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FKM Society for Voluntary Control of Fair and **Exhibition Statistics**

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Graphic Design: CCL, Berlin

Print: Heider Druck GmbH, Bergisch Gladbach 7/2006

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The FKM in 2005 ---- 2

Members of the FKM ····· } 4

Locations ---- 7

Auditor's Certificate ---- 8

Exhibition Space, Exhibitors, Visitors ---- 9

Events 2005 · Cities ···· \rightarrow 10

Events 2005 · Industries ···· 20

FKM-Visitors Profile Analyses 2005 ---- 28

Registered Events ---- 117

Audited Trade Fair and Exhibition Figures **Report 2005**

www.fkm.de

The FKM in 2005

The German trade fair organizers continue to have a strong interest in having the exhibitor, space and visitor statistics of their trade fairs audited by a public accountant. Numerous partners have often already registered new trade fairs when they are being held for the first time. Apparently there is a widespread readiness to provide the customers, in other words exhibitors and visitors, at a very early stage with transparent and reliable data.

The number of partners has, however, declined slightly, also as a result of the recent difficult economic situation in the area of regional events. At the end of 2005, the FKM's membership included 67 organizers located in Germany. A new member is Fonds Professionell GmbH Cologne/Vienna. Halle Messe GmbH, Messe Gießen GmbH, Ortec Messe Dresden GmbH, M & A Messe- und Ausstellungsgesellschaft Lübeck mbH, Hallen- und Veranstaltungsgesellschaft Gelnhausen mbH, VOFA-Ausstellungs- und Veranstaltungsgesellschaft mbH, Forchheim and NETWORK OSE GmbH, Hagenburg, are no longer members.

Due to the lower number of partners, but also as a result of the streamlining of programs of the existing partners, the FKM audited around 5% fewer trade fairs in 2005 than the previous year, the total was 252.

A significant increase was registered in the number of foreign trade fairs audited by the FKM. The three foreign guest members, the Verona Trade Fair Company, the Hong Kong Trade Development Council and the MVK Trade Fair Company, Moscow, have had together 24 trade fairs audited. In addition, German members have registered two trade fairs abroad for auditing.

The core of each FKM audit is the basic data of exhibitors with their own stands, rented stand space and the number of visitors, in each case with a breakdown between domestic and foreign.

The FKM's visitor analyses are also extremely important for the exhibiting industry, because they make it possible to precisely define the target groups which can be reached through a trade fair participation. For 70% of the audited events standardized trade or private visitors tests are available which provide information about regional origins, business sector, decision-making competence or length of stay of visitors.

The exhibiting industry makes use of these tests as a key instrument in its participation planning as well as for monitoring success. Furthermore, this structural data is a criterion when making decisions pro trade fairs in comparison with other marketing instruments.

Comparability and reliability

The data collected in accordance with the statutes and rules of the FKM, are controlled by a company of public accountants. As a result, the comparability of the registered events between themselves and over a period of time is guaranteed.

Online Service

In the redesigned online service of the FKM, all the print products are available for downloading at www.fkm.de. Essentially, the FKM Online Service includes information about the complete range of services offered by FKM, tips for the correct use of FKM data and the most important definitions as well as links to the individual partners.

Via the FKM homepage, the FKM trade fair statistics checked by the public accountant including the visitor analyses are available in the online database of AUMA, the association of the German Trade Fair Industry, which is responsible for the management of the FKM. In addition, there are direct links from the addresses of the individual FKM partners to the AUMA database. There, users will directly find the events registered by the individual partners for FKM auditing.

International Trade Fair Transparency

Together with other European auditing organizations, for the 17th time, the FKM has published the Euro Fair Statistics brochure. 18 countries have taken part: Austria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and Ukraine.

For over 1,400 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 organizations. 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 creation of a UFI standard for definitions and auditing of trade fair statistics, in order to secure a uniform basis for trade fair participations worldwide. In June 2005, a substantial part of the new Calculation Standard came into force.

The FKM plays an active role in the further steps being taken to standardize trade fair statistics on an international basis. It is also involved, together with DIN, the German Institute for Standardization, in an international working group of ISO on the worldwide standardization of trade fair terms. The Singapore Standardization Institute initiated a corresponding process at the end of 2004. At two meetings in Singapore and Berlin in the course of 2005, the participants have reached agreement on a large number of terms. An end to the process is not, however, yet foreseeable. The objective of the FKM and other auditing organizations is to achieve identity, as far as possible, of UFI and ISO definitions.

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Locations



- Trade Fairs and exhibitions
- O FKM members
- Trade fairs and exhibitions and FKM members

Auditor's Certificate

A. Audit commission

The Society for the Voluntary Control of Fair and Exhibition Statistics commissioned us to audit whether the statistics reported for the registered events conform with the statutes of the society. For this commission, also in relation to third parties, our General Terms and Conditions for Auditors and Auditing Companies of 1st January 2002 apply.

B. Object, type and scope of the activity

We have audited events registered for the first time without exception, a selection of recurring events without advance notice according to the statutes of the FKM. The selection was free of restrictions by the society.

C. Basic legal provisions and documents

The basis for the audit are the statutes and rules of the Society for the Voluntary Control of Fair and Exhibition Statistics (FKM) of December 2004.

D. Result

Our audit did not lead to any objections.

Cologne, 15th March 2005

Ernst & Young AG
Wirtschaftsprüfungsgesellschaft

Josef Klute
Public accountant

Jörg Brüggemann Public accountant



Exhibition Space, Exhibitors, Visitors

Space figures

The rented stand space is broken down according to hall space and outdoor exhibition space, as well as according to space rented by domestic or foreign exhibitors. Stands, display panels and demonstrations, which deal with the theme of an event comprehensively or specific aspects of it, independent of exhibitiors, are treated as special shows.

Net exhibition space consists of the rented stand space and space for special shows. Gross exhibition space consists of the net space plus the corresponding access and service areas.

Exhibitor figures

Companies or organizations, which offer goods or services via their own personnel from their own separate rented space, are counted as exhibitors.

Additionally represented firms are such companies whose goods or services are offered by another exhibitor. The number of exhibitors may not include the figures for additionally represented firms.

Visitor figures

Beginning from 2001, the visitor figures are calculated according to the number of entries to the trade fair centre. The number of entries per day can, on the one hand, be determined by an electronic visitor admission system, whereby a maximum of one entry is registered per day.

Organizers which do not use such a system, can calculate the number of visitors according to the number of day tickets sold and the minimum use of multiple-day tickets sold; it is assumed that such tickets are used at least as often as is economically worthwhile in comparison to the day ticket.

Basis for establishing the number of visitors can also be a registration, irrespective of whether an entrance fee has to be paid or not. In such cases, the number of entries can be determined by a visitor-admission-system or - if an entrance fee has to be paid - by the minimal use of the tickets sold.

FKM Visitors Profile Analyses

The FKM visitors profile analyses are compiled by representative survey. They provide in-depth information on visitors.

Their compilation follows standard criteria which enables the comparison of visitor statistics between individual events. The questions and types of response have been agreed upon in association with the Trade Fairs' Transparency Working Group of AUMA — Association of the German Trade Fair Industry.

The visitors profile analyses are subject to independent audit in just the same way as the quantitative visitor figures. In as far as structural tests were not carried out for exhibitions and fairs of 2005 in the reporting year, the year of the last survey is given behind the title of event.

For the official detailed regulations see the brochure FKM Statutes and Rules

		EKNA			Exhibi	tion S	pace Figu	ures	(sq.m.))			Exhibi	tor fig	ures					Visito	r figure	es
		FKM	n (Days)	(Years)	Rented Sp	ace							Exhibitor	5			Addition represe	nally nted firms	i	Entries (Explanat	ions see p.	9)
	No.	For the complete titles see pp. 117	Duration (Days)	Interval (Years)	Hall Domestic		Open Air Domestic Fo		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domesti	c Foreign	Total	Domestic	Foreign	Total
		Augsburg																				
	1	afa Augsburg Spring Exhibition	9	1	13.732	718	1.793	41	16.284	4.026	20.310	39.000	476	28	504	8						87.601
	2	Interlift	4	2	6.435	8.237			14.672	150	14.822	29.200	154	264	418	37				7.322	7.034	14.356 *
		Bad Laer																				
	3	Osning-Schau - Reg. Consumer Exh.	9	5	3.570		4.325		7.895	2.100	9.995	15.000	177		177	1						81.616
		Bad Salzuflen																				
		KMO - Plastic Processing Fair	4	2	9.249	249			9.498	473	9.971	18.900	326	19	345	10				10.584	464	11.048 *
	5	ZOW - Furniture Components	4	1	9.759	7.194			16.953		16.953	28.000	272	275	547	28	3	16	19	10.294	7.313	17.607 *
		Berlin																				
		Art Forum Berlin		1	3.034	2.692			5.726	1.888	7.614	12.200	97	75	172	25				12.255	2.351	14.606 *
		CMS Cleaning.Management.Services		2	8.575	1.425	246		10.246	397	10.643	24.600	230	66	296	19	3	6	9	12.057	992	13.049 *
	8	FRUIT LOGISTICA		1	7.764 3.202	20.687			28.451 5.740	335 838	28.786	48.500 19.800	229	1.144 248	1.373 492	58				9.406	19.537 374	28.943 * 41.602 *
		Import Shop International Green Week	10	_	38.098	13.650			51.748	9.064		115.500	1.133	457	1.590	55				426.394	4.307	430.701 *
		ITB - International Tourism Exchange		1	29.357	53.834	268	268	83.727	3.004		149.000	1.447	5.276	6.723	175	610	5.975	6.585	109.273	29.751	139.024 *
		Moderner Staat - Public Administration		1	2.353	45			2.398	64	2.462	9.400	180	3	183	3				3.265	13	3.278 *
•	13	SHOWTECH	3	2	5.903	1.244	892		8.039		8.039	22.100	241	76	317	21	1	9	10	5.233	1.800	7.033 *
		Braunschweig																				
	14	Harz + Heide - Reg. Consumer Exh.	9	1	9.859	301	3.178	114	13.452	4.550	18.002	30.300	385	19	404	9						76.977 *
		Bremen																				
	15	Bremen Classic Motorshow		1	9.876	1.032			10.908	7.231		32.100	333	37	370	9				29.003	1.399	30.402 *
	16	CARAVAN		1	9.429				9.429		9.429	14.600	63		63	1						13.199
- 1	17	bike.market.future		1	2.097	166	4.425		2.263	1.900	4.163	11.000	128	10	138	6				70.400	111	10.033 *
	18	hafa Bremen - Reg. Consumer Exh. Coburg	9	1	12.250	591	1.125		13.966	7.680	21.646	39.200	602	14	616	9				70.180	141	70.321 *
	19	Oberfranken-Ausstellung - Reg. Consumer Exh.	9	2	4.416	502	1.864	54	6.836	2.040	8.876	13.800	242	10	252	5	2		2			41.632
		Darmstadt																				
		Hessenschau - Living, Housing, Leisure		1	4.461	267	2.311		7.039	2.370	9.409		271	6	277	5						40.020
	21	Travel, Caravan and Gardening Exhibition	3	1	1.793	153	114		2.060	510	2.570	4.400	100	9	109	7						9.635
		Dortmund																				
ı	22	Boulevard.DORTMUNDER HERBST	9	1	16.050	592			16.642	3.213	19.855	45.800	628	25	653	12				112.632	908	113.540 *
	23	CREATIVA - Exhibition for creative design	5	1	6.911	733			7.644	2.012	9.656	25.400	388	37	425	7						80.099 *

	EKNA				Exhib	ition S	pace Figu	ires	(sq.m.))			Exhib	itor fig	ures					Visito	r figur	es
	FRIVI		n (Days)	(Years)	Rented S	pace							Exhibitor	S			Addition represer	nally nted firms		Entries (Explanat	ions see p	. 9)
No	o. For the complete titles	see pp. 117	Duration (Days)	Interval (Years)	Hal Domestic		Open Air Domestic For		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
2	24 DKM - Finance and Insura	ance Industry	3	1	6.783	244			7.027		7.027	18.100	317	14	331	7				7.941	111	8.052
2	25 ELEKTROTECHNIK	·	4	2	16.561	264			16.825	1.456	18.281	43.500	418	13	431	9	20	6	26	26.931	217	27.148
2	26 FAHOBA.kreativ		3	1	2.011	112			2.123	36	2.159	5.350	40	5	45	5						1.742
2	27 HairPower		2	1	770	52			822	1.390	2.212	7.550	35	3	38	3						6.332
2	28 HobbyTronic		5	1	2.101	24			2.125	790	2.915	6.900	88	2	90	3						50.449
2	29 INTERMODELLBAU		5	1	7.777	680			8.457	11.293	19.750	46.300	367	30	397	11				86.917	16.187	103.104
3	30 Inter-tabac		3	1	6.211	829			7.040	220	7.260	16.100	128	63	191	21	2	1	3	4.051	766	4.817
3	31 JAGD & HUND - Hunting	and Fishing	6	1	8.565	1.626			10.191	2.164	12.355	35.300	352	111	463	25				58.979	5.762	64.741
3	32 West German Minerals D	ays	2	1	960	140			1.100	189	1.289	6.050	170	26	196	15						6.227
	Dresden																					
3	33 auto mobil		3	1	5.278		155		5.433	3.496	8.929	20.000	119		119	1						27.000
3	34 Dresdner Ostern - Garden	, Pet and Handicraft	4	1	4.323	192	248		4.763	4.090	8.853	16.200	304	7	311	6						50.196
3	35 Travel Market		3	1	3.660	1.395	78		5.133	1.168	6.301	15.700	352	120	472	30	15	7	22	29.574	89	29.663
3	Hunting, Fishing, Riding		3	1	1.790	115	95		2.000	5.323	7.323	16.900	143	8	151	6						16.216
	Düsseldorf																					
3	37 A + A - Safety + Health a	at Work	4	2	28.487	21.253	75		49.815	1.190	51.005	96.900	594	786	1.380	57				44.911	9.527	54.438
3	BEAUTY INTERNATIONA	\L	3	1	20.967	2.530			23.497	2.468	25.965	58.000	487	98	585	21				49.945	3.529	53.474
3	39 boot		9	1	56.748	46.655	160	50	103.613	11.844	115.457	234.000	1.034	641	1.675	55				233.963	47.243	281.206
4	10 CARAVAN SALON		10	1	65.967	16.160	1.358	90	83.575	2.624	86.199	134.600	408	124	532	22				141.898	22.908	164.806
4	41 DIMA - Dialog Marketing	1	3	1	2.064	148			2.212	4.300	6.512	13.900	117	8	125	9						3.340
4	42 EuroShop		5	3	42.167	52.562	114		94.843	2.656	97.499	197.000	752	900	1.652	48				39.569	51.394	90.963
4	43 GDS - The Premier Shoe E	Event - Spring	4	1	20.241	49.881			70.122	8.791	78.913	186.100	244	1.266	1.510	48				17.860	20.140	38.000
4	14 GDS - The Premier Shoe E	Event - Autumn	4	1	18.877	46.301			65.178	9.540	74.718	145.400	245	1.162	1.407	48				14.421	20.329	34.750
4	45 INTERGEO		3	1	9.643	1.313	257		11.213	103	11.316	25.000	226	65	291	24	218	41	259	13.651	1.932	15.583
4	16 interpack		7	3	72.363	90.922	60	60	163.405	794	164.199	238.300	910	1.744	2.654	57				79.811	97.153	176.964
4	47 MEDICA / ComPaMed		4	1	61.281	58.005	125		119.411	2.150	121.561	256.400	1.537	2.955	4.492	65				81.801	56.143	137.944
4	18 ProWein - Wines and Spir	rits		1	16.644	18.558			35.202	1.444	36.646	73.100	768	2.005	2.773	38	256		256	23.039	5.474	28.513
4	PSI Messe - Advertising S	Specialties	3	1	18.000	13.044			31.044	244	31.288	52.600	426	357	783	30				6.092	9.540	15.632
	50 REHACare International		4	1	23.896	7.876			31.772		31.772	70.500	571	291	862	30				43.122	6.387	49.509
	51 TourNatur			1	2.655	566			3.221	1.739	4.960	13.200	173	38	211	13				33.342	750	34.092
5	52 VisCom		3	2	4.743	4.746			9.489	423	9.912	20.900	151	149	300	28				6.090	2.487	8.577
	Erfurt																					
	53 House building, Living an	•		1	2.553	44	74		2.671	104	2.775	6.300	151	2	153	2						5.163
	54 International Pedigree Do	-		1	865	35	224	6	1.130	10.525	11.655	14.700	62	4	66	3						17.232
	55 naro.tech - Exh. for Renev			2	484	31	10		525	756	1.281	2.900	50	9	59	4						4.020
	66 Reisen & Caravan - Trave			1	5.709	433	200	1.0	6.142	895	7.037	14.000	194	43	237	12	9	2	11			33.198
5	Riding - Hunting - Fishing		3	1	3.334	215	300	16	3.865	2.651	6.516	14.900	158	15	173	8						23.469

⁺ Events with changing venues

		EKNA	_		Exhib	ition S	pace Figure	s (sq.m.)			Exhibi	itor fig	ures					Visito	r figur	es
		FKM	n (Days,	(Years)	Rented S	pace						Exhibitors	S			Additiona represent	lly ed firms		Entries (Explanat	ions see p	. 9)
	No.	For the complete titles see pp. 117	Duration (Days)	Interval (Years)	Hal Domestic		Open Air Domestic Foreig	n Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
	58	Thüringen-Ausstellung - Reg. Consumer Exh.	9	1	9.434	585	146	10.165	3.026	13.191	22.300	534	20	554	8						57.821
		Essen																			
	59	DailyFood-Business	3	1	6.648	83		6.731	476	7.207	15.200	269	5	274	5				5.179	95	5.274
•	60	EQUITANA	9	2	25.238	8.434		33.672	10.435	44.107	106.100	614	260	874	29				178.745	14.493	193.238
	61	E-world energy & water	3	1	7.884	1.524		9.408	100	9.508	25.200	305	73	378	16				6.880	1.065	7.945
	62	FIBO	4	1	20.038	8.306		28.344	234	28.578	65.500	220	119	339	28				38.762	4.938	43.700
	63	HAUS + GARTEN - Spring and Leisure Fair	5	2	6.194	360		6.554	5.681	12.235	29.800	245	16	261	9				50.405	202	50.607
	64	IFLO - Decorazione	2	1	2.032	349		2.381	2.488	4.869	13.900	84	8	92	5	18	2	20	7.158	1.051	8.209
	65	IPM - International Trade Fair for Plants	4	1	25.598	17.977		43.575	1.041	44.616	95.700	711	620	1.331	38				40.714	11.551	52.265
	66	METPACK	5	3	3.356	6.125		9.481		9.481	21.500	47	160	207	23				2.369	4.361	6.730
	67	MODE-HEIM-HANDWERK	9	1	14.635	1.228		15.863	9.080	24.943	65.000	617	50	667	19				170.445	857	171.302
	68	REISE / CAMPING - Travel & Tourism	5	1	27.764	1.951		29.715	782	30.497	83.000	501	184	685	33				101.674	1.548	103.222
	69	SCHWEISSEN & SCHNEIDEN	6	4	27.054	19.230		46.284	976	47.260	88.900	443	567	1.010	45				31.415	26.334	57.749
		Frankfurt/Main																			
•	70	Ambiente	5	1	85.009	108.728		193.737	2.420	196.157	319.700	1.504	3.161	4.665	90				88.432	52.912	141.344
		Art Frankfurt		1	5.550	1.283		6.833	539		17.900	116	30	146	11						6.020
•	72	Beautyworld		1	6.503	4.853		11.356			24.100	155	289	444	33				8.680	3.113	11.793
•	73	Christmasworld		1	23.593	25.494		49.087	1.693	50.780	89.400	315	759	1.074	39				18.661	9.829	28.490
		FACILITY MANAGEMENT		1	1.942	44		1.986	116	2.102	4.200	128	8	136	4	3	1	4	3.307	115	3.422
•	75	Heimtextil		1	38.920	108.351		147.271	4.720	151.991		532	2.392	2.924	71				38.483	51.852	90.335
•	76	ISH		2	98.818	58.647	174 72		2.414	160.125		1.072	1.275	2.347	57				150.098	42.089	192.187
		Marketing Services		2	9.102	794		9.896	1.879		20.000	527	45	572	18						9.146
•	78	Musikmesse		1	19.786	27.783	250	47.819	5.065		109.400	514	1.001	1.515	50				50.308	19.082	69.390
•	79	Paperworld		1	37.245	56.168		93.413	2.206		161.400	615	2.093	2.708	69				36.268	27.810	64.078
•	80	ProLight + Sound		1	11.272	14.491	37 30		438	26.268		293	440	733	37				14.945	6.968	21.913
•	81	Techtextil	3	2	9.788	14.955		24.743	443	25.186	49.700	368	706	1.074	47				10.608	9.036	19.644
•	82	Tendence Lifestyle		1	64.028	52.219		116.247	2.202	118.449		1.449	1.970	3.419	84				60.766	24.236	85.002
		Freiburg																			
	83	Baden Messe / ecotrend incl. Schalten und Walten	9	3	10.122	543	5.944 130	16.739	1.219	17.958	36.300	505	28	533	5						78.085
	84	CFT - Camping, Leisure, Tourism	9	1	11.152	379	3.247	14.778	790	15.568	28.100	252	25	277	8	13		13			50.827
	85	Intersolar	3	1	8.222	2.109	339 9	10.679		10.679	17.950	270	102	372	23						19.580
	86	Kulturbörse - Stage Production and Music	4	1	1.787	127		1.914	4.500	6.414	12.000	308	27	335	22						2.376
	87	Plaza Culinaria	3	1	3.496	505		4.001	20	4.021	9.400	211	29	240	7						20.488
		Friedrichshafen																			
•	88	AERO	4	2	14.407	7.606	5.367 2.278	29.658	4.303	33.961	80 500	325	195	520	24	65	150	215			45.562
	-00	1,51,5	Ċ	-	11.107	7.000	3.30, 2.270	25.030	1.505	33.301	30.300	323	133	320		03	130	2.5			13.302

				Exhib	ition S	pace Fi	gures	(sq.m.)			Exhibi	itor fig	ures					Visito	r figur	es
	FKM	Duration (Days)	Interval (Years)	Rented S	pace							Exhibitor	s			Addition represen	ally nted firms		Entries (Explanat	ions see p	. 9)
No.	For the complete titles see pp. 117	Duratio	Interval	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
89	EUROBIKE	4	1	17.026	20.207	1.126	611	38.970	4.538	43.508	75.500	264	542	806	38	5	66	71	28.748	15.479	44.227
90	European OutDoor Trade Fair	4	1	10.480	16.486	74	222	27.262	16.113	43.375	69.800	187	461	648	34	5	86	91	7.367	7.791	15.158
91	goFinance	2	1	868	257			1.125	222	1.347	6.800	58	14	72	5				774	129	903
92	HAM RADIO / HAMtronic	3	1	2.139	496			2.635	2.984	5.619	29.000	102	28	130	14						16.683
93	IBO	9	1	9.723	1.033	550	34	11.340	10.427	21.767	56.400	358	45	403	11				76.751	146	76.897
94	INTERBOOT	9	1	19.511	10.004	2.994	1.124	33.633	1.945	35.578	69.500	401	126	527	17	14	96	110	75.807	21.009	96.816
95	TUNING WORLD BODENSEE	4	1	12.627	831	551	67	14.076	17.039	31.115	67.000	206	17	223	5		2	2	86.260	12.549	98.809
	Gelnhausen																				
96	ÖKO-TRENDS - Ecological Trends	3	1	679		622		1.301	2.435	3.736	6.500	82		82	1				3.638	37	3.675
	Hamburg																				
97	DU UND DEINE WELT - Reg. Consumer Exh.	10	1	21.117	2.845	1.060	62	25.084	9.785	34.869	66.900	805	102	907	38	1	1	2	145.003	436	145.439
98	hanseboot		1	22.519	13.059	2.874	1.992	40.444	2.981	43.425	83.400	710	180	890	28				113.546	6.355	119.901
99	INTERNORGA		1	39.930	5.492	1.218	24	46.664	1.337	48.001	77.300	790	136	926	23	2		2	102.925	2.965	105.890
100	REISEN HAMBURG Tourism & Caravaning		1	20.789	4.068	125		24.982	5.297	30.279	61.700	749	328	1.077	76	7	23	30	94.902	573	95.475
101	shk Hamburg	_	2	16.192	1.574	42		17.808	3.704	21.512	42.100	344	59	403	17	5	3	8	37.055	564	37.619
102	USSIFA - Watches, Jewels, Pearls		1	2.514	84			2.598	75	2.673	3.800	97	3	100	4						2.935
400	Hannover		_	20.652	4 204	240		40.044	40.007	F4 4F4	02.500	700			45						100 170
103	ABF		1	38.653	1.381	210	4.465	40.244	10.907	51.151	92.500	708	57	765	15	22	67		242.752	45.074	129.476
104	AGRITECHNICA		2	94.735	32.462	2.324	1.165	130.686	2.628	133.314		1.019	494	1.513	34	32	67	99	213.752	45.971	259.723
105	BIOTECHNICA		2	9.426	3.142	46.570		12.568	7.025	12.568	29.600	581	268	849	30				9.105	2.938	12.043
106	CeBIT		1	204.084	86.232	16.572	820	307.708	7.835		404.800	2.966	3.280	6.246	69				345.606	128.476	474.082
107	CeMAT		3	41.535	23.175	5.406	2.184	72.300	2.656		126.200	561	404	965	34				31.671	16.756	48.427
108	DOMOTEX		1	26.461	63.681			90.142	6.238		163.900	268	976	1.244	57				19.296	24.559	43.855
109	EMO		2	68.715	92.932			161.647	392	162.039		849	1.167	2.016	39				104.195	55.859	160.054
110	HANNOVER MESSE		1	135.053	66.980	1.308		203.341	6.788	210.129		3.166	2.967	6.133	65				147.638	60.596	208.234
111	Hannover Messe ComVac		2	5.855	3.908	53		9.816	315	10.131	20.800	55	103	158	21				22.328	11.198	33.526
112	Hannover Messe Digital Factory		1	3.926	157			4.083	220	4.303	8.100	201	21	222	14				26.146	9.670	35.816
113	Hannover Messe Energy		1	19.531	8.916	1.174		29.621		29.621	56.800	349	397	746	42				55.492	23.220	78.712
114	Hannover Messe Factory Automation		1	37.689	5.541	60		43.290	2.575	45.865	70.800	643	271	914	32				67.102	29.727	96.829
	Hannover Messe Industrial Services & Equipment		1	1.676	216			1.892	150	2.042	3.900	37	13	50	8				20.868	10.992	31.860
	Hannover Messe INTERKAMA+	_	1	7.238	1.748			8.986	385		14.500	152	67	219	23				62.285	23.507	85.792
	Hannover Messe MDA - Motion, Drive & Automation	5		24.855	25.066	6		49.927	360	50.287		392	838	1.230	37				60.656	28.676	89.332
	Hannover Messe Micro Technology		1	2.206	361			2.567		2.567	4.700	89	51	140	10				24.019	9.715	33.734
	Hannover Messe Research & Technology		1	5.921	1.172			7.093			15.500	309	91	400	20				35.750	12.560	48.310
	Hannover Messe Subcontracting	_	1	15.438	10.974			26.412	210		48.900	629	849	1.478	52				39.818	16.822	56.640
	Hannover Messe Surface Technology / Powder Coating		2	8.605	1.390	15		10.010	314		20.800	261	75	336	21				32.720	13.300	46.020
122	IKK - Refrigeration, Air Condition, Ventilation	3	1	8.592	11.984			20.576	787	21.363	45.000	201	409	610	41				7.381	6.288	13.669

⁺ Events with changing venues

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

^{*} Visitors Profil Analyses see page 28 ff.

		FKM 🗸	(:	•	Exhib	ition S	pace Fi	gures	(sq.m.))			Exhibi	tor fig	ures					Visito	r figur	es
		FRIVI	n (Days	(Years)	Rented S	pace							Exhibitors	i			Additional represente			Entries (Explanat	ions see p	. 9)
1	No.	For the complete titles see pp. 117	Duration (Days)	Interval (Years)	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic F	oreign	Total	Domestic	Foreign	Total
1	123	Infa - Information and Sales Exhibition	9	1	29.056	2.535	441		32.032	9.783	41.815	94.700	1.161	82	1.243	28						219.455
_	124	INTERSCHUTZ - DER ROTE HAHN / INTERPOLICE	6		28.923	17.292	14.663	7.704	68.582	23.368		156.200	656	559	1.215	45				107.232	29.369	136.601
1	125	LIGNA+	5	2	53.682	64.994	6.488	3.919	129.083	10.818	139.901	236.500	844	956	1.800	44				55.298	41.377	96.675
1	126	Pferd & Jagd - Equestrian Sport, Hunting, Fishing	4	1	15.238	1.297	20		16.555	5.223	21.778	70.000	571	62	633	18				68.349	690	69.039
		Heidenheim																				
1	127	KONTAKTA	5	2	3.688	15	1.136		4.839	1.287	6.126	18.000	301	1	302	2	22		22			41.003
		Hof																				
1	128	Oberfranken-Ausstellung - Reg. Consumer Exh.	9	2	6.321	274	2.647	50	9.292	1.682	10.974	17.800	283	9	292	4	11		11			40.113
		Hofheim - Wallau																				
1	129	InNaTex - Natural and organic textiles (Jan.)	3	1	3.397	676			4.073	400	4.473	7.000	164	48	212	21	2	5	7	1.010	139	1.149
1	130	InNaTex - Natural and organic textiles (Aug.)	3	1	3.446	561			4.007	400	4.407	7.000	157	40	197	18				982	130	1.112
		Husum																				
1	131	Husum Wind	5	2	8.435	2.636	566	56	11.693		11.693	22.000	375	150	525	26				11.448	3.695	15.143
		Idar-Oberstein																				
1	132	INTERGEM	4	1	1.500	183			1.683	337	2.020	3.950	117	14	131	11				2.301	497	2.798
		Ingolstadt																				
1	133	miba - Reg. Consumer Exhibition	9	2	9.133		2.746		11.879	4.109	15.988	25.100	464		464	1						75.536
		Karlsruhe																				
_1	134	HOGAKA	4	2	5.778	485			6.263	1.505	7.768	17.500	196	16	212	5	1		1	15.437	251	15.688
1	135	hortec	3		4.237	245			4.482	784	5.266	12.500	185	21	206	9				7.028	772	7.800
_		Interpart	3		2.872	893			3.765		3.765	14.800	240	88	328	13		3	3	3.274	246	3.520
_		Inventa	4		5.328	234			5.562	80	5.642	12.500	199	8	207	3	17		17	45.442	320	45.762
		Karlsruher Hochzeitstage - Wedding Days	2		1.149	9	80		1.238	174	1.412	7.700	129	1	130	2						4.700
		LEARNTEC	4		4.698	653			5.351	598	5.949	17.000	152	27	179	11	79	8	87	6.499	803	7.302
		Offerta		1	23.790	1.325	4		25.115	3.078	28.193	55.000	729	40	769	9	97	1	98	130.599	1.586	132.185
1	141	RESALE	3	1	5.339	2.880	1.200	400	9.819		9.819	21.500	318	210	528	27				3.373	6.712	10.085
		Kempten																				
1	142	Allgäuer Festwoche - Rural Tradition Exh.	9	1	5.364	376	8.338		14.078	806	14.884	26.500	378	17	395	4						94.639
		Köln																				
1	143	Anuga	5	2	39.958	101.171			141.129	4.165	145.294	286.000	934	4.996	5.930	109	119	245	364	75.505	83.312	158.817

⁺ Events with changing venues

		EKNA		_	Exhib	ition S	pace Figures	(sq.m.))			Exhib	itor fig	ures					Visito	r figur	es
		FKM /	n (Days)	(Years)	Rented S	pace						Exhibitor	s			Additior represer	nally nted firms		Entries (Explanati	ons see p	. 9)
	No.	For the complete titles see pp. 117	Duration (Days)	Interval (Years)	Hal Domestic		Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
+	144	EXPOPHARM	4	1	18.478	829		19.307	488	19.795	40.000	374	49	423	18	1	2	3	24.733	3.057	27.790
	145	FARBE - Paint, Decorating, Building Protection	4	3	18.655	3.908		22.563	720	23.283	52.000	301	98	399	27	9	3	12	42.359	11.846	54.205
•	146	FSB - Amenity Areas, Sports and Pool Facilities	3	2	6.639	10.006		16.645	1.596	18.241	48.000	176	238	414	38	17	45	62	5.413	7.491	12.904
	147	handarbeit & hobby - Creative Textile Handicraft	3	1	4.744	2.279		7.023	490	7.513	16.900	89	93	182	22	4	2	6	6.633	1.981	8.614
•	148	IDS - International Dental Show	5	2	29.199	20.254		49.453	630	50.083	107.000	556	874	1.430	48	48	64	112	56.349	21.084	77.433
•	149	IFMA Cologne	4	1	16.278	7.764		24.042	6.233	30.275	70.000	258	281	539	36	102	65	167	42.719	4.793	47.512
•	150	imm cologne - The international Furniture Fair	7	1	78.611	86.623		165.234	5.482	170.716	285.000	436	824	1.260	50	24	28	52	89.143	35.783	124.926
•	151	interzum	5	2	21.749	38.563		60.312	3.773	64.085	162.100	289	891	1.180	60	53	67	120	11.642	37.503	49.145
•	152	ISM - International Sweets and Biscuits Fair	4	1	17.434	37.672		55.106	598	55.704	110.000	251	1.224	1.475	69	30	105	135	13.696	21.229	34.925
•	153	Kind + Jugend - Baby to Teenager Fair	3	1	11.993	19.511		31.504	144	31.648	55.700	142	384	526	39	9	26	35	3.637	8.765	12.402
	154	Philatelia und MünzExpo - Stamps, Coins and Accessories	3	2	1.715	340		2.055	1.210	3.265	8.000	126	81	207	36						5.257
	155	REISEMARKT KÖLN INTERNATIONAL	3	1	4.142	2.617		6.759	721	7.480	35.000	402	154	556	44	111	241	352			18.578
	156	SOLARIA	3	2	6.036	3.190		9.226	115	9.341	22.500	71	61	132	17	13	10	23	5.459	2.210	7.669
•	157	spoga	3	1	22.829	57.959		80.788	2.359	83.147	163.000	297	1.182	1.479	61	8	44	52	10.388	15.471	25.859
	158	Cologne Fine Art	5	1	6.259	464		6.723	901	7.624	31.300	181	16	197	9						28.045
	159	Landshut Niederbayern-Schau - Reg. Consumer Exh.	10	2	13.877	712	7.023 155	21.767	6.086	27.853	42.800	615	23	638	8	48	3	51			106.872
		Leipzig																			
•	160	AUTO MOBIL INTERNATIONAL / AMITEC	9	1	31.483	28.395		59.878	21.471	81.349	118.800	370	65	435	21	6		6	256.403	13.495	269.898
	161	CADEAUX - March	3	1	10.704	610		11.314	947	12.261	30.800	402	25	427	11	3		3			9.130
	162	CADEAUX - September / Comfortex	3	1	14.707	647		15.354	1.334	16.688	46.200	536	40	576	15	4		4	11.821	180	12.001
+	163	DACH + WAND	4	1	6.537	751	911	8.199	1.391	9.590	20.700	156	33	189	17				8.329	724	9.053
	164	enertec	4	1	3.027	135		3.162	779	3.941	11.900	202	16	218	8	10		10	10.665	330	10.995
	165	Fachdental Leipzig	2	1	3.905	192		4.097	154	4.251	10.000	181	21	202	12	4	18	22			5.314
	166	FleiFa - Exhibition for the Butchery Trade	3	2	2.899	57		2.956	750	3.706	8.400	109	4	113	5	3	1	4	4.197	86	4.283
	167	GC - Games Convention	5	1	24.735	1.129		25.864	14.601	40.465	80.000	228	51	279	15	8	2	10	132.683	3.961	136.584
	168	GÄSTE - Restaurant, hotel and catering business	4	2	8.825	266		9.091	1.002	10.093	23.000	310	23	333	7	5		5	18.787	1.114	19.901
	169	Home - Garden - Leisure / Handicrafts Fair	9	1	23.625	1.836		25.461	5.420	30.881	68.300	998	61	1.059	22	38	14	52			169.064
	170	Leipzig Book Fair	4	1	9.920	1.240		11.160	9.706	20.866	54.700	1.476	413	1.889	28	5		5	107.345	3.320	110.665
	171	MIDORA	3	1	3.218	238		3.456	256	3.712	10.300	135	48	183	26				2.670	55	2.725
	172	models - hobbies - games	4	1	9.485	508		9.993	19.846	29.839	65.100	435	33	468	13	3		3	105.282	1.495	106.777
		Pflegemesse - Hospital and Home Care		2	4.950	102		5.052	871		16.800	247	7	254	5	28		28	14.596	59	14.655
		Sachsenback - Bakery and confectionery	3	1	7.868	291		8.159	1.703	9.862	20.000	209	11	220	5	12	1	13	12.863	263	13.126
•		TerraTec		2	4.557	193		4.750	1.009		20.200	289	49	338	16	3		3	12.080	503	12.583
		therapie - Exhibition for Therapists	_	2	1.877	136		2.013	701	2.714	5.100	114	6	120	7	2		2	7.023	71	7.094
		Touristik & Caravaning		1	22.033	3.381		25.414	4.921		56.000	857	289	1.146	44	77	16	93	77.358	545	77.903
		Z - Subcontracting Fair	3		3.904	1.330		5.234	500		14.000	320	143	463	24				4.092	430	4.522

⁺ Events with changing venues

		EKNA	_		Exhibi	ition S	pace Fi	gures	(sq.m.)			Exhibi	itor fig	ures					Visito	r figur	es
		FKM	n (Days	(Years)	Rented S _I	pace							Exhibitor	S			Addition represen	ally ited firms		Entries (Explanat	ions see p	. 9)
	No.	For the complete titles see pp. 117	Duration (Days)	Interval (Years)	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
	470	Lörrach	10		0.447	554	2.254	7.0	42.420	2.552	45.604	22.000	403	45			16		46	62.065	44.005	74750 *
	1/9	REGIO - Reg. Consumer Exhibition	10	1	8.147	554	3.351	76	12.128	3.553	15.681	23.000	492	45	537	8	16		16	62.865	11.885	74.750 *
		Magdeburg																				
	180	LBA - Reg. Building Trade Exhibition	3	1	1.606		183		1.789	470	2.259	7.750	99		99	1						5.002
	181	LEBEN - Reg. Consumer Exhibition	4	1	2.492				2.492		2.492	7.800	138		138	1						12.256 *
	182	MAGDEBOOT	4	1	2.706	40			2.746	600	3.346	7.800	103	2	105	2	19		19			13.792 *
		Mainz																				
	183	Rheinland-Pfalz-Ausstellung - Reg. Consumer Exh.	9	1	13.019	737	4.095	61	17.912	3.768	21.680	80.100	580	22	602	15						81.287 *
		Mannheim																				
	184	MANNHEIMER MAIMARKT	11	1	34.639	3.038	33.113	219	71.009	4.441	75.450	180.800	1.353	82	1.435	20						379.598 *
		München																				
	185	acqua alta	3	1	1.374	348	416	24	2.162		2.162	5.800	52	19	71	11				4.877	603	5.480 *
•	186	BAU	6	2	85.248	20.455			105.703	2.299	108.002	175.000	1.264	469	1.733	36	10	4	14	160.327	30.538	190.865 *
•	187	C-B-R	5	1	26.009	6.629			32.638	2.489	35.127	70.000	704	491	1.195	67	28	6	34	120.525	3.728	124.253 *
•	188	drinktec		4	49.355	39.477	1.300	150	90.282	4.806		138.600	685	754	1.439	60	3	2	5	32.652	33.985	66.637 *
	189	EXPO REAL		1	19.304	4.725			24.029	1.214	25.243	42.000	1.107	293	1.400	35	6	2	8	21.867	6.657	28.524 *
	190	FAIRWAY		2	2.305	245			2.550	25	2.575	5.800	93	20	113	8		1	1	1.895	653	2.548
	191	Garten München		1	5.917	554			6.471	2.136	8.607	20.000	157	22	179	7		1		2 275	2.700	18.954 *1
		GOLF EUROPE HEIM + HANDWERK / Model Railway Exh.		1	4.034 32.945	6.160 5.539			10.194 38.484	4.256 6.881	14.450 45.365	27.500 85.400	1.002	199 197	314 1.199	25 24	105	10	115	3.275	2.786	6.061 157.726 *
		I. H. M.		1	39.537	7.363			46.900	6.373		103.300	1.190	359	1.549	33	42	32	74	158.027	3.225	161.252 *1
•	195	IFAT		3	69.707	19.679	10.416	3.195	102.997	1.196	104.193		1.572	650	2.222	38	12			74.787	34.179	108.966 *
•	196	inhorgenta Europe		1	23.401	6.822			30.223	757	30.980	64.500	779	422	1.201	37				20.559	8.307	28.866 *
•	197	ispo - Summer	3	1	11.632	18.352			29.984	14.589	44.573	92.000	204	711	915	44				11.196	9.526	20.722
•	198	ispo - Winter	4	1	25.656	58.239			83.895	5.474	89.369	160.300	287	1.313	1.600	44				22.127	32.306	54.433 *
	199	Jagen und Fischen, Sportschützen	5	1	6.415	1.132			7.547	5.022	12.569	30.300	243	78	321	18	1		1	40.522	3.524	44.046 *
•	200	LASER	6	2	11.432	5.069			16.501	812	17.313	33.000	457	491	948	33	5	52	57	14.219	9.091	23.310 *
•		Productronica		2	37.968	16.293			54.261	1.819		110.000	906	554	1.460	31	8	40	48	25.384	17.729	43.113 *
		SYSTEMS	5	1	22.277	1.533			23.810	1.576	25.386		1.054	188	1.242	23	8	1	9	55.008	3.511	58.519 *
•	203	transport logistic	4	2	26.675	11.639	4.329	1.275	43.918		43.918	76.100	796	537	1.333	51				29.710	10.773	40.483 *
		Münster																				
		Antiques Exhibition	5	1	1.480	98			1.578	100	1.678		63	4	67	3						6.432
		business online		1	1.827				1.827	639	2.466	5.400	88		88	1						1.542
	206	IPOMEX - Police meeting and exhibition	3	2	1.024	210			1.234	1.250	2.484	5.000	73	6	79	6	1	2	3	1.263	144	1.407

⁺ Events with changing venues

	EKM	·	_	Exhibi	ition S	pace Figures	(sq.m.)			Exhibi	tor fig	ures				Visito	r figur	es
	FRIVI	n (Days	(Years)	Rented S _I	oace						Exhibitors	5			Additionall represente		Entries (Explana	tions see p.	. 9)
No.	For the complete titles see pp. 117	Duration (Days)	Interval (Years)	Hal Domestic		Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Fo	oreign Total	Domestic	: Foreign	Total
	Nürnberg																		
207	Altenpflege+ProPflege - Nursing, Therapy + Care	3	1	23.926	1.166		25.092	616	25.708	50.200	649	42	691	15			39.871	814	40.685
208	Bio Fach	4	1	15.794	15.108		30.902	2.357	33.259	67.700	678	1.367	2.045	69			22.124	10.878	33.002
209	CONSUMENTA	9	1	30.479	2.080		32.559	16.098	48.657	84.800	831	66	897	11					178.570
210	e_procure & supply	3	1	2.988	120		3.108	135	3.243	7.000	182	9	191	5			3.419	257	3.676
211	ELTEC	3	2	9.407	109		9.516	440	9.956	18.600	234	11	245	6			12.113	375	12.488
212	embedded world	3	1	9.177	2.078		11.255		11.255	23.000	311	176	487	24			9.010	1.853	10.863
213	EUROPEAN COATINGS SHOW	3	2	12.568	9.630		22.198	42	22.240	44.000	293	394	687	36			8.690	11.196	19.886
214	FREIZEIT, GARTEN + TOURISTIK / Car-Show	9	1	27.898	1.721		29.619	6.726	36.345	64.900	501	123	624	14					143.249
215	HOGA - Gastronomy, Hotel and Catering	4	2	14.664	744		15.408	3.979	19.387	37.000	425	38	463	10					32.270
216	IMA - Amusement and Vending Machines	4	1	7.549	869		8.418	404	8.822	12.400	103	36	139	18			6.073	560	6.633
217	IWA & OutdoorClassics	4	1	10.302	16.909		27.211	728	27.939	48.380	267	735	1.002	47			11.792	15.847	27.639
218	POWTECH/TechnoPharm	3	1	18.247	4.584		22.831		22.831	49.400	713	233	946	25			10.029	3.903	13.932
219	SENSOR + TEST	3	1	7.629	2.323		9.952	4.478	14.430	27.000	478	227	705	29			6.424	2.174	8.598
220	SMT/PACKAGING/HYBRID	3	1	10.048	1.766		11.814	454	12.268	25.800	412	115	527	17	19	73 92	17.204	6.691	23.895
221	Spielwarenmesse - International Toy Fair	6	1	55.045	49.229		104.274		104.274	157.100	1.007	1.740	2.747	65	53	40 93	40.772	36.137	76.909
	SPS/IPC/DRIVES		1	39.242	3.756		42.998	377	43.375	73.000	968	192	1.160	31	16	38 54	31.166	3.487	34.653
	Stone+tec		2	18.573	20.885		39.458		39.458	72.000	344	714	1.058	49			27.795	12.487	40.282
	Offenbach																		
224	I.L.M. Summer Styles - Intl. Leather Goods Fair	4	1	8.973	2.364		11.337	700	12.037	18.000	151	76	227	16			4.483	1.154	5.637
225	I.L.M. Winter Styles - Intl. Leather Goods Fair	3	1	8.885	1.989		10.874	850	11.724	18.000	145	57	202	15			3.486	889	4.375
226	InterView	3	1	7.530	1.510		9.040	500	9.540	17.000	108	79	187	17			2.579	756	3.335
227	Werkstätten Messe - Sheltered workshop fair	4	1	2.862	92		2.954	500	3.454	6.750	135	7	142	5			6.726	78	6.804
	Offenburg																		
228	3	2	1	1.733			1.733	1.059	2.792	5.950	139		139	1			3.009	77	3.086
229	OBERRHEIN-MESSE - Consumer Exh.	10	1	10.583	796	11.643 117	23.139	3.293	26.432	58.800	542	33	575	7	26	4 30	85.262	7.013	92.275
	Papenburg																		
230		8	4	4.634		3.199	7.833	1.800	9.633	14.600	189		189	1	13	13			85.879
	Pforzheim																		
231		1	2	4.739		2.340	7.079	913	7 992	15.000	251	4	255	3	67	67			19.752
251				7.733		2.370	7.073	313	1.332	15.000	231	4	233	,	07	07			13.732
	Pirmasens																		
	Bau mit! - Build up!		2	1.870		165 50	2.085	214	2.299	4.900	101	1	102	2	2	2			2.995
233	plw - leather and more	2	1	1.808	222		2.030	1.250	3.280	6.500	65	72	137	11			331	71	402

⁺ Events with changing venues

		FKM 🗸	(;		Exhibi	tion S	pace Fi	gures	(sq.m.))			Exhibi	itor fig	ures					Visito	r figure	es
		FRIVI	n (Days	(Years)	Rented Sp	ace							Exhibitors	5			Additio represe	nally nted firms		Entries (Explanat	ions see p.	9)
N	lo.	For the complete titles see pp. 117	Duration (Days)	Interval (Years)	Hall Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domesti	c Foreign	Total	Domestic	Foreign	Total
		Rendsburg																				
2	34	Flora	2	1			2.817	10	2.827	560	3.387	6.000	101	1	102	2						5.030
2	35	NORLA + NORKOFA	4	1	4.128	45	24.087	1.132	29.392	16.650	46.042	71.300	349	7	356	3	49	18	67			50.727
		Rostock																				
2	36	AUTO Rostock	3	1	4.812		30		4.842	4.972	9.814	16.900	71		71	1						15.729
		Schwerin																				
2	37	NORD-HAUS - Regional Building Exhibition	3	1	338		4		342	250	592	1.150	27		27	1						1.552
		Stuttgart																				
2	38	Animal	2	1	2.439	156			2.595	18.419	21.014	36.000	130	9	139	8				24.792	767	25.559
2	39	Blickfang - Interior and Fashion Design	3	1	990	278			1.268	32	1.300	3.800	113	31	144	3						10.258
2	40	CAT PRO	4	1	1.332	622	36		1.990	825	2.815	8.000	101	15	116	9	9	3	12	3.600	111	3.711
• 2	41	CMT - Caravaning, motoring, tourism	9	1	32.003	2.210	85		34.298	1.564	35.862	56.600	910	382	1.292	35	76	42	118	159.085	1.607	160.692
+ 2	42	didacta - Education and Training	5	2	21.522	761			22.283	4.005	26.288	53.700	549	44	593	14	72	6	78	77.058	778	77.836
2	43	eltefa - Electrical Engineering and Electronics	3	2	15.604	207			15.811	1.156	16.967	44.500	333	12	345	10	41	9	50	19.578	198	19.776
2	44	FACHDENTAL SÜDWEST	2	1	3.893	216			4.109	359	4.468	10.700	173	19	192	11	1	18	19	7.324	74	7.398
_		Family & Home / Minerals & Fossils, Model Railways	9	1	13.563	1.403	102		15.068	7.194	22.262	53.100	559	79	638	21	5	1	6	64.935	656	65.591
2	46	GARTEN Indoor Outdoor Ambiente / Wellviva / Trade fair	4	1	7 420	201			7.040	7.252	15.071	20 500	E14	co	F02	25	17		47	20.000	202	20.202
2	17	for builders and modernizers / mineral and fossil exchange		1	7.438 3.969	381 81			7.819 4.050	7.252 1.016	15.071 5.066	38.500 16.200	514 136	68	582 142	25 6	17		17	38.909	393	39.302 68.606
_		hobby + elektronik Invest		1	2.448	589			3.037	574	3.611	10.700	105	32	137	8						10.083
	49	ISA / IWB / Coins / Weltantik / Minerals & Fossils		1	4.419	912			5.331	1.901	7.232	23.400	457	103	560	25				18.888	1.206	20.094
	50	Kreativ- & Bastelwelt		1	1.892	144			2.036	1.698	3.734	6.200	106	7	113	3				10.000	1.200	40.321
	51	LogiMat		1	5.687	542			6.229	957	7.186	16.200	257	27	284	8				4.222	2.934	7.156
_		Medizin	3	1	2.677	33			2.710	578	3.288	10.700	168	4	172	3	4		4	8.312	84	8.396
2	53	Modell Süd Bau & Bahn - Model Construction	4	1	2.490	61			2.551	6.819	9.370	23.700	120	4	124	4						56.296
2	54	Retro Classics	3	1	6.746	289			7.035	17.887	24.922	51.700	158	19	177	7				31.994	990	32.984
2	55	südback - Bakery and confectionery	4	1	14.176	1.153	72		15.401	2.084	17.485	34.700	328	47	375	13	4	5	9	25.203	1.609	26.812
2	56	Süddeutsche Spielmesse - Games, Toys	5	1	2.046	128			2.174	877	3.051	10.600	91	6	97	6	1		1			47.009
		SÜFFA - Exh. for the Butchers Trade	3	2	8.272	134	4		8.410	1.752	10.162	19.200	222	10	232	6	1	1	2	10.172	315	10.487
2	58	VISION	3	1	3.470	1.525			4.995	204	5.199	13.000	118	78	196	19	15	19	34	3.792	1.332	5.124
		Villingen-Schwenningen																				
2	59	Südwest Messe - Reg. Consumer Exh.	9	1	13.226	601	18.411	72	32.310	2.073	34.383	58.600	648	17	665	6	110	28	138			94.293
		Wächtersbach																				
2	60	Messe Wächtersbach - Reg. Consumer Exh.	9	1	6.425	342	6.206	30	13.003	4.449	17.452	28.100	401	15	416	9						58.232

⁺ Events with changing venues

	EKNA			Exhibi	tion S	pace Fi	gures	(sq.m.)			Exhib	itor fig	jures				Visito	r figur	es
	FRMV	n (Days)	(Years)	Rented Sp	oace							Exhibitor	rs			Additiona represent	ally red firms	Entries (Explanat	tions see p.	. 9)
No.	For the complete titles see pp. 117	Duration (Days)	Interval (Years)	Hall Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	: Foreign	Total	from countries	Domestic	Foreign Total	Domestic	Foreign	Total
	Wiesbaden																			
261	DeZooFa - German Pet Trade Fair	3	2	5.227	529			5.756	812	6.568	14.000	134	21	155	10					3.579
	Würzburg																			
262	Mainfranken-Messe - Reg. Consumer Exh.	9	2	12.115	663	5.237	130	18.145	3.581	21.726	38.100	548	14	562	6					126.39
	Hong Kong																			
263	electronicAsia	4	1	2.625	3.823			6.448		6.448	12.600	211	351	562	18			14.227	18.140	32.36
264	Electronics Fair (Autumn)	4	1	21.220	10.357			31.577		31.577	57.400	1.360	760	2.120	27			23.331	30.649	53.980
265	Electronics Fair (Spring)	4	1	13.970	9.623			23.593		23.593	44.300	911	995	1.906	15			23.157	23.993	47.15
266	Fashion Week (Fall/Winter)	4	1	9.953	6.804			16.757		16.757	30.500	567	520	1.087	16			13.309	12.092	25.40
267	Gifts and Premium Week		1	26.937	9.249			36.186		36.186	69.300	2.499	1.027	3.526	34			27.235	27.618	54.85
268	Houseware Fair		1	14.349	14.468			28.817		28.817	52.600	988	1.179	2.167	37			14.267	17.402	31.66
269	International Jewellery Show	_	1	18.068	8.090			26.158		26.158	49.600	931	616	1.547	40			12.269	14.484	26.75
270	International Lighting Fair		1	6.330	11.397			17.727		17.727		317	718	1.035	27			9.797	13.941	23.738
271	Optical Fair		1	4.979	7.500			12.479		12.479	25.700	199	378	577	20			2.905	5.900	8.805
	Summer Sourcing Show for Gifts, Houseware & Toys		1	8.507	5.259			13.766		13.766	26.800	777	482	1.259	21			18.784	9.846	28.630
273	Toys and Games Fair		1	17.276	10.755			28.031		28.031	53.400	1.086	813	1.899	35			14.768	15.206	29.974
274	Watch and Clock Fair	5	1	14.467	2.454			16.921		16.921	33.300	662	145	807	17			9.176	7.118	16.294
	Moscow																			
275	AnalyticaExpo	4	1	2.423	1.037	18		3.478		3.478	10.200	204	83	287	14			11.451	632	12.083
276	International Constuction Week	6	1	5.155	998	230		6.383		6.383	23.900	565	72	637	19			23.509	577	24.086
277	International Forum PCV Expo	4	1	4.090	2.190	67	32	6.379		6.379	13.100	289	100	389	22			12.433	732	13.165
278	Mashex	5	2	11.213	3.625	444	153	15.435		15.435	27.600	435	153	588	21			19.646	1.175	20.821
279	Polygraphinter	7	2	12.247	1.837			14.084		14.084	27.800	231	89	320	22			22.271	1.593	23.86
280	ROSUPACK / LUXPACK / ALUMPACK		1	12.108	6.613			18.721		18.721	27.800	521	209	730	34			22.261	1.944	24.20
281	Woodex / Lestekhprodukziya	5	1	4.234	4.520	341	124	9.219		9.219	18.100	188	132	320	20			10.169	563	10.732
	Verona																			
282	ABITARE IL TEMPO	5	1	26.569	4.778			31.347	22.380	53.727	140.700	531	128	659	25			41.718	9.015	50.733
283	BUS & BUS Business	5	2	16.194	5.258	1.130	643	23.225	12.000	35.225	51.300	142	16	158	9	14	39 53	13.822	747	14.569
	MARMOMACC	4	1	34.572	14.957	10.004	3.420	62.953	1.805	64.758	127.000	729	545	1.274	49	46	130 176	39.201	22.168	61.369
	SAMOTER	5	3	57.877	8.402	45.519	2.917	114.715	11.844	126.559	209.200	639	78	717	24	56	212 268	85.245	9.305	94.550
286	Vinitaly/SOL/Enolitech	5	1	75.659	1.676	350	80	77.765	6.655	84.420	150.600	3.482	122	3.604	25	862	123 985	109.057	29.653	138.710
	Zagreb																			
287	INTERGEO East	3	1	698	371			1.069	83	1.152	3.700	32	38	70	14					2.931

		FKM 🗸			Exhib	ition S	pace Figu	res (sq.m.))			Exhibi	itor fig	ures					Visito	r figur	es
		FRIVI	n (Days	l (Years	Rented S	pace							Exhibitors	5			Addition represer	ally nted firms		Entries (Explanat	ions see p	. 9)
	No.	For the complete titles see pp. 117	Duration (Days)	Interval (Years)	Hal Domestic		Open Air Domestic Fore	eign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
		A MULTI-INDUSTRY FAIRS A1 Investment and Consumer Good	s Fa	irs																		
	194	I. H. M., München	7	1	39.537	7.363			46.900	6.373	53.273	103.300	1.190	359	1.549	33	42	32	74	158.027	3.225	161.252
		A2 Investment Goods Fairs																				
•	110	HANNOVER MESSE, Hannover	5	1	135.053	66.980	1.308	:	203.341	6.788	210.129	358.100	3.166	2.967	6.133	65				147.638	60.596	208.234 *
		A3 Consumer Goods Fairs																				
•	70	Ambiente, Frankfurt/Main		1	85.009	108.728			193.737	2.420	196.157		1.504	3.161	4.665	90				88.432	52.912	141.344 *
•	82	Tendence Lifestyle, Frankfurt/Main	5	1	64.028	52.219			116.247	2.202	118.449	224.200	1.449	1.970	3.419	84				60.766	24.236	85.002 *
		B SPECIALIZED FAIRS AND EXHIBIT B1 Agriculture, Forestry, Fishery, Vi			, Horticul	ture, Lar	ndscaping, an	d thei	r equipi	ment												
•	8	FRUIT LOGISTICA, Berlin	3	1	7.764	20.687			28.451	335	28.786	48.500	229	1.144	1.373	64				9.406	19.537	28.943 *
	65	IPM - Intl. Trade Fair for Plants, Essen	4	1	25.598	17.977			43.575	1.041	44.616	95.700	711	620	1.331	38				40.714	11.551	52.265 *
•	104	AGRITECHNICA, Hannover	7	2	94.735	32.462	2.324 1.	165 '	130.686	2.628	133.314	210.000	1.019	494	1.513	34	32	67	99	213.752	45.971	259.723 *
	135	hortec, Karlsruhe	3	2	4.237	245			4.482	784	5.266	12.500	185	21	206	9				7.028	772	7.800 *
	235	NORLA + NORKOFA, Rendsburg	4	1	4.128	45	24.087 1.	132	29.392	16.650	46.042	71.300	349	7	356	3	49	18	67			50.727
		B2 Food, Drink and Tobacco, Restau	ıran	t and	l Hotel Tra	ade, Cat	ering, and the	eir equ	uipment	t												
•	10	International Green Week, Berlin	10	1	38.098	13.650			51.748	9.064	60.812	115.500	1.133	457	1.590	55				426.394	4.307	430.701 *
	30	Inter-tabac, Dortmund	3	1	6.211	829			7.040	220	7.260	16.100	128	63	191	21	2	1	3	4.051	766	4.817 *
	48	ProWein - Wines and Spirits, Düsseldorf	3	1	16.644	18.558			35.202	1.444	36.646	73.100	768	2.005	2.773	38	256		256	23.039	5.474	28.513 *
		DailyFood-Business, Essen	3	1	6.648	83			6.731	476	7.207	15.200	269	5	274	5				5.179	95	5.274 *
	87	Plaza Culinaria, Freiburg	3	1	3.496	505			4.001	20	4.021	9.400	211	29	240	7						20.488
•	99	INTERNORGA, Hamburg	6	1	39.930	5.492	1.218	24	46.664	1.337	48.001	77.300	790	136	926	23	2		2	102.925	2.965	105.890 *
	134	HOGAKA, Karlsruhe	4	2	5.778	485			6.263	1.505	7.768	17.500	196	16	212	5	1		1	15.437	251	15.688 *
•	143	Anuga, Köln	5	2	39.958	101.171			141.129	4.165	145.294		934	4.996	5.930	109	119	245	364	75.505	83.312	158.817 *
•		ISM - Intl. Sweets and Biscuits Fair, Köln		1	17.434	37.672			55.106	598	55.704		251	1.224	1.475	69	30	105	135	13.696	21.229	34.925 *
		FleiFa - Exh. for the Butchery Trade, Leipzig		2	2.899	57			2.956	750	3.706	8.400	109	4	113	5	3	1	4	4.197	86	4.283
		GÄSTE - Leipzig		2	8.825	266			9.091	1.002	10.093	23.000	310	23	333	7	5		5	18.787	1.114	19.901 *
		Sachsenback - Leipzig		1	7.868	291			8.159	1.703	9.862	20.000	209	11	220	5	12	1	13	12.863	263	13.126 *
•		drinktec, München		4	49.355	39.477	1.300	150	90.282	4.806		138.600	685	754	1.439	60	3	2	5	32.652	33.985	66.637 *
		HOGA - Gastronomy, Hotel and Catering, Nürnberg		2	14.664	744			15.408	3.979		37.000	425	38	463	10						32.270 *
		Badische Weinmesse - Offenburg		1	1.733				1.733	1.059	2.792	5.950	139		139	1				3.009	77	3.086 *
		südback - Bakery and confectionery, Stuttgart		1	14.176	1.153	72		15.401	2.084	17.485		328	47	375	13	4	5	9	25.203	1.609	26.812 *
	257	SÜFFA - Exh. for the Butchers Trade, Stuttgart	3	2	8.272	134	4		8.410	1.752	10.162	19.200	222	10	232	6	1	1	2	10.172	315	10.487 *

	EKNA			Exhib	ition S	pace Figures	(sq.m.)			Exhibi	tor fig	ures					Visito	r figur	es
	FKMV	n (Days)	(Years)	Rented S	pace						Exhibitors	5			Additiona represen	ally ted firms		Entries (Explanat	ons see p.	. 9)
No.	For the complete titles see pp. 117	Duration	Interval (Years)	Hal Domestic		Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
	B3 Textiles, Clothing, Shoes, Leathe	r Go	oods	, Jewelry,	and the	ir equipment														
43	GDS - Premier Shoe Event - Spring, Düsseldorf	4	1	20.241	49.881		70.122	8.791	78.913	186.100	244	1.266	1.510	48				17.860	20.140	38.00
49	GDS - Premier Shoe Event - Autumn, Düsseldorf	4	1	18.877	46.301		65.178	9.540	74.718	145.400	245	1.162	1.407	48				14.421	20.329	34.7
75	Heimtextil, Frankfurt/Main	5	1	38.920	108.351		147.271	4.720	151.991	268.100	532	2.392	2.924	71				38.483	51.852	90.3
81	Techtextil, Frankfurt/Main	3	2	9.788	14.955		24.743	443	25.186	49.700	368	706	1.074	47				10.608	9.036	19.6
102	USSIFA - Watches, Jewels, Pearls, Hamburg	3	1	2.514	84		2.598	75	2.673	3.800	97	3	100	4						2.9
129	InNaTex (Jan.), Hofheim - Wallau	3	1	3.397	676		4.073	400	4.473	7.000	164	48	212	21	2	5	7	1.010	139	1.14
130	InNaTex (Aug.), Hofheim - Wallau	3	1	3.446	561		4.007	400	4.407	7.000	157	40	197	18				982	130	1.1
132	INTERGEM, Idar-Oberstein	4	1	1.500	183		1.683	337	2.020	3.950	117	14	131	11				2.301	497	2.79
153	Kind + Jugend - Baby to Teenager Fair, Köln	3	1	11.993	19.511		31.504	144	31.648	55.700	142	384	526	39	9	26	35	3.637	8.765	12.40
171	MIDORA, Leipzig	3	1	3.218	238		3.456	256	3.712	10.300	135	48	183	26				2.670	55	2.7
196	inhorgenta Europe, München	4	1	23.401	6.822		30.223	757	30.980	64.500	779	422	1.201	37				20.559	8.307	28.8
224	I.L.M. Summer Styles - Leather Goods, Offenbach	4	1	8.973	2.364		11.337	700	12.037	18.000	151	76	227	16				4.483	1.154	5.6
225	I.L.M. Winter Styles - Leather Goods, Offenbach	3	1	8.885	1.989		10.874	850	11.724	18.000	145	57	202	15				3.486	889	4.3
226	InterView, Offenbach	3	1	7.530	1.510		9.040	500	9.540	17.000	108	79	187	17				2.579	756	3.3
233	plw - leather and more, Pirmasens	2	1	1.808	222		2.030	1.250	3.280	6.500	65	72	137	11				331	71	4
	B4 Building, Completion and Extens Interlift, Augsburg		2	6.435	8.237		14.672	150	14.822		154	264	418	37				7.322	7.034	14.3
53	House building, Living, Modernizing, Erfurt	3	1	2.553	44	74	2.671	104	2.775	6.300	151	2	153	2						5.1
74	FACILITY MANAGEMENT, Frankfurt/Main	3	1	1.942	44		1.986	116	2.102	4.200	128	8	136	4	3	1	4	3.307	115	3.4
76	ISH, Frankfurt/Main	5	2	98.818	58.647	174 72	157.711	2.414	160.125	253.400	1.072	1.275	2.347	57				150.098	42.089	192.1
101	shk Hamburg	4	2	16.192	1.574	42	17.808	3.704	21.512	42.100	344	59	403	17	5	3	8	37.055	564	37.6
122	IKK, Hannover	3	1	8.592	11.984		20.576	787	21.363	45.000	201	409	610	41				7.381	6.288	13.6
145	FARBE - Paint, Decorating, Building Protection, Köln	4	3	18.655	3.908		22.563	720	23.283	52.000	301	98	399	27	9	3	12	42.359	11.846	54.2
163	DACH + WAND, Leipzig	4	1	6.537	751	911	8.199	1.391	9.590	20.700	156	33	189	17				8.329	724	9.0
180	LBA - Reg. Building Trade Exh., Magdeburg	3	1	1.606		183	1.789	470	2.259	7.750	99		99	1						5.0
186	BAU, München	6	2	85.248	20.455		105.703	2.299	108.002	175.000	1.264	469	1.733	36	10	4	14	160.327	30.538	190.8
189	EXPO REAL, München	3	1	19.304	4.725		24.029	1.214	25.243	42.000	1.107	293	1.400	35	6	2	8	21.867	6.657	28.5
223	Stone+tec, Nürnberg	4	2	18.573	20.885		39.458		39.458	72.000	344	714	1.058	49				27.795	12.487	40.2
232	Bau mit! - Build up!, Pirmasens	3	2	1.870		165 50	2.085	214	2.299	4.900	101	1	102	2	2		2			2.9
237	NORD-HAUS - Reg. Building Exh., Schwerin	3	1	338		4	342	250	592	1.150	27		27	1						1.5
	B5 Furnishings, Household Appliance	24.	Ноп	seware a	nd their	equipment														
5	ZOW - Furniture Components, Bad Salzuflen		1	9.759	7.194	счанинене	16.953		16.052	28.000	272	275	547	28	3	16	19	10.294	7.313	17.6
	DOMOTEX, Hannover		1	26.461	63.681		90.142	6.238		163.900	268	976	1.244	57	J	10	13	19.296	24.559	43.8
	imm cologne, Köln		1	78.611	86.623		165.234	5.482	170.716		436	824	1.244	50	24	28	52	89.143	35.783	124.9
100								3.773		162.100	289	891	1.180	60	53			11.642	37.503	49.1
151	interzum Köln																			
	interzum, Köln Blickfang - Interior and Fashion Design, Stuttgart		1	21.749 990	38.563 278		60.312 1.268	3.773	1.300		113	31	1.100	3	33	67	120	11.042	37.303	10.2

⁺ Events with changing venues

		FKM 🗸	Exhibi	ition S	pace Fi	gures	(sq.m.))			Exhibi	itor fig	ures					Visito	r figur	es		
		FRIVI	n (Days	(Years)	Rented S _I	oace							Exhibitors	s			Addition represer	ally nted firms		Entries (Explanat	ons see p.	. 9)
	No.	For the complete titles see pp. 117	Duration (Days)	Interval (Years)	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
		B6 Health, Body Care, Protection at	Wo	rk, a	nd their e	quipmei	nt															
	27	HairPower, Dortmund	2	1	770	52			822	1.390	2.212	7.550	35	3	38	3						6.332
	37	A + A - Safety + Health at Work, Düsseldorf	4	2	28.487	21.253	75		49.815	1.190	51.005	96.900	594	786	1.380	57				44.911	9.527	54.438 *
	38	BEAUTY INTERNATIONAL, Düsseldorf	3	1	20.967	2.530			23.497	2.468	25.965	58.000	487	98	585	21				49.945	3.529	53.474 *
•	47	MEDICA / ComPaMed, Düsseldorf		1	61.281	58.005	125		119.411	2.150	121.561	256.400	1.537	2.955	4.492	65				81.801	56.143	137.944 *
•	50	REHACare International, Düsseldorf		2	23.896	7.876			31.772		31.772		571	291	862	30				43.122	6.387	49.509 *
•	72	Beautyworld, Frankfurt/Main	5	1	6.503	4.853			11.356		11.356	24.100	155	289	444	33				8.680	3.113	11.793 *
+	144	EXPOPHARM, Köln		1	18.478	829			19.307	488	19.795	40.000	374	49	423	18	1	2	3	24.733	3.057	27.790
•	148	IDS - International Dental Show, Köln		2	29.199	20.254			49.453	630		107.000	556	874	1.430	48	48	64	112	56.349	21.084	77.433 *
	156	SOLARIA, Köln		2	6.036	3.190			9.226	115	9.341	22.500	71	61	132	17	13	10	23	5.459	2.210	7.669 *
	165	Fachdental Leipzig		1	3.905	192			4.097	154	4.251	10.000	181	21	202	12	4	18	22			5.314 *
	173	Pflegemesse - Hospital and Home Care, Leipzig		2	4.950	102			5.052	871	5.923	16.800	247	7	254	5	28		28	14.596	59	14.655 *
	176	therapie - Exhibition for Therapists, Leipzig		2	1.877	136			2.013	701	2.714	5.100	114	6	120	7	2		2	7.023	71	7.094 *
+	207	Altenpflege+ProPflege, Nürnberg		1	23.926	1.166			25.092	616	25.708	50.200	649	42	691	15				39.871	814	40.685 *
	244	FACHDENTAL SÜDWEST, Stuttgart Medizin, Stuttgart		1	3.893 2.677	216 33			4.109 2.710	359 578	4.468 3.288	10.700	173 168	19	192 172	11 3	1 4	18	19	7.324 8.312	74 84	7.398 * 8.396 *
•		B7 Environment Protection, Safety, CMS Cleaning.Management.Services, Berlin ÖKO-TRENDS - Ecological Trends, Gelnhausen	4	aning 2 1	8.575 679	1.425	vices, and 246 622	their eq	10.246 1.301	397 2.435	10.643	24.600 6.500	230	66	296 82	19	3	6	9	12.057	992 37	13.049 * 3.675 *
	124	Interschutz / Interpolice, Hannover	6	5	28.923	17.292	14.663	7.704	68.582	23.368	91.950	156.200	656	559	1.215	45				107.232	29.369	136.601 *
•	146	FSB, Köln	3	2	6.639	10.006			16.645	1.596	18.241	48.000	176	238	414	38	17	45	62	5.413	7.491	12.904 *
•	175	TerraTec, Leipzig	4	2	4.557	193			4.750	1.009	5.759	20.200	289	49	338	16	3		3	12.080	503	12.583 *
	185	acqua alta, München	3	1	1.374	348	416	24	2.162		2.162	5.800	52	19	71	11				4.877	603	5.480 *
•	195	IFAT, München	5	3	69.707	19.679	10.416	3.195	102.997	1.196	104.193	182.900	1.572	650	2.222	38				74.787	34.179	108.966 *
	206	IPOMEX - Police meeting and exh., Münster	3	2	1.024	210			1.234	1.250	2.484	5.000	73	6	79	6	1	2	3	1.263	144	1.407
		B8 Transport, Traffic, Logistics, and	tho	ir oa	uinmont																	
-	15	Bremen Classic Motorshow, Bremen		1 Eq	9.876	1.032			10.908	7.231	18.139	32.100	333	37	370	9				29.003	1.399	30.402 *
	33	auto mobil, Dresden		1	5.278	1.032	155		5.433	3.496	8.929	20.000	119	3,	119	1				25.005	1.555	27.000
•	88	AERO, Friedrichshafen		2	14.407	7.606	5.367	2.278	29.658	4.303	33.961	80.500	325	195	520	24	65	150	215			45.562
-	95	TUNING WORLD BODENSEE. Friedrichshafen		1	12.627	831	551	67	14.076	17.039	31.115	67.000	206	17	223	5	0.5	2	2 2	86.260	12.549	98.809 *
•	160	AUTO MOBIL INTERNATIONAL/AMITEC, Leipzig	9		31.483	28.395	331	0,	59.878	21.471		118.800	370	65	435	21	6		6	256.403	13.495	269.898 *
		transport logistic, München		2	26.675	11.639	4.329	1.275	43.918			76.100	796	537	1.333	51				29.710	10.773	40.483 *
-		AUTO Rostock		1	4.812		30		4.842	4.972		16.900	71		71	1						15.729
		LogiMat, Stuttgart		1	5.687	542			6.229	957		16.200	257	27	284	8				4.222	2.934	7.156 *
		Retro Classics, Stuttgart		1	6.746	289			7.035	17.887		51.700	158	19	177	7				31.994	990	32.984 *

⁺ Events with changing venues

				Exhib	ition S	pace Fi	gures	(sq.m.))			Exhib	itor fig	ures					Visito	r figur	es
	FRMV	ר (Days)	(Years)	Rented S	pace							Exhibitor	s			Addition represen	ally nted firms		Entries (Explanat	ions see p	o. 9)
No.	For the complete titles see pp. 117	Duration (Days)	Interval (Years)	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
	B9 Information, Communication, Of	fice,	, Ent	tertainmei	nt Electr	onics, Pho	oto, Filn	n, and the	ir equipn	nent											
13	SHOWTECH, Berlin	3	2	5.903	1.244	892		8.039		8.039	22.100	241	76	317	21	1	9	10	5.233	1.800	7.03
41	DIMA - Dialog Marketing, Düsseldorf	3	1	2.064	148			2.212	4.300	6.512	13.900	117	8	125	9						3.34
52	VisCom, Düsseldorf	3	2	4.743	4.746			9.489	423	9.912	20.900	151	149	300	28				6.090	2.487	8.5
77	Marketing Services, Frankfurt/Main	3	2	9.102	794			9.896	1.879	11.775	20.000	527	45	572	18						9.1
80	ProLight + Sound, Frankfurt/Main	4	1	11.272	14.491	37	30	25.830	438	26.268	55.100	293	440	733	37				14.945	6.968	21.9
106	CeBIT, Hannover	7	1	204.084	86.232	16.572	820	307.708	7.835	315.543	404.800	2.966	3.280	6.246	69				345.606	128.476	474.0
170	Leipzig Book Fair, Leipzig	4	1	9.920	1.240			11.160	9.706	20.866	54.700	1.476	413	1.889	28	5		5	107.345	3.320	110.6
202	SYSTEMS, München	5	1	22.277	1.533			23.810	1.576	25.386	66.000	1.054	188	1.242	23	8	1	9	55.008	3.511	58.5
205	business online, Münster	2	1	1.827				1.827	639	2.466	5.400	88		88	1						1.5
210	e_procure & supply, Nürnberg	3	1	2.988	120			3.108	135	3.243	7.000	182	9	191	5				3.419	257	3.6
	B10 Education, Setting up a busines	S																			
139	LEARNTEC, Karlsruhe		1	4.698	653			5.351	598	5.949	17.000	152	27	179	11	79	8	87	6.499	803	7.3
			2	21.522	761			22.283	4.005	26.288		549	44	593	14	72	6	78	77.058	778	77.8
11	B11 Sports and Games, Leisure, and ITB - International Tourism Exchange, Berlin	the 5		29.357	53.834	268	268	83.727		83.727	149.000	1.447	5.276	6.723	175	610	5.975	6.585	109.273	29.751	139.0
	CARAVAN, Bremen	3	1	9.429				9.429		9.429	14.600	63		63	1						13.1
17	bike.market.future, Bremen	2	1	2.097	166			2.263	1.900	4.163	11.000	128	10	138	6						10.0
21	Travel, Caravan and Gardening Exh., Darmstadt	3	1	1.793	153	114		2.060	510	2.570	4.400	100	9	109	7						9.6
23	CREATIVA - Exh. for creative design, Dortmund	5	1	6.911	733			7.644	2.012	9.656	25.400	388	37	425	7						80.0
26	FAHOBA.kreativ, Dortmund	3	1	2.011	112			2.123	36	2.159	5.350	40	5	45	5						1.7
28	HobbyTronic, Dortmund	5	1	2.101	24			2.125	790	2.915	6.900	88	2	90	3						50.4
29	INTERMODELLBAU, Dortmund	5	1	7.777	680			8.457	11.293	19.750	46.300	367	30	397	11				86.917	16.187	103.1
31	JAGD & HUND - Hunting and Fishing, Dortmund	6	1	8.565	1.626			10.191	2.164	12.355	35.300	352	111	463	25				58.979	5.762	64.7
32	West German Minerals Days, Dortmund	2	1	960	140			1.100	189	1.289	6.050	170	26	196	15						6.2
35	Travel Market, Dresden	3	1	3.660	1.395	78		5.133	1.168	6.301	15.700	352	120	472	30	15	7	22	29.574	89	29.6
36	Hunting, Fishing, Riding, Dresden	3	1	1.790	115	95		2.000	5.323	7.323	16.900	143	8	151	6						16.2
39	boot, Düsseldorf	9	1	56.748	46.655	160	50	103.613	11.844	115.457	234.000	1.034	641	1.675	55				233.963	47.243	281.2
40	CARAVAN SALON, Düsseldorf	10	1	65.967	16.160	1.358	90	83.575	2.624	86.199	134.600	408	124	532	22				141.898	22.908	164.8
51	TourNatur, Düsseldorf	3	1	2.655	566			3.221	1.739	4.960	13.200	173	38	211	13				33.342	750	34.0
54	International Pedigree Dog Exhibition, Erfurt	2	1	865	35	224	6	1.130	10.525	11.655	14.700	62	4	66	3						17.2
	Reisen & Caravan - Travel & Caravaning, Erfurt		1	5.709	433			6.142	895	7.037	14.000	194	43	237	12	9	2	11			33.1
	Riding - Hunting - Fishing, Erfurt		1	3.334	215	300	16	3.865	2.651		14.900	158	15	173	8						23.4
	EQUITANA, Essen		2	25.238	8.434			33.672	10.435		106.100	614	260	874	29				178.745	14.493	193.2
	FIBO, Essen		1	20.038	8.306			28.344	234		65.500	220	119	339	28				38.762	4.938	43.7
02	· · · · · · · · · · · · · · · · · · ·																				
	HAUS + GARTEN - Spring and Leisure Fair, Essen	5	2	6.194	360			6.554	5.681	12.235	29.800	245	16	261	9				50.405	202	50.6

⁺ Events with changing venues

		FKM 🗸	·	_	Exhibi	ition S	pace Fi	gures	(sq.m.))			Exhibi	tor fig	ures					Visito	r figur	es
		FRIVI	n (Days	(Years)	Rented S _I	oace							Exhibitors	5			Addition represen	nally nted firms		Entries (Explanat	ions see p	. 9)
	No.	For the complete titles see pp. 117	Duration (Days)	Interval (Years)	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
•	78	Musikmesse, Frankfurt/Main	4	1	19.786	27.783	250		47.819	5.065	52.884	109.400	514	1.001	1.515	50				50.308	19.082	69.390 *
	84	CFT - Camping, Leisure, Tourism, Freiburg	9	1	11.152	379	3.247		14.778	790	15.568	28.100	252	25	277	8	13		13			50.827
•	89	EUROBIKE, Friedrichshafen	4	1	17.026	20.207	1.126	611	38.970	4.538	43.508	75.500	264	542	806	38	5	66	71	28.748	15.479	44.227 *
•	90	European OutDoor Trade Fair, Friedrichshafen	4	1	10.480	16.486	74	222	27.262	16.113	43.375	69.800	187	461	648	34	5	86	91	7.367	7.791	15.158 *
	92	HAM RADIO/HAMtronic, Friedrichshafen	3	1	2.139	496			2.635	2.984	5.619	29.000	102	28	130	14						16.683
•	94	INTERBOOT, Friedrichshafen	9	1	19.511	10.004	2.994	1.124	33.633	1.945	35.578	69.500	401	126	527	17	14	96	110	75.807	21.009	96.816 *
•	98	hanseboot, Hamburg	9	1	22.519	13.059	2.874	1.992	40.444	2.981	43.425	83.400	710	180	890	28				113.546	6.355	119.901 *
•	100	REISEN HAMBURG - Tourism & Caravaning, Hamburg	5	1	20.789	4.068	125		24.982	5.297	30.279	61.700	749	328	1.077	76	7	23	30	94.902	573	95.475 *
	103	ABF, Hannover	9	1	38.653	1.381	210		40.244	10.907	51.151	92.500	708	57	765	15						129.476 *
	126	Pferd & Jagd - Equestrian Sport, Hunting, Fishing, Hannover		1	15.238	1.297	20		16.555	5.223	21.778	70.000	571	62	633	18				68.349	690	69.039 *
	147	handarbeit & hobby - Creative Textile Handicraft, Köln		1	4.744	2.279			7.023	490	7.513	16.900	89	93	182	22	4	2	6	6.633	1.981	8.614
•	149	IFMA Cologne, Köln		1	16.278	7.764			24.042	6.233	30.275	70.000	258	281	539	36	102	65	167	42.719	4.793	47.512
	154	Philatelia und MünzExpo - Stamps, Coins and Accessories, Köln		2	1.715	340			2.055	1.210	3.265	8.000	126	81	207	36						5.257
	155	REISEMARKT KÖLN INTERNATIONAL, Köln		1	4.142	2.617			6.759	721	7.480	35.000	402	154	556	44	111	241	352			18.578
•	157	spoga, Köln		1	22.829	57.959			80.788	2.359		163.000	297	1.182	1.479	61	8	44	52	10.388	15.471	25.859 *
	167	GC - Games Convention, Leipzig		1	24.735	1.129			25.864	14.601	40.465	80.000	228	51	279	15	8	2	10	132.683	3.961	136.584 *
	172	models - hobbies - games, Leipzig		1	9.485	508			9.993	19.846	29.839	65.100	435	33	468	13	3		3	105.282	1.495	106.777 *
	177	Touristik & Caravaning		1	22.033	3.381			25.414	4.921	30.335	56.000	857	289	1.146	44	77	16	93	77.358	545	77.903 *
	182	MAGDEBOOT, Magdeburg		1	2.706	40			2.746	600	3.346	7.800	103	2	105	2	19		19			13.792 *
•	187	C-B-R, München		1	26.009	6.629			32.638	2.489	35.127	70.000	704	491	1.195	67	28	6	34	120.525	3.728	124.253 *
	190	FAIRWAY, München		2	2.305	245			2.550	25	2.575	5.800	93	20	113	8		1	1	1.895	653	2.548
	191	Garten München, München		1	5.917	554			6.471	2.136	8.607	20.000	157	22	179	7						18.954
	192	GOLF EUROPE, München		1	4.034	6.160			10.194	4.256	14.450	27.500	115	199	314	25		1	1	3.275	2.786	6.061
•	197	ispo - Summer, München		1	11.632	18.352			29.984	14.589	44.573	92.000	204	711	915	44				11.196	9.526	20.722
•	198	ispo - Winter, München		1	25.656	58.239			83.895	5.474		160.300	287	1.313	1.600	44				22.127	32.306	54.433 *
	199	Jagen und Fischen, Sportschützen, München		1	6.415	1.132			7.547	5.022	12.569	30.300	243	78	321	18	1		1	40.522	3.524	44.046 *
	214	FREIZEIT, GARTEN + TOURISTIK / Car-Show, Nürnberg		1	27.898	1.721			29.619	6.726	36.345	64.900	501	123	624	14						143.249 *
	216	IMA - Amusement and Vending Machines, Nürnberg		1	7.549	869			8.418	404	8.822	12.400	103	36	139	18				6.073	560	6.633 *
	217	IWA & OutdoorClassics, Nürnberg		1	10.302	16.909			27.211	728	27.939	48.380	267	735	1.002	47				11.792	15.847	27.639
	221	Spielwarenmesse - Intl. Toy Fair, Nürnberg		1	55.045	49.229			104.274		104.274		1.007	1.740	2.747	65	53	40	93	40.772	36.137	76.909 *
	234	Flora, Rendsburg		1			2.817	10	2.827	560	3.387	6.000	101	1	102	2				24 ====		5.030
	238	Animal, Stuttgart		1	2.439	156			2.595	18.419	21.014	36.000	130	9	139	8				24.792	767	25.559
•	241	CMT - Caravaning, motoring, tourism, Stuttgart	9	1	32.003	2.210	85		34.298	1.564	35.862	56.600	910	382	1.292	35	76	42	118	159.085	1.607	160.692 *
	246	GARTEN Indoor Outdoor Ambiente / Wellviva / Trade fair for	4	1	7 420	201			7.040	7 252	15.074	20 500	E14	60	F02	25	17		17	20 000	202	20 202 *
	2/17	builders and modernizers / mineral and fossil exchange, Stuttgart		1	7.438 3.969	381 81			7.819	7.252	5.066	38.500	514	68	582 142	25 6	17		17	38.909	393	39.302 * 68.606 ¹⁾
		hobby + elektronik, Stuttgart ISA / IWB / Coins / Weltantik Minerals & Fossils, Stuttgart		1		912			4.050	1.016		16.200 23.400	136							10 000	1 206	20.094 *
	250	Kreativ- & Bastelwelt, Stuttgart		1	4.419 1.892	144			5.331 2.036	1.901	3.734	6.200	457 106	103 7	560 113	25 3				18.888	1.206	40.321
		Modell Süd Bau & Bahn, Stuttgart - Model Construction		1	2.490	61			2.036	6.819		23.700	120	4	124	4						56.296
	233	iviouen suu bau α baiiii, stuttyart - Mouei Construction	4		2.490	01			2.331	0.019	3.370	25.700	120	4	124	4						30.290

⁺ Events with changing venues

	EVN			Exhibi	ition S	pace Fi	gures	(sq.m.)			Exhibi	tor fig	ures					Visito	r figur	es
	FRIVI	n (Days)	(Years)	Rented S _I	pace							Exhibitors	5			Addition represen	nally nted firms		Entries (Explanat	ions see p	. 9)
No.	For the complete titles see pp. 117	Duration (Days)	Interval (Years)	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
256	Süddeutsche Spielmesse - Games, Toys, Stuttgart	5	1	2.046	128			2.174	877	3.051	10.600	91	6	97	6	1		1			47.009
261	DeZooFa - German Pet Trade Fair, Wiesbaden	3	2	5.227	529			5.756	812	6.568	14.000	134	21	155	10						3.579
	B12 Electrical Engineering and Elect	tron	ics																		
25	ELEKTROTECHNIK, Dortmund		1	16.561	264			16.825	1.456	18.281	43.500	418	13	431	9	20	6	26	26.931	217	27.14
201	Productronica, München		2	37.968	16.293			54.261	1.819		110.000	906	554	1.460	31	8	40	48	25.384	17.729	43.11
211	ELTEC, Nürnberg	3	2	9.407	109			9.516	440	9.956	18.600	234	11	245	6				12.113	375	12.48
212	embedded world, Nürnberg	3	1	9.177	2.078			11.255		11.255	23.000	311	176	487	24				9.010	1.853	10.86
220	SMT/PACKAGING/HYBRID, Nürnberg	3	1	10.048	1.766			11.814	454	12.268	25.800	412	115	527	17	19	73	92	17.204	6.691	23.89
222	SPS/IPC/DRIVES, Nürnberg	3	1	39.242	3.756			42.998	377	43.375	73.000	968	192	1.160	31	16	38	54	31.166	3.487	34.65
243	eltefa, Stuttgart	3	2	15.604	207			15.811	1.156	16.967	44.500	333	12	345	10	41	9	50	19.578	198	19.77
	B13 Metal-Working, Automation, M	lose	urin	a Quality	Accura	200															
66	<u> </u>		3	3.356	6.125	ice		9.481		9.481	21.500	47	160	207	23				2.369	4.361	6.73
69	SCHWEISSEN & SCHNEIDEN, Essen		4	27.054	19.230			46.284	976	47.260	88.900	443	567	1.010	45				31.415	26.334	57.74
109	EMO, Hannover		2	68.715	92.932			161.647	392	162.039		849	1.167	2.016	39				104.195	55.859	160.05
112	Hannover Messe Digital Factory	5	1	3.926	157			4.083	220	4.303	8.100	201	21	222	14				26.146	9.670	35.81
114	Hannover Messe Factory Automation	5	1	37.689	5.541	60		43.290	2.575	45.865	70.800	643	271	914	32				67.102	29.727	96.82
116	<u> </u>	5	1	7.238	1.748			8.986	385	9.371	14.500	152	67	219	23				62.285	23.507	85.79
219	SENSOR + TEST, Nürnberg	3	1	7.629	2.323			9.952	4.478	14.430	27.000	478	227	705	29				6.424	2.174	8.59
	B14 Plastic and Wood Processing, a	nd t	hair	aguinmar	1																
1	KMO - Plastic Processing Fair, Bad Salzuflen		2	9.249	249			9.498	473	9.971	18.900	326	19	345	10				10.584	464	11.04
	LIGNA+, Hannover		2	53.682	64.994	6.488	3.919	129.083	10.818	139.901		844	956	1.800	44				55.298	41.377	96.67
123	Eleter transfer		_	33.002	01.551	0.100	3.313	123.003	10.010	133.301	230.300	011		1.000	• • • •				33.230	11.577	30.07
	B15 Power Supply Industry, and its	equ	ipme	ent																	
60	E-world energy & water, Essen		1	7.884	1.524			9.408	100	9.508	25.200	305	73	378	16				6.880	1.065	7.94
85	Intersolar, Freiburg	3	1	8.222	2.109	339	9	10.679		10.679	17.950	270	102	372	23						19.58
113	Hannover Messe Energy		1	19.531	8.916	1.174		29.621		29.621	56.800	349	397	746	42				55.492	23.220	78.71
131	Husum Wind, Husum		2	8.435	2.636	566	56	11.693		11.693	22.000	375	150	525	26				11.448	3.695	15.14
167	enertec, Leipzig	4	1	3.027	135			3.162	779	3.941	11.900	202	16	218	8	10		10	10.665	330	10.99
	B16 Other Investment Goods Indust	tries																			
	EuroShop, Düsseldorf	5	3	42.167	52.562	114		94.843	2.656		197.000	752	900	1.652	48				39.569	51.394	90.96
45	INTERGEO, Düsseldorf	3	1	9.643	1.313	257		11.213	103	11.316	25.000	226	65	291	24	218	41	259	13.651	1.932	15.58
	interpack, Düsseldorf	7	3	72.363	90.922	60	60	163.405	794	164.199	238.300	910	1.744	2.654	57				79.811	97.153	176.96
EE	naro.tech - Exh. for Renewable Resources, Erfurt	4	1	484	31	10		525	756	1.281	2.900	50	9	59	4						4.02
55			2	0.426	2 1 1 2			12.568		12 569	29.600	581	268	849	30				9.105	2.938	12.04
105	BIOTECHNICA, Hannover CeMAT, Hannover	3	3	9.426 41.535	3.142			72.300			126.200	301	200	043	30				31.671	16.756	48.42

⁺ Events with changing venues

		EKNA		_	Exhib	ition S	pace Figu	ıres	(sq.m.))			Exhibi	itor fig	ures				Visito	r figure	25
		FKM	n (Days	(Years)	Rented S	pace							Exhibitors	s			Additionally represented fi	rms	Entries (Explanat	ions see p. !	9)
	No.	For the complete titles see pp. 117	Duration (Days)	Interval (Years)	Hal Domestic		Open Air Domestic Fo		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Fore	ign Total	Domestic	Foreign	Total
	111	Hannover Messe ComVac	5	2	5.855	3.908	53		9.816	315	10.131	20.800	55	103	158	21			22.328	11.198	33.526 *1)
	115	Hannover Messe Industrial Services & Equipment	5	1	1.676	216			1.892	150	2.042	3.900	37	13	50	8			20.868	10.992	31.860 *1
	117	Hannover Messe MDA - Motion, Drive & Automation	5	2	24.855	25.066	6		49.927	360	50.287	90.400	392	838	1.230	37			60.656	28.676	89.332 *1)
	118	Hannover Messe Micro Technology	5	1	2.206	361			2.567		2.567	4.700	89	51	140	10			24.019	9.715	33.734 *1)
	119	Hannover Messe Research & Technology	5	1	5.921	1.172			7.093		7.093	15.500	309	91	400	20			35.750	12.560	48.310 *1
	120	Hannover Messe Subcontracting	5	1	15.438	10.974			26.412	210	26.622	48.900	629	849	1.478	52			39.818	16.822	56.640 *1
	121	Hannover Messe Surface Technology / Powder Coating Europe	5	2	8.605	1.390	15		10.010	314	10.324	20.800	261	75	336	21			32.720	13.300	46.020 *1
	136	Interpart, Karlsruhe	3	1	2.872	893			3.765		3.765	14.800	240	88	328	13	:	3	3.274	246	3.520 *
	141	RESALE, Karlsruhe	3	1	5.339	2.880	1.200	400	9.819		9.819	21.500	318	210	528	27			3.373	6.712	10.085 *
	178	Z - Subcontracting Fair, Leipzig		1	3.904	1.330			5.234	500	5.734	14.000	320	143	463	24			4.092	430	4.522 *
•	200	LASER, München		2	11.432	5.069			16.501	812	17.313	33.000	457	491	948	33	5 5	2 57	14.219	9.091	23.310 *
		EUROPEAN COATINGS SHOW, Nürnberg		2	12.568	9.630			22.198	42	22.240	44.000	293	394	687	36			8.690	11.196	19.886 *
		POWTECH/TechnoPharm, Nürnberg		1	18.247	4.584			22.831		22.831	49.400	713	233	946	25			10.029	3.903	13.932 *
	240 258	CAT PRO, Stuttgart VISION, Stuttgart		1	1.332 3.470	1.525	36		1.990 4.995	825 204	2.815 5.199	8.000	101	15 78	116 196	9 19	9 :		3.600	111	3.711 * 5.124 *
	12	B17 Other Consumer Goods and Ser Moderner Staat - Public Administration, Berlin		Ind	ustries 2.353	45			2.398	64	2.462	9.400	180	3	183	3			3.265	13	3.278 *
	24	DKM - Finance and Insurance Industry, Dortmund	3	1	6.783	244			7.027		7.027	18.100	317	14	331	7			7.941	111	8.052
	49	PSI Messe - Advertising Specialties, Düsseldorf	3	1	18.000	13.044			31.044	244	31.288	52.600	426	357	783	30			6.092	9.540	15.632 *
	64	IFLO, Essen	2	1	2.032	349			2.381	2.488	4.869	13.900	84	8	92	5	18	2 20	7.158	1.051	8.209 *
•	73	Christmasworld, Frankfurt/Main	5	1	23.593	25.494			49.087	1.693	50.780	89.400	315	759	1.074	39			18.661	9.829	28.490 *
•	79	Paperworld, Frankfurt/Main	5	1	37.245	56.168			93.413	2.206	95.619	161.400	615	2.093	2.708	69			36.268	27.810	64.078 *
	86	Kulturbörse - Stage Production and Music, Freiburg	4	1	1.787	127			1.914	4.500	6.414	12.000	308	27	335	22					2.376
	91	goFinance, Friedrichshafen	2	1	868	257			1.125	222	1.347	6.800	58	14	72	5			774	129	903
	138	Karlsruher Hochzeitstage - Wedding Days, Karlsruhe		1	1.149	9	80		1.238	174	1.412	7.700	129	1	130	2					4.700
	161	CADEAUX - March, Leipzig		1	10.704	610			11.314	947	12.261	30.800	402	25	427	11	3	3			9.130 *
	162	CADEAUX - September/Comfortex, Leipzig		1	14.707	647			15.354	1.334	16.688	46.200	536	40	576	15	4	4	11.821	180	12.001 *
	208	Bio Fach, Nürnberg		1	15.794	15.108			30.902	2.357	33.259	67.700	678	1.367	2.045	69			22.124	10.878	33.002 *
	227	Werkstätten Messe - Sheltered workshop fair, Offenbach		1	2.862	92			2.954	500	3.454	6.750	135	7	142	5			6.726	78	6.804
	248	Invest, Stuttgart	3	1	2.448	589			3.037	574	3.611	10.700	105	32	137	8					10.083
		B18 Arts and Antiques																			
		Art Forum Berlin		1	3.034	2.692			5.726	1.888		12.200	97	75	172	25			12.255	2.351	14.606
		Art Frankfurt, Frankfurt/Main		1	5.550	1.283			6.833	539		17.900	116	30	146	11					6.020
		Cologne Fine Art, Köln		1	6.259	464			6.723	901		31.300	181	16	197	9					28.045
	204	Antiques Exhibition, Münster	5	1	1.480	98			1.578	100	1.678	5.100	63	4	67	3					6.432

		FKM 🗸	~	_	Exhibi	tion S	pace Fi	gures	(sq.m.)			Exhib	itor fig	ures				Visito	r figur	es
		FRIVI	n (Days	(Years)	Rented Sp	oace							Exhibitor	s			Additionally represented firm	ns	Entries (Explanati	ions see p	. 9)
ı	No.	For the complete titles see pp. 117	Duration (Days)	Interval (Years)	Hall Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Foreig	n Total	Domestic	Foreign	Total
		C GENERAL CONSUMER EXHIBITION	NS																		
	1	afa Spring Exhibition, Augsburg	9	1	13.732	718	1.793	41	16.284	4.026	20.310	39.000	476	28	504	8					87.601
	3	Osning-Schau, Bad Laer	9	5	3.570		4.325		7.895	2.100	9.995	15.000	177		177	1					81.616
•	9	Import Shop, Berlin	5	1	3.202	2.538			5.740	838	6.578	19.800	244	248	492	58			41.228	374	41.602
	14	Harz + Heide, Braunschweig	9	1	9.859	301	3.178	114	13.452	4.550	18.002	30.300	385	19	404	9					76.977
	18	hafa, Bremen	9	1	12.250	591	1.125		13.966	7.680	21.646	39.200	602	14	616	9			70.180	141	70.321
	19	Oberfranken-Ausstellung Coburg	9	2	4.416	502	1.864	54	6.836	2.040	8.876	13.800	242	10	252	5	2	2			41.632
	20	Hessenschau Darmstadt - Living, Housing, Leisure	9	1	4.461	267	2.311		7.039	2.370	9.409	15.700	271	6	277	5					40.020
	22	Boulevard.DORTMUNDER HERBST	9	1	16.050	592			16.642	3.213	19.855	45.800	628	25	653	12			112.632	908	113.540
	34	Dresdner Ostern - Garden, Pet and Handicraft, Dresden	4	1	4.323	192	248		4.763	4.090	8.853	16.200	304	7	311	6					50.196
	58	Thüringen-Ausstellung, Erfurt	9	1	9.434	585	146		10.165	3.026	13.191	22.300	534	20	554	8					57.821
	67	MODE-HEIM-HANDWERK, Essen	9	1	14.635	1.228			15.863	9.080	24.943	65.000	617	50	667	19			170.445	857	171.302
	83	Baden Messe / ecotrend / Schalten u. Walten, Freiburg	9	3	10.122	543	5.944	130	16.739	1.219	17.958	36.300	505	28	533	5					78.085
	93	IBO, Friedrichshafen	9	1	9.723	1.033	550	34	11.340	10.427	21.767	56.400	358	45	403	11			76.751	146	76.897
	97	DU UND DEINE WELT, Hamburg	10	1	21.117	2.845	1.060	62	25.084	9.785	34.869	66.900	805	102	907	38	1 1	2	145.003	436	145.439
	123	Infa - Information and Sales Exhibition, Hannover	9	1	29.056	2.535	441		32.032	9.783	41.815	94.700	1.161	82	1.243	28					219.455
	127	KONTAKTA, Heidenheim	5	2	3.688	15	1.136		4.839	1.287	6.126	18.000	301	1	302	2	22	22			41.003
	128	Oberfranken-Ausstellung Hof	9	2	6.321	274	2.647	50	9.292	1.682	10.974	17.800	283	9	292	4	11	11			40.113
	133	miba, Ingolstadt	9	2	9.133		2.746		11.879	4.109	15.988	25.100	464		464	1					75.536
	137	Inventa, Karlsruhe	4	1	5.328	234			5.562	80	5.642	12.500	199	8	207	3	17	17	45.442	320	45.762
	140	Offerta, Karlsruhe	9	1	23.790	1.325			25.115	3.078	28.193	55.000	729	40	769	9	97 1	98	130.599	1.586	132.185
	142	Allgäuer Festwoche - Rural Tradition Exh., Kempten	9	1	5.364	376	8.338		14.078	806	14.884	26.500	378	17	395	4					94.639
	159	Niederbayern-Schau, Landshut	10	2	13.877	712	7.023	155	21.767	6.086	27.853	42.800	615	23	638	8	48 3	51			106.872
	169	Home - Garden - Leisure / Handicrafts Fair, Leipzig	9	1	23.625	1.836			25.461	5.420	30.881	68.300	998	61	1.059	22	38 14	52			169.064
	179	REGIO, Lörrach	10	1	8.147	554	3.351	76	12.128	3.553	15.681	23.000	492	45	537	8	16	16	62.865	11.885	74.750
	181	LEBEN, Magdeburg	4	1	2.492				2.492		2.492	7.800	138		138	1					12.256
	183	Rheinland-Pfalz-Ausstellung, Mainz	9	1	13.019	737	4.095	61	17.912	3.768	21.680	80.100	580	22	602	15					81.287
	184	MANNHEIMER MAIMARKT, Mannheim	11	1	34.639	3.038	33.113	219	71.009	4.441	75.450	180.800	1.353	82	1.435	20					379.598
	193	HEIM + HANDWERK / Model Railway Exh., München	9	1	32.945	5.539			38.484	6.881	45.365	85.400	1.002	197	1.199	24	105 10	115			157.726
	209	CONSUMENTA, Nürnberg	9	1	30.479	2.080			32.559	16.098	48.657	84.800	831	66	897	11					178.570
	229	OBERRHEIN-MESSE, Offenburg	10	1	10.583	796	11.643	117	23.139	3.293	26.432	58.800	542	33	575	7	26 4	30	85.262	7.013	92.275
	230	Emsland-Schau Papenburg	8	4	4.634		3.199		7.833	1.800	9.633	14.600	189		189	1	13	13			85.879
	231	publika - Home, garden, living, Pforzheim	4	2	4.739		2.340		7.079	913	7.992	15.000	251	4	255	3	67	67			19.752
		Family + Home / Minerals & Fossils, Model Railways, Stuttgart	9	1	13.563	1.403	102		15.068	7.194		53.100	559	79	638	21	5 1	6	64.935	656	65.591
	259	Südwest Messe, Villingen-Schwenningen	9	1	13.226	601	18.411	72	32.310	2.073	34.383	58.600	648	17	665	6	110 28	138			94.293
	260	Messe Wächtersbach	9	1	6.425	342	6.206	30	13.003	4.449	17.452	28.100	401	15	416	9					58.232
	262	Mainfranken-Messe, Würzburg	9	2	12.115	663	5.237	130	18.145	3.581	21.726		548	14	562	6					126.393

interlift ---- Augsburg

Basic data trade visitors

Total number of visitors	14 356
Proportion of trade visitors	98%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	7 6 18 69
Total Germany Baden- Württemberg 26 Westphalia Bavaria 31 Rhineland- Berlin 3 Palatinate Brandenburg - Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 11 Schleswig- Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 1	500 144 33 - 66 -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	50 62 18 - 2 2 2 6 8 2
The five countries with the highest visitor shares Switzerland Italy Great Britain Austria Netherlands	10 8 7 7 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	18
Frequency of visits to trade fair 2003 2001 1999 1997 Earlier events First visit	53 45 32 25 17 36

Additional data trade visitors

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Building department Other area Student Other not gainfully employed	
Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Building department Other area Student	31 29 22 15 1
	24 11 8 7 2 7 1 1 12 11 4 6 2
Size of company/organization: Number of employees: 1 - 4 6 500 - 999 5 - 9 8 1 000 - 9 999 10 - 49 25 10 000 and more 50 - 99 13 student 100 - 199 10 other not gainfully 200 - 499 7 employed	5 14 9 2

3. Share of visitors on the event's days: 1st day 33 3rd day 55 2nd day 48 4th day 41

Conducted by: Messe- und Congressberatung Dirr, Hamburg

ART FORUM ---- Berlin

Basic data private visitors

Total number of visitors	14 606
Proportion of private visitors	66%
Region of residence up to 50 km	69
more than 50 km up to 100 km more than 100 km up to 300 km	
over 300 km	25
Total Germany	90
Baden- North Rhine- Württemberg 4 Westphalia	4
Bavaria 3 Rhineland- Berlin 71 Palatinate	
Brandenburg 6 Saarland	
Bremen - Saxony Hamburg 4 Saxony-Anhalt	1
Hesse 2 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	-
Lower Saxony 2	
Total Foreign	10
of which EU Rest of Europe	62 23
Africa	-
North America South and Central America	8
Middle East	8
East Asia Australia	
Position in the company/organization	
Entrepreneur, partner, self-employed Managing director, board member,	33
head of an authority etc. Senior department head, other employed	-
with managerial responsibility	-
Department head, group head Other salaried staff/public service	7 22
Skilled worker	
Lecturer, teacher, scientific assistant Trainee	6 1
Other position	1
Student Other not gainfully employed	17
Housewife/man	2
Old-age pensioner	1
Frequency of visits to trade fair 2004	33
2004 2003	32
2004	

Basic data all visitors

	n 50 km u n 100 km	up to	300 km	
over 300	KIII			
Total Ger Baden-	many		North Rhine-	
Württemb	erg	3	Westphalia	
Bavaria Berlin			Rhineland- Palatinate	
Brandenbi Bremen	urg	6	Saarland Saxony	
Hamburg		4	Saxony-Anhalt	
Hesse Mecklenbi	urq-	2	Schleswig- Holstein	
West Pom Lower Sax	ımerania	2	Thuringia	
Total For				
of which	EU Rest of E	urop	e	
	Africa North Ar			
	South an	d Ce	ntral America	
	Middle E East Asia			
	Australia			
Position i	in the co	npar	ny/organization	
			elf-employed d member,	
head of a	n authorit	y etc		
with man	agerial res	pons	ibility	
	nt head, c aried staff	roup bubli	head ic service	
Departme Other sala	rker			
Other sala Skilled wo	oachar c	rionti		
Other sala Skilled wo Lecturer, t Trainee		cienti	iic assistant	
Other sala Skilled wo Lecturer, t Trainee Other pos		cienti	nc assistant	
Departme Other sala Skilled wo Lecturer, t Trainee Other pos Student Other not	ition gainfully			
Other sala Skilled wo Lecturer, t Trainee Other pos Student	ition gainfully e/man			
Other sala Skilled wo Lecturer, t Trainee Other pos Student Other not Housewife Old-age p	gainfully /man ensioner	empl		
Other sala Skilled wo Lecturer, the Trainee Other pos Student Other not Housewife Old-age policy produced to the Control of th	gainfully /man ensioner	empl	oyed	
Other sala Skilled wo Lecturer, t Trainee Other pos Student Other not Housewife Old-age p	gainfully /man ensioner	empl	oyed	

Additional data private visitors

Sex Male Female	47 53
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	21 28 20 18
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	13 10 11 11 7 13 29
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	34 38 13 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	7 79 15
Follow-up business Intend to buy at later date yes no maybe	11 69 20
Conducted by: Hopp & Partner, Berlin	

Conducted by: Hopp & Partner, Berlin

Basic data trade visitors

Total number of visitors		13 049
Proportion of trade visit	ors	99%
Region of residence		
up to 50 km	00 km	22
more than 50 km up to 10 more than 100 km up to	300 km	28
over 300 km		48
Total Germany		93
	North Rhine-	10
	Vestphalia Rhineland-	10
Berlin 20 F	alatinate	2
	aarland axony	6
	axony-Anhalt	5
Hesse 2 S	chleswig-	
	lolstein huringia	4
Lower Saxony 12	namigia	,
Total Foreign		8
of which EU		61
Rest of Europe		40
Africa North America		
South and Cent	ral America	-
Middle East East Asia		-
Australia		
The five countries with	the	
highest visitor shares		
Switzerland Netherlands		29 18
Italy		11
Austria		11
Estonia		5
Position in the company Entrepreneur, partner, self	organization/	
Entrepreneur, partner, self Managing director, board	-employed	26
head of an authority etc.		9
Senior department head, o		
with managerial responsib Department head, group h		7 18
Other salaried staff/public	service	10
Skilled worker		8
Lecturer, teacher, scientific Trainee	assistant	1 16
Other position		3
Student		1
Frequency of visits to tr	ade fair	
2003 2001		38 30
First visit		50 51

Additional data trade visitors

Additional data trade vis	11013
Economic sector Industry Skilled trades Retail trade Wholesale/foreign trade Service Authority/public services Association/guild/chamber School, university, education Other Student Other not gainfully employed	8 24 2 8 49 4 1 2 2 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	32 38 15 13 1

Area of responsibility	
Management	40
Research/development/design	3
Planning/work preparation	16
Manufacture/production	6
Production, quality control	9
Buying/procurement	20
Finance/accounting, controlling	7
Information, communication technology	(EDP) 4
Administration/organization/personnel/	
social welfare/training	11
Marketing/sales/advertising/PR	12
Storage/material management/logistics/	
transport	9
Maintenance/repairs	12
Other area	18
Student	1
Other not gainfully employed	1

	organization.	Jiiipaiiy/	JIZE OI COI
	oyees:	of empl	Number o
6	500 - 999	12	1- 4
13	1 000 - 9 999	6	5- 9
6	10 000 and more	21	10- 49
1	student	12	50- 99
	other not gainfully	10	100-199

100-199 200-499	10 13	other	not g en	ainfully iployed	1
Length of 1. Length o one two	f stay ((days): three four	3 -		
2. Average	length	of stay		1,2	2 days
3. Share of 1st day 2nd day	19	on the ev 3rd day 4th day	38	days:	
Conducted GmbH, Doi		elszus Mes	se-Ma	rktforsch	iung

FRUIT LOGISTICA ---- Berlin

Total number of visitors	28 943
Proportion of trade visitors	97%
Region of residence	_
up to 50 km more than 50 km up to 100 km	7
more than 100 km up to 300 km	ġ
over 300 km	83
Total Germany	31
Baden- North Rhine- Württemberg 12 Westphalia	13
Bavaria 12 Rhineland-	-
Berlin 18 Palatinate Brandenburg 7 Saarland	3
Bremen 1 Saxony	3
Hamburg 6 Saxony-Anhalt	2
Hesse 3 Schleswig- Mecklenburg- Holstein	4
West Pommerania 2 Thuringia	2
Lower Saxony 10	
Total Foreign	69
of which EU	72
Rest of Europe Africa	8
North America	2
South and Central America Middle East	6
East Asia	2
Australia	1
The five countries with the	
highest visitor shares	
Italy Spain	12 10
Netherlands	10
Poland	8
France	

Poland France	-
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	35
head of an authority etc.	22
Senior department head, other employee with managerial responsibility	
Department head, group head Other salaried staff/public service	14
Skilled worker	14
Lecturer, teacher, scientific assistant Trainee	
Other position	4
Student Other not gainfully employed	
Housewife/man	
Frequency of visits to trade fair	
2004 2003	3
2002	18
Earlier events First visit	1°

Additional data trade visitors

Economic sector Fruit and vegetable growers Importers, exporters	2
Industry Retail trade (central buying)	
Retail trade (distribution)	
Own wholesale trade of retail grocery trade	
Other wholesale trade	
Hotel, catering trade	
Packaging companies	
Freight forwarders, transport companies	
Other services	
Authority/public services	
Association, society, institution,	
organisation	
Research, apprenticeship, training Other	
Student	
Other not gainfully employed	

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	4: 3 1:
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•	
Area of responsibility	
Management	43
Research/development/design	7
Planning/work preparation	9
Manufacture/production	8
Production, quality control	2 8 8 21
Buying/procurement	21
Finance/accounting, controlling	4
Information, communication technolo	gy (EDP) 2
Administration/organization/personne	ľ, , , ,
social welfare/training	4
Marketing/sales/advertising/PR	24
Storage/material management/logistic	cs/
transport	
Maintenance/repairs	3
Other area	8
Other not gainfully employed	-
Student	
	_

			ganization
Numbe	r of or	nnlov	000

Number (or empic			
1- 4	18	500-	999	3
5- 9	12	1 000-	9 999	5
10- 49	28	10 000 ar	nd more	3
50- 99	11	other not o	gainfully	
100-199	8	er	nployed	2
200-499	7		student	3

ength of Length o	stay f stav ((davs):			
one	46	two	37	three	17
Average	length	of stay		1,7	days
		on the o		days: 3rd day	44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



International Green Week ---- Berlin

Basic data trade visitors	
Total number of visitors	430 701
Proportion of trade visitors	18%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	34 8 30 28
Total Germany	96
Baden-Württemberg 3 Westphalia Bavaria 4 Rhineland- Berlin 27 Palatinate	5
Brandenburg 22 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhal Hesse 2 Schleswig-	8 t 6
Mecklenburg- Holstein West Pommerania 9 Thuringia Lower Saxony 6	3 4
of which EU Rest of Europe Africa	4 43 30 8
North America South and Central America Middle East East Asia Australia	5 8 3 3
The four countries with the highest visitor shares Switzerland Poland Italy Austria	16 11 8 8
Position in the company/organizatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	on 18
Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	ree 2 6 14 8
Farmer Lecturer, teacher, scientific assistant Trainee Other position	10 5 11 4
Student Other not gainfully employed Housewife/man Old-age pensioner	10 3 2 4
Frequency of visits to trade fair 2004 2002 2001 2003 2003 Earlier events First visit	37 29 25 32 25 31

Basic data private visitors	
Proportion of private visitors	82%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	53 8 26 13
Total Germany Baden- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin 41 Palatinate Brandenburg 27 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	99 2 1 5 6
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	1 73 13 - - 7 7
The two countries with the highest visitor shares Austria Italy	27 13
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Farmer Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	6 1 1 3 25 11 1 2 3 4 11 5 5 24
Frequency of visits to trade fair 2004 2003 2002 2001	40 38 33 30

Earlier events

First visit

Basic data all visitors

Region of residence	
up to 50 km	50
more than 50 km up to 100 km	8
more than 100 km up to 300 km over 300 km	26 16
OVEL 300 KIII	
Total Germany	99
Baden- North Rhine-	3
Württemberg 1 Westphalia Bavaria 2 Rhineland-	3
Berlin 39 Palatinate	1
Brandenburg 26 Saarland Bremen - Saxony	5 6
Hamburg 1 Saxony-Anhalt	6
Hesse 1 Schleswig-	
Mecklenburg- Holstein West Pommerania 7 Thuringia	2
West Pommerania 7 Thuringia Lower Saxony 5	
Total Foreign	1
of which EU	52
Rest of Europe	52 25
Africa North America	6
South and Central America	4
Middle East East Asia	8 2
Australia	4
Austria Switzerland Italy Poland	14 14 10 10
Desition in the company/organization	
Position in the company/organization Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	1
Senior department head, other employee	
with managerial responsibility	1
Department head, group head Other salaried staff/public service	4 23
Skilled worker	10
Farmer Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	4
Student Other not gainfully employed	10 4
Housewife/man	5
Old-age pensioner	21
Frequency of visits to trade fair	
2004 2003	40 37
2003	32
2001	29
Earlier events	27

First visit

Additional data trade visitors

Agriculture and forestry Wholesale/foreign trade	19 2
Retail trade	8
Horticulture, landscape gardening	7
Catering trade (restaurants, hotels and	
guest houses)	7
Other services Food and luxuries industry	10 7
Other industry	2
Authorities, public facilities, associations	2
School, technical college, university	7
Other	7
Student Other not gainfully employed	10
Other not gainfully employed	9
Influence on purchasing/	
procurement decisions	
Decisively	23
Collectively In an advisory capacity	19 19
No	21
Other not gainfully employed	- 9
student	10
Anna of manna of the the	
Area of responsibility Management	19
Research/development/design	4
Planning/work preparation	6
Manufacture/production	13
Production, quality control	3
Buying/procurement Finance/accounting, controlling	10
Information, communication technology	
Administration/organization/personnel/	(LDI) 3
social welfare/training	7
Marketing/sales/advertising/PR	9
Storage/material management/logistics/	Δ
transport Maintenance/repairs	4
Other area	23
Student	10
Other not gainfully employed	9
Size of company/organization:	

Number	of emp	loyees:	
1- 4	27	500 - 999	4
5- 9	10	1 000 - 9 999	4
10- 49	19	10 000 and more	3
50- 99	6	student	10
100-199	5	other not gainfully	
200-499	5	employed	9

Length of 1. Length	of stay of stay	(days):			
one	81 [°]	five	1	nine	
two	11	six	-	ten	
three	4	seven	-		
four	1	eight	-		

2. Average	iength (or stay		1,4	aays
3. Share of	visitors	on the e	event's	days:	
1st day	18	5th day	10	9th day	13
2nd day	15	6th day		10th day	13
3rd day	12	7th day		•	
4th day	13	8th day	16		

Additional data private visitors

	_
Sex Male Female	42 58
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	11 10 13 22 20 21 3
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	15 19 16 12 10 5 18
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	15 46 19 15 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	70 14 16
Follow-up business Intend to buy at later date yes no maybe	29 30 40

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Import Shop (2004) ---- Berlin

Basic data all visitors

Total number of visitors	42 253
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	87 5 4 3
Total Germany: Baden- Württemberg 1 Westphalia Bavaria - Rhineland- Berlin 78 Palatinate Brandenburg 17 Saarland Bremen - Saxony Hamburg - Schleswig- Mecklenburg- West Pommerania 1 Thuringia Lower Saxony -	99 1 - - 1 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	1 46 27 9 9 - 9
The country with the highest visitor share Switzerland	18
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Houswife/man Old-age pensioner	13 1
Frequency of visits to trade fair 2003 53 2000 2002 44 Earlier events 2001 34 First visit	26 23 29

Basic data private visitors

Basic data private visitors	
Proportion of private visitors	91 %
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	89 5 4 3
Total Germany: Baden- Württemberg 1 Westphalia Bavaria 79 Palatinate Brandenburg 17 Saarland Bremen - Saxony Hamburg - Saxony - Anhalt Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	99
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The country with the highest visitor share	1 56 33 11 - - - -
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Old-age pensioner Other not gainfully employed Houswife/man	9 1 1 5 30 4 6 2 4 15 14 4 4 4
Frequency of visits to trade fair 2003 2002 2001 2000 2000 Earlier events First visit	54 46 35 27 23 27

Additional data private visitors

Sex Male Female	24 76
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	11 13 19 25 16 14 3
Net household income up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR N/A	11 6 8 9 11 11 9 15 21
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	25 39 18 13 5
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	91 2 7
Follow-up business Intend to buy at later date yes no maybe	25 27 48
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

MODERNER STAAT ---- Berlin

Basic data trade visitors

Total number of	visito	rs	3 278
Proportion of trade visitors			100%
Region of resider up to 50 km more than 50 km more than 100 km over 300 km	up to	100 km 300 km	34 4 13 50
Total Germany		No do plate	100
Baden- Württemberg	8	North Rhine- Westphalia	21
Bavaria Berlin		Rhineland- Palatinate	2
Brandenburg		Saarland	1
Bremen Hamburg	1	Saxony Saxony-Anhalt	3
Hesse	9	Schleswig-	
Mecklenburg- West Pommerania Lower Saxony	2 6	Holstein Thuringia	1
Position in the co	ompai	ny/organization	
Secretary of state, authority, regional	presi	dent	2
Principal, head of secretary, head of Lord mayor, depar	gover	nment dept.	nt 19
councillor, district	admin	istrator	5
Head of public off	ice, de	epartment head	7
Department head, head	sectio	m nead, subject	13
Member of the bo	ard, n	nanaging director,	
owner Department head,	autho	rized signatory	6
Department head,	group		12
Clerk, skilled work Other salaried staf	er f/nubl	ic sarvica	4 7
Lecturer teacher			6

Lecturer, teacher, scientific assistant

Frequency of visits to trade fair 2004 2003 2002 Earlier events

Other position Student

First visit

6 13 4

Additional data trade visitors

Economic sector Authority/public services Service Association/society Industry Other sectors Student	65 18 3 4 5 4
Influence on purchasing/ procurement decisions Decisively Clickitely In an advisory capacity No student	13 31 33 18 4
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	17 6 8 2 - 5 9 32 27 22
Other area Student Other not gainfully employed	9
Size of company/organization: Number of employees: 1 - 4 3 200 - 499 5 - 9 3 500 - 999 10 - 49 12 1 000 - 9 999 50 - 99 5 10 000 and more 10 000 and student	14 15 24 9 4
Length of stay 1. Length of stay (days): one 49 two 51 2. Average length of stay 1,5 d 3. Share of visitors on the event's days: 1st day 75 2nd day 76	ays

Conducted by: Walter, Wissler & Partner, Basel

ITB ---- Berlin

Basic data trade visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	Total number of visitors	139 024
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 6 Westphalia Bavaria 9 Rhineland- Berlin 26 Palatinate Brandenburg 9 Saarland 17 Bremen 2 Saxony Hamburg 2 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania 3 Thuringia Lower Saxony 8 Total Foreign 34 Grid Which EU 77 Grid Which EU 77 Grid Which EU 77 Grid Widdle East East Asia Australia The five countries with the highest visitor shares Poland 29 Austria 11 Retherlands 67 Great Britain 59 Britain 59 Britain 59 Browner 10 Browner 11 Brow	Proportion of trade visitors	58%
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- Baden- Württemberg 6 Westphalia Bavaria 9 Rhineland- Berlin 26 Palatinate Brandenburg 9 Saarland Bremen 2 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania 3 Thuringia Lower Saxony 8 Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Poland Austria Netherlands Great Britain Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events	Region of residence	
Total Germany Baden- Württemberg 6 Westphalia 8 Bavaria 9 Rhineland- Berlin 26 Palatinate 4 Brandenburg 9 Saarland 1 Bremen 2 Saxony Hamburg 2 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania 3 Thuringia 1 Lower Saxony 8 Total Foreign 3 Thuringia 1 Lower Saxony 8 Total Foreign 3 Thuringia 2 Thuringia 3 Thuringia 3 Thuringia 4 Total Foreign 3 Thuringia 3 Thuringia 4 Total Foreign 3 Thuringia 3 Thuringia 4 Total Foreign 3 Total Foreign 3 Total Foreign 3 Thuringia 3 Thuringia 4 Thuringia 5 Thuringia 6 Thuringia 7 Total Foreign 7 Total Foreign 3 Thuringia 7 Thuringia 7 Thuringia 7 Thuringia 8 Thuringia 8 Thuringia 9 Thuring	up to 50 km	
Total Germany Baden- Württemberg 6 Westphalia 8 Bavaria 9 Rhineland- Berlin 26 Palatinate 4 Brandenburg 9 Saarland 1 Bremen 2 Saxony Hamburg 2 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania 3 Thuringia 1 Lower Saxony 8 Total Foreign 3 Thuringia 1 Lower Saxony 8 Total Foreign 3 Thuringia 2 Thuringia 3 Thuringia 3 Thuringia 4 Total Foreign 3 Thuringia 3 Thuringia 4 Total Foreign 3 Thuringia 3 Thuringia 4 Total Foreign 3 Total Foreign 3 Total Foreign 3 Thuringia 3 Thuringia 4 Thuringia 5 Thuringia 6 Thuringia 7 Total Foreign 7 Total Foreign 3 Thuringia 7 Thuringia 7 Thuringia 7 Thuringia 8 Thuringia 8 Thuringia 9 Thuring	more than 100 km up to 300 km	18
Baden- Württemberg 6 Westphalia 8 Bavaria 9 Rhineland- Berlin 26 Palatinate 4 Brandenburg 9 Saarland 17 Bremen 2 Saxony 7 Hamburg 12 Saxony 7 Hamburg 2 Saxony 7 Hesse 6 Schleswig- Hesse 6 Schleswig- Holstein 3 West Pommerania 3 Thuringia 3 Lower Saxony 8 Total Foreign 3 of which EU 77 Of which EU 77 Of which EU 77 Rest of Europe Africa North America South and Central America Middle East East Asia Australia 11 Netherlands Great Britain 5 Great Britain 5 Spain 25 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, group head 0 Other salaried staff/public service Stilled worker Lecturer, teacher, scientific assistant Trainee 0 Other not gainfully employed 2 Frequency of visits to trade fair 2004 2002 2001 Earlier events 18 Earlier 19 Earlier events 19 Earlier 19	over 300 km	61
Württemberg 6 Westphalia 8 Bavaria 9 Rhineland- 9 Rhineland- 9 Ratinate 4 Brandenburg 9 Saarland 17 Bremen 2 Saxony 17 Saarland 18 Bremen 2 Saxony 18 Saxony-Anhalt 18 See 6 Schleswig- 18 Hesse 6 Schleswig- 19 Holstein 18 Saarland 19 Holstein 19 Saxony 19 S		66
Bavaria 9 Rhineland- Berlin 26 Palatinate 4 Brandenburg 9 Saarland 1 Bremen 2 Saxony 7 Hamburg 2 Saxony 7 Hamburg 2 Saxony-Anhalt 1 Hesse 6 Schleswig- Mecklenburg- Holstein 3 West Pommerania 3 Thuringia 1 Lower Saxony 8 Total Foreign 3 Thuringia 1 Lower Saxony 8 Total Foreign 9 Saringia 3 Total Foreign 9 Saringia 3 Total Foreign 9 Saxony-Anhalt 9 Saxony 8 Total Foreign 9 Saxony 8 Total Foreign 9 Saxony-Anhalt 9 Saxony		0
Berlin 26 Palatinate Brandenburg 9 Saarland 17 Bremen 2 Saxony Hamburg 2 Saxony 7 Hamburg 6 Schleswig- Mecklenburg- West Pommerania 3 Thuringia Lower Saxony 8 Total Foreign 34 Of which EU 77 Rest of Europe Africa North America South and Central America South and Central America Middle East East Asia Australia 11 North America South and Central America Middle East East Asia Australia 11 Netherlands 6 Septiment 11 Representation 12 Foreign 34 Of which EU 77 Position in the companylorganization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, group head Other salaried staff/public service Stilled worker Lecturer, teacher, scientific assistant Trainee 8 Other position 5 Student 0 Frequency of visits to trade fair 2004 2002 2001 Earlier events 18 Earlier events 18 Earlier events 18 Earlier 19 Earlier		0
Hesse 6 Schleswig- Mecklenburg- Holstein 3 West Pommerania 3 Thuringia 3 Lower Saxony 8 Total Foreign of which EU 777 Rest of Europe Africa 9 Africa North America 2 South and Central America Middle East 2 East Asia Australia 2 The five countries with the highest visitor shares Poland 29 Austria 11 Netherlands 6 Great Britain 5 Spain 2 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 9 Other salaried staff/public service Skilled worker 12 Ecturer, teacher, scientific assistant 17 Trainee 12 Other position 12 Cother position 12 Cother position 12 Cother not gainfully employed 22 Cother not gainfully employed 22 Cother position 22 Cother position 22 Cother not gainfully employed 22 Cother position 22 Cother position 32 Cother position 34 Cother positio	Berlin 26 Palatinate	4
Hesse 6 Schleswig- Mecklenburg- Holstein 3 Mest Pommerania 3 Thuringia 3 Lower Saxony 8 Total Foreign of which EU 777 Rest of Europe Africa 9 Africa North America 20 Middle East 5 East Asia Australia 2 The five countries with the highest visitor shares Poland 29 Austria 11 Netherlands 6 Great Britain 5 Spain 2 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 9 Other salaried staff/public service Skilled worker 12 Electurer, teacher, scientific assistant 17 Trainee 0 Other position 5 Student 22 Other not gainfully employed 22 Frequency of visits to trade fair 2004 23 2002 23 2001 Earlier events 18 The five countries with the highest visitor shares 25 Africa North America 25 America 3 Australia 25 Australia 26 Australia 27 Australia 27 Australia 27 Australia 28 Australia 29 Australia 29 Australia 29 Australia 29 Australia 20 Australia 21 Australia 20 Australia	Brandenburg 9 Saarland	1
Hesse 6 Schleswig- Mecklenburg- Holstein 3 Mest Pommerania 3 Thuringia 3 Lower Saxony 8 Total Foreign of which EU 777 Rest of Europe Africa 9 Africa North America 20 Middle East 5 East Asia Australia 2 The five countries with the highest visitor shares Poland 29 Austria 11 Netherlands 6 Great Britain 5 Spain 2 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 9 Other salaried staff/public service Skilled worker 12 Electurer, teacher, scientific assistant 17 Trainee 0 Other position 5 Student 22 Other not gainfully employed 22 Frequency of visits to trade fair 2004 23 2002 23 2001 Earlier events 18 The five countries with the highest visitor shares 25 Africa North America 25 America 3 Australia 25 Australia 26 Australia 27 Australia 27 Australia 27 Australia 28 Australia 29 Australia 29 Australia 29 Australia 29 Australia 20 Australia 21 Australia 20 Australia	Hamburg 2 Saxony-Anhal	t 3
West Pommerania 3 Thuringia Lower Saxony 8 Total Foreign of which EU 77 Rest of Europe Africa North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Poland 29 Austria 11 Netherlands 6 Great Britain 5 Spain 2 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student 29 Other not gainfully employed Frequency of visits to trade fair 2004 32 2002 2001 Earlier events	Hesse 6 Schleswig-	
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Poland Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 22001 23002 23001 25 Earlier events		3
of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Poland Austria Netherlands Great Britain Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2002 2001 Earlier events		,
The five countries with the highest visitor shares Poland 25 Austria 11 Netherlands 65 Great Britain 55 Position in the company/organization Entrepreneur, partner, self-employed 18 Managing director, board member, head of an authority etc. 5enior department head, other employee with managerial responsibility Department head, group head 05 Cher salaried staff/public service 54 Skilled worker 25 Lecturer, teacher, scientific assistant 17 Trainee 87 Other position 12 Other not gainfully employed 25 Frequency of visits to trade fair 2004 30 2003 27 2000 22 2000 15 Earlier events 11	Total Foreign	34
The five countries with the highest visitor shares Poland 25 Austria 11 Netherlands 65 Great Britain 55 Position in the company/organization Entrepreneur, partner, self-employed 18 Managing director, board member, head of an authority etc. 5enior department head, other employee with managerial responsibility Department head, group head 05 Cher salaried staff/public service 54 Skilled worker 25 Lecturer, teacher, scientific assistant 17 Trainee 87 Other position 12 Other not gainfully employed 25 Frequency of visits to trade fair 2004 30 2003 27 2000 22 2000 15 Earlier events 11		77
The five countries with the highest visitor shares Poland 25 Austria 11 Netherlands 65 Great Britain 55 Position in the company/organization Entrepreneur, partner, self-employed 18 Managing director, board member, head of an authority etc. 5enior department head, other employee with managerial responsibility Department head, group head 05 Cher salaried staff/public service 54 Skilled worker 25 Lecturer, teacher, scientific assistant 17 Trainee 87 Other position 12 Other not gainfully employed 25 Frequency of visits to trade fair 2004 30 2003 27 2000 22 2000 15 Earlier events 11		9 4
The five countries with the highest visitor shares Poland 25 Austria 11 Netherlands 65 Great Britain 55 Position in the company/organization Entrepreneur, partner, self-employed 18 Managing director, board member, head of an authority etc. 59 Senior department head, other employee with managerial responsibility Department head, group head 05 Other salaried staff/public service 51 Skilled worker 12 Lecturer, teacher, scientific assistant 12 Trainee 13 Other position 14 Other not gainfully employed 15 Frequency of visits to trade fair 15 2004 25 2001 25 2001 25 2001 15 Earlier events 17		3
The five countries with the highest visitor shares Poland 25 Austria 11 Netherlands 65 Great Britain 55 Position in the company/organization Entrepreneur, partner, self-employed 18 Managing director, board member, head of an authority etc. 5enior department head, other employee with managerial responsibility Department head, group head 05 Cher salaried staff/public service 54 Skilled worker 25 Lecturer, teacher, scientific assistant 17 Trainee 87 Other position 12 Other not gainfully employed 25 Frequency of visits to trade fair 2004 30 2003 27 2000 22 2000 15 Earlier events 11		2
The five countries with the highest visitor shares Poland 25 Austria 11 Netherlands 65 Great Britain 55 Position in the company/organization Entrepreneur, partner, self-employed 18 Managing director, board member, head of an authority etc. 59 Senior department head, other employee with managerial responsibility Department head, group head 05 Other salaried staff/public service 51 Skilled worker 12 Lecturer, teacher, scientific assistant 12 Trainee 13 Other position 14 Other not gainfully employed 15 Frequency of visits to trade fair 15 2004 25 2001 25 2001 25 2001 15 Earlier events 17		2
highest visitor shares Poland Austria 11 Netherlands Great Britain Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Prequency of visits to trade fair 2004 2003 2002 2001 22001 231 2001 252 2001 253 2001 264		-
Poland Austria Netherlands Great Britain Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Prequency of visits to trade fair 2004 2002 2001 2001 201 201 201 201 201 21 201 2201 23 2001 25 2001 26 26 27 26 27 27 28 28 28 28 29 2001 29 2001 29 2001 201 201 202 201 201 201 201 201 20		
Austria Netherlands Great Britain Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003 2002 2001 15 Earlier events		20
Great Britain Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events		11
Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003 2002 2001 15 Earlier events	Netherlands	6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003 2002 2001 201 201 201 201 201 201 201 2		5 4
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003 2002 2001 15 Earlier events	<u> </u>	
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003 2002 2001 15 Earlier events	Position in the company/organizatio Entrepreneur, partner, self-employed	n 18
search of an autonity etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2004 2002 2002 2001 201 201 201 201 201 201	Managing director, board member,	
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2004 2003 2002 2002 2001 Earlier events	nead of an authority etc.	
Student 25 Other not gainfully employed 2 Frequency of visits to trade fair 30 2003 27 2002 23 2001 15 Earlier events 18	with managerial responsibility	ee 3
Student 25 Other not gainfully employed 2 Frequency of visits to trade fair 30 2003 27 2002 23 2001 15 Earlier events 18	Department head, group head	9
Student 25 Other not gainfully employed 2 Frequency of visits to trade fair 30 2003 27 2002 23 2001 15 Earlier events 18	Other salaried staff/public service	12
Student 25 Other not gainfully employed 2 Frequency of visits to trade fair 30 2003 27 2002 23 2001 15 Earlier events 18		3
Student 25 Other not gainfully employed 2 Frequency of visits to trade fair 30 2003 27 2002 23 2001 15 Earlier events 18	Trainee	8
Other not gainfully employed 2 Frequency of visits to trade fair 2004 30 2003 27 2002 23 2001 19 Earlier events 18		
2004 30 2003 27 2002 23 2001 15 Earlier events 18		2
2003 27 2002 23 2001 19 Earlier events 18		
2002 23 2001 19 Earlier events 18		30
2001 19 Earlier events 18		27
	2001	19
	Earlier events First visit	18 49

Basic data private visitors	
Proportion of private visitors	42%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	69 5 13 13
Total Germany Baden- Württemberg 1 Westphalia Bavaria 1 Rhineland- Berlin 60 Palatinate Brandenburg 20 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 3	96 3 3 3 3
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	4 89 4 - 2 2 2 2 2
The two countries with the highest visitor shares Poland Austria	53 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	8 1 1 7 33 7 3 3 4 13 2 3 3 16
Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events	32 32 24 20 25

Basic data all visitors

Busic data dii Visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	40 3 16 41
Total Germany Baden- Württemberg 4 Westphalia Bavaria 5 Rhineland- Berlin 43 Palatinate Brandenburg 14 Saarland Bremen 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 6	79 6 2 5 3 2 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	21 78 9 4 3 2 2
The four countries with the highest visitor shares Poland Austria Netherlands Great Britain	31 10 5 4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	14 6 2 8 21 5 3 6 4 22 1 1 7
Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events First visit	31 29 23 19 21 44

Additional data trade visitors	
Economic sector Tourism organizations Tour operator Travel agency Trade fair organizer/conference and congress organizer Hotel company Transport carriers (bus, train, ship and air companies) Travel technology, information and reservation systems PR/advertising/consultancy Leisure centre/leisure park Publishing houses/press Tourism federations/associations Other Student Other not gainfully employed Research institute/educational institution	4 17 14 2 8 4 3 5 1 1 3 4 12 29 2 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	21 21 12 14 2 29

Stadent	_
Area of responsibility	
Management	2.
Research/development/design	
Planning/work preparation	
Manufacture/production	
Production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information, communication technology	(EDP)
Administration/organization/personnel/	
social welfare/training	
Marketing/sales/advertising/PR	2
Storage/material management/logistics/	
transport	
Maintenance/repairs	
Other area	1
Student	2
Other not gainfully employed	
other not gaintany employed	

	organization:	ompany	ot c	Size (
	oyees:	of emp	ber	Num
3	500 - 999	18	4	1-
4	1 000 - 9 999	11	9	5-
3	10 000 and more	15	49	10-
29	student	6	99	50-
	other not gainfully	5	199	100-
2	employed	4	499	200-

Length o		/ (days):		
one two	49 ²	four five	5 8	
three	13			
2 Average	longt	h of ctay		2 0 day

3. Share of visitors on the event's days: 1st day 31 4th day 51 2nd day 38 5th day 35 3rd day 44

Additional data private visitors

Sex Male Female	49 51
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	8 21 19 22 15 14 2
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	12 16 13 15 15 8 6
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	24 43 17 12 4
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	N/A
Follow-up business Intend to buy at later date yes no maybe	39 23 39

GmbH, Dortmund

SHOWTECH ---- Berlin

Basic data trade visitors

Total number of visitors	7 033
Proportion of trade visitors	97%
Region of residence up to 50 km	22
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	1 20 57
Total Germany	74
Baden- North Rhine- Württemberg 9 Westphalia	13
Bavaria 9 Rhineland- Berlin 28 Palatinate	2
Brandenburg 5 Saarland Bremen - Saxony	10
Hamburg 2 Saxony-Anhalt Hesse 4 Schleswig-	3
Mecklenburg- Holstein West Pommerania 4 Thuringia Lower Saxony 7	3
Total Foreign	26
of which EU Rest of Europe Africa	71 24
North America South and Central America	- - 1
Middle East East Asia	5
Australia	-
The five countries with the highest visitor shares	
Sweden Netherlands	14 13
Austria Switzerland	12 11
Finland	5
Position in the company/organization	19
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	6
Department head, group head	30 10
Other salaried staff/public service Skilled worker	7
Lecturer, teacher, scientific assistant Trainee	2 4 2 8
Other position Student	2 8
Housewife/man	1

Frequency of visits to trade fair 2003 2001 1999 Earlier events First visit

Additional data trade visitors	
Economic sector Film, radio, TV Theatre, opera, concert, festival hall Sports and multi-purpose halls Congress centres, trade fairs, exhibitions Other event venues Event organizer/management Cultural administration Architect, construction planning Exhibition stand construction Hotels/restaurants Discotheque Wholesale/foreign trade Industry (manufacturer) University/college/polytechnic Association/institution/organization Other sectors Student Other not gainfully employed	647 33 66 11 55 22 11 66 88
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	28 33 21 8 1

Area of responsibility Management 24 Research/development/design 12 Planning/work preparation 30 Manufacture/production 17 Production, quality control 4 Buying/procurement 21 Finance/accounting, controlling 4 Information, communication technology (EDP) 4 Administration/organization/personnel/ social welfare/training 6 Marketing/sales/advertising/PR 16 Storage/material management/logistics/ transport 5 Maintenance/repairs 14 Other area 15 Student 8 Other not gainfully employed 1	student	8
Management 24 Research/development/design 12 Planning/work preparation 30 Manufacture/production 17 Production, quality control 21 Finance/accounting, controlling 21 Finance/accounting, controlling EDP) 4 Administration/organization/personnel/social welfare/training 6 Marketing/sales/advertising/PR 16 Storage/material management/logistics/transport 5 Maintenance/repairs 14 Other area 15 Student 8	Area of responsibility	
Research/development/design 12 Planning/work preparation 30 Manufacture/production 17 Production, quality control 4 Buying/procurement 21 Information, communication technology (EDP) 4 Administration/organization/personnel/ social welfare/training 6 Marketing/sales/advertising/PR 16 Storage/material management/logistics/ transport 5 Maintenance/repairs 14 Other area 15 Student 8		24
Planning/work preparation 30 Manufacture/production 17 Production, quality control 4 Buying/procurement 21 Finance/accounting, controlling 4 Information, communication technology (EDP) 4 Administration/organization/personnel/social welfare/training 6 Marketing/sales/advertising/PR 16 Storage/material management/logistics/transport 5 Maintenance/repairs 14 Other area 15 Student 8		12
Production, quality control 4 Buying/procurement 21 Finance/accounting, controlling 4 Information, communication technology (EDP) 4 Administration/organization/personnel/social welfare/training 6 Marketing/sales/advertising/PR 16 Storage/material management/logistics/transport 5 Maintenance/repairs 14 Other area 15 Student 8	Planning/work preparation	
Buying/procurement 21 Finance/accounting, controlling 4 Information, communication technology (EDP) 4 Administration/organization/personnel/social welfare/training 6 Marketing/sales/advertising/PR 16 Storage/material management/logistics/transport 5 Maintenance/repairs 14 Other area 15 Student 8		17
Finance/accounting, controlling 4 Information, communication technology (EDP) 4 Administration/organization/personnel/ social welfare/training 6 Marketing/sales/advertising/PR 16 Storage/material management/logistics/ transport 5 Maintenance/repairs 14 Other area 15 Student 8		
Information, communication technology (EDP) 4 Administration/organization/personnel/ social welfare/training 6 Marketing/sales/advertising/PR 16 Storage/material management/logistics/ transport 5 Maintenance/repairs 14 Other area 15 Student 8		
Administration/organization/personnel/ social welfare/training 6 Marketing/sales/advertising/PR 16 Storage/material management/logistics/ transport 5 Maintenance/repairs 14 Other area 15 Student 8	Finance/accounting, controlling	
social welfare/training 6 Marketing/sales/advertising/PR 16 Storage/material management/logistics/ transport 5 Maintenance/repairs 14 Other area 15 Student 8		(EDP) 4
Marketing/sales/advertising/PR 16 Storage/material management/logistics/ transport 5 Maintenance/repairs 14 Other area 15 Student 8		
Storage/material management/logistics/ transport 5 Maintenance/repairs 14 Other area 15 Student 8	social welfare/training	
transport 5 Maintenance/repairs 14 Other area 15 Student 8	Marketing/sales/advertising/PR	16
Maintenance/repairs 14 Other area 15 Student 8		_
Other area 15 Student 8		
Student 8		
Other not gainfully employed 1		8
	Other not gainfully employed	1

Size of	company	y/organizatio	n:
Numbe	or of ami	nlovees	

	:5:	or emi	bei	Num
8	500 - 999	14	4	1-
4	1 000 - 9 999	9	9	5-
1	10 000 and more	18	49	10-
8	student	10		50-
	ther not gainfully	10	199	100-
1	employed	16	499	200-
	' '			

Length of 1. Length	of stay of stay	(davs):			
one	63	two	22	three	15
2. Averag	e lengtl	n of stay		1,5	days
3. Share of	of visito	rs on the e	vent's	days:	
1st day	48	2nd day	57	3rd day	48

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Harz + Heide (2004) ---- Braunschweig

Private visitor data

Other occupation Trainee/student/pupil Old-age-pensioner Other not working

Private visitor data	
Total number of visitors	72 320
Proportion of private visitors	90 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km further than 50 km within a 100 km further than 100 km radius	
Germany Other country	99 1
Sex Male Female Accompanied by husband/wife/partne	51 49 er 52
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	7 21 25 22 15 9
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife	14 36 9

Net household income	
up to 750, - EUR up to 1 000, - EUR more than 1 000, - EUR up to 1 250, - EUR more than 1 250, - EUR up to 1 500, - EUR more than 1 500, - EUR up to 2 000, - EUR more than 2 000, - EUR up to 2 500, - EUR more than 2 500, - EUR up to 3 000, - EUR more than 3 000, - EUR up to 3 000, - EUR N/A	7 5 6 8 9 8 7 10 40
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	13 44 19 17 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	58 19 23
Follow-up business Intend to buy at later date yes no	19 30

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





Private visitor data

Total number of visitors	23 121
Proportion of private visitors	85 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km further than 50 km within a 100 km further than 100 km radius	
Germany Other country	97 3
Sex Male Female Accompanied by husband/wife/partner	% 77 23 34
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 10 15 24 24 18 8
Occupation Unskilled/skilled worker Salaried staff	% 12 39
Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner	5 15 2 4 12 7

Net household income up to 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 250,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 500,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR N/A	18
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	9/ 14 40 19
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	4° 30 30
Follow-up business Intend to buy at later date yes no maybe	2° 3° 49

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Fahrrad.Markt.Zukunft ---- Bremen

Basic data trade visitors

Total number of visitors			10 033
Proportion of trac	7%		
Region of residen up to 50 km more than 50 km u more than 100 km over 300 km	51 6 36 6		
Total Germany			100
Baden-		North Rhine-	
Württemberg Bayaria	2	Westphalia Rhineland-	9
Berlin	-	Palatinate	_
Brandenburg		Saarland	-
Bremen		Saxony	-
Hamburg Hesse		Saxony-Anhalt Schleswig-	-
Mecklenburg-	4	Holstein	2
West Pommerania	-	Thuringia	
Lower Saxony	47		

Frequency of visits to trade fair N/A

Basic data private visitors

Proportion of priva	93%		
Region of residence up to 50 km more than 50 km u more than 100 km over 300 km	75 15 10 1		
Total Germany			100
Baden-		North Rhine-	
Württemberg	-	Westphalia	-
Bavaria		Rhineland-	
Berlin		Palatinate	-
Brandenburg		Saarland	-
Bremen		Saxony	-
Hamburg		Saxony-Anhalt	-
Hesse	1	Schleswig-	_
Mecklenburg-		Holstein	2
West Pommerania Lower Saxony	50 2	Thuringia	-

Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	8 2 1 7 29 8 5 2 4 11 2 4
Frequency of visits to trade fair 2004 2003 2002 Earlier events First visit	29 24 15 7 54

Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km				
Total Germany			100	
Baden-		North Rhine-		
Württemberg		Westphalia	3	
Bavaria		Rhineland-		
Berlin		Palatinate	-	
Brandenburg		Saarland	-	
Bremen		Saxony	-	
Hamburg	1	Saxony-Anhalt	2	
Hesse	1	Schleswig-		
Mecklenburg-		Holstein	-	
West Pommerania		Thuringia	-	
Lower Saxony	50			

Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	10
head of an authority etc.	1
Senior department head, other employee	
with managerial responsibility	1
Department head, group head Other salaried staff/public service	8 29
Skilled worker	
Lecturer, teacher, scientific assistant	9 5 2 4
Trainee	2
Other position	
Student Other net gainfully employed	11
Other not gainfully employed Housewife/man	2
Old-age pensioner	16
Frequency of visits to trade fair 2004	29
2004	24
2002	15
Earlier events	7
First visit	54

Additional data trade visitors

	.015
Economic sector Industry	2
Skilled trades	13
Retail trade	34
Wholesale/foreign trade	9
Specialist trade	26 26
Service Other	20
Student	11
Influence on purchasing/	
procurement decisions	
Decisively	21
Collectively In an advisory capacity	28 21
No	19
student	11
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	13 23

		Lauo	/UI yaiii/	ipaliy	ı coı	JIZE U
			loyees:	emp	er o	Numb
6		200		38	4	1-
6	999	500		15	9	5-
4	9 999	000	1	13	49	10-
2	and more	000	10	2		50-
11	student			2	99	100-1

Length of stay 1. Length of stay (days):		
2. Average length of stay	N/A	days
3. Share of visitors on the event's days 1st day 40 2nd day 60	i:	

Other not working

Additional data private visitors

Sex Male Female	69 31
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 60 years over 60 up to 70 years over 70 years	8 11 16 27 21 17
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	79 15 17 16 9 6
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	17 41 17 19
Buying and ordering capacity Purchase or order made or	
intended at the exhibition yes no maybe	31 30 39
Follow-up business Intend to buy at later date yes on on maybe	46 12 43

hafa ---- > Bremen

Basic data private visitors		
Total number of visitors	70 321	
Proportion of private visitors	93%	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	83 14 2 1	
Total Germany Baden- Württemberg - Westphalia Bavaria - Rhineland- Berlin - Palatinate Brandenburg - Saarand Bremen 50 Saxony Hamburg 1 Saxony-Anha Hesse - Sakony- Mecklenburg- West Pommerania Lower Saxony 48	100 - - - - - - - - - - - - - - - - -	
Position in the company/organizatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	7	

Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events First visit

Additional data private visitors

Sex Male Female	36 64
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	7 14 20 20 17 17
Net household income up to 900,- EUR more than 1500,- EUR up to 1500,- EUR more than 2000,- EUR up to 2000,- EUR more than 2000,- EUR up to 2600,- EUR more than 3600,- EUR up to 3600,- EUR more than 5000,- EUR up to 5000,- EUR N/A	11 17 14 13 14 8 5 20
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	18 46 17 13 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	70 7 23
Follow-up business Intend to buy at later date yes no maybe	22 20 58
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

CREATIVA (2003) ---- Dortmund

Private visitor data

Total number of visitors 66	725
Proportion of private visitors 7	7 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km radiu further than 50 km within a 100 km radius further than 100 km radius	
Germany Other country	98 2
Sex Male Female Accompanied by husband/wife/partner	7 94 11
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	6 17 31 27 13 5
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Old-age-pensioner	5 40 6 6 20 4 9 7 3

Net household income up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR	8 3 5 7 10 9 8 10 41
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	11 30 18 26 16
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	91 2 6
Follow-up business Intend to buy at later date yes no maybe	32 20 48

Boulevard.DORTMUNDER HERBST ---- > Dortmund

Basic data private visitors

Basic data private visitors		
Total number of visitors	113 540	
Proportion of private visitors	92%	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	89 8 3	
Total Germany	100	
Baden- North Rhine- Württemberg - Westphalia Bavaria - Rhineland- Berlin - Palatinate	98	
Brandenburg - Saarland		
Bremen - Saxony	-	
Hamburg - Saxoný-Anhalt Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony 1	- - -	
Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	6	

Frequency of visits to trade fair 2004 2003 2002 2001

Earlier events First visit

First visit

Basic data all visitors

Proportion of trade visitors	8%
Region of residence	
up to 50 km	88
more than 50 km up to 100 km more than 100 km up to 300 km	8
more than 100 km up to 300 km	3
over 300 km	1
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia	98
Bavaria - Rhineland- Berlin - Palatinate	_
Brandenburg - Saarland	_
Bremen - Saxony	_
Hamburg - Saxony-Anhalt	-
Hesse - Schleswig-	
Mecklenburg- Holstein Thuringia	-
West Pommerania - Thuringia Lower Saxony 1	
Total Foreign	1
of which EU	13
Rest of Europe Africa	50 13
North America	- 13
South and Central America	13
Middle East	-
East Asia	- 43
Australia	13
Position in the company/organization	
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	1
Senior department head, other employee	
with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	25
Skilled worker	/
Lecturer, teacher, scientific assistant Trainee	7 3 4
Other position	5
Student	5 11
Other not gainfully employed	5
Housewife/man	10
Old-age pensioner	13
Frequency of visits to trade fair	
2004	47
2003	48
2002	44 38
2001 Earlier events	38 40
First visit	17

Additional data private visitors

Male Female	36 64
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	12 16 19 24 16 11
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	9 12 13 10 9 7 8 32
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	13 41 19 18 9
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	74 8 18
Follow-up business Intend to buy at later date yes no maybe	22 27 52

ELEKTROTECHNIK ---- > Dortmund

Basic data trade visitors

Total number of visitors	27 148
Proportion of trade visitors	97%
Region of residence	
up to 50 km	46
more than 50 km up to 100 km more than 100 km up to 300 km	32
	20
over 300 km	
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia	90
Bavaria - Rhineland- Berlin - Palatinate	3
	-
Brandenburg - Saarland Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 2 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 4	
Total Foreign	
of which EU	86
Rest of Europe	
Africa	
North America South and Central America	
Middle East	
East Asia	14
Australia	•
Position in the company/organization	1
Entrepreneur, partner, self-employed	19
Managing director, hoard member	
Managing director, board member,	
head of an authority etc.	
head of an authority etc. Senior department head, other employe	e
head of an authority etc. Senior department head, other employe with managerial responsibility	e
head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	e 1
head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	e 1
head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	e 1
head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	e 1 1 1
head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	e 1 1 1
head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	e 1 1 1
head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	e 1 1 1
head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man	11 14 15
head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	e 1 1 1
head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair	e 11 14 11 11 11 11 11 11 11 11 11 11 11
head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2003	e 11 14 11 11 11 11 11 11 11 11 11 11 11
head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2003 2002	e 11 14 14 14 14 14 14 14 14 14 14 14 14
head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2003 2002 2001	e 11 11 11 11 11 11 11 11 11 11 11 11 11
head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2003 2003	e 11 14 14 14 14 14 14 14 14 14 14 14 14

Additional data trade visitors

Other skilled trades Electrical engineering industry	3
	14
Other industry	
Electrical wholesale trade	-
Electrical retail trade Other wholesale and retail trade	
Energy supply company mains/grid operato	r
Engineering, planning office, architects Service companies/telecommunications	
Specialist authority, administration	
Training and further training Other	
Student	
Other not gainfully employed	(
Influence on purchasing/	
procurement decisions Decisively	2
Collectively	3
In an advisory capacity No	19
Other not gainfully employed	-
student	
Area of responsibility	
Management	- 19
Research/development/design Planning/work preparation	2
Manufacture/production	2
Production, quality control Buying/procurement	1
Finance/accounting, controlling	4
Information, communication technology (ED Administration/organization/personnel/	P)10
social welfare/training	4
Marketing/sales/advertising/PR	
Marketing/sales/advertising/PR Storage/material management/logistics/ transport	
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	29
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	29
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	1
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization:	1
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	2!
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 20 500 - 999 5 - 9 12 1 000 - 9 999	2!
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	29
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 20 500 - 999 5- 9 12 1 000 - 999	29

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

3. Share of visitors on the event's days: 1st day 27 3rd day 29 2nd day 34 4th day 21

HobbyTronic (2003) ---- Dortmund

Private visitor data

Total number of visitors	45 672
Proportion of private visitors	48 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km further than 50 km within a 100 km further than 100 km radius	17 19 radius 24 radius 23 18
Germany Other country	98 2
Sex Male Female Accompanied by husband/wife/partner	92 8 10
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	19 24 27 17 7 3 5
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	17 27 7 8 2 3 26 5

Net household income up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR more than 3 000,- EUR	15 4 5 9 7 17 30
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	19 27 19 19
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	82 7 11
Follow-up business Intend to buy at later date yes no maybe	27 34 40

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERMODELLBAU ---- Dortmund

Basic data private visitors

basic uata pii	ıva	te visitors	
Total number of vi	sito	rs	103 104
Proportion of priva	ate v	/isitors	96%
Region of residence up to 50 km more than 50 km up more than 100 km up over 300 km	o to	100 km 300 km	33 23 36
Total Germany			85
Baden- Württemberg Bavaria	1	North Rhine- Westphalia Rhineland-	77
Berlin		Palatinate	3
Brandenburg		Saarland	3
Bremen	1	Saxony	
Hamburg	-	Saxony-Anhali	t ·
Hesse	5	Schleswig-	
Mecklenburg- West Pommerania		Holstein	1
Lower Cavery	0	Thuringia	

Total For	reian	1
of which		9
	Rest of Europe	-
	Africa .	
	North America	
	South and Central America	
	Middle East	
	East Asia	
	Australia	

Lower Saxony

The five countries with the highest visitor shares	
Netherlands	5
Belgium	1
Great Britain	
Switzerland	
Denmark	

Position in the company/organization	
Entrepreneur, partner, self-employed	9
Managing director, board member,	
head of an authority etc.	2
Senior department head, other employed	е
with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	25
Skilled worker	19
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	2 5
Student	7
	7 5
Other not gainfully employed	2
Housewife/man	
Old-age pensioner	12

Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events	52 51 47 41 42
Earlier events	42
First visit	20

Additional data private visitors

Sex Male Female	93 7
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	7 13 25 28 17 8 3
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	6 11 16 13 14 9 11 21
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	17 33 20 22 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	42 20 38
Follow-up business Intend to buy at later date yes no maybe	48 15 37

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



Inter-tabac --- > Dortmund

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	4 817
Proportion of trade visitors	89%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	29 14 28 30
Total Germany Baden- Württemberg 4 Westphalia Bavaria 4 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 7	82 64 5 1 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	18 67 14 2 6 8
The three countries with the highest visitor shares Netherlands Belgium Switzerland	27 8 8
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Old-age pensioner	63 7 3 8 8 3 - 2 2 2 1 1
Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events First visit	43 35 30 20 18 39

Additional data trade visitors

Economic sector Wholesale/foreign trade Retail trade Skilled trades Industry Service Other Student Other not gainfully employed	20 59 2 9 6 2 1
Influence on purchasing/ procurement decisions Decisively Collectively In advisory capacity No Other not gainfully employed student	56 25 11 5 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	58 1 6 5 1 30 6 DP) 2 3 17 8 3 14 1
Size of company/organization: Number of employees: 1 - 4 50 500 - 999 5 - 9 21 1 000 - 9 999 10 49 11 10 000 and more 50 - 99 5 student 50 99 5 other not gainfully 100-199 2 other not gainfully 200-499 4 employed	2 1 1
Length of stay 1. Length of stay (days): one 76 two 17 three 7 2. Average length of stay 1,3	3 days

3. Share of visitors on the event's days:

Conducted by: Gelszus Messe-Marktforschung

1st day 39 2nd day 47 3rd day 45

GmbH, Dortmund

JAGD & HUND (2003) ---- Dortmund

Private visitor data

Total number of visitors	62 992
Proportion of private visitors	76 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km further than 50 km within a 100 km further than 100 km radius	
Germany Other country	93 7
Sex Male Female Accompanied by husband/wife/partner	76 24 32
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	7 12 25 24 16 12
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner	14 25 8 20 5 4 10

Other not working

Net household income up to 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR	10 17 41
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	11 33 17 23 15
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	83 5 12
Follow-up business Intend to buy at later date yes no maybe	41 20 39
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

Dresdner Reisemarkt

Basic data private visitors

Total number of visitors	29 663
Proportion of private visitors	97%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	86 10 3 2
Total Germany Baden- Württemberg - Westphalia Bavaria - Rhineland- Berlin 1 Palatinate Brandenburg 2 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	100 - - - 95 1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee, student Other position Other not gainfully employed Housewife/man Old-age pensioner	5
Frequency of visits to trade fair 2004 2003 2002 Earlier events First visit	44 42 35 10 38

---- Dresden

Additional data private visitors

Sex Male Female	42 58
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	9 21 17 15 14 18 6
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 5 000,- EUR up to 5 000,- EUR N/A	9 14 18 15 8 4
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	13 53 18 14 3
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	29 31 40
Follow-up business Intend to buy at later date yes no maybe	52 7 42

Conducted by: IMPTE GmbH Institut für Management-Training und Entwicklung, Bendorf

A + A ···· Düsseldorf

Basic data trade visitors	
Total number of visitors	54 438
Proportion of trade visitors	99%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	28 13 21 38
Total Germany	83
Baden- Württemberg 7 Westphalia Bavaria 7 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saxony- Hamburg 2 Saxony-Anhalt Hesse Mecklenburg- West Pommerania Lower Saxony 8	56 5 1 2 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	17 65 11 2 5 2 5 8
The five countries with the highest v shares Netherlands Belgium Great Britain Austria France	risitor 11 9 7 6 5

France	5
Position in the company/organizatie Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	on 15
other not gaintany employed	

Frequency of visits to trade fair	
2003	50
2001	40
Earlier events	28
First visit	36

Additional data trade visitors

Skilled trades Employers' liability insurance association Public protection institution Security service provider Public health service/welfare work Hospital/clinic/practice/med.laboratory/ institute Trade supervisory authority Other services, technical management consultancy Authority/public services University/college/polytechnic Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	Industry	3
Employers' liability insurance association Public protection institution Security service provider Public health service/welfare work Hospital/clinic/practice/med.laboratory/ institute Trade supervisory authority Other services, technical management consultancy Authority/public services University/college/polytechnic Other Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area		
Security service provider Public health service/welfare work Hospital/clinic/practice/med.laboratory/ institute Trade supervisory authority Other services, technical management consultancy Authority/public services University/college/polytechnic Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area		n
Hospital/clinic/practice/med.laboratory/ institute Trade supervisory authority Other services, technical management consultancy Authority/public services University/college/polytechnic Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	Public protection institution	
Hospital/clinic/practice/med.laboratory/ institute Trade supervisory authority Other services, technical management consultancy Authority/public services University/college/polytechnic Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	Security service provider	
institute Trade supervisory authority Other services, technical management consultancy Authority/public services University/college/polytechnic Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student		
Other services, technical management consultancy Authority/public services University/college/polytechnic Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student		
consultancy Authority/public services University/college/polytechnic Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	Trade supervisory authority	
Authority/public services University/college/polytechnic Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student		
University/college/polytechnic Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student		
Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student		
Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student		
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student		
Decisively Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/adwertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	- The for gaining employed	
Decisively Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/adwertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	Influence on purchasing/	
Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student		
No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	Collectively	3
Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student		
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student		
Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student		
	Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	
	Size of companylorganization:	
Number of employees:		
Number of employees: 1- 4 8 500- 999	Number of employees: 1- 4 8 500- 99	
Number of employees: 1- 4 8 500- 999 5- 9 8 1 000- 9 999	Number of employees: 1- 4 8 500- 99 5- 9 8 1 000- 9 99	99
Number of employees: 1- 4 8 500- 999	Number of employees: 1- 4 8 500- 99 5- 9 8 1 000- 99 10- 49 20 10 000 and mo	99 re
Number of employees: 1- 4 8 500- 999 5- 9 8 1 000- 9 999 10- 49 20 10 000 and more 50- 99 10 student 100-199 8 other not	Number of employees: 1- 4 8 500- 99 5- 9 8 1 000- 99 10- 49 20 10 000 and mo 50- 99 10 stude 100-199 8 other n	ot
Number of employees: 1- 4 8 500- 999 5- 9 8 1 000- 9 999 10- 49 20 10 000 and more 50- 99 10 student	Number of employees: 1- 4 8 500- 99 5- 9 8 1 000- 9 9 10- 49 20 10 000 and mo 50- 99 10 stude 100-199 8 other n 200-499 9 gainfully employe	ot ed

2. Average length of stay

3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

BEAUTY INTERNATIONAL ---- Düsseldorf

Basic data trade visitors

Total number of visitors	53 474
Proportion of trade visitors	89%
Region of residence	
up to 50 km	35
more than 50 km up to 100 km more than 100 km up to 300 km	21 25
over 300 km	19
Total Germany	93
Baden- North Rhine- Württemberg 4 Westphalia	65
Bavaria 3 Rhineland-	03
Berlin 2 Palatinate	6
Brandenburg 1 Saarland	
Bremen - Saxony Hamburg 1 Saxony-Anhalt	2
Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig-	'
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia	1
Lower Saxony 7	
Total Foreign	7
of which EU	82
Rest of Europe Africa	7
North America	82 7 2 1 2 3 2
South and Central America	2
Middle East	3
East Asia	2
Australia	
The five countries with the	
highest visitor shares Netherlands	22
Belgium	22 22
Italy	6
Austria	5
France	5
Position in the company/organization Entrepreneur, partner, self-employed	1
Managing director, board member,	66
head of an authority etc.	2
Senior department head, other employe	e
with managerial responsibility	1
Department head, group head Other salaried staff/public service	2
Chilled worker	2

Skilled worker

Other position

Earlier events

First visit

1,6 days

Lecturer, teacher, scientific assistant

Frequency of visits to trade fair 2004 2003

Student Other not gainfully employed

Additional data trade visitors

ector		
		3
actice		1
salon		
, wellne	ss facilities	1
lios		
ctice, no	on-medical practitioner	
armaco	uticals/chomical	
idiffiacc	aticals/criciffical	
ictice		
ainfully e	employed	
n purch	asing/	
t decisi	ions	-
		5 1
ry capa	city	1
ainfully 4	employed	1
arriully (Linpidyeu	
nonciki	lity	
t t	iity	4
velopme		
ırement		
on/orgar	nication technology (ED	r)
e/trainir	ng	
		1
enai ma	inagement/logistics/	
repairs		
		2
ainfully e	employed	
. ,	1 7 7	
pany/or	rganization: vees:	
59	500 - 999	
	1 000 - 9 999	
2	other not gainfully	
1	employed	
	N/A	1
tay		
stay (da	ays):	
8		
4		
	titute actice salon , wellne dios ctice, no narmace actice	titute actice salon , wellness facilities dios ctice, non-medical practitioner narmaceuticals/chemical actice sinfully employed n purchasing/ at decisions ry capacity sinfully employed ponsibility t velopment/design rk preparation /production quality control irement uniting, controlling communication technology (ED on/organization/personnel/ ve/training ales/advertising/PR erial management/logistics/ ve/repairs sinfully employed pany/organization: employees: 59 500 999 11 1000 9999 6 10000 and more 1 student 2 other not gainfully 1 employed N/A tay stay stay stay stay (days): 7

boot ---- > Düsseldorf

Basic data trade visitors

Total number of visitors	281 206
Proportion of trade visitors	15%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	28 11 26 35
Total Germany Baden- Württemberg 6 Westphalia Bavaria 5 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg 2 Saxony-Anhal Hesse 4 Schleswig- Holstein West Pommerania Lower Saxony 8	64 61 62 1 t 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	36 75 14 2 3 1 1
The five countries with the highest visitor shares Netherlands Belgium Switzerland Spain Austria	38 7 6 8
Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Old-age pensioner	37 9

Additional data trade visitors

Economic					10
Boat indus		المستقد المسال			16
Other indu Skilled trad	Stry/SKI	ned trad	es		7
Specialist 1					6
Other trad					- 5
Tourism	-				10
Hire of boa	ats. wa	ter sport	s equipr	nent	.3
Media, pre					3
Other serv	ices				9
Public auth	nority				10 3 3 9
University/	college	/polytech	nic		1
Association		ty, institu	ution,		_
organisatio	n				2
Other Student					8
Other not	nainful	ly employ	ıad		9 7
	guiiiiui	iy cilipio	cu		
Influence	on pui	chasing	1		
Influence procureme	ent de	cisions			
Decisively					31
Collectively					23
In an advis	sory ca	pacity			17
No Other not	gainful	ly ample	ıod		13
student	gannun	iy emplo	,cu		g
- Contractive					
Area of re	spons	ibility			
Manageme					29
Research/d	evelop	ment/des	ign		4
Planning/w	ork pr	eparation			4 7 1 2 1
Manufactu	re/prod	luction			7
Production					1
Buying/pro			11:		2
Finance/ac Information	COUIILIII	g, contre municatio	n techn	ology (ED	ы Р) 2
Administra					1) 2
social welf			ii/pci30i	iiici/	5
Marketing/	sales/a	dvertisin	a/PR		12
Storage/ma	aterial	managen	nent/logi	stics/	
transport			9		1
Maintenan	ce/repa	irs			13
Other area					
Student					7
Other not	gaintul	y employ	/ed		7
C:£ ··		./			
Size of co Number of	nipany of emr	v organiz Novees	апоп:		
1- 4	л епц 34	noyees.	500-	999	1
5- 9	11	1	000 -	9 999	7
10- 49	14		000 and		é
50- 99	3			tudent	9
100-199	4	othe	er not g		
200-499	3			ployed	7
Length of		(days).			
1. Length o	of stay 64		2	covon	1
one two	21	tour five	2	seven eight	. !
three	9	six	1	nine	1
ance	9	217		IIIIE	- 1

2. Average length of stay

3. Share of visitors on the event's days: N/A

1,7 days

Basic data private visitors

Proportion of private visitors	85%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	38 20 26 16
Total Germany Baden- Württemberg 4 Westphalia Bavaria 3 Rhineland- Berlin 1 Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	87 72 5 1 1 -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	14 86 8 1 - 1 1 1 2
The five countries with the highest visitor shares Netherlands Belgium Austria Switzerland Spain	45 20 6 4 2
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	21 4 3 11 24 8 2 2 4 6 6 2 2
Frequency of visits to trade fair 2004 2003 Earlier events First visit	48 50 54 21

Additional data private visitors

Sex Male Female	75 25
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	5 9 23 32 19 10 2
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 3 000,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- EUR	6 5 9 12 14 16 19
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	15 38 19 19
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	60 15 25
Follow-up business Intend to buy at later date yes no maybe	44 15 40
Conducted by: Walter, Wissler & Partner, B	asel

CARAVAN SALON

Basic data private visitors

Total number of visitors	164 806
Proportion of private visitors	90%
Region of residence	
up to 50 km	28
more than 50 km up to 100 km	20
more than 100 km up to 300 km	31
over 300 km	22
Total Germany	88
Baden- North Rhine-	
Württemberg 3 Westphalia	62
Bavaria 3 Rhineland- Berlin 1 Palatinate	8
Brandenburg 1 Saarland	1
Bremen - Saxony	
Hamburg 1 Saxony-Anhalt	1
Hesse 8 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania - Thuringia Lower Saxony 9	1
Total Foreign	12
of which EU	87
Rest of Europe Africa	7
North America	2
South and Central America	-
Middle East	-
East Asia	2
Australia	2
The five countries with the	
highest visitor shares	25
Netherlands Relaium	35 16
Belgium Great Britain	7
France	7
Luxembourg	5
Decision in the communication	
Position in the company/organization Entrepreneur, partner, self-employed	ı 45
Managing director, board member,	
head of an authority etc.	8
Senior department head, other employe	e _
with managerial responsibility	5 7 15 5 1
Department head, group head Other salaried staff/public service	15
Skilled worker	13
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	6
Student	2
Housewife/man Old-age pensioner	4
Por construction of the control of t	
Frequency of visits to trade fair 2004	40
2003	40
2002	36
Earlier events	29
First visit	30

First visit

Frequency of visits to trade fair 2004 2003 Earlier events

---- Düsseldorf

Additional data private visitors

Sex Male Female	59 41
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	17 17 29 27 18
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	10 16 18 13 11 22
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	50 16 19
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	46 22 32
Follow-up business Intend to buy at later date yes no maybe	42 11 47
Conducted by Walter Wiceles & Bartner B	امدما

Conducted by: Walter, Wissler & Partner, Basel

DIMA (2004) ---- Düsseldorf

Basic data all visitors

Total number of visitors	5 066
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	
Total Germany: Baden- Württemberg 11 Westphalia Bavaria 8 Rhineland- Berlin 4 Palatinate Brandenburg - Saarland Bremen 1 Saxony Hamburg 5 Saxony-Anhalt Hesse 12 Schleswig- Mecklenburg- West Pommerania Lower Saxony 7	888 43 4 1 1 1 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	12 86 7 - 7 - -
The five countries with the highest visitor shares Netherlands Great Britain Austria Belgium Poland	43 10 7 7
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	21 12 8 28 23 2 - 1 4
Frequency of visits to trade fair 2003 2002 Earlier events First visit	40 39 34 33

Additional data trade visitors

Proportion of trade visitors	99 %
Economic sector Direct marketer Mail order Publishers, media Advertising Paper and printing industry Banks, financial service providers, insuranc companies Consultancy Telecommunication EDP, CRM Trade Press Other	19 11 11 11 7 e 6 5 4 3 3 2
Student	17
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student	33 38 22 6 1
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	20 1 1 - 2 2 2 7) 2 - 68 - - 3 1
Size of company/organization (employe 1- 4 12 200- 499 5- 9 8 500- 999 10- 49 22 1 000- 9999 50- 99 8 10 000 and more 100-199 7 student	es) 13 7 11 10 1
Length of stay 1. Length of stay (days): one 79 two 16 three 2. Average length of stay 1,2 3. Share of visitors on the event's days: 1st day 34 2nd day 37 3rd day	4 days 29

Conducted by: Walter, Wissler & Partner, Basel

EUROSHOP — Düsseldorf

Basic data trade visitors

Total number of	visito	rs	90 963
Proportion of tra	de vis	sitors	97%
Region of resider	nce		
up to 50 km			13
more than 50 km more than 100 km	up to	100 km	8
more than 100 km over 300 km	up to	300 KM	17 62
over 300 km			02
Total Germany		N. d. Bl.:	43
Baden- Württemberg	11	North Rhine- Westphalia	48
Bavaria	11	Rhineland-	40
Berlin	2	Palatinate	3
Brandenburg	-	Saarland Saxony	-
Bremen	1	Saxony	2
Hamburg Hesse	2	Saxony-Anhalt Schleswig-	1
Mecklenburg-	0	Holstein	2
West Pommerania	-	Thuringia	2 1
Lower Saxony	7	3	
Total Foreign			57
of which EU			65
Rest of	Europ	e	11
Africa			4
North A		a ntral America	5 4
Middle		ilitai America	4
East As	ia		5
Australi	a		3
The five countrie	s with	n the	
highest visitor sh	ares		
Netherlands Great Britain			11
Italy			8 7
Belgium			6
France			6
Position in the co	ompar	nv/organization	1
Entrepreneur, part	ner, se	elf-employed	30
Managing director			16
head of an author Senior department			
with managerial re	snons	ibility	8
Department head,	group	head	16
Other salaried stat	t/publ	ic service	10
Skilled worker Lecturer, teacher,	ccion+	fic accietant	4
Trainee	scienti	iic dssistdiit	4
Other position			5
Student			4 5 5 2
Other not gainfully	/ empl	loyed	2
Frequency of visi	ts to	trade fair	
2004			34 22
2003 Earlier events			22 13
Earlier events			13 52

First visit

Additional data trade visitors

Economic sector Retail trade	
Wholesale trade	
Skilled trades	
Industry Architecture/design	
Shop-fitting/furnishing	
Exhibition stand construction	
Graphic design	
Advertising agency Other services	
University/college/polytechnic	
Other	
Student Other not gainfully employed	
- Ctrief not gainfully employed	
Influence on purchasing/ procurement decisions	
Decisively	
Collectively	
In an advisory capacity	
No Other not gainfully employed	
student	
Area of responsibility	
Area of responsibility Management	
Research/development/design	
Planning/work preparation	
Manufacture/production Production, quality control	
Buying/procurement	
Finance/accounting, controlling	, D)
Information, communication technology (ED Administration/organization/personnel/	JP)
social welfare/training	
Marketing/sales/advertising/PR	
Storage/material management/logistics/ transport	
Maintenance/repairs	
Other area	
Student Other not gainfully employed	
Size of company/organization:	
Number of employees: 1- 4 16 500- 999	
5- 9 9 1 000- 9 999	
10- 49 25 10 000 and more	
50- 99 9 student 100-199 8 other not gainfully	
200-499 7 employed	
Ň/A	
Length of stay	
1. Length of stay (days):	
one 50 four 6 two 26 five 5	
three 13	

Conducted by: Walter, Wissler & Partner, Basel

GDS - Spring ---> Düsseldorf

Basic data trade visitors

Total number of visitors	38 000
Proportion of trade visitors	93%
Region of residence	4.0
up to 50 km more than 50 km up to 100 km	13 9
more than 50 km up to 100 km more than 100 km up to 300 km	18
over 300 km	60
Total Germany	47
Baden- North Rhine- Württemberg 9 Westphalia Bavaria 8 Rhineland-	46
Bavaria 8 Rhineland- Berlin 3 Palatinate	9
Brandenburg - Saarland	1
Bremen - Saxony Hamburg 3 Saxony-Anhalt	2
Hesse 9 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	2
West Pommerania 1 Thuringia Lower Saxony 7	'
Total Foreign	53
of which EU	57
Rest of Europe Africa	11
North America	4
South and Central America Middle East	3
East Asia	16
Australia	2
The five countries with the highest visitor shares	
Netherlands	11
Great Britain France	9
Belgium	9 5 5 4
Italy	4
Position in the company/organization	46
Entrepreneur, partner, self-employed Managing director, board member,	
head of an authority etc.	14
Senior department head, other employed with managerial responsibility	9
Department head, group head	11
Other salaried staff/public service Skilled worker	9
Lecturer, teacher, scientific assistant	1
Trainee Other position	3
Student	6 3 1 3 5 3 2
Other not gainfully employed	2
Frequency of visits to trade fair	40
Autumn 2004 Spring 2004	49 44
Autumn 2003	40 38
Farlier events	- 48

Additional data trade visitors	
Economic sector Shoe retail trade Shoe retail chain Specialist textile/clothing retail, boutique Specialist shoe retailer Department store Other retail Wholesale trade Commercial agency Foreign trade Industry Service Other Student Other not gainfully employed	34 8 4 2 3 6 8 4 5 11 7 5 3 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	46 24 16 9 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	31 6 1 3 1 23 1 2) 1 24 1 24
Size of company/organization: Number of employees: 999 1 - 4 29 500 - 999 999 5 - 9 13 1 000 - 999 10 000 and more 10 - 49 19 1 0 000 and more 50 - 99 7 student 100 - 199 6 other not gainfully employed 200 - 499 5 N/A N/A	4 5 3 3 2 6
Length of stay 1. Length of stay (days): one 42 three 14 two 33 four 11 2. Average length of stay 2,0 of	days

3. Share of visitors on the event's days:

Conducted by: Walter, Wissler & Partner, Basel

GDS - Autumn ---- > Düsseldorf

Basic data trade visitors

	nber of v	sito	rs	34 750
Proportio	n of trad	e vis	sitors	94%
up to 50 l	f residenc			10
more than	n 50 km u n 100 km	o to	100 km	7
over 300	km	ир то	300 KM	16 67
Total Ger Baden-	rmany		North Rhine-	40
Württemb Bavaria	erg	10 9	Westphalia Rhineland-	42
Berlin		2	Palatinate	9
Brandenbi Bremen	urg	1	Saarland Saxony	1
Hamburg		3	Saxony-Anhalt	1
Hesse Mecklenbi	ura-	8	Schleswig- Holstein	3
West Pom	nmerania	1	Thuringia	
Lower Sax	cony	7		
Total For				60
of which	EŪ Rest of E	uron	0	55 11
	Africa	urop	C	'4
	North An			5
	Middle E		ntral America	3
	East Asia			5 6 3 15 3
-1 6	Australia	***	-1	
	countries visitor sha		1 the	
Netherlan				g
				-
Great Brit				9
Italy France				99
Italy				6
Italy France Belgium	ain	npar	ny/organization	6 5 4
Italy France Belgium Position i Entreprene	in the cor	npar	ny/organization elf-employed d member,	6 5 4
Italy France Belgium Position i Entreprene Managing head of a	in the cor eur, partne director, n authority	boar y etc	d member,	44
Position i Entreprene Managing head of a Senior dep	in the coreur, partner director, n authority partment f	boar y etc nead	d member, :. , other employe	44 19
Position i Entreprene Managing head of a Senior dep with mana Departme	in the cor eur, partne director, n authorit partment f agerial res nt head, q	boar y etc nead pons Iroup	d member, :. , other employe sibility o head	44 19 e 6
Position i Entreprene Managing head of a Senior dep with mana Departme Other sala	in the cor eur, partne director, n authorith partment f agerial res nt head, g aried staff	boar y etc nead pons Iroup	d member, :. , other employe sibility o head	44 19 e 6
Position i Entreprene Managing head of a Senior der with mana Departme Other sala Skilled wo	in the coreur, partner director, nauthority partment fagerial resont head, garied staff/orker	boar y etc nead pons roup publ	d member, :. , other employe sibility o head	44 19 e 6
Italy France Belgium Position i Entreprene Managing head of a Senior dej with mana Departme Other sala Skilled wo Lecturer, t Trainee	in the cor eur, partne I director, I authoriti partment f agerial res In head, g aried staff/ orker teacher, so	boar y etc nead pons roup publ	d member, : , other employe sibility o head ic service	44 19 e 6
Position in Entreprene Managing head of a Senior depwith management of the Skilled work. Trainee Other pos	in the cor eur, partne I director, I authoriti partment f agerial res In head, g aried staff/ orker teacher, so	boar y etc nead pons roup publ	d member, : , other employe sibility o head ic service	44 19 e 6
Italy France Belgium Position i Entreprene Managing head of a Senior deg with mana Departme Other sala Skilled wo Lecturer, 1 Trainee Other pos Student	in the cor eur, partne I director, I authoriti partment f agerial res In head, g aried staff/ orker teacher, so	boar y etc nead pons roup publ	d member, ; , other employe sibility) head ic service ific assistant	44 19
Position i Entrepren Managing head of a Senior del with man Departme Other sala Skilled wo Lecturer, 1 Trainee Other pos Student	in the coreur, partner, director, n authority partner the agerial res nt head, garied staff/orker teacher, so ition	boar y etc nead pons roup publ	d member, other employe sibility o head ic service ffic assistant	44 19 e 6
Position in Entreprend Managing head of a Senior dep with man Departme Other sale Skilled work Lecturer, 1 Trainee Other pos Student Other not Prequence Spring 20	in the coreur, partner director, nauthoriti partment fagerial res nt head, garied staff/orker teacher, so iition gainfully y of visits 05	boar y etc nead pons roup publ	d member, other employe sibility o head ic service ffic assistant	44 44 19 e 6 122 5 5 2 2 1
Italy France Belgium Position i Entreprent Managing head of a Senior dep with mana Departme Other sala Skilled wo Lecturer, 1 Trainee Other pos Student Other not	in the coreur, partner, scitton gainfully y of visits 05	boar y etc nead pons roup publ	d member, other employe sibility o head ic service ffic assistant	44 19 e 6 12 5 2 1 2 5

Additional data trade visitors

Economic sector Shoe retail trade	32
Shoe retail chain	52
Specialist textile/clothing retail, boutique	4
Specialist shoe retailer	- 3
Department store Other retail	3
Wholesale trade	12
Commercial agency	
Foreign trade Industry	10
Service	
Other Student	2
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions Decisively	48
Collectively	26
In an advisory capacity	14
No Other not gainfully employed	8
student	2
Area of responsibility	
Management	33
Research/development/design Planning/work preparation	1
Manufacture/production	3
Production, quality control	23
Buying/procurement Finance/accounting, controlling	23
Information, communication technology (ED	P)
Administration/organization/personnel/ social welfare/training	
Marketing/sales/advertising/PR	25
Storage/material management/logistics/	
transport Maintenance/repairs	1
Other area	2
Student	2
Other not gainfully employed	
Size of company/organization: Number of employees:	
1- 4 25 500- 999	4
5- 9 15 1 000- 9 999	1
10 - 49 22 10 000 and more 50 - 99 7 student	- 4
100-199 7 other not gainfully	
200-499 6 employed	1
N/A	
Length of stay 1.Length of stay (days):	
one 43 three 16	
two 32 four 10	
2. Average length of stay 1,9	days

Conducted by: Walter, Wissler & Partner, Basel

INTERGEO

Basic data trade visitors

Total number of visitors	15 583
Proportion of trade visitors	99%
Region of residence	
	19
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	16
more than 100 km up to 300 km	28 29
over 500 km	23
Total Germany	87
Baden- North Rhine- Württemberg 10 Westphalia	46
	40
Bavaria 5 Rhineland- Berlin 2 Palatinate Brandenburg 2 Saarland	7
Brandenburg 2 Saarland	1
Bremen 1 Saxony	4
Hamburg I Saxony-Annait	1
Hesse 9 Schleswig-	4
Mecklenburg- Holstein West Pommerania 1 Thuringia	1
West Pommerania 1 Thuringia Lower Saxony 7	2
Total Foundam	42
Total Foreign of which EU	13 69
Rest of Europe	17
Africa	- 1
North America	1
South and Central America	3
Middle East	
E	
East Asia Australia	1 1 3 - 7 1
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland	16 7 7 6
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic	16 7 7
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed	16 7 7 6
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	16 7 7 6 6
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	16 77 77 66 6
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	16 7 7 6 6 6
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	16 7 7 6 6 6
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	16 77 76 66 13 6
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	16 77 76 66 13 6
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	16 77 76 66 13 6
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	16 77 76 66 13 6
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	16 77 76 66 13 6
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	16 77 76 66 13 6
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	16 7 7 7 6 6 6 6 3 19 34 4 3 3 3 4 4 2 1 10 2 1 1
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	16 7 7 6 6 6 13
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	16 7 7 7 6 6 6 6 13 13 19 34 4 3 3 3 3 4 4 10 2 2 1 1
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair Stuttgart 2004	16 77 76 66 66 33 34 33 34 33 100 22 11 1
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair Stuttgart 2004	16 77 76 66 66 13 31 9 34 4 3 3 3 4 10 11 1 1 1 28
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair Stuttgart 2004 Hamburg 2003 Frankfurt 2002 Frankfurt 2002	16 77 76 66 66 13 31 9 34 4 3 3 3 4 4 10 11 1 1 1 28
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair Stuttgart 2004 Hamburg 2003 Frankfurt 2002 Cologne 2001	16 77 76 66 66 13 33 33 33 33 310 22 11 1 1 1 28 32 32 33 3
Australia The five countries with the highest visitor shares Netherlands Austria Poland Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair Stuttgart 2004 Hamburg 2003 Frankfurt 2002 Frankfurt 2002	16 77 76 66 66 13 31 9 34 4 3 3 3 4 4 10 11 1 1 1 28

Earlier events

---- Düsseldorf

Additional data trade visitors

Economic sector	
Industrial company	3
Energy supplies	6
Water supplies	2
Wholesale/foreign trade	1
Retail trade	-
Skilled trades	19
Engineer's office	3
Research	2 3 5
Architecture/construction	3
Other service company	5
Professional, specialist association	1
Authority/public services	31
Vocational school/polytechnic/university	3
Other	7
Student	10
Other not gainfully employed	4

Influence on purchasing/ procurement decisions	
Decisively	14
Collectively	31
In an advisory capacity	24
No	18
Other not gainfully employed	4
student	10

Stadent	
Area of responsibility	
Management	18
Research/development/design	9
Planning/work preparation	18
Manufacture/production	9
Production, quality control	4 6
Buying/procurement	6
Finance/accounting, controlling	- 1
Information, communication technology (EDP)	16
Administration/organization/personnel/	
social welfare/training	15
Marketing/sales/advertising/PR	6
Storage/material management/logistics/	
transport	1
Maintenance/repairs	1 3 11
Other area	
Student	10
Other not gainfully employed	4

1-		emplo 10	500- 999	8
5-	9	8	1 000 - 9 999	
10-	49	16	10 000 and more	
50-	99	9	student	10
100-1	99	9	other not gainfully	
200-4	199	10	employed	4

2. Average length of stay 1,4 days
3. Share of visitors on the event's days:
1st day 44 2nd day 53 3rd day 44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

interpack ---- > Düsseldorf

Basic data trade visitors

Total number of visitors	176 964
Proportion of trade visitors	97%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	10 8 17 65
Total Germany Baden- Württemberg 16 Westphalia Bavaria 8 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saxony- Hamburg 2 Saxony-Anhal Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 7	45 42 6 1 2 1 3
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	55 51 12 6 5 6 5 12 48
The five countries with the highest visitor shares Netherlands Great Britain Italy Switzerland Belgium	9 7 6 6 5
Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	15 16

Frequency of visits to trade fair 2002 1999

Earlier events First visit

Additional data trade visitors

Economic Foodstuff Mechanica Pharmace	industry al engin	eering			15 9 7 5 22 7 5 7 3 1 3
Chemical	industry				7
Confectior Plastic go	nery indi	ustry	na		5
Other indi	ıstry	lulactuii	iig		22
Trade Technical	rotail tr	ada			7
Service	retail tr	aue			7
Skilled tra		/			3
University Other	college	polytecr	inic		3
Student		1 .			3
Other not	gaintuii	y empio	yea		
Influence	on pur	chasing	1		
procurem Decisively	ent dec	cisions			27
Collectivél					35
In an advi No	sory ca	pacity			22 12
Other not	gainfull	y emplo	yed		1
student					3
Area of r		ibility			22
Managem Research/		ment/de	sian		22 21
Planning/\	vork pre	eparation	ו ו		4
Manufacti Production					15
Buying/pro	ocureme	nt			6
Finance/ad	countin	g, contro	olling on tech	nology (ED	1 P) 1
Administr	ation/org	ganizatio	n/perso	nnel/	.,.
social wel Marketing			n/PR		1 15
Storage/m				gistics/	
transport Maintenar	colropa	irc			2
Other are		1113			4
Student Other not	gainfull	v omnlo	wod		3 1
Other not	yannun	y emplo	yeu		
Size of co	of emp	organia	zation:		
1- 4	7	-	500-	999	9
5- 9 10- 49	5 17		000-	9 999	13
50- 99	10	10	000 a	nd more student	3
100-199	12	oth		gainfully	
200-499	15		е	mployed N/A	1
Length o	f stav				
-cnga o	of stay				
1. Length		four	6	seven	4
one	44 26		3	Seven	4
	44 26 15	five six	3	Seven	4

Conducted by: Walter, Wissler & Partner, Basel

MEDICA (2004) ---- Düsseldorf

Basic data all visitors

	visitors 136	152
Region of residen up to 50 km more than 50 km u more than 100 km over 300 km		18 10 17 54
Total Germany: Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Wecklenburg- West Pommerania Lower Saxony	North Rhine- 9 Westphalia 8 Rhineland- 2 Palatinate 1 Saarland 1 Saxony 2 Saxony-Anhalt 9 Schleswig- Holstein 1 Thuringia	59 51 5 1 2 1
Total Foreign EU Rest of Europe Africa North America The five countries	49 South and Central 8 America 7 Middle East 3 East Asia Australia	41 3 14 14 3
visitor shares Netherlands Great Britain Italy	s with the nighest	9 5 5 4
France India		4
Position in the co Entrepreneur, partn Managing director, an authority etc.	board member, head of head, other employee sponsibility group head public service cientific assistant	23 16 6 18 13 5 3 3 6 5 2

Additional data trade visitors

	97 °
Economic sector	
Practice	1
Medical laboratory/institute	_
Hospital/clinic	2
Rehabilitation facility/nursing home	1
Industry	
Medicine and sanitary/medical specialist trad	e 1
Pharmacy Other trade	
Service	
Public authority	
University/college/polytechnic	
Other	
Student	
Other not gainfully employed	
Influence on purchasing/	
Influence on purchasing/ procurement decisions	
Decisively	2
Collectively	2
In an advisory capacity	2
No	1
student Other pet gainfully ampleyed	1
Other not gainfully employed	
Area of responsibility	
Management	1
Research/development/design	
Planning/work preparation Manufacture/production	
Production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information, communication technology (EDP)
Administration/organization/personnel/	
social welfare/training	
Marketing/sales/advertising/PR	1
Maintenance/repairs	
Doctor	
MTA	
Nurse, male nurse Process engineer	
Other medical/pharmaceutical profession	2
Other area	-
Student	
Other not gainfully employed	
Size of company/organization (employee	25)
1- 4 15 500- 999	
5- 9 12 1 000- 9 999	1
10- 49 24 10 000 and more	
50- 99 6 student	
100-199 7 other not gainfully	
200-499 8 employed	
N/A	
Length of stay	
Length of stay 1. Length of stay (days):	
Length of stay 1. Length of stay (days):	
Length of stay 1. Length of stay (days): one 51 three 12 two 20 four 16	day
Length of stay 1. Length of stay (days): one 51 three 12 two 20 four 16 2. Average length of stay 1,9	day
Length of stay 1. Length of stay (days): one 51 three 12 two 20 four 16	day

Conducted by: Walter, Wissler & Partner, Basel

ProWein ---- > Düsseldorf

Basic data trade visitors

Total number of visitors	28 513	
Proportion of trade visitors	95%	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km		
Total Germany	81	
Baden- North Rhine- Württemberg 10 Westphalia	40	
Bavaria 9 Rhineland- Berlin 1 Palatinate	18	
Brandenburg - Saarland	1	
Hamburg 2 Saxony-Anhal		
Hesse 7 Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 5	1 1	
Total Foreign	19	
of which EU Rest of Europe	79 13	
Africa .	13 1 2	
North America South and Central America	1	
Middle East East Asia Australia	1 3	
The five countries with the highest visitor shares Netherlands France Belgium Spain Italy	15 14 10 10	
Position in the company/organizatio Entrepreneur, partner, self-employed	n 44	
Managing director, board member,		
	ee	
Senior department head, other employ	5	
head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head	12	
Senior department ĥead, other employ with managerial responsibility Department head, group head Other salaried staff/public service	12 7	
Senior department fiead, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	12 7 6 2	
Senior department fiead, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	12 7 6 2 4	
Senior department fiead, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	12 7 6 2 4 5 5	
Senior department fiead, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	5 12 7 6 2 4 5 5	
Senior department fiead, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	12 7 6 2 4 5 5 1	

Economic sector Wine and spirits trade	31
Beverages specialist trade	3
Other retail Wholesale trade	4 5
	10
Importers, exporters Catering, hotels, communal catering Winegrowing beverage producers	17 8
Vocational/specialist academies, university/	0
colleges, schools	2
Service Other	10 5
Student	4
Other not gainfully employed	1
Influence on purchasing/ procurement decisions	
Decisively	46
Collectively	24 17
In an advisory capacity No	8
Other not gainfully employed student	1
Area of responsibility Management	40
Research/development/design	1
Planning/work preparation	1
Manufacture/production Production, quality control	1
Buying/procurement	- 11
Finance/accounting, controlling Information, communication technology (ED	1 - (P)
Administration/organization/personnel/	. ,
social welfare/training	2 25
Marketing/sales/advertising/PR Storage/material management/logistics/	25
transport	1
Maintenance/repairs Other area	1 8
Student	4
Other not gainfully employed	1
Size of company/organization:	
Number of employees: 1- 4 39 500- 999	2
5- 9 13 1 000- 9 999	2
10- 49 20 10 000 and more 50- 99 6 student	2 2 2 4
100-199 6 other not gainfully	1
200-499 3 employed N/A	3

2. Average length of stay

3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

1,7 days

PSI ---- Düsseldorf

Basic data trade visitors

	15 632
Proportion of trade visitors	98%
Region of residence	_
up to 50 km more than 50 km up to 100 km	7
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	21
over 300 km	69
Total Germany	33
Baden- North Rhine- Württemberg 11 Westphalia	33
Bavaria 17 Rhineland-	
Berlin 2 Palatinate Brandenburg 1 Saarland	5
Brandenburg 1 Saarland Bremen 1 Saxony	4
Hamburg 3 Saxony-Anhalt	1
Hesse 9 Schleswig- Mecklenburg- Holstein	6
West Pommerania 1 Thuringia	2
Lower Saxony 8	
Total Foreign	67
of which EU	79 18
Rest of Europe Africa	16
North America	
South and Central America Middle East	
East Asia	
Australia	1
The five countries with the	
highest visitor shares Netherlands	17
Belgium	8
France	
Switzerland	6
Russia	
	40
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	13
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	13
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	11
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	17 17 17 17
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	17 17 17 17
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	12 12 12
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	1; !
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed	11 12 12
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2004	117
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2004 2003	11: 12: 12: 13: 14: 44:
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2004	117
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events	117 127 127 127 127 127 127 127 127 127
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2004 2003 2002 2001	1 1 1 1 4 4 4 3 3

Additional data trade visitors

Economic Full-service Importer Wholesale	e agency		28 14 26
Service			11
Other sect Other not Producer,	gainfully	employed	4 1 16
Influence	on nurcl	hasing/	
procurem			
Decisively			52 37
Collectivel In an advi	y sorv cana	acity	
No		-	7
Other not	gainfully	employed	1
Area of r	esponsib	ility	
Managem	ent	•	41
		ent/design	7 10
Planning/v Manufactu	ire/produc	ction	10
Production	n, quality	control	5
Buying/pro	curement	t controlling	36 7
		, controlling unication technology (
Administra	ation/orga	nization/personnel/	
social wel			3
Storage/m	/saies/ad\ aterial m.	vertising/PR anagement/logistics/	60
transport	ateriai iii	unagementinogistics/	3
Other area	3		6
Student Other not	gainfully	amplayed	1
Other not	gainfully	етпртоуеа	'
		organization:	
Number 1- 4	of emplo 32	oyees: 500- 999	2
5- 9	25	1 000 - 9 999	1
10- 49	30	10 000 and more	- 1
50- 99	5	student	-
100-199 200-499	5 2 2	other not gainfully employed	1
Length of			
1. Length one	of stay (d 29	lays):	
two	36		
three	35		
	Transfer of		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

3. Share of visitors on the event's days: 1st day 67 2nd day 80 3rd day 60

2,1 days

2. Average length of stay

REHACARE

Basic data trade visitors

	49 509
Proportion of trade visitors	69%
Region of residence	
up to 50 km	29
more than 50 km up to 100 km	17
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	24 30
Total Germany	83
Baden- North Rhine-	
Württemberg 6 Westphalia Bayaria 4 Rhineland-	61
Berlin 1 Palatinate Brandenburg 1 Saarland	7
Bremen - Saxony	1
Hamburg 1 Saxony-Anhalt	1
Hesse 5 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	2
Lower Saxony 8	
Total Foreign	17
of which EU	80
Rest of Europe	11
Africa North America	1
South and Central America	2
Middle East	3
East Asia	1 2 3 2 1
Australia	1
The five countries with the	
highest visitor shares Netherlands	16
	15
Italy	1.3
Italy Belgium	12
Belgium France	12 8
Belgium	12
Belgium France Austria	12 8 5
Belgium France Austria Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member,	12 8 5
Belgium France Austria Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member,	12 8 5
Belgium France Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	12 8 5 1 1 6 e
Belgium France Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	12 8 5 1 1 6 e
Belgium France Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	12 8 5 1 16 6 e 3
Belgium France Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	12 8 5 1 16 6 e 3 15 26
Belgium France Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	12 8 5 1 16 6 6 e 3 15 26 26
Belgium France Austria Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	12 8 5 1 16 6 6 e 3 15 26 26
Belgium France Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	12 8 5 1 16 6 6 8 3 15 26 8 8 4 7 7
Belgium France Austria Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	122 8 5 5 16 16 6 6 8 3 15 26 8 4 4 7 7 7 6 6
Belgium France Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	122 88 55 16 16 6 e 8 3 15 26 8 8 4 7 7 7 6 6 1 1 1 1 1 1 1
Belgium France Austria Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	12 8 5 5 16 6 e 3 15 26 8 8 7 7 7 6 1 1 1 1 1
Belgium France Austria Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair	12 8 5 5 16 6 6 8 8 4 4 7 7 6 6 1 1 1 2 2
Belgium France Austria Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004	12 8 5 5 1 1 6 6 6 8 8 4 4 7 7 6 6 1 1 1 2 2 4 4 4 4 4 4 4 4 4
Belgium France Austria Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2003	12 8 5 5 16 16 e 8 8 8 7 7 7 7 6 1 1 1 2 2 4 4 4 4 4 4 4 4 4 1
Belgium France Austria Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004	12 8 5 5 1 1 6 6 6 8 8 4 4 7 7 6 6 1 1 1 2 2 4 4 4 4 4 4 4 4 4

---- Düsseldorf

Basic data all visitors

Region of residence up to 50 km more than 50 km u more than 100 km over 300 km	p to	100 km 300 km	34 17 24 25
Total Germany			87
Baden-	-	North Rhine-	
Württemberg	5	Westphalia Rhineland-	65
Bavaria Berlin		Palatinate	6
Brandenburg		Saarland	1
Bremen	- 1	Saxony	1
Hamburg	1	Saxony-Anhalt	i
Hesse	6	Schleswig-	
Mecklenburg-		Holstein	2
West Pommerania	-	Thuringia	1
Lower Saxony	8	_	
Total Foreign			13

Total For	eign	1.
of which	ΕŬ	8
	Rest of Europe	1
	Africa	
	North America	
	South and Central America	
	Middle East	
	East Asia	
	Australia	

The five countries with the highest visitor shares	
Netherlands	1
Italy	1
Belgium	1
France	
Austria	

Position in the company/organization Entrepreneur, partner, self-employed	13
Managing director, board member,	13
head of an authority etc.	4
Senior department head, other employee	
with managerial responsibility	2
Department head, group head Other salaried staff/public service	11
	25
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	6
Other position	6 5
Student Other net gainfully ampleyed	4
Other not gainfully employed Housewife/man	5
Old-age pensioner	0
Old-age pensioner	9

Frequency of visits to trade fair 2004 2003 2002 Earlier events First visit

Additional data trade visitors

Economic sector	
Medicine and sanitary/medical specialist	
trade	10
Orthopaedic trade	8
Auxiliary materials/supplies and other	
industry	7
Special facility	5
Rehabilitation facilities	7 7 6
Hospital/clinic	
Nursing home, old peoples' home	-
Organizations for the disabled/transport association for the disabled	
Cost unit	Ž
Surgery/medical laboratory/institute	16 2 16
Out-patient nursing services	3
Welfare association	1
Public authority	6
University/college/polytechnic	2
Other	16
Student	6
Other not gainfully employed	4

Influence on purchasing/	
procurement decisions	
Decisively	2.
Collectively	27
In an advisory capacity	26
No	16
Other not gainfully employed	4
student	6

Area of responsibility	
Management	16
Research/development/design	3
Planning/work preparation	3
Manufacture/production	4
Production, quality control	
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology	(EDP) 2
Administration/organization/personnel/	
social welfare/training	13
Marketing/sales/advertising/PR	10
Storage/material management/logistics/	
transport	1
Maintenance/repairs	2
Other area	31
Student	6
Other not gainfully employed	4

Size of con Number of	npany/o	organization:	
1- 4	13	500- 999	6
5- 9	9	1 000 - 9 999	8
10- 49	22	10 000 and more	3
50- 99	8	student	6
100-199	8	other not gainfully	
200-499	9	employed	4
		N/A	5

Length of 1. Length	of stay	(days):		
one	73 ´	three	5	
two	19	four	3	
2. Averag	ge lengtl	n of stay		1,4 day
3. Share	of visito	rs on the	event's d	lays: N/A

Conducted by: Walter, Wissler & Partner, Basel

Basic data trade visitors

viscom ---- Düsseldorf

Total number of vi	sito	rs	8 577
Proportion of trade	e vis	sitors	98%
Region of residence	e		
up to 50 km			17
more than 50 km up	o to	100 km	11
more than 100 km i	up to	300 km	29
over 300 km			43
Total Germany			71
Baden-		North Rhine-	
Württemberg	8		50
Bavaria Berlin	6		6
Brandenburg	1		6
Bremen	- 1	Saxony	1 3 3
Hamburg	2		3
Hesse	8		,
Mecklenburg-	·	Holstein	1
West Pommerania	-	Thuringia	-
Lower Saxony	8	<u> </u>	
Total Foreign			29
of which EU			75
Rest of E	urop	e	9

Total For of which		2 7
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The five countries with the highest visitor shares Netherlands Belgium Austria Switzerland Great Britain	12 11 2 7
Position in the company/organization Entrepreneur, partner, self-employed	43
Managing director, board member,	18

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

Frequency of visits to trade fair	37
2001	23
1999	10
Earlier events	6
First visit	50

Additional data trade visitors

Economic sector Advertising Banks, insurance companies Media and TV Publishing/printing Leisure/education Service Retail trade Wholesale trade Information and communication technology Clothing industry Automobile industry Other sectors Student	57 - 1 6 - 8 3 7 2 1 1 11 2
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Influence on purchasing/ procurement decisions	
Decisively	50
Collectively	26
In an advisory capacity	16
No	6
student	2

Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/fraining Marketing/sales/advertising/PR Storage/material management/logistics/	45
	4-

		rganization:	
Number o	f emplo	yees:	
1- 4	43	200-	499
5- 9	16	500 -	999
10- 49	22	1 000-	9 999

50- 99 100-199	5 5	10	000 an	d more student	2
Length o	f stay of stay	(days):			
one	83	two	13	three	5
2. Average	e lenath	of stav		1.2	davs

3. Share of visitors on the event's days: 1st day 37 2nd day 47 3rd day 39 Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



HAUS+TECHNIK (2004) ---- Erfurt

Basic data all visitors

Total number of vi	sitors	7 536
Region of residence up to 50 km more than 50 km up more than 100 km up over 300 km		67 29 3 1
Total Germany:	Ale de Diction	100
Baden- Württemberg	North Rhine- - Westphalia	-
Bavaria Berlin	 Rhineland- Palatinate 	
Brandenburg	1 Saarland	-
Bremen	- Saxony	1
Hamburg	 Saxony-Anhalt 	1
Hesse	1 Schleswig-	
Mecklenburg- West Pommerania	Holstein	-
	 Thuringia 	97
Lower Saxony	-	

Position in the company/organization Entrepreneur, partner, self-employed	18
Managing director, board member,	10
head of an authority etc.	2
Senior department head, other employee	
with managerial responsibility	1
Department head, group head Other salaried staff/public service	40
Skilled worker	12
Lecturer, teacher, scientific assistant	
Trainee	2 1 1 6 2 2
Other position	1
Student	6
Other not gainfully employed Houswife/man	2
Old-age pensioner	- 11

2001 First visit			

Basic data trade visitors

Proportion of trade visitors			18 %
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km			66 25 4 4
Total Germany:			99
Baden-		North Rhine-	33
Württemberg	1	Westphalia	
Bavaria	- 1	Rhineland-	
Berlin	1	Palatinate	
Brandenburg	- 1	Saarland	-
Bremen	-	Saxony	-
Hamburg	-	Saxony-Anhalt	1
Hesse	-	Schleswig- Holstein	
Mecklenburg-			-
West Pommerania	-	Thuringia	96
Lower Saxony	-	-	

Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Houswife/man Old-age pensioner	45 7 1 3 18 7 1 1 1 - 10 3 1 1
Frequency of visits to trade fair 2003 2002 2001 First visit	28 24 17 31

Basic data private visitors

Proportion of private visitors

Region of residence up to 50 km more than 50 km up more than 100 km over 300 km	o to 100 km	67 30 3
Total Germany: Baden- Württemberg Bavaria Berlin Brandenburg	North Rhine Westphalia - Rhineland Palatinate - Saarland	100
Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	 Saxony Saxony-Anhalt Schleswig- Holstein Thuringia 	1 1 - 98

82 %

Position in the company/organization intrepreneur, partner, self-employed Managing director, board member,	12
nead of an authority etc.	-
Senior department head, other employee	
vith managerial responsibility	-
Department head, group head	3 44
Other salaried staff/public service	
skilled worker	13
ecturer, teacher, scientific assistant	2
rainee	1
Other position	1 2 6 2 2
Student	6
Other not gainfully employed	2
louswife/man	2
Old-age pensioner	13

Frequency of visits to trade fa	ir
2003	22
2002	17
2001	18
First visit	42

Additional data trade visitors

Economic sector

Industry Skilled trades Wholesale/foreign trade	13 34 4
Retail trade	4
Service	27
Authority/public services Teaching (polytechnic/university/college)	7
Research	-
Other	10
Influence on purchasing/	
procurement decisions	2.4
Decisively	34
Collectively In an advisory capacity	18 31
No	4
student	10
Other not gainfully employed	3
Area of responsibility Management	37
Research/development/design	2 14
Planning/work preparation Manufacture/production	4
Production, quality control	1
Buying/procurement	4
Finance/accounting, controlling	2
Information, communication technology (EDP)	-
Administration/organization/personnel/	_
social welfare/training Marketing/sales/advertising/PR	9 10
Storage/material management/logistics/	10
transport	1
Maintenance/repairs	i
Other area	4
Student	9
Other not gainfully employed	1

Size	0	f co		rganization	(employee	es)
1	-	4	45	500-	999	-
5	-	9	14	1 000-	9 999	3
10	-	49	13	10 000 a	ind more	-
		99	4		student	7
100	- 1	99	4	other not	gainfully	
200	-4	99	7	е	mployed	3

Length o 1. Length	f stay of stay	(days):			
one	90 1	two	10	three	-
2. verage	length	of stay		1,1	days
3. Share o	f visito 55	rs on the e 2nd day	vent's 22	days: 3rd day	23

Additional data private visitors

Sex Male Female	65 35
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 70 years over 60 up to 70 years over 70 years	18 26 25 15 13
Net household income up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 3 000,- EUR more than 3 000,- EUR M/A	11 14 16 12 36
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	34 32 21
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	68
Follow-up business Intend to buy at later date yes no maybe	30 30 40

International

Basic data trade visitors

Total number of visitors	17 232
Proportion of trade visitors	3%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	59 6 24 12
Total Germany	100
Baden- North Rhine- Württemberg 6 Westphalia Bavaria 6 Rhineland- Berlin - Palatinate	12
Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt	-
Hesse - Schleswig- Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony -	77
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	59
head of an authority etc. Senior department head, other employee with managerial responsibility	6
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	6 18 -
Other position Student Other not gainfully employed	6
Frequency of visits to trade fair 2003 2001 Earlier events First visit	39 22 4 35
Basic data private visitors	

Basic data private visitors

Proportion of priva	ate v	visitors	97 %
Region of residence up to 50 km more than 50 km u more than 100 km over 300 km	p to	100 km 300 km	53 29 14 4
Total Germany			100
Baden- Württemberg Bavaria		North Rhine- Westphalia Rhineland-	1
Berlin		Palatinate	1
Brandenburg	1	Saarland	-
Bremen	-	Saxony	4
Hamburg Hesse	- 1	Saxony-Anhalt Schleswig-	3
Mecklenburg-	4	Holstein	_
West Pommerania Lower Saxony	1	Thuringia	82

Pedigree Dog Exhibition ----> Erfurt

Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	10 - 2 44 13 4 2 3 6 5 4 7
Frequency of visits to trade fair 2003 2001 Earlier events First visit	31 19 11 39
Basic data all visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	53 29 14 4
Total Germany Baden- Württemberg 1 Westphalia Bavaria 3 Rhineland- Berlin - Palatinate Brandenburg 1 Saaraland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 1	100 1 1 1 4 3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	12 - 2 43 13 4 2 3 6 5 3 7
Frequency of visits to trade fair 2003 2001 Earlier events First visit	33 19 11 39

Economic sector Skilled trades Retail trade Service Authority/public se Association/society Teaching (polytech Research Other	rvices nic/university/college)	6 12 47 6 6 12 6
Influence on purc procurement deci Decisively Collectively In an advisory cap No student	sions	59 24 6 6
Administration/org social welfare/train Marketing/sales/ad	nent/design paration loction control it p, controlling unication technology (EDP) anization/personnel/ ing vertising/PR nanagement/logistics/	55 9 - 5 5 5 5 14 - -
Size of company/ Number of empl 1- 4 59 5- 9 - 10- 49 12 50- 99 6 100-199 6	organization: oyees: 200 - 499 500 - 999 1 000 - 9 999 10 000 and more student	6 - 6

Length of stay 1. Length of stay (days): one 77 two 24 2. Average length of stay

3. Share of visitors on the event's days: 1st day 52 2nd day 48

Conducted	by:	Messe	Erfurt	Α
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1,2 days

Additional data private visitors

Sex Male Female	42 58
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	5 17 27 27 17 7
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	4 7 8 10 9 5 4 52
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	8 38 28 21 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	72 10 18

Thüringen-Ausstellung ---- Erfurt

Basic data private visitors

Total number of visitors	57 821
Proportion of private visitors	100%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km	78 20 2
Total Germany	100
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	5

Additional data private visitors

Sex Male Female Age up to 20 years over 20 up to 30 years over 40 up to 40 years over 40 up to 50 years over 60 up to 70 years over 77 years Net household income up to 750, EUR up to 1 000,- EUR more than 1 000, EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 250,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR N/A	
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 60 up to 70 years over 70 years Net household income up to 750, EUR more than 1 000, EUR up to 1 000, EUR more than 1 000, EUR up to 1 250, EUR more than 1 500, EUR up to 1 500, EUR more than 1 500, EUR up to 2 500, EUR more than 2 000, EUR up to 2 500, EUR more than 2 000, EUR up to 3 000, EUR more than 2 500, EUR up to 3 000, EUR more than 3 000, EUR	49 51
up to 750,- EUR 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR	10 9 13 22 16 24 7
	9 5 6 7 12 13 9 6 33
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	10 50 19 13 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	49 41 10
Follow-up business Intend to buy at later date yes no maybe Conducted by: INA Research GmbH, Schenet	15 79 6

Reiten-Jagen-Fischen ----> Erfurt

Basic data trade visitors

Total number of vi	sito	rs	23 469
Proportion of trade visitors			6%
Region of residence up to 50 km more than 50 km up more than 100 km over 300 km		100 km 300 km	42 24 11 24
Total Germany		N. d. Bl.:	100
Baden- Württemberg Bavaria	- 3	North Rhine- Westphalia Rhineland-	8
Berlin	-	Palatinate	-
Brandenburg Bremen		Saarland Saxony	3
Hamburg Hesse	-	Saxony-Anhalt Schleswig-	5
Mecklenburg- West Pommerania Lower Saxony		Holstein Thuringia	- 74
Position in the con	er, se	elf-employed	47

Position in the company/organization	
Entrepreneur, partner, self-employed	47
Managing director, board member,	
head of an authority etc.	8
Senior department head, other employee	
with managerial responsibility Department head, group head	
Other salaried staff/public service	34
Skilled worker	24
Lecturer, teacher, scientific assistant	-
Trainee	5
Other position	5

Frequency of visits to trade fair	
2004	3
2003	2
Earlier events	1
First visit	1

Basic data private visitors

Proportion of private visitors

Region of residence up to 50 km more than 50 km up more than 100 km over 300 km	o to	100 km 300 km	52 38 8 2
Total Germany			100
Baden-		North Rhine-	
Württemberg	-	Westphalia	-
Bavaria		Rhineland-	
Berlin	-	Palatinate	-
Brandenburg	-	Saarland	-
Bremen	-	Saxony	2
Hamburg	-	Saxony-Anhalt	3
Hesse	2	Schleswig-	
Mecklenburg-		Holstein	-
West Pommerania		Thuringia	90
Lower Saxony	-		

Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	8 1 40 16 1 3 5 8 8 3 2
Frequency of visits to trade fair 2004 2003 Earlier events First visit	35 29 22 14

Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km		
Total Germany Baden-	North Rhine-	10

Total Germany			100
Baden-		North Rhine-	
Württemberg	-	Westphalia	
Bavaria	2	Rhineland-	
Berlin	-	Palatinate	
Brandenburg	-	Saarland	
Bremen	-	Saxony	
Hamburg	-	Saxony-Anhalt	
Hesse	2	Schleswig-	
Mecklenburg-		Holstein	
West Pommerania	-	Thuringia	89
Lower Saxony	1	3	

Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man	40 19
Other not gainfully employed Housewife/man Old-age pensioner	12

Frequency of visits to trade fair 2004 2003 Earlier events First visit	36 29 21 14

Additional data trade visitors

Economic sect	or	
Industry		
Skilled trades		1
Wholesale/forei Retail trade	gn trade	1
Service		2
Authority/public	c services	-
Association/soc	iety	
Research Other		2
Other		
Influence on p		
procurement of	decisions	
Decisively Collectively		4
In an advisory	canacity	1
No	cupacity	i
student		
	11.11%	
Area of respo Management	nsibility	5
Research/devel	opment/design	,
Planning/work	preparation	
Manufacture/pr		
Production, qua Buying/procure		1
	ting, controlling	'
Information, co	mmunication technology	
	organization/personne	
social welfare/t	raining s/advertising/PR	2
	al management/logisti	ics/
transport		
Maintenance/re	epairs	
Other area Student		
Size of compa	ny/organization:	
Number of er	nployees:	
1- 4 3	37 200-	499
		000
5- 9 2	26 500 - 24 1 000 - 9	999 999
5- 9 2		999

one two	stay f stay (days): 55 8 37	
2. Average	length of stay	1,8 day
3. Share of 1st day 2nd day 3rd day	visitors on the event's days: 38 32 30	:

Additional data private visitors

Sex Male Female	58 42
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	8 19 19 26 15 10
Net household income up to 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 1500,- EUR up to 1 500,- EUR more than 1 550,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR	4 3 5 5 10 12 10 8 42
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	10 33 24 25 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	72 10 18

Conducted by: Messe Erfurt AG

DailyFood Business

Basic data trade visitors

Total number of visi	tors	5 274
Proportion of trade	visitors	95%
Region of residence up to 50 km		39
more than 50 km up	to 100 km	28
more than 100 km up over 300 km	to 300 km	25
Total Germany	Name Dhina	99
Baden- Württemberg	North Rhine- 2 Westphalia	8
Bavaria	1 Rhineland-	
Berlin Brandenburg	PalatinateSaarland	2
Bremen	- Saxony	
Hamburg Hesse	Saxony-AnhaltSchleswig-	
Mecklenburg-	Holstein	
West Pommerania Lower Saxony	- Thuringia 7	
Total Foreign		
of which EU		
Rest of Eur Africa	ope	7! 1. 1.
North Ame		
South and Middle Eas	Central America	
East Asia	· ·	
Australia		
The country with the	e	
Netherlands	•	63
Position in the comp	oany/organization	4-
Entrepreneur, partner, Managing director, bo	seit-employed oard member	47
head of an authority	etc.	(
Senior department he with managerial response		
Department head, gro	oup head	-
Other salaried staff/pu Skilled worker	ıblic service	(
Lecturer, teacher, scie	ntific assistant	2
Trainee		8
Other position Department head		6
	and the second second	
Master craftman, other	er employee with	
managerial responsibi	er employee with lity	8
Master craftman, othe managerial responsibi Apprentice Professor Student	er employee with lity	3

Student Other not gainfully employed

----> Essen

Additional data trade visitors

Economic sector Bakers/Confectioners Trade Bread, cake and pastry industry Coffeehouse manager Caterer Butcher's shop Fast food/snack bar Subcontracting industry Trade Service Other Student	50 4 3 2 19 1 5 5 5 4
Student	2
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	
Decisively	42
Collectively	3
In an advisory capacity	14
No	10
student	
Other not gainfully employed	

Area of responsibility	
Management	47
Research/development/design	4
Planning/work preparation	4 14
Manufacture/production	35
Production, quality control	13
Buying/procurement	29
Finance/accounting, controlling	9
Information, communication technology	(EDP) 6
Administration/organization/personnel/	
social welfare/training	8
Marketing/sales/advertising/PR	14
Storage/material management/logistics/	
transport	8
Maintenance/repairs	7
Other area	12
Student	8 7 12 2 1
Other not gainfully employed	1

Size of company/organization:

Number o	f emplo	yees:	
1- 4	17	500- 999	1
5- 9	22	1 000 - 9 999	3
10- 49	34	10 000 and more	1
50- 99	8	student	2
100-199	7	other not gainfully	
200-499	7	employed	1

Length of 1. Length	of stay	(days):
one	97 ´	. , ,
two	3	

three	-	
2. Average	length of stay	1,0 days
3. Share of 1st day 2nd day 3rd day	visitors on the event's days 29 44 31	:

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

EQUITANA — Essen

Basic data private visitors		
Total number of visitors	193 238	
Proportion of private visitors	83%	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	36 21 33 9	
Total Germany	95	
Baden- North Rhine- Württemberg 2 Westphalia Bavaria 4 Rhineland-	75	
Berlin - Palatinate	6	
Brandenburg - Saarland Bremen - Saxony		
Hamburg - Saxony-Anhalt	t -	
Hesse 6 Schleswig-		
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 5	-	
of which EU Rest of Europe Africa North America South and Central America	5 89 9 - 1	
Middle East	_	
East Asia Australia	1	
The five countries with the highest visitor shares		
Netherlands Luxembourg	39 22	
Belgium	18	
Austria Switzerland	8 7	
Position in the company/organizatio	n	
Entrepreneur, partner, self-employed Managing director, board member,	10	
head of an authority etc.	2	
Senior department head, other employs with managerial responsibility	ee 1	
Department head group head	5	

Austria Switzerland	7
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	10 2 1 5 28 6 3 5 6 21 4 8 2
Frequency of visits to trade fair 2003 2001 1999 Earlier events First visit	51 43 31 29 24

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km
OVEL DOO KIII

Basic data all visitors

Total Germany	
Baden-	North Rhine-
Nürttemberg	2 Westphalia
Bavaria	4 Rhineland-
Berlin	 Palatinate
Brandenburg	 Saarland
Bremen	 Saxony
Hamburg	 Saxony-Anhalt
Hesse	6 Schleswig-
Mecklenburg-	Holstein
West Pommerania	- Thuringia
Lower Saxony	5

92 74

Total For of which	eign EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia

The five countries with the highest visitor shares	
Netherlands	
Belgium Luxembourg	
Luxembourg	
Switzerland	
Austria	

Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	15
head of an authority etc.	2
Senior department head, other employee	
with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	25
Skilled worker	5 3 6 6
Lecturer, teacher, scientific assistant	3
Trainee	6
Other position	6
Student	19
Other not gainfully employed	4 7
Housewife/man	7
Old-age pensioner	2

Frequency of visits to trade fair	52
2001	43
1999	32
Earlier events	30
First visit	23

Additional data private visitors

Sex Male Female	30 70
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	22 26 29 17
Net household income up to 900,- EUR more than 1500,- EUR up to 1500,- EUR more than 2000,- EUR up to 2600,- EUR more than 2600,- EUR up to 3600,- EUR more than 3600,- EUR up to 5000,- EUR more than 5000,- EUR up to 5000,- EUR	1° 1° 1° 1° 1° 3°
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	12 29 22 14
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	8° 12
Follow-up business Intend to buy at later date yes no maybe	32 28 40

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



E-world energy & water ---- Essen

Basic data trade visitors	
Total number of visitors	7 945
Proportion of trade visitors	99%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	34 13 24 29
Total Germany Baden- Württemberg 7 Westphalia Paragraph	87 63
Bavaria 5 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- Holstein	2 1 1 -
West Pommerania 1 Thuringia Lower Saxony 5	1
Total Foreign of which EU Rest of Europe Africa	13 76 17
North America South and Central America Middle East East Asia Australia	1 - - 6 -
The five countries with the highest visitor shares Netherlands Great Britain Austria France Switzerland	16 13 13 6 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	13 7
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	8 23 28 3
Trainee Other position Student Other not gainfully employed Old-age pensioner	3 1 3 9 1 1
Frequency of visits to trade fair 2004 2003 2002 2001 First visit	30 23 15 11 61

Additional data trade visitors

Additional data trade visitors	
Economic sector Architect's/engineer office Banks Consulting Broker Electricity industry Renewable energies Power supply company Trade and daily press Research institute, university Gas industry Commercial company Dealers Industrial company Coal industry Municiple services Association Other Student Other not gainfully employed	7 1 13 1 13 2 14 1 2 4 1 3 7 1 1 8 1 1 0 9 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	21 29 23 16 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	19 7 8 3 2 14 7 11 4 21 2 4 13 9 2
Size of company/organization: Number of employees: 500 - 999 1 - 4 10 500 - 999 5 - 9 6 1 000 - 999 99 10 - 49 13 10 000 and more 50 - 99 50 - 99 8 student 50 - 99 100 - 199 7 other not gainfully 200 - 499 200 - 499 10 employed 60 - 909	7 17 12 9
Length of stay 1. Length of stay (days): one 80 two 16 three 2. Average length of stay 1,2 of 3 share of visitors on the event's days:	4 lays

3. Share of visitors on the event's days:
1st day 40 2nd day 47 3rd day 37 Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FIBO ---- Essen

Basic data trade visitors

Total number of visitors	43 700
Proportion of trade visitors	59%
Region of residence	
up to 50 km	22
more than 50 km up to 100 km more than 100 km up to 300 km	14
more than 100 km up to 300 km	33
over 300 km	32
Total Germany	84
Baden- North Rhine-	
Württemberg 6 Westphalia Bavaria 6 Rhineland-	50
Berlin 2 Palatinate	6
Brandenburg 1 Saarland	1
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	3
Hamburg 2 Saxony-Anhalt Hesse 8 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	1
Lower Saxony 10	
Total Foreign	16
of which EU	73
Rest of Europe	14
Africa North America	1
South and Central America	1
Asia	8
Australia	-
The five countries with the	-
The five countries with the highest visitor shares	-
The five countries with the highest visitor shares Belgium	20
The five countries with the highest visitor shares	21
The five countries with the highest visitor shares Belgium Netherlands	21
The five countries with the highest visitor shares Belgium Netherlands France	21 8 7
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark	21 8 7 6
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed	21 8 7 6
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	21 8 7 6 1 36
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	21 8 7 6 1 36
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	21 8 7 6 1 36
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head	21 8 7 6 1 36
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Skilled worker	21 8 7 6 1 36
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Skilled worker Other salaried staff/public service	21 8 7 6 1 36
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Skilled worker Other salaried staff/public service Lecturer, teacher, scientific assistant	21 8 7 6 1 36
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Skilled worker Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position	21 8 7 6 1 36
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Skilled worker Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student	21 87 66 1 36 ee 2 8 3 3 15 2 7 5
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Skilled worker Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position	21 8 7 6 1 36
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Skilled worker Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	21 8 77 6 6 1 36 6 2 8 8 3 3 15 5 2 7 7 5 1 1 1 5 1 5 1 5 1 5 1 5 1 5 1 5 1
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Skilled worker Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004	21 8 76 6 1 36 ee 2 8 3 3 155 2 7 5
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Skilled worker Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2004	21 8 76 1 36 6 28 8 31 5 2 7 7 5 5
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Skilled worker Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004	21 87 66 1 36 ee 2 8 3 3 15 2 7 5

Basic data private visitors

Proportion of private visitors	41%
Region of residence	
4- FO I	38
more than 50 km up to 100 km	15
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	31 16
OVEL 300 KIII	10
Total Germany Baden- North Rhine-	95
Württemberg 4 Westphalia	69
Bavaria 3 Rhineland-	03
Berlin - Palatinate	4
Brandenburg - Saarland	
Bremen - Saxony Hamburg 1 Saxony-Anhalt	1
Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania - Thuringia	1
Lower Saxony 6	
Total Foreign	5
of which Asia	
EU Rest of Europe	67 19
Africa	15
North America	
South and Central America	4
Australia	4
Belgium Netherlands Switzerland France Luxembourg	22 19 15 11 11
Position in the company/organization Entrepreneur, partner, self-employed	
Managing director, board member.	
Managing director, board member, head of an authority etc. Senior department head, other employee	2
Senior department head, other employee	-
with managerial responsibility Department head, group head	2
Other salaried staff/public service	26
Skilled worker	12
Lecturer, teacher, scientific assistant	1
Trainee Other position	7
Student	17
Other not gainfully employed	6
Housewife/man	2
Old-age pensioner	i
Frequency of visits to trade fair	
2004	
2004 2003	27
2004	27 27 22 23
2004 2003 2002	27 22

Basic data all visitors

Dasic data all visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	2! 14 3: 2!
Total Germany Baden- Württemberg 5 Westphalia Bavaria 5 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 7 Chleswig- Mecklenburg- West Pommerania Lower Saxony 8	8 9
Total Foreign of which EU Rest of Europe Africa North America South and Central America Asia Australia	1; 7; 1;
The five countries with the highest visitor shares Belgium Netherlands France Switzerland Denmark	20
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	29
Frequency of visits to trade fair 2004 2003 2002 Earlier events First visit	3(3) 2: 2:

Additional data trade visitors

Economic sector	
Industry	7
Retail trade	6
Wholesale/foreign trade	6 3 2
Skilled trades	5
Trainer, Presenter	12
Operator of fitness studios	17
Operator of leisure facilities, of sports facilities	
	:5)
Beautician, personal care	44
Physiotherapy, remedial gymnastics practice	- 11
Hotels/restaurants	1
Wellness institute, health cure centre/spa	1
Management consultancy	2
Banks	1
Private, non-profit organization	2 1 1 2 5 3 7
Media, press, publishing	2
Other services	5
Authority/public services	3
Other sectors	7
Student	11
	- 12
Other not gainfully employed	5

2
2
- 1
1
1

Area of responsibility	
Management	28
Research/development/design	5
Planning/work preparation	7
Manufacture/production	3
Production, quality control	3
Buying/procurement	5 7 3 3 10
Finance/accounting, controlling	7
Information, communication technology	
Administration/organization/personnel/	
social welfare/training	7
Marketing/sales/advertising/PR	22
Storage/material management/logistics/	
transport	
Maintenance/repairs	2 5
Other area	20
Student	11
Other not gainfully employed	5
J, cp.oj.cu	_

Size	of	con	npan	y/org	janiza	tion:
Nium	h	r 0	f om	nlov	000	

Number	of emp	oloyees:	
1- 4	25	500- 999	2
5- 9	12	1 000 - 9 999	4
10- 49	26	10 000 and more	2
50- 99		other not gainfully	
100-199		employed	5
200-499	2	student	11

Length of stay

1. Length	of stay	(days):	
one	78	three	2
two	18	four	2

2. Average length of stay 1,3 days

3. Share of visitors on the event's days: 1st day 45 3rd day 23 2nd day 43 4th day 18

Additional data private visitors

Sex	
Male Female	61 39
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	13 42 29 13 3
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	6 10 10 10 9 9 13 33
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	20 32 19 19
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	71 13 16
Follow-up business Intend to buy at later date yes no	33 28 40

HAUS + GARTEN ---- Essen

Basic data private visitors

Proportion of privat	te visitors	94%
Region of residence up to 50 km more than 50 km up more than 100 km u over 300 km	to 100 km	95 4 1
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen	North Rhine Westphalia - Rhineland Palatinate - Saarland	100 98 1
Hemburg Hesse Mecklenburg- West Pommerania Lower Saxony	SaxonySaxony-AnhalSchleswig- HolsteinThuringia	t -

Position in the company/organization Entrepreneur, partner, self-employed	7
Managing director, board member,	
head of an authority etc.	1
Senior department head, other employee	
with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	28
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	1 5 4 3
Other position	5
Student	4
Other not gainfully employed	3
Housewife/man	11
Old-age pensioner	22

Frequency of visits to trade fair	
2004	27
2003	21
2001	12
Earlier events	14
First visit	55

Additional data private visitors

	_
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	
Buying and ordering capacity Purchase or order made or	
intended at the exhibition yes no maybe	
Follow-up business Intend to buy at later date	
yes no maybe	



IFLO ---- Essen

Basic data trade visitors

	8 209
Proportion of trade visitors	93%
Region of residence	
up to 50 km	24
more than 50 km up to 100 km more than 100 km up to 300 km	19 32
over 300 km	25
OVEL 300 KIII	2.5
Total Germany	87
Baden- North Rhine-	-
Württemberg 4 Westphalia Bavaria 4 Rhineland-	63
Berlin 1 Palatinate	
Brandenburg - Saarland	5 2
Bremen - Saxony	2
Hamburg - Saxony-Anhalt	. 2
Hesse 6 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 8	3
Lower Saxony 8	
Total Foreign	13
of which EU	86
Rest of Europe	7
Africa	4
North America South and Central America	
Middle East	
East Asia	7 2
Australia	
The five countries with the	
The five countries with the highest visitor shares	
highest visitor shares Belgium	25
highest visitor shares Belgium Latvia	12
highest visitor shares Belgium Latvia Netherlands	12 10
highest visitor shares Belgium Latvia Netherlands Luxembourg	12 10 9
highest visitor shares Belgium Latvia Netherlands Luxembourg	12 10 9
highest visitor shares Belgium Latvia Netherlands Luxembourg Austria	12 10 9
highest visitor shares Belgium Latvia Netherlands Luxembourg Austria Position in the company/organizatio Entrepreneur, partner, self-employed	12 10 9
highest visitor shares Belgium Latvia Netherlands Luxembourg Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member,	12 10 9 9
highest visitor shares Belgium Latvia Netherlands Luxembourg Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	12 10 9 9 9
highest visitor shares Belgium Latvia Netherlands Luxembourg Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, heed of an authority etc. Senior department head, other employe	12 10 5 9 9
highest visitor shares Belgium Latvia Netherlands Luxembourg Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility	n 56
highest visitor shares Belgium Latvia Netherlands Luxembourg Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility	n 56
highest visitor shares Belgium Latvia Netherlands Luxembourg Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service	n 56
highest visitor shares Bedgium Latvia Netherlands Luxembourg Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	n 56
highest visitor shares Belgium Latvia Netherlands Luxembourg Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee	n 56
highest visitor shares Belgium Latvia Netherlands Luxembourg Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	n 56
highest visitor shares Belgium Latvia Netherlands Luxembourg Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	n 56
highest visitor shares Belgium Latvia Netherlands Luxembourg Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	n 56

Additional data trade visitors

Economic sector	
Florist's specialist business	59
Retail garden store	10
Wholesale trade	2
Garden centre	3
Cemetery market garden	1
Florist wholesale trade	1
Furniture trade	1
Hotel, catering trade	1
Decorations	7
Gift articles, art and handicrafts	4
Other	6
Student	2
Other not gainfully employed	3

Influence on purchasing/ procurement decisions	
procurement decisions Decisively	49
Collectively	27
In an advisory capacity	14
No	5
Other not gainfully employed	3
student	2

Student	_
Area of responsibility	
Management	46
Research/development/des	ign 4
Planning/work preparation	າ 19
Manufacture/production	42
Production, quality control	8
Buying/procurement	40
Finance/accounting, contro	olling 11
Information, communication	on těchnology (EDP) 4
Administration/organizatio	n/personnel/
social welfare/training	8
Marketing/sales/advertising	
Storage/material managen	nent/logistics/
transport	8
Maintenance/repairs	6
Other area	8 6 14 2 ved 3
Student	2
Other not gainfully employ	yed 3

Size of cor	npany/o	organization:	
Number o	f emplo	oyees:	
1- 4	58	500 - 999	- 1
5- 9	21	1 000 - 9 999	1
10- 49	10	10 000 and more	1
50- 99	1	student	2
100-199	1	other not gainfully	
200-499	1	employed	3
		- F - 3	

Length of 1. Length one	of stay of stay 93	(days): two	7		
2. Averag	e lengt	n of stay		1,1	days
3. Share of 1st day	of visito / 52	rs on the 2nd day	event's o	days:	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IPM ---- Essen

Total number of visitors	52 265
Proportion of trade visitors	94%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	16 13 32 39
Total Germany	77
Baden- North Rhine- Württemberg 5 Westphalia Bavaria 11 Rhineland-	47
Berlin 2 Palatinate Brandenburg 1 Saarland	5 1
Bremen 1 Saxony Hamburg - Saxony-Anhalt Hesse 8 Schleswig-	1
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 12	3 2
of which EU Rest of Europe	23 88 6
Africa North America South and Central America	-
Middle East East Asia Australia	2 2 - 2
The five countries with the	
highest visitor shares Netherlands	22
Belgium Poland	13 9
Denmark France	9 6 5
Position in the company/organization Entrepreneur, partner, self-employed	31
Managing director, board member, head of an authority etc.	4
Senior department head, other employed with managerial responsibility	3
Department head, group head Other salaried staff/public service	8
Skilled worker Lecturer, teacher, scientific assistant	8
Trainee Other position	8 7 8 3 17 3 1
Farmer	1
Foreman, master craftsman Student Other not gainfully employed	6
Frequency of visits to trade fair 2004	36
2003 2002	36 35
2001	33 28
Earlier events First visit	27 34

First visit

Additional data trade visitors

Economic sector Plant producer	20
Florist wholesale trade	- 1
Seed trade	1
End-sales outlet	7
Public authority, municipal garden department	_
Horticulture and landscape gardening	8
Landscape designer	10
Gardening company	10
Gardening company Florist, specialist retailer	12
Florist, specialist retailer Wholesale trade	3
DIY centre/trade	1
Hypermarket Other	12
Student	
Other not gainfully employed	3
Influence on purchasing/	
procurement decisions	2.
Decisively Collectively	32 25
In an advisory capacity	16
No	18
Other not gainfully employed student	3
Student	
Area of responsibility	
Management	30
Research/development/design Planning/work preparation	14
Manufacture/production	30
Production, quality control	2
Buying/procurement Finance/accounting, controlling	2
Information, communication technology (ED	P) !
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	12
Storage/material management/logistics/	12
transport	7
Maintenance/repairs	1
Other area Student	15
Other not gainfully employed	3
Size of company/organization: Number of employees:	
1- 4 28 500- 999	
5- 9 22 1 000- 9 999	
10- 49 26 10 000 and more	
50- 99 6 student 100-199 3 other not gainfully	6
100-199 3 other not gainfully 200-499 2 employed	3
Length of stay	
1. Length of stay (days): one 78 three 3	
two 18 four 2	

1. Share of visitors on the event's days:
1st day 33 3rd day 34
2nd day 33 4th day 27

1,3 days

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

18

2. Average length of stay

METPACK

Basic data trade visitors

Total number of visitors	6 730
Proportion of trade visitors	99%
Region of residence	
up to 50 km	6
more than 50 km up to 100 km more than 100 km up to 300 km	2
over 300 km	64
Total Germany	35
Baden- North Rhine-	
Württemberg 9 Westphalia Bavaria 6 Rhineland-	39
Berlin 1 Palatinate	13
Brandenburg - Saarland	
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	3
Hamburg 1 Saxony-Anhalt Hesse 9 Schleswig-	
Mecklenburg- Holstein	4
West Pommerania 1 Thuringia Lower Saxony 14	
Lower Saxony 14	
Total Foreign	65
of which EU	49 13
Rest of Europe Africa	13
North America	3
South and Central America Middle East	10
East Asia	14
Australia	2
The five countries with the	
highest visitor shares	
Netherlands Italy	10
Great Britain	
France	4
Switzerland	4
Position in the company/organization	10
Entrepreneur, partner, self-employed Managing director, board member,	18
head of an authority etc.	19
Senior department head, other employee	9
with managerial responsibility Department head, group head	2
Other salaried staff/public service	13
Skilled worker	10
Lecturer, teacher, scientific assistant Trainee	
Other position	- 2
Student Old age pensioner	
Old-age pensioner	
Frequency of visits to trade fair	21
2002	33
2002 1999 1996	24 16
2002 1999 1996 1993	24 10 1
2002 1999 1996	1

Earlier events

First visit

Frequency of visits to trade fair 2004 2003 2002 2001

----> Essen

Additional data trade visitors

Filling and packing industry Consulting company Association	56 14 5 2 22 1
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Influence on purchasing/ procurement decisions	
Decisively	28
Collectively	35
In an advisory capacity	25
No	10
Other not gainfully employed	1
student	1

Area of responsibility	
Management	30
Research/development/design	21
Planning/work preparation	9
Manufacture/production	23
Production, quality control	7
Buying/procurement	12
Finance/accounting, controlling	2
Information, communication technology	(EDP) 2
Administration/organization/personnel/	` '
social welfare/training	2
Marketing/sales/advertising/PR	16
Storage/material management/logistics/	
transport	2
Maintenance/repairs	10
Other area	3
Student	ī
Other not gainfully employed	1

any/org	ganization: rees:	
7 1	500 - 999	7
6	1 000 - 9 999	12
13	10 000 and more	6
11	student	1
15	other not gainfully	
22	employed	1
	employ 7 6 13 11	6 1 000 - 9 999 13 10 000 and more 11 student 15 other not gainfully

Length of 1. Length of one two three	stay of stay (61 25 10	days): four five	2		
2. Average	length	of stay		1,6	days
		4th day	ent's days 31 17	:	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

MODE - HEIM - HANDWERK ---- Essen

Basic data private visitors

Total number of visitors	171 302
Proportion of private visitors	96%
Region of residence	
up to 50 km	93
more than 50 km up to 100 km	4
more than 100 km up to 300 km over 300 km	2
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia	98
Bavaria - Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anha	ılt -
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Position in the company/organizati	nn
Entrepreneur, partner, self-employed	5
Managing director, board member,	
nead of an authority etc.	1
head of an authority etc. Senior department head, other emplo	yee .
nead of an authority etc. Senior department head, other emplo with managerial responsibility	yee .
nead of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head	yee 2 5
head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff/public service	yee 2 5 30
nead öf än authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	yee 2 5 30
nead ő án authority etc. Seein of department head, other emplo with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	yee 2 5 30
head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	yee 2 5 30 7 2 2
nead of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position	yee 2 5 30
head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	yee 2 5 30 7 2 4 6 4
nead of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Frainee Other position Student Other not gainfully employed Housewife/man	yee 2 5 30 7 2 2 4 6 4 14
head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	yee 2 5 30 7 2 4 6 4
head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair	yee 2 5 30 7 7 2 2 4 6 6 4 1 1 8
head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004	yee 2 53 30 7 2 2 4 6 4 14 18
head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2004	yee 2 5 5 30 7 2 2 2 4 4 14 18 5 5 3 5 4
head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2003 2003	yee 2 5 30 7 2 2 4 6 4 14 18 5 5 4 4 6 4 4 6 6 4 4 4 6 6 4 4 4 6 6 4 4 4 6 6 4 4 4 6 6 4 4 4 6 6 4 4 4 6 6 4 4 4 6 6 4 4 4 6 6 4 4 4 6 6 4 4 4 6 6 4 4 4 6 6 4 4 4 4 6 6 4 4 4 4 4 6 6 6 4 4 4 4 6 6 6 4 4 4 4 4 6 6 6 4 4 4 4 4 6 6 6 4 4 4 4 4 6 6 6 4 4 4 4 4 6 6 6 4 4 4 4 4 4 4 6 6 6 4
head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004	yee 2 5 5 30 7 2 2 2 4 4 14 18 5 5 3 5 4

Additional data private visitors

Sex Male Female	34 66
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	7 12 18 26 20 14
Net household income up to 900,- EUR more than more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	10 12 14 12 12 8 6 25
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	15 46 18 15 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	80 5 15
Follow-up business Intend to buy at later date yes no maybe	25 26 49
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

Reise / Camping ---- Essen

Basic data private visitors

Total number of visitors	103 222
Proportion of private visitors	97%
Region of residence	
7 50 1	65
more than 50 km up to 100 km	21
more than 100 km up to 300 km	13
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	1
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia	95
Bavaria - Rhineland- Berlin - Palatinate	1
Berlin - Palatinate Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhal	t .
Hesse 1 Schleswig-	-
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 2	
Total Foreign	1
of which EU	100
Rest of Europe	
Africa North America	
South and Central America	
Middle East	
East Asia	
Australia	
The two countries with the	•
The two countries with the highest visitor shares	
The two countries with the highest visitor shares	
The two countries with the highest visitor shares	40
The two countries with the highest visitor shares Belgium Netherlands	40 n
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed	40 n
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member.	n -
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	n -
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member.	n 7
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head	n 7
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried staff/public service	n
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	ee 26
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	ee 26
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	ee 26
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried statffpublic service skilled worker Lecturer, teacher, scientific assistant Trainee Other position	n 77 200 8 8 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	40 n 7 20 20 8 3
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	40 n 7 20 20 33 44
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	n 7
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	40 n
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man	40 n
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair	40 n
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2003 2002	40 n
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2003 2002 2001	40 n
The two countries with the highest visitor shares Belgium Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2003 2002	40 n

Additional data private visitors

Sex Male Female	58 42
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	3 6 18 26 24 20 3
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	5 8 12 12 15 10 7 33
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	9 50 17 18 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	10 12 78
Follow-up business Intend to buy at later date yes no maybe	35 20 46

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SCHWEISSEN & SCHNEIDEN ---- Essen

Basic data trade visitors

Total number of visitors	57 749
Proportion of trade visitors	98%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	15 8 23 54
Total Germany Baden- Württemberg 9 Westphalia Bavaria 5 Rhineland- Berlin 1 Palatinate Brandenburg 2 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg- West Pommerania 1 Thuringia	54 53 5 1 2 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	46 64 12 2 3 3 3 10 3
The five countries with the highest visitor shares Netherlands Belgium Austria France Sweden	12 8 7 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Old-age pensioner	9
Frequency of visits to trade fair 2001 1997 1993 1989 Earlier events First visit	33 18 11 8 7

Additional data trade visitors

Economic sector

Energy industry/water spplies/mining Chemicals industry/oil processing Plastics processing	5 4 1
Steel, mechanical and automotive engineering Iron and non-ferrous metal products Electrical engineering/precision engineering/	39 11
optics Building trade Retail trade Wholesale trade Research Service Other Student Other not gainfully employed	4 2 4 10 2 8 6 4 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	26 33 23 11 3 4
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/	22 16 10 28 10 12 2
social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/	3 11
transport Maintenance/repairs Other area	4 11 7
Student Other not gainfully employed	4 3

Size of company/organization: Number of employees:

1- A	10	500- 999	
5- 9 10- 49	10 22	1 000 - 9 999 10 000 and more	1
50- 99	10	student	
100-199	9	other not gainfully	
200-499	10	employed	
Longth of	-tou		

Length of stay (days):

7 57

one two	57 24	three four	11 4	five six	2
2. Average	length	of stay		1,8	days
3. Share of 1st day 2nd day	27	3rd day	34	days: 5th day 6th day	29 21

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Ambiente ---- Frankfurt/Main

Basic data trade visitors

Total number of visitors	141 344
Proportion of trade visitors	83%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	16 10 23 50
Total Germany Baden- Württemberg 16 Westphalia Bavaria 14 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 28 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	61 17 10 2 1 1 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	39 55 11 3 7 2 5 16 2
The five countries with the highest visitor shares Great Britain Italy France USA Austria	7 7 6 6 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not qainfully employed	12

Frequency of visits to trade fair

2004 2003

First visit

Earlier events

Additional data trade visitors

Economic sector	
Specialist retail trade	30
Other retail	8
Wholesale/foreign trade Skilled trades	20 6
Service	17
Industry (manufacturer)	8
Other sectors	6
Student Other not gainfully employed	4
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	47
Decisively Collectively	47 24
In an advisory capacity	14
No	9
Other not gainfully employed	
student	4
Area of responsibility	
Management	45
Research/development/design	6
Planning/work preparation Manufacture/production	5 5
Production, quality control	5 1
Buying/procurement	13
Finance/accounting, controlling Information, communication technology (EDP	1 (
Administration/organization/personnel/	, '
social welfare/training	_ 1
Marketing/sales/advertising/PR	11
Storage/material management/logistics/ transport	1
Maintenance/repairs	1
Other area	7
Student Other not gainfully employed	4
——————————————————————————————————————	
Size of company/organization:	
Number of employees:	-
1- 4 39 500- 999 5- 9 11 1 000- 9 999	3 5 3
10- 49 18 10 000 and more	3
50- 99 6 student	4
100-199 4 other not gainfully	-
200-499 5 employed	2
Length of stay	
1. Length of stay (days):	
one 53 four 7 two 21 five 7	
three 13	
2. Average length of stay 1,9 d	ays

Conducted by: Walter, Wissler & Partner, Basel

3. Share of visitors on the event's days:

Beautyworld

Basic data trade visitors

Total number of visitors	11 79
Proportion of trade visitors	
Region of residence	
up to 50 km	2
more than 50 km up to 100 km more than 100 km up to 300 km	1
over 300 km	19 43
Total Germany	69
Baden- North Rhine-	
Württemberg 12 Westphalia	14
Bavaria 13 Rhineland-	
Berlin 2 Palatinate	9
Brandenburg - Saarland Bremen - Saxony	
Hamburg 2 Saxony-Anhalt	
Hesse 42 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony 2	
Lower Saxony 2	
Total Foreign	3
of which EU	6
Rest of Europe Africa	- 1
North America	
South and Central America	
Middle East	1
East Asia Australia	
The four countries with the highest visitor shares	
Austria	1.
Netherlands	
Italy Great Britain	
- Creat Britain	
Position in the company/organization Entrepreneur, partner, self-employed	ı 41
Managing director, hoard member	
head of an authority etc.	
Senior department head, other employe	
with managerial responsibility	1
Department head, group head Other salaried staff/public service	1
Skilled worker	
Lecturer, teacher, scientific assistant	
Trainee	
Other position Student	
Other not gainfully employed	
Frequency of visits to trade fair 2004	4
2003	3
Earlier events	2
First visit	4

----- Frankfurt/Main

Additional data trade visitors

Economic sector	
Retail trade	35
Wholesale/foreign trade	19
Skilled trades	4
Service	15
	11
Industry Other sectors	11
Student	3
	9
Other not gainfully employed	4

Influence on purchasing/ procurement decisions	
Decisively	37
Collectively	19
In an advisory capacity	17
No	14
Other not gainfully employed	4
student	9

Area of responsibility	
Management	41
Research/development/design	3
Planning/work preparation	2
Manufacture/production	3
Production, quality control	1
Buying/procurement	10
Finance/accounting, controlling	1
Information, communication technology	(EDP) 1
Administration/organization/personnel/	, ,
social welfare/training	3
Marketing/sales/advertising/PR	10
Storage/material management/logistics/	
transport	1
Maintenance/repairs	i
Other area	11
Student	11
Other not gainfully employed	1
Other not gainfully employed	4

		organization:	
Number o			
1- 4	30	500 - 999	1
5- 9	11	1 000 - 9 999	4
10- 49	22	10 000 and more	3
50- 99	6	other not gainfully	
100-199	6	employed	4
200-499	4	student	9
	_		

Length of 1. Length one two three		(days): four five	5		
2. Averag	e lengtl	h of stay		1,6	6 day
3. Share	of visito	rs on the	event's	days:	N/A

Conducted by: Walter, Wissler & Partner, Basel

Christmasworld ----> Frankfurt/Main

Basic data trade visitors

Total number of visitors	28 490
Proportion of trade visitors	92%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	11 7 27 55
Total Germany Baden- Württemberg 11 Westphalia Bavaria 13 Rhineland- Berlin 1 Palatinate Brandenburg 2 Saarland Bremen 2 Saxony Hamburg 4 Saxony-Anhalt Hesse 19 Schleswig- Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 7	63 24 9 1 1 2 4
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	37 60 13 2 6 2 3 13 1
The four countries with the highest visitor shares Italy China (PR) Spain France	13 7 6 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	46 12 6 12 8 4 1 2 3 2

Frequency of visits to trade fair 2004 2003 Earlier events

First visit

Additional data trade visitors

radicional data trade visit	0.0
Economic sector Specialist retail trade Other retail Wholesale/foreign trade Skilled trades	33 8 24 3
Service Industry	12
Other sectors Student Other not gainfully employed	7 7 2 4
Influence on purchasing/ procurement decisions	
Decisively	44
Collectively In an advisory capacity	33 11
No Other not gainfully employed	6 4
student	2
Area of responsibility	45
Management Research/development/design	45 6
Planning/work preparation Manufacture/production	2
Production, quality control	1
Buying/procurement Finance/accounting, controlling	16
Information, communication technology Administration/organization/personnel/	(EDP) 1
social welfare/training	1
Marketing/sales/advertising/PR Storage/material management/logistics/	9
transport	3
Maintenance/repairs Other area	7
Other not gainfully employed Student	4 2
- Student	
Size of company/organization: Number of employees:	
1- 4 39 500- 999 5- 9 11 1 000- 9 999	
10- 49 16 10 000 and more	e 4
50- 99 7 studen 100-199 4 other not gainfull	
200-499 6 employed	
Length of stay	
1. Length of stay (days): one 50 four 7	
two 25 five 5	
three 14 2. Average length of stay	1,9 days
z	.,5 4493

3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

Heimtextil ---- Frankfurt/Main

Basic data trade visitors

Total number of visitors	90 335
Proportion of trade visitors	94%
Region of residence up to 50 km	7
more than 50 km up to 100 km	4
more than 100 km up to 300 km over 300 km	18 7
Total Cormony	40
Total Germany Baden- North Rhine-	-
Württemberg 18 Westphalia Bavaria 15 Rhineland-	22
Berlin 2 Palatinate	6
Brandenburg 1 Saarland Bremen 1 Saxony	2
Hamburg 3 Saxony-Anhalt Hesse 19 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 5	2
Total Foreign of which EU	60 48
Rest of Europe Africa	1
North America	
South and Central America Middle East	
East Asia Australia	1.
Australia	4
The four countries with the highest visitor shares	
Italy	
USÅ India	
Turkey	(
Position in the company/organization	
Entrepreneur, partner, self-employed	40
Managing director, board member,	16
Managing director, board member, head of an authority etc.	
head of an authority etc. Senior department head, other employed with managerial responsibility	10
head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head	10 10 10
head of an authority etc. Senior department head, other employed with managerial responsibility	1 1

Trainee Other position

First visit

Other not gainfully employed

Frequency of visits to trade fair 2004 2003 Earlier events

Lecturer, teacher, scientific assistant 45 44 44 32

Additional data trade visitors

Economic sector Specialist retail trade	2
Other retail	
Wholesale/foreign trade	2
Skilled trades Service	
Industry	
Other sectors	
Student	
Other not gainfully employ	red
Influence on purchasing/	
procurement decisions	
Decisively Collectively	
In an advisory capacity	-
No	
Other not gainfully employ	red
student	
Area of responsibility	
Management	
Research/development/desi	ign '
Planning/work preparation Manufacture/production	
Production, quality control	
Buying/procurement	
Finance/accounting, contro	
Information, communication Administration/organization	
social welfare/training	i/personnei/
Marketing/sales/advertising	J/PR
Storage/material managem	ient/logistics/
transport	
Maintenance/repairs Other area	
Student	
Other not gainfully employ	red
Cina of commonwidencesis	-4:
Size of company/organize Number of employees:	auon:
1- 4 25 1	500 - 999
	000 - 9 999
	000 and more or not gainfully
100-199 7	employed
200-499 7	student

Length 1. Length	of stay i of stav	(davs):			
one	35	three	21		
two	23	four	20		
2. Averag	ge lengt	h of stay		2,3	day
3. Share	of visito	rs on the	event's d	lays:	N/A

Conducted by: Walter, Wissler & Partner, Basel

ISH ---- Frankfurt/Main

Basic data trade visitors

Total number of visitors	192 187
Proportion of trade visitors	94%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	14 14 36 37
Total Germany Baden- Württemberg 20 Westphalia Bavaria 11 Brineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 23 Mecklenburg- West Pommerania Lower Saxony 5	77 16 12 2 3 1 1 4
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East Australia East Asia	23 63 16 3 6 1 3 3 4
The five countries with the highest visitor shares France Italy Austria Switzerland Great Britain	10 9 7 5 4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	9
Frequency of visits to trade fair 2003 2001 Earlier events	46 43 35

Additional data trade visitors

Economic sector Skilled trades Industry Retail trade Wholesale and foreign trade Architect/engineer's and planning office Other services Other sectors Student Other not gainfully employed	42 19 5 9 7 6 3 6
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	25 27 24 15 3 6
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not qainfully employed	29 5 12 8 1 1 (EDP) 1 1 7 1 13 9 6 6

Number of employees:

1- 4	26	500 - 999	6
5- 9	13	1 000 - 9 999	
10- 49	20	10 000 and more	
50- 99	6	student	
100-199	6	other not gainfully	
200-499	6	employed	3

Length of Stay	
Length of stay 1.Length of stay (days):	
one 64 four 3	
two 21 five 4	
three 8	
2. Average length of stay 1,	6 da
3. Share of visitors on the event's days:	N

Conducted by: Walter, Wissler & Partner, Basel

Musikmesse ----> Frankfurt/Main

Basic data trade visitors

Total number of visitors	69 390
Proportion of trade visitors	73%
Region of residence	1.0
up to 50 km	14 11
more than 50 km up to 100 km more than 100 km up to 300 km	27
over 300 km	49
Total Germany	67
Baden- North Rhine- Württemberg 17 Westphalia	14
Bavaria 16 Rhineland- Berlin 2 Palatinate	
Berlin 2 Palatinate Brandenburg 1 Saarland	2
Bremen - Saxony	
Hamburg 1 Saxony-Anhalt	2
Hesse 26 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia	2
Lower Saxony 4	
Total Foreign	33
of which EU	71
Rest of Europe Africa	14
North America	5
South and Central America	2
Middle East East Asia	2
Australia	1
The five countries with the	
highest visitor shares Belgium	12
Netherlands	10
Switzerland	9
France Austria	8
Austria	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	ı 18
Managing director, board member,	5
head of an authority etc. Senior department head, other employe with managerial responsibility	e
with managerial responsibility	
Department head, group head Other salaried staff/public service	7
Other salaried staff/public service Skilled worker	
Lasturar tanchar esigntific assistant	20

Lecturer, teacher, scientific assistant

Student Other not gainfully employed

Frequency of visits to trade fair 2004 2003 Earlier events

Other position

First visit

Additional data trade visitors

Economic sector Retail trade	
Retail trade	
	15
Wholesale/foreign trade	5
Skilled trades	4
Industry	
Educational institution Service	51
Media	5
Authority/public services	2
Other sectors	2
Other not gainfully employed	Z
Influence on purchasing/ procurement decisions	
Decisively	25
Collectively	17
In an advisory capacity	16
No	13
student	25
Other not gainfully employed	2
Area of responsibility	
Management	22
Research/development/design	
Planning/work preparation	2
Manufacture/production	- 5
Production, quality control	1
Buying/procurement Finance/accounting, controlling	1
Information, communication technology (22 2 1 1 EDP) 3
Administration/organization/personnel/	
social welfare/training	3
Marketing/sales/advertising/PR	4
Storage/material management/logistics/	
transport	1
Maintenance/repairs	3
Maintenance/repairs Other area	19
Maintenance/repairs Other area Student	19 25
Maintenance/repairs Other area	19
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization:	19 25
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	19 25
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 30 500- 999	19 25
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 30 500- 999 5- 9 9 1 000- 9999	19 25
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 30 500- 999 5- 9 9 1 000- 9 999 10- 49 14 10 000 and more	19 25
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 30 500- 999 5- 9 9 1 000- 9 999 10- 49 14 10 000 and more 50- 99 6 student	19 25
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 30 500- 999 15- 9 9 1 000- 9 999 10- 49 14 10 000 and more 50- 99 6 student 100-199 3 other not gainfully	19 25
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 30 500- 999 5- 9 9 1 000- 9 999 10- 49 14 10 000 and more 50- 99 6 student	19 25 2
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 30 500- 999 5- 9 9 1 000- 9 999 10- 49 14 10 000 and more 50- 99 6 student 100-199 3 other not gainfully 200-499 2 employed Length of stay	19 25 2
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 30 500- 999 5- 9 9 1 000- 9999 10- 49 14 10 000 and more 50- 99 6 student 100-199 3 other not gainfully 200-499 2 employed Length of stay 1.Length of stay (days):	19 25 2
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 30 500 999 5- 9 9 1 000 9999 10- 49 14 10 000 and more 50- 99 6 student 100-199 3 other not gainfully 200-499 2 employed Length of stay 1. Length of stay 1. Length of stay (days): one 56 three 12	19 25 2
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 30 500 995 5- 9 9 1 000 9990 10- 49 14 10 000 and more 50- 99 6 student 100-199 3 other not gainfully 200-499 2 employed Length of stay 1. Length of stay 1. Length of stay (days): one 56 three 12 two 20 four 12	19 25 2
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 30 500 995 5- 9 9 1 000 9990 10- 49 14 10 000 and more 50- 99 6 student 100-199 3 other not gainfully 200-499 2 employed Length of stay 1. Length of stay 1. Length of stay (days): one 56 three 12 two 20 four 12	19 25 2

Conducted by: Walter, Wissler & Partner, Basel

Paperworld

Basic data trade visitors

Total number of visitors	64 078
Proportion of trade visitors	95%
Region of residence	
up to 50 km	11
more than 50 km up to 100 km more than 100 km up to 300 km	7 25
over 300 km	58
Total Germany	55
Baden- North Rhine- Württemberg 16 Westphalia	21
Bavaria 17 Rhineland-	21
Berlin 2 Palatinate	7
Brandenburg 1 Saarland	1
Bremen 1 Saxony	2
Hamburg 2 Saxony-Anhalt Hesse 21 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	2
Lower Saxony 6	
Total Foreign	45
of which EU	56
Rest of Europe	12
Africa	5
North America South and Central America	(
Middle East	ě
East Asia	12
Australia	2
The five countries with the	
highest visitor shares	
France	(
Great Britain Netherlands	
Italy	
ÜSÄ	-
Position in the company/organization Entrepreneur, partner, self-employed	37
Managing director, board member,	37
head of an authority etc.	16
Senior department head, other employed	9
with managerial responsibility	
Other salaried staff/public service Skilled worker	12
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	2
Student	4
Other not gainfully employed Department head, group head	12 3 2 2 2 4 3 13
Frequency of visits to trade fair 2004	47
2003	36
Earlier events	30
	35
First visit	٥.

----> Frankfurt/Main

Additional data trade visitors

Economic sector Specialist retail trade Other retail	21
Wholesale/foreign trade	26
Skilled trades	2
Service	15
Industry	16
Other sectors	5
Student	4
Other not gainfully employed	3

Influence on purchasing/ procurement decisions	
Decisively	40
Collectively	28
In an advisory capacity	16
No	10
Other not gainfully employed	3
student	2

Area of responsibility	
Management	41
Research/development/design	5
Planning/work preparation	2
Planning/work preparation Production, quality control	2 1 5
Manufacture/production	5
Buying/procurement	14
Finance/accounting, controlling	1
Information, communication technology	(EDP) 1
Administration/organization/personnel/	. ,
social welfare/training	1
Marketing/sales/advertising/PR	15
Storage/material management/logistics/	
transport	1
Maintenance/repairs	1
Other area	6
Student	6 4 3
Other not gainfully employed	3

Size of company/organization:

		loyees:	emp	er of	Numb
4	500 - 999		26	4	1-
(000- 9 999		10	9	5-
4	000 and more	10	21		10-
4	student		7		50-
	er not gainfully	oth	7	99	100-1
3	employed		7	99	200-4

Length (of stay		
1. Length	of stay	(days):	
one	46	four	
two	19	five	

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

Conducted by: Walter, Wissler & Partner, Basel

Prolight + Sound ---> Frankfurt/Main

Basic data trade visitors

Total number of visitor	s	21 913
Proportion of trade visi	Proportion of trade visitors	
Region of residence up to 50 km more than 50 km up to more than 100 km up to over 300 km		11 8 28 53
Bavaria 12 Berlin 2 Brandenburg 1 Bremen 1 Hamburg 2 Hesse 21 Mecklenburg-	North Rhine- Westphalia Rhineland- Palatinate Saarland Saxony Saxony-Anhalt Schleswig- Holstein Thuringia	87 20 8 1 2 2 1 4
Total Foreign of which EU Rest of Europe Africa North America South and Cer Middle East East Asia Australia	1	33 68 15 4 5 1 1 6

13
10
9
8
5

Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	33
Student	1

Earlier events 46		51 45 46 26
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Additional data trade visitors

Economic sector Retail trade Skilled trades Industry Educational institution Service Event venue Media Authority/public services Other sectors Other not gainfully employed Wholesale/foreign trade	15 4 6 17 28 9 8 2 2 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	32 24 18 11 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	32 3 10 6 11 (EDP) 2 2 4 2 4 14 12 3

Size of company/organization: Number of employees:

	2.4	500 000	2
1- 4	34	500 - 999	
5- 9	15	1 000 - 9 999	3
10- 49	18	10 000 and more	3
50- 99	4	student	12
100-199	3	other not gainfully	
200-499	3	employed	3

Length o		(days):		
one	51 [°]	three	13	
two	23	four	13	
2. Averag	e lengt	h of stay		1,9 days
3 Sharo	of vicito	rc on the	ovent's da	we. N/A

Conducted by: Walter, Wissler & Partner, Basel

Techtextil ---- Frankfurt/Main

Basic data trade visitors

Total number of v	/isito	rs	19 644
Proportion of trac	de vi	sitors	98%
Region of residen up to 50 km more than 50 km u more than 100 km over 300 km	up to		5 5 28 63
Total Germany		Nameh Dhina	53
Baden- Württemberg	19	North Rhine- Westphalia	24
Bavaria	17	Rhineland-	
Berlin Brandenburg		Palatinate Saarland	6
Bremen	1	Saxony	2
Hamburg	2	Saxony-Anhalt	1
Hesse Mecklenburg-	10	Schleswig- Holstein	2
West Pommerania	-	Thuringia	2
Lower Saxony	6	3	
Total Foreign			47
of which EU	-		69
Rest of Africa	Europ	е	15 3
North A			4
		ntral America	1
Middle I			1

East Asia Australia	1
The five countries with the highest visitor shares	
France	12
Great Britain	8
Netherlands	8
Italy	7
Polaium	7

Position in the company/organization	
Entrepreneur, partner, self-employed	20
Managing director, board member,	12
head of an authority etc. Senior department head, other employee	12
with managerial responsibility	12
Department head group head	21
Department head, group head Other salaried staff/public service	
Other salaried staff/public service	14
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	1
Student	11
Other not gainfully employed	- '1
Other not gainfully employed	- 1

Frequency of visits to trade fair	
2003	32
2001	27
Earlier events	16
First visit	56

Additional data trade visitors

Additional data trade visit	ors
Economic sector Retail trade	4
Wholesale trade	5
Foreign trade	53 33 34 53 3
Commercial agency	3
Skilled trades Industrial, graphic designer	3
Other services	4
Industry	53
University/college/polytechnic Other	3 0
Student	11
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions Decisively	25
Collectively	31
In an advisory capacity	23
No	9
Other not gainfully employed student	11
Area of responsibility	
Management	26
Research/development/design	23
Planning/work preparation Manufacture/production	23 3 9 3 6
Production, quality control	3
Buying/procurement	6
Finance/accounting, controlling	(555)
Information, communication technology Administration/organization/personnel/	(EDP) -
social welfare/training	
Marketing/sales/advertising/PR	12
Storage/material management/logistics/	
transport Maintenance/repairs	1
Other area	3
Student	11
Other not gainfully employed	1

Size of Col	iipaiiy/u	nyanization.	
Number o	f emplo	yees:	
1- 4	12	500 - 999	(
5- 9	6	1 000 - 9 999	8
10- 49	19	10 000 and more	
50- 99	12	student	- 11
100-199	10	other not gainfully	
200-499	10	employed	

2. Average length of stay 1,6 day
3. Share of visitors on the event's days: N/.

Conducted by: Walter, Wissler & Partner, Basel

Tendence Lifestyle ----> Frankfurt/Main

Basic data trade visitors

Total number of visitors	85 002
Proportion of trade visitors	86%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	18 10 28 43
Total Germany Baden- North Rhine-	71
Württemberg 16 Westphalia Bavaria 14 Rhineland-	19
Berlin 2 Palatinate Brandenburg 1 Saarland	9
Bremen - Saxony Hamburg 3 Saxony-Anhalt	2
Hesse 27 Schleswig- Mecklenburg- Holstein West Pommerania Lower Saxony 5	1
Total Foreign of which EU	29 53
Rest of Europe	16
Africa North America	16 2 5 1
South and Central America Middle East	2
East Asia Australia	19 2
The five countries with the highest visitor shares	
Italy Netherlands	8 8
Switzerland France	8 7 7
China (PR)	7
Position in the company/organization Entrepreneur, partner, self-employed	56
Managing director, board member, head of an authority etc	10
Senior department head, other employe with managerial responsibility	e 4
Department head, group head Other salaried staff/public service	10
Skilled worker Lecturer, teacher, scientific assistant	2
Trainee	1
Other position Student Other not gainfully employed	2 1 1 2 5 2
Frequency of visits to trade fair 2004	42
2003 Earlier events	35 36

Additional data trade visitors

Economic sector

Economic sector Specialist retail trade Other retail Wholesale/foreign trade Skilled trades Service Industry (manufacturer) Other sectors Student Other not gainfully employed	37 6 16 6 18 6 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	50 23 13 7 2 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	45 5 3 5 1 14 1 9 -
Size of company/organization: Number of employees: 1- 4 48 500- 999 5- 9 12 1 000- 9 999 10- 49 16 10 000 and more 50- 99 4 student 100-199 4 other not gainfully 200-499 4 employed Length of stay 1. Length of stay (days): 0ne 59 four 4 two 21 five 5 three 11 2. Average length of stay 1,0 de	2 3 1 5 2
3.Share of visitors on the event's days: 1st day 18 4th day 21 2nd day 22 5th day 12 3rd day 26	

Conducted by: Walter, Wissler & Partner, Basel

EUROBIKE ---- Friedrichshafen

Basic data trade visitors

Basic data trade visitors Total number of visitors	44 227
Proportion of trade visitors	65%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	5 7 23 65
Total Germany Baden- Württemberg 35 Westphalia Berlin 1 Palatinate Brandenburg 1 Saarland Bremen 1 Saxony-Anhalt Hesse 8 Schleswig- West Pommerania 1 Thuringia Lower Saxony 3	51 12 5 - 3 1 1
rotal Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	49 61 26 1 3 - 1 7
The five countries with the nighest visitor shares switzerland rance Austria taly Great Britain	18 11 6 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Salesperson Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	39
Frequency of visits to trade fair 2004 2003 2002 Earlier events First visit	46 39 34 28 26

Basic data all visitors

Region of residence	
up to 50 km	11
more than 50 km up to 100 km	10
more than 50 km up to 100 km more than 100 km up to 300 km	29
over 300 km	49
Total Germany	65
Baden- North Rhine- Württemberg 49 Westphalia	7
Württemberg 49 Westphalia Bavaria 25 Rhineland-	,
Berlin 1 Palatinate	4
Brandenburg 1 Saarland	-
Bremen - Saxony	2
Hamburg 1 Saxony-Anhalt	1
Hesse 6 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	1
Lower Saxony 2	
<u> </u>	
Total Foreign	35
of which EU	60
Rest of Europe Africa	28 1
North America	3
South and Central America	-
Middle East	1
East Asia Australia	7 1
Australia	- 1
Switzerland France Austria Italy Great Britain	21 11 7 6 5
Position in the company/organization Entrepreneur, partner, self-employed	
Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	9
Senior department head, other employee	9
with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service Skilled worker	12
Salesperson	7
Lecturer, teacher, scientific assistant	8 7 2 4 4 6 3 2 3
Trainee	4
Other position	4
Student Other not gainfully employed	5
Housewife/man	2
Old-age pensioner	3
Frequency of visits to trade fair	43
2004 2003	42 34
2003	29
Earlier events	
First visit	24 29

	4
Sports retailer Department store/chain store	
Wholesale trade	
Bicycle industry	
Leisure, Tourism Industry	
Service	
Administration Other	
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	4
Collectively	2
In an advisory capacity No	1.
Other not gainfully employed	
student	4
Area of responsibility	
Management	4
Research/development/design Planning/work preparation	
Manufacture/production	10
Production, quality control Buying/procurement	2
Finance/accounting, controlling	
Information, communication technology (E Administration/organization/personnel/	DP)
social welfare/training	
Joean Trendic/Hulling	2:
Marketing/sales/advertising/PR	
Marketing/sales/advertising/PR Storage/material management/logistics/	
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	14
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	14
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	14
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	14
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	14
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 46 500-999	14
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 46 500 - 999 5 - 9 15 1 000 - 9999 10 - 49 15 10 000 and more	14
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 46 500 999 5- 9 15 1 000 9999 10- 49 15 10 000 and more 50- 99 3 student	14
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 46 500 999 5- 9 15 1 000 9999 10- 49 15 10 000 and more 50- 99 3 student 100-199 4 other not gainfully	14
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	14
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 46 500 999 5- 9 15 1 000 9999 10- 49 15 10 000 and more 50- 99 3 student 100-199 4 other not gainfully	14
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 46 500 - 999 5 - 9 15 1 0000 9 999 10 49 15 10 000 and more 50 99 3 student 100-199 4 other not gainfully 200-499 2 employed Length of stay 1. Length of stay 1. Length of stay (days): one 49 three 14	14
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 46 500 - 999 5 - 9 15 1 0000 9 999 10 49 15 10 000 and more 50 99 3 student 100-199 4 other not gainfully 200-499 2 employed Length of stay 1. Length of stay two 30 four 7	14
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 46 500 - 999 5 - 9 15 1 0000 and more 50 - 99 3 student 100-199 4 other not gainfully 200-499 2 employed Length of stay 1. Length of stay (days): one 49 three 14 two 30 four 7	14

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IBO ---- Friedrichshafen

Basic data private visitors

Total number of visitors	76 897
Proportion of private visitors	87%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	77 19 4 1
Total Germany Baden- Württemberg 92 Westphalia Bavaria 7 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony - Saxony - Anhalt Hostein - Thuringia	98 - - - - -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	2 50 50 - - - - -
The two countries with the highest visitor shares Switzerland Austria	44 39
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man	9
Old-age pensioner Frequency of visits to trade fair 2004 2003 2002 2001	52 52 46 41

Basic data all visitors

Basic data all visitors	
Proportion of trade visitors	13%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	76 19 4 1
Total Germany Baden- Württemberg 92 Westphalia Bavaria 7 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse - Sakony West Pommerania Lower Saxony - Thuringia	98
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	2 50 50 - - - -
The two countries with the highest visitor shares Switzerland Austria	46 36
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	13 2 2 6 21 11 2 3 4 6 3 11
Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events First visit	52 50 45 41 46 11

Additional data private visitors

48 52
6 14 18 23 19 17 3
12 13 15 14 11 8 6 22
11 40 16 21 12
60 14 26
22 30 49

TUNING WORLD BODENSEE ----- Friedrichshafen

Basic data private visitors

Total number of visitors	98 809
Proportion of private visitors	94%
Region of residence	
up to 50 km	27
more than 50 km up to 100 km more than 100 km up to 300 km	22
over 300 km	40 11
OVEL 300 KIII	- ''
Total Germany	88
Baden- North Rhine-	
Württemberg 73 Westphalia	1
Bavaria 22 Rhineland- Berlin - Palatinate	2
Brandenburg - Saarland	2
Bremen - Saxony	1
Hamburg - Saxony-Anhalt	- 1
Hesse 1 Schleswig- Mecklenburg- Holstein	
Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	
Total Foreign	13
of which EU	57
Rest of Europe	41
Africa	-
North America South and Central America	-
Middle East	
East Asia	1
Australia	1
The two countries with the	
highest visitor shares	
Austria Switzerland	52 40
Switzerialid	40
Position in the company/organization	
Entrepreneur, partner, self-employed	7
Managing director, board member,	2
head of an authority etc. Senior department head, other employed	3
with managerial responsibility	1
Department head, group head	6
Department head, group head Other salaried staff/public service	13
Skilled worker	21
Lecturer, teacher, scientific assistant	2
Trainee Other position	16 4
Student	14
Other not gainfully employed	5
Housewife/man	4
Old-age pensioner	4

Frequency of visits to trade fair 2004 2003 First visit

37 23 47

Additional data private visitors

Sex Male Female	78 22
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	38 43 9 8 1
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	18 17 13 8 8 6 17
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	14 24 18 25 19
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	44 28 29
Follow-up business Intend to buy at later date yes no maybe	33 28 39
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

INTERBOOT (2004) ---- Friedrichshafen

Basic data all visitors

Total number of visitors 102	657
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	27 19 41 13
Total Germany: Baden- Württemberg 69 Westphalia Bavaria 23 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse - Sachleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	76 2 2 1 1 -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	24 27 72 - - 1 -
The two countries with the highest visitor shares Switzerland Austria	71 21
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Houswife/man Old-age pensioner	24 f 5 210 21 7 2 2 3 9 3 3 11
Frequency of visits to trade fair 2003 2002 2001 Earlier events First visit	41 42 37 44 24

Basic data private visitors

92 %

Proportion of private visitors

Region of residence

weglon of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	27 19 42 13
Total Germany: Baden- Württemberg 69 Westphalia Bawaria 23 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse 3 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	77 1 2 1 1 -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	23 26 73 - - -
The five countries with the highest visitor shares Switzerland Austria France Italy Liechtenstein	72 22 1 1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Houswife/man Old-age pensioner	23 4 2 10 22 7 2 2 3 9 3 3 12
Frequency of visits to trade fair 2003 2002 2001 Earlier events First visit	41 42 38 44 23

Additional data private visitors

Sex Male Female	74 26
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	5 18 24 24 18 9
Net household income up to 750,- EUR up to 1 000,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 250,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR N/A	6 3 2 4 7 9 11 29 30
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	15 42 15 19 9
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	56 18 26
Follow-up business Intend to buy at later date yes no maybe	28 21 51
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

OutDoor ---- Friedrichshafen

Basic data trade visitors

Total number of visitors	15 158
Proportion of trade visitors	91%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	12 8 25 54
Total Germany Baden- Württemberg 42 Westphalia Bavaria 30 Rhineland- Berlin 1 Palatinate Brandenburg 5 Saxony Hamburg 2 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 1	47 10 3 1 4 -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	53 57 19 1 4 1 1 14 4
The five countries with the highest visitor shares Switzerland Great Britain Austria France Italy	14 9 8 8
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	
Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events First visit	42 33 27 22 16 38

Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	14 9 26 52
Total Germany Baden- Württemberg 45 Westphalia Bavaria 30 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 1	49 9 3 1 3 -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	51 58 18 3 - 2 14 4
The five countries with the highest visitor shares Switzerland Austria Great Britain Italy France	13 10 9 8
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	37 13 4 15 11 5 2 2 4 4 4 2
Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events First visit	40 32 25 20 15 40

ÖKO-TRENDS ---- Gelnhausen

Additional data trade visitors

Economic sector Outdoor shop Sport retail trade Department store/chain store Specialist textile trade Specialist shoe retailer Wholesale trade Sporting goods industry Other sectors Leisure, Tourism Other services Other sectors Student Other set or sinfully complexed	31 13 2 3 2 7 9 6 6 9 7
Other not gainfully employed	3

Influence on purchasing/ procurement decisions	
Decisively	46
Collectively	30
In an advisory capacity	14
No	5
Other not gainfully employed	
student	3

Area of responsibility	
Management	40
Research/development/design	12
Planning/work preparation	9
Manufacture/production	
Production, quality control	7
Buying/procurement	12 9 2 2
Finance/accounting, controlling	,
Information, communication technology	(EDD)
	(LDI)
Administration/organization/personnel/	,
social welfare/training	(
Marketing/sales/advertising/PR	25
Storage/material management/logistics/	
transport	7
Maintenance/repairs	4
Other area	12
Student	3
Other not gainfully employed	

/organization:	
	_
	3
	4
10 000 and more	3
student	3
other not gainfully	
employed	3
	bloyees: 500 - 999 1 000 - 9 999 10 000 and more student other not gainfully

Length o 1. Length one two	of stay	(days): three four	12	
2. Average	e length	of stay		1,8 days
1st day	46	s on the e 3rd day 4th day	47	days:

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Basic data private visitors

Total number of visitors	3 675		
Proportion of private visitors			
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km			
Total Germany Baden- Württemberg - Westphalia Bavaria 8 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse - Mecklenburg- West Pommerania Lower Saxony 1	999 		
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	100 		
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Student Other not gainfully employed Housewife/man Old-age pensioner	13 1 1 2 44 7 7 3 3 1 1 9		
Frequency of visits to trade fair	48		

Additional data private visitors

Sex Male Female	52 46
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	3 8 29 29 17 11
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	4 8 10 12 13 8 3 41
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	9 32 20 28 11
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	46 35 18
Follow-up business Intend to buy at later date yes no maybe	18 24 57

Basic data private visitors

DU UND DEINE WELT ---- Hamburg

Proportion of private visitors	145 439 95%
Proportion of private visitors	95%
Region of residence up to 50 km	77
more than 50 km up to 100 km	16
more than 100 km up to 300 km	- 1
over 300 km	2
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia	
Bavaria - Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg 48 Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	30
West Pommerania 1 Thuringia	
Lower Saxony 13	
Position in the company/organization	1
Position in the company/organization Entrepreneur, partner, self-employed	١ .
Entrepreneur, partner, self-employed Managing director, board member,	1 !
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	!
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	e !
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	!
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head,	e .
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman	e !
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head,	e :
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service	e :
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	e :
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	e !
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	e !!
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other of gainfully employed	e !!
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man	e
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other of gainfully employed	e !!
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other of gainfully employed Housewife/man Old-age pensioner	e : : : : : : : : : : : : : : : : : : :
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004	e
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2003	e
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004	e

Additional data private visitors

Sex Male Female	37 63
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	18 20 20 15 17
Net household income up to 900,- EUR more than 9000,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	6 12 14 15 15 7 4 27
Size of household 1 person 2 persons 3 persons 4 persons 5 persons 5 persons and more	18 46 17 15
Buying and ordering capacity Purchase or order made or intended at the exhibition yees no maybe Follow-up business Intend to buy at later date	74 5 21
yes no maybe	22 24 55

hanseboot ---- Hamburg

Basic data private visitors

Total number of visitors	119 901
Proportion of private visitors	83%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	35 16 35 14
Total Germany Baden- Württemberg 1 Westphalia Bavaria 1 Rhineland- Berlin 3 Palatinate Brandenburg 2 Saarland Bremen 3 Saxony Hamburg 22 Saxony-Anhal Hesse 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony 24	95 5 1 - 1 t 1 28
Total Foreign of which Rest of Europe Africa North America South and Central America Middle East East Asia Australia	5 - - - - - -
Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	19 3
Frequency of visits to trade fair 2004 2003 Earlier events First visit	47 47 23 18

Additional data private visitors

Sex Male Female	79 21
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	3 8 15 24 21 25 4
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR N/A	3 6 9 10 14 14 17 28
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	13 51 14 17 5
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	57 16 27
Follow-up business Intend to buy at later date yes no maybe	42 15 43

Conducted by: PhoneResearch KG, Hamburg

INTERNORGA ---- Hamburg

Basic data trade visitors

Total number of visitors 105 890	
Proportion of trade visitors	87%
Region of residence	
up to 50 km	24
more than 50 km up to 100 km more than 100 km up to 300 km	15
more than 100 km up to 300 km	28
over 300 km	34
Total Germany	97
Baden- North Rhine-	
Württemberg 1 Westphalia	11
Bavaria 2 Rhineland-	
Berlin 4 Palatinate	1
Brandenburg 2 Saarland Bremen 2 Saxony	
Bremen 2 Saxony Hamburg 16 Saxony-Anhalt	2
Hesse 4 Schleswig-	2
Mecklenburg- Holstein	18
West Pommerania 4 Thuringia	1
Lower Saxony 29	
Total Foreign	3
of which EU	67
Rest of Europe	23
Africa	
North America	4
South and Central America	3
East Asia	
Middle East	1
Australia ———————————————————————————————————	
Australia The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia	19 14 9 7
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia	14 9 7 6
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia Position in the company/organizatior Entrepreneur, partner, self-employed	14 9 7 6
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	14 9 7 6
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	14 97 6
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	14 9 7 6
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master	14 97 6
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman	14 97 6
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service	14 9 7 6 6 1 3 4 6 6 8 3 15 1 5 1 5 1 5 1 5 1 5 1 5 1 5 1 5 1
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman	14 9 7 7 6 6 1 3 4 6 6 8 1 1 4 8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	14 9 7 7 6 8 1 3 4 6 6 8 1 1 4 8 8 1 1 2 1 2 1 1 1 2 1 1 1 2 1 1 1 2 1 1 1 1 2 1
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	14 9 7 7 6 1 34 6 6 e 3 15 14 8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	14 99 77 66 11 34 66 e 3 15 12 4 4 3 3 3 4
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	14 9 7 7 6 1 34 6 6 e 3 1 1 4 8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	14 99 66 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2003	14 99 76 6 1 34 6 e 8 3 1 1 1 2 2 2 3 3 3 3 3 3 3
The five countries with the highest visitor shares Austria Switzerland Italy Denmark Russia Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	14 99 66 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6

Additional data trade visitors

Other not gainfully employed Other Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No	20
Other not gainfully employed student	1.
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/Sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Service sector Student Other not gainfully employed	33
Size of company/organization: Number of employees: 500 - 999 1 - 4 21 500 - 999 5 - 9 18 1 000 - 999 10 - 49 30 10 000 and more student 50 - 99 9 student 100 - 199 7 other not gainfully 200 - 499 5 employed	

Conducted by: PhoneResearch KG, Hamburg

3. Share of visitors on the event's days:
1st day 14 3rd day 21 5th day 24
2nd day 21 4th day 29 6th day 15

2. Average length of stay

REISEN ---- Hamburg

Basic data all visitors

Total number of visitors	95 475
Proportion of private visitors	96%
Region of residence	
up to 50 km	68
more than 50 km up to 100 km more than 100 km up to 300 km	20
more than 100 km up to 300 km over 300 km	9
over 300 km	3
Total Germany	99
Baden- North Rhine-	1
Württemberg - Westphalia Bavaria - Rhineland-	
Berlin - Palatinate	_
Brandenburg - Saarland	-
Bremen 1 Saxony	-
Hamburg 41 Saxony-Anhalt	-
Hesse - Schleswig-	20
Mecklenburg- Holstein West Pommerania 2 Thuringia	38
Lower Saxony 17	
Total Foreign	1
of which EU	- 1
Rest of Europe	-
Africa	-
North America	-
South and Central America Middle East	
East Asia	
Australia	-
Position in the company/organization	
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	1
Senior department head, other employe	
with managerial responsibility	1
Department head, group head,	
master craftsman	7
Other salaried staff/public service Skilled worker	33
Lecturer, teacher, scientific assistant	6 2 1 3 5 2
Trainee	1
Other position	3
Student	5
Other not gainfully employed	2
Housewife/man Old-age pensioner	26
old age pensioner	20
Frequency of visits to trade fair 2004	43
2003	42
Earlier events	25
First visit	20

shk ---- Hamburg

Additional data private visitors

Sex Male Female	48 52
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	2 10 17 22 21 25
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	4 9 13 15 16 10 6 28
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	18 55 14 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	23 38 39
Follow-up business Intend to buy at later date yes no maybe	33 18 49
Conducted by: PhonoPossarch VG. Hamburg	

Conducted by: PhoneResearch KG, Hamburg

Basic data trade visitors	
Total number of visitors	37 619
Proportion of trade visitors	89%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	28 21 42 9
Total Germany Baden- Württemberg 1 Westphalia Bavaria 1 Rhineland- Berlin 2 Palatinate Brandenburg 2 Saxony Hamburg 15 Saxony-Anhalt Hesse - Schleswig- West Pommerania Lower Saxony 37	98 3 - - 2 26
Total Foreign of which EU Rest of Europe Africa North America Middle East South and Central America East Asia Australia	2 89 11 - - - -
The five countries with the highest visitor shares Denmark Italy France Switzerland Belgium	39 22 11 11 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head, master craftsman Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	35 4 2 12 14 13 1 14 3 1 1
Frequency of visits to trade fair 2002 2000 Earlier events First visit	39 33 17 35

Additional data trade visitors

Economic sector Industry Wholesale/foreig Retail trade Skilled trades Service operatio Authority/public Vocational scho Association/soci Student Other not gainful Other	gn trade (Import n, learned profe services ol/polytechnic/ur ety	essions 1
Influence on p procurement d Decisively Collectively In an advisory of No Other not gainfi student	ecisions capacity	2 2 2 2 1
Area of respon Management Research/develo Planning/work p Manufacture/prc Production, qua Buying/procuren Finance/account Information, cor Administration/c social welfare/tr Marketing/sales Storage/materia transport Maintenance/req Other area Other not gainfi Student	pment/design preparation oduction lity control nent ing, controlling munication tec organization/pers aining advertising/PR I management/le	sonnel/
100-199	nployees: 3 500- 1 1 000- 4 10 000 a 5 4 other not	999 9 999 and more student

3. Share of visitors on the event's days: 1st day 25 3rd day 33 2nd day 35 4th day 18

Conducted by: PhoneResearch KG, Hamburg

1,1 days

ABF — Hannover

Basic data private visitors

Total number of visitors	129 476
Proportion of private visitors	96%
Region of residence	72
up to 50 km more than 50 km up to 100 km	22
more than 50 km up to 100 km more than 100 km up to 300 km	5
over 300 km	1
Total Germany	100
Baden- North Rhine	
Württemberg - Westphalia Bayaria - Rhineland-	2
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anh Hesse - Schleswig-	alt 1
Hesse - Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 95	
Position in the company/organizate Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other empl with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	6
Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events	50 48 44 38 26

Additional data private visitors

Male Female	59 41
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	8 14 21 23 17 15
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	9 11 12 13 14 8 4 30
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	11 51 16 15
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no	50 17 33
maybe Follow-up business Intend to buy at later date yes no maybe	19 19 62

AGRITECHNICA ---- Hannover

Basic data trade visitors

Total number of visitors	259 723
Proportion of trade visitors	91%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	9 11 31 49
Total Germany Baden- Württemberg 8 Westphalia Bavaria 15 Rhineland- Berlin 1 Palatinate Brandenburg 2 Saarland Bremen - Saxony Hamburg - Saxony-Anhal Hesse 8 Schleswig- West Pommerania Lower Saxony 27	82 19 5 1 2 3 6 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East Australia East Asia	18 65 26 1 5 1 1 -
The five countries with the highest visitor shares Switzerland Netherlands Denmark Austria Ireland	18 11 8 7 5
Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	62 3
Frequency of visits to trade fair 2003 2001 Earlier events	64 55 51

Additional data trade visitors

Economic sector Agricultural business, company Forestry Agricultural machinery trade Agricultural trade Service supply agency Machine cooperative Mechanical engineering Suppliers, components (Repair) skilled trades Authority/hublic services University/college/polytechnic Other Student Other not gainfully employed	58 3 11 2 6 1 4 2 2 1 1 6 3 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No	34 28 23 12
Other not gainfully employed student	1
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	25 8 4 7 2 5 2 0P) -
Size of company/organization: Number of employees:	N/A
Length of stay 1. Length of stay (days): one 58 four 2 seven two 29 five 1 three 9 six -	1
2. Average length of stay 1,6	days

3. Share of visitors on the event's days: N/A
Conducted by: Walter, Wissler & Partner, Basel

BIOTECHNICA ---- Hannover

Basic data trade visitors

Total number of visitors	12 043
Proportion of trade visitors	99%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	12 9 34 46
Total Germany Baden- Württemberg 7 Westphalia Bayaria 5 Rhineland- Berlin 8 Palatinate Brandenburg 2 Saarland Bremen 2 Saxony Hamburg 4 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 32	76 17 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	24 47 13 2 5 5 4 21
The five countries with the highest visitor shares Austria Great Britain France Switzerland USA	10 8 6 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	
Frequency of visits to trade fair 2003 2001 Earlier events	38 25 16

First visit

Additional data trade visitors

Economic sector	
Agriculture/animal breeding and plant Biotechnology	3 28
Chemical industry	7
Pharmaceuticals industry Plant construction/laboratory equipment	15 8
Food and luxuries industry	2
Trade Research institute	8 7 16 2 5 13
Financial institutes	2
Health service University/college	5 13
Public administration	1
Influence on purchasing/	
procurement decisions	32
Decisively Collectively	28
In an advisory capacity	15
No Other not gainfully employed	7 3
student	14
Area of responsibility	
Management	18 43
Research/development/design Planning/work preparation	4
Manufacture/production	4
Production, quality control Buying/procurement	4 3 2 2
Finance/accounting, controlling	
Information, communication technology (ED Administration/organization/personnel/	P) -
social welfare/training	_ 1
Marketing/sales/advertising/PR Storage/material management/logistics/	16
transport	-
Maintenance/repairs	4
Other area Student	14
Other not gainfully employed	3
Size of company/organization:	
Number of employees:	e
1- 4 8 500- 999 5- 9 8 1 000- 9 999	6 10
10- 49 20 10 000 and more	3
50- 99 10 student 100-199 8 other not gainfully	14
- Carer not gammany	_

100-199 8 other not gainfully 200-499 9 employed

Length of stay

1. Length of stay (days):
one 66
two 22
three 12

2. Average length of stay 1,5 days

3. Share of visitors on the event's days:
1st day 53
2nd day 62
3rd day 31

Conducted by: Deutsche Messe AG / ARGEFA,

CeBIT ---- Hannover

Basic data trade visitors

Total number of visitors	474 082
Proportion of trade visitors	88%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	9 6 28 57
Total Germany Baden- Württemberg 7 Westphalia Bavaria 8 Rhineland- Berlin 5 Palatinate Brandenburg 2 Saarland Bremen 2 Saxony Hamburg 4 Saxony-Anhalt Hesse 9 Schleswig- Mecklenburg- West Pommerania Lower Saxony 26	70 20 3 1 3 3 t 4 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	30 54 14 4 2 1 8 17
The five countries with the highest visitor shares Netherlands Great Britain Denmark Taiwan Belgium	11 6 5 4 3
Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	15 13
Frequency of visits to trade fair 2004 2003 Earlier events First visit	49 50 59 26

Earlier events

CeMAT — Hannover

Additional data trade visitors

Economic sector	
Energy industry, mining	1
manufacturing sector	12
Manufacturer of terminal equipment	16
Manufacturer of OEM products,	2
components Trade net	2 10
Software company/DP consultant	7
Skilled trades	1
Building trade	i
Traffic/transport	2
Telecommunication	10
Banking/insurance	3
Service	21
Authority/public services	13
Other	1
Student/not gainfully employed	9
Influence on purchasing/	

Influence on purchasing/ procurement decisions	
Decisively Collectively	33 25
In an advisory capacity No student	19 13 8
Other not gainfully employed	2
Area of responsibility	17

Area of responsibility	
Management	17
Research/development/design	9
Planning/work preparation	2
Manufacture/production	3
Production, quality control	1
Buying/procurement	4
Finance/accounting, controlling	3
Information, communication technology (EDP)	38
Administration/organization/personnel/	
social welfare/training	6
Marketing/sales/advertising/PR	15
Storage/material management/logistics/	
transport	1
Maintenance/repairs	2
Other area	3
Student	8
Other not gainfully employed	2

		organization:	
Number of	f emplo	oyees:	
1- 4	11	500 - 999	6
5- 9	7	1 000 - 9 999	14
10- 49	18	10 000 and more	7
50- 99	9	student	8
100-199	8	other not gainfully	
200-499	10	employed	2

Length of					
1. Length	of stay	(days):			
one	60	four	4	seven	4
two	19	five	2		
three	9	six	1		
2 Averse	o longt	h of ctay		100	lave

3. Share of	visitors	on the ev	ent's	days:	
1st day	22	4th day	22	7th day	22
2nd dáy	32		35	,	
3rd day	28	6th day	32		

Conducted by: GFK, Hamburg

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	48 427
Proportion of trade visitors	99%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	7 7 25 61
Total Germany Baden- Württemberg 11 Westphalia Bavaria 13 Rhineland- Berlin 2 Palatinate Brandenburg - Saarland Bremen 2 Saxony Hamburg 7 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 25	65 22 3 1 2 1 4
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	35 65 11 2 6 2 4 8
The five countries with the highest visitor shares Netherlands Great Britain Sweden USA Austria	15 7 7 6 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Student	9 18
Frequency of visits to trade fair 2002 2000 Earlier events First visit	41 27 22 51

Additional data trade visitors

Energy Primary and production industry Investment industry Consumer goods industry Food and luxury industry Building trade Skilled trades Trade Services (of companies and freelance) Authority/public services	3 15 31 6 4 4 2 13 21 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student	35 28 21 12 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Student	19 12 5 9 2 6 2 2 P) 3 2 19
Size of company/organization: Number of employees: 200 - 499 1 - 4 6 500 - 999 5 - 9 5 500 - 999 10 - 49 17 1 000 - 9 999 10 000 and more 100 - 199 14 student student	15 8 15 5

1,6 days
t's days:
6 ,
6

Conducted by: GFK, Hamburg

ComVac ----> Hannover Messe

Basic data trade visitors

Total number of visitors	33 526
Proportion of trade visitors	94%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	11 8 22 59
Total Germany Baden- Württemberg 9 Westphalia Bevaria 11 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saxony Hamburg 3 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 34	65 18 3 1 3 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	35 48 12 2 4 3 7 23
The five countries with the highest visitor shares Belgium India	8

The five countries with the highest visitor shares	
Belgium	
India	
Italy	
Turkey	
Czech Republic	
·	
Building to the comment of the	

Position in the company/organization	
Entrepreneur, partner, self-employed	15
Managing director, board member,	
head of an authority etc.	16
Senior department head, other employee	
with managerial responsibility	8
Department head group head	20
Department head, group head Other salaried staff/public service	23
Other Salaried Staff/public Service	
Skilled worker .	6
Lecturer, teacher, scientific assistant	2
Trainee	2
Student	6
	9
Other not gainfully employed	3

Frequency of visits to trade fair	
2004	32
2003	39
Earlier events	49
First visit	33

Additional data trade visitors

Economic sector Energy	
Raw materials and production goods industry	1
Investment goods industry	2
Consumer goods industry Food and luxury industry	
Building trade	
Skilled trades Trade	
Telecommunication services	1
Services (of companies and freelance) Authority/public services	
Student	
Influence on purchasing/	
procurement decisions Decisively	3
Collectively	2
In an advisory capacity No	1
student Other not gainfully employed	
Area of responsibility Management	2
Research/development/design	2
Planning/work preparation Manufacture/production	1
Production, quality control	1 v (EDP)
Buying/procurement Finance/accounting, controlling	
Information, communication technolog	y (EDP)
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	
Storage/material management/logistics transport	1
Maintenance/repairs Student	
Other not gainfully employed	
Cina of annual annual and an	
Size of company/organization: Number of employees:	99
1- 4 9 500- 9 5- 9 7 1000- 9 9	99

		oyees:	of empl	ber o	Numl
	999	500	9	4	1-
- 1	9 999	1 000 -	7	9	5-
	and more	10 000	22	49	10-
	student		10	99	50-
	ot gainfully	other no	9	199	100-
	employed		13	499	200-4

	ngth of					
1.	Length o	f stay (d	days):			
	one	56	four	5		
	two	20	five	7		
	three	12				
2.	Average	length o	of stay		1,9	day
3.	Share of	visitors	on the eve	ent's days:		
	1st day	27	4th day	45		
		42	5th day	24		
	3rd dav	50	,			

Conducted by: GFK, Hamburg

Digital Factory — Hannover Messe

Basic data trade visitors

Total number of visitors	35 816
Proportion of trade visitors	94%
Region of residence up to 50 km	10
more than 50 km up to 100 km more than 100 km up to 300 km	9
more than 100 km up to 300 km over 300 km	25 56
Total Germany Baden- North Rhine-	72
Württemberg 11 Westphalia Bavaria 10 Rhineland-	21
Berlin 3 Palatinate	3
Brandenburg 1 Saarland Bremen 2 Saxony	1 2 2
Hamburg 4 Saxony-Anhalt	2
Hesse 6 Schleswig- Mecklenburg- Holstein	3
West Pommerania - Thuringia Lower Saxony 29	1
Total Foreign	28
of which EU Rest of Europe	45 16
Africa	2
North America South and Central America	3
Middle East East Asia	23 23
Australia	1
The five countries with the highest visitor shares	
India	11
Belgium Taiwan	4
Russia Austria	4
Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member,	13
head of an authority etc.	14
Senior department head, other employe with managerial responsibility	e 6
Department head, group head	18
Other salaried staff/public service Skilled worker	25 4
Lecturer, teacher, scientific assistant	3
Trainee Student	2 11
Other not gainfully employed	3
Frequency of visits to trade fair 2004	35
2003 Earlier events	35 37 45
	40

Additional data trade visitors

Additional data trade visitors	
Economic sector Energy Raw materials and production goods industry Investment goods industry Consumer goods industry Food and luxury industry Building trade Skilled trades Trade Telecommunication services Services (of companies and freelance) Authority/public services Student	6 11 23 3 2 2 2 5 4 16 5 11
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student Other not gainfully employed	33 25 18 9 11
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Student Other not gainfully employed	20 28 9 14 6 7 3 9) 6
Size of company/organization: Number of employees: 500 - 999 1 - 4 8 500 - 999 500 - 999 5 - 9 5 1 000 - 999 10 000 and more 50 - 99 11 student 500 - 99 100 - 199 9 ther not gainfully 000 other not gainfully 200 - 499 11 employed employed	7 12 5 11
Length of stay 1. Length of stay (days): one 59 four 4 two 21 five 9 three 8 2. Average length of stay 1,8 d 3. Share of visitors on the event's days: 1st day 26 4th day 43 2nd day 41 5th day 25 3rd day 47	lays

2nd day 41 3rd day 47

Conducted by: GFK, Hamburg

DOMOTEX ---- Hannover

Basic data trade visitors

Total number of visitors	43 855
Proportion of trade visitors	97%
Region of residence	
up to 50 km	6 5
more than 50 km up to 100 km more than 100 km up to 300 km	20
over 300 km	70
Total Germany	42
Baden- North Rhine-	25
Württemberg 8 Westphalia Bavaria 7 Rhineland-	25
Berlin 4 Palatinate	2
Brandenburg 2 Saarland	-
Berlin 4 Palatinate Brandenburg 2 Saarland Bremen 2 Saxony Hamburg 6 Saxony-Anhalt	4
Hamburg 6 Saxony-Anhalt Hesse 6 Schleswig-	2
Mecklenburg- Holstein	3
West Pommerania 2 Thuringia	1
Lower Saxony 25	
Total Foreign	58
of which EU	52
Rest of Europe Africa	14 2
North America	6
South and Central America	2
Middle East	7
East Asia Australia	6 2 7 13 3
The five countries with the	
highest visitor shares	
Belgium	9
Great Britain	9
Netherlands India	9 9 8 7 6
Turkey	6
Pacition in the company/organization	
Position in the company/organization Entrepreneur, partner, self-employed	ı 36
Managing director, board member,	
head of an authority etc.	22
Senior department head, other employe with managerial responsibility	e 11
Department head, group head	13
Other salaried staff/public service	13
Skilled worker	2
Lecturer, teacher, scientific assistant Trainee	1
Student	1
Other not gainfully employed	1
Frequency of visits to trade fair	
2004	59
2003 Earlier events	57 49
First visit	49 25

First visit

Additional data trade visitors

Economic sector Specialist retail trade Wholesale trade	23
Interior decorator Parguet and floor layer	1
Painter Furnishing/furniture stores	2
Architect	3
Interior architect, contract furnisher/fitter Department store/mail order/DIY centre	19
Industry	
Other services Authority/public services	1
Influence on purchasing/	
procurement decisions Decisively	53
Collectively	22
In an advisory capacity No	11
student	
Other not gainfully employed	
Area of responsibility Management	42
Research/development/design	10
Planning/work preparation Manufacture/production	12
Production, quality control	
Buying/procurement Finance/accounting, controlling	19
Information, communication technology (ED Administration/organization/personnel/	
social welfare/training	4
Marketing/sales/advertising/PR Storage/material management/logistics/	29
transport	-
Maintenance/repairs Other area	
Student	
Other not gainfully employed	
Size of company/organization:	
Number of employees: 1- 4 21 500- 999	
5- 9 14 1 000- 9 999	
10- 49 23 10 000 and more 50- 99 10 student	
100-199 8 other not gainfully	
200-499 10 employed	

2. Average length of stay

Conducted by: GFK, Hamburg

3. Share of visitors on the event's days: 1st day 52 3rd day 56 2nd day 61 4th day 36

2,0 days

EMO ---- Hannover

Basic data trade visitors

Total number of visitors	160 054
Proportion of trade visitors	96%
Region of residence	
up to 50 km	9
more than 50 km up to 100 km	8
more than 100 km up to 300 km	22
over 300 km	61
Total Germany	65
Baden- North Rhine-	
Württemberg 17 Westphalia	22
Bavaria 11 Rhineland- Berlin 2 Palatinate	2
Brandenburg 1 Saarland	1
Bremen 1 Saxony	3
Hamburg 2 Saxony-Anhal	
Hesse 7 Schleswig-	
Mecklenburg- Holstein	5
West Pommerania 1 Thuringia	3
Lower Saxony 23	
Total Foreign	35
of which EU	53
Rest of Europe	20
Africa North America	4
South and Central America	2 5 2 4
Middle East	
East Asia	14
Australia	1
The five countries with the	
highest visitor shares	
Switzerland	12 7
India Italy	6
France	6
Netherlands	5
Position in the company/organizatio Entrepreneur, partner, self-employed	n 16
Managing director, board member,	
head of an authority etc.	10
head of an authority etc. Senior department head, other employ	ee
with managerial responsibility	8
Department head, group head Other salaried staff/public service	24
Skilled worker	12
Lecturer, teacher, scientific assistant	3
Trainee	ē
Other position	3
Student	12 12 3 6 3 7
Other not gainfully employed	1
Frequency of visits to trade fair	
2001	41
Earlier events First visit	28 37
I II ST VISIT	3/

Energy ----> Hannover Messe

Additional data trade visitors

	_
Economic sector Machine and plant construction Automobile industry or its supplying firms Other industry/skilled trades	29 16 20
Skilled trades	9
Trade	8
Service	
University/college/polytechnic	4
Other	2
Student	7
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	
Decisively	23
Collectively	3.
In an advisory capacity	23
No	14
Other not gainfully employed	
student	

Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	20 13 7
Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	13 7
Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	7
Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	7
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	2.5
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	25
Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	2
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	2
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	1
social welfare/training Marketing/sales/advertising/PR) 1
Marketing/sales/advertising/PR	
	2
	10
Storage/material management/logistics/	
transport	1
Maintenance/repairs	6
Other area	3
Student	7
Other not gainfully employed	1

Size of con	npany/	organization:	
Number of	empl	oyees:	
1- 4	8	500- 999	7
5- 9	6	1 000 - 9 999	13
10- 49	19	10 000 and more	5
50- 99	11	student	7
100-199	10	other not gainfully	
200-499	11	employed	1

Length of 1. Length of	stay	(days):			
one	51	four	5	seven	1
two	27	five	3	eight	2
three	10	six	1		
2. Average	lengt	h of stay		2,0 (days
		ors on the e			
1st day	18	4th day		7th day	24
Jud day	70	Eth day	2.1	0+b day	12

Conducted by: Walter, Wissler & Partner, Basel

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	78 712
Proportion of trade visitors	94%
Region of residence up to 50 km	10
more than 50 km up to 100 km more than 100 km up to 300 km	8 25
over 300 km	56
Total Germany Baden- North Rhine-	69
Württemberg 10 Westphalia	20
Rerlin 3 Palatinate	2
Brandenburg 2 Saarland Bremen 1 Saxony	1
Bremen 1 Saxony Hamburg 4 Saxony-Anhalt	3
Hesse 7 Schleswig-	_
Mecklenburg- Holstein	4
West Pommerania 1 Thuringia Lower Saxony 30	1
Total Foreign	31
of which EU Rest of Europe	44 14
Africa	3
North America	4
South and Central America Middle East	4 8
East Asia	23
Australia	1
The five countries with the highest visitor shares	
India	8
Belgium	5
Switzerland Denmark	8 5 4 4
China (PR)	4
Position in the company/organization	
Position in the company/organization Entrepreneur, partner, self-employed	13
Managing director, board member,	4-
head of an authority etc.	15
Senior department head, other employed with managerial responsibility	8
Department head, group head	19
Other salaried staff/public service	24
Skilled worker Lecturer, teacher, scientific assistant	5 3
Trainee	1
Other position	1
Student Other net gainfully employed	10 2
Other not gainfully employed	
Frequency of visits to trade fair 2004	35
2003	40
Earlier events First visit	50 33
i ii st visit	33

Additional data trade visitors

Additional data trade visitors	
Economic sector Energy Raw materials and production goods industry Investment goods industry Consumer goods industry Food and luxury industry Building trade Skilled trades Trade Telecommunication services Services (of companies and freelance) Authority/public services Student	22 11 21 2 2 3 2 6 3 12 6
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student Other not gainfully employed	31 29 16 10 10
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Student Other not gainfully employed	20 25 6 12 4 7 2) 3 4 19
Size of company/organization: Number of employees: 1 - 4 9 500 999 1 - 4 9 500 999 5 00 999 10 - 49 17 10 000 and more 50 99 10 student 100-199 8 other not gainfully 200-499 13 employed	8 12 5 10
Length of stay 1. Length of stay (days): one	ays

Conducted by: GFK, Hamburg

Basic data trade visitors

Factory Automation ----> Hannover Messe

Total number of visitors	96 829
Proportion of trade visitors	96%
Region of residence	
up to 50 km	9
more than 50 km up to 100 km more than 100 km up to 300 km	24
over 300 km	59
Total Germany	69
Baden- North Rhine- Württemberg 12 Westphalia	21
Bavaria 10 Rhineland-	_
Berlin 2 Palatinate Brandenburg 1 Saarland	3
Bremen 1 Saariand	3
Hamburg 3 Saxony-Anhalt	3
Hesse 6 Schleswig- Mecklenburg- Holstein	-
West Pommerania 1 Thuringia	3
Lower Saxony 28	
Total Foreign	31
of which EU	45
Rest of Europe Africa	11
North America	3
South and Central America Middle East	3
Fast Asia	25
Australia	1
The five countries with the	
highest visitor shares India	10
Netherlands	10
Denmark	4
Austria China (PR)	2
Position in the company/organization Entrepreneur, partner, self-employed	12
Managing director, board member,	
head of an authority etc.	15
Senior department head, other employe with managerial responsibility	e 8
Department head, group head	20
Department head, group head Other salaried staff/public service	26
Skilled worker Lecturer, teacher, scientific assistant	2
Trainee	2
Student	8
Other not gainfully employed	2
Frequency of visits to trade fair	20
2004 2003	38 43
Earlier events	50
First visit	30

First visit

Additional data trade visitors

Addition	al da	nta trade visitors	S
Economic s	ector		•
Energy Raw materia	als and	production goods	8
industry	iis unu	production goods	13
Investment (29
Consumer go Food and lu			3 1 3 3 5 2
Building trace		austry	3
Skilled trade			3
Trade			5
Telecommun		services nies and freelance)	10
Authority/pu			4
Student	Dire Sei		8
Influence o	n purch	nasing/	
procuremer Decisively	it decis	sions	33
Collectively			29
In an adviso	ry capa	icity	18
No			10
student Other not ga	ainfully	employed	8
Administration social welfar Marketing/sa Storage/mat transport Maintenance Student	t velopmork prep rk prep left produce quality urement ounting, common conforga re/traini des/adv erial ma	ent/design aration ction control controlling unication technology (EE nization/personnel/ ng ertising/PR annagement/logistics/	18 27 7 15 4 8 2 2 2 2 2 3 19 1 1 7 8 2
Other not ga		employed organization:	
Number of	emplo		7
1- 4 5- 9	7 6	1 000 - 999	7 13
10- 49	18	10 000 and more	5
50- 99	10	student	8
100-199	10	other not gainfully	_
200-499	13	employed	2

	tion:	/organizatio	ompany	Size of c	S
		loyees:	of emp	Number	N
7	00 - 999	500	. 7	1- 4	
13	00 - 9 999	1 000	6	5- 9	
5	00 and more	10 000	18	10- 49	
8	student		10	50- 99	
	not gainfully	other no	10	100-199	1
2	employed		13	200-499	2

Leng	th_of	stay					
1. Len	gth o	f stáy (d					
one		57	four	4			
two		22	five	7			
thre	ee	10					
2. Ave	erage	length (of stay			1,8	day
3. Sha	re of	visitors	on the ev	ent's	davs:		
			4th day		,,,,		
2nc	l dáv	42	5th day	24			
3rd	day	47	,				

Conducted by: GFK, Hamburg

HANNOVER MESSE ---- Hannover

Basic data trade visitors

Total number of visitors	208 234
Proportion of trade visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	9 8 26 57
Total Germany	70
Baden- North Rhine- Württemberg 11 Westphalia Bavaria 10 Rhineland-	22
Berlin 3 Palatinate	3
Brandenburg 1 Saarland	1
Bremen 1 Saxony Hamburg 3 Saxony-Anhal Hesse 6 Schleswig-	t 2
Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 28	3 1
Total Foreign of which EU	30 46
Rest of Europe Africa	13
North America	4
South and Central America Middle East	4
East Asia	22
Australia	1
The five countries with the highest visitor shares	
India Netherlands	8
Switzerland	8 5 5 4
Belgium Italy	4
Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member,	n 12
head of an authority etc.	15
Senior department head, other employ with managerial responsibility	ee 8
Department head, group head	20
Other salaried staff/public service Skilled worker	26
Lecturer, teacher, scientific assistant	3
Trainee Other position	5 3 1 1
Student	8
Other not gainfully employed	2
Frequency of visits to trade fair 2004	36
2003	42
Earlier events First visit	51 30

1st day 26 2nd day 41 3rd day 44

Conducted by: GFK, Hamburg

4th day 41 5th day 23

Additional data trade visitors	
Economic sector Energy Raw materials and production goods industry Investment goods industry Consumer goods industry Food and luxury industry Building trade Skilled trades Trade Telecommunication services Services (of companies and freelance) Authority/public services Student	9 13 25 3 1 3 2 6 2 11 5 8
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student Other not gainfully employed	33 30 17 10 8 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/P R Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	18 27 6 14 4 8 2 2) 3 19 2 6 11 14 14 18 2 19 19 19 19 19 19 19 19 19 19 19 19 19
Size of company/organization: Number of employees: 1	7 13 5 8
two 22 five 6 three 9 2. Average length of stay 1,8 d 3. Share of visitors on the event's days:	lays

IKK ---- Hannover

Basic data trade visitors

Total number of visitors	13 669
Proportion of trade visitors	100%
Region of residence	
up to 50 km	6
more than 50 km up to 100 km	5
more than 50 km up to 100 km more than 100 km up to 300 km	27
over 300 km	62
Total Germany	53
Baden- North Rhine-	
Württemberg 7 Westphalia Bavaria 5 Rhineland-	22
Berlin 4 Palatinate	2
Brandenburg 3 Saarland Bremen 2 Saxony	
Bremen 2 Saxony	5 3
Hamburg 4 Saxony-Anhalt	3
Hesse 10 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	5 1
Lower Saxony 25	
Total Foreign	47
of which EU	70
Rest of Europe	17
Africa	1
North America	2 2 2
South and Central America Middle East	2
East Asia	6
Australia	-
The five countries with the	
highest visitor shares	
Italy	10
Netherlands	9
Great Britain Belgium	6
France	6
Position in the company/organization Entrepreneur, partner, self-employed	23
Managing director, board member,	23
head of an authority etc.	12
Senior department head, other employed	
with managerial responsibility Department head, group head	6 18
Other salaried staff/public service	14
Skilled worker	
Lecturer, teacher, scientific assistant	9 2 5 3 4 2 1
Trainee	5
Other position Foreman, master craftsman	3 1
Student	2
Old-age pensioner	1
Frequency of visits to trade fair	
Nürnberg 2004 Hanover 2003	38
Hanover 2003	35
Nürnberg 2002 Hanover 2001	28 23
nanover 2001	23
Earlier events	23

First visit

Additional data trade visitors

	_
Economic sector Refrigeration/air-conditioning specialist company Specialist sanitary, heating, air-conditioning Electrical specialist firms Specialist trade Plant operator Architect Specialist planner (Technical building equipment) Other	57 7 3 6 5 1
Student Other not gainfully employed	2
Other not gainfully employed	'
Influence on purchasing/	
procurement decisions	
Decisively Collectively	33 33
In an advisory capacity	19
No Other net gainfully employed	11
Other not gainfully employed student	2
Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	2 19 4 21 5
Other not gainfully employed	1
Size of company/organization: Number of employees: 1- 4 15 500- 999 5- 9 13 1 0000- 9 999	5

Number o	f empl	oyees:	
1- 4	15	500 - 999	5
5- 9	13	1 000 - 9 999	9
10- 49	27	10 000 and more	4
50- 99	9	student	2
100-199	7	other not gainfully	
200-499	9	employed	1
-			

Length t	
1. Length	of stay (days):
one	67
two	25

three	8	
2. Average	length of stay	
3. Share of 1st day 2nd day 3rd day	visitors on the event's 43 57 41	days

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

1,4 days

Industrial Services & Equip.

Basic data trade visitors

Total number of visitors	31 860
Proportion of trade visitors	94%
Region of residence up to 50 km	10
more than 50 km up to 100 km more than 100 km up to 300 km	7
more than 100 km up to 300 km over 300 km	23 61
OVEL 300 KIII	01
Total Germany Baden- North Rhine-	64
Württemberg 10 Westphalia	21
Bavaria 10 Rhineland- Berlin 2 Palatinate	3
Brandenburg 1 Saarland	1
Bremen - Saxony Hamburg 3 Saxony-Anhalt	3 2
Hesse 8 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	3
Lower Saxony 29	'
Total Foreign	36
of which EU	
Rest of Europe Africa	45 13 2 4
North America	4
South and Central America Middle East	5 9
East Asia Australia	22 1
The five countries with the highest visitor shares India Turkey Netherlands Italy Belgium	6 6 5 5 4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	15
Managing director, board member,	15
head of an authority etc.	20
Senior department head, other employed with managerial responsibility	8
Department head, group head Other salaried staff/public service	19 20
Skilled worker	
Lecturer, teacher, scientific assistant Trainee	2
Other position	1
Student Other not gainfully employed	6 2 2 1 7 2
Frequency of visits to trade fair	
2004	34
2003 Earlier events	39 46
First visit	35

---- Hannover Messe

Additional data trade visitors

Economic sector	
Energy	8
Raw materials and production goods	
industry	15
Investment goods industry	24
Consumer goods industry Food and luxury industry	4
Food and luxury industry	3
Building trade	3
Skilled trades	4 3 3 8 2
Trade	8
Telecommunication services	
Services (of companies and freelance)	16
Authority/public services	4
Student	7
Influence on purchasing/	

Influence on purchasing/ procurement decisions	
Decisively	38
Collectively	28
In an advisory capacity	15
No	10
student	
Other not gainfully employed	- 2

Area of responsibility	
Management	25
Research/development/design	22
Planning/work preparation	7
Manufacture/production	15
Production, quality control	5
Buying/procurement	8
Finance/accounting, controlling	3
Information, communication technology	(EDP) 2
Administration/organization/personnel/	, ,
social welfare/training	4
Marketing/sales/advertising/PR	20
Storage/material management/logistics/	
transport	3
Maintenance/repairs	8
Student	7
Other not gainfully employed	2

Size of com Number of	npany/o	organization: ovees:	
1- 4	10	500- 999	6
5- 9	6	1 000 - 9 999	10
10- 49	20	10 000 and more	4
50- 99	11	student	7
100-199	10	other not gainfully	
200-499	14	employed	2

Length of 1. Length	of stay of stay		
one two three	51 24 12	four five	6 8

2. Average	length	of sta	у			2,0	days
3. Share of				ent's	days:		
1st day	29	4th d	day	46	-		
2nd day	46	5th d	day	25			
3rd day	50		1				

Conducted by: GFK, Hamburg

INTERKAMA+ ···· Hannover Messe

Basic data trade visitors	
Total number of visitors	85 792
Proportion of trade visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	9 8 26 58
Total Germany Baden- Württemberg 11 Westphalia Berlin 3 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 27	72 22 4 1 3 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	28 46 12 3 4 3 7 23 2
The five countries with the highest visitor shares India Belgium Austria Switzerland Netherlands	9 5 5 5 4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Stilled warder.	14

Skilled worker

Student

First visit

Lecturer, teacher, scientific assistant

Frequency of visits to trade fair 2004 2003 Earlier events

Other not gainfully employed

Additional data trade visitors

Additional data trade visitors	
Economic sector Energy Raw materials and production goods industry Investment goods industry Consumer goods industry Food and luxury industry Building trade Skilled trades Trade Telecommunication services Services (of companies and freelance) Authority/public services Student Other not gainfully employed	8 12 25 3 2 2 2 5 3 12 5 8 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student Other not gainfully employed	33 30 17 9 8
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Student Other not gainfully employed	18 27 8 13 4 7 2 0 3 4 7 2 1 7 8 1 3 4 7 2 7 8 1 8 1 8 1 1 8 1 1 1 1 1 1 1 1 1 1 1
Size of company/organization: Number of employees: 1 - 4 8 500 - 999 5 - 9 6 1 000 - 9 999 10 - 49 19 10 000 and more 50 - 99 10 student 100 - 199 10 other not gainfully 200 - 499 12 employed	7 13 5 8
Length of stay 1. Length of stay (days): one 58 four 4 two 21 five 7 three 10 2. Average length of stay 1,8 d 3. Share of visitors on the event's days: 1st day 27 4th day 45 2nd day 39 5th day 22 3rd day 47	ays

Conducted by: GFK, Hamburg

INTERSCHUTZ ----> Hannover

Basic data trade visitors

Total number of vis	sitor	rs	136 601
Proportion of trade	vis	itors	95%
Region of residence	9		
up to 50 km			. 9
more than 50 km up more than 100 km u	to	100 km	10
over 300 km	p to	300 KIII	28 54
Wei 300 Kili			
Total Germany			78
Baden-	_	North Rhine-	40
Württemberg Bavaria	7 10	Westphalia Rhineland-	18
Berlin		Palatinate	6
Brandenburg	2	Saarland	1
Bremen	1	Saxony	2
lamburg lesse	3 10	Saxony-Anhalt Schleswig-	. 3
Aecklenburg-	10	Holstein	4
Vest Pommerania	1	Thuringia	1
ower Saxony	30		
Total Foreign			22
of which EU			57
Rest of Eu	rope	e	57 15 2
Africa			2
North Am		a ntral America	5 1
Middle Ea		itidi America	6
East Asia			11
Australia			3
The five countries v	with	the	
highest visitor shar			
Austria			18
Switzerland Netherlands			9
taly			9 5 5 4
ndía			4
) i + i		/	_
Position in the comentrepreneur, partne	r se	lf-employed	6
Managing director, b	oard	d member.	
nead of an authority	etc.		9
Senior department h vith managerial resp			ee 2
Department head, or	oup	head	30
Department head, gr Other salaried staff/p	oubli	c service	22
killed worker			25
ecturer, teacher, sci rainee	entii	nc assistant	25 1 2 2 2
Other not gainfully e	mpl	oved	2
tudent	100		2
roquoney of vicit-	to t	trado fair	
requency of visits	(0 1	raue fair	38
1994			35
arlier events			13
irct vicit			1/1

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student N/A Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Company fire prevention system, security service Fire, disaster control, emergency services Police, internal security Student Other not gainfully employed N/A	
Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Company fire prevention system, security service Fire, disaster control, emergency services Police, internal security Student Other not gainfully employed	
	OP)
Size of company/organization: Number of employees: 500 - 999 1 - 4 5 500 - 999 999 5 - 9 4 1 000 - 9 999 10 - 49 27 10 000 and more student 50 - 99 16 student student 100 - 199 12 other not gainfully 200-499 11 employed N/A	

Conducted by: GFK, Hamburg

3. Share of visitors on the event's days: 1st day 30 4th day 35 2nd day 35 5th day 27 3rd day 34 6th day 22

LIGNA+ ···· Hannover

Basic data trade visitors

Total number of visitors	96 675
Proportion of trade visitors	95%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	6 9 22 63
Total Germany Baden- Württemberg 11 Westphalia Bavaria 9 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 31	55 23 3 - 2 2 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	45 56 14 4 8 5 3 8 4
The five countries with the highest visitor shares Italy Switzerland France USA Sweden	9 5 4 4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other not gainfully employed	26 19
Frequency of visits to trade fair 2003 2001 Earlier events First visit	50 47 41 34

Additional data trade visitors

-	
Economic sector Agriculture/forestry Raw materials and production goods industry Investment goods industry Consumer goods industry Building trade Interior decoration Trade Services (of companies and freelance) Authority/public services Other Student Other not qainfully employed	6 18 14 12 16 9 8 4 1 7
Influence on purchasing/ procurement decisions Decisively	43
Collectively In an advisory capacity No student Other not gainfully employed	21 14 12 7 1
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology	36 15 11 26 7 7 7 3 (EDP) 2
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	7 15
Storage/material management/logistics/ transport Maintenance/repairs Other area Student	3 4 2 7
Other net gainfully employed	1

Size of	company	organization:
	r of emn	

Other not gainfully employed

1- 4	17	500- 999	4
5- 9	11	1 000 - 9 999	5
10- 49	22	10 000 and more	1
50- 99	11	student	7
100-199	10	other not gainfully	
200-499	10	employed	1

	ength of					
1.	Length o	f stay (d	days):			
	one	47	four	5		
	two	26	five	9		
	three	12				
2.	Average	length (of stay		2,0	day
3.	Share of	visitors	on the eve	ent's days:		
	1st day	35	4th day 5th day	43		
	2nd dáy	48	5th day	29		
	3rd day	48	•			

Conducted by: GFK, Hamburg

Motion, Drive & Automation — Hannover Messe

Basic data trade visitors

Total number of visitors	89 332
Proportion of trade visitors	96%
Region of residence	
up to 50 km	
more than 50 km up to 100 km more than 100 km up to 300 km	2
over 300 km	61
Total Germany	67
Baden- North Rhine- Württemberg 14 Westphalia	23
Bavaria 11 Rhineland-	2.
Berlin 2 Palatinate	3
Brandenburg 1 Saarland	
Bremen 1 Saxony Hamburg 3 Saxony-Anhalt	4
Hesse 5 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania 1 Thuringia Lower Saxony 26	
Lower Saxony 26	
Total Foreign	33
of which EU	40
Rest of Europe Africa	1.
North America	(
South and Central America	
Middle East East Asia	20
Australia	
The five countries with the highest visitor shares India Netherlands USA Austria Sweden	2
Position in the company/organization Entrepreneur, partner, self-employed	1:
Managing director, board member,	
head of an authority etc.	1
Senior department head, other employee	9
with managerial responsibility Department head, group head	2
Other salaried staff/public service	20
Skilled worker	
Lecturer, teacher, scientific assistant Trainee	
Other position	
Other position Student	
Other position	
Other position Student Other not gainfully employed Frequency of visits to trade fair	
Other position Student Other not gainfully employed Frequency of visits to trade fair 2004	
Other position Student Other not gainfully employed Frequency of visits to trade fair	3: 4: 5
Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003	3:

Additional data trade visitors

Economic sector Energy Raw materials and production goods industry Investment goods industry Consumer goods industry Food and luxury industry Building trade Skilled trades Trade Telecommunication services Services (of companies and freelance) Authority/public services Student	6 14 30 3 2 2 2 3 8 2 10 3 7
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student Other not gainfully employed	34 31 16 9 7
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Student Other not gainfully employed	16 27 5 15 4 8 2 (EDP) 2

Number o	r empio	byees:	
1- 4	8	500 - 999	8
5- 9	6	1 000 - 9 999	11
10- 49	19	10 000 and more	5
50- 99	11	student	7
100-199	10	other not gainfully	
200-499	14	employed	1
Longth of	-4		

Length of stay 1. Length of stay (days): one 53 four two 24 five

three	11						
2. Average	length (of st	ay			1,9	day
3. Share of 1st day 2nd day 3rd day	27	4th	day	45	days:		

Conducted by: GFK, Hamburg

MicroTechnology

Basic data trade visitors

Total number of visitors	33 734
Proportion of trade visitors	93%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	9 9 24 59
Total Germany Baden- Württemberg 12 Westphalia Bavaria 9 Rhineland- Berlin 4 Palatinate Brandenburg 2 Saarland Bremen 3 Saxony Hamburg 4 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 28	69 18 3 1 3 2 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	31 48 10 1 5 5 8 21 2
The five countries with the highest visitor shares Austria India Japan Brazil Sweden	6 5 5 5 4
Position in the companylorganization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	16
Frequency of visits to trade fair 2004 2003 Earlier events First visit	35 39 46 34

---- Hannover Messe

Additional data trade visitors

Economic sector Energy Raw materials and production goods industry Investment goods industry Consumer goods industry Food and luxury industry Building trade Skilled trades Trade Telecommunication services Services (of companies and freelance) Authority/public services Student	1. 22.
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student	3/ 2/ 1!

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

7
10
4
13
2

Length o 1. Length	f stay of sta	y (days):		
one two three	54 22 11	four five	5 9	

2. Average length of stay 1,9 days 3. Share of visitors on the event's days: 1st day 29 4th day 44 2nd day 46 5th day 25 3rd day 48

Conducted by: GFK, Hamburg

PFERD & JAGD ---> Hannover

Basic data private visitors

basic data private visitors			
Total number of visitors	69 039		
Proportion of private visitors	92%		
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	43 28 25 4		
Total Germany Baden- Württemberg - Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg 1 Saarland Bremen 1 Saxony- Hamburg 1 Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony 82	99 6 - - 2 2		
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	1 60 40 - - - - -		
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Golf club initiator/investor Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	14 1		
Frequency of visits to trade fair 2004 2003 2002 2012 Earlier events First visit	54 51 45 37 20		

Additional data private visitors

Sex Male Female	43 57
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 60 up to 60 years over 60 up to 70 years over 70 years	18 21 25 22 9
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- EUR	11 11 11 14 12 9 10 23
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	13 34 18 22 12
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	82 6 12
Follow-up business Intend to buy at later date yes no maybe	31 27 42
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

Research & Technology ----- Hannover Messe

Basic data trade visitors

Total number of visitors	48 310
Proportion of trade visitors	94%
Region of residence up to 50 km more than 50 km up to 100 more than 100 km up to 300 over 300 km	12 km 9 km 24
Württemberg10WesBavaria10RhirBerlin4PalaBrandenburg1SaaiBremen2SaxxHamburg3Saxx	ieland- itinate 3 rland 1
Mecklenburg- Hols	eswig- itein 3 ringia 1
Total Foreign of which EU Rest of Europe Africa North America South and Central Middle East East Asia Australia	27 47 15 1 4 America 5 5 21 2
The five countries with the highest visitor shares India Switzerland Netherlands Belgium Italy	8 5 5 5 5
Position in the company/or Entrepreneur, partner, self-en Managing director, board me head of an authority etc. Senior department head, oth with managerial responsibility Department head, group hea Other salaried staff/public ser Skilled worker Lecturer, teacher, scientific as	nployed 12 mber, 13 er employee , 6

Student Other not gainfully employed

First visit

Frequency of visits to trade fair 2004 2003 Earlier events

Additional data trade visitors

Energy	9
Raw materials and production goods	
industry Investment goods industry	11 21
Consumer goods industry	2
Consumer goods industry Food and luxury industry	2
Building trade	2
Skilled trades Trade	2
Telecommunication services	2
Services (of companies and freelance)	14
Authority/public services Student	12
Other not gainfully employed	7
Influence on purchasing/	
procurement decisions Decisively	20
Collectively	29 27
In an advisory capacity	16
No student	10 12
Other not gainfully employed	
Area of responsibility	
Management	19
Research/development/design	34
Planning/work preparation Manufacture/production	12
Production, quality control	4
Buying/procurement	2
Finance/accounting, controlling Information, communication technology (ED	
Administration/organization/personnel/	,,, ,
social welfare/training	
Marketing/sales/advertising/PR Storage/material management/logistics/	14
transport	2
Maintenance/repairs	
Student Other not gainfully employed	12
Other not guillany employed	
Size of company/organization: Number of employees:	
1- 4 8 500- 999	
5- 9 4 1 000- 9 999 10- 49 17 10 000 and more	13
50- 99 10 student	12
100-199 8 other not gainfully	
200-499 12 employed	
Length of stay	_
1.Length of stay (days): one 59 four 4	
one 59 four 4 two 22 five 7	
three 9	

Conducted by: GFK, Hamburg

1st day 26 4th day 44 2nd day 39 5th day 25 3rd day 45

12

Subcontracting — Hannover Messe

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	56 640
Proportion of trade visitors	95%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	10 7 24 59
Total Germany Baden- Württemberg 11 Westphalia Bavaria 10 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saxony Hamburg 4 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 26	69 21 3 1 3 2 3 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	31 47 15 1 2 3 7 24
The five countries with the highest visitor shares India Netherlands Switzerland Turkey Great Britain	12 7 5 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other not gainfully employed	15 14
Frequency of visits to trade fair 2004 2003 Earlier events First visit	36 40 50 33

Additional data trade visitors

Economic sector Energy	5
Raw materials and production goods	
industry Investment goods industry	14 27
Consumer goods industry	
Food and luxury industry	1
Building trade Skilled trades	3
Trade	7
Telecommunication services Services (of companies and freelance)	12
Authority/public services	2 1 3 7 2 12 4 7
Student	7
Influence on purchasing/	
procurement decisions	20
Decisively Collectively	38 30
In an advisory capacity	15
No student	9 7
Other not gainfully employed	2
Area of responsibility	
Management	21
Research/development/design	23
Planning/work preparation Manufacture/production	5 15
Production, quality control	5
Buying/procurement Finance/accounting, controlling	14
Information, communication technology (E	
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	3 17
Storage/material management/logistics/	2
transport Maintenance/repairs	2 4 7
Student	
Other not gainfully employed	2
Size of company/organization:	
Number of employees: 1- 4 9 500- 999	0
1- 4 9 500- 999 5- 9 5 1 000- 9 999	8 10
10- 49 19 10 000 and more	4
50- 99	7
200-499 15 employed	2
Length of stay	
1. Length of stay (days):	
one 56 four 5 two 23 five 7	
three 10	
2. Average length of stay 1,9	days
a characteristic and discount of the con-	

3. Share of visitors on the event's days: 1st day 26 4th day 45 2nd day 42 5th day 24 3rd day 48

Conducted by: GFK, Hamburg

SurfaceTechnology ----- Hannover Messe

Basic data trade visitors

Total number of visitors	46 020
Proportion of trade visitors	95%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	9 8 25 58
Total Germany Baden- Württemberg 10 Westphalia Bavaria 12 Rhineland- Berlin 3 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony Hamburg 4 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 27	70 22 3 1 2 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	30 44 13 2 3 3 9 25
The five countries with the highest visitor shares India Japan Switzerland Austria Denmark	7 5 5 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	14 16 e 8 19 25 5 5 2 2 2 1 8
Frequency of visits to trade fair 2004 2003 Earlier events First visit	36 39 51 33

Additional data trade visitors

Economic sector Energy Raw materials and production goods industry Investment goods industry Consumer goods industry Food and luxury industry Building trade Skilled trades Trade Telecommunication services Services (of companies and freelance) Authority/public services Student Other not gainfully employed Other	4 10 23 4 2 3 2 5 1 11 5 8 2 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student Other not gainfully employed	37 29 15 9 8
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	20 29 5 17 4 10 2 P) 2 3 14 1 4 - 8 2
Size of company/organization: Number of employees: 1- 4 8 500 - 999 5- 9 6 1 000 - 9 999 10- 49 18 10 000 and more 50- 99 13 student 100-199 8 other not gainfully 200-499 15 employed	7 11 3 8
Length of stay 1. Length of stay (days): one 59 three 9 five two 20 four 4 2. Average length of stay 1,8 3. Share of visitors on the event's days: 1st day 25 3rd day 48 5th day 2nd day 42 4th day 42	7 days 22

Conducted by: GFK, Hamburg

HUSUMWIND — Husum

Basic data trade visitors

Proportion of trade visitors	94%
Region of residence up to 50 km	14
more than 50 km up to 100 km more than 100 km up to 300 km	
more than 100 km up to 300 km over 300 km	29 57
Total Germany	74
Baden- North Rhine- Württemberg 4 Westphalia	12
Bavaria 5 Rhineland- Berlin 4 Palatinate	2
	4
Brandenburg 3 Saarland Bremen 3 Saxony Hamburg 8 Saxony-Anha	lt 3
Hamburg 8 Saxony-Anha Hesse 4 Schleswig-	II :
Mecklenburg- Holstein	34
West Pommerania 3 Thuringia Lower Saxony 11	
Total Foreign	20
of which EU Rest of Europe	6
Africa .	!
North America South and Central America	14
Middle East	
East Asia	
Australia	
The five countries with the highest visitor shares Denmark Sweden Netherlands China (PR) Great Britain	11
The five countries with the highest visitor shares Denmark Sweden Netherlands China (PR) Great Britain	11
The five countries with the highest visitor shares Denmark Sweden Netherlands China (PR) Great Britain	11
The five countries with the highest visitor shares Denmark Sweden Netherlands China (PR) Great Britain Position in the company/organizatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	18 18 10 00 00 11
The five countries with the highest visitor shares Denmark Sweden Netherlands China (PR) Great Britain Position in the company/organizatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility with managerial responsibility.	1: Don 1: //ee
The five countries with the highest visitor shares Denmark Sweden Netherlands China (PR) Great Britain Position in the company/organizatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility with managerial responsibility.	11 11 11 11 11 11 11 11 11 11 11 11 11
The five countries with the highest visitor shares Denmark Sweden Netherlands China (PR) Great Britain Position in the company/organizatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	on 1: // / / / / / / / / / / / / / / / / /
The five countries with the highest visitor shares Denmark Sweden Netherlands China (PR) Great Britain Position in the company/organizatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
The five countries with the highest visitor shares Denmark Sweden Netherlands China (PR) Great Britain Position in the company/organizatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	11 () () () () () () () () () (
The five countries with the highest visitor shares Denmark Sweden Netherlands China (PR) Great Britain Position in the company/organizatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	11 10 10 11 11 12 14 14
The five countries with the highest visitor shares Denmark Sweden Netherlands China (PR) Great Britain Position in the company/organizatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
The five countries with the highest visitor shares Denmark Sweden Netherlands China (PR) Great Britain Position in the company/organizatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2003	11
The five countries with the highest visitor shares Denmark Sweden Netherlands China (PR) Great Britain Position in the company/organizatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	11 () () () () () () () () () (

Basic data all visitors

Basic data all visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	16 - 29 55
Total Germany Baden- Württemberg 4 Westphalia Bavaria 5 Rhineland- Berlin 3 Palatinate Brandenburg 3 Saarland Bremen 3 Saxony Hamburg 8 Saxony-Anhalt Hesse 4 Schleswig- Holstein West Pommerania Lower Saxony 11	76 11 2 1 3 37
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	24 62 5 8 2 7 14
The five countries with the highest visitor shares Denmark Sweden Netherlands China (PR) Great Britain	18 9 8 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	17 16 5 14 31 5 2 1 4 5 3
Frequency of visits to trade fair 2003 2001 1999 First visit	47 32 22 47

Additional data trade visitors

Additional data trade visitors	
Economic sector Planner Wind energy plant operator Research, apprenticeship, training Media and event organizers Offshore Electricity grids Association/society Wind energy plant manufacturer Wind energy component supplier Service fairs/technology Service financing Student Other not gainfully employed	14 12 4 2 3 2 15 17 14 9 4
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	31 18 24 21 1
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	27 14 8 4 2 2 4 9) 3 14 1 5 7 4
Size of company/organization: Number of employees: 0- 999 1- 4 18 500- 999 5- 9 9 1 000- 9 99 10- 49 18 10 000 and more 50- 99 8 student 100-199 7 other not gainfully 200-499 7 employed	9 10 7 4

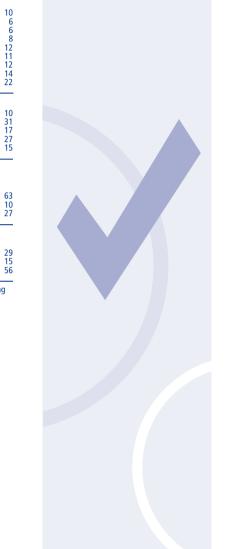
miba (2003) ---- Ingolstadt

Basic data private visitors

Total number of visitors 88	867
Proportion of private visitors	92 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km radius further than 50 km within a 100 km radius further than 100 km radius	35 46 15 2
Germany	100
Sex Male Female Accompanied by husband/wife/partner	45 55 66
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	11 22 28 21 12
Occupation Unskilled/skilled worker Salaried staff Civil servant Farmer Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	20 34 7 2 4 11 3 11

Net household income up to 750, EUR more than 750, EUR up to 1 000, EUR more than 1 000, EUR up to 1 250, EUR more than 1 250, EUR up to 1 500, EUR more than 1 500, EUR up to 2 000, EUR more than 2 000, EUR up to 2 500, EUR more than 2 500, EUR up to 3 000, EUR more than 3 000, EUR up to 3 000, EUR M/A	10 6 8 12 11 12 14 22
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	10 31 17 27 15
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	63 10 27
Follow-up business Intend to buy at later date yes no	29 15

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



----- www.fkm.de



Conducted by: Messe Husum, Husum

3. Share of visitors on the event's days: 1st day 16 4th day 40 2nd day 47 5th day 14 3rd day 56

1,7 days

Length of stay

1. Length of stay (days):
one 56 four
two 25 five
three 10

2. Average length of stay

HOGAKA ---- **Karlsruhe**

Basic data trade visitors

Total number of visitors	15 688
Proportion of trade visitors	91%
Region of residence	
up to 50 km	57 25
more than 50 km up to 100 km more than 100 km up to 300 km	16
over 300 km	2
Total Germany	98
Baden- North Rhine- Württemberg 75 Westphalia	-
Bavaria 1 Rhineland- Berlin - Palatinate	19
Berlin - Palatinate Brandenburg - Saarland	19
Bremen - Saxony	- 1
Hamburg - Saxony-Anhalt Hesse 3 Schleswig-	-
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	-
Total Foreign	2
of which EU	90
Rest of Europe Africa	
North America	10
South and Central America	-
Middle East East Asia	
Australia	-
The country with the	
highest visitor share France	50
Position in the company/organization Entrepreneur, partner, self-employed	1 41
Managing director, board member,	
head of an authority etc. Senior department head, other employe	5
with managerial responsibility	2
Department head, group head	12
Other salaried staff/public service Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	16
Other position	3
Student	3
Student Other not gainfully employed	
Other not gainfully employed Frequency of visits to trade fair	22
Other not gainfully employed Frequency of visits to trade fair 2003	32
Other not gainfully employed Frequency of visits to trade fair 2003 2001 1999	26 17
Other not gainfully employed Frequency of visits to trade fair 2003 2001	26

Basic data all visitors

Basic data all visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- North Rhine-	59 24 16 2
Württemberg 76 Westphalia Bavaria 1 Rhineland- Berlin Palatinate Brandenburg Saarony Hamburg Saxony Hesse 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia - Thuringia	18 1 - -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	91 - - 9 - -
The country with the highest visitor share France	46
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	38 5 12 8 9 1 15 3 4 1 2
Frequency of visits to trade fair 2003 2001 1999 1997	29 24 16 15

Earlier events

First visit

Additional data trade visitors

	27
Hotel trade Restaurant operation	38
Snack bars, take-away food outlets, cafeterias	2
Large kitchen, canteen	2 9 2 3 13 4 2
Bakers/confectioners	2
Catering, out-of-home catering Other	13
Student	4
Other not gainfully employed	
Influence on purchasing/ procurement decisions	
procurement decisions Decisively	38
Collectively	26
In an advisory capacity	17
No Other not gainfully employed	13
student	4
Area of responsibility	
Management	34
Research/development/design	2
Planning/work preparation Manufacture/production	9 22
Production, quality control	6
Buying/procurement	22 7
Finance/accounting, controlling Information, communication technology (ED	
	P) 3
Administration/organization/personnel/	., -
Administration/organization/personnel/ social welfare/training	6
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	., -
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	6 9
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	6 9
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	6 9 7 5 18
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	6 9
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	6 9 7 5 18 4
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	6 9 7 5 18 4 2
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 26 500- 999	6 9 7 5 18 4 2
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	6 9 7 5 18 4 2
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 26 500 - 999 10 49 27 10 000 and more 50 99 10 other not gainfully	6 9 7 5 18 4 2
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	6 9 7 5 18 4 2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

3. Share of visitors on the event's days:

1st day 13 3rd day 31 2nd day 34 4th day 31

1,1 days

93

2. Average length of stay

hortec ---- Karlsruhe

Basic data trade visitors

Total number of visitors	7 800
Proportion of trade visitors	100%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	19 23 38 20
Total Germany	90
Baden- North Rhine- Württemberg 53 Westphalia Bavaria 16 Rhineland-	4
Bavaria 16 Rhineland- Berlin - Palatinate	16
Brandenburg 1 Saarland	2
Bremen - Saxony	2
Hamburg - Saxony-Anhalt Hesse 4 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	1
Lower Saxony 1	
Total Familian	10
Total Foreign of which EU	60
Rest of Europe	40
Africa	
North America South and Central America	
Middle East	
East Asia	
Australia	
The five countries with the	
highest visitor shares	
Switzerland	40
France Austria	17 15
Luxembourg	10
Netherlands	8
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	45
Managing director, board member,	-
head of an authority etc.	3
Senior department head, other employee	
with managerial responsibility Department head, group head	
Department head, group head Other salaried staff/public service	34
Skilled worker	7
Lecturer, teacher, scientific assistant Trainee	34
Other position	1
other position	

Frequency of visits to trade fair 2003

2001 1999 First visit

Additional data trade visitors

Additional data trade visitors
Economic sector Producer of agricultural products 6 Skilled trades Service 2 Authority/public services 1 Trade 1 Vocational school/polytechnic/university Industry
Influence on purchasing/ procurement decisions Decisively 4. Collectively 2. In an advisory capacity 1. No 1.
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area
Size of company/organization: Number of employees: 1 - 4 37 200 - 499 5 - 9 17 500 - 999 10 - 49 29 1 000 - 9 999 50 - 99 8 10 000 and more 100-199 3
Length of stay 1. Length of stay (days): one 97 two 1 three 2 2. Average length of stay 1,0 day 3. Share of visitors on the event's days: N//

Conducted by: PS Marketing Consulting, Stein-

INTERPART ---- Karlsruhe

Basic data trade visitors

Total number of visitors	3 520
Proportion of trade visitors	100%
Region of residence up to 50 km	48
more than 50 km up to 100 km	15 23
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	23 14
0ver 500 km	
Total Germany Baden- North Rhine-	93
Württemberg 77 Westphalia	7
Bavaria 6 Rhineland- Berlin - Palatinate	4
Brandenburg - Saarland	1
Bremen - Saxony Hamburg - Saxony-Anhalt	-
Hesse 4 Schleswig-	_
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony 1	-
Total Foreign	7
of which EU	61
Rest of Europe Africa	39
North America	-
South and Central America Middle East	
East Asia	-
Australia	-
The four countries with the highest visitor shares	
France	39
Switzerland Netherlands	28 11
Russia	11
Position in the company/organization	
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	10
with managerial responsibility	5 15
Department head, group head Other salaried staff/public service	40
Skilled worker	3
Lecturer, teacher, scientific assistant Trainee	11
Other position	5
Frequency of visits to trade fair	
2004 2003	16 11
First visit	73

Additional data trade visitors

Economic sector Production Metal sectors Service Automobile industry or its supplying firms Mechanical engineering Trade Research Chemistry Measuring technology Software Energy	27 20 15 12 8 6 4 2 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No	36 30 16 18
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	19 19 19 15 22 22 1 1P) 1 4 14
Size of company/organization: Number of employees: 1 - 4	16 5 19 6
Length of stay 1. Length of stay (days): one 88 two 5 three 7 2. Average length of stay 1,2 3. Share of visitors on the event's days:	days N/A

Conducted by: PS Marketing Consulting, Steinfeld

inventa ---- Karlsruhe

Basic data private visitors

Total number of visitors	45 762
Proportion of private visitors	88%
Region of residence	
up to 50 km	89 7
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	4
Total Germany	99
Baden- North Rhine- Württemberg 90 Westphalia	
Bavaria - Rhineland- Berlin - Palatinate	8
Brandenburg - Saarland	-
Bremen - Saxony Hamburg - Saxony-Anhalt	
Hamburg - Saxony-Anhalt Hesse 1 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	-
Total Foreign	1
of which EU Rest of Europe	100
Africa	-
North America South and Central America	
Middle East	
East Asia Australia	
The country with the highest visitor share France	100
Position in the company/organization Entrepreneur, partner, self-employed	n
Entrepreneur, partner, self-employed Managing director, board member,	11
head of an authority etc.	2
	ee 2
Senior department head, other employe	10
with managerial responsibility	11.
with managerial responsibility Department head, group head Other salaried staff/public service	29
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	29 7
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	29 7 4 1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	29 7 4 1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	29 7 4 1 4
Senior department fiead, other employs with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man	29 7 4 1 4 5 1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	29 7 4 1 4 5
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004	29 7 4 1 4 5 1 9 15
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004	29 7 4 1 4 5 1 9
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004	29 7 4 1 4 5 1 9 15

Basic data all visitors

	12%
Region of residence	
up to 50 km	88
more than 50 km up to 100 km	8
more than 100 km up to 300 km over 300 km	1
OVEL 500 KIII	
Total Germany	99
Baden- North Rhine- Württemberg 89 Westphalia	
Bavaria - Rhineland-	
Berlin - Palatinate	9
Brandenburg - Saarland	
Bremen - Saxony Hamburg - Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	.1
of which EU	83
Rest of Europe Africa	17
North America	
South and Central America	
Middle East East Asia	
Australia	
The country with the highest visitor shares France	83
	4.5
Position in the company/organization Entrepreneur, partner, self-employed	15
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc.	15
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	2
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	2
Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	2 2 10
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Seal or department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	2 10 28
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	2 10 28 7
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee	2 10 28 7 4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	2 10 28 7 4 2
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	2 10 28 7 4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man	2 10 28 7 4 2 4 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man	2 10 28 7 4 2 4 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair	22 10 28 7 4 22 4 5 1 1 8
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Seen of department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	22 10 28 77 44 24 55 11 8
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2002	22 10 28 7 4 22 4 5 1 1 8
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2002 2000 Earlier events	22 10 28 77 44 24 55 11 8

Additional data private visitors

<u> </u>	
Sex Male Female	47 53
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	4 12 22 27 19 14 2
Net household income up to 900, - EUR more than 1 500, - EUR up to 2 000, - EUR more than 2 000, - EUR up to 2 000, - EUR more than 2 000, - EUR up to 2 600, - EUR more than 3 600, - EUR up to 3 600, - EUR more than 3 600, - EUR up to 5 000, - EUR more than 5 000, - EUR	4 8 12 15 19 15 13
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	7 45 19 20 9
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	33 35 33
Follow-up business Intend to buy at later date yes no maybe	24 27 49
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

LEARNTEC — Karlsruhe

Basic data trade visitors

Total number of visitors	7 302
Proportion of trade visitors	99%
Region of residence	
up to 50 km	14
more than 50 km up to 100 km	14
more than 100 km up to 300 km	34
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	38
Total Germany	89
Baden- North Rhine-	
Württemberg 32 Westphalia	14
Bavaria 16 Rhineland-	_
Berlin 3 Palatinate	5 2 2
Brandenburg 1 Saarland	2
Bremen 1 Saxony Hamburg 3 Saxony-Anhalt	
Hamburg 3 Saxony-Anhalt Hesse 14 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	1
Lower Saxony 6	
Total Foreign	11
of which EU	46
Rest of Europe	37
Africa	3
North America	
South and Central America	2
Middle East	5
East Asia	7
Australia	3 - 2 5 7 -
	:
Australia The five countries with the highest visitor shares	
The five countries with the highest visitor shares Switzerland	
The five countries with the highest visitor shares Switzerland Austria	36 27
The five countries with the highest visitor shares Switzerland Austria France	36 27
The five countries with the highest visitor shares Switzerland Austria France Iran	36 27 7
The five countries with the highest visitor shares Switzerland Austria France Iran	36 27 7
The five countries with the highest visitor shares Switzerland Austria France Iran Spain	36 27 7
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed	36 27 7
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	36 27 7 3 3
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	36 27 7 3 3
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe Senior department head, other employe	36 27 7 3 3
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	36 27 7 3 3 1 1 15
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	36 27 7 3 3 1 1 6 ee
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	36 27 7 1 1 1 1 1 1 2 2
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	36 27 7 3 3 3 1 1 15 6ee
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	36 27 7 3 3 3 15 6ee 3 17 222 2
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employewith managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	36 27 7 7 3 3 3 3 3 3 4 4 4 4 4 4 4 4 4 4 4
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	36 27 7 3 3 3 3 1 1 15 6 6 2 2 2 2 2 1 8 2 1 1 2 1 2 1 2 1 2 1 2 1
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	36 27 7 3 3
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	36 27 7 7 15 15 16 17 27 27 27 27 27 27 27 27 27 27 27 27 27
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	36 27 7 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other not gainfully employed Frequency of visits to trade fair 2004 2003	36 27 7 3 3 15 15 66 68 22 22 18 20 10 11
The five countries with the highest visitor shares Switzerland Austria Austrian France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003 2003	36 27 7 3 3 3 3 3 3 3 4 4 4 4 4 4 4 4 4 4 4
The five countries with the highest visitor shares Switzerland Austria France Iran Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	36 27 7 3 3 15 15 66 68 22 22 18 20 10 11

Additional data trade visitors	
Economic sector University/research/teaching	17
Authority/public services Industry	7 16
Frade/sales	4
Banks, insurance companies Skilled trades	8
Fourism, hotels	- 1
Medicine	2
Association Publishing house	3
Educational facility	15
Other Student	14 10
Other not gainfully employed	2
nfluence on purchasing/ procurement decisions	
Decisively Collectively	17 39
Collectively In an advisory capacity	24
No	9 10
student Other not gainfully employed	2
Area of responsibility Management	10
Research/development/design	16
Planning/work preparation	3
Manufacture/production Production, quality control	1
Buying/procurement	1
Finance/accounting, controlling Information, communication technology (EE	3 P)16
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	30 13
Storage/material management/logistics/	
transport Maintenance/repairs	1
Other area	12
Student Other not gainfully employed	10 2
Other not gainfully employed	
Size of company/organization:	
Number of employees: 1- 4 12 500- 999	5
5- 9 5 1 000- 9 999	16
10- 49 13 10 000 and more 50- 99 7 student	17 10
100-199 8 other not gainfully	
200-499 6 employed	2
Length of stay	
1. Length of stay (days):	
one 68 three 7 two 19 four 6	
	days
3. Share of visitors on the event's days:	- ,-

1st day 34 3rd day 44 2nd day 46 4th day 27

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

offerta ---- Karlsruhe

Basic data private visitors

Total number of vi	sito	rs	132 185
Proportion of private visitors		95%	
Region of residenc up to 50 km more than 50 km up more than 100 km up over 300 km	o to	100 km 300 km	94 3 2 1
Total Germany Baden-		North Rhine-	99
Württemberg Bavaria	-	Westphalia Rhineland-	-
Berlin		Palatinate Saarland	8
Brandenburg Bremen		Saxony	
Hamburg	-	Saxony-Anhalt	-
Hesse Mecklenburg-	-	Schleswig- Holstein	
West Pommerania Lower Saxony	-	Thuringia	
Total Foreign of which EU			1 92
	urop	e	9

Total For of which	EŬ Rest of Europe Africa North America	9
	South and Central America Middle East East Asia Australia	

The three countries with the highest visitor shares France Austria China (PR)	8
Position in the company/organization	

Entrepreneur, partner, seit-employed	
Managing director, board member,	
head of an authority etc.	
Senior department head, other employee	
with managerial responsibility	
With managenal responsibility	
Department head, group head	_
Other salaried staff/public service	2
Skilled worker	- 1
Lecturer, teacher, scientific assistant	
Trainee	
Other position	
Student	1
	- 1
Other not gainfully employed	
Housewife/man	
Old-age pensioner	1.

Frequency of visits to trade fair	
2004	55
2003	49
2002	39
2001	32
Earlier events	37
First visit	16

Additional data private visitors

Sex Male Female	50 50
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	15 14 15 26 17 10 2
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	9 11 13 14 15 8 7 23
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	12 40 18 23 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	66 10 24
Follow-up business Intend to buy at later date yes no maybe	20 23 57

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

RESALE — Karlsruhe

Basic data trade visitors

Total number of visitors	10 085
Proportion of trade visitors	98%
Region of residence	
up to 50 km	10
more than 50 km up to 100 km more than 100 km up to 300 km	9 18
over 300 km	64
Total Germany	41
Baden- North Rhine- Württemberg 45 Westphalia	14
Württemberg 45 Westphalia Bavaria 8 Rhineland-	14
Berlin 2 Palatinate	6
Brandenburg 1 Saarland	2
Bremen 1 Saxony Hamburg - Saxony-Anhalt	2
Hesse 8 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 10	1
Total Foreign	59
of which EU	27
Rest of Europe Africa	40 9
North America	-
South and Central America	.1
Middle East East Asia	10 13
Australia	-
The five countries with the highest visitor shares	
Romania	12
Ukraine	9
Turkey India	8
Iran	6
Position in the company/organization	
Position in the company/organization Entrepreneur, partner, self-employed	35
Managing director, board member, head of an authority etc.	22
Senior department head, other employed	
with managerial responsibility	6
Department head, group head Other salaried staff/public service	12 4
Skilled worker	1
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position Student	1 1 5 4 8
Other not gainfully employed	8
Housewife/man	1
Old-age pensioner	1
Frequency of visits to trade fair 2004	17
2003	14
2002	8
2001	5

Earlier events First visit

ALLGÄUER FESTWOCHE (2004) ---- Kempten

17

Additional data trade visitors

Economic sector	
Industry	44
Trade	16
Skilled trades	5
Service	9
Authority/public services Vocational school/polytechnic/university	1
Vocational school/polytechnic/university	1
Other	12
Student	4
Other not gainfully employed	10

procurement decisions Decisively Collectively In an advisory capacity	40 31 11
No student Other not gainfully employed	5 4 10
Area of responsibility Management Research/development/design	36 10

Area of responsibility	
Management	36
Research/development/design	10
Planning/work preparation	10
Manufacture/production	15
Production, quality control	3 15
Buying/procurement	15
Finance/accounting, controlling	5
Information, communication technology	(EDP) 4
Administration/organization/personnel/	
social welfare/training	4
Marketing/sales/advertising/PR	10
Storage/material management/logistics/	
transport	5
Maintenance/repairs	5 6 13
Other area	13
Student	4
Other not gainfully employed	10

Size of company/organization:

		loyees:	of emp	oer (Numl
	500 - 999		12	4	1-
6	000- 9 999	1	8	9	5-
2	000 and more	10	22	49	10-
4	student		12		50-
	er not gainfully	oth	13	199	100-
10	employed		7	499	200-4

Length o	of stay	
1. Length	of stay	(days):
one	53	-
two	33	
three	14	

2. Average length of stay	1,6 days
3. Share of visitors on the event's	days:

1st day 47 2nd day 65 3rd day 49

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Basic data all visitors

Total number of visitors	85 524
Proportion of private visitors	97 %
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	84 9 4 3
Total Germany: Baden- Württemberg 2 Westphalia Bawaria 96 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony	99 - - - -
Hesse - Schleswig- Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony -	1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	1 100 - - - - - - -
The two countries with the highest visitor shares Austria Italy	83 17
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	-

Other not gainfully employed

Frequency of visits to trade fair

Farmer

Student

2003 2002

Other position

Houswife/man Old-age pensioner

Earlier events

First visit

Additional data private visitors

	_
Sex Male Female	50 50
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	7 15 25 23 14 13 3
Net household income up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 250,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR	4 3 6 11 25 19 11 12
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	10 31 19 23 17
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	51 17 31
Follow-up business Intend to buy at later date yes no maybe	23 35 42

Conducted by: Messe- und Congressberatung Herbert Dirr, Hamburg

anuga ---- Köln

Basic data trade visitors

Total number of visitors	158 817
Proportion of trade visitors	93%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	16 14 21 49
Total Germany Baden- North Rhin	52
Württemberg 6 Westphalia Bayaria 4 Rhineland-	
Berlin 1 Palatinate	10
Brandenburg - Saarland Bremen 1 Saxony	1
Hamburg 1 Saxony-An	
Hesse 8 Schleswig- Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 6	i
Total Foreign of which EU Rest of Europe Africa North America South and Central Americ Middle East East Asia Australia	48 54 17 3 4 ca 7 5
The five countries with the highest visitor shares Netherlands Great Britain	12 6

Austria Italy Switzerland	5
SWIZERIANG	
Position in the company/organization	
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	14
Senior department head, other employee	14
with managerial responsibility	6
Department head, group head	15
Other salaried staff/public service	11
Skilled worker	4

Lecturer, teacher, scientific assistant

Student Other not gainfully employed

Other position

Frequency of visits to trade fair	
2003	30
2001	2!
1999	17
1997	13
Earlier events	10
First visit	44

Additional data trade visitors

Economic s Wholesale t	ector rade				1
Retail trade	/	Latina III.	1		1
Retail chain Specialized			ead om	ce	
Commercial					
Import Skilled trade	nc				
Drugstores,	-3				
Company ca	tering				
Social cater Catering	ilig				
Franchise re	stauran	t			
Catering Hotel					
Service					
News chann					2
Industry, ma Other	anuracu	uning se	ctor		- 4
1			,		
Influence of procurement	n purci nt decis	nasıng <i>i</i> sions	'		
Decisively					3
Collectively In an adviso	ory capa	acity			1
No					1
Other not g student	ainfully	employ	yed		
Area of res		ility			
Managemer Research/de		ent/des	ian		2
Planning/wo	rk prep	aration			
Manufacture					
Production, Buying/proc					
Finance/acc	ounting,	, contro	olling	l /FF	\n\
Information Administrat	on/orga	unicatio inizatio	n/perso	nnel/	JP)
social welfa	re/traini	ng			
Marketing/s Storage/mar				istics/	- 2
transport	criai iii	unugen	icitatog	istics/	
Maintenanc	e/repair	S			
Other area Student					
Other not g	ainfully	employ	yed		
Cino of con			ation		
Size of con Number of			ativii:		
1- 4	11	-	500 -	999	
5- 9 10- 49	13 22		000 - 000 an	9 999 d more	
	9			student	
50- 99	10 9	othe	er not g		
100-199			en	nployed	
	9				
100-199					
100-199 200-499 Length of s 1. Length of	stay stay (d		20	£:	
100-199 200-499 Length of s 1. Length of one	s tay stay (d 20	lays): three four	20	five six	

Conducted by: Dr. Reske & Partner/factx, Köln

3. Share of visitors on the event's days:

1st day 34 3rd day 44 2nd day 37 4th day 41

5th day 26

FARBE ---- Köln

Basic data trade visitors

Total number of visitors	54 205		
Proportion of trade visitors			
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	16 14 35 35		
Total Germany	85		
Baden- North Rhine- Württemberg 13 Westphalia	35		
Bavaria 11 Rhineland- Berlin 2 Palatinate Brandenburg 2 Saarland	10		
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	2 2 : 1		
Hesse 10 Schleswig- Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 7	2		
Total Foreign of which EU Rest of Europe Africa	15 68 20 1		
North America South and Central America Middle East East Asia Australia	4 1 2 3 1		
The five countries with the highest visitor shares Belgium Netherlands Switzerland Austria Denmark	17 15 12 10		
Position in the company/organization Entrepreneur, partner, self-employed	n 45		
Managing director, board member, head of an authority etc.	6		
Senior department head, other employe with managerial responsibility	3		
Department head, group head Other salaried staff/public service	9		
Skilled worker Lecturer, teacher, scientific assistant Trainee	3		
Other position Student Other not gainfully employed	9 9 12 3 6 2 2 2		
Frequency of visits to trade fair 2002 1999 1996 Earlier events First visit	40 47 27 19 29		

Additional data trade visitors

Economic sector Industry Skilled trades	13 56
Trade	12
Construction company	3
Housing business, property management Interior designer	1
Engineer's and planning office	1
Media, press, publishing Other services/consulting	1
Authority/public services	2
University/college, technical college	2
Other Student	1 2 2 3 2 2
Other not gainfully employed	2
Influence on purchasing/	
procurement decisions Decisively	41
Collectively	23
In an advisory capacity	15
No Other not gainfully employed	13 2
student	2
Area of responsibility	41
Management Research/development/design	41
Planning/work preparation	4
Manufacture/production	10
Production, quality control Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology (E Administration/organization/personnel/	DP) 1
social welfare/training	2
Marketing/sales/advertising/PR Storage/material management/logistics/	12
transport	1
Maintenance/repairs	4
Other area Student	10
Other not gainfully employed	2
Size of company/organization: Number of employees: 1- 4 34 500- 999	
5- 9 20 1 000- 9 999	3
10- 49 19 10 000 and more 50- 99 3 student	2 3 2 2
100-199 4 other not gainfully	
200-499 4 employed	7
Length of stay 1. Length of stay (days): one 76 three 3 two 18 four 3	O days
2 Average length of stay 1 i	
	0 days
2. Average length of stay 1,/ 3. Share of visitors on the event's days: 1st day 28 3rd day 37 2nd day 35 4th day 32	u uays

Conducted by: Walter, Wissler & Partner, Basel

FSB (2003) ---- Köln

Total number of visitors	13 683
Proportion of trade visitors	99 %
Region of residence up to 100 km more than 100 km up to 300 km over 300 km	27 24 49
Total Germany Baden- Württemberg 9 Westphalia Baerlin 1 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony-Anhalt Hesse 9 Schleswig- West Pommerania 1 Lower Saxony 10	63 47 4 1 3 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	37 68 21 - 4 1 4 1
The five countries with the highest visit shares Netherlands taly France Great Britain Spain	or 14 6 6 6
Economic sector Municipalities, public offices Architect Engineer's and planning office Housing companies Hotel facilities, chains, wellness service providers Sports facilities Leisure facilities Swimming pool facilities Sauna facilities Stadiums, sports halls Fitness centres Organizations, sport clubs Association Other	24 11 17 2 3 18 14 18 5 6 6 3

Decisively Collectively In an advisory capacity

student

Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other Student	29 18 7 17 18 4 3 1 1 1
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student	43 3 14 5 - 4 - 8 10 1 5 5 2
Frequency of visits to trade fair 2001 1999 1997 1995 Earlier events First visit	43 32 24 17 11 47
Size of company/organization: Number of employees: 1 - 4 17 500 - 999 15 - 9 18 1 000 - 9 999 10 - 49 32 10 000 and more 50 - 99 9 9 100 - 199 9 200 - 499 8	2 4 1
Length of stay 1. Length of stay (days): one 66 two 20 three 2. Average length of stay 1,5 3. Share of visitors on the event's days: 1st day 43 2nd day 55 3rd day	14 days 49
Conducted by: Dr. Reske & Partner/factx, K	öln

IDS ---- Köln

Basic data trade visitors

Total number of visitors	77 433
Proportion of trade visitors	97%
Region of residence	42
up to 50 km	13 14
more than 50 km up to 100 km more than 100 km up to 300 km	26
over 300 km	47
Total Germany	74
Baden- North Rhine- Württemberg 9 Westphalia	40
Bavaria 12 Rhineland-	
Berlin 3 Palatinate Brandenburg 1 Saarland	9 2 2 2
Bremen - Saxony	2
namburg i Saxony-Annan	2
Hesse 7 Schleswig- Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	2 1
Lower Saxony 8	
Total Foreign	26
of which EU Rest of Europe	46 21
Africa	5
North America South and Central America	9 2 10
Middle East	10
East Asia Australia	6 1
	'
The five countries with the highest visitor shares	
Netherlands	9
USA Switzerland	6
Belgium	5
Austria	4
Position in the company/organization	
Entrepreneur, partner, self-employed Managing director, board member,	37
head of an authority etc.	7
Senior department head, other employe with managerial responsibility	e 3
Department head, group head Other salaried staff/public service	9
Other salaried staff/public service Skilled worker	20 10
Lecturer, teacher, scientific assistant	
Trainee	3 6 3 2
Other position Student	2
Frequency of visits to trade fair	
2003	50
2001 Earlier events	34 24
First visit	32

interzum ---- Köln

Additional data trade visitors

Influence on purchasing/ procurement decisions	
Decisively	34
Collectively	36
In an advisory capacity	21
No	-8
student	

Area of responsibility	
Management	36
Research/development/design	5
Planning/work preparation	3
Manufacture/production	16
Production, quality control	3
Buying/procurement	5
Finance/accounting, controlling	5 2
Information, communication technolog	y (EDP) 1
Administration/organization/personnel/	
social welfare/training	6
Marketing/sales/advertising/PR	6
Storage/material management/logistics	/
transport	1
Maintenance/repairs	1
Other area	14
Student	1

Size o	of cor	npany/or	ganization:	
Numb	oer o	f employ	ees:	
1-	4	28' ´	200-	499
-	•	24	F00	000

	200- 499	- 3
		- 2
28	1 000 - 9 999	
2	10 000 and more	
3	student	2
	28 31 28 2 3	31 500 - 999 28 1 000 - 9 999 2 10 000 and more

Length o	f stay			
1. Length	of stay	(days):		
one	61	four	5	
two	20	five	5	
three	9			
2. Averag	e lengt	h of stay		1,7 days

3. Share of visitors on the event's days:	
1st day 25 4th day 35	
2nd day 42 5th day 30	
3rd day 42	

Conducted by: Dr. Reske & Partner/factx, Köln

Basic data trade visitors

Total number of visitors	49 145
Proportion of trade visitors	98%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	7 9 20 64
Total Germany	39
Baden- North Rhine- Württemberg 15 Westphalia Bayaria 10 Rhineland-	46
Berlin 1 Palatinate	7
Brandenburg 1 Saarland Bremen - Saxony	2
Hamburg 1 Saxony-Anhalt	-
Hesse 6 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	1
Lower Saxony 8	
Total Foreign	61
of which EU Rest of Europe	46 14
Africa	
North America	8
South and Central America Middle East	7
East Asia	5 8 5 7 12 3
Australia	3
The five countries with the	
highest visitor shares Netherlands	7
Italy	7
Belgium USA	7 7 6 5
India	5
Position in the company/organization	,
Entrepreneur, partner, self-employed	33
Managing director, board member,	10

Managing director, board member,	18
head of an authority etc.	7
Senior department head, other employee	16
with managerial responsibility	9
Department head, group head	3
Other salaried staff/public service	2
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	6
Other position Student Other not gainfully employed Frequency of visits to trade fair	3 6 1

Frequency of visits to trade fair	
2003	38
2001	30
1999	21
Earlier events	15
First visit	42

Additional data trade visitors

Additional data trade visitors	
Economic sector Industry Wholesale/foreign trade Retail trade Skilled trades Service Authority/public services Association/society Other sectors	52 16 4 13 8 1 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	45 28 10 10 1 6
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	34 12 4 13 2 9 1 1 13 13 1 14 6
Number of employees: 1- 4	5 4 2 6 1

Conducted by: Dr. Reske & Partner/factx, Köln

ISM ----} Köln

Basic data trade visitors

Total number of v	isitors	34 925
Proportion of trad	e visitors	94%
Region of residence up to 50 km more than 50 km u more than 100 km over 300 km	p to 100 km	13 10 21 56
Total Germany		49
Baden- Württemberg Bayaria	North Rhine- 7 Westphalia 9 Rhineland-	53
Berlin	9 Rhineland- 2 Palatinate 2 Saarland	4
Brandenburg Bremen	2 Saarland 1 Saxony	1
Hamburg	3 Saxony-Anhalt	i
Hesse Mecklenburg-	6 Schleswig- Holstein	2
West Pommerania Lower Saxony	- Thuringia 6	2
Total Foreign of which EU Rest of E Africa North An South an Middle E Fast Asia	nerica d Central America ast	51 67 8 2 8 2 6 4

highest visitor shares	
Netherlands	14
Great Britain	g
Belgium	9
France	6
USA	6

Position in the company/organization	
Entrepreneur, partner, self-employed	28
Managing director, board member,	
head of an authority etc.	13
Senior department head, other employee	
with managerial responsibility	8
Department head, group head	18
Other salaried staff/public service	16
Skilled worker '	3
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	4
Student	4
Other not gainfully employed	1

Frequency of visits to trade fair	
2004	44
2003	32
2002	26
2001	22
Earlier events	14
First visit	41

Additional data trade visitors

Retail trade Skilled trade	oreign trade	41 2: 1:
Catering Service Public author Other sector		1
Influence o	on purchasing/ nt decisions	
Decisively Collectively	ne decisions	4:
In an advis	ory capacity	14
No student		18
Area of re	sponsibility	
Managemei	nt	3
	evelopment/design ork preparation	1
Manufactur	e/production	
Production, Buying/proc	quality control curement	1
Finance/acc Information	ounting, controlling , communication technology (El ion/organization/personnel/	DP)
social welfa	re/training sales/advertising/PR	2
Storage/ma	terial management/logistics/	_
transport	e/renairs	
Maintenanc	.cepuns	
Maintenanc Other area Student		
Other area Student	nnany/organization:	
Other area Student Size of con Number of	npany/organization: f employees:	
Other area Student Size of con	mpany/organization: f employees: 15 500 - 999 12 1 000 - 9 999	
Other area Student Size of cor Number of 1- 4 5- 9 10- 49	f employees: 15 500 - 999 12 1 000 - 9 999 19 10 000 and more	
Other area Student Size of cor Number of 1- 4 5- 9	f employees: 15 500 - 999 12 1 000 - 9 999	

100-199 200-499	10 10	other	not g	ainfully ployed	1
Length of 1. Length one	of stay (three	10		
two 2. Average	22 e length	four of stay	10	1,7	days
3. Share o		s on the e 3rd day	vent's 48	days:	ĺ

Conducted by: Dr. Reske & Partner/factx, Köln

imm cologne ---- Köln

Basic data trade visitors

Total number of visitors	124 926
Proportion of trade visitors	73%
Region of residence up to 50 km	18
more than 50 km up to 100 km	11
more than 100 km up to 300 km	29
over 300 km	42
Total Germany	73
Baden- North Rhine- Württemberg 11 Westphalia	54
Bavaria 11 Rhineland- Berlin 1 Palatinate	6
Brandenburg - Saarland	-
Bremen 1 Saxony Hamburg 2 Saxony-Anhal	1
Hesse 5 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	1
Lower Saxony 6	'
Total Foreign	27
of which EU	75
Rest of Europe Africa	13 1
North America	4
South and Central America Middle East	1
East Asia	
Adualia	
Australia	1
Australia The five countries with the	
Australia The five countries with the highest visitor shares Netherlands	21
Australia The five countries with the highest visitor shares Netherlands Austria	21
Australia The five countries with the highest visitor shares Netherlands Austria Italy Switzerland	21 10 8 7
Australia The five countries with the highest visitor shares Netherlands Austria Italy	21 10 8 7
Australia The five countries with the highest visitor shares Netherlands Austria ltaly Switzerland Belgium	21 10 8 7
Australia The five countries with the highest visitor shares Netherlands Austria Italy Switzerland Belgium Position in the company/organizatio Entrepreneur, partner, self-employed	21 10 8 7
Australia The five countries with the highest visitor shares Netherlands Austria Italy Switzerland Belgium Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	21 10 8 7 6 9
Australia The five countries with the highest visitor shares Netherlands Austria Italy Switzerland Belgium Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ	21 100 88 77 6
Australia The five countries with the highest visitor shares Netherlands Austria Italy Switzerland Belgium Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head	21 10 8 7 6 9 9
Australia The five countries with the highest visitor shares Netherlands Austria Italy Switzerland Belgium Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head other salaried staff/public service	21 10 8 7 6 9 9
Australia The five countries with the highest visitor shares Netherlands Austria Italy Switzerland Belgium Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	21 10 8 7 6 9 9
Australia The five countries with the highest visitor shares Netherlands Austria Italy Switzerland Belgium Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	21 10 8 7 6 9 9
Australia The five countries with the highest visitor shares Netherlands Austria Italy Switzerland Belgium Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	21 10 8 7 6
Australia The five countries with the highest visitor shares Netherlands Austria Italy Switzerland Belgium Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	21 10 8 7 6 9 ee
Australia The five countries with the highest visitor shares Netherlands Austria Italy Switzerland Belgium Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	21 10 7 6 9 9 9 9 9 9 9 9 17 33 17 5 2 12 12 12 12 14 15 15 16 16 16 17 17 18 18 18 18 18 18 18 18 18 18 18 18 18
Australia The five countries with the highest visitor shares Netherlands Austria Italy Switzerland Belgium Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	211 100 88 77 66 99 eee 38 88 177 73 122 122 124
Australia The five countries with the highest visitor shares Netherlands Austria Italy Switzerland Belgium Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003 2003	21 10 7 6 9 9 ee 3 3 8 17 5 2 12 12 1
Australia The five countries with the highest visitor shares Netherlands Austria Italy Switzerland Belgium Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2004	21 10 10 7 6 9 9 9 eee 3 8 8 17 17 5 5 5 12 12 12 14 14 14 14 14 14 14 14 14 14 14 14 14

Basic data private visitors

Proportion of private visitors	27%
Region of residence	
up to 50 km	52 23
more than 50 km up to 100 km more than 100 km up to 300 km	18
over 300 km	7
Total Germany	98
Baden- North Rhine-	
Württemberg 2 Westphalia Bavaria 2 Rhineland-	82
Berlin - Palatinate	6
Brandenburg - Saarland	1
Bremen - Saxony	-
Hamburg 1 Saxony-Anhalt Hesse 4 Schleswig-	
Mecklenburg- 4 Schleswig-	
West Pommerania - Thuringia	-
Lower Saxony 2	
Total Foreign	2
of which EU	68
Rest of Europe Africa	18 9
North America	
South and Central America	- - - 5
Middle East	- 2
East Asia Australia	5
The four countries with the highest visitor shares Netherlands Belgium Switzerland Austria	27 18 14 5
Position in the company/organization	
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	3
Senior department head, other employee	
with managerial responsibility	2
Department head, group head Other salaried staff/public service	8 44
Skilled worker	3
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	3 10
	9
Student	
Student Other not gainfully employed Frequency of visits to trade fair	
Student Other not gainfully employed Frequency of visits to trade fair 2004	17
Student Other not gainfully employed Frequency of visits to trade fair 2004 2003	14
Student Other not gainfully employed Frequency of visits to trade fair 2004	

First visit

Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	27 14 26 33
Total Germany Baden- Württemberg 7 Westphalia Bavaria 8 Rhineland- Berlin 1 Palatinate Brandenburg - Saarand Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	80 63 6 1 1 -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	20 74 14 1 4 1 1 4
The five countries with the highest visitor shares Netherlands Austria Italy Switzerland Belgium	21 10 7 7 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	32 7 3 8 24 3 2 4 2 12 3
Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events First visit	37 33 28 25 27 39

Additional data trade visitors

Wholesale Retail trad Skilled tra Service Authority/ Associatio Other sect	le des public se n				22 12 30 15 15 2 1
Influence procurem Decisively Collectivel In an advi No student Other not	ent dec y sory cap	isions pacity	ed		37 24 16 11 11
Area of ri Managem Research/c Planning/v Manufactu Production Buying/pro Finance/ac Informatio Administra social welfi Marketing Storage/m transport Other area	ent developn vork pre ire/produ n, quality curement counting n, comn ation/org fare/trail /sales/ac aterial n	nent/desiparation uction y control nt g, control nunication anization ing	ling n techno /person	nel/	36 6 7 8 1 7 1 1 P) 1 14
Judeni					12
Size of co Number 1- 4 5- 9 10- 49 50- 99 100-199 200-499		loyees: 1 (10 (500 - 000 - 000 and s r not ga	tudent	3 4 3 12
Size of co Number 1- 4 5- 9 10- 49 50- 99 100-199	of emp 25 16 17 7 6 6	loyees: 1 (10 (othe	500 - 000 - 000 and s r not ga	9 999 I more tudent ninfully	3 4 3 12

Additional data private visitors

Sex Male Female	44 56
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	4 19 24 25 19 8
Net household income up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 250,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR	4 2 2 5 7 6 10 24 40
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	19 47 15 14 5
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	N/A

Conducted by: Dr. Reske & Partner/factx, Köln

Kind + Jugend ---- Köln

Basic data trade visitors

Basic data trade visitors		
Total number of visitors	12 402	
Proportion of trade visitors	95%	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	9 8 14 69	
Total Germany	37	
Baden- North Rhine- Württemberg 10 Westphalia Bayaria 15 Rhineland-	43	
Berlin 2 Palatinate	3	
Brandenburg 1 Saarland Bremen 1 Saxony	1	
Hamburg 3 Saxony-Anhalt Hesse 7 Schleswig-	2	
Mecklenburg- West Pommerania Lower Saxony Holstein - Thuringia	1	
Total Foreign	63	
of which EU Rest of Europe	67 11	
Africa North America	2 5 2 4	
South and Central America Middle East	2 4	
East Asia Australia	8 1	
The five countries with the highest visitor shares		
France Netherlands	9	
Great Britain	8 8	
Italy	8	

highest visitor shares	
France	9
Netherlands	8
Great Britain	8
Italy	8
Spain	7
<u>'</u>	

Position in the company/organization	
Entrepreneur, partner, self-employed	48
Managing director, board member,	
head of an authority etc.	17
Senior department head, other employee	
with managerial responsibility	7
Department head, group head Other salaried staff/public service	11
Other salaried staff/public service	8
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	3
Student	1
Other not gainfully employed	1

Frequency of visits to trade fair	r
2004	39
2003	31
2002	23
Earlier events	20
First visit	49

Additional data trade visitors

Economic sector	
Wholesale trade	17
Buying association	
Mail order	5
Chain store	1
	7
Department store	3
Hypermarket	6 5 4 3 3 22
Specialist retail trade	
Commercial agent	2
Import/export	8
Industry (manufacturer)	11
Designer	5
Media, press, publishing	5 3 4
Other services	4
Skilled trades	1
Other	À
Student	1
	1
Other not gainfully employed	

Influence on purchasing/ procurement decisions	
Decisively	50
Collectively	19
In an advisory capacity	16
No	12
Other not gainfully employed	1
student	2

Area of responsibility	
Management	44
Research/development/design	5
Planning/work preparation	1
Manufacture/production	44 5 1 3
Production, quality control	1
Buying/procurement	16
Finance/accounting, controlling	1
Information, communication technology	(EDP) 1
Administration/organization/personnel/	
social welfare/training	1 18
Marketing/sales/advertising/PR	18
Storage/material management/logistics/	
transport	
Maintenance/repairs	
Other area	7 1
Student	1
Other not gainfully employed	1

	•	organization: oyees:	f emplo	her o	Numb
_				oei o	Nulli
3		500 -	37	4	1-
5	0- 9 999	1 000-	14	9	5-
3	0 and more	10 000 a	19	49	10-
2	student		6	99	50-
	not gainfully	other not	4	199	100-1
1	employed	e	4	199	200-4

Length of 1. Length one	of stay of stay 46	(days): two	32	three	22
2. Averag	je lengtl	n of stay		2,0	days
3. Share 1st day	of visito y 36	rs on the 2nd da	event's y 36	days: 3rd day	28
Conducte	ed by: V	Valter, Wi	ssler &	Partner, E	Basel

SOLARIA (2003) ---- Köln

Total number of visitors	7 982
Proportion of trade visitors	95 %
Region of residence up to 100 km more than 100 km up to 300 km over 300 km	33 24 43
Total Germany Baden- North Rhine-	77
Württemberg 9 Westphalia Bavaria 10 Rhineland- Berlin 3 Palatinate	43
Brandenburg 1 Saarland Bremen - Saxony	1 2
Hamburg 1 Saxony-Anhalt Hesse 10 Schleswig- Mecklenburg Holstein West Pommerania 1 Thuringia Lower Saxony 5	2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	23 76 23 - - - 1
The five countries with the highest visito shares Netherlands Belgium Great Britain Italy Poland	r 20 9 8 6
Economic sector Industry Wholesale trade Retail trade Skilled trades Service Learned professions Institutions/public authorities Other	13 12 14 3 52 3 1
Influence on purchasing/ procurement decisions Decisively Collectively In advisory capacity No	71 13 9 4

student

Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee Student	60 12 1 5 18 - 1
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other ont gainfully employed	70 2 5 2 1 3 - - 2 9
Frequency of visits to trade fair 2001 1999 First visit	41 22 56
Size of company/organization: Number of employees: 1- 4 28 500- 999 5- 9 32 1 000- 9 999 10- 49 21 10 000 and more 50- 99 6 student 50- 100- 100 and more 100-199 4 200-499 3 3	4 1 - 2
Length of stay 1. Length of stay (days): one 82 two 14 three 4 2. Average length of stay 1,2 of 3. Share of visitors on the event's days: 1st day 28 2nd day 46 3rd day 48	lays

Conducted by: Dr. Reske & Partner/factx, Köln





spoga ---- Köln

Basic data trade visitors

	25 859
Proportion of trade visitors	94%
Region of residence	
up to 50 km	11
more than 50 km up to 100 km more than 100 km up to 300 km	24
over 300 km	56
Total Germany	47
Baden- North Rhine- Württemberg 9 Westphalia	49
Bavaria 10 Rhineland- Berlin 1 Palatinate	6
Brandenburg - Saarland	2
Bremen 1 Saxony	1
Hamburg 2 Saxony-Anhalt Hesse 6 Schleswig-	- 1
Mecklenburg- Holstein	3
West Pommerania - Thuringia Lower Saxony 8	1
Lower Saxony 8	
Total Foreign	53
of which EU Rest of Europe	67 14
Africa .	2
North America South and Central America	6
Middle East	1
East Asia	4
Australia	4
The five countries with the highest visitor shares	
Netherlands	17
Great Britain Belgium	13 9
	8
Switzerland USA	6
Switzerland USA 	6
Swifzerland USA Position in the company/organizatior Entrepreneur, partner, self-employed	6
Swifzerland USA Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	1 45
Swifzerland USA Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	45 14 e
Switzerland USA Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	45 45 e 5
Swifzerland USA Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	45 45 e 5
Switzerland USA Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	45 45 e 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	45 45 45 6 5 17 8 8 2 1
Swifzerland USA Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	e 55 11 45 22 11 14 45 45 45 45 45 45 45 45 45 45 45 45 45
Swifzerland USA Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	45 45 45 6 5 17 8 8 2 1
Swifzerland USA Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	6 45 45 17 8 2 1 1 1 1 1 4 2 2
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004	6 45 45 14 e 5 17 7 8 2 2 1 1 4 2 2 1
Swifzerland USA Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	6 45 45 45 45 47 47 47 39
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2004	6 45 45 14 e 5 17 7 8 2 2 1 1 4 2 2 1

Additional data trade visitors

Skilled trades Service	
Industry Authority/public services	
Other	
Influence on purchasing/ procurement decisions	
Decisively	
Collectively	
In an advisory capacity No	
Other not gainfully employed	
student	
Area of responsibility Management	
Research/development/design	
Planning/work preparation Manufacture/production	
Production, quality control	
Buying/procurement Finance/accounting, controlling	
Information, communication technology	(EDP)
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	
Storage/material management/logistics/	
*	
transport Maintenance/repairs	
Maintenance/repairs Other area	
Maintenance/repairs Other area Student	
Maintenance/repairs Other area	
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 24 500- 99	9
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	9 9 e
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 24 500- 99 5- 9 16 1 000- 9 99	9 9 e it

AUTO MOBIL INT. (2003) ----- Leipzig

Basic data private visitors

Total number of visitors	264 6	60
Proportion of private visitors	71	%
Region of residence Locally within a 25 km radius further than 25 km within a 50 km radii further than 50 km within a 100 km rad further than 100 km radius		12 6 4 28 50
Germany Other country		99 1
Sex Male Female Accompanied by husband/wife/partner		72 28 35
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years		21 37 19 11 7 5
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner		23 25 7 6 2 4 21

Other not working

up to 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR N/A	13 8 9 12 11 15 15
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	17 35 22 18
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	18 46 36
Follow-up business Intend to buy at later date yes no maybe	29 22 49

CADEAUX (September)

Rasic data all visitors

Total number of visitors	*)
Proportion of trade visitors	91 %
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	14 29 50 7
Total Germany: Baden- Württemberg 1 Westphalia Bawaria 3 Rhineland- Berlin 5 Palatinate Brandenburg 9 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony 2	99 1 - 50 14 - 12
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	1 100 - - - - -
The three countries with the highest visitor shares Greece Portugal Czech Republic	33 33 33
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Project manager Skilled worker Lecturer, teacher, scientific assistant Trainee Old-age pensioner Student	78 of 5 1 3 4 1 2 1 3 1 2 2
Frequency of visits to trade fair 2004, spring 2003, autumn 2003, spring Earlier events First visit	42 46 35 41 26

3. Share of visitors on the event's days: 1st day 52 2nd day 65 3rd day 48

Net household income up to 750,- EUR	13	Basic data all visitors	
more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR	8	Total number of visitors	*)
more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR	9 12 11	Proportion of trade visitors	91 %
more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR N/A	9 15 15	Region of residence up to 50 km more than 50 km up to 100 km	14 29
Size of household 1 person	17	more than 100 km up to 300 km over 300 km	50 7
2 persons 3 persons 4 persons 5 persons and more	35 22 18 9	Total Germany: Baden- North Rhine- Württemberg 1 Westphalia Bavaria 3 Rhineland-	99 1
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	18 46 36	Berlin 5 Palatinate Brandenburg 9 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony 2	50 14
Follow-up business Intend to buy at later date yes no maybe Conducted by: Gelszus Messe-Marktforschu GmbH, Dortmund	29 22 49 ng	Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	1 100 - - - - - -
		The three countries with the highest visitor shares Greece Portugal Czech Republic	33 33 33
		Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head o an authority etc.	78 of 5
		Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Project manager Skilled worker	1 3 4 1 2
		Lecturer, teacher, scientific assistant Trainee Old-age pensioner Student	1 3 1 2
		Frequency of visits to trade fair 2004, spring 2003, autumn	42 46

(2004) ---- Leipzig

Basic data trade visitors

Region of residence up to 50 km more than 50 km up more than 100 km up over 300 km	o to	100 km 300 km	13 28 52 1
Total Germany:			99
Baden-		North Rhine-	
Württemberg	1	Westphalia	1
Bavaria	3		
Berlin	5	Palatinate	_
Brandenburg	9	Saarland	_
Bremen	- 1	Saxony	49
Hamburg	-	Saxony-Anhalt	14
Hesse		Schleswig-	
Mecklenburg-		Holstein	_
West Pommerania	4	Thuringia	13
Lower Saxony	2		
Total Foreign			1

Total For	eign	1
of which	EŰ	100
	Rest of Europe	-
	Africa	-
	North America	-
	South and Central America	
	Middle East	
	East Asia	
	Australia	

The three countries with the highest visitor shares Greece	3
Portugal Czech Republic	
Position in the company/organization	

Entrepreneur, partner, self-employed	78
Managing director, board member, head of	
an authority etc.	5
Senior department head, other employee	
with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	4
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	-
Student	2
Other not gainfully employed	1
Project manager	1

Frequency of visits to trade fair	
2004, spring	42
2003, autumn	46
2003, spring	37
Earlier events	41
First visit	26

Additional data trade visitors

Economic sector	_
Industry	2
Skilled trades	14
Retail trade	70
Wholesale trade	5
Service	4
Authority/public services	1
Other sectors	1
Student	2
Other not gainfully employed	2

Influence on purchasing/ procurement decisions	
Decisively	69
Decisively Collectively	20
In an advisory capacity	6
No	2
student	2
Other not gainfully employed	2

Area of responsibility Management	62
Research/development/design	2
Planning/work preparation	6
Manufacture/production	8
Production, quality control	3
Buying/procurement	32
Finance/accounting, controlling	2 6 8 3 32 8 3
Information, communication technology (EDP) Administration/organization/personnel/	3
social welfare/training	5
Marketing/sales/advertising/PR	12
Storage/material management/logistics/	
transport	8
Maintenance/repairs	4
Other area	31
Student	2
Other not gainfully employed	31 2 2

Size of company/organization (employees) 1- 4 75 500 - 999 5- 9 10 1 000 - 9 999	
5- 9 10 1 000- 9 999	1
	-
10- 49 7 10 000 and more	1
50- 99 1 student 2	2
100-199 1 other not gainfully	
200-499 1 employed 2	2
	-

Length of 1. Length o one two	f stay	(days): three	1		
2. Average	length	of stay		1,1	day
3. Share of 1st day 2nd day	38	rs on the e 3rd day		days:	

^{*} individual number of visitors not available, combined with COMFORTEX

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

COMFORTEX (2004) ---- Leipzig

Basic data all visitors

Total number of visitors	*)
Proportion of trade visitors	96 %
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	14 32 46 9
Total Germany: Baden- Württemberg - Westphalia Bavaria 3 Rhineland- Berlin 6 Palatinate Brandenburg 12 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony 1	98 1 - 48 13
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	2 100 - - - - - -

The three countries with the highe	st
visitor shares	
Poland	7
Austria	1
Czech Republic	1

Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Stilled worker Lecturer, teacher, scientific assistant	9 3 - 5661321122
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Frequency of visits to trade fair	
2003	5
2002	5
2001	4
Earlier events	4
First visit	2

Basic data trade visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km			
Total Germany:			98
Baden-		North Rhine-	
Württemberg	-	Westphalia	1
Bavaria		Rhineland-	
Berlin		Palatinate	-
Brandenburg	11	Saarland	
Bremen	- 5	Saxony	48
Hamburg	1	Saxony-Anhalt	13
Hesse	-	Schleswig-	
Mecklenburg-	_	Holstein	
West Pommerania	3	Thuringia	13
Lower Saxony	1		
Total Foreign of which EU			2 100

Total For	eign	
of which	EŰ	1
	Rest of Europe	
	Africa .	
	North America	
	South and Central America	
	Middle East	
	East Asia	
	Australia	

The three countries with the highest visitor shares Poland Austria Czech Republic	71 14 14
Position in the company/organization Entrepreneur, partner, self-employed	49

Trainee 13 Other position 2 Student 0 Other not gainfully employed 1 Housewife/man 0 Old-age pensioner	Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	of 3
	Other position Student Other not gainfully employed Housewife/man	13 2 2 2 1

2003	54
2002	52
2001	43
Earlier events	40
First visit	30

Additional data trade visitors

Industry	,
Skilled trades	4
Wholesale trade/foreign trade	-
Retail trade	3
Commercial agent	
Architect's/Engineer's planner's office	
Interior decorator	
Research/teaching	
Other sectors	
Student	
Other not gainfully employed	

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student Other not gainfully employed

Size of com	pany/	organization (employees)	
1- 4	55	500 - 999	-
5- 9	13	1 000 - 9 999	1
10- 49	15	10 000 and more	-
50- 99	4	student	2
100-199	3	other not gainfully	
200-499	4	employed	3

Length of 1. Length of	stay of stay (days):			
one two	95 4	three	1		
2. Average	length (of stay		1,1	days
3. Share of 1st day 2nd day	26	on the eve 3rd day			

^{*} individual number of visitors not available, combined with CADEAUX - September

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

DACH+WAND ---- Leipzig

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	9 053
Proportion of trade visitors	95%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	11 16 33 40
Total Germany Baden- Württemberg 2 Westphalia Bavaria 9 Rhineland- Berlin 5 Palatinate Brandenburg 5 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania 1 Thuringia	92 13 4 - 24 10
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	8 77 14 - 7 - 2
The five countries with the highest visitor shares Belgium Austria Netherlands Great Britain Poland	19 16 12 9
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Foreman, master craftsman	44 7 2 5 7 15 1 4 1 2 12
Frequency of visits to trade fair 2004 2003 2002 2001 2001 Earlier events First visit	36 30 28 22 37 25

Additional data trade visitors

56

Economic sector Roofers

Plumbers Carpenters Other skilled trades Architect Planner Property developer, housing company Trade Authority/public services Other Student	10 5 5 3 1 9 1 5 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student	39 24 22 12 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Field-assembly work, after-sales service	46 7 22 22 8 25 12 9) 6 11 13 9 2 25
Size of company/organization: Number of employees: 1- 4 37 500- 999 5- 9 26 1 000- 9 999 10- 49 23 10 000 and more 50- 99 3 student 100-199 3 N/A 200-499 3	1 1 - 2 2 2
Length of stay 1. Length of stay (days): one 77 three 5 two 17 four 2 2. Average length of stay 1,3 c 3. Share of visitors on the event's days: 1st day 31 3rd day 39 2nd day 40 4th day 21	lays

Conducted by: TNS Infratest, München

enertec ---- Leipzig

Basic data trade visitors

Total number of visitors	10 995
Proportion of trade visitors	95%
Region of residence up to 50 km	32
more than 50 km up to 100 km more than 100 km up to 300 km	15
more than 100 km up to 300 km over 300 km	35
over 300 km	14
Total Germany	97
Baden- North Rhine- Württemberg 2 Westphalia	4
Bavaria 4 Rhineland-	
Berlin 5 Palatinate	1
Brandenburg 6 Saarland Bremen - Saxony	1 50
Hamburg 1 Saxony-Anhalt	
Hesse 3 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	7
Lower Saxony 3	,
Total Foreign	3
of which EU	47
Rest of Europe	13
Africa North America	13 20
South and Central America	-
Middle East	-
East Asia Australia	7
The two countries with the highest visitor shares	
Poland	13
Canada	13
Position in the company/organization	1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	18
head of an authority etc.	6
Senior department head, other employe	e
with managerial responsibility	6 14
Department head, group head Other salaried staff/public service	23
Skilled worker	
Lecturer, teacher, scientific assistant	7
Trainee Other position	4
Student	14
Other not gainfully employed Old-age pensioner	3 7 2 4 14 2 2
Eroquancy of vicits to trade fair	
Frequency of visits to trade fair 2003	26
Frequency of visits to trade fair 2003 2001 Earlier events	26 13 8

Basic data all visitors

up to 50 km more than 50 km up to 10 more than 100 km up to 3 over 300 km	
Württemberg 2 W Bavaria 4 R Berlin 5 P Brandenburg 5 S Bremen - S Hamburg 1 S Hesse 3 S Mecklenburg- H	lorth Rhine- Vestphalia hineland- alatinate aarland axony 49 axony-Anhalt chleswig- olstein huringia
Total Foreign of which EU Rest of Europe Africa North America South and Cent Middle East East Asia Australia	5 5 1: 1: 19 ral America
The two countries with thighest visitor shares Poland Canada	t he 13 13
highest visitor shares Poland	/organization employed 18 member, ther employee liity (ead 11 service 22 assistant

Additional data trade visitors	
Economic sector Industry Service provider Student Engineer's and planning office Public authority/administration Skilled trades Consulting Other sectors Municiple services University, college etc. Agriculture and forestry Research facility Association/society Other not gainfully employed School N/A Municipalities	15124
Influence on purchasing/ procurement decisions	
procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	20 29 24 11
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Maintenance/repairs Other area Student Other not gainfully employed	13 (2) (3) (4) (4)
Size of company/organization: Number of employees: 10- 49 21 500- 999 10- 49 21 500- 999 50- 99 8 1 000- 999 1- 4 15 10 000 and more 5- 9 10 student 100-199 7 other not gainfully 200-499 7 employed	14
Length of stay 1. Length of stay (days): one 88 three 1 two 11 four 1 2. Average length of stay 1,1 c 3. Share of visitors on the event's days: 1st day 19 3rd day 40 2nd day 28 4th day 27	days

Conducted by: Institut für Marktforschung, Leipzig

Basic data trade visitors

Total number of visitors	5 314
Proportion of trade visitors	100%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	32 29 37 1
Total Germany Baden- Württemberg - Westphalia Bavaria 2 Rhineland- Berlin 1 Palatinate Brandenburg 7 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	100 - - 56 21 - 13
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	36 - 2 2 - 47 1 9

Frequency of visits to trade fair $\ensuremath{\text{N/A}}$

Additional data trade visitors	
Orthodontics Oral surgery	74 3 2 16 4 4
Collectively In an advisory capacity	37 24 17 18 4
Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	337 1 1223 222 111 112 7 7 3
Size of company/organization: Number of employees: 1 4 55 500 999 5 9 27 1000 999 10 49 13 10 000 and more 50 99 - student 100199 1 other not gainfully 200-499 - employed	4
Length of stay 1. Length of stay (days): one 98 two 2 2. Average length of stay 1,0 da 3. Share of visitors on the event's days: 1st day 57 2nd day 44	ys

Conducted by: Mafos GmbH, Leipzig

GÄSTE ---- Leipzig

Basic data trade visitors

Total number of visit	ors	19 901
Proportion of trade v	93%	
Region of residence up to 50 km more than 50 km up to more than 100 km up over 300 km	27 25 38 11	
Total Germany		94
Baden- Württemberg Bayaria	North Rhine Westphalia 1 Rhineland-	1
Berlin	2 Palatinate	1
	6 Saarland - Saxony	- 54
Hesse	 Saxony-Anhal Schleswig- 	t 17
	Holstein 1 Thuringia 1	15
Total Foreign of which EU		6 84
Rest of Euro	ре	13
Africa North Amer	ica	-
	Central America	

North America	
South and Central America	
Middle East	
East Asia	
Australia	3
The five countries with the highest visitor shares Czech Republic Switzerland Poland	66
ruidilu	

Position in the company/organization	
Entrepreneur, partner, self-employed Managing director, board member,	20
head of an authority etc.	3
Senior department head, other employee	2
with managerial responsibility	. 3
Department head, group head	11
Other salaried staff/public service	7
Skilled worker .	13
Lecturer, teacher, scientific assistant	3
Trainee	31
Other position	- 2
Student	9
Other not gainfully employed	2 8 1

Frequency of visits to trade fair	
2003	31
2001	16
Earlier events	14
First visit	55

Additional data trade visitors

Economic sector	
Catering, restaurant	53
	15
Hotels/guest house	15
Educational facility	5
Trade	5
Community catering	5
Service	3
Franchise restaurant	1
Public administration	1
Planning/architecture/interior furnishings	1
Other sectors	2
Student	0
	1
Other not gainfully employed	- 1

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	18 28 27 18 1
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Area of responsibility	
Management	20
Research/development/design	1
Planning/work preparation	21
Manufacture/production	27
Production, quality control	10
Buying/procurement	30
Finance/accounting, controlling	11
Information, communication technology	(EDP) 4
Administration/organization/personnel/	` '
social welfare/training	9
Marketing/sales/advertising/PR	14
Storage/material management/logistics/	
transport	10
Maintenance/repairs	5
Other area	5 33 8
Student	8
Other not gainfully employed	1

Size	of	company/organization	1:
Nium	she	r of omployood	

number of	empi		
1- 4	17	500 - 999	2
5- 9	15	1 000 - 9 999	4
10- 49	27	10 000 and more	2
50- 99	9	student	8
100-199	6	other not gainfully	
200-499	6	employed	1

Length of	stay				
1. Length o	f stay (days):			
one		three	1		
two	6	four	1		
2. Average	length (of stay		1,1	1 days
3. Share of 1st day 2nd day	visitors 14 27	on the ev 3rd day 4th day	ent's 57 11	days:	

Conducted by: Institut für Marktforschung, Leipzig







GC - Games Convention — Leipzig

Basic data trade visitors	
Total number of visitors	136 584
Proportion of trade visitors	5%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	4 2 19 75
Total Germany Baden- Württemberg 11 Westphalia Bavaria 14 Rhineland- Berlin 10 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony Hamburg 4 Saxony-Anhal Hesse 11 Schleswig- Mecklenburg- West Pommerania Lower Saxony 6	85 18 5 1 9 3 t 3
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	15 59 28 - 13 - -
The five countries with the highest visitor shares Austria Switzerland Great Britain USA Netherlands	19 15 11 9 6
Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	8
Frequency of visits to trade fair 2004 2003 Earlier events First visit	46 32 22 48

Basic data private visitors

Proportion of private visitors	95%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	24 13 33 30
Total Germany Baden- Württemberg 4 Westphalia Bavaria 10 Rhineland- Berlin 4 Palatinate Brandenburg 4 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	98 5 2 - 34 17 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	25 71 25 - 4 - -
The five countries with the highest visitor shares Austria Switzerland Poland France Hungary	54 25 8 4 4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	2 - 2 9 8 - 16 3 54 4 1 1
Frequency of visits to trade fair 2004 2003 Earlier events	43 29 19

First visit

Basic data all visitors

Busic data dii Visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	22 12 31 35
Total Germany Baden- Württemberg 5 Westphalia Bavaria 11 Rhineland- Berlin 4 Palatinate Brandenburg 4 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	97 7 2 32 15 1 6
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	3 70 24 - 6 - -
The five countries with the highest visitor shares Austria Switzerland Poland USA France	47 20 8 4 4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	3 1 3 9 8 1 16 3 51 4 1
Frequency of visits to trade fair 2004 2003 Earlier events First visit	43 29 19 50

Additional data trade visitors

Additional data trade visito	210
Economic sector Retail trade Wholesale/foreign trade Mail order Developer Publisher Manufacturers Content provider Association/society Other Other sectors Student Other not gainfully employed	21 5 4 9 6 4 8 1 15 11 14 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	35 27 16 8 1
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Baying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not qainfully employed	15 3 1 1 18 1 (EDP) 7

Size of company/organization:

	es:	of emplo	Number o
2	500 - 999	25	1- 4
4	1 000 - 9 999	8	5- 9
4	10 000 and more	23	10- 49
13	student	11	50- 99
	ther not gainfully	6	100-199
1	employed	4	200-499

Length of stay 1. Length of stay (days):

i. Ecnigui c	n stuy	(uuys).			
one	34	four	13		
two	25	five	12		
three	16				
2. Average	length	of stay		2,4 da	y:
	62 61	s on the e 4th day 5th day	48	days:	
3rd day	53				

Additional data private visitors

Additional data private visite	,,,,
Sex Male Female	87 13
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	66 24 5 4 1
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	25 16 13 13 11 6 6
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	11 16 29 31 12
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	N/A
Follow-up business Intend to buy at later date yes no maybe	47 7 46
Conducted by: Institut für Marktforschung	

Home - Garden - Leisure / Handicrafts Fair ----- Leipzig

Total number of visitors	169 064
Proportion of private visitors	92%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	50 39 8 2
Total Germany Baden- Württemberg - Westphalia Bavaria - Rhineland Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse - Saxony Mecklenburg- West Pommerania Lower Saxony - Thuringia	- - 65
Position in the company/organizati Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Other not gainfully employed Housewife/man Old-age pensioner	5

Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events

First visit

Additional data private visitors

Sex Male Female Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	48 52 26 16 16
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years	16
over 70 years	20 12 10 1
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	16 16 13 10 8 4 4 29
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	10 35 26 22
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	63 14 23
Follow-up business Intend to buy at later date yes no maybe	25 25 50

Basic data all visitors

MIDORA (2004) ---- Leipzig

Total number of visitors	2 734
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	16 22 45 17
Total Germany: Baden- Württemberg 3 Westphalia Bavaria 2 Rhineland- Berlin 8 Palatinate Brandenburg 10 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony 3	97 3 1 1 37 14 1 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	3 88 - - - - - 13
The five countries with the highest visitor shares Poland Denmark Great Britain Netherlands Australia	50 13 13 13 13
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Project manager Foreman, master craftsman Salesperson Student Other not gainfully employed	63 5 2 1 6 4 - 4 2 1 3 6 2 2 2

Frequency of visits to trade fair 2003 2002 2001 Earlier events

Additional data trade visitors

Economic sector Industry	4
Skilled trades	34
Wholesale/foreign trade	5
Retail trade	44
Commercial agent	1
IT, EDP, office communication	1
Association/institution/organization	1
Other services	2
Authority/public services	
Research/teaching Student	2
Other not gainfully employed	2 2 1 2 2
Influence on purchasing/ procurement decisions	
Decisively Collectively	53 26
Collectively In an advisory capacity	9
No	
student	8 2 2
Other not gainfully employed	2
Area of responsibility	
Management	56
Research/development/design	11
Planning/work preparation	17
Manufacture/production	26 13
Production, quality control Buying/procurement	39
Finance/accounting, controlling	17
Information, communication technology (EDP)	10
Administration/organization/personnel/	
social welfare/training '	13
Marketing/sales/advertising/PR	19
Storage/material management/logistics/	
transport	13
Maintenance/repairs	13 42
Other area Student	42
Other not gainfully employed	2
Size of company/organization (employee)c)
1- 4 72 500- 999	:s) 1
5- 9 10 1 000- 9 999	- 1
10- 49 9 10 000 and more	-
50- 99 2 student	2
100-199 1 other not gainfully	
200-499 - employed	2
Length of stay	
1. Length of stay (days):	
one 87 two 12 three	1

3. Share of visitors on the event's days:
1st day 47 2nd day 56 3rd day 11

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



modell - hobby - spiel (2004) ---- Leipzig

Basic data private visitors

Total number of visitors	95 281
Proportion of private visitors	95 %
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	29 37 30 4
Total Germany: Baden- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin 2 Palatinate Brandenburg 5 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 1	99 1 - - 56 22
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	1 44 44 - - - 1 11
The country with the highest visitor share Switzerland	44
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Houswife/man Old-age pensioner	6 of 1 1 4 19 18 2 8 4 4 24 6 6 4 5

Additional data private visitors

Sex Male Female	57 44
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	29 23 25 14 6 3
Net household income up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR	18 11 6 9 11 9 6 8 22
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	13 26 27 25 9
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	73 9 19
Follow-up business Intend to buy at later date yes no maybe	40 16 44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Pflegemesse (2003) ----- Leipzig

Basic data trade visitors

Total number of	f visitors	12 876
Proportion of trade visitors		97 %
Region of reside up to 100 km more than 100 k over 300 km		53 39 7
Total Germany		100
Baden-	North Rhine-	1
Württemberg Bavaria	1 Westphalia 2 Rhineland-	1
Berlin	4 Palatinate	-
Brandenburg	8 Saarland	- 40
Bremen Hamburg	SaxonySaxony-Anhalt	49 20
Hesse	1 Schleswig-	20
Mecklenburg	Holstein	1
West Pommerani Lower Saxony	ia 1 Thuringia 3	9
Total Foreign of which EU Rest o	of Europe	100
Africa	America	-
South Middle	and Central America e East	
South	and Central America e East Isia	-
South Middle East A Austra	and Central America e East Isia Ilia	-
South Middle East A Austra Economic sectol Industry	and Central America e East sisia ulia	2 2 2
South Middle East A Austra Economic sector Industry Sanitary specialis Hospital	and Central America e Esta Isia Ilia r r t trade	2 2 2 19
South Middle East A Austra Economic sector Industry Sanitary specialis Hospital	and Central America e Esta Isia Ilia r r t trade	19 14
South Middle East A Austra Economic sectol Industry Sanitary specialis Hospital Stationary nursin Disabled/Old peo	and Central America e East usia ulia r r ttrade g facility ple's facility	19
South Middle East A Austra Economic sector Industry Sanitary specialis Hospital Stationary nursin Disabled/Old peo Out-patient nursi Other services	and Central America e East sisia silia e East rate trade g facility ple's facility ng services	19 14 10 20 8
South Middle East A Austra Economic sector Industry Sanitary specialis Hospital Stationary nursin Disabled/Old peo Out-patient nursi Other services	and Central America e East sisia silia e East rate trade g facility ple's facility ng services	19 14 10 20 8
South Middle East A Austra Economic sectol Industry Secialis Hospital Stationary nursin Disabled/Old peo Out-patient nursi Other services University, polyte Municipal facility Municipal facility	and Central America e East Lest Lest Idia r It trade g facility ple's facility ng services echnic, vocational schoo	19 14 10 20 8
South Middle East A Austra Economic sectol Industry Specialis Hospital Stationary nursin Disabled/Old peo Out-patient nursi Other services University, polyte Municipal facility Facilities of the Public authority/a	and Central America e East Lest Lest Idia r It trade g facility ple's facility ng services echnic, vocational schoo	19 14 10 20 8
South Middle East A Austra Economic sectol Industry Sanitary specialis Hospital Stationary nursin Disabled/Old peo Out-patient nursi Other services University, polyte Municipal facility Facilities of the Public authority/a Association	and Central America e East Lest Lest Idia r It trade g facility ple's facility ng services echnic, vocational schoo	19 14 10 20 8
South Middle East A Austra Economic sectol Industry Sanitary specialis Hospital Stationary nursin Disabled/Old peo Out-patient nursi Other services University, polyte Municipal facility Facilities of the public authority/a Association Other Student	and Central America e East sista sis	19 14 10 20 8 8 1 8 2 2 2 3 1
South Middle East A Austra Economic sector Industry Sanitary specialis Hospital Stationary nursin Disabled/Old peo Out-patient nursi Other services University, polyte Municipal facility Facilities of the public authority/a Association Other	and Central America e East sista sis	19 14 10 20 8 1 8 2 2 2
South Middle East A Austra Economic sector Industry Secialis Hospital Stationary nursin Disabled/Old peo Out-patient nursi Other services University, polyte Municipal facility Facilities of the public authority/a Association Other Student Other not gainful	and Central America e East el	19 14 10 20 8 8 1 8 2 2 2 3 1
South Middle East A Austra Economic sector Industry Specialis Hospital Stationary nursin Disabled/Old peo Out-patient nursi Other services University, polyte Municipal facility Facilities of the public authority/A Association Other Student Other not gainful Influence on puprocurement de	and Central America e East el	19 14 10 20 8 8 8 2 2 2 - 3 3 1 1
South Middle East A Austra Economic sector Industry Specialis Hospital Stationary nursin Disabled/old pee Out-patient nursi Other services University, polyte Municipal facilities of the peublic authority/a Association Other not gainful Influence on puprocurement de Decisively Collectively	and Central America e East sisia sis	19 14 10 20 8 8 2 2 2 3 1 9 1
South Middle East A Austra Economic sector Industry Sanitary specialis Hospital Stationary nursin Disabled/Old peo Out-patient nursi Other services University, polyte Municipal facility Facilities of the public authority/a Association Other Student Other not gainful Influence on puprocurement de Decisively	and Central America e East sisia sis	19 14 10 20 8 8 8 2 2 2 - 3 3 1 9 1

Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other Student Other not gainfully employed	8 3 2 15 18 9 8 4 19 3 9
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed	14 1 8 2 4 6 4 2 18 4 3 2 37 9 1
Frequency of visits to trade fair 2001 2000 First visit	28 18 59
Size of company/organization: Number of employees: 1- 4 9 500- 999 5- 9 7 1 000- 9999 10- 49 28 10 000 and more 50- 99 12 student 100-199 11 other not gainfully 200-499 11 employed	6 7 2 9
Length of stay 1. Length of stay (days): one 89 two 7 three 2. Average length of stay 1,1 of 3. Share of visitors on the event's days: 1st day 35 2nd day 42 3rd day Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	39

SachsenBack (2004)

Basic data all visitors

basic data all visitors	
Total number of visitors	14 405
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	15 22 50 13
Total Germany: Baden- Württemberg - Westphalia Bavaria 4 Rhineland- Berlin 3 Palatinate Brandenburg 9 Saarland Bremen 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 2	98 46 13 12 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	77 77 8 8
The country with the highest visitor share Poland	1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Foreman, master craftsman Trainee Student Other not gainfully employed	d of
Frequency of visits to trade fair 2002 2001 Earlier events First visit	54 39 38 37

---- Leipzig

Additional data trade visitors

Proportion of trade visitors	
Economic sector Bakers/Confectioners Trade Bread and baked goods industry Subcontracting industry Trade Service University, polytechnic, vocational school Other	82 4 4 2 4 2 5

Influence on purchasing/ procurement decisions	
Decisively	36
Collectively	18
In an advisory capacity	18
No	26
student	
Other not gainfully employed	

Area of responsibility	
Management	37
Research/development/design	2
Planning/work preparation	8
Manufacture/production	42
Production, quality control	4
Buying/procurement	4 3 2
Finance/accounting, controlling	2
Information, communication technology (EDP)	-
Administration/organization/personnel/	
social welfare/training	1
Marketing/sales/advertising/PR	ż
Storage/material management/logistics/	_
transport	4
Maintenance/repairs	- 7
Service/sales	16
Other area	10
Student	2
	1
Other not gainfully employed	

Size of com	pany/	organization (employees)	
1- 4	18	500 - 999	1
5- 9	25	1 000 - 9 999	1
10- 49	32	10 000 and more	
50- 99	9	student	2
100-199	8	other not gainfully	
200-499	3	employed	1

ī	ength of	stav				
1	. Length o	of stay 91	(days): two	7	three	2
2	. Average	length	of stay		1,1	days
3	S. Share of 1st day	visitor 40	s on the e 2nd day	event's 43	days: 3rd day	24

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

TerraTec ---- Leipzig

Rasic data trade visitors

Total number of visitors	12 583
Proportion of trade visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	32 19 32 11
Total Germany Baden- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin 5 Palatinate Brandenburg 5 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhal Hesse 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony 2	96 3 1 - 48 t 19
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	4 61 17 4 13 - - 4
The five countries with the highest visitor shares Poland Netherlands Russia	17 13 13

USA	9
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	16 6
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Old-age pensioner	4 16 26 3 4 4 4 14 2

Old-age pensioner	
Frequency of visits to trade fair 2003 2001 Earlier events First visit	2! 2: 1! 5:

Additional data trade visitors

Additional data trade visitors	
Economic sector Industry Service provider Student Engineer's and planning office Public authority/administration Municiple services Other sectors Consulting Research facility University, college etc. Skilled trades Other not gainfully employed Agriculture and forestry School N/A Association/society Wholesale/foreign trade	15 15 14 9 7 5 9 4 3 3 3 2 2 2 2 2 2 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	16 29 25 12 2 14
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Buying/procurement Finance/accounting, controlling Information, communication technology (EDF	13 5 8 2 2 1
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Maintenance/repairs Other area Student Other not gainfully employed	1 6 6 36 14 2

Number of	f emplo	organization: oyees:	
1- 4	15	500- 999	6
5- 9	6	1 000 - 9 999	6
10- 49	20	10 000 and more	2
50- 99	10	student	14
100-199	9	other not gainfully	
200-499	8	employed	2
		. Ń/A	3

Length of	of stay of stay	(davs):		
one	91	three	2	
two	6	four	2	
2. Averag	e lengtl	n of stay		1,1 day
3. Share	of visito	rs on the e	vent's d	lays:
1st day	/ 20	3rd day	39	•
2nd da	y 36	3rd day 4th day	19	

Conducted by: Institut für Marktforschung,

therapie (2003) ---- Leipzig

Basic data trade visitors

Total number of visitors Proportion of trade visitors		5 971 96 %
Total Germany		99
Baden- Württemberg	North Rhine- - Westphalia	2
Bavaria		2
Berlin	4 Palatinate	-
Brandenburg	8 Saarland	
Bremen	- Saxony	45
Hamburg Hesse	Saxony-AnhaltSchleswig-	19
Mecklenburg	Holstein	
West Pommerania	1 Thuringia	12
Lower Saxony	4	
Total Foreign		1
of which EU		-
Rest of	Europe	20
Africa		40
North A	merica nd Central America	

The five countries with the highest visitor shares	
Somalia	40
China (PR)	20
Laos	20
Switzerland	20

40

Middle East East Asia

Australia

Economic sector Wholesale/foreign trade	
Hospital Prophylaxis and rehabilitation facilities Stationary nursing facility	
Health cure and medicinal baths	
Therapeutical practice	4
Fitness centres Doctor's practice	
Facility for the disabled	
Other services	
University/academy/specialist school Vocational school/technical college Association	1
Other Student/not gainfully employed	1

Influence on purchasing/ procurement decisions	
Decisively	23
Collectively	22
In an advisory capacity	19
No ' '	22
student	15

Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	27
head of an authority etc.	-
Senior department head, other employee	
with managerial responsibility	-
Department head, group head Other salaried staff	4
Other salaried staff	27
Other public service Skilled worker	3
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	19
Other	1
Student	14
Other not gainfully employed	1
outer not gammany employed	

Area of responsibility Management Research/development/de Planning/work preparation Manufacture/production Production, quality contro Buying/procurement Finance/accounting, contri Information, communication Administration/organizatic	5 2 1 1 4 5 5 6 6 7 8 8 9 8 9 8 9 9 9 9 9 9 9 9 9 9 9 9 9
social welfare/training	in/personnei/
Marketing/sales/advertisin	g/PR 4
Storage/material manager	
transport Maintenance/repairs	1 2
Other	39
Student	. 14
Other not gainfully emplo	yed 1
Frequency of visits to tr	ade fair

Size of cor	npany/d	organization:	
Number o	f emplo	oyees:	
1- 4	37	500 - 999	3
5- 9	20	1 000 - 9 999	1
10- 49	12	10 000 and more	1
50- 99	4	student	14
100-199	5	other not gainfully	
200-499	1	employed	4

Length of 1. Length one two three	f stay of sta 85 11 4	y (days)
2. Average	e leng	th of sta
3. Share of		ors on tl

First visit

the event's days: 1st day 26 2nd day 35 3rd day 58

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

13 87

1,2 days

Touristik & Caravaning International ---- Leipzig

Basic data trade visitors

Total number of visitors	77 903
Proportion of trade visitors	5%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	38 5 54 3
Total Germany Baden- Württemberg - Westphalia Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse - Saxony Worth Rhine- Westphalia S Rhineland- Palatinate S Saxony Saxony Saxony Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony North Rhine- Substance S Saxony S Saxony I Holstein S Chleswig- Holstein Thuringia	95 - - - 62 5 - - 15
Total Foreign of which EU	5 100
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	20
Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events First visit	55 47 40 35 35 35

Basic data private visitors

Proportion of private visitors	95%
Region of residence	
up to 50 km	57
more than 50 km up to 100 km	23
more than 100 km up to 300 km	18
over 300 km	2
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia	-
Bavaria 1 Rhineland-	
Berlin 1 Palatinate	-
Brandenburg 2 Saarland	-
Bremen - Saxony	69
Hamburg - Saxony-Anhalt	21
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania 1 Thuringia	5
Lower Saxony 1	
Destate to the second second second second	100
Position in the company/organization Entrepreneur, partner, self-employed	6
Entrepreneur, partner, self-employed Managing director, board member,	
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	6
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	6
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	6
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	6
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	6 1
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	6 1 1 38
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	6 1 1 38 10
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	6 1 1 38 10 3
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	6 1 1 38 10 3 1 1
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	6 1 1 38 10 3 1 1 1
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	6 1 1 38 10 3 1 1 1 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man	6 1 3 38 10 3 1 1 1 4 4 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man	6 1 1 38 10 3 1 1 1 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	6 1 38 10 3 1 1 1 4 4 2 29
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	6 1 3 38 10 3 1 1 1 4 4 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2004	66 11 38 10 00 3 11 11 4 4 2 29
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2003 2003	6 1 1 38 38 10 3 1 1 4 4 4 2 29
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2003 20002 2001	66 11 38 100 33 11 14 44 22 29 57 57 57 57 57
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2003 2003	6 1 1 38 38 10 3 1 1 4 4 4 2 29

Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	
Total Germany Baden- Württemberg - Westphalia Bavaria 1 Rhineland- Berlin 1 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony Hamburg - Saxony-Anhalt Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony 1	99 69 20
Total Foreign of which EU	10
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	3 11
Frequency of visits to trade fair 2004 2003	5: 5: 4:

Additional data trade visitors

Economic sector Tour operator Travel agent/travel agency Tourism Hotel company Tourist office/association Public offices in municipalities, o states Caravan dealer Education Camping Wellness, thermal baths Holiday sport Bus company Other	21 10 10 8 3 3 itites, 5 5 10 5 3 3 7
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student	17 23 23 24 13
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication tecl Administration/organization/pers social welfare/training	

Size of company/organization:

oyees:	
500- 999	
1 000 - 9 999	1
10 000 and more	
student	1
other not gainfully	
employed	
	500 - 999 1 000 - 9 999 10 000 and more student other not gainfully

Length of stay

1. Length	of stay	(days):		
one	80	four	-	
two three	14	five	5	
2. Averag	e lengt	h of stay		1,4 days

3. Share of visitors on the event's days:
1st day 29 4th day 18
2nd day 50 5th day 13
3rd day 27

Additional data private visitors

Sex Male Female	46 54
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	3 10 14 22 21 25 4
Net household income up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 250,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR	4 6 7 8 16 15 8 9
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	11 55 19 12
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	26 59 25
Follow-up business Intend to buy at later date yes no maybe	48 14 38

Conducted by: Anova Marktforschung, Dresden

Z - Die Zuliefermesse (2004) ----- Leipzig

Trade visitor data

Total number of visitors	3 710			
Proportion of trade visitors				
Region of residence				
up to 100 km more than 100 km up to 300 km	37 27			
over 300 km	36			
Total Germany:	88			
Baden- North Rhine-				
Württemberg 5 Westphalia	54			
Bavaria 9 Rhineland- Berlin 1 Palatinate	_			
Berlin 1 Palatinate Brandenburg 1 Saarland	2			
Bremen - Saxony	2 2 5 1			
Hamburg 1 Saxony-Anhalt	1			
Hesse 9 Schleswig-				
Mecklenburg- Holstein Thuringia	1			
West Pommerania - Thuringia Lower Saxony 5	4			
Total Foreign	12			
of which EU	77			
Rest of Europe	18			
Africa				
North America South and Central America				
Middle East				
East Asia	3			
Australia	3			
The four countries with the				
highest visitor shares	21			
Czech Republic Poland	15			
France	15 12			
Hungary	12			
Economic sector				
Industry	61			
Skilled trades Trade	2			
Other services	17			
Other	7			
Student	4			
Other not gainfully employed	1			
Influence on purchasing/ procurement decisions				
Decisively	29			
Collectively	36			
In an advisory capacity	20			
No student	11			
student				

Position in the company/organization	
Entrepreneur, partner, self-employed	17
Managing director, board member,	
head of an authority etc.	12
Senior department head, other employee	12
	40
with managerial responsibility	12
Department head, group head Other salaried staff	18
Other salaried staff	21
Other public service	1
Skilled worker	1
Lecturer, teacher, scientific assistant	_
Trainee	-
Project manager	10
Student	4
Other not gainfully employed	i
Other	1
Other	

Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/renairs	25 12 8 7 4 18 1 1 3 22 2 34 4 1
Other not gainfully employed	1

Frequency 2003 2002 2001 2000 First visit	of visit	s to trade fair	20 15 8 7 66
Size of co 1- 4 5- 9 10- 49 50- 99	mpany/o 9 6 22 13	rganization (employees 500 - 999 1 000 - 9 999 10 000 and more student) 5 8 4
100-199	15	other not gainfully	-

200-499	13	otner		nployed	1
Length of 1. Length one	stay of stay 88	(days): two	9	three	3
2. Average	length	of stay		1,2	days
3. Share of 1st day		s on the e 2nd day			43

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

REGIO ---- Lörrach

Basic data all visitors	
Total number of visitors	74 750
Proportion of private visitors	74%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	94 4 1 1
Total Germany	84
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	16 4 12 - - - -
The two countries with the highest visitor shares Switzerland	75

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

Frequency of visits to trade fair	
2004	78
2003	72
2002	62
2001	55
Earlier events	20
First visit	14

Additional data private visitors

Sex Male Female	5
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	2 1 1 2
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	2 2 1 1
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	1 4 2 1
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	6.1.2

Conducted by: Messe Lörrach GmbH



LEBEN (2003) ---- Magdeburg

Basic data private visitors

Total number of visitors	10 978
Proportion of private visitors	100 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km radiu further than 50 km within a 100 km radi further than 100 km radius	
Germany	100
Sex Male Female Accompanied by husband/wife/partner	43 57 70
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	1 5 10 18 24 36
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	13 26 3 5 1 2 3 43

Net household income up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 2 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR	4 11 16 14 12 12 5 3 24
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	11 63 13 12
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	36 18 46
Follow-up business Intend to buy at later date yes no maybe	11 41 47

Conducted by: IWD Marktforschung, Magde-

MAGDEBOOT (2003) ---- Magdeburg

Basic data private visitors

Total number of visitors 1	4 127
Proportion of private visitors 1	00 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km radius further than 50 km within a 100 km radius further than 100 km radius	15 13 15 s 22 36
Germany	100
Sex Male Female Accompanied by husband/wife/partner	72 29 64
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	2 10 22 23 20 22 2
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	12 34 5 16 2 1 3 24 2

Net household income up to 750, EUR more than 750, EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR N/A	3 1 3 6 10 11 12 14 39
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	12 48 21 16 3
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	17 37 46
Follow-up business Intend to buy at later date yes no maybe	25 24 51
Conducted by: IWD Marktforschung, Magde	_

Rheinland-Pfalz-Ausstellung

Basic data private visitors

Total number of visitors	81 287
Proportion of private visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	86 11 3 1
Total Germany Baden- North Rhine-	100
Württemberg - Westphalia Bavaria - Rhineland- Berlin - Palatinate	1 76
Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 22 Schleswig-	-
Mecklenburg- West Pommerania - Thuringia Lower Saxony -	-
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	10
Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service	
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	5 1 5
Student Other not gainfully employed Housewife/man	5 41 8
Old-age pensioner	32
Frequency of visits to trade fair 2004 2003 Earlier events First visit	71 72 28 10

--- Mainz

Additional data private visitors

Sex Male Female	58 42
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	3 6 16 21 21 27 6
Net household income up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 3 000,- EUR up to 3 000,- EUR more than 3 000,- EUR	1 2 2 3 7 8 8 14 55
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	13 51 18 14 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	58 19 23
Follow-up business Intend to buy at later date yes no maybe	16 56 28

Conducted by: INA Research GmbH, Schenefeld

Mannheimer Maimarkt (2004) ---- Mannheim

Private visitor data

Total number of visitors	378 422
Proportion of private visitors	87 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km rad further than 50 km within a 100 km rad further than 100 km radius	
Germany Other country	99 1
Sex Male Female Accompanied by husband/wife/partner	52 49 67
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 60 years over 60 up to 70 years over 70 years	7 13 21 22 17 17
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	10 37 5 8 8 1 11 20

Net household income up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR N/A	1 1 4
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	1 42 20 20
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	6: 1: 10
Follow-up business Intend to buy at later date yes no maybe	2: 4: 3:

Conducted by: Achim Brötz Rechenzentrum Mannheim, Kaiserslautern

acqua alta (2003) ---- München

Trade visitor data

Proportion of trade visitors Region of residence up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 11 Westphalia Bavaria 58 Rhineland- Berlin 2 Palatinate Brandenburg 2 Saarland Bremen - Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg Holstein West Pommerania 1 Thuringia Lower Saxony 3 Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	98 % 36 23 41
up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 11 Westphalia Bavaria 58 Rhineland- Berlin 2 Palatinate Brandenburg 2 Saarland Bremen - Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg Holstein West Pommerania 1 Thuringia Lower Saxony 3 Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia	23 41 81
Baden- Württemberg 11 Westphalia Bavaria 58 Bavaria 58 Brandenburg 2 Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 2 Mecklenburg Holstein West Pormerania 1 Lower Saxony 3 Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia	
Württemberg 11 Westphalia Bavaria 58 Rhineland- Berlin 2 Palatinate Brandenburg 2 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg Holstein West Pommerania 1 Lower Saxony 3 Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia	
Brandenburg 2 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg Holstein West Pommerania 1 Lower Saxony 3 Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia	
Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 2 2 Saxony-Anhalt Hesse 2 2 Saxony-Anhalt Schleswig- Holstein Thuringia Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia	6
Hamburg - Saxoný-Anhalt Hesse 2 2 Schleswig- Mecklenburg Holstein West Pommerania 1 Thuringia Lower Saxony 3 Thuringia Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia	2
West Pommerania 1 Thuringia Lower Saxony 3 Thuringia Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia	1
of which EU Rest of Europe Africa North America South and Central America Middle East East Asia	1
Rest of Europe Africa North America South and Central America Middle East East Asia	19
Africa North America South and Central America Middle East East Asia	76
South and Central America Middle East East Asia	22
Middle East East Asia	
East Asia	
Australia	2
The five countries with the	
highest visitor shares Austria	53
Switzerland	8
Italy	6
Luxembourg Netherlands	6

Netherlands	
Economic sector Federal/state ministries German institutions European institutions European institutions Municipalities/district Construction company/construction industry Other industry and commercial enterprises Specialist engineer/architect/landscape architect's office/planning associations Consulting company Meteorological services Disaster relief services/armed forces/Technical relief services/fire department Research institute, university Other Student Other not gainfully employed	2

nfluence on purchasing/ procurement decisions	
ecisively Collectively n an advisory capacity Io tudent	23 41 24 10 2

Position in the company/organization Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	12
Senior department head, other employee	
with managerial responsibility	2
Department head, group head	24
Other salaried staff	15
Other public service	29
Skilled worker	1
Lecturer, teacher, scientific assistant	1
Trainee	
Other	1
Student	1
Other not gainfully employed	1

Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/P R Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed	19 18 32 7 3 2 7 3 - 28 11 2 4 14 1
transport Maintenance/repairs Other Student	

uenc even	visits	to	trade	fai

	oyees:	of emplo	Number of	
	500 - 999	12	1- 4	
10	1 000 - 9 999	8	5- 9	
	10 000 and more	16	10- 49	
	student	11	50- 99	
	other not gainfully	16	100-199	
	employed	14	200-499	
- 1	· Ń/A			

	stay f stay (d 66 21	days): three four	7 6	
2. Average	length (of stay		1,5 days
3. Share of 1st day 2nd day	25		50	

BAU ---- München

Basic data all visitors

Total number of visitors	190 865
Proportion of trade visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	17 13 34 36
Total Germany Baden- Württemberg 21 Westphalia Bavaria 54 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saavony-Anhal Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 3 Lower Saxony 3	90 7 4 - 2 t 1 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	10 70 23 - 1 1 1 1 2
The five countries with the highest visitor shares Austria Switzerland Italy Belgium Slovenia	32 11 9 5
Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Foreman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	7
Frequency of visits to trade fair 2003 2001 1999 Earlier events First visit	56 49 34 21 31

Additional data trade visitors	
Economic sector Construction industry Architect, architect's office Civil engineer/planning offices Building materials trade Other trade Other skilled trades Building materials manufacturer Service Building owner Other processing industry Authority/public services University/politechnical/vocational school Student Other not gainfully employed	39 10 4 13 3 6 5 5 1 1 2 1 9 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student Other not gainfully employed	43 22 9 14 9 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	31 6 23 18 5 18 7 3 6 18
Other not gainfully employed Size of company/organization: Number of employees: 1- 4 24 500- 999 5- 9 13 1 000- 9 999 10- 49 27 10 000 and more 50- 99 7 student 100-199 7 other not gainfully 200-499 4 employed	2 3 2 9 2
1.Length of stay 1.Length of stay (days): one 77 four 1 two 17 five - three 4 six 1 2.Average length of stay 1,3 da 3.Share of visitors on the event's days: 1st day 14 4th day 28 2nd day 24 5th day 27 3rd day 23 6th day 17	ays

Conducted by: TNS Infratest, München

C-B-R ···· München

Basic data private visitors

Region of residence up to 50 km	Total number of visitors	124 253
up to 50 km more than 50 km up to 100 km 24 km ore than 100 km up to 300 km 24 km over 300 km 5 Total Germany Baden North Rhine-Burning 2 Westphalia Bavaria 94 Rhineland-Berlin 2 Palatinate 5 Frequency of visits to trade fair 2004 48 2003 2001 4 signs and	Proportion of private visitors	91%
more than 50 km up to 100 km more than 100 km up to 300 km Total Germany Baden- North Rhine-Württemberg 2 Westphalia Bavaria 94 Rhineland- Berlin 2 Palatinate Brandenburg - Saarland - Saxony 1 Hamburg - Saxony-Anhalt Hesse - Schleswig- Mecklenburg- Holstein - Holstein West Pommerania - Thuringia - Thuringia Lower Saxony - Thuringia - Africa North America South and Central America Middle East East Asia Australia - Australia The two countries with the highest visitor shares Austria - Senior department head, group head Other salaried staff/public service Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Senior department head, other employee with managerial responsibility Department head, group head Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 48 2003 51 2002 45 2001	Region of residence	
Total Germany Baden- Württemberg 2 Westphalia Bavaria 94 Rhineland- Berlin 2 Palatinate 5 Brandenburg - Saarland - Saxony 1 Hamburg - Saxony-Anhalt - Hesse - Schleswig- Hesse - Schleswig- Holstein - Thuringia - Thuringia - Cower Saxony - Thuringia - Thuringi	up to 50 km	
Total Germany Baden- Württemberg 2 Westphalia Bavaria 94 Rhineland- Berlin 2 Palatinate 5 Brandenburg - Saarland - Saxony 1 Hamburg - Saxony-Anhalt - Hesse - Schleswig- Hesse - Schleswig- Holstein - Thuringia - Thuringia - Cower Saxony - Thuringia - Thuringi	more than 100 km up to 300 km	13
Baden- North Rhine- Württemberg 2 Westphalia Bavaria 94 Rhineland- Practice of Sarahand 94 Rhineland- Practice of Sarahand 94 Rhineland- Practice of Sarahand 95 Sarahand 96 Sarahand 97 Saxony-Anhalt 97 Saxony-Anhalt 97 Saxony-Anhalt 97 Saxony-Anhalt 97 Saxony-Anhalt 97 Saxony 98 Mecklenburg- Holstein 97 Holstein 97 Mest Pommerania 98 Lower Saxony 98 Holstein 99 Sarahand 99 Saxony-Anhalt 99 Saxo	over 300 km	5
Württemberg 2 Westphalia Bavaria 94 Rhineland-Berlin 2 Palatinate - Palatinate - Saxany - Saxony - Anhalt - Saxony - Anhalt - Schleswig-Mecklenburg- Holstein - Thuringia - Th	Total Germany	97
Bavaria 94 Rhinéland- Berlin 2 Palatinate - Saraland - Sarandenburg - Saarland - Bremen 1 Saxony - Hamburg - Saxony-Anhalt - Schleswig- Mecklenburg- Holstein - West Pommerania - Lower Saxony - Total Foreign - Thuringia - Mest of Europe - Africa - North America - South and Central America - Middle East - East Asia - Australia - The two countries with the highest visitor shares - Austria - Switzerland - Position in the company/organization - Entrepreneur, partner, self-employed - Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility - Department head, group head - Other salaried staff/public service - Skilled worker - Lecturer, teacher, scientific assistant - Trainee - Other not gainfully employed - Housewife/man - Other not gainfully employed - Housewife/man - Other position - Student - Trainee - Trequency of visits to trade fair - 2004 - 2003 - 2001 - 35		
Berlin 2 Palatinate Brandenburg - Saarland - Saxony Bremen 1 Saxony 1 Hamburg - Saxony-Anhalt - Saxony 1 Hesse - Schleswig-Holstein - Thuringia - Thur		_
Bremen 1 Saxony 1 Hamburg - Saxony-Anhalt - Hesse - Schleswig- Mecklenburg- Holstein - Thuringia - Lower Saxony - Total Foreign of which EU 83 Rest of Europe Africa North America South and Central America Middle East East Asia Australia - The two countries with the highest visitor shares Australia 76 Switzerland 76 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 11 Other salaried staff/public service 35 Skilled worker 20 Lecturer, teacher, scientific assistant Trainee 0 Other position 5 Undent 0 Other not gainfully employed 4 Housewife/man 4 Other not gainfully employed 12 Frequency of visits to trade fair 2004 48 2003 51 2000 4 2001 35	Berlin 2 Palatinate	-
Hamburg - Saxony-Anhalt - Schleswig-Mecklenburg-West Pommerania - Thuringia -		- 1
Hesse - Schleswig- Mecklenburg- Holstein - Thuringia -		
West Pommerania - Thuringia -	Hesse - Schleswig-	
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other not gainfully employed Housewife/man Other not gainfully employed Housewife/man Other ot gainfully employed Housewife/man Other ot gainfully employed Frequency of visits to trade fair 2004 48 2003 51 2002 45		-
of which EU Rest of Europe 14 Africa 14 Africa 30 Africa 30 North America 33 South and Central America 41 Middle East 51 East Asia 61 Australia 76 The two countries with the highest visitor shares 62 Australia 76 Position in the company/organization 76 Entrepreneur, partner, self-employed 77 Managing director, board member, 77 head of an authority etc. 77 Senior department head, other employee 78 with managerial responsibility 79 Department head, group head 79 Electurer, teacher, scientific assistant 70 Electurer, teacher, scientific assistant 71 Trainee 70 Electurer, teacher, scientific assistant 71 Electurer, teacher, scientific assistant 72 Electurer, teacher, scientific assistant 73 Electurer, teacher 74 Electurer, teacher 75 Electurer, teacher 76 Electurer, teacher 77 Electurer 76 Electurer 77 Electurer 77 Electurer 77 Electurer 78 Electurer 79	Lower Saxony -	
of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner 12 Frequency of visits to trade fair 2003 2003 51 2002 45	Total Foreign	3
Africa North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Prequency of visits to trade fair 2004 48 2003 51 2002 45 2001		83
North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Other pot yeists to trade fair 2004 Frequency of visits to trade fair 2004 2003 2001 35		14
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Other not gainfully employed Housewife/man Other not goinfully employed Frequency of visits to trade fair 2004 2003 51 2002 45 20002 45		3
East Asia Australia The two countries with the highest visitor shares Austria Austria 76 Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner 12 Frequency of visits to trade fair 2004 48 2003 51 2002 45	South and Central America	-
Australia The two countries with the highest visitor shares Austria 76 Switzerland 10 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. 2 Senior department head, other employee with managerial responsibility 1 Department head, group head 11 Other salaried staff/public service Skilled worker 7 Lecturer, teacher, scientific assistant 1 Trainee 2 Other not gainfully employed 2 Housewife/man 4 Other not gainfully employed 2 Housewife/man 12 Frequency of visits to trade fair 2004 48 2003 51 2002 45 2001 39		
highest visitor shares Austria 76 Switzerland 76 Fosition in the company/organization Entrepreneur, partner, self-employed 11 Managing director, board member, head of an authority etc. 25 Senior department head, other employee with managerial responsibility 10 Department head, group head 11 Other salaried staff/public service 35 Skilled worker 25 Lecturer, teacher, scientific assistant 77 Trainee 27 Other position 30 Other not gainfully employed 22 Housewife/man 40 Old-age pensioner 12 Frequency of visits to trade fair 2004 48 2003 51 2002 45	Australia	-
Austria 76 Switzerland 10 Position in the company/organization Entrepreneur, partner, self-employed 11 Managing director, board member, head of an authority etc. 2 Senior department head, other employee with managerial responsibility 1 Department head, group head 11 Other salaried staff/public service 35 Skilled worker 7 Lecturer, teacher, scientific assistant 1 Trainee 2 Other position 3 Student 0 Other not gainfully employed 2 Housewife/man 4 Old-age pensioner 12 Frequency of visits to trade fair 2004 48 2003 51 2002 45	The two countries with the	
Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner 12 Frequency of visits to trade fair 2004 48 2003 51 2002 45		76
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner 12 Frequency of visits to trade fair 2003 2003 21 2001 39	Switzerland	10
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner 12 Frequency of visits to trade fair 2003 2003 21 2001 39		
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner 12 Frequency of visits to trade fair 2003 2003 21 2001 39	Entrepreneur, partner, self-employed	n 11
With inflangerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 48 2003 51 2002 45 2001	Managing director, board member,	2
With inflangerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 48 2003 51 2002 45 2001	Senior department head, other employe	ee 2
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee 20 Other position Student Other not gainfully employed Housewife/man Old-age pensioner 20 Frequency of visits to trade fair 2004 48 2003 51 2002 45 2001	with managerial responsibility	
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 48 2003 51 2002 45 2001 39	Department head, group head Other salaried staff/public service	
Old-age pensioner 12 Frequency of visits to trade fair 2004 48 2003 51 2002 45 2001 39	Skilled worker	7
Old-age pensioner 12 Frequency of visits to trade fair 2004 48 2003 51 2002 45 2001 39	Lecturer, teacher, scientific assistant	2
Old-age pensioner 12 Frequency of visits to trade fair 2004 48 2003 51 2002 45 2001 39		2
Old-age pensioner 12 Frequency of visits to trade fair 2004 48 2003 51 2002 45 2001 39	Student	8
Old-age pensioner 12 Frequency of visits to trade fair 2004 48 2003 51 2002 45 2001 39	Other not gainfully employed	2
Frequency of visits to trade fair 2004 48 2003 51 2002 45 2001 39		12
2004 48 2003 51 2002 45 2001 39		
2002 45 2001 39	2004	48
2001 39	2003	51
	2002 2001	45 39
First visit 21	Earlier events	27

First visit

Basic data all visitors

Region of residence up to 50 km	58
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	23 13
over 300 km	6
Total Germany Baden- North Rhine-	97
Württemberg 2 Westphalia	-
Berlin 2 Palatinate	-
Brandenburg - Saarland Bremen 1 Saxony	1
Hamburg - Saxony-Anhalt	-
Hesse - Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	-
Lower Saxony -	
Total Foreign of which EU	3 78
Rest of Europe	19
Africa North America	3
South and Central America	
Middle East East Asia	
Australia	
	65 11 5
Australia The three countries with the highest visitor shares Austria Switzerland Italy Position in the company/organization	11
Australia The three countries with the highest visitor shares Austria Switzerland Italy Position in the company/organization Entrepreneur, partner, self-employed	11 5
Australia The three countries with the highest visitor shares Austria Switzerland Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	11 5
Australia The three countries with the highest visitor shares Austria Switzerland Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	11 5 12 2
Australia The three countries with the highest visitor shares Austria Switzerland Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	11 5 12 2 1 11
Australia The three countries with the highest visitor shares Austria Switzerland Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	111 5 12 2 1 11 34
Australia The three countries with the highest visitor shares Austria Switzerland Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	111 5 12 2 1 11 34
Australia The three countries with the highest visitor shares Austria Switzerland Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	112 22 11 11 34 82 22 4
Australia The three countries with the highest visitor shares Austria Switzerland Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	112 22 11 111 344 82 22 44 88
Australia The three countries with the highest visitor shares Austria Switzerland Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man	112 22 11 111 344 88 22 44 88
Australia The three countries with the highest visitor shares Austria Switzerland Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other Indianal Position Student Other not qainfully employed	11
Australia The three countries with the highest visitor shares Austria Switzerland Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair	111 5 12 2 11 111 344 88 22 44 88 24 12
Australia The three countries with the highest visitor shares Austria Switzerland Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2003	111 55 5 12 2 2 1 1 1 1 1 1 1 1 1 1 1 1
Australia The three countries with the highest visitor shares Austria Switzerland Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2003 2003	111 55 12 2 2 1 1 1 1 1 3 4 8 8 2 2 4 4 4 8 8 4 4 4 4 4 4 4 4 4 4
Australia The three countries with the highest visitor shares Austria Switzerland Italy Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2003	111 55 5 12 2 2 1 1 1 1 1 1 1 1 1 1 1 1

Additional data private visitors

Sex Male Female	65 35
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	5 17 24 27 16 10
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	5 7 11 18 19 14 10 16
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	19 41 16 19 5
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	35 31 35
Follow-up business Intend to buy at later date yes no maybe	43 13 44
Conducted by: TNC Infratort München	

drinktec ---- > München

Basic data trade visitors

Total number of visitors	66 637
Proportion of trade visitors	95%
Region of residence up to 50 km	7
more than 50 km up to 100 km	6
more than 100 km up to 300 km	16
over 300 km	71
Total Germany	48
Baden- North Rhine- Württemberg 14 Westphalia	13
Württemberg 14 Westphalia Bayaria 45 Rhineland-	13
Berlin 2 Palatinate	7
Brandenburg 2 Saarland	1 2
Bremen - Saxony Hamburg 2 Saxony-Anhalt	1
Hesse 5 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 4	1
Total Foreign	52
of which EU	50
Rest of Europe	17
Africa North America	8
South and Central America	5 6 4 5 4
Middle East	4
East Asia Australia	5
Australia	4
The five countries with the	
highest visitor shares Switzerland	q
Austria	7
Belgium	6
Italy France	9 7 6 5 5
Trunce	,
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	12
Managing director, board member	12
head of an authority etc	10

Position in the company/organization	
Entrepreneur, partner, self-employed	12
Managing director, board member,	
head of an authority etc.	10
Senior department head, other employee	10
with managerial responsibility	14
Department head, group head	24
Other salaried staff/public service	12
brewing master, cellarmaster, beverage	
company master, dairy master, foodstuffs	_
master	9
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	1 2 3 4
	2
Other position	3
Student	4
Other not gainfully employed	1
3	

Frequency of visits to trade fair	
2001	36
1997	23
1993	14
Earlier events	6
First visit	55

Economic sector Non-alcoholic beverages 26 Beer, brewing 32 Milk and dairy products, dairy industry Wine and spirits trade 6 beverage wholesale and retail 5 Service Universities, technical schools, public authorities 7 Other 12 Student 7 Other not gainfully employed 7 Influence on purchasing/ procurement decisions 7 Decisively 26 Collectively 33 In an advisory capacity 26 No 11 Other not gainfully employed 35 Une rot gainfully employed 36 The rot gainfully employed 37 Student 26 Area of responsibility Management 20 Research/development/design 16 Planning/work preparation 11 Manufacture/production 26 Manufacture/production 16 Technical Service 16 Technical Service 17 Techni
authorities Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Manufacture/production Production, quality control
procurement decisions Decisively Collectrively In an advisory capacity No Other not gainfully employed student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control 2 2 2 2 2 2 2 3 3 3 4 3 7 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7 8 8
Management 20 Research/development/design 18 Planning/work preparation 11 Manufacture/production 20 Production, quality control 13
Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed
Size of company/organization: Number of employees: 1 - 4 8 500 - 999 8 5 5 9 6 1 000 - 9999 16 7 10 000 and more 6 7 50 99 10 student 100 - 199 9 10 student 100 - 199 9 0 ther not gainfully 200 - 499 14 employed 4 Length of stay Length of stay

Size of co			tion:		
Number (of emp	loyees:			
1- 4	8	50	00 -	999	8
5- 9	6	1 00		9 999	16
10- 49	17	10 00	00 ar	nd more	6
50- 99	10			student	4
100-199	9	other	not o	ainfully	
200-499	14		er	nployed	1
	of stay (40 31 14	four five six	8 3 3	2.1	days
		,			uays
2nd dáy	28 41	on the ev 4th day 5th day 6th day	43	days:	

Conducted by: TNS Infratest, München

EXPO REAL ---- München

Total number of visitors	28 524
Proportion of trade visitors	99%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	13 3 12 72
Total Germany Baden- Württemberg 13 Westphalia Bavaria 24 Rhineland- Berlin 9 Palatinate Brandenburg 2 Saarland Bremen 2 Saxony Hamburg 4 Saxony-Anhalt Hesse 15 Schleswig- Mecklenburg- West Pommerania 2 Ihuringia Lower Saxony 5	79 16 3 - 4 1 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	21 76 17 1 4 1 -
The three countries with the highest visitor shares Netherlands Austria Great Britain	17 13 10
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	27 15
Frequency of visits to trade fair 2004 2003 2002 Earlier events First visit	42 33 27 12 46

Additional data trade visitors

Economic sector Property consulting/agent	17
Property consulting/agent Property development Property financing	11 7
Property management (operator) and use	6
Property investment	11
Corporate real estate Project management/control	5 6
Facility management	6
Information technology	2
Property communication	3
Economic regions and cities Architect/engineer's and planning office	6 2 3 3 11
Research/training/turther training	2 1
Association Student	8
Other not gainfully employed	1
Influence on purchasing/ procurement decisions	
Decisively	23
Collectively	28
In an advisory capacity No	27 13
Other not gainfully employed	1
student	8
Area of responsibility	27
Management Buying/procurement	27 7
Marketing/sales/advertising/PR	22
Market research Financing	6 11
Investment, aquisition	19
Consulting	23
Planning/work preparation Information, communication technology (El	12 DP) 3
Finance/accounting, controlling	5
Administration/organization/personnel/	
social welfare/training Other area	7 8
Student	8
Other not gainfully employed	1
Size of company/organization: Number of employees:	
1- 4 16 500- 999	5
5- 9 12 1 000- 9 999	8
10- 49 22 10 000 and more 50- 99 8 student	5 8
100-199 6 other not gainfully	1
100-199 6 other not gainfully 200-499 7 employed	
100-199 6 other not gainfully	
100-199 6 other not gainfully 200-499 7 employed N/A	
100-199 6 other not gainfully 200-499 7 employed N/A Length of stay 1. Length of stay (days):	
100-199 6 other not gainfully employed N/A Length of stay 1.Length of stay (days): one 39 two 32	
100-199 6 other not gainfully employed N/A Length of stay 1.Length of stay (days): one 39 two 32 three 29	
100-199 6 other not gainfully employed N/A Length of stay 1.Length of stay (days): one 39 two 32 three 29 2.Average length of stay 1,5	days
100-199 6 other not gainfully employed N/A Length of stay 1.Length of stay (days): one 39 two 32 three 29	



GARTEN (2004) ---- München

Private visitor data

Total number of visitors	71 723
Proportion of private visitors	91 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km radius further than 50 km within a 100 km radius	
Germany Other country	99 1
Sex Male Female Accompanied by husband/wife/partner	34 66 47
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	2 10 21 25 22 17 3
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	8 35 7 8 16 3 2 17 2

Net household income up to 750, - EUR more than 750, - EUR up to 1 000, - EUR more than 1 000, - EUR up to 1 250, - EUR more than 1 250, - EUR up to 1 500, - EUR more than 2 000, - EUR up to 2 000, - EUR more than 2 500, - EUR up to 2 500, - EUR more than 2 500, - EUR up to 3 000, - EUR more than 3 000, - EUR	4 3 5 11 11 8 19 37
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	13 42 17 18 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	69 6 25
Follow-up business Intend to buy at later date yes no maybe	24 18 58

Conducted by: TNS Infratest, München

HEIM + HANDWERK / Modelleisenbahn ---- München

Basic data private visitors

Basic data private visitors	
Total number of visitors	157 726
Proportion of private visitors	79%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	65 19 11 5
Total Germany Baden- Württemberg 2 Westphalia Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 4 Saxony-Anhalt Hesse	98 - - 1 1 -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The country with the highest visitor share	2 63 - - - - - -
Austria	50
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	2
Frequency of visits to trade fair 2004 2003 2002 2012 Earlier events First visit	49 45 38 29 19

Basic data all visitors

	219
Region of residence	
up to 50 km	6
more than 50 km up to 100 km	2
more than 100 km up to 300 km	1
over 300 km	
Total Germany	9
Baden- North Rhine-	
Württemberg 3 Westphalia	
Bavaria 94 Rhineland-	
Berlin 1 Palatinate	
Brandenburg 1 Saarland Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	
of which EU	6
Rest of Europe	
Africa	
North America	
South and Central America Middle East	
East Asia	
Australia	
The country with the	
The country with the highest visitor shares Australia	4
highest visitor shares Australia Position in the company/organization	
highest visitor shares Australia Position in the company/organization Entrepreneur, partner, self-employed	
highest visitor shares Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	
highest visitor shares Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	
highest visitor shares Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	1
highest visitor shares Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	1 3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2004	1 1 4 4 4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2003 2003	1 1 4 4 4 3 3
highest visitor shares Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2003 2002 Earlier events	1 1 4 4 4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair 2004 2003 2003	3

Additional data private visitors

Sex Male Female	54 46
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	1 14 21 28 19 15
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	4 7 12 15 21 16 11
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	16 44 16 17 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	63 9 28
Follow-up business Intend to buy at later date yes no maybe	36 14 50
Conducted by TNC Infratect München	

I.H.M ---- München

Basic data trade visitors

Total number of visitors	161 252
Proportion of trade visitors	68%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	36 30 27 7
Total Germany	97
Baden- North Rhine- Württemberg 5 Westphalia Bavaria 90 Rhineland-	1
Berlin - Palatinate Brandenburg - Saarland	1
Bremen - Saxony Hamburg - Saxony-Anhal Hesse 1 Schleswig-	lt -
Mecklenburg- West Pommerania Lower Saxony - Holstein - Thuringia	1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	3 69 13 1 5 4 -
The five countries with the highest visitor shares Austria Slovenia Poland USA Italy	43 8 7 5 4
Position in the company/organization	on 30
Managing director, board member, head of an authority etc.	3
Senior department head, other employ with managerial responsibility	1
Department head, group head Other salaried staff/public service	6 10 11

Other salaried staff/public service Foreman, master craftsman Skilled worker, journeyman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	10 11 15 2 10 2 4 1 1
Frequency of visits to trade fair 2004 2003 2002 Earlier events First visit	62 59 56 43 17

Basic data private visitors

Basic data private visitors		
Proportion of private visitors	32%	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	62 23 12 3	
Total Germany Baden- Württemberg 2 Westphalia Bavaria 96 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse - Sakony Wecklenburg- West Pommerania Lower Saxony - Thuringia	99	
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	1 58 42 - - - -	
The five countries with the highest visitor shares Austria Romania San Marino Italy Denmark	41 22 20 16 1	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	10 1 1 2 37 1 1 1 1 1 2 2 37 3 3 3 3 3 3 4 3 2 3 3 3 3 3 3 3 3 3 3 3	
Frequency of visits to trade fair 2004 2003 2002 Earlier events First visit	43 35 33 36 25	

Basic data all visitors

Basic data all visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	44 28 22 6
Total Germany Baden- Württemberg 4 Westphalia Bavaria 92 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	98
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	2 67 19 1 4 3
The five countries with the highest visitor shares Austria Slovenia Italy Poland Romania	42 7 6 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker, journeyman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	24 3 1 4 19 8 11 2 7 2 3 1 2
Frequency of visits to trade fair 2004 2003 2002 Earlier events First visit	56 51 48 40 20

Additional data trade visitors

Economic sector Skilled trades Industry Service Retail and wholesale trade Public authority Polytechnics Other Student Other not gainfully employed	58 12 10 3 2 2 3 4 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student Other not gainfully employed	36 25 15 15 4
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technolo Administration/organization/personne social welfare/training Marketing/sales/advertising/PR Storage/material management/logistic transport Maintenance/repairs Layout and design Other area Student Other not gainfully employed)/ 9 9
5- 9 14 1 000 - 9 10- 49 30 10 000 and m 50- 99 7 stuc 100-199 4 other not gaint 200-499 3 emplo	lent 4 ully
two 5 five - three 1 six -	even -
2. Average length of stay 3. Share of visitors on the event's dar 1st day 9 4th day 24 7i 2nd day 16 5th day 15 3rd day 22 6th day 15	1,1 days /s: h day 10

Additional data private visitors

Sex Male Female	62 38
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	16 18 18 16 24
Net household income up to 900, EUR more than 900, EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	11 17 17 18 12 8
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	19 45 15 14
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	51 19 31

IFAT ---- München

Basic data trade visitors

Total number of visitors	108 966
Proportion of trade visitors	99%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	10 10 26 54
Total Germany Baden- Württemberg 17 Westphalia Bavaria 44 Rhineland- Berlin 1 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony Hamburg - Saxony-Anhalt Hesse 9 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	77 8 4 1 3 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	23 61 22 2 3 6 4 2
The five countries with the highest visitor shares Austria Switzerland Belgium Italy Brazil	18 15 6 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker, journeyman Lecturer, teacher, scientific assistant Trainee Other position Student	15 15
Frequency of visits to trade fair 2002 1999 1996 Earlier events	55 44 33 18

Additional data trade visitors

Industry, m	anufacturing	sector		17
companies	upplying and	-		25
Private sup and operat	olying and di ors	sposal cor	npanies	19
Enginėering	offices, cons	sultants ar	nd other	
services Trade				16 5
	and other pu and polytecl			12
Association Student				2
Influence of	n purchasin nt decisions	g/		
Decisively	iit decisions			45
Collectively In an advis	ory capacity			24 17
No		L al		12
student	ainfully emp	loyea		2
	sponsibility			29
	velopment/d			8
Planning/w Manufactur	ork preparation e/production	on		23 8
Production,	quality conti	rol		4
Buying/proc Finance/acc	urement ounting, con	trolling		17 4
Information	, communica ion/organizat	tion techn		P) 4
social welfa	re/training		ilicii	9
	ales/advertis terial manag		stics/	13
transport				16
Maintenand Environmer	e/repairs tal protectior	1		16 26
Application	process engi			11
Other area Student				2
Size of cor	npany/orgar f employee	ization:		
1- 4	12	500-	999	5
5- 9 10- 49	10 30 1	1 000 - 0 000 and	9 999 1 more	5 5 3 2 1
50- 99	12		tudent	2
100-199 200-499	8 11		N/A	1
Length of	stay			
	stáy (days):			

61 27

2. Average length of stay

3. Share of visitors on the event's days:
1st day 22 3rd day 40 5th day 21
2nd day 36 4th day 36

Conducted by: TNS Infratest, München

1,6 days

inhorgenta ---- München

Basic data trade visitors

Total number of visitors	28 866
Proportion of trade visitors	100%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	15 8 24 54
Total Germany	71
Baden- North Rhine- Württemberg 18 Westphalia	11
Bavaria 47 Rhineland- Berlin 2 Palatinate	3
Brandenburg 1 Saarland Bremen - Saxony	1
Hamburg 3 Saxony-Anhalt Hesse 4 Schleswig-	1
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 5	2
Total Foreign of which EU Rest of Europe	29 81 13
Africa North America South and Central America Middle East East Asia Australia	2 1 1 2
The five countries with the highest visitor shares Austria Great Britain Netherlands Poland Belgium	18 18 6 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	45
Managing director, board member, head of an authority etc.	10
Senior department head, other employed with managerial responsibility	e 3
Department head, group head Other salaried staff/public service	4
Skilled worker Lecturer, teacher, scientific assistant	6
Foreman, master craftsman Trainee	8
Other position Student	2
Frequency of visits to trade fair 2004 2003 2002 Earlier events	47 44 41 23

Additional data trade visitors

Special retail of watch, clock, jewellery an precious metal	31
Other retail Department store	3
Wholesale/foreign trade of watch, clock,	-
jewellery and precious metal Other wholesale trade	1
Commercial agent Gold, Silversmith without retail shop	10
Watchmaker without retail shop	
Producer Suppliers belonging to this sector	
Polytechnics Decignor	1
Designer Gallery	19
Mail or business, TV/Internet-shopping Other	2
Student	8
Influence on purchasing/	
Influence on purchasing/ procurement decisions Decisively	47
Collectively	23
In an advisory capacity No	13
student	8
Area of responsibility	
Management	44
Research/development/design Planning/work preparation	10
Manufacture/production	28
Production quality control	
Production, quality control Buying/procurement	10 33
Buying/procurement Finance/accounting, controlling	10 33
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/	10 33 DP)
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training	10 33
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/	10 33 (DP)
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	10 33 (DP) 5 22
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	10 33 (DP) 5 22
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	10 33 (DP) 5 22
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization:	10 33 (DP) 5 22
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1-4 499 500-999	10 33 5DP) 5 22
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	10 33 5DP) 5 22
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1- 4	10 33 5 5 5 5 7 6 8
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	10 33 5 5 5 5 7 7 8 8
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	10 33 5 5 5 5 7 6 8
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	10 33 5 5 5 5 7 6 8
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	10 33 5 5 5 5 7 6 8
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 - 4 49 500 - 999 5 - 9 17 1 000 - 9 999 10 49 14 10 000 and more 50 - 99 3 student 100 - 199 2 N/A 200 - 499 2 Length of stay 1. Leng	10 33 5 5 5 5 7 6 8
Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 - 4 49 500 - 999 5 - 9 17 1 000 - 9 999 10 49 14 10 000 and more 50 - 99 3 student 100 - 199 2 N/A 200 - 499 2 Length of stay 1. Leng	100 33 3 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5

Conducted by: TNS Infratest, München

ispo winter (2004)

Trade visitor data

Total number of visitors	57 468
Proportion of trade visitors	100 %
Region of residence	
up to 100 km more than 100 km up to 300 km	22 19
over 300 km	60
Total Germany:	41
Baden- North Rhine- Württemberg 14 Westphalia	8
Bavaria 64 Rhineland-	
Berlin 2 Palatinate Brandenburg - Saarland	2
Bremen - Saxony	i
Hamburg 1 Saxony-Anhalt	-
Hesse 4 Schleswig- Mecklenburg- Holstein	_
West Pommerania - Thuringia	1
Lower Saxony 2	
Total Foreign	59
of which EU	61
Rest of Europe Africa	29 1
North America	4
South and Central America	1
Middle East East Asia	1 1
Australia	2
visitor shares Austria Switzerland France Great Britain	20 11 8 7
Economic sector	
Sport specialist retail trade Clothing retail trade	31
Shoe retail trade	2
Department store Specialists business	6 2 2 2 2 6 1 1 2 5
Mail order	2
Import and export of sports goods	6
Chain store Commercial agent	1
Sports studio, fitness studio	2
Designer Producer	5 10
Supplier	4
Other retail TV and internet-shopping	1
Marketing agency	3
Other	4 1 1 3 11 7
Student Other not gainfully employed	1
Influence on purchasing/	
Influence on purchasing/ procurement decisions	
Decisively	30 31
Collectively In an advisory capacity	18
No	13
student	8

First visit

---- München

manufacture of the state of the	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of	29
an authority etc.	16
Senior department head, other employee	
with managerial responsibility	8
Department head, group head	15
Other salaried staff	16
Other public service Skilled worker	1
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	3
Other	3
Student	7
Other not gainfully employed	1

Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Sales Storage/material management/logistics/ transport Maintenance/repairs	15 9 4 5 4 34 3 24 23
Maintenance/repairs Fashion/product design Other Student Other not gainfully employed	3 2 9 8 7 1

Frequency 2003 2002 2001 Earlier even First visit		s to trade fair	43 30 24 13 37
1- 4	23	organization (employee	es) 3
5- 9 10- 49 50- 99	15 25 6	1 000 - 9 999 10 000 and more student	1
100-199 200-499	6 6	other not gainfully employed	1
	0	employeu	

Length of	stay			
1. Length of	f stay	(days):		
one	46	three	1	5
two	30	four	1	0
2. Average	length	of stay		1,9 days
		s on the ev		ays:
1st day	42	3rd day 4th day	56	
2nd day	53	4th day	38	

Conducted by: TNS Infratest, München

JAGEN UND FISCHEN ---- München

Total number of visitors	44 046
Proportion of private visitors	80%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	30 23 35 11
Total Germany Baden- Württemberg 5 Westphalia Bavaria 90 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- West Pommerania Lower Saxony - Thuringia	93 - 1 - 1 -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	75 25 - - - - -

The five countries with the highest visitor shares	
Austria	31
Italy	28
Switzerland	22
France	6
Poland	5

Position in the company/organization	
Entrepreneur, partner, self-employed Managing director, board member,	15
head of an authority etc.	2
Senior department head, other employee	
with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	23
Skilled worker	18
Lecturer, teacher, scientific assistant	2 3 3
Trainee	3
Other position	3
Student	10
Other not gainfully employed Housewife/man	10 3 2 8
Housewife/man '	2
Old-age pensioner	8

Frequency of visits to trade fair 2003 2001 2000 Earlier events First visit	48 36 30 19 32
FIRST VISIT	32

Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	29 23 36 12
Total Germany Baden- Württemberg 6 Westphalia Bavaria 89 Rhineland- Berlin 1 Palatinate Brandenburg - Saarand Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	92 - 1 - 1 -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	8 73 22 - 1 1 - - 1 3
The five countries with the highest visitor shares Italy Austria Switzerland France Denmark	31 27 18 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	16 3 2 10 23 16 2 3 3 11 2 2 8
Frequency of visits to trade fair 2003 2001 2000 Earlier events First visit	48 36 29 19 33

Additional data private visitors		
Sex Male Female	82 18	
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	9 19 23 29 12 7 2	
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	7 7 13 15 16 14 14	
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	16 31 19 22 12	

Buying and ordering capacity Purchase or order made or intended at the exhibition 68 13 19 maybe Conducted by: TNS Infratest, München



LASER ---- München

Basic data trade visitors

	23 310
Proportion of trade visitors	99%
Region of residence	
up to 50 km	11
more than 50 km up to 100 km more than 100 km up to 300 km	5 19
over 300 km	66
Total Germany	61
Baden- North Rhine- Württemberg 24 Westphalia	9
Bavaria 35 Rhineland- Berlin 4 Palatinate	2
Brandenburg - Saarland	1
Bremen 1 Saxony	3
Hamburg - Saxony-Anhalt Hesse 6 Schleswig-	
Hesse 6 Schleswig- Mecklenburg- Holstein	2
West Pommerania - Thuringia	2 5
Lower Saxony 7	
Total Foreign of which EU	39 52
Rest of Europe	16
Africa	1
North America South and Central America	13
Middle East	3
East Asia Australia	16
The five countries with the	
Switzerland USA France Austria	13 9 7 7 6
highest visitor shares Switzerland USA France Austria Great Britain Position in the company/organization	9 7 7 6
Switzerland USA France Austria Great Britain Position in the company/organizatior Entrepreneur, partner, self-employed	9 7 7 6
Switzerland USA France Austria Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	977766
Switzerland USA France Austria Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9 7 7 6
Switzerland USA France Austria Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	977766
Switzerland USA France Austria Great Britain Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	9 77 76 6 7 6 6 8 9 19
Switzerland USA France Austria Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	9 77 76 6 7 6 6 8 9 19 20 4
Switzerland USA France Austria Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9 77 76 6 7 6 6 8 9 20 4 13 3 1
Switzerland USA France Austria Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9 77 77 6 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Switzerland USA France Austria Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9 77 76 6 7 6 6 8 9 20 4 13 3 1
Switzerland USA France Austria Great Britain Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	9 77 66 1 7 6 8 8 19 20 4 4 17 17 1
Switzerland USA France Austria Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2003 2001	9 77 66 1 7 6 e e 6 19 20 4 4 13 1 1 4 17 1
Switzerland USA France Austria Great Britain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	97766 6 6 7 7 6 6 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9

Additional data trade visitors

Additional data trade visitors	
Economic sector Industry Trade Skilled trades Service Non-university research institute University, college etc. Public administration Other Student	48 6 2 7 5 10 1 3
Other not gainfully employed	<u>'1</u>
Influence on purchasing/ procurement decisions Decisively	23
Collectively In an advisory capacity	34 18
No Other not gainfully employed student	6 1 17
Area of responsibility Business, company, factory management, commercial Business, company, factory management, technical Basic research Application-related R & D R & D management Design Research/development/design Manufacture/production Quality management Buying/procurement Finance/accounting, controlling Marketing/sales/advertising/PR Education, degree Other area Student Other not gainfully employed	8 9 12 19 8 7 26 14 5 6 2 12 5 4 17 1
Size of company/organization: Number of employees: 1 - 4 6 500 - 999 5 - 9 7 1 000 - 9 999 7 1 000 - 9 999 10 - 49 20 10 000 and more 55 99 11 student 100 - 199 6 other not gainfully 200 - 499 7 employed N/A N/A	6 11 5 17 1 3
Length of stay 1. Length of stay (days): one 56 three 7 two 22 four 14 2. Average length of stay 1,8 3. Share of visitors on the event's days: 1st day 40 3rd day 52 2nd day 54 4th day 35	days

Conducted by: TNS Infratest, München

Productronica ---- München

Basic data trade visitors

Total number of visitors 43 113		
Proportion of trade visitors	99%	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	12 6 23 59	
Total Germany Baden- Württemberg 27 Westphalia Berlin 2 Palatinate Brandenburg 5 Sarland Bremen 5 Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania 1 Thuringia 3	59 5 1 - 2 -	
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	41 67 17 - 5 - -	
The five countries with the highest visitor shares Switzerland Austria Hungary Italy Czech Republic	12 7 7 6 6	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student		
Frequency of visits to trade fair 2003 2001 1999 Earlier events First visit	43 33 24 11 41	

Additional data trade visitors

Additional data trade visitor	
Economic sector	40
Manufacture of industrial electronics	19
Manufacture of motor vehicle electronics Manufacture of communication electronics	10
Manufacture of communication electronics	י י
Production of medical electronics	2
Semiconductor production	3 2 2 2 7 9 2
Printed circuit board production	7
Electrical engineering	9
Precision engineering and optics	2
Mechanical engineering, toolmaking and	
apparatus construction	7
Measuring, control and automation	
technology	. 5
Other processing industry	11
Trade, craft/skilled trades	7
Service Other	8
Other Student	8 3 3
Juuciit	
Influence on purchasing/ procurement decisions	
procurement decisions Decisively	22
Collectively	40
In an advisory capacity	27
No	7
student	3
Area of responsibility	
Management	20
Production planning	15
Logistics	4
Work scheduling	11
Production	28
System development/integration	8
Electronic development, design	11 10
Design/construction Quality assurance/control/test	13
Marketing/sales/advertising/PR	16
Buying/procurement	10
Finance/accounting, controlling	2
Research, development	16
Information, communication technology (E	
Administration/organization/personnel/ social welfare/training	3
Maintenance/repairs	
Other area	9 3 3
Student	
Consulting	8
Size of company/organization:	
Number of employees:	
1- 4 6 200- 499	12
5- 9 6 500- 999	9
10- 49 - 1 000- 9 999 50- 99 18 10 000 and more	15 10
50- 99 18 10 000 and more 100-199 12 student	3
100 133 12 Student	
Length of stay	
1. Length of stay (days):	
one 57 three 11 two 27 four 5	
2. Average length of stay 1,	6 days
3. Share of visitors on the event's days:	
1st day 35 3rd day 51	
2nd day 53 4th day 25	

Conducted by: TNS Infratest, München

SYSTEMS — München

Basic data trade visitors

Total number of visitors	58 519
Proportion of trade visitors	95%
Region of residence	
up to 50 km	46
more than 50 km up to 100 km	14
more than 100 km up to 300 km	24
over 300 km	17
Total Germany	94
Baden- North Rhine-	
Württemberg 10 Westphalia	3
Bavaria 79 Rhineland-	
Berlin 2 Palatinate	1
Brandenburg 1 Saarland	
Bremen - Saxony	1
Hamburg 1 Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	1
Lower Saxony 1	
Total Foreign	6
of which EU	74
Rest of Europe	13
Africa	9
North America	4
South and Central America Middle East	3
East Asia Australia The five countries with the	
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil	51
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization	51
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization Entrepreneur, partner, self-employed	51
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	51
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	23
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee Senior department head, other employee	5 (23 (e
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility	23 (e
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	5; (23 (e
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service	23 23 6 e
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the companylorganization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, of the remployer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	23 23 6 e
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	23 23 24 26 26 26
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	23 23 24 26 26 26
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the companylorganization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	23 6 8 9 17 26 17
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	23 (e
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	23 (e
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004	23 23 24 26 26 26
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003	2:3 (() () () () () () () () ()
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003 2003	55 (
Australia The five countries with the highest visitor share Austria South Africa Italy Brazil France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003	2:3 (() () () () () () () () ()

transport logistic ---- München

Additional data trade visitors

Economic sector Application of information and	
communication technologies	43
Manufacturer of information and	
communication technologies	12
Dealer in area of information and	_
communication technologies Service provider in the area of information	8
and communcation technologies	27
Student	8
Other not gainfully employed	2

Influence on purchasing/ procurement decisions	
Decisively	29
Collectively	26
In an advisory capacity	25
No	9
Other not gainfully employed	2
student	8

	_
Area of responsibility	
Management	21
Research/development/design	11
Planning/work preparation	7
Manufacture/production	5
Production, quality control	2
Buying/procurement	8
Finance/accounting, controlling	6
Information, communication technology (EDP)	
Administration/organization/personnel/	
social welfare/training	10
Marketing/sales/advertising/PR	15
Storage/material management/logistics/	13
transport	2
Maintenance/repairs	2 7
Other area	8
Student	8
Other not gainfully employed	2
Other not gainfully employed	

Size of company/organization:

		Dioyees.	л еппр	Jei Oi	MUIIIL
	500 - 999	•	20	4	1-
9	000- 9 999		8	9	5-
9	000 and more	10	14	49	10-
8	student		7	99	50-
	er not gainfully	oth	5		100-1
- 2	employed		9	199	200-4
3	· Ń/A				

Length of stay 1. Length of stay (days): one 88 four five

2. Average length of stay 1,2 days

3. Share of visitors on the event's days: 1st day 15 4th day 29 2nd day 25 5th day 22 3rd day 28

Conducted by: TNS Infratest, München

Basic data trade visitors

Total number of visitors	40 483	
Proportion of trade visitors	99%	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	10 9 21 60	
Total Germany Baden- Württemberg 16 Westphalia Bavaria 41 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 4	73 13 3 1 4 - 1 2	
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	27 69 23 - 1 3 2	
The five countries with the highest visitor shares Austria Great Britain Switzerland Poland Netherlands	18 12 12 6 6	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	12	

Frequency of visits to trade fair 2003 2001 1999

Earlier events

First visit

Additional data trade visitors

Economic s Freight forw			23
Road transp		panies	- 23
Railways			5
Private tran Shipping (sh	sport co nippina c	companies, ports etc.)	3
Aviation sec	tor (airli	nes, airports etc.)	2
Other servic Automobile	es construc	tion	12
Automobile Mechanical	enginee	ring	12 12 12 13 22 6
Metal produ Chemicals a		id processing ics industry	1
Electrical en	gineerin	g/electronics industry	2
Other proce Trade	ssing ind	lustry	2
Public author	ority		1
University/p Other	olytechn	ic, research	14
Student			7
Other not g	ainfully (employed	1
Influence o	n purch	asing/	
procurement Decisively	iii uecisi	IUIIS	28
Collectively		city.	32 20
In an adviso No	лу сара	Lity	13
Other not g student	ainfully (employed	1
student			
Area of res Managemer		lity	27
Research/de	velopme	nt/design	
Planning/wo Manufacture	ork prepa Poroduc	aration	2
Production,	quality of		1
Buying/proc Finance/acc		controlling	12
Information,	, commu	nication technology (ED nization/personnel/	
social welfa	re/trainir	ng ·	6
Marketing/s		ertising/PR nagement/logistics/	22
transport	terrar irra	inagement/logistics/	27
Maintenanc Other area	e/repairs		10
Student			7
Other not g	ainfully (employed	1
Size of con	pany/o	rganization:	
Number of 1- 4	t emplo 9	yees: 500- 999	
5- 9	6	1 000 - 9 999	10
10- 49 50- 99	22 9	10 000 and more student	10
100-199	9	other not gainfully	
200-499	10	employed N/A	1
		N/A	
Length of s		ave).	
one	62 ´ t	hree 8	
two		our 3	

Conducted by: TNS Infratest, München

3. Share of visitors on the event's days: 1st day 30 3rd day 52 2nd day 48 4th day 24

1,5 days

2. Average length of stay

Basic data trade visitors

Altenpflege+ProPflege ····· Nürnberg

Total number of visitors	40 685
Proportion of trade visitors	99%
Region of residence	
up to 50 km	17
more than 50 km up to 100 km	14
more than 100 km up to 300 km	50
over 300 km	19
Total Germany	98
Baden- North Rhine- Nürttemberg 18 Westphalia	4
Bavaria 55 Rhineland- Berlin 1 Palatinate	4
Brandenburg - Saarland	
Bremen - Saxony	5
Hamburg - Saxony-Anhalt	: 1
Hesse 6 Schleswig-	
Mecklenburg- Holstein Thuringia	4
West Pommerania - Thuringia Lower Saxony 1	4
exal exacts.	
Total Foreign	2
of which EU Rest of Europe	86 14
Africa	14
North America	
South and Central America	
Middle East	
East Asia	
Australia	
The three countries with the highest visitor shares	
The three countries with the nighest visitor shares	33
The three countries with the nighest visitor shares Austria taly	
The three countries with the nighest visitor shares Austria taly Netherlands	19 10
The three countries with the highest visitor shares Austria taly Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed	19 10
The three countries with the nighest visitor shares Austria taly Netherlands Position in the company/organizatio intrepreneur, partner, self-employed Wanaqing director, board member,	19 10 n
The three countries with the nighest visitor shares lustria taly Netherlands Position in the company/organization	19 10 n 5
The three countries with the nighest visitor shares Austria taly Netherlands Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, longer director etc thief administrator	19 10 n 5
The three countries with the nighest visitor shares Austria taly Netherlands Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, longer director etc thief administrator	19 10 n 5
The three countries with the highest visitor shares lustria taly setherlands Position in the company/organization in the company/organization in the company/organization in the company organization	19 10 n 5 6 1
The three countries with the nighest visitor shares Austria taly Netherlands Position in the company/organizatio intrepreneur, partner, seff-employed Managing director, board member, nome director etc. Chief administrator (itchen manager lead of nursing service Ward sister 1) there salaried staff, civil servant with	n 5
The three countries with the nighest visitor shares Austria taly Vetherlands Position in the company/organizatio intrepreneur, partner, self-employed Managing director, board member, nome director etc. Chief administrator (sitchen manager lead of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility	19 10 n 5 6 1 1 8 8
The three countries with the nighest visitor shares lustria taly Netherlands Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nome director etc. Linief administrator (itchen manager lead of nursing service Ward sister other salaried staff, civil servant with managerial responsibility seriatric nurse, nurse/male nurse	19 10 n 5 6 11 1 8 8 8
The three countries with the nighest visitor shares Austria taly Netherlands Position in the company/organizatio intrepreneur, partner, seff-employed Managing director, board member, nome director etc. Chief administrator (itchen manager lead of nursing service Ward sister Dither salaried staff, civil servant with managerial responsibility beriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse	19 10 n 5 6 11 1 8 8 8
The three countries with the nighest visitor shares Austria taly Vetherlands Position in the company/organizatio interpreneur, partner, self-employed Managing director, board member, nome director etc. The administrator (sitchen manager lead of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse skilled domestic worker	19 10 n 5
The three countries with the nighest visitor shares Austria taly Netherlands Position in the company/organizatio intrepreneur, partner, self-employed Managing director, board member, chief administrator (itchen manager lead of nursing service Nard sister Other salaried staff, civil servant with managerial responsibility Seriatric nurse, nurse Massistant geriatric nurse, nurse Skilled domestic worker Salaried staff, civil servant	19 10 n 5
The three countries with the nighest visitor shares Austria taly Netherlands Position in the company/organizatio intrepreneur, partner, self-employed Managing director, board member, tome director etc. Chief administrator (tichen manager Head of nursing service Ward sister Dither salaried staff, civil servant with managerial responsibility beriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse skilled domestic worker salaried staff, civil servant escalaried staff, civil servant escalaried staff, civil servant escalaried staff, civil servant electurer, teacher, scientific assistant	19 10 10 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1
The three countries with the nighest visitor shares Austria taly Vetherlands Position in the company/organizatio interpreneur, partner, self-employed Managing director, board member, nome director etc. Thief administrator citchen manager dead of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Jeriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse killed domestic worker salaried staff, civil servant eccurer, teacher, scientific assistant rainee	19 10 10 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1
The three countries with the nighest visitor shares lustria taly Netherlands Position in the company/organizatio intrepreneur, partner, self-employed Managing director, board member, come director etc. Chief administrator (itchen manager lead of nursing service Ward sister of the salaried staff, civil servant with managerial responsibility beriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse killed domestic worker salaried staff, civil servant ecturer, teacher, scientific assistant frainee other position	19 10 10 11 11 12 8 8 8 8 8
The three countries with the nighest visitor shares Austria taly Netherlands	19 10 10 10 10 10 10 10 10 10 10 10 10 10
The three countries with the nighest visitor shares lustria taly Netherlands Position in the company/organizatio intrepreneur, partner, self-employed Managing director, board member, come director etc. Chief administrator (itchen manager lead of nursing service Ward sister of the salaried staff, civil servant with managerial responsibility beriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse killed domestic worker salaried staff, civil servant ecturer, teacher, scientific assistant frainee of the position student other not gainfully employed	19 10 10 11 11 12 25 25 12 14 14
The three countries with the nighest visitor shares Austria taly Vetherlands Position in the company/organizatio intrepreneur, partner, self-employed Managing director, board member, nome director etc. Chief administrator (sitchen manager lead of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse skilled domestic worker salaried staff, civil servant ecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair lanover 2004	19 10 10 10 10 10 10 10 10 10 10 10 10 10
The three countries with the highest visitor shares Austria taly Netherlands Position in the company/organizatio intrepreneur, partner, self-employed Managing director, board member, come director etc. Chief administrator (titchen manager Head of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility managerial responsibility managerial domestic worker Salaried staff, civil servant with managerial responsibility and company to the control of	19 10 10 10 11 11 88 88 25 25 88 33 34 14 43 88
The three countries with the highest visitor shares Austria taly Netherlands Position in the company/organizatio intrepreneur, partner, seff-employed Managing director, board member, nome director etc. Chief administrator (kitchen manager Head of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse skilled domestic worker Salaried staff, civil servant Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair Hanover 2004 Nürnberg 2003 Hanover 2002	19 10 10 10 10 10 10 10 10 10 10 10 10 10
The three countries with the nighest visitor shares Austria taly Vetherlands Position in the company/organizatio intrepreneur, partner, self-employed Managing director, board member, nome director etc. Chief administrator (sitchen manager lead of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse skilled domestic worker salaried staff, civil servant ecturer, teacher, scientific assistant Trainee Other position tudent Other not gainfully employed Frequency of visits to trade fair lanover 2004 Würnberg 2003 lanover 2002 Vürnberg 2001	19 10 10 11 11 12 12 14 14 15 14 14 15 16 17 18 18 18 18 18 18 18 18 18 18 18 18 18
The three countries with the nighest visitor shares Austria taly Netherlands Position in the company/organizatio intrepreneur, partner, seff-employed Managing director, board member, nome director etc. Chief administrator (itchen manager lead of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Seriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse skilled domestic worker Salaried staff, civil servant electurer, teacher, scientific assistant rainee Other position Student Other not gainfully employed Frequency of visits to trade fair lanover 2004 Vürnberg 2003 lanover 2004	19 10

Economic sector Old peoples' home Nursing home	1
Old peoples' and nursing home	3
Short-term care facility Social ward	
Out-patient nursing services Hospital	
Welfare association	
Sponsor Public authority	
School Old peoples' home	
Therapeutical practice Rehabilitation clinic	
Sanitary products retailer, pharmacy	
Other Student	
Other not gainfully employed	
Influence on purchasing/ procurement decisions	
Decisively	
Collectively In an advisory capacity	1
No student	-
Other not gainfully employed	
Area of responsibility Management	
Nursing service	(
Kitchen/household Research/development/design	
Production, quality control Buying/procurement	
Finance/accounting, controlling Information, communication technology (EDF	٥١
Administration/organization/personnel/	,
social welfare/training Marketing/sales/advertising/PR	
Storage/material management/logistics/ transport	
Maintenance/repairs Planning/work preparation	
Other area	
Student Other not gainfully employed	
Size of company/organization:	
Number of employees: 1- 4 3 500- 999	
5- 9 6 1 000- 9 999	
10- 49 30 10 000 and more 50- 99 25 student	
100-199 13 other not gainfully 200-499 7 employed	
Length of stay	
1. Length of stay (days):	
one 86 two 11 three 2. Average length of stay 1,2 of	la
3. Share of visitors on the event's days:	
1st day 38 2nd day 46 3rd day	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BioFach ---- Nürnberg

Basic data trade visitors

Total number of visitors	33 002
Proportion of trade visitors	92%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	9
more than 100 km up to 300 km over 300 km	32 55
Total Germany Baden- North Rhine-	62
Württemberg 16 Westphalia	8
Bavaria 44 Rhineland- Berlin 2 Palatinate	3
Brandenburg - Saarland	1
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	1
Hesse 9 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	3
Lower Saxony 7	
Total Foreign	38
of which EU	64
Rest of Europe Africa	16
North America	
South and Central America Middle East	
East Asia	4
Australia	1
The four countries with the highest visitor shares	
Austria	11
Netherlands Switzerland	10
France	ě
Position in the company/organization	
Entrepreneur, partner, self-employed Managing director, board member,	40
head of an authority etc.	11
Senior department head, other employed with managerial responsibility	e Z
Department head, group head	12
Other salaried staff/public service Skilled worker	13
Lecturer, teacher, scientific assistant	2 1 1
Other position	1
Student	
Student Other not gainfully employed Housewife/man	

Basic data all visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	10 5 33 52
Total Germany Baden- Württemberg 18 Westphalia Bavaria 43 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	9 3 1 3 1 2 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	33 68 15 1 4 4 2 5
The five countries with the highest visitor shares Austria Italy Netherlands Switzerland Spain	11 8 8 7 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other not gainfully employed Student Other position Housewife/man Old-age pensioner	38 11 4 11 13 4 4 2 1 8 2 2
Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events First visit	34 30 25 19 16 46

Additional data trade visitors

Economic sector	
Agriculture	20
Skilled trades Manufacturer of foodstuffs	3 10
Manufacturer of beverages	1
Manufacturer of cosmetics Manufacturer of nature products	2
	12
Wholesale, import, export Retail trade	22
Large caterer, hotel and restaurant trade	2
Service provider	13
Other	5
Student Other not gainfully employed	2 13 5 7 2
Influence on purchasing/	
procurement decisions Decisively	41
Collectively	27
In an advisory capacity	14
No	9
Other not gainfully employed student	2
Area of responsibility	
Management	38
Research/development/design Planning/work preparation	8
Manufacture/production	11
Production, quality control	6
Buying/procurement	24
Finance/accounting, controlling Information, communication technology (EDI	7 P) 3
Administration/organization/personnel/	, ,
social welfare/training	6
Marketing/sales/advertising/PR	19
Storage/material management/logistics/ transport	9
Maintenance/repairs	2
Other area	10
Student	7
Other not gainfully employed	
Size of company/organization:	
Number of employees:	
Number of employees: 1- 4 38 500- 999	2
Number of employees: 1- 4 38 500- 999 5- 9 12 1 000- 9 999	2 3 1
Number of employees: 1- 4 38 500- 999	3
Number of employees: 1- 4 38 500- 999 5- 9 12 1 000- 999 10- 49 21 10 000 and more 50- 99 5 other not gainfully 100-199 6 employed	3 1
Number of employees: 1- 4 38 500- 999 5- 9 12 1 000- 9 999 10- 49 21 10 000 and more 50- 99 5 other not gainfully	3 1 2 7
Number of employees: 1 - 4 38 500 - 999 5 - 9 12 1 000 - 999 10 - 49 21 10 000 and more 50 99 5 other not gainfully 100-199 6 employed 200-499 4 student Length of stay	3 1 2 7
Number of employees: 1 - 4 38 500 - 999 5 - 9 12 1 000 - 999 10 - 49 21 10 000 and more 50 99 5 other not gainfully 100-199 6 employed 200-499 4 student Length of stay	3 1 2 7
Number of employees: 1- 4 38 500- 999 5- 9 12 1 000- 9 999 10- 49 21 10 000 and more 50- 99 5 other not gainfully 100-199 6 employed 200-499 4 student Length of stay 1. Length of stay (days): one 53 three 13	2 7
Number of employees: 1- 4 38 500- 999 5- 9 12 1 000- 9 999 10- 49 21 10 000 and more 50- 99 5 other not gainfully 100-199 6 employed 200-499 4 student Length of stay 1. Length of stay (days): one 53 three 13 two 30 four 4	1 2 7
Number of employees: 1- 4 38 500- 999 5- 9 12 1 000- 9 999 10- 49 21 10 000 and more 50- 99 5 other not gainfully 100-199 6 employed 200-499 4 student Length of stay 1. Length of stay one 53 three 13	1 2 7

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Consumenta (2003) ---- Nürnberg

Private visitor data

Total number of visitors 21	4 209
Proportion of private visitors	- %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km radius further than 50 km within a 100 km radiu further than 100 km radius	
Germany	100
Sex Male Female Accompanied by husband/wife/partner	55 45 49
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	14 22 24 21 13 6
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	11 38 10 7 4 4 12 7 6

Net household income up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR	8 7 5 7 10 10 9 14 31
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	11 32 16 27 14
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	68 12 20
Follow-up business	
Intend to buy at later date yes	25 25

Conducted by: Gelszus Messe-Marktforschung GmbH. Dortmund

First visit

Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events

Basic data trade visitors

Total number of visitors	12 488
Proportion of trade visitors	98%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	22 22 50 7
Total Germany	98
Baden- North Rhine- Württemberg 3 Westphalia Bavaria 91 Rhineland-	1
Berlin - Palatinate Brandenburg - Saarland	-
Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig-	1
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony -	3
of which EU Rest of Europe Africa	3 60 13 13
North America South and Central America Middle East	7
East Asia Australia	- 7
The country with the highest visitor share	
Austria	27
Position in the company/organization Entrepreneur, partner, self-employed	24
Managing director, board member, head of an authority etc.	4
Senior department head, other employed with managerial responsibility	2 15
Other salaried staff/public service	9
Skilled worker Lecturer, teacher, scientific assistant	14
Trainee Other position	23 1
Student Old-age pensioner	2
Frequency of visits to trade fair 2003	42
2002	30
2000 1999	31 24
Earlier events First visit	27 35

Additional data trade visitors	
Economic sector Electrical skilled trade Heating, hot water preparation, air-conditioning, ventilation Other skilled trades Electrical engineering/electronics industry Other industry/skilled trades Electrical wholesale trade Electrical retail trade Other wholesale and retail trade Power supply company Engineering, planning office, architects Service companies Specialist authority, administration Student Other not gainfully employed	55 1 13 5 2 1 1 6 3 5 3 4 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed student	29 27 17 20 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	27 5 23 25 3 17 6 P) 7 3 6 8 33 10 4 2
Size of company/organization: Number of employees: 1- 4 28 500- 999 5- 9 13 1 000- 9999 10- 49 19 10 000 and more 50- 99 6 student 50- 100 ther not gainfully 200-499 6 employed employed	4 8 6 4
1. Length of stay	2 days 31

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Basic o	lata trad	le visitors
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embedded world ---- Nürnberg

Basic data trade visitors	
Total number of visitors	10 863
Proportion of trade visitors	98%
Region of residence up to 50 km	14
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	7
over 300 km	46 33
Total Germany Baden- North Rhine-	83
Württemberg 20 Westphalia	8
Bavaria 51 Rhineland- Berlin 2 Palatinate	1
Brandenburg 1 Saarland	-
Bremen - Saxony Hamburg 1 Saxony-Anhalt	3
Hesse 8 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	1
Lower Saxony 3	2
Total Foreign	17
of which EU	74
Rest of Europe Africa	17
North America	4
South and Central America Middle East	1 1
East Asia	3
Australia	
The five countries with the highest visitor shares	
Austria	21
Switzerland Czech Republic	14 12
Czech Republic Great Britain	7
Netherlands	5
Position in the company/organization Entrepreneur, partner, self-employed	
Managing director, hoard member	12
head of an authority etc.	4
Senior department head, other employed with managerial responsibility	3
Department head, group head	14
Other salaried staff/public service Skilled worker	36 7
Lecturer, teacher, scientific assistant	5
Trainee Other position	5 3 2 14
Student	
Other not gainfully employed	2
Frequency of visits to trade fair	22
2004 2003	33 32
First visit	53

itors

	Additional data trade visitor
63	Economic sector Industry
	Wholesale trade
%	Retail trade
_	Mail order
	Import/export
14	Service Bublic administration
7 46	Public administration Teaching, research
40 33	Other
	Student
83	Other not gainfully employed
8	Influence on purchasing/
_	procurement decisions
1	Decisively
-	Collectively
3	In an advisory capacity No
	student
1	Other not gainfully employed
2	
	Area of responsibility
_	Management
17	Research/development/design
74	Planning/work preparation Manufacture/production
17	Production, quality control
4	Buying/procurement
1	Finance/accounting, controlling
1	Information, communication technology (E
3	Administration/organization/personnel/ social welfare/training
-	Marketing/sales/advertising/PR
	Storage/material management/logistics/
	transport
21	Maintenance/repairs
14	Other area Student
12	Other not gainfully employed
7	
5	Size of company/organization:
_	Number of employees:
12	1- 4 11 500- 999
12	5- 9 5 1 000- 9 999
4	10- 49 15 10 000 and more
•	50- 99 8 student 100-199 10 other not gainfully
3	200-499 11 employed
14	

Length of 1. Length	f stay	(days):			
one	86	two	11	three	3
2. Average	e lengtl	n of stay		1,2	days
3. Share o 1st day	f visito 39	rs on the e	vent's 40	days: 3rd day	38

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





e_procure & supply ---- Nürnberg

Basic data trade visitors

Total number of visitors	3 676			
Proportion of trade visitors				
Region of residence				
up to 50 km more than 50 km up to 100 km	14 5			
more than 50 km up to 100 km more than 100 km up to 300 km	44			
over 300 km	37			
Total Germany Baden- North Rhine-	93			
Württemberg 20 Westphalia	16			
Bavaria 38 Rhineland- Berlin 2 Palatinate	2			
Brandenburg - Saarland	1			
Bremen - Saxony Hamburg 2 Saxony-Anhalt	2			
Hesse 8 Schleswig-				
Mecklenburg- Holstein West Pommerania - Thuringia	3			
Lower Saxony 4				
Total Foreign	7			
of which EU	75			
Rest of Europe Africa	20			
North America	5			
South and Central America Middle East				
East Asia				
Australia				
The three countries with the highest visitor shares				
Austria	55			
Switzerland	15 10			
Italy	10			
Position in the company/organization Entrepreneur, partner, self-employed	13			
Managing director, board member,	6			
head of an authority etc. Senior department head, other employee	2			
with managerial responsibility	11			
Department head, group head Other salaried staff/public service	34 27			
Skilled worker	1			
Lecturer, teacher, scientific assistant Trainee	2			
Other position	1			
	5			
Student				
Student Frequency of visits to trade fair	20			
Student Frequency of visits to trade fair 2004	20 15			
Student Frequency of visits to trade fair				

Additional data trade visitors

Economic sector Industry Trade		52 13
Import/export Service Public administration Teaching, research Other sectors Student		20 3 2 5
Influence on purchasi procurement decision	ing/	
Decisively Collectively In an advisory capacity No student		27 41 21 6
Area of responsibility Management Research/development/ Planning/work prepara Manufacture/production Production, quality con Buying/procurement Finance/accounting, co Information, communic Administration/organiz social welfare/training Marketing/sales/advert	design tion n trol trolling ation technology (ED ation/personnel/ ising/PR	16 52 4 1 50 3 P)14
Storage/material mana transport Maintenance/repairs Other area Student	gement/logistics/	10 1 3 5
Size of company/orga Number of employe		
1- 4 7 5- 9 4 10- 49 8	500 - 999 1 000 - 9 999 10 000 and more other not gainfully employed student	11 24 13
Length of stay 1. Length of stay (days one 80 two 16 three 4 2. Average length of st 3. Share of visitors on 11 tday 36 2nd day 50	ay 1,2	days

EUROPEAN COATINGS SHOW ---- Nürnberg

Total number of visitors	19 886
Proportion of trade visitors	99%
Region of residence	
up to 50 km more than 50 km up to 100 km	5
more than 50 km up to 100 km more than 100 km up to 300 km	31
over 300 km	61
Total Germany	44
Baden- North Rhine- Württemberg 19 Westphalia	21
Bavaria 26 Rhineland-	
Berlin 1 Palatinate Brandenburg - Saarland	8
Bremen - Saxony	2
Hamburg 2 Saxony-Anhalt	1
Hesse 12 Schleswig- Mecklenburg- Holstein	2
West Pommerania - Thuringia	1
Lower Saxony 5	
Total Foreign	56
of which EU	58 18
Rest of Europe Africa	3
North America	4
South and Central America Middle East	3
East Asia	9
Australia	
The four countries with the	
highest visitor shares Italy	g
Netherlands	7
Switzerland Turkey	7
Turkey	
Position in the company/organization Entrepreneur, partner, self-employed	15
Managing director, board member,	13
head of an authority etc.	10
Senior department head, other employed with managerial responsibility	e g
Department head, group head Other salaried staff/public service	30
Other salaried staff/public service Skilled worker	18 6
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position Student	3
Frequency of visits to trade fair 2003	37
2001	31
1999	20 14
1997 Earlier events	14
First visit	16

First visit

Additional data trade visitors

Economic sector Industrial producer Wholesale, import, export Commercial agent Service Organisation/association/society Public authority/administration Other Student	72 12 3 5 1 1 6
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student	28 39 20 8 6
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	20 43 5 13 10 11 1 2 17 2 3 3 6
Size of company/organization: Number of employees: 1- 4 6 200 - 499 5- 9 7 500 - 999 10- 49 19 1 000 - 9 999 50- 99 10 10 000 and more 100-199 11 student Length of stay 1. Length of stay (days):	14 8 11 9 6
one 56 two 27 three 18 2. Average length of stay 1,6 of 3. Share of visitors on the event's days: 1st day 55 2nd day 63 3rd day 45	days

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Freizeit, Garten + Touristik

Private visitor data

Total number of visitors	163 616
Proportion of private visitors	92 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km rad further than 50 km within a 100 km rad further than 100 km radius	
Germany Other country	100
Sex Male Female Accompanied by husband/wife/partner	67 33 68
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	7 15 21 25 20 10
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Farmer Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	15 41 6 10 1 5 2 5

(2003) ---- Nürnberg

Net household income up to 750,- EUR	
more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR	
more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR N/A	1 1 1 2
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	4 1 2
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	5 1 3
Follow-up business Intend to buy at later date yes no maybe	3 1 5

Conducted by: C & M Congress- & Messe-Marketing International, Berlin

HOGA (2003) ---- Nürnberg

Trade visitor data

Irade visitor data		
Total number of visitors	35 643	
Proportion of trade visitors	89 %	
Region of residence up to 100 km more than 100 km up to 300 km over 300 km	60 40	
Total Germany Baden- Württemberg 3 Westphalia Bavaria 88 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 3 Schleswig- Mecklenburg West Pommerania - Lower Saxony -	99 - - 2 - 3	
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	1 50 50 - - - - -	
The five countries with the highest visitor shares Czech Republic Netherlands	50 25	

highest visitor shares Czech Republic Netherlands Austria	50 25 25
Economic sector	
Industry	2
Trade, sales/marketing company	6
Skilled trades	6
Service	77
Authority/public services	6
Teaching (polytechnic/university/college)	2
	_

Influence on purchasing/ procurement decisions	
Decisively	47
Collectively	27
In an advisory capacity	14
No	12

Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other not gainfully employed Other	45 3 1 6 13 2 5 3 15 4 1
Area of responsibility Management Research/development/design	50 1

Area or responsibility
Management
Research/development/design
Planning/work preparation
Manufacture/production
Production, quality control
Buying/procurement
Finance/accounting, controlling
Administration/organization/personnel/
social welfare/training
Marketing/sales/advertising/PR
Storage/material management/logistics/
transport
Maintenance/repairs
Other

Frequency of visits to trade fair	
2001	51
1999	44
1997	32
Earlier events	29
First visit	37

Size of con Number of		organization: oyees:	
1- 4	32	500 - 999	1
5- 9	15	1 000 - 9 999	-
10- 49	30	10 000 and more	1
50- 99	12	student	4
100-199	5	other not gainfully	
200-499	1	employed	4

Length of	stay					
1. Length o	f stay (days):				
one	93	three	1			
two	6	four	1			
2. Average	length	of stay			1,1	days
3. Share of 1st day 2nd day	23		31	days:		

Conducted by: C & M Congress- & Messe-Marketing International, Berlin

IMA ---- Nürnberg

Basic data trade visitors

Total number of visitors	6 633
Proportion of trade visitors	92%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	6 8 37 51
Total Germany	94
Baden- North Rhine- Württemberg 14 Westphalia Bayaria 30 Rhineland-	16
Berlin 5 Palatinate	6
Brandenburg 2 Saarland Bremen 2 Saxony	1
Hamburg 1 Saxony-Anhalt	1
Hesse 7 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 8	4
Total Foreign	7
of which EU Rest of Europe	96 4
Africa .	4
North America South and Central America	-
Middle East	-
East Asia Australia	
The five countries with the	
highest visitor shares Austria	54
Great Britain Belgium	17 8
Italy	4
Netherlands	4

Position in the company/organization	
Entrepreneur, partner, self-employed	52
Managing director, board member,	
head of an authority etc.	11
Senior department head, other employee	
with managerial responsibility	2
Department head, group head	11
Other salaried staff/public service	8
Skilled worker	9
Lecturer, teacher, scientific assistant	
Trainee	1
Other position	1 3 2
Student	2
Other not gainfully employed	1

Frequency of visits to trade fai	r
2004	52
2003	47
2002	43
Earlier events	36
First visit	29

	14 20
•	۷ 4
	6
	37
	2
	15 2
oyed	1
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	44 22
	22 16
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oyed	1
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ol.	1
JI .	19
	1
ion technology (EDP)	8
	5
	10
ment/logistics/	,
	6 19
	2
	- 1
	1
	oyed g/ oyed esign on ol rolling ion technology (EDP) on/personnel/ ng/PR ment/logistics/

100-199 200-499	6 20	othe	r not g em	ainfully ployed	
Length o 1. Length one two	of stay of stay 73 20	(days): three four	4 4		
2. Average	e length	of stay			1,4 days
1		4.0			

3. Share of visitors on the event's days: 1st day 34 3rd day 31 2nd day 44 4th day 22

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

POWTECH ---- Nürnberg

Basic data trade visitors

Total number of visitors	*)
Proportion of trade visitors	100%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	7 6 37 50
Total Germany Baden- Württemberg 21 Westphalia Bavaria 31 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 9 Schleswig- Mecklenburg- West Pommerania Lower Saxony 6	76 14 7 - 4 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	24 69 20 2 1 1 2 7
The five countries with the highest visitor shares Austria Switzerland Italy France Czech Republic	23 15 7 5 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	9 6 32 29 3 3 2 1 1 2 4
Frequency of visits to trade fair 2004 2002 2001 1999 Earlier events	34 32 20 14

Additional data trade visitors	
Economic sector Industry Skilled trades Retail trade Wholesale/foreign trade Engineering/planning office Service companies Teaching (university/college/polytechnic) Research Other Student Other not gainfully employed	72 2 1 3 6 3 2 4 2 4
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student Other not gainfully employed	22 46 23 5 4
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	17 31 15 27 4 8 1 7) -
Size of company/organization: Number of employees: 1- 4 7 500- 999 5- 9 4 1 000- 9999 10- 49 15 10 000 and more 50- 99 16 student 50- 10 000 and more 100-199 10 other not gainfully 200-499 14 employed	12 14 9 4
Length of stay 1. Length of stay (days): one 81 two 14 three 5 2. Average length of stay 1,2 of 3. Share of visitors on the event's days: 1st day 34 2nd day 51 3rd day 39	lays

* individual number of visitors not available, combined with TechnoPharm

Conducted by: Gelszus Messe-Marktforschung

SENSOR + TEST ---- Nürnberg

Basic data trade visitors

Total number of visitors	8 598
Proportion of trade visitors	99%
Region of residence	11
up to 50 km	11 6
more than 50 km up to 100 km more than 100 km up to 300 km	43
over 300 km	40
Total Germany	78
Baden- North Rhine- Württemberg 26 Westphalia	6
Bavaria 42 Rhineland-	2
Berlin 2 Palatinate Brandenburg 1 Saarland	3
Bremen - Saxony	5
Hamburg - Saxony-Anhalt Hesse 6 Schleswig-	-
Hesse 6 Schleswig- Mecklenburg- Holstein	2
West Pommerania - Thuringia	4
Lower Saxony 3	
Total Foreign	22
of which EU Rest of Europe	75 15
Africa	-
North America South and Central America	4 1 2 5
Middle East	2
East Asia Australia	5
- Australia	
The five countries with the	
The five countries with the highest visitor shares	
highest visitor shares Italy	19
highest visitor shares Italy Czech Republic	12
highest visitor shares Italy Czech Republic Austria Switzerland	12 11 10
highest visitor shares Italy Czech Republic Austria	12 11
highest visitor shares Italy Czech Republic Austria Switzerland Denmark	12 11 10 6
highest visitor shares Italy Czech Republic Austria Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	12 11 10 6
highest visitor shares Italy Czech Republic Austria Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	12 11 10 6 9
highest visitor shares Italy Czech Republic Austria Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	12 11 10 6 9 5 e
highest visitor shares Italy Czech Republic Austria Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, aroup head	12 11 10 6 9 5 e
highest visitor shares Italy Czech Republic Austria Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	12 11 10 6 9 5 e 3 25 27
highest visitor shares Italy Czech Republic Austria Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employewith managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	12 111 100 6 9 5 e 3 25 27 6 8
highest visitor shares Italy Czech Republic Austria Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	12 111 100 6 9 5 e 3 25 27 6 6
highest visitor shares Italy Czech Republic Austria Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employewith managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	12 111 100 6 9 5 e 3 25 27 6 8
highest visitor shares Italy Czech Republic Austria Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair	12 11 100 6 9 5 25 27 6 8 8 -
highest visitor shares Italy Czech Republic Austria Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2003	12 111 100 6 9 5 e 3 25 27 6 8 8 25 27
highest visitor shares Italy Czech Republic Austria Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2003 2001	12 11 10 6 9 5 25 27 6 8 8 - 2 15
highest visitor shares Italy Czech Republic Austria Switzerland Denmark Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2003	12 111 100 6 9 5 e 3 25 27 6 8 8 25 27

Additional data trade visitors

Economic sector	
Industry	62
Wholesale trade	_ 1
Retail trade	1
Mail order	-
Import/export	1 7
Service Public administration	1
Teaching, research	12
Other	1
Student	15
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	
Decisively	21
Collectively	39
In an advisory capacity	20
No	4
student	15
Other not gainfully employed	1
Anna of managementalists	
Area of responsibility	12
Management Research/development/design	56
Planning/work preparation	5
Manufacture/production	8
Production, quality control	7
Buying/procurement	6
Finance/accounting, controlling	- Ĩ
Information, communication technology (ED	P) 2
Administration/organization/personnel/	
social welfare/training	1
Marketing/sales/advertising/PR	11
Storage/material management/logistics/	
transport	-
Maintenance/repairs	3
Other area	15
Student Other net gainfully ampleyed	3 2 15 1
Other not gainfully employed	
Size of company/organization:	
Number of employees:	
1- 4 6 500- 999	6
5- 9 4 1 000 - 9 999	18
10- 49 14 10 000 and more	12
50- 99 8 student	15
100-199 7 other not gainfully	
200-499 9 employed	1
Length of stay	
1. Length of stay (days):	
one 82	
two 14	
three 4	
, , , , , , , , , , , , , , , , , , ,	days
3. Share of visitors on the event's days:	
1st day 39	
2nd day 46	
3rd day 37	
6 1 1 1 6 1 1 1 1 1 1 1	
Conducted by: Gelszus Messe-Marktforschul	ng
GmbH, Dortmund	

Spielwarenmesse (2004)

Trade visitor data

Total number of visitors	79 252
Proportion of trade visitors	87 %
Region of residence up to 100 km more than 100 km up to 300 km over 300 km	30 37 31
Total Germany: Baden- North Rhine- Württemberg 15 Westphalia Bavaria 48 Rhineland-	65
Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	3 1 4 2
Hesse 6 Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 3	1 2
Total Foreign of which EU Rest of Europe Africa Asia Australia America	35 56 27 1 8 2
Economic sector Wholesale/foreign trade Retail trade/specialist trade Skilled trades Services/free-lance Media Industry Authority/public services Chain stores, specialist stores Other	20 59 2 9 3 4 2 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No	62 21 11 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Other public service Skilled worker Lecturer, teacher, scientific assistant	10

First visit

---- Nürnberg

Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	63 4 3 3 1 14 1- 0P) -
Frequency of visits to trade fair one of the last four fairs two of the last four fairs three of the last four fairs Earlier events First visit	66 61 53 46 23
Size of company/organization (employ 1- 3 41 200- 499 4- 9 25 500- 999 10- 49 18 1 000- 9 999 50- 99 5 10 000 and more 100-199 3	rees) 3 2 2 1
Length of stay 1. Length of stay (days): one 46 three 15 five two 18 four 10 six 2. Average length of stay 2,	3 9 ,3 days
3. Share of visitors on the event's days: 1st day 35 3rd day 51 5th da 2nd day 49 4th day 40 6th da	ay 31

Conducted by: INA Research GmbH, Schenefeld

Stone+tec ---- Nürnberg

Total number of visitors	40 282
Proportion of trade visitors	94%
Region of residence	
up to 50 km more than 50 km up to 100 km	6 7
more than 100 km up to 300 km	31
over 300 km	57
Total Germany	68
Baden- North Rhine-	43
Württemberg 17 Westphalia Bavaria 31 Rhineland-	13
Berlin 2 Palatinate	6
Brandenburg 1 Saarland	1
Bremen - Saxony	5
Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig-	2
Mecklenburg- Holstein	1
West Pommerania - Thuringia	4
Lower Saxony 8	
Total Foreign	33
of which EU	68
Rest of Europe	14
Africa	3 3 1
North America South and Central America	3
Middle East	1
East Asia	6
Australia	2
The five countries with the	
highest visitor shares Netherlands	9
Belgium	6
Czech Republic	6
Poland	6
Italy	5
Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member,	
Entrepreneur, partner, self-employed Managing director, board member	47
head of an authority etc.	11
Senior department head, other employe	
with managerial responsibility	2
Department head, group head Other salaried staff/public service	7
Foreman, master craftsman	6
Skilled worker	9

Skilled worker

Other position

Trainee

1997

Earlier events First visit

Lecturer, teacher, scientific assistant

Frequency of visits to trade fair 2003 2001 1999

Student Other not gainfully employed

Additional data trade visitors

Additional data trade visito	ors
Economic sector Industry Wholesale trade Retail trade Skilled trades Service Authority/public services Polytechnics Other Student Other not gainfully employed	23 12 7 44 5 1 1 3 2 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student Other not gainfully employed	47 25 16 8 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storaqe/material management/logistics/	47 7 17 33 8 26 9 (EDP) 3

Other not gainfully employed Size of company/organization: Number of employees: 1- 4 40 5005- 9 18 1 00010- 49 22 10 000 an

transport Maintenance/repairs

Other area Student

10- 49 50- 99	22 5		S	d more tudent	1
100-199 200-499	4	other		ainfully ployed	2
Length of 1. Length one one two	stay of stay (59 25	(days): three four	11 5		
2. Average	length	of stay		1,6	days
3. Share of 1st day 2nd day	33	on the e 3rd day 4th day	vent's 46 35	days:	

9 999

First visit

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

TechnoPharm ···· Nürnberg

Basic data trade visitors

Total number of visitors	*
Proportion of trade visitors	100%
Region of residence	
up to 50 km	6
more than 50 km up to 100 km more than 100 km up to 300 km	2 41
over 300 km	51
Total Germany	84
Baden- North Rhine- Württemberg 29 Westphalia	12
Bavaria 20 Rhineland-	12
Berlin 4 Palatinate	5
Brandenburg - Saarland	1
Bremen - Saxony Hamburg 3 Saxony-Anhalt	5
Hesse 12 Schleswig-	-
Mecklenburg- Holstein	1
Vest Pommerania 1 Thuringia ower Saxony 4	3
Fotal Foreign	16
of which EU	73
Rest of Europe Africa	20
North America	
South and Central America	3
Middle East	
East Asia Australia	
he three countries with the	
nighest visitor shares Switzerland	17
Austria	13
zech Republic	10
Position in the company/organization Entrepreneur, partner, self-employed	
Intrepreneur, partner, self-employed	9
Managing director, board member, nead of an authority etc.	4
Senior department head, other employee	
vith managerial responsibility	7
Department head, group head Other salaried staff/public service	28 25
Foreman, master craftsman	5
Skilled worker	6
Lecturer, teacher, scientific assistant	4
Trainee Other position	1
student	8
Other not gainfully employed	2
Frequency of visits to trade fair	27
2004	18
2001	12
999	7 62
-IPCT VICIT	67

62

Additional data trada visitors

Industry	tor			6
Skilled trades				
Retail trade Wholesale/fore	ian trade			
Engineering/pla	anning offic	:e		
Service compar Authority/public				
Teaching (univ	ersity/colle	ge/polyt	echnic)	
Research Other				
Student				
Influence on I	purchasing	j/		
procurement of Decisively	uecisions			1
Collectively	canacitu			4.
In an advisory No	Capacity			1
student				
Area of respo	nsibility			4
Management Research/devel	opment/de	sian		1
Planning/work	preparatio			1
Manufacture/pi Production, qu		ol.		1
Buying/procure	ment			
Finance/account Information, co	iting, contr ommunicati	olling on tech	nology (FC)P)
Administration.	/organizatio	on/perso	nnel/	, ,
social welfare/t Marketing/sale		na/PR		2
Storage/materi			gistics/	
transport Maintenance/re	enairs			1
Other area	-pans			
Student				
Size of compa				
Number of ei	4	200 -	499	1
5- 9 10- 49	4 16 1	500 - 000 -	999 9 999	1
50- 99	10 10		nd more	
100-199	13		student	
Length of sta				
1. Length of sta one 85	ay (days):			
two 11				
three 4	ath of stay		1 2	4.
	aut ut StdV		1,2	
2. Average leng	-	ovent'	days:	aay
2. Average leng 3. Share of visi 1st day 38	tors on the	e event's	days:	day
2. Average leng 3. Share of visi	tors on the	e event's	s days:	aay

Conducted by: Gelszus Messe-Marktforschung

GmbH. Dortmund

ILM Winter Styles ---- Offenbach

Basic data trade visitors

Total number of visitors	4 375	
Proportion of trade visitors Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km		
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	23 73 14 - - - 6 7	
The five countries with the highest visitor shares Switzerland Austria Netherlands Belgium Finland	14 13 12 11	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	74 13 4 4 12 -	
Frequency of visits to trade fair 2004 2003 Earlier events	70 66 63	

Additional data trade visitors	
Economic sector Retail trade Wholesale trade Importer Department stores, mail order Industry Manufacturers Designer Agency Trade agencies, representatives	78 12 5 2 1 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed	69 14 7 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	77 6 7 6 - 23 10 9) -
Size of company/organization: Number of employees: 1- 4 46 200- 499 5- 9 20 500- 999 10- 49 18 1 000- 9 999 50- 99 4 10 000 and more 100-199 2	2 3 2 -
Length of stay 1. Length of stay (days): one 42 two 39 three 16 2. Average length of stay 1,7 of 3. Share of visitors on the event's days: 1st day 63 2nd day 70 3rd day 35	lays

Conducted by: Messe Offenbach GmbH, Offen-

BADISCHE WEINMESSE ----> Offenburg

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	3 086
Proportion of trade visitors	32%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	59 18 18 6
Total Germany Baden- Württemberg 90 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	98 2 2 1 -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	2 50 - - - 50 - -
The two countries with the highest visitor shares France Brazil	50 50
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	28 3 1 10 18 9 1 4 10 4 3 8
Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events First visit	34 38 31 28 19 30

Basic data private visitors

Proportion of private visitors	68%
Region of residence	
up to 50 km	61
more than 50 km up to 100 km	13
more than 100 km up to 300 km	21
up to 50km more than 50km up to 100km more than 100km up to 300km over 300km	6
Total Germany Baden- North Rhine-	97
Württemberg 87 Westphalia	2
Bavaria 2 Rhineland- Berlin 1 Palatinate	3
Brandenburg - Saarland	-
Bremen - Saxony	1
Hamburg - Saxony-Anhalt	1
Hesse 4 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	1
Lower Saxony -	'
Total Foreign	3
of which EU	40
Rest of Europe	60
Africa	-
North America South and Central America	-
Middle East	- 1
East Asia	_
Australia	-
The country with the	
highest visitor share Switzerland	60
Position in the company/organization	
Position in the company/organization Entrepreneur, partner, self-employed	12
Managing director, board member,	4
head of an authority etc. Senior department head, other employee	4
with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	36
Skilled worker	3
Lecturer, teacher, scientific assistant	4
Trainee Other position	4 3 5 3 6
Student	3
Other not gainfully employed	3
Housewife/man	6
Old-age pensioner	9
Frequency of visits to trade fair	_
2004	37
2003	33
2002 2001	24 17
Earlier events	16
First visit	35

Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	60 14 20 6
Total Germany	97
Baden- North Rhine Württemberg 88 Westphalia	2
Bavaria 2 Rhineland- Berlin - Palatinate	3
Brandenburg - Saarland	-
Bremen - Saxony Hamburg - Saxony-Anh	alt -
Hesse 4 Schleswig- Mecklenburg- Holstein West Pommerania Lower Saxony - Thuringia	-
Total Foreign of which EU Rest of Europe Africa	3 43 43
North America South and Central Americ	- a 14
Middle East	-
East Asia Australia	-
	43 29
Australia The two countries with the highest visitor shares Switzerland France	29
Australia The two countries with the highest visitor shares Switzerland France Position in the company/organizat Entrepreneur, partner, self-employed	29 ion 17
Australia The two countries with the highest visitor shares Switzerland France Position in the company/organizat Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed Senior S	29 iion 17 oyee
Australia The two countries with the highest visitor shares Switzerland France Position in the company/organizat Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplwith managerial responsibility Department head, group head	29 ion 17 oyee 3 10
Australia The two countries with the highest visitor shares Switzerland France Position in the company/organizat Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplwith managerial responsibility Department head, group head Other salaried staffboublic service	29 ion 17 oyee 3 10 30
Australia The two countries with the highest visitor shares Switzerland France Position in the company/organizat Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other empl with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	29 ion 17 oyee 3 10 30
Australia The two countries with the highest visitor shares Switzerland France Position in the company/organizat Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other empl with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	29 ion 17 oyee 3 10 30
Australia The two countries with the highest visitor shares Switzerland France Position in the company/organizat Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplwith managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	29 ion 17 oyee 3 10 30
Australia The two countries with the highest visitor shares Switzerland France Position in the company/organizat Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other empl with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	29 ion 17 oyee 3 10

First visit

Additional data trade visitors

16
70
13
6
11
32
52 4
11
- 11

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Other not gainfully employed	2 3 1 1 1
student	

Area of responsibility	_
Management	21
Research/development/design	3
Planning/work preparation	2
Manufacture/production	8
Production, quality control	3
Buying/procurement	8 8 3
Finance/accounting, controlling	7
Information, communication technology	(EDP)
Administration/organization/personnel/	()
social welfare/training	6
Marketing/sales/advertising/PR	12
Storage/material management/logistics/	
transport	3
Maintenance/repairs	23
Other area	
Student	4.0
Other not gainfully employed	11

	janization:	mpany/org	Size of con
	ees:	of employ	Number of
1	500 - 999	38	1- 4
4	1 000 - 9 999	10	5- 9
3	10 000 and more	12	10- 49
4	student	7	50- 99
	other not gainfully	8	100-199
11	employed	1	200-499

Length of stay
1.Length of stay (days):
two 12
one 88

2. Average length of stay 1,1 days

3. Share of visitors on the event's days: 1st day 51 2nd day 61

Additional data private visitors

	_
Sex Male Female	60 40
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	2 15 23 27 23 9
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	7 11 8 13 19 11 13 18
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	12 46 16 18 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes po no maybe	45 24 31
Follow-up business Intend to buy at later date yes no maybe	66 11 23

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

OBERRHEIN MESSE ---- Offenburg

Basic data private visitors

Total number of v	visito	rs	92 275
Proportion of priv	ate v	visitors	94%
Region of residen up to 50 km more than 50 km u more than 100 km over 300 km	ıp to	100 km o 300 km	87 9 2 2
Total Germany			92
Baden- Württemberg	98	North Rhine- Westphalia	92 1
Baden-	-	Westphalia Rhineland-	
Baden- Württemberg Bavaria Berlin Brandenburg	- 1	Westphalia Rhineland- Palatinate Saarland	
Baden- Württemberg Bavaria Berlin Brandenburg Bremen	- 1	Westphalia Rhineland- Palatinate Saarland Saxony	
Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg	- 1	Westphalia Rhineland- Palatinate Saarland Saxony Saxony-Anhalt	
Baden- Württemberg Bavaria Berlin Brandenburg Bremen	- 1	Westphalia Rhineland- Palatinate Saarland Saxony	

eign	
EU	9
Rest of Europe	
Atrica	
North America	
South and Central America	
Middle East	
East Asia	
Australia	
	EU Rest of Europe Africa North America South and Central America Middle East

The two countries with the

Lower Saxony

highest visitor shares France Spain	9!
Position in the company/organization	
Entrepreneur, partner, self-employed	
Managing director, board member,	
head of an authority etc.	
Senior department head, other employee	
with managerial responsibility	
Department head, group head Other salaried staff/public service	
Other salaried staff/public service	2.
Skilled worker	1
Lecturer, teacher, scientific assistant	- 2
Trainee	
Other position	

Student	12
Other not gainfully employed	3
Housewife/man	10
Old-age pensioner	15
Frequency of visits to trade fair 2004 2003 2002 2001 Earlier events First visit	55 54 47 43 46 12

Additional data private visitors

Sex Male Female	45 55
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	15 13 19 22 17 11
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	9 15 15 13 11 6 5 27
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	8 37 19 22 14
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	74 6 21
Follow-up business Intend to buy at later date yes no maybe	27 21 53







KMO ---- Bad Salzuflen

Basic data trade visitors

Total number of visitors	11 048
Proportion of trade visitors	100%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	46 40 14
Total Germany	96
Baden- North Rhine- Württemberg 2 Westphalia Bavaria 2 Rhineland-	65
Berlin - Palatinate Brandenburg - Saarland	2
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	1
Hesse 7 Schleswig- Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 16	2
Total Foreign of which EU Rest of Europe Africa North America	4 94 6
South and Central America East Asia Australia	-
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	15
head of an authority etc. Senior department head, other employee	12
with managerial responsibility Department head, group head Other salaried staff/public service	5 29 28
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9 1 2 2
Frequency of visits to trade fair 2003 2002 2001 2000 1999 Earlier events First visit	45 36 32 25 21 6 39

Additional data trade visitors

Economic sector

Plastics processor Plastics user Toolmaking Mechanical engineering Science/development Electrical industry/electrical engineering Trade/services Automobile industry or its supplying firms Chemical industry Other	43 2 16 15 2 7 11 7 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No	26 33 25 17
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	24 17 6 32 4 9 2 3 19
Size of company/organization: Number of employees: 1 - 9 18 200 - 499 10 - 49 21 500 - 999 50 - 9 99 50 - 99 15 1 000 - 9 999 100 - 100 and more	14 7 9 2
Length of stay 1.Length of stay (days):	N/A

1,2 days

2. Average length of stay

3. Share of visitors on the event's days: 1st day 29 3rd day 38 2nd day 29 4th day 26

Conducted by: Explorare-Institut für Marktforschung, Bielefeld

ZOW ---- **Bad Salzuflen**

Basic data all visitors

Total number of visitors	17 607
Proportion of trade visitors	100%
Region of residence	
up to 50 km	26
more than 50 km up to 100 km	12
more than 50 km up to 100 km more than 100 km up to 300 km	22
over 300 km	40
Total Germany	58
Baden- North Rhine- Württemberg 10 Westphalia	51
Bavaria 7 Rhineland- Berlin 1 Palatinate	3
Brandenhurg 1 Saarland	-
Bremen 1 Saxony	2
Hamburg 1 Saxony-Anhalt	1
Hesse 4 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania - Thuringia	1
Lower Saxony 14	
Total Foreign	42
of which EU	75
Rest of Europe	21
Africa	1
North America South and Central America	3
Middle East	
East Asia	1
Australia	
The five countries with the	
highest visitor shares	
Netherlands	16
Denmark	14
Switzerland	13
Austria	9
Belgium	-
Position in the company/organization	26
Entrepreneur, partner, self-employed Managing director, board member,	20
head of an authority etc.	15
Senior department head, other employe	e
with managerial responsibility	7
Department head, group head Other salaried staff/public service	23
Other salaried staff/public service Skilled worker	25
Lecturer, teacher, scientific assistant	
Trainee	23 25 2 1
Other position	2
Student	2
Frequency of visits to trade fair	
2004	59
2003	54
Earlier events	47 26
First visit	

Additional data trade visitors

Economic sector	4.0
Office furniture Kitchen furniture	10 17
Bathroom furniture	8
Living room, bedroom and teenagers'	4.4
furniture Furniture trade	11 7
Interior work, joinery	13
Free-lance designer	3
Media Timber trade	10 10
Supplier	33
Other	20
Influence on purchasing/	
procurement decisions Decisively	39
Collectively	29
In an advisory capacity	18
No Student	9
Other not gainfully employed	4
Area of responsibility	
Management	38
Research/development/design	25 18
Planning/work preparation Manufacture/production	16
Production, quality control	9
Buying/procurement	33
Buying/procurement Finance/accounting, controlling Information, communication technolog	33 9 3 (EDP)
Buying/procurement Finance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training	33 9 yy (EDP) 5 7
Buying/procurement Finance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	33 9 1 y (EDP) 5 7 38
Buying/procuiement Finance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics	33 9 1 y (EDP) 5 7 38
Buying/procurement Finance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics transport Maintenance/repairs	33 9 9y (EDP) 5 7 38 5/ 7
Buying/procuiement Firiance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics transport Maintenance/repairs Other area	33 9 9y (EDP) 5 7 38 5/ 7
Buying/procuiement Finance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics transport Maintenance/repairs Other area	33 9 gy (EDP) 5 7 38 s/ 7
Buying/procurement Finance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics transport Maintenance/repairs Other area Student Size of company/organization:	33 9 9y (EDP) 5 7 38 5/ 7
Buying/procurement Firiance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training Marketing/sales/adwertising/PR Storage/material management/logistics transport Maintenance/repairs Other area Student Size of company/organization: Number of employees:	33 9 9y (EDP) 5 7 38 5/ 7
Buying/procurement Finance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1- 4 14 200 - 4 5- 9 9 500 - 9	33 9 9) (EDP) 5 7 38 55/ 7 4 3 2 2
Buying/procurement Finance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	33 9 9 7 7 38 55 7 4 3 2 2 2 99 12 99 7 99 99 7
Buying/procurement Finance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1-4 14 200-4 5-9 9 500-99 10-49 23 1000-99 10-49 23 1000-99 50-99 12 10000 and min	33 9 9 9 7 7 38 5/ 7 4 4 3 3 2 2 2 199 7 99 99 8 8 99 98 8
Buying/procurement Finance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	33 9 19 (EDP) 5 7 38 5/ 7 4 4 3 2 2 2 199 7 199 7 199 8 8 199 8
Buying/procurement Finance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	33 9 9 9 7 7 38 5/ 7 4 4 3 3 2 2 2 199 7 99 99 8 8 99 98 8
Buying/procurement Finance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	33 9 9 9 7 7 38 5/ 7 4 4 3 3 2 2 2 199 7 99 99 8 8 99 98 8
Buying/procurement Finance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	33 9 9 9 7 38 5 7 4 3 3 2 2 199 12 199 12 199 12 199 12 199 12 199 12 199 12 199 199
5- 9 9 500- 9 10- 49 23 1 000- 9 9 50- 99 12 10 000 and m 100-199 11 stud Length of stay 1. Length of stay (days): one 65 three 5 two 25 four 5 2. Average length of stay	33 9 9 9 7 38 5/ 7 4 3 2 2 199 7 199 199 199 199 199 199 199 199 1
Buying/procurement Finance/accounting, controlling Information, communication technolog Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	33 9 9 9 7 38 5/ 7 4 3 2 2 199 7 199 199 199 199 199 199 199 199 1

CAT.PRO ---- Stuttgart

Basic data trade visitors

Total number of visitors	3 711
Proportion of trade visitors	100%
Region of residence	
up to 50 km	37
more than 50 km up to 100 km more than 100 km up to 300 km	24 31
over 300 km	8
Total Germany	97
Baden- North Rhine-	
Württemberg 73 Westphalia Bavaria 15 Rhineland-	1
Berlin 1 Palatinate	3
Brandenburg - Saarland	1
Bremen - Saxony Hamburg - Saxony-Anhalt	1
Hamburg - Saxony-Anhalt Hesse 3 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	1
Lower Saxony 1	
Total Foreign	3
of which EU	66
Rest of Europe Africa	22
North America	
North America	
South and Central America	
South and Central America Middle East	11
South and Central America	11
South and Central America Middle East East Asia Australia	11
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares	
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria	66
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares	
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization	66
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director based member	66
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	666 333
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	666 33
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	666 333
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	666 333
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	666 333
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	666 333
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	666 333
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman Student	666 33 14 25 36
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, droup head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman	666 33 14 25 36
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman Student	666 333
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman Student Other not gainfully employed Frequency of visits to trade fair 2004	666 333 144 2 25 336 2 2 2 3 3 6 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Austria Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman Student Other not gainfully employed Frequency of visits to trade fair	666 333 144 2 229 333 322 248 881

Additional data trade visitors

Economic sector Mechanical engineering	41
Plant and apparatus manufacturing	12
Automobile manufacture, OEM and supplier	15
Electronics, electrical industry	5
Metalworking and processing Mold and tool-making	5
Mold and tool-making	8
Other	31

Influence on purchasing/ procurement decisions	
Decisively	19
Collectively	30
In an advisory capacity	25
No	11
Other not gainfully employed	
student	8

Area of responsibility	
Management	10
Planning/work preparation	8
Manufacture/production	5
Production, quality control	2
Buying/procurement	5
Finance/accounting, controlling	8 5 2 2 1
Information, communication technology (EDP)	
Administration/organization/personnel/	12
social welfare/training	1
Marketing/sales/advertising/PR	
Storage/material management/logistics/	J
	- 1
transport	- !
Maintenance/repairs	1 8
Research	
Development	36
Design/construction	52
Other area	2
Student	2
Other not gainfully employed	1

Size of company/organization:

		employees:	of em	oer	Numl
7	500 - 999	13 1	13	4	1-
11	000 - 9 999	5 1	5	9	5-
6	000 and more	14 10	14		10-
8	student	7	7		50-
	er not gainfully	17 oth	17	199	100-
1	employed	11	11	499	200-4

Length of stay 1. Length of stay (days):

one	93	tnree	2	
two	4	four	1	
2. Averag	e lengtl	n of stay		1,1 days

3. Share of visitors on the event's days: 1st day 18 3rd day 38 2nd day 34 4th day 15

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

CMT (2004) ---- Stuttgart

Private visitor data

Total number of visitors	175 119
Proportion of private visitors	90 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km radi further than 50 km within a 100 km rad further than 100 km radius	
Germany Other country	99 1
Sex Male Female Accompanied by husband/wife/partner	60 40
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	3 10 17 24 22 20 4
Occupation Unskilled/skilled worker Salaried staff Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	9 42 11 5 3 5 25

Net household income Net household income up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR more than 3 000,- EUR 19 43 Size of household 15 50 14 1 person 2 persons 3 persons 15 4 persons 5 persons and more **Buying and ordering capacity** Purchase or order made or intended at the exhibition 31 33 36 maybe Follow-up business Intend to buy at later date 13 yes no 41

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

maybe

46

didacta ---- Stuttgart

Basic data all visitors

Total number of visitors	77 836
Proportion of trade visitors	98%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	31 25 35 9
Total Germany	99
Baden- North Rhine- Württemberg 71 Westphalia Bavaria 10 Rhineland-	3
Bavaria 10 Rhineland- Berlin 1 Palatinate	_
Brandenburg - Saarland	5 1
Bremen - Saxony	1
Hamburg - Saxony-Anhalt Hesse 6 Schleswig-	-
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	1
Total Foreign	1
of which EU Rest of Europe	67 33
Africa	-
North America South and Central America	-
Middle East	

The three countries with the highest visitor shares	
Austria	25
Switzerland	17
Netherlands	17

East Asia Australia

Position in the company/organization	
Teacher, trainer, university lecturer	61
Trainer, congress speaker, personnel developer Trainer/instructor in trade industry, skilled	2
trades or services	3
School institution, administration	3 1 3
Entrepreneur, partner, self-employed	3
Head master, executive director, board	
member, authority director	5
Senior department head, other employee	
with managerial responsibility	-
Department head, group head	- 1
Other salaried staff	1 3 1
Other public service	- 1
Skilled worker	-
Trainee, candidate for higher civil service	5
Other position	5 1
Student	12
Other not gainfully employed	- 1
Housewife/man	- 1

Frequency of visits to trade fair	
2004	11
2003	13
2002	12
2001	9
Earlier events	19
First visit	54

Economic sector	
Industry	4
Skilled trades	1 2
Trade Services, training, consulting	16
Administration	10
Association/society	i
Preschool, kindergarten	21
General education system	38
Vocational education system	
Higher education system	9 5 4 3
Further education	4
Other sectors	3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	13 40 22 13 12
Area of responsibility Pedagogy	57

Area of responsibility Pedagogy Education, degree Further education, training Personnel and social welfare Education Administration/organization/personnel/ social welfare/training Management Research, development Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Marketing/sales/advertising/PR Other area Student	55 22 24 (EDP) 2
Student Other not gainfully employed	12

npany/of	organization: oyees:	
11	500 - 999	2
12		3
34	10 000 and more	1
15	student	12
6	other not gainfully	
3	employed	1
	f emplo 11 12 34 15	12 1 000 - 9 999 34 10 000 and more 15 student

Length of 1.Length of one two three	stay of stay 90 7 2	(days): four five	1		
2. Average	length	of stay		1,2	days
3. Share of 1st day 2nd day 3rd day	visitors 21 22 24	on the e 4th day 5th day	event's 24 19	days:	

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

eltefa ---- > Stuttgart

Basic data trade visitors

Total number of visitors Proportion of trade visitors 999 Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 95 Westphalia Bavaria 2 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Holstein West Pommerania Lower Saxony Total Foreign of which EU 50 999 44 44 45 46 47 47 48 49 49 40 51 51 61 61 61 61 61 61 61 61
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km 21 over 300 km Total Germany Baden- Württemberg 95 Westphalia Bavaria 2 Rhineland- Berlin - Palatinate Brandenburg - Saavony Hamburg - Saavony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony Total Foreign 44 99: 80: 80: 80: 80: 80: 80: 80: 80: 80: 80
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km 22 over 300 km Total Germany Baden- Württemberg 95 Westphalia Bavaria 2 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hamburg - Saxony Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony Total Foreign
more than 50 km up to 100 km over 300 km 21 more than 100 km up to 300 km 22 mover 300 km 21 more than 100 km up to 300 km 21 more 300 km 22 mover 300 km 22 m
over 300 km Total Germany Baden- Württemberg 95 Westphalia Bavaria 2 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony Total Foreign
Total Germany Baden- Württemberg 95 Bevaria 2 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony Total Foreign 999 Westphalia 2 Rhineland- Saxarland - Saxony Holstein - Thuringia - Thuringia
Baden- Württemberg 95 Westphalia Bavaria 2 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony Total Foreign
Württemberg 95 Westphalia Bavaria 2 Rhineland- Berlin - Palatinate - Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Total Foreign - Thuringia
Bavaria 2 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Hecklenburg- West Pommerania Lower Saxony - Total Foreign
Berlin Brandenburg Bremen Hamburg Hesse Wecklenburg- West Pommerania Lower Saxony Total Foreign P Palatinate Saxony Saxony Saxony Saxony-Anhalt Schleswig- Holstein Thuringia Thuringia
Brandenburg - Saarland - Saxony - Saxony - Saxony - Saxony - Anhalt - Saxony - Saxon
Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Total Foreign
Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Total Foreign
Mecklenburg-West Pommerania Lower Saxony - Thuringia -
West Pommerania - Thuringia Lower Saxony - Total Foreign
Lower Saxony - Total Foreign
Total Foreign
of which EU 50
Rest of Europe 2
Africa
North America South and Central America
Middle East
East Asia 2
Australia
Position in the company/organization
Entrepreneur, partner, self-employed Managing director, board member,
head of an authority etc.
Senior department head, other employee
with managerial responsibility
Department head, group head 10
Other salaried staff/public service 20 Foreman, master craftsman 1:
Lecturer, teacher, scientific assistant Trainee
Lecturer, teacher, scientific assistant
Lecturer, teacher, scientific assistant Trainee Student
Lecturer, teacher, scientific assistant Trainee
Lecturer, teacher, scientific assistant Trainee Student Frequency of visits to trade fair 2003 5 2001 44
Lecturer, teacher, scientific assistant Trainee Student Frequency of visits to trade fair 2003 5

Additional data trade visitors

Economic sector Industry Wholesale trade	26
Specialist trade	
Skilled trades	46 13
Service Training/consulting	- 1
University, polytechnic, vocational	
school Other	:
Influence on purchasing/	
procurement decisions Decisively	2
Collectively	3
In an advisory capacity	2:
student	'
Area of responsibility	
Management	13
Research/development/design	
Planning/work preparation Manufacture/production	17
Production, quality control	-
Buying/procurement	
Finance/accounting, controlling Information, communication technology	
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	
Storage/material management/logistics	/
transport	2
Maintenance/repairs Other area	2
Student	
Size of company/organization:	
Number of employees: 1- 4 24 200- 49	20
	99 99
10-49 16 1 000- 9 99	99
50- 99 9 10 000 and mo	
100-199 9 stude	nt .
Length of stay	
1. Length of stay (days): one 90 two 8 the	ree
2 Account language of second	4 4 4
2. Average length of stay	1,1 day
Average length of stay Share of visitors on the event's days 1st day 35 2nd day 40 3rd	

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

FACHDENTAL SÜDWEST ----> Stuttgart

Basic data trade visitors

Total number of visitors	7 398
Proportion of trade visitors	97%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	46 23 29 2
Total Germany Baden- Württemberg 89 Westphalia Bavaria 6 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	99 - 3 1 - -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	1 100 - - - - - -
The country with the highest visitor share Switzerland	100
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other not gainfully employed	44 2 3 34 6 2 4 3 2
Frequency of visits to trade fair 2004 2003 Earlier events First visit	59 47 43 17

Additional data trade visitors

Economic sector Dental surgery	
Orthodontics	
Oral surgery	
Dental technology laboratory Dental trade	-
University, polytechnic	
Other	
Influence on purchasing/ procurement decisions	
Decisively	
Collectively	1
In an advisory capacity	
No student	
Student	
Area of responsibility Management	
Research/development/design	
Planning/work preparation	
Manufacture/production Production, quality control	
Buying/procurement	
Finance/accounting, controlling	\n\
Information, communication technology (ED Administration/organization/personnel/	JP)
social welfare/training	
Marketing/sales/advertising/PR	
Storage/material management/logistics/ transport	
Maintenance/repairs	
Other area Student	
Other not gainfully employed	
Size of company/organization: Number of employees:	
1- 4 34 500- 999	
5- 9 41 1 000- 9 999 10- 49 16 10 000 and more	
50- 99 2 student	
100-199 1 other not gainfully	
100-199 1 other not gainfully 200-499 - employed	
200-499 - employed Length of stay	
200-499 - employed Length of stay 1. Length of stay (days):	
200-499 - employed Length of stay 1. Length of stay (days): one 92	
200-499 - employed Length of stay 1. Length of stay (days): one 92 two 8	da
200-499 - employed Length of stay 1. Length of stay (days): one 92 two 8 2. Average length of stay 1,1	da
200-499 - employed Length of stay 1.Length of stay (days): one 92 two 8 2. Average length of stay 3. Share of visitors on the event's days:	da
200-499 - employed Length of stay 1. Length of stay (days): one 92 two 8 2. Average length of stay 1,1	da

Familie & Heim

Basic data all visitors

Total number of visitors	65 591
Proportion of trade visitors	6%
Region of residence	0.4
up to 50 km more than 50 km up to 100 km	94
more than 100 km up to 300 km	1
over 300 km	1
Total Germany	99
Baden- North Rhine-	
Württemberg 98 Westphalia Bavaria 1 Rhineland-	1
Berlin - Palatinate	
Brandenburg - Saarland Bremen - Saxony	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	1
of which EU	89
Rest of Europe	
Africa .	
Africa North America	11
Africa North America South and Central America	11
Africa North America	11
Africa North America South and Central America Middle East	11
Africa North America South and Central America Middle East East Asia Australia	11
Africa North America South and Central America Middle East East Asia Australia	
Africa North America South and Central America Middle East East Asia Australia	8
Africa North America South and Central America Middle East East Asia Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	8
Africa North America South and Central America Middle East East Asia Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	8
Africa North America South and Central America Middle East East Asia Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	8 2 1
Africa North America South and Central America Middle East East Asia Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	1 2 29
Africa North America South and Central America Middle East East Asia Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	1 2 29
Africa North America South and Central America Middle East East Asia Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	1 2 29
Africa North America South and Central America Middle East East Asia Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	1 2 29
Africa North America South and Central America Middle East East Asia Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	1 2 29
Africa North America South and Central America Middle East East Asia Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not qainfully employed	1 2 29
Africa North America South and Central America Middle East East Asia Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man	8 2 2 1 4 29 5 1 1 20 20 1 20 1 20 1 20 1 20 1 20 1
Africa North America South and Central America Middle East East Asia Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	29 10 10 10 10 10 10 10 10 10 10 10 10 10
Africa North America South and Central America Middle East East Asia Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair	222222222222222222222222222222222222222
Africa North America South and Central America Middle East East Asia Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner	1 2 29
Africa North America South and Central America Middle East East Asia Australia Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other not gainfully employed Housewife/man Old-age pensioner Frequency of visits to trade fair	229

---- Stuttgart

Additional data private visitors

Sex Male Female	37 63
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	4 11 18 23 15 22 8
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	7 14 17 20 21 12 9
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	18 44 16 15 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	80 16 4
Follow-up business Intend to buy at later date yes no maybe	23 18 59
Conducted by: Stuttgarter Messe- und Kon-	

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

Garten, wellviva, bauen & renovieren ---- Stuttgart

Basic data all visitors

Total number of visitors	39 302
Proportion of private visitors	93%
Region of residence	
up to 50 km	80 13
more than 50 km up to 100 km more than 100 km up to 300 km	5
over 300 km	5
Total Germany	99
Baden- North Rhine-	
Württemberg 94 Westphalia Bavaria 4 Rhineland-	-
Berlin - Palatinate	1
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg 1 Saxony-Anhalt Hesse - Schleswig-	-
Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	
Total Foreign	1
of which EU	57
Rest of Europe Africa	43
North America	
South and Central America	-
Middle East	-
East Asia Australia	-
	43 29 14
Australia The four countries with the highest visitor shares Switzerland France Austria Spain Position in the company/organization intrepreneur, partner, self-employed	43 29 14 14
Australia The four countries with the highest visitor shares Switzerland France Austria Spain Position in the company/organization intrepreneur, partner, self-employed	43 29 14 14
Australia The four countries with the highest visitor shares witzerland rance Austria Spain Position in the company/organization entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc.	43 29 14 14 1 1 13
Australia The four countries with the highest visitor shares Switzerland France Austria Spain Position in the company/organization intrepreneur, partner, self-employed	43 29 14 14 1 1 1 2 e
Australia The four countries with the highest visitor shares switzerland France Austria Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employed with managerial responsibility Other salaried staff/public service	43 29 14 14 1 1 1 2 e
Australia The four countries with the highest visitor shares witzerland rance Austria Spain Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employe with managerial responsibility Dither salaried staff/public service skilled worker	43 29 14 14 1 1 1 2 e
Australia The four countries with the highest visitor shares witzerland rance Austria spain Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. senior department head, other employe with managerial responsibility other salaried staff/public service skilled worker.	43 29 14 14 1 1 1 2 e
Australia The four countries with the nighest visitor shares witzerland rance Austria Spain Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employe with managerial responsibility Dither salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Frainee Other position	43 29 14 14 1 1 1 2 e
Australia The four countries with the highest visitor shares switzerland rance Austria Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employe with managerial responsibility Other salaried staff/public service skilled worker executer, teacher, scientific assistant Trainee Other position Student	43 29 14 14 1 1 1 2 e
Australia The four countries with the nighest visitor shares switzerland France Austria Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employe with managerial responsibility Other salaried staff/public service Skilled worker ecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	43 29 14 14 1 1 1 2 e
Australia The four countries with the highest visitor shares switzerland rance Austria spain Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employe with managerial responsibility other salaried staff/public service Skilled worker. Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man	43 29 14 14 13 2 e 1 25 7 3 3 1 1 4 3 2 1
Australia The four countries with the highest visitor shares switzerland rance Austria spain Position in the company/organization in the com	43 29 14 14 1 1 1 2 e
Australia The four countries with the highest visitor shares switzerland reaction of the company/organization in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employed with managerial responsibility of the salaried staff/public service skilled worker cecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Department head, group head	43 29 14 14 13 2 e 1 25 7 7 7 3 1 1 4 4 3 2 2 5 5
Australia The four countries with the highest visitor shares switzerland France Austria Spain Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employe with managerial responsibility other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Housewife/man Old-age pensioner Department head, group head Frequency of visits to trade fair 2004	43 29 14 14 13 13 2 e 1 25 7 3 3 3 1 1 4 4 2 5 7
Australia The four countries with the highest visitor shares witzerland rance Austria spain Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, head of an authority etc. benior department head, other employed with managerial responsibility other salaried staff/public service skilled worker excturer, teacher, scientific assistant trainee other position student other not gainfully employed lousewife/man old-age pensioner bepartment head, group head Frequency of visits to trade fair	43 29 14 14 13 2 e 1 25 7 7 7 3 1 1 4 4 3 2 2 5 5

Additional data private visitors

	_
Sex Male Female	36 64
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	1 8 16 24 24 24 4
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	5 11 14 13 12 8 8 30
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	15 43 17 16 9
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	77 7 16
Follow-up business Intend to buy at later date yes no maybe	29 18 53
Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart	

ISA ---- Stuttgart

Basic data all visitors

	20 094
Proportion of private visitors	97%
Region of residence	E**
up to 50 km more than 50 km up to 100 km	53 17
more than 100 km up to 300 km	22
over 300 km	
Total Germany	94
Baden- North Rhine-	7
Württemberg 75 Westphalia Bavaria 13 Rhineland-	
Berlin 1 Palatinate	4
Brandenburg - Saarland	
Bremen - Saxony Hamburg - Saxony-Anhalt	
Hesse 3 Schleswig-	
Mecklenburg- Holstein Thuringia	
West Pommerania - Thuringia Lower Saxony -	
Total Foreign of which EU	58
Rest of Europe	38
Africa	
North America South and Central America	4
South and Central America Middle East	4
South and Central America Middle East East Asia	4
South and Central America Middle East	4
South and Central America Middle East East Asia Australia The five countries with the	
South and Central America Middle East East Asia Australia The five countries with the highest visitor shares	
South and Central America Middle East East Asia Australia The five countries with the	3
South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Austria Switzerland France	3° 34
South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Austria Switzerland France USA	3 3.
South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Austria Switzerland France	33 34 18
South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Austria Switzerland France USA Serbia and Montenegro Position in the company/organization	33,34
South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Austria Switzerland France USA Serbia and Montenegro Position in the company/organization Entrepreneur, partner, self-employed	37 34 18
South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Austria Switzerland France USA Serbia and Montenegro Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	33 34 18 1
South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Austria Switzerland France USA Serbia and Montenegro Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	33,34
South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Austria Switzerland France USA Serbia and Montenegro Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	33 33 18 1
South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Austria Switzerland France USA Serbia and Montenegro Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	33,34
South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Austria Switzerland France USA Serbia and Montenegro Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	33, 34, 18, 11,

Lecturer, teacher, scientific assistant

Frequency of visits to trade fair 2004 2003 Earlier events First visit

16

Trainee
Other position
Student
Other not gainfully employed
Housewife/man
Old-age pensioner

Additional data private visitors

Sex Male Female	76 24
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	4 12 19 25 20 17 3
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	7 10 14 14 17 11 8 22
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	18 40 19 16 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	73 8 19
Follow-up business Intend to buy at later date yes no maybe	27 24 49

gressgesellschaft mbH, Stuttgart

LogiMAT ---- Stuttgart

Basic data all visitors

Total number of visitors	7 156
Proportion of trade visitors	99%
Region of residence	22
up to 50 km more than 50 km up to 100 km	32 14
more than 100 km up to 300 km	31
over 300 km	23
Total Germany	96
Baden- North Rhine- Württemberg 55 Westphalia Bavaria 14 Rhineland-	12
Berlin 1 Palatinate	4
Brandenburg 1 Saarland	2
Bremen 1 Saxony	2
Hamburg 1 Saxony-Anhalt Hesse 5 Schleswig-	-
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 1	1
Total Foreign	4
of which EU	42
Rest of Europe	47
Africa North America	11
South and Central America	-
Middle East	-
East Asia Australia	-
The two countries with the	
highest visitor shares Switzerland	42
Austria	26
Position in the company/organization	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	9
Managing director, board member, head of an authority etc.	7
Senior department head, other employee	•
with managerial responsibility	12
Department head, group head	39
	2
Other salaried staff Skilled worker	2
Skilled worker Lecturer, teacher, scientific assistant	
Skilled worker Lecturer, teacher, scientific assistant Trainee	4
Skilled worker Lecturer, teacher, scientific assistant	19 2 2 4 3 4
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	4 3 4
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2004	23
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair	

Additional data trade visitors

Wholesale trade Retail trade Skilled trades	54 12 2
Freight forwarders, transport companies Other services University/college/polytechnic Other Student	16 2 2 4
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student	21 38 30 7
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	18 2 6 3 1 1 2 2 2 2 2 4 4 4 4 4 4 4 4 4 4 4 4 4
Size of company/organization:	15 21 8
Number of employees: 5-96200-499 1-52500-999 10-49131000-9999 50-991010000 and more 100-19911 student	4

Conducted by: Walter, Wissler & Partner, Basel

MEDIZIN ---- Stuttgart

Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km Total Germany Baden- Württemberg 90 Westphalia Bavaria 5 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Holstein West Pommerania Lower Saxony - Total Foreign of which EU 33 Rest of Europe Africa North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Switzerland Italy 33 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair		8 396
Lip to 50 km up to 100 km armore than 100 km up to 300 km armore than 100 km arm	Proportion of trade visitors	100%
more than 50 km up to 100 km more than 100 km up to 300 km 27 Total Germany Baden- Württemberg 90 Westphalia Bavaria 5 Rhineland- Berlin - Palatinate 1 Brandenburg - Saxony Hamburg - Saxony Hesse 1 Schleswig- Holstein West Pommerania Lower Saxony - Total Foreign of which EU 33 Rest of Europe Africa North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Switzerland taly Position in the company/organization Entrepreneur, partner, self-employed West pommerani Schleswig- Mest of Europe 67 Africa North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Switzerland 1 Switzerland 1 Switzerland 1 Schleswig- Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility 1 Department head, group head 1 Other salaried staff/public service 1 Eccturer, teacher, scientific assistant 1 Trainee 1 Other position 1 Student 2 Other position 2 Student 2 Other not gainfully employed 3 Frequency of visits to trade fair 2004 3 36 2003 36	Region of residence	
Total Germany Baden- Württemberg 90 Westphalia Bavaria 5 Rhineland- Berlin - Palatinate Brandenburg - Saxony-Anhalt Hesse 1 Schleswig- Hesse 1 Schleswig- Mecklenburg - Holstein West Pommerania - Thuringia Lower Saxony - Total Foreign of which EU 33: Rest of Europe Africa North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Switzerland Italy 33: The two countries with the highest visitor shares Switzerland Italy 33: Fosition in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service 36: Chert responsition 50: Student Other not gainfully employed 36: Frequency of visits to trade fair 2004 2003 36:	up to 50 km	60
Total Germany Baden- Württemberg 90 Westphalia Bavaria 5 Rhineland- Berlin - Palatinate Brandenburg - Saxony-Anhalt Hesse 1 Schleswig- Hesse 1 Schleswig- Mecklenburg - Holstein West Pommerania - Thuringia Lower Saxony - Total Foreign of which EU 33: Rest of Europe Africa North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Switzerland Italy 33: The two countries with the highest visitor shares Switzerland Italy 33: Fosition in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service 36: Chert responsition 50: Student Other not gainfully employed 36: Frequency of visits to trade fair 2004 2003 36:	more than 50 km up to 100 km	
Total Germany Baden- Württemberg 90 Westphalia Bavaria 5 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony - Anhalt Hamburg - Saxony - Anhalt Hesse 1 Schleswig- Mecklenburg- Holstein West Pommerania Lower Saxony - Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Switzerland taly Position in the company/organization Entrepreneur, partner, self-employed Wanaging director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003 36	over 200 km	
Baden- North Rhine-Württemberg 90 Westphalia Bavaria 5 Rhineland-Berlin - Palatinate Brandenburg - Saxony - Sax		
Würtemberg 90 Westphalia Bavaria 5 Rhineland- Berlin - Palatinate 1 Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Holstein - Holstein West Pommerania - Thuringia Lower Saxony - Total Foreign of Which EU 33 Rest of Europe 67 Africa North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Switzerland 67 Italy 33 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, heead of an authority etc. Benior department head, other employee with managerial responsibility peparament head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student 0 Other not gainfully employed 36 Frequency of visits to trade fair 2004 36 2003 36	Total Germany	99
Bavaria 5 Rhineland- Berlin - Palatinate 1 Brandenburg - Saarland Bremen - Saxony - Anhalt Hesse 1 Schleswig- Mecklenburg - Holstein West Pommerania - Thuringia - Thuringia Lower Saxony - Total Foreign of which EU 33 Rest of Europe Africa North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Switzerland 67 Italy 33 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003 36		
Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania - Thuringia Lower Saxony - Total Foreign of which EU 33: Rest of Europe 66 Africa North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Switzerland Italy 33: Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service 36: Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003 36: 2003	Wurttemberg 90 Westphalia	
Brandenburg Bramen Hamburg Hamburg Hesse Holstein West Pommerania Lower Saxony Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Switzerland Italy Position in the company/organization Entrepreneur, partner, self-employed Wanaging director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003 36		1
Bremen - Saxony - Sahamburg - Saxony - Sax		
Hamburg - Saxoný-Anhalt Hesse 1 Schleswig-Mecklenburg-West Pommerania Lower Saxony - Thuringia - Thuri		
Hesse 1 Schleswig- Mecklenburg- Holstein Thuringia Lower Saxony - Thuringia Total Foreign		
West Pommerania - Thuringia -	Hesse 1 Schleswin-	
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Switzerland taly Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 36 2003 36 37 38 38 38 38 38 38 38 38 38 38 38 38 38	Mecklenburg- Holstein	
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Switzerland Italy South and Central America Middle East East Asia Australia The two countries with the highest visitor shares Switzerland Italy The two countries with the highest visitor shares Switzerland Italy The two countries with the highest visitor shares Switzerland Italy The two countries with the highest visitor shares Switzerland Italy The two countries with the highest visitor shares Switzerland Italy The two countries with the highest visitor shares Switzerland Italy The two countries with the highest visitor shares Switzerland Italy The two countries with the highest visitor shares Switzerland Italy The two countries with the highest visitor shares Switzerland Italy The two countries with the highest visitor shares Switzerland Italy The two countries with the highest visitor shares Switzerland Italy The two countries with the highest visitor shares Switzerland Italy The two countries with the highest visitor shares Switzerland Italy The two countries with the highest visitor shares Switzerland Italy The two countries The two countries with the highest visitor shares Switzerland Italy The two countries The	Lower Saxony -	
highest visitor shares Switzerland fall taly Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 36 2003	of which EU Rest of Europe Africa North America South and Central America Middle East East Asia	33 67
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2004 36	The two countries with the highest visitor shares	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Unter salaried staff/public service Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 36 2003	Switzerland	67
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 363	Italy	33
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Dither salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 36 2003	Position in the company/organization	
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Dither salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 36 2003	Entrepreneur, partner, self-employed	27
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2004 36		1
with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 36 2003 37	head of an authority of	
Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003	head of an authority etc.	
Other salaried staff/public service Jecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2004 36	head of an authority etc. Senior department head, other employee	
Frequency of visits to trade fair 2004 36	head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	5
Frequency of visits to trade fair 2004 36	head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	38
Frequency of visits to trade fair 2004 36	head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant	38
Frequency of visits to trade fair 2004 36	head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee	38
2004	head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position	38
2004	head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee	5
	head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	38
Farlier events 27	head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student	38
First visit 42	head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2004 2003	55 38 27 77 99 99 22

Additional data trade visitors

Economic sector Practice	52
Hospital/clinic	20
Rehabilitation facilities Medical laboratory/	3
institute	2
Rescue service organisation	5
Industry	2
Trade Service	2 5 2 2 5 3 2 6
Authorities/health care	3
Training/consulting	2
University, polytechnic Other	6
Influence on purchasing/ procurement decisions	
Decisively	26
Collectively In an advisory capacity	28 18
No	17
student	9
Other not gainfully employed	
Area of responsibility	
Management	21
Research/development/design Surgical services and treatment	22
Nursing service	11
Production, quality control	8
Buying/procurement Finance/accounting, controlling	
Information, communication technology	y (EDP) 5
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	21 6
Storage/material management/logistics.	
transport	-
Maintenance/repairs	23
Other area Student	9
Other not gainfully employed	3 23 9 2
Sing of annual a	
Size of company/organization: Number of employees:	
	99 5 99 5
5- 9 22 1 000 - 9 99 10- 49 11 10 000 and mo	
50- 99 3 stude	
100-199 7 other not gainfu	
200-499 5 employ	ed 2
Length of stay	
1. Length of stay (days): one 77	
two 12	
three 11	
2. Average length of stay	1,3 days

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

3. Share of visitors on the event's days:

1st day 40 2nd day 51 3rd day 42

Retro Classics

Basic data all visitors

Total number of visitors	32 984
Proportion of private visitors	91%
Region of residence	
up to 50 km	68
more than 50 km up to 100 km more than 100 km up to 300 km	13 14
over 300 km	5
Total Germany	97
Baden- North Rhine- Württemberg 88 Westphalia	1
Württemberg 88 Westphalia Bavaria 6 Rhineland-	
Berlin - Palatinate	2
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 2 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	3
of which EU	72
Rest of Europe	28
Africa	
North America South and Central America	
Middle East	
East Asia	
Australia	
The two countries with the	
highest visitor shares Austria	54
Switzerland	29
Position in the company/organization Entrepreneur, partner, self-employed	20
Managing director, board member,	
head of an authority etc.	. 3
Senior department head, other employed with managerial responsibility	2
Department head, group head	10
Department head, group head Other salaried staff/public service	26
Skilled worker	12
Lecturer, teacher, scientific assistant Trainee	2
Other position	
Student	12 2 3 7
Other not gainfully employed	1
Housewife/man	1
Old-age pensioner	10
Frequency of visits to trade fair	
2004 2003	58 37
2003	
	19
Earlier events First visit	19

---- Stuttgart

Additional data private visitors

Age up to 20 years	
over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	4 17 25 26 16 11
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	7 5 9 8 14 13 14 29
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	16 38 18 21 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	41 14 45
Follow-up business Intend to buy at later date yes no maybe	24 18 57

gressgesellschaft mbH, Stuttgart

südback ---- Stuttgart

Basic data trade visitors	
Total number of visitors	26 812
Proportion of trade visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	31 19 39 11
Total Germany Baden- Württemberg 64 Westphalia Bavaria 19 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 1	94 2 6 2 1 -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	6 59 35 - 2 2 - 2
The three countries with the highest visitor shares Austria Switzerland Italy	44 41 16
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other not gainfully employed	30 6
Frequency of visits to trade fair 2004 2002 Earlier events First visit	53 44 35 27

Additional data trade visitors

Economic sector	
Bakers/Confectioners Trade	77
Bread, cake and pastry industry	7
Subcontracting industry Trade	7
Service	4
University, polytechnic, vocational school Other	7 7 3 4 2 3
- Culei	
Influence on purchasing/ procurement decisions	
Decisively	36
Collectively	26
In an advisory capacity No	20 17
student	2
Area of responsibility	
Management	33
Research/development/design Planning/work preparation	4 12
Manufacture/production	45
Production, quality control	7
Buying/procurement Finance/accounting, controlling	9
Information, communication technology (I	
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	6
Storage/material management/logistics/ transport	
	2
Maintenance/repairs	2
Maintenance/repairs Other area	2 2 5
Maintenance/repairs	2 2 5 8 2
Maintenance/repairs Other area Service sector Student	2 2 5 8 2
Maintenance/repairs Other area Service sector Student Size of company/organization: Number of employees:	2
Maintenance/repairs Other area Service sector Student Size of company/organization: Number of employees: 1- 4 17 200- 499	2
Maintenance/repairs Other area Service sector Student Size of company/organization: Number of employees:	2
Maintenance/repairs Other area Service sector Student Size of company/organization: Number of employees: 1- 4 17 200- 499 5- 9 19 500- 999 10- 49 34 1 000- 999 50- 99 12 10 000 and more	6 3 2 -
Maintenance/repairs Other area Service sector Student Size of company/organization: Number of employees: 1	2 2 5 8 2 2 - 2
Maintenance/repairs Other area Service sector Student Size of company/organization: Number of employees: 1	6 3 2 -
Maintenance/repairs Other area Service sector Student Size of company/organization: Number of employees: 1- 4 17 200- 499 5- 9 19 500- 999 10- 49 34 1 000- 9 999 10- 49 34 1 000- 9 999 10- 10- 10- 10- 10- 10- 10- 10- 10- 10-	6 3 2 -
Maintenance/repairs Other area Service sector Student Size of company/organization: Number of employees: 1	6 3 2 -
Maintenance/repairs Other area Service sector Student Size of company/organization: Number of employees: 1	6 3 2 -
Maintenance/repairs Other area Service sector Student Size of company/organization: Number of employees: 1	66 33 2 - 2
Maintenance/repairs Other area Service sector Student Size of company/organization: Number of employees: 1	66 33 2 - 2

SÜFFA ---- Stuttgart

Basic data trade visitors

Total number of visitors	10 487
Proportion of trade visitors	97%
Region of residence	
up to 50 km	26
more than 50 km up to 100 km	2/
more than 50 km up to 100 km more than 100 km up to 300 km	43
over 300 km	
Total Germany	97
Baden- North Rhine-	
Württemberg 63 Westphalia	1
Bavaria 21 Rhineland-	
Berlin - Palatinate	4
Brandenburg - Saarland	2
Bremen - Saxony	1
Hamburg - Saxony-Anhalt	1
Hesse 7 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	1
Lower Saxony -	
Total Foreign	3
of which EU	40
Rest of Europe	53
Africa	
North America	
South and Central America	
Middle East	
Middle East East Asia	
Middle East	-
Middle East East Asia Australia The two countries with the	-
Middle East East Asia Australia The two countries with the highest visitor shares	
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland	53
Middle East East Asia Australia The two countries with the highest visitor shares	
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization	53 20
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur partner, self-employed	53
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	53 20
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	53 20
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	53 20 1 37
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	5520 1 33.
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	53 20 33
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	533 20 33 e
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman	53 20 1 37 4 e
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker	533 20 337 4 4 14 5
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	55 20 1 3 3 4 e
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee	55 20 1 33 4 e
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	53 20
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other not gainfully employed	53 20 1 37 4 e
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other not gainfully employed Frequency of visits to trade fair	5520 1 33 34 e
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other not gainfully employed Frequency of visits to trade fair 2003 2002	553 200 1 33 4 4 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
Middle East East Asia Australia The two countries with the highest visitor shares Switzerland France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other not gainfully employed Frequency of visits to trade fair	55 20 1 37 4 1 4 1 4 1 4 1 4

Industry Wholesale trade	1
Retail trade Skilled trades	2 5
Service	
Authority/public services Commercial agent	
University, polytechnic, vocational school Other	
Influence on purchasing/ procurement decisions	
Decisively	3
Collectively In an advisory capacity	3
No	1
Other not gainfully employed student	
Area of responsibility Management	3
Research/development/design	3
Planning/work preparation Manufacture/production	4
Production, quality control	
	4
Buying/procurement Finance/accounting, controlling	1
Finance/accounting, controlling Information, communication technology (I	
Finance/accounting, controlling Information, communication technology (I Administration/organization/personnel/ social welfare/training	
Finance/accounting, controlling Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	
Finance/accounting, controlling Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	
Finance/accounting, controlling Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/	
Finance/accounting, controlling Inforce/accounting, controlling (IAAministration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student (IAAM)	EDP)
Finance/accounting, controlling Information, communication technology (Information, communication technology (Information, communication/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Other not gainfully employed	EDP)
Finance/accounting, controlling Inforce/accounting, controlling Information, communication technology (I Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	EDP)
Finance/accounting, controlling Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1-4 22 500-999	EDP)
Finance/accounting, controlling Information, communication technology (I Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 22 500 - 999 1- 49 26 1 000 - 999 10- 49 31 10 000 and more	EDP)
Finance/accounting, controlling Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 22 500- 999 5- 9 26 1 000- 9999	EDP)

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3. Share of visitors on the event's days: 1st day 37 2nd day 33 3rd day 37

2. Average length of stay

1,2 days

VISION ---- Stuttgart

Basic data trade visitors

Basic data trade visitors			
Total number of visitors	5 124		
Proportion of trade visitors			
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	12 11 28 48		
Total Germany Baden- Württemberg 40 Westphalia Bavaria 18 Rhineland- Berlin 2 Palatinate Brandenburg - Saxony Hamburg 42 Saxony-Anhalt Hesse 8 Schleswig- West Pommerania Lower Saxony 4	73 12 4 - 3 - 2 3		
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	27 67 17 - 5 - 2 9		
The five countries with the highest visitor shares Italy Switzerland Austria Netherlands France	13 13 9 8 5		
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Student Trainee Other not gainfully employed	13 8 4 18 33 7 5 12 1		
Frequency of visits to trade fair 2004 2003 Earlier events First visit	22 21 15 60		

Additional data trade visitors

Economic sector Industry	70
Trade Service	4 12
Training/consulting University, polytechnic, vocational school	1 13
Other	5
Influence on purchasing/	
procurement decisions Decisively	27
Collectively	40
In an advisory capacity No	17 4
Other not gainfully employed	1
student	12
Area of responsibility	4.4
Management Research/development/design	14 58
Planning/work preparation	
Manufacture/production Production, quality control	8
Buying/procurement	5 8 7 3 1
Finance/accounting, controlling	
Information, communication technology (EDI Administration/organization/personnel/	7) 0
social welfare/training	1
Marketing/sales/advertising/PR Storage/material management/logistics/	12
transport	1
Maintenance/repairs Other area	1 2 2 12
Student	12
Other not gainfully employed	1
Size of company/organization:	
Number of employees: 1- 4 11 500- 999	5
5- 9 8 1 000- 9 999	10
10- 49 21 10 000 and more 50- 99 8 student	7 12
100-199 9 other not gainfully	
200-499 9 employed	1

Length of stay 1. Length of stay (days): one 83

13 2. Average length of stay

3. Share of visitors on the event's days:

Conducted by: Profi Tess/SMK, Stuttgart

two three

1st day 40 2nd day 45 3rd day 37

Messe Wächtersbach (2004) ---- Wächtersbach

Private visitor data

Total number of visitors 61	706
Proportion of private visitors	98 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km radius further than 50 km within a 100 km radius further than 100 km radius	- 84 5 14 2
Germany	100
Sex Male Female	50 50
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	1 8 21 25 23 18 4
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	14 45 - 6 8 1 1 23

Net household income up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR M/A	1 2 6 11 14 16 20 18 12
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	6 47 24 17 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	68 8 23
Follow-up business Intend to buy at later date yes no maybe	27 29 44
Conducted by: Massa und Congressbaratun	_

Bad Dürkheim

FBT GmbH Messen-Ausstellungen-Marketing

efa - Fair for Building Systems, Electrical Engineering, Air-Conditioning and Automation, Leipzig 24.10.-26.10.2007

Bad Salzuflen

Messe Ostwestfalen GmbH

KMO - Plastics Processing Fair, Bad Salzuflen 16.03.-19.03.2005

Bayreuth

bbg Betriebsberatungs GmbH

DKM - International Trade Fair for Finance and Insurance Industry, Dortmund 24.10.-26.10.2006

Berlin

Messe Berlin GmbH

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

• 13.01.-22.01.2006

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

• 02.02.-04.02.2006

Build IT Berlin - IT and Communication Trade Fair for the Construction Sector, Berlin 21.02.-25.02.2006

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

• 21.02.-25.02.2006

ITB Berlin - International Tourism Exchange

• 08.03.-12.03.2006

WASSER BERLIN - International Trade Fair and Congress. GAS BERLIN - International Trade Fair and Congress

• 03.04.-07.04.2006

IFA - CONSUMERELECTRONICS UNLIMITED, Berlin

• 01.09.-06.09.2006

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

19.09.-22.09.2006

ART FORUM BERLIN - The international Fair for Contemporary Art 30.09.-04.10.2006

belektro - Trade Fair for Electrical Engineering, Electronics and Lighting, Berlin
18 10 -20 10 2006

Import Shop Berlin - A world full of beauty

15.11.-19.11.2006

CMS - Cleaning . Management . Services . - International Trade Fair and Congress. Berlin

18.09.-21.09.2007

Bielefeld

Survey Marketing + Consulting GmbH & Co. KG

ZOW - Suppliers' Trade Fair East Westfalen, Bad Salzuflen 20.02.-23.02.2006

Bremen

Fachausstellungen Heckmann GmbH Hannover/Bremen

hafa Bremen - Modern Family Exhibition, Bremen 09.09.-17.09.2006

CARAVAN - Motor Caravans and Supplies Trade Exhibition, Bremen 03.11.-05.11.2006

HVG Hanseatische Veranstaltungs-GmbH

bike.market.future, Bremen 11.03.-12.03.2006

MGH Messe- und Ausstellungsgesellschaft Hansa GmbH

Bremen Classic Motorshow 03.02 -05.02.2006

fish international - International Trade Fair for Fish and Seafood: Trading Market, Technology, Logistics, Point of Sale, Bremen 12.02.-14.02.2006

Cloppenburg

Friedrich Haug Messen und Ausstellungen

Emsland-Schau Meppen, Regional Consumer Exhibition 25.05.-28.05.2006 Weser-Ems-Ausstellung Aurich - Regional Consumer Exhibition

May 2007

Emsland-Schau Lingen, Regional Consumer Exhibition August 2007

Blickpunkt Ibbenbüren - Regional Consumer Exhibition

September 2008

Nordsee-Schau Jever, Regional Consumer Exhibition September 2008

Grönegau-Ausstellung Melle, Regional Consumer Exhibition September 2009

Emsland-Schau Papenburg, Regional Consumer Exhibition

Oktober 2009

Osning-Schau, Bad Laer, Regional Consumer Exhibition Oktober 2010

Darmstadt

GAD Gesellschaft für Ausstellungen in Darmstadt

Hessenschau Darmstadt - Living, Housing, Leisure, Construction - Consumer Goods Exhibition 26.08.-03.09.2006

Dortmund

Messe Westfalenhallen Dortmund GmbH

JAGD & HUND - International exhibition for hunting & fishing, Dortmund

31.01.-05.02.2006

CREATIVA - Exhibition for creative design, Dortmund 22.03.-26.03.2006

hobbytronic - Sales event for hardware, software, communication and entertainment electronics, Dortmund

05.04.-09.04.2006

INTERMODELLBAU - Exhibition of modelbuilding and model sport, Dortmund 05.04.-09.04.2006

FAHOBA.kreativ - Trade Fair for creative design, Dortmund 18.08.-20.08.2006

Trade fair for interior design, Dortmund 22.09.-24.09.2006

Boulevard.DORTMUNDER HERBST - Consumer exhibition, Dortmund 30.09.-08.10.2006

HairPower - Trade fair with regional championships NRW, Dortmund 10.09.-11.09.2006

Inter-tabac - International trade fair for tobacco goods and smokers' products, Dortmund

• 22.09.-24.09.2006

Westdeutsche Mineralientage - West German minerals days, Dortmund 02.12.-03.12.2006

ELEKTROTECHNIK - Trade fair, Dortmund 29.08.-01.09.2007

Dresden

MESSE DRESDEN GmbH

Dresdner Ostern - Garden, Pet and Handicraft Trade Fair, Dresden 30.03.-02.04.2006

PIETA - Funeral and Cemetery Equipment Trade Fair, Dresden 28.04.-30.04.2006

TMS Messen - Kongresse - Ausstellungen GmbH

Dresden Travel Market 27.01.-29.01.2006

auto mobil - Automotive exhibition, Dresden 24.02.-26.02.2006

Hunting, fishing, riding, Dresden 10.03.-12.03.2006

Touristik & Caravaning International Leipzig 22.11.-26.11.2006

Düsseldorf

Messe Düsseldorf GmbH

boot-Düsseldorf - International Boat Show

• 21.01.-29.01.2006

BEAUTY INTERNATIONAL - International Trade Fair for Cosmetics, Nail and Foot Professionals, Düsseldorf 17.03.-19.03.2006

GDS - The Premier Shoe Event (Spring), Düsseldorf

05.03.-07.03.2006

ProWein - International Trade Fair Wines and Spirits, Düsseldorf

26.03.-28.03.2006

Tube - International Tube and Pipe Trade Fair, Düsseldorf

24.04.-28.04.2006

wire - International Wire and Cable Trade Fair, Düsseldorf

• 24.04.-28.04.2006

METAV - International Fair for Manufacturing Technology and Automotion, Düsseldorf

20.06.-24.06.2006

CARAVAN SALON DÜSSELDORF - International CARAVAN SHOW, Düsseldorf

• 25.08.-03.09.2006

GDS - The Premier Shoe Event (autumn), Düsseldorf

• 10.09.-12.09.2006

IAM - International Investors' Fair, Düsseldorf 15.09.-17.09.2006

InterCool - International Trade Fair Frozen Food, Ice Cream, Refrigeration Technology, Düsseldorf 24.09.-27.09.2006

InterMeat - International Trade Fair Meat and Sausage, Düsseldorf 24.09.-27.09.2006

InterMopro - International Trade Fair Dairy Products, Düsseldorf 24.09.-27.09.2006

TourNatur - Hiking and Trekking Exhibition, Düsseldorf 01.09.-03.09.2006

hogatec - International Trade Fair Hotels, Gastronomy, Catering, Düsseldorf

• 24.09.-28.09.2006

REHACARE INTERNATIONAL - International Trade Fair for Those with Special Needs and Those Requiring Care, Düsseldorf

• 18.10.-21.10.2006

glasstec - International Trade Fair with Special Show + Symposium. Düsseldorf

• 24.10.-28.10.2006

MEDICA - World Forum for Medicine - Intern'l Trade Fair with Congress / ComPaMED Intern'l Trade Fair Components, Parts and Raw Materials for Medical Manufacturing, Düsseldorf

• 15.11.-18.11.2006

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

12.06.-16.06.2007

METEC - International Metallurgical Technology Trade Fair with Congresses, Düsseldorf

• 12.06.-16.06.2007

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

• 12.06.-16.06.2007

A+A - Safety + Health at Work, Düsseldorf

• 18.09.-21.09.2007

K - International Trade Fair Plastics + Rubber, Düsseldorf

• 24.10.-31.10.2007

EUROSHOP - The Global Retail Trade Fair, Düsseldorf

23.02.-27.02.2008

interpack - International Fair Packaging Machinery, Packaging and Confectionary Machinery, Düsseldorf

• 24.04.-30.04.2008

drupa - print media messe - World Market Print Media, Publishing & Converting, Düsseldorf

• 29.05.-11.06.2008

Reed Exhibitions Deutschland GmbH

PSI - International Trade Fair for Advertising Specialties, Düsseldorf

11.01.-13.01.2006

FIBO - The Leading International Trade Show for Fitness and Wellness, Essen 27 04 -30 04 2006

ALUMINIUM - World Trade Fair & Conference for the Aluminium Industry, Essen 20.09.-22.09.2006

PRO SIGN - The Trade Fair on Signmaking in Europe, Frankfurt/Main

19.10.-21.10.2006

MODERNER STAAT - Exhibition and Conference,
Berlin

28.11.-29.11.2006

EQUITANA - Equestrian Sports World Fair, Essen

• 10.03.-18.03.2007

SHOWTECH - International Trade Show and Conference for Event Technology and Services, Berlin

19.06.-21.06.2007

viscom - International trade fair for visual advertising techniques and signmaking, Düsseldorf 20.09-22.09.2007

Erfurt

Messe Erfurt AG

Reiten-Jagen-Fischen - Exhibition for Riding, Hunting and Fishing, Erfurt 24.03.-26.03.2006

Grüne Tage Thüringen - The agricultural fair, Erfurt 15.09.-17.09.2006

HAUS+TECHNIK - Exhibition for House building, Living and Modernizing, Erfurt 08.09.-10.09.2006

inoga - Trade Fair for the Hotel, Restaurant and Catering Industries, Erfurt 15.10.-17.10.2006

International Pedigree Dog Show, Erfurt 14.04.-15.04.2007

naro.tech - Exhibition for Renewable Resources, Technologies and Products with International Symposium "Materials from Renewable Resources", Erfurt 06.09.-09.09.2007

RAM Regio Ausstellungs GmbH Erfurt

Thüringen-Ausstellung - Handicraft and Consumer Goods Exhibition, Erfurt 04.03.-12.03.2006

Reisen - Caravan - Tourism Exhibition, Erfurt 28.10.-31.10.2006

Eschborn

Werbe- und Vertriebsges. Deutscher Apotheker

EXPOPHARM - International Pharmaceutical Trade Fair, München

+ 21.09.-24.09.2006

Essen

Messe Essen GmbH

DEUBAU - International trade fair for BUILDING + CONSTRUCTION, Essen 17.01.-21.01.2006

E-world energy & water - International Fair and Congress, Essen 14.02.-16.02.2006

HAUS + GARTEN - The spring and leisure fair for the whole family, Essen 15.02.-19.02.2006

IPM Essen - International Trade Fair for Plants, Technical Equipment, Floristry, Sales Promotion, Essen 02.02.-05.02.2006

Reise / Camping - International Trade Fair for Travel & Tourism, Camping & Caravaning, Essen 22.03.-26.03.2006

SHK - Trade Fair for Sanitary, Heating, Airconditioning and regenerative Energies, Essen 07.03.-11.03.2006

REIFEN - No 1 in tyres and more, Essen 23.05.-26.05.2006

GOLFESSEN, Essen 24.03.-26.03.2006

IFLO DECORAZIONE - International Trade Fair for Floristry, Decorations & Gifts, Hobbies & Handicrafts, Essen

05.08.-06.08.2006

MODE - HEIM - HANDWERK - The big consumer fair for the whole family, Essen 28.10.-05.11.2006

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

• 10.10.-13.10.2006

METPACK - International Trade Fair for Metal Packaging, Essen 22.04.-26.04.2008

SCHWEISSEN & SCHNEIDEN - World Trade Fair, Essen 14.09.-19.09.2009

Finningen

Josef-Werner Schmid GmbH

WIR - Regional consumer information exhibition, Dillingen

11.03.-19.03.2006

KONTAKTA - Regional consumer information exhibition, Ansbach 01.04 - 09.04.2006

KONTAKTA - Regional consumer information exhibition, Heidenheim 12.05.-17.05.2007

Frankfurt/Main

Deutsche Landwirtschafts-Gesellschaft e.V. - DLG

EuroTier - International DLG Exhibition for Animal Husbandry and Management, Hannover

• 14.11.-17.11.2006

AGRITECHNICA - International DLG Exhibition for Agricultural Machinery, Hannover (Preview Days: 11 and 12 November 2007)

• 13.11.-17.11.2007

Messe Frankfurt GmbH

Heimtextil - International trade fair for home textiles and commercially used textiles, Frankfurt/Main

• 11.01.-14.01.2006

Beautyworld - Internationale Frankfurter Messe, Frankfurt/Main

• 25.01.-29.01.2006

Christmasworld - Internationale Frankfurter Messe,

• 25.01.-29.01.2006

Paperworld - Internationale Frankfurter Messe, Frankfurt/Main

• 25.01.-29.01.2006

Ambiente - Internationale Frankfurter Messe, Frankfurt/Main

• 10.02.-14.02.2006

fine art fair frankfurt 16.03.-19.03.2006

Musikmesse Frankfurt - International Trade Fair for Musical Instruments, Music Software and Computer Hardware. Sheet Music and Accessories

• 29.03.-01.04.2006

Prolight + Sound - International Trade Fair for Event and Communications Technology, AV-Production and Entertainment. Frankfurt/Main

29.03.-01.04.2006

Light + Building - International Trade Fair for Architecture and Technology, Frankfurt/Main 23.04.-27.04.2006

Collectione - Preview Spring + Summer, Frankfurt/Main 11.06.-14.06.2006

Tendence Lifestyle - Internationale Frankfurter Messe, Frankfurt/Main

25.08.-29.08.2006

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

12.09.-17.09.2006

ISH - The World's Leading Trade Fair - Bathroom, Building, Energy, Airconditioning Technology, Renewable Energies, Frankfurt/Main

• 06.03.-10.03.2007

Lightstyle - International Trade Fair for Home Interior Lighting, Frankfurt/Main April 2007 IFFA/IFFA-Delicat - International Trade Fair for the Meat Industry, Frankfurt/Main

• 05.05.-10.05.2007

Techtextil - International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main

12.06.-14.06.2007

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

• 31.05.-03.06.2008

Wirtschaftsgemeinschaft Hessen GmbH

InNaTex - International fair of natural & organic textiles, Spring, Hofheim-Wallau 28.01.-30.01.2006

InNaTex - International fair of natural & organic textiles, Summer, Hofheim-Wallau 05.08.-07.08.2006

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

International Kulturbörse, Freiburg 23.01.-26.01.2006

Exhibition Camping, Leisure and Tourism, Freiburg 11.03.-19.03.2006

Modellbau - Model Construction Kits Show, Freiburg 29.04.-01.05.2006

Intersolar - International Trade Fair and Conference for Solar Technology, Freiburg

22.06.-24.06.2006

BADEN MESSE - Agricultural Exhibition, Freiburg 09.09.-17.09.2006

Plaza Culinaria, Freiburg 03.11.-05.11.2006

BADEN MESSE - Regional Craft and Industry Exhibition, Freiburg 08.09.-16.09.2007

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

23.04.-25.04.2008

BADEN MESSE - Regional Craft and Industry Exhibition, Freiburg 13.09.-21.09.2008

Friedrichshafen

Messe Friedrichshafen GmbH

Fruchtwelt Bodensee - International Trade Fair for Fruit, Berries, Hops and Distillation, Friedrichshafen 10.02.-12.02.2006

Pferd Bodensee - International Trade Exhibition for Equestrian Sport, Horse Breeding, Horse Owning, Friedrichshafen 17.02.-19.02.2006

IBO - International Fair for Consumer and Investment Goods, Friedrichshafen 18.03.-26.03.2006

TUNING WORLD BODENSEE - International event for car tuning, lifestyle and club scene, Friedrichshafen 28.04.-01.05.2006

goFinance - The Innovative Trade Fair Forum for the Financial Services Industry, Friedrichshafen 17.05.-18.05.2006

HAM RADIO - International Amateur Radio Exhibition with HAMtronic - Electronics, Internet, Computer, Friedrichshafen 23.06.-25.06.2006

OutDoor - European Outdoor Trade Fair, Friedrichshafen 23.07.-26.07.2006

EUROBIKE - International Bicycle Trade Exhibition, Friedrichshafen 31.08.-03.09.2006

INTERBOOT - International Water Sports Exhibition, Friedrichshafen 23.09.-01.10.2006

AERO - International Trade Exhibition for General Aviation, Friedrichshafen 19.04.-22.04.2007

7

Groß-Umstadt

KWF - Kuratorium für Waldarbeit und Forsttechnik GmbH

KWF - Forest Machinery and Innovations DemoFair, Schmallenberg

+ June 2008

Hamburg

Hamburg Messe und Congress GmbH

NORTEC - Trade Fair for Manufacturing Technology, Hamburg

25.01.-28.01.2006

REISEN HAMBURG - International Exhibition Tourism & Caravaning, Hamburg

08.02.-12.02.2006

INTERNORGA - International Trade Fair for the Hotel, Restaurant, Catering, Baking and Confectionery Trades, Hamburg 03.03.-08.03.2006

Hansepferd Hamburg - International Exhibition for Horse Enthusiasts, Hamburg 28.04.-01.05.2006

WindEnergy - International Trade Fair Hamburg 16.05.-19.05.2006

NORD ELEKTRO - Trade fair for electrical engineering, information and lighting technology, Hamburg 13.09.-15.09.2006

SMM - Shipbuilding, Machinery & Marine Technology - International Trade Fair Hamburg 26.09.-29.09.2006

acqua alta - International Trade Fair and Congress for Flood Prevention, Consequences of Climate Change and Disaster Management, Hamburg 13.09.-15.09.2006

hanseboot - International Boat Show Hamburg 28.10.-05.11.2006

DU UND DEINE WELT - The great Consumer Exhibition, Hamburg 18.11.-26.11.2006

MesseHalle Hamburg-Schnelsen GmbH

USSIFA HAMBURG - Special-Fair for Watches, Jewels, Pearls, Precious Stones and more, Hamburg 15.09.-17.09.2006

Hannover

Deutsche Messe AG

DOMOTEX HANNOVER - World trade fair for carpets and floor coverings, Hannover

• 14.01.-17.01.2006

didacta - The Education Trade Fair, Hannover

+ 20.02.-24.02.2006

CeBIT - The world's leading event for Information Technology, Telecommunications, Software & Services. Hannover

• 09.03.-15.03.2006

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

• 24.04.-28.04.2006

Digital Factory/HANNOVER MESSE - Trade Fair for Integrated Processes and IT Solutions, Hannover 24.04.-28.04.2006

Energy/HANNOVER MESSE - International Trade Fair for Renewable and Conventional Power Generation, Transmission, Distribution and Utility Management, Hannover 24.04.-28.04.2006

Factory Automation/HANNOVER MESSE - Leading Trade Fair for Production Automation, Hannover 24.04.-28.04.2006

Industrial Building Automation/HANNOVER MESSE - International Trade Fair for Integrated Industrial and Building Automation Systems, Hannover 24.04.-28.04.2006

Industrial Facility Management & Services/HAN-NOVER MESSE - International Trade Fair for Industrial Services, Maintenance and Condition Monitoring, Hannover 24.04.-28.04.2006

INTERKAMA+/HANNOVER MESSE - International Trade Fair for Process Automation, Hannover

• 24.04.-28.04.2006

MicroTechnology/HANNOVER MESSE - The leading trade fair for Applied Microsystems Technology and Nanotechnology, Hannover 24.04.-28.04.2006

Pipeline Technology/HANNOVER MESSE - International Trade Fair for Pipeline Technology and Network Management, Hannover 24.04.-28.04.2006

PROMOT!ON WORLD/HANNOVER MESSE - International Trade Fair for Promotional Products and Incentives, Hannover 24.04.-28.04.2006

Research & Technology/HANNOVER MESSE - Innovations Market Research and Technology, Hannover 24.04.-28.04.2006

Subcontracting/HANNOVER MESSE - The leading trade fair for Subcontracting Services, Materials, Components and Systems for Mechanical Engineering, the Automotive Industry and Plant Engineering, Hannover

24.04.-28.04.2006

EuroBLECH - International Sheet Metal Working Technology Exhibition, Hannover 24.10.-28.10.2006

ComVAC/HANNOVER MESSE - International Trade Fair for Compressed Air and Vacuum Technology, Hannover 16.04.-20.04.2007

MDA-Motion, Drive & Automation/ HANNOVER MESSE - International Trade Fair for Power Transmission and Control, Hannover 16.04.-20.04.2007

SurfaceTechnology/HANNOVER MESSE - with Powder Coating Europe - International Trade Fair for Surface Technology, Hannover 16.04.-20.04.2007

LIGNA+ HANNOVER - World Fair for the Forestry and Wood Industries. Hannover

• 14.05.-18.05.2007

DailyFood-Business - Trade Show for Bakers, Butchers, Confectioners, Caterers and Ice Cream Outlets, Essen 09.09.-11.09.2007

EMO - The world of machine tools, Hannover 17.09.-22.09.2007

BIOTECHNICA - International Trade Fair for Biotechnology, Hannover

• 09.10.-11.10.2007

CeMAT Hannover - The World's Fair for Intralogistics, Hannover

27.05.-31.05.2008

INTERPOLICE - International Exhibition for Police and Internal Security, Hannover
June 2010

INTERSCHUTZ - DER ROTE HAHN - International Trade Fair for Rescue, Fire Prevention, Disaster Relief, Safety, Security, Hannover

June 2010

Fachausstellungen Heckmann GmbH Hannover

ABF - Exhibition for Cars, Boats, Gardening, Leisure, Tourism, Caravans & Camping, building + living, Hannover

28.01.-05.02.2006

Altenpflege+ProPflege - Exhibition and Congress for Nursing, Therapy, Care + Professional Patient Care, Hannover

+ 14.02.-16.02.2006

Infa - Information and Sales Exhibition, Hannover 14.10.-22.10.2006

PFERD & JAGD - Europe's biggest exhibition for equestrain sports, hunting, fishing, Hannover 30.11.-03.12.2006

Husum

Messe Husum

NORD GASTRO & HOTEL, Husum 12.02.-13.02.2007

HUSUMWIND - Exhibition and Conference, Husum 18.09.-22.09.2007

Idar-Oberstein

Intergem Messe GmbH

INTERGEM - International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein 29.09.-02.10.2006

Ingolstadt

Sandner GmbH Messen und Ausstellungen

dona - Consumer Goods Exhibition, Regensburg 01.04.-09.04.2006

ufra - Consumer Goods Exhibition, Schweinfurt 30.09.-08.10.2006

Karlsruhe

HINTE Messe GmbH Messe-Ausstellungen-Kongresse-Events

GiardinaKARLSRUHE - Gardening and Lifestyle Exhibition, Karlsruhe 16.02.-19.02.2006

INVENTA - Art of Living, Karlsruhe 16.02.-19.02.2006

InterGeo East - Conference and Trade Fair for Geodesy, Geo Information and Land Management, Belgrad

+ 23.02.-24.02.2006

Arbeitsschutz aktuell - A Forum on Prevention - Industrial Safety Trade Fair and Congress, Karlsruhe

+ 27.09.-29.09.2006

offerta - Exhibition Highlight in a Strong Region, Karlsruhe 28.10.-05.11.2006

INTERGEO - Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Munich

+ 10.10.-12.10.2006

HOGAKA - Hotel Business and Catering Trade Fair, Karlsruhe

04.02.-07.02.2007

publika - Home, Garden, Living, Pforzheim 17.05.-20.05.2007

Karlsruher Messe- und Kongress -GmbH/Messe Karlsruhe

Karlsruher Hochzeitstage - Wedding Days - Everything about the wedding, Karlsruhe 21 01 -22 01 2006

LEARNTEC - International Convention and Trade Fair for Educational and Information Technology, Karlsruhe

14.02.-16.02.2006

RESALE - International Trade Fair for Used Machinery and Equipment, Karlsruhe 26.04.-28.04.2006 Midvision - Trade fair for IT-solutions in small and medium-sized enterprises, Karlsruhe 21.06.-22.06.2006

Interpart - International Suppliers' Trade Fair for the Automotive, Machine and Construction Engineering Industries, Karlsruhe 10.10.-12.10.2006

SURFACTS - International Trade Fair for Surface Treatment, Karlsruhe 10.10.-12.10.2006

Horizont - Trade Fair for Tourism, Caravaning, Outdoor, Karlsruhe 16.11.-19.11.2006

hortec - The Technology Trade Fair for Horticulture, Karlsruhe 28.09.-30.09.2007

Kempten

Stadt Kempten - Allgäuer Festwoche

ALLGÄUER FESTWOCHE - Trade Fair - Cultural and Sports Events - Rural Tradition Exhibition in Kempten (Allgäu) 12.08.-20.08.2006

Köln

FONDS professionell Multimedia GmbH

FONDS PROFESSIONELL KONGRESS, Congress and Exhibition, Mannheim 01.02.-02.02.2006

Koelnmesse Ausstellungen GmbH

Ecclesia - Church Fittings and Religious Life, Cologne 09.02.-11.02.2006

International Trade Fair ROOF + WALL and Convention for Roofing, Wall and Insulation Technology, Cologne

•+ 15.02.-18.02.2006

InterKarneval, Cologne 22.09.-24.09.2006

Model Railways International Exhibition of Model Railways and Accessories, Toys and Hobbies, Cologne 09.11.-12.11.2006 House & Home - The Fair for Home Improvement, Cologne

23.11.-26.11.2006

International Travel Market Cologne 01.12.-03.12.2006

FARBE - Ausbau & Fassade with dry construction, stucco & plaster, Cologne

+ 18.04.-21.04.2007

Philatelia and MünzExpo - International Fair for Stamps, Coins and Accessories, Cologne 20.09-22.09.2007

Koelnmesse GmbH

ISM - International Sweets and Biscuits Fair, Cologne29.01.-01.02.2006

imm cologne - The international Furniture Fair,

• 16.01.-22.01.2006

domotechnica + components - International Trade Fair for Household Appliances, Cologne

13.02.-16.02.2006

COLOGNE FINE ART, Cologne 15.02.-19.02.2006

INTERNATIONAL HARDWARE FAIR / PRACTICAL WORLD, Cologne

• 05.03.-08.03.2006

Anuga FoodTec - International Trade Fair for food and drink technology, Cologne

• 04.04.-07.04.2006

CARBON EXPO - Global Carbon Market Fair & Conference, Cologne 10.05.-12.05.2006

IMB - World of Textile Processing, Cologne

• 10.05.-13.05.2006

IFMA Cologne, Cologne

• 14.09.-17.09.2006

Kind + Jugend - International Baby to Teenager Fair Cologne

• 15.09.-17.09.2006

photokina - World of Imaging with Media Vision Cologne, Cologne

• 26.09.-01.10.2006

spoga+gafa - International Trade Fair for Sport, Camping and Garden Lifestyle / International Garden Trade Fair, Cologne

03.09.-05.09.2006

Entsorga-Enteco - International Trade Fair for Waste Management and Environmental Technology, Cologne

• 24.10.-27.10.2006

INTERMOT Köln - International Trade Fair for Motorcycles and Scooters, Cologne 11.10.-15.10.2006

Orgatec - Office & Facility, Cologne

• 24.10.-28.10.2006

IDS - International Dental Show, Cologne

• 20.03.-24.03.2007

interzum, Cologne

• 09.05.-12.05.2007

Anuga, Cologne

13.10.-17.10.2007

FSB - International Trade Fair for Amenity Areas, Sports and Pool Facilities, Cologne

• 31.10.-02.11.2007

SOLARIA - International Trade Fair for Tanning Products and Equipment, Cologne 01.11.-03.11.2007

Langen

Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH

Interzoo - International Trade Fair for Pet Supplies, Nuremberg 11.05.-14.05.2006

DeZooFa - German Pet Trade Show, Wiesbaden 04.05.-06.05.2007

Leipzig

Leipziger Messe GmbH

Leipzig Fair Home-Garden-Leisure - The Consumer Fair for the Whole Family / Central German Handicrafts Fair, Leipzig 18 02 -26 02 2006

baufach - Leipzig Construction Trade Fair, Leipzig 01.02.-04.02.2006

CADEAUX Leipzig (Spring) - Trade Fair for Gifts and Lifestyle Ideas, Leipzig 04.03.-06.03.2006

Leipzig Book Fair 16.03.-19.03.2006

AMI-AUTO MOBIL INTERNATIONAL with AMITEC -Specialist Trade Fair for Vehicle Components, Workshop and Service Equipment, Leipzig 01.04.-09.04.2006

ORTHOPÄDIE + REHA-TECHNIK - International Trade Show and World Congress for Prosthetics, Orthotics and Rehabilitation Technology, Leipzig 10.05.-13.05.2006

Z - SUBCONTRACTING FAIR; INTERNATIONAL TRADE FAIR FOR PARTS; COMPONENTS; MODULES AND TECHNOLOGIES, Leipzig 20.06.-22.06.2006

GC - Games Convention - Europe's first comprehensive adventure fair for interactive entertainment, infotainment, edutainment and hardware, 21.08-23.08.06: GC Developer conference (GCDC) - International conference for development of PC,

Console- and Mobile Games, Leipzig 23.08.-27.08.2006

CADEAUX Leipzig (Autumn) - Trade Fair for Gifts and Lifestyle ideas - COMFORTEX, Trade Fair for Interior Design, Leipzig 09.09.-11.09.2006

MIDORA Leipzig - Trade Fair for Watches and Jewellery, Leipzig 09.09.-11.09.2006

models - hobbies - games, Leipzig 30.09.-03.10.2006

denkmal - European Trade Fair for Conservation, Restoration and Urban Renewal, Leipzig 25.10.-28.10.2006

TerraTec - International Trade Fair for Environmental Technologies and Services, Leipzig

• 05.03.-08.03.2007

enertec - International Trade Fair for Energy, Leipzig 05.03.-08.03.2007

therapie Leipzig - Trade Fair and Congress for Therapists, Leipzig 08.03.-10.03.2007

Pflegemesse Leipzig - Trade Fair and Congress for Hospital and Home Care, Leipzig 11 09 -13 09 2007

SHKG Leipzig - Exhibition for Sanitation, Heating, Airconditioning and Building Automation, Leipzig 24.10.-27.10.2007

GÄSTE - International Trade Fair for the restaurant, hotel and catering business, Leipzig 18.11.-21.11.2007

Leipziger Messe International GmbH

LBA - Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg 03.03.-05.03.2006

Lindau-Bodolz

Kinold Ausstellungsgesellschaft mbH

Passauer Frühling DreiLänderMesse - Regional Exhibition, Passau 18.03.-26.03.2006

Oberfranken-Ausstellung Bayreuth - Regional Exhibition

06.05.-14.05.2006

Oberfranken-Ausstellung Hof - Regional Exhibition 21.04.-29.04.2007

Niederbayern-Schau - Regional Exhibition, Landshut 29.09.-07.10.2007

Oberfranken-Ausstellung Coburg - Regional Exhibition, Coburg 13.10.-21.10.2007

Lörrach

Messe Lörrach GmbH

REGIO - Three Countries - one Fair, Lörrach 24.03.-02.04.2006

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH

MAGDEBOOT - Trade Fair for new and used boats, equipment and water sports, Magdeburg 09.03.-12.03.2006

LEBEN - Regional Consumer Goods Exhibition, Magdeburg 12.05.-14.05.2006

AIR MAGDEBURG - International trade fair for sport and business aviation, Magdeburg 01 09 -03 09 2006

vaQum - International Trade Fair for Vacuum Technology and Vacuum Application, Magdeburg 26.09.-27.09.2006

Mainz

RAM Regio Ausstellungs GmbH

Rheinland-Pfalz-Ausstellung - Mainz - Regional Consumer Goods Exhibition 18.03.-26.03.2006

Mannheim

Mannheimer Ausstellungsgesellschaft mbH

MANNHEIMER MAIMARKT - Exhibition for Industry, Trade, Craftmenship and Agriculture, Mannheim 29.04.-09.05.2006

Munich

EUROEXPO Messe- und Kongress-GmbH

LogiMAT - International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart 28.03.-30.03.2006

EuroCARGO - International Trade Fair for Freight Transport, Logistics and Telematics, Cologne 30.05.-01.06.2006

GHM Gesellschaft für Handwerksmessen mbH

GARTEN MÜNCHEN - Exhibition for Garden Culture and Plants, Munich 16 03 -22 03 2006

INTERNATIONALE HANDWERKSMESSE - International Trade Fair for Small and Medium-Sized Enterprises, Munich

16.03.-22.03.2006

IFH/INTHERM - Trade Fair for Sanitary, Heating, Airconditioning, Nuremberg 05.04.-08.04.2006

iba - International Trade Fair World Market for Baking
 ... everything for Bakers and Confectioners, Munich
 + 03.10.-09.10.2006

HEIM + HANDWERK - Makes your furnishing Dreams come true, Munich 02.12.-10.12.2006

FOOD & LIFE - Where Gourmets meet, Munich 07.12.-10.12.2006

ELTEC - Trade Fair for Building Equipment, Light Engineering, Switchgear and Industrial Controls, Nuremberg 20.06.-22.06.2007

Messe München GmbH

ispo winter - International Trade Fair for Sports Equipment and Fashion (Winter), Munich

• 29.01.-01.02.2006

C-B-R - Leisure and Travel, Munich

• 18.02.-22.02.2006

inhorgenta europe - International Trade Fair for Watches, Clocks, Jewellery, Precious Stones, Pearls and Technology, Munich

• 17.02.-20.02.2006

METAV München - International fair for manufacturing technology and automation, Munich 04.04.-07.04.2006

ANALYTICA - Instrumental Analysis, Laboratory Technology and BioTechnologies. International Trade Fair and Analytica Conference, Munich

• 25.04.-28.04.2006

AUTOMATICA - International Trade Fair for Automation: Assembly - Robotics - Vision, Munich 16.05.-19.05.2006

CERAMITEC - International Trade Fair for Machinery, Equipment, Plant, Processes and Raw Materials for CERAMICS and POWDER METALLURGY, Munich

• 16.05.-19.05.2006

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

• 12.07.-16.07.2006

ispo summer - International Trade Fair for Sports Equipment and Fashion (Summer), Munich

• 16.07.-18.07.2006

FAIRWAY - Golf Course Congress with Exhibition, Munich 29.09.-01.10.2006 GOLF EUROPE - International Trade Fair for Golf. Munich

29.09.-01.10.2006

MAINTAIN - International Trade Fair for Industrial Maintenance, Munich 17.10.-19.10.2006

EXPO REAL - International Commercial Property Exposition, Munich

• 23.10.-25.10.2006

SYSTEMS - IT.Media.Communications, Munich

23.10.-27.10.2006

Bauma China - International Trade Fair for Construction Machinery, Building Material Machines, Construction Vehicles and Equipment, Shanghai 21.11.-24.11.2006

electronica - components, systems, applications, Munich

• 14.11.-17.11.2006

BAU - International Trade Fair for Building Materials, Building Systems, Building Renovation, Munich

• 15.01.-20.01.2007

JAGEN UND FISCHEN - International Exhibition for Hunters and Fishermen, Munich 28.03.-01.04.2007

Bauma - International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, Munich

23.04.-29.04.2007

LASER. World of Photonics - International Trade Fair and World of Photonics Congress, Munich

18.06.-21.06.2007

TRANSPORT LOGISTIC - International Trade Fair for Logistics, Telematics and Transport, Munich

12.06.-15.06.2007

Productronica - International Trade Fair for Electronics Production, Munich

13.11.-16.11.2007

IFAT - International Trade Fair for Environment. Waste Water and Waste Disposal: Water, Sewage, Refuse and Recycling, Munich

• 05.05.-09.05.2008

drinktec - World Fair for Beverage and Liquid Food Technology, Munich

• 14.09 -19.09.2009

Münster

Halle Münsterland GmbH Messen + Congresse

Spring - Flowers + Garden - Consumer Goods Exhibition. Münster 16.02.-20.02.2006

Antiquitäten-Tage - Antiques Exhibition, Münster 01.03.-05.03.2006

Business online, Münster 22.11.-23.11.2006

IPOMEX - International Police Meeting and Exhibition. Münster 18.09.-20.09.2007

Nurembera

AFAG Messen und Ausstellungen GmbH

FREIZEIT, GARTEN + TOURISTIK Nürnberg - Boats, Camping, Caravans, Cars with AutoSalon, Nurembera

25.02.-05.03.2006

GrindTec - International Trade Fair for Grinding Technology, Augsburg 15.03.-18.03.2006

HOGA Munich - Trade Fair for Gastronomy, Hotel and Catering, Munich 19.03.-22.03.2006

afa - Consumer Goods Exhibition, Augsburg 01.04.-09.04.2006

SOM Rosenheim - Regional Consumer Goods Exhibition, Rosenheim 22.04.-01.05.2006

Harz + Heide - Consumer Goods Exhibition, Braunschweig 20.05.-28.05.2006

AMERICANA - International Exhibition Riding. Western Culture, Augsburg 06.09.-10.09.2006

Unterland Ausstellung Heilbronn - Consumer Goods Exhibition, Heilbronn 30.09.-08.10.2006

CONSUMENTA Nürnberg - Consumer Exhibition and Special Display, Nuremberg 28.10.-05.11.2006

HOGA Nürnberg - Trade Fair for Gastronomy, Hotel and Catering, Nuremberg 14.01.-17.01.2007

Mainfranken-Messe Würzburg - Regional Consumer Goods Exhibition, Würzburg 29.09.-07.10.2007

interlift - International Trade Fair for Elevators, Components& Accessories, Augsburg 16.10.-19.10.2007

NürnbergMesse GmbH

BioFach - World Organic Trade Fair, Nuremberg 16.02.-19.02.2006

Sheltered Fair Shop, Nuremberg 23.02.-26.02.2006

embedded world - Exhibition&Conference, Nurembera 14.02.-16.02.2006

EUROGUSS - International Trade Fair for Pressure Die Casting, Nuremberg 07.03.-09.03.2006

IWA & OutdoorClassics - International Trade Fair for Hunting and Sporting Arms, Outdoor Articles and Accessories, Nuremberg 10.03.-13.03.2006

fensterbau/frontale - International Trade Fair Window and Facade - Technologies, Components, Prefabricated Units (with HOLZ-HANDWERK), Nuremberg 22.03.-25.03.2006

Deutsche Ausbaumesse Essen - Nürnberg - Wood construction - Roofing - Plastering - Dry Construction, Nuremberg

+ 27.04.-29.04.2006

e_procure & supply - Trade Fair and Congress for Procurement and Supply Management Experiences - Solutions - Trends, Nuremberg 16.05.-18.05.2006

FachPack + PrintPack + LogIntern - Trade Fair for Packaging Solution + Trade Fair for Package Printing and Packaging Supplies Production + Trade Fair for In-Plant Logistics, Nuremberg 26.09.-28.09.2006

GaLaBau - International Trade Fair for Urban Green and Open Spaces

Design - Construction - Maintenance, Nuremberg 13.09.-16.09.2006

ENKON dezentral - Trade Fair for decentralized Energy Business and Technology, Nuremberg 18.10.-20.10.2006

IKK - International Trade Fair Refrigeration, Airconditioning, Ventilation, Nuremberg

+ 18.10.-20.10.2006

BRAU Beviale - European Trade Fair for the Beverage

Raw Materials - Technologies - Logistics - Marketing, Nurembera

15.11.-17.11.2006

POWTECH - International Trade Fair for Mechanical ProcessingTechnologies and Instrumentation with TechnoPharm -International Trade Fair for Life Science Process Technologies Pharma - Food -Cosmetics, Nuremberg 27.03.-29.03.2007

EUROPEAN COATINGS SHOW - plus Adhesives, Sealants, Construction Chemicals, Nuremberg 08.05.-10.05.2007

Stone+tec - International Trade Fair Natural Stone and Stoneprocessing Technology, Nuremberg 06.06.-09.06.2007

ELTEC - Trade Fair for Building Equipment, Light Engineering, Switchgear and Industrial Controls, Nurembera 20.06.-22.06.2007

Spielwarenmesse eG

Spielwarenmesse - International Toy Fair, Nuremberg 02.02.-07.02.2006

Offenbach

Messe Offenbach GmbH

interVIEW First Show Offenbach - The compact B2B Forum of current novelties for the national and global leather goods market 28.01.-30.01.2006

I.L.M. Offenbach Winter Styles - International Leather Goods Fair of season novelties Autumn/Winter

• 25.03.-27.03.2006

I.L.M. Offenbach Summer Styles - International Leather Goods Fair of season novelties Spring/Summer

28.09.-01.10.2006

Offenburg

Messe Offenburg-Ortenau GmbH

BADISCHE WEINMESSE - Regional Wine Exhibition, Offenburg

06.05.-07.05.2006

eurocheval - European Horse Fair, Offenburg 19.07.-23.07.2006

OBERRHEIN MESSE OFFENBURG - Consumer Goods Fair 30.09.-08.10.2006

Pirmasens

Messe- und Veranstaltungsgesellschaft Pirmasens mbH

plw - leather and more - International Fair for leather and shoe components (Spring), Pirmasens 04.04.-05.04.2006

plw - leather and more - International Fair for Shoe-Technology and International Fair for leather and show (Autumn), Pirmasens 26.09.-27.09.2006

Build up! - Building, Living, Renovating, Restoring, Energy, Housing, Pirmasens 07.09.-09.09.2007

Rendsburg

Werner Fahrenkrog GmbH & Co. KG

FLORA, Rendsburg 20.05.-21.05.2006

NORLA/NORKOFA - Regional Agricultural and Municipal Trade Exhibition, Rendsburg 21.09.-24.09.2006

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH

AUTO, Rostock 10.03.-12.03.2006

Stuttgart

Hofmann Messe- und Ausstellungsgesellschaft

Blickfang - Interior and Fashion Design, Stuttgart 17.03.-19.03.2006

Mesago Messe Frankfurt GmbH

EMV Düsseldorf - International Exhibition and Conference on Electromagnetic Compatibility (EMC), Düsseldorf

07.03.-09.03.2006

FACILITY MANAGEMENT - Exhibition and European Facility Management Conference, Frankfurt/Main 07.03.-09.03.2006

ITeG - International Forum for Healthcare IT, Frankfurt/Main 30.05.-01.06.2006

SMT/HYBRID/PACKAGING - System Integration in Micro Electronics / International Exhibition and Conference, Nuremberg 30.05.01.06.2006

Mesago Messemanagement GmbH

SPS/IPC/DRIVES - Electric Automation - Systems and Components - Exhibition and Conference, Nuremberg 28.11.-30.11.2006

Stuttgarter Messe- und Kongressgesellschaft mbH

CMT - Die Urlaubsmesse - International exhibition for caravanning, motoring, tourism with cycling and adventure holidays, golf and wellness holidays, cruises and ship travel, Stuttgart

14.01.-22.01.2006

MEDIZIN - South German trade exhibition for medical technology, pharmacy, materials and equipment for surgeries and hospitals with accompanying congress, Stuttgart

27.01.-29.01.2006

TV - Textilveredlung und Promotion - International trade fair for textile printing, embroidery, transfer and flocking, Stuttgart 27.01.-29.01.2006

INTERGASTRA - International trade fair for hotels, restaurants, catering, confectionery and cafés, Stuttoart

18.02.-23.02.2006

R + T - International trade fair for roller shutters, doors/gates and sun protection, Stuttgart

• 07.02.-11.02.2006

INVEST - The trade fair for institutional and private investors, Stuttgart 31.03.-02.04.2006

Retro Classics - International exchange for classic cars and motorcycles, spare parts and restoration, Stuttgart

17.03.-19.03.2006

Ideenbörse Stuttgart - Trade fair for marketing, communication and sales with Stuttgart direct marketing congress, Stuttgart 23.03.-24.03.2006

ISA - Int. collectors' exhibition/WeltAntik - Antiques/IWB-Int. arms exchange/Int. angling exhibition featuring fly-fishing / Int. Coin Convention with special section stamps, Stuttgart 07.04.-09.04.2006

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

25.04.-27.04.2006

interbad - International trade fair for swimming pools, pool and bath technology, saunas, physiotherapy, wellness, Düsseldorf

+ 27.09.-30.09.2006

FACHDENTAL LEIPZIG - Trade fair for dental surgeries and laboratories, Leipzig 22.09.-23.09.2006

AMB - International exhibition for metalworking, Stuttgart

• 19.09 -23.09.2006

CAT.PRO - International trade fair for innovative product development, data and process management, Stuttgart 19.09.-23.09.2006

SÜFFA - Trade Fair for the Butchers' Trade, Stuttgart 01.10.-03.10.2006

FACHDENTAL SÜDWEST - Trade fair for dental surgeries and laboratories, Stuttgart 20.10.-21.10.2006

HOBBY + ELEKTRONIK - Exhibition for computers and electronics, Stuttgart 26.10.-29.10.2006

Kreativ & Bastelwelt - The creative trade fair of South Germany, Stuttgart 26.10.-29.10.2006

Modell Süd Bau & Bahn - Exhibition for model railways, model cars, aircraft, ships, Stuttgart 26.10.-29.10.2006

Süddeutsche Spielemesse - South Germans largest exhibition for games, Stuttgart 26.10.-29.10.2006

FleiFa - Trade fair for the butchers' trade, Leipzig 05.11.-06.11.2006

Familie & Heim - Stuttgart's largest shopping and experience exhibition with international mineral and fossil exchange, Stuttgart 18.11.-26.11.2006

ANIMAL - Animal-Specialist exhibition for pet ownership and animal health, Stuttgart 04.11.-05.11.2006

VISION - International trade fair for machine vision and identification technologies, Stuttgart 07.11.-09.11.2006

NewCome - Exhibition and congress for the establishment, expansion and succession of business enterprises, Stuttgart 01.12.-02.12.2006

GARTEN Indoor Outdoor Ambiente - Selling exhibition / Wellviva - The exhibition about health and wellbeing, Stuttgart
Spring 2007

INTERVITIS INTERFRUCTA - International technology trade fair for wine, fruit and fruit juice, Stuttgart

• 22.04.-26.04.2007

eltefa - Trade Fair for Electrical Engineering and Electronics, Stuttgart 26.09.-28.09.2007

SACHSENBACK - Trade fair for bakery and confectionery trades, Leipzig 27.10.-29.10.2007

südback - Trade fair for the bakery and confectionery trades, Stuttgart 06.10.-09.10.2007

Villingen-Schwenningen

SMA Südwest Messe- und Ausstellungs-GmbH

Südwest Messe - Exhibition for Industry, Craftmenship, Trade and Agriculture, with Prefabricated Houses and Building Show, Villingen-Schwenningen 10.06.-18.06.2006

Wächtersbach

Messe Wächtersbach GmbH

Messe Wächtersbach - Consumer Goods Exhibition 20.05.-28.05.2006

Wiesbaden

MFA, Messe Frankfurt Ausstellungen GmbH

h & h - handarbeit & hobby - International Trade Fair for Creative Textile Handicraft, Craft and Hobby Supplies, Cologne 31 03 -02 04 2006

Marketing Services - The Cross Media Event + DIS-PLAY, trade fair for P.O.S. Marketing, Hamburg

• 16.05.-18.05.2006

Wunstorf

AMA Service GmbH

SENSOR + TEST - The Measurement Fair - International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nuremberg 30.05.-01.06.2006

Hongkong/SVR

Hong Kong Trade Development Council

Hong Kong Toys & Games Fair

• 10.01.-13.01.2006

Hong Kong Fashion Week

Hong Kong International Jewellery Show

• 06.03.-09.03.2006

Hong Kong Electronics Fair - Spring Edition 14 04 -17 04 2006

Hong Kong Houseware Fair

21.04.-24.04.2006

Hong Kong Gifts & Premium Fair

28.04.-01.05.2006

Summer Sourcing Show for Gifts, Houseware & Toys 04.07.-07.07.2006

Hong Kong Watch & Clock Fair

• 06.09 -10.09.2006

Hong Kong Electronics Fair + ElectronicAsia

13.10.-16.10.2006

International Lighting Fair, Hong Kong 27.10.-30.10.2006

Hong Kong Optical Fair 08.11.-10.11.2006

Moscow

MVK - International Exhibition Company

STROYTECH - International Construction Week, Moscow

28.02.-04.03.2006

AnalyticaExpo - International Exhibition of Equipment for Chemical Analysis, Laboratory Furniture and Chemicals, Moscow 14 03 -17 03 2006

Cabex (Cable, Wire and Accessories) - International specialized exhibition of cables, wires, fastening hardware and installation technologies, Moscow 14.03.-17.03.2006

Geoform + GeoMap, GeoTech, Geotunnel, GeoWay - International industrial Forum of geodesy, cartography, navigation, geoinformation systems, engineering geology and geophysics, tunnel and utility systems construction, Moscow

14.03.-17.03.2006

Fasttec - International specialized exhibition of equipment, materials, parts and technologies for producing fasteners and equipment for manufacturing of fastener elements, Moscow 28.03.-01.04.2006

ISET (Tool world) - International specialized exhibition and trade fair of tools for all industries and household use, Moscow 28.03.-01.04.2006

Interkomplekt / Interzum - International specialized exhibition of components, accessories and materials for furniture manufacture, Moscow 16.05.-20.05.2006

Rosupak / Luxpack / Alumpack - International exhibition of machinery and equipment, materials and technologies for manufacturing of packages, Packages for all industries, Moscow

19.06.-23.06.2006

PCV Expo - International Forum on Pumps, Compressors and Valves, Moscow 02.10.- 05.10.2006

Weldex - International specialized exhibition of materials, equipment and technologies for welding,
Moscow

07.11.-10.11.2006

Woodex (Lestechproduktzija) - International specialized exhibition for timber products, machinery, equipment and materials for the timber, pulp and paper and woodworking industries, Moscow

• 05.12.-09.12.2006

MASHEX - International Industrial Week, Moscow

• 29.05.- 02.06.2007

Polygraphinter - International exhibition of printing equipment, technologies, materials and services, Moscow

16.10.- 20.10.2007

Verona

Ente Autonomo Fiere di Verona

Fieragricola - Biennial International Exhibition on Machinery, Services and Products for Agriculture and Animal Farming. Verona

• 09.02.-12.02.2006

VINITALY - International Wine and Spirits Exhibition, Verona

• 06.04.-10.04.2006

ACQUACOLTURA International - International Exhibition of Fish Products, Breeding, Equipment and Technologies, Verona
11.05.-14.05.2006

EUROCARNE - International Meat and Meat Processing Machinery Exhibition, Verona

11.05.-14.05.2006

ABITARE IL TEMPO - International Exhibition of Furniture, Furnishing and Interior Design, Verona 21.09.-25.09.2006

MARMOMACC - International Exhibition of Marble, Stone and Technology, Verona

• 05.10.-08.10.2006

BUS & BUS Business - The world of transport by coach and bus, Verona 2007

SAMOTER - International Earthmoving and Building Machinery Exhibition, Verona 2008

Status as of June 2006

The designation of the various trade fairs and exhibitions is based on information supplied by the organizers. This information has been included in this review following careful examination of the documents available. However, no liability can be assumed for the correctness of the information provided. Attention is drawn particularly to the fact that dates may have been changed while this publication was being printed.

+ Event with changing venues

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