 |
| Countries with the highest visitor shares | % | Retail trade | 3 |
| Austria | 20 | Skilled trades | 2 |
| Switzerland | 17 | Freight forwarders, transport companies | 4 |
| Frequency of visits to trade fair | % | Other service | 12 |
| Previous event | 35 | Association, organisation | 1 |
| Earlier events | 38 | Public authority | 1 |
| First visit | 45 | University/college/polytechnic | 1 |
| Average length of stay | 1,2 days | Other sectors | 6 |
| Influence on purchasing/procurement decisions | % | Student | 6 |
| Decisively | 20 | Size of company/organisation: | % |
| Collectively | 38 | Number of employees | |
| In an advisory capacity | 26 | 1- 4 | 5 |
| No | 11 | 5- 9 | 3 |
| Student | 6 | 10- 49 | 9 |
| | | 50- 199 | 19 |
| | | 200 - 499 | 19 |
| | | 500 - 999 | 11 |
| | | 1 000 and more | 28 |
| | | Student | 6 |
| | | Conducted by: Wissler & Partner, Basel | |

MEDIZIN/TheraPro

Trade visitors' profile

| | | | |
|--|-----------------|---|----------|
| Visitors (number of entries) | 8 862 | Area of responsibility | % |
| Proportion of trade visitors | 98% | Management | 15 |
| Germany (total) | 97 | Research/development/design | 6 |
| of which | | Manufacturing, production, quality control | 8 |
| Nielsen 1 | 1 | Buying/procurement | 6 |
| Bremen | - | Finance/accounting, controlling | 1 |
| Hamburg | - | Information and communication technology | 5 |
| Lower Saxony | - | Personnel administration, administration | 1 |
| Schleswig-Holstein | - | Sales | 10 |
| Nielsen 2 | 2 | Marketing, advertising, PR | 2 |
| North Rhine-Westph. | 2 | Logistics: storage, material management, transport | 32 |
| Nielsen 3a | 6 | Maintenance/repairs | 4 |
| Hesse | 3 | Other area | 6 |
| Rhineland-Palatinate | 2 | Student | 6 |
| Saarland | 1 | Other not gainfully employed | 1 |
| Nielsen 3b | 72 | Position in the company/organisation | % |
| Baden-Württemb. | 72 | Entrepreneur, co-owner, freelancer | 10 |
| | | Managing director, board member, head of an authority etc. | 5 |
| Foreign (total) | 3 | Area manager, works manager, plant manager, branch manager, head of public office | 19 |
| of which | | Department head, group head, team leader | 32 |
| EU | 54 | Other salaried staff, civil servant, skilled worker | 21 |
| Other european countries | 35 | Lecturer, teacher | 2 |
| Other countries | 11 | Trainee | 4 |
| Distance to home | % | Other position | 2 |
| up to 50 km | 38 | Student | 6 |
| more than 50 km up to 100 km | 21 | Economic sector | % |
| more than 100 km up to 300 km | 29 | Industry | 54 |
| over 300 km | 12 | Wholesale trade | 10 |
| Frequency of visits to trade fair | % | Retail trade | 3 |
| Previous event | 24 | Skilled trades | 2 |
| Earlier events | 18 | Freight forwarders, transport companies | 4 |
| First visit | 65 | Other service | 12 |
| Average length of stay | 1,3 days | Association, organisation | 1 |
| Influence on purchasing/procurement decisions | % | Public authority | 1 |
| Decisively | 29 | University/college/polytechnic | 1 |
| Collectively | 25 | Other sectors | 6 |
| In an advisory capacity | 21 | Student | 6 |
| No | 14 | Size of company/organisation: | % |
| Student | 9 | Number of employees | |
| Other not gainfully employed | 1 | 1- 4 | 5 |
| | | 5- 9 | 3 |
| | | 10- 49 | 9 |
| | | 50- 199 | 19 |
| | | 200 - 499 | 19 |
| | | 500 - 999 | 11 |
| | | 1 000 and more | 28 |
| | | Student | 6 |
| | | Conducted by: Wissler & Partner, Basel | |

Trade visitors' profile

| | |
|---|----|
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 39 |
| 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 | 9 |
| Other salaried staff, civil servant, skilled worker | 22 |
| Lecturer, teacher | 3 |
| Trainee | 9 |
| Other position | 4 |
| Student | 9 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Practice | 58 |
| Hospital/clinic | 11 |
| Medical care centre | 1 |
| Rehabilitation facilities | 7 |
| Nursing home | 2 |
| Medical laboratory/institute | 1 |
| Emergency services organisations | 1 |
| Association | 1 |
| Industry | 2 |
| Trade | 2 |
| Public authorities/Health service | 3 |
| Service | 5 |
| Training/consulting | 2 |
| University, polytechnic, vocational school | 14 |
| Other | 5 |

| | |
|--------------------------------------|----|
| Size of company/organisation: | % |
| Number of employees | |
| 1- 4 | 30 |
| 5- 9 | 20 |
| 10- 49 | 16 |
| 50- 199 | 9 |
| 200- 499 | 5 |
| 500 - 999 | 2 |
| 1 000 and more | 8 |
| Student | 9 |
| Other not gainfully employed | 1 |

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

| | |
|-------------------------------------|---------------|
| Visitors (number of entries) | 6 440* |
| Proportion of trade visitors | 99% |
| Germany (total) | 78 |
| of which | |
| Nielsen 1 | 3 |
| Nielsen 2 | 14 |
| Nielsen 3a | 10 |
| Nielsen 3b | 50 |
| Nielsen 4 | 17 |
| Nielsen 5+6 | 2 |
| Bremen | 17 |
| Hamburg | 2 |
| Lower Saxony | 3 |
| Schleswig-Holstein | 3 |
| North Rhine-Westph. | 14 |
| Hesse | 5 |
| Rhineland-Palatinate | 4 |
| Saarland | 1 |
| Baden-Württemberg | 50 |

| | |
|--------------------------|-----------|
| Foreign (total) | 22 |
| of which | |
| EU | 67 |
| Other european countries | 19 |
| Other countries | 13 |

| | |
|-------------------------------|----|
| Distance to home | % |
| up to 50 km | 19 |
| more than 50 km up to 100 km | 14 |
| more than 100 km up to 300 km | 31 |
| over 300 km | 37 |

| | |
|--|----|
| Countries with the highest visitor shares | % |
| Switzerland | 15 |
| Austria | 12 |

| | |
|--|----|
| Frequency of visits to trade fair | % |
| Previous event | 24 |
| Earlier events | 18 |
| First visit | 67 |

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

| | |
|--|----|
| Influence on purchasing/procurement decisions | % |
| Decisively | 21 |
| Collectively | 43 |
| In an advisory capacity | 21 |
| No | 9 |
| Student | 4 |
| Other not gainfully employed | 12 |

*) Visitor attendance determined by a representative poll in the combination of O&S/parts2clean. Multiple answers were permitted.

| | |
|--|----|
| Area of responsibility | % |
| Management | 18 |
| Research/development/design | 22 |
| Manufacturing, production, quality control | 21 |
| Buying/procurement | 6 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | - |
| Personnel administration, administration | 1 |
| Sales | 15 |
| Marketing, advertising, PR | 1 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 1 |
| Other area | 4 |
| Planning/work preparation | 2 |
| Process engineering, environmental protection | 3 |
| Student | 4 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Position in the company/organisation | % |
| 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 | 18 |
| Department head, group head, team leader | 27 |
| Other salaried staff, civil servant, skilled worker | 26 |
| Lecturer, teacher | 1 |
| Trainee | - |
| Other position | 3 |
| Student | 4 |
| Other not gainfully employed | 1 |

| | |
|--|----|
| Economic sector | % |
| Industry | 76 |
| Trade | 7 |
| Service | 11 |
| Training/consulting | 1 |
| University, polytechnic, vocational school | 2 |
| Other sectors | 2 |
| Student | 4 |
| Other not gainfully employed | 1 |

| | |
|--------------------------------------|----|
| Size of company/organisation: | % |
| Number of employees | |
| 1- 4 | 7 |
| 5- 9 | 3 |
| 10- 49 | 17 |
| 50- 199 | 20 |
| 200- 499 | 13 |
| 500 - 999 | 10 |
| 1 000 and more | 25 |
| Student | 4 |
| Other not gainfully employed | 1 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

| | |
|-------------------------------------|---------------|
| Visitors (number of entries) | 8 460* |
| Proportion of trade visitors | 99% |
| Germany (total) | 79 |
| of which | |
| Nielsen 1 | 4 |
| Nielsen 2 | 10 |
| Nielsen 3a | 12 |
| Nielsen 3b | 53 |
| Nielsen 4 | 15 |
| Nielsen 5+6 | 2 |
| Bremen | 15 |
| Hamburg | 1 |
| Lower Saxony | 3 |
| Schleswig-Holstein | 1 |
| North Rhine-Westph. | 10 |
| Hesse | 6 |
| Rhineland-Palatinate | 4 |
| Saarland | 2 |
| Baden-Württemberg | 53 |

| | |
|-----------------------------|-----------|
| Foreign (total) | 21 |
| of which | |
| EU | 64 |
| Other european countries | 20 |
| South-, East-, Central Asia | 12 |
| Other countries | 5 |

| | |
|-------------------------------|----|
| Distance to home | % |
| up to 50 km | 21 |
| more than 50 km up to 100 km | 12 |
| more than 100 km up to 300 km | 31 |
| over 300 km | 36 |

| | |
|--|----|
| Countries with the highest visitor shares | % |
| Switzerland | 17 |
| Austria | 13 |

| | |
|--|----|
| Frequency of visits to trade fair | % |
| Previous event | 20 |
| Earlier events | 28 |
| First visit | 64 |

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

| | |
|--|----|
| Influence on purchasing/procurement decisions | % |
| Decisively | 19 |
| Collectively | 42 |
| In an advisory capacity | 25 |
| No | 9 |
| Student | 5 |
| Other not gainfully employed | 1 |

*) Visitor attendance determined by a representative poll in the combination of O&S/parts2clean. Multiple answers were permitted.

| | |
|--|----|
| Area of responsibility | % |
| Management | 14 |
| Research/development/design | 22 |
| Manufacturing, production, quality control | 24 |
| Buying/procurement | 5 |
| Finance/accounting, controlling | - |
| Information and communication technology | - |
| Personnel administration, administration | - |
| Sales | 13 |
| Marketing, advertising, PR | 2 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 2 |
| Other area | 4 |
| Planning/work preparation | 4 |
| Process engineering, environmental protection | 3 |
| Student | 5 |
| Other not gainfully employed | 1 |

| | |
|---|----|
| Position in the company/organisation | % |
| 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 | 14 |
| Department head, group head, team leader | 28 |
| Other salaried staff, civil servant, skilled worker | 32 |
| Lecturer, teacher | 1 |
| Trainee | - |
| Other position | 3 |
| Student | 5 |
| Other not gainfully employed | 1 |

| | |
|--|----|
| Economic sector | % |
| Industrial construction | 78 |
| Trade | 8 |
| Service | 11 |
| Training/consulting | 1 |
| University, polytechnic, vocational school | 2 |
| Other sectors | 2 |
| Student | 5 |
| Other not gainfully employed | 1 |

| | |
|--------------------------------------|----|
| Size of company/organisation: | % |
| Number of employees | |
| 1- 4 | 8 |
| 5- 9 | 2 |
| 10- 49 | 12 |
| 50- 199 | 20 |
| 200- 499 | 12 |
| 500 - 999 | 9 |
| 1 000 and more | 32 |
| Student | 5 |
| Other not gainfully employed | 1 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

PFLEGE & REHA → Stuttgart

Trade visitors' profile

| | | | | |
|--|------------------|---|---|----------|
| Visitors (number of entries) | 7 267 | Position in the company/organisation | % | |
| Proportion of trade visitors | 99% | Entrepreneur, co-owner, freelancer | 4 | |
| Germany (total) | 100 | Managing director, board member, head of an authority etc. | 3 | |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 10 | |
| Nielsen 1 | - Nielsen 4 | 6 | Department head, group head, team leader | 19 |
| Bremen | - Bavaria | 6 | Other salaried staff, civil servant, skilled worker | 36 |
| Hamburg | - Nielsen 5+6 | - | Lecturer, teacher | 5 |
| Lower Saxony | - Berlin | - | Trainee | 9 |
| Schleswig-Holstein | - Brandenburg | - | Other position | 7 |
| Nielsen 2 | 1 Mecklenburg- | - | Student | 5 |
| North Rhine-Westph. | 1 West Pomerania | - | Other not gainfully employed | 2 |
| Nielsen 3a | 3 Saxony-Anhalt | - | | |
| Hesse | - Nielsen 7 | - | Economic sector | % |
| Rhineland-Palatinate | - Saxony | - | Old peoples' and nursing home | 48 |
| Saarland | - Thuringia | - | Outpatient care, social care facilities | 25 |
| Nielsen 3b | 89 | | Other service | 4 |
| Baden-Württemb. | 89 | | Architect's/planning office | 1 |
| Distance to home | % | Aid for handicapped people, disabled facility | 5 | |
| up to 50 km | 53 | Government agency, health insurance company | 1 | |
| more than 50 km up to 100 km | 23 | Trade companies | 1 | |
| more than 100 km up to 300 km | 21 | Hospice | 2 | |
| over 300 km | 3 | Industry | 1 | |
| Frequency of visits to trade fair | % | Hospital/clinic | 10 | |
| Previous event | 32 | Rehabilitation centre | 3 | |
| Earlier events | 33 | Medical supplies retailer | 1 | |
| First visit | 44 | Residence for the elderly | 2 | |
| Average length of stay | 1,1 days | Training/consulting | 2 | |
| Influence on purchasing/procurement decisions | % | University, polytechnic, vocational school | 4 | |
| Decisively | 9 | Union, charity, association | 2 | |
| Collectively | 28 | Other | 4 | |
| In an advisory capacity | 28 | Size of company/organisation: | | |
| No | 28 | Number of employees | % | |
| Student | 5 | 1- 4 | 3 | |
| Other not gainfully employed | 2 | 5- 9 | 3 | |
| | | 10- 49 | 25 | |
| | | 50- 199 | 31 | |
| | | 200- 499 | 14 | |
| | | 500 - 999 | 6 | |
| | | 1 000 and more | 11 | |
| | | Student | 5 | |
| | | Other not gainfully employed | 2 | |

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

RETRO CLASSICS → Stuttgart

Private visitors' profile

| | | | | |
|--|------------------|---|--|----------|
| Visitors (number of entries) | 80 655 | Position in the company/organisation | % | |
| Proportion of private visitors | 68% | Entrepreneur, co-owner, freelancer | 16 | |
| Germany (total) | 91 | Managing director, board member, head of an authority etc. | 5 | |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 3 | |
| Nielsen 1 | 1 Nielsen 4 | 14 | Department head, group head, team leader | 10 |
| Bremen | - Bavaria | 14 | Other salaried staff, civil servant, skilled worker | 29 |
| Hamburg | - Nielsen 5+6 | 1 | Lecturer, teacher | 2 |
| Lower Saxony | - Berlin | - | Trainee | 2 |
| Schleswig-Holstein | - Brandenburg | - | Other position | 5 |
| Nielsen 2 | 1 Mecklenburg- | - | Student | 4 |
| North Rhine-Westph. | 1 West Pomerania | - | Housewife/man | 1 |
| Nielsen 3a | 9 Saxony-Anhalt | - | Old-age pensioner | 18 |
| Hesse | 4 Nielsen 7 | 1 | Other not gainfully employed | 4 |
| Rhineland-Palatinate | 4 Saxony | - | | |
| Saarland | 1 Thuringia | - | Buying and ordering capacity | % |
| Nielsen 3b | 73 | | Purchase or order made or intended at the exhibition | |
| Baden-Württemb. | 73 | | yes | 47 |
| Foreign (total) | 9 | of which | no | 25 |
| EU | 63 | | maybe | 28 |
| Other european countries | 32 | Follow-up business | % | |
| Other countries | 5 | Intend to buy at later date | | |
| Countries with the highest visitor shares | % | yes | 24 | |
| Switzerland | 29 | no | 27 | |
| France | 20 | maybe | 50 | |
| Austria | 19 | Conducted by: Landesmesse Stuttgart GmbH, Stuttgart | | |
| Distance to home | % | | | |
| up to 50 km | 42 | | | |
| more than 50 km up to 100 km | 17 | | | |
| more than 100 km up to 300 km | 32 | | | |
| over 300 km | 10 | | | |
| Frequency of visits to trade fair | % | | | |
| Previous event | 40 | | | |
| Earlier events | 47 | | | |
| First visit | 30 | | | |
| Sex | % | | | |
| Male | 13 | | | |
| Female | 87 | | | |
| Size of household | % | | | |
| 1 person | 19 | | | |
| 2 persons | 42 | | | |
| 3 persons | 17 | | | |
| 4 persons | 16 | | | |
| 5 persons and more | 5 | | | |
| Age | % | | | |
| up to 20 years | 4 | | | |
| over 20 up to 30 years | 9 | | | |
| over 30 up to 40 years | 10 | | | |
| over 40 up to 50 years | 26 | | | |
| over 50 up to 60 years | 28 | | | |
| over 60 up to 70 years | 18 | | | |
| over 70 years | 6 | | | |

südback

Trade visitors' profile

| | | | | |
|--|------------------|---|--|----------|
| Visitors (number of entries) | 33 371 | Position in the company/organisation | % | |
| Proportion of trade visitors | 97% | Entrepreneur, co-owner, freelancer | 16 | |
| Germany (total) | 87 | Managing director, board member, head of an authority etc. | 5 | |
| of which | | Area manager, works manager, plant manager, branch manager, head of public office | 3 | |
| Nielsen 1 | 2 Nielsen 4 | 22 | Department head, group head, team leader | 10 |
| Bremen | - Bavaria | 22 | Other salaried staff, civil servant, skilled worker | 29 |
| Hamburg | - Nielsen 5+6 | 1 | Lecturer, teacher | 2 |
| Lower Saxony | - Berlin | - | Trainee | 2 |
| Schleswig-Holstein | - Brandenburg | - | Other position | 5 |
| Nielsen 2 | 5 Mecklenburg- | - | Student | 4 |
| North Rhine-Westph. | 5 West Pomerania | - | Housewife/man | 1 |
| Nielsen 3a | 10 Saxony-Anhalt | - | Old-age pensioner | 18 |
| Hesse | 5 Nielsen 7 | 2 | Other not gainfully employed | 4 |
| Rhineland-Palatinate | 4 Saxony | - | | |
| Saarland | 1 Thuringia | - | Buying and ordering capacity | % |
| Nielsen 3b | 57 | | Purchase or order made or intended at the exhibition | |
| Baden-Württemb. | 57 | | yes | 47 |
| Foreign (total) | 13 | of which | no | 25 |
| EU | 59 | | maybe | 28 |
| Other european countries | 33 | Follow-up business | % | |
| Other countries | 8 | Intend to buy at later date | | |
| Distance to home | % | yes | 24 | |
| up to 50 km | 24 | no | 27 | |
| more than 50 km up to 100 km | 18 | maybe | 50 | |
| more than 100 km up to 300 km | 36 | Conducted by: Landesmesse Stuttgart GmbH, Stuttgart | | |
| over 300 km | 22 | | | |
| Countries with the highest visitor shares | % | | | |
| Switzerland | 20 | | | |
| Austria | 16 | | | |
| Italy | 7 | | | |
| Frequency of visits to trade fair | % | | | |
| Previous event | 43 | | | |
| Earlier events | 47 | | | |
| First visit | 33 | | | |
| Average length of stay | 1,2 days | | | |
| Influence on purchasing/procurement decisions | % | | | |
| Decisively | 29 | | | |
| Collectively | 26 | | | |
| In an advisory capacity | 23 | | | |
| No | 18 | | | |
| Student | 3 | | | |
| Other not gainfully employed | 1 | | | |

Trade visitors' profile

| | |
|---|----|
| Area of responsibility | % |
| Management | 27 |
| Research/development/design | 3 |
| Manufacturing, production, quality control | 34 |
| Buying/procurement | 5 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | 1 |
| Personnel administration, administration | 1 |
| Sales | 17 |
| Marketing, advertising, PR | 2 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | 1 |
| Other area | 4 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 28 |
| Entrepreneur, partner, self-employed | 6 |
| Area manager, works manager, plant manager, branch manager, head of public office | 9 |
| Department head, group head, team leader | 10 |
| Foreman, master craftsman | 9 |
| Other salaried staff, civil servant, skilled worker | 19 |
| Lecturer, teacher | 1 |
| Trainee | 11 |
| Other position | 3 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Pure baking craft | 19 |
| Pure confectioner craft | 9 |
| Baker's/Confectioner's trade | 44 |
| Bread, cake and pastry industry | 11 |
| Other industry | 5 |
| Café, ice cream parlours | 6 |
| Catering | 6 |
| Hotel | 2 |
| Fast food, snacks, petrol stations | 2 |
| Canteen, caterers | 2 |
| Food, delicatessen, beverages trade | 5 |
| Service and consulting | 6 |
| Colleges, universities, institutes | 3 |
| Other sectors | 5 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 16 |
| 5- 9 | 15 |
| 10- 49 | 29 |
| 50- 199 | 18 |
| 200- 499 | 9 |
| 500 - 999 | 4 |
| 1 000 and more | 6 |
| Student | 3 |
| Other not gainfully employed | 1 |

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

| | |
|--|-----------------|
| Visitors (number of entries) | 7 733 |
| Proportion of trade visitors | 96% |
| Germany (total) | 95 |
| of which | |
| Nielsen 1 | 2 |
| Nielsen 4 | 21 |
| Bremen | - |
| Bavaria | 21 |
| Hamburg | - |
| Nielsen 5+6 | - |
| Lower Saxony | - |
| Berlin | - |
| Schleswig-Holstein | - |
| Brandenburg | - |
| Nielsen 2 | 2 |
| Mecklenburg- | |
| North Rhine-Westph. | 2 |
| West Pommern | - |
| Nielsen 3a | 11 |
| Saxony-Anhalt | - |
| Hesse | 5 |
| Nielsen 7 | 1 |
| Rhineland-Palatinate | 5 |
| Saxony | - |
| Saarland | - |
| Thuringia | - |
| Nielsen 3b | 62 |
| Baden-Württemb. | 62 |
| Foreign (total) | 5 |
| of which | |
| EU | 46 |
| Other european countries | 42 |
| Other countries | 12 |
| Distance to home | % |
| up to 50 km | 26 |
| more than 50 km up to 100 km | 25 |
| more than 100 km up to 300 km | 38 |
| over 300 km | 12 |
| Country with the highest visitor share | % |
| Switzerland | 40 |
| Frequency of visits to trade fair | % |
| Previous event | 43 |
| Earlier events | 46 |
| First visit | 34 |
| Average length of stay | 1,1 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 34 |
| Collectively | 27 |
| In an advisory capacity | 20 |
| No | 14 |
| Student | 3 |
| Other not gainfully employed | 2 |

| | |
|---|----|
| Area of responsibility | % |
| Management | 36 |
| Research/development/design | 3 |
| Manufacturing, production, quality control | 19 |
| Buying/procurement | 2 |
| Finance/accounting, controlling | 1 |
| Information and communication technology | - |
| Personnel administration, administration | 1 |
| Sales | 27 |
| Marketing, advertising, PR | 2 |
| Logistics: storage, material management, transport | 1 |
| Maintenance/repairs | - |
| Other area | 5 |
| Student | 3 |
| Other not gainfully employed | 2 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 40 |
| 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 | 8 |
| Foreman, master craftsman | 7 |
| Other salaried staff, civil servant, skilled worker | 13 |
| Lecturer, teacher | 3 |
| Trainee | 12 |
| Other position | 1 |
| Student | 3 |
| Other not gainfully employed | 3 |
| Economic sector | % |
| Butchers' trade, butchers, butcher's shop | 73 |
| Meat-processing industry | 7 |
| Supplier to the butchers' trade and industry | 7 |
| butchery | 2 |
| Large kitchen, communal catering, canteen catering | 2 |
| Catering | 5 |
| Snack, fast-food, filling station | 2 |
| Food, delicatessen, beverages trade | 6 |
| Catering/party service | 10 |
| Authorities, public facilities, associations | 2 |
| Service and consulting | 5 |
| Colleges, universities, institutes | 2 |
| Other sectors | 4 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 15 |
| 5- 9 | 18 |
| 10- 49 | 37 |
| 50- 199 | 14 |
| 200- 499 | 5 |
| 500 - 999 | 1 |
| 1 000 and more | 5 |
| Student | 3 |
| Other not gainfully employed | 2 |

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

| | |
|--|-----------------|
| Visitors (number of entries) | 11 983* |
| Proportion of trade visitors | 98% |
| Germany (total) | 84 |
| of which | |
| Nielsen 1 | 7 |
| Nielsen 4 | 19 |
| Bremen | 1 |
| Bavaria | 19 |
| Hamburg | 1 |
| Nielsen 5+6 | 4 |
| Lower Saxony | 4 |
| Berlin | - |
| Schleswig-Holstein | 2 |
| Brandenburg | - |
| Nielsen 2 | 9 |
| Mecklenburg- | |
| North Rhine-Westph. | 9 |
| West Pommern | - |
| Nielsen 3a | 10 |
| Saxony-Anhalt | - |
| Hesse | 6 |
| Nielsen 7 | 6 |
| Rhineland-Palatinate | 3 |
| Saxony | 4 |
| Saarland | 1 |
| Thuringia | 2 |
| Nielsen 3b | 45 |
| Baden-Württemb. | 45 |
| Foreign (total) | 16 |
| of which | |
| EU | 56 |
| Other european countries | 41 |
| Other countries | 3 |
| Distance to home | % |
| up to 50 km | 18 |
| more than 50 km up to 100 km | 12 |
| more than 100 km up to 300 km | 32 |
| over 300 km | 38 |
| Countries with the highest visitor shares | % |
| Austria | 32 |
| Switzerland | 33 |
| Frequency of visits to trade fair | % |
| Previous event | 43 |
| Earlier events | 29 |
| First visit | 44 |
| Average length of stay | 1,2 days |
| Influence on purchasing/procurement decisions | % |
| Decisively | 58 |
| Collectively | 21 |
| In an advisory capacity | 13 |
| No | 6 |
| Student | 3 |
| Other not gainfully employed | 1 |

* Visitor attendance determined by a representative poll in the combination of TV TecStyle Visions/WETEC/ Give A Days. Multiple answers were permitted.

| | |
|---|----|
| Area of responsibility | % |
| Management | 51 |
| Research/development/design | 3 |
| Manufacturing, production, quality control | 17 |
| Buying/procurement | 7 |
| Finance/accounting, controlling | - |
| Information and communication technology | - |
| Personnel administration, administration | - |
| Sales | 9 |
| Marketing, advertising, PR | 3 |
| Logistics: storage, material management, transport | - |
| Maintenance/repairs | 1 |
| Other area | 5 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Position in the company/organisation | % |
| Entrepreneur, co-owner, freelancer | 58 |
| 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 | 6 |
| Other salaried staff, civil servant, skilled worker | 12 |
| Lecturer, teacher | 1 |
| Trainee | 2 |
| Other position | 2 |
| Student | 3 |
| Other not gainfully employed | 1 |
| Economic sector | % |
| Trade | 38 |
| Manufacturer/Industry | 30 |
| Service | 45 |
| University, polytechnic, vocational school | 4 |
| Other | 7 |
| Size of company/organisation: | |
| Number of employees | % |
| 1- 4 | 56 |
| 5- 9 | 15 |
| 10- 49 | 15 |
| 50- 199 | 5 |
| 200- 499 | 2 |
| 500 - 999 | 1 |
| 1 000 and more | 3 |
| Student | 3 |
| Other not gainfully employed | 1 |

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

VISION → Stuttgart

Trade visitors' profile

| | | | |
|--|-----------------|---|----|
| Visitors (number of entries) | 8 671 | Area of responsibility | % |
| Proportion of trade visitors | 99% | Management | 10 |
| Germany (total) | 61 | Research/development/design | 57 |
| of which | | Manufacturing, production, quality control | 8 |
| Nielsen 1 | 4 | Buying/procurement | 1 |
| - Bremen | - | Finance/accounting, controlling | - |
| - Bavaria | 23 | Information and communication technology | 2 |
| Hamburg | - | Personnel administration, administration | - |
| - Nielsen 5+6 | 3 | Sales | 7 |
| Lower Saxony | 2 | Marketing, advertising, PR | 3 |
| Berlin | 2 | Logistics: storage, material management, transport | 1 |
| Brandenburg | - | Maintenance/repairs | 1 |
| Nielsen 2 | 6 | Other area | 2 |
| Mecklenburg- | | Student | 8 |
| West Pommern | - | Other not gainfully employed | 1 |
| Nielsen 3a | 9 | Position in the company/organisation | % |
| Saxony-Anhalt | 1 | Entrepreneur, co-owner, freelancer | 11 |
| Hesse | 6 | Managing director, board member, head of an authority etc. | 7 |
| Nielsen 7 | 4 | Area manager, works manager, plant manager, branch manager, head of public office | 8 |
| Rhineland-Palatinate | 2 | Department head, group head, team leader | 23 |
| Saxony | 3 | Other salaried staff, civil servant, skilled worker | 36 |
| Thuringia | 1 | Lecturer, teacher | 3 |
| Nielsen 3b | 51 | Trainee | 1 |
| Baden-Württemb. | 51 | Other position | 3 |
| | | Student | 8 |
| | | Other not gainfully employed | 1 |
| Foreign (total) | 39 | Economic sector | % |
| of which | | Industry | 75 |
| EU | 67 | Trade | 3 |
| Other european countries | 12 | Service provider | 13 |
| North America | 5 | Training/consulting | 2 |
| South and Central America | 3 | University, polytechnic, vocational school | 12 |
| Middle East | 2 | Other | 5 |
| South-, East-, Central Asia | 11 | Size of company/organisation: | |
| | | Number of employees | % |
| Distance to home | % | 1- 4 | 8 |
| up to 50 km | 15 | 5- 9 | 8 |
| more than 50 km up to 100 km | 10 | 10- 49 | 18 |
| more than 100 km up to 300 km | 27 | 50- 199 | 14 |
| over 300 km | 48 | 200- 499 | 10 |
| | | 500 - 999 | 8 |
| Countries with the highest visitor shares | % | 1 000 and more | 24 |
| Italy | 12 | Student | 8 |
| Austria | 10 | Other not gainfully employed | 1 |
| France | 7 | | |
| Netherlands | 7 | | |
| Switzerland | 6 | | |
| Frequency of visits to trade fair | % | Conducted by: Landesmesse Stuttgart GmbH, Stuttgart | |
| Previous event | 27 | | |
| Earlier events | 28 | | |
| First visit | 59 | | |
| Average length of stay | 1,3 days | | |
| Influence on purchasing/procurement decisions | % | | |
| Decisively | 25 | | |
| Collectively | 39 | | |
| In an advisory capacity | 20 | | |
| No | 6 | | |
| Student | 8 | | |
| Other not gainfully employed | 1 | | |

Wetec → Stuttgart

Trade visitors' profile

| | | | |
|--|-----------------|---|----|
| Visitors (number of entries) | 8 136* | Area of responsibility | % |
| Proportion of trade visitors | 99% | Management | 44 |
| Germany (total) | 90 | Research/development/design | 2 |
| of which | | Manufacturing, production, quality control | 25 |
| Nielsen 1 | 4 | Buying/procurement | 3 |
| - Bremen | - | Finance/accounting, controlling | 1 |
| - Bavaria | 20 | Information and communication technology | - |
| Hamburg | - | Personnel administration, administration | 1 |
| - Nielsen 5+6 | 4 | Sales | 6 |
| Lower Saxony | 2 | Marketing, advertising, PR | 12 |
| Berlin | 1 | Logistics: storage, material management, transport | - |
| Brandenburg | 2 | Maintenance/repairs | - |
| Nielsen 2 | 6 | Other area | 3 |
| Mecklenburg- | | Student | 1 |
| West Pommern | - | | |
| Nielsen 3a | 9 | Position in the company/organisation | % |
| Saxony-Anhalt | 1 | Entrepreneur, co-owner, freelancer | 48 |
| Hesse | 3 | Managing director, board member, head of an authority etc. | 10 |
| Nielsen 7 | 6 | Area manager, works manager, plant manager, branch manager, head of public office | 5 |
| Rhineland-Palatinate | 5 | Department head, group head, team leader | 11 |
| Saxony | 3 | Other salaried staff, civil servant, skilled worker | 17 |
| Thuringia | 3 | Lecturer, teacher | 2 |
| Nielsen 3b | 51 | Trainee | 5 |
| Baden-Württemb. | 51 | Other position | 1 |
| | | Student | 1 |
| Foreign (total) | 10 | Economic sector | % |
| of which | | Trade | 22 |
| EU | 52 | Manufacturer/Industry | 31 |
| Other european countries | 43 | Service | 58 |
| Other countries | 5 | University, polytechnic, vocational school | 2 |
| | | Other | 7 |
| Distance to home | % | Size of company/organisation: | |
| up to 50 km | 22 | Number of employees | % |
| more than 50 km up to 100 km | 12 | 1- 4 | 44 |
| more than 100 km up to 300 km | 35 | 5- 9 | 20 |
| over 300 km | 31 | 10- 49 | 22 |
| | | 50- 199 | 7 |
| | | 200 - 499 | 3 |
| Countries with the highest visitor shares | % | 500 - 999 | 1 |
| Switzerland | 43 | 1 000 and more | 2 |
| Austria | 27 | Student | 1 |
| | | | |
| Frequency of visits to trade fair | % | Conducted by: Landesmesse Stuttgart GmbH, Stuttgart | |
| Previous event | 39 | | |
| First visit | 61 | | |
| Average length of stay | 1,1 days | | |
| Influence on purchasing/procurement decisions | % | | |
| Decisively | 48 | | |
| Collectively | 29 | | |
| In an advisory capacity | 14 | | |
| No | 8 | | |
| Student | 1 | | |

*) Visitor attendance determined by a representative poll in the combination of TV TecStyle Visions/AWETEC/ Give A Days. Multiple answers were permitted.

Messe Wächtersbach (2013) → Wächtersbach

Private visitors' profile

| | | | |
|--|------------------|---|----------|
| Visitors (number of entries) | 59 194 | Position in the company/organisation | % |
| Proportion of private visitors | 95% | Entrepreneur, co-owner, freelancer | 5 |
| 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 | 1 |
| Nielsen 1 | - Nielsen 4 | Department head, group head, team leader | 6 |
| Bremen | - Bavaria | Other salaried staff, civil servant, | |
| Hamburg | - Nielsen 5+6 | skilled worker | 46 |
| Lower Saxony | - Berlin | Lecturer, teacher | 3 |
| Schleswig-Holstein | - Brandenburg | Trainee | 2 |
| Nielsen 2 | - Mecklenburg- | Other position | 1 |
| North Rhine-Westph. | - West Pomerania | Farmer | 1 |
| Nielsen 3a | 89 Saxony-Anhalt | Student | 5 |
| Hesse | 89 Nielsen 7 | Housewife/man | 5 |
| Rhineland-Palatinate | - Saxony | Old-age pensioner | 22 |
| Saarland | - Thuringia | Other not gainfully employed | 1 |
| Nielsen 3b | 1 | | |
| Baden-Württemberg | 1 | | |
| Distance to home | % | Buying and ordering capacity | % |
| up to 50 km | 86 | Purchase or order made or intended at the exhibition | |
| more than 50 km up to 100 km | 12 | yes | 68 |
| more than 100 km up to 300 km | 1 | no | 11 |
| over 300 km | 1 | maybe | 21 |
| Frequency of visits to exhibition | % | Follow-up business | % |
| 2012 | 71 | Intend to buy at later date | |
| 2011 | 72 | yes | 21 |
| Earlier events | 76 | no | 36 |
| First visit | 10 | maybe | 44 |
| Sex | % | Conducted by: Messe- und Congress- | |
| Male | 42 | beratung Dirr, Neu Wulmstorf | |
| Female | 58 | | |
| Size of household | % | | |
| 1 person | 10 | | |
| 2 persons | 39 | | |
| 3 persons | 25 | | |
| 4 persons | 17 | | |
| 5 persons and more | 7 | | |
| Age | % | | |
| up to 20 years | 3 | | |
| over 20 up to 30 years | 12 | | |
| over 30 up to 40 years | 16 | | |
| over 40 up to 50 years | 21 | | |
| over 50 up to 60 years | 22 | | |
| over 60 up to 70 years | 16 | | |
| over 70 years | 9 | | |

Registered Events

Bayreuth

bbg Betriebsberatungs GmbH

DKM – The Trade Fair for the Finance and Insurance Industry, Dortmund
27.10.-29.10.2015

Berlin

Messe Berlin GmbH

International Green Week – Exhibition for the Food Industry, Agriculture and Horticulture, Berlin

- 16.01.-25.01.2015

FRUIT LOGISTICA – International Trade Fair for Fruit and Vegetable Marketing, Berlin

- 04.02.-06.02.2015

ITB Berlin – THE WORLD'S LEADING TRAVEL TRADE SHOW®, Berlin

- 04.03.-08.03.2015

WASSER BERLIN INTERNATIONAL – International Trade Fair & Congress for Water and Wastewater, Berlin

- 24.03.-27.03.2015

CMS – Cleaning. Management. Services. – International Trade Fair and Congress, Berlin

- 22.09.-25.09.2015

bautec – International Trade Fair for Building and Construction Technology, Berlin

- 16.02.-19.02.2016

InnoTrans – International Trade Fair for Transport Technology – Innovative Components – Vehicles – Systems, Berlin

- 20.09.-23.09.2016

belektro – Trade fair for Electrical Engineering, Electronics and Lighting, Berlin
12.10.-14.10.2016

Bielefeld

Clarion Events Deutschland GmbH

ZOW – International fair for suppliers to the furniture and design industries, Bad Salzufflen
09.02.-12.02.2015

FMB – The Supplier Show for Mechanical Engineering, Bad Salzufflen
04.11.-06.11.2015

Bremen

MESE BREMEN

WFB Wirtschaftsförderung Bremen GmbH

Bremen Classic Motorshow – Classic vehicle fair, Bremen
06.02.-08.02.2015

BOATFIT – boats ... Enjoy their charm – maintain their value, Bremen

27.02.-01.03.2015

Hanselife – Regional consumer goods exhibition, Bremen

12.09.-20.09.2015

ReiseLust – The tourism fair in Bremen, Bremen
06.11.-08.11.2015

fish international – The German Seafood Show, Bremen

14.02.-16.02.2016

Chemnitz

C³ Chemnitzer Veranstaltungszentren GmbH c/o Messe Chemnitz

Baumesse Chemnitz – trade fair of construction, Chemnitz

30.01.-01.02.2015

COMMCAR – Commercial Vehicle Exhibition, Chemnitz
01.10.-04.10.2015

Chemnitz Trade Fairs – Saxon Industry and Technology Trade Fair, IT User Forum, Chemnitz

31.05.-02.06.2016

mtx / LiMA – mtx – Textiles for Vehicle Construction / LIMA – Exhibition for Lightweight Design, Chemnitz
31.05.-02.06.2016

Dortmund

Messe Westfalenhallen Dortmund GmbH

elektrotechnik – Leading Trade Fair for the Electrical and Electronics Industries, Dortmund

18.02.-20.02.2015

InterTabac – International Trade Fair for Tobacco Products and Smoking Accessories, Dortmund

18.09.-20.09.2015

Düsseldorf

Messe Düsseldorf GmbH

boot – Düsseldorf – International Boat Show, Düsseldorf

- 17.01.-25.01.2015

GDS – Global Destination for Shoes & Accessories (with tag it! by gds – the show for private label in shoes and accessoires, 3.-6.2.2015), Düsseldorf

- 04.02.-06.02.2015

EuroCIS – The Leading Trade Fair for Retail Technology, Düsseldorf

- 24.02.-26.02.2015

Energy Storage Europe – Conference and Expo, Düsseldorf
09.03.-11.03.2015

ProWein – International Trade Fair Wines and Spirits, Düsseldorf

- 15.03.-17.03.2015

BEAUTY DÜSSELDORF – Leading International Trade Fair Cosmetics, Nail, Foot, Wellness, Spa (with make-up artist design show – Trade fair for make-up artists), Düsseldorf

- 27.03.-29.03.2015

TOP HAIR INTERNATIONAL – Trend & Fashion Days Düsseldorf – Trade Fair – Show – Congress for the International Hairdressing Industry, Düsseldorf

- 28.03.-29.03.2015

GIFA – International Foundry Trade Fair with WFO Technical Forum, Düsseldorf

- 16.06.-20.06.2015

METEC – International Metallurgical Technology Trade Fair with Congresses, Düsseldorf

- 16.06.-20.06.2015

NEWCAST – International Trade Fair for Precision Castings, Düsseldorf

- 16.06.-20.06.2015

THERMPROCESS – International Trade Fair and Symposium for Thermo Process Technology, Düsseldorf

- 16.06.-20.06.2015

GDS – Global Destination for Shoes & Accessories (with tag it! by gds – the show for private label in shoes and accessoires), Düsseldorf

- 29.07.-31.07.2015

CARAVAN SALON DÜSSELDORF – The world's largest trade fair for motor homes und caravans, Düsseldorf

- 28.08.-06.09.2015

TourNatur – Hiking and Trekking Exhibition, Düsseldorf

- 04.09.-06.09.2015

REHACARE International – International Trade Fair and Congress – Self-determined living, Düsseldorf

- 14.10.-17.10.2015

A + A – Safety, Security and Health at Work – International Trade Fair with Congress, Düsseldorf

- 27.10.-30.10.2015

MEDICA – World Forum for Medicine – International Trade Fair with Congress with COMPAMED – High tech solutions for medical technologies, Düsseldorf

- 16.11.-19.11.2015

METAV – International Exhibition for Metalworking Technologies, Düsseldorf

- 23.02.-27.02.2016

Tube – International Tube and Pipe Trade Fair, Düsseldorf

- 04.04.-08.04.2016

wire – International Wire and Cable Trade Fair, Düsseldorf

- 04.04.-08.04.2016

drupa – no. 1 for print and crossmedia solutions, Düsseldorf

- 31.05.-10.06.2016

glasstec – International Trade Fair for glass production, processing and products, Düsseldorf

- 20.09.-23.09.2016

K – The World's No.1 Trade Fair for Plastics and Rubber, Düsseldorf

- 19.10.-26.10.2016

VALVE WORLD EXPO – Biennial Valve World Conference and Exhibition, Düsseldorf

29.11.-01.12.2016

EuroShop – The World's Leading Retail Trade Fair, Dusseldorf

- 05.03.-09.03.2017

interpack – PROCESSES AND PACKAGING – LEADING TRADE FAIR, Dusseldorf

- 04.05.-10.05.2017

Reed Exhibitions Deutschland GmbH

PSI – The Leading European Trade Show of the Promotional Product Industry, Dusseldorf

- 07.01.-09.01.2015

EQUITANA – Equestrian Sports World Fair, Essen

- 14.03.-22.03.2015

FIBO – The Leading International Trade Show for Fitness, Wellness and Health, Cologne

- 09.04.-12.04.2015

COMPOSITES EUROPE – European Trade Fair & Forum for Composites, Technology and Applications, Stuttgart

- +● 22.09.-24.09.2015

HYBRID Expo – Materials, Technology & Components, Stuttgart

22.09.-24.09.2015

viscom düsseldorf – International trade fair for visual communication, Dusseldorf

- +● 04.11.-06.11.2015

ISO – International Trade Fair for Industrial Insulation Materials and Technology, Cologne

11.05.-12.05.2016

ALUMINIUM – World Trade Fair & Conference, Dusseldorf

- 29.11.-01.12.2016

Erfurt

Messe Erfurt GmbH

Rapid.Tech – Trade Fair and User's Conference for Rapid Technology with FabCon 3.D, Erfurt

10.06.-11.06.2015

Grüne Tage Thüringen – The agricultural fair, Erfurt

16.09.-18.09.2016

inoga – Trade Fair for the Hotel, Catering and Hospitality Sector with IKA/Culinary Olympics, Erfurt

22.10.-25.10.2016

RAM Regio

Ausstellungs GmbH Erfurt

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

28.02.-08.03.2015

Essen

Messe Essen GmbH

IPM ESSEN – The world's leading trade fair for horticulture, Essen

27.01.-30.01.2015

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

10.02.-12.02.2015

DEUBAUKOM – Trade fair for architecture, housing industry and industrial construction with DCONex (Trade fair + congress for hazardous substances management), InfraTech and acqua alta, Essen

13.01.-16.01.2016

SHK Essen – Trade fair for sanitary, heating, air conditioning and renewable energies, Essen

09.03.-12.03.2016

REIFEN – No 1 in tires and more, Essen

24.05.-27.05.2016

security essen – The World Forum for Security and Fire Prevention, Essen

27.09.-30.09.2016

METPACK – International trade fair for metal packaging, Essen

02.05.-06.05.2017

SCHWEISSEN & SCHNEIDEN – International trade fair joining cutting surfacing, Dusseldorf

25.09.-29.09.2017

Frankfurt/Main

DLG e.V.

AGRITECHNICA – International DLG Exhibition for Agricultural Machinery, Hanover

- 08.11.-14.11.2015

DLG-Feldtage- Meeting point for crop production experts, Hassfurt

14.06.-16.06.2016

EnergyDecentral – International trade fair for innovative energy supply, Hanover

15.11.-18.11.2016

EuroTier – with Energy Decentral – The world's leading trade fair for animal production, Hanover

- 15.11.-18.11.2016

Messe Frankfurt Exhibition GmbH

Heimtextil – International Trade Fair for Home and Contract Textiles, Frankfurt/Main

- 14.01.-17.01.2015

Nordstil – Hamburg Regional Order Days, Hamburg

17.01.-19.01.2015

Christmasworld – Seasonal Decoration at its best, Frankfurt/Main

- 30.01.-03.02.2015

Creativeworld – International Trade Fair for Hobby, Crafts and Artists' Requisites, Frankfurt/Main

31.01.-03.02.2015

Paperworld – International Trade Fair for Stationery, Office Supplies and Writing Instruments, Frankfurt/Main

- 31.01.-03.02.2015

Ambiente, Frankfurt/Main

- 13.02.-17.02.2015

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

- 10.03.-14.03.2015

Musikmesse – the biggest fair for musical instruments and the music business, Frankfurt/Main

- 15.04.-18.04.2015

Prolight + Sound – Leading international trade fair for the event-technology sector, Frankfurt/Main

- 15.04.-18.04.2015

Tehtextil – International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main

- 04.05.-07.05.2015

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

- 04.05.-07.05.2015

Nordstil – Hamburg Regional Order Days, Hamburg

25.07.-27.07.2015

Hair & Beauty, Frankfurt/Main

29.08.-30.08.2015

Tendence – International Frankfurt Fair, Frankfurt/Main

- 29.08.-01.09.2015

Light+Building – The World's Leading Trade Fair for lighting and building services technology, Frankfurt/Main

- 13.03.-18.03.2016

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

- 07.05.-12.05.2016

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

- 11.06.-15.06.2016

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

- 13.09.-17.09.2016

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

Intersolar Europe / ees Europe – The World's Leading Exhibition for the Solar Industry / ees Europe – International Exhibition for Batteries, Energy Storage Systems and Innovative Production, Munich

- 10.06.-12.06.2015

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

- 27.04.-29.04.2016

Groß-Umstadt

KWF – Kuratorium für Waldarbeit und Forsttechnik GmbH

KWF – Expo – International demo fair in the forest, Roding

09.06.-12.06.2016

Registered Events

Hamburg

Hamburg Messe und Congress GmbH

REISEN HAMBURG – The Holiday, Caravaning, Outdoor and Cycling Exhibition, Hamburg
04.02.-08.02.2015

INTERNORGA – International Trade Show for the Hotel, Restaurant, Catering, Baking and Confectionery Industry, Hamburg
13.03.-18.03.2015

hanseboot – Hamburg International Boat Show, Hamburg
31.10.-08.11.2015

NORTEC – The manufacturing trade fair in the North, Hamburg
26.01.-29.01.2016

HansePferd Hamburg – The equestrian trade fair experience, Hamburg
22.04.-24.04.2016

SMM – the leading international maritime trade fair hamburg, Hamburg
● 06.09.-09.09.2016

GET Nord – Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning, Hamburg
17.11.-19.11.2016

Hanover

Deutsche Messe AG

DOMOTEX HANNOVER – The World of Flooring, Hanover

● 17.01.-20.01.2015

didacta – The Education Trade Fair, Hanover
+ 24.02.-28.02.2015

CeBIT – New Perspectives in IT Business, Hanover
● 16.03.-20.03.2015

HANNOVER MESSE – The world's leading trade fair for industrial technology, Hanover
● 13.04.-17.04.2015

ComVac / HANNOVER MESSE – Leading Trade Fair for Compressed Air and Vacuum Technology, Hanover
13.04.-17.04.2015

Digital Factory / HANNOVER MESSE – Leading Trade Fair for Integrated Processes and IT Solutions, Hanover
13.04.-17.04.2015

Energy / HANNOVER MESSE – Leading Trade Fair for Renewable and Conventional Power Generation, Power Supply, Transmission, Distribution and Storage, Hanover
13.04.-17.04.2015

Industrial Automation / HANNOVER MESSE – Leading Trade Fair for Factory and Process Automation, Systems Solutions and Industrial IT, Hanover
13.04.-17.04.2015

Industrial Supply / HANNOVER MESSE – Leading Trade Fair for Industrial Subcontracting and Lightweight Construction, Hanover
13.04.-17.04.2015

MDA – Motion, Drive & Automation / HANNOVER MESSE – Leading Trade Fair for Power Transmission and Control, Hanover
13.04.-17.04.2015

MobiliTec / HANNOVER MESSE – Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions, Hanover
13.04.-17.04.2015

Research & Technology / HANNOVER MESSE – Leading Trade Fair for R&D and Technology Transfer, Hanover
13.04.-17.04.2015

SurfaceTechnology / HANNOVER MESSE – Leading Trade Fair for Surface Technology, Hanover
13.04.-17.04.2015

Wind / HANNOVER MESSE – Leading Trade Fair for Wind Generation Technology, Components and Services, Hanover
13.04.-17.04.2015

PSI PROMOTION WORLD – Trade Show for Haptic & Multisensory Communication, Hanover
17.03.-19.03.2015

LIGNA – World Fair for the Forestry and Wood Industries, Hanover
● 11.05.-15.05.2015

INTERSCHUTZ – DER ROTE HAHN – International Exhibition for Fire Prevention, Disaster Relief, Rescue, Safety and Security, Hanover
● 08.06.-13.06.2015

parts2clean – Leading International Trade Fair for Industrial Parts and Surface Cleaning, Stuttgart
09.06.-11.06.2015

BIOTECHNICA – Europe's No.1 Event for Biotechnology, Life Sciences and Lab Technology, Hanover
● 06.10.-08.10.2015

CeMAT – Leading Trade Fair for Intralogistics & Supply Chain Management, Hanover
● 31.05.-03.06.2016

O&S – International Trade Fair for Surface Treatments & Coatings, Stuttgart
June 2016

EuroBLECH – International Sheet Metal Working Technology Exhibition, Hanover
● 25.10.-29.10.2016

Fachausstellungen Heckmann GmbH

abf – The big leisure fair, Hanover
11.02.-15.02.2015

B.I.G. – Trade fair for construction, real estate and garden, Hanover
04.03.-08.03.2015

ALTENPFLEGE – Leading Exhibition for the Care Sector, Nuremberg
+ 24.03.-26.03.2015

infa – Information and Sales Exhibition, Hanover
10.10.-18.10.2015

CARAVAN – Motor caravans and Supplies Trade Exhibition, Bremen
06.11.-08.11.2015

Pferd & Jagd – Europe's biggest exhibition for equestrian sports, hunting and fishing, Hanover
03.12.-06.12.2015

Hohenschäftlarn

WNP Fachmessen GmbH

GiveADays – International Tradeshow for Promotional Products, Stuttgart
04.02.-06.02.2016

Wetec – International Tradeshow for Signmaking, Large Format Printing, Light Advertising & Digital Signage, Stuttgart
04.02.-06.02.2016

Husum

Messe Husum & Congress GmbH & Co. KG

Nord Gastro & Hotel – Hotel and Restaurant Industry Trade Fair, Husum
09.02.-10.02.2015

New Energy Husum – The International Renewable Energy Trade Fair, Husum
17.03.-20.03.2016

HUSUM Wind – German Trade Fair and Congress for the Wind Industry, Husum
15.09.-18.09.2015

Idar-Oberstein

Intergem Messe GmbH

INTERGEM – International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein
02.10.-05.10.2015

Karlsruhe

HINTE GmbH

INTERGEO – Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Stuttgart
+ 15.09.-17.09.2015

Arbeitsschutz Aktuell – Safety & Health – Congress & Trade Fair., Hamburg
11.10.-13.10.2016

Karlsruher Messe- und Kongress-GmbH

LEARNTEC – Learning with IT – International Trade Fair and Convention, Karlsruhe
27.01.-29.01.2015

REHAB – International Trade Fair for Rehabilitation, Therapy and Prevention, Karlsruhe
23.04.-25.04.2015

NUFAM – Trade fair for commercial vehicles, Karlsruhe
24.09.-27.09.2015

TIERisch gut – Pet fair, Karlsruhe
14.11.-15.11.2015

IT-TRANS – International Conference and Exhibition
on IT Solutions for Public Transport, Karlsruhe
01.03.-03.03.2016

Kempten

Kempten Tourismus- und Veranstaltungsservice Allgäuer Festwoche

ALLGÄUER FESTWOCHE – TRADE FAIR – CULTURAL
AND SPORTS EVENTS – RURAL TRADITION
EXHIBITION IN KEMPTEN (ALLGÄU), Kempten
08.08.-16.08.2015

Köln/Cologne

Koelnmesse GmbH

CFC – Children's Fashion Cologne Winter –
International trade fair for children's, baby- and
maternity fashion, shoes and lifestyle products,
Cologne
11.01.-13.01.2015

imm cologne – The international interiors show
(in uneven years with LivingKitchen®, in even years
with LivingInteriors®), Cologne

● 19.01.-25.01.2015

ISM – International Sweets and Biscuits Fair, Cologne
● 01.02.-04.02.2015

ProSweets Cologne – The international supplier fair
for the confectionery industry, Cologne
01.02.-04.02.2015

spoga horse (spring) – International Trade Fair
for Equestrian Sports, Cologne
08.02.-10.02.2015

Asia-Pacific Sourcing – Products for Home and Garden
from Far East, Cologne
03.03.-05.03.2015

IDS – International Dental Show, Cologne
● 10.03.-14.03.2015

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

h+h cologne – International Trade Fair for Creative
Handicraft + Hobby Supplies, Cologne
27.03.-29.03.2015

interzum – Furniture Production Interior, Cologne
● 05.05.-08.05.2015

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

● 30.08.-01.09.2015

Kind + Jugend – The Trade Show for Kids' First Years,
Cologne

● 10.09.-13.09.2015

dmexco – Leading expo & conference for digital
business, Cologne
16.09.-17.09.2015

Eu'Vend/coffeena – International Vending and Coffee
Fair, Cologne
24.09.-26.09.2015

Anuga – The leading trade fair for the global food
industry, Cologne

● 10.10.-14.10.2015

aquanale/FSB – aquanale – International Trade Fair
for Sauna.Pool.Ambience. FSB – International Trade
Fair for Amenity Areas, Sports and Pool Facilities,
Cologne

● 27.10.-30.10.2015

INTERNATIONALE EISENWARENMESSE KÖLN –
Cologne

● 06.03.-09.03.2016

ORGATEC – Modern working environments, Cologne
● 25.10.-29.10.2016

Leipzig

Leipziger Messe GmbH

TerraTec – International Trade Fair for Environmental
Technologies and Services, Leipzig
27.01.-29.01.2015

enertec – International Trade Fair for the Generation,
Distribution and Storage of Energy, Leipzig
27.01.-29.01.2015

HAUS-GARTEN-FREIZEIT – Home – Garden –
Leisure – The consumer fair for the whole family/
Central German Handicrafts Fair/Beach & Boat Water
Sports Exhibition, Leipzig
07.02.-15.02.2015

Intec – International trade fair for machine tools,
manufacturing and automation, Leipzig
24.02.-27.02.2015

Z – International subcontracting fair for parts,
components, modules and technologies, Leipzig
● 24.02.-27.02.2015

CADEAUX Leipzig (Spring) – Trade Fair for Gifts
and Lifestyle Trends, Leipzig
28.02.-02.03.2015

therapie Leipzig – Trade Fair and Congress for Therapy,
Medical Rehabilitation and Prevention, Leipzig
19.03.-21.03.2015

CADEAUX Leipzig (Autumn) – Trade Fair for Gifts
and Lifestyle Trends – COMFORTEX, Trade Fair for
Interior Design, Leipzig
05.09.-07.09.2015

MIDORA Leipzig – TRADE FAIR FOR WATCHES
AND JEWELLERY, Leipzig
05.09.-07.09.2015

MEDCARE – Congress with exhibition for patient care,
Leipzig
30.09.-01.10.2015

modell-hobby-spiel – models-hobbies-games.
Exhibition for Model Building, Model Railways,
Creative Arts and Play, Leipzig
02.10.-04.10.2015

SHKG – Exhibition for Sanitation, Heating,
Air-Conditioning and Building Automation, Leipzig
28.10.-30.10.2015

efa – Trade Fair for Building Systems, Electrical
Engineering, Light, Air Conditioning and Automation,
Leipzig
28.10.-30.10.2015

Leipzig Veterinary Congress with Industrial Exhibition
vetexpo, Leipzig
14.01.-16.01.2016

OTWorld – Orthopaedic technology – International
Trade Show and World Congress, Leipzig

● 03.05.-06.05.2016

denkmal – European Trade Fair for Conservation,
Restoration and Old Building Renovation, Leipzig

● 10.11.-12.11.2016

Leipziger Messe International GmbH

LBA – Regional Building Trade Exhibition
Saxony-Anhalt, Magdeburg
27.02.-01.03.2015

Lindau-Bodolz

Kinold Ausstellungsgesellschaft mbH

Messe Rosenheim – Regional Consumer Goods
Exhibition, Rosenheim
18.04.-26.04.2015

Passauer Frühling, DreiländerMesse – Regional
Exhibition, Passau
05.03.-13.03.2016

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGM)

MAGDEBOOT – Trade Fair for new and used boats,
equipment and water sports, Magdeburg
13.03.-15.03.2015

TIERWELT – MESSE MAGDEBURG, Magdeburg
10.04.-12.04.2015

MAGDEBURGER MEERESANGELTAGE and
MAGDEBURGER RAUBFISCHANGELTAGE –
International Fishing Exhibition, Magdeburg
07.11.-08.11.2015

Mainz

RAM Regio Ausstellungs GmbH

Rheinland-Pfalz-Ausstellung – Regional Consumer
Goods Exhibition, Mainz
14.03.-22.03.2015

Registered Events

Munich

easyFairs Deutschland GmbH

SCHÜTTGUT – Trade show for solids technologies in processing industries, Dortmund
04.11.-05.11.2015

EUROEXPO Messe- und Kongress-GmbH

LogiMAT – International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart
10.02.-12.02.2015

GHM Gesellschaft für Handwerksmessen mbH

opti – The International Trade Show for Optics & Design, Munich
09.01.-11.01.2015

eltec – Trade fair for electrical and power engineering, Nuremberg
14.01.-16.01.2015

INTERNATIONALE HANDWERKSMESSE – The Leading Trade Fair for the Craft Trades and Medium-Sized Enterprises (with Garten München), Munich
11.03.-17.03.2015

iba – The world's leading trade fair for bakery, confectionery and snacks, Munich
12.09.-17.09.2015

DACH+HOLZ International, Stuttgart
+ 02.02.-05.02.2016

FARBE, AUSBAU & FASSADE – Europe's trade fair for facade design & interior architecture, Munich
+ 02.03.-05.03.2016

IFH/Intherm – Trade Fair for Sanitation, Heating, Air Conditioning, Renewable Energies, Nuremberg
05.04.-08.04.2016

Messe München GmbH

BAU – World's Leading Trade Fair for Architecture, Materials and Systems, Munich
● 19.01.-24.01.2015

ISPO MUNICH – The world's leading sports business platform, Munich
● 05.02.-08.02.2015

f.re.e – Fair for Leisure and Travel, Munich
18.02.-22.02.2015

INHORGENTA MUNICH – Jewelry, Timepieces, Lifestyle, Munich

● 20.02.-23.02.2015

LOPEC – International Exhibition and Conference for the Printed Electronics Industry, Munich
03.03.-05.03.2015

transport logistic – THE LEADING EXHIBITION, Munich
● 05.05.-08.05.2015

LASER World of PHOTONICS – International Trade Fair and Congress for Optical Technologies – Components, Systems and Applications, Munich

● 22.06.-25.06.2015

EXPO REAL – International Trade Fair for Property and Investment, Munich

● 05.10.-07.10.2015

ceramitec – Technologies – Innovations – Materials, Munich

● 20.10.-23.10.2015

productronica – World's leading trade fair for electronic development and production, Munich

● 10.11.-13.11.2015

bauma – The World's Leading Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, Munich

● 11.04.-17.04.2016

analytica – International Trade Fair for Laboratory Technology, Analysis, Biotechnology and analytica Conference, Munich

● 10.05.-13.05.2016

IFAT – resources.innovations.solutions. – World's Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management, Munich

● 30.05.-03.06.2016

AUTOMATICA – International Trade Fair for Automation and Mechatronics, Munich

● 21.06.-24.06.2016

maintain – International Trade Fair for Industrial Maintenance, Munich

● 21.06.-23.06.2016

electronica – International Trade Fair for Electronic Components, Systems and Applications, Munich

● 08.11.-11.11.2016

drinktec – World's Leading Fair for the Beverage and Liquid Food Industry, Processing + Filling + Packaging + Marketing, Munich

● 11.09.-15.09.2017

INTERFORST – International Key Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows, Munich

● July 2018

MunichExpo Veranstaltungen GmbH

eCarTec Munich 2015 / MATERIALICA /sMove360 – International Trade Fair for Electric & Hybrid Mobility/ Lightweight Design for New Mobility/Connected & Autonomous Driving, Munich
20.10.-22.10.2015

Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

EPF – EstrichParkettFliese – Trade fair for floor construction, Feuchtwangen
June 2017

Münster

Messe und Congress Centrum Halle Münsterland GmbH

IPOMEX – international police meeting and exhibition, Muenster
14.04.-16.04.2015

Nuremberg

AFAG Messen und Ausstellungen GmbH

HOGA Nürnberg – Trade Fair for Gastronomy, Hotel and Catering, Nuremberg
22.02.-25.02.2015

interlift – International Trade Fair for Elevators, Components & Accessories, Augsburg
13.10.-16.10.2015

GrindTec – International Trade Fair for Grinding Technology, Augsburg
16.03.-19.03.2016

NürnbergMesse GmbH

BIOFACH + VIVANESS – World's leading Trade Fair for Organic Food / International Trade Fair for Natural Personal Care, Nuremberg
11.02.-14.02.2015

FeuerTRUTZ – Trade Fair with Congress for Preventive Fire Protection, Nuremberg
18.02.-19.02.2015

embedded world – Exhibition&Conference, Nuremberg
24.02.-26.02.2015

Enforce Tac – International Exhibition & Conference – Law Enforcement, Security and Tactical Solutions, Nuremberg
04.03.-05.03.2015

IWA OutdoorClassics – High performance in target sports, nature activities, protecting people, Nuremberg
06.03.-09.03.2015

Werkstätten:Messe – Trade Fair for vocational rehabilitation and exhibition of workshops for persons with disabilities, Nuremberg
12.03.-15.03.2015

European Coatings SHOW – plus Adhesives, Sealants, Construction Chemicals, Nuremberg
21.04.-23.04.2015

Stone+tec Nürnberg – International Trade Fair for Natural Stone and Stoneprocessing Technology, Nuremberg
13.05.-16.05.2015

AUTOMOTIVE ENGINEERING EXPO – The exhibition for the car body process chain – From concept to final assembly, Nuremberg
09.06.-11.06.2015

CO-REACH – The trade fair for dialog marketing – Print. Online. Crossmedia, Nuremberg
24.06.-25.06.2015

FachPack, Nuremberg
29.09.-01.10.2015

it-sa – The IT Security Expo and Congress, Nuremberg
06.10.-08.10.2015

BrauBeviale – Raw Materials – Technologies – Logistics – Marketing, Nuremberg
10.11.-12.11.2015

EUROGUSS – International Trade Fair for Die Casting: Technology, Processes, Products, Nuremberg
12.01.-14.01.2016

Perimeter Protection – International Trade Fair for Perimeter Protection, Fencing and Building Security, Nuremberg
12.01.-14.01.2016

fensterbau/frontale + HOLZ-HANDWERK – THE TRADE SHOW. WINDOWS – DOORS – FACADES. + European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts, Nuremberg
16.03.-19.03.2016

POWTECH – World-Leading Trade Fair for Processing, Analysis, and Handling of Powder and Bulk Solids, Nuremberg
19.04.-21.04.2016

GaLaBau – gardening, landscaping, greendesign, Nuremberg
14.09.-17.09.2016

Chillventa – International Exhibition Refrigeration | AC & Ventilation | Heat Pumps, Nuremberg
● 11.10.-13.10.2016

Spielwarenmesse eG

Spielwarenmesse® – International Toy Fair Nürnberg, Nuremberg
28.01.-02.02.2015

Offenbach

Messe Offenbach GmbH

I.L.M – International Leather Goods Fair Offenbach – Winter Styles, Offenbach/Main
● 27.02.-01.03.2015

I.L.M – International Leather Goods Fair Offenbach – Summer Styles, Offenbach/Main

● 12.09.-14.09.2015

Offenburg

Messe Offenburg-Ortenau GmbH

Badische Weinmesse – Regional Wine Exhibition, Offenburg
09.05.-10.05.2015

OBERRHEIN MESSE Offenburg – Consumer Goods Fair, Offenburg
26.09.-04.10.2015

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH

AutoTrend – Automobile Exhibition Mecklenburg-Western Pomerania, Rostock
10.04.-12.04.2015

Stuttgart

blickfang GmbH

BLICKFANG – Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart
20.03.-22.03.2015

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
17.01.-25.01.2015

MEDIZIN/TheraPro – Trade fair and congress, Stuttgart
30.01.-01.02.2015

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

eltefa – Trade fair for electrical engineering and electronics, Stuttgart
18.03.-20.03.2015

RETRO CLASSICS – Europe's greatest classic car exhibition, Stuttgart
26.03.-29.03.2015

FAIR HANDELN – International exhibition focusing on Fairtrade and globally responsible trade and activities, Stuttgart
09.04.-12.04.2015

GARTEN outdoor ambiente – Exhibition for garden and lifestyle, Stuttgart
09.04.-12.04.2015

KREATIV – The trade fair for creative design, Stuttgart
09.04.-12.04.2015

Markt des guten Geschmacks – The market for good taste – the Slow Food Exhibition, Stuttgart
09.04.-12.04.2015

Mineralien, Fossilien, Schmuck – Minerals, fossils, jewellery, Stuttgart
10.04.-12.04.2015

Invest – Leading trade fair and congress for finance and investment, Stuttgart
17.04.-18.04.2015

Moulding Expo – International Trade Fair for Tool, Pattern and Mould Making, Stuttgart
05.05.-08.05.2015

FACHDENTAL Leipzig, Leipzig
11.09.-12.09.2015

IT & Business- Trade fair for digital processes and solutions, Stuttgart
29.09.-01.10.2015

FACHDENTAL Südwest, Stuttgart
23.10.-24.10.2015

SÜFFA – Trade fair for the meat industry, Stuttgart
18.10.-20.10.2015

Stuttgarter MesseHerbst – Messe Stuttgart's autumn line-up, Stuttgart
13.11.-22.11.2015

ANIMAL / Stuttgarter MesseHerbst -Exhibition for pet ownership, Stuttgart
14.11.-15.11.2015

DIE BESTEN JAHRE / Stuttgarter MesseHerbst – The best years – The exhibition for staying active, Stuttgart
16.11.-17.11.2015

Familie & Heim / Stuttgarter MesseHerbst – The shopping and experience exhibition with minerals, fossils, jewellery, Stuttgart
14.11.-22.11.2015

HOBBY & ELEKTRONIK / Stuttgarter MesseHerbst – The Technology Exhibition for Hobby and Electronics, Stuttgart
19.11.-22.11.2015

KREATIV / Stuttgarter MesseHerbst – The trade fair for creative design, Stuttgart
19.11.-22.11.2015

Modell Süd / Stuttgarter MesseHerbst – The exhibition for modelmaking and model railways, Stuttgart
19.11.-22.11.2015

Spielemesse / Stuttgarter MesseHerbst – The meeting place for excitement, fun and games, Stuttgart
19.11.-22.11.2015

TV TecStyle Visions – International trade fair for textile decoration and promotion, Stuttgart
04.02.-06.02.2016

INTERGASTRA – World of hospitality / GELATISSIMO – World of gelato, Stuttgart
20.02.-24.02.2016

SACHSENBACK – Trade Fair for the Bakery and Confectionery Trades, Dresden
09.04.-11.04.2016

PFLERGE PLUS – Trade fair for the care market, Stuttgart
26.04.-28.04.2016

LASYS – International trade fair for laser material processing, Stuttgart
31.05.-02.06.2016

AMB – International exhibition for metal working, Stuttgart
13.09.-17.09.2016

interbad – International trade fair for swimming pools, saunas and spas with congress for pool and bath technology, Stuttgart
27.09.-30.09.2016

südback – Trade Fair for the Bakery and Confectionery Trades, Stuttgart
22.10.-25.10.2016

VISION – Leading world trade fair for machine vision, Stuttgart
08.11.-10.11.2016

INTERVITIS INTERFRUCTA HORTITECHNICA – Technology for wine, juice and special crops, Stuttgart
27.11.-30.11.2016

Registered Events

Mesago Messe Frankfurt GmbH

Facility Management – Exhibition and Conference, Frankfurt/Main

24.03.-26.03.2015

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

05.05.-07.05.2015

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

19.05.-21.05.2015

formnext – International tool making and additive technologies exhibition, Frankfurt/Main

24.11.-27.11.2015

Mesago Messemanagement GmbH

SPS IPC Drives – Electric Automation – Systems and Components – International Exhibition & Conference, Nuremberg

24.11.-26.11.2015

Wächtersbach

Messe Wächtersbach GmbH

Messe Wächtersbach – Consumer Goods Exhibition, Waechtersbach

09.05.-17.05.2015

Wiesbaden

WIRTSCHAFTSGEMEINSCHAFT Zoologischer Fachbetriebe GmbH

Interzoo – International Trade Fair for Pet Supplies, Nuremberg

26.05.-29.05.2016

Wunstorf

AMA Service GmbH

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

19.05.-21.05.2015

Hongkong/SVR

Hong Kong Trade Development Council

- HKTDC Hong Kong Baby Products Fair, Hongkong/SAR
12.01.-15.01.2015

- HKTDC Hong Kong Toys & Games Fair, Hongkong/SAR
12.01.-15.01.2015

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

- 19.01.-22.01.2015

Hong Kong International Diamond, Gem & Pearl Show, Hongkong/SAR
02.03.-06.03.2015

- HKTDC Hong Kong International Jewellery Show, Hongkong/SAR
04.03.-08.03.2015

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

- 13.04.-16.04.2015

- HKTDC Hong Kong Houseware Fair, Hongkong/SAR
20.04.-23.04.2015

- HKTDC Hong Kong Gifts & Premium Fair, Hongkong/SAR

- 27.04.-30.04.2015

- HKTDC Hong Kong Watch & Clock Fair, Hongkong/SAR
08.09.-12.09.2015

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

- 13.10.-16.10.2015

- electronicAsia – Hongkong/SAR

- 13.10.-16.10.2015

- HKTDC Hong Kong International Lighting Fair (Autumn Edition), Hongkong/SAR

- 27.10.-30.10.2015

- HKTDC Hong Kong Optical Fair, Hongkong/SAR

- 04.11.-06.11.2015

Verona

Ente Autonomo per le Fiere di Verona

VINITALY/Enolitech/SOL & AGRIFOOD – International wine & spirits exhibition/International Exhibition of Wine-Growing and Cellar Techniques & Olive-Growing and Olive Oil Technologies/International Quality Agro-Foods Event, Verona

- 22.03.-25.03.2015

EUROCARNE – International Exhibition of the Technologies for Processing, Conservation, Refrigeration and Meat Distribution, Verona

- 10.05.-13.05.2015

PULIRE – International Exhibition of Machines, Equipments, Products and Systems for Industrial Cleaning, Verona

- 19.05.-21.05.2015

MARMOMACC/Abitare il Tempo – International Exhibition of Marble, Stone and Technology / Trade fair for Furniture – design – project, Verona

- 30.09.-03.10.2015

Fieragricola – International agricultural technologies show, Verona

- February 2016

SAMOTER – International triennial Earthmoving and Building Machinery Exhibition, Verona

- 22.02.-25.02.2017

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Transparent exhibition data bears this brand:



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