



Tips for using certified exhibition data

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■ Insight

What benefits does FKM offer exhibitors?

Exhibitors have a specific range of products and pursue very individual goals. They know their target group and want to contact them at exhibitions. However, while the number of exhibitions is increasing worldwide, exhibitor budgets generally are not.

FKM data therefore provide information about the major structural features of exhibition visitors, such as which industries they come from, their decision-making capacities and their areas of origin. This lays an ideal foundation for exhibitors to choose the »right« exhibitions.

These structural data are determined and certified by uniform standards, as are the basic trade fair data such as exhibitor, stand space and visitor figures.

Advantages for exhibitors:

- **They find their target groups:** exhibitors can check the extent to which their desired target groups from industry A or region B are represented at a given fair. One of the basic prerequisites – or perhaps the most important of all – for a successful exhibition appearance.
- **The uniform structure of FKM data** allows events to be compared and helps in compiling follow-up reports on participations, by enabling exhibitors to measure the number and structure of visitors to their stand vis-à-vis overall visitor data.
- **They gain baseline information:** in addition to qualitative aspects, exhibitors find out, for example, everything about exhibition size on the exhibitor and visitor sides, areas of origin and internationality.
- **They learn about underlying conditions:** exhibitors find out more about the general approach of each event – because fairs can focus on small circles of trade visitors or also on the general public.



Prof. Dr. Manfred Kirchgeorg,
Graduate School of Management, Leipzig

... on using data for marketing planning:

»The rapid availability and the accuracy of data are no longer mutually exclusive. Otherwise, we would not need to discuss autonomous driving.«

... on new exhibition concepts:

»The 'festivalisation' of fairs, without reference to the central needs of the exhibitors and visitors, will not lead us anywhere. The main thing is to create Live Communication, which also generates exhibition value and differentiation.«

... on exhibitions and digitisation:

«Digitisation in the exhibition sector should aim to create as much time as possible for valuable live contact between exhibitors and visitors.«



■ News

Statistics on around 185 German shows in 2018

To make a reliable decision on whether or not to participate in exhibitions, you need trustworthy data on the quality of specific fairs. An important source of this is the certified data of FKM – the Society for the Voluntary Control of Trade Fair and Exhibition Statistics. The results for most of the exhibitions in 2018 are already available. The exhibitor and visitor numbers and visitor analyses are determined in accordance with uniform standards and are available online at ► fkm.de. On this point, the FKM chairman Klaus Dittrich states that selecting the 'right' exhibition means »first setting goals, then assessing which exhibition has the most suitable visitors, whether the visitors are from the right sector, region of origin or field of activity. This is exactly the kind of data that FKM provides.«

In total, 47 German organisers administered by FKM had 185 trade fairs in Germany certified by the auditors Ernst & Young over the past year. In addition to the basic data, such as number of exhibitors, exhibition space and number of visitors, differentiated between domestic and foreign, for around three quarters of the fairs FKM provides data on the profile of the trade or private visitors, such as region of origin, influence in procurement decisions or occupational status. Apart from the German partners, the two foreign guest members, the Verona Exhibition Company and the Hong Kong Trade Development Council, have had 23 trade fairs certified.

For more information, visit ► fkm.de



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We would like to thank the exhibi-
tion companies for providing
us with pictures.

FKM at a glance

- the only German body for certi-
fying exhibition data
- 50 German organisers are partners
of FKM
- standardised definitions
- standardised auditing procedures
- around 200 exhibitions per year are
being certified, for 80% of the
exhibitions, data on visitor
structure as well
- Certification by Ernst & Young
auditing company

■ Practice

FKM visitor profile test: size of company



Trade fairs are visited by companies that have 100,000 employees and by companies that have 10 or fewer employees. At some trade fairs, most of the visitors are from larger firms and at others it is the smaller companies that dominate. What is the reason for this? First of all, the size structures of the Buying companies differ widely depending on the sector. Most of the visitors to machinery fairs come from larger SMEs, but even at such events 20-30% come from companies with fewer than 50 employees. In other words, exhibitors who have previously tended to reach large customers at trade fairs should investigate how they can also reach the remaining potential. After all, in many cases this also means spreading the risk.

The opposite tends to be true at many consumer goods fairs. Here, companies with fewer than 50 employees frequently represent 70% of the visitors, since retail is predominantly still structured on a small scale. For smaller exhibitors, in particular, the majority of their customers usually come from this segment. However, this is often associated with modest order volumes. Therefore, it is often much more interesting to look at the small proportion of visitors that come from the retail giants. Although it can be difficult for SMEs to interest these visitors in their products, it often pays off. It is easy to establish whether this potential exists at a trade fair by inspecting FKM's trade visitor profile test.

Exhibitions help recruiting young professionals

Eight percent of trade visitors are undergraduates or students at technical colleges

Trade fairs offer considerable potential for recruiting young professionals who are entering the job market for the first time. Around eight percent of visitors to international fairs for trade visitors in Germany are undergraduates or students at technical colleges, who want to find out about career opportunities in companies within the relevant sector. This result emerged from an evaluation of around 75 surveys of trade visitors from 2017 conducted by FKM – the Society for the Voluntary Control of Trade Fair and Exhibition Statistics.

Exhibiting companies can present themselves as attractive employers and at the same time get a personal first impression of interested students. Many exhibitors have already discovered this: for around twenty percent of exhibitors, recruiting new employees is among their trade fair goals, according to a study by the Association of the German Trade Fair Industry AUMA.



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Practice

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■ Lexicon

What exactly is a visitor?



The number of visitors is one of the key criteria used in the statistics of any exhibition. According to the FKM standard, it corresponds to the number of admissions to the exhibition grounds, whereby each visitor is counted only once per day. It goes without saying that only actual and proven admissions are counted – a pre-registration alone is not enough. In many cases, the number of admissions is calculated by an electronic admittance system. In other cases, it can be determined by either counting the visitor registrations on site or using any other method that counts the admission tickets actually used.

People who spend two or three days at the exhibition are therefore counted accordingly because they usually engage more with the exhibitors than one-day visitors.

A high number of visitors, however, is still no value by which the quality of an event can be measured. This requires an additional look at the visitor structure data, which FKM also provides.

Furthermore, when comparing the visitor numbers of individual exhibitions, it is always important to consider whether an event is aimed at trade visitors, whether private visitors are also admitted, or whether it is primarily aimed at the general public.

Seemingly similar exhibitions can also be aimed at different target groups due to the different range of products and services on offer. Should the FKM data be insufficient, more information is available from the organiser.

