FKM

www.fkm.de

Audited Trade Fair and Exhibition Figures **Report 2006**

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The FKM in 2006

Considerably more trade fairs than the previous year offer their customers – in other words, exhibitors and visitors – audited exhibitor, space and visitor statistics. The interest of the German trade fair organizers in having their figures checked by a public accountant has increased significantly. Numerous partners have often even registered new events on their first running.

The number of members has also increased. At the end of 2006, the FKM had 71 organizers with their headquarters in Germany. New members are the Event- und Messegesellschaft Chemnitz mbH, the HIGH END MARKETING GmbH, Wuppertal, and the asfc atelier scherer fair consulting GmbH, Fürth. FONDS Professionell Multi media GmbH, Cologne/Vienna terminated its membership.

As a result of the larger number of members, but also due to additional registrations of existing partners, the FKM audited around 11% more trade fairs in 2006 than the previous year, a total of 280 events.

The number of foreign trade fairs audited by the FKM has increased once again. 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 each other 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 members.

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 members to the AUMA database. There, users will directly find the events registered by the individual members for FKM auditing.

International Trade Fair Transparency

Together with other European auditing organizations, for the 18th time, the FKM has published the Euro Fair Statistics brochure. 20 countries have taken part: Austria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Moldova, Poland, Portugal, Romania, Russia, 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 three meetings in Singapore, Berlin and Hong Kong in the course of 2005 and 2006, the participants reached agreement on a provisional catalogue of definitions. 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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(Chairman)

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Locations

Stand: April 2007

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

3

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) including amendments as of December 2005.

D. Result
Our audit did not lead to any objections.

Cologne, 15th March 2007

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Public accountant

Jörg Brüggemann
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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 2006 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

	No.	For the complete titles see pp. 119	Duration (Days)	Interval (Years)	Exhibition Space Figures (sq.m.)								Exhibitor figures							Visitor figures			
					Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
					Halls		Open Air			Special Shows	Space (net)	Space (gross)				from countries							
					Domestic	Foreign	Domestic	Foreign	Total				Domestic	Foreign	Total		Domestic	Foreign	Total	Domestic	Foreign	Total	
		Augsburg																					
	1	afa Augsburg Spring Exhibition	9	1	13.330	755	1.597	50	**15.732**	4.587	20.319	39.200	476	27	**503**	9						**88.031**	
	2	Americana	5	2	5.785	1.453	359	40	**7.637**	2.802	10.439	30.700	147	46	**193**	10						**36.025**	
	3	GrindTec	4	2	6.798	2.135			**8.933**	120	9.053	18.400	185	88	**273**	19						**9.340**	*
	4	RENEXPO/IHE HolzEnergie/reCONSTRUCT	4	1	3.496	817	1.849	149	**6.311**	501	6.812	17.100	208	39	**247**	10	32	27	59	10.399	904	**11.303**	*
		Bad Salzuflen																					
	5	KMO - Plastics Processing Fair	4	2	9.292	1.040			**10.332**		10.332	18.900	277	24	**301**	10				9.633	157	**9.790**	*
	6	ZOW - Furniture Components	4	1	10.509	10.331			**20.840**		20.840	41.100	316	337	**653**	36	22	35	57	11.719	9.181	**20.900**	*
		Bayreuth																					
	7	Oberfranken-Ausstellung - Reg. Consumer Exh.	9	2	6.771	467	2.402	85	**9.725**	2.444	12.169	18.800	320	20	**340**	6	11	1	12			**40.816**	
		Berlin																					
	8	Art Forum	5	1	2.792	2.635			**5.427**	1.864	7.291	11.100	82	76	**158**	23				35.506	5.494	**41.000**	*
●	9	bautec/Build IT/Solar Energy	5	2	13.033	1.593			**14.626**	4.721	19.347	40.400	507	61	**568**	20	1	2	3	49.090	2.693	**51.783**	*
	10	belektro	3	2	9.057	122			**9.179**	1.673	10.852	22.700	222	8	**230**	7				14.664	193	**14.857**	*
●	11	FRUIT LOGISTICA	3	1	7.652	27.753			**35.405**	337	35.742	60.000	228	1.385	**1.613**	64				9.466	26.526	**35.992**	*
●	12	Import Shop	5	1	3.033	2.679			**5.712**	832	6.544	20.000	266	248	**514**	64				40.080	610	**40.690**	*
●	13	InnoTrans	4	2	25.309	20.275	3.553	1.454	**50.591**		50.591	100.000	823	780	**1.603**	41				41.770	24.849	**66.619**	*
●	14	International Green Week	10	1	35.523	15.053			**50.576**	10.512	61.088	118.000	1.072	496	**1.568**	56				402.547	4.889	**407.436**	*
●	15	ITB - International Tourist Exchange	5	1	29.646	57.296	212		**87.154**		87.154	148.500	1.510	5.543	**7.053**	172	611	3.642	4.253	122.019	39.382	**161.401**	*
	16	Moderner Staat - Public Administration	2	1	2.223				**2.223**	387	2.610	5.750	196		**196**	1				3.237	23	**3.260**	*
●	17	WASSER/GAS BERLIN	5	3	14.561	1.921	172		**16.654**	2.973	19.627	45.200	483	114	**597**	26				16.263	3.790	**20.053**	*
		Braunschweig																					
	18	Harz + Heide - Reg. Consumer Exhibition	9	1	10.632	297	3.487	73	**14.489**	4.860	19.349	30.900	399	16	**415**	7						**70.310**	*
		Bremen																					
	19	Bremen Classic Motorshow	3	1	10.817	959			**11.776**	7.402	19.178	34.700	351	39	**390**	10				28.309	1.616	**29.925**	*
	20	CARAVAN	3	1	8.855				**8.855**	136	8.991	14.600	81		**81**	1						**13.269**	
	21	bike.market.future	2	1	2.384	276	45		**2.705**	4.839	7.544	14.300	138	13	**151**	6	5		5	8.852	62	**8.914**	*
	22	fish international	3	2	3.955	2.542			**6.497**	1.139	7.636	18.000	187	211	**398**	41				9.890	1.204	**11.094**	*
	23	hafa	9	1	11.752	610	949		**13.311**	8.275	21.586	42.700	583	19	**602**	9						**63.691**	
		Darmstadt																					
	24	Hessenschau - Living, Housing, Leisure	9	1	4.381	249	2.218	51	**6.899**	1.711	8.610	36.000	277	9	**286**	10						**44.087**	

+ Events with changing venues

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

* Visitors Profil Analyses see page 28 ff.

[1] ascertained by representative sampling

	No.	For the complete titles see pp. 119	Duration (Days)	Interval (Years)	Exhibition Space Figures (sq.m.)								Exhibitor figures							Visitor figures			
					Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
					Halls		Open Air			Special Shows	Space (net)	Space (gross)				from countries							
					Domestic	Foreign	Domestic	Foreign	Total				Domestic	Foreign	Total		Domestic	Foreign	Total	Domestic	Foreign	Total	
		Dillingen																					
	25	WIR - Reg. Consumer Exhibition	9	2	3.830	15	945	21	**4.811**	1.774	6.585	18.000	294	2	**296**	2	24		24			**52.974**	
		Dortmund																					
	26	Boulevard.DORTMUNDER HERBST	9	1	16.002	844			**16.846**	3.067	19.913	48.200	604	29	**633**	11	24		24			**101.042**	*
	27	CREATIVA	5	1	7.340	671			**8.011**	2.042	10.053	25.400	393	33	**426**	7				89.430	1.732	**91.162**	*
	28	DKM - Finance and Insurance Industry	3	1	7.821	310			**8.131**		8.131	21.500	345	23	**368**	8				9.424	116	**9.540**	
	29	FAHOBA.kreativ	3	1	2.379	195			**2.574**		2.574	5.750	44	5	**49**	4	1		1			**2.573**	
	30	HairPower	2	1	833	48			**881**	535	1.416	7.200	46	3	**49**	3						**5.076**	
	31	HobbyTronic	5	1	1.784	72			**1.856**	2.105	3.961	6.900	69	3	**72**	4				49.107	6.132	**55.239**	*1)
	32	INTERMODELLBAU	5	1	8.040	489			**8.529**	8.821	17.350	46.300	374	26	**400**	12	42	5	47	87.207	14.670	**101.877**	*
	33	Inter-tabac	3	1	6.796	852			**7.648**	390	8.038	17.300	142	57	**199**	20	1		1	4.141	1.252	**5.393**	*
	34	JAGD & HUND - Hunting and Fishing	6	1	8.448	2.149			**10.597**	2.542	13.139	35.600	349	142	**491**	28				65.780	6.268	**72.048**	*
	35	Ordertage Inneneinrichtung - Interior design	3	1	3.525	324			**3.849**		3.849	10.500	70	9	**79**	7				4.796	68	**4.864**	*
	36	West German Minerals Days	2	1	1.066	135			**1.201**	614	1.815	11.200	181	37	**218**	18						**6.159**	
		Dresden																					
	37	auto mobil/Baby plus	3	1	5.301		100		**5.401**	2.440	7.841	18.900	167		**167**	1						**17.805**	
	38	Dresdner Ostern - Garden, Pet and Handicraft	4	1	4.341	207	232		**4.780**	4.135	8.915	21.100	321	18	**339**	14						**44.972**	
	39	Dresdner Reisemarkt - Travel Market	3	1	4.718	1.164	95		**5.977**	683	6.660	15.200	341	122	**463**	28						**29.400**	*
	40	Hunting, Fishing, Riding	3	1	1.334	84	372		**1.790**	4.041	5.831	11.200	166	8	**174**	6						**16.793**	
	41	Pieta	3	2	2.839	120	40		**2.999**	400	3.399	6.500	93	8	**101**	7						**1.609**	
		Düsseldorf																					
	42	BEAUTY INTERNATIONAL	3	1	21.503	2.429			**23.932**	2.893	26.825	63.000	504	97	**601**	22				50.031	4.469	**54.500**	*
●	43	boot	9	1	59.215	45.015	155	101	**104.486**	7.046	111.532	221.200	1.006	648	**1.654**	52				242.722	49.011	**291.733**	*
●	44	CARAVAN SALON	10	1	69.865	19.616	1.564	182	**91.227**	2.660	93.887	149.800	433	156	**589**	23				145.818	27.775	**173.593**	*1)
●	45	GDS International Shoe Fair - Spring	3	1	17.697	41.696			**59.393**	8.094	67.487	137.100	239	992	**1.231**	41				12.318	13.506	**25.824**	*
●	46	GDS International Shoe Fair - Autumn	3	1	18.696	40.274			**58.970**	6.501	65.471	137.100	266	1.057	**1.323**	41				12.836	16.010	**28.846**	*
●	47	glasstec	5	2	22.204	41.312	100		**63.616**	5.363	68.979	123.500	393	797	**1.190**	45	62	26	88	23.355	31.212	**54.567**	*
●	48	hogatec	5	2	16.976	3.528	43	18	**20.565**	2.378	22.943	45.600	416	104	**520**	18				31.356	3.796	**35.152**	*1)
	49	IAM - International Investors Fair	3	1	3.599	244			**3.843**	757	4.600	13.100	113	13	**126**	10				8.578	376	**8.954**	*
+●	50	Interbad	4	2	9.799	5.507		78	**15.384**	1.191	16.575	30.000	251	131	**382**	24	5	1	6	11.209	3.736	**14.945**	*1)
●	51	InterCool	4	2	9.353	3.499			**12.852**	541	13.393	26.300	219	136	**355**	25				6.598	3.206	**9.804**	*1)
●	52	InterMeat	4	2	12.948	3.753			**16.701**	210	16.911	26.500	252	125	**377**	16				12.083	3.097	**15.180**	*1)
●	53	InterMopro	4	2	8.296	1.972			**10.268**	210	10.478	19.300	147	94	**241**	13				9.059	2.308	**11.367**	*1)
●	54	MEDICA	4	1	60.128	61.492	90		**121.710**	2.050	123.760	242.000	1.489	3.084	**4.573**	63				74.114	63.389	**137.503**	*
●	55	METAV	5	2	48.622	7.130			**55.752**	313	56.065	96.100	772	154	**926**	21				42.494	5.795	**48.289**	*
●	56	ProWein	3	1	16.407	20.658			**37.065**	1.406	38.471	73.100	742	2.192	**2.934**	46	39	346	385	25.218	6.907	**32.125**	*
	57	PSI Messe	3	1	18.573	14.804			**33.377**	417	33.794	60.000	450	400	**850**	30	1	6	7	6.739	11.006	**17.745**	*

+ Events with changing venues

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

* Visitors Profil Analyses see page 28 ff.

1) ascertained by representative sampling

5.1

	No.	For the complete titles see pp. 119	Duration (Days)	Interval (Years)	Exhibition Space Figures (sq.m.)								Exhibitor figures							Visitor figures			
					Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
					Halls		Open Air			Special Shows	Space (net)	Space (gross)				from countries							
					Domestic	Foreign	Domestic	Foreign	Total				Domestic	Foreign	Total		Domestic	Foreign	Total	Domestic	Foreign	Total	
●	58	REHACare International	4	1	21.905	6.964			28.869	2.285	31.154	70.500	539	281	820	32				45.024	6.668	51.692	*
	59	TourNatur	3	1	3.312	638			3.950	1.889	5.839	15.800	178	54	232	12				34.994	1.458	36.452	1)
●	60	Tube	5	2	13.760	17.893			31.653	533	32.186	58.800	277	550	827	48				14.931	14.752	29.683	*1)
●	61	wire	5	2	17.107	33.908			51.015	544	51.559	90.400	316	784	1.100	48				16.480	22.665	39.145	*1)
		Erfurt																					
	62	Grüne Tage Thüringen - Agriculture Fair	3	2	4.260	90	5.986		10.336	5.732	16.068	34.900	287	5	292	3				19.220	58	19.278	*
	63	House building, Living and Modernizing	3	1	2.689	124	111		2.924	148	3.072	6.500	156	5	161	3						5.598	*
	64	inoga - Hotel, Catering and Hospitality Sector	3	2	2.490	49			2.539	573	3.112	7.500	147	3	150	3						5.942	*
	65	Reisen & Caravan - Travel & Caravaning	4	1	5.539	523			6.062	1.000	7.062	15.000	207	25	232	11	23	45	68			34.319	
	66	Riding - Hunting - Fishing	3	1	3.529	268	699		4.496	2.740	7.236	16.300	161	15	176	9						25.293	*
	67	Thüringen-Ausstellung - Reg. Consumer Exh.	9	1	9.340	355	96		9.791	3.000	12.791	22.300	613	16	629	7						69.469	*
		Essen																					
	68	ALUMINIUM	3	2	10.483	12.089			22.572	255	22.827	48.400	314	371	685	40				9.101	6.169	15.270	*
	69	DEUBAU	5	2	24.072	848			24.920	2.145	27.065	65.000	680	46	726	14				73.866	1.816	75.682	*
	70	E-world energy & water	3	1	8.588	1.820			10.408	96	10.504	25.200	303	110	413	15				8.552	1.222	9.774	*
	71	FIBO	4	1	19.047	8.637			27.684	1.397	29.081	64.000	241	154	395	28				41.205	5.460	46.665	*
	72	Golf Essen	3	1	2.058	158			2.216	1.088	3.304	6.350	70	22	92	9						10.081	1)
	73	HAUS + GARTEN - Spring and Leisure Fair	5	1	5.677	69			5.746	3.713	9.459	23.900	228	6	234	6						53.423	*
	74	IFLO DECORAZIONE	2	1	2.063	224			2.287	2.883	5.170	13.900	88	24	112	7				5.805	732	6.537	*
	75	IPM - Intern. Trade Fair for plants	4	1	24.258	18.841			43.099	3.257	46.356	110.000	722	623	1.345	42				46.720	15.407	62.127	*
	76	MODE-HEIM-HANDWERK	9	1	15.175	918			16.093	8.617	24.710	65.000	654	32	686	13				164.673	330	165.003	*
	77	REIFEN - Tires and more	4	2	12.698	8.979			21.677	40	21.717	43.000	202	272	474	42	4		4	9.464	7.774	17.238	*
	78	REISE/CAMPING - Travel & Tourism	5	1	26.588	2.893			29.481	967	30.448	70.100	607	170	777	32				94.685	1.344	96.029	*1)
	79	SECURITY	4	2	25.196	8.383	10		33.589	2.937	36.526	75.000	606	421	1.027	47				29.695	10.217	39.912	*
	80	SHK Essen	5	2	29.426	1.505			30.931	352	31.283	68.400	476	39	515	14				51.128	1.257	52.385	*
		Frankfurt/Main																					
●	81	Ambiente	5	1	82.666	107.999			190.665	1.658	192.323	317.500	1.493	3.105	4.598	88				83.746	61.513	145.259	*
●	82	Automechanika	6	2	62.818	94.907	7.884	3.927	169.536	1.847	171.383	268.700	920	3.663	4.583	73				94.298	63.636	157.934	*
●	83	Beautyworld	5	1	5.410	4.381			9.791	45	9.836	23.600	159	263	422	32				7.204	3.949	11.153	*1)
●	84	Christmasworld	5	1	23.902	25.983			49.885	2.233	52.118	89.400	337	738	1.075	39				17.965	11.729	29.694	*1)
	85	Collectione	4	1	13.422	11.070			24.492	989	25.481	58.000	177	154	331	35				3.136	2.520	5.656	*
	86	FACILITY MANAGEMENT	3	1	2.319	86			2.405	164	2.569	4.900	161	12	173	6	2	1	3	3.247	387	3.634	
	87	Fine Art Fair	4	1	1.425	475			1.900	125	2.025	14.000	38	12	50	5						10.700	
●	88	Heimtextil	4	1	35.903	104.617			140.520	7.147	147.667	273.800	478	2.283	2.761	73				35.868	53.205	89.073	*
	89	ITeG	3	1	6.080	194			6.274	147	6.421	12.200	256	17	273	10				3.259	95	3.354	
	90	Light + Building	5	2	67.654	53.422			121.076	1.398	122.474	233.400	957	1.280	2.237	54				88.668	46.626	135.294	*
●	91	Musikmesse	4	1	19.469	28.998	284		48.751	5.738	54.489	107.000	545	1.035	1.580	50				52.727	21.957	74.684	*1)

+ Events with changing venues

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* Visitors Profil Analyses see page 28 ff.

1) ascertained by representative sampling

	No.	For the complete titles see pp. 119	Duration (Days)	Interval (Years)	Exhibition Space Figures (sq.m.)								Exhibitor figures							Visitor figures			
					Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
					Halls		Open Air			Special Shows	Space (net)	Space (gross)				from countries							
					Domestic	Foreign	Domestic	Foreign	Total				Domestic	Foreign	Total		Domestic	Foreign	Total	Domestic	Foreign	Total	
●	92	Paperworld	5	1	33.807	53.696			**87.503**	3.910	91.413	161.400	588	2.011	**2.599**	67				29.976	33.939	**63.915**	*1)
	93	PRO SIGN	3	2	3.465	1.128			**4.593**	694	5.287	10.900	117	48	**165**	20				5.661	1.054	**6.715**	*
●	94	ProLight + Sound	4	1	11.975	16.112	127	128	**28.342**	1.638	29.980	57.700	310	473	**783**	42				17.276	8.939	**26.215**	*1)
●	95	Tendence Lifestyle	5	1	59.385	49.688			**109.073**	2.902	111.975	204.000	1.356	1.808	**3.164**	77				57.513	21.959	**79.472**	*
		Freiburg																					
	96	Baden Messe/ecotrend with Agricultural Exh.	9	3	11.338	216	4.026	20	**15.600**	954	16.554	30.000	556	23	**579**	7						**83.614**	
	97	CFT - Camping, Leisure, Tourism	9	1	11.897	958	5.311		**18.166**	389	18.555	29.800	278	45	**323**	9						**50.459**	
●	98	Intersolar	3	1	11.994	3.021	279	28	**15.322**		15.322	26.000	323	131	**454**	27						**23.492**	
	99	Kulturbörse - Stage Production and Music	4	1	1.803	361			**2.164**	4.760	6.924	12.000	245	48	**293**	9						**3.419**	
	100	Modellbau - Model Construction	3	3	692	8	28		**728**	6.632	7.360	14.500	44	1	**45**	2						**13.576**	
	101	Plaza Culinaria	3	1	4.351	538			**4.889**	516	5.405	11.000	212	30	**242**	7						**23.293**	
		Friedrichshafen																					
	102	EUROBIKE	4	1	18.575	20.220	1.254	556	**40.605**	4.630	45.235	76.300	258	559	**817**	37	5	57	62	33.925	18.267	**52.192**	*
	103	Fruchtwelt Bodensee	3	2	5.162	873	31	14	**6.080**	565	6.645	15.700	164	50	**214**	11	19	40	59			**11.806**	
	104	goFinance	2	1	556	140			**696**		696	6.750	45	11	**56**	5				696	46	**742**	
	105	HAM RADIO/HAMtronic	3	1	2.313	584			**2.897**	1.255	4.152	29.000	126	37	**163**	19	12	80	92			**15.592**	
	106	IBO - Consumer and Investment Goods	9	1	11.288	985	615	40	**12.928**		12.928	52.500	416	51	**467**	10	35	1	36	77.409	154	**77.563**	*
	107	INTERBOOT	9	1	19.085	10.223	2.773	851	**32.932**	2.560	35.492	72.900	406	128	**534**	16	12	100	112	70.211	22.050	**92.261**	*
	108	OutDoor	4	1	10.061	19.006	290	465	**29.822**	16.237	46.059	73.600	156	518	**674**	39	2	39	41	6.368	9.125	**15.493**	*
	109	Pferd Bodensee	3	2	7.007	885			**7.892**	4.347	12.239	35.300	194	34	**228**	8	26	12	38			**20.562**	
	110	TUNING WORLD BODENSEE	4	1	14.122	1.174	359	42	**15.697**	19.900	35.597	75.300	217	29	**246**	9	2	6	8	102.207	12.503	**114.710**	*
		Hamburg																					
	111	acqua alta	3	2	992	124	104		**1.220**	248	1.468	5.800	55	12	**67**	8				432	72	**504**	*
	112	DU UND DEINE WELT / MODELLBAUWELT	9	1	23.975	3.023			**26.998**	8.237	35.235	69.900	834	110	**944**	37				165.909	1.338	**167.247**	*
	113	hanseboot	9	1	24.675	10.334	2.684	1.777	**39.470**	2.086	41.556	76.200	721	153	**874**	27				111.981	5.154	**117.135**	*
	114	HANSEPFERD	4	2	9.226	1.173	777		**11.176**	11.937	23.113	47.000	396	46	**442**	20	3		3	54.352	438	**54.790**	*
	115	INTERNORGA	6	1	39.117	6.690	1.146		**46.953**	1.337	48.290	77.500	775	167	**942**	25	1		1	105.097	3.362	**108.459**	*
+	116	Marketing Services	3	1	4.286	586			**4.872**	1.632	6.504	12.000	355	24	**379**	9				7.461	743	**8.204**	*
	117	NORTEC	4	2	7.435	543			**7.978**	3.691	11.669	27.300	342	37	**379**	13	6	3	9	11.905	218	**12.123**	*
	118	REISEN HAMBURG - Tourism & Caravaning	5	1	21.794	4.164	109		**26.067**	5.350	31.417	61.700	721	353	**1.074**	74	15	31	46	87.115	791	**87.906**	*
	119	SMM	4	2	22.541	20.886	275	153	**43.855**	293	44.148	73.900	619	1.050	**1.669**	50	4		4	32.299	14.647	**46.946**	*
	120	USSIFA - Watches, Jewels, Pearls	3	1	2.553	55			**2.608**	72	2.680	3.800	96	3	**99**	4						**2.912**	
	121	WindEnergy	4	2	4.879	2.708		40	**7.627**	1.446	9.073	21.700	155	150	**305**	24	17	20	37	6.004	2.012	**8.016**	*
		Hannover																					
	122	ABF	9	1	38.215	1.149	338		**39.702**	5.593	45.295	92.100	707	69	**776**	16						**118.673**	*

+ Events with changing venues

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* Visitors Profil Analyses see page 28 ff.

1) ascertained by representative sampling

5.1

	No.	For the complete titles see pp. 119	Duration (Days)	Interval (Years)	Exhibition Space Figures (sq.m.)								Exhibitor figures							Visitor figures			
					Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
					Halls		Open Air			Special Shows	Space (net)	Space (gross)				from countries							
					Domestic	Foreign	Domestic	Foreign	Total				Domestic	Foreign	Total		Domestic	Foreign	Total	Domestic	Foreign	Total	
+	123	Altenpflege+ProPflege	3	1	20.957	1.095			**22.052**	1.185	23.237	49.400	611	46	**657**	18				37.262	529	**37.791**	*
●	124	CeBIT	7	1	191.202	89.270	9.933	1.175	**291.580**	12.177	303.757	436.700	2.890	3.277	**6.167**	71				329.813	104.152	**433.965**	*
+	125	didacta - Trade Fair for Education and Training	5	1	22.150	797			**22.947**	2.374	25.321	50.800	653	47	**700**	16				66.732	674	**67.406**	*
●	126	DOMOTEX	4	1	29.970	63.436			**93.406**	5.376	98.782	171.000	333	1.035	**1.368**	58				21.538	27.974	**49.512**	*
	127	EuroBLECH	5	2	42.716	33.382			**76.098**		76.098	128.200	798	611	**1.409**	40				41.146	23.144	**64.290**	*
●	128	EuroTier	4	2	45.533	16.732	974	54	**63.293**	3.129	66.422	121.900	1.017	471	**1.488**	39	37	52	89	99.956	16.679	**116.635**	*
●	129	HANNOVER MESSE	5	1	102.856	44.917	1.677	30	**149.480**	5.207	154.687	252.200	2.698	2.266	**4.964**	67				107.947	40.332	**148.279**	*
	129a.	Hannover Messe: Digital Factory	5	1	4.889	177			**5.066**	270	5.336	9.900	237	26	**263**	12				26.036	8.958	**34.994**	*1)
	129b.	Hannover Messe: Energy	5	1	20.615	9.940	994		**31.549**	338	31.887	54.600	390	439	**829**	47				48.391	19.669	**68.060**	*1)
	129c.	Hannover Messe: Industrial Automation	5	1	46.429	7.782	208		**54.419**	4.051	58.470	88.000	850	351	**1.201**	37				67.699	26.458	**94.157**	*1)
	129d.	Hannover Messe: Industrial Facility Management & Services	5	1	1.178	194			**1.372**	128	1.500	2.400	31	7	**38**	7				19.597	8.279	**27.876**	*1)
	129e	Hannover Messe: Micro Technology	5	1	2.297	324	60		**2.681**		2.681	5.500	112	49	**161**	12				20.346	7.679	**28.025**	*1)
	129f.	Hannover Messe: Pipeline Technology	5	1	850	146	387	30	**1.413**	215	1.628	2.100	45	10	**55**	8				18.820	5.943	**24.763**	*1)
	129g.	Hannover Messe: Research & Technology	5	1	6.058	1.511			**7.569**	101	7.670	13.200	287	116	**403**	18				25.629	8.772	**34.401**	*1)
	129h.	Hannover Messe: Subcontracting	5	1	16.132	11.338	28		**27.498**	104	27.602	50.600	678	878	**1.556**	47				32.002	13.520	**45.522**	*1)
	130	Infa - Information and Sales Exhibition	9	1	29.176	2.638	244		**32.058**	4.853	36.911	95.800	1.149	102	**1.251**	29						**207.448**	
	131	Pferd & Jagd - Equestrian Sport, Hunting, Fishing	4	1	16.560	1.266	1.270		**19.096**	6.489	25.585	84.000	614	58	**672**	20				74.422	449	**74.871**	*
	132	Promotion World	5	1	3.234	431			**3.665**		3.665	7.800	126	16	**142**	8				11.064	2.578	**13.642**	*1)
		Heilbronn																					
	133	Regio live - Consumer Goods Exhibition	9	2	7.520	319	1.361		**9.200**	1.643	10.843	18.900	294	8	**302**	5						**45.088**	*
		Hofheim - Wallau																					
	134	InNaTex - Natural and organic textiles (Jan.)	3	1	3.446	835			**4.281**	400	4.681	7.000	168	45	**213**	20				1.410	217	**1.627**	
	135	InNaTex - Natural and organic textiles (Aug.)	3	1	3.371	704			**4.075**	400	4.475	7.000	159	36	**195**	19	6	2	8	968	168	**1.136**	
		Husum																					
	136	new energy husum	4	2	1.817	15	191		**2.023**	365	2.388	4.600	120	3	**123**	2				12.643	58	**12.701**	*
	137	Nord Hotel & Gastro	2	1	2.786	54			**2.840**	100	2.940	5.300	129	4	**133**	3				3.683	53	**3.736**	*
		Idar-Oberstein																					
	138	INTERGEM	4	1	1.927	133			**2.060**	120	2.180	4.000	133	9	**142**	10				2.253	546	**2.799**	
		Karlsruhe																					
	139	Arbeitsschutz aktuell - Industrial safety	3	2	8.683	417			**9.100**	248	9.348	20.000	178	18	**196**	14	42	2	44	10.630	443	**11.073**	*
	140	Giardina - Garden and Lifestyle	4	1	5.424	253			**5.677**	372	6.049	12.500	175	3	**178**	2	7	5	12			**44.783**	
	141	Horizont - Touristik, Caravaning, Outdoor	4	1	11.202	217			**11.419**		11.419	26.800	167	26	**193**	11	12		12			**13.888**	*
	142	Interpart	3	1	2.677	1.225			**3.902**	385	4.287	11.000	235	128	**363**	14				4.178	398	**4.576**	*
	143	Inventa	4	1	5.644	390			**6.034**	500	6.534	12.500	250	15	**265**	5	3		3			**41.381**	*
	144	Karlsruher Hochzeitstage - Wedding Days	2	1	1.551	9	68		**1.628**	173	1.801	6.200	150	1	**151**	2						**4.660**	

+ Events with changing venues

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* Visitors Profil Analyses see page 28 ff.

1) ascertained by representative sampling

	No.	For the complete titles see pp. 119	Duration (Days)	Interval (Years)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures			
					Rented Space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
					Halls		Open Air															
					Domestic	Foreign	Domestic	Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
	145	LEARNTEC	3	1	3.300	429			3.729	296	4.025	16.200	249	33	282	12				3.712	359	4.071	*
	146	Offerta	9	1	23.848	1.490			25.338	3.199	28.537	57.000	753	53	806	12	17	3	20			131.437	*
	147	RESALE	3	1	5.275	2.823	1.758	551	10.407		10.407	23.800	342	203	545	28				3.207	6.465	9.672	*
	148	Salon Gourmet / Rendez Vino	3	1	1.407	444			1.851	714	2.565	5.500	153	48	201	6						27.304	
		Kempten																					
	149	Allgäuer Festwoche - Rural Tradition Exh.	9	1	5.804	237	8.170		14.211	838	15.049	26.500	374	12	386	5						103.667	*
		Köln																					
●	150	Anuga FoodTec	4	3	28.092	27.035			55.127	193	55.320	113.000	571	501	1.072	43	43	57	100	18.190	20.656	38.846	*
	151	CARBON EXPO	3	1	237	1.140			1.377	108	1.485	5.800	30	155	185	50				420	2.507	2.927	
+	152	DACH + WAND	4	1	12.540	1.208	6		13.754	438	14.192	33.200	200	49	249	18	15		15	27.076	2.356	29.432	*
●	153	domotechnica + components	4	2	3.490	24.848			28.338	1.517	29.855	80.000	91	907	998	39	29	19	48	4.977	13.151	18.128	*
	154	ecclesia	3	1	1.353	182			1.535	1.652	3.187	12.000	162	18	180	10						2.254	
●	155	ENTSORGA-ENTECO	4	3	27.933	7.875	5.717	1.320	42.845	650	43.495	91.200	644	227	871	28	37	2	39	27.660	12.715	40.375	*
	156	Eurocargo	3	2	4.279	409			4.688	845	5.533	14.000	205	23	228	14				3.676	386	4.062	*
	157	handarbeit & hobby	3	1	4.840	2.558			7.398	641	8.039	17.000	95	105	200	22	2		2	7.210	2.277	9.487	
	158	Haus & Wohnen - House and Home	4	2	10.157	75			10.232	36	10.268	22.400	384	8	392	7	163		163			18.077	*
●	159	IFMA Cologne	4	1	17.739	7.806			25.545	25.191	50.736	81.700	295	314	609	34	72	49	121	49.501	4.731	54.232	*
●	160	IMB	4	3	14.429	16.378			30.807	605	31.412	79.400	190	392	582	38	10	26	36	9.537	15.527	25.064	*
●	161	imm cologne - The international furniture fair	7	1	77.830	87.012			164.842	7.155	171.997	293.000	432	842	1.274	52	23	17	40	83.595	31.980	115.575	*
	162	InterKarneval	3	1	1.132	172			1.304	16.320	17.624	31.800	62	6	68	4						12.927	*
	163	INTERMOT	5	2	28.318	31.078	46	150	59.592	76.929	136.521	205.000	325	728	1.053	36	18	51	69	154.439	19.331	173.770	*
●	164	Int. Hardware Fair/Practical World	4	2	46.495	64.794			111.289	991	112.280	247.000	712	2.550	3.262	56	76	137	213	25.190	35.887	61.077	*
●	165	ISM - International Sweets and Biscuits Fair	4	1	17.628	37.248			54.876		54.876	115.600	239	1.232	1.471	71	72	85	157	14.452	20.797	35.249	*
●	166	Kind + Jugend - Baby to Teenager Fair	3	1	13.562	23.233			36.795	284	37.079	66.100	133	478	611	39	9	24	33	4.112	10.113	14.225	*
	167	Modellbahn - Model railways	4	2	3.876	307			4.183	13.668	17.851	44.800	159	22	181	12						56.129	
●	168	ORGATEC	5	2	27.794	32.550			60.344	3.503	63.847	130.000	261	357	618	40	16	44	60	26.295	30.894	57.189	*
●	169	photokina	6	2	31.391	39.405			70.796	5.826	76.622	230.000	354	711	1.065	46	196	318	514	118.619	43.873	162.492	*
	170	REISEMESSE KÖLN INTERNATIONAL	3	1	6.525	1.610			8.135	950	9.085	30.000	337	121	458	37	71	11	82			22.034	
●	171	spoga + gafa	3	1	55.510	88.771	1.077	119	145.477	1.794	147.271	289.600	548	1.783	2.331	64	24	100	124	24.422	23.746	48.168	*
		Leipzig																					
	172	AUTO MOBIL INTERNATIONAL/AMITEC	9	1	33.404	28.007	35		61.446	18.231	79.677	116.300	369	58	427	17	4		4	272.352	13.132	285.484	*
	173	Baufach - Construction Trade Fair	4	2	7.454	1.289			8.743	593	9.336	20.500	356	68	424	14	5		5	18.779	701	19.480	*
	174	CADEAUX - March	3	1	10.557	478			11.035	781	11.816	30.800	403	24	427	13	1		1			8.752	
	175	CADEAUX - September/Comfortex	3	1	13.814	738			14.552	989	15.541	48.200	489	37	526	14	1		1			11.553	*
	176	denkmal	4	2	5.526	1.270			6.796	1.299	8.095	20.500	282	85	367	14	3		3	7.861	1.012	8.873	*
	177	Fachdental Leipzig	2	1	3.967	174			4.141	264	4.405	10.000	178	12	190	8	4	4	8			5.498	*
	178	FleiFa - Exhibition for the butchery trade	2	2	2.678	51			2.729	1.501	4.230	10.000	111	4	115	5	2	3	5			3.367	*

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					Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
					Halls		Open Air			Special Shows	Space (net)	Space (gross)				from countries							
					Domestic	Foreign	Domestic	Foreign	Total				Domestic	Foreign	Total		Domestic	Foreign	Total	Domestic	Foreign	Total	
	179	Games Convention	5	1	30.561	1.551	394		32.506	12.180	44.686	92.200	286	85	371	25	12	2	14	169.756	20.128	189.884	
	180	Home-Garden-Leisure - Consumer Fair	9	1	22.404	2.061			24.465	5.866	30.331	68.300	980	99	1.079	20	8		8	163.884	1.155	165.039	*
	181	Leipziger Buchmesse	4	1	10.773	1.257			12.030	9.931	21.961	59.900	1.661	382	2.043	34	5		5			126.235	*
	182	MIDORA	3	1	2.999	225			3.224	365	3.589	10.300	108	42	150	24		1	1			2.900	*
	183	modell-hobby-spiel	4	1	9.734	532			10.266	19.865	30.131	70.200	457	33	490	12	1		1	106.289	1.619	107.908	
+	184	ORTHOPÄDIE & REHA-TECHNIK	4	2	5.035	3.057			8.092	437	8.529	20.500	159	163	322	32						15.053	
	185	Touristik & Caravaning	5	1	24.743	3.172			27.915	4.854	32.769	60.000	779	295	1.074	51	89	29	118	79.610	319	79.929	*
	186	Z - Subcontracting Fair	3	1	3.858	1.649			5.507	400	5.907	14.000	313	173	486	24	15	9	24	4.257	693	4.950	*
		Lörrach																					
	187	REGIO - Reg. Consumer Exhibition	10	1	9.030	809	2.020	116	11.975	6.669	18.644	24.300	489	40	529	6				53.504	16.436	69.940	*
		Magdeburg																					
	188	AIR MAGDEBURG	3	2	2.418	20	2.821		5.259	5.000	10.259	14.300	99	3	102	3						5.795	
	189	LBA - Reg. Building Trade Exhibition	3	1	1.558		151		1.709	442	2.151	7.750	100	1	101	2	1		1			5.765	
	190	LEBEN - Reg. Consumer Exhibition	3	1	1.935	15	161	15	2.126	289	2.415	7.350	98	2	100	2	2		2			4.087	
	191	MAGDEBOOT	4	1	2.195	30	407		2.632	212	2.844	7.750	99	1	100	2						7.886	
	192	vaQum	2	2	429	104			533		533	3.600	41	12	53	7				166	21	187	
		Mainz																					
	193	Rheinland-Pfalz-Ausstellung - Reg. Consumer Exh.	9	1	14.173	1.027	3.526		18.726	3.750	22.476	80.100	794	21	815	11						89.813	*
		Mannheim																					
	194	MANNHEIMER MAIMARKT - Reg. Consumer Exh.	11	1	34.959	2.304	33.175	120	70.558	6.045	76.603	181.200	1.407	80	1.487	22						363.188	*
		Meppen																					
	195	Emsland-Schau - Reg. Consumer Exhibition	4	4	3.344		3.472		6.816		6.816	11.700	206		206	1						46.203	
		München																					
●	196	Analytica	4	2	15.577	4.506			20.083	1.200	21.283	50.000	558	289	847	31	12	29	41	20.362	6.828	27.190	*
●	197	AUTOMATICA	4	2	26.084	3.859			29.943	1.502	31.445	55.000	593	212	805	37		2	2	23.213	7.820	31.033	*
●	198	C-B-R	5	1	20.855	6.946	27	30	27.858	6.700	34.558	69.400	842	591	1.433	73	8	9	17	107.480	3.324	110.804	*
●	199	ceramitec	4	3	12.668	10.285			22.953	820	23.773	45.000	278	334	612	42				10.779	11.219	21.998	*
●	200	electronica	4	2	55.303	33.177			88.480	1.645	90.125	152.000	1.188	1.773	2.961	47	113	384	497	42.886	34.862	77.748	*
●	201	EXPO REAL	3	1	20.580	7.111			27.691	1.679	29.370	52.000	1.223	402	1.625	40	12	1	13	25.494	9.486	34.980	*
	202	EXPOPHARM	4	1	21.874	985			22.859	596	23.455	40.000	413	57	470	15				24.296	2.113	26.409	
	203	FAIRWAY	3	2	1.320	636			1.956	494	2.450	5.000	58	29	87	14				651	276	927	
	204	Garten München	7	1	6.232	1.094			7.326	1.070	8.396	18.400	159	35	194	9	19	2	21	72.610	1.482	74.092	*[1]
●	205	GOLF EUROPE	3	1	3.610	5.698			9.308	4.475	13.783	25.000	106	161	267	23				2.348	2.714	5.062	

+ Events with changing venues

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* Visitors Profil Analyses see page 28 ff.

[1] ascertained by representative sampling

	No.	For the complete titles see pp. 119	Duration (Days)	Interval (Years)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures			
					Rented Space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
					Halls		Open Air			Special	Space	Space										
					Domestic	Foreign	Domestic	Foreign	Total	Shows	(net)	(gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
	206	HEIM + HANDWERK / Food + Life	9	1	29.805	4.707			34.512	4.192	38.704	78.900	903	165	1.068	20	128	8	136	116.752	2.383	119.135	*
	207	HOGA München	4	2	8.936	524			9.460	5.388	14.848	34.500	302	25	327	7						26.094	
	208	Internationale Handwerksmesse	7	1	30.789	4.823			35.612	8.704	44.316	81.000	979	211	1.190	29	5	18	23	182.173	4.308	186.481	*[1]
+	209	iba - World market for Baking	7	3	33.939	37.059	22		71.020	986	72.006	110.000	429	550	979	49	10	15	25	35.055	41.151	76.206	*
●	210	inhorgenta Europe	4	1	21.706	6.301			28.007	1.271	29.278	64.500	731	407	1.138	43				21.099	8.205	29.304	*
●	211	INTERFORST	5	4	3.809	604	19.021	8.113	31.547	3.640	35.187	63.700	299	105	404	15	3	6	9	46.449	3.875	50.324	*
+●	212	INTERGEO	3	1	9.852	2.943	37	18	12.850		12.850	30.000	383	155	538	28	7	3	10	15.180	3.842	19.022	*
●	213	ispo - summer	3	1	7.335	15.722			23.057	11.767	34.824	83.100	122	634	756	39				7.938	8.525	16.463	*
●	214	ispo - winter	4	1	23.659	62.298			85.957	7.492	93.449	161.000	280	1.353	1.633	48				24.435	36.652	61.087	
	215	MAINTAIN	3	1	4.745	292			5.037	303	5.340	10.800	231	27	258	8				3.639	548	4.187	
	216	METAV	4	2	21.966	2.833			24.799	431	25.230	40.000	447	73	520	18				21.513	3.796	25.309	*
●	217	SYSTEMS	5	1	20.660	2.725			23.385	1.361	24.746	66.000	1.067	195	1.262	18	5		5	49.796	3.748	53.544	*
		Münster																					
	218	Antiques Exhibition	5	1	1.478	86			1.564	665	2.229	5.600	60	3	63	3						5.994	
	219	business online	2	1	1.457				1.457	1.043	2.500	5.050	86		86	1						3.500	
	220	Spring Exh. Flower-Leisure and Garden	5	2	3.706	200	66		3.972	6.028	10.000	20.000	214	3	217	4						41.261	
		Nürnberg																					
	221	BIO FACH	4	1	16.536	16.492			33.028	2.539	35.567	70.400	715	1.373	2.088	73				24.878	12.548	37.426	*
	222	BRAU Beviale	3	1	25.073	16.394			41.467		41.467	80.000	872	565	1.437	46				27.920	8.340	36.260	*
	223	CONSUMENTA	9	1	28.963	3.039			32.002	13.511	45.513	84.300	906	90	996	17						174.563	*
+	224	Deutsche Ausbaumesse - Construction Exh.	3	2	12.364	790	1.154		14.308		14.308	25.500	306	22	328	7				23.530	1.502	25.032	*
	225	e_procure & supply	3	1	2.983	108			3.091	258	3.349	7.000	161	7	168	4				3.123	130	3.253	*
	226	embedded world	3	1	8.934	2.526			11.460		11.460	23.000	316	176	492	27				10.397	2.837	13.234	
	227	ENKON dezentral	3	2	1.497	78			1.575	120	1.695	3.200	76	6	82	4				3.341	456	3.797	
	228	EUROGUSS	3	2	5.238	2.651			7.889		7.889	14.000	191	133	324	27				5.155	1.289	6.444	*
	229	FachPack/Print Pack/LogIntern	3	1	41.870	5.433			47.303	387	47.690	85.800	1.084	241	1.325	27				27.646	5.410	33.056	*
	230	FREIZEIT, GARTEN + TOURISTIK	9	1	31.916	2.677			34.593	5.546	40.139	68.100	591	128	719	17						150.002	*
	231	GaLaBau	4	2	36.381	6.714			43.095	3.092	46.187	95.000	765	139	904	19				49.456	3.723	53.179	*
	232	HOLZ-HANDWERK / fensterbau/frontale	4	2	64.091	12.885			76.976	135	77.111	125.800	909	275	1.184	30				84.640	16.122	100.762	*
	233	IFH/INTHERM	4	2	31.467	3.218			34.685	529	35.214	59.800	514	69	583	14	17	3	20	48.048	981	49.029	*
+	234	IKK	3	1	14.584	19.096			33.680	585	34.265	65.800	291	579	870	46						29.124	*
	235	Interzoo	4	2	18.999	25.259			44.258		44.258	78.900	316	954	1.270	56				14.277	19.904	34.181	*
	236	IWA & OutdoorClassics	4	1	10.364	17.338			27.702	577	28.279	48.400	265	738	1.003	51				11.544	16.027	27.571	
	237	SENSOR + TEST	3	1	6.235	1.728			7.963	8.124	16.087	24.100	400	150	550	25				5.911	1.568	7.479	*
	238	SMT/Packaging/HYBRID	3	1	11.818	2.279			14.097	459	14.556	27.300	431	148	579	22	6	70	76	17.293	7.064	24.357	
	239	Spielwarenmesse - International Toy Fair	6	1	53.711	51.249			104.960		104.960	162.000	984	1.806	2.790	63	84	67	151	42.157	38.067	80.224	*
	240	SPS/IPC/DRIVES	3	1	42.332	4.513			46.845	359	47.204	77.500	991	212	1.203	33	9	28	37	37.662	6.229	43.891	

+ Events with changing venues

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[1] ascertained by representative sampling

5.1

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				Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
				Halls		Open Air			Special Shows	Space (net)	Space (gross)				from countries							
				Domestic	Foreign	Domestic	Foreign	Total				Domestic	Foreign	Total		Domestic	Foreign	Total	Domestic	Foreign	Total	
	Offenbach																					
● 241	I.L.M. Summer Styles - Int. Leather Goods Fair	4	1	8.920	2.680			**11.600**	800	12.400	18.500	151	92	**243**	24				4.479	1.208	**5.687**	
● 242	I.L.M. Winter Styles - Int. Leather Goods Fair	3	1	8.920	1.980			**10.900**	800	11.700	18.000	146	69	**215**	13				3.649	967	**4.616**	*
243	InterVIEW First Show	3	1	4.850	1.350			**6.200**	850	7.050	13.000	92	49	**141**	10				1.676	421	**2.097**	
	Offenburg																					
244	Badische Weinmesse - Reg. Wine Exh.	2	1	1.964				**1.964**	973	2.937	6.100	129		**129**	1	6		6	3.390	76	**3.466**	*
245	EURO CHEVAL	5	2	5.799	1.757	9.467	690	**17.713**	9.035	26.748	56.900	335	68	**403**	16	131	26	157	33.097	8.223	**41.320**	
246	OBERRHEIN-MESSE - Consumer Exhibition	9	1	10.371	843	10.774	40	**22.028**	4.547	26.575	57.100	510	28	**538**	8	28	5	33	73.171	7.060	**80.231**	*
	Passau																					
247	Passauer Frühling DreiLändermesse - Reg. Exh.	9	2	9.332	2.244	1.978	190	**13.744**	3.722	17.466	27.000	369	90	**459**	9	17	6	23			**75.801**	
	Pirmasens																					
248	plw - leather and more	2	1	1.570	176			**1.746**	1.250	2.996	6.200	48	8	**56**	6	2	73	75			**306**	
	Regensburg																					
249	dona - Consumer Goods Exhibition	9	2	6.150		1.817		**7.967**	3.084	11.051	17.500	331		**331**	1						**47.835**	*
	Rendsburg																					
250	Flora	2	1			2.799		**2.799**	1.200	3.999	6.000	88		**88**	1						**4.116**	
251	NORLA + NORKOFA	4	1	4.029	13	29.319	1.552	**34.913**	14.920	49.833	77.500	403	6	**409**	5	86	28	114			**50.402**	
	Rosenheim																					
252	SOM Rosenheim - Reg. Consumer Goods Exh.	10	2	6.466	593	2.193	93	**9.345**	1.399	10.744	18.100	317	26	**343**	7						**46.299**	*
	Rostock																					
253	AUTO Rostock	3	1	5.034				**5.034**	3.900	8.934	15.100	77		**77**	1	8		8			**17.124**	
	Schweinfurt																					
254	ufra - Consumer Goods Exhibition	9	2	6.452		2.197		**8.649**	4.515	13.164	20.100	355		**355**	1						**64.269**	
	Stuttgart																					
255	AMB	5	2	28.103	5.696	24	12	**33.835**	166	34.001	53.800	647	153	**800**	21	32	43	75	45.278	2.890	**48.168**	*[1]
256	ANIMAL	2	1	2.704	100			**2.804**	18.951	21.755	34.800	145	8	**153**	7				32.288	326	**32.614**	*
257	Blickfang - Interior and fashion design	3	1	793	317			**1.110**	185	1.295	3.800	93	52	**145**	4						**11.624**	
258	CAT.PRO	5	1	802	308			**1.110**	116	1.226	2.600	72	7	**79**	7	5	1	6			**13.168**	*[1]
259	CMT - Caravaning, motoring, tourism	9	1	31.728	2.542			**34.270**	1.019	35.289	56.500	989	428	**1.417**	42	73	10	83	162.175	1.638	**163.813**	*
260	FACHDENTAL SÜDWEST	2	1	4.045	217			**4.262**	249	4.511	10.700	175	18	**193**	10	3	2	5			**8.526**	*

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					Rented Space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
					Halls		Open Air															
					Domestic	Foreign	Domestic	Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
	261	Familie + Heim - Reg. Consumer Exhibition	9	1	10.008	856	99		10.963	7.015	17.978	50.300	343	30	373	12	4		4			66.903	*
	262	GALVANICA	3	2	1.701	126			1.827	288	2.115	4.700	109	12	121	7	10	1	11	2.238	334	2.572	
	263	hobby + elektronik	4	1	3.532	33			3.565	1.839	5.404	16.200	109	3	112	4						61.906	1)
	264	INTERGASTRA	6	2	25.036	1.638	279	12	26.965	3.305	30.270	56.000	607	68	675	15	41	12	53	67.558	682	68.240	*
	265	Invest	3	1	3.302	650			3.952	636	4.588	10.700	109	31	140	9	2		2			14.519	
	266	Kreativ- & Bastelwelt	4	1	1.860	140			2.000	869	2.869	8.000	97	8	105	4						37.915	1)
	267	LogiMat	3	1	8.108	695			8.803	572	9.375	20.100	334	38	372	15	2		2	8.003	466	8.469	*
	268	Medizin	3	1	2.929	48			2.977	304	3.281	10.700	178	6	184	5	4		4	7.917	80	7.997	*
	269	Modell Süd Bau & Bahn - Model Construction	4	1	2.419	79			2.498	10.080	12.578	23.700	103	8	111	6	1		1			50.234	1)
	270	NewCome	2	2	2.581	24			2.605	1.390	3.995	10.800	203	5	208	3	6		6			7.453	
	271	Pflege & Reha	3	2	3.146	47			3.193	896	4.089	10.700	195	4	199	3	5		5	7.948	80	8.028	*
	272	R + T	5	3	17.491	17.646	338	98	35.573	263	35.836	56.800	221	324	545	38		3	3	27.278	23.235	50.513	*
	273	Retro Classics	3	1	6.680	430			7.110	20.299	27.409	53.000	189	26	215	8				35.383	722	36.105	*
	274	ISA/IWB/Coins/WeltAntik/Angling/Mineral + fossil exchange	3	1	6.907	982			7.889	3.055	10.944	37.800	663	135	798	32				34.606	706	35.312	*
	275	Süddeutsche Spielemesse - Games, Toys	4	1	1.846	148			1.994	993	2.987	7.300	75	7	82	6						45.413	1)
	276	SÜFFA - Exhibition for the butchers trade	3	1	7.596	64			7.660	1.986	9.646	19.200	206	7	213	6		3	3	9.540	295	9.835	*
	277	TV Textilveredelung & Promotion	3	2	3.138	504			3.642	541	4.183	8.500	87	31	118	17	3	5	8	4.995	951	5.946	*
	278	VISION	3	1	3.708	1.518			5.226	348	5.574	13.000	126	90	216	23	11	9	20	3.599	1.694	5.293	*
		Villingen-Schwenningen																					
	279	Südwest Messe - Reg. Consumer Exh.	9	1	13.685	739	18.231	72	32.727	1.062	33.789	58.200	673	25	698	6	119	17	136			91.347	*
		Wächtersbach																					
	280	Messe Wächtersbach - Reg. Consumer Exh.	9	1	6.353	266	6.057	30	12.706	4.840	17.546	28.200	407	12	419	8						66.840	*
		Belgrad																					
+	281	INTERGEO East	2	1	529	678			1.207	12	1.219	2.500	20	64	84	20						3.276	
		Hong Kong																					
●	282	electronicAsia	4	1	2.712	3.673			6.385		6.385	12.800	226	314	540	14				14.751	18.525	33.276	
●	283	Electronics Fair (autumn)	4	1	22.570	11.445			34.015		34.015	63.500	1.508	973	2.481	29				24.843	32.948	57.791	
●	284	Electronics Fair (Spring Edition)	4	1	14.765	14.241			29.006		29.006	53.400	953	1.308	2.261	18				22.320	29.019	51.339	
●	285	Fashion Week (Fall/Winter)	4	1	11.084	9.660			20.744		20.744	38.000	620	710	1.330	25				12.567	11.005	23.572	
●	286	Gifts and Premium Week	4	1	27.695	11.286			38.981		38.981	76.200	2.641	1.238	3.879	35				28.554	26.321	54.875	
●	287	Houseware Fair	4	1	14.713	16.259			30.972		30.972	56.900	1.013	1.289	2.302	36				14.506	17.952	32.458	
●	288	International Jewellery Show	4	1	21.130	11.329			32.459		32.459	59.300	1.129	848	1.977	41				13.184	16.062	29.246	
	289	International Lighting Fair	4	1	7.110	14.811			21.921		21.921	43.800	335	882	1.217	27				9.066	15.979	25.045	
●	290	Optical Fair	3	1	5.499	6.918			12.417		12.417	25.200	200	333	533	23				3.393	6.671	10.064	
	291	Summer Sourcing Show for Gifts, Houseware & Toys	4	1	6.284	4.458			10.742		10.742	25.600	576	442	1.018	18				18.048	7.105	25.153	

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					Halls		Open Air			Special Shows	Space (net)	Space (gross)				from countries						
					Domestic	Foreign	Domestic	Foreign	Total				Domestic	Foreign	Total		Domestic	Foreign	Total	Domestic	Foreign	Total
●	292	Toys and Games Fair	4	1	17.274	11.548			**28.822**		28.822	54.300	1.077	858	**1.935**	37				13.962	15.218	**29.180**
●	293	Watch and Clock Fair	5	1	14.842	2.370			**17.212**		17.212	34.700	683	136	**819**	19				9.233	7.115	**16.348**
		Moskau																				
	294	A-TESTex (Analytica)	4	1	2.476	1.064			**3.540**		3.540	10.200	215	87	**302**	36				11.685	633	**12.318**
	295	Cabex	4	1	1.363	402			**1.765**		1.765	5.200	114	27	**141**	12				3.353	190	**3.543**
●	296	EUROEXPOFURNITURE / INTERZUM / INTERCOMPLEKT	5	1	23.438	4.585			**28.023**		28.023	49.500	713	143	**856**	26				52.501	3.123	**55.624**
	297	GEOFORM +	4	1	1.321	155	32		**1.508**		1.508	4.300	85	9	**94**	8				4.855	293	**5.148**
●	298	International Construction Week	5	1	5.504	1.376	202		**7.082**		7.082	23.900	576	66	**642**	19				23.106	1.396	**24.502**
●	299	International Forum PCV Expo	4	1	4.351	1.979	67		**6.397**		6.397	17.800	247	122	**369**	24				13.419	577	**13.996**
	300	ISET & FASTEC	5	1	2.050	567			**2.617**		2.617	8.300	207	44	**251**	12				7.909	449	**8.358**
●	301	ROSUPACK / LUXPACK / ALUMPACK	4	1	13.639	7.233	435		**21.307**		21.307	34.000	602	268	**870**	36				26.069	1.962	**28.031**
	302	Weldex	3	1	2.762	391	72		**3.225**		3.225	7.300	189	27	**216**	13				3.933	106	**4.039**
●	303	Woodex	4	1	4.945	4.779			**9.724**		9.724	19.400	151	188	**339**	24				7.200	4.800	**12.000**
		Shanghai																				
●	304	bauma China	4	1	11.152	10.149	39.174	22.198	**82.673**		82.673	156.500	597	491	**1.088**	30				65.818	14.868	**80.686**
		Verona																				
	305	ABITARE IL TEMPO	5	1	26.326	4.083			**30.409**	32.055	62.464	94.200	527	114	**641**	25				42.504	8.343	**50.847**
●	306	Eurocarne	4	3	14.624	573			**15.197**	776	15.973	34.700	227	16	**243**	9	69	95	164	12.974	1.454	**14.428**
●	307	FIERAGRICOLA	4	2	42.228	958	4.023	124	**47.333**	20.243	67.576	114.300	639	34	**673**	15	327	164	491	112.380	12.821	**125.201**
●	308	MARMOMACC	4	1	37.870	18.246	10.178	2.807	**69.101**	2.880	71.981	143.300	736	599	**1.335**	51	63	56	119	33.522	23.655	**57.177**
●	309	Vinitaly/SOL/Enolitech	5	1	81.867	1.181	612	70	**83.730**	11.268	94.998	166.000	3.676	155	**3.831**	27	781	138	919	106.794	32.502	**139.296**

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					Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
					Halls		Open Air			Special Shows	Space (net)	Space (gross)				from countries							
					Domestic	Foreign	Domestic	Foreign	Total				Domestic	Foreign	Total		Domestic	Foreign	Total	Domestic	Foreign	Total	
		A MULTI-INDUSTRY FAIRS																					
		A1 Investment and Consumer Goods Fairs																					
	208	Intern. Handwerksmesse, München	7	2	30.789	4.823			**35.612**	8.704	44.316	81.000	979	211	**1.190**	29	5	18	23	182.173	4.308	**186.481**	*[1]
		A2 Investment Goods Fairs																					
●	129	HANNOVER MESSE, Hannover	5	1	102.856	44.917	1.677	30	**149.480**	5.207	154.687	252.200	2.698	2.266	**4.964**	67				107.947	40.332	**148.279**	*
		A3 Consumer Goods Fairs																					
●	81	Ambiente, Frankfurt/Main	5	2	82.666	107.999			**190.665**	1.658	192.323	317.500	1.493	3.105	**4.598**	88				83.746	61.513	**145.259**	*
	85	Collectione, Frankfurt/Main	4	1	13.422	11.070			**24.492**	989	25.481	58.000	177	154	**331**	35				3.136	2.520	**5.656**	*
●	95	Tendence Lifestyle, Frankfurt/Main	5	3	59.385	49.688			**109.073**	2.902	111.975	204.000	1.356	1.808	**3.164**	77				57.513	21.959	**79.472**	*
		B SPECIALIZED FAIRS AND EXHIBITIONS																					
		B1 Agriculture, Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their equipment																					
	96	Baden Messe/ecotrend with Agric. Exh., Freiburg	9	1	11.338	216	4.026	20	**15.600**	954	16.554	30.000	556	23	**579**	7						**83.614**	
●	128	EuroTier, Hannover	4	1	45.533	16.732	974	54	**63.293**	3.129	66.422	121.900	1.017	471	**1.488**	39	37	52	89	99.956	16.679	**116.635**	*
	103	Fruchtwelt Bodensee, Friedrichshafen	3	1	5.162	873	31	14	**6.080**	565	6.645	15.700	164	50	**214**	11	19	40	59			**11.806**	
	231	GaLaBau, Nürnberg	4	2	36.381	6.714			**43.095**	3.092	46.187	95.000	765	139	**904**	19				49.456	3.723	**53.179**	*
	62	Grüne Tage Thüringen - Agriculture Fair, Erfurt	3	1	4.260	90	5.986		**10.336**	5.732	16.068	34.900	287	5	**292**	3				19.220	58	**19.278**	*
●	211	INTERFORST, München	5	1	3.809	604	19.021	8.113	**31.547**	3.640	35.187	63.700	299	105	**404**	15	3	6	9	46.449	3.875	**50.324**	*
	75	IPM - International Trade Fair for plants, Essen	4	1	24.258	18.841			**43.099**	3.257	46.356	110.000	722	623	**1.345**	42				46.720	15.407	**62.127**	*
	251	NORLA + NORKOFA, Rendsburg	4	1	4.029	13	29.319	1.552	**34.913**	14.920	49.833	77.500	403	6	**409**	5	86	28	114			**50.402**	
		B2 Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their equipment																					
●	150	Anuga FoodTec, Köln	4	2	28.092	27.035			**55.127**	193	55.320	113.000	571	501	**1.072**	43	43	57	100	18.190	20.656	**38.846**	*
	244	Reg. Wine Exhibition, Offenburg	2	1	1.964				**1.964**	973	2.937	6.100	129		**129**	1	6		6	3.390	76	**3.466**	*
	222	BRAU Beviale, Nürnberg	3	2	25.073	16.394			**41.467**		41.467	80.000	872	565	**1.437**	46				27.920	8.340	**36.260**	*
	22	fish international, Bremen	3	1	3.955	2.542			**6.497**	1.139	7.636	18.000	187	211	**398**	41				9.890	1.204	**11.094**	*
	178	FleiFa - Exh. for the butchery trade, Leipzig	2	1	2.678	51			**2.729**	1.501	4.230	10.000	111	4	**115**	5	2	3	5			**3.367**	*
●	11	FRUIT LOGISTICA, Berlin	3	1	7.652	27.753			**35.405**	337	35.742	60.000	228	1.385	**1.613**	64				9.466	26.526	**35.992**	*
	207	HOGA München	4	1	8.936	524			**9.460**	5.388	14.848	34.500	302	25	**327**	7						**26.094**	*
●	48	hogatec, Düsseldorf	5	1	16.976	3.528	43	18	**20.565**	2.378	22.943	45.600	416	104	**520**	18				31.356	3.796	**35.152**	*[1]
+	209	iba - World market for Baking, München	7	2	33.939	37.059	22		**71.020**	986	72.006	110.000	429	550	**979**	49	10	15	25	35.055	41.151	**76.206**	*
	64	inoga, Erfurt	3	1	2.490	49			**2.539**	573	3.112	7.500	147	3	**150**	3						**5.942**	*
●	51	InterCool, Düsseldorf	4	2	9.353	3.499			**12.852**	541	13.393	26.300	219	136	**355**	25				6.598	3.206	**9.804**	*[1]
	264	INTERGASTRA, Stuttgart	6	1	25.036	1.638	279	12	**26.965**	3.305	30.270	56.000	607	68	**675**	15	41	12	53	67.558	682	**68.240**	*
●	52	InterMeat, Düsseldorf	4	2	12.948	3.753			**16.701**	210	16.911	26.500	252	125	**377**	16				12.083	3.097	**15.180**	*[1]
●	53	InterMopro, Düsseldorf	4	1	8.296	1.972			**10.268**	210	10.478	19.300	147	94	**241**	13				9.059	2.308	**11.367**	*[1]
●	14	International Green Week, Berlin	10	1	35.523	15.053			**50.576**	10.512	61.088	118.000	1.072	496	**1.568**	56				402.547	4.889	**407.436**	*

+ Events with changing venues

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* Visitors Profil Analyses see page 28 ff.

[1] ascertained by representative sampling

	No.	For the complete titles see pp. 119	Duration (Days)	Interval (Years)	Exhibition Space Figures (sq.m.)							Exhibitor figures							Visitor figures			
					Rented Space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
					Halls		Open Air															
					Domestic	Foreign	Domestic	Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
	115	INTERNORGA, Hamburg	6	1	39.117	6.690	1.146		46.953	1.337	48.290	77.500	775	167	942	25	1		1	105.097	3.362	108.459	*
	33	Inter-tabac, Dortmund	3	1	6.796	852			7.648	390	8.038	17.300	142	57	199	20	1		1	4.141	1.252	5.393	*
●	165	ISM - International Sweets and Biscuits Fair, Köln	4	2	17.628	37.248			54.876		54.876	115.600	239	1.232	1.471	71	72	85	157	14.452	20.797	35.249	*
	137	Nord Hotel & Gastro, Husum	2	3	2.786	54			2.840	100	2.940	5.300	129	4	133	3				3.683	53	3.736	*
	101	Plaza Culinaria, Freiburg	3	1	4.351	538			4.889	516	5.405	11.000	212	30	242	7						23.293	
●	56	ProWein, Düsseldorf	3	1	16.407	20.658			37.065	1.406	38.471	73.100	742	2.192	2.934	46	39	346	385	25.218	6.907	32.125	*
	148	Salon Gourmet / Rendez Vino, Karlsruhe	3	1	1.407	444			1.851	714	2.565	5.500	153	48	201	6						27.304	
	276	SÜFFA - Exh. for the butchers trade, Stuttgart	3	1	7.596	64			7.660	1.986	9.646	19.200	206	7	213	6		3	3	9.540	295	9.835	*
		B3 Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their equipment																					
●	45	GDS International Shoe Fair - Spring, Düsseldorf	3	1	17.697	41.696			59.393	8.094	67.487	137.100	239	992	1.231	41				12.318	13.506	25.824	*
●	46	GDS International Shoe Fair - Autumn, Düsseldorf	3	2	18.696	40.274			58.970	6.501	65.471	137.100	266	1.057	1.323	41				12.836	16.010	28.846	*
●	88	Heimtextil, Frankfurt/Main	4	1	35.903	104.617			140.520	7.147	147.667	273.800	478	2.283	2.761	73				35.868	53.205	89.073	*
●	241	I.L.M. Summer Styles - Leather Goods, Offenbach	4	2	8.920	2.680			11.600	800	12.400	18.500	151	92	243	24				4.479	1.208	5.687	*
●	242	I.L.M. Winter Styles - Leather Goods, Offenbach	3	1	8.920	1.980			10.900	800	11.700	18.000	146	69	215	13				3.649	967	4.616	*
●	160	IMB, Köln	4	2	14.429	16.378			30.807	605	31.412	79.400	190	392	582	38	10	26	36	9.537	15.527	25.064	*
●	210	inhorgenta Europe, München	4	2	21.706	6.301			28.007	1.271	29.278	64.500	731	407	1.138	43				21.099	8.205	29.304	*
	138	INTERGEM, Idar-Oberstein	4	1	1.927	133			2.060	120	2.180	4.000	133	9	142	10				2.253	546	2.799	
	134	InNaTex (Jan.), Hofheim - Wallau	3	1	3.446	835			4.281	400	4.681	7.000	168	45	213	20				1.410	217	1.627	*
	135	InNaTex (Aug.), Hofheim - Wallau	3	2	3.371	704			4.075	400	4.475	7.000	159	36	195	19	6	2	8	968	168	1.136	*
	243	InterVIEW First Show, Offenbach	3	1	4.850	1.350			6.200	850	7.050	13.000	92	49	141	10				1.676	421	2.097	*
●	166	Kind + Jugend - Baby to Teenager Fair, Köln	3	1	13.562	23.233			36.795	284	37.079	66.100	133	478	611	39	9	24	33	4.112	10.113	14.225	*
	182	MIDORA, Leipzig	3	4	2.999	225			3.224	365	3.589	10.300	108	42	150	24		1	1			2.900	*
	248	plw - leather and more, Pirmasens	2	2	1.570	176			1.746	1.250	2.996	6.200	48	8	56	6	2	73	75			306	
	277	TV Textilveredelung & Promotion, Stuttgart	3	1	3.138	504			3.642	541	4.183	8.500	87	31	118	17	3	5	8	4.995	951	5.946	*
	120	USSIFA - Watches, Jewels, Pearls, Hamburg	3	2	2.553	55			2.608	72	2.680	3.800	96	3	99	4						2.912	
		B4 Building, Completion and Extension, and their equipment																					
	173	Baufach - Construction Trade Fair, Leipzig	4	1	7.454	1.289			8.743	593	9.336	20.500	356	68	424	14	5		5	18.779	701	19.480	*
●	9	bautec/Build IT/Solar Energy, Berlin	5	2	13.033	1.593			14.626	4.721	19.347	40.400	507	61	568	20	1	2	3	49.090	2.693	51.783	*
+	152	DACH + WAND, Köln	4	1	12.540	1.208	6		13.754	438	14.192	33.200	200	49	249	18	15		15	27.076	2.356	29.432	*
	176	denkmal, Leipzig	4	1	5.526	1.270			6.796	1.299	8.095	20.500	282	85	367	14	3		3	7.861	1.012	8.873	*
	69	DEUBAU, Essen	5	1	24.072	848			24.920	2.145	27.065	65.000	680	46	726	14				73.866	1.816	75.682	*
+	224	Deutsche Ausbaumesse - Construction Exh., Nürnberg	3	2	12.364	790	1.154		14.308		14.308	25.500	306	22	328	7				23.530	1.502	25.032	*
	201	EXPO REAL, München	3	2	20.580	7.111			27.691	1.679	29.370	52.000	1.223	402	1.625	40	12	1	13	25.494	9.486	34.980	*
	86	FACILITY MANAGEMENT, Frankfurt/Main	3	1	2.319	86			2.405	164	2.569	4.900	161	12	173	6	2	1	3	3.247	387	3.634	
	158	Haus & Wohnen - House and Home, Köln	4	1	10.157	75			10.232	36	10.268	22.400	384	8	392	7	163		163			18.077	*
	63	House building, Living and Modernizing, Erfurt	3	2	2.689	124	111		2.924	148	3.072	6.500	156	5	161	3						5.598	*
	233	IFH/INTHERM, Nürnberg	4	1	31.467	3.218			34.685	529	35.214	59.800	514	69	583	14	17	3	20	48.048	981	49.029	*

+ Events with changing venues

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[1] ascertained by representative sampling

	No.	For the complete titles see pp. 119	Duration (Days)	Interval (Years)	Exhibition Space Figures (sq.m.)								Exhibitor figures							Visitor figures			
					Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
					Halls		Open Air																
					Domestic	Foreign	Domestic	Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
+	234	IKK, Nürnberg	3	1	14.584	19.096			**33.680**	585	34.265	65.800	291	579	**870**	46						**29.124**	*
●	164	Int. Eisenwarenmesse/PRACTICAL WORLD, Köln	4	1	46.495	64.794			**111.289**	991	112.280	247.000	712	2.550	**3.262**	56	76	137	213	25.190	35.887	**61.077**	*
	189	LBA - Reg. Building Trade Exh., Magdeburg	3	1	1.558		151		**1.709**	442	2.151	7.750	100	1	**101**	2	1		1			**5.765**	*
	90	Light + Building, Frankfurt/Main	5	1	67.654	53.422			**121.076**	1.398	122.474	233.400	957	1.280	**2.237**	54				88.668	46.626	**135.294**	*
	272	R + T, Stuttgart	5	1	17.491	17.646	338	98	**35.573**	263	35.836	56.800	221	324	**545**	38		3	3	27.278	23.235	**50.513**	*
	80	SHK Essen, Essen	5	1	29.426	1.505			**30.931**	352	31.283	68.400	476	39	**515**	14				51.128	1.257	**52.385**	*
		B5 Furnishings, Household Appliances, Houseware, and their equipment																					
	257	Blickfang - Interior and fashion design, Stuttgart	3	1	793	317			**1.110**	185	1.295	3.800	93	52	**145**	4						**11.624**	*
●	153	domotechnica + components, Köln	4	1	3.490	24.848			**28.338**	1.517	29.855	80.000	91	907	**998**	39	29	19	48	4.977	13.151	**18.128**	*
●	126	DOMOTEX, Hannover	4	2	29.970	63.436			**93.406**	5.376	98.782	171.000	333	1.035	**1.368**	58				21.538	27.974	**49.512**	*
●	161	imm cologne - The international furniture fair, Köln	7	1	77.830	87.012			**164.842**	7.155	171.997	293.000	432	842	**1.274**	52	23	17	40	83.595	31.980	**115.575**	*
	35	Interior design, Dortmund	3	1	3.525	324			**3.849**		3.849	10.500	70	9	**79**	7				4.796	68	**4.864**	*
	6	ZOW - Furniture Components, Bad Salzuflen	4	1	10.509	10.331			**20.840**		20.840	41.100	316	337	**653**	36	22	35	57	11.719	9.181	**20.900**	*
		B6 Health, Body Care, Protection at Work, and their equipment																					
+	123	Altenpflege+ProPflege, Hannover	3	1	20.957	1.095			**22.052**	1.185	23.237	49.400	611	46	**657**	18				37.262	529	**37.791**	*
	139	Arbeitsschutz aktuell - Industrial safety, Karlsruhe	3	1	8.683	417			**9.100**	248	9.348	20.000	178	18	**196**	14	42	2	44	10.630	443	**11.073**	*
	42	BEAUTY INTERNATIONAL, Düsseldorf	3	1	21.503	2.429			**23.932**	2.893	26.825	63.000	504	97	**601**	22				50.031	4.469	**54.500**	*
●	83	Beautyworld, Frankfurt/Main	5	1	5.410	4.381			**9.791**	45	9.836	23.600	159	263	**422**	32				7.204	3.949	**11.153**	* 1)
+	202	EXPOPHARM, München	4	1	21.874	985			**22.859**	596	23.455	40.000	413	57	**470**	15				24.296	2.113	**26.409**	*
	177	Fachdental Leipzig	2	1	3.967	174			**4.141**	264	4.405	10.000	178	12	**190**	8	4	4	8			**5.498**	*
	260	FACHDENTAL SÜDWEST, Stuttgart	2	1	4.045	217			**4.262**	249	4.511	10.700	175	18	**193**	10	3	2	5			**8.526**	*
	30	HairPower, Dortmund	2	1	833	48			**881**	535	1.416	7.200	46	3	**49**	3						**5.076**	
+●	50	Interbad, Düsseldorf	4	2	9.799	5.507		78	**15.384**	1.191	16.575	30.000	251	131	**382**	24	5	1	6	11.209	3.736	**14.945**	* 1)
	89	ITeG, Frankfurt/Main	3	2	6.080	194			**6.274**	147	6.421	12.200	256	17	**273**	10				3.259	95	**3.354**	
●	54	MEDICA, Düsseldorf	4	2	60.128	61.492	90		**121.710**	2.050	123.760	242.000	1.489	3.084	**4.573**	63				74.114	63.389	**137.503**	*
	268	Medizin, Stuttgart	3	1	2.929	48			**2.977**	304	3.281	10.700	178	6	**184**	5	4		4	7.917	80	**7.997**	*
+	184	ORTHOPÄDIE & REHA-TECHNIK, Leipzig	4	2	5.035	3.057			**8.092**	437	8.529	20.500	159	163	**322**	32						**15.053**	*
	271	Pflege & Reha, Stuttgart	3	1	3.146	47			**3.193**	896	4.089	10.700	195	4	**199**	3	5		5	7.948	80	**8.028**	*
●	58	REHACare International, Düsseldorf	4	1	21.905	6.964			**28.869**	2.285	31.154	70.500	539	281	**820**	32				45.024	6.668	**51.692**	*
		B7 Environment Protection, Safety, Cleaning, Communal Services, and their equipment																					
	111	acqua alta, Hamburg	3	1	992	124	104		**1.220**	248	1.468	5.800	55	12	**67**	8				432	72	**504**	*
●	155	ENTSORGA-ENTECO, Köln	4	2	27.933	7.875	5.717	1.320	**42.845**	650	43.495	91.200	644	227	**871**	28	37	2	39	27.660	12.715	**40.375**	*
	79	SECURITY, Essen	4	2	25.196	8.383	10		**33.589**	2.937	36.526	75.000	606	421	**1.027**	47				29.695	10.217	**39.912**	*
●	17	WASSER/GAS BERLIN, Berlin	5	1	14.561	1.921	172		**16.654**	2.973	19.627	45.200	483	114	**597**	26				16.263	3.790	**20.053**	*

+ Events with changing venues

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					Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
					Halls		Open Air			Special Shows	Space (net)	Space (gross)				from countries							
					Domestic	Foreign	Domestic	Foreign	Total				Domestic	Foreign	Total		Domestic	Foreign	Total	Domestic	Foreign	Total	
		B8 Transport, Traffic, Logistics, and their equipment																					
	188	AIR MAGDEBURG	3	1	2.418	20	2.821		5.259	5.000	10.259	14.300	99	3	102	3						5.795	*
	172	AUTO MOBIL INTERNATIONAL/AMITEC, Leipzig	9	1	33.404	28.007	35		61.446	18.231	79.677	116.300	369	58	427	17	4		4	272.352	13.132	285.484	*
	37	auto mobil/Baby plus, Dresden	3	1	5.301		100		5.401	2.440	7.841	18.900	167		167	1						17.805	*
	253	AUTO Rostock	3	1	5.034				5.034	3.900	8.934	15.100	77		77	1	8		8			17.124	
●	82	Automechanika, Frankfurt/Main	6	1	62.818	94.907	7.884	3.927	169.536	1.847	171.383	268.700	920	3.663	4.583	73				94.298	63.636	157.934	*
	19	Bremen Classic Motorshow, Bremen	3	1	10.817	959			11.776	7.402	19.178	34.700	351	39	390	10				28.309	1.616	29.925	*
	156	Eurocargo, Köln	3	2	4.279	409			4.688	845	5.533	14.000	205	23	228	14				3.676	386	4.062	
	129f.	Hannover Messe: Pipeline Technology, Hannover	5	1	850	146	387	30	1.413	215	1.628	2.100	45	10	55	8				18.820	5.943	24.763	[1]
●	13	InnoTrans, Berlin	4	1	25.309	20.275	3.553	1.454	50.591		50.591	100.000	823	780	1.603	41				41.770	24.849	66.619	*
	267	LogiMat, Stuttgart	3	1	8.108	695			8.803	572	9.375	20.100	334	38	372	15	2		2	8.003	466	8.469	*
	77	REIFEN, Essen	4	1	12.698	8.979			21.677	40	21.717	43.000	202	272	474	42	4		4	9.464	7.774	17.238	*
	273	Retro Classics, Stuttgart	3	1	6.680	430			7.110	20.299	27.409	53.000	189	26	215	8				35.383	722	36.105	*
	119	SMM, Hamburg	4	1	22.541	20.886	275	153	43.855	293	44.148	73.900	619	1.050	1.669	50	4		4	32.299	14.647	46.946	*
	110	TUNING WORLD BODENSEE, Friedrichshafen	4	2	14.122	1.174	359	42	15.697	19.900	35.597	75.300	217	29	246	9	2	6	8	102.207	12.503	114.710	*
		B9 Information, Communication, Office, Entertainment Electronics, Photo, Film, and their equipment																					
	219	business online, Münster	2	1	1.457				1.457	1.043	2.500	5.050	86		86	1						3.500	*
●	124	CeBIT, Hannover	7	1	191.202	89.270	9.933	1.175	291.580	12.177	303.757	436.700	2.890	3.277	6.167	71				329.813	104.152	433.965	*
	225	e_procure & supply, Nürnberg	3	1	2.983	108			3.091	258	3.349	7.000	161	7	168	4				3.123	130	3.253	*
	181	Leipziger Buchmesse, Leipzig	4	1	10.773	1.257			12.030	9.931	21.961	59.900	1.661	382	2.043	34	5		5			126.235	*
+	116	Marketing Services, Hamburg	3	2	4.286	586			4.872	1.632	6.504	12.000	355	24	379	9				7.461	743	8.204	*
●	168	ORGATEC, Köln	5	1	27.794	32.550			60.344	3.503	63.847	130.000	261	357	618	40	16	44	60	26.295	30.894	57.189	*
●	169	photokina, Köln	6	1	31.391	39.405			70.796	5.826	76.622	230.000	354	711	1.065	46	196	318	514	118.619	43.873	162.492	*
	93	PRO SIGN, Frankfurt/Main	3	1	3.465	1.128			4.593	694	5.287	10.900	117	48	165	20				5.661	1.054	6.715	*
●	94	ProLight + Sound, Frankfurt/Main	4	1	11.975	16.112	127	128	28.342	1.638	29.980	57.700	310	473	783	42				17.276	8.939	26.215	*[1]
●	217	SYSTEMS, München	5	1	20.660	2.725			23.385	1.361	24.746	66.000	1.067	195	1.262	18	5		5	49.796	3.748	53.544	*
		B10 Education, Setting up a business																					
+	125	didacta, Hannover	5	1	22.150	797			22.947	2.374	25.321	50.800	653	47	700	16				66.732	674	67.406	*
	145	LEARNTEC, Karlsruhe	3	2	3.300	429			3.729	296	4.025	16.200	249	33	282	12				3.712	359	4.071	*
	270	NewCome, Stuttgart	2	1	2.581	24			2.605	1.390	3.995	10.800	203	5	208	3	6		6			7.453	
		B11 Sports, Games, Leisure, and their equipment																					
	122	ABF, Hannover	9	1	38.215	1.149	338		39.702	5.593	45.295	92.100	707	69	776	16						118.673	*
	2	Americana, Augsburg	5	2	5.785	1.453	359	40	7.637	2.802	10.439	30.700	147	46	193	10						36.025	
	256	ANIMAL, Stuttgart	2	1	2.704	100			2.804	18.951	21.755	34.800	145	8	153	7				32.288	326	32.614	*
●	43	boot, Düsseldorf	9	1	59.215	45.015	155	101	104.486	7.046	111.532	221.200	1.006	648	1.654	52				242.722	49.011	291.733	*
	20	CARAVAN, Bremen	3	1	8.855				8.855	136	8.991	14.600	81		81	1						13.269	

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 28 ff. [1] ascertained by representative sampling

	No.	For the complete titles see pp. 119	Duration (Days)	Interval (Years)	Exhibition Space Figures (sq.m.)								Exhibitor figures							Visitor figures			
					Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
					Halls		Open Air			Special Shows	Space (net)	Space (gross)				from countries							
					Domestic	Foreign	Domestic	Foreign	Total				Domestic	Foreign	Total		Domestic	Foreign	Total	Domestic	Foreign	Total	
●	44	CARAVAN SALON, Düsseldorf	10	1	69.865	19.616	1.564	182	91.227	2.660	93.887	149.800	433	156	589	23				145.818	27.775	173.593	*1)
●	198	C-B-R, München	5	1	20.855	6.946	27	30	27.858	6.700	34.558	69.400	842	591	1.433	73	8	9	17	107.480	3.324	110.804	*
	97	CFT - Camping, Leisure, Tourism, Freiburg	9	1	11.897	958	5.311		18.166	389	18.555	29.800	278	45	323	9						50.459	
	259	CMT - Caravaning, motoring, tourism, Stuttgart	9	1	31.728	2.542			34.270	1.019	35.289	56.500	989	428	1.417	42	73	10	83	162.175	1.638	163.813	*
	27	CREATIVA, Dortmund	5	1	7.340	671			8.011	2.042	10.053	25.400	393	33	426	7				89.430	1.732	91.162	*
	39	Dresdner Reisemarkt - Travel Market, Dresden	3	1	4.718	1.164	95		5.977	683	6.660	15.200	341	122	463	28						29.400	*
	245	EURO CHEVAL, Offenburg	5	1	5.799	1.757	9.467	690	17.713	9.035	26.748	56.900	335	68	403	16	131	26	157	33.097	8.223	41.320	*
	102	EUROBIKE, Friedrichshafen	4	2	18.575	20.220	1.254	556	40.605	4.630	45.235	76.300	258	559	817	37	5	57	62	33.925	18.267	52.192	*
	29	FAHOBA.kreativ, Dortmund	3	1	2.379	195			2.574		2.574	5.750	44	5	49	4	1		1			2.573	
	21	bike.market.future, Bremen	2	2	2.384	276	45		2.705	4.839	7.544	14.300	138	13	151	6	5		5	8.852	62	8.914	*
	203	FAIRWAY, München	3	1	1.320	636			1.956	494	2.450	5.000	58	29	87	14				651	276	927	
	71	FIBO, Essen	4	1	19.047	8.637			27.684	1.397	29.081	64.000	241	154	395	28				41.205	5.460	46.665	*
	250	Flora, Rendsburg	2	1			2.799		2.799	1.200	3.999	6.000	88		88	1						4.116	*
	230	FREIZEIT, GARTEN + TOURISTIK, Nürnberg	9	1	31.916	2.677			34.593	5.546	40.139	68.100	591	128	719	17						150.002	*
	220	Spring Exh. Flower-Leisure and Garden, Münster	5	1	3.706	200	66		3.972	6.028	10.000	20.000	214	3	217	4						41.261	*
	179	Games Convention, Leipzig	5	2	30.561	1.551	394		32.506	12.180	44.686	92.200	286	85	371	25	12	2	14	169.756	20.128	189.884	*
	204	Garten München, München	7	2	6.232	1.094			7.326	1.070	8.396	18.400	159	35	194	9	19	2	21	72.610	1.482	74.092	*1)
	140	Giardina - Garden and Lifestyle, Karlsruhe	4	2	5.424	253			5.677	372	6.049	12.500	175	3	178	2	7	5	12			44.783	*
	72	Golf Essen, Essen	3	1	2.058	158			2.216	1.088	3.304	6.350	70	22	92	9						10.081	1)
●	205	GOLF EUROPE, München	3	2	3.610	5.698			9.308	4.475	13.783	25.000	106	161	267	23				2.348	2.714	5.062	*
	105	HAM RADIO/HAMtronic, Friedrichshafen	3	1	2.313	584			2.897	1.255	4.152	29.000	126	37	163	19	12	80	92			15.592	
	157	handarbeit & hobby, Köln	3	1	4.840	2.558			7.398	641	8.039	17.000	95	105	200	22	2		2	7.210	2.277	9.487	*
	113	hanseboot, Hamburg	9	2	24.675	10.334	2.684	1.777	39.470	2.086	41.556	76.200	721	153	874	27				111.981	5.154	117.135	*
	114	HANSEPFERD, Hamburg	4	1	9.226	1.173	777		11.176	11.937	23.113	47.000	396	46	442	20	3		3	54.352	438	54.790	*
	73	HAUS + GARTEN - Spring and Leisure Fair, Essen	5	1	5.677	69			5.746	3.713	9.459	23.900	228	6	234	6						53.423	*
	263	hobby + elektronik, Stuttgart	4	1	3.532	33			3.565	1.839	5.404	16.200	109	3	112	4						61.906	*1)
	31	HobbyTronic, Dortmund	5	1	1.784	72			1.856	2.105	3.961	6.900	69	3	72	4				49.107	6.132	55.239	*1)
	141	Horizont - Touristik, Caravaning, Outdoor, Karlsruhe	4	1	11.202	217			11.419		11.419	26.800	167	26	193	11	12		12			13.888	*
●	159	IFMA Cologne, Köln	4	1	17.739	7.806			25.545	25.191	50.736	81.700	295	314	609	34	72	49	121	49.501	4.731	54.232	*
	107	INTERBOOT, Friedrichshafen	9	1	19.085	10.223	2.773	851	32.932	2.560	35.492	72.900	406	128	534	16	12	100	112	70.211	22.050	92.261	*
	32	INTERMODELLBAU, Dortmund	5	1	8.040	489			8.529	8.821	17.350	46.300	374	26	400	12	42	5	47	87.207	14.670	101.877	*
	163	INTERMOT, Köln	5	2	28.318	31.078	46	150	59.592	76.929	136.521	205.000	325	728	1.053	36	18	51	69	154.439	19.331	173.770	*
	235	Interzoo, Nürnberg	4	1	18.999	25.259			44.258		44.258	78.900	316	954	1.270	56				14.277	19.904	34.181	
●	214	ispo - winter, München	4	1	23.659	62.298			85.957	7.492	93.449	161.000	280	1.353	1.633	48				24.435	36.652	61.087	*
●	213	ispo - summer, München	3	1	7.335	15.722			23.057	11.767	34.824	83.100	122	634	756	39				7.938	8.525	16.463	
●	15	ITB - International Tourist Exchange, Berlin	5	1	29.646	57.296	212		87.154		87.154	148.500	1.510	5.543	7.053	172	611	3.642	4.253	122.019	39.382	161.401	*
	236	IWA & OutdoorClassics, Nürnberg	4	1	10.364	17.338			27.702	577	28.279	48.400	265	738	1.003	51				11.544	16.027	27.571	*
	34	JAGD & HUND - Hunting and Fishing, Dortmund	6	1	8.448	2.149			10.597	2.542	13.139	35.600	349	142	491	28				65.780	6.268	72.048	*
	40	Hunting, Fishing, Riding, Dresden	3	2	1.334	84	372		1.790	4.041	5.831	11.200	166	8	174	6						16.793	
	266	Kreativ- & Bastelwelt, Stuttgart	4	1	1.860	140			2.000	869	2.869	8.000	97	8	105	4						37.915	*1)

+ Events with changing venues

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

* Visitors Profil Analyses see page 28 ff.

1) ascertained by representative sampling

	FKM	Duration (Days)	Interval (Years)	Exhibition Space Figures (sq.m.)								Exhibitor figures							Visitor figures			
				Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
				Halls		Open Air			Special	Space	Space				from							
No.	For the complete titles see pp. 119			Domestic	Foreign	Domestic	Foreign	Total	Shows	(net)	(gross)	Domestic	Foreign	Total	countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
191	MAGDEBOOT, Magdeburg	4	1	2.195	30	407		2.632	212	2.844	7.750	99	1	100	2						7.886	
269	Modell Süd Bau & Bahn - Model Construction, Stuttgart	4	1	2.419	79			2.498	10.080	12.578	23.700	103	8	111	6	1		1			50.234	*1)
167	Modellbahn - Model railways, Köln	4	1	3.876	307			4.183	13.668	17.851	44.800	159	22	181	12						56.129	*
100	Modellbau - Model Construction, Freiburg	3	1	692	8	28		728	6.632	7.360	14.500	44	1	45	2						13.576	
183	modell-hobby-spiel, Leipzig	4	2	9.734	532			10.266	19.865	30.131	70.200	457	33	490	12	1		1	106.289	1.619	107.908	*
● 91	Musikmesse, Frankfurt/Main	4	1	19.469	28.998	284		48.751	5.738	54.489	107.000	545	1.035	1.580	50				52.727	21.957	74.684	*1)
108	OutDoor, Friedrichshafen	4	2	10.061	19.006	290	465	29.822	16.237	46.059	73.600	156	518	674	39	2	39	41	6.368	9.125	15.493	*
131	Pferd & Jagd, Hannover	4	1	16.560	1.266	1.270		19.096	6.489	25.585	84.000	614	58	672	20				74.422	449	74.871	*
109	Pferd Bodensee - Equestrian Sport, Friedrichshafen	3	1	7.007	885			7.892	4.347	12.239	35.300	194	34	228	8	26	12	38			20.562	
78	REISE/CAMPING - Travel & Tourism, Essen	5	2	26.588	2.893			29.481	967	30.448	70.100	607	170	777	32				94.685	1.344	96.029	*1)
170	REISEMESSE KÖLN INTERNATIONAL, Köln	3	1	6.525	1.610			8.135	950	9.085	30.000	337	121	458	37	71	11	82			22.034	*
65	Reisen & Caravan - Travel & Caravaning, Erfurt	4	1	5.539	523			6.062	1.000	7.062	15.000	207	25	232	11	23	45	68			34.319	
118	REISEN HAMBURG - Tourism & Caravaning, Hamburg	5	2	21.794	4.164	109		26.067	5.350	31.417	61.700	721	353	1.074	74	15	31	46	87.115	791	87.906	*
66	Riding - Hunting - Fishing, Erfurt	3	1	3.529	268	699		4.496	2.740	7.236	16.300	161	15	176	9						25.293	*
274	ISA/IWB/Coins/WeltAntik/Angling/Mineral + fossil exchange, Stuttgart	3	1	6.907	982			7.889	3.055	10.944	37.800	663	135	798	32				34.606	706	35.312	*
239	Spielwarenmesse - International Toy Fair, Nürnberg	6	2	53.711	51.249			104.960		104.960	162.000	984	1.806	2.790	63	84	67	151	42.157	38.067	80.224	*
● 171	spoga + gafa, Köln	3	2	55.510	88.771	1.077	119	145.477	1.794	147.271	289.600	548	1.783	2.331	64	24	100	124	24.422	23.746	48.168	*
275	Süddeutsche Spielemesse - Games, Toys, Stuttgart	4	1	1.846	148			1.994	993	2.987	7.300	75	7	82	6						45.413	*1)
185	Touristik & Caravaning, Leipzig	5	1	24.743	3.172			27.915	4.854	32.769	60.000	779	295	1.074	51	89	29	118	79.610	319	79.929	*
59	TourNatur, Düsseldorf	3	2	3.312	638			3.950	1.889	5.839	15.800	178	54	232	12				34.994	1.458	36.452	1)
36	West German Minerals Days, Dortmund	2	1	1.066	135			1.201	614	1.815	11.200	181	37	218	18						6.159	
	B12 Electrical Engineering and Electronics																					
10	belektro, Berlin	3	1	9.057	122			9.179	1.673	10.852	22.700	222	8	230	7				14.664	193	14.857	*
● 200	electronica, München	4	1	55.303	33.177			88.480	1.645	90.125	152.000	1.188	1.773	2.961	47	113	384	497	42.886	34.862	77.748	*
226	embedded world, Nürnberg	3	2	8.934	2.526			11.460		11.460	23.000	316	176	492	27				10.397	2.837	13.234	
238	SMT/Packaging/HYBRID, Nürnberg	3	1	11.818	2.279			14.097	459	14.556	27.300	431	148	579	22	6	70	76	17.293	7.064	24.357	*
240	SPS/IPC/DRIVES, Nürnberg	3	1	42.332	4.513			46.845	359	47.204	77.500	991	212	1.203	33	9	28	37	37.662	6.229	43.891	*
	B13 Metal-Working, Automation, Measuring, Quality Assurance																					
68	ALUMINIUM, Essen	3	2	10.483	12.089			22.572	255	22.827	48.400	314	371	685	40				9.101	6.169	15.270	*
255	AMB, Stuttgart	5	1	28.103	5.696	24	12	33.835	166	34.001	53.800	647	153	800	21	32	43	75	45.278	2.890	48.168	1)
● 197	AUTOMATICA, München	4	2	26.084	3.859			29.943	1.502	31.445	55.000	593	212	805	37		2	2	23.213	7.820	31.033	*
127	EuroBLECH, Hannover	5	2	42.716	33.382			76.098		76.098	128.200	798	611	1.409	40				41.146	23.144	64.290	*
228	EUROGUSS, Nürnberg	3	1	5.238	2.651			7.889		7.889	14.000	191	133	324	27				5.155	1.289	6.444	*
3	GrindTec, Augsburg	4	2	6.798	2.135			8.933	120	9.053	18.400	185	88	273	19						9.340	*
129a.	Hannover Messe: Digital Factory	5	1	4.889	177			5.066	270	5.336	9.900	237	26	263	12				26.036	8.958	34.994	1)
129c.	Hannover Messe: Industrial Automation	5	1	46.429	7.782	208		54.419	4.051	58.470	88.000	850	351	1.201	37				67.699	26.458	94.157	1)
● 55	METAV, Düsseldorf	5	1	48.622	7.130			55.752	313	56.065	96.100	772	154	926	21				42.494	5.795	48.289	*
216	METAV, München	4	1	21.966	2.833			24.799	431	25.230	40.000	447	73	520	18				21.513	3.796	25.309	*

+ Events with changing venues

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* Visitors Profil Analyses see page 28 ff.

1) ascertained by representative sampling

	No.	For the complete titles see pp. 119	Duration (Days)	Interval (Years)	Exhibition Space Figures (sq.m.)								Exhibitor figures							Visitor figures			
					Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
					Halls		Open Air			Special Shows	Space (net)	Space (gross)				from countries							
					Domestic	Foreign	Domestic	Foreign	Total				Domestic	Foreign	Total		Domestic	Foreign	Total	Domestic	Foreign	Total	
	117	NORTEC, Hamburg	4	1	7.435	543			7.978	3.691	11.669	27.300	342	37	379	13	6	3	9	11.905	218	12.123	*
	237	SENSOR + TEST, Nürnberg	3	1	6.235	1.728			7.963	8.124	16.087	24.100	400	150	550	25				5.911	1.568	7.479	*
●	60	Tube, Düsseldorf	5	2	13.760	17.893			31.653	533	32.186	58.800	277	550	827	48				14.931	14.752	29.683	*1)
●	61	wire, Düsseldorf	5	2	17.107	33.908			51.015	544	51.559	90.400	316	784	1.100	48				16.480	22.665	39.145	*1)
		B14 Plastic and Wood Processing, and their equipment																					
	232	HOLZ-HANDWERK/fensterbau/frontale, Nürnberg	4	2	64.091	12.885			76.976	135	77.111	125.800	909	275	1.184	30				84.640	16.122	100.762	*
	5	KMO - Plastics Processing Fair, Bad Salzuflen	4	2	9.292	1.040			10.332		10.332	18.900	277	24	301	10				9.633	157	9.790	*
		B15 Power Supply Industry, and its equipment																					
	151	CARBON EXPO, Köln	3	2	237	1.140			1.377	108	1.485	5.800	30	155	185	50				420	2.507	2.927	*
	227	ENKON dezentral, Nürnberg	3	1	1.497	78			1.575	120	1.695	3.200	76	6	82	4				3.341	456	3.797	
	70	E-world energy & water, Essen	3	1	8.588	1.820			10.408	96	10.504	25.200	303	110	413	15				8.552	1.222	9.774	*
	129b.	Hannover Messe: Energy, Hannover	5	1	20.615	9.940	994		31.549	338	31.887	54.600	390	439	829	47				48.391	19.669	68.060	1)
●	98	Intersolar, Freiburg	3	1	11.994	3.021	279	28	15.322		15.322	26.000	323	131	454	27						23.492	
	136	new energy husum, Husum	4	1	1.817	15	191		2.023	365	2.388	4.600	120	3	123	2				12.643	58	12.701	*
	4	RENEXPO/IHE HolzEnergie/reCONSTRUCT, Augsburg	4	1	3.496	817	1.849	149	6.311	501	6.812	17.100	208	39	247	10	32	27	59	10.399	904	11.303	*
	121	WindEnergy, Hamburg	4	1	4.879	2.708		40	7.627	1.446	9.073	21.700	155	150	305	24	17	20	37	6.004	2.012	8.016	*
		B16 Other Investment Goods Industries																					
●	196	Analytica, München	4	1	15.577	4.506			20.083	1.200	21.283	50.000	558	289	847	31	12	29	41	20.362	6.828	27.190	*
	258	CAT.PRO, Stuttgart	5	1	802	308			1.110	116	1.226	2.600	72	7	79	7	5	1	6			13.168	1)
●	199	ceramitec, München	4	1	12.668	10.285			22.953	820	23.773	45.000	278	334	612	42				10.779	11.219	21.998	*
	229	FachPack/Print Pack/LogIntern, Nürnberg	3	2	41.870	5.433			47.303	387	47.690	85.800	1.084	241	1.325	27				27.646	5.410	33.056	*
	262	GALVANICA, Stuttgart	3	1	1.701	126			1.827	288	2.115	4.700	109	12	121	7	10	1	11	2.238	334	2.572	
●	47	glasstec, Düsseldorf	5	2	22.204	41.312	100		63.616	5.363	68.979	123.500	393	797	1.190	45	62	26	88	23.355	31.212	54.567	*
	129d.	Hannover Messe: Ind. Facility Management & Services	5	1	1.178	194			1.372	128	1.500	2.400	31	7	38	7				19.597	8.279	27.876	1)
	129e.	Hannover Messe: Micro Technology	5	1	2.297	324	60		2.681		2.681	5.500	112	49	161	12				20.346	7.679	28.025	1)
	129g.	Hannover Messe: Research & Technology	5	1	6.058	1.511			7.569	101	7.670	13.200	287	116	403	18				25.629	8.772	34.401	1)
	129h.	Hannover Messe: Subcontracting	5	1	16.132	11.338	28		27.498	104	27.602	50.600	678	878	1.556	47				32.002	13.520	45.522	1)
+●	212	INTERGEO, München	3	2	9.852	2.943	37	18	12.850		12.850	30.000	383	155	538	28	7	3	10	15.180	3.842	19.022	*
	142	Interpart, Karlsruhe	3	3	2.677	1.225			3.902	385	4.287	11.000	235	128	363	14				4.178	398	4.576	*
	215	MAINTAIN, München	3	1	4.745	292			5.037	303	5.340	10.800	231	27	258	8				3.639	548	4.187	
	147	RESALE, Karlsruhe	3	3	5.275	2.823	1.758	551	10.407		10.407	23.800	342	203	545	28				3.207	6.465	9.672	*
	192	vaQum, Magdeburg	2	1	429	104			533		533	3.600	41	12	53	7				166	21	187	
	278	VISION, Stuttgart	3	1	3.708	1.518			5.226	348	5.574	13.000	126	90	216	23	11	9	20	3.599	1.694	5.293	*
	186	Z - Subcontracting Fair, Leipzig	3	3	3.858	1.649			5.507	400	5.907	14.000	313	173	486	24	15	9	24	4.257	693	4.950	*

+ Events with changing venues

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

* Visitors Profil Analyses see page 28 ff.

1) ascertained by representative sampling

No.	For the complete titles see pp. 119	Duration (Days)	Interval (Years)	Exhibition Space Figures (sq.m.)								Exhibitor figures							Visitor figures			
				Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
				Halls		Open Air			Special Shows	Space (net)	Space (gross)				from countries							
				Domestic	Foreign	Domestic	Foreign	Total				Domestic	Foreign	Total		Domestic	Foreign	Total	Domestic	Foreign	Total	
	B17 Other Consumer Goods and Service Industries																					
221	BIO FACH, Nürnberg	4	1	16.536	16.492			33.028	2.539	35.567	70.400	715	1.373	2.088	73				24.878	12.548	37.426	*
175	CADEAUX - September/Comfortex, Leipzig	3	2	13.814	738			14.552	989	15.541	48.200	489	37	526	14	1		1			11.553	
174	CADEAUX - March, Leipzig	3	1	10.557	478			11.035	781	11.816	30.800	403	24	427	13	1		1			8.752	*
● 84	Christmasworld, Frankfurt/Main	5	1	23.902	25.983			49.885	2.233	52.118	89.400	337	738	1.075	39				17.965	11.729	29.694	*1)
28	DKM - Finance and Insurance Industry, Dortmund	3	1	7.821	310			8.131		8.131	21.500	345	23	368	8				9.424	116	9.540	
154	ecclesia, Köln	3	2	1.353	182			1.535	1.652	3.187	12.000	162	18	180	10						2.254	*
104	goFinance, Friedrichshafen	2	1	556	140			696		696	6.750	45	11	56	5				696	46	742	
49	IAM - International Investors Fair, Düsseldorf	3	2	3.599	244			3.843	757	4.600	13.100	113	13	126	10				8.578	376	8.954	*
74	IFLO DECORAZIONE, Essen	2	1	2.063	224			2.287	2.883	5.170	13.900	88	24	112	7				5.805	732	6.537	*
162	InterKarneval, Köln	3	1	1.132	172			1.304	16.320	17.624	31.800	62	6	68	4						12.927	
265	Invest, Stuttgart	3	1	3.302	650			3.952	636	4.588	10.700	109	31	140	9	2		2			14.519	
144	Karlsruher Hochzeitstage - Wedding Days, Karlsruhe	2	1	1.551	9	68		1.628	173	1.801	6.200	150	1	151	2						4.660	*
99	Kulturbörse - Stage Production and Music, Freiburg	4	3	1.803	361			2.164	4.760	6.924	12.000	245	48	293	9						3.419	
16	Moderner Staat - Public Administration, Berlin	2	3	2.223				2.223	387	2.610	5.750	196		196	1				3.237	23	3.260	*
● 92	Paperworld, Frankfurt/Main	5	2	33.807	53.696			87.503	3.910	91.413	161.400	588	2.011	2.599	67				29.976	33.939	63.915	*1)
41	Pieta, Dresden	3	1	2.839	120	40		2.999	400	3.399	6.500	93	8	101	7						1.609	
132	Promotion World, Hannover	5	2	3.234	431			3.665		3.665	7.800	126	16	142	8				11.064	2.578	13.642	*1)
57	PSI Messe, Düsseldorf	3	1	18.573	14.804			33.377	417	33.794	60.000	450	400	850	30	1	6	7	6.739	11.006	17.745	*
	B18 Arts and Antiques																					
218	Antiques Exhibition, Münster	5	1	1.478	86			1.564	665	2.229	5.600	60	3	63	3						5.994	*
8	Art Forum, Berlin	5	2	2.792	2.635			5.427	1.864	7.291	11.100	82	76	158	23				35.506	5.494	41.000	*
87	Fine Art Fair, Frankfurt/Main	4	1	1.425	475			1.900	125	2.025	14.000	38	12	50	5						10.700	
	C GENERAL CONSUMER EXHIBITIONS																					
1	afa Spring Exhibition, Augsburg	9	1	13.330	755	1.597	50	15.732	4.587	20.319	39.200	476	27	503	9						88.031	
149	Allgäuer Festwoche - Rural Tradition Exh., Kempten	9	1	5.804	237	8.170		14.211	838	15.049	26.500	374	12	386	5						103.667	*
26	Boulevard.DORTMUNDER HERBST, Dortmund	9	1	16.002	844			16.846	3.067	19.913	48.200	604	29	633	11	24		24			101.042	*
223	CONSUMENTA, Nürnberg	9	1	28.963	3.039			32.002	13.511	45.513	84.300	906	90	996	17						174.563	*
249	dona - Consumer Goods Exh., Regensburg	9	3	6.150		1.817		7.967	3.084	11.051	17.500	331		331	1						47.835	*
38	Dresdner Ostern - Garden Pet and Handicraft, Dresden	4	1	4.341	207	232		4.780	4.135	8.915	21.100	321	18	339	14						44.972	
112	DU UND DEINE WELT/MODELLBAUWELT, Hamburg	9	1	23.975	3.023			26.998	8.237	35.235	69.900	834	110	944	37				165.909	1.338	167.247	*
195	Emsland-Schau - Reg. Consumer Exh., Meppen	4	1	3.344		3.472		6.816		6.816	11.700	206		206	1						46.203	*
261	Familie + Heim - Reg. Consumer Exh., Stuttgart	9	1	10.008	856	99		10.963	7.015	17.978	50.300	343	30	373	12	4		4			66.903	*
23	hafa, Bremen	9	1	11.752	610	949		13.311	8.275	21.586	42.700	583	19	602	9						63.691	
18	Harz + Heide - Reg. Consumer Exh., Braunschweig	9	1	10.632	297	3.487	73	14.489	4.860	19.349	30.900	399	16	415	7						70.310	*
180	Home-Garden-Leisure - Consumer Fair, Leipzig	9	1	22.404	2.061			24.465	5.866	30.331	68.300	980	99	1.079	20	8		8	163.884	1.155	165.039	*
206	HEIM + HANDWERK/Food + Life, München	9	1	29.805	4.707			34.512	4.192	38.704	78.900	903	165	1.068	20	128	8	136	116.752	2.383	119.135	*

+ Events with changing venues

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

* Visitors Profil Analyses see page 28 ff.

1) ascertained by representative sampling

FKM		Duration (Days)	Interval (Years)	Exhibition Space Figures (sq.m.)								Exhibitor figures							Visitor figures			
				Rented Space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
No.	For the complete titles see pp. 119			Halls Domestic	Halls Foreign	Open Air Domestic	Open Air Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
24	Hessenschau - Living, Housing, Leisure, Darmstadt	9	2	4.381	249	2.218	51	6.899	1.711	8.610	36.000	277	9	286	10						44.087	
106	IBO - Consumer and Investment Goods, Friedrichshafen	9	1	11.288	985	615	40	12.928		12.928	52.500	416	51	467	10	35	1	36	77.409	154	77.563	*
● 12	Import Shop, Berlin	5	2	3.033	2.679			5.712	832	6.544	20.000	266	248	514	64				40.080	610	40.690	*
130	Infa - Information and Sales Exh., Hannover	9	1	29.176	2.638	244		32.058	4.853	36.911	95.800	1.149	102	1.251	29						207.448	*
143	Inventa - Reg. Cons. Exh., Karlsruhe	4	2	5.644	390			6.034	500	6.534	12.500	250	15	265	5	3		3			41.381	*
190	LEBEN - Reg. Consumer Exh., Magdeburg	3	2	1.935	15	161	15	2.126	289	2.415	7.350	98	2	100	2	2		2			4.087	*
194	MANNHEIMER MAIMARKT, Mannheim	11	2	34.959	2.304	33.175	120	70.558	6.045	76.603	181.200	1.407	80	1.487	22						363.188	*
280	Messe Wächtersbach, Wächtersbach	9	1	6.353	266	6.057	30	12.706	4.840	17.546	28.200	407	12	419	8						66.840	*
76	MODE-HEIM-HANDWERK, Essen	9	2	15.175	918			16.093	8.617	24.710	65.000	654	32	686	13				164.673	330	165.003	*
7	Oberfranken-Ausstellung, Bayreuth	9	2	6.771	467	2.402	85	9.725	2.444	12.169	18.800	320	20	340	6	11	1	12			40.816	
246	OBERRHEIN-MESSE, Offenburg	9	1	10.371	843	10.774	40	22.028	4.547	26.575	57.100	510	28	538	8	28	5	33	73.171	7.060	80.231	*
146	Offerta - Reg. Cons. Exh., Karlsruhe	9	1	23.848	1.490			25.338	3.199	28.537	57.000	753	53	806	12	17	3	20			131.437	*
247	Passauer Frühling DreiLändermesse, Passau	9	2	9.332	2.244	1.978	190	13.744	3.722	17.466	27.000	369	90	459	9	17	6	23			75.801	*
187	REGIO - Reg. Consumer Exhibition, Lörrach	10	2	9.030	809	2.020	116	11.975	6.669	18.644	24.300	489	40	529	6				53.504	16.436	69.940	*
133	Regio live - Consumer Exh., Heilbronn	9	1	7.520	319	1.361		9.200	1.643	10.843	18.900	294	8	302	5						45.088	*
193	Rheinland-Pfalz-Ausstellung, Mainz	9	1	14.173	1.027	3.526		18.726	3.750	22.476	80.100	794	21	815	11						89.813	*
252	SOM - Reg. Consumer Exh., Rosenheim	10	1	6.466	593	2.193	93	9.345	1.399	10.744	18.100	317	26	343	7						46.299	*
279	Südwest Messe, Villingen-Schwenningen	9	1	13.685	739	18.231	72	32.727	1.062	33.789	58.200	673	25	698	6	119	17	136			91.347	*
67	Thüringen-Ausstellung - Reg. Consumer Exh., Erfurt	9	2	9.340	355	96		9.791	3.000	12.791	22.300	613	16	629	7						69.469	*
254	ufra - Consumer Exh., Schweinfurt	9	2	6.452		2.197		8.649	4.515	13.164	20.100	355		355	1						64.269	*
25	WIR - Reg. Consumer Exhibition, Dillingen	9	1	3.830	15	945	21	4.811	1.774	6.585	18.000	294	2	296	2	24		24			52.974	

5.2

+ Events with changing venues

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

* Visitors Profil Analyses see page 28 ff.

[1] ascertained by representative sampling

GrindTec (2004) ⇢ Augsburg

Basic data trade visitors

Total number of visitors	**7 845**
Proportion of trade visitors	**100%**

Region of residence

up to 100 km	27
more than 100 km up to 300 km	47
over 300 km	27

Total Germany: 79

Baden-Württemberg	37	North Rhine-Westphalia	8
Bavaria	39	Rhineland-Palatinate	2
Berlin	1	Saarland	1
Brandenburg	-	Saxony	3
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	7	Thuringia	2
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign 21

of which EU	48
Rest of Europe	41
Africa	-
North America	5
South and Central America	-
Middle East	2
East Asia	4
Australia	1

The five countries with the highest visitor shares

Switzerland	30
Austria	15
Sweden	7
Great Britain	6
France	5

Position in the company/organization

Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	6
Department head, group head	19
Other salaried staff	27
Other public service	-
Worker, skilled worker	10
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	2
Student	2
Other not gainfully employed	1

Frequency of visits to trade fair

2002	36
2000	28
1998	20
First visit	57

Additional data trade visitors

Economic sector

Metalworking industry	69
Wood, plastics processing industry	8
Metal trade	7
Service industry	7
Other industry	6
Trade	6
Glass, ceramic, stone industry	4
Other sectors	4
Student	2
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	36
Collectively	29
In an advisory capacity	20
No	13
Student	3

Area of responsibility

Management	28
Research/development/design	11
Planning/work preparation	3
Manufacture/production	36
Production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	-
Building department	-
Administration/organization/personnel/social welfare/training	-
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	-
Maintenance/repairs	3
Other area	2
Student	2
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	17	500- 999	6
5- 9	7	1 000- 9 999	8
10- 49	21	10 000 and more	6
50- 99	10	student	2
100-199	11	other not gainfully employed	1
200-499	11		

Length of stay

1. Length of stay (days):

one	84	three	1
two	13	four	2

2. Average length of stay 1,2 days

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

1st day	23	3rd day	36
2nd day	34	4th day	26

Conducted by: Messe- und Congressberatung Dirr, Hamburg

RENEXPO ⇢ Augsburg

Basic data trade visitors

Total number of visitors	**11 303**
Proportion of trade visitors	**62%**

Region of residence

up to 50 km	34
more than 50 km up to 100 km	18
more than 100 km up to 300 km	24
over 300 km	25

Total Germany 89

Baden-Württemberg	13	North Rhine-Westphalia	3
Bavaria	71	Rhineland-Palatinate	3
Berlin	2	Saarland	-
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	3	Thuringia	2
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Total foreign 11

of which EU	80
Rest of Europe	8
Other	12

The two countries with the highest visitor shares

Italy	24
Austria	14

Position in the company/organization

Entrepreneur, partner, self-employed	45
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	3
Department head, group head	9
Other salaried staff/public service	18
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	1
Farmer	6
Student	5
Old-age pensioner	2

Frequency of visits to trade fair

2005	30
2004	25
Earlier events	11
First visit	67

Basic data private visitors

Proportion of private visitors	**38%**

Region of residence

up to 50 km	62
more than 50 km up to 100 km	18
more than 100 km up to 300 km	15
over 300 km	5

Total Germany 98

Baden-Württemberg	7	North Rhine-Westphalia	1
Bavaria	90	Rhineland-Palatinate	1
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	1	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign 2

of which EU	88
Rest of Europe	12
Other	-

Position in the company/organization

Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	37
Skilled worker	13
Lecturer, teacher, scientific assistant	1
Student	1
Housewife/man	2
Old-age pensioner	19
Farmer	3

Frequency of visits to trade fair

2005	25
2004	20
Earlier events	11
First visit	67

Basic data all visitors

Region of residence

up to 50 km	45
more than 50 km up to 100 km	18
more than 100 km up to 300 km	20
over 300 km	18

Total Germany 92

Baden-Württemberg	11	North Rhine-Westphalia	2
Bavaria	78	Rhineland-Palatinate	2
Berlin	1	Saarland	-
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	2	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	1		1

Total foreign 8

of which EU	80
Rest of Europe	9
Other	11

The two countries with the highest visitor shares

Italy	23
Austria	16

Position in the company/organization

Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	25
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	-
Farmer	5
Student	3
Housewife/man	1
Old-age pensioner	8

Frequency of visits to trade fair

2005	28
2004	23
Earlier events	12
First visit	64

Additional data trade visitors

Economic sector

Public office, authority, ministry	6
Plant construction, industry, production	14
Architects, planners, engineer's office, energy consultant	15
Energy supplies	9
Financing, business promotion, insurance	2
Agriculture and forestry	13
Trade/sales	12
Skilled trades, installation, sanitary/heating/ air-conditioning	17
Science, research, development	3
Other	8

Influence on purchasing/ procurement decisions

Decisively	44
Collectively	25
In an advisory capacity	16
No	8
Student	5
Other not gainfully employed	2

Area of responsibility

Management	44
Research/development/design	6
Planning/work preparation	13
Manufacture/production	6
Production, quality control	-
Buying/procurement	3
Finance/accounting, controlling	2
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	7
Storage/material management/logistics/ transport	1
Maintenance/repairs	3
Other area	5
Student	5
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	38	500- 999	2
5- 9	14	1 000- 9 999	5
10- 49	17	10 000 and more	2
50- 99	7	student	4
100-199	4	other not gainfully	
200-499	5	employed	2

Length of stay

1. Length of stay (days):

one	88	three	2
two	10	four	1

2. Average length of stay 1,2 days

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

1st day	32	3rd day	29
2nd day	38	4th day	17

Additional data private visitors

Sex

Male	90
Female	10

Age

up to 20 years	-
over 20 up to 30 years	8
over 30 up to 40 years	19
over 40 up to 50 years	29
over 50 up to 60 years	19
over 60 up to 70 years	19
over 70 years	5

Net household income

up to 900,- EUR	2
more than 900,- EUR up to 1 500,- EUR	13
more than 1 500,- EUR up to 2 000,- EUR	15
more than 2 000,- EUR up to 2 600,- EUR	19
more than 2 600,- EUR up to 3 600,- EUR	20
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	8
N/A	9

Size of household

1 person	8
2 persons	31
3 persons	17
4 persons	25
5 persons and more	18

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	7
no	81
maybe	12

Follow-up business
Intend to buy at later date

yes	49
no	15
maybe	35

Conducted by: Messe- u. Congressberatung Herbert Dirr / REECO, Hamburg/Reutlingen

Basic data trade visitors

Total number of visitors	**9 790**
Proportion of trade visitors	**100%**

Region of residence

up to 50 km	-
more than 50 km up to 100 km	58
more than 100 km up to 300 km	31
over 300 km	11

Total Germany **98**

Baden-Württemberg	2	North Rhine-Westphalia	71
Bavaria	1	Rhineland-Palatinate	1
Berlin	-	Saarland	-
Brandenburg	1	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	1	Schleswig-Holstein	1
Hesse	5	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	14		

Total foreign		**2**
of which	EU	79
	Other	21

Position in the company/organization

Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	8
Department head, group head	25
Other salaried staff/public service	30
Skilled worker	15
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	1

Frequency of visits to trade fair

2005	50
2004	40
2003	34
2002	26
Earlier events	6
First visit	32

Additional data trade visitors

Economic sector

Plastics processor	45
Plastics user	5
Toolmaking	12
Mechanical engineering	14
Science/development	1
Electrical industry/electrical engineering	6
Trade/services	11
Automobile industry or its supplying firms	7
Chemical industry	4
Other	6

Influence on purchasing/ procurement decisions

Decisively	25
Collectively	30
In an advisory capacity	24
No	21
Other not gainfully employed	

Area of responsibility

Management	21
Research/development/design	18
Planning/work preparation	8
Manufacture/production	34
Production, quality control	7
Buying/procurement	10
Finance/accounting, controlling	2
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	18
Storage/material management/logistics/ transport	1
Maintenance/repairs	4
Other area	1

Size of company/organization:
Number of employees:

1- 9	13	200- 499	17
10- 49	18	500- 999	5
50- 99	15	1 000- 9 999	13
100-199	16	10 000 and more	3

Length of stay

1. Length of stay (days): N/A

2. Average length of stay 1,2 days

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

1st day	27	3rd day	31
2nd day	30	4th day	29

Conducted by: Explorare-Institut für Markt-forschung, Bielefeld

ZOW (2005) ⇢ 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 100 km up to 300 km	22
over 300 km	40

Total Germany **58**

Baden-Württemberg	10	North Rhine-Westphalia	51
Bavaria	7	Rhineland-Palatinate	3
Berlin	1	Saarland	-
Brandenburg	1	Saxony	2
Bremen	1	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	2
Hesse	4	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	14		

Total foreign **42**

of which EU	75
Rest of Europe	21
Africa	1
North America	3
South and Central America	-
Middle East	-
East Asia	1
Australia	-

The five countries with the highest visitor shares

Netherlands	16
Denmark	14
Switzerland	13
Austria	9
Belgium	8

Position in the company/organization

Entrepreneur, partner, self-employed	26
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	7
Department head, group head	23
Other salaried staff/public service	25
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	2
Student	2

Frequency of visits to trade fair

2004	59
2003	54
Earlier events	47
First visit	26

Additional data trade visitors

Economic sector

Office furniture	10
Kitchen furniture	17
Bathroom furniture	8
Living room, bedroom and teenagers' furniture	11
Furniture trade	7
Interior work, joinery	13
Free-lance designer	3
Media	2
Timber trade	10
Supplier	33
Other	20

Influence on purchasing/procurement decisions

Decisively	39
Collectively	29
In an advisory capacity	18
No	9
Student	2
Other not gainfully employed	4

Area of responsibility

Management	38
Research/development/design	25
Planning/work preparation	18
Manufacture/production	16
Production, quality control	9
Buying/procurement	33
Finance/accounting, controlling	9
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	38
Storage/material management/logistics/transport	7
Maintenance/repairs	4
Other area	3
Student	2

Size of company/organization:
Number of employees:

1- 4	14	200- 499	12
5- 9	9	500- 999	7
10- 49	23	1 000- 9 999	8
50- 99	12	10 000 and more	2
100-199	11	student	2

Length of stay

1. Length of stay (days):

one	65	three	5
two	25	four	5

2. Average length of stay 1,5 days

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

1st day	34	3rd day	43
2nd day	43	4th day	30

Conducted by: NordWest empirica, Bielefeld

ART FORUM BERLIN ⇢ Berlin

Basic data private visitors

Total number of visitors	**41 000**
Proportion of private visitors	**70%**

Region of residence

up to 50 km	68
more than 50 km up to 100 km	1
more than 100 km up to 300 km	6
over 300 km	26

Total Germany **88**

Baden-Württemberg	2	North Rhine-Westphalia	5
Bavaria	2	Rhineland-Palatinate	1
Berlin	74	Saarland	-
Brandenburg	5	Saxony	2
Bremen	-	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	1
Hesse	2	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	2		

Total foreign **12**

of which EU	57
North America	20
Other	13

Position in the company/organization

Entrepreneur, partner, self-employed	36
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	2
Other salaried staff/public service	20
Skilled worker	1
Lecturer, teacher, scientific assistant	6
Other position	1
Trainee	1
Student	20
Housewife/man	2
Old-age pensioner	8
Other not gainfully employed	1

Frequency of visits to trade fair

2005	30
2004	26
2003	21
2002	17
Earlier events	17
First visit	56

Basic data all visitors

Proportion of trade visitors	**30%**

Region of residence

up to 50 km	65
more than 50 km up to 100 km	1
more than 100 km up to 300 km	6
over 300 km	28

Total Germany **87**

Baden-Württemberg	2	North Rhine-Westphalia	5
Bavaria	3	Rhineland-Palatinate	1
Berlin	72	Saarland	-
Brandenburg	4	Saxony	2
Bremen	-	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	1
Hesse	1	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	3		

Total foreign **13**

of which EU	62
Rest of Europe	13
North America	16
Other	9

The five countries with the highest visitor shares

USA	12
Austria	10
Great Britain	10
Switzerland	9
Netherlands	8

Position in the company/organization

Entrepreneur, partner, self-employed	47
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	2
Other salaried staff/public service	16
Skilled worker	-
Lecturer, teacher, scientific assistant	5
Trainee	1
Other position	1
Student	16
Housewife/man	1
Old-age pensioner	6

Frequency of visits to trade fair

2005	34
2004	31
2003	26
2002	22
Earlier events	22
First visit	51

Additional data private visitors

Sex

Male	51
Female	49

Age

up to 20 years	5
over 20 up to 30 years	25
over 30 up to 40 years	23
over 40 up to 50 years	20
over 50 up to 60 years	14
over 60 up to 70 years	12
over 70 years	2

Net household income

up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	8
more than 2 000,- EUR up to 2 600,- EUR	9
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	13
more than 5 000,- EUR	15
N/A	27

Size of household

1 person	31
2 persons	43
3 persons	12
4 persons	9
5 persons and more	5

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	8
no	72
maybe	20

Follow-up business
Intend to buy at later date

yes	11
no	64
maybe	25

Conducted by: Hopp & Partner, Berlin

bautec → Berlin

Basic data trade visitors

Total number of visitors	**51 783**
Proportion of trade visitors	**77%**

Region of residence

up to 50 km	65
more than 50 km up to 100 km	9
more than 100 km up to 300 km	12
over 300 km	15

Total Germany **94**

Baden-Württemberg	1	North Rhine-Westphalia	2
Bavaria	1	Rhineland-Palatinate	1
Berlin	52	Saarland	-
Brandenburg	31	Saxony	2
Bremen	-	Saxony-Anhalt	2
Hamburg	1	Schleswig-Holstein	-
Hesse	1	Thuringia	1
Mecklenburg-West Pommerania	3		
Lower Saxony	3		

Total foreign **6**

of which EU	61
Rest of Europe	12
Asia	23
Other	5

The country with the highest visitor share

Iran	13

Position in the company/organization

Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	14
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	8
Other position	2
Student	7
Other not gainfully employed	5

Frequency of visits to trade fair

2004	32
2003	17
2002	15
2001	7
First visit	52

Additional data trade visitors

Economic sector

Industry	8
Construction industry	32
Other skilled trades	7
Retail trade/building materials trade	2
Wholesale/foreign trade	2
Building owner	2
Authority/public services	5
Architect's, planner's, engineer's office	15
Other services	6
Research/science	1
Association/guild/chamber	1
Teaching (polytechnic/university/college)	3
Other sectors	6
Student	6
Other not gainfully employed	5

Influence on purchasing/procurement decisions

Decisively	32
Collectively	28
In an advisory capacity	17
No	13
Student	7
Other not gainfully employed	5

Area of responsibility

Management	28
Research/development/design	6
Planning/work preparation	23
Manufacture/production	15
Production, quality control	3
Buying/procurement	9
Finance/accounting, controlling	4
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	2
Maintenance/repairs	11
Other area	14
Student	7
Other not gainfully employed	5

Size of company/organization:
Number of employees:

1- 4	35	500- 999	3
5- 9	11	1 000- 9 999	4
10- 49	18	10 000 and more	3
50- 99	6	student	7
100-199	4	other not gainfully employed	5
200-499	5		

Length of stay

1. Length of stay (days):

one	87	three	2	five	1
two	11	four	-		

2. Average length of stay 1,2 days

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

1st day	22	3rd day	26	5th day	19
2nd day	25	4th day	25		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

belektro → Berlin

Basic data trade visitors

Total number of visitors	**14 857**
Proportion of trade visitors	**96%**

Region of residence

up to 50 km	62
more than 50 km up to 100 km	12
more than 100 km up to 300 km	21
over 300 km	6

Total Germany **99**

Baden-Württemberg	-	North Rhine-Westphalia	1
Bavaria	1	Rhineland-Palatinate	1
Berlin	49	Saarland	-
Brandenburg	32	Saxony	8
Bremen	-	Saxony-Anhalt	5
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	1		

Total foreign **1**

Position in the company/organization

Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	1
Department head, group head	12
Other salaried staff/public service	15
Skilled worker	13
Lecturer, teacher, scientific assistant	4
Trainee	13
Other position	2
Student	5
Other not gainfully employed	3

Frequency of visits to trade fair

2003	47
2001	38
1999	33
1997	27
Earlier events	21
First visit	34

Additional data trade visitors

Economic sector

Power supply, water supply, mining	10
Industry	13
Wholesale trade	4
Retail trade	3
Skilled trades	40
Transport/travel/logistics	1
Education/science/research	1
Training and further training	4
Technical consultation/architecture	6
Other private service providers	2
other public services/administration	6
Other sectors	3
Student	5
Other not gainfully employed	3

Influence on purchasing/procurement decisions

Decisively	27
Collectively	31
In an advisory capacity	22
No	12
Student	5
Other not gainfully employed	3

Area of responsibility

Management	23
Research/development/design	7
Planning/work preparation	26
Manufacture/production	21
Production, quality control	4
Buying/procurement	18
Finance/accounting, controlling	4
Information, communication technology (EDP)	10
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	4
Maintenance/repairs	30
Other area	14
Student	5
Other not gainfully employed	3

Size of company/organization:
Number of employees:

1- 4	28	500- 999	3
5- 9	14	1 000- 9 999	9
10- 49	18	10 000 and more	4
50- 99	6	student	5
100-199	6	other not gainfully employed	3
200-499	5		

Length of stay

1. Length of stay (days):

one	89	two	9	three	2

2. Average length of stay 1,1 days

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

1st day	36	2nd day	38	3rd day	38

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

→ www.fkm.de

FRUIT LOGISTICA → Berlin

Basic data trade visitors

Total number of visitors	**35 992**
Proportion of trade visitors	**96%**

Region of residence

up to 50 km	5
more than 50 km up to 100 km	1
more than 100 km up to 300 km	6
over 300 km	88

Total Germany			**24**
Baden-Württemberg	8	North Rhine-Westphalia	20
Bavaria	8	Rhineland-Palatinate	3
Berlin	18	Saarland	1
Brandenburg	6	Saxony	7
Bremen	2	Saxony-Anhalt	3
Hamburg	5	Schleswig-Holstein	2
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	10		

Total foreign		**76**
of which	EU	71
	Rest of Europe	7
	Africa	6
	North America	3
	South and Central America	7
	Middle East	3
	East Asia	2
	Australia	1

The five countries with the highest visitor shares

Netherlands	13
Italy	10
France	9
Spain	8
Great Britain	7

Position in the company/organization

Entrepreneur, partner, self-employed	33
Managing director, board member, head of an authority etc.	24
Senior department head, other employee with managerial responsibility	7
Department head, group head	13
Other salaried staff/public service	9
Skilled worker	2
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	4
Student	3
Other not gainfully employed	2

Frequency of visits to trade fair

2005	30
2004	25
2003	18
Earlier events	11
First visit	55

Additional data trade visitors

Economic sector

Fruit and vegetable growers	32
Importers, exporters	35
Industry	6
Retail trade (central buying)	4
Retail trade (distribution)	6
Own wholesale trade of retail grocery trade	8
Other wholesale trade	7
Hotel, catering trade	2
Packaging companies	6
Packaging machinery manufacturer	2
Freight forwarders, transport companies	5
Other services	7
Authority/public services	3
Association/club/institution	2
Research, apprenticeship, training	4
Other	5
Student	3
Other not gainfully employed	2

Influence on purchasing/procurement decisions

Decisively	42
Collectively	32
In an advisory capacity	15
No	7
Student	3
Other not gainfully employed	2

Area of responsibility

Management	42
Research/development/design	10
Planning/work preparation	9
Manufacture/production	8
Production, quality control	7
Buying/procurement	24
Finance/accounting, controlling	5
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	5
Storage/material management/logistics/transport	7
Maintenance/repairs	2
Marketing/sales/advertising/PR	25
Other area	7
Student	3
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	16	500- 999	4
5- 9	13	1 000- 9 999	7
10- 49	26	10 000 and more	3
50- 99	10	student	3
100-199	8	other not gainfully employed	2
200-499	8		

Length of stay

1. Length of stay (days):

one	42	two	34	three	24

2. Average length of stay 1,8 days

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

1st day	62	2nd day	73	3rd day	48

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Import Shop → Berlin

Basic data private visitors

Total number of visitors	**40 690**
Proportion of private visitors	**94%**

Region of residence

up to 50 km	87
more than 50 km up to 100 km	4
more than 100 km up to 300 km	4
over 300 km	5

Total Germany			**99**
Baden-Württemberg	-	North Rhine-Westphalia	1
Bavaria	1	Rhineland-Palatinate	-
Berlin	74	Saarland	-
Brandenburg	19	Saxony	1
Bremen	-	Saxony-Anhalt	1
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	1		
Lower Saxony	1		

Total foreign	**1**

Position in the company/organization

Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	2
Other salaried staff/public service	46
Skilled worker	1
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	1
Student	10
Housewife/man	3
Old-age pensioner	17
Other not gainfully employed	3

Frequency of visits to trade fair

2005	60
2004	56
2003	47
2002	37
Earlier events	62
First visit	29

Additional data private visitors

Sex

Male	26
Female	74

Age

up to 20 years	6
over 20 up to 30 years	12
over 30 up to 40 years	14
over 40 up to 50 years	26
over 50 up to 60 years	20
over 60 up to 70 years	18
over 70 years	4

Net household income

up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	17
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	7
N/A	18

Size of household

1 person	25
2 persons	41
3 persons	17
4 persons	13
5 persons and more	4

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	91
no	2
maybe	7

Follow-up business
Intend to buy at later date

yes	30
no	37
maybe	32

Conducted by: Hopp & Partner, Berlin

InnoTrans → Berlin

Basic data trade visitors

Total number of visitors	**66 619**
Proportion of trade visitors	**98%**

Region of residence

up to 50 km	16
more than 50 km up to 100 km	2
more than 100 km up to 300 km	16
over 300 km	66

Total Germany			**62**
Baden-Württemberg	7	North Rhine-Westphalia	12
Bavaria	14	Rhineland-Palatinate	2
Berlin	19	Saarland	1
Brandenburg	11	Saxony	10
Bremen	1	Saxony-Anhalt	4
Hamburg	1	Schleswig-Holstein	2
Hesse	5	Thuringia	3
Mecklenburg-West Pommerania	2		
Lower Saxony	6		

Total foreign		**38**
of which	EU	70
	Rest of Europe	18
	Africa	1
	North America	2
	South and Central America	1
	Middle East	3
	East Asia	5
	Australia	1

The five countries with the highest visitor shares

Czech Republic	10
Switzerland	10
Austria	9
Poland	9
Netherlands	7

Position in the company/organization

Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	7
Department head, group head	27
Other salaried staff/public service	31
Skilled worker	8
Lecturer, teacher, scientific assistant	4
Trainee	1
Student	3
Other position	3
Other not gainfully employed	1

Frequency of visits to trade fair

2004	44
2002	32
2000	19
1998	10
1996	5
First visit	45

MODERNER STAAT → Berlin

Additional data trade visitors

Economic sector

Industry	47
Skilled trades	1
Retail trade	1
Wholesale/foreign trade	2
Service	30
Politics, public administration	3
Association/guild/chamber	1
Research/science	2
School, university, education	3
Media	1
Other	4
Student	3
Other not gainfully employed	1

Influence on purchasing/ procurement decisions

Decisively	14
Collectively	34
In an advisory capacity	33
No	15
Student	3
Other not gainfully employed	1

Area of responsibility

Management	18
Research/development/design	24
Planning/work preparation	17
Manufacture/production	11
Production, quality control	6
Buying/procurement	12
Finance/accounting, controlling	3
Information, communication technology (EDP)	5
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	15
Storage/material management/logistics/ transport	3
Maintenance/repairs	13
Other area	10
Student	3
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	7	500- 999	7
5- 9	4	1 000- 9 999	21
10- 49	12	10 000 and more	22
50- 99	6	student	3
100-199	7	other not gainfully	
200-499	11	employed	1

Length of stay

1. Length of stay (days):

one	62	three	9
two	27	four	3

2. Average length of stay 1,5 days

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

1st day	36	3rd day	44
2nd day	46	4th day	28

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Basic data trade visitors

Total number of visitors	**3 260**
Proportion of trade visitors	**100%**

Region of residence

up to 50 km	22
more than 50 km up to 100 km	5
more than 100 km up to 300 km	14
over 300 km	58

Total Germany **99**

Baden-Württemberg	4	North Rhine-Westphalia	24
Bavaria	8	Rhineland-Palatinate	7
Berlin	20	Saarland	1
Brandenburg	9	Saxony	2
Bremen	-	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	2
Hesse	9	Thuringia	-
Mecklenburg-West Pommerania	3		
Lower Saxony	9		

Total foreign	**1**

Position in the company/organization

Secretary of state, president of a federal authority, regional president	2
Principal,head of ministerial dept,assistant secretary, head of government dept.	17
Lord mayor, department head, mayor, councillor, district administrator	3
Head of public office, department head	9
Department head, section head, subject head	15
Other federal government, state, municipality	14
Member of the board, managing director, owner	4
Department head, authorized signatory	7
Department head, group head	8
Clerk, skilled worker	3
Other salaried staff	7
Other private industry	1
Lecturer, teacher, scientific assistant	5
Trainee	1
Student	4

Frequency of visits to trade fair

2005	29
2004	27
2003	16
Earlier events	15
First visit	53

Additional data trade visitors

Economic sector

Authority/public services	66
Service	16
Association/society	3
Industry	2
Other	7
Student	4

Influence on purchasing/ procurement decisions

Decisively	12
Collectively	33
In an advisory capacity	30
No	20
Student	4

Area of responsibility

Management	17
Research/development/design	5
Planning/work preparation	6
Manufacture/production	-
Production, quality control	1
Buying/procurement	4
Finance/accounting, controlling	11
Information, communication technology (EDP)	25
Administration/organization/personnel/ social welfare/training	29
Marketing/sales/advertising/PR	15
Storage/material management/logistics/ transport	-
Maintenance/repairs	1
Other area	13
Student	4

Size of company/organization:
Number of employees:

1- 4	3	200- 499	17
5- 9	-	500- 999	14
10- 49	11	1 000- 9 999	28
50- 99	4	10 000 and more	9
100-199	9	student	4

Length of stay

1. Length of stay (days):

one	38	two	62

2. Average length of stay 1,6 days

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

1st day	84	2nd day	78

Conducted by: Walter, Wissler & Partner, Basel

WASSER/GAS BERLIN → Berlin

Basic data trade visitors

Total number of visitors	**20 053**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	16
more than 50 km up to 100 km	3
more than 100 km up to 300 km	23
over 300 km	58

Total Germany **81**

Baden-Württemberg	6	North Rhine-Westphalia	11
Bavaria	13	Rhineland-Palatinate	4
Berlin	13	Saarland	1
Brandenburg	12	Saxony	9
Bremen	-	Saxony-Anhalt	7
Hamburg	1	Schleswig-Holstein	2
Hesse	5	Thuringia	6
Mecklenburg-West Pommerania	3		
Lower Saxony	6		

Total foreign	**19**
of which EU	72
Rest of Europe	17
Other	11

The two countries with the highest visitor shares

Austria	14
Netherlands	9

Position in the company/organization

Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	6
Department head, group head	32
Other salaried staff/public service	23
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	2
Student	3
Other not gainfully employed	2

Frequency of visits to trade fair

2003	40
2000	12
1997	7
1993	5
Earlier events	12
First visit	43

Additional data trade visitors

Economic sector

Civil engineering	11
Pipeline construction	8
Other construction companies	2
Utility supply industry	28
Waste disposal companies	2
Surveillance, certification company	1
Public authorities, administration, ministries	7
Engineer's/architects office	9
University, college, institute	2
Association/society	1
Industry	11
Skilled trades	3
Trade	6
Other sectors	6
Student	3
Other not gainfully employed	2

Influence on purchasing/ procurement decisions

Decisively	23
Collectively	43
In an advisory capacity	20
No	9
Student	3
Other not gainfully employed	2

Area of responsibility

Management	26
Research/development/design	12
Planning/work preparation	28
Manufacture/production	13
Production, quality control	5
Buying/procurement	18
Finance/accounting, controlling	4
Information, communication technology (EDP)	4
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	13
Storage/material management/logistics/ transport	5
Maintenance/repairs	17
Other area	10
Student	3
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	10	500- 999	5
5- 9	10	1 000- 9 999	11
10- 49	24	10 000 and more	3
50- 99	14	student	3
100-199	8	other not gainfully	
200-499	10	employed	2

Length of stay

1. Length of stay (days):

one	60	three	8	five	1
two	30	four	1		

2. Average length of stay 1,5 days

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

1st day	28	3rd day	40	5th day	13
2nd day	42	4th day	31		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

International Green Week ⇢ Berlin

Basic data trade visitors

Total number of visitors	**407 436**
Proportion of trade visitors	**22%**

Region of residence

up to 50 km	40
more than 50 km up to 100 km	10
more than 100 km up to 300 km	25
over 300 km	26

Total Germany **96**

Baden-Württemberg	1	North Rhine-Westphalia	5
Bavaria	3	Rhineland-Palatinate	1
Berlin	29	Saarland	-
Brandenburg	27	Saxony	6
Bremen	-	Saxony-Anhalt	7
Hamburg	-	Schleswig-Holstein	2
Hesse	2	Thuringia	2
Mecklenburg-West Pommerania	8		
Lower Saxony	6		

Total foreign **4**

of which EU	49
Rest of Europe	19
Other	32

Position in the company/organization

Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	11
Skilled worker	6
Lecturer, teacher, scientific assistant	6
Trainee	10
Other position	15
Farmer	3
Student	15
Housewife/man	1
Old-age pensioner	6
Other not gainfully employed	2

Frequency of visits to trade fair

2005	31
2004	31
2003	27
2002	23
Earlier events	27
First visit	37

Basic data private visitors

Proportion of private visitors	**78%**

Region of residence

up to 50 km	51
more than 50 km up to 100 km	10
more than 100 km up to 300 km	25
over 300 km	14

Total Germany **99**

Baden-Württemberg	1	North Rhine-Westphalia	2
Bavaria	2	Rhineland-Palatinate	1
Berlin	40	Saarland	-
Brandenburg	27	Saxony	6
Bremen	-	Saxony-Anhalt	5
Hamburg	-	Schleswig-Holstein	2
Hesse	1	Thuringia	2
Mecklenburg-West Pommerania	6		
Lower Saxony	5		

Total foreign **1**

of which EU	52
Rest of Europe	14
Other	33

Position in the company/organization

Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	3
Other salaried staff/public service	22
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	4
Farmer	1
Student	7
Housewife/man	5
Old-age pensioner	31
Other not gainfully employed	5

Frequency of visits to trade fair

2005	40
2004	39
2003	35
2002	32
Earlier events	32
First visit	24

Basic data all visitors

Region of residence

up to 50 km	49
more than 50 km up to 100 km	10
more than 100 km up to 300 km	25
over 300 km	17

Total Germany **99**

Baden-Württemberg	1	North Rhine-Westphalia	3
Bavaria	2	Rhineland-Palatinate	1
Berlin	38	Saarland	-
Brandenburg	28	Saxony	6
Bremen	-	Saxony-Anhalt	6
Hamburg	-	Schleswig-Holstein	2
Hesse	1	Thuringia	2
Mecklenburg-West Pommerania	6		
Lower Saxony	5		

Total foreign **1**

of which EU	50
Rest of Europe	17
Other	33

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	4
Other salaried staff/public service	20
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	4
Student	9
Housewife/man	4
Old-age pensioner	26
Other not gainfully employed	4

Frequency of visits to trade fair

2005	38
2004	37
2003	34
2002	30
Earlier events	31
First visit	27

Additional data trade visitors

Economic sector

Agriculture/forestry	15
Horticulture, landscape gardening	7
Wholesale/foreign trade	3
Retail trade	7
Catering trade (restaurants, hotels and guest houses)	11
Other service company	9
Food and luxuries industry	5
Other industry	2
Authorities, public facilities, associations	5
School, technical college, university	7
Other	6
Student	15
Other not gainfully employed	10

Influence on purchasing/procurement decisions

Decisively	18
Collectively	18
In an advisory capacity	19
No	20
Student	15
Other not gainfully employed	10

Area of responsibility

Management	18
Research/development/design	5
Planning/work preparation	5
Manufacture/production	11
Production, quality control	3
Buying/procurement	7
Finance/accounting, controlling	3
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	3
Maintenance/repairs	3
Other area	21
Student	15
Other not gainfully employed	10

Size of company/organization:
Number of employees:

1- 4	24	500- 999	4
5- 9	9	1 000- 9 999	4
10- 49	17	10 000 and more	3
50- 99	5	student	15
100-199	5	other not gainfully employed	10
200-499	5		

Length of stay

1. Length of stay (days):

one	85	five	-	nine	-
two	11	six	-	ten	-
three	2	seven	-		
four	1	eight	-		

2. Average length of stay 1,2 days

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

1st day	14	5th day	17	9th day	7
2nd day	11	6th day	17	10th day	7
3rd day	8	7th day	15		
4th day	13	8th day	15		

Additional data private visitors

Sex

Male	45
Female	55

Age

up to 20 years	7
over 20 up to 30 years	10
over 30 up to 40 years	11
over 40 up to 50 years	19
over 50 up to 60 years	21
over 60 up to 70 years	26
over 70 years	5

Net household income

up to 900,- EUR	15
more than 900,- EUR up to 1 500,- EUR	20
more than 1 500,- EUR up to 2 000,- EUR	17
more than 2 000,- EUR up to 2 600,- EUR	14
more than 2 600,- EUR up to 3 600,- EUR	9
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	3
N/A	15

Size of household

1 person	17
2 persons	49
3 persons	17
4 persons	13
5 persons and more	5

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	71
no	14
maybe	15

Follow-up business
Intend to buy at later date

yes	30
no	30
maybe	40

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Basic data trade visitors

Total number of visitors	**161 401**
Proportion of trade visitors	**64%**

Region of residence

up to 50 km	17
more than 50 km up to 100 km	2
more than 100 km up to 300 km	13
over 300 km	68

Total Germany **64**

Baden-Württemberg	7	North Rhine-Westphalia	11
Bavaria	14	Rhineland-Palatinate	4
Berlin	22	Saarland	-
Brandenburg	8	Saxony	7
Bremen	1	Saxony-Anhalt	3
Hamburg	3	Schleswig-Holstein	2
Hesse	8	Thuringia	2
Mecklenburg-West Pommerania	3		
Lower Saxony	6		

Total foreign **36**

of which EU	67
Rest of Europe	12
Africa	8
North America	3
South and Central America	2
Middle East	4
East Asia	3
Australia	1

The five countries with the highest visitor shares

Austria	16
Poland	15
Spain	5
Great Britain	5
Switzerland	5

Position in the company/organization

Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	4
Department head, group head	13
Other salaried staff/public service	12
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	3
Student	23
Other not gainfully employed	1
Old-age pensioner	1

Frequency of visits to trade fair

2005	36
2004	30
2003	25
2002	20
Earlier events	19
First visit	44

Basic data private visitors

Proportion of private visitors	**36%**

Region of residence

up to 50 km	73
more than 50 km up to 100 km	5
more than 100 km up to 300 km	9
over 300 km	13

Total Germany **97**

Baden-Württemberg	1	North Rhine-Westphalia	3
Bavaria	1	Rhineland-Palatinate	-
Berlin	62	Saarland	-
Brandenburg	20	Saxony	2
Bremen	-	Saxony-Anhalt	2
Hamburg	1	Schleswig-Holstein	1
Hesse	1	Thuringia	1
Mecklenburg-West Pommerania	2		
Lower Saxony	2		

Total foreign **3**

of which EU	57
Rest of Europe	13
Africa	3
North America	7
South and Central America	-
Middle East	10
East Asia	10
Australia	-

The country with the highest visitor share

Poland	37

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	6
Other salaried staff/public service	33
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	4
Student	10
Housewife/man	3
Old-age pensioner	22
Other not gainfully employed	2

Frequency of visits to trade fair

2005	32
2004	33
2003	27
2002	24
Earlier events	26
First visit	36

Basic data all visitors

Region of residence

up to 50 km	37
more than 50 km up to 100 km	3
more than 100 km up to 300 km	11
over 300 km	48

Total Germany **76**

Baden-Württemberg	4	North Rhine-Westphalia	7
Bavaria	8	Rhineland-Palatinate	2
Berlin	41	Saarland	-
Brandenburg	14	Saxony	5
Bremen	1	Saxony-Anhalt	2
Hamburg	2	Schleswig-Holstein	1
Hesse	5	Thuringia	2
Mecklenburg-West Pommerania	2		
Lower Saxony	4		

Total foreign **24**

of which EU	67
Rest of Europe	12
Africa	7
North America	4
South and Central America	2
Middle East	5
East Asia	4
Australia	1

The five countries with the highest visitor shares

Poland	16
Austria	15
Spain	6
Great Britain	5
Switzerland	5

Position in the company/organization

Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	20
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	3
Student	18
Housewife/man	1
Old-age pensioner	8
Other not gainfully employed	1

Frequency of visits to trade fair

2005	35
2004	31
2003	26
2002	22
Earlier events	22
First visit	41

Additional data trade visitors

Economic sector

Tourism organization	4
Tour operator	20
Travel agency	13
Trade fair organizer/conference and congress organizer	3
Hotel company	11
Transport carriers (bus, train, ship and air company)	5
Travel technology, information and reservation system	3
PR/advertising/consultancy	5
Leisure centre/leisure park	1
Publishing houses/press	4
Research institute/educational institution	4
Tourism federation/association	5
Other	10
Student	23
Other not gainfully employed	2

Influence on purchasing/procurement decisions

Decisively	26
Collectively	25
In an advisory capacity	12
No	12
Student	23
Other not gainfully employed	2

Area of responsibility

Management	26
Research/development/design	5
Planning/work preparation	10
Manufacture/production	4
Production, quality control	3
Buying/procurement	8
Finance/accounting, controlling	5
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	29
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	13
Student	23
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	20	500- 999	3
5- 9	10	1 000- 9 999	5
10- 49	17	10 000 and more	3
50- 99	7	student	23
100-199	6	other not gainfully employed	2
200-499	5		

Length of stay

1. Length of stay (days):

one	36	three	20	five	8
two	29	four	7		

2. Average length of stay 2,2 days

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

1st day	53	3rd day	52	5th day	21
2nd day	64	4th day	33		

Additional data private visitors

Sex

Male	48
Female	52

Age

up to 20 years	7
over 20 up to 30 years	13
over 30 up to 40 years	16
over 40 up to 50 years	23
over 50 up to 60 years	18
over 60 up to 70 years	19
over 70 years	4

Net household income

up to 900,- EUR		9
more than 900,- EUR	up to 1 500,- EUR	15
more than 1 500,- EUR	up to 2 000,- EUR	17
more than 2 000,- EUR	up to 2 600,- EUR	15
more than 2 600,- EUR	up to 3 600,- EUR	14
more than 3 600,- EUR	up to 5 000,- EUR	10
more than 5 000,- EUR		7
N/A		14

Size of household

1 person	25
2 persons	46
3 persons	14
4 persons	11
5 persons and more	4

Buying and ordering capacity

Purchase or order made or intended at the exhibition	N/A

Follow-up business

Intend to buy at later date

yes	39
no	24
maybe	37

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Harz + Heide ⇢ Braunschweig

Basic data private visitors

Total number of visitors	**70 310**
Proportion of private visitors	**90%**
Region of residence	
up to 50 km	90
more than 50 km up to 100 km	6
more than 100 km up to 300 km	2
over 300 km	2
Total Germany	**100**
Baden-Württemberg	-
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommerania	1
Lower Saxony	94
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	2
Schleswig-Holstein	-
Thuringia	-
Position in the company/organization	
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	25
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	5
Student	14
Housewife/man	7
Old-age pensioner	12
Other not gainfully employed	5
Frequency of visits to trade fair	
2005	43
2004	42
2003	35
Earlier events	45
First visit	15

Basic data all visitors

Proportion of trade visitors	**10%**
Region of residence	
up to 50 km	88
more than 50 km up to 100 km	6
more than 100 km up to 300 km	3
over 300 km	3
Total Germany	**99**
Baden-Württemberg	1
Bavaria	-
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommerania	1
Lower Saxony	93
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	2
Schleswig-Holstein	-
Thuringia	-
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	2
Department head, group head	6
Other salaried staff/public service	24
Skilled worker	9
Lecturer, teacher, scientific assistant	3
Trainee	6
Other position	5
Student	15
Housewife/man	6
Old-age pensioner	11
Other not gainfully employed	5
Frequency of visits to trade fair	
2005	43
2004	41
2003	34
Earlier events	43
First visit	16

Additional data private visitors

Sex	
Male	46
Female	54
Age	
up to 20 years	18
over 20 up to 30 years	17
over 30 up to 40 years	18
over 40 up to 50 years	20
over 50 up to 60 years	15
over 60 up to 70 years	10
over 70 years	3
Net household income	
up to 900,- EUR	12
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	7
N/A	22
Size of household	
1 person	12
2 persons	38
3 persons	21
4 persons	20
5 persons and more	10
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	63
no	13
maybe	24
Follow-up business	
Intend to buy at later date	
yes	22
no	23
maybe	56

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Bremen Classic Motorshow (2004) ⇢ Bremen

Basic data private visitors

Total number of visitors	**23 121**
Proportion of private visitors	**85%**
Region of residence	
Locally	23
within a 25 km radius	15
further than 25 km within a 50 km radius	15
further than 50 km within a 100 km radius	18
further than 100 km radius	29
Total Germany	**97**
Total foreign	**3**
Position in the company/organization	
Unskilled/skilled worker	12
Salaried staff	39
Civil servant	5
Self employed/freelance	15
Housewife	2
Other occupation	4
Trainee/student/pupil	12
Old-age-pensioner	7
Other not gainfully employed	3

Additional data private visitors

Sex	
Male	77
Female	23
Accompanied by husband/wife/partner	34
Age	
up to 20 years	10
over 20 up to 30 years	15
over 30 up to 40 years	24
over 40 up to 50 years	24
over 50 up to 60 years	18
over 60 up to 70 years	8
over 70 years	-
Net household income	
up to 750,- EUR	5
more than 750,- EUR up to 1 000,- EUR	4
more than 1 000,- EUR up to 1 250,- EUR	4
more than 1 250,- EUR up to 1 500,- EUR	4
more than 1 500,- EUR up to 2 000,- EUR	8
more than 2 000,- EUR up to 2 500,- EUR	10
more than 2 500,- EUR up to 3 000,- EUR	7
more than 3 000,- EUR	18
N/A	40
Size of household	
1 person	14
2 persons	40
3 persons	19
4 persons	19
5 persons and more	9
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	41
no	30
maybe	30
Follow-up business	
Intend to buy at later date	
yes	21
no	31
maybe	49

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

fahrrad.markt.zukunft. → Bremen

Basic data private visitors

Total number of visitors	**8 914**
Proportion of private visitors	**94%**

Region of residence

up to 50 km	70
more than 50 km up to 100 km	11
more than 100 km up to 300 km	17
over 300 km	2

Total Germany **99**

Baden-Württemberg	-	North Rhine-Westphalia	2
Bavaria	-	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	40	Saxony-Anhalt	-
Hamburg	2	Schleswig-Holstein	2
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	53		

Total foreign	**1**

Position in the company/organization

Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	32
Skilled worker	8
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	4
Student	9
Housewife/man	4
Old-age pensioner	18
Other not gainfully employed	2

Frequency of visits to trade fair

2005	27
2004	22
2003	17
Earlier events	7
First visit	50

Additional data private visitors

Sex

Male	68
Female	32

Age

up to 20 years	7
over 20 up to 30 years	8
over 30 up to 40 years	20
over 40 up to 50 years	24
over 50 up to 60 years	23
over 60 up to 70 years	15
over 70 years	2

Net household income

up to 900,- EUR	8
more than 900,- EUR up to 1 500,- EUR	13
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	8
N/A	22

Size of household

1 person	20
2 persons	40
3 persons	16
4 persons	15
5 persons and more	8

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	33
no	31
maybe	36

Follow-up business
Intend to buy at later date

yes	40
no	16
maybe	43

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

fish international → Bremen

Basic data trade visitors

Total number of visitors	**11 094**
Proportion of trade visitors	**93%**

Region of residence

up to 50 km	25
more than 50 km up to 100 km	14
more than 100 km up to 300 km	32
over 300 km	28

Total Germany **91**

Baden-Württemberg	2	North Rhine-Westphalia	17
Bavaria	4	Rhineland-Palatinate	3
Berlin	1	Saarland	-
Brandenburg	2	Saxony	2
Bremen	21	Saxony-Anhalt	2
Hamburg	4	Schleswig-Holstein	3
Hesse	4	Thuringia	1
Mecklenburg-West Pommerania	3		
Lower Saxony	32		

Total foreign	**9**
of which EU	87
Rest of Europe	7
other	6

The country with the highest visitor share

Poland	20

Position in the company/organization

Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	4
Department head, group head	16
Other salaried staff/public service	12
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	7
Other position	3
Student	2
Housewife/man	1
Old-age pensioner	1
Other not gainfully employed	1

Frequency of visits to trade fair

2004	30
2002	24
2000	17
1998	13
First visit	47

Additional data trade visitors

Economic sector

Gastronomy, catering company	33
Industry	11
Service	15
Press	1
Grocery retail trade	5
Wholesale trade	16
Fish retail trade, stationary	8
Fish retail trade, mobile	6
Other	6
Student	2
Other not gainfully employed	2

Influence on purchasing/ procurement decisions

Decisively	40
Collectively	28
In an advisory capacity	13
No	15
Student	2
Other not gainfully employed	2

Area of responsibility

Management	30
Research/development/design	5
Planning/work preparation	7
Manufacture/production	19
Production, quality control	7
Buying/procurement	23
Finance/accounting, controlling	5
Information, communication technology (EDP)	2
Administration/organization/personnel/ social welfare/training	5
Marketing/sales/advertising/PR	30
Storage/material management/logistics/ transport	5
Maintenance/repairs	3
Other area	14
Student	2
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	26	500 - 999	3
5- 9	16	1 000 - 9 999	6
10- 49	22	10 000 and more	5
50- 99	7	student	2
100-199	7	other not gainfully employed	2
200-499	4		

Length of stay

1. Length of stay (days):

one	87	two	11	three	3

2. Average length of stay 1,2 days

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

1st day	40	2nd day	44	3rd day	32

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

→ www.fkm.de

hafa (2005) ⇢ Bremen

Basic data private visitors

Total number of visitors	**70 321**
Proportion of private visitors	**93%**

Region of residence

up to 50 km	83
more than 50 km up to 100 km	14
more than 100 km up to 300 km	2
over 300 km	1

Total Germany **100**

Baden-Württemberg	-	North Rhine-Westphalia	-
Bavaria	-	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	50	Saxony-Anhalt	-
Hamburg	1	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	48		

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	4
Other salaried staff/public service	28
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	6
Student	8
Housewife/man	11
Old-age pensioner	19
Other not gainfully employed	4

Frequency of visits to trade fair

2004	49
2003	50
2002	42
2001	38
Earlier events	44
First visit	12

Additional data private visitors

Sex

Male	36
Female	64

Age

up to 20 years	7
over 20 up to 30 years	14
over 30 up to 40 years	20
over 40 up to 50 years	20
over 50 up to 60 years	17
over 60 up to 70 years	17
over 70 years	5

Net household income

up to 900,- EUR	11
more than 900,- EUR up to 1 500,- EUR	17
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	5
N/A	20

Size of household

1 person	18
2 persons	46
3 persons	17
4 persons	13
5 persons and more	6

Buying and ordering capacity

Purchase or order made or intended at the exhibition

yes	70
no	7
maybe	23

Follow-up business

Intend to buy at later date

yes	22
no	20
maybe	58

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Boulevard.DORTMUNDER HERBST ⇢ Dortmund

Basic data private visitors

Total number of visitors	**101 042**
Proportion of private visitors	**96%**

Region of residence

up to 50 km	90
more than 50 km up to 100 km	7
more than 100 km up to 300 km	2
over 300 km	1

Total Germany **100**

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

Position in the company/organization

Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff/public service	30
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	4
Student	9
Housewife/man	10
Old-age pensioner	13
Other not gainfully employed	6

Frequency of visits to trade fair

2005	40
2004	47
2003	41
2002	37
Earlier events	46
First visit	16

Additional data private visitors

Sex

Male	36
Female	64

Age

up to 20 years	10
over 20 up to 30 years	14
over 30 up to 40 years	18
over 40 up to 50 years	27
over 50 up to 60 years	17
over 60 up to 70 years	11
over 70 years	3

Net household income

up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	8
N/A	29

Size of household

1 person	13
2 persons	42
3 persons	19
4 persons	18
5 persons and more	8

Buying and ordering capacity

Purchase or order made or intended at the exhibition

yes	76
no	8
maybe	16

Follow-up business

Intend to buy at later date

yes	25
no	24
maybe	52

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

CREATIVA

Basic data private visitors

Total number of visitors	**91 162**
Proportion of private visitors	**91%**

Region of residence

up to 50 km	44
more than 50 km up to 100 km	27
more than 100 km up to 300 km	25
over 300 km	4

Total Germany **98**

Baden-Württemberg	1	North Rhine-Westphalia	85
Bavaria	1	Rhineland-Palatinate	3
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	4	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	6		

Total foreign	**2**
of which EU	94
Other	6

Position in the company/organization

Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	3
Other salaried staff/public service	28
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	16
Student	6
Housewife/man	23
Old-age pensioner	6
Other not gainfully employed	4

Frequency of visits to trade fair

2005	44
2004	42
2003	36
2002	31
Earlier events	27
First visit	29

Dortmund

Additional data private visitors

Sex	
Male	10
Female	90

Age	
up to 20 years	5
over 20 up to 30 years	14
over 30 up to 40 years	27
over 40 up to 50 years	33
over 50 up to 60 years	15
over 60 up to 70 years	6
over 70 years	1

Net household income	
up to 900,- EUR	8
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	15
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	5
more than 5 000,- EUR	5
N/A	31

Size of household	
1 person	11
2 persons	29
3 persons	22
4 persons	26
5 persons and more	12

Buying and ordering capacity Purchase or order made or intended at the exhibition	
yes	93
no	2
maybe	5

Follow-up business Intend to buy at later date	
yes	40
no	18
maybe	42

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HobbyTronic → Dortmund

Basic data private visitors

Total number of visitors	55 239
Proportion of private visitors	89%

Region of residence	
up to 50 km	54
more than 50 km up to 100 km	22
more than 100 km up to 300 km	18
over 300 km	6

Total Germany			95
Baden-Württemberg	1	North Rhine-Westphalia	87
Bavaria	1	Rhineland-Palatinate	1
Berlin	-	Saarland	-
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	4	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	5		

Total foreign	5
of which EU	92
Other	8

The two countries with the highest visitor shares	
Netherlands	45
Belgium	22

Position in the company/organization	
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	19
Skilled worker	14
Lecturer, teacher, scientific assistant	3
Trainee	6
Other position	4
Student	19
Housewife/man	2
Old-age pensioner	10
Other not gainfully employed	7

Frequency of visits to trade fair	
2005	43
2004	35
2003	31
2002	26
Earlier events	30
First visit	31

Additional data private visitors

Sex	
Male	94
Female	6

Age	
up to 20 years	23
over 20 up to 30 years	17
over 30 up to 40 years	17
over 40 up to 50 years	24
over 50 up to 60 years	13
over 60 up to 70 years	6
over 70 years	1

Net household income	
up to 900,- EUR	14
more than 900,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	9
N/A	25

Size of household	
1 person	18
2 persons	29
3 persons	20
4 persons	21
5 persons and more	12

Buying and ordering capacity Purchase or order made or intended at the exhibition	
yes	76
no	10
maybe	14

Follow-up business Intend to buy at later date	
yes	26
no	31
maybe	43

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERMODELLBAU → Dortmund

Basic data private visitors

Total number of visitors	101 877
Proportion of private visitors	95%

Region of residence	
up to 50 km	32
more than 50 km up to 100 km	22
more than 100 km up to 300 km	33
over 300 km	12

Total Germany			86
Baden-Württemberg	1	North Rhine-Westphalia	72
Bavaria	2	Rhineland-Palatinate	4
Berlin	1	Saarland	-
Brandenburg	-	Saxony	-
Bremen	1	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	1
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	10		

Total foreign	14
of which EU	97
Other	3

The two countries with the highest visitor shares	
Netherlands	52
Belgium	28

Position in the company/organization	
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	27
Skilled worker	18
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	3
Student	10
Housewife/man	2
Old-age pensioner	11
Other not gainfully employed	4

Frequency of visits to trade fair	
2005	52
2004	53
2003	48
2002	43
Earlier events	44
First visit	17

Additional data private visitors

Sex	
Male	93
Female	7

Age	
up to 20 years	10
over 20 up to 30 years	12
over 30 up to 40 years	22
over 40 up to 50 years	27
over 50 up to 60 years	19
over 60 up to 70 years	8
over 70 years	1

Net household income	
up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	12
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	8
N/A	24

Size of household	
1 person	16
2 persons	35
3 persons	19
4 persons	22
5 persons and more	8

Buying and ordering capacity Purchase or order made or intended at the exhibition	
yes	81
no	8
maybe	11

Follow-up business Intend to buy at later date	
yes	45
no	17
maybe	38

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Inter-tabac → Dortmund

Basic data trade visitors

Total number of visitors	**5 393**
Proportion of trade visitors	**87%**

Region of residence

up to 50 km	23
more than 50 km up to 100 km	15
more than 100 km up to 300 km	24
over 300 km	39

Total Germany **82**

Baden-Württemberg	1	North Rhine-Westphalia	58
Bavaria	5	Rhineland-Palatinate	4
Berlin	3	Saarland	2
Brandenburg	3	Saxony	2
Bremen	1	Saxony-Anhalt	2
Hamburg	3	Schleswig-Holstein	3
Hesse	5	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	5		

Total foreign **18**

of which EU	64
Rest of Europe	22
Other	14

Position in the company/organization

Entrepreneur, partner, self-employed	59
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	1
Department head, group head	9
Other salaried staff/public service	10
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	4
Other position	3
Student	1
Other not gainfully employed	3

Frequency of visits to trade fair

2005	34
2004	31
2003	26
2002	19
Earlier events	18
First visit	45

Basic data all visitors

Region of residence

up to 50 km	26
more than 50 km up to 100 km	15
more than 100 km up to 300 km	23
over 300 km	36

Total Germany **77**

Baden-Württemberg	1	North Rhine-Westphalia	58
Bavaria	5	Rhineland-Palatinate	4
Berlin	3	Saarland	2
Brandenburg	3	Saxony	2
Bremen	1	Saxony-Anhalt	2
Hamburg	3	Schleswig-Holstein	3
Hesse	5	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	5		

Total foreign **23**

of which EU	66
Rest of Europe	21
Other	13

Position in the company/organization

Entrepreneur, partner, self-employed	54
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	1
Department head, group head	9
Other salaried staff/public service	11
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	4
Other position	4
Student	3
Other not gainfully employed	3

Frequency of visits to trade fair

2005	33
2004	29
2003	24
2002	18
Earlier events	17
First visit	49

Additional data trade visitors

Economic sector

Tobacco products retail, smoker's requisites, with press/lottery	51
Tobacco products retail, smoker's requisites, with food/drink	11
Exclusively tobacco products retail, smoker's requisites	4
Wholesale trade	10
Foreign trade	2
Industrial producer	9
Skilled trades	2
Other	9
Student	1
Other not gainfully employed	3

Influence on purchasing/procurement decisions

Decisively	53
Collectively	28
In an advisory capacity	11
No	6
Student	1
Other not gainfully employed	3

Area of responsibility

Management	58
Research/development/design	4
Planning/work preparation	10
Manufacture/production	3
Production, quality control	2
Buying/procurement	42
Information, communication technology (EDP)	7
Finance/accounting, controlling	13
Administration/organization/personnel/social welfare/training	9
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	10
Maintenance/repairs	4
Other area	11
Student	1
Other not gainfully employed	3

Size of company/organization:
Number of employees:

1- 4	48	500- 999	3
5- 9	18	1 000- 9 999	4
10- 49	13	10 000 and more	2
50- 99	5	student	1
100-199	2	other not gainfully employed	3
200-499	5		

Length of stay

1. Length of stay (days):

one	74	two	16	three	10

2. Average length of stay 1,4 days
3. Share of visitors on the event's days:

1st day	41	2nd day	46	3rd day	48

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

JAGD & HUND

Basic data private visitors

Total number of visitors	**72 048**
Proportion of private visitors	**78%**

Region of residence

up to 50 km	31
more than 50 km up to 100 km	28
more than 100 km up to 300 km	39
over 300 km	2

Total Germany **92**

Baden-Württemberg	2	North Rhine-Westphalia	71
Bavaria	2	Rhineland-Palatinate	6
Berlin	-	Saarland	1
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	1
Hesse	8	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	8		

Total foreign **8**

of which EU	95
Other	5

The two countries with the highest visitor shares

Netherlands	70
Belgium	14

Position in the company/organization

Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	3
Department head, group head	9
Other salaried staff/public service	19
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	4
Student	7
Housewife/man	3
Old-age pensioner	14
Other not gainfully employed	3

Frequency of visits to trade fair

2005	54
2004	56
2003	52
2002	45
Earlier events	37
First visit	18

Basic data all visitors

Region of residence

up to 50 km	30
more than 50 km up to 100 km	29
more than 100 km up to 300 km	40
over 300 km	2

Total Germany **91**

Baden-Württemberg	2	North Rhine-Westphalia	70
Bavaria	2	Rhineland-Palatinate	69
Berlin	-	Saarland	6
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	1
Hesse	8	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	8		

Total foreign **9**

of which EU	92
Other	8

The three countries with the highest visitor shares

Netherlands	69
Belgium	12
Luxembourg	10

Position in the company/organization

Entrepreneur, partner, self-employed	22
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	3
Department head, group head	9
Other salaried staff/public service	18
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	4
Student	7
Housewife/man	3
Old-age pensioner	13
Other not gainfully employed	3

Frequency of visits to trade fair

2005	54
2004	56
2003	51
2002	45
Earlier events	37
First visit	18

Dortmund

Additional data private visitors

Sex	
Male	80
Female	20

Age	
up to 20 years	7
over 20 up to 30 years	12
over 30 up to 40 years	22
over 40 up to 50 years	24
over 50 up to 60 years	19
over 60 up to 70 years	14
over 70 years	3

Net household income	
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	9
more than 1 500,- EUR up to 2 000,- EUR	9
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	15
N/A	20

Size of household	
1 person	13
2 persons	34
3 persons	18
4 persons	20
5 persons and more	15

Buying and ordering capacity Purchase or order made or intended at the exhibition	
yes	87
no	3
maybe	10

Follow-up business Intend to buy at later date	
yes	45
no	17
maybe	37

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Ordertage Inneneinrichtung → Dortmund

Basic data trade visitors

Total number of visitors	4 864
Proportion of trade visitors	96%

Region of residence	
up to 50 km	25
more than 50 km up to 100 km	28
more than 100 km up to 300 km	41
over 300 km	6

Total Germany			99
Baden-Württemberg	1	North Rhine-Westphalia	67
Bavaria	2	Rhineland-Palatinate	7
Berlin	-	Saarland	-
Brandenburg	1	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	1
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	16		

Total foreign	1

Position in the company/organization	
Entrepreneur, partner, self-employed	58
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried staff/public service	5
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	9
Other position	2
Student	2
Other not gainfully employed	2

Frequency of visits to trade fair	
2005	49
2004	48
First visit	34

Additional data trade visitors

Economic sector	
Industry	5
Wholesale/foreign trade	5
Retail trade	23
Skilled trades	55
Service	5
Authority/public services	3
Other	1
Student	2
Other not gainfully employed	2

Influence on purchasing/procurement decisions	
Decisively	41
Collectively	29
In an advisory capacity	17
No	9
Student	2
Other not gainfully employed	2

Area of responsibility	
Management	42
Research/development/design	4
Planning/work preparation	28
Manufacture/production	52
Production, quality control	13
Buying/procurement	37
Finance/accounting, controlling	12
Information, communication technology (EDP)	7
Administration/organization/personnel/social welfare/training	8
Marketing/sales/advertising/PR	17
Storage/material management/logistics/transport	11
Maintenance/repairs	9
Other area	12
Student	2
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	65	500 - 999	1
5- 9	12	1 000 - 9 999	1
10- 49	11	10 000 and more	1
50- 99	2	student	2
100-199	4	other not gainfully employed	2
200-499	1		

Length of stay

1. Length of stay (days):

one	97	two	3	three	-

2. Average length of stay 1,0 days

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

1st day	39	2nd day	35	3rd day	29

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Dresdner Reisemarkt → Dresden

Basic data private visitors

Total number of visitors	29 400
Proportion of private visitors	97%

Region of residence	
up to 50 km	87
more than 50 km up to 100 km	11
more than 100 km up to 300 km	2
over 300 km	-

Total Germany			100
Baden-Württemberg	-	North Rhine-Westphalia	-
Bavaria	-	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	1	Saxony	98
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Position in the company/organization	
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	3
Skilled worker	10
Lecturer, teacher, scientific assistant	1
Other salaried staff/public service	38
Trainee	2
Other position	2
Student	3
Housewife/man	2
Old-age pensioner	33
Other not gainfully employed	2

Frequency of visits to trade fair	
2005	56
2004	54
2003	46
2002	38
Earlier events	38
First visit	28

Additional data private visitors

Sex	
Male	43
Female	57

Age	
up to 20 years	2
over 20 up to 30 years	8
over 30 up to 40 years	11
over 40 up to 50 years	23
over 50 up to 60 years	22
over 60 up to 70 years	26
over 70 years	7

Net household income	
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	16
more than 1 500,- EUR up to 2 000,- EUR	16
more than 2 000,- EUR up to 2 600,- EUR	17
more than 2 600,- EUR up to 3 600,- EUR	9
more than 3 600,- EUR up to 5 000,- EUR	2
more than 5 000,- EUR	1
N/A	35

Size of household	
1 person	14
2 persons	57
3 persons	19
4 persons	8
5 persons and more	2

Buying and ordering capacity Purchase or order made or intended at the exhibition	
yes	13
no	57
maybe	30

Follow-up business Intend to buy at later date	
yes	37
no	15
maybe	49

Conducted by: Anova Marktforschung, Dresden

BEAUTY INTERNATIONAL ⇢ Düsseldorf

Basic data trade visitors

Total number of visitors	**54 500**
Proportion of trade visitors	**89%**

Region of residence

up to 50 km	31
more than 50 km up to 100 km	15
more than 100 km up to 300 km	28
over 300 km	25

Total Germany **91**

Baden-Württemberg	4	North Rhine-Westphalia	57
Bavaria	3	Rhineland-Palatinate	8
Berlin	1	Saarland	1
Brandenburg	1	Saxony	1
Bremen	1	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	1
Hesse	6	Thuringia	3
Mecklenburg-West Pommerania	1		
Lower Saxony	10		

Total foreign **9**

of which EU	80
Rest of Europe	13
Other	7

The three countries with the highest visitor shares

Netherlands	23
Belgium	21
Austria	12

Position in the company/organization

Entrepreneur, partner, self-employed	66
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	2
Other salaried staff/public service	7
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	8
Other position	4
Student	6
Other not gainfully employed	1

Frequency of visits to trade fair

2005	52
2004	45
Earlier events	31
First visit	29

Additional data trade visitors

Economic sector

Cosmetic institute	36
Nail studio	18
Foot care practice	9
Hairdressing salon	6
Cosmetic school	4
Beauty farm, wellness facilities	4
Industry	2
Wholesale, import, export	2
Service	3
Other	10
Student	6
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	46
Collectively	17
In an advisory capacity	17
No	14
Student	6
Other not gainfully employed	1

Area of responsibility

Management	44
Research/development/design	1
Planning/work preparation	2
Manufacture/production	4
Production, quality control	1
Buying/procurement	6
Finance/accounting, controlling	-
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	-
Maintenance/repairs	1
Other area	2
Student	23
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	61	500- 999	1
5- 9	8	1 000- 9 999	-
10- 49	7	10 000 and more	1
50- 99	2	student	6
100-199	1	other not gainfully employed	1
200-499	1	N/A	11

Length of stay

1. Length of stay (days):

one	77	two	20	three	4

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

Conducted by: Walter, Wissler & Partner, Basel

boot ⇢ Düsseldorf

Basic data trade visitors

Total number of visitors	**291 733**
Proportion of trade visitors	**15%**

Region of residence

up to 50 km	24
more than 50 km up to 100 km	12
more than 100 km up to 300 km	23
over 300 km	41

Total Germany **61**

Baden-Württemberg	6	North Rhine-Westphalia	57
Bavaria	7	Rhineland-Palatinate	6
Berlin	3	Saarland	2
Brandenburg	1	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	1	Schleswig-Holstein	3
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	2		
Lower Saxony	5		

Total foreign **39**

of which EU	73
Rest of Europe	16
Other	11

The two countries with the highest visitor shares

Netherlands	30
Belgium	15

Position in the company/organization

Entrepreneur, partner, self-employed	38
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	1
Department head, group head	10
Other salaried staff/public service	13
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	4
Student	5
Other not gainfully employed	7

Frequency of visits to trade fair

2005	49
2004	51
Earlier events	48
First visit	21

Basic data private visitors

Proportion of private visitors	**85%**

Region of residence

up to 50 km	38
more than 50 km up to 100 km	19
more than 100 km up to 300 km	27
over 300 km	17

Total Germany **87**

Baden-Württemberg	3	North Rhine-Westphalia	70
Bavaria	4	Rhineland-Palatinate	5
Berlin	1	Saarland	1
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	7	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	6		

Total foreign **13**

of which EU	90
Rest of Europe	8
Other	2

The five countries with the highest visitor shares

Netherlands	45
Switzerland	6
Luxembourg	6
Belgium	21
Austria	7

Position in the company/organization

Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	3
Department head, group head	11
Other salaried staff/public service	25
Skilled worker	10
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	4
Student	5
Housewife/man	2
Old-age pensioner	11
Other not gainfully employed	2

Frequency of visits to trade fair

2005	48
2004	51
Earlier events	53
First visit	19

Additional data trade visitors

Economic sector

Boat industry	17
Other industry	11
Skilled trades	9
Specialist trade	7
Other trade	2
Tourism	9
Hire of boats, water sports equipment	3
Media, press, publishing	4
Other services	10
University/college/polytechnic	2
Association, society, institution, organisation	2
Public authority	5
Other	6
Student	5
Other not gainfully employed	7

Influence on purchasing/procurement decisions

Decisively	35
Collectively	26
In an advisory capacity	16
No	11
Student	5
Other not gainfully employed	7

Area of responsibility

Management	27
Research/development/design	4
Planning/work preparation	3
Manufacture/production	8
Production, quality control	1
Buying/procurement	2
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	1
Maintenance/repairs	4
Other area	13
Student	5
Other not gainfully employed	7

Size of company/organization:
Number of employees:

1- 4	30	500- 999	4
5- 9	11	1 000- 9 999	4
10- 49	16	10 000 and more	4
50- 99	7	student	5
100-199	7	other not gainfully employed	7
200-499	3		

Length of stay

1. Length of stay (days):

one	61	four	4	seven	1
two	21	five	2	eight	1
three	9	six	-	nine	2

2. Average length of stay 1,8 days
3. Share of visitors on the event's days: N/A

CARAVAN SALON ⇢ Düsseldorf

Additional data private visitors

Sex	
Male	65
Female	35
Age	
up to 20 years	4
over 20 up to 30 years	12
over 30 up to 40 years	20
over 40 up to 50 years	31
over 50 up to 60 years	20
over 60 up to 70 years	11
over 70 years	2
Net household income	
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	14
more than 2 600,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	16
more than 5 000,- EUR	17
N/A	15
Size of household	
1 person	17
2 persons	39
3 persons	18
4 persons	19
5 persons and more	7
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	57
no	15
maybe	29
Follow-up business	
Intend to buy at later date	
yes	43
no	15
maybe	42

Conducted by: Walter, Wissler & Partner, Basel

Basic data private visitors

Total number of visitors	**173 593**
Proportion of private visitors	**91%**
Region of residence	
up to 50 km	29
more than 50 km up to 100 km	22
more than 100 km up to 300 km	28
over 300 km	21

Total Germany			**86**
Baden-Württemberg	2	North Rhine-Westphalia	65
Bavaria	4	Rhineland-Palatinate	7
Berlin	1	Saarland	1
Brandenburg	-	Saxony	-
Bremen	1	Saxony-Anhalt	3
Hamburg	1	Schleswig-Holstein	2
Hesse	8	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	8		

Total foreign	**14**
of which EU	90
Rest of Europe	9
Other	1
The five countries with the highest visitor shares	
Netherlands	46
Belgium	16
Great Britain	11
Switzerland	5
Luxembourg	5
Position in the company/organization	
Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	27
Skilled worker	11
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	3
Student	2
Housewife/man	6
Old-age pensioner	19
Other not gainfully employed	3
Frequency of visits to trade fair	
2005	44
2004	43
2003	38
Earlier events	31
First visit	27

Additional data private visitors

Sex	
Male	54
Female	46
Age	
up to 20 years	1
over 20 up to 30 years	4
over 30 up to 40 years	16
over 40 up to 50 years	32
over 50 up to 60 years	27
over 60 up to 70 years	17
over 70 years	3
Net household income	
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	6
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	17
more than 2 600,- EUR up to 3 600,- EUR	20
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	12
N/A	17
Size of household	
1 person	6
2 persons	51
3 persons	16
4 persons	20
5 persons and more	7
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	44
no	21
maybe	35
Follow-up business	
Intend to buy at later date	
yes	41
no	13
maybe	47

Conducted by: Walter, Wissler & Partner, Basel

GDS (Spring) ⇢ Düsseldorf

Basic data trade visitors

Total number of visitors	**25 824**
Proportion of trade visitors	**93%**
Region of residence	
up to 50 km	12
more than 50 km up to 100 km	9
more than 100 km up to 300 km	20
over 300 km	59

Total Germany			**46**
Baden-Württemberg	9	North Rhine-Westphalia	43
Bavaria	6	Rhineland-Palatinate	10
Berlin	3	Saarland	1
Brandenburg	1	Saxony	1
Bremen	1	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	1
Hesse	11	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	9		

Total foreign	**54**
of which EU	68
Rest of Europe	9
Africa	4
North America	3
South and Central America	4
Middle East	2
East Asia	10
Australia	2
The five countries with the highest visitor shares	
Netherlands	12
Great Britain	11
Italy	7
Belgium	6
France	6
Position in the company/organization	
Entrepreneur, partner, self-employed	43
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	6
Department head, group head	13
Other salaried staff/public service	6
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	7
Student	4
Other not gainfully employed	1
Frequency of visits to trade fair	
2005 (spring)	48
2005 (autumn)	50
2004 (autumn)	41
Earlier events	42
First visit	28

Additional data trade visitors

Economic sector	
Shoe retail trade	36
Shoe retail chain	7
Specialist textile/clothing retail, boutique	3
Specialist shoe retailer	2
Other retail	7
Wholesale/foreign trade	18
Service	8
Shoe manufacturing	6
Other	9
Student	4
Other not gainfully employed	1
Influence on purchasing/procurement decisions	
Decisively	42
Collectively	27
In an advisory capacity	17
No	10
Student	4
Other not gainfully employed	1
Area of responsibility	
Management	29
Research/development/design	5
Planning/work preparation	-
Manufacture/production	3
Production, quality control	1
Buying/procurement	24
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	-
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	-
Maintenance/repairs	-
Sales	19
Other area	4
Student	4
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	26	500- 999	3
5- 9	16	1 000- 9 999	6
10- 49	22	10 000 and more	2
50- 99	7	student	4
100-199	6	other not gainfully employed	1
200-499	4		

Length of stay

1. Length of stay (days):

one	51	two	30	three	18

2. Average length of stay 1,7 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

6

GDS (Autumn) ⇢ Düsseldorf

Basic data trade visitors

Total number of visitors	**28 846**
Proportion of trade visitors	**93%**

Region of residence

up to 50 km	13
more than 50 km up to 100 km	9
more than 100 km up to 300 km	19
over 300 km	59

Total Germany **50**

Baden-Württemberg	8	North Rhine-Westphalia	46
Bavaria	8	Rhineland-Palatinate	9
Berlin	3	Saarland	1
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	2
Hesse	9	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	8		

Total foreign **50**

of which EU	60
Rest of Europe	7
Africa	3
North America	4
South and Central America	6
Middle East	4
East Asia	14
Australia	3

The five countries with the highest visitor shares

Great Britain	11
Netherlands	11
Italy	6
Belgium	6
France	5

Position in the company/organization

Entrepreneur, partner, self-employed	47
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	4
Department head, group head	9
Other salaried staff/public service	6
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	7
Student	4
Other not gainfully employed	1

Frequency of visits to trade fair

2006 (spring)	45
2005 (autumn)	45
2005 (spring)	40
Earlier events	40
First visit	28

Additional data trade visitors

Economic sector

Shoe retail trade	36
Shoe retail chain	7
Specialist textile/clothing retail, boutique	4
Mail order business, online shop, Internet trade	3
Department store	3
Specialist shoe retailer	3
Other retail	4
Wholesale/foreign trade	7
Service	14
Shoe manufacturing	7
Other	8
Student	4
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	42
Collectively	25
In an advisory capacity	18
No	10
Student	4
Other not gainfully employed	1

Area of responsibility

Management	35
Research/development/design	4
Planning/work preparation	-
Manufacture/production	3
Production, quality control	-
Buying/procurement	23
Finance/accounting, controlling	-
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	-
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	-
Maintenance/repairs	-
Sales	18
Other area	3
Student	4
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	29	200- 499	5
5- 9	16	1 000- 9 999	6
10- 49	20	10 000 and more	2
50- 99	6	student	4
100-199	5	other not gainfully employed	1
500-999	2		

Length of stay

1. Length of stay (days):

one	51	two	31	three	18

2. Average length of stay 1,7 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

glasstec ⇢ Düsseldorf

Basic data trade visitors

Total number of visitors	**54 567**
Proportion of trade visitors	**96%**

Region of residence

up to 50 km	8
more than 50 km up to 100 km	8
more than 100 km up to 300 km	18
over 300 km	66

Total Germany **42**

Baden-Württemberg	9	North Rhine-Westphalia	41
Bavaria	13	Rhineland-Palatinate	7
Berlin	2	Saarland	1
Brandenburg	1	Saxony	4
Bremen	-	Saxony-Anhalt	2
Hamburg	1	Schleswig-Holstein	2
Hesse	6	Thuringia	3
Mecklenburg-West Pommerania	3		
Lower Saxony	8		

Total foreign **58**

of which EU	55
Rest of Europe	13
Africa	5
North America	6
South and Central America	5
Middle East	6
East Asia	9
Australia	2

The five countries with the highest visitor shares

Netherlands	9
France	7
Belgium	6
Great Britain	5
Italy	5

Position in the company/organization

Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	7
Department head, group head	21
Other salaried staff/public service	11
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	4
Student	3
Other not gainfully employed	2

Frequency of visits to trade fair

2004	43
2002	35
Earlier events	27
First visit	37

Additional data trade visitors

Economic sector

Industry (manufacturer)	55
Skilled trades	17
Trade	12
Architect/engineer's and planning office	5
Service	3
Student	3
Other not gainfully employed	2
Other	3

Influence on purchasing/procurement decisions

Decisively	31
Collectively	31
In an advisory capacity	20
No	14
Student	3
Other not gainfully employed	2

Area of responsibility

Management	29
Research/development/design	11
Planning/work preparation	6
Manufacture/production	19
Production, quality control	2
Buying/procurement	3
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	1
Maintenance/repairs	4
Other area	5
Student	3
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	14	500- 999	5
5- 9	10	1 000- 9 999	7
10- 49	20	10 000 and more	5
50- 99	10	student	3
100-199	11	other not gainfully employed	2
200-499	11		

Length of stay

1. Length of stay (days):

one	46	three	14	five	7
two	25	four	8		

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

Conducted by: Walter, Wissler & Partner, Basel

hogatec

Basic data trade visitors

Total number of visitors	**35 152**
Proportion of trade visitors	**96%**

Region of residence

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

Total Germany **89**

Baden-Württemberg	4	North Rhine-Westphalia	68
Bavaria	4	Rhineland-Palatinate	8
Berlin	1	Saarland	1
Brandenburg	1	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	1	Schleswig-Holstein	1
Hesse	5	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	3		

Total foreign **11**

of which EU	75
Rest of Europe	12
Other	13

The two countries with the highest visitor shares

Netherlands	18
Italy	11

Position in the company/organization

Entrepreneur, partner, self-employed	38
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	5
Department head, group head	12
Other salaried staff/public service	73
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	15
Other position	3
Student	3
Other not gainfully employed	1

Frequency of visits to trade fair

2004	31
2002	24
Earlier events	20
First visit	50

Düsseldorf

Additional data trade visitors

Economic sector

Industry (manufacturer)	6
Specialist retail trade	3
Wholesale/foreign trade	7
Food trade (baker etc.)	3
Other skilled trades	1
Hotel	17
Catering (restaurant, pub, café)	31
Snack, fast-food business	2
Franchise restaurant	5
Communal catering	8
Architecture, design, planning office	3
Other services	5
Other	6
Student	3
Other not gainfully employed	1

Influence on purchasing/ procurement decisions

Decisively	36
Collectively	28
In an advisory capacity	18
No	14
Student	3
Other not gainfully employed	1

Area of responsibility

Management	35
Research/development/design	2
Planning/work preparation	7
Manufacture/production	11
Production, quality control	1
Buying/procurement	8
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	14
Storage/material management/logistics/ transport	1
Maintenance/repairs	1
Other area	11
Student	3
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	21	500- 999	1
5- 9	15	1 000- 9 999	3
10- 49	29	10 000 and more	3
50- 99	11	student	3
100-199	7	other not gainfully	
200-499	4	employed	1

Length of stay

1. Length of stay (days):

one	81	three	3	five	1
two	13	four	1		

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

Conducted by: Walter, Wissler & Partner, Basel

interbad Düsseldorf

Basic data trade visitors

Total number of visitors	**14 945**
Proportion of trade visitors	**93%**

Region of residence

up to 50 km	15
more than 50 km up to 100 km	8
more than 100 km up to 300 km	28
over 300 km	49

Total Germany **75**

Baden-Württemberg	9	North Rhine-Westphalia	40
Bavaria	10	Rhineland-Palatinate	6
Berlin	1	Saarland	2
Brandenburg	2	Saxony	2
Bremen	-	Saxony-Anhalt	2
Hamburg	1	Schleswig-Holstein	2
Hesse	11	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	9		

Total foreign		25
of which	EU	82
	Rest of Europe	14
	Other	4

The five countries with the highest visitor shares

Netherlands	14
Austria	10
Belgium	8
Switzerland	7
Denmark	7

Position in the company/organization

Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	5
Department head, group head	14
Other salaried staff/public service	16
Foreman, master craftsman	10
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	3
Student	1
Other position	1

Frequency of visits to trade fair

2004	37
2002	36
Earlier events	17
First visit	41

Additional data trade visitors

Economic sector

Industry	16
Skilled trades	11
Service	39
Trade companies	16
Municipality, public service	23
Training/consulting	4
University, polytechnic, vocational school	3
Other	7

Influence on purchasing/ procurement decisions

Decisively	39
Collectively	35
In an advisory capacity	17
No	8
Student	1

Area of responsibility

Management	43
Research/development/design	8
Planning/work preparation	23
Manufacture/production	8
Production, quality control	4
Buying/procurement	18
Finance/accounting, controlling	7
Information, communication technology (EDP)	4
Administration/organization/personnel/ social welfare/training	15
Marketing/sales/advertising/PR	18
Storage/material management/logistics/ transport	3
Maintenance/repairs	13
Other area	11
Student	1

Size of company/organization:
Number of employees:

1- 4	18	200- 499	5
5- 9	17	500- 999	2
10- 49	34	1 000- 9 999	2
50- 99	11	10 000 and more	1
100-199	9	student	1

Length of stay

1. Length of stay (days):

one	72	three	4
two	22	four	2

2. Average length of stay 1,4 days
3. Share of visitors on the event's days:

1st day	29	3rd day	35
2nd day	42	4th day	24

Conducted by: SMK/Walter, Wissler & Partner, Stuttgart/Basel

InterCool Düsseldorf

Basic data trade visitors

Total number of visitors	**9 804**
Proportion of trade visitors	**94%**

Region of residence

up to 50 km	17
more than 50 km up to 100 km	11
more than 100 km up to 300 km	32
over 300 km	40

Total Germany **66**

Baden-Württemberg	5	North Rhine-Westphalia	50
Bavaria	6	Rhineland-Palatinate	4
Berlin	1	Saarland	2
Brandenburg	2	Saxony	1
Bremen	3	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	3
Hesse	8	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	14		

Total foreign		**34**
of which	EU	79
	Rest of Europe	13
	Other	8

The country with the highest visitor share

Netherlands	24

Position in the company/organization

Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	11
Department head, group head	24
Other salaried staff/public service	13
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	5
Other position	4
Student	5
Other not gainfully employed	1

Frequency of visits to trade fair

2004	41
2002	27
Earlier events	17
First visit	46

Additional data trade visitors

Economic sector

Food and grocery trade	20
Specialist wholesale, retail trade	8
Importers, exporters	10
Food trade	5
Community catering, bulk users	5
Foodstuff industry	23
Supply industry for food manufacture	6
Other industrial company	2
Media, press, publishing	2
Other services	8
Other	7
Student	5
Other not gainfully employed	1

Influence on purchasing/ procurement decisions

Decisively	28
Collectively	35
In an advisory capacity	20
No	11
Student	5
Other not gainfully employed	1

Area of responsibility

Management	22
Research/development/design	6
Planning/work preparation	2
Kitchen	5
Production, quality control	2
Buying/procurement	17
Finance/accounting, controlling	-
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	34
Storage/material management/logistics/ transport	2
Maintenance/repairs	-
Other area	4
Student	5
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	10	500- 999	6
5- 9	6	1 000- 9 999	10
10- 49	22	10 000 and more	5
50- 99	12	student	5
100-199	13	other not gainfully	
200-499	9	employed	1

Length of stay

1. Length of stay (days):

one	69	three	4
two	26	four	2

2. Average length of stay 1,4 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

IAM ⇢ Düsseldorf

Basic data trade visitors

Total number of visitors	**8 954**
Proportion of trade visitors	**40%**
Region of residence	
up to 50 km	52
more than 50 km up to 100 km	16
more than 100 km up to 300 km	18
over 300 km	14
Total Germany	**92**
Baden-Württemberg	1
Bavaria	3
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	2
Hesse	6
Mecklenburg-West Pommerania	1
Lower Saxony	4
North Rhine-Westphalia	82
Rhineland-Palatinate	2
Saarland	-
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Total foreign	**8**
of which EU	61
Other	39
Position in the company/organization	
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	4
Department head, group head	14
Other salaried staff/public service	16
Skilled worker	3
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	1
Student	12
Other not gainfully employed	7
Frequency of visits to trade fair	
2004	27
2002	25
Earlier events	21
First visit	51

Basic data private visitors

Proportion of private visitors	**60%**
Region of residence	
up to 50 km	59
more than 50 km up to 100 km	16
more than 100 km up to 300 km	16
over 300 km	10
Total Germany	**98**
Baden-Württemberg	4
Bavaria	2
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	5
Mecklenburg-West Pommerania	-
Lower Saxony	3
North Rhine-Westphalia	80
Rhineland-Palatinate	5
Saarland	1
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Total foreign	**2**
Position in the company/organization	
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	18
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	5
Student	4
Housewife/man	1
Old-age pensioner	26
Other not gainfully employed	6
Frequency of visits to trade fair	
2004	28
2002	28
Earlier events	23
First visit	47

Basic data all visitors

Region of residence	
up to 50 km	57
more than 50 km up to 100 km	16
more than 100 km up to 300 km	16
over 300 km	11
Total Germany	**96**
Baden-Württemberg	3
Bavaria	2
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	5
Mecklenburg-West Pommerania	-
Lower Saxony	3
North Rhine-Westphalia	81
Rhineland-Palatinate	4
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Total foreign	**4**
of which EU	61
Other	39
Position in the company/organization	
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	4
Department head, group head	14
Other salaried staff/public service	16
Skilled worker	3
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	2
Student	12
Other not gainfully employed	7
Frequency of visits to trade fair	
2004	28
2002	27
Earlier events	22
First visit	49

Additional data trade visitors

Economic sector	
Industry	3
Trade	5
Bank	26
Insurance	6
Stock exchange	5
Other services	25
Other	12
Student	12
Other not gainfully employed	7
Influence on purchasing/procurement decisions	
Decisively	23
Collectively	17
In an advisory capacity	25
No	16
Student	12
Other not gainfully employed	7
Area of responsibility	
Management	19
Research/development/design	1
Planning/work preparation	1
Manufacture/production	1
Production, quality control	1
Buying/procurement	1
Finance/accounting, controlling	12
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	30
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	11
Student	12
Other not gainfully employed	7

Size of company/organization:
Number of employees:

1- 4	23	500- 999	5
5- 9	7	1 000- 9 999	11
10- 49	9	10 000 and more	8
50- 99	3	student	12
100-199	8	other not gainfully employed	7
200-499	5		

Length of stay

1. Length of stay (days):

one	83	two	14	three	4

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

Additional data private visitors

Sex	
Male	75
Female	25
Age	
up to 20 years	3
over 20 up to 30 years	4
over 30 up to 40 years	16
over 40 up to 50 years	18
over 50 up to 60 years	24
over 60 up to 70 years	23
over 70 years	11
Net household income	
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR	15
more than 5 000,- EUR	16
N/A	12
Size of household	
1 person	27
2 persons	41
3 persons	13
4 persons	13
5 persons and more	5
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	N/A

Conducted by: Walter, Wissler & Partner, Basel

InterMeat → Düsseldorf

Basic data trade visitors

Total number of visitors	**15 180**
Proportion of trade visitors	**92%**

Region of residence

up to 50 km	18
more than 50 km up to 100 km	14
more than 100 km up to 300 km	30
over 300 km	38

Total Germany **79**

Baden-Württemberg	7	North Rhine-Westphalia	49
Bavaria	8	Rhineland-Palatinate	7
Berlin	2	Saarland	1
Brandenburg	1	Saxony	-
Bremen	2	Saxony-Anhalt	2
Hamburg	1	Schleswig-Holstein	3
Hesse	3	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	13		

Total foreign	**21**
of which EU	80
Other	20

The country with the highest visitor share

Netherlands	17

Position in the company/organization

Entrepreneur, partner, self-employed	24
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	9
Department head, group head	25
Other salaried staff/public service	11
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	7
Other position	3
Student	2
Other not gainfully employed	2

Frequency of visits to trade fair

2004	45
2002	30
Earlier events	17
First visit	41

Additional data trade visitors

Economic sector

Food and grocery trade	20
Specialist wholesale, retail trade	10
Importers, exporters	8
Food trade	8
Community catering, bulk users	2
Foodstuff industry	22
Supply industry for food manufacture	9
Other industrial company	3
Media, press, publishing	2
Other services	6
Other	5
Student	2
Other not gainfully employed	2

Influence on purchasing/ procurement decisions

Decisively	22
Collectively	33
In an advisory capacity	26
No	14
Student	2
Other not gainfully employed	2

Area of responsibility

Management	22
Research/development/design	5
Planning/work preparation	3
Manufacture/production	8
Production, quality control	4
Buying/procurement	15
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	30
Storage/material management/logistics/ transport	1
Maintenance/repairs	1
Other area	4
Student	2
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	13	500- 999	8
5- 9	9	1 000- 9 999	7
10- 49	23	10 000 and more	4
50- 99	8	student	2
100-199	9	other not gainfully	
200-499	13	employed	2

Length of stay

1. Length of stay (days):

one	71	three	5
two	22	four	2

2. Average length of stay 1,4 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

InterMopro → Düsseldorf

Basic data trade visitors

Total number of visitors	**11 367**
Proportion of trade visitors	**93%**

Region of residence

up to 50 km	23
more than 50 km up to 100 km	12
more than 100 km up to 300 km	24
over 300 km	42

Total Germany **78**

Baden-Württemberg	9	North Rhine-Westphalia	50
Bavaria	9	Rhineland-Palatinate	6
Berlin	1	Saarland	-
Brandenburg	-	Saxony	2
Bremen	2	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	4
Hesse	7	Thuringia	-
Mecklenburg-West Pommerania	1		
Lower Saxony	7		

Total foreign	**22**
of which EU	79
Other	11

The country with the highest visitor share

Austria	18

Position in the company/organization

Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	7
Department head, group head	27
Other salaried staff/public service	17
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	6
Student	2
Other not gainfully employed	1

Frequency of visits to trade fair

2004	45
2002	33
Earlier events	21
First visit	41

Additional data trade visitors

Economic sector

Food and grocery trade	31
Specialist wholesale, retail trade	6
Importers, exporters	4
Food trade	3
Community catering, bulk users	2
Foodstuff industry	24
Supply industry for food manufacture	5
Other industrial company	3
Media, press, publishing	3
Other services	9
Other	7
Student	2
Other not gainfully employed	1

Influence on purchasing/ procurement decisions

Decisively	24
Collectively	31
In an advisory capacity	25
No	17
Student	2
Other not gainfully employed	1

Area of responsibility

Management	19
Research/development/design	8
Planning/work preparation	1
Manufacture/production	4
Production, quality control	2
Buying/procurement	15
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	2
Maintenance/repairs	-
Marketing/sales/advertising/PR	36
Storage/material management/logistics/ transport	2
Other area	6
Student	2
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	13	500- 999	6
5- 9	5	1 000- 9 999	12
10- 49	20	10 000 and more	5
50- 99	10	student	2
100-199	13	other not gainfully	
200-499	12	employed	1

Length of stay

1. Length of stay (days):

one	66	three	5
two	26	four	3

2. Average length of stay 1,4 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

→ www.fkm.de

MEDICA ⇢ Düsseldorf

Basic data trade visitors

Total number of visitors	**137 503**
Proportion of trade visitors	**97%**

Region of residence

up to 50 km	15
more than 50 km up to 100 km	9
more than 100 km up to 300 km	17
over 300 km	58

Total Germany **53**

Baden-Württemberg	9	North Rhine-Westphalia	49
Bavaria	8	Rhineland-Palatinate	7
Berlin	2	Saarland	2
Brandenburg	1	Saxony	2
Bremen	1	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	2
Hesse	7	Thuringia	1
Mecklenburg-West Pommerania	2		
Lower Saxony	5		

Total foreign	**47**
of which EU	49
Rest of Europe	8
Africa	8
North America	6
South and Central America	4
Middle East	10
East Asia	13
Australia	1

The five countries with the highest visitor shares

Netherlands	9
Great Britain	7
USA	5
India	5
Italy	5

Position in the company/organization

Entrepreneur, partner, self-employed	25
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	6
Department head, group head	16
Other salaried staff/public service	14
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	6
Student	6
Other not gainfully employed	1

Frequency of visits to trade fair

2005	44
2004	42
2003	35
Earlier events	28
First visit	33

Additional data trade visitors

Economic sector

Practice	15
Medical laboratory/institute	5
Hospital/clinic	19
Medical care centre	5
Industry	15
Specialist medical trade, medical supplies trade	8
Pharmacist, other trade	5
Service	6
Other	15
Student	6
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	33
Collectively	27
In an advisory capacity	22
No	12
Student	6
Other not gainfully employed	1

Area of responsibility

Management	29
Research/development/design	11
Planning/work preparation	3
Manufacture/production	3
Production, quality control	1
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	28
Storage/material management/logistics/transport	-
Maintenance/repairs	1
Other area	9

Size of company/organization:
Number of employees:

1- 4	13	500- 999	5
5- 9	11	1 000- 9 999	2
10- 49	26	10 000 and more	11
50- 99	6	student	6
100-199	6	other not gainfully employed	1
200-499	9	N/A	2

Length of stay

1. Length of stay (days):

one	48	three	15
two	22	four	16

2. Average length of stay 2,0 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

METAV ⇢ Düsseldorf

Basic data trade visitors

Total number of visitors	**48 289**
Proportion of trade visitors	**98%**

Region of residence

up to 50 km	26
more than 50 km up to 100 km	17
more than 100 km up to 300 km	25
over 300 km	32

Total Germany **88**

Baden-Württemberg	8	North Rhine-Westphalia	55
Bavaria	6	Rhineland-Palatinate	10
Berlin	2	Saarland	1
Brandenburg	1	Saxony	2
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	7	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	5		

Total foreign	**13**
of which EU	63
Rest of Europe	13
Africa	3
North America	2
South and Central America	6
Middle East	6
East Asia	8
Australia	-

The five countries with the highest visitor shares

Austria	13
Netherlands	11
Belgium	9
Czech Republic	6
Great Britain	6

Position in the company/organization

Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	7
Department head, group head	25
Other salaried staff/public service	15
Skilled worker	14
Lecturer, teacher, scientific assistant	3
Trainee	10
Other position	1
Student	5
Other not gainfully employed	1

Frequency of visits to trade fair

Munich 2006	5
Munich 2004 Frühjahr	6
Dusseldorf 2004	45
Dusseldorf 2002	33
Earlier events	20
First visit	35

Additional data trade visitors

Economic sector

Machine and plant construction	28
Automobile industry	10
Supplier to the automobile industry	9
Other industry	22
Skilled trades	8
Trade	6
Service	6
Public authority	-
University/college/polytechnic	4
Other	2
Student	5
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	20
Collectively	35
In an advisory capacity	21
No	17
Student	5
Other not gainfully employed	1

Area of responsibility

Management	16
Research/development/design	13
Planning/work preparation	7
Manufacture/production	31
Production, quality control	2
Buying/procurement	3
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	1
Maintenance/repairs	6
Other area	4
Student	5
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	8	500- 999	10
5- 9	7	1 000- 9 999	14
10- 49	18	10 000 and more	5
50- 99	9	student	5
100-199	9	other not gainfully employed	1
200-499	14		

Length of stay

1. Length of stay (days):

one	78	three	3	five	2
two	15	four	2		

2. Average length of stay 1,4 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

ProWein

Basic data trade visitors

Total number of visitors	**32 125**
Proportion of trade visitors	**92%**

Region of residence

up to 50 km	18
more than 50 km up to 100 km	10
more than 100 km up to 300 km	31
over 300 km	42

Total Germany **78**

Baden-Württemberg	13	North Rhine-Westphalia	37
Bavaria	8	Rhineland-Palatinate	19
Berlin	2	Saarland	1
Brandenburg	1	Saxony	2
Bremen	1	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	8	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	5		

Total foreign	**22**
of which EU	79
Rest of Europe	10
North America	6
Other	5

The five countries with the highest visitor shares

Netherlands	15
France	9
Italy	8
Spain	8
Belgium	8

Position in the company/organization

Entrepreneur, partner, self-employed	43
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	5
Department head, group head	13
Other salaried staff/public service	8
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	4
Student	4
Other not gainfully employed	1

Frequency of visits to trade fair

2005	43
2004	41
Earlier events	36
First visit	35

Düsseldorf

Additional data trade visitors

Economic sector

Retail trade for wine, sparkling wine and spirits	27
Other retail	6
Wholesale trade for wine, sparkling wine and spirits	8
Import/export	8
Trade agency for wine, sparkling wine and spirits	2
Hotel	6
Catering	8
Wine-growing, production, processing	9
Media, press, publishing	4
Other services	7
Other	9
Student	4
Other not gainfully employed	1

Influence on purchasing/ procurement decisions

Decisively	42
Collectively	27
In an advisory capacity	17
No	9
Student	4
Other not gainfully employed	1

Area of responsibility

Management	41
Research/development/design	2
Planning/work preparation	2
Manufacture/production	5
Production, quality control	-
Buying/procurement	9
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	25
Storage/material management/logistics/ transport	1
Maintenance/repairs	1
Other area	6
Student	4
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	38	500- 999	2
5- 9	12	1 000- 9 999	3
10- 49	22	10 000 and more	1
50- 99	6	student	4
100-199	6	other not gainfully employed	1
200-499	3		

Length of stay

1. Length of stay (days):

one	53	two	27	three	20

2. Average length of stay 1,7 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

PSI Düsseldorf

Basic data trade visitors

Total number of visitors	**17 745**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	8
more than 50 km up to 100 km	5
more than 100 km up to 300 km	23
over 300 km	65

Total Germany **38**

Baden-Württemberg	10	North Rhine-Westphalia	36
Bavaria	17	Rhineland-Palatinate	8
Berlin	1	Saarland	1
Brandenburg	-	Saxony	1
Bremen	1	Saxony-Anhalt	-
Hamburg	4	Schleswig-Holstein	2
Hesse	12	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	5		

Total foreign **62**

of which	EU	75
	Rest of Europe	17
	Asia	4
	Other	47

The five countries with the highest visitor shares

Netherlands	14
France	13
Belgium	7
Austria	5
Switzerland	5

Position in the company/organization

Entrepreneur, partner, self-employed	35
Managing director, board member, head of an authority etc.	21
Senior department head, other employee with managerial responsibility	7
Department head, group head	15
Other salaried staff/public service	10
Skilled worker	4
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	4
Student	1
Other not gainfully employed	1

Frequency of visits to trade fair

2005	58
2004	50
2003	45
Earlier events	36
First visit	22

Additional data trade visitors

Economic sector

Full-service agency	27
Importer	16
Producer, supplier	15
Wholesale trade	26
Service	11
Other	3
Student	1
Other not gainfully employed	1

Influence on purchasing/ procurement decisions

Decisively	47
Collectively	34
In an advisory capacity	11
No	6
Student	1
Other not gainfully employed	1

Area of responsibility

Management	39
Research/development/design	7
Planning/work preparation	9
Manufacture/production	5
Production, quality control	3
Buying/procurement	27
Finance/accounting, controlling	6
Information, communication technology (EDP)	4
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	68
Storage/material management/logistics/ transport	2
Maintenance/repairs	2
Other area	5
Student	1
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	32	500- 999	2
5- 9	19	1 000- 9 999	2
10- 49	32	10 000 and more	1
50- 99	5	student	1
100-199	3	other not gainfully employed	1
200-499	3		

Length of stay

1. Length of stay (days):

one	26	two	35	three	39

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

1st day	73	2nd day	83	3rd day	57

Conducted by: Walter, Wissler & Partner, Basel

Tube Düsseldorf

Basic data trade visitors

Total number of visitors	**29 683**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	15
more than 50 km up to 100 km	9
more than 100 km up to 300 km	18
over 300 km	58

Total Germany **50**

Baden-Württemberg	13	North Rhine-Westphalia	53
Bavaria	6	Rhineland-Palatinate	6
Berlin	1	Saarland	2
Brandenburg	1	Saxony	2
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	2
Hesse	5	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	6		

Total foreign **50**

of which	EU	59
	Rest of Europe	8
	Africa	5
	North America	6
	South and Central America	4
	Middle East	6
	East Asia	10
	Australia	2

The five countries with the highest visitor shares

Netherlands	9
France	7
Italy	7
India	6
Spain	5

Position in the company/organization

Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	13
Department head, group head	26
Other salaried staff/public service	16
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	3
Student	2
Other not gainfully employed	1

Frequency of visits to trade fair

2004	37
2002	30
Earlier events	18
First visit	45

Additional data trade visitors

Economic sector

Pipeline manufacturing	19
Iron, steel and non-ferrous metals industry	11
Motor vehicle industry	8
Other industry	22
Technical retail trade	13
Other trade	11
Service	6
Skilled trades	6
Other	4
Student	2
Other not gainfully employed	1

Influence on purchasing/ procurement decisions

Decisively	35
Collectively	37
In an advisory capacity	18
No	7
Student	2
Other not gainfully employed	1

Area of responsibility

Management	26
Research/development/design	10
Planning/work preparation	4
Manufacture/production	12
Production, quality control	2
Buying/procurement	19
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	17
Storage/material management/logistics/ transport	1
Maintenance/repairs	2
Other area	2
Student	2
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	7	500- 999	8
5- 9	6	1 000- 9 999	12
10- 49	22	10 000 and more	7
50- 99	12	student	2
100-199	13	other not gainfully employed	1
200-499	10		

Length of stay

1. Length of stay (days):

one	56	three	11	five	3
two	27	four	3		

2. Average length of stay 1,7 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

REHACARE (2005) ⇢ Düsseldorf

Basic data trade visitors

Total number of 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 100 km up to 300 km	24
over 300 km	30

Total Germany **83**

Baden-Württemberg	6	North Rhine-Westphalia	61
Bavaria	4	Rhineland-Palatinate	7
Berlin	1	Saarland	-
Brandenburg	1	Saxony	1
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	2
Hesse	5	Thuringia	1
Mecklenburg-West Pommerania	-		
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	2
Australia	1

The five countries with the highest visitor shares

Netherlands	16
Italy	15
Belgium	12
France	8
Austria	5

Position in the company/organization

Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head	15
Other salaried staff/public service	26
Skilled worker	8
Lecturer, teacher, scientific assistant	4
Trainee	7
Other position	7
Student	6
Housewife/man	1
Old-age pensioner	2
Other not gainfully employed	1

Frequency of visits to trade fair

2004	42
2003	41
2002	35
Earlier events	25
First visit	36

Basic data all visitors

Region of residence

up to 50 km	34
more than 50 km up to 100 km	17
more than 100 km up to 300 km	24
over 300 km	25

Total Germany **87**

Baden-Württemberg	5	North Rhine-Westphalia	65
Bavaria	3	Rhineland-Palatinate	6
Berlin	1	Saarland	1
Brandenburg	1	Saxony	1
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	2
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	8		

Total foreign **13**

of which EU	81
Rest of Europe	11
Africa	-
North America	1
South and Central America	2
Middle East	3
East Asia	2
Australia	1

The five countries with the highest visitor shares

Netherlands	18
Italy	14
Belgium	13
France	8
Austria	5

Position in the company/organization

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

Frequency of visits to trade fair

2004	42
2003	41
2002	36
Earlier events	25
First visit	35

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	8
Rehabilitation facilities	7
Hospital/clinic	6
Nursing home, old peoples' home	5
Organizations for the disabled/transport Association for the disabled	5
Cost unit	4
Surgery/medical laboratory/institute	3
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	21
Collectively	27
In an advisory capacity	26
No	16
Student	6
Other not gainfully employed	4

Area of responsibility

Management	16
Research/development/design	3
Planning/work preparation	3
Manufacture/production	4
Production, quality control	1
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 company/organization:
Number of employees:

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 employed	4
200-499	9	N/A	5

Length of stay

1. Length of stay (days):

one	73	three	5
two	19	four	3

2. Average length of stay 1,4 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

wire ⇢ Düsseldorf

Basic data trade visitors

Total number of visitors	**39 145**
Proportion of trade visitors	**98%**

Region of residence

up to 50 km	10
more than 50 km up to 100 km	11
more than 100 km up to 300 km	14
over 300 km	65

Total Germany **42**

Baden-Württemberg	12	North Rhine-Westphalia	51
Bavaria	13	Rhineland-Palatinate	4
Berlin	1	Saarland	2
Brandenburg	1	Saxony	3
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	-
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	4		

Total foreign **58**

of which EU	55
Rest of Europe	11
Africa	4
North America	8
South and Central America	7
Middle East	5
East Asia	9
Australia	1

The five countries with the highest visitor shares

Italy	10
France	7
USA	7
Belgium	7
Netherlands	7

Position in the company/organization

Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	11
Department head, group head	25
Other salaried staff/public service	12
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	4
Student	1
Other not gainfully employed	1

Frequency of visits to trade fair

2004	44
2002	36
Earlier events	26
First visit	35

Additional data trade visitors

Economic sector

Wire production	27
Cable production	13
Spring production	6
Iron, steel and non-ferrous metals industry	5
Production of connecting / fastening elements	4
Production of other wire goods	4
Motor vehicle industry	4
Other industry	16
Technical retail trade	5
Other trade	4
Service	4
Skilled trades	4
University/college/polytechnic	1
Other	2
Student	1
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	32
Collectively	35
In an advisory capacity	21
No	11
Student	1
Other not gainfully employed	1

Area of responsibility

Management	26
Research/development/design	16
Planning/work preparation	4
Manufacture/production	20
Production, quality control	4
Buying/procurement	8
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	3
Student	1
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	8	500- 999	8
5- 9	6	1 000- 9 999	9
10- 49	19	10 000 and more	4
50- 99	13	student	1
100-199	14	other not gainfully employed	1
200-499	16		

Length of stay

1. Length of stay (days):

one	48	three	11	five	6
two	31	four	5		

2. Average length of stay 1,9 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

Grüne Tage Thüringen → Erfurt

Basic data trade visitors

Total number of visitors	**19 278**
Proportion of trade visitors	**22%**

Region of residence

up to 50 km	59
more than 50 km up to 100 km	25
more than 100 km up to 300 km	10
over 300 km	7

Total Germany **99**

Baden-Württemberg	1	North Rhine-Westphalia	1
Bavaria	1	Rhineland-Palatinate	1
Berlin	-	Saarland	-
Brandenburg	1	Saxony	4
Bremen	-	Saxony-Anhalt	1
Hamburg	-	Schleswig-Holstein	1
Hesse	-	Thuringia	89
Mecklenburg-West Pommerania	1		
Lower Saxony	-		

Total foreign **1**

Position in the company/organization

Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	-
Department head, group head	6
Other salaried staff/public service	30
Skilled worker	6
Lecturer, teacher, scientific assistant	5
Trainee	8
Other position	3
Student	14
Housewife/man	1
Old-age pensioner	3
Other not gainfully employed	1

Frequency of visits to trade fair

2004	33
2002	24
Earlier events	13
First visit	30

Basic data private visitors

Proportion of private visitors	**78%**

Region of residence

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

Total Germany **100**

Baden-Württemberg	-	North Rhine-Westphalia	-
Bavaria	-	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	1
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	96
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Position in the company/organization

Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff/public service	39
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	1
Student	5
Housewife/man	4
Old-age pensioner	28
Other not gainfully employed	4

Frequency of visits to trade fair

2004	33
2002	20
Earlier events	12
First visit	35

Basic data all visitors

Region of residence

up to 50 km	67
more than 50 km up to 100 km	23
more than 100 km up to 300 km	7
over 300 km	3

Total Germany **100**

Baden-Württemberg	-	North Rhine-Westphalia	-
Bavaria	1	Rhineland-Palatinate	1
Berlin	-	Saarland	-
Brandenburg	1	Saxony	2
Bremen	-	Saxony-Anhalt	1
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	95
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Position in the company/organization

Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	-
Department head, group head	3
Other salaried staff/public service	37
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	2
Student	7
Housewife/man	3
Old-age pensioner	22
Other not gainfully employed	3

Frequency of visits to trade fair

2004	33
2002	21
Earlier events	12
First visit	34

Additional data trade visitors

Economic sector

Industry	4
Skilled trades	6
Wholesale/foreign trade	1
Retail trade	2
Service	14
Authority/public services	4
Association/society	2
Teaching and training	8
Research	1
Agriculture	38
Forestry	1
Horticulture, landscape gardening	1
Domestic science and home economics	1
Other	16

Influence on purchasing/procurement decisions

Decisively	23
Collectively	18
In an advisory capacity	21
No	21
Student	14
Other not gainfully employed	3

Area of responsibility

Management	16
Research/development/design	2
Planning/work preparation	7
Manufacture/production	20
Production, quality control	4
Buying/procurement	3
Finance/accounting, controlling	3
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	6
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	3
Maintenance/repairs	4
Other area	12
Student	11
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	25	500- 999	1
5- 9	9	1 000- 9 999	-
10- 49	27	10 000 and more	-
50- 99	13	student	14
100-199	3	other not gainfully employed	3
200-499	5		

Length of stay

1. Length of stay (days):
   one 92 two 7 three 1
2. Average length of stay 1,1 days
3. Share of visitors on the event's days:
   1st day 52 2nd day 26 3rd day 22

Additional data private visitors

Sex

Male	55
Female	45

Age

up to 20 years	20
over 20 up to 30 years	16
over 30 up to 40 years	13
over 40 up to 50 years	21
over 50 up to 60 years	19
over 60 up to 70 years	21
over 70 years	5

Net household income

up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	6
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	4
more than 5 000,- EUR	1
N/A	53

Size of household

1 person	6
2 persons	38
3 persons	27
4 persons	22
5 persons and more	7

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	46
no	18
maybe	36

Follow-up business
Intend to buy at later date

yes	20
no	40
maybe	40

Conducted by: Messe Erfurt AG, Erfurt

inoga Erfurt

Basic data trade visitors

Total number of visitors	**5 942**
Proportion of trade visitors	**68%**
Region of residence	
up to 50 km	41
more than 50 km up to 100 km	33
more than 100 km up to 300 km	19
over 300 km	6
Total Germany	**99**
Baden-Württemberg	1
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pommerania	-
Lower Saxony	1
North Rhine-Westphalia	1
Rhineland-Palatinate	1
Saarland	-
Saxony	5
Saxony-Anhalt	6
Schleswig-Holstein	-
Thuringia	78
Total foreign	**1**
Position in the company/organization	
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	-
Department head, group head	5
Other salaried staff/public service	27
Skilled worker	2
Lecturer, teacher, scientific assistant	9
Trainee	19
Other position	3
Student	3
Frequency of visits to trade fair	
2004	22
2002	14
Earlier events	6
First visit	29

Basic data private visitors

Proportion of private visitors	**32%**
Region of residence	
up to 50 km	58
more than 50 km up to 100 km	25
more than 100 km up to 300 km	9
over 300 km	8
Total Germany	**99**
Baden-Württemberg	1
Bavaria	2
Berlin	2
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pommerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	7
Saxony-Anhalt	2
Schleswig-Holstein	1
Thuringia	82
Total foreign	**1**
Position in the company/organization	
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	-
Department head, group head	1
Other salaried staff/public service	31
Skilled worker	8
Lecturer, teacher, scientific assistant	5
Trainee	8
Other position	3
Student	-
Housewife/man	2
Old-age pensioner	32
Other not gainfully employed	4
Frequency of visits to trade fair	
2004	33
2002	11
Earlier events	3
First visit	53

Basic data all visitors

Region of residence	
up to 50 km	47
more than 50 km up to 100 km	31
more than 100 km up to 300 km	16
over 300 km	7
Total Germany	**99**
Baden-Württemberg	1
Bavaria	3
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pommerania	-
Lower Saxony	1
North Rhine-Westphalia	1
Rhineland-Palatinate	1
Saarland	-
Saxony	6
Saxony-Anhalt	4
Schleswig-Holstein	1
Thuringia	79
Total foreign	**1**
Position in the company/organization	
Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	-
Department head, group head	3
Other salaried staff/public service	28
Skilled worker	4
Lecturer, teacher, scientific assistant	7
Trainee	2
Other position	16
Student	3
Housewife/man	1
Old-age pensioner	10
Other not gainfully employed	1
Frequency of visits to trade fair	
2004	31
2002	17
Earlier events	7
First visit	51

Additional data trade visitors

Economic sector	
Catering	49
Hotel	17
Catering	5
Wholesale trade	2
Retail trade	3
Industry	2
Skilled trades	5
Service	3
Authority/public services	2
Teaching and training	9
Other	4
Influence on purchasing/procurement decisions	
Decisively	34
Collectively	27
In an advisory capacity	20
No	17
Student	3
Area of responsibility	
Management	23
Research/development/design	2
Planning/work preparation	3
Manufacture/production	22
Production, quality control	2
Buying/procurement	7
Finance/accounting, controlling	3
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	14
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	2
Maintenance/repairs	1
Other area	10
Student	3

Size of company/organization:
Number of employees:

1- 4	29	200- 499	2
5- 9	15	500- 999	1
10- 49	31	1 000- 9 999	-
50- 99	13	10 000 and more	-
100-199	6	student	3

Length of stay

1. Length of stay (days):

one	93	two	4	three	4

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

1st day	23	2nd day	41	3rd day	37

Additional data private visitors

Sex	
Male	52
Female	48
Age	
up to 20 years	6
over 20 up to 30 years	12
over 30 up to 40 years	10
over 40 up to 50 years	20
over 50 up to 60 years	22
over 60 up to 70 years	22
over 70 years	8
Net household income	
up to 900,- EUR	12
more than 900,- EUR up to 1 500,- EUR	6
more than 1 500,- EUR up to 2 000,- EUR	9
more than 2 000,- EUR up to 2 600,- EUR	14
more than 2 600,- EUR up to 3 600,- EUR	9
more than 3 600,- EUR up to 5 000,- EUR	5
more than 5 000,- EUR	3
N/A	44
Size of household	
1 person	12
2 persons	59
3 persons	15
4 persons	11
5 persons and more	4
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	30
no	33
maybe	37
Follow-up business	
Intend to buy at later date	
yes	13
no	48
maybe	40

Conducted by: Messe Erfurt AG, Erfurt

HAUS+TECHNIK (2004) → Erfurt

Basic data all visitors

Total number of visitors	7 536

Region of residence

up to 50 km	67
more than 50 km up to 100 km	29
more than 100 km up to 300 km	3
over 300 km	1

Total Germany: 100

Baden-Württemberg	-	North Rhine-Westphalia	-
Bavaria	-	Rhineland-Palatinate	-
Berlin	1	Saarland	-
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	-
Hesse	-	Thuringia	97
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Position in the company/organization

Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	40
Skilled worker	12
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	1
Student	6
Houswife/man	2
Old-age pensioner	11
Other not gainfully employed	2

Frequency of visits to trade fair

2003	24
2002	19
2001	18
First visit	40

Basic data trade visitors

Proportion of trade visitors	18 %

Region of residence

up to 50 km	66
more than 50 km up to 100 km	25
more than 100 km up to 300 km	4
over 300 km	4

Total Germany: 99

Baden-Württemberg	1	North Rhine-Westphalia	-
Bavaria	-	Rhineland-Palatinate	-
Berlin	1	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	1
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	96
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Position in the company/organization

Entrepreneur, partner, self-employed	45
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	18
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	-
Student	10
Houswife/man	1
Old-age pensioner	1
Other not gainfully employed	3

Frequency of visits to trade fair

2003	28
2002	24
2001	17
First visit	31

Basic data private visitors

Proportion of private visitors	82 %

Region of residence

up to 50 km	67
more than 50 km up to 100 km	30
more than 100 km up to 300 km	3
over 300 km	

Total Germany: 100

Baden-Württemberg	-	North Rhine-Westphalia	-
Bavaria	-	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	-
Hesse	-	Thuringia	98
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Position in the company/organization

Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	3
Other salaried staff/public service	44
Skilled worker	13
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	2
Student	6
Houswife/man	2
Old-age pensioner	13
Other not gainfully employed	2

Frequency of visits to trade fair

2003	22
2002	17
2001	18
First visit	42

Additional data trade visitors

Economic sector

Industry	13
Skilled trades	34
Wholesale/foreign trade	4
Retail trade	4
Service	27
Authority/public services	1
Teaching (polytechnic/university/college)	7
Research	-
Other	10

Influence on purchasing/procurement decisions

Decisively	34
Collectively	18
In an advisory capacity	31
No	4
Student	10
Other not gainfully employed	3

Area of responsibility

Management	37
Research/development/design	2
Planning/work preparation	14
Manufacture/production	4
Production, quality control	1
Buying/procurement	4
Finance/accounting, controlling	2
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	9
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	4
Student	9
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	45	500- 999	-
5- 9	14	1 000- 9 999	3
10- 49	13	10 000 and more	-
50- 99	4	student	7
100-199	4	other not gainfully employed	3
200-499	7		

Length of stay

1. Length of stay (days):

one	90	two	10	three	-

2. Average length of stay 1,1 days

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

1st day	55	2nd day	22	3rd day	23

Additional data private visitors

Sex

Male	65
Female	35

Age

up to 20 years	3
over 20 up to 30 years	18
over 30 up to 40 years	26
over 40 up to 50 years	25
over 50 up to 60 years	15
over 60 up to 70 years	13
over 70 years	2

Net household income

up to 750,- EUR	2
more than 750,- EUR up to 1 000,- EUR	2
more than 1 000,- EUR up to 1 250,- EUR	2
more than 1 250,- EUR up to 1 500,- EUR	6
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 500,- EUR	14
more than 2 500,- EUR up to 3 000,- EUR	16
more than 3 000,- EUR	12
N/A	36

Size of household

1 person	6
2 persons	34
3 persons	32
4 persons	21
5 persons and more	7

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	5
no	68
maybe	27

Follow-up business
Intend to buy at later date

yes	30
no	30
maybe	40

Conducted by: Messe Erfurt AG, Erfurt

Reiten-Jagen-Fischen → Erfurt

Basic data private visitors

Total number of visitors	**25 293**
Proportion of private visitors	**97%**

Region of residence

up to 50 km	53
more than 50 km up to 100 km	37
more than 100 km up to 300 km	9
over 300 km	

Total Germany **100**

Baden-Württemberg	-	North Rhine-Westphalia	-
Bavaria	3	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	3
Hamburg	-	Schleswig-Holstein	-
Hesse	1	Thuringia	91
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Position in the company/organization

Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff/public service	26
Skilled worker	16
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	2
Student	9
Old-age pensioner	26
Housewife/man	2
Other not gainfully employed	2

Frequency of visits to trade fair

2005	33
2004	31
Earlier events	25
First visit	11

Additional data private visitors

Sex

Male	66
Female	34

Age

up to 20 years	11
over 20 up to 30 years	13
over 30 up to 40 years	15
over 40 up to 50 years	21
over 50 up to 60 years	17
over 60 up to 70 years	19
over 70 years	4

Net household income

up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	13
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	9
more than 3 600,- EUR up to 5 000,- EUR	5
more than 5 000,- EUR	2
N/A	44

Size of household

1 person	8
2 persons	37
3 persons	24
4 persons	20
5 persons and more	11

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	67
no	11
maybe	22

Follow-up business
Intend to buy at later date

yes	23
no	47
maybe	30

Conducted by: Messe Erfurt AG, Erfurt

Thüringen-Ausstellung (2005) → Erfurt

Basic data private visitors

Total number of visitors	**57 821**
Proportion of private visitors	**100%**

Region of residence

up to 50 km	78
more than 50 km up to 100 km	20
more than 100 km	2

Total Germany **100**

Position in the company/organization

Entrepreneur, partner, self-employed	5
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	27
Skilled worker	10
Lecturer, teacher, scientific assistant	-
Trainee	14
Other position	4
Housewife/man	4
Old-age pensioner	34
Other not gainfully employed	3

Additional data private visitors

Sex

Male	49
Female	51

Age

up to 20 years	10
over 20 up to 30 years	9
over 30 up to 40 years	13
over 40 up to 50 years	22
over 50 up to 60 years	16
over 60 up to 70 years	24
over 70 years	7

Net household income

up to 750,- EUR	9
more than 750,- EUR up to 1 000,- EUR	5
more than 1 000,- EUR up to 1 250,- EUR	6
more than 1 250,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 500,- EUR	13
more than 2 500,- EUR up to 3 000,- EUR	9
more than 3 000,- EUR	6
N/A	33

Size of household

1 person	10
2 persons	50
3 persons	19
4 persons	13
5 persons and more	6

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	49
no	41
maybe	10

Follow-up business
Intend to buy at later date

yes	15
no	79
maybe	6

Conducted by: INA Research GmbH, Schenefeld

ALUMINIUM

Basic data trade visitors

Total number of visitors	**15 270**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	14
more than 50 km up to 100 km	9
more than 100 km up to 300 km	27
over 300 km	50

Total Germany **60**

Baden-Württemberg	13	North Rhine-Westphalia	52
Bavaria	9	Rhineland-Palatinate	6
Berlin	-	Saarland	1
Brandenburg	1	Saxony	2
Bremen	1	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	5	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	7		

Total foreign	**40**
of which EU	66
Rest of Europe	14
Africa	3
North America	4
Middle East	11
Other	2

The five countries with the highest visitor shares

Netherlands	14
Italy	7
Austria	7
Belgium	6
France	6

Position in the company/organization

Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	19
Senior department head, other employee with managerial responsibility	11
Department head, group head	27
Other salaried staff/public service	21
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	2
Student	2
Other not gainfully employed	2

Frequency of visits to trade fair

2004	29
2002	19
2000	12
Earlier events	6
First visit	56

Essen

Additional data trade visitors

Economic sector

Industry (manufacturer)	66
Skilled trades	7
Light metal trade	9
Other trade	4
Transport/travel/logistics	1
Design (furniture etc.)	2
Building, construction	5
Media, press, publishing	1
Other services	3
Authority/public services	1
University/college/polytechnic	1
Other sectors	2

Influence on purchasing/ procurement decisions

Decisively	32
Collectively	42
In an advisory capacity	19
No	7

Area of responsibility

Management	24
Research/development/design	26
Planning/work preparation	8
Manufacture/production	13
Production, quality control	7
Buying/procurement	27
Finance/accounting, controlling	3
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	31
Storage/material management/logistics/ transport	3
Maintenance/repairs	5
Other area	3

Size of company/organization:
Number of employees:

1- 4	7	200- 499	17
5- 9	6	500- 999	9
10- 49	17	1 000- 9 999	14
50- 99	11	10 000 and more	8
100-199	13		

Length of stay

1. Length of stay (days):

one	73	two	20	three	8

2. Average length of stay 1,4 days
3. Share of visitors on the event's days:

1st day	46	2nd day	58	3rd day	31

Conducted by: Walter, Wissler & Partner, Basel

DEUBAU (2004) Essen

Basic data trade visitors

Total number of visitors	**79 634**
Proportion of trade visitors	**78%**

Region of residence

up to 100 km	68
more than 100 km up to 300 km	26
over 300 km	6

Total Germany: **97**

Baden-Württemberg	1	North Rhine-Westphalia	84
Bavaria	1	Rhineland-Palatinate	5
Berlin	-	Saarland	-
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	3	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign **3**

of which EU	73
Rest of Europe	14
Africa	2
North America	-
South and Central America	2
Middle East	-
East Asia	7
Australia	2

The two countries with the highest visitor shares

Netherlands	46
France	7

Position in the company/organization

Entrepreneur, partner, self-employed	38
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	4
Department head, group head	10
Other salaried staff	13
Other public service	5
Foreman, master craftsman	7
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	5
Other	3
Student	5
Other not gainfully employed	2

Frequency of visits to trade fair

2002	33
2000	38
1998	30
Earlier events	35
First visit	32

Additional data trade visitors

Economic sector

Construction company/construction industry	21
Interior work	9
Building materials industry	5
Architect's, planner's, engineer's office	23
Skilled trades	24
Building materials trade	8
Housing construction company	3
Ministry/public authority/municipal administration	5
University/polytechnic, research	2
Private property owner	6
Other	8
Student	5
Other not gainfully employed	2

Influence on purchasing/ procurement decisions

Decisively	31
Collectively	32
In an advisory capacity	18
No	13
Student	7

Area of responsibility

Management	30
Research/development/design	6
Planning/work preparation	30
Manufacture/production	13
Production, quality control	5
Buying/procurement	18
Finance/accounting, controlling	7
Information, communication technology (EDP)	4
Administration/organization/personnel/ social welfare/training	6
Marketing/sales/advertising/PR	9
Storage/material management/logistics/ transport	5
Maintenance/repairs	9
Other	10
Student	5
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	32	500- 999	3
5- 9	14	1 000- 9 999	4
10- 49	19	10 000 and more	4
50- 99	6	student	5
100-199	5	other not gainfully employed	2
200-499	5		

Length of stay

1. Length of stay (days):

one	92	two	6	three	1

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

1st day	19	3rd day	21	5th day	16
2nd day	21	4th day	22	6th day	12

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

E-world energy & water Essen

Basic data trade visitors

Total number of visitors	**9 774**
Proportion of trade visitors	**98%**

Region of residence

up to 50 km	29
more than 50 km up to 100 km	13
more than 100 km up to 300 km	26
over 300 km	31

Total Germany **88**

Baden-Württemberg	6	North Rhine-Westphalia	59
Bavaria	5	Rhineland-Palatinate	4
Berlin	3	Saarland	1
Brandenburg	1	Saxony	3
Bremen	1	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	2
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	7		

Total foreign **13**

of which Asia	10
Other	4
EU	70
Rest of Europe	16

The two countries with the highest visitor shares

Netherlands	25
Switzerland	10

Position in the company/organization

Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	8
Department head, group head	24
Other salaried staff/public service	28
Skilled worker	2
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	3
Student	10
Other not gainfully employed	2

Frequency of visits to trade fair

2005	25
2004	23
2003	17
2002	11
Earlier events	8
First visit	61

Additional data trade visitors

Economic sector

Architect's, planner's, engineer's office	4
Bank, broker	2
Consulting	12
Renewable energies	3
Energy supply company, multi-utility, electricity industry	30
Research facility, university, press	3
Gas industry	3
Dealer, buying cooperative	3
Industry and commercial company, skilled trades, plant construction	10
Coal and mineral oil industry, IPP	1
Risk and portfolio management	1
Municiple services	6
Association	1
Housing management company	1
Other	22

Influence on purchasing/ procurement decisions

Decisively	18
Collectively	30
In an advisory capacity	26
No	14
Student	10
Other not gainfully employed	2

Area of responsibility

Management	17
Research/development/design	8
Planning/work preparation	6
Manufacture/production	3
Production, quality control	2
Buying/procurement	15
Finance/accounting, controlling	5
Information, communication technology (EDP)	10
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	23
Storage/material management/logistics/ transport	1
Maintenance/repairs	5
Other area	-
Student	10
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	8	500- 999	8
5- 9	5	1 000- 9 999	19
10- 49	13	10 000 and more	11
50- 99	7	student	10
100-199	9	other not gainfully employed	2
200-499	9		

Length of stay

1. Length of stay (days):

one	80	two	16	three	4

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

1st day	39	2nd day	45	3rd day	40

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FIBO ⇢ Essen

Basic data trade visitors

Total number of visitors	**46 665**
Proportion of trade visitors	**61%**

Region of residence

up to 50 km	21
more than 50 km up to 100 km	12
more than 100 km up to 300 km	32
over 300 km	35

Total Germany **84**

Baden-Württemberg	8	North Rhine-Westphalia	49
Bavaria	7	Rhineland-Palatinate	7
Berlin	2	Saarland	1
Brandenburg	1	Saxony	3
Bremen	1	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	2
Hesse	7	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	9		

Total foreign		**16**
of which	EU	74
	Rest of Europe	17
	Other	9

The three countries with the highest visitor shares

Netherlands	30
Switzerland	9
Belgium	9

Position in the company/organization

Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	14
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	8
Other position	4
Student	10
Housewife/man	1
Old-age pensioner	1
Other not gainfully employed	2

Frequency of visits to trade fair

2005	35
2004	31
2003	26
Earlier events	22
First visit	41

Basic data all visitors

Region of residence

up to 50 km	28
more than 50 km up to 100 km	15
more than 100 km up to 300 km	29
over 300 km	28

Total Germany **88**

Baden-Württemberg	6	North Rhine-Westphalia	59
Bavaria	5	Rhineland-Palatinate	5
Berlin	1	Saarland	1
Brandenburg	1	Saxony	2
Bremen	1	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	8		

Total foreign		12
of which	EU	76
	Rest of Europe	15
	Other	9

The five countries with the highest visitor shares

Netherlands	30
Belgium	9
Switzerland	8
Austria	5
Luxembourg	5

Position in the company/organization

Entrepreneur, partner, self-employed	26
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	20
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	7
Other position	5
Student	12
Housewife/man	2
Old-age pensioner	1
Other not gainfully employed	2

Frequency of visits to trade fair

2005	31
2004	28
2003	23
Earlier events	21
First visit	45

Additional data trade visitors

Economic sector

Fitness studio	34
Multifunctional system	5
Cosmetic institute	1
Therapeutical practice	14
Wellness institute, health facility, day spa	2
Management consultancy	2
Architects, engineer's office, interior furnisher	1
Sports association/club	5
Tanning studios	1
Sports goods trade	3
Other trade	2
Company/authority with sports facilities	3
Other	15
Student	10
Other not gainfully employed	3

Influence on purchasing/procurement decisions

Decisively	27
Collectively	23
In an advisory capacity	20
No	16
Student	10
Other not gainfully employed	3

Area of responsibility

Management	35
Research/development/design	5
Planning/work preparation	12
Manufacture/production	3
Production, quality control	3
Buying/procurement	12
Finance/accounting, controlling	8
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	13
Marketing/sales/advertising/PR	37
Storage/material management/logistics/transport	2
Maintenance/repairs	6
Other area	25
Student	10
Other not gainfully employed	3

Size of company/organization:
Number of employees:

1- 4	23	500 - 999	1
5- 9	15	1 000 - 9 999	3
10- 49	29	10 000 and more	3
50- 99	5	student	10
100-199	4	other not gainfully employed	3
200-499	4		

Length of stay

1. Length of stay (days):

one	79	three	2
two	18	four	1

2. Average length of stay 1,3 days

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

1st day	39	3rd day	25
2nd day	44	4th day	17

Conducted by: Walter, Wissler & Partner, Basel

HAUS + GARTEN ⇢ Essen

Basic data private visitors

Total number of visitors	**53 423**
Proportion of private visitors	**95%**

Region of residence

up to 50 km	80
more than 50 km up to 100 km	16
more than 100 km up to 300 km	4
over 300 km	1

Total Germany **100**

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

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	7
Other salaried staff/public service	25
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	5
Student	2
Housewife/man	14
Old-age pensioner	28
Other not gainfully employed	1

Frequency of visits to trade fair

2005	24
2004	23
2003	18
Earlier events	19
First visit	47

Additional data private visitors

Sex

Male	42
Female	58

Age

up to 20 years	2
over 20 up to 30 years	4
over 30 up to 40 years	12
over 40 up to 50 years	24
over 50 up to 60 years	30
over 60 up to 70 years	24
over 70 years	4

Net household income

up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	9
more than 2 000,- EUR up to 2 600,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	7
N/A	37

Size of household

1 person	10
2 persons	54
3 persons	18
4 persons	13
5 persons and more	5

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	68
no	10
maybe	22

Follow-up business
Intend to buy at later date

yes	31
no	21
maybe	48

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IFLO DECORAZIONE → Essen

Basic data trade visitors

Total number of visitors	**6 537**
Proportion of trade visitors	**94%**

Region of residence

up to 50 km			22
more than 50 km up to 100 km			14
more than 100 km up to 300 km			36
over 300 km			28
Total Germany			**88**
Baden-Württemberg	5	North Rhine-Westphalia	53
Bavaria	5	Rhineland-Palatinate	6
Berlin	2	Saarland	2
Brandenburg	1	Saxony	1
Bremen	1	Saxony-Anhalt	-
Hamburg	2	Schleswig-Holstein	1
Hesse	9	Thuringia	3
Mecklenburg-West Pommerania	1		
Lower Saxony	10		

Total foreign		**12**
of which	EU	85
	Other	15

Position in the company/organization

Entrepreneur, partner, self-employed	51
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service	5
Skilled worker	13
Lecturer, teacher, scientific assistant	2
Trainee	13
Other position	2
Student	2
Other not gainfully employed	3

Frequency of visits to trade fair

2005	29
2004	29
2003	24
2002	19
Earlier events	18
First visit	42

Additional data trade visitors

Economic sector

Florist's specialist business	66
Retail trade	6
Wholesale trade	2
Garden centre	4
Cemetery market garden	2
Florist wholesale trade	1
Home improvement centres	1
Hotels/restaurants	2
Decorations	5
Gift articles, art and handicrafts	2
Other	7
Student	2
Other not gainfully employed	3

Influence on purchasing/procurement decisions

Decisively	45
Collectively	27
In an advisory capacity	16
No	8
Student	2
Other not gainfully employed	3

Area of responsibility

Management	50
Research/development/design	4
Planning/work preparation	22
Manufacture/production	49
Production, quality control	11
Buying/procurement	43
Finance/accounting, controlling	13
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	9
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	13
Maintenance/repairs	8
Other area	17
Student	2
Other not gainfully employed	3

Size of company/organization:
Number of employees:

1- 4	55	500- 999	-
5- 9	23	1 000- 9 999	-
10- 49	12	10 000 and more	-
50- 99	2	student	2
100-199	2	other not gainfully employed	3
200-499	-		

Length of stay

1. Length of stay (days):

one	90	two	10

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

1st day	49	2nd day	61

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IPM → Essen

Basic data trade visitors

Total number of visitors	**62 127**
Proportion of trade visitors	**93%**

Region of residence

up to 50 km			17
more than 50 km up to 100 km			12
more than 100 km up to 300 km			29
over 300 km			42
Total Germany			**75**
Baden-Württemberg	7	North Rhine-Westphalia	50
Bavaria	9	Rhineland-Palatinate	5
Berlin	1	Saarland	1
Brandenburg	1	Saxony	1
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	2
Hesse	7	Thuringia	2
Mecklenburg-West Pommerania	-		
Lower Saxony	13		

Total foreign		**25**
of which	EU	77
	Rest of Europe	16
	Asia	5
	Other	2

The five countries with the highest visitor shares

Netherlands	18
Belgium	9
Italy	7
Switzerland	6
Denmark	6

Position in the company/organization

Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	8
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	13
Other position	3
Farmer	1
Foreman, master craftsman	8
Student	3
Other not gainfully employed	3

Frequency of visits to trade fair

2005	35
2004	38
2003	33
2002	28
2001	27
Earlier events	25
First visit	33

Additional data trade visitors

Economic sector

Plant producer	16
Florist wholesale trade	4
Seed trade	1
End-sales outlet	9
Public authority, municipal garden department	4
Horticulture and landscape gardening	10
Landscape designer	2
Garden centre	4
Gardening company	13
Florist, specialist retailer	12
Fruit and vegetable growing	1
Decorator, interior architect	1
Cemetry gardeners	3
Wholesale trade	3
Home improvement centre	1
Other	10
Student	3
Other not gainfully employed	3

Influence on purchasing/procurement decisions

Decisively	34
Collectively	27
In an advisory capacity	16
No	17
Student	3
Other not gainfully employed	3

Area of responsibility

Management	35
Research/development/design	5
Planning/work preparation	18
Manufacture/production	30
Production, quality control	8
Buying/procurement	28
Finance/accounting, controlling	7
Information, communication technology (EDP)	6
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	7
Maintenance/repairs	7
Other area	18
Student	3
Other not gainfully employed	3

Size of company/organization:
Number of employees:

1- 4	31	500- 999	1
5- 9	20	1 000- 9 999	2
10- 49	25	10 000 and more	1
50- 99	6	student	3
100-199	4	other not gainfully employed	3
200-499	2		

Length of stay

1. Length of stay (days):

one	76	three	4
two	18	four	1

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

1st day	32	3rd day	34
2nd day	38	4th day	26

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

MODE - HEIM - HANDWERK ⇢ Essen

Basic data private visitors

Total number of visitors	**165 003**
Proportion of private visitors	**98%**

Region of residence

up to 50 km	92
more than 50 km up to 100 km	5
more than 100 km up to 300 km	2
over 300 km	1

Total Germany **100**

Baden-Württemberg	-	North Rhine-Westphalia	98
Bavaria	-	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Position in the company/organization

Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	2
Department head, group head	4
Other salaried staff/public service	32
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	5
Student	6
Housewife/man	13
Old-age pensioner	17
Other not gainfully employed	4

Frequency of visits to trade fair

2005	55
2004	51
2003	47
2002	41
Earlier events	37
First visit	16

Additional data private visitors

Sex

Male	32
Female	68

Age

up to 20 years	7
over 20 up to 30 years	13
over 30 up to 40 years	18
over 40 up to 50 years	26
over 50 up to 60 years	21
over 60 up to 70 years	13
over 70 years	3

Net household income

up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	12
more than 1 500,- EUR up to 2 000,- EUR	15
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	6
N/A	26

Size of household

1 person	16
2 persons	44
3 persons	20
4 persons	14
5 persons and more	7

Buying and ordering capacity

Purchase or order made or intended at the exhibition

yes	77
no	6
maybe	17

Follow-up business

Intend to buy at later date

yes	22
no	24
maybe	54

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

REIFEN ⇢ Essen

Basic data trade visitors

Total number of visitors	**17 238**
Proportion of trade visitors	**95%**

Region of residence

up to 50 km	10
more than 50 km up to 100 km	7
more than 100 km up to 300 km	23
over 300 km	60

Total Germany **53**

Baden-Württemberg	12	North Rhine-Westphalia	44
Bavaria	7	Rhineland-Palatinate	8
Berlin	1	Saarland	2
Brandenburg	2	Saxony	3
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	4
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	9		

Total foreign **47**

of which EU	62
Rest of Europe	15
Africa	5
North America	2
South and Central America	4
Middle East	4
East Asia	7
Australia	2

The five countries with the highest visitor shares

Netherlands	10
Poland	7
Great Britain	6
Belgium	5
Italy	4

Position in the company/organization

Entrepreneur, partner, self-employed	40
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	6
Department head, group head	11
Other salaried staff/public service	7
Foreman, master craftsman	5
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	2
Student	2
Other not gainfully employed	2

Frequency of visits to trade fair

2004	35
2002	27
2000	21
1998	14
1996	13
First visit	47
Earlier events	8

Additional data trade visitors

Economic sector

Tire service	28
Tire trade	29
Vulcanizing company	5
Motor vehicle workshop	6
Transport company	1
Tire trade, craftsman's company	7
Independent car dealer's	1
Contractually-bound car dealer's	2
Tire manufacturing technology	1
Tire manufacturing and design	2
Industry	6
Public authority	1
Other	9
Student	2
Other not gainfully employed	2

Influence on purchasing/procurement decisions

Decisively	45
Collectively	30
In an advisory capacity	13
No	9
Student	2
Other not gainfully employed	2

Area of responsibility

Management	47
Research/development/design	5
Planning/work preparation	7
Manufacture/production	7
Production, quality control	3
Buying/procurement	31
Finance/accounting, controlling	7
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	21
Storage/material management/logistics/transport	10
Maintenance/repairs	10
Other area	9
Student	2
Other not gainfully employed	2

Size of company/organization:

Number of employees:

1- 4	23	500- 999	3
5- 9	20	1 000- 9 999	4
10- 49	26	10 000 and more	5
50- 99	6	student	2
100-199	5	other not gainfully employed	2
200-499	5		

Length of stay

1. Length of stay (days):

one	61	three	9
two	26	four	4

2. Average length of stay 1,6 days

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

1st day	40	3rd day	46
2nd day	45	4th day	25

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Reise / Camping

Basic data private visitors

Total number of visitors	**96 029**
Proportion of private visitors	**95%**

Region of residence

up to 50 km	64
more than 50 km up to 100 km	22
more than 100 km up to 300 km	13
over 300 km	2

Total Germany **99**

Baden-Württemberg	-	North Rhine-Westphalia	95
Bavaria	1	Rhineland-Palatinate	1
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	1	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	2		

Total foreign **1**

of which Other	18
EU	82

Position in the company/organization

Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried staff/public service	25
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	3
Student	2
Housewife/man	7
Old-age pensioner	29
Other not gainfully employed	3

Frequency of visits to trade fair

2005	48
2004	49
2003	43
2002	35
Earlier events	32
First visit	15

Additional data private visitors

Sex	
Male	60
Female	40

Age	
up to 20 years	1
over 20 up to 30 years	5
over 30 up to 40 years	11
over 40 up to 50 years	26
over 50 up to 60 years	29
over 60 up to 70 years	22
over 70 years	7

Net household income	
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	16
more than 2 600,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	6
N/A	30

Size of household	
1 person	11
2 persons	53
3 persons	17
4 persons	14
5 persons and more	5

Buying and ordering capacity Purchase or order made or intended at the exhibition	
yes	49
no	27
maybe	24

Follow-up business Intend to buy at later date	
yes	39
no	23
maybe	39

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Basic data trade visitors

Total number of visitors	**52 385**
Proportion of trade visitors	**89%**

Region of residence	
up to 50 km	35
more than 50 km up to 100 km	27
more than 100 km up to 300 km	32
over 300 km	6

Total Germany			**97**
Baden-Württemberg	1	North Rhine-Westphalia	83
Bavaria	1	Rhineland-Palatinate	6
Berlin	-	Saarland	-
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	2	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	5		

Total foreign		**3**
of which	EU	68
	Rest of Europe	18
	Other	14

Position in the company/organization	
Entrepreneur, partner, self-employed	31
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	11
Other salaried staff/public service	11
Foreman, master craftsman	9
Skilled worker	11
Lecturer, teacher, scientific assistant	1
Trainee	12
Other position	2
Student	3
Housewife/man	2
Old-age pensioner	1
Other not gainfully employed	2

Frequency of visits to trade fair	
2004	44
2002	32
2000	25
1998	17
1996	16
Earlier events	15
First visit	33

Basic data all visitors

Region of residence	
up to 50 km	37
more than 50 km up to 100 km	27
more than 100 km up to 300 km	30
over 300 km	6

Total Germany			**98**
Baden-Württemberg	1	North Rhine-Westphalia	84
Bavaria	1	Rhineland-Palatinate	6
Berlin	-	Saarland	-
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	2	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	5		

Total foreign		**2**
of which	EU	65
	Rest of Europe	16
	Other	19

Position in the company/organization	
Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	13
Skilled worker	10
Lecturer, teacher, scientific assistant	2
Trainee	10
Other position	3
Foreman, master craftsman	9
Student	3
Housewife/man	2
Old-age pensioner	3
Other not gainfully employed	2

Frequency of visits to trade fair	
2004	40
2002	29
2000	23
1998	16
1996	15
Earlier events	14
First visit	37

Additional data trade visitors

Economic sector	
Industry	10
Wholesale/foreign trade	9
Retail trade/building materials trade	3
Skilled trades	52
Service	10
Research/science	1
Teaching/university/polytechnic staff	2
Authority/public services	4
Other	3
Student	3
Other not gainfully employed	4

Influence on purchasing/procurement decisions	
Decisively	31
Collectively	28
In an advisory capacity	18
No	16
Student	3
Other not gainfully employed	4

Area of responsibility	
Management	30
Research/development/design	5
Planning/work preparation	22
Manufacture/production	14
Production, quality control	4
Buying/procurement	15
Finance/accounting, controlling	6
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	6
Storage/material management/logistics/transport	5
Maintenance/repairs	25
Other area	9
Student	3
Sales, sales force	14
Other not gainfully employed	4

Size of company/organization:
Number of employees:

1- 4	31	500- 999	3
5- 9	19	1 000- 9 999	5
10- 49	19	10 000 and more	3
50- 99	6	student	3
100-199	4	other not gainfully employed	4
200-499	3		

Length of stay

1. Length of stay (days):

one	88	three	2	five	1
two	10	four	-		

2. Average length of stay 1,2 days

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

1st day	24	3rd day	25	5th day	14
2nd day	28	4th day	26		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SECURITY ⇢ Essen

Basic data trade visitors

Total number of visitors	**39 912**
Proportion of trade visitors	**97%**

Region of residence

up to 50 km	15
more than 50 km up to 100 km	10
more than 100 km up to 300 km	26
over 300 km	49

Total Germany **74**

Baden-Württemberg	11	North Rhine-Westphalia	41
Bavaria	10	Rhineland-Palatinate	8
Berlin	3	Saarland	1
Brandenburg	2	Saxony	1
Bremen	1	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	2
Hesse	10	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	8		

Total foreign **26**

of which EU	70
Rest of Europe	18
Middle East	4
East Asia	4
Other	4

The five countries with the highest visitor shares

Netherlands	22
Belgium	8
Austria	7
Italy	5
France	5

Position in the company/organization

Entrepreneur, partner, self-employed	22
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	7
Department head, group head	22
Other salaried staff/public service	22
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	4
Student	2
Other not gainfully employed	2

Frequency of visits to trade fair

2004	34
2002	24
2000	17
1998	12
Earlier events	10
First visit	50

Additional data trade visitors

Economic sector

Industry (without plant security)	20
Plant security	10
Skilled trades	13
Wholesale trade	6
Retail trade	3
Police	3
Fire brigade	2
other public authority (not police, fire service)	6
Banks, saving banks	2
Guards/surveillance sector	10
Insurance	2
Engineer's consultant's office	7
Architect, architect's office	1
Public institutions	2
Other	10
Student	2
Other not gainfully employed	2

Influence on purchasing/procurement decisions

Decisively	28
Collectively	34
In an advisory capacity	23
No	12
Student	2
Other not gainfully employed	2

Area of responsibility

Management	29
Research/development/design	9
Planning/work preparation	17
Manufacture/production	5
Production, quality control	2
Buying/procurement	15
Finance/accounting, controlling	3
Information, communication technology (EDP)	10
Administration/organization/personnel/social welfare/training	8
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	3
Maintenance/repairs	15
Other area	18
Student	2
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	13	500- 999	7
5- 9	10	1 000- 9 999	13
10- 49	19	10 000 and more	11
50- 99	8	student	2
100-199	8	other not gainfully employed	2
200-499	8		

Length of stay

1. Length of stay (days):

one	71	three	5
two	22	four	3

2. Average length of stay 1,4 days
3. Share of visitors on the event's days:

1st day	28	3rd day	38
2nd day	42	4th day	31

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Ambiente ⇢ Frankfurt/Main

Basic data trade visitors

Total number of visitors	**145 259**
Proportion of trade visitors	**89%**

Region of residence

up to 50 km	13
more than 50 km up to 100 km	9
more than 100 km up to 300 km	22
over 300 km	56

Total Germany **56**

Baden-Württemberg	16	North Rhine-Westphalia	18
Bavaria	5	Rhineland-Palatinate	9
Berlin	2	Saarland	1
Brandenburg	-	Saxony	2
Bremen	-	Saxony-Anhalt	-
Hamburg	2	Schleswig-Holstein	2
Hesse	26	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	5		

Total foreign **45**

of which EU	47
Rest of Europe	10
Africa	3
North America	11
South and Central America	3
Middle East	4
East Asia	19
Australia	3

The five countries with the highest visitor shares

USA	9
Great Britain	6
France	6
China (PR)	5
Italy	4

Position in the company/organization

Entrepreneur, partner, self-employed	48
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	7
Department head, group head	10
Other salaried staff/public service	9
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	2
Student	4
Other not gainfully employed	2

Frequency of visits to trade fair

2005	40
2004	36
Earlier events	35
First visit	38

Additional data trade visitors

Economic sector

Specialist retail trade	32
Other retail	8
Wholesale/foreign trade	21
Skilled trades	5
Service	16
Industry (manufacturer)	7
Other sectors	5
Student	4
Other not gainfully employed	2

Influence on purchasing/procurement decisions

Decisively	47
Collectively	24
In an advisory capacity	14
No	9
Student	4
Other not gainfully employed	2

Area of responsibility

Management	44
Research/development/design	5
Planning/work preparation	3
Manufacture/production	4
Production, quality control	1
Buying/procurement	15
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	10
Maintenance/repairs	1
Storage/material management/logistics/transport	1
Other area	8
Student	4
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	38	500- 999	3
5- 9	11	1 000- 9 999	5
10- 49	18	10 000 and more	3
50- 99	6	student	4
200-499	5	other not gainfully employed	2
100-199	5		

Length of stay

1. Length of stay (days):

one	43	three	18	five	8
two	21	four	10		

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

Conducted by: Walter, Wissler & Partner, Basel

Automechanika

Basic data trade visitors

Total number of visitors	**157 934**
Proportion of trade visitors	**94%**

Region of residence

up to 50 km	11
more than 50 km up to 100 km	9
more than 100 km up to 300 km	28
over 300 km	51

Total Germany **62**

Baden-Württemberg	18	North Rhine-Westphalia	16
Bavaria	13	Rhineland-Palatinate	12
Berlin	1	Saarland	1
Brandenburg	1	Saxony	2
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	2
Hesse	24	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	6		

Total foreign **38**

of which EU	47
Rest of Europe	12
Africa	7
North America	5
South and Central America	8
Middle East	6
East Asia	13
Australia	3

The five countries with the highest visitor shares

Italy	7
India	6
France	5
Great Britain	4
USA	4

Position in the company/organization

Entrepreneur, partner, self-employed	30
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	7
Department head, group head	15
Other salaried staff/public service	10
Skilled worker	9
Lecturer, teacher, scientific assistant	1
Trainee	7
Other position	2
Student	4
Other not gainfully employed	2

Frequency of visits to trade fair

2004	44
2002	36
Earlier events	30
First visit	39

Frankfurt/Main

Additional data trade visitors

Economic sector	
Workshop, filling station	37
Trade	31
Industry	12
Service	5
Authority/public services	2
Other	8
Student	4
Other not gainfully employed	2

Influence on purchasing/ procurement decisions	
Decisively	32
Collectively	29
In an advisory capacity	20
No	13
Student	4
Other not gainfully employed	2

Area of responsibility	
Management	37
Research/development/design	5
Planning/work preparation	2
Manufacture/production	3
Production, quality control	2
Buying/procurement	9
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	8
Storage/material management/logistics/ transport	2
Maintenance/repairs	16
Student	4
Other area	6
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	21	500- 999	4
5- 9	12	1 000- 9 999	5
10- 49	26	10 000 and more	6
50- 99	9	student	4
100-199	6	other not gainfully	
200-499	5	employed	2

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

one	55	three	12	five	4
two	15	four	8	six	6

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

Conducted by: Walter, Wissler & Partner, Basel

Beautyworld Frankfurt/Main

Basic data trade visitors

Total number of visitors	11 153
Proportion of trade visitors	89%

Region of residence	
up to 50 km	22
more than 50 km up to 100 km	11
more than 100 km up to 300 km	22
over 300 km	44

Total Germany			62
Baden-Württemberg	16	North Rhine-Westphalia	11
Bavaria	12	Rhineland-Palatinate	16
Berlin	1	Saarland	2
Brandenburg	1	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	2	Schleswig-Holstein	1
Hesse	36	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Total foreign		38
of which	EU	68
	Rest of Europe	12
	Asia	13
	Other	8

The two countries with the highest visitor shares	
Austria	16
Netherlands	10

Position in the company/organization	
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	6
Department head, group head	12
Other salaried staff/public service	8
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	3
Student	9
Entrepreneur, partner, self-employed	41
Other not gainfully employed	2

Frequency of visits to trade fair	
2005	32
2004	30
Earlier events	27
First visit	49

Additional data trade visitors

Economic sector	
Specialist retail trade	28
Other retail	8
Wholesale/foreign trade	17
Skilled trades	8
Service	12
Industry (manufacturer)	10
Other sectors	6
Student	9
Other not gainfully employed	2

Influence on purchasing/ procurement decisions	
Decisively	38
Collectively	24
In an advisory capacity	16
No	11
Student	9
Other not gainfully employed	2

Area of responsibility	
Management	38
Research/development/design	4
Planning/work preparation	1
Manufacture/production	4
Production, quality control	2
Buying/procurement	13
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	13
Storage/material management/logistics/ transport	-
Maintenance/repairs	1
Other area	12
Student	9
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	38	500- 999	2
5- 9	9	1 000- 9 999	5
10- 49	17	10 000 and more	3
50- 99	7	student	9
100-199	3	other not gainfully	
200-499	6	employed	2

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

one	65	four	4		
two	16	five	3		
three	13				

2. Average length of stay 1,7 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

Christmasworld Frankfurt/Main

Basic data trade visitors

Total number of visitors	29 694
Proportion of trade visitors	96%

Region of residence	
up to 50 km	11
more than 50 km up to 100 km	8
more than 100 km up to 300 km	26
over 300 km	56

Total Germany			59
Baden-Württemberg	10	North Rhine-Westphalia	20
Bavaria	16	Rhineland-Palatinate	8
Berlin	2	Saarland	2
Brandenburg	-	Saxony	2
Bremen	-	Saxony-Anhalt	2
Hamburg	2	Schleswig-Holstein	2
Hesse	21	Thuringia	5
Mecklenburg-West Pommerania	-		
Lower Saxony	7		

Total foreign		41
of which	EU	65
	Rest of Europe	14
	America	7
	Asia	11
	Other	3

The five countries with the highest visitor shares	
Italy	13
France	10
Netherlands	7
Spain	7
Switzerland	6

Position in the company/organization	
Entrepreneur, partner, self-employed	52
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	5
Department head, group head	12
Other salaried staff/public service	5
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	2
Student	3
Other not gainfully employed	1

Frequency of visits to trade fair	
2005	43
2004	35
Earlier events	31
First visit	38

Additional data trade visitors

Economic sector	
Specialist retail trade	38
Other retail	7
Wholesale/foreign trade	25
Skilled trades	4
Service	12
Industry (manufacturer)	7
Other sectors	3
Student	3
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	
Decisively	53
Collectively	26
In an advisory capacity	12
No	5
Student	3
Other not gainfully employed	1

Area of responsibility	
Management	47
Research/development/design	4
Planning/work preparation	2
Manufacture/production	6
Production, quality control	1
Buying/procurement	17
Finance/accounting, controlling	-
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	-
Marketing/sales/advertising/PR	7
Storage/material management/logistics/ transport	1
Maintenance/repairs	1
Other area	9
Student	3
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	44	500- 999	2
5- 9	10	1 000- 9 999	3
10- 49	22	10 000 and more	2
50- 99	4	student	3
100-199	5	other not gainfully	
200-499	4	employed	1

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

one	56	three	11	five	5
two	23	four	5		

2. Average length of stay 1,8 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

Collectione → Frankfurt/Main

Basic data trade visitors

Total number of visitors	**5 656**
Proportion of trade visitors	**93%**

Region of residence

up to 50 km	9
more than 50 km up to 100 km	9
more than 100 km up to 300 km	29
over 300 km	53

Total Germany **60**

Baden-Württemberg	16	North Rhine-Westphalia	20
Bavaria	14	Rhineland-Palatinate	12
Berlin	2	Saarland	1
Brandenburg	1	Saxony	2
Bremen	-	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	3
Hesse	19	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	6		

Total foreign **40**

of which EU	66
Rest of Europe	8
East Asia	9
Australia	10
Other	7

The five countries with the highest visitor shares

Netherlands	12
France	10
Italy	9
Belgium	6
Austria	6

Position in the company/organization

Entrepreneur, partner, self-employed	45
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	10
Department head, group head	14
Other salaried staff/public service	8
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	3
Student	1
Other not gainfully employed	1

Frequency of visits to trade fair

2005	36
First visit	64

Additional data trade visitors

Economic sector

Retail trade	39
Wholesale/foreign trade	38
Industry	6
Service	8
Skilled trades	1
Other	5
Student	1
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	52
Collectively	29
In an advisory capacity	10
No	6
Student	1
Other not gainfully employed	1

Area of responsibility

Management	47
Research/development/design	4
Planning/work preparation	2
Manufacture/production	3
Production, quality control	1
Buying/procurement	24
Finance/accounting, controlling	-
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	-
Maintenance/repairs	-
Other area	5
Student	1
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	31	500- 999	3
5- 9	11	1 000- 9 999	5
10- 49	24	10 000 and more	2
50- 99	9	student	1
100-199	8	other not gainfully employed	1
200-499	5		

Length of stay

1. Length of stay (days):

one	63	three	9
two	25	four	2

2. Average length of stay 1,5 days
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	**89 073**
Proportion of trade visitors	**94%**

Region of residence

up to 50 km	6
more than 50 km up to 100 km	4
more than 100 km up to 300 km	15
over 300 km	75

Total Germany **36**

Baden-Württemberg	18	North Rhine-Westphalia	21
Bavaria	17	Rhineland-Palatinate	5
Berlin	1	Saarland	2
Brandenburg	1	Saxony	4
Bremen	1	Saxony-Anhalt	1
Hamburg	3	Schleswig-Holstein	1
Hesse	18	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	5		

Total foreign **64**

of which EU	43
Rest of Europe	14
Africa	3
North America	9
South and Central America	4
Middle East	6
East Asia	20
Australia	2

The five countries with the highest visitor shares

India	10
Italy	7
USA	7
Great Britain	6
Turkey	5

Position in the company/organization

Entrepreneur, partner, self-employed	41
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	10
Department head, group head	13
Other salaried staff/public service	7
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	2
Student	4
Other not gainfully employed	2

Frequency of visits to trade fair

2005	43
2004	44
Earlier events	45
First visit	30

Additional data trade visitors

Economic sector

Specialist retail trade	25
Other retail	5
Wholesale/foreign trade	29
Skilled trades	6
Service	15
Industry (manufacturer)	12
Other sectors	2
Student	4
Other not gainfully employed	2

Influence on purchasing/procurement decisions

Decisively	42
Collectively	28
In an advisory capacity	16
No	9
Student	4
Other not gainfully employed	2

Area of responsibility

Management	45
Research/development/design	9
Planning/work preparation	3
Manufacture/production	7
Production, quality control	1
Buying/procurement	11
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	1
Other area	6
Student	4
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	25	500- 999	4
5- 9	11	1 000- 9 999	5
10- 49	23	10 000 and more	3
50- 99	9	student	4
100-199	6	other not gainfully employed	2
200-499	9		

Length of stay

1. Length of stay (days):

one	28	three	26
two	25	four	21

2. Average length of stay 2,4 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

Musikmesse

Basic data trade visitors

Total number of visitors	**74 684**
Proportion of trade visitors	**72%**

Region of residence

up to 50 km	16
more than 50 km up to 100 km	10
more than 100 km up to 300 km	27
over 300 km	47

Total Germany **64**

Baden-Württemberg	16	North Rhine-Westphalia	14
Bavaria	17	Rhineland-Palatinate	9
Berlin	1	Saarland	2
Brandenburg	1	Saxony	3
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	28	Thuringia	3
Mecklenburg-West Pommerania	-		
Lower Saxony	4		

Total foreign **36**

of which EU	71
Rest of Europe	16
North America	3
South and Central America	2
Asia	4
Other	4

The five countries with the highest visitor shares

France	11
Switzerland	9
Belgium	9
Netherlands	9
Great Britain	7

Position in the company/organization

Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	4
Other salaried staff/public service	6
Skilled worker	5
Lecturer, teacher, scientific assistant	25
Trainee	2
Other position	2
Student	27
Other not gainfully employed	5

Frequency of visits to trade fair

2005	35
2004	35
Earlier events	41
First visit	34

Frankfurt/Main

Additional data trade visitors

Economic sector

Specialist retail trade	11
Other retail	2
Wholesale/foreign trade	5
Skilled trades	4
Manufacturer/Industry	5
Educational institution	51
Services/free-lance	9
Event venue	1
Media	6
Other sectors	2
Other not gainfully employed	4

Influence on purchasing/ procurement decisions

Decisively	24
Collectively	17
In an advisory capacity	16
No	12
Student	26
Other not gainfully employed	4

Area of responsibility

Management	22
Research/development/design	4
Planning/work preparation	2
Manufacture/production	5
Buying/procurement	4
Production, quality control	1
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	4
Storage/material management/logistics/ transport	1
Maintenance/repairs	2
Other area	21
Student	26
Other not gainfully employed	4

Size of company/organization:
Number of employees:

1- 4	35	500- 999	2
5- 9	7	1 000- 9 999	2
10- 49	12	10 000 and more	2
50- 99	5	student	26
100-199	3	other not gainfully	
200-499	3	employed	4

Length of stay

1. Length of stay (days):

one	65	three	10
two	16	four	10

2. Average length of stay 1,7 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

Paperworld → Frankfurt/Main

Basic data trade visitors

Total number of visitors	**63 915**
Proportion of trade visitors	**96%**

Region of residence

up to 50 km	10
more than 50 km up to 100 km	6
more than 100 km up to 300 km	20
over 300 km	64

Total Germany **46**

Baden-Württemberg	18	North Rhine-Westphalia	19
Bavaria	16	Rhineland-Palatinate	7
Berlin	2	Saarland	1
Brandenburg	1	Saxony	3
Bremen	-	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	1
Hesse	24	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	4		

Total foreign **54**

of which EU	58
Rest of Europe	11
Africa	4
North America	5
South and Central America	4
Middle East	5
East Asia	10
Australia	2

The five countries with the highest visitor shares

France	7
Great Britain	7
Netherlands	6
Italy	6
USA	5

Position in the company/organization

Entrepreneur, partner, self-employed	35
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	9
Department head, group head	14
Other salaried staff/public service	11
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	3
Other position	2
Student	4
Other not gainfully employed	3

Frequency of visits to trade fair

2005	41
2004	35
Earlier events	30
First visit	38

Additional data trade visitors

Economic sector

Specialist retail trade	20
Other retail	8
Wholesale/foreign trade	28
Skilled trades	2
Service	14
Industry (manufacturer)	16
Other sectors	5
Student	4
Other not gainfully employed	3

Influence on purchasing/ procurement decisions

Decisively	41
Collectively	28
In an advisory capacity	16
No	9
Student	4
Other not gainfully employed	3

Area of responsibility

Management	41
Research/development/design	4
Planning/work preparation	2
Manufacture/production	5
Production, quality control	1
Buying/procurement	15
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	16
Storage/material management/logistics/ transport	1
Maintenance/repairs	1
Other area	7
Student	4
Other not gainfully employed	3

Size of company/organization:
Number of employees:

1- 4	25	500- 999	4
5- 9	11	1 000- 9 999	7
10- 49	23	10 000 and more	3
50- 99	9	student	4
100-199	6	other not gainfully	
200-499	7	employed	3

Length of stay

1. Length of stay (days):

one	44	three	18	five	9
two	24	four	6		

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

Conducted by: Walter, Wissler & Partner, Basel

PRO SIGN → Frankfurt/Main

Basic data trade visitors

Total number of visitors	**6 715**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	4
more than 50 km up to 100 km	18
more than 100 km up to 300 km	36
over 300 km	42

Total Germany **84**

Baden-Württemberg	13	North Rhine-Westphalia	18
Bavaria	15	Rhineland-Palatinate	11
Berlin	2	Saarland	2
Brandenburg	1	Saxony	3
Bremen	1	Saxony-Anhalt	2
Hamburg	1	Schleswig-Holstein	1
Hesse	17	Thuringia	6
Mecklenburg-West Pommerania	1		
Lower Saxony	8		

Total foreign **16**

of which EU	58
Rest of Europe	31
Other	11

The five countries with the highest visitor shares

Switzerland	18
Austria	14
Netherlands	12
Belgium	5
Czech Republic	3

Position in the company/organization

Entrepreneur, partner, self-employed	51
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	2
Department head, group head	13
Other salaried staff/public service	6
Skilled worker	7
Lecturer, teacher, scientific assistant	-
Trainee	6
Other position	1
Student	3
Other not gainfully employed	1

Frequency of visits to trade fair

2004	39
2002	27
Earlier events	25
First visit	46

Additional data trade visitors

Economic sector

Advertising technician	25
Digital printers	15
Advertising agency	12
Signwriting companies	7
Architecture, design, planning office	4
Signwriter	4
Trade	4
Industry	4
Textile printing	3
Silk-screen printers	3
Other	16
Student	3
Other not gainfully employed	1

Influence on purchasing/ procurement decisions

Decisively	54
Collectively	24
In an advisory capacity	14
No	5
Student	3
Other not gainfully employed	1

Area of responsibility

Management	46
Research/development/design	6
Planning/work preparation	18
Manufacture/production	36
Production, quality control	12
Buying/procurement	25
Finance/accounting, controlling	6
Information, communication technology (EDP)	5
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	26
Storage/material management/logistics/ transport	7
Maintenance/repairs	7
Other area	6
Student	3
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	47	500- 999	1
5- 9	17	1 000- 9 999	2
10- 49	20	10 000 and more	1
50- 99	4	student	3
100-199	3	other not gainfully	
200-499	2	employed	1

Length of stay

1. Length of stay (days):

one	89	two	8	three	2

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

1st day	39	2nd day	39	3rd day	35

Conducted by: Walter, Wissler & Partner, Basel

Tendence Lifestyle → Frankfurt/Main

Basic data trade visitors

Total number of visitors	**79 472**
Proportion of trade visitors	**88%**

Region of residence

up to 50 km	17
more than 50 km up to 100 km	10
more than 100 km up to 300 km	29
over 300 km	44

Total Germany **70**

Baden-Württemberg	15	North Rhine-Westphalia	19
Bavaria	13	Rhineland-Palatinate	10
Berlin	2	Saarland	2
Brandenburg	1	Saxony	1
Bremen	1	Saxony-Anhalt	-
Hamburg	2	Schleswig-Holstein	2
Hesse	28	Thuringia	2
Mecklenburg-West Pommerania	-		
Lower Saxony	4		

Total foreign **30**

of which Rest of Europe	14
Africa	2
North America	6
South and Central America	2
Middle East	3
East Asia	19
Australia	3
EU	52

The five countries with the highest visitor shares

Switzerland	9
Netherlands	7
Austria	7
France	6
Italy	6

Position in the company/organization

Entrepreneur, partner, self-employed	58
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	5
Department head, group head	9
Other salaried staff/public service	8
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	2
Student	4
Other not gainfully employed	2

Frequency of visits to trade fair

2005	44
2004	38
Earlier events	36
First visit	39

Additional data trade visitors

Economic sector

Specialist retail trade	40
Other retail	7
Wholesale/foreign trade	16
Skilled trades	7
Service	15
Industry	5
Other	5
Student	4
Other not gainfully employed	2

Influence on purchasing/procurement decisions

Decisively	54
Collectively	22
In an advisory capacity	13
No	6
Student	4
Other not gainfully employed	2

Area of responsibility

Management	50
Research/development/design	4
Planning/work preparation	2
Manufacture/production	4
Production, quality control	1
Buying/procurement	13
Finance/accounting, controlling	-
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	-
Maintenance/repairs	1
Other area	8
Student	4
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	51	500- 999	3
5- 9	11	1 000- 9 999	3
10- 49	14	10 000 and more	2
50- 99	4	student	4
100-199	4	other not gainfully employed	2
200-499	4		

Length of stay

1. Length of stay (days):

one	54	three	14	five	5
two	21	four	6		

2. Average length of stay 1,9 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

Light + Building → Frankfurt/Main

Basic data trade visitors

Total number of visitors	**135 294**
Proportion of trade visitors	**96%**

Region of residence

up to 50 km	16
more than 50 km up to 100 km	12
more than 100 km up to 300 km	30
over 300 km	43

Total Germany **73**

Baden-Württemberg	17	North Rhine-Westphalia	17
Bavaria	13	Rhineland-Palatinate	12
Berlin	2	Saarland	2
Brandenburg	1	Saxony	2
Bremen	1	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	25	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	4		

Total foreign **27**

of which EU	49
Rest of Europe	19
Africa	4
North America	6
South and Central America	3
Middle East	7
East Asia	10
Australia	2

The five countries with the highest visitor shares

Switzerland	8
Austria	6
Great Britain	6
Netherlands	5
USA	4

Position in the company/organization

Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	6
Department head, group head	15
Other salaried staff/public service	15
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	2
Student	8
Other not gainfully employed	2

Frequency of visits to trade fair

2004	42
2002	33
Earlier events	18
First visit	43

Additional data trade visitors

Economic sector

Skilled trades	27
Industry	19
Retail trade	6
Wholesale/foreign trade	9
Service	24
Municipal authority facilities	2
Other	6
Student	8
Other not gainfully employed	2

Influence on purchasing/procurement decisions

Decisively	29
Collectively	30
In an advisory capacity	21
No	11
Student	8
Other not gainfully employed	2

Area of responsibility

Management	29
Research/development/design	8
Planning/work preparation	17
Manufacture/production	5
Production, quality control	1
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	1
Maintenance/repairs	8
Other area	7
Student	8
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	25	500- 999	4
5- 9	12	1 000- 9 999	7
10- 49	20	10 000 and more	3
50- 99	7	student	8
100-199	7	other not gainfully employed	2
200-499	6		

Length of stay

1. Length of stay (days):

one	60	three	10	five	5
two	21	four	5		

2. Average length of stay 1,8 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

Prolight + Sound

Basic data trade visitors

Total number of visitors	**26 215**
Proportion of trade visitors	**87%**

Region of residence

up to 50 km	11
more than 50 km up to 100 km	9
more than 100 km up to 300 km	27
over 300 km	53

Total Germany **65**

Baden-Württemberg	15	North Rhine-Westphalia	20
Bavaria	18	Rhineland-Palatinate	8
Berlin	2	Saarland	1
Brandenburg	1	Saxony	1
Bremen	1	Saxony-Anhalt	2
Hamburg	2	Schleswig-Holstein	-
Hesse	20	Thuringia	4
Mecklenburg-West Pommerania	1		
Lower Saxony	6		

Total foreign **35**

of which EU	70
Rest of Europe	15
America	4
Asia	8
Other	3

The five countries with the highest visitor shares

Austria	10
Netherlands	9
Greece	7
Belgium	6
Switzerland	6

Position in the company/organization

Entrepreneur, partner, self-employed	33
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	3
Department head, group head	9
Other salaried staff/public service	7
Skilled worker	6
Lecturer, teacher, scientific assistant	6
Trainee	6
Other position	2
Student	16
Other not gainfully employed	3

Frequency of visits to trade fair

2005	48
2004	43
Earlier events	43
First visit	29

Additional data trade visitors

Economic sector

Specialist retail trade	12
Other retail	2
Wholesale/foreign trade	7
Skilled trades	4
Industry (manufacturer)	7
Educational institution	20
Services/free-lance	25
Event venue	10
Media	8
Other sectors	3
Other not gainfully employed	2

Influence on purchasing/ procurement decisions

Decisively	31
Collectively	25
In an advisory capacity	18
No	10
Student	14
Other not gainfully employed	2

Area of responsibility

Management	33
Research/development/design	4
Planning/work preparation	8
Manufacture/production	7
Production, quality control	2
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	5
Storage/material management/logistics/ transport	2
Maintenance/repairs	3
Other area	12
Student	14
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	39	500- 999	1
5- 9	12	1 000- 9 999	3
10- 49	16	10 000 and more	2
50- 99	5	student	14
100-199	2	other not gainfully	
200-499	4	employed	2

Length of stay

1. Length of stay (days):

one	58	three	13
two	22	four	8

2. Average length of stay 1,7 days
3. Share of visitors on the event's days: N/A

Conducted by: Walter, Wissler & Partner, Basel

Basic data trade visitors

Total number of visitors	**52 192**
Proportion of trade visitors	**66%**

Region of residence

up to 50 km	5
more than 50 km up to 100 km	7
more than 100 km up to 300 km	25
over 300 km	63

Total Germany **53**

Baden-Württemberg	38	North Rhine-Westphalia	9
Bavaria	27	Rhineland-Palatinate	4
Berlin	1	Saarland	1
Brandenburg	1	Saxony	5
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	7	Thuringia	2
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign **47**

of which EU	57
Rest of Europe	22
America	4
Asia	14
Other	3

The four countries with the highest visitor shares

Switzerland	16
France	12
Austria	6
Taiwan	6

Position in the company/organization

Entrepreneur, partner, self-employed	42
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	3
Department head, group head	7
Salesperson	9
Other salaried staff/public service	6
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	4
Student	5
Other not gainfully employed	6

Frequency of visits to trade fair

2005	49
2004	41
2003	35
2002	30
Earlier events	22
First visit	30

Basic data all visitors

Region of residence

up to 50 km	12
more than 50 km up to 100 km	9
more than 100 km up to 300 km	29
over 300 km	49

Total Germany **65**

Baden-Württemberg	50	North Rhine-Westphalia	5
Bavaria	26	Rhineland-Palatinate	3
Berlin	1	Saarland	1
Brandenburg	-	Saxony	3
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	-
Hesse	5	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	2		

Total foreign 35

of which EU	56
Rest of Europe	25
America	4
Asia	12
Other	3

The five countries with the highest visitor shares

Switzerland	19
France	11
Austria	7
Italy	6
Taiwan	5

Position in the company/organization

Entrepreneur, partner, self-employed	30
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	3
Department head, group head	8
Salesperson	8
Other salaried staff/public service	11
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	5
Student	6
Housewife/man	2
Old-age pensioner	4
Other not gainfully employed	4

Frequency of visits to trade fair

2005	43
2004	36
2003	30
2002	26
Earlier events	19
First visit	35

Additional data trade visitors

Economic sector

Bicycle trade	46
Sports retailer	5
Department store/chain store	1
Wholesale trade	7
Bicycle industry	8
Leisure, Tourism	3
Industry	7
Service	5
Administration	1
Other	7
Student	5
Other not gainfully employed	6

Influence on purchasing/ procurement decisions

Decisively	40
Collectively	31
In an advisory capacity	11
No	7
Student	5
Other not gainfully employed	6

Area of responsibility

Management	42
Research/development/design	12
Planning/work preparation	9
Manufacture/production	10
Production, quality control	5
Buying/procurement	28
Finance/accounting, controlling	8
Information, communication technology (EDP)	6
Administration/organization/personnel/ social welfare/training	5
Marketing/sales/advertising/PR	21
Storage/material management/logistics/ transport	10
Maintenance/repairs	15
Other area	10
Student	5
Other not gainfully employed	6

Size of company/organization:
Number of employees:

1- 4	43	500- 999	2
5- 9	15	1 000- 9 999	4
10- 49	14	10 000 and more	3
50- 99	3	student	5
100-199	4	other not gainfully	
200-499	3	employed	6

Length of stay

1. Length of stay (days):

one	44	three	17
two	33	four	6

2. Average length of stay 1,9 days
3. Share of visitors on the event's days:

1st day	53	3rd day	50
2nd day	57	4th day	17

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IBO (2005) → Friedrichshafen

Basic data private visitors

Total number of visitors	**76 897**
Proportion of private visitors	**87%**
Region of residence	
up to 50 km	77
more than 50 km up to 100 km	19
more than 100 km up to 300 km	4
over 300 km	1
Total Germany	**98**
Baden-Württemberg	92
Bavaria	7
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Total foreign	**2**
of which EU	50
Rest of Europe	50
Africa	-
North America	-
South and Central America	-
Middle East	-
East Asia	-
Australia	-
The two countries with the highest visitor shares	
Switzerland	44
Austria	39
Position in the company/organization	
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff/public service	22
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	5
Housewife/man	12
Old-age pensioner	18
Other not gainfully employed	3
Frequency of visits to trade fair	
2004	52
2003	52
2002	46
2001	41
Earlier events	47
First visit	10

Basic data all visitors

Proportion of trade visitors	**13%**
Region of residence	
up to 50 km	76
more than 50 km up to 100 km	19
more than 100 km up to 300 km	4
over 300 km	1
Total Germany	**98**
Baden-Württemberg	92
Bavaria	7
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Total foreign	**2**
of which EU	50
Rest of Europe	50
Africa	-
North America	-
South and Central America	-
Middle East	-
East Asia	-
Australia	-
The two countries with the highest visitor shares	
Switzerland	46
Austria	36
Position in the company/organization	
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff/public service	21
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	6
Housewife/man	11
Old-age pensioner	17
Other not gainfully employed	3
Frequency of visits to trade fair	
2004	52
2003	50
2002	45
2001	41
Earlier events	46
First visit	11

Additional data private visitors

Sex	
Male	48
Female	52
Age	
up to 20 years	6
over 20 up to 30 years	14
over 30 up to 40 years	18
over 40 up to 50 years	23
over 50 up to 60 years	19
over 60 up to 70 years	17
over 70 years	3
Net household income	
up to 900,- EUR	12
more than 900,- EUR up to 1 500,- EUR	13
more than 1 500,- EUR up to 2 000,- EUR	15
more than 2 000,- EUR up to 2 600,- EUR	14
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	6
N/A	22
Size of household	
1 person	11
2 persons	40
3 persons	16
4 persons	21
5 persons and more	12
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	60
no	14
maybe	26
Follow-up business	
Intend to buy at later date	
yes	22
no	30
maybe	49

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERBOOT

Basic data private visitors

Total number of visitors	**92 261**
Proportion of private visitors	**93%**
Region of residence	
up to 50 km	28
more than 50 km up to 100 km	19
more than 100 km up to 300 km	38
over 300 km	15
Total Germany	**78**
Baden-Württemberg	67
Bavaria	24
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pommerania	-
Lower Saxony	1
North Rhine-Westphalia	1
Rhineland-Palatinate	2
Saarland	1
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	1
Total foreign	**22**
of which EU	28
Rest of Europe	70
Other	2
The two countries with the highest visitor shares	
Switzerland	68
Austria	22
Position in the company/organization	
Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	18
Skilled worker	8
Lecturer, teacher, scientific assistant	4
Trainee	3
Other position	2
Student	12
Housewife/man	4
Old-age pensioner	11
Other not gainfully employed	2
Frequency of visits to trade fair	
2005	44
2004	40
2003	35
2002	33
Earlier events	30
First visit	25

Basic data all visitors

Region of residence	
up to 50 km	28
more than 50 km up to 100 km	19
more than 100 km up to 300 km	37
over 300 km	16
Total Germany	**76**
Baden-Württemberg	68
Bavaria	23
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	2
Mecklenburg-West Pommerania	-
Lower Saxony	1
North Rhine-Westphalia	2
Rhineland-Palatinate	2
Saarland	1
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	1
Total foreign	**24**
of which EU	29
Rest of Europe	68
Other	3
The two countries with the highest visitor shares	
Switzerland	66
Austria	20
Position in the company/organization	
Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	17
Lecturer, teacher, scientific assistant	4
Skilled worker	8
Trainee	3
Other position	2
Student	11
Housewife/man	4
Old-age pensioner	11
Other not gainfully employed	1
Frequency of visits to trade fair	
2005	44
2004	40
2003	35
2002	33
Earlier events	30
First visit	26

Additional data private visitors

Sex	
Male	71
Female	29

Age	
up to 20 years	10
over 20 up to 30 years	16
over 30 up to 40 years	15
over 40 up to 50 years	29
over 50 up to 60 years	18
over 60 up to 70 years	10
over 70 years	2

Net household income	
up to 900,- EUR	8
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	7
more than 2 000,- EUR up to 2 600,- EUR	9
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	15
more than 5 000,- EUR	22
N/A	24

Size of household	
1 person	12
2 persons	37
3 persons	16
4 persons	23
5 persons and more	12

Buying and ordering capacity Purchase or order made or intended at the exhibition	
yes	62
no	18
maybe	20

Follow-up business Intend to buy at later date	
yes	34
no	27
maybe	40

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Basic data trade visitors

Total number of visitors	15 493
Proportion of trade visitors	91%

Region of residence	
up to 50 km	6
more than 50 km up to 100 km	6
more than 100 km up to 300 km	17
over 300 km	70

Total Germany			38
Baden-Württemberg	37	North Rhine-Westphalia	12
Bavaria	30	Rhineland-Palatinate	3
Berlin	-	Saarland	-
Brandenburg	-	Saxony	3
Bremen	1	Saxony-Anhalt	-
Hamburg	2	Schleswig-Holstein	1
Hesse	5	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign	62
of which EU	61
Rest of Europe	20
America	5
Asia	11
Australia	2
Other	1

The five countries with the highest visitor shares	
Switzerland	13
Great Britain	9
France	8
Austria	8
Italy	7

Position in the company/organization	
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	5
Department head, group head	16
Other salaried staff/public service	12
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	4
Student	5
Other not gainfully employed	3

Frequency of visits to trade fair	
2005	38
2004	29
2003	22
2002	17
Earlier events	13
First visit	43

Basic data all visitors

Region of residence	
up to 50 km	9
more than 50 km up to 100 km	7
more than 100 km up to 300 km	18
over 300 km	66

Total Germany			41
Baden-Württemberg	42	North Rhine-Westphalia	11
Bavaria	29	Rhineland-Palatinate	3
Berlin	-	Saarland	-
Brandenburg	-	Saxony	3
Bremen	1	Saxony-Anhalt	-
Hamburg	2	Schleswig-Holstein	1
Hesse	4	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign	59
of which EU	61
Rest of Europe	20
America	5
Asia	10
Australia	3
Other	1

The five countries with the highest visitor shares	
Switzerland	13
France	9
Austria	9
Great Britain	8
Italy	7

Position in the company/organization	
Entrepreneur, partner, self-employed	35
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	5
Department head, group head	15
Other salaried staff/public service	13
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	4
Student	6
Housewife/man	1
Old-age pensioner	1
Other not gainfully employed	2

Frequency of visits to trade fair	
2005	37
2004	28
2003	20
2002	16
Earlier events	12
First visit	44

Additional data trade visitors

Economic sector	
Outdoor shop	24
Sport retail trade	13
Department store	1
Specialist textile trade	5
Shoe retail trade	2
Wholesale trade	11
Sporting goods industry	14
Other sectors	5
Leisure, Tourism	5
Other services	8
Other sectors	6
Student	5
Other not gainfully employed	3

Influence on purchasing/procurement decisions	
Decisively	38
Collectively	32
In an advisory capacity	15
No	7
Student	5
Other not gainfully employed	3

Area of responsibility	
Management	38
Research/development/design	16
Planning/work preparation	7
Manufacture/production	6
Production, quality control	4
Buying/procurement	28
Finance/accounting, controlling	5
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	25
Storage/material management/logistics/transport	5
Maintenance/repairs	2
Other area	9
Student	5
Other not gainfully employed	3

Size of company/organization:
Number of employees:

1- 4	28	1 000- 9 999	5
5- 9	13	200- 499	7
10- 49	21	10 000 and more	3
50- 99	6	student	5
100-199	5	other not gainfully employed	3
500-999	4		

Length of stay

1. Length of stay (days):

one	46	three	14
two	31	four	10

2. Average length of stay 1,9 days
3. Share of visitors on the event's days:

1st day	46	3rd day	55
2nd day	59	4th day	28

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

TUNING WORLD BODENSEE (2005) ⇢ 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	22
more than 100 km up to 300 km	40
over 300 km	11

Total Germany **88**

Baden-Württemberg	73	North Rhine-Westphalia	1
Bavaria	22	Rhineland-Palatinate	2
Berlin	-	Saarland	-
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	1	Thuringia	-
Mecklenburg-West Pommerania	-		
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	52
Switzerland	40

Position in the company/organization

Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	13
Skilled worker	21
Lecturer, teacher, scientific assistant	2
Trainee	16
Other position	4
Student	14
Housewife/man	4
Old-age pensioner	4
Other not gainfully employed	5

Frequency of visits to trade fair

2004	37
2003	23
First visit	47

Additional data private visitors

Sex

Male	78
Female	22

Age

up to 20 years	38
over 20 up to 30 years	43
over 30 up to 40 years	9
over 40 up to 50 years	8
over 50 up to 60 years	1
over 60 up to 70 years	-
over 70 years	-

Net household income

up to 900,- EUR	18
more than 900,- EUR up to 1 500,- EUR	17
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	8
more than 2 600,- EUR up to 3 600,- EUR	8
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	17
N/A	12

Size of household

1 person	14
2 persons	24
3 persons	18
4 persons	25
5 persons and more	19

Buying and ordering capacity

Purchase or order made or intended at the exhibition

yes	44
no	28
maybe	29

Follow-up business

Intend to buy at later date

yes	33
no	28
maybe	39

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

acqua alta ⇢ Hamburg

Basic data trade visitors

Total number of visitors	**504**
Proportion of trade visitors	**96%**

Region of residence

up to 50 km	21
more than 50 km up to 100 km	9
more than 100 km up to 300 km	18
over 300 km	52

Total Germany **85**

Baden-Württemberg	8	North Rhine-Westphalia	15
Bavaria	1	Rhineland-Palatinate	2
Berlin	4	Saarland	-
Brandenburg	1	Saxony	10
Bremen	2	Saxony-Anhalt	4
Hamburg	16	Schleswig-Holstein	10
Hesse	8	Thuringia	4
Mecklenburg-West Pommerania	4		
Lower Saxony	11		

Total foreign **15**

Position in the company/organization

Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	4
Department head, group head	12
Other salaried staff/public service	33
Skilled worker	2
Lecturer, teacher, scientific assistant	17
Trainee	-
Other position	2
Student	5

Frequency of visits to trade fair

Munich 2005	24
Munich 2003	26
First visit	68

Additional data trade visitors

Economic sector

Federal/state ministries	16
Institution, organization	4
Municipalities/district	11
Construction company/construction industry	7
Other industry and commercial enterprises	4
Specialist engineer/architect/landscape architect's office/planning associations	15
Disaster relief services/armed forces/ Technical relief services/fire department	6
Medical emergency services	1
Research institute, university	20
Other	11
Student	5

Influence on purchasing/ procurement decisions

Decisively	32
Collectively	25
In an advisory capacity	30
No	13

Area of responsibility

Management	23
Research/development/design	29
Planning/work preparation	22
Manufacture/production	1
Production, quality control	-
Buying/procurement	-
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	11
Marketing/sales/advertising/PR	4
Storage/material management/logistics/ transport	1
Maintenance/repairs	1
Other area	7

Size of company/organization:

Number of employees:

1- 4	9	200- 499	18
5- 9	7	500- 999	9
10- 49	22	1 000- 9 999	10
50- 99	12	10 000 and more	3
100-199	10		

Length of stay

1. Length of stay (days):

one	44	two	29	three	27

2. Average length of stay 1,8 days
3. Share of visitors on the event's days: N/A

Conducted by: PhoneResearch KG, Hamburg

DU UND DEINE WELT

Basic data private visitors

Total number of visitors	**167 247**
Proportion of private visitors	**96%**

Region of residence

up to 50 km	78
more than 50 km up to 100 km	14
more than 100 km up to 300 km	6
over 300 km	2

Total Germany **99**

Baden-Württemberg	-	North Rhine-Westphalia	13
Bavaria	-	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	49	Schleswig-Holstein	36
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Total foreign **1**

Position in the company/organization

Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service	32
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	4
Student	9
Housewife/man	9
Old-age pensioner	23
Other not gainfully employed	1

Frequency of visits to trade fair

2005	39
2004	41
Earlier events	33
First visit	17

Hamburg

Additional data private visitors

Sex	
Male	38
Female	62

Age	
up to 20 years	8
over 20 up to 30 years	14
over 30 up to 40 years	15
over 40 up to 50 years	21
over 50 up to 60 years	18
over 60 up to 70 years	19
over 70 years	5

Net household income	
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	4
N/A	32

Size of household	
1 person	20
2 persons	46
3 persons	15
4 persons	14
5 persons and more	5

Buying and ordering capacity Purchase or order made or intended at the exhibition	
yes	76
no	7
maybe	17

Follow-up business Intend to buy at later date	
yes	22
no	31
maybe	47

Conducted by: PhoneResearch KG, Hamburg

hanseboot Hamburg

Basic data private visitors

Total number of visitors	117 135
Proportion of private visitors	83%

Region of residence	
up to 50 km	36
more than 50 km up to 100 km	17
more than 100 km up to 300 km	34
over 300 km	13

Total Germany			97
Baden-Württemberg	1	North Rhine-Westphalia	6
Bavaria	2	Rhineland-Palatinate	-
Berlin	4	Saarland	-
Brandenburg	2	Saxony	-
Bremen	2	Saxony-Anhalt	1
Hamburg	23	Schleswig-Holstein	29
Hesse	1	Thuringia	-
Mecklenburg-West Pommerania	7		
Lower Saxony	22		

Total foreign	3

Position in the company/organization	
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	27
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	2
Student	9
Other position	3
Housewife/man	2
Old-age pensioner	18
Other not gainfully employed	1

Frequency of visits to trade fair	
2005	46
2004	45
Earlier events	22
First visit	21

Additional data private visitors

Sex	
Male	76
Female	24

Age	
up to 20 years	6
over 20 up to 30 years	13
over 30 up to 40 years	16
over 40 up to 50 years	24
over 50 up to 60 years	19
over 60 up to 70 years	19
over 70 years	3

Net household income	
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	8
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	15
N/A	27

Size of household	
1 person	15
2 persons	38
3 persons	15
4 persons	17
5 persons and more	5

Buying and ordering capacity Purchase or order made or intended at the exhibition	
yes	57
no	16
maybe	27

Follow-up business Intend to buy at later date	
yes	40
no	16
maybe	44

Conducted by: PhoneResearch KG, Hamburg

Hansepferd Hamburg Hamburg

Basic data private visitors

Total number of visitors	54 790
Proportion of private visitors	88%

Region of residence	
up to 50 km	56
more than 50 km up to 100 km	25
more than 100 km up to 300 km	16
over 300 km	3

Total Germany			99
Baden-Württemberg	-	North Rhine-Westphalia	1
Bavaria	1	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	1	Saxony-Anhalt	-
Hamburg	28	Schleswig-Holstein	45
Hesse	1	Thuringia	-
Mecklenburg-West Pommerania	2		
Lower Saxony	21		

Total foreign	1

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	4
Other salaried staff/public service	28
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	7
Other position	6
Student	27
Housewife/man	9
Old-age pensioner	2
Other not gainfully employed	1

Frequency of visits to trade fair	
2004	53
2002	43
Earlier events	10
First visit	27

Additional data private visitors

Sex	
Male	13
Female	87

Age	
up to 20 years	26
over 20 up to 30 years	25
over 30 up to 40 years	24
over 40 up to 50 years	18
over 50 up to 60 years	5
over 60 up to 70 years	2
over 70 years	-

Net household income	
up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	9
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	7
N/A	31

Size of household	
1 person	14
2 persons	29
3 persons	20
4 persons	23
5 persons and more	14

Buying and ordering capacity Purchase or order made or intended at the exhibition	
yes	82
no	5
maybe	13

Follow-up business Intend to buy at later date	
yes	32
no	22
maybe	46

Conducted by: PhoneResearch KG, Hamburg

INTERNORGA → Hamburg

Basic data trade visitors

Total number of visitors	**108 459**
Proportion of trade visitors	**85%**

Region of residence

up to 50 km			24
more than 50 km up to 100 km			13
more than 100 km up to 300 km			29
over 300 km			34
Total Germany			96
Baden-Württemberg	1	North Rhine-Westphalia	13
Bavaria	2	Rhineland-Palatinate	1
Berlin	3	Saarland	-
Brandenburg	3	Saxony	1
Bremen	3	Saxony-Anhalt	2
Hamburg	17	Schleswig-Holstein	16
Hesse	3	Thuringia	1
Mecklenburg-West Pommerania	4		
Lower Saxony	30		
Total foreign			4
of which EU			67
Rest of Europe			22
Other			11

Position in the company/organization

Entrepreneur, partner, self-employed	29
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	2
Department head, group head	15
Other salaried staff/public service	14
Skilled worker	9
Lecturer, teacher, scientific assistant	1
Trainee	15
Other position	5
Student	3
Other not gainfully employed	1

Frequency of visits to trade fair

2005	35
2004	35
Earlier events	21
First visit	33

Additional data trade visitors

Economic sector

Hotel, guest houses	15
Restaurant	31
Franchise restaurant	5
Snack bars, filling stations	1
Communal catering/canteen/school	6
Clinic, home catering	4
Catering/Eventcatering/Partyservice	4
Bakery, confectioners, cafe	11
Butcher	1
Food retail and wholesale trade, beverage wholesale and retail trade, retail/marketing chain	5
Industrie (Food, Nonfood)	3
Planning/architecture/interior furnishings	3
Large kitchen specialist trade	3
Other	4
Student	3
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	25
Collectively	31
In an advisory capacity	26
No	14
Student	3
Other not gainfully employed	1

Area of responsibility

Management	29
Research/development/design	1
Planning/work preparation	3
Manufacture/production	23
Production, quality control	1
Buying/procurement	7
Finance/accounting, controlling	1
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Service sector	18
Student	3
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	21	1 000- 9 999	3
5- 9	16	500- 999	2
10- 49	31	10 000 and more	1
50- 99	10	student	3
100-199	7	other not gainfully employed	1
200-499	5		

Length of stay

1. Length of stay (days):

one	84	three	2	five	-
two	13	four	1	six	-

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

1st day	14	3rd day	18	5th day	24
2nd day	20	4th day	30	6th day	14

Conducted by: PhoneResearch KG, Hamburg

Marketing Services → Hamburg

Basic data trade visitors

Total number of visitors	**8 204**
Proportion of trade visitors	**100%**

Region of residence

up to 50 km			
more than 50 km up to 100 km			44
more than 100 km up to 300 km			26
over 300 km			30
Total Germany			**91**
Baden-Württemberg	3	North Rhine-Westphalia	12
Bavaria	6	Rhineland-Palatinate	2
Berlin	6	Saarland	-
Brandenburg	1	Saxony	3
Bremen	3	Saxony-Anhalt	1
Hamburg	32	Schleswig-Holstein	9
Hesse	4	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	10		
Total foreign			**9**
of which EU			99
Other			1

Position in the company/organization

Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	1
Department head, group head	15
Other salaried staff/public service	35
Skilled worker	-
Lecturer, teacher, scientific assistant	1
Trainee	7
Other position	2

Frequency of visits to trade fair N/A

Additional data trade visitors

Economic sector

Agency	39
Services, professions, institutions	27
Industry	17
Trade	9
Publishing house	7
Authority/public services	2

Influence on purchasing/procurement decisions

Decisively	48
Collectively	32
In an advisory capacity	10
No	10

Area of responsibility

Management	54
Research/development/design	-
Planning/work preparation	-
Manufacture/production	10
Production, quality control	-
Buying/procurement	7
Finance/accounting, controlling	-
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	-
Marketing/sales/advertising/PR	4
Storage/material management/logistics/transport	-
Maintenance/repairs	-
Other area	25

Size of company/organization:
Number of employees:

1- 4	23	200- 499	7
5- 9	8	500- 999	5
10- 49	32	1 000- 9 999	7
50- 99	10	10 000 and more	1
100-199	7		

Length of stay

1. Length of stay (days):

one	78	two	9	three	13

2. Average length of stay 1,4 days
3. Share of visitors on the event's days: N/A

Conducted by: Messe Frankfurt Ausstellungen GmbH, Wiesbaden

NORTEC

Basic data trade visitors

Total number of visitors	**12 123**
Proportion of trade visitors	**92%**

Region of residence

up to 50 km			46
more than 50 km up to 100 km			19
more than 100 km up to 300 km			26
over 300 km			9
Total Germany			**98**
Baden-Württemberg	1	North Rhine-Westphalia	4
Bavaria	1	Rhineland-Palatinate	-
Berlin	1	Saarland	-
Brandenburg	1	Saxony	-
Bremen	2	Saxony-Anhalt	-
Hamburg	24	Schleswig-Holstein	34
Hesse	1	Thuringia	-
Mecklenburg-West Pommerania	5		
Lower Saxony	26		

Position in the company/organization

Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	5
Department head, group head	26
Other salaried staff/public service	16
Skilled worker	14
Lecturer, teacher, scientific assistant	2
Trainee	8
Other position	2
Student	5
Other not gainfully employed	1

Frequency of visits to trade fair

2004	30
2002	26
Earlier events	13
First visit	47

Hamburg

Additional data trade visitors

Economic sector	
Industry	53
Trade	8
Skilled trades	16
Service company	8
Authority/public services	4
Vocational school/polytechnic/university	3
Association/society	1
Other	1
Student	5
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	
Decisively	22
Collectively	31
In an advisory capacity	25
No	16
Student	5
Other not gainfully employed	1

Area of responsibility	
Management	17
Research/development/design	9
Planning/work preparation	7
Manufacture/production	30
Production, quality control	4
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	10
Storage/material management/logistics/ transport	1
Maintenance/repairs	5
Student	5
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	12	500- 999	6
5- 9	7	1 000- 9 999	10
10- 49	23	10 000 and more	3
50- 99	13	student	5
100-199	9	other not gainfully	
200-499	11	employed	1

Length of stay

1. Length of stay (days):

one	94	three	-
two	5	four	1

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

1st day	23	3rd day	32
2nd day	29	4th day	23

Conducted by: PhoneResearch KG, Hamburg

REISEN HAMBURG → Hamburg

Basic data private visitors

Total number of visitors	87 906
Proportion of private visitors	94%

Region of residence

up to 50 km	71
more than 50 km up to 100 km	19
more than 100 km up to 300 km	8
over 300 km	2

Total Germany 99

Baden-Württemberg	-	North Rhine-Westphalia	1
Bavaria	-	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	44	Schleswig-Holstein	38
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	2		
Lower Saxony	15		

Total foreign	1

Position in the company/organization	
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	31
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	3
Housewife/man	6
Old-age pensioner	31
Other not gainfully employed	2

Frequency of visits to trade fair	
2005	45
2004	48
Earlier events	24
First visit	18

Additional data private visitors

Sex	
Male	52
Female	48

Age	
up to 20 years	2
over 20 up to 30 years	7
over 30 up to 40 years	15
over 40 up to 50 years	21
over 50 up to 60 years	22
over 60 up to 70 years	28
over 70 years	5

Net household income	
up to 900,- EUR	3
more than 900,- EUR up to 1 500,- EUR	9
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	14
more than 2 600,- EUR up to 3 600,- EUR	16
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	4
N/A	31

Size of household	
1 person	20
2 persons	56
3 persons	11
4 persons	10
5 persons and more	3

Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	21
no	39
maybe	40

Follow-up business	
Intend to buy at later date	
yes	35
no	16
maybe	49

Conducted by: PhoneResearch KG, Hamburg

SMM → Hamburg

Basic data trade visitors

Total number of visitors	46 946
Proportion of trade visitors	92%

Region of residence

up to 50 km	23
more than 50 km up to 100 km	12
more than 100 km up to 300 km	19
over 300 km	46

Total Germany 67

Baden-Württemberg	3	North Rhine-Westphalia	4
Bavaria	4	Rhineland-Palatinate	-
Berlin	2	Saarland	-
Brandenburg	1	Saxony	1
Bremen	6	Saxony-Anhalt	1
Hamburg	23	Schleswig-Holstein	24
Hesse	1	Thuringia	-
Mecklenburg-West Pommerania	6		
Lower Saxony	24		

Total foreign	33
of which EU	62
Rest of Europe	21
America	5
Asia	11
Other	1

The five countries with the highest visitor shares	
Netherlands	11
Denmark	10
Great Britain	8
Norway	7
France	6

Position in the company/organization	
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	6
Department head, group head	20
Other salaried staff/public service	23
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	5
Student	10
Other not gainfully employed	2

Frequency of visits to trade fair	
2004	36
2002	28
Earlier events	11
First visit	46

Additional data trade visitors

Economic sector	
Shipping company	17
Navy	3
Shipbuilding industry, shipyard industry	15
Shipping outfitter	9
Classification company	2
Machine and plant construction	10
metal production and processing	2
Electronics, electrical industry	7
Other sectors	4
Engineer's office	5
Research, science, university vocational school	3
Authority/public services	3
Other sectors	8
Student	10
Other not gainfully employed	2

Influence on purchasing/ procurement decisions	
Decisively	16
Collectively	25
In an advisory capacity	28
No	19
Student	10
Other not gainfully employed	2

Area of responsibility	
Management	11
Research/development/design	16
Planning/work preparation	4
Manufacture/production	8
Production, quality control	2
Buying/procurement	8
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	2
Maintenance/repairs	11
Seafaring and navigation	10
Other area	1
Student	10
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	9	500- 999	8
5- 9	7	1 000- 9 999	14
10- 49	18	10 000 and more	5
50- 99	10	student	10
100-199	7	other not gainfully	
200-499	10	employed	2

Length of stay

1. Length of stay (days):

one	67	three	6
two	23	four	4

2. Average length of stay 1,5 days
3. Share of visitors on the event's days:

1st day	37	3rd day	43
2nd day	43	4th day	19

Conducted by: PhoneResearch KG, Hamburg

WindEnergy → Hamburg

Basic data trade visitors

Total number of visitors	**8 016**
Proportion of trade visitors	**92%**

Region of residence

up to 50 km	19
more than 50 km up to 100 km	8
more than 100 km up to 300 km	21
over 300 km	52

Total Germany **73**

Baden-Württemberg	3	North Rhine-Westphalia	13
Bavaria	3	Rhineland-Palatinate	3
Berlin	3	Saarland	-
Brandenburg	3	Saxony	3
Bremen	3	Saxony-Anhalt	1
Hamburg	18	Schleswig-Holstein	23
Hesse	3	Thuringia	-
Mecklenburg-West Pommerania	5		
Lower Saxony	16		

Total foreign	**27**
of which EU	64
Rest of Europe	10
America	15
Other	11

The four countries with the highest visitor shares

Denmark	13
Great Britain	13
USA	9
France	8

Position in the company/organization

Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	7
Department head, group head	13
Other salaried staff/public service	25
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	4
Student	11
Other not gainfully employed	4

Frequency of visits to trade fair

2004	30
2002	14
First visit	67

Additional data trade visitors

Economic sector

Industry	37
Energy producer, electricity trader	6
Energy-supply companies	1
Private investor, operating company	8
Finance business	2
Service	25
Authority, administration, ministry	3
Research institute, university	1
Other	3
Student	11
Other not gainfully employed	3

Influence on purchasing/procurement decisions

Decisively	18
Collectively	23
In an advisory capacity	28
No	16
Student	11
Other not gainfully employed	4

Area of responsibility

Management	22
Research/development/design	13
Planning/work preparation	9
Manufacture/production	5
Production, quality control	3
Buying/procurement	3
Finance/accounting, controlling	3
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	1
Maintenance/repairs	6
Other area	-
Student	11
Other not gainfully employed	4

Size of company/organization:
Number of employees:

1- 4	14	500- 999	9
5- 9	12	1 000- 9 999	9
10- 49	17	10 000 and more	4
50- 99	5	student	11
100-199	8	other not gainfully employed	4
200-499	7		

Length of stay

1. Length of stay (days):

one	44	three	6
two	48	four	2

2. Average length of stay 1,7 days

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

1st day	29	3rd day	41
2nd day	44	4th day	19

Conducted by: PhoneResearch KG, Hamburg

ABF (2005) → Hannover

Basic data private visitors

Total number of visitors	**129 476**
Proportion of private visitors	**96%**

Region of residence

up to 50 km	72
more than 50 km up to 100 km	22
more than 100 km up to 300 km	5
over 300 km	1

Total Germany **100**

Baden-Württemberg	-	North Rhine-Westphalia	2
Bavaria	-	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	1
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	95		

Position in the company/organization

Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	29
Skilled worker	13
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	6
Student	8
Housewife/man	6
Old-age pensioner	17
Other not gainfully employed	3

Frequency of visits to trade fair

2004	50
2003	48
2002	44
2001	38
Earlier events	26
First visit	16

Additional data private visitors

Sex

Male	59
Female	41

Age

up to 20 years	8
over 20 up to 30 years	14
over 30 up to 40 years	21
over 40 up to 50 years	23
over 50 up to 60 years	17
over 60 up to 70 years	15
over 70 years	2

Net household income

up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	4
N/A	30

Size of household

1 person	11
2 persons	51
3 persons	16
4 persons	15
5 persons and more	6

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	50
no	17
maybe	33

Follow-up business
Intend to buy at later date

yes	19
no	19
maybe	62

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Altenpflege+ProPflege

Basic data trade visitors

Total number of visitors	**37 791**
Proportion of trade visitors	**98%**

Region of residence

up to 50 km	16
more than 50 km up to 100 km	17
more than 100 km up to 300 km	47
over 300 km	20

Total Germany **99**

Baden-Württemberg	2	North Rhine-Westphalia	21
Bavaria	2	Rhineland-Palatinate	2
Berlin	2	Saarland	1
Brandenburg	2	Saxony	1
Bremen	2	Saxony-Anhalt	5
Hamburg	2	Schleswig-Holstein	4
Hesse	5	Thuringia	2
Mecklenburg-West Pommerania	3		
Lower Saxony	43		

Total foreign	**1**
of which EU	91
Other	9

Position in the company/organization

Entrepreneur, partner, self-employed	9
Managing director, board member, home director etc.	8
Chief administrator	1
Kitchen manager	2
Salaried staff, civil servant with managerial function	5
Head of nursing service	11
Ward sister	6
Other salaried staff/public service	4
Geriatric nurse, nurse/male nurse	20
Assistant geriatric nurse, nurse	7
Lecturer, teacher, scientific assistant	2
Skilled domestic worker	2
Trainee	11
Other position	7
Student	5
Other not gainfully employed	1

Frequency of visits to trade fair

Nuremberg 2005	12
Hanover 2004	33
Nuremberg 2003	7
Hanover 2002	20
Earlier events	17
First visit	33

Hannover

Additional data trade visitors

Economic sector	
Old peoples' home	6
Nursing home	15
Old peoples' and nursing home	33
Day-care facilities	1
Short-term care facility	1
Social ward	2
Out-patient nursing services	9
Hospital	4
Welfare association	2
Sponsor	2
Public authority	1
School	3
Old peoples' home	4
Therapeutic facility	1
Sanitary products retailer, pharmacy	3
Other	9
Student	5
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	
Decisively	14
Collectively	32
In an advisory capacity	27
No	22
Student	5
Other not gainfully employed	1

Area of responsibility	
Management	15
Research/development/design	1
Planning/work preparation	7
Manufacture/production	1
Production, quality control	3
Buying/procurement	6
Finance/accounting, controlling	3
Information, communication technology (EDP)	3
Administration/organization/personnel/ social welfare/training	10
Marketing/sales/advertising/PR	4
Storage/material management/logistics/ transport	2
Maintenance/repairs	2
Other area	9
Nursing service	53
Kitchen/household	6
Student	5
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	4	500- 999	4
5- 9	5	1 000- 9 999	4
10- 49	31	10 000 and more	1
50- 99	26	student	5
100-199	14	other not gainfully	
200-499	6	employed	1

Length of stay

1. Length of stay (days):

one	86	two	12	three	3

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

1st day	34	2nd day	44	3rd day	39

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

CeBIT Hannover

Basic data trade visitors

Total number of visitors	**433 965**
Proportion of trade visitors	**84%**

Region of residence	
up to 50 km	11
more than 50 km up to 100 km	6
more than 100 km up to 300 km	28
over 300 km	54

Total Germany			72
Baden-Württemberg	9	North Rhine-Westphalia	20
Bavaria	9	Rhineland-Palatinate	3
Berlin	4	Saarland	-
Brandenburg	1	Saxony	3
Bremen	2	Saxony-Anhalt	2
Hamburg	4	Schleswig-Holstein	4
Hesse	9	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	28		

Total foreign	28
of which EU	54
Rest of Europe	13
Africa	4
South and Central America	2
North America	3
Middle East	7
East Asia	17
Australia	1

The five countries with the highest visitor shares	
Netherlands	10
Denmark	5
Austria	5
Great Britain	4
Taiwan	4

Position in the company/organization	
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	7
Department head, group head	17
Other salaried staff/public service	28
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	-
Student	8
Other not gainfully employed	1

Frequency of visits to trade fair	
2005	49
2004	49
Earlier events	59
First visit	25

Additional data trade visitors

Economic sector	
Energy industry, mining	2
Manufacturer of terminal equipment	8
Manufacturer of OEM products, components	4
Trade	10
Software company/DP consultant	12
Skilled trades	2
manufacturing sector	9
Building trade	2
Traffic/transport	1
Telecommunication	14
Banking/insurance	4
Service	17
Authority/public services	12
Student	8
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	
Decisively	32
Collectively	26
In an advisory capacity	21
No	11
Student	8
Other not gainfully employed	1

Area of responsibility	
Management	15
Research/development/design	9
Planning/work preparation	3
Manufacture/production	3
Production, quality control	1
Buying/procurement	5
Finance/accounting, controlling	5
Information, communication technology (EDP)	40
Administration/organization/personnel/ social welfare/training	7
Marketing/sales/advertising/PR	16
Storage/material management/logistics/ transport	1
Maintenance/repairs	2
Student	8
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	13	500- 999	6
5- 9	7	1 000- 9 999	14
10- 49	18	10 000 and more	6
50- 99	9	student	8
100-199	8	other not gainfully	
200-499	11	employed	1

Length of stay

1. Length of stay (days):

one	60	four	4	seven	5
two	19	five	2		
three	9	six	1		

2. Average length of stay 1,9 days
3. Share of visitors on the event's days:

1st day	22	4th day	24	7th day	22
2nd day	32	5th day	35		
3rd day	27	6th day	32		

Conducted by: GFK, Hamburg

didacta Hannover

Basic data trade visitors

Total number of visitors	**67 406**
Proportion of trade visitors	**98%**

Region of residence	%
up to 50 km	24
more than 50 km up to 100 km	12
more than 100 km up to 300 km	46
over 300 km	18

Total Germany			99
Baden-Württemberg	3	North Rhine-Westphalia	17
Bavaria	2	Rhineland-Palatinate	1
Berlin	3	Saarland	-
Brandenburg	1	Saxony	1
Bremen	2	Saxony-Anhalt	2
Hamburg	3	Schleswig-Holstein	3
Hesse	8	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	52		

Total foreign	1

Position in the company/organization	
Entrepreneur, partner, self-employed	4
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	1
Department head, group head	1
Other salaried staff/public service	5
Skilled worker	-
Lecturer, teacher, scientific assistant	62
Trainee	8
Other position	4
Student	8
Other not gainfully employed	1

Frequency of visits to trade fair	
2005	12
2004	19
2003	9
2002	14
Earlier events	38
First visit	45

Additional data trade visitors

Economic sector	%
Preschool, kindergarten	9
General education system	46
Vocational education system	12
Higher education system	4
Further education	5
Industry	4
Skilled trades	1
Trade	1
Services, training, consulting	8
Administration	2
Associations, organizations	3
Printed products, specialist literature	3
Other	4
Student	8
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	
Decisively	22
Collectively	37
In an advisory capacity	19
No	11
Student	8
Other not gainfully employed	1

Area of responsibility	
Management	5
Research/development/design	2
Planning/work preparation	2
Manufacture/production	1
Production, quality control	-
Buying/procurement	3
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/ social welfare/training	34
Marketing/sales/advertising/PR	3
Storage/material management/logistics/ transport	-
Maintenance/repairs	1
Educationist, teacher etc.	67
Other area	3
Student	8
Other not gainfully employed	1

Size of company/organization:
Number of employees:

10- 49	35	1 000- 9 999	3
50- 99	19	10 000 and more	1
100-199	12	student	8
200-499	3	other not gainfully	
500-999	3	employed	1

Length of stay

1. Length of stay (days):

one	90	three	1	five	1
two	8	four	-		

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

1st day	25	3rd day	26	5th day	15
2nd day	27	4th day	21		

Conducted by: Deutsche Messe AG/ARGEFA, Hannover

DOMOTEX → Hannover

Basic data trade visitors

Total number of visitors	**49 512**
Proportion of trade visitors	**97%**

Region of residence

up to 50 km	5
more than 50 km up to 100 km	3
more than 100 km up to 300 km	17
over 300 km	75

Total Germany **42**

Baden-Württemberg	9	North Rhine-Westphalia	24
Bavaria	9	Rhineland-Palatinate	3
Berlin	2	Saarland	1
Brandenburg	1	Saxony	3
Bremen	1	Saxony-Anhalt	4
Hamburg	6	Schleswig-Holstein	4
Hesse	6	Thuringia	3
Mecklenburg-West Pommerania	1		
Lower Saxony	22		

Total foreign **58**

of which EU	50
Rest of Europe	11
Africa	3
North America	4
South and Central America	3
Middle East	10
East Asia	18
Australia	1

The five countries with the highest visitor shares

Great Britain	8
India	7
Belgium	5
Netherlands	5
France	5

Position in the company/organization

Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	24
Senior department head, other employee with managerial responsibility	9
Department head, group head	10
Other salaried staff/public service	14
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Student	1
Trainee	1
Other not gainfully employed	1

Frequency of visits to trade fair

2005	54
2004	52
Earlier events	49
First visit	27

Additional data trade visitors

Economic sector

Specialist retail trade	22
Wholesale trade	26
Timber trade	5
Interior decorator	8
Parquet and floor layer	16
Painter	3
Interior architect, contract furnisher/fitter	5
Architect	3
Department store/mail order/DIY centre	2
Furnishing/furniture stores	2
Industry	19
Other services	6
Authority/public services	1
Other	1
Student	1
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	57
Collectively	19
In an advisory capacity	13
No	8
Student	1
Other not gainfully employed	1

Area of responsibility

Management	51
Research/development/design	8
Planning/work preparation	5
Manufacture/production	7
Production, quality control	3
Buying/procurement	14
Finance/accounting, controlling	3
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	25
Storage/material management/logistics/transport	2
Maintenance/repairs	1
Other area	1
Student	1
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	23	500- 999	4
5- 9	13	1 000- 9 999	6
10- 49	26	10 000 and more	3
50- 99	8	student	1
100-199	8	other not gainfully employed	1
200-499	8		

Length of stay

1. Length of stay (days):

one	43	three	14
two	26	four	17

2. Average length of stay 2,0 days

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

1st day	52	3rd day	58
2nd day	60	4th day	37

Conducted by: Deutsche Messe AG/ARGEFA, Hannover

EuroBLECH → Hannover

Basic data trade visitors

Total number of visitors	**64 290**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	6
more than 50 km up to 100 km	6
more than 100 km up to 300 km	23
over 300 km	65

Total Germany **64**

Baden-Württemberg	17	North Rhine-Westphalia	32
Bavaria	8	Rhineland-Palatinate	4
Berlin	1	Saarland	1
Brandenburg	2	Saxony	-
Bremen	1	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	3
Hesse	5	Thuringia	3
Mecklenburg-West Pommerania	1		
Lower Saxony	19		

Total foreign **36**

of which EU	60
Rest of Europe	14
Africa	2
North America	4
South and Central America	2
Middle East	5
East Asia	13
Australia	1

The five countries with the highest visitor shares

Netherlands	8
Italy	8
Switzerland	8
India	5
Poland	5

Position in the company/organization

Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	19
Senior department head, other employee with managerial responsibility	10
Department head, group head	27
Other salaried staff/public service	25
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	1
Student	1
Other not gainfully employed	1

Frequency of visits to trade fair

2004	45
2002	33
2000	21
1998	13
Earlier events	11
First visit	42

Additional data trade visitors

Economic sector

Industry	77
Wholesale/foreign trade	7
Retail trade	1
Skilled trades	8
Service	8
Authority/public services	1
University/college/polytechnic	1
Student	1
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	38
Collectively	30
In an advisory capacity	18
No	12
Student	1
Other not gainfully employed	1

Area of responsibility

Management	27
Research/development/design	21
Planning/work preparation	12
Manufacture/production	27
Production, quality control	6
Buying/procurement	12
Finance/accounting, controlling	3
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	16
Storage/material management/logistics/transport	3
Maintenance/repairs	5
Other area	2
Student	1
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	6	500- 999	6
5- 9	5	1 000- 9 999	11
10- 49	22	10 000 and more	3
50- 99	15	student	1
100-199	13	other not gainfully employed	1
200-499	16		

Length of stay

1. Length of stay (days):

one	64	three	8	five	4
two	22	four	3		

2. Average length of stay 1,6 days

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

1st day	27	3rd day	39	5th day	22
2nd day	37	4th day	36		

Conducted by: Deutsche Messe AG/ARGEFA, Hannover

EuroTier

Basic data trade visitors

Total number of visitors	**116 635**
Proportion of trade visitors	**95%**

Region of residence

up to 50 km	7
more than 50 km up to 100 km	12
more than 100 km up to 300 km	38
over 300 km	43

Total Germany **85**

Baden-Württemberg	6	North Rhine-Westphalia	19
Bavaria	13	Rhineland-Palatinate	4
Berlin	1	Saarland	-
Brandenburg	2	Saxony	3
Bremen	-	Saxony-Anhalt	4
Hamburg	-	Schleswig-Holstein	6
Hesse	7	Thuringia	3
Mecklenburg-West Pommerania	3		
Lower Saxony	29		

Total foreign **15**

of which EU	65
Rest of Europe	24
North America	2
Middle East	4
Other	5

The five countries with the highest visitor shares

Austria	14
Netherlands	12
Switzerland	7
Russia	5
Finland	4

Position in the company/organization

Self-employed farmer, businessman, partner, learned proffession	55
Managing director, factory manager, administrator, board member, head of public authority	10
Senior department head, other employee with managerial responsibility	2
Department head, group head	4
Other salaried staff/public service	5
Skilled worker, farmworker	8
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	5
Student	3
Other not gainfully employed	1

Frequency of visits to trade fair

2004	57
2002	49
Earlier events	44
First visit	24

Hannover

Additional data trade visitors

Economic sector	
Agricultural business, company	69
Service supply agency	3
Machine cooperative	1
Processing of animal products	1
Pharmaceuticals and feedstuff industry	3
Trade/sales	7
Engineer's, planning office, consulting	3
Veterinary surgeon	2
Public authority/administration	3
University/college/polytechnic	2
Other	3
Student	3
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	
Decisively	34
Collectively	29
In an advisory capacity	23
No	11
Student	3
Other not gainfully employed	1

Area of responsibility	
Management	24
Research/development/design	10
Planning/work preparation	6
Manufacture/production	6
Production, quality control	1
Buying/procurement	5
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	5
Marketing/sales/advertising/PR	12
Storage/material management/logistics/ transport	1
Maintenance/repairs	3
Other area	10
Student	10
Other not gainfully employed	3

Size of company/organization:
Number of employees: N/A

Length of stay

1. Length of stay (days):

one	78	three	3
two	16	four	3

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

Conducted by: Walter, Wissler & Partner, Basel

HANNOVER MESSE Hannover

Basic data trade visitors

Total number of visitors	**148 279**
Proportion of trade visitors	**96%**

Region of residence	
up to 50 km	11
more than 50 km up to 100 km	9
more than 100 km up to 300 km	26
over 300 km	55

Total Germany			72
Baden-Württemberg	11	North Rhine-Westphalia	22
Bavaria	9	Rhineland-Palatinate	2
Berlin	3	Saarland	1
Brandenburg	1	Saxony	3
Bremen	2	Saxony-Anhalt	2
Hamburg	4	Schleswig-Holstein	3
Hesse	6	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	29		

Total foreign	28
of which EU	44
Rest of Europe	14
Africa	3
North America	4
South and Central America	4
Middle East	5
East Asia	26
Australia	2

The five countries with the highest visitor shares	
India	14
China (PR)	5
Netherlands	4
Switzerland	4
Austria	4

Position in the company/organization	
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	7
Department head, group head	20
Other salaried staff/public service	26
Skilled worker	3
Lecturer, teacher, scientific assistant	4
Trainee	2
Student	12
Other not gainfully employed	2

Frequency of visits to trade fair	
2005	41
2004	40
Earlier events	49
erstmaliger Besuch	35

Additional data trade visitors

Economic sector	
Power industry	9
Raw materials and production goods industry	15
Investment goods industry	38
Consumer goods industry	3
Food and luxury industry	2
Building trade	2
Skilled trades	2
Trade	4
Telecommunication, Telecommunication services	2
Services (of companies and freelance)	11
Authority/public services	5
Student	12
Other not gainfully employed	2

Influence on purchasing/ procurement decisions	
Decisively	29
Collectively	28
In an advisory capacity	18
No	11
Student	12
Other not gainfully employed	2

Area of responsibility	
Management	16
Research/development/design	25
Planning/work preparation	6
Manufacture/production	12
Production, quality control	3
Buying/procurement	5
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	17
Storage/material management/logistics/ transport	1
Maintenance/repairs	4
Other area	1
Student	12
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	7	500- 999	8
5- 9	5	1 000- 9 999	14
10- 49	16	10 000 and more	6
50- 99	9	student	12
100-199	10	other not gainfully employed	2
200-499	12		

Length of stay

1. Length of stay (days):

one	62	three	8	five	9
two	19	four	3		

2. Average length of stay 1,8 days
3. Share of visitors on the event's days:

1st day	27	3rd day	44	5th day	28
2nd day	41	4th day	38		

Conducted by: GFK, Hamburg

Digital Factory/HANNOVER MESSE Hannover

Basic data trade visitors

Total number of visitors	**34 994**
Proportion of trade visitors	**95%**

Region of residence	
up to 50 km	10
more than 50 km up to 100 km	9
more than 100 km up to 300 km	27
over 300 km	54

Total Germany			73
Baden-Württemberg	10	North Rhine-Westphalia	20
Bavaria	9	Rhineland-Palatinate	3
Berlin	3	Saarland	1
Brandenburg	1	Saxony	3
Bremen	2	Saxony-Anhalt	3
Hamburg	5	Schleswig-Holstein	3
Hesse	7	Thuringia	3
Mecklenburg-West Pommerania	1		
Lower Saxony	28		

Total foreign	27
of which EU	46
Rest of Europe	9
Africa	4
North America	6
South and Central America	6
Middle East	6
East Asia	21
Australia	2

The five countries with the highest visitor shares	
India	14
Austria	7
Netherlands	5
Canada	5
Italy	4

Position in the company/organization	
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	8
Department head, group head	18
Other salaried staff/public service	26
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	2
Student	14
Other not gainfully employed	2

Frequency of visits to trade fair	
2005	42
2004	39
Earlier events	46
First visit	36

Additional data trade visitors

Economic sector	
Power industry	5
Raw materials and production goods industry	13
Investment goods industry	37
Consumer goods industry	2
Food and luxury industry	2
Building trade	2
Skilled trades	1
Trade	3
Telecommunication, Telecommunication services	2
Services (of companies and freelance)	17
Authority/public services	5
Student	14
Other not gainfully employed	2

Influence on purchasing/ procurement decisions	
Decisively	29
Collectively	25
In an advisory capacity	18
No	11
Student	14
Other not gainfully employed	2

Area of responsibility	
Management	15
Research/development/design	27
Planning/work preparation	7
Manufacture/production	12
Production, quality control	3
Buying/procurement	3
Finance/accounting, controlling	2
Information, communication technology (EDP)	7
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	15
Storage/material management/logistics/ transport	2
Maintenance/repairs	4
Other area	1
Student	14
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	8	500- 999	7
5- 9	5	1 000- 9 999	15
10- 49	16	10 000 and more	7
50- 99	8	student	14
100-199	9	other not gainfully employed	2
200-499	10		

Length of stay

1. Length of stay (days):

one	60	three	7	five	12
two	18	four	4		

2. Average length of stay 1,9 days
3. Share of visitors on the event's days:

1st day	31	3rd day	45	5th day	30
2nd day	42	4th day	42		

Conducted by: GFK, Hamburg

Energy/HANNOVER MESSE ⇢ Hannover

Basic data trade visitors

Total number of visitors	**68 060**
Proportion of trade visitors	**95%**

Region of residence

up to 50 km	12
more than 50 km up to 100 km	8
more than 100 km up to 300 km	25
over 300 km	55

Total Germany **70**

Baden-Württemberg	9	North Rhine-Westphalia	19
Bavaria	9	Rhineland-Palatinate	2
Berlin	4	Saarland	-
Brandenburg	1	Saxony	3
Bremen	2	Saxony-Anhalt	2
Hamburg	4	Schleswig-Holstein	3
Hesse	7	Thuringia	3
Mecklenburg-West Pommerania	1		
Lower Saxony	32		

Total foreign **30**

of which EU	45
Rest of Europe	12
Africa	3
North America	5
South and Central America	4
Middle East	6
East Asia	24
Australia	2

The five countries with the highest visitor shares

India	12
Netherlands	5
China (PR)	5
Austria	4
France	4

Position in the company/organization

Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	6
Department head, group head	18
Other salaried staff/public service	25
Skilled worker	3
Lecturer, teacher, scientific assistant	5
Trainee	2
Student	14
Other not gainfully employed	2

Frequency of visits to trade fair

2005	38
2004	38
Earlier events	47
First visit	37

Additional data trade visitors

Economic sector

Power industry	19
Raw materials and production goods industry	11
Investment goods industry	29
Consumer goods industry	2
Food and luxury industry	2
Building trade	2
Skilled trades	2
Trade	3
Telecommunication, Telecommunication services	2
Services (of companies and freelance)	11
Authority/public services	7
Student	14
Other not gainfully employed	2

Influence on purchasing/procurement decisions

Decisively	28
Collectively	26
In an advisory capacity	18
No	11
Student	14
Other not gainfully employed	2

Area of responsibility

Management	15
Research/development/design	24
Planning/work preparation	6
Manufacture/production	10
Production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	17
Storage/material management/logistics/transport	1
Maintenance/repairs	4
Other area	1
Student	14
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	8	500- 999	8
5- 9	5	1 000- 9 999	15
10- 49	15	10 000 and more	6
50- 99	8	student	14
100-199	9	other not gainfully employed	2
200-499	10		

Length of stay

1. Length of stay (days):

one	61	three	8	five	9
two	20	four	3		

2. Average length of stay 1,8 days

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

1st day	28	3rd day	44	5th day	29
2nd day	42	4th day	39		

Conducted by: GFK, Hamburg

Industrial Automation/HANNOVER MESSE ⇢ Hannover

Basic data trade visitors

Total number of visitors	**94 157**
Proportion of trade visitors	**97%**

Region of residence

up to 50 km	10
more than 50 km up to 100 km	9
more than 100 km up to 300 km	26
over 300 km	56

Total Germany **71**

Baden-Württemberg	13	North Rhine-Westphalia	21
Bavaria	9	Rhineland-Palatinate	2
Berlin	4	Saarland	-
Brandenburg	1	Saxony	3
Bremen	1	Saxony-Anhalt	2
Hamburg	4	Schleswig-Holstein	3
Hesse	6	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	28		

Total foreign **29**

of which EU	41
Rest of Europe	14
Africa	3
North America	5
South and Central America	4
Middle East	5
East Asia	28
Australia	2

The five countries with the highest visitor shares

India	14
China (PR)	6
Austria	4
USA	4
Switzerland	4

Position in the company/organization

Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	7
Department head, group head	22
Other salaried staff/public service	27
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	2
Student	11
Other not gainfully employed	1

Frequency of visits to trade fair

2005	44
2004	42
Earlier events	51
First visit	32

Additional data trade visitors

Economic sector

Power industry	6
Raw materials and production goods industry	15
Investment goods industry	44
Consumer goods industry	3
Food and luxury industry	2
Building trade	2
Skilled trades	2
Trade	4
Telecommunication, Telecommunication services	2
Services (of companies and freelance)	10
Authority/public services	4
Student	11
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	29
Collectively	29
In an advisory capacity	18
No	11
Student	11
Other not gainfully employed	1

Area of responsibility

Management	16
Research/development/design	25
Planning/work preparation	7
Manufacture/production	13
Production, quality control	3
Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	2
Maintenance/repairs	4
Other area	1
Student	11
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	6	500- 999	8
5- 9	5	1 000- 9 999	15
10- 49	15	10 000 and more	7
50- 99	10	student	11
100-199	10	other not gainfully employed	1
200-499	12		

Length of stay

1. Length of stay (days):

one	60	three	8	five	9
two	20	four	3		

2. Average length of stay 1,8 days

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

1st day	29	3rd day	46	5th day	29
2nd day	41	4th day	39		

Conducted by: GFK, Hamburg

Industrial Facility Management/

Basic data trade visitors

Total number of visitors	**27 876**
Proportion of trade visitors	**95%**

Region of residence

up to 50 km	10
more than 50 km up to 100 km	7
more than 100 km up to 300 km	27
over 300 km	56

Total Germany **69**

Baden-Württemberg	10	North Rhine-Westphalia	21
Bavaria	11	Rhineland-Palatinate	3
Berlin	3	Saarland	-
Brandenburg	-	Saxony	3
Bremen	2	Saxony-Anhalt	2
Hamburg	4	Schleswig-Holstein	3
Hesse	5	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	30		

Total foreign **31**

of which EU	42
Rest of Europe	14
Africa	4
North America	5
South and Central America	3
Middle East	6
East Asia	25
Australia	1

The five countries with the highest visitor shares

India	14
Netherlands	5
Austria	5
France	5
China (PR)	5

Position in the company/organization

Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	8
Department head, group head	18
Other salaried staff/public service	24
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	2
Student	13
Other not gainfully employed	2

Frequency of visits to trade fair

2005	40
2004	37
Earlier events	45
First visit	39

HANNOVER MESSE → Hannover

Additional data trade visitors

Economic sector

Power industry	7
Raw materials and production goods industry	16
Investment goods industry	33
Consumer goods industry	2
Food and luxury industry	2
Building trade	4
Skilled trades	3
Trade	4
Telecommunication, Telecommunication services	2
Services (of companies and freelance)	15
Authority/public services	4
Student	13
Other not gainfully employed	2

Influence on purchasing/ procurement decisions

Decisively	29
Collectively	27
In an advisory capacity	17
No	10
Student	13
Other not gainfully employed	2

Area of responsibility

Management	18
Research/development/design	19
Planning/work preparation	8
Manufacture/production	13
Production, quality control	4
Buying/procurement	6
Finance/accounting, controlling	2
Other area	3
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	17
Storage/material management/logistics/ transport	2
Maintenance/repairs	6
Student	13
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	9	500- 999	8		
5- 9	6	1 000- 9 999	13		
10- 49	17	10 000 and more	6		
50- 99	9	student	13		
100-199	8	other not gainfully employed	2		
200-499	11				

Length of stay

1. Length of stay (days):

one	57	three	9	five	11
two	20	four	4		

2. Average length of stay 1,9 days
3. Share of visitors on the event's days:

1st day	32	3rd day	49	5th day	29
2nd day	43	4th day	40		

Conducted by: GFK, Hamburg

MicroTechnology/HANNOVER MESSE → Hannover

Basic data trade visitors

Total number of visitors	**28 025**
Proportion of trade visitors	**95%**

Region of residence

up to 50 km	11
more than 50 km up to 100 km	9
more than 100 km up to 300 km	24
over 300 km	56

Total Germany **72**

Baden-Württemberg	11	North Rhine-Westphalia	18
Bavaria	10	Rhineland-Palatinate	3
Berlin	3	Saarland	1
Brandenburg	1	Saxony	4
Bremen	1	Saxony-Anhalt	2
Hamburg	5	Schleswig-Holstein	4
Hesse	5	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	32		

Total foreign **28**

of which EU	40
Rest of Europe	15
Africa	3
North America	6
South and Central America	5
Middle East	5
East Asia	28
Australia	1

The five countries with the highest visitor shares

India	15
Austria	9
Switzerland	6
USA	5
Netherlands	5

Position in the company/organization

Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	6
Department head, group head	17
Other salaried staff/public service	24
Skilled worker	4
Lecturer, teacher, scientific assistant	6
Trainee	2
Student	17
Other not gainfully employed	2

Frequency of visits to trade fair

2005	37
2004	35
Earlier events	42
First visit	42

Additional data trade visitors

Economic sector

Power industry	4
Raw materials and production goods industry	12
Investment industry	37
Consumer goods industry	3
Food and luxury industry	2
Building trade	2
Skilled trades	1
Trade	4
Telecommunication, Telecommunication services	2
Services (of companies and freelance)	13
Authority/public services	7
Student	17
Other not gainfully employed	2

Influence on purchasing/ procurement decisions

Decisively	26
Collectively	26
In an advisory capacity	18
No	11
Student	17
Other not gainfully employed	2

Area of responsibility

Management	15
Research/development/design	31
Planning/work preparation	5
Manufacture/production	10
Production, quality control	2
Buying/procurement	3
Finance/accounting, controlling	2
Information, communication technology (EDP)	3
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	16
Storage/material management/logistics/ transport	1
Maintenance/repairs	3
Student	17
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	7	500- 999	9		
5- 9	6	1 000- 9 999	12		
10- 49	16	10 000 and more	6		
50- 99	7	student	17		
100-199	8	other not gainfully employed	2		
200-499	10				

Length of stay

1. Length of stay (days):

one	59	three	7	five	10
two	20	four	4		

2. Average length of stay 1,9 days
3. Share of visitors on the event's days:

1st day	30	3rd day	48	5th day	28
2nd day	41	4th day	40		

Conducted by: GFK, Hamburg

Pipeline Technology/HANNOVER MESSE → Hannover

Basic data trade visitors

Total number of visitors	**24 763**
Proportion of trade visitors	**93%**

Region of residence

up to 50 km	13
more than 50 km up to 100 km	9
more than 100 km up to 300 km	25
over 300 km	53

Total Germany **75**

Baden-Württemberg	9	North Rhine-Westphalia	20
Bavaria	10	Rhineland-Palatinate	4
Berlin	4	Saarland	-
Brandenburg	-	Saxony	3
Bremen	2	Saxony-Anhalt	2
Hamburg	4	Schleswig-Holstein	3
Hesse	7	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	30		

Total foreign **25**

of which EU	35
Rest of Europe	12
Africa	3
North America	3
South and Central America	3
Middle East	9
East Asia	34
Australia	1

The five countries with the highest visitor shares

India	22
Netherlands	7
China (PR)	6
Austria	5
France	5

Position in the company/organization

Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	7
Department head, group head	18
Other salaried staff/public service	24
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	2
Student	12
Other not gainfully employed	3

Frequency of visits to trade fair

2005	36
2004	36
Earlier events	46
First visit	40

Additional data trade visitors

Economic sector

Power industry	8
Raw materials and production goods industry	15
Investment goods industry	28
Consumer goods industry	2
Food and luxury industry	1
Building trade	4
Skilled trades	2
Trade	5
Telecommunication, Telecommunication services	2
Services (of companies and freelance)	16
Authority/public services	5
Student	12
Other not gainfully employed	3

Influence on purchasing/ procurement decisions

Decisively	28
Collectively	28
In an advisory capacity	18
No	10
Student	12
Other not gainfully employed	3

Area of responsibility

Management	17
Research/development/design	19
Planning/work preparation	6
Manufacture/production	11
Production, quality control	3
Buying/procurement	7
Finance/accounting, controlling	4
Information, communication technology (EDP)	2
Administration/organization/personnel/ social welfare/training	3
Marketing/sales/advertising/PR	19
Storage/material management/logistics/ transport	2
Maintenance/repairs	4
Other area	1
Student	12
Other not gainfully employed	3

Size of company/organization:
Number of employees:

1- 4	7	500- 999	8		
5- 9	7	1 000- 9 999	13		
10- 49	19	10 000 and more	6		
50- 99	9	student	12		
100-199	9	other not gainfully employed	3		
200-499	8				

Length of stay

1. Length of stay (days):

one	60	three	6	five	12
two	18	four	4		

2. Average length of stay 1,9 days
3. Share of visitors on the event's days:

1st day	33	3rd day	46	5th day	28
2nd day	45	4th day	39		

Conducted by: GFK, Hamburg

Research & Technology/HANNOVER MESSE → Hannover

Basic data trade visitors

Total number of visitors	**34 401**
Proportion of trade visitors	**95%**

Region of residence

up to 50 km	13
more than 50 km up to 100 km	8
more than 100 km up to 300 km	26
over 300 km	53

Total Germany **74**

Baden-Württemberg	11	North Rhine-Westphalia	19
Bavaria	7	Rhineland-Palatinate	3
Berlin	4	Saarland	-
Brandenburg	1	Saxony	4
Bremen	2	Saxony-Anhalt	2
Hamburg	4	Schleswig-Holstein	4
Hesse	5	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	32		

Total foreign **26**

of which EU	43
Rest of Europe	17
Africa	2
North America	5
South and Central America	4
Middle East	4
East Asia	24
Australia	1

The five countries with the highest visitor shares

India	13
Austria	6
Switzerland	5
Netherlands	5
China (PR)	5

Position in the company/organization

Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	6
Department head, group head	18
Other salaried staff/public service	23
Skilled worker	3
Lecturer, teacher, scientific assistant	6
Trainee	2
Student	16
Other not gainfully employed	2

Frequency of visits to trade fair

2005	40
2004	40
Earlier events	47
First visit	37

Additional data trade visitors

Economic sector

Power industry	6
Raw materials and production goods industry	14
Investment goods industry	33
Consumer goods industry	3
Food and luxury industry	1
Building trade	2
Skilled trades	2
Trade	2
Telecommunication, Telecommunication services	2
Services (of companies and freelance)	11
Authority/public services	9
Student	16
Other not gainfully employed	2

Influence on purchasing/procurement decisions

Decisively	26
Collectively	26
In an advisory capacity	18
No	10
Student	16
Other not gainfully employed	2

Area of responsibility

Management	13
Research/development/design	34
Planning/work preparation	4
Manufacture/production	10
Production, quality control	3
Buying/procurement	3
Finance/accounting, controlling	2
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	1
Student	16
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	8	500- 999	7
5- 9	4	1 000- 9 999	15
10- 49	15	10 000 and more	5
50- 99	8	student	16
100-199	8	other not gainfully employed	2
200-499	11		

Length of stay

1. Length of stay (days):

one	61	five	10	three	7
two	18	four	3		

2. Average length of stay 1,8 days
3. Share of visitors on the event's days:

1st day	29	3rd day	45	5th day	28
2nd day	42	4th day	40		

Conducted by: GFK, Hamburg

Subcontracting/HANNOVER MESSE → Hannover

Basic data trade visitors

Total number of visitors	**45 522**
Proportion of trade visitors	**96%**

Region of residence

up to 50 km	9
more than 50 km up to 100 km	7
more than 100 km up to 300 km	26
over 300 km	59

Total Germany **70**

Baden-Württemberg	13	North Rhine-Westphalia	23
Bavaria	9	Rhineland-Palatinate	2
Berlin	3	Saarland	1
Brandenburg	1	Saxony	5
Bremen	1	Saxony-Anhalt	2
Hamburg	3	Schleswig-Holstein	3
Hesse	6	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	26		

Total foreign **31**

of which EU	43
Rest of Europe	14
Africa	1
North America	4
South and Central America	3
Middle East	4
East Asia	29
Australia	1

The five countries with the highest visitor shares

India	21
France	6
Netherlands	6
Switzerland	4
Turkey	4

Position in the company/organization

Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	19
Senior department head, other employee with managerial responsibility	8
Department head, group head	20
Other salaried staff/public service	24
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	1
Student	9
Other not gainfully employed	2

Frequency of visits to trade fair

2005	42
2004	40
Earlier events	49
First visit	36

Additional data trade visitors

Economic sector

Power industry	3
Primary and production industry	21
Investment industry	42
Consumer goods industry	4
Food and luxury industry	2
Building trade	2
Skilled trades	3
Trade	5
Telecommunication, Telecommunication services	1
Services (of companies and freelance)	10
Authorities and other public institutions	4
Student	9
Other not gainfully employed	2

Influence on purchasing/procurement decisions

Decisively	35
Collectively	29
In an advisory capacity	16
No	9
Student	9
Other not gainfully employed	2

Area of responsibility

Management	21
Research/development/design	22
Planning/work preparation	5
Manufacture/production	13
Production, quality control	3
Buying/procurement	10
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	20
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	1
Student	9
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	8	500- 999	8
5- 9	5	1 000- 9 999	13
10- 49	16	10 000 and more	5
50- 99	10	student	9
100-199	13	other not gainfully employed	2
200-499	13		

Length of stay

1. Length of stay (days):

one	56	three	8	five	12
two	22	four	3		

2. Average length of stay 1,9 days
3. Share of visitors on the event's days:

1st day	32	3rd day	46	5th day	29
2nd day	46	4th day	41		

Conducted by: GFK, Hamburg

PFERD & JAGD

Basic data private visitors

Total number of visitors	**74 871**
Proportion of private visitors	**93%**

Region of residence

up to 50 km	38
more than 50 km up to 100 km	31
more than 100 km up to 300 km	28
over 300 km	3

Total Germany **99**

Baden-Württemberg	-	North Rhine-Westphalia	7
Bavaria	-	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	1	Saxony-Anhalt	2
Hamburg	1	Schleswig-Holstein	2
Hesse	3	Thuringia	-
Mecklenburg-West Pommerania	1		
Lower Saxony	83		

Total foreign **1**

Position in the company/organization

Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff/public service	25
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	5
Student	15
Housewife/man	6
Old-age pensioner	8
Other not gainfully employed	4

Frequency of visits to trade fair

2005	53
2004	53
2003	50
Earlier events	42
First visit	17

Hannover

Additional data private visitors

Sex	
Male	41
Female	59
Age	
up to 20 years	17
over 20 up to 30 years	19
over 30 up to 40 years	22
over 40 up to 50 years	24
over 50 up to 60 years	10
over 60 up to 70 years	7
over 70 years	2
Net household income	
up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	8
more than 5 000,- EUR	9
N/A	30
Size of household	
1 person	13
2 persons	37
3 persons	17
4 persons	22
5 persons and more	11
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	83
no	7
maybe	11
Follow-up business	
Intend to buy at later date	
yes	34
no	24
maybe	42

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

PROMOTION WORLD Hannover

Basic data trade visitors

Total number of visitors	**13 642**
Proportion of trade visitors	**74%**
Region of residence	
up to 50 km	14
more than 50 km up to 100 km	6
more than 100 km up to 300 km	27
over 300 km	53
Total Germany	**78**
Baden-Württemberg	16
Bavaria	9
Berlin	3
Brandenburg	2
Bremen	1
Hamburg	4
Hesse	6
Mecklenburg-West Pommerania	1
Lower Saxony	27
North Rhine-Westphalia	20
Rhineland-Palatinate	3
Saarland	1
Saxony	3
Saxony-Anhalt	3
Schleswig-Holstein	3
Thuringia	1
Total foreign	**22**
of which EU	34
Rest of Europe	18
Africa	3
North America	7
South and Central America	4
Middle East	4
East Asia	21
Australia	3
Position in the company/organization	
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	8
Department head, group head	19
Other salaried staff/public service	27
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	2
Student	8
Other not gainfully employed	1
Frequency of visits to trade fair	
First event	-

Additional data trade visitors

Economic sector	
Power industry	8
Insurance and finance sector	2
Marketing, advertising and PR	12
Learned professions	3
Other services	9
Building trade	3
manufacturing sector	32
Trade	10
Telecommunication, Telecommunication services	4
Authority/public services	6
Student	8
Other not gainfully employed	1
Influence on purchasing/ procurement decisions	
Decisively	41
Collectively	31
In an advisory capacity	13
No	6
Student	8
Other not gainfully employed	1
Area of responsibility	
Management	20
Research/development/design	11
Planning/work preparation	5
Manufacture/production	7
Production, quality control	1
Buying/procurement	9
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/ social welfare/training	5
Marketing/sales/advertising/PR	43
Storage/material management/logistics/ transport	1
Maintenance/repairs	2
Student	8
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	10	500- 999	6
5- 9	8	1 000- 9 999	16
10- 49	20	10 000 and more	2
50- 99	12	student	8
100-199	10	other not gainfully employed	1
200-499	9		

Length of stay

1. Length of stay (days):

one	86	three	2	five	2
two	10	four	-		

2. Average length of stay 1,2 days

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

1st day	22	3rd day	27	5th day	17
2nd day	29	4th day	27		

Conducted by: GFK, Hamburg

Regio live Heilbronn

Basic data private visitors

Total number of visitors	**45 088**
Proportion of private visitors	**96%**
Region of residence	
up to 50 km	95
more than 50 km up to 100 km	2
more than 100 km up to 300 km	1
over 300 km	1
Total Germany	**99**
Baden-Württemberg	99
Bavaria	1
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Total foreign	**1**
Position in the company/organization	
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	1
Other salaried staff/public service	36
Skilled worker	13
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	1
Student	2
Housewife/man	9
Old-age pensioner	27
Farmer	1
Frequency of visits to trade fair	
2004	61
2002	62
Earlier events	65
First visit	17

Additional data private visitors

Sex	
Male	49
Female	51
Age	
up to 20 years	3
over 20 up to 30 years	9
over 30 up to 40 years	14
over 40 up to 50 years	24
over 50 up to 60 years	21
over 60 up to 70 years	20
over 70 years	8
Net household income	
up to 900,- EUR	11
more than 900,- EUR up to 1 500,- EUR	24
more than 1 500,- EUR up to 2 000,- EUR	25
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	8
more than 3 600,- EUR up to 5 000,- EUR	4
more than 5 000,- EUR	2
N/A	12
Size of household	
1 person	9
2 persons	46
3 persons	22
4 persons	16
5 persons and more	7
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	55
no	22
maybe	23
Follow-up business	
Intend to buy at later date	
yes	18
no	42
maybe	41

Conducted by: Messe- und Congressberatung Dirr, Hamburg

new energy husum → Husum

Basic data trade visitors

Total number of visitors	**12 701**
Proportion of trade visitors	**34%**

Region of residence

up to 50 km	40
more than 50 km up to 100 km	27
more than 100 km up to 300 km	30
over 300 km	4

Total Germany **99**

Baden-Württemberg	1	North Rhine-Westphalia	-
Bavaria	1	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	6	Schleswig-Holstein	86
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	5		

Total foreign	**1**

Position in the company/organization

Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	3
Department head, group head	5
Other salaried staff/public service	20
Skilled worker	-
Lecturer, teacher, scientific assistant	7
Trainee	3
Other position	6
Student	12
Other not gainfully employed	3

Frequency of visits to trade fair

2004	26
2002	16
First visit	90

Basic data private visitors

Proportion of private visitors	**66%**

Region of residence

up to 50 km	51
more than 50 km up to 100 km	31
more than 100 km up to 300 km	17
over 300 km	2

Total Germany **100**

Baden-Württemberg	-	North Rhine-Westphalia	-
Bavaria	-	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	2	Schleswig-Holstein	96
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Position in the company/organization

Entrepreneur, partner, self-employed	22
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	32
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	-
Other position	7
Student	6
Other not gainfully employed	21

Frequency of visits to trade fair

2004	18
2002	11
First visit	76

Basic data all visitors

Region of residence

up to 50 km	47
more than 50 km up to 100 km	29
more than 100 km up to 300 km	22
over 300 km	2

Total Germany **100**

Baden-Württemberg	1	North Rhine-Westphalia	-
Bavaria	-	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	4	Schleswig-Holstein	92
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	2		

Position in the company/organization

Entrepreneur, partner, self-employed	26
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	3
Other salaried staff/public service	28
Skilled worker	2
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	6
Student	8
Other not gainfully employed	14

Frequency of visits to trade fair

2004	20
2002	12
First visit	76

Additional data trade visitors

Economic sector

Biogas and biomass sector	9
Agriculture/forestry	17
Other services	6
Planning, project management	4
Banks, financiers	4
Block power plant sector	3
Media, press, publishing	3
Technical services	3
Association, institution	2
Experts	2
Timber and pellets sector	2
District heating sector	2
Supplier	2
Geothermics and heat pumps sector	1
Other	21
Student	13
Other not gainfully employed	3

Influence on purchasing/procurement decisions

Decisively	40
Collectively	17
In an advisory capacity	15
No	12
Student	13
Other not gainfully employed	3

Area of responsibility

Management	36
Research/development/design	4
Planning/work preparation	7
Manufacture/production	2
Production, quality control	-
Buying/procurement	3
Finance/accounting, controlling	3
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	5
Marketing/sales/advertising/PR	7
Storage/material management/logistics/transport	-
Maintenance/repairs	1
Other area	14
Student	13
Other not gainfully employed	3

Size of company/organization:
Number of employees:

1- 4	39	500- 999	4
5- 9	8	1 000- 9 999	2
10- 49	14	10 000 and more	3
50- 99	6	student	13
100-199	5	other not gainfully employed	3
200-499	4		

Length of stay

1. Length of stay (days):

one	88	three	1
two	10	four	1

2. Average length of stay 1,2 days

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

1st day	29	3rd day	26
2nd day	40	4th day	19

Additional data private visitors

Sex

Male	68
Female	32

Age

up to 20 years	4
over 20 up to 30 years	8
over 30 up to 40 years	16
over 40 up to 50 years	32
over 50 up to 60 years	20
over 60 up to 70 years	19
over 70 years	2

Net household income

up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	6
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	9
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	2
N/A	56

Size of household

1 person	13
2 persons	38
3 persons	15
4 persons	20
5 persons and more	15

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	5
no	83
maybe	12

Follow-up business
Intend to buy at later date

yes	25
no	36
maybe	39

Conducted by: Husumer Wirtschaftsgesellschaft mbH & Co. KG, Messe Husum

NORD GASTRO & HOTEL → Husum

Basic data trade visitors

Total number of visitors	**3 736**
Proportion of trade visitors	**90%**

Region of residence

up to 50 km	63
more than 50 km up to 100 km	26
more than 100 km up to 300 km	8
over 300 km	2

Total Germany **99**

Baden-Württemberg	-	North Rhine-Westphalia	1
Bavaria	1	Rhineland-Palatinate	-
Berlin	1	Saarland	-
Brandenburg	1	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	97
Hesse	-	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	-		

Total foreign	**1**

Position in the company/organization

Entrepreneur, partner, self-employed	40
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Other salaried staff/public service	7
Kitchen	9
Service	6
Trainee	9
Other position	2
Student	4

Frequency of visits to trade fair

2005	49
2004	44
2003	24
First visit	33

Additional data trade visitors

Economic sector

Communal catering	15
Butcher, baker, confectioner etc.	4
Hotel	15
Restaurants, cafés	33
Bars, pubs	10
Other	19
Student	4

Influence on purchasing/procurement decisions

Decisively	47
Collectively	28
In an advisory capacity	11
No	11
Student	4

Area of responsibility

Management	44
Research/development/design	-
Planning/work preparation	-
Manufacture/production	-
Production, quality control	1
Buying/procurement	3
Finance/accounting, controlling	-
Information, communication technology (EDP)	-
Administration/organization/personnel/social welfare/training	-
Marketing/sales/advertising/PR	5
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Food and beverage management	2
Kitchen	21
Service	17
Other area	2
Student	4

Size of company/organization:
Number of employees:

1- 4	31	200- 499	1
5- 9	25	500- 999	1
10- 49	31	1 000- 9 999	-
50- 99	5	10 000 and more	1
100-199	2	student	4

Length of stay

1. Length of stay (days): N/A
2. Average length of stay 1,0 days
3. Share of visitors on the event's days:
   1st day 60 2nd day 43

Conducted by: Husumer Wirtschaftsgesellschaft mbH & Co. KG, Messe Husum, Husum

Arbeitsschutz aktuell → Karlsruhe

Basic data trade visitors

Total number of visitors	**11 073**
Proportion of trade visitors	**98%**

Region of residence

up to 50 km	26
more than 50 km up to 100 km	21
more than 100 km up to 300 km	35
over 300 km	19

Total Germany **96**

Baden-Württemberg	51	North Rhine-Westphalia	6
Bavaria	9	Rhineland-Palatinate	13
Berlin	1	Saarland	1
Brandenburg	-	Saxony	2
Bremen	-	Saxony-Anhalt	1
Hamburg	-	Schleswig-Holstein	1
Hesse	13	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign	**4**
of which EU	71
Other	29

Position in the company/organization

Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	3
Department head, group head	20
Other salaried staff/public service	33
Skilled worker	13
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	7
Student	2
Other not gainfully employed	4

Frequency of visits to trade fair

Wiesbaden 2004	22
Berlin 2002	8
Munich 2000	9
Leipzig 1998	4
Earlier events	11
First visit	66

Additional data trade visitors

Economic sector

Industry	32
Waste disposal companies	4
Trade	6
Learned professions	5
Skilled trades	5
Research facility	3
Service	12
Administration (authorities, municipal authorities, public facilities)	16
Vocational school/polytechnic/university	3
Association/society	2
Other	7
Other not gainfully employed	4

Influence on purchasing/procurement decisions

Decisively	15
Collectively	34
In an advisory capacity	32
No	13
Student	2
Other not gainfully employed	4

Area of responsibility

Management	13
Research/development/design	7
Planning/work preparation	8
Manufacture/production	13
Production, quality control	5
Buying/procurement	10
Finance/accounting, controlling	2
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	12
Marketing/sales/advertising/PR	5
Storage/material management/logistics/transport	6
Maintenance/repairs	12
Other area	33
Student	2
Other not gainfully employed	4

Size of company/organization:
Number of employees:

1- 4	9	500- 999	14
5- 9	5	1 000- 9 999	24
10- 49	7	10 000 and more	8
50- 99	6	student	2
100-199	6	other not gainfully employed	4
200-499	15		

Length of stay

1. Length of stay (days):
   one 81 two 9 three 11
2. Average length of stay 1,3 days
3. Share of visitors on the event's days:
   1st day 40 2nd day 51 3rd day 35

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

→ www.fkm.de

INTERPART → Karlsruhe

Basic data trade visitors

Total number of visitors	**4 576**
Proportion of trade visitors	**96%**

Region of residence

up to 50 km	27
more than 50 km up to 100 km	20
more than 100 km up to 300 km	30
over 300 km	22

Total Germany **91**

Baden-Württemberg	61	North Rhine-Westphalia	6
Bavaria	11	Rhineland-Palatinate	8
Berlin	-	Saarland	-
Brandenburg	-	Saxony	3
Bremen	-	Saxony-Anhalt	1
Hamburg	-	Schleswig-Holstein	-
Hesse	7	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign	**9**
of which EU	66
Other	34

Position in the company/organization

Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	7
Department head, group head	25
Other salaried staff/public service	25
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	2
Foreman, master craftsman	9
Student	3
Other not gainfully employed	2

Frequency of visits to trade fair

2005	13
2004	7
2003	4
First visit	81

Additional data trade visitors

Economic sector

Automobile industry	10
Automobile supplies industry	21
other automotive	3
Machine and plant construction	27
Measuring and testing technology	3
Electrical engineering/electronics industry	7
Medical technology	2
Vending machines	1
Other	23
Student	3
Other not gainfully employed	2

Influence on purchasing/procurement decisions

Decisively	20
Collectively	47
In an advisory capacity	20
No	8
Student	3
Other not gainfully employed	2

Area of responsibility

Management	17
Research/development/design	17
Planning/work preparation	12
Manufacture/production	21
Production, quality control	7
Buying/procurement	17
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	22
Storage/material management/logistics/transport	3
Maintenance/repairs	6
Other area	4
Student	3
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	7	500- 999	11
5- 9	6	1 000- 9 999	12
10- 49	16	10 000 and more	9
50- 99	10	student	3
100-199	13	other not gainfully employed	2
200-499	12		

Length of stay

1. Length of stay (days):

one	93	two	6	three	1

2. Average length of stay 1,1 days

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

1st day	33	2nd day	44	3rd day	31

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

inventa (2005) → Karlsruhe

Basic data private visitors

Total number of visitors	**45 762**
Proportion of private visitors	**88%**

Region of residence

up to 50 km	89
more than 50 km up to 100 km	7
more than 100 km up to 300 km	4
over 300 km	

Total Germany **99**

Baden-Württemberg	90	North Rhine-Westphalia	-
Bavaria	-	Rhineland-Palatinate	8
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	1	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign	**1**
of which EU	100
Rest of Europe	-
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	11
Managing director, board member, 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	29
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	4
Student	5
Housewife/man	9
Old-age pensioner	15
Other not gainfully employed	1

Frequency of visits to trade fair

2004	16
2002	7
2000	3
Earlier events	3
First visit	76

Basic data all visitors

Proportion of private 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	4
over 300 km	1

Total Germany **99**

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

Total foreign	**1**
of which EU	83
Rest of Europe	17
Africa	-
North America	-
South and Central America	-
Middle East	-
East Asia	-
Australia	-

The country with the highest visitor shares

France	83

Position in the company/organization

Entrepreneur, partner, self-employed	15
Managing director, board member, 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	28
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	4
Student	5
Housewife/man	8
Old-age pensioner	13
Other not gainfully employed	1

Frequency of visits to trade fair

2004	16
2002	7
2000	3
Earlier events	3
First visit	76

Additional data private visitors

Sex

Male	47
Female	53

Age

up to 20 years	4
over 20 up to 30 years	12
over 30 up to 40 years	22
over 40 up to 50 years	27
over 50 up to 60 years	19
over 60 up to 70 years	14
over 70 years	2

Net household income

up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	19
more than 3 600,- EUR up to 5 000,- EUR	15
more than 5 000,- EUR	13
N/A	16

Size of household

1 person	7
2 persons	45
3 persons	19
4 persons	20
5 persons and more	9

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	33
no	35
maybe	33

Follow-up business
Intend to buy at later date

yes	24
no	27
maybe	49

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Horizont → Karlsruhe

Basic data private visitors

Total number of visitors	**13 888**
Proportion of private visitors	**99%**

Region of residence

up to 50 km	87
more than 50 km up to 100 km	11
more than 100 km up to 300 km	2
over 300 km	1

Total Germany **100**

Baden-Württemberg	88	North Rhine-Westphalia	1
Bavaria	1	Rhineland-Palatinate	10
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Position in the company/organization

Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	4
Other salaried staff/public service	32
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	1
Student	3
Housewife/man	4
Old-age pensioner	39

Frequency of visits to trade fair

2005	36
2004	18
First visit	60

Additional data private visitors

Sex

Male	52
Female	48

Age

up to 20 years	2
over 20 up to 30 years	5
over 30 up to 40 years	11
over 40 up to 50 years	23
over 50 up to 60 years	23
over 60 up to 70 years	32
over 70 years	5

Net household income

up to 900,- EUR	-
more than 900,- EUR up to 1 500,- EUR	1
more than 1 500,- EUR up to 2 000,- EUR	5
more than 2 000,- EUR up to 2 600,- EUR	8
more than 2 600,- EUR up to 3 600,- EUR	8
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	4
N/A	68

Size of household

1 person	11
2 persons	61
3 persons	14
4 persons	13
5 persons and more	2

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	16
no	47
maybe	37

Follow-up business
Intend to buy at later date

yes	15
no	32
maybe	52

Conducted by: PS Marketing Consulting, Steinfeld

LEARNTEC → Karlsruhe

Basic data trade visitors

Total number of visitors	**4 071**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	15
more than 50 km up to 100 km	16
more than 100 km up to 300 km	32
over 300 km	38

Total Germany **87**

Baden-Württemberg	38	North Rhine-Westphalia	16
Bavaria	12	Rhineland-Palatinate	5
Berlin	2	Saarland	2
Brandenburg	-	Saxony	2
Bremen	1	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	1
Hesse	15	Thuringia	-
Mecklenburg-West Pommerania	1		
Lower Saxony	3		

Total foreign	**13**
of which EU	53
Rest of Europe	37
Other	10

The two countries with the highest visitor shares

Switzerland	33
Austria	30

Position in the company/organization

Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	4
Department head, group head	18
Other salaried staff/public service	25
Skilled worker	1
Lecturer, teacher, scientific assistant	16
Trainee	2
Other position	3
Student	11
Other not gainfully employed	2

Frequency of visits to trade fair

2005	24
2004	23
2003	20
2002	16
Earlier events	9
First visit	58

Additional data trade visitors

Economic sector

University/research/teaching	18
Authority/public services	7
Industry	16
Trade/sales	3
Bank, insurance company	6
Skilled trades	1
Tourism, hotel	1
Medicine	2
Association	1
Publishing house	2
Educational facility	17
Other	15
Student	10
Other not gainfully employed	2

Influence on purchasing/procurement decisions

Decisively	15
Collectively	41
In an advisory capacity	23
No	8
Student	10
Other not gainfully employed	2

Area of responsibility

Management	9
Research/development/design	10
Planning/work preparation	3
Manufacture/production	2
Production, quality control	1
Buying/procurement	2
Finance/accounting, controlling	3
Information, communication technology (EDP)	19
Administration/organization/personnel/social welfare/training	34
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	10
Student	10
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	11	500- 999	7
5- 9	6	1 000- 9 999	17
10- 49	12	10 000 and more	13
50- 99	8	student	10
100-199	6	other not gainfully employed	2
200-499	8		

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	42	2nd day	58	3rd day	47

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

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Basic data private visitors

Total number of visitors	**131 437**
Proportion of private visitors	**95%**

Region of residence

up to 50 km	94
more than 50 km up to 100 km	4
more than 100 km up to 300 km	2
over 300 km	1

Total Germany **99**

Baden-Württemberg	91	North Rhine-Westphalia	-
Bavaria	1	Rhineland-Palatinate	8
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign	**2**
of which EU	77
Other	23

The country with the highest visitor share

France	71

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	2
Department head, group head	8
Other salaried staff/public service	28
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	5
Student	10
Housewife/man	8
Old-age pensioner	13
Other not gainfully employed	3

Frequency of visits to trade fair

2005	52
2004	48
2003	39
2002	31
Earlier events	33
First visit	17

Basic data all visitors

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	2
over 300 km	1

Total Germany **98**

Baden-Württemberg	90	North Rhine-Westphalia	-
Bavaria	1	Rhineland-Palatinate	8
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign	**2**
of which EU	70
Other	30

The country with the highest visitor share

France	65

Position in the company/organization

Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	27
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	5
Student	10
Housewife/man	8
Old-age pensioner	13
Other not gainfully employed	3

Frequency of visits to trade fair

2005	52
2004	47
2003	39
2002	30
Earlier events	23
First visit	18

Additional data private visitors

Sex

Male	48
Female	52

Age

up to 20 years	13
over 20 up to 30 years	16
over 30 up to 40 years	18
over 40 up to 50 years	25
over 50 up to 60 years	16
over 60 up to 70 years	10
over 70 years	3

Net household income

up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	12
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	18
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	8
N/A	19

Size of household

1 person	9
2 persons	41
3 persons	21
4 persons	21
5 persons and more	8

Buying and ordering capacity

Purchase or order made or intended at the exhibition

yes	62
no	9
maybe	29

Follow-up business

Intend to buy at later date

yes	18
no	21
maybe	61

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

RESALE → Karlsruhe

Basic data trade visitors

Total number of visitors	**9 672**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	11
more than 50 km up to 100 km	9
more than 100 km up to 300 km	17
over 300 km	64

Total Germany **40**

Baden-Württemberg	46	North Rhine-Westphalia	12
Bavaria	13	Rhineland-Palatinate	8
Berlin	1	Saarland	1
Brandenburg	1	Saxony	1
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	7	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	6		

Total foreign	**60**
of which EU	19
Rest of Europe	45
Africa	16
America	3
Middle East	8
East Asia	9
Australia	-

The five countries with the highest visitor shares

Romania	13
Turkey	8
India	8
Ukraine	6
Nigeria	5

Position in the company/organization

Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	22
Senior department head, other employee with managerial responsibility	6
Department head, group head	13
Other salaried staff/public service	4
Skilled worker	5
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	5
Student	3
Other not gainfully employed	5

Frequency of visits to trade fair

2005	14
2004	11
2003	5
2002	4
Earlier events	6
First visit	67

Additional data trade visitors

Economic sector

Industry	52
Trade	20
Skilled trades	3
Service	10
Vocational school/polytechnic/university	1
Other	6
Student	3
Other not gainfully employed	5

Influence on purchasing/procurement decisions

Decisively	45
Collectively	30
In an advisory capacity	12
No	6
Student	3
Other not gainfully employed	5

Area of responsibility

Management	41
Research/development/design	13
Planning/work preparation	12
Manufacture/production	17
Production, quality control	5
Buying/procurement	21
Finance/accounting, controlling	8
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	3
Storage/material management/logistics/transport	5
Marketing/sales/advertising/PR	11
Maintenance/repairs	9
Other area	8
Student	3
Other not gainfully employed	5

Size of company/organization:

Number of employees:

1- 4	17	500- 999	4
5- 9	11	1 000- 9 999	5
10- 49	27	10 000 and more	2
50- 99	13	student	3
100-199	7	other not gainfully employed	5
200-499	7		

Length of stay

1. Length of stay (days):

one	62	two	23	three	15

2. Average length of stay 1,5 days

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

1st day	46	2nd day	58	3rd day	49

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ALLGÄUER FESTWOCHE (2004) ⇢ Kempten

Basic data all visitors

Total number of visitors	**85 524**
Proportion of private visitors	**97%**

Region of residence

up to 50 km	84
more than 50 km up to 100 km	9
more than 100 km up to 300 km	4
over 300 km	3

Total Germany: 99

Baden-Württemberg	2	North Rhine-Westphalia	-
Bavaria	96	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

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 highest visitor shares

Austria	83
Italy	17

Position in the company/organization

Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff/public service	36
Skilled worker	12
Lecturer, teacher, scientific assistant	1
Trainee	2
Farmer	5
Other position	1
Student	4
Houswife/man	9
Old-age pensioner	17
Other not gainfully employed	1

Frequency of visits to trade fair

2003	73
2002	75
Earlier events	88
First visit	9

Additional data private visitors

Sex

Male	50
Female	50

Age

up to 20 years	7
over 20 up to 30 years	15
over 30 up to 40 years	25
over 40 up to 50 years	23
over 50 up to 60 years	14
over 60 up to 70 years	13
over 70 years	3

Net household income

up to 750,- EUR	4
more than 750,- EUR up to 1 000,- EUR	3
more than 1 000,- EUR up to 1 250,- EUR	6
more than 1 250,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	25
more than 2 000,- EUR up to 2 500,- EUR	19
more than 2 500,- EUR up to 3 000,- EUR	11
more than 3 000,- EUR	12
N/A	10

Size of household

1 person	10
2 persons	31
3 persons	19
4 persons	23
5 persons and more	17

Buying and ordering capacity

Purchase or order made or intended at the exhibition

yes	51
no	17
maybe	31

Follow-up business

Intend to buy at later date

yes	23
no	35
maybe	42

Conducted by: Messe- und Congressberatung Herbert Dirr, Hamburg

Anuga FoodTec ⇢ Köln

Basic data trade visitors

Total number of visitors	**38 846**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	8
more than 50 km up to 100 km	8
more than 100 km up to 300 km	25
over 300 km	59

Total Germany 50

Baden-Württemberg	10	North Rhine-Westphalia	36
Bavaria	12	Rhineland-Palatinate	8
Berlin	3	Saarland	-
Brandenburg	-	Saxony	2
Bremen	2	Saxony-Anhalt	2
Hamburg	2	Schleswig-Holstein	2
Hesse	9	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	10		

Total foreign	**50**
of which EU	62
Rest of Europe	14
Africa	4
North America	3
South and Central America	4
Middle East	5
East Asia	7
Australia	2

The five countries with the highest visitor shares

Netherlands	18
Switzerland	8
Belgium	6
Great Britain	5
Sweden	4

Position in the company/organization

Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	8
Department head, group head	25
Other salaried staff/public service	15
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	4
Student	9
Other not gainfully employed	1

Frequency of visits to trade fair

2003	34
2000	19
First visit	58

Additional data trade visitors

Economic sector

Industry	62
Agriculture	5
Skilled trades	3
Trade	6
Service	11
Science	2
Other	2
Student	9
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	22
Collectively	33
In an advisory capacity	22
No	13
Student	9
Other not gainfully employed	1

Area of responsibility

Management	24
Research/development/design	19
Planning/work preparation	4
Manufacture/production	11
Production, quality control	4
Buying/procurement	3
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	14
Storage/material management/logistics/transport	1
Maintenance/repairs	4
Other area	5
Student	9
Other not gainfully employed	1

Size of company/organization:

Number of employees:

1- 4	11	500- 999	6
5- 9	7	1 000- 9 999	9
10- 49	15	10 000 and more	6
50- 99	12	student	9
100-199	11	other not gainfully employed	1
200-499	14		

Length of stay

1. Length of stay (days):

one	65	three	7
two	24	four	5

2. Average length of stay 1,5 days

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

1st day	32	3rd day	42
2nd day	42	4th day	35

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

DACH+WAND → Köln

Basic data trade visitors

Total number of visitors	**29 432**
Proportion of trade visitors	**89%**

Region of residence

up to 50 km	26
more than 50 km up to 100 km	17
more than 100 km up to 300 km	33
over 300 km	24

Total Germany **88**

Baden-Württemberg	8	North Rhine-Westphalia	51
Bavaria	6	Rhineland-Palatinate	10
Berlin	1	Saarland	1
Brandenburg	1	Saxony	2
Bremen	-	Saxony-Anhalt	1
Hamburg	-	Schleswig-Holstein	1
Hesse	10	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	8		

Total foreign		**12**
of which	EU	82
	Rest of Europe	16
	Other	2

The two countries with the highest visitor shares

Belgium	22
Netherlands	18

Position in the company/organization

Entrepreneur, partner, self-employed	38
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	5
Department head, group head	11
Other salaried staff/public service	8
Skilled worker	16
Lecturer, teacher, scientific assistant	3
Trainee	7
Other position	2
Student	1
Other not gainfully employed	1

Frequency of visits to trade fair

2005	18
2004	24
2003	21
2002	29
Earlier events	35
First visit	30

Additional data trade visitors

Economic sector

Roofers	52
Carpenters	7
Plumbers	4
Horticulture and landscape gardening	1
Other skilled trades	2
Architect's office	2
Engineer's and planning office	3
Property developer, housing company	1
Other services	2
Construction industry	7
Other industry	3
Building materials trade	6
Other trade	2
Authority/public services	2
University/college/polytechnic	1
Other	2
Student	1
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	31
Collectively	26
In an advisory capacity	24
No	17
Student	1
Other not gainfully employed	1

Area of responsibility

Management	42
Research/development/design	7
Planning/work preparation	19
Manufacture/production	23
Production, quality control	8
Buying/procurement	17
Finance/accounting, controlling	9
Information, communication technology (EDP)	7
Administration/organization/personnel/social welfare/training	8
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	7
Maintenance/repairs	12
Other area	12
Student	1
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	32	500- 999	2
5- 9	22	1 000- 9 999	2
10- 49	23	10 000 and more	2
50- 99	5	student	1
100-199	5	other not gainfully employed	1
200-499	3		

Length of stay

1. Length of stay (days):

one	84	three	2
two	13	four	2

2. Average length of stay 1,2 days

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

1st day	27	3rd day	28
2nd day	27	4th day	18

Conducted by: Walter, Wissler & Partner, Basel

domotechnica → Köln

Basic data trade visitors

Total number of visitors	**18 128**
Proportion of trade visitors	**98%**

Region of residence

up to 50 km	12
more than 50 km up to 100 km	7
more than 100 km up to 300 km	17
over 300 km	64

Total Germany **40**

Baden-Württemberg	11	North Rhine-Westphalia	48
Bavaria	12	Rhineland-Palatinate	8
Berlin	1	Saarland	-
Brandenburg	2	Saxony	-
Bremen	1	Saxony-Anhalt	-
Hamburg	3	Schleswig-Holstein	1
Hesse	9	Thuringia	2
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign		**60**
of which	EU	61
	Rest of Europe	15
	Africa	5
	North America	3
	South and Central America	3
	Middle East	4
	East Asia	8
	Australia	1

The five countries with the highest visitor shares

Italy	13
Netherlands	11
Great Britain	9
France	6
Switzerland	5

Position in the company/organization

Entrepreneur, partner, self-employed	30
Managing director, board member, head of an authority etc.	16
Senior department head, other employee with managerial responsibility	8
Department head, group head	21
Other salaried staff/public service	14
Skilled worker	1
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	4
Student	2

Frequency of visits to trade fair

HomeTech, Cologne 2004	31
HomeTech, Berlin 2002	16
DOMOTECHNICA, Cologne 2001	31
DOMOTECHNICA, Cologne 1999	23
Earlier events	20
First visit	39

Additional data trade visitors

Economic sector

Industry	46
Skilled trades	5
Retail trade	9
Wholesale/foreign trade	11
Import/export	14
Mail order	2
Service	7
Research/science	2
Teaching (polytechnic/university/college)	1
Other	1
Student	2

Influence on purchasing/procurement decisions

Decisively	37
Collectively	31
In an advisory capacity	19
No	11
Student	2

Area of responsibility

Management	36
Research/development/design	17
Planning/work preparation	2
Manufacture/production	4
Production, quality control	1
Buying/procurement	11
Finance/accounting, controlling	-
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	-
Maintenance/repairs	2
Other area	4
Student	2

Size of company/organization:
Number of employees:

1- 4	16	200- 499	10
5- 9	13	500- 999	7
10- 49	17	1 000- 9 999	10
50- 99	7	10 000 and more	9
100-199	9	student	2

Length of stay

1. Length of stay (days):

one	61	three	10
two	24	four	5

2. Average length of stay 1,6 days

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

1st day	38	3rd day	44
2nd day	46	4th day	31

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

Entsorga – Enteco

Basic data trade visitors

Total number of visitors	**40 375**
Proportion of trade visitors	**98%**

Region of residence

up to 50 km	15
more than 50 km up to 100 km	18
more than 100 km up to 300 km	26
over 300 km	42

Total Germany **76**

Baden-Württemberg	8	North Rhine-Westphalia	52
Bavaria	8	Rhineland-Palatinate	8
Berlin	2	Saarland	1
Brandenburg	1	Saxony	2
Bremen	1	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	5		

Total foreign		**25**
of which	EU	67
	Rest of Europe	19
	South and Central America	5
	East Asia	4
	Other	5

The five countries with the highest visitor shares

Netherlands	13
Austria	10
Switzerland	9
Great Britain	6
Finland	5

Position in the company/organization

Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	9
Department head, group head	23
Other salaried staff/public service	23
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	4
Student	5
Other not gainfully employed	1

Frequency of visits to trade fair

2003	40
2000	29
Earlier events	16
First visit	47

Additional data trade visitors

Economic sector

Industry	32
Trade	7
Skilled trades	2
Service	33
Authority/public services	14
University, research	2
Other	4
Student	5
Other not gainfully employed	1

Influence on purchasing/ procurement decisions

Decisively	22
Collectively	36
In an advisory capacity	27
No	9
Student	5
Other not gainfully employed	1

Area of responsibility

Management	27
Research/development/design	7
Planning/work preparation	8
Manufacture/production	5
Production, quality control	1
Buying/procurement	5
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	12
Storage/material management/logistics/ transport	5
Maintenance/repairs	5
Other area	13
Student	5
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	11	500- 999	7
5- 9	9	1 000- 9 999	13
10- 49	20	10 000 and more	3
50- 99	13	student	5
100-199	9	other not gainfully	
200-499	10	employed	1

Length of stay

1. Length of stay (days):

one	76	three	3
two	19	four	2

2. Average length of stay 1,3 days

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

1st day	31	3rd day	34
2nd day	37	4th day	30

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

Basic data private visitors

Total number of visitors	**18 077**
Proportion of private visitors	**73%**

Region of residence

up to 50 km	80
more than 50 km up to 100 km	13
more than 100 km up to 300 km	3
over 300 km	4

Total Germany **97**

Baden-Württemberg	-	North Rhine-Westphalia	96
Bavaria	-	Rhineland-Palatinate	2
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	1	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign	**3**
of which EU	86
Other	14

Position in the company/organization

Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	5
Other salaried staff/public service	26
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	4
Student	6
Housewife/man	6
Old-age pensioner	24
Other not gainfully employed	2

Frequency of visits to trade fair

2004	19
2002	11
Earlier events	36
First visit	50

Basic data all visitors

Region of residence

up to 50 km	80
more than 50 km up to 100 km	13
more than 100 km up to 300 km	4
over 300 km	4

Total Germany **98**

Baden-Württemberg	-	North Rhine-Westphalia	96
Bavaria	-	Rhineland-Palatinate	2
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	1	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign	**2**
of which EU	84
Other	16

Position in the company/organization

Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff/public service	21
Skilled worker	9
Lecturer, teacher, scientific assistant	5
Trainee	3
Other position	4
Student	7
Housewife/man	4
Old-age pensioner	18
Other not gainfully employed	2

Frequency of visits to trade fair

2004	20
2002	12
Earlier events	38
First visit	50

Additional data private visitors

Sex

Male	62
Female	38

Age

up to 20 years	7
over 20 up to 30 years	10
over 30 up to 40 years	16
over 40 up to 50 years	18
over 50 up to 60 years	21
over 60 up to 70 years	22
over 70 years	6

Net household income

up to 900,- EUR		5
more than 900,- EUR	up to 1 500,- EUR	8
more than 1 500,- EUR	up to 2 000,- EUR	14
more than 2 000,- EUR	up to 2 600,- EUR	16
more than 2 600,- EUR	up to 3 600,- EUR	20
more than 3 600,- EUR	up to 5 000,- EUR	10
more than 5 000,- EUR		8
N/A		20

Size of household

1 person	10
2 persons	47
3 persons	19
4 persons	17
5 persons and more	8

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	24
no	37
maybe	39

Follow-up business
Intend to buy at later date

yes	38
no	17
maybe	45

Conducted by: Walter, Wissler & Partner, Basel

EuroCARGO → Köln

Basic data trade visitors

Total number of visitors	**4 062**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	33
more than 50 km up to 100 km	19
more than 100 km up to 300 km	25
over 300 km	23

Total Germany **90**

Baden-Württemberg	6	North Rhine-Westphalia	62
Bavaria	6	Rhineland-Palatinate	5
Berlin	2	Saarland	-
Brandenburg	-	Saxony	2
Bremen	1	Saxony-Anhalt	-
Hamburg	1	Schleswig-Holstein	1
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	8		

Total foreign	**10**
of which EU	82
Rest of Europe	16
Other	2

The five countries with the highest visitor shares

Netherlands	48
Switzerland	11
Austria	9
Belgium	9
Poland	7

Position in the company/organization

Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	10
Department head, group head	26
Other salaried staff/public service	17
Skilled worker	2
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	7
Other not gainfully employed	1

Frequency of visits to trade fair

2004	16
2002	14
2001	5
Earlier events	10
First visit	65

Additional data trade visitors

Economic sector

Industry	26
Wholesale trade	5
Retail trade	3
Skilled trades	1
Freight forwarders, transport companies	29
Banks, insurance companies	2
Other services	18
Associations, organizations	1
Public authority	2
Other	6
Student	7
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	24
Collectively	33
In an advisory capacity	23
No	11
Student	7
Other not gainfully employed	1

Area of responsibility

Management	26
Research/development/design	2
Planning/work preparation	2
Manufacture/production	1
Production, quality control	-
Buying/procurement	2
Finance/accounting, controlling	1
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	27
Maintenance/repairs	1
Other area	7
Student	7
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	10	500- 999	6
5- 9	5	1 000- 9 999	12
10- 49	18	10 000 and more	6
50- 99	12	student	7
100-199	11	other not gainfully employed	1
200-499	10		

Length of stay

1. Length of stay (days):

one	90	two	8	three	2

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

Conducted by: Walter, Wissler & Partner, Basel

IFMA Cologne

Basic data trade visitors

Total number of visitors	**54 232**
Proportion of trade visitors	**55%**

Region of residence

up to 50 km	19
more than 50 km up to 100 km	12
more than 100 km up to 300 km	28
over 300 km	41

Total Germany **78**

Baden-Württemberg	6	North Rhine-Westphalia	51
Bavaria	5	Rhineland-Palatinate	6
Berlin	1	Saarland	1
Brandenburg	1	Saxony	2
Bremen	1	Saxony-Anhalt	2
Hamburg	1	Schleswig-Holstein	2
Hesse	8	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	10		

Total foreign	**22**
of which EU	69
Rest of Europe	8
South and Central America	7
East Asia	8
Other	8

The three countries with the highest visitor shares

Netherlands	25
France	8
Belgium	7

Position in the company/organization

Entrepreneur, partner, self-employed	43
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	4
Department head, group head	9
Other salaried staff/public service	11
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	5
Student	4
Other not gainfully employed	2

Frequency of visits to trade fair

2005	55
2004	48
2003	45
2002	40
Earlier events	33
First visit	25

Basic data private visitors

Proportion of private visitors	**45%**

Region of residence

up to 50 km	57
more than 50 km up to 100 km	22
more than 100 km up to 300 km	16
over 300 km	5

Total Germany **99**

Baden-Württemberg	2	North Rhine-Westphalia	87
Bavaria	1	Rhineland-Palatinate	5
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	3	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	2		

Total foreign	**1**

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	9
Other salaried staff/public service	34
Skilled worker	13
Lecturer, teacher, scientific assistant	5
Trainee	4
Other position	7
Student	8
Other not gainfully employed	12

Frequency of visits to trade fair

2005	25
2004	21
2003	16
2002	12
Earlier events	22
First visit	46

Basic data all visitors

Region of residence

up to 50 km	37
more than 50 km up to 100 km	17
more than 100 km up to 300 km	22
over 300 km	24

Total Germany **88**

Baden-Württemberg	4	North Rhine-Westphalia	69
Bavaria	3	Rhineland-Palatinate	5
Berlin	1	Saarland	-
Brandenburg	1	Saxony	1
Bremen	1	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	5	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	6		

Total foreign	**12**
of which EU	70
Rest of Europe	9
South and Central America	7
East Asia	7
Other	8

The three countries with the highest visitor shares

Netherlands	26
France	9
Belgium	7

Position in the company/organization

Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	3
Department head, group head	9
Other salaried staff/public service	22
Skilled worker	12
Lecturer, teacher, scientific assistant	4
Trainee	4
Other position	6
Student	6
Other not gainfully employed	6

Frequency of visits to trade fair

2005	42
2004	36
2003	32
2002	27
Earlier events	28
First visit	35

Additional data trade visitors

Economic sector

Specialist retail trade with workshop	43
Specialist retail trade without workshop	3
Large forms of retail trade	1
Department store	1
Mail order	2
Wholesale/foreign trade with retail trade	3
Wholesale/foreign trade without retail trade	4
Import/export	5
Buying association	1
Commercial agent	2
Skilled trades	2
Industry	11
Service	8
Authority/public services	1
University, research	5
Other	3
Student	4
Other not gainfully employed	2

Influence on purchasing/ procurement decisions

Decisively	35
Collectively	31
In an advisory capacity	20
No	10
Other not gainfully employed	2
Student	4

Area of responsibility

Management	32
Research/development/design	6
Planning/work preparation	2
Manufacture/production	6
Production, quality control	2
Buying/procurement	11
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	10
Storage/material management/logistics/ transport	2
Maintenance/repairs	10
Other area	10
Student	4
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	44	500- 999	2
5- 9	13	1 000- 9 999	4
10- 49	15	10 000 and more	2
50- 99	4	student	4
100-199	4	other not gainfully	
200-499	7	employed	2

Length of stay

1. Length of stay (days):

one	64	three	6
two	26	four	4

2. Average length of stay 1,5 days

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

1st day	47	3rd day	31
2nd day	54	4th day	18

Additional data private visitors

Sex

Male	81
Female	19

Age

up to 20 years	4
over 20 up to 30 years	17
over 30 up to 40 years	23
over 40 up to 50 years	26
over 50 up to 60 years	16
over 60 up to 70 years	12
over 70 years	2

Net household income

up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	12
more than 1 500,- EUR up to 2 000,- EUR	17
more than 2 000,- EUR up to 2 600,- EUR	21
more than 2 600,- EUR up to 3 600,- EUR	23
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	7
N/A	29

Size of household

1 person	26
2 persons	36
3 persons	17
4 persons	14
5 persons and more	7

Buying and ordering capacity

Purchase or order made or intended at the exhibition	N/A

Follow-up business

Intend to buy at later date	
yes	57
no	8
maybe	36

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

Basic data trade visitors

Total number of visitors	**115 775**
Proportion of trade visitors	**71%**

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	28
over 300 km	42

Total Germany **75**

Baden-Württemberg	11	North Rhine-Westphalia	50
Bavaria	10	Rhineland-Palatinate	7
Berlin	2	Saarland	1
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	2	Schleswig-Holstein	2
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	6		

Total foreign **25**

of which EU	68
Rest of Europe	19
Africa	2
North America	2
South and Central America	2
Middle East	1
East Asia	5
Australia	1

The five countries with the highest visitor shares

Netherlands	15
Austria	13
Switzerland	9
Belgium	6
Italy	5

Position in the company/organization

Entrepreneur, partner, self-employed	38
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	3
Department head, group head	9
Other salaried staff/public service	9
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	9
Other position	3
Student	15
Other not gainfully employed	1

Frequency of visits to trade fair

2005	45
2004	37
2003	30
2002	29
Earlier events	19
First visit	31

Basic data all visitors

Region of residence

up to 50 km	29
more than 50 km up to 100 km	14
more than 100 km up to 300 km	25
over 300 km	32

Total Germany **81**

Baden-Württemberg	9	North Rhine-Westphalia	62
Bavaria	7	Rhineland-Palatinate	6
Berlin	2	Saarland	1
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	2	Schleswig-Holstein	2
Hesse	5	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	5		

Total foreign **19**

of which EU	69
Rest of Europe	18
Africa	2
North America	2
South and Central America	3
Middle East	1
East Asia	5
Australia	1

The five countries with the highest visitor shares

Netherlands	16
Austria	13
Switzerland	9
Belgium	6
Italy	5

Position in the company/organization

Entrepreneur, partner, self-employed	31
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head	9
Other salaried staff/public service	15
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	7
Other position	3
Student	14
Housewife/man	2
Old-age pensioner	2
Other not gainfully employed	1

Frequency of visits to trade fair

2005	38
2004	31
2003	26
2002	24
Earlier events	17
First visit	37

Additional data trade visitors

Economic sector

Industry	21
Wholesale/foreign trade	9
Retail trade	26
Skilled trades	18
Service	18
Authority/public services	3
Association	1
Other sectors	6

Influence on purchasing/ procurement decisions

Decisively	30
Collectively	24
In an advisory capacity	16
No	13
Student	15
Other not gainfully employed	1

Area of responsibility

Management	33
Research/development/design	7
Planning/work preparation	6
Manufacture/production	10
Production, quality control	1
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	14
Storage/material management/logistics/ transport	1
Maintenance/repairs	1
Other area	5
Student	15
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	22	500- 999	3
5- 9	13	1 000- 9 999	4
10- 49	16	10 000 and more	2
50- 99	6	student	15
100-199	6	other not gainfully	
200-499	6	employed	1

Length of stay

1. Length of stay (days):

one	61	four	4	seven	1
two	21	five	2		
three	10	six	-		

2. Average length of stay 1,7 days

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

1st day	29	4th day	33	7th day	3
2nd day	33	5th day	31		
3rd day	35	6th day	6		

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

IMB ⇢ Köln

Basic data trade visitors

Total number of visitors	**25 064**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	8
more than 50 km up to 100 km	9
more than 100 km up to 300 km	16
over 300 km	67

Total Germany **48**

Baden-Württemberg	18	North Rhine-Westphalia	39
Bavaria	17	Rhineland-Palatinate	3
Berlin	3	Saarland	-
Brandenburg	-	Saxony	3
Bremen	1	Saxony-Anhalt	-
Hamburg	4	Schleswig-Holstein	1
Hesse	8	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign	**52**
of which EU	57
Rest of Europe	12
Africa	5
North America	2
South and Central America	5
Middle East	7
East Asia	10
Australia	1

The five countries with the highest visitor shares

Italy	11
Netherlands	8
France	5
India	5
Turkey	4

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 with managerial responsibility	6
Department head, group head	15
Other salaried staff/public service	11
Skilled worker	4
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	3
Student	12
Other not gainfully employed	-

Frequency of visits to trade fair

2003	39
2000	27
1997	18
1993	10
Earlier events	6
First visit	48

Additional data trade visitors

Economic sector

Clothing industry	31
Textile-processing industry	14
Clothing machine manufacturer	6
Clothing machine wholesaler, importer	9
Wholesale trade, distribution, buying association	4
Retail trade	3
Skilled trades	5
Service	5
Science, education	3
Other sectors	7
Student	12
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	28
Collectively	26
In an advisory capacity	21
No	12
Student	12
Other not gainfully employed	1

Area of responsibility

Management	28
Research/development/design	11
Planning/work preparation	4
Manufacture/production	16
Production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	8
Storage/material management/logistics/transport	2
Maintenance/repairs	3
Other area	5
Student	12
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	14	500- 999	7
5- 9	11	1 000- 9 999	7
10- 49	18	10 000 and more	2
50- 99	12	student	12
100-199	10	other not gainfully employed	1
200-499	8		

Length of stay

1. Length of stay (days):

one	54	three	12
two	22	four	12

2. Average length of stay 1,8 days

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

1st day	42	3rd day	48
2nd day	55	4th day	37

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

Inter-Karneval ⇢ Köln

Basic data private visitors

Total number of visitors	**12 927**
Proportion of private visitors	**90%**

Region of residence

up to 50 km	26
more than 50 km up to 100 km	21
more than 100 km up to 300 km	33
over 300 km	20

Total Germany **97**

Baden-Württemberg	7	North Rhine-Westphalia	49
Bavaria	8	Rhineland-Palatinate	12
Berlin	-	Saarland	1
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	1
Hamburg	-	Schleswig-Holstein	-
Hesse	17	Thuringia	2
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign	3

Position in the company/organization

Entrepreneur, partner, self-employed	12
Other not gainfully employed	1
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service	32
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	8
Other position	9
Student	11
Housewife/man	8
Old-age pensioner	5

Frequency of visits to trade fair

2005	38
2004	30
2003	20
Earlier events	7
First visit	53

Additional data private visitors

Sex

Male	57
Female	43

Age

up to 20 years	13
over 20 up to 30 years	22
over 30 up to 40 years	20
over 40 up to 50 years	27
over 50 up to 60 years	12
over 60 up to 70 years	5
over 70 years	1

Net household income

up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	7
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	3
N/A	48

Size of household

1 person	11
2 persons	26
3 persons	22
4 persons	29
5 persons and more	12

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	63
no	9
maybe	28

Follow-up business
Intend to buy at later date

yes	39
no	9
maybe	53

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

INTERMOT

Basic data trade visitors

Total number of visitors	**173 770**
Proportion of trade visitors	**31%**

Region of residence

up to 50 km	15
more than 50 km up to 100 km	10
more than 100 km up to 300 km	21
over 300 km	55

Total Germany **62**

Baden-Württemberg	10	North Rhine-Westphalia	44
Bavaria	14	Rhineland-Palatinate	5
Berlin	-	Saarland	1
Brandenburg	-	Saxony	2
Bremen	1	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	2
Hesse	9	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	8		

Total foreign	**38**
of which EU	61
Rest of Europe	11
North America	7
South and Central America	4
Middle East	4
East Asia	8
Australia	3
Other	2

The five countries with the highest visitor shares

Netherlands	13
Italy	8
France	7
USA	6
Great Britain	6

Position in the company/organization

Entrepreneur, partner, self-employed	41
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	8
Department head, group head	11
Other salaried staff/public service	11
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	5
Student	2
Other not gainfully employed	2

Frequency of visits to trade fair

2004	41
2002	32
2000	30
Earlier events	24
First visit	38

Basic data private visitors

Proportion of private visitors	**69%**

Region of residence	
up to 50 km	36
more than 50 km up to 100 km	20
more than 100 km up to 300 km	27
over 300 km	17

Total Germany			**93**
Baden-Württemberg	5	North Rhine-Westphalia	65
Bavaria	4	Rhineland-Palatinate	8
Berlin	1	Saarland	1
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	1
Hesse	8	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	5		

Total foreign		**8**
of which	EU	89
	Other	11

The five countries with the highest visitor shares	
Netherlands	39
Belgium	12
Luxembourg	11
Austria	7
Great Britain	6

Position in the company/organization	
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	3
Department head, group head	12
Other salaried staff/public service	32
Skilled worker	19
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	6
Student	7
Other not gainfully employed	6

Frequency of visits to trade fair	
2004	13
2002	10
2000	9
Earlier events	23
First visit	61

Basic data all visitors

Region of residence	
up to 50 km	30
more than 50 km up to 100 km	17
more than 100 km up to 300 km	25
over 300 km	29

Total Germany			**83**
Baden-Württemberg	6	North Rhine-Westphalia	60
Bavaria	6	Rhineland-Palatinate	7
Berlin	1	Saarland	1
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	1
Hamburg	-	Schleswig-Holstein	1
Hesse	8	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	6		

Total foreign		**17**
of which	EU	70
	Rest of Europe	9
	North America	6
	South and Central America	3
	East Asia	6
	Middle East	3
	Australia	2
	Other	1

The five countries with the highest visitor shares	
Netherlands	21
Belgium	7
Italy	7
Great Britain	6
France	5

Position in the company/organization	
Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	4
Department head, group head	11
Other salaried staff/public service	26
Skilled worker	15
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	6
Student	5
Other not gainfully employed	4

Frequency of visits to trade fair	
2004	21
2002	17
2000	16
Earlier events	24
First visit	54

Additional data trade visitors

Economic sector	
Industry	21
Trade	38
Skilled trades	15
Service	15
Authority/public services	2
University research	1
Other	4
Student	2
Other not gainfully employed	2

Influence on purchasing/procurement decisions	
Decisively	39
Collectively	29
In an advisory capacity	20
No	8
Student	2
Other not gainfully employed	2

Area of responsibility	
Management	32
Research/development/design	8
Planning/work preparation	3
Manufacture/production	6
Production, quality control	1
Buying/procurement	7
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	2
Maintenance/repairs	11
Student	2
Other area	9
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	35	500- 999	4
5- 9	15	1 000- 9 999	5
10- 49	18	10 000 and more	5
50- 99	5	student	2
100-199	4	other not gainfully employed	2
200-499	6		

Length of stay

1. Length of stay (days):

one	59	three	10	five	5
two	22	four	4		

2. Average length of stay 1,7 days

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

1st day	41	3rd day	42	5th day	19
2nd day	47	4th day	27		

Additional data private visitors

Sex	
Male	86
Female	14

Age	
up to 20 years	5
over 20 up to 30 years	11
over 30 up to 40 years	22
over 40 up to 50 years	41
over 50 up to 60 years	15
over 60 up to 70 years	5
over 70 years	1

Net household income		
up to	900,- EUR	4
more than	900,- EUR up to 1 500,- EUR	5
more than	1 500,- EUR up to 2 000,- EUR	11
more than	2 000,- EUR up to 2 600,- EUR	13
more than	2 600,- EUR up to 3 600,- EUR	18
more than	3 600,- EUR up to 5 000,- EUR	13
more than	5 000,- EUR	11
N/A		26

Size of household	
1 person	20
2 persons	34
3 persons	18
4 persons	20
5 persons and more	7

Buying and ordering capacity	
Purchase or order made or intended at the exhibition	N/A

Follow-up business	
Intend to buy at later date	
yes	49
no	8
maybe	43

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

Int. Hardware Fair/Practical World → Köln

Basic data trade visitors

Total number of visitors	**61 077**
Proportion of trade visitors	**97%**

Region of residence

up to 50 km	15
more than 50 km up to 100 km	12
more than 100 km up to 300 km	17
over 300 km	55

Total Germany **50**

Baden-Württemberg	12	North Rhine-Westphalia	54
Bavaria	7	Rhineland-Palatinate	6
Berlin	2	Saarland	1
Brandenburg	1	Saxony	1
Bremen	1	Saxony-Anhalt	-
Hamburg	1	Schleswig-Holstein	1
Hesse	7	Thuringia	2
Mecklenburg-West Pommerania	-		
Lower Saxony	5		

Total foreign **50**

of which EU	58
Rest of Europe	12
Africa	2
North America	8
South and Central America	4
Middle East	6
East Asia	8
Australia	3

The five countries with the highest visitor shares

Netherlands	12
Great Britain	8
USA	5
France	4
Belgium	4

Position in the company/organization

Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	17
Senior department head, other employee with managerial responsibility	8
Department head, group head	19
Other salaried staff/public service	13
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	3
Student	1
Other not gainfully employed	1

Frequency of visits to trade fair

2005	53
2004	31
2003	28
2002	23
Earlier events	18
First visit	27

Additional data trade visitors

Economic sector

Industry	28
Skilled trades	8
Retail trade	18
Wholesale/foreign trade	34
Mail order	1
Service	6
Public authority procurement office	1
Other	4
Student	1
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	43
Collectively	29
In an advisory capacity	16
No	10
Student	1
Other not gainfully employed	1

Area of responsibility

Management	40
Research/development/design	4
Planning/work preparation	2
Manufacture/production	5
Production, quality control	1
Buying/procurement	18
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	16
Storage/material management/logistics/transport	2
Maintenance/repairs	2
Other area	6
Student	1
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	17	500- 999	4
5- 9	17	1 000- 9 999	6
10- 49	23	10 000 and more	4
50- 99	9	student	1
100-199	9	other not gainfully employed	1
200-499	9		

Length of stay

1. Length of stay (days):

one	54	three	12
two	23	four	12

2. Average length of stay 1,8 days

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

1st day	45	3rd day	50
2nd day	52	4th day	36

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

ISM → Köln

Basic data trade visitors

Total number of visitors	**35 249**
Proportion of trade visitors	**96%**

Region of residence

up to 50 km	15
more than 50 km up to 100 km	9
more than 100 km up to 300 km	20
over 300 km	56

Total Germany **49**

Baden-Württemberg	9	North Rhine-Westphalia	48
Bavaria	7	Rhineland-Palatinate	7
Berlin	2	Saarland	1
Brandenburg	-	Saxony	1
Bremen	1	Saxony-Anhalt	-
Hamburg	5	Schleswig-Holstein	1
Hesse	8	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	7		

Total foreign **51**

of which EU	59
Rest of Europe	11
Africa	3
North America	5
South and Central America	7
Middle East	8
East Asia	5
Australia	3

The five countries with the highest visitor shares

Netherlands	14
Great Britain	10
France	6
USA	4
Italy	4

Position in the company/organization

Entrepreneur, partner, self-employed	31
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	6
Department head, group head	19
Other salaried staff/public service	13
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	4
Student	6
Other not gainfully employed	1

Frequency of visits to trade fair

2005	43
2004	30
2003	25
2002	22
Earlier events	16
First visit	41

Additional data trade visitors

Economic sector

Industry	35
Wholesale/foreign trade	24
Retail trade	17
Skilled trades	2
Catering	4
Service	10
Authority/public services	2
Other	6

Influence on purchasing/procurement decisions

Decisively	41
Collectively	24
In an advisory capacity	15
No	15
Student	6
Other not gainfully employed	1

Area of responsibility

Management	29
Research/development/design	6
Planning/work preparation	1
Manufacture/production	6
Production, quality control	2
Buying/procurement	12
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	27
Storage/material management/logistics/transport	1
Maintenance/repairs	-
Other area	8
Student	6

Size of company/organization:
Number of employees:

1- 4	16	500- 999	5
5- 9	12	1 000- 9 999	7
10- 49	17	10 000 and more	6
50- 99	11	student	6
100-199	11	other not gainfully employed	1
200-499	9		

Length of stay

1. Length of stay (days):

one	56	three	13
two	22	four	9

2. Average length of stay 1,8 days

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

1st day	39	3rd day	49
2nd day	50	4th day	36

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

Kind + Jugend

Basic data trade visitors

Total number of visitors	**14 225**
Proportion of trade visitors	**95%**

Region of residence

up to 50 km	7
more than 50 km up to 100 km	7
more than 100 km up to 300 km	16
over 300 km	71

Total Germany **32**

Baden-Württemberg	11	North Rhine-Westphalia	35
Bavaria	13	Rhineland-Palatinate	8
Berlin	5	Saarland	1
Brandenburg	1	Saxony	3
Bremen	1	Saxony-Anhalt	1
Hamburg	3	Schleswig-Holstein	1
Hesse	10	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	7		

Total foreign **68**

of which EU	63
Rest of Europe	10
Africa	3
North America	5
Middle East	4
East Asia	12
Other	3

The five countries with the highest visitor shares

Netherlands	11
Spain	7
France	7
Great Britain	6
Belgium	6

Position in the company/organization

Entrepreneur, partner, self-employed	48
Managing director, board member, head of an authority etc.	18
Senior department head, other employee with managerial responsibility	7
Department head, group head	11
Other salaried staff/public service	8
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	-
Other position	4
Student	1
Other not gainfully employed	2

Frequency of visits to trade fair

2005	34
2004	27
2003	21
Earlier events	19
First visit	55

Köln

Additional data trade visitors

Economic sector	
Wholesale trade	20
Buying association	4
Mail order	5
Chain store	3
Department store	3
Hypermarket	1
Specialist retail trade	17
Online shop	5
Other retail	4
Commercial agent	2
Import/export	9
Industry (manufacturer)	10
Designer	4
Media, press, publishing	4
Other services	4
Other	3
Student	1
Other not gainfully employed	2

Influence on purchasing/ procurement decisions	
Decisively	53
Collectively	20
In an advisory capacity	15
No	9
Student	1
Other not gainfully employed	2

Area of responsibility	
Management	44
Research/development/design	5
Planning/work preparation	2
Manufacture/production	2
Production, quality control	1
Buying/procurement	16
Finance/accounting, controlling	2
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	17
Storage/material management/logistics/ transport	1
Maintenance/repairs	-
Other area	6
Student	1
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	42	500- 999	3
5- 9	13	1 000- 9 999	4
10- 49	18	10 000 and more	2
50- 99	7	student	1
100-199	4	other not gainfully	
200-499	4	employed	2

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

one	45	two	31	three	24

2. Average length of stay 1,8 days
3. Share of visitors on the event's days:

1st day	40	2nd day	33	3rd day	27

Conducted by: Walter, Wissler & Partner, Basel

Orgatec Köln

Basic data trade visitors

Total number of visitors	**57 189**
Proportion of trade visitors	**98%**

Region of residence	
up to 50 km	15
more than 50 km up to 100 km	8
more than 100 km up to 300 km	20
over 300 km	57

Total Germany			60
Baden-Württemberg	15	North Rhine-Westphalia	44
Bavaria	12	Rhineland-Palatinate	5
Berlin	2	Saarland	-
Brandenburg	1	Saxony	1
Bremen	-	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	1
Hesse	9	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	5		

Total foreign		40
of which	EU	57
	Rest of Europe	12
	North America	8
	South and Central America	5
	Middle East	5
	East Asia	6
	Australia	5
	Other	2

The five countries with the highest visitor shares	
Great Britain	11
Netherlands	9
USA	7
Italy	7
France	6

Position in the company/organization	
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	8
Department head, group head	19
Other salaried staff/public service	16
Skilled worker	2
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	7
Student	3

Frequency of visits to trade fair	
2004	45
2002	42
2000	33
Earlier events	19
First visit	38

Additional data trade visitors

Economic sector	
Industry	32
Trade	21
Skilled trades	3
Service	25
Bank/insurance	3
Authority/public services	5
University, research	2
Other	6
Student	3

Influence on purchasing/ procurement decisions	
Decisively	34
Collectively	32
In an advisory capacity	23
No	7
Student	3

Area of responsibility	
Management	25
Research/development/design	11
Planning/work preparation	8
Manufacture/production	4
Production, quality control	1
Buying/procurement	8
Finance/accounting, controlling	2
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	5
Marketing/sales/advertising/PR	23
Storage/material management/logistics/ transport	1
Maintenance/repairs	1
Other area	8
Student	3

Size of company/organization:
Number of employees:

1- 4	21	200- 499	10
5- 9	9	500- 999	8
10- 49	18	1 000- 9 999	10
50- 99	8	10 000 and more	3
100-199	9	student	3

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

one	57	three	12	five	2
two	25	four	5		

2. Average length of stay 1,7 days
3. Share of visitors on the event's days:

1st day	30	3rd day	39	5th day	26
2nd day	39	4th day	35		

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

spoga + gafa Köln

Basic data trade visitors

Total number of visitors	**48 168**
Proportion of trade visitors	**95%**

Region of residence	
up to 50 km	10
more than 50 km up to 100 km	9
more than 100 km up to 300 km	22
over 300 km	59

Total Germany			54
Baden-Württemberg	11	North Rhine-Westphalia	40
Bavaria	10	Rhineland-Palatinate	7
Berlin	2	Saarland	2
Brandenburg	1	Saxony	3
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	7	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	11		

Total foreign		46
of which	EU	64
	Rest of Europe	12
	Africa	3
	North America	3
	South and Central America	4
	East Asia	10
	Australia	2
	Other	2

The five countries with the highest visitor shares	
Netherlands	13
Great Britain	7
France	7
Italy	7
Austria	4

Position in the company/organization	
Entrepreneur, partner, self-employed	39
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	8
Department head, group head	16
Other salaried staff/public service	10
Skilled worker	4
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	5
Student	2

Frequency of visits to trade fair	
2005	27
2004	39
2003	26
2002	22
Earlier events	17
First visit	38

Additional data trade visitors

Economic sector	
Industry	18
Trade	58
Skilled trades	7
Service	12
Public authority	1
Other	4
Student	2

Influence on purchasing/ procurement decisions	
Decisively	40
Collectively	35
In an advisory capacity	17
No	7
Student	2

Area of responsibility	
Management	37
Research/development/design	5
Planning/work preparation	2
Manufacture/production	5
Production, quality control	1
Buying/procurement	19
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	18
Storage/material management/logistics/ transport	2
Maintenance/repairs	1
Other area	6
Student	2

Size of company/organization:
Number of employees:

1- 4	25	200- 499	6
5- 9	13	500- 999	3
10- 49	24	1 000- 9 999	5
50- 99	9	10 000 and more	4
100-199	8	student	2

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

one	58	two	27	three	16

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

1st day	52	2nd day	58	3rd day	48

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

photokina → Köln

Basic data trade visitors

Total number of visitors	**162 492**
Proportion of trade visitors	**60%**
Region of residence	
up to 50 km	19
more than 50 km up to 100 km	12
more than 100 km up to 300 km	20
over 300 km	50
Total Germany	**60**
Baden-Württemberg	10
Bavaria	8
Berlin	2
Brandenburg	-
Bremen	1
Hamburg	2
Hesse	9
Mecklenburg-West Pommerania	-
Lower Saxony	4
North Rhine-Westphalia	52
Rhineland-Palatinate	6
Saarland	1
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	2
Thuringia	1
Total foreign	**40**
of which EU	61
Rest of Europe	14
Africa	3
North America	5
South and Central America	3
Middle East	7
East Asia	6
Other	1
The five countries with the highest visitor shares	
Netherlands	12
Belgium	10
Great Britain	8
Austria	5
Switzerland	5
Position in the company/organization	
Entrepreneur, partner, self-employed	41
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	5
Department head, group head	10
Other salaried staff/public service	11
Skilled worker	5
Lecturer, teacher, scientific assistant	5
Trainee	5
Other position	6
Student	9
Other not gainfully employed	1
Frequency of visits to trade fair	
2004	49
2002	40
2000	34
Earlier events	24
First visit	35

Basic data all visitors

Region of residence	
up to 50 km	26
more than 50 km up to 100 km	15
more than 100 km up to 300 km	21
over 300 km	38
Total Germany	**71**
Baden-Württemberg	8
Bavaria	6
Berlin	2
Brandenburg	-
Bremen	-
Hamburg	1
Hesse	7
Mecklenburg-West Pommerania	-
Lower Saxony	4
North Rhine-Westphalia	60
Rhineland-Palatinate	6
Saarland	1
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	2
Thuringia	1
Total foreign	**29**
of which EU	65
Rest of Europe	13
Africa	3
North America	5
South and Central America	3
Middle East	6
East Asia	5
Australia	1
The five countries with the highest visitor shares	
Netherlands	16
Belgium	11
Great Britain	8
Austria	6
Switzerland	5
Position in the company/organization	
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	4
Department head, group head	11
Other salaried staff/public service	18
Skilled worker	7
Lecturer, teacher, scientific assistant	5
Trainee	3
Other position	5
Student	9
Other not gainfully employed	7
Frequency of visits to trade fair	
2004	45
2002	36
2000	31
Earlier events	24
First visit	38

Additional data trade visitors

Economic sector	
Industry	12
Trade	20
Skilled trades	11
Service	28
Authority/public services	6
University, research	3
Other	9
Student	9
Other not gainfully employed	1
Influence on purchasing/procurement decisions	
Decisively	40
Collectively	25
In an advisory capacity	19
No	6
Student	9
Other not gainfully employed	1
Area of responsibility	
Management	24
Research/development/design	5
Planning/work preparation	2
Manufacture/production	8
Production, quality control	1
Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology (EDP)	9
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	17
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	15
Student	9
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	35	500- 999	3
5- 9	11	1 000- 9 999	6
10- 49	14	10 000 and more	5
50- 99	6	student	9
100-199	5	other not gainfully employed	1
200-499	6		

Length of stay

1. Length of stay (days):

one	57	three	12	five	3
two	19	four	5	six	4

2. Average length of stay 1,9 days

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

1st day	30	3rd day	36	5th day	28
2nd day	37	4th day	35	6th day	22

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

AMI-AUTO MOBIL INTERNATIONAL with

Basic data private visitors

Total number of visitors	**285 484**
Proportion of private visitors	**69%**
Region of residence	
up to 50 km	30
more than 50 km up to 100 km	23
more than 100 km up to 300 km	38
over 300 km	10
Total Germany	**97**
Baden-Württemberg	1
Bavaria	3
Berlin	2
Brandenburg	5
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommerania	1
Lower Saxony	2
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	48
Saxony-Anhalt	23
Schleswig-Holstein	-
Thuringia	12
Total foreign	**3**
of which EU	77
Other	23
The country with the highest visitor share	
Czech Republic	40
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	1
Department head, group head	3
Other salaried staff/public service	15
Skilled worker	16
Lecturer, teacher, scientific assistant	2
Trainee	15
Other position	6
Student	31
Housewife/man	1
Old-age pensioner	3
Other not gainfully employed	3
Frequency of visits to trade fair	
2005	38
2004	31
2003	22
2002	18
Earlier events	11
First visit	42

Basic data all visitors

Proportion of trade visitors	**31%**
Region of residence	
up to 50 km	27
more than 50 km up to 100 km	21
more than 100 km up to 300 km	38
over 300 km	14
Total Germany	**95**
Baden-Württemberg	2
Bavaria	3
Berlin	2
Brandenburg	6
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommerania	2
Lower Saxony	3
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	47
Saxony-Anhalt	21
Schleswig-Holstein	-
Thuringia	12
Total foreign	**5**
of which EU	84
Other	16
The two countries with the highest visitor shares	
Czech Republic	48
Poland	27
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	4
Other salaried staff/public service	14
Skilled worker	15
Lecturer, teacher, scientific assistant	2
Trainee	17
Other position	5
Student	28
Housewife/man	1
Old-age pensioner	2
Other not gainfully employed	3
Frequency of visits to trade fair	
2004	32
2003	24
2002	19
Earlier events	11
First visit	41
2005	39

AMITEC ⇢ Leipzig

Additional data private visitors

Sex	
Male	73
Female	27

Age	
up to 20 years	37
over 20 up to 30 years	42
over 30 up to 40 years	9
over 40 up to 50 years	6
over 50 up to 60 years	3
over 60 up to 70 years	2
over 70 years	1

Net household income	
up to 900,- EUR	27
more than 900,- EUR up to 1 500,- EUR	18
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	8
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	11
N/A	7

Size of household	
1 person	18
2 persons	26
3 persons	24
4 persons	22
5 persons and more	10

Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	23
no	31
maybe	45

Follow-up business	
Intend to buy at later date	
yes	28
no	19
maybe	53

Conducted by: Institut für Marktforschung, Leipzig

baufach ⇢ Leipzig

Basic data trade visitors

Total number of visitors	**19 480**
Proportion of trade visitors	**77%**

Region of residence	
up to 50 km	40
more than 50 km up to 100 km	20
more than 100 km up to 300 km	31
over 300 km	9

Total Germany			96
Baden-Württemberg	1	North Rhine-Westphalia	1
Bavaria	3	Rhineland-Palatinate	-
Berlin	1	Saarland	-
Brandenburg	5	Saxony	64
Bremen	-	Saxony-Anhalt	14
Hamburg	-	Schleswig-Holstein	-
Hesse	1	Thuringia	10
Mecklenburg-West Pommerania	1		
Lower Saxony	1		

Total foreign	4
of which EU	65
Other	35

Position in the company/organization	
Entrepreneur, partner, self-employed	40
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	7
Other salaried staff/public service	13
Skilled worker	9
Lecturer, teacher, scientific assistant	4
Trainee	9
Other position	2
Student	8
Other not gainfully employed	2

Frequency of visits to trade fair	
2003	34
2001	19
Earlier events	25
First visit	38

Additional data trade visitors

Economic sector	
Building industry/trades	37
Construction industry, industrial processing	9
Architect's, planner's, engineer's office	20
Other sectors	7
Wholesale and foreign trade	7
Education and further training, research, development	4
Public authorities, offices, public institutions	2
Commercial investor	2
Associations, clubs, chambers	1
General contractors	1
Housing construction companies, housing management	1
Utility supply industries	1
Student	8
Other not gainfully employed	2

Influence on purchasing/procurement decisions	
Decisively	28
Collectively	26
In an advisory capacity	26
No	10
Student	8
Other not gainfully employed	2

Area of responsibility	
Management	28
Research/development/design	6
Planning/work preparation	28
Manufacture/production	23
Production, quality control	8
Buying/procurement	24
Finance/accounting, controlling	10
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	10
Marketing/sales/advertising/PR	14
Maintenance/repairs	11
Storage/material management/logistics/transport	6
Other area	12
Student	8
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	36	500- 999	2
5- 9	14	1 000- 9 999	3
10- 49	18	10 000 and more	2
50- 99	4	student	8
100-199	6	other not gainfully employed	2
200-499	6		

Length of stay

1. Length of stay (days):

one	95	three	-
two	4	four	1

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

1st day	27	3rd day	30
2nd day	31	4th day	20

Conducted by: Institut für Marktforschung, Leipzig

CADEAUX (Autumn) ⇢ Leipzig

Basic data trade visitors

Total number of visitors	**11 553**
Proportion of trade visitors	**93%**

Region of residence	
up to 50 km	17
more than 50 km up to 100 km	18
more than 100 km up to 300 km	56
over 300 km	9

Total Germany			99
Baden-Württemberg	1	North Rhine-Westphalia	1
Bavaria	3	Rhineland-Palatinate	-
Berlin	7	Saarland	-
Brandenburg	14	Saxony	42
Bremen	-	Saxony-Anhalt	15
Hamburg	-	Schleswig-Holstein	-
Hesse	1	Thuringia	12
Mecklenburg-West Pommerania	2		
Lower Saxony	1		

Total foreign	1

Position in the company/organization	
Entrepreneur, partner, self-employed	68
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service	6
Skilled worker	5
Lecturer, teacher, scientific assistant	-
Trainee	7
Other position	1
Student	3
Other not gainfully employed	1

Frequency of visits to trade fair	
2005	40
2004	32
2003	21
2002	19
Earlier events	17
First visit	43

Additional data trade visitors

Economic sector	
Retail trade	64
Skilled trades	20
Other services	3
Retail and wholesale trade	2
Industry	2
Commercial agent	2
Interior designer	1
Authority/public services	1
Architect, planner, engineer's office, services	1
Other sectors	2
Student	3
Other not gainfully employed	1

Influence on purchasing/procurement decisions	
Decisively	49
Collectively	26
In an advisory capacity	14
No	8
Student	3
Other not gainfully employed	1

Area of responsibility	
Management	34
Research/development/design	2
Planning/work preparation	13
Manufacture/production	19
Production, quality control	7
Buying/procurement	63
Finance/accounting, controlling	17
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	9
Maintenance/repairs	4
Other area	49
Student	3
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	70	500- 999	-
5- 9	13	1 000- 9 999	1
10- 49	10	10 000 and more	-
50- 99	1	student	3
100-199	1	other not gainfully employed	1
200-499	1		

Length of stay

1. Length of stay (days):

one	90	two	8	three	2

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

1st day	34	2nd day	53	3rd day	25

Conducted by: Institut für Marktforschung, Leipzig

denkmal (2004) ⇢ Leipzig

Basic data all visitors

Total number of visitors	14 952

Region of residence

up to 50 km	10
more than 50 km up to 100 km	17
more than 100 km up to 300 km	40
over 300 km	33

Total Germany: 91

Baden-Württemberg	6	North Rhine-Westphalia	5
Bavaria	7	Rhineland-Palatinate	2
Berlin	7	Saarland	-
Brandenburg	8	Saxony	29
Bremen	-	Saxony-Anhalt	12
Hamburg	1	Schleswig-Holstein	1
Hesse	7	Thuringia	9
Mecklenburg-West Pommerania	2		
Lower Saxony	6		

Total foreign 9

of which EU	83
Rest of Europe	15
Africa	-
North America	2
South and Central America	-
Middle East	-
East Asia	-
Australia	-

The five countries with the highest visitor shares

Czech Republic	25
Poland	20
Austria	10
Switzerland	5
Russia	5

Position in the company/organization

Entrepreneur, partner, self-employed	33
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff/public service	14
Skilled worker	5
Lecturer, teacher, scientific assistant	5
Trainee	4
Other position	4
Project manager	5
Foreman, master craftsman	3
Student	12
Houswife/man	1
Old-age pensioner	3
Other not gainfully employed	1

Frequency of visits to trade fair

2002	34
2000	26
1998	18
Earlier events	11
First visit	50

Basic data trade visitors

Proportion of trade visitors	91%

Region of residence

up to 50 km	10
more than 50 km up to 100 km	17
more than 100 km up to 300 km	40
over 300 km	34

Total Germany: 91

Baden-Württemberg	6	North Rhine-Westphalia	5
Bavaria	7	Rhineland-Palatinate	2
Berlin	7	Saarland	-
Brandenburg	8	Saxony	28
Bremen	-	Saxony-Anhalt	12
Hamburg	1	Schleswig-Holstein	1
Hesse	6	Thuringia	9
Mecklenburg-West Pommerania	2		
Lower Saxony	6		

Total foreign 9

of which EU	84
Rest of Europe	14
Africa	-
North America	2
South and Central America	-
Middle East	-
East Asia	-
Australia	-

The four countries with the highest visitor shares

Czech Republic	25
Austria	9
Poland	20
Switzerland	5

Position in the company/organization

Entrepreneur, partner, self-employed	35
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff/public service	14
Skilled worker	4
Lecturer, teacher, scientific assistant	5
Trainee	4
Other position	3
Project manager	5
Foreman, master craftsman	3
Student	12
Houswife/man	-
Old-age pensioner	2
Other not gainfully employed	1

Frequency of visits to trade fair

2002	36
2000	28
1998	19
Earlier events	11
First visit	48

Additional data trade visitors

Economic sector

Industry	6
Skilled trades	28
Trade	2
Educational facility	3
Research/teaching	6
Authority/public services	14
Association/institution/organization	3
Other services	15
Other sectors	8
Student	12
Other not gainfully employed	3

Influence on purchasing/procurement decisions

Decisively	31
Collectively	22
In an advisory capacity	15
No	17
Student	12
Other not gainfully employed	3

Area of responsibility

Management	23
Research/development/design	11
Planning/work preparation	27
Manufacture/production	10
Production, quality control	4
Buying/procurement	7
Finance/accounting, controlling	4
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	6
Storage/material management/logistics/transport	2
Maintenance/repairs	5
Other area	24
Student	12
Other not gainfully employed	3

Size of company/organization:
Number of employees:

1- 4	43	500- 999	2
5- 9	12	1 000- 9 999	2
10- 49	12	10 000 and more	1
50- 99	4	student	12
100-199	4	other not gainfully employed	3
200-499	5		

Length of stay

1. Length of stay (days):

one	77	three	6
two	15	four	2

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

1st day	29	3rd day	42
2nd day	44	4th day	19

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FACHDENTAL ⇢ Leipzig

Basic data trade visitors

Total number of visitors	5 498
Proportion of trade visitors	100%

Region of residence

up to 50 km	38
more than 50 km up to 100 km	34
more than 100 km up to 300 km	26
over 300 km	1

Total Germany 100

Baden-Württemberg	-	North Rhine-Westphalia	-
Bavaria	1	Rhineland-Palatinate	-
Berlin	1	Saarland	-
Brandenburg	3	Saxony	62
Bremen	-	Saxony-Anhalt	22
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	9
Mecklenburg-West Pommerania	1		
Lower Saxony	1		

Position in the company/organization

Entrepreneur, partner, self-employed	30
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	1
Other salaried staff/public service	46
Skilled worker	1
Lecturer, teacher, scientific assistant	1
Trainee	13
Student	3

Frequency of visits to trade fair

2005	61
2004	48
Earlier events	45
First visit	21

Additional data trade visitors

Economic sector

Dentist's practice,- clinic	65
Orthodontics	5
Oral surgery	2
Dental technology laboratory	24
Dental trade	1
University, polytechnic	4
Other	3

Influence on purchasing/procurement decisions

Decisively	35
Collectively	29
In an advisory capacity	20
No	13
Student	3

Area of responsibility

Management	37
Research/development/design	7
Planning/work preparation	55
Manufacture/production	49
Production, quality control	40
Buying/procurement	54
Finance/accounting, controlling	48
Information, communication technology (EDP)	40
Administration/organization/personnel/social welfare/training	57
Marketing/sales/advertising/PR	23
Storage/material management/logistics/transport	37
Maintenance/repairs	40
Other area	18
Student	3

Size of company/organization:
Number of employees:

1- 4	35	200- 499	1
5- 9	37	500- 999	-
10- 49	21	1 000- 9 999	-
50- 99	1	10 000 and more	-
100-199	1	student	3

Length of stay

1. Length of stay (days):

one	95	two	5

2. Average length of stay 1,0 days
3. Share of visitors on the event's days:

1st day	49	2nd day	52

Conducted by: Profi Tess/LMS, Stuttgart

GC – Games Convention (2005) ⇢ Leipzig

Basic data trade visitors

Total number of visitors	**136 584**
Proportion of trade visitors	**5%**

Region of residence

up to 50 km	4
more than 50 km up to 100 km	2
more than 100 km up to 300 km	19
over 300 km	75

Total Germany **85**

Baden-Württemberg	11	North Rhine-Westphalia	18
Bavaria	14	Rhineland-Palatinate	5
Berlin	10	Saarland	1
Brandenburg	2	Saxony	9
Bremen	1	Saxony-Anhalt	3
Hamburg	4	Schleswig-Holstein	3
Hesse	11	Thuringia	3
Mecklenburg-West Pommerania	2		
Lower Saxony	6		

Total foreign **15**

of which EU	59
Rest of Europe	28
Africa	-
North America	13
South and Central America	-
Middle East	-
East Asia	1
Australia	-

The five countries with the highest visitor shares

Austria	19
Switzerland	15
Great Britain	11
USA	9
Netherlands	6

Position in the company/organization

Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	3
Department head, group head	15
Other salaried staff/public service	13
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	5
Other position	8
Student	13
Other not gainfully employed	1

Frequency of visits to trade fair

2004	46
2003	32
Earlier events	22
First visit	48

Basic data private visitors

Proportion of private visitors	**95%**

Region of residence

up to 50 km	24
more than 50 km up to 100 km	13
more than 100 km up to 300 km	33
over 300 km	30

Total Germany **98**

Baden-Württemberg	4	North Rhine-Westphalia	5
Bavaria	10	Rhineland-Palatinate	2
Berlin	4	Saarland	-
Brandenburg	4	Saxony	34
Bremen	-	Saxony-Anhalt	17
Hamburg	-	Schleswig-Holstein	1
Hesse	5	Thuringia	7
Mecklenburg-West Pommerania	2		
Lower Saxony	5		

Total foreign **2**

of which EU	71
Rest of Europe	25
Africa	-
North America	4
South and Central America	-
Middle East	-
East Asia	-
Australia	-

The five countries with the highest visitor shares

Austria	54
Switzerland	25
Poland	8
France	4
Hungary	4

Position in the company/organization

Entrepreneur, partner, self-employed	2
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	2
Other salaried staff/public service	9
Skilled worker	8
Lecturer, teacher, scientific assistant	-
Trainee	16
Other position	3
Housewife/man	1
Old-age pensioner	1
Student	54
Other not gainfully employed	4

Frequency of visits to trade fair

2004	43
2003	29
Earlier events	19
First visit	50

Basic data all visitors

Region of residence

up to 50 km	22
more than 50 km up to 100 km	12
more than 100 km up to 300 km	31
over 300 km	35

Total Germany **97**

Baden-Württemberg	5	North Rhine-Westphalia	7
Bavaria	11	Rhineland-Palatinate	2
Berlin	4	Saarland	-
Brandenburg	4	Saxony	32
Bremen	-	Saxony-Anhalt	15
Hamburg	1	Schleswig-Holstein	1
Hesse	6	Thuringia	6
Mecklenburg-West Pommerania	2		
Lower Saxony	5		

Total foreign **3**

of which EU	70
Rest of Europe	24
Africa	-
North America	6
South and Central America	-
Middle East	-
East Asia	-
Australia	-

The five countries with the highest visitor shares

Austria	47
Switzerland	20
Poland	8
USA	4
France	4

Position in the company/organization

Entrepreneur, partner, self-employed	3
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	3
Other salaried staff/public service	9
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	16
Other position	3
Housewife/man	1
Old-age pensioner	1
Student	51
Other not gainfully employed	4

Frequency of visits to trade fair

2004	43
2003	29
Earlier events	19
First visit	50

Additional data trade visitors

Economic sector

Retail trade	21
Wholesale/foreign trade	5
Mail order	4
Developer	9
Publisher	6
Manufacturers	4
Content provider	8
Association/society	1
Other	15
Other sectors	11
Student	14
Other not gainfully employed	2

Influence on purchasing/procurement decisions

Decisively	35
Collectively	27
In an advisory capacity	16
No	8
Student	13
Other not gainfully employed	1

Area of responsibility

Management	15
Research/development/design	3
Planning/work preparation	1
Manufacture/production	3
Production, quality control	1
Buying/procurement	18
Finance/accounting, controlling	1
Information, communication technology (EDP)	7
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	21
Storage/material management/logistics/transport	-
Maintenance/repairs	1
Other area	13
Student	13
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	25	500- 999	2
5- 9	8	1 000- 9 999	4
10- 49	23	10 000 and more	4
50- 99	11	student	13
100-199	6	other not gainfully employed	1
200-499	4		

Length of stay

1. Length of stay (days):

one	34	four	13
two	25	five	12
three	16		

2. Average length of stay 2,4 days

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

1st day	62	4th day	48
2nd day	61	5th day	19
3rd day	53		

Additional data private visitors

Sex

Male	87
Female	13

Age

up to 20 years	66
over 20 up to 30 years	24
over 30 up to 40 years	5
over 40 up to 50 years	4
over 50 up to 60 years	1
over 60 up to 70 years	-
over 70 years	-

Net household income

up to 900,- EUR	25
more than 900,- EUR up to 1 500,- EUR	16
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	6
N/A	10

Size of household

1 person	11
2 persons	16
3 persons	29
4 persons	31
5 persons and more	12

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	
no	N/A
maybe	

Follow-up business
Intend to buy at later date

yes	47
no	7
maybe	46

Conducted by: Institut für Marktforschung, Leipzig

FLEIFA → Leipzig

Basic data trade visitors

Total number of visitors	**3 367**
Proportion of trade visitors	**100%**

Region of residence

up to 50 km	25
more than 50 km up to 100 km	29
more than 100 km up to 300 km	39
over 300 km	7

Total Germany **100**

Baden-Württemberg	-	North Rhine-Westphalia	-
Bavaria	3	Rhineland-Palatinate	-
Berlin	-	Saarland	1
Brandenburg	9	Saxony	62
Bremen	-	Saxony-Anhalt	12
Hamburg	-	Schleswig-Holstein	-
Hesse	1	Thuringia	11
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Position in the company/organization

Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	4
Other salaried staff/public service	30
Skilled worker	6
Foreman, master craftsman	7
Lecturer, teacher, scientific assistant	3
Trainee	26
Other position	1
Student	1
Other not gainfully employed	1

Frequency of visits to trade fair

2005	48
2003	33
Earlier events	27
First visit	40

Additional data trade visitors

Economic sector

Industry	5
Wholesale/foreign trade (Import/Export)	7
Retail trade	46
Skilled trades	70
Service	21
Authority/public services	1
University, polytechnic, vocational school	3
Other	4

Influence on purchasing/procurement decisions

Decisively	23
Collectively	26
In an advisory capacity	19
No	30
Student	1
Other not gainfully employed	1

Area of responsibility

Management	22
Research/development/design	6
Planning/work preparation	46
Manufacture/production	68
Production, quality control	45
Buying/procurement	34
Finance/accounting, controlling	19
Information, communication technology (EDP)	16
Administration/organization/personnel/social welfare/training	24
Marketing/sales/advertising/PR	19
Storage/material management/logistics/transport	31
Maintenance/repairs	27
Other area	3
Sales	60
Student	1
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	11	500- 999	5
5- 9	20	1 000- 9 999	2
10- 49	41	10 000 and more	1
50- 99	8	student	1
100-199	5	other not gainfully employed	1
200-499	6		

Length of stay

1. Length of stay (days):
   one 92 two 8
2. Average length of stay 1,1 days
3. Share of visitors on the event's days:
   1st day 49 2nd day 56

Conducted by: Marfos Marktforschung GmbH, Leipzig

Home-Garden-Leisure (2005) → Leipzig

Basic data private visitors

Total number of visitors	**169 064**
Proportion of private visitors	**92%**

Region of residence

up to 50 km	50
more than 50 km up to 100 km	39
more than 100 km up to 300 km	8
over 300 km	2

Total Germany **100**

Baden-Württemberg	-	North Rhine-Westphalia	-
Bavaria	-	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	1	Saxony	65
Bremen	-	Saxony-Anhalt	26
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	6
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Position in the company/organization

Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	22
Skilled worker	16
Lecturer, teacher, scientific assistant	2
Other position	7
Student	20
Housewife/man	3
Old-age pensioner	12
Other not gainfully employed	6

Frequency of visits to trade fair

2004	52
2003	46
2002	36
2001	28
Earlier events	21
First visit	18

Additional data private visitors

Sex

Male	48
Female	52

Age

up to 20 years	26
over 20 up to 30 years	16
over 30 up to 40 years	16
over 40 up to 50 years	20
over 50 up to 60 years	12
over 60 up to 70 years	10
over 70 years	1

Net household income

up to 900,- EUR	16
more than 900,- EUR up to 1 500,- EUR	16
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR	8
more than 3 600,- EUR up to 5 000,- EUR	4
more than 5 000,- EUR	4
N/A	29

Size of household

1 person	10
2 persons	35
3 persons	26
4 persons	22
5 persons and more	8

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	63
no	14
maybe	23

Follow-up business
Intend to buy at later date

yes	25
no	25
maybe	50

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Leipzig Book Fair

Basic data private visitors

Total number of visitors	**126 235**
Proportion of private visitors	**56%**

Region of residence

up to 50 km	34
more than 50 km up to 100 km	16
more than 100 km up to 300 km	34
over 300 km	17

Total Germany **98**

Baden-Württemberg	2	North Rhine-Westphalia	2
Bavaria	5	Rhineland-Palatinate	-
Berlin	4	Saarland	-
Brandenburg	5	Saxony	49
Bremen	-	Saxony-Anhalt	16
Hamburg	1	Schleswig-Holstein	-
Hesse	1	Thuringia	10
Mecklenburg-West Pommerania	2		
Lower Saxony	3		

Total foreign	**2**
of which EU	48
Other	53

Position in the company/organization

Entrepreneur, partner, self-employed	3
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	3
Other salaried staff/public service	15
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	3
Student	56
Housewife/man	2
Old-age pensioner	3
Other not gainfully employed	3

Frequency of visits to trade fair

2005	37
2004	28
2003	20
2002	13
Earlier events	11
First visit	50

Leipzig

Additional data private visitors

Sex	
Male	35
Female	65

Age	
up to 20 years	49
over 20 up to 30 years	25
over 30 up to 40 years	9
over 40 up to 50 years	10
over 50 up to 60 years	3
over 60 up to 70 years	2
over 70 years	1

Net household income	
up to 900,- EUR	29
more than 900,- EUR up to 1 500,- EUR	15
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	6
N/A	10

Size of household	
1 person	17
2 persons	19
3 persons	24
4 persons	27
5 persons and more	13

Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	60
no	7
maybe	33

Follow-up business	
Intend to buy at later date	
yes	42
no	10
maybe	49

Conducted by: Institut für Marktforschung, Leipzig

MIDORA Leipzig

Basic data trade visitors

Total number of visitors	2 900
Proportion of trade visitors	90%

Region of residence	
up to 50 km	15
more than 50 km up to 100 km	13
more than 100 km up to 300 km	57
over 300 km	16

Total Germany			97
Baden-Württemberg	3	North Rhine-Westphalia	1
Bavaria	3	Rhineland-Palatinate	1
Berlin	5	Saarland	-
Brandenburg	11	Saxony	33
Bremen	-	Saxony-Anhalt	14
Hamburg	1	Schleswig-Holstein	-
Hesse	1	Thuringia	22
Mecklenburg-West Pommerania	5		
Lower Saxony	3		

Total foreign	3

Position in the company/organization	
Entrepreneur, partner, self-employed	73
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	1
Department head, group head	1
Other salaried staff/public service	6
Skilled worker	43
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	1
Student	4
Other not gainfully employed	1

Frequency of visits to trade fair	
2005	54
2004	41
2003	36
2002	31
Earlier events	28
First visit	26

Additional data trade visitors

Economic sector	
Retail trade	48
Skilled trades	31
Wholesale/foreign trade	4
Other services	3
Authority/public services	1
Services:IT, EDP	1
Commercial agent	1
Industry	1
Research/teaching	1
Association/institution/organization	1
Other sectors	1
Student	3
Other not gainfully employed	1

Influence on purchasing/procurement decisions	
Decisively	57
Collectively	25
In an advisory capacity	11
No	3
Student	4
Other not gainfully employed	1

Area of responsibility	
Management	48
Research/development/design	4
Planning/work preparation	16
Manufacture/production	25
Production, quality control	12
Buying/procurement	61
Finance/accounting, controlling	19
Information, communication technology (EDP)	8
Administration/organization/personnel/social welfare/training	12
Marketing/sales/advertising/PR	20
Storage/material management/logistics/transport	13
Maintenance/repairs	10
Other area	49
Student	4
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	72	500- 999	1
5- 9	13	1 000- 9 999	1
10- 49	6	10 000 and more	1
50- 99	1	student	4
100-199	1	other not gainfully employed	1
200-499	-		

Length of stay

1. Length of stay (days):

one	89	two	9	three	2

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

1st day	51	2nd day	52	3rd day	10

Conducted by: Institut für Marktforschung, Leipzig

Z - The Subcontracting Fair Leipzig

Basic data trade visitors

Total number of visitors	4 950
Proportion of trade visitors	99%

Region of residence	
up to 50 km	12
more than 50 km up to 100 km	11
more than 100 km up to 300 km	33
over 300 km	44

Total Germany			87
Baden-Württemberg	7	North Rhine-Westphalia	9
Bavaria	10	Rhineland-Palatinate	1
Berlin	2	Saarland	-
Brandenburg	3	Saxony	39
Bremen	-	Saxony-Anhalt	9
Hamburg	-	Schleswig-Holstein	1
Hesse	4	Thuringia	9
Mecklenburg-West Pommerania	1		
Lower Saxony	5		

Total foreign	13
of which EU	70
Rest of Europe	25
Other	5

Position in the company/organization	
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	7
Department head, group head	22
Other salaried staff/public service	34
Skilled worker	2
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	4

Frequency of visits to trade fair	
2005	22
2004	13
2003	7
2002	5
Earlier events	2
First visit	72

Additional data trade visitors

Economic sector	
Industry	61
Service	21
Technical retail trade	7
Skilled trades	4
Research	3
Student	4

Influence on purchasing/procurement decisions	
Decisively	33
Collectively	33
In an advisory capacity	20
No	11
Student	4

Area of responsibility	
Management	17
Research/development/design	7
Planning/work preparation	-
Manufacture/production	6
Production, quality control	2
Buying/procurement	20
Finance/accounting, controlling	-
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	1
Maintenance/repairs	1
Other area	30
Student	4

Size of company/organization:
Number of employees:

1- 4	7	200- 499	15
5- 9	5	500- 999	6
10- 49	22	1 000- 9 999	9
50- 99	14	10 000 and more	4
100-199	13	student	4

Length of stay

1. Length of stay (days):

one	87	two	10	three	3

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

1st day	35	2nd day	53	3rd day	28

Conducted by: Institut für Marktforschung, Leipzig

Touristik & Caravaning International → Leipzig

Basic data trade visitors

Total number of visitors	**79 929**
Proportion of trade visitors	**5%**

Region of residence

up to 50 km	28
more than 50 km up to 100 km	26
more than 100 km up to 300 km	45
over 300 km	2

Total Germany **98**

Baden-Württemberg	-	North Rhine-Westphalia	-
Bavaria	2	Rhineland-Palatinate	-
Berlin	2	Saarland	-
Brandenburg	6	Saxony	64
Bremen	-	Saxony-Anhalt	21
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	6
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign	**2**

Position in the company/organization

Entrepreneur, partner, self-employed	23
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	-
Department head, group head	4
Other salaried staff/public service	10
Skilled worker	-
Lecturer, teacher, scientific assistant	2
Trainee	31
Other position	6
Student	3

Frequency of visits to trade fair

2005	29
2004	22
2003	22
2002	16
Earlier events	20
First visit	61

Basic data private visitors

Proportion of private visitors	**95%**

Region of residence

up to 50 km	52
more than 50 km up to 100 km	26
more than 100 km up to 300 km	20
over 300 km	2

Total Germany **100**

Baden-Württemberg	-	North Rhine-Westphalia	-
Bavaria	1	Rhineland-Palatinate	-
Berlin	1	Saarland	-
Brandenburg	2	Saxony	74
Bremen	-	Saxony-Anhalt	15
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	5
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Position in the company/organization

Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	1
Other salaried staff/public service	41
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	2
Student	5
Housewife/man	2
Old-age pensioner	30
Other not gainfully employed	3

Frequency of visits to trade fair

2005	52
2004	50
2003	46
2002	40
Earlier events	38
First visit	33

Basic data all visitors

Region of residence

up to 50 km	51
more than 50 km up to 100 km	26
more than 100 km up to 300 km	21
over 300 km	2

Total Germany **100**

Baden-Württemberg	-	North Rhine-Westphalia	-
Bavaria	1	Rhineland-Palatinate	-
Berlin	1	Saarland	-
Brandenburg	3	Saxony	74
Bremen	-	Saxony-Anhalt	15
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	5
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Position in the company/organization

Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	-
Department head, group head	1
Other salaried staff/public service	40
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	2
Student	6
Housewife/man	2
Old-age pensioner	29
Other not gainfully employed	3

Frequency of visits to trade fair

2005	52
2004	49
2003	45
2002	39
Earlier events	37
First visit	34

Additional data trade visitors

Economic sector

Tour operator	15
Tourist attractions	15
Travel agency	14
Car rentals hire	12
Tourist office/association	8
Hotel company	8
Public offices in municipalities, cities, states	4
Caravan manufacturer	4
Caravan dealer	2
Sport on holiday	2
Other	31

Influence on purchasing/procurement decisions

Decisively	26
Collectively	3
In an advisory capacity	13
No	35
Student	23

Area of responsibility

Management	23
Research/development/design	2
Planning/work preparation	8
Manufacture/production	2
Production, quality control	-
Buying/procurement	4
Finance/accounting, controlling	4
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	10
Marketing/sales/advertising/PR	21
Storage/material management/logistics/transport	-
Maintenance/repairs	2
Student	23

Size of company/organization:
Number of employees:

1- 4	27	200- 499	3
5- 9	15	500- 999	3
10- 49	17	1 000- 9 999	-
50- 99	3	10 000 and more	-
100-199	10	student	23

Length of stay

1. Length of stay (days):

one	88	three	2	five	4
two	6	four	-		

2. Average length of stay 1,3 days

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

1st day	17	3rd day	39	5th day	8
2nd day	31	4th day	6		

Additional data private visitors

Sex

Male	50
Female	50

Age

up to 20 years	4
over 20 up to 30 years	11
over 30 up to 40 years	15
over 40 up to 50 years	24
over 50 up to 60 years	18
over 60 up to 70 years	23
over 70 years	6

Net household income

up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	12
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	1
N/A	37

Size of household

1 person	13
2 persons	57
3 persons	18
4 persons	10
5 persons and more	2

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	19
no	58
maybe	23

Follow-up business
Intend to buy at later date

yes	38
no	25
maybe	37

Conducted by: Anova Marktforschung, Dresden

REGIO ⇢ Lörrach

Basic data private visitors

Total number of visitors	**69 940**
Proportion of private visitors	**83%**
Region of residence	
up to 50 km	91
more than 50 km up to 100 km	7
more than 100 km up to 300 km	1
over 300 km	1
Total Germany	**75**
Total foreign	**25**
of which EU	24
Rest of Europe	76
The two countries with the highest visitor shares	
Switzerland	19
France	6
Position in the company/organization	
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	5
Other salaried staff/public service	23
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	2
Student	5
Housewife/man	35
Old-age pensioner	1
Other not gainfully employed	12
Frequency of visits to trade fair	
2005	72
2004	70
2003	60
2002	51
Earlier events	26
First visit	16

Basic data all visitors

Region of residence	
up to 50 km	91
more than 50 km up to 100 km	7
more than 100 km up to 300 km	1
over 300 km	1
Total Germany	**76**
Total foreign	**24**
of which EU	23
Rest of Europe	77
The two countries with the highest visitor shares	
Switzerland	18
France	5
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	5
Other salaried staff/public service	22
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	2
Student	7
Housewife/man	12
Old-age pensioner	32
Other not gainfully employed	1
Frequency of visits to trade fair	
2005	71
2004	69
2003	60
2002	51
Earlier events	29
First visit	16

Additional data private visitors

Sex	
Male	45
Female	55
Age	
up to 20 years	6
over 20 up to 30 years	7
over 30 up to 40 years	12
over 40 up to 50 years	19
over 50 up to 60 years	18
over 60 up to 70 years	30
over 70 years	9
Net household income	
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	23
more than 2 000,- EUR up to 2 600,- EUR	17
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	3
N/A	30
Size of household	
1 person	16
2 persons	46
3 persons	17
4 persons	15
5 persons and more	6
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	76
no	12
maybe	12

Conducted by: Messe Lörrach, Lörrach

Rheinland-Pfalz-Ausstellung (2005) ⇢ Mainz

Basic data private visitors

Total number of visitors	**81 287**
Proportion of private visitors	**96%**
Region of residence	
up to 50 km	86
more than 50 km up to 100 km	11
more than 100 km up to 300 km	3
over 300 km	1
Total Germany	**100**
Baden-Württemberg	-
Bavaria	-
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	22
Mecklenburg-West Pommerania	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	76
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Position in the company/organization	
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	30
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	5
Other position	1
Student	5
Housewife/man	8
Old-age pensioner	32
Other not gainfully employed	41
Frequency of visits to trade fair	
2004	71
2003	72
Earlier events	28
First visit	10

Additional data private visitors

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

Conducted by: INA Research GmbH, Schenefeld

MANNHEIMER MAIMARKT (2004) ⇢ Mannheim

Private visitors data

Total number of visitors	**378 422**
Proportion of private visitors	**87%**
Region of residence	
Locally	24
within a 25 km radius	30
further than 25 km within a 50 km radius	23
further than 50 km within a 100 km radius	16
further than 100 km radius	7
Total Germany	**99**
Total foreign	**1**
Sex	
Male	52
Female	49
Accompanied by husband/wife/partner	67
Age	
up to 20 years	7
over 20 up to 30 years	13
over 30 up to 40 years	21
over 40 up to 50 years	22
over 50 up to 60 years	17
over 60 up to 70 years	17
over 70 years	4
Position in the company/organization	
Unskilled/skilled worker	10
Salaried staff	37
Civil servant	5
Self employed/freelance	8
Housewife	8
Other occupation	1
Trainee/student/pupil	11
Old-age-pensioner	20
Other not gainfully employed	1

Net household income	
up to 750,- EUR	3
more than 750,- EUR up to 1 000,- EUR	2
more than 1 000,- EUR up to 1 250,- EUR	4
more than 1 250,- EUR up to 1 500,- EUR	6
more than 1 500,- EUR up to 2 000,- EUR	8
more than 2 000,- EUR up to 2 500,- EUR	11
more than 2 500,- EUR up to 3 000,- EUR	9
more than 3 000,- EUR	15
N/A	43
Size of household	
1 person	11
2 persons	42
3 persons	20
4 persons	20
5 persons and more	8
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	67
no	17
maybe	16
Follow-up business	
Intend to buy at later date	
yes	27
no	41
maybe	32

Conducted by: Achim Brötz Rechenzentrum Mannheim, Kaiserslautern

ANALYTICA ⇢ München

Basic data trade visitors

Total number of visitors	**27 190**
Proportion of trade visitors	**99%**
Region of residence	
up to 50 km	26
more than 50 km up to 100 km	7
more than 100 km up to 300 km	18
over 300 km	49
Total Germany	**75**

Baden-Württemberg	15	North Rhine-Westphalia	7
Bavaria	55	Rhineland-Palatinate	4
Berlin	3	Saarland	-
Brandenburg	1	Saxony	2
Bremen	1	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign	25
of which EU	64
Rest of Europe	18
Other	18
The two countries with the highest visitor shares	
Austria	20
Switzerland	10
Position in the company/organization	
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	4
Department head, group head	22
Engineer	11
Other salaried staff/public service	22
Skilled worker	2
Lecturer, teacher, scientific assistant	14
Trainee	1
Other position	3
Student	7
Other not gainfully employed	1
Frequency of visits to trade fair	
2004	37
2002	34
2000	26
Earlier events	14
First visit	44

Additional data trade visitors

Economic sector	
User of instrumental analytics	33
Manufacturer of instrumental analytics	8
Dealer in instrumental analytics	6
Service/consulting in connection with instrumental analytics	7
Active in industrial research & development	13
Active in university research & development	17
Active in other reserach & development	8
Student	7
Other not gainfully employed	1
Influence on purchasing/procurement decisions	
Decisively	21
Collectively	36
In an advisory capacity	23
No	11
Student	7
Other not gainfully employed	1
Area of responsibility	
Management	9
Research/development/design	50
Planning/work preparation	2
Manufacture/production	5
Production, quality control	15
Buying/procurement	7
Finance/accounting, controlling	1
Product management	6
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	1
Maintenance/repairs	2
Other area	11
Student	7
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	7	500- 999	7
5- 9	5	1 000- 9 999	14
10- 49	20	10 000 and more	8
50- 99	8	student	7
100-199	8	other not gainfully employed	1
200-499	9	N/A	5

Length of stay

1. Length of stay (days):

one	68	three	7
two	23	four	2

2. Average length of stay 1,4 days

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

1st day	32	3rd day	41
2nd day	42	4th day	28

Conducted by: TNS Infratest, München

AUTOMATICA

Basic data trade visitors

Total number of visitors	**31 033**
Proportion of trade visitors	**98%**
Region of residence	
up to 50 km	12
more than 50 km up to 100 km	10
more than 100 km up to 300 km	32
over 300 km	46
Total Germany	**76**

Baden-Württemberg	23	North Rhine-Westphalia	8
Bavaria	50	Rhineland-Palatinate	2
Berlin	1	Saarland	-
Brandenburg	-	Saxony	2
Bremen	-	Saxony-Anhalt	-
Hamburg	1	Schleswig-Holstein	1
Hesse	6	Thuringia	3
Mecklenburg-West Pommerania	-		
Lower Saxony	2		

Total foreign	**24**
of which EU	63
Rest of Europe	16
Other	21
The two countries with the highest visitor shares	
Austria	17
Czech Republic	5
Position in the company/organization	
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	4
Department head, group head	24
Other salaried staff/public service	26
Skilled worker	7
Foreman, master craftsman	7
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	5
Student	9
Other not gainfully employed	1
Frequency of visits to trade fair	
2004	23
First visit	77

Additional data trade visitors

Economic sector

Automobile manufacture, OEM and supplier	20
Pharmaceuticals, cosmetics, drug industry	2
Machine and plant construction	26
Beverages, food, packaging industry	2
Elctrical engineering/electronics	12
Plastics industry	4
Metalworking industry	9
Information and communication technology	1
Aerospace	2
Paper and printing industry	1
Timber processing industry	1
Construction industry	9
Other	9
Student	9
Other not gainfully employed	1

Influence on purchasing/ procurement decisions

Decisively	18
Collectively	44
In an advisory capacity	21
No	8
Student	9
Other not gainfully employed	1

Area of responsibility

Business, company, factory management, commercial	3
Business, company, factory management, technical	11
Research/development/design	36
Planning/work preparation	15
Manufacture/production	19
Production, quality control	6
Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology (EDP)	2
Administration/organization/personnel/ social welfare/training	-
Marketing/sales/advertising/PR	11
Storage/material management/logistics/ transport	2
Maintenance/repairs	8
Other area	5
Student	9
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	7	500- 999	8
5- 9	4	1 000- 9 999	15
10- 49	14	10 000 and more	10
50- 99	8	student	9
100-199	7	other not gainfully employed	1
200-499	16	N/A	1

Length of stay

1. Length of stay (days):

one	81	three	4
two	14	four	2

2. Average length of stay 1,3 days

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

1st day	27	3rd day	38
2nd day	38	4th day	24

Conducted by: TNS Infratest, München

Basic data private visitors

Total number of visitors	**124 253**
Proportion of private visitors	**91%**

Region of residence

up to 50 km	59
more than 50 km up to 100 km	24
more than 100 km up to 300 km	13
over 300 km	5

Total Germany **97**

Baden-Württemberg	2	North Rhine-Westphalia	-
Bavaria	94	Rhineland-Palatinate	-
Berlin	2	Saarland	-
Brandenburg	-	Saxony	1
Bremen	1	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign **3**

of which EU	83
Rest of Europe	14
Africa	-
North America	3
South and Central America	-
Middle East	-
East Asia	-
Australia	-

The two countries with the highest visitor shares

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	2
Trainee	2
Other position	3
Student	8
Housewife/man	4
Old-age pensioner	12
Other not gainfully employed	2

Frequency of visits to trade fair

2004	48
2003	51
2002	45
2001	39
Earlier events	27
First visit	21

Basic data all visitors

Region of residence

up to 50 km	58
more than 50 km up to 100 km	23
more than 100 km up to 300 km	13
over 300 km	6

Total Germany **97**

Baden-Württemberg	2	North Rhine-Westphalia	-
Bavaria	94	Rhineland-Palatinate	-
Berlin	2	Saarland	-
Brandenburg	-	Saxony	1
Bremen	1	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign **3**

of which EU	78
Rest of Europe	19
Africa	-
North America	3
South and Central America	-
Middle East	-
East Asia	-
Australia	-

The three countries with the highest visitor shares

Austria	65
Switzerland	11
Italy	5

Position in the company/organization

Entrepreneur, partner, self-employed	12
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	34
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	4
Student	8
Housewife/man	4
Old-age pensioner	12
Other not gainfully employed	2

Frequency of visits to trade fair

2004	48
2003	49
2002	44
2001	38
Earlier events	26
First visit	22

Additional data private visitors

Sex

Male	65
Female	35

Age

up to 20 years	5
over 20 up to 30 years	17
over 30 up to 40 years	24
over 40 up to 50 years	27
over 50 up to 60 years	16
over 60 up to 70 years	10
over 70 years	1

Net household income

up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR	18
more than 2 600,- EUR up to 3 600,- EUR	19
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	10
N/A	16

Size of household

1 person	19
2 persons	41
3 persons	16
4 persons	19
5 persons and more	5

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	35
no	31
maybe	35

Follow-up business
Intend to buy at later date

yes	43
no	13
maybe	44

Conducted by: TNS Infratest, München

CERAMITEC → München

Basic data trade visitors

Total number of visitors	**21 998**
Proportion of trade visitors	**97%**

Region of residence

up to 50 km	4
more than 50 km up to 100 km	5
more than 100 km up to 300 km	19
over 300 km	72

Total Germany **49**

Baden-Württemberg	13	North Rhine-Westphalia	11
Bavaria	42	Rhineland-Palatinate	8
Berlin	1	Saarland	4
Brandenburg	1	Saxony	6
Bremen	1	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	4	Thuringia	3
Mecklenburg-West Pommerania	1		
Lower Saxony	1		

Total foreign **51**

of which EU	54
Rest of Europe	18
Africa	3
America	8
East Asia	10
Other	7

The four countries with the highest visitor shares

Italy	9
Austria	6
France	6
Czech Republic	5

Position in the company/organization

Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	14
Department head, group head	22
Other salaried staff/public service	17
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	1
Student	9
Other not gainfully employed	1

Frequency of visits to trade fair

2003	40
2000	31
1997	24
Earlier events	12
First visit	49

Additional data trade visitors

Economic sector

Ceramic industry (total)	54
other industry	24
Skilled trades	3
Trade	3
Engineer's and planning office	2
Other services	2
Research institute	1
University/polytechnic	1
Student	9
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	25
Collectively	36
In an advisory capacity	20
No	8
Student	9
Other not gainfully employed	1

Area of responsibility

Management	24
Research/development/design	26
Planning/work preparation	8
Manufacture/production	21
Production, quality control	13
Buying/procurement	10
Finance/accounting, controlling	2
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	2
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	3
Maintenance/repairs	5
Other area	4
Student	9
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	6	500- 999	12
5- 9	5	1 000- 9 999	10
10- 49	18	10 000 and more	3
50- 99	10	student	9
100-199	11	other not gainfully employed	1
200-499	13	N/A	2

Length of stay

1. Length of stay (days):

one	56	three	9
two	28	four	8

2. Average length of stay 1,7 days
3. Share of visitors on the event's days:

1st day	34	3rd day	52
2nd day	52	4th day	31

Conducted by: TNS Infratest, München

electronica → München

Basic data trade visitors

Total number of visitors	**77 748**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	11
more than 50 km up to 100 km	6
more than 100 km up to 300 km	21
over 300 km	62

Total Germany **55**

Baden-Württemberg	28	North Rhine-Westphalia	7
Bavaria	42	Rhineland-Palatinate	2
Berlin	2	Saarland	1
Brandenburg	1	Saxony	3
Bremen	1	Saxony-Anhalt	1
Hamburg	-	Schleswig-Holstein	1
Hesse	5	Thuringia	3
Mecklenburg-West Pommerania	-		
Lower Saxony	4		

Total foreign **45**

of which EU	67
Rest of Europe	16
North America	3
Other	14

The five countries with the highest visitor shares

Italy	12
Austria	8
Great Britain	7
Switzerland	7
France	6

Position in the company/organization

Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	7
Department head, group head	15
Project manager, engineer	33
Other salaried staff/public service	12
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	2
Student	5

Frequency of visits to trade fair

2004	42
2002	33
2000	26
Earlier events	13
First visit	44

Additional data trade visitors

Economic sector

Application, use of electronic components, assembly group sub-systems	18
Manufacture of electronic components	15
Manufacture of electronic assembly groups, sub-systems	25
Trade in electronic components, assembly groups, sub-systems	12
Service	8
Research and development	13
Teaching and training	1
Public authority/Ministry	1
Student	5

Influence on purchasing/procurement decisions

Decisively	30
Collectively	40
In an advisory capacity	18
No	6
Student	5

Area of responsibility

Business, company, factory management, commercial	12
Business, company, factory management, technical	7
Electronic development	29
Electronic design	16
System development	12
System integration	4
Design/construction	10
Software development	9
Planning/work preparation	3
Manufacture/production	8
Quality assurance/control/test	6
Buying/procurement	16
Research, development	16
Finance/accounting, controlling	1
Information, communication technology (EDP)	1
Consulting	5
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	13
Storage/material management/logistics/transport	1
Maintenance/repairs	2
Other area	2
Student	5

Size of company/organization:
Number of employees:

1- 4	7	500- 999	7
5- 9	8	1 000- 9 999	14
10- 49	19	10 000 and more	12
50- 99	8	student	5
100-199	8	other not gainfully employed	1
200-499	10	N/A	1

Length of stay

1. Length of stay (days):

one	54	three	10
two	29	four	7

2. Average length of stay 1,7 days
3. Share of visitors on the event's days:

1st day	35	3rd day	53
2nd day	54	4th day	26

Conducted by: TNS Infratest, München

EXPO REAL (2005)

Basic data trade visitors

Total number of visitors	**28 524**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	13
more than 50 km up to 100 km	3
more than 100 km up to 300 km	12
over 300 km	72

Total Germany **79**

Baden-Württemberg	13	North Rhine-Westphalia	16
Bavaria	24	Rhineland-Palatinate	3
Berlin	9	Saarland	-
Brandenburg	2	Saxony	4
Bremen	2	Saxony-Anhalt	1
Hamburg	4	Schleswig-Holstein	1
Hesse	15	Thuringia	1
Mecklenburg-West Pommerania	2		
Lower Saxony	5		

Total foreign **21**

of which EU	76
Rest of Europe	17
Africa	1
North America	4
South and Central America	1
Middle East	-
East Asia	1
Australia	-

The three countries with the highest visitor shares

Netherlands	17
Austria	13
Great Britain	10

Position in the company/organization

Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	15
Senior department head, other employee with managerial responsibility	12
Department head, group head	14
Other salaried staff/public service	17
Skilled worker	-
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	8
Other not gainfully employed	1

Frequency of visits to trade fair

2004	42
2003	33
2002	27
Earlier events	12
First visit	46

Additional data trade visitors

Economic sector	
Property consulting/agent	17
Property development	11
Property financing	7
Property management (operator) and use	6
Property investment	11
Corporate real estate	5
Project management/control	6
Facility management	6
Information technology	2
Property communication	3
Economic regions and cities	3
Architect/engineer's and planning office	11
Research/training/further training	2
Association	1
Student	8
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	
Decisively	23
Collectively	28
In an advisory capacity	27
No	13
Other not gainfully employed	1
Student	8

Area of responsibility	
Management	27
Buying/procurement	7
Marketing/sales/advertising/PR	22
Market research	6
Financing	11
Investment, aquisition	19
Consulting	23
Planning/work preparation	12
Information, communication technology (EDP)	3
Finance/accounting, controlling	5
Administration/organization/personnel/ social welfare/training	7
Other area	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	5
50- 99	8	student	8
100-199	6	other not gainfully employed	1
200-499	7	N/A	1

Length of stay

1. Length of stay (days):

one	39	two	32	three	29

2. Average length of stay 1,9 days

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

1st day	63	2nd day	72	3rd day	56

Conducted by: TNS Infratest, München

Basic data private visitors

Total number of visitors	74 092
Proportion of private visitors	83%

Region of residence	
up to 50 km	56
more than 50 km up to 100 km	23
more than 100 km up to 300 km	17
over 300 km	3

Total Germany			98
Baden-Württemberg	1	North Rhine-Westphalia	-
Bavaria	97	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign	2
of which EU	67
Other	33

Position in the company/organization	
Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	4
Other salaried staff/public service	35
Skilled worker	5
Foreman, master craftsman	3
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	3
Housewife/man	13
Old-age pensioner	17
Other not gainfully employed	2

Frequency of visits to trade fair	
2005	41
2004	38
2003	33
Earlier events	22
First visit	41

Basic data all visitors

Proportion of trade visitors	17%

Region of residence	
up to 50 km	54
more than 50 km up to 100 km	24
more than 100 km up to 300 km	18
over 300 km	4

Total Germany			98
Baden-Württemberg	2	North Rhine-Westphalia	-
Bavaria	96	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign	2
of which EU	70
Other	30

The country with the highest visitor share	
Austria	60

Position in the company/organization	
Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	4
Other salaried staff/public service	31
Skilled worker	5
Foreman, master craftsman	4
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	3
Student	3
Housewife/man	12
Old-age pensioner	15
Other not gainfully employed	1

Frequency of visits to trade fair	
2005	40
2004	38
2003	32
Earlier events	22
First visit	41

Additional data private visitors

Sex	
Male	34
Female	66

Age	
up to 20 years	2
over 20 up to 30 years	10
over 30 up to 40 years	19
over 40 up to 50 years	28
over 50 up to 60 years	23
over 60 up to 70 years	16
over 70 years	2

Net household income		
up to 900,- EUR		3
more than 900,- EUR	up to 1 500,- EUR	8
more than 1 500,- EUR	up to 2 000,- EUR	13
more than 2 000,- EUR	up to 2 600,- EUR	15
more than 2 600,- EUR	up to 3 600,- EUR	17
more than 3 600,- EUR	up to 5 000,- EUR	13
more than 5 000,- EUR		7
N/A		22

Size of household	
1 person	15
2 persons	42
3 persons	19
4 persons	18
5 persons and more	7

Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	64
no	13
maybe	23

Follow-up business	
Intend to buy at later date	
yes	20
no	24
maybe	55

Conducted by: TNS Infratest, München

HEIM + HANDWERK → München

Basic data private visitors

Total number of visitors	**119 135**
Proportion of private visitors	**82%**

Region of residence

up to 50 km	70
more than 50 km up to 100 km	19
more than 100 km up to 300 km	8
over 300 km	3

Total Germany **99**

Baden-Württemberg	1	North Rhine-Westphalia	-
Bavaria	96	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign **1**

of which EU	77
Rest of Europe	14
Other	9

The two countries with the highest visitor shares

Austria	47
Italy	6

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	7
Other salaried staff/public service	36
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	3
Student	3
Housewife/man	9
Old-age pensioner	16
Other not gainfully employed	2

Frequency of visits to trade fair

2005	54
2004	52
2003	45
Earlier events	32
First visit	18

Basic data all visitors

Proportion of trade visitors	**18%**

Region of residence

up to 50 km	68
more than 50 km up to 100 km	19
more than 100 km up to 300 km	10
over 300 km	3

Total Germany **98**

Baden-Württemberg	1	North Rhine-Westphalia	-
Bavaria	95	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign **2**

of which EU	81
Rest of Europe	8
Other	11

The two countries with the highest visitor shares

Austria	47
Italy	6

Position in the company/organization

Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	32
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	3
Student	3
Housewife/man	8
Old-age pensioner	15
Other not gainfully employed	2

Frequency of visits to trade fair

2005	54
2004	51
2003	44
Earlier events	31
First visit	19

Additional data private visitors

Sex

Male	45
Female	55

Age

up to 20 years	2
over 20 up to 30 years	14
over 30 up to 40 years	22
over 40 up to 50 years	25
over 50 up to 60 years	20
over 60 up to 70 years	15
over 70 years	3

Net household income

up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR	14
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	20
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	10
N/A	14

Size of household

1 person	16
2 persons	44
3 persons	16
4 persons	17
5 persons and more	7

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	65
no	7
maybe	27

Follow-up business
Intend to buy at later date

yes	26
no	14
maybe	60

Conducted by: TNS Infratest, München

iba → München

Basic data trade visitors

Total number of visitors	**76 206**
Proportion of trade visitors	**94%**

Region of residence

up to 50 km	8
more than 50 km up to 100 km	6
more than 100 km up to 300 km	18
over 300 km	68

Total Germany **45**

Baden-Württemberg	17	North Rhine-Westphalia	8
Bavaria	52	Rhineland-Palatinate	3
Berlin	1	Saarland	2
Brandenburg	1	Saxony	2
Bremen	1	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign **55**

of which EU	55
Africa	3
Rest of Europe	19
North America	4
South and Central America	5
Middle East	5
East Asia	7
Australia	2

The five countries with the highest visitor shares

Italy	8
Austria	7
Russia	5
Netherlands	4
Spain	4

Position in the company/organization

Entrepreneur, partner, self-employed	21
Managing director, board member, head of an authority etc.	19
Senior department head, other employee with managerial responsibility	8
Department head, group head	15
Master baker, master confectioner	9
Other salaried staff/public service	7
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	4
Student	2
Other position	4
Other not gainfully employed	1

Frequency of visits to trade fair

2003	27
2000	30
1998	18
Earlier events	10
First visit	52

Additional data trade visitors

Economic sector

Exclusively bakery	10
Exclusively confectionery	3
Bakers/confectioners	26
Other skilled trades	1
Bread, cake and pastry industry	18
Confectionery industry	4
Subcontracting industry	4
Other industry	6
Hotel	1
Cafe	4
Other catering establishments	3
Trade	10
University/college/polytechnic	1
Other	5
Student	2
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	36
Collectively	29
In an advisory capacity	17
No	15
Student	2
Other not gainfully employed	1

Area of responsibility

Management	33
Research/development/design	13
Planning/work preparation	10
Manufacture/production	28
Production, quality control	10
Buying/procurement	18
Finance/accounting, controlling	6
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	24
Storage/material management/logistics/transport	7
Layout and design	7
Maintenance/repairs	6
Other area	8
Student	2
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	9	500- 999	5
5- 9	12	1 000- 9 999	7
10- 49	27	10 000 and more	2
50- 99	12	student	2
100-199	10	other not gainfully employed	1
200-499	12	N/A	2

Length of stay

1. Length of stay (days):

one	46	four	7	seven	2
two	26	five	3		
three	14	six	2		

2. Average length of stay 2,1 days

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

1st day	30	4th day	35	7th day	13
2nd day	37	5th day	30		
3rd day	39	6th day	25		

Conducted by: TNS Infratest, München

inhorgenta europe → München

Basic data trade visitors

Total number of visitors	**29 304**
Proportion of trade visitors	**100%**

Region of residence

up to 50 km	13
more than 50 km up to 100 km	8
more than 100 km up to 300 km	26
over 300 km	53

Total Germany **72**

Baden-Württemberg	24	North Rhine-Westphalia	9
Bavaria	43	Rhineland-Palatinate	5
Berlin	3	Saarland	-
Brandenburg	1	Saxony	1
Bremen	1	Saxony-Anhalt	-
Hamburg	1	Schleswig-Holstein	1
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	3		

Total foreign **28**

of which EU	81
Rest of Europe	13
Other	6

The three countries with the highest visitor shares

Austria	28
Great Britain	7
Netherlands	5

Position in the company/organization

Entrepreneur, partner, self-employed	47
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	7
Skilled worker	6
Foreman, master craftsman	7
Lecturer, teacher, scientific assistant	1
Trainee	5
Other position	4
Student	7
Other not gainfully employed	1

Frequency of visits to trade fair

2005	50
2004	50
2003	42
Earlier events	29
First visit	26

Additional data trade visitors

Economic sector

Specialist retail trade with watches, jewellery, jewels, precious metals	29
Other retail	2
Department store	1
Wholesale/foreign trade in watches, jewellery, jewels, precious metals	5
Other wholesale trade	1
Commercial agent	1
Gold/silversmith without retail outlet	16
Watchmaker without retail outlet	4
Producer	6
Supplying company belonging to the sector	2
Polytechnics	1
Designer	6
Gallery	1
Mail order business, TV/Internet-shopping	2
Other	15
Student	7
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	47
Collectively	24
In an advisory capacity	11
No	9
Student	7
Other not gainfully employed	1

Area of responsibility

Management	39
Research/development/design	7
Planning/work preparation	9
Manufacture/production	28
Production, quality control	6
Buying/procurement	27
Finance/accounting, controlling	10
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	18
Storage/material management/logistics/transport	7
Maintenance/repairs	8
Sales	30
Product development/design	22
Other area	10
Student	7
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	53	500- 999	-
5- 9	12	1 000- 9 999	1
10- 49	15	10 000 and more	1
50- 99	3	student	7
100-199	3	other not gainfully employed	1
200-499	3	N/A	2

Length of stay

1. Length of stay (days):

one	57	three	14
two	23	four	5

2. Average length of stay 1,7 days

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

1st day	38	3rd day	50
2nd day	54	4th day	24

Conducted by: TNS Infratest, München

INTERFORST → München

Basic data trade visitors

Total number of visitors	**50 324**
Proportion of trade visitors	**87%**

Region of residence

up to 50 km	10
more than 50 km up to 100 km	12
more than 100 km up to 300 km	40
over 300 km	38

Total Germany **93**

Baden-Württemberg	28	North Rhine-Westphalia	5
Bavaria	46	Rhineland-Palatinate	4
Berlin	-	Saarland	-
Brandenburg	2	Saxony	2
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	1
Hesse	5	Thuringia	3
Mecklenburg-West Pommerania	1		
Lower Saxony	3		

Total foreign **7**

of which EU	66
Rest of Europe	27
Other	7

The three countries with the highest visitor shares

Austria	23
Switzerland	14
Italy	8

Position in the company/organization

Entrepreneur, partner, self-employed	35
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	16
Skilled worker	19
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	3
Student	5
Other not gainfully employed	1

Frequency of visits to trade fair

2002	43
1998	31
1994	23
Earlier events	11
First visit	45

Additional data trade visitors

Economic sector

State forest	18
Other public forest	9
Private forest: Farmer	17
Other private woods	4
Forestry sub-contractor	10
Nursery/landscape gardening	2
Forestry college/specialist school	2
Forestry machine manufacturer	3
Sawmill industry	3
Other sectors	7
Timber trade	8
Service provider	6
Authority (without forestry)	2
Other	4
Student	5
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	28
Collectively	29
In an advisory capacity	24
No	12
Student	5
Other not gainfully employed	1

Area of responsibility

Management	32
Research/development/design	5
Planning/work preparation	9
Manufacture/production	28
Production, quality control	3
Buying/procurement	9
Finance/accounting, controlling	6
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	8
Marketing/sales/advertising/PR	5
Storage/material management/logistics/transport	7
Maintenance/repairs	9
Other area	17
Student	5
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	36	500- 999	3
5- 9	11	1 000- 9 999	7
10- 49	19	10 000 and more	-
50- 99	7	student	5
100-199	5	other not gainfully employed	1
200-499	2	N/A	3

Length of stay

1. Length of stay (days):

one	84	three	3	five	1
two	12	four	-		

2. Average length of stay 1,2 days

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

1st day	19	3rd day	30	5th day	18
2nd day	33	4th day	22		

Conducted by: TNS Infratest, München

→ www.fkm.de

INTERNATIONALE HANDWERKSMESSE München

Basic data trade visitors

Total number of visitors	**186 481**
Proportion of trade visitors	**54%**
Region of residence	
up to 50 km	35
more than 50 km up to 100 km	27
more than 100 km up to 300 km	27
over 300 km	9
Total Germany	**97**
Baden-Württemberg	6
Bavaria	89
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommerania	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	1
Saarland	-
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Total foreign	**3**
of which EU	73
Rest of Europe	24
Other	3
Position in the company/organization	
Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service	10
Skilled worker	15
Lecturer, teacher, scientific assistant	1
Trainee	5
Other position	3
Foreman, master craftsman	12
Student	4
Housewife/man	1
Old-age pensioner	6
Other not gainfully employed	1
Frequency of visits to trade fair	
2005	59
2004	58
Earlier events	50
First visit	19

Basic data private visitors

Proportion of private visitors	**46%**
Region of residence	
up to 50 km	63
more than 50 km up to 100 km	22
more than 100 km up to 300 km	12
over 300 km	3
Total Germany	**99**
Baden-Württemberg	1
Bavaria	97
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Total foreign	**1**
of which EU	65
Rest of Europe	26
Other	9
Position in the company/organization	
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	2
Department head, group head	4
Other salaried staff/public service	38
Skilled worker	2
Lecturer, teacher, scientific assistant	2
Trainee	-
Other position	1
Foreman, master craftsman	1
Student	3
Housewife/man	6
Old-age pensioner	28
Other not gainfully employed	1
Frequency of visits to trade fair	
2005	47
2004	45
Earlier events	38
First visit	22

Basic data all visitors

Region of residence	
up to 50 km	48
more than 50 km up to 100 km	25
more than 100 km up to 300 km	21
over 300 km	6
Total Germany	**98**
Baden-Württemberg	4
Bavaria	93
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommerania	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	1
Saarland	-
Saxony	1
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Total foreign	**2**
of which EU	71
Rest of Europe	24
Other	5
Position in the company/organization	
Entrepreneur, partner, self-employed	23
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service	23
Skilled worker	9
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	2
Foreman, master craftsman	7
Student	4
Housewife/man	3
Old-age pensioner	16
Other not gainfully employed	1
Frequency of visits to trade fair	
2005	54
2004	52
Earlier events	45
First visit	20

Additional data trade visitors

Economic sector	
Skilled trades	54
Industry	13
Service	13
Retail and wholesale trade	2
Public authority	2
Polytechnics	1
Other	3
Student	4
Other not gainfully employed	8
Influence on purchasing/procurement decisions	
Decisively	41
Collectively	23
In an advisory capacity	14
No	11
Student	4
Other not gainfully employed	8
Area of responsibility	
Management	28
Research/development/design	8
Planning/work preparation	12
Manufacture/production	23
Production, quality control	6
Buying/procurement	14
Finance/accounting, controlling	5
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	8
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	7
Maintenance/repairs	18
Other area	14
Student	4
Other not gainfully employed	8

Size of company/organization:
Number of employees:

1- 4	29	500- 999	2		
5- 9	12	1 000- 9 999	6		
10- 49	20	10 000 and more	4		
50- 99	4	student	4		
100-199	4	other not gainfully employed	8		
200-499	5				

Length of stay

1. Length of stay (days):

one	95	four	-	seven	-
two	3	five	-		
three	1	six	-		

2. Average length of stay 1,1 days

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

1st day	9	4th day	21	7th day	13
2nd day	17	5th day	12		
3rd day	21	6th day	15		

Additional data private visitors

Sex	
Male	55
Female	45
Age	
up to 20 years	2
over 20 up to 30 years	12
over 30 up to 40 years	18
over 40 up to 50 years	22
over 50 up to 60 years	18
over 60 up to 70 years	24
over 70 years	3
Net household income	
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	16
more than 3 600,- EUR up to 5 000,- EUR	14
more than 5 000,- EUR	10
N/A	21
Size of household	
1 person	16
2 persons	48
3 persons	16
4 persons	14
5 persons and more	6
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	49
no	51
maybe	-
Follow-up business	
Intend to buy at later date	
yes	11
no	38
maybe	51

Conducted by: TNS Infratest, München

INTERGEO München

Basic data trade visitors

Total number of visitors	**19 022**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	17
more than 50 km up to 100 km	5
more than 100 km up to 300 km	19
over 300 km	60

Total Germany **80**

Baden-Württemberg	16	North Rhine-Westphalia	15
Bavaria	35	Rhineland-Palatinate	5
Berlin	3	Saarland	-
Brandenburg	3	Saxony	6
Bremen	1	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	5	Thuringia	3
Mecklenburg-West Pommerania	1		
Lower Saxony	6		

Total foreign **20**

of which EU	66
Rest of Europe	18
America	9
Other	7

The country with the highest visitor share

Switzerland	10

Position in the company/organization

Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	2
Department head, group head	19
Other salaried staff/public service	34
Skilled worker	3
Lecturer, teacher, scientific assistant	7
Trainee	2
Other position	2
Student	11
Other not gainfully employed	2

Frequency of visits to trade fair

Dusseldorf 2005	33
Stuttgart 2004	39
Hamburg 2003	27
Frankfurt/Main 2002	29
Cologne 2001	23
Earlier events	32
First visit	33

Additional data trade visitors

Economic sector

Industrial company	3
Energy supplies	3
Water supplies	2
Wholesale/foreign trade	1
Retail trade	1
Engineer's office	21
Research	3
Telecommunication	1
Architecture/construction	4
Other service company	6
Professional, specialist association	1
Authority/public services	32
Vocational school/polytechnic/university	5
Other	5
Student	11
Other not gainfully employed	2

Influence on purchasing/ procurement decisions

Decisively	14
Collectively	31
In an advisory capacity	26
No	16
Student	11
Other not gainfully employed	2

Area of responsibility

Management	20
Research/development/design	15
Planning/work preparation	20
Manufacture/production	11
Production, quality control	5
Buying/procurement	6
Finance/accounting, controlling	2
Information, communication technology (EDP)	14
Administration/organization/personnel/ social welfare/training	9
Marketing/sales/advertising/PR	5
Storage/material management/logistics/ transport	1
Maintenance/repairs	3
Other area	13
Student	11
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	10	500- 999	8
5- 9	7	1 000- 9 999	11
10- 49	19	10 000 and more	4
50- 99	11	student	11
100-199	9	other not gainfully employed	2
200-499	9		

Length of stay

1. Length of stay (days):
   one 61 two 21 three 18
2. Average length of stay 1,6 days
3. Share of visitors on the event's days:
   1st day 48 2nd day 63 3rd day 47

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ispo summer München

Basic data trade visitors

Total number of visitors	**16 463**
Proportion of trade visitors	**100%**

Region of residence

up to 50 km	15
more than 50 km up to 100 km	7
more than 100 km up to 300 km	17
over 300 km	61

Total Germany **48**

Baden-Württemberg	12	North Rhine-Westphalia	10
Bavaria	60	Rhineland-Palatinate	1
Berlin	-	Saarland	-
Brandenburg	-	Saxony	2
Bremen	1	Saxony-Anhalt	-
Hamburg	4	Schleswig-Holstein	-
Hesse	4	Thuringia	2
Mecklenburg-West Pommerania	-		
Lower Saxony	4		

Total foreign **52**

of which EU	63
Rest of Europe	17
America	5
Asia	13
Other	2

The five countries with the highest visitor shares

Austria	10
Italy	10
Great Britain	7
Netherlands	4
France	4

Position in the company/organization

Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	19
Senior department head, other employee with managerial responsibility	10
Department head, group head	11
Other salaried staff/public service	10
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	4
Student	9
Other not gainfully employed	2

Frequency of visits to trade fair

2005	44
2004	35
2003	30
Earlier events	23
First visit	43

Additional data trade visitors

Economic sector

Sport specialist retail trade	20
Clothing retail trade	6
Shoe retail trade	2
Department store	1
Mail order	1
Import and export of sports goods	11
Chain store	2
Commercial agent	3
Sports studio, fitness studio	1
Designer	3
Producer	11
Supplier	4
TV and internet-shopping	1
Marketing agency	6
Other retail	2
Other	16
Student	9
Other not gainfully employed	2

Influence on purchasing/ procurement decisions

Decisively	41
Collectively	24
In an advisory capacity	16
No	9
Student	9
Other not gainfully employed	2

Area of responsibility

Management	41
Research/development/design	13
Planning/work preparation	7
Manufacture, production, production and quality controls	8
Buying, procurement in the textile area	28
Buying, procurement in the shoe area	15
Buying, procurement in the hardware area	18
Sales	33
Finance/accounting, controlling	6
Information, communication technology (EDP)	3
Administration/organization/personnel/ social welfare/training	5
Marketing/sales/advertising/PR	33
Fashion/product design	12
Storage/material management/logistics/ transport	5
Other area	6
Student	9
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	19	200- 499	8
5- 9	13	500- 999	10
10- 49	24	student	9
50- 99	11	other not gainfully employed	2
100-199	4	N/A	2

Length of stay

1. Length of stay (days):
   one 59 two 27 three 14
2. Average length of stay 1,6 days
3. Share of visitors on the event's days:
   1st day 54 2nd day 67 3rd day 35

Conducted by: TNS Infratest, München

www.fkm.de

METAV ⇢ München

Basic data trade visitors

Total number of visitors	**25 309**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	18
more than 50 km up to 100 km	25
more than 100 km up to 300 km	39
over 300 km	19

Total Germany **85**

Baden-Württemberg	21	North Rhine-Westphalia	2
Bavaria	71	Rhineland-Palatinate	1
Berlin	-	Saarland	-
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	2	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Total foreign	**15**
of which EU	78
Rest of Europe	16
Other	7

The five countries with the highest visitor shares

Austria	62
Switzerland	10
Italy	6
Hungary	3
Turkey	3

Position in the company/organization

Entrepreneur, partner, self-employed	15
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	8
Department head, group head	29
Other salaried staff/public service	13
Skilled worker	11
Lecturer, teacher, scientific assistant	5
Trainee	6
Other position	2
Student	6
Other not gainfully employed	1

Frequency of visits to trade fair

Munich 2004 Spring	37
Dusseldorf 2004	14
Dusseldorf 2002	12
Earlier events	10
First visit	49

Additional data trade visitors

Economic sector

Machine and plant construction	21
Automobile industry	9
Supplier to the automobile industry	9
Elctrical engineering/electronics	5
Iron and steel industry	4
Other industry	12
Skilled trades	14
Service	7
Trade	6
University/college/polytechnic	4
Public authority	1
Other	2
Student	6
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	23
Collectively	32
In an advisory capacity	25
No	13
Student	6
Other not gainfully employed	1

Area of responsibility

Management	17
Research/development/design	9
Planning/work preparation	9
Manufacture/production	31
Production, quality control	3
Buying/procurement	3
Finance/accounting, controlling	-
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	9
Storage/material management/logistics/transport	-
Maintenance/repairs	4
Other area	3
Student	6
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	8	500- 999	8
5- 9	5	1 000- 9 999	11
10- 49	18	10 000 and more	7
50- 99	13	student	6
100-199	11	other not gainfully employed	13
200-499	11		

Length of stay

1. Length of stay (days):

one	87	three	1
two	9	four	3

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

Conducted by: Walter, Wissler & Partner, Basel

SYSTEMS ⇢ München

Basic data trade visitors

Total number of visitors	**53 544**
Proportion of trade visitors	**98%**

Region of residence

up to 50 km	40
more than 50 km up to 100 km	15
more than 100 km up to 300 km	27
over 300 km	18

Total Germany **93**

Baden-Württemberg	11	North Rhine-Westphalia	3
Bavaria	77	Rhineland-Palatinate	-
Berlin	1	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	1
Hesse	3	Thuringia	-
Mecklenburg-West Pommerania	1		
Lower Saxony	1		

Total foreign	**7**
of which EU	75
Rest of Europe	12
Other	13

The country with the highest visitor share

Austria	44

Position in the company/organization

Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	6
Department head, group head	20
Other salaried staff/public service	24
Skilled worker	3
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	4
Student	11
Other not gainfully employed	2

Frequency of visits to trade fair

2005	43
2004	45
2003	39
Earlier events	29
First visit	30

Additional data trade visitors

Economic sector

Application of information and communication technologies	42
Manufacturer of information and communication technologies	12
Dealer in area of information and communication technologies	7
Service provider in the area of information and communcation technolog	27
Student	11
Other not gainfully employed	2

Influence on purchasing/procurement decisions

Decisively	25
Collectively	29
In an advisory capacity	24
No	9
Student	11
Other not gainfully employed	2

Area of responsibility

Management	15
Research/development/design	9
Planning/work preparation	3
Manufacture/production	3
Production, quality control	1
Buying/procurement	6
Finance/accounting, controlling	6
Information, communication technology (EDP)	43
Storage/material management/logistics/transport	1
Administration/organization/personnel/social welfare/training	7
Marketing/sales/advertising/PR	17
Maintenance/repairs	5
Other area	10
Student	11
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	14	500- 999	5
5- 9	7	1 000- 9 999	11
10- 49	14	10 000 and more	8
50- 99	7	student	11
100-199	6	other not gainfully employed	2
200-499	8	N/A	7

Length of stay

1. Length of stay (days):

one	89	three	1	five	-
two	10	four	-		

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

1st day	12	3rd day	27	5th day	22
2nd day	23	4th day	30		

Conducted by: TNS Infratest, München

BRAU Beviale

Basic data trade visitors

Total number of visitors	**36 260**
Proportion of trade visitors	**96%**

Region of residence

up to 50 km	9
more than 50 km up to 100 km	11
more than 100 km up to 300 km	35
over 300 km	45

Total Germany **77**

Baden-Württemberg	13	North Rhine-Westphalia	10
Bavaria	50	Rhineland-Palatinate	4
Berlin	1	Saarland	1
Brandenburg	1	Saxony	4
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	7	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	4		

Total foreign	**23**
of which EU	68
Rest of Europe	21
Other	11

The five countries with the highest visitor shares

Austria	10
Switzerland	8
Denmark	7
Belgium	5
Czech Republic	5

Position in the company/organization

Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	5
Department head, group head	19
Other salaried staff/public service	12
Skilled worker	10
Foreman, master craftsman	10
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	2
Student	6
Other not gainfully employed	2

Frequency of visits to trade fair

2004	47
2003	36
2002	33
2000	26
Earlier events	28
First visit	34

Additional data trade visitors

Economic sector

Industry	61
Trade	11
Service	13
Hop and cereals business	3
Other	5
Student	6
Other not gainfully employed	2

Influence on purchasing/ procurement decisions

Decisively	27
Collectively	34
In an advisory capacity	20
No	12
Student	6
Other not gainfully employed	2

Area of responsibility

Management	25
Research/development/design	14
Planning/work preparation	9
Manufacture/production	28
Production, quality control	11
Buying/procurement	17
Finance/accounting, controlling	5
Information, communication technology (EDP)	3
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	18
Storage/material management/logistics/ transport	8
Maintenance/repairs	12
Other area	6
Student	6
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	15	500- 999	5
5- 9	7	1 000- 9 999	9
10- 49	26	10 000 and more	5
50- 99	9	student	6
100-199	9	other not gainfully employed	2
200-499	9		

Length of stay

1. Length of stay (days):

one	68	two	22	three	10

2. Average length of stay 1,4 days
3. Share of visitors on the event's days:

1st day	46	2nd day	56	3rd day	41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Basic data trade visitors

Total number of visitors	**37 426**
Proportion of trade visitors	**93%**

Region of residence

up to 50 km	10
more than 50 km up to 100 km	6
more than 100 km up to 300 km	30
over 300 km	45

Total Germany **64**

Baden-Württemberg	16	North Rhine-Westphalia	9
Bavaria	45	Rhineland-Palatinate	4
Berlin	2	Saarland	-
Brandenburg	1	Saxony	4
Bremen	-	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	2
Hesse	9	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	4		

Total foreign **36**

of which	EU	72
	Rest of Europe	15
	South and Central America	3
	Other	9

The five countries with the highest visitor shares

Austria	11
Netherlands	10
Italy	9
France	7
Great Britain	6

Position in the company/organization

Entrepreneur, partner, self-employed	38
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	5
Department head, group head	12
Other salaried staff/public service	15
Skilled worker	5
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	3
Housewife/man	1
Student	6
Other not gainfully employed	1

Frequency of visits to trade fair

2005	35
2004	33
2003	26
2002	21
Earlier events	18
First visit	46

Basic data all visitors

Region of residence

up to 50 km	11
more than 50 km up to 100 km	7
more than 100 km up to 300 km	30
over 300 km	43

Total Germany **66**

Baden-Württemberg	16	North Rhine-Westphalia	8
Bavaria	47	Rhineland-Palatinate	4
Berlin	2	Saarland	1
Brandenburg	1	Saxony	3
Bremen	-	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	2
Hesse	9	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	4		

Total foreign **34**

of which	EU	72
	Rest of Europe	16
	South and Central America	4
	Other	9

The five countries with the highest visitor shares

Austria	11
Netherlands	10
Italy	9
France	6
Great Britain	6

Position in the company/organization

Entrepreneur, partner, self-employed	36
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	5
Department head, group head	11
Other salaried staff/public service	16
Skilled worker	5
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	3
Housewife/man	2
Old-age pensioner	1
Student	7
Other not gainfully employed	1

Frequency of visits to trade fair

2005	35
2004	32
2003	25
2002	20
Earlier events	17
First visit	47

Additional data trade visitors

Economic sector

Agriculture	20
Skilled trades	4
Manufacturer of foodstuffs, beverages	9
Manufacturer of cosmetics	3
Manufacturer of nature products	2
Wholesale, import, export	11
Specialist retail trade	12
Retail grocery trade, supermarket	7
Health food shop, farm shop	3
Drugstore, cosmetic shop	2
Mail order business, TV/Internet-shopping	1
Large caterer, hotel and restaurant trade	3
Service provider	8
Pharmacy	1
Non-medical practitioner, doctor, homeopath	1
Cosmetic institute	1
Other	6
Student	6
Other not gainfully employed	2

Influence on purchasing/ procurement decisions

Decisively	39
Collectively	28
In an advisory capacity	17
No	9
Student	6
Other not gainfully employed	2

Area of responsibility

Management	39
Research/development/design	8
Planning/work preparation	9
Manufacture/production	12
Production, quality control	6
Buying/procurement	25
Finance/accounting, controlling	7
Information, communication technology (EDP)	3
Administration/organization/personnel/ social welfare/training	6
Marketing/sales/advertising/PR	21
Storage/material management/logistics/ transport	6
Maintenance/repairs	3
Other area	8
Student	6
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	36	500- 999	3
5- 9	14	1 000- 9 999	3
10- 49	20	10 000 and more	1
50- 99	6	student	6
100-199	5	other not gainfully employed	2
200-499	4		

Length of stay

1. Length of stay (days):

one	57	three	11
two	25	four	6

2. Average length of stay 1,7 days
3. Share of visitors on the event's days:

1st day	39	3rd day	47
2nd day	49	4th day	31

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

CONSUMENTA Nürnberg

Basic data private visitors

Total number of visitors	**174 563**
Proportion of private visitors	**90%**
Region of residence	
up to 50 km	70
more than 50 km up to 100 km	18
more than 100 km up to 300 km	9
over 300 km	3
Total Germany	**99**
Baden-Württemberg	1
Bavaria	97
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommerania	-
Lower Saxony	-
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Total foreign	**1**
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	2
Department head, group head	8
Other salaried staff/public service	22
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	7
Other position	5
Student	18
Housewife/man	7
Old-age pensioner	10
Other not gainfully employed	4
Frequency of visits to trade fair	
2005	54
2004	49
2003	41
Earlier events	38
First visit	9

Basic data all visitors

Proportion of trade visitors	**10%**
Region of residence	
up to 50 km	69
more than 50 km up to 100 km	17
more than 100 km up to 300 km	9
over 300 km	5
Total Germany	**98**
Baden-Württemberg	2
Bavaria	95
Berlin	1
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	-
Mecklenburg-West Pommerania	-
Lower Saxony	1
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Total foreign	**2**
of which EU	42
Other	58
Position in the company/organization	
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried staff/public service	21
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	7
Other position	5
Student	17
Housewife/man	6
Old-age pensioner	10
Other not gainfully employed	4
Frequency of visits to trade fair	
2005	54
2004	50
2003	41
Earlier events	37
First visit	9

Additional data private visitors

Sex	
Male	43
Female	57
Age	
up to 20 years	26
over 20 up to 30 years	20
over 30 up to 40 years	14
over 40 up to 50 years	17
over 50 up to 60 years	12
over 60 up to 70 years	7
over 70 years	3
Net household income	
up to 900,- EUR	11
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	10
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	11
N/A	23
Size of household	
1 person	12
2 persons	32
3 persons	20
4 persons	23
5 persons and more	14
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	67
no	12
maybe	21
Follow-up business	
Intend to buy at later date	
yes	24
no	30
maybe	47

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Deutsche Ausbaumesse

Basic data trade visitors

Total number of visitors	**25 032**
Proportion of trade visitors	**95%**
Region of residence	
up to 50 km	12
more than 50 km up to 100 km	13
more than 100 km up to 300 km	49
over 300 km	27
Total Germany	**94**
Baden-Württemberg	24
Bavaria	48
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	5
Mecklenburg-West Pommerania	-
Lower Saxony	3
North Rhine-Westphalia	4
Rhineland-Palatinate	6
Saarland	-
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	2
Total foreign	**6**
of which EU	78
Other	21
Position in the company/organization	
Entrepreneur, partner, self-employed	39
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried staff/public service	11
Foreman, master craftsman	7
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	9
Other position	1
Student	6
Other not gainfully employed	1
Frequency of visits to trade fair	
First event	

Basic data all visitors

Region of residence	
up to 50 km	13
more than 50 km up to 100 km	13
more than 100 km up to 300 km	48
over 300 km	26
Total Germany	**94**
Baden-Württemberg	23
Bavaria	50
Berlin	1
Brandenburg	1
Bremen	-
Hamburg	-
Hesse	5
Mecklenburg-West Pommerania	-
Lower Saxony	3
North Rhine-Westphalia	5
Rhineland-Palatinate	5
Saarland	-
Saxony	2
Saxony-Anhalt	1
Schleswig-Holstein	1
Thuringia	2
Total foreign	**6**
of which EU	79
Other	21
Position in the company/organization	
Entrepreneur, partner, self-employed	38
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	8
Other salaried staff/public service	11
Foreman, master craftsman	7
Skilled worker	9
Lecturer, teacher, scientific assistant	4
Trainee	9
Other position	1
Student	5
Housewife/man	1
Old-age pensioner	1
Other not gainfully employed	5
Frequency of visits to trade fair	
First event	

Nürnberg

Additional data trade visitors

Economic sector	
Industry	8
Skilled trades	60
Retail trade/building materials trade	5
Wholesale/foreign trade	5
Architect	6
Interior designer	-
Other services	3
Authority/public services	3
Teaching (polytechnic/university/college)	2
Research	1
Other sectors	1
Student	6
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	
Decisively	37
Collectively	29
In an advisory capacity	16
No	12
Student	6
Other not gainfully employed	1

Area of responsibility	
Management	36
Research/development/design	9
Planning/work preparation	32
Manufacture/production	34
Production, quality control	12
Buying/procurement	22
Finance/accounting, controlling	10
Information, communication technology (EDP)	6
Administration/organization/personnel/ social welfare/training	10
Marketing/sales/advertising/PR	15
Storage/material management/logistics/ transport	11
Maintenance/repairs	9
Other area	6
Student	6
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	29	500- 999	2
5- 9	23	1 000- 9 999	2
10- 49	23	10 000 and more	1
50- 99	7	student	6
100-199	3	other not gainfully	
200-499	3	employed	1

Length of stay
1. Length of stay (days):
one 84 two 14 three 2
2. Average length of stay 1,2 days
3. Share of visitors on the event's days:
1st day 41 2nd day 46 3rd day 32

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

e_procure & supply Nürnberg

Basic data trade visitors

Total number of visitors	**3 253**
Proportion of trade visitors	**100%**

Region of residence	
up to 50 km	15
more than 50 km up to 100 km	8
more than 100 km up to 300 km	43
over 300 km	34

Total Germany			96
Baden-Württemberg	21	North Rhine-Westphalia	15
Bavaria	43	Rhineland-Palatinate	4
Berlin	-	Saarland	-
Brandenburg	-	Saxony	2
Bremen	-	Saxony-Anhalt	-
Hamburg	1	Schleswig-Holstein	2
Hesse	8	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign	**4**

Position in the company/organization	
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	3
Department head, group head	36
Senior department head, other employee with managerial responsibility	10
Other salaried staff/public service	32
Skilled worker	2
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	2
Student	4

Frequency of visits to trade fair	
2005	23
2004	20
2003	15
2002	9
2001	7
Earlier events	-
First visit	58

Additional data trade visitors

Economic sector	
Industry	49
Trade	14
Import/export	1
Service	26
Public administration	3
Teaching, research	1
Other	3
Student	4

Influence on purchasing/ procurement decisions	
Decisively	26
Collectively	42
In an advisory capacity	21
No	7
Student	4

Area of responsibility	
Management	12
Research/development/design	3
Planning/work preparation	2
Manufacture/production	2
Production, quality control	-
Buying/procurement	54
Finance/accounting, controlling	3
Information, communication technology (EDP)	21
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	15
Storage/material management/logistics/ transport	9
Maintenance/repairs	-
Other area	2
Student	4

Size of company/organization:
Number of employees:

1- 4	5	200- 499	12
5- 9	3	500- 999	11
10- 49	8	1 000- 9 999	25
50- 99	5	10 000 and more	21
100-199	8	student	4

Length of stay
1. Length of stay (days):
one 84 two 16 three 1
2. Average length of stay 1,2 days
3. Share of visitors on the event's days:
1st day 43 2nd day 44 3rd day 30

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

embedded world Nürnberg

Basic data trade visitors

Total number of visitors	**13 234**
Proportion of trade visitors	**99%**

Region of residence	
up to 50 km	13
more than 50 km up to 100 km	5
more than 100 km up to 300 km	41
over 300 km	41

Total Germany			78
Baden-Württemberg	24	North Rhine-Westphalia	7
Bavaria	42	Rhineland-Palatinate	2
Berlin	2	Saarland	-
Brandenburg	1	Saxony	4
Bremen	1	Saxony-Anhalt	-
Hamburg	2	Schleswig-Holstein	2
Hesse	9	Thuringia	3
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign	**22**
of which EU	72
Rest of Europe	21
Other	8

The three countries with the highest visitor shares	
Austria	16
Switzerland	15
Czech Republic	12

Position in the company/organization	
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	3
Department head, group head	19
Other salaried staff/public service	36
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position	2
Student	9
Other not gainfully employed	2

Frequency of visits to trade fair	
2005	34
2004	33
2003	26
First visit	50

Additional data trade visitors

Economic sector	
Industry	63
Wholesale trade	2
Retail trade	1
Mail order	-
Import/export	1
Service	12
Public administration	-
Teaching, research	7
Other sectors	3
Student	9
Other not gainfully employed	2

Influence on purchasing/ procurement decisions	
Decisively	24
Collectively	37
In an advisory capacity	22
No	7
Student	9
Other not gainfully employed	2

Area of responsibility	
Management	13
Research/development/design	62
Planning/work preparation	4
Manufacture/production	5
Production, quality control	3
Buying/procurement	5
Finance/accounting, controlling	1
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	11
Storage/material management/logistics/ transport	-
Maintenance/repairs	2
Other area	3
Student	9
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	8	500- 999	7
5- 9	6	1 000- 9 999	12
10- 49	16	10 000 and more	11
50- 99	10	student	9
100-199	10	other not gainfully	
200-499	9	employed	2

Length of stay
1. Length of stay (days):
one 82 two 13 three 5
2. Average length of stay 1,2 days
3. Share of visitors on the event's days:
1st day 37 2nd day 49 3rd day 37

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

EUROGUSS → Nürnberg

Basic data trade visitors

Total number of visitors	**6 444**
Proportion of trade visitors	**100%**

Region of residence

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

Total Germany **80**

Baden-Württemberg	33	North Rhine-Westphalia	11
Bavaria	33	Rhineland-Palatinate	1
Berlin	-	Saarland	1
Brandenburg	1	Saxony	5
Bremen	-	Saxony-Anhalt	1
Hamburg	-	Schleswig-Holstein	1
Hesse	5	Thuringia	3
Mecklenburg-West Pommerania	-		
Lower Saxony	5		

Total foreign	**20**
of which EU	74
Rest of Europe	14
Other	12

The country with the highest visitor share

Great Britain	13

Position in the company/organization

Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	8
Department head, group head	31
Other salaried staff/public service	31
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	1
Student	2
Old-age pensioner	1
Other not gainfully employed	1

Frequency of visits to trade fair

2004	28
2002	19
2000	9
1998	6
1996	4
First visit	63

Additional data trade visitors

Economic sector

Industry	80
Wholesale trade	3
Retail trade	1
Import/export	2
Service	9
Public administration	1
Teaching, research	2
Other	2
Student	2
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	22
Collectively	39
In an advisory capacity	29
No	7
Student	2
Other not gainfully employed	1

Area of responsibility

Management	17
Research/development/design	23
Planning/work preparation	9
Manufacture/production	21
Production, quality control	8
Buying/procurement	20
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	23
Storage/material management/logistics/transport	2
Maintenance/repairs	5
Other area	3
Student	2
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	7	500- 999	12
5- 9	4	1 000- 9 999	13
10- 49	13	10 000 and more	10
50- 99	9	student	2
100-199	9	other not gainfully employed	1
200-499	19		

Length of stay

1. Length of stay (days):
   one 85 two 12 three 3
2. Average length of stay 1,2 days
3. Share of visitors on the event's days:
   1st day 37 2nd day 41 3rd day 41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FachPack + PrintPack + LogIntern → Nürnberg

Basic data trade visitors

Total number of visitors	**33 056**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	9
more than 50 km up to 100 km	9
more than 100 km up to 300 km	43
over 300 km	40

Total Germany 88

Baden-Württemberg	24	North Rhine-Westphalia	12
Bavaria	35	Rhineland-Palatinate	5
Berlin	2	Saarland	1
Brandenburg	1	Saxony	3
Bremen	1	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	1
Hesse	8	Thuringia	2
Mecklenburg-West Pommerania	-		
Lower Saxony	4		

Total foreign	12
of which EU	64
Rest of Europe	31
Other	5

The three countries with the highest visitor shares

Switzerland	27
Austria	26
Czech Republic	8

Position in the company/organization

Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	10
Department head, group head	30
Other salaried staff/public service	24
Foreman, master craftsman	4
Skilled worker	6
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	1
Student	4
Other not gainfully employed	1

Frequency of visits to trade fair

2004	28
2003	16
2001	9
FachPack 2000	5
Earlier events	4
First visit	60

Additional data trade visitors

Economic sector

Industry	67
Skilled trades	3
Retail trade	2
Wholesale trade	8
Mail order	4
Advertising business	2
Other services	7
Organisation/association/society	1
Public authority/administration	1
Other sectors	2
Student	4
Other not gainfully employed	1

Influence on purchasing/procurement decisions

Decisively	24
Collectively	42
In an advisory capacity	20
No	10
Student	4
Other not gainfully employed	1

Area of responsibility

Management	17
Research/development/design	13
Planning/work preparation	8
Manufacture/production	19
Production, quality control	5
Buying/procurement	16
Finance/accounting, controlling	1
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	15
Storage/material management/logistics/transport	18
Maintenance/repairs	7
Other area	3
Student	4
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	5	500- 999	9
5- 9	4	1 000- 9 999	14
10- 49	14	10 000 and more	8
50- 99	11	student	4
100-199	15	other not gainfully employed	1
200-499	16		

Length of stay

1. Length of stay (days):
   one 85 two 14 three 2
2. Average length of stay 1,2 days
3. Share of visitors on the event's days:
   1st day 38 2nd day 42 3rd day 37

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

fensterbau/frontale

Basic data trade visitors

Total number of visitors	***)**
Proportion of trade visitors	**95%**

Region of residence

up to 50 km	7
more than 50 km up to 100 km	9
more than 100 km up to 300 km	38
over 300 km	47

Total Germany **76**

Baden-Württemberg	23	North Rhine-Westphalia	4
Bavaria	38	Rhineland-Palatinate	6
Berlin	1	Saarland	2
Brandenburg	1	Saxony	4
Bremen	-	Saxony-Anhalt	2
Hamburg	-	Schleswig-Holstein	1
Hesse	5	Thuringia	5
Mecklenburg-West Pommerania	1		
Lower Saxony	4		

Total foreign	**24**
of which EU	64
Rest of Europe	19
East Asia	8
Other	10

The five countries with the highest visitor shares

Austria	8
Poland	8
France	8
Italy	6
Czech Republic	5

Position in the company/organization

Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	9
Senior department head, other employee with managerial responsibility	4
Department head, group head	11
Foreman, master craftsman	9
Other salaried staff/public service	11
Skilled worker	11
Lecturer, teacher, scientific assistant	1
Trainee	7
Other position	1
Student	4
Other not gainfully employed	2

Frequency of visits to trade fair

2004	41
2002	32
2000	24
1998	24
Earlier events	14
First visit	16

Nürnberg

Additional data trade visitors

Economic sector

Industry	27
Skilled trades	50
Retail trade	4
Wholesale trade	4
Architect	3
Other services	3
Authority/Public service	1
University/research/teaching	1
Research	1
Other	1
Student	4
Other not gainfully employed	2

Influence on purchasing/ procurement decisions

Decisively	34
Collectively	28
In an advisory capacity	18
No	15
Student	4
Other not gainfully employed	2

Area of responsibility

Management	34
Research/development/design	12
Planning/work preparation	25
Manufacture/production	34
Production, quality control	12
Buying/procurement	21
Finance/accounting, controlling	10
Information, communication technology (EDP)	6
Administration/organization/personnel/ social welfare/training	6
Marketing/sales/advertising/PR	17
Storage/material management/logistics/ transport	9
Maintenance/repairs	10
Other area	6
Student	4
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	27	500- 999	4
5- 9	15	1 000- 9 999	3
10- 49	24	10 000 and more	1
50- 99	9	student	4
100-199	6	other not gainfully employed	2
200-499	6		

Length of stay

1. Length of stay (days):

one	76	three	4
two	18	four	2

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

1st day	32	3rd day	36
2nd day	31	4th day	34

**) individual number of visitors not available, combined with HOLZ-HANDWERK*

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FREIZEIT, GARTEN + TOURISTIK Nürnberg

Basic data private visitors

Total number of visitors	**150 002**
Proportion of private visitors	**90%**

Region of residence

up to 50 km	65
more than 50 km up to 100 km	19
more than 100 km up to 300 km	16
over 300 km	-

Total Germany **99**

Baden-Württemberg	2	North Rhine-Westphalia	-
Bavaria	97	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	1	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign	**1**

Position in the company/organization

Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	30
Skilled worker	12
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	2
Student	8
Housewife/man	10
Old-age pensioner	18
Other not gainfully employed	2

Frequency of visits to trade fair

2005	40
2004	38
Earlier events	58
First visit	26

Additional data private visitors

Sex

Male	52
Female	48

Age

up to 20 years	8
over 20 up to 30 years	18
over 30 up to 40 years	19
over 40 up to 50 years	25
over 50 up to 60 years	13
over 60 up to 70 years	14
over 70 years	3

Net household income

up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	19
more than 1 500,- EUR up to 2 000,- EUR	16
more than 2 000,- EUR up to 2 600,- EUR	23
more than 2 600,- EUR up to 3 600,- EUR	18
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	3
N/A	6

Size of household

1 person	9
2 persons	40
3 persons	23
4 persons	21
5 persons and more	7

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	43
no	17
maybe	40

Follow-up business
Intend to buy at later date

yes	20
no	14
maybe	66

Conducted by: Messe- und Congressberatung Dirr, Hamburg

GaLaBau Nürnberg

Basic data trade visitors

Total number of visitors	**53 179**
Proportion of trade visitors	**96%**

Region of residence

up to 50 km	8
more than 50 km up to 100 km	7
more than 100 km up to 300 km	44
over 300 km	41

Total Germany **93**

Baden-Württemberg	20	North Rhine-Westphalia	16
Bavaria	32	Rhineland-Palatinate	7
Berlin	1	Saarland	1
Brandenburg	1	Saxony	3
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	8	Thuringia	3
Mecklenburg-West Pommerania	-		
Lower Saxony	6		

Total foreign		7
of which	EU	78
	Rest of Europe	17
	Other	5

The two countries with the highest visitor shares

Austria	19
France	10

Position in the company/organization

Entrepreneur, partner, self-employed	35
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	9
Foreman, master craftsman	8
Skilled worker	13
Lecturer, teacher, scientific assistant	1
Trainee	8
Other position	1
Student	4
Other not gainfully employed	3

Frequency of visits to trade fair

2004	47
2002	34
2000	25
1998	20
Earlier events	13
First visit	35

Additional data trade visitors

Economic sector

Garden, landscape and sports field construction	48
Other construction companies	6
Landscape architect, other architect	6
Public authority (Federal/regional)	3
Public authority (municipal and rural districts) in the parks and gardens, sport, cementry and roads department	10
Construction and housing	2
Road construction, construction	5
Operator of leisure facilities, of sports facilities	1
Design of open spaces	1
Industry	4
School, university	1
Other sectors	9
Other not gainfully employed	3
Student	4

Influence on purchasing/ procurement decisions

Decisively	34
Collectively	29
In an advisory capacity	18
No	12
Student	4
Other not gainfully employed	3

Area of responsibility

Management	39
Research/development/design	4
Planning/work preparation	28
Manufacture/production	24
Production, quality control	5
Buying/procurement	20
Finance/accounting, controlling	7
Information, communication technology (EDP)	4
Administration/organization/personnel/ social welfare/training	8
Marketing/sales/advertising/PR	9
Storage/material management/logistics/ transport	6
Maintenance/repairs	12
Other area	8
Student	4
Other not gainfully employed	3

Size of company/organization:
Number of employees:

1- 4	28	500- 999	1
5- 9	16	1 000- 9 999	2
10- 49	28	10 000 and more	2
50- 99	8	student	4
100-199	5	other not gainfully employed	3
200-499	4		

Length of stay

1. Length of stay (days):

one	78	three	2
two	19	four	1

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

1st day	29	3rd day	36
2nd day	34	4th day	25

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HOLZ-HANDWERK → Nürnberg

Basic data trade visitors

Total number of visitors	***)**
Proportion of trade visitors	**93%**

Region of residence

up to 50 km	9
more than 50 km up to 100 km	11
more than 100 km up to 300 km	50
over 300 km	30

Total Germany **92**

Baden-Württemberg	23	North Rhine-Westphalia	7
Bavaria	44	Rhineland-Palatinate	5
Berlin	1	Saarland	1
Brandenburg	1	Saxony	6
Bremen	-	Saxony-Anhalt	1
Hamburg	-	Schleswig-Holstein	-
Hesse	5	Thuringia	4
Mecklenburg-West Pommerania	-		
Lower Saxony	2		

Total foreign	**8**
of which EU	67
Rest of Europe	21
Other	12

The three countries with the highest visitor shares

Austria	14

Position in the company/organization

Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Foreman, master craftsman	12
Other salaried staff/public service	5
Skilled worker	14
Lecturer, teacher, scientific assistant	3
Trainee	11
Other position	2
Student	6
Other not gainfully employed	3

Frequency of visits to trade fair

2004	44
2003	30
2002	30
2001	24
Earlier events	12
First visit	33

Additional data trade visitors

Economic sector

Industry	13
Skilled trades	63
Retail trade/building materials trade	2
Wholesale/foreign trade	5
Architect	2
Interior decorator	1
Other services	2
Authority/Public service	3
University/polytechtic, vocational school	1
Research	1
Other	1
Student	6
Other not gainfully employed	2

Influence on purchasing/ procurement decisions

Decisively	34
Collectively	26
In an advisory capacity	17
No	15
Student	6
Other not gainfully employed	2

Area of responsibility

Management	33
Research/development/design	8
Planning/work preparation	23
Manufacture/production	44
Production, quality control	11
Buying/procurement	19
Finance/accounting, controlling	8
Information, communication technology (EDP)	5
Administration/organization/personnel/ social welfare/training	7
Marketing/sales/advertising/PR	10
Storage/material management/logistics/ transport	10
Maintenance/repairs	8
Other area	5
Student	6
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	38	500- 999	2
5- 9	16	1 000- 9 999	3
10- 49	19	10 000 and more	1
50- 99	5	student	6
100-199	4	other not gainfully employed	2
200-499	3		

Length of stay

1. Length of stay (days):

one	84	three	2
two	13	four	1

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

1st day	27	3rd day	37
2nd day	36	4th day	21

**) individual number of visitors not available, combined with fensterbau/frontale*

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IFH/INTHERM → Nürnberg

Basic data trade visitors

Total number of visitors	**49 029**
Proportion of trade visitors	**94%**

Region of residence

up to 50 km	19
more than 50 km up to 100 km	13
more than 100 km up to 300 km	55
over 300 km	12

Total Germany **98**

Baden-Württemberg	26	North Rhine-Westphalia	1
Bavaria	59	Rhineland-Palatinate	1
Berlin	-	Saarland	-
Brandenburg	-	Saxony	4
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	3	Thuringia	4
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Total foreign	**2**
of which EU	79
Rest of Europe	21
Other	-

The five countries with the highest visitor shares

Austria	14
Switzerland	7
Czech Republic	7
Poland	7
Netherlands	7

Position in the company/organization

Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	13
Skilled worker	19
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	14
Student	2
Other not gainfully employed	1

Frequency of visits to trade fair

2004	53
2002	40
2000	16
Earlier events	16
First visit	31

Additional data trade visitors

Economic sector

Skilled trades	69
Gas and water fitters	31
Central heating and ventilation fitters	30
Plumber	2
Tiled stove and heating fitter	1
other skilled trades	5
Industry	7
Trade	10
Wholesale trade	9
Retail trade	1
Other services	5
Engineering, planning office, architects	6
Polytechnics, colleges	1

Influence on purchasing/ procurement decisions

Decisively	33
Collectively	30
In an advisory capacity	24
No	11
Student	2
Other not gainfully employed	1

Area of responsibility

Management	35
Research/development/design	3
Planning/work preparation	24
Manufacture/production	10
Production, quality control	4
Buying/procurement	22
Finance/accounting, controlling	7
Information, communication technology (EDP)	4
Administration/organization/personnel/ social welfare/training	8
Marketing/sales/advertising/PR	18
Storage/material management/logistics/ transport	8
Maintenance/repairs	24
Student	2
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	38	100- 199	5
5- 9	18	1 000- 9 999	4
10- 49	22	10 000 and more	1
50- 99	4	student	2
200-499	2	other not gainfully employed	1
500-999	1		

Length of stay

1. Length of stay (days):

one	89	three	1
two	9	four	1

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

1st day	32	3rd day	32
2nd day	34	4th day	16

Conducted by: TNS Infratest, München

Interzoo

Basic data trade visitors

Total number of visitors	**34 181**
Proportion of trade visitors	**96%**

Region of residence

up to 50 km	4
more than 50 km up to 100 km	5
more than 100 km up to 300 km	19
over 300 km	72

Total Germany **45**

Baden-Württemberg	12	North Rhine-Westphalia	16
Bavaria	35	Rhineland-Palatinate	5
Berlin	1	Saarland	-
Brandenburg	1	Saxony	4
Bremen	-	Saxony-Anhalt	2
Hamburg	2	Schleswig-Holstein	2
Hesse	10	Thuringia	3
Mecklenburg-West Pommerania	1		
Lower Saxony	6		

Total foreign	**55**
of which EU	63
Rest of Europe	11
North America	5
South and Central America	4
Middle East	3
East Asia	12
Other	2

The five countries with the highest visitor shares

Czech Republic	7
France	7
Italy	6
Spain	5
Netherlands	4

Position in the company/organization

Entrepreneur, partner, self-employed	51
Managing director, board member, head of an authority etc.	14
Senior department head, other employee with managerial responsibility	5
Department head, group head	10
Other salaried staff/public service	7
Foreman, master craftsman	1
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	2
Student	1
Other not gainfully employed	2

Frequency of visits to trade fair

2004	43
2002	31
2000	22
1998	19
Earlier events	13
First visit	42

Nürnberg

Basic data all visitors

Region of residence

up to 50 km	5
more than 50 km up to 100 km	5
more than 100 km up to 300 km	19
over 300 km	71

Total Germany 46

Baden-Württemberg	12	North Rhine-Westphalia	15
Bavaria	36	Rhineland-Palatinate	5
Berlin	1	Saarland	-
Brandenburg	1	Saxony	4
Bremen	-	Saxony-Anhalt	2
Hamburg	2	Schleswig-Holstein	2
Hesse	10	Thuringia	3
Mecklenburg-West Pommerania	1		
Lower Saxony	6		

Total foreign 54

of which EU	63
Rest of Europe	11
North America	4
South and Central America	4
Middle East	3
East Asia	12
Other	2

The four countries with the highest visitor shares

Czech Republic	8
France	7
Italy	6
Spain	4

Position in the company/organization

Entrepreneur, partner, self-employed	50
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	5
Department head, group head	10
Other salaried staff/public service	8
Foreman, master craftsman	1
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	2
Student	2
Housewife/man	1
Old-age pensioner	1
Other not gainfully employed	1

Frequency of visits to trade fair

2004	42
2002	30
2000	22
1998	18
Earlier events	12
First visit	44

Additional data trade visitors

Economic sector

Industry	11
Skilled trades	2
Retail trade	40
Wholesale/foreign trade	30
Service	9
Authority/public services	1
Research	2
Other	2
Student	1
Other not gainfully employed	2

Influence on purchasing/ procurement decisions

Decisively	55
Collectively	25
In an advisory capacity	12
No	4
Student	1
Other not gainfully employed	2

Area of responsibility

Management	52
Research/development/design	7
Planning/work preparation	9
Manufacture/production	9
Production, quality control	3
Buying/procurement	36
Finance/accounting, controlling	10
Information, communication technology (EDP)	4
Administration/organization/personnel/ social welfare/training	7
Marketing/sales/advertising/PR	24
Storage/material management/logistics/ transport	8
Maintenance/repairs	5
Other area	8
Student	1
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	43	500- 999	1
5- 9	16	1 000- 9 999	2
10- 49	19	10 000 and more	2
50- 99	7	student	1
100-199	3	other not gainfully	
200-499	3	employed	2

Length of stay

1. Length of stay (days):

one	44	three	18
two	25	four	13

2. Average length of stay 2,0 days

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

1st day	47	3rd day	54
2nd day	57	4th day	41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Spielwarenmesse Nürnberg

Basic data trade visitors

Total number of visitors 80 224

Proportion of trade visitors 84%

Region of residence

up to 50 km	13
more than 50 km up to 100 km	6
more than 100 km up to 300 km	25
over 300 km	56

Total Germany 61

Baden-Württemberg	13	North Rhine-Westphalia	11
Bavaria	48	Rhineland-Palatinate	3
Berlin	2	Saarland	-
Brandenburg	1	Saxony	3
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	2
Hesse	7	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	4		

Total foreign 39

of which EU	25
Rest of Europe	67
North America	2
South and Central America	1
East Asia	3
Australia	1
Other	1

The five countries with the highest visitor shares

Austria	8
Netherlands	7
Great Britain	6
Italy	5
USA	5

Position in the company/organization

Entrepreneur, partner, self-employed	49
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	4
Department head, group head	10
Other salaried staff/public service	12
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	3
Housewife/man	1
Old-age pensioner	1
Other not gainfully employed	1

Frequency of visits to trade fair

2005	48
2004	40
2003	34
2002	30
Earlier events	23
First visit	33

Basic data all visitors

Region of residence

up to 50 km	17
more than 50 km up to 100 km	6
more than 100 km up to 300 km	26
over 300 km	51

Total Germany 66

Baden-Württemberg	12	North Rhine-Westphalia	10
Bavaria	53	Rhineland-Palatinate	3
Berlin	2	Saarland	-
Brandenburg	1	Saxony	3
Bremen	-	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	2
Hesse	6	Thuringia	2
Mecklenburg-West Pommerania	1		
Lower Saxony	4		

Total foreign 35

of which EU	22
Rest of Europe	70
North America	2
South and Central America	1
East Asia	3
Australia	1
Other	1

The five countries with the highest visitor shares

Austria	9
Netherlands	8
Great Britain	6
Italy	5
USA	5

Position in the company/organization

Entrepreneur, partner, self-employed	43
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	14
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	4
Student	3
Housewife/man	1
Old-age pensioner	3
Other not gainfully employed	1

Frequency of visits to trade fair

2005	45
2004	38
2003	32
2002	28
Earlier events	22
First visit	35

Additional data trade visitors

Economic sector

Wholesale/foreign trade	19
Retail trade/specialist trade	42
Department stores, mail order	4
Skilled trades	4
Services, professions, institutions	10
Media	3
Industry	7
Authority/public services	3
Chain stores, specialist stores	1
Other sectors	5
Student	3
Other not gainfully employed	3

Influence on purchasing/ procurement decisions

Decisively	52
Collectively	23
In an advisory capacity	13
No	8
Student	3
Other not gainfully employed	3

Area of responsibility

Research/development/design	10
Planning/work preparation	8
Manufacture/production	9
Production, quality control	3
Buying/procurement	29
Finance/accounting, controlling	10
Information, communication technology (EDP)	5
Administration/organization/personnel/ social welfare/training	7
Marketing/sales/advertising/PR	26
Sales	30
Storage/material management/logistics/ transport	8
Maintenance/repairs	4
Other area	6
Student	3
Management	45
Other not gainfully employed	3

Size of company/organization:
Number of employees:

1- 4	46	500- 999	2
5- 9	13	1 000- 9 999	3
10- 49	14	10 000 and more	3
50- 99	4	student	3
100-199	4	other not gainfully	
200-499	4	employed	3

Length of stay

1. Length of stay (days):

one	49	three	13	five	4
two	22	four	8	six	4

2. Average length of stay 2,1 days

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

1st day	42	3rd day	51	5th day	39
2nd day	48	4th day	45	6th day	21

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IKK (2004) ⇢ Nürnberg

Basic data all visitors

Total number of visitors	**27 752**

Region of residence	
up to 50 km	8
more than 50 km up to 100 km	4
more than 100 km up to 300 km	36
over 300 km	53

Total Germany:			**60**
Baden-Württemberg	21	North Rhine-Westphalia	10
Bavaria	40	Rhineland-Palatinate	4
Berlin	2	Saarland	1
Brandenburg	1	Saxony	7
Bremen	-	Saxony-Anhalt	2
Hamburg	1	Schleswig-Holstein	-
Hesse	7	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	2		

Total foreign		**40**
of which	EU	68
	Rest of Europe	16
	Africa	1
	North America	1
	South and Central America	2
	Middle East	3
	East Asia	5
	Australia	3

The five countries with the highest visitor shares	
Italy	13
Austria	7
Czech Republic	7
France	5
Spain	5

Position in the company/organization	
Entrepreneur, partner, self-employed	24
Managing director, board member, head of an authority etc.	12
Senior department head, other employee with managerial responsibility	5
Department head, group head	19
Other salaried staff/public service	11
Skilled worker	9
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	2
Foreman, master craftsman	9
Student	3
Houswife/man	-
Old-age pensioner	1
Other not gainfully employed	-

Frequency of visits to trade fair	
2003	21
2002	38
2001	16
2000	27
Earlier events	20
First visit	39

Additional data trade visitors

Proportion of trade visitors	**97%**

Economic sector	
Refrigeration/air-conditioning specialist company	58
Specialist sanitary, heating, air-conditioning	5
Electrical specialist firms	2
Specialist trade	5
Plant operator	4
Architect	1
Specialist planner (Technical building equipment)	6
Other	14
Student	3
Other not gainfully employed	1

Influence on purchasing/procurement decisions	
Decisively	34
Collectively	32
In an advisory capacity	20
No	10
Student	3
Other not gainfully employed	1

Area of responsibility	
Management	33
Research/development/design	17
Planning/work preparation	22
Manufacture/production	17
Production, quality control	6
Buying/procurement	16
Finance/accounting, controlling	3
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	16
Storage/material management/logistics/transport	5
Maintenance/repairs	22
Other area	4
Student	3
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	17	500- 999	4
5- 9	15	1 000- 9 999	6
10- 49	27	10 000 and more	4
50- 99	8	student	3
100-199	6	other not gainfully employed	1
200-499	9		

Length of stay %

1. Length of stay (days):
   one 66 two 24 three 10
2. Average length of stay 1,4 days
3. Share of visitors on the event's days: %
   1st day 48 2nd day 56 3rd day 40

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SENSOR+TEST ⇢ Nürnberg

Basic data trade visitors

Total number of visitors	**7 479**
Proportion of trade visitors	**99%**

Region of residence	
up to 50 km	13
more than 50 km up to 100 km	6
more than 100 km up to 300 km	42
over 300 km	38

Total Germany			**82**
Baden-Württemberg	22	North Rhine-Westphalia	8
Bavaria	42	Rhineland-Palatinate	2
Berlin	1	Saarland	2
Brandenburg	1	Saxony	5
Bremen	-	Saxony-Anhalt	-
Hamburg	1	Schleswig-Holstein	1
Hesse	10	Thuringia	4
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign		**18**
of which	EU	70
	Rest of Europe	16
	East Asia	11
	Other	4

The five countries with the highest visitor shares	
Switzerland	11
Czech Republic	10
Austria	9
Italy	8
Netherlands	6

Position in the company/organization	
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	4
Department head, group head	24
Other salaried staff/public service	32
Skilled worker	8
Lecturer, teacher, scientific assistant	7
Trainee	1
Other position	2
Student	7
Other not gainfully employed	1

Frequency of visits to trade fair	
2005	27
2003	20
2001	14
1999	8
Earlier events	9
First visit	59

Additional data trade visitors

Economic sector	
Industry	69
Wholesale trade	2
Retail trade	1
Import/export	1
Service	7
Public administration	1
Teaching, research	9
Other	1
Student	7
Other not gainfully employed	1

Influence on purchasing/procurement decisions	
Decisively	20
Collectively	46
In an advisory capacity	20
No	6
Student	7
Other not gainfully employed	1

Area of responsibility	
Management	13
Research/development/design	59
Planning/work preparation	5
Manufacture/production	11
Production, quality control	8
Buying/procurement	7
Finance/accounting, controlling	-
Information, communication technology (EDP)	1
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	1
Maintenance/repairs	6
Other area	2
Student	7
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	8	500- 999	8
5- 9	4	1 000- 9 999	20
10- 49	15	10 000 and more	11
50- 99	7	student	7
100-199	9	other not gainfully employed	1
200-499	11		

Length of stay

1. Length of stay (days):
   one 85 two 12 three 3
2. Average length of stay 1,2 days
3. Share of visitors on the event's days:
   1st day 38 2nd day 42 3rd day 38

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ILM Winter Styles

Basic data trade visitors

Total number of visitors	**4 375**
Proportion of trade visitors	**97%**

Region of residence	
up to 50 km	17
more than 50 km up to 100 km	6
more than 100 km up to 300 km	28
over 300 km	48

Total Germany			**77**
Baden-Württemberg	10	North Rhine-Westphalia	18
Bavaria	16	Rhineland-Palatinate	9
Berlin	2	Saarland	1
Brandenburg	-	Saxony	3
Bremen	1	Saxony-Anhalt	1
Hamburg	3	Schleswig-Holstein	-
Hesse	26	Thuringia	-
Mecklenburg-West Pommerania	1		
Lower Saxony	8		

Total foreign		**23**
of which	EU	73
	Rest of Europe	14
	Africa	-
	North America	-
	South and Central America	-
	Middle East	6
	East Asia	7
	Australia	-

The five countries with the highest visitor shares	
Switzerland	14
Austria	13
Netherlands	12
Belgium	11
Finland	6

Position in the company/organization	
Entrepreneur, partner, self-employed	74
Managing director, board member, head of an authority etc.	13
Senior department head, other employee with managerial responsibility	4
Department head, group head	4
Other salaried staff/public service	12
Skilled worker	-
Lecturer, teacher, scientific assistant	-
Trainee	1

Frequency of visits to trade fair	
2004	70
2003	66
Earlier events	63
First visit	14

(2005) ⇢ Offenbach

Additional data trade visitors

Economic sector	
Retail trade	78
Wholesale trade	12
Importer	5
Department stores, mail order	2
Industry	1
Manufacturers	1
Trade agencies, representatives	2

Influence on purchasing/ procurement decisions	
Decisively	69
Collectively	14
In an advisory capacity	7
No	5
Other not gainfully employed	1

Area of responsibility	
Management	77
Research/development/design	6
Planning/work preparation	7
Manufacture/production	6
Production, quality control	-
Buying/procurement	23
Finance/accounting, controlling	10
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	9
Marketing/sales/advertising/PR	17
Storage/material management/logistics/ transport	-
Maintenance/repairs	5
Other area	5

Size of company/organization:
Number of employees:

1- 4	46	200- 499	2
5- 9	20	500- 999	3
10- 49	18	1 000- 9 999	2
50- 99	4	10 000 and more	-
100-199	2		

Length of stay

1. Length of stay (days):

one	42	two	39	three	16

2. Average length of stay 1,7 days

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

1st day	63	2nd day	70	3rd day	35

Conducted by: Messe Offenbach GmbH, Offenbach/Main

eurocheval (2004) ⇢ Offenburg

Basic data all visitors

Total number of visitors	50 456

Region of residence	
up to 50 km	22
more than 50 km up to 100 km	26
more than 100 km up to 300 km	43
over 300 km	9

Total Germany:			83
Baden-Württemberg	72	North Rhine-Westphalia	1
Bavaria	3	Rhineland-Palatinate	12
Berlin	-	Saarland	3
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	8	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign	17
of which EU	60
Rest of Europe	36
Africa	-
North America	2
South and Central America	1
Middle East	-
East Asia	1
Australia	-

The five countries with the highest visitor shares	
France	51
Switzerland	36
Luxembourg	4
Italy	2
USA	2

Position in the company/organization	
Entrepreneur, partner, self-employed	15
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	26
Skilled worker	7
Lecturer, teacher, scientific assistant	3
Trainee	7
Other position	5
Student	20
Houswife/man	6
Old-age pensioner	2
Other not gainfully employed	3

Frequency of visits to trade fair	%
2002	56
2000	49
1998	38
1996	29
Earlier events	21
First visit	24

Additional data private visitors

Proportion of private visitors	89%

Sex	%
Male	23
Female	77

Age	
up to 20 years	26
over 20 up to 30 years	23
over 30 up to 40 years	26
over 40 up to 50 years	18
over 50 up to 60 years	6
over 60 up to 70 years	1
over 70 years	-

Net household income	
up to 750,- EUR	10
more than 750,- EUR up to 1 000,- EUR	4
more than 1 000,- EUR up to 1 250,- EUR	6
more than 1 250,- EUR up to 1 500,- EUR	6
more than 1 500,- EUR up to 2 000,- EUR	8
more than 2 000,- EUR up to 2 500,- EUR	8
more than 2 500,- EUR up to 3 000,- EUR	10
more than 3 000,- EUR	14
N/A	35

Size of household	
1 person	14
2 persons	29
3 persons	18
4 persons	24
5 persons and more	16

Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	87
no	4
maybe	9

Follow-up business	
Intend to buy at later date	
yes	35
no	17
maybe	48

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

OBERRHEIN MESSE (2005) ⇢ Offenburg

Basic data private visitors

Total number of visitors	92 275

Proportion of private visitors	94%

Region of residence	
up to 50 km	87
more than 50 km up to 100 km	9
more than 100 km up to 300 km	2
over 300 km	2

Total Germany			92
Baden-Württemberg	98	North Rhine-Westphalia	1
Bavaria	-	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign	8
of which EU	96
Rest of Europe	2
Africa	1
North America	-
South and Central America	-
Middle East	1
East Asia	-
Australia	-

The two countries with the highest visitor shares	
France	95
Spain	2

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	23
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	5
Student	12
Housewife/man	10
Old-age pensioner	15
Other not gainfully employed	3

Frequency of visits to trade fair	
2004	55
2003	54
2002	47
2001	43
Earlier events	46
First visit	12

Additional data private visitors

Sex	
Male	45
Female	55

Age	
up to 20 years	15
over 20 up to 30 years	13
over 30 up to 40 years	19
over 40 up to 50 years	22
over 50 up to 60 years	17
over 60 up to 70 years	11
over 70 years	4

Net household income	
up to 900,- EUR	9
more than 900,- EUR up to 1 500,- EUR	15
more than 1 500,- EUR up to 2 000,- EUR	15
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	5
N/A	27

Size of household	
1 person	8
2 persons	37
3 persons	19
4 persons	22
5 persons and more	14

Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	74
no	6
maybe	21

Follow-up business	
Intend to buy at later date	
yes	27
no	21
maybe	53

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BADISCHE WEINMESSE (2005) ⇢ Offenburg

Basic data trade visitors

Total number of visitors	**3 086**
Proportion of trade visitors	**32%**

Region of residence

up to 50 km	59
more than 50 km up to 100 km	18
more than 100 km up to 300 km	18
over 300 km	6

Total Germany **98**

Baden-Württemberg	90	North Rhine-Westphalia	2
Bavaria	1	Rhineland-Palatinate	2
Berlin	-	Saarland	1
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	1	Schleswig-Holstein	-
Hesse	2	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign **2**

of which EU	50
Rest of Europe	-
Africa	-
North America	-
South and Central America	50
Middle East	-
East Asia	-
Australia	-

The two countries with the highest visitor shares

France	50
Brazil	50

Position in the company/organization

Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	1
Department head, group head	10
Other salaried staff/public service	18
Skilled worker	9
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	10
Student	4
Housewife/man	3
Old-age pensioner	8

Frequency of visits to trade fair

2004	34
2003	38
2002	31
2001	28
Earlier events	19
First visit	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
over 300 km	6

Total Germany **97**

Baden-Württemberg	87	North Rhine-Westphalia	2
Bavaria	2	Rhineland-Palatinate	3
Berlin	1	Saarland	-
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	1
Hamburg	-	Schleswig-Holstein	-
Hesse	4	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign **3**

of which EU	40
Rest of Europe	60
Africa	-
North America	-
South and Central America	-
Middle East	-
East Asia	-
Australia	-

The country with the highest visitor share

Switzerland	60

Position in the company/organization

Entrepreneur, partner, self-employed	12
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	36
Skilled worker	3
Lecturer, teacher, scientific assistant	4
Trainee	3
Other position	5
Student	3
Housewife/man	6
Old-age pensioner	9
Other not gainfully employed	3

Frequency of visits to trade fair

2004	37
2003	33
2002	24
2001	17
Earlier events	16
First visit	35

Basic data all visitors

Region of residence

up to 50 km	60
more than 50 km up to 100 km	14
more than 100 km up to 300 km	20
over 300 km	6

Total Germany **97**

Baden-Württemberg	88	North Rhine-Westphalia	2
Bavaria	2	Rhineland-Palatinate	3
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	4	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign **3**

of which EU	43
Rest of Europe	43
Africa	-
North America	-
South and Central America	14
Middle East	-
East Asia	-
Australia	-

The two countries with the highest visitor shares

Switzerland	43
France	29

Position in the company/organization

Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	3
Department head, group head	10
Other salaried staff/public service	30
Skilled worker	5
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position	6
Student	3
Housewife/man	5
Old-age pensioner	9
Other not gainfully employed	2

Frequency of visits to trade fair

2004	36
2003	35
2002	26
2001	21
Earlier events	17
First visit	33

Additional data trade visitors

Economic sector

Wine growing	16
Distillery business	7
Catering/hotels	13
Wholesale trade	6
Retail trade	11
Other	32
Student	4
Other not gainfully employed	11

Influence on purchasing/procurement decisions

Decisively	29
Collectively	30
In an advisory capacity	14
No	11
Other not gainfully employed	11
Student	4

Area of responsibility

Management	21
Research/development/design	3
Planning/work preparation	2
Manufacture/production	8
Production, quality control	3
Buying/procurement	11
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/social welfare/training	6
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	3
Maintenance/repairs	-
Other area	23
Student	4
Other not gainfully employed	11

Size of company/organization:
Number of employees:

1- 4	38	500- 999	1
5- 9	10	1 000- 9 999	4
10- 49	12	10 000 and more	3
50- 99	7	student	4
100-199	8	other not gainfully employed	11
200-499	1		

Length of stay

1. Length of stay (days):
   one 88 two 12
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	60
Female	40

Age

up to 20 years	2
over 20 up to 30 years	15
over 30 up to 40 years	23
over 40 up to 50 years	27
over 50 up to 60 years	23
over 60 up to 70 years	9
over 70 years	1

Net household income

up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	8
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	19
more than 3 600,- EUR up to 5 000,- EUR	11
more than 5 000,- EUR	13
N/A	18

Size of household

1 person	12
2 persons	46
3 persons	16
4 persons	18
5 persons and more	8

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	45
no	24
maybe	31

Follow-up business
Intend to buy at later date

yes	66
no	11
maybe	23

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

dona (2004) → Regensburg

Private visitors data

Total number of visitors	**55 230**
Proportion of private visitors	**92%**
Region of residence	
Locally	32
within a 25 km radius	40
further than 25 km within a 50 km radius	17
further than 50 km within a 100 km radius	9
further than 100 km radius	3
Total Germany	**100**
Sex	
Male	51
Female	49
Accompanied by husband/wife/partner	61
Age	
up to 20 years	5
over 20 up to 30 years	18
over 30 up to 40 years	20
over 40 up to 50 years	19
over 50 up to 60 years	17
over 60 up to 70 years	15
over 70 years	4
Position in the company/organization	
Unskilled/skilled worker	10
Salaried staff	31
Civil servant	8
Self employed/freelance	11
Housewife, house husband	9
Other occupation	-
Trainee/student/pupil	12
Old-age-pensioner	19
Farmer	1
Other not gainfully employed	-

Net household income	
up to 750,- EUR	7
more than 750,- EUR up to 1 000,- EUR	8
more than 1 000,- EUR up to 1 250,- EUR	8
more than 1 250,- EUR up to 1 500,- EUR	10
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 500,- EUR	13
more than 2 500,- EUR up to 3 000,- EUR	13
more than 3 000,- EUR	21
N/A	8
Size of household	
1 person	18
2 persons	40
3 persons	19
4 persons	15
5 persons and more	8
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	62
no	11
maybe	27
Follow-up business	
Intend to buy at later date	
yes	17
no	34
maybe	50

Conducted by: Messe- und Congressberatung Dirr, Hamburg

ANIMAL → Stuttgart

Basic data private visitors

Total number of visitors	**32 614**
Proportion of private visitors	**89%**
Region of residence	
up to 50 km	71
more than 50 km up to 100 km	18
more than 100 km up to 300 km	10
over 300 km	1
Total Germany	**100**
Baden-Württemberg	95
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	1
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Position in the company/organization	
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	36
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	7
Student	8
Housewife/man	11
Old-age pensioner	3
Other not gainfully employed	2
Frequency of visits to trade fair	
Animal 2005	37
Tierwelt 2004	7
IRAS 2003	12
Earlier events	21
First visit	44

Basic data all visitors

Proportion of trade visitors	**11%**
Region of residence	
up to 50 km	70
more than 50 km up to 100 km	18
more than 100 km up to 300 km	11
over 300 km	1
Total Germany	**99**
Baden-Württemberg	95
Bavaria	3
Berlin	-
Brandenburg	-
Bremen	-
Hamburg	-
Hesse	1
Mecklenburg-West Pommerania	-
Lower Saxony	-
North Rhine-Westphalia	-
Rhineland-Palatinate	1
Saarland	-
Saxony	-
Saxony-Anhalt	-
Schleswig-Holstein	-
Thuringia	-
Total foreign	**1**
Position in the company/organization	
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	34
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	6
Other position	7
Student	8
Housewife/man	10
Old-age pensioner	3
Other not gainfully employed	2
Frequency of visits to trade fair	
Animal 2005	37
Tierwelt 2004	8
IRAS 2003	12
Earlier events	22
First visit	43

Additional data private visitors

Sex	
Male	30
Female	70
Age	
up to 20 years	8
over 20 up to 30 years	26
over 30 up to 40 years	29
over 40 up to 50 years	27
over 50 up to 60 years	7
over 60 up to 70 years	3
over 70 years	1
Net household income	
up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR	9
more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	8
N/A	31
Size of household	
1 person	11
2 persons	39
3 persons	22
4 persons	20
5 persons and more	9
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	66
no	9
maybe	25
Follow-up business	
Intend to buy at later date	
yes	26
no	13
maybe	60

Conducted by: Profi Tess/LMS, Stuttgart

AMB ···> Stuttgart

Basic data trade visitors

Total number of visitors	**48 168**
Proportion of trade visitors	**100%**

Region of residence

up to 50 km	33
more than 50 km up to 100 km	26
more than 100 km up to 300 km	31
over 300 km	10

Total Germany **94**

Baden-Württemberg	82	North Rhine-Westphalia	2
Bavaria	10	Rhineland-Palatinate	2
Berlin	1	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	1	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Total foreign **6**

of which EU	59
Rest of Europe	33
Other	8

The two countries with the highest visitor shares

Switzerland	28
Austria	22

Position in the company/organization

Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	4
Department head, group head	19
Foreman, master craftsman	11
Other salaried staff/public service	12
Skilled worker	19
Lecturer, teacher, scientific assistant	1
Trainee	8
Other position	1
Student	7
Other not gainfully employed	1

Frequency of visits to trade fair

2004	46
2002	35
Earlier events	22
First visit	34

Additional data trade visitors

Economic sector

Industry	75
Skilled trades	16
Service	6
Trade companies	5
Training/consulting	1
University, polytechnic, vocational school	5
Other	2

Influence on purchasing/procurement decisions

Decisively	18
Collectively	32
In an advisory capacity	26
No	17
Student	7
Other not gainfully employed	1

Area of responsibility

Management	13
Research/development/design	40
Planning/work preparation	15
Manufacture/production	45
Production, quality control	10
Buying/procurement	9
Finance/accounting, controlling	4
Information, communication technology (EDP)	4
Administration/organization/personnel/social welfare/training	3
Marketing/sales/advertising/PR	6
Storage/material management/logistics/transport	3
Maintenance/repairs	8
Other area	4
Student	7
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	6	500- 999	7
5- 9	7	1 000- 9 999	12
10- 49	19	1 000 and more	6
50- 99	10	student	7
100-199	12	other not gainfully employed	1
200-499	13		

Length of stay

1. Length of stay (days):

one	88	three	2	five	2
two	8	four	-		

2. Average length of stay 1,2 days

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

1st day	24	3rd day	24	5th day	19
2nd day	23	4th day	25		

Conducted by: Profi Tess/LMS, Stuttgart

CAT.PRO (2005) ···> 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	24
more than 100 km up to 300 km	31
over 300 km	8

Total Germany **97**

Baden-Württemberg	73	North Rhine-Westphalia	1
Bavaria	15	Rhineland-Palatinate	3
Berlin	1	Saarland	1
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	3	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Total foreign **3**

of which EU	66
Rest of Europe	22
Africa	-
North America	-
South and Central America	-
Middle East	11
East Asia	-
Australia	-

The two countries with the highest visitor shares

Austria	66
Switzerland	33

Position in the company/organization

Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	2
Department head, group head	25
Other salaried staff/public service	36
Foreman, master craftsman	2
Skilled worker	2
Lecturer, teacher, scientific assistant	3
Trainee	2
Student	8
Other not gainfully employed	1

Frequency of visits to trade fair

2004	22
2003	28
Earlier events	40
First visit	45

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	5
Mold and tool-making	8
Other	31

Influence on purchasing/procurement decisions

Decisively	19
Collectively	36
In an advisory capacity	25
No	11
Student	8
Other not gainfully employed	1

Area of responsibility

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

Size of company/organization:
Number of employees:

1- 4	13	500- 999	7
5- 9	5	1 000- 9 999	11
10- 49	14	10 000 and more	6
50- 99	7	student	8
100-199	17	other not gainfully employed	1
200-499	11		

Length of stay

1. Length of stay (days):

one	93	three	2
two	4	four	1

2. Average length 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

Basic data private visitors

Total number of visitors	**163 813**
Proportion of private visitors	**93%**

Region of residence

up to 50 km	64
more than 50 km up to 100 km	20
more than 100 km up to 300 km	15
over 300 km	1

Total Germany **99**

Baden-Württemberg	91	North Rhine-Westphalia	-
Bavaria	5	Rhineland-Palatinate	2
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	1	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign **1**

Position in the company/organization

Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	34
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	4
Student	4
Old-age pensioner	22
Housewife/man	6
Other not gainfully employed	2

Frequency of visits to trade fair

2005	51
2004	47
Earlier events	46
First visit	18

Stuttgart

Additional data private visitors

Sex

Male	58
Female	42

Age

up to 20 years	3
over 20 up to 30 years	12
over 30 up to 40 years	16
over 40 up to 50 years	23
over 50 up to 60 years	23
over 60 up to 70 years	20
over 70 years	4

Net household income

up to 900,- EUR	6
more than 900,- EUR up to 1 500,- EUR	6
more than 1 500,- EUR up to 2 000,- EUR	10
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR	8
N/A	35

Size of household

1 person	14
2 persons	49
3 persons	15
4 persons	16
5 persons and more	6

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	32
no	28
maybe	40

Follow-up business
Intend to buy at later date

yes	34
no	12
maybe	54

Conducted by: Profi Tess/LMS, Stuttgart

FACHDENTAL SÜDWEST Stuttgart

Basic data trade visitors

Total number of visitors	**8 526**
Proportion of trade visitors	**98%**

Region of residence

up to 50 km	46
more than 50 km up to 100 km	30
more than 100 km up to 300 km	23
over 300 km	1

Total Germany **100**

Baden-Württemberg	91	North Rhine-Westphalia	-
Bavaria	3	Rhineland-Palatinate	3
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	1
Hesse	1	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Position in the company/organization

Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	-
Department head, group head	4
Other salaried staff/public service	40
Skilled worker	4
Lecturer, teacher, scientific assistant	-
Trainee	11
Other position	1
Student	5

Frequency of visits to trade fair

2005	53
2004	46
Earlier events	36
First visit	22

Additional data trade visitors

Economic sector

Dentist's practice,- clinic	74
Orthodontics	6
Oral surgery	3
Dental technology laboratory	14
Dental trade	2
University, polytechnic	3
Other	4

Influence on purchasing/procurement decisions

Decisively	33
Collectively	34
In an advisory capacity	19
No	9
Student	5

Area of responsibility

Management	32
Research/development/design	2
Planning/work preparation	15
Manufacture/production	16
Production, quality control	7
Buying/procurement	13
Finance/accounting, controlling	4
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	22
Marketing/sales/advertising/PR	5
Storage/material management/logistics/transport	1
Maintenance/repairs	6
Other area	17
Student	5

Size of company/organization:
Number of employees:

1- 4	29	200 - 499	-
5- 9	44	500 - 999	1
10- 49	18	1 000 - 9 999	1
50- 99	1	10 000 and more	1
100-199	-	student	5

Length of stay

1. Length of stay (days):
   one 91 two 9
2. Average length of stay 1,1 days
3. Share of visitors on the event's days:
   1st day 50 2nd day 58

Conducted by: Profi Tess/LMS, Stuttgart

Familie & Heim Stuttgart

Basic data private visitors

Total number of visitors	**66 903**
Proportion of private visitors	**94%**

Region of residence

up to 50 km	90
more than 50 km up to 100 km	7
more than 100 km up to 300 km	2
over 300 km	1

Total Germany **100**
1

Baden-Württemberg	98	North Rhine-Westphalia	-
Bavaria	1	Rhineland-Palatinate	-
Berlin	-	Saarland	1
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

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	5
Other salaried staff/public service	31
Skilled worker	7
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	4
Student	3
Housewife/man	11
Old-age pensioner	24
Other not gainfully employed	2

Frequency of visits to trade fair

2005	64
2004	37
Earlier events	41
First visit	11

Additional data private visitors

Sex

Male	32
Female	68

Age

up to 20 years	3
over 20 up to 30 years	10
over 30 up to 40 years	18
over 40 up to 50 years	26
over 50 up to 60 years	18
over 60 up to 70 years	20
over 70 years	5

Net household income

up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	11
more than 1 500,- EUR up to 2 000,- EUR	13
more than 2 000,- EUR up to 2 600,- EUR	16
more than 2 600,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	6
N/A	26

Size of household

1 person	16
2 persons	48
3 persons	16
4 persons	15
5 persons and more	6

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	80
no	5
maybe	15

Follow-up business
Intend to buy at later date

yes	22
no	59
maybe	19

Conducted by: Profi Tess/LMS, Stuttgart

Galvanica ⇢ Stuttgart

Basic data trade visitors

Total number of visitors	**2 572**
Proportion of trade visitors	**100%**

Region of residence

up to 50 km			23
more than 50 km up to 100 km			13
more than 100 km up to 300 km			27
over 300 km			37
Total Germany			**87**
Baden-Württemberg	50	North Rhine-Westphalia	13
Bavaria	17	Rhineland-Palatinate	3
Berlin	1	Saarland	-
Brandenburg	-	Saxony	3
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	1
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign	**13**
of which EU	62
Rest of Europe	38

The two countries with the highest visitor shares

Switzerland	29
Austria	29

Position in the company/organization

Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	7
Department head, group head	24
Other salaried staff/public service	32
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	7
Other position	-
Student	6

Frequency of visits to trade fair

First event	-

Additional data trade visitors

Economic sector

fittings (bathroom, kitchen)	5
Automobile and vehicle manufacturing, supplying industries	31
Fittings, furniture industry	9
Chemical industry	15
Decorations, Jewellery	3
Electronics, Communication technology	17
Aerospace technology	6
Mechanical engineering	25
Medical technology	8
University, polytechnic, vocational school	7
Other	15

Influence on purchasing/procurement decisions

Decisively	24
Collectively	45
In an advisory capacity	17
No	8
Student	6

Area of responsibility

Management	20
Research/development/design	22
Planning/work preparation	15
Manufacture/production	36
Production, quality control	16
Buying/procurement	15
Finance/accounting, controlling	3
Information, communication technology (EDP)	3
Administration/organization/personnel/social welfare/training	4
Marketing/sales/advertising/PR	11
Storage/material management/logistics/transport	4
Maintenance/repairs	8
Other area	5
Student	6

Size of company/organization:
Number of employees:

1- 4	4	200- 499	13
5- 9	3	500- 999	8
10- 49	24	1 000- 9 999	13
50- 99	10	10 000 and more	5
100-199	14	student	6

Length of stay

1. Length of stay (days):

one	91	two	7	three	2

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

1st day	38	2nd day	37	3rd day	31

Conducted by: Profi Tess/LMS, Stuttgart

INTERGASTRA ⇢ Stuttgart

Basic data trade visitors

Total number of visitors	**68 240**
Proportion of trade visitors	**96%**

Region of residence

up to 50 km			42
more than 50 km up to 100 km			25
more than 100 km up to 300 km			29
over 300 km			4
Total Germany			**99**
Baden-Württemberg	81	North Rhine-Westphalia	1
Bavaria	9	Rhineland-Palatinate	3
Berlin	-	Saarland	1
Brandenburg	1	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	3	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign	**1**

Position in the company/organization

Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	12
Skilled worker	12
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position	20
Student	4
Other not gainfully employed	2

Frequency of visits to trade fair

2004	46
2002	35
Earlier events	25
First visit	36

Additional data trade visitors

Economic sector

Hotel, guest houses	26
Restaurant	45
Canteen/large-scale kitchen	7
Hospital, old people's home etc.	5
Snack, fast-food business	2
Discotheque, bar, entertainment catering trade	5
Bakery, confectioners, cafe	4
Food, drinks trade, trade chain	8
Food industry/non-food industry	1
Planning/architecture/interior furnishings	2
Vocational school/polytechnic/university	2
Catering	4
Authority/public services	1
Other	8

Influence on purchasing/procurement decisions

Decisively	30
Collectively	31
In an advisory capacity	18
No	16
Student	4
Other not gainfully employed	2

Area of responsibility

Management	31
Research/development/design	2
Planning/work preparation	9
Manufacture/production	27
Production, quality control	3
Buying/procurement	13
Finance/accounting, controlling	3
Administration/organization/personnel/social welfare/training	8
Marketing/sales/advertising/PR	6
Storage/material management/logistics/transport	3
Maintenance/repairs	1
Other area	17
Student	4
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	22	500- 999	1
5- 9	19	1 000- 9 999	2
10- 49	31	10 000 and more	2
50- 99	10	student	4
100-199	5	other not gainfully employed	2
200-499	4		

Length of stay

1. Length of stay (days):

one	86	three	2	five	1
two	8	four	1	six	2

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

1st day	19	3rd day	22	5th day	21
2nd day	19	4th day	20	6th day	17

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

LogiMAT

Basic data trade visitors

Total number of visitors	**8 469**
Proportion of trade visitors	**100%**

Region of residence

up to 50 km			30
more than 50 km up to 100 km			15
more than 100 km up to 300 km			31
over 300 km			25
Total Germany			**95**
Baden-Württemberg	54	North Rhine-Westphalia	12
Bavaria	15	Rhineland-Palatinate	3
Berlin	1	Saarland	1
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	2	Schleswig-Holstein	2
Hesse	8	Thuringia	1
Mecklenburg-West Pommerania	-		
Lower Saxony	2		

Total foreign	6
of which EU	54
Rest of Europe	43
Other	3

The two countries with the highest visitor shares

Austria	40
Switzerland	34

Position in the company/organization

Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	7
Department head, group head	43
Other salaried staff/public service	18
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	2
Student	6
Other not gainfully employed	1

Frequency of visits to trade fair

2005	18
2004	13
2003	9
First visit	73

Stuttgart

Additional data trade visitors

Economic sector	
Industry	55
Wholesale trade	9
Retail trade	2
Skilled trades	1
Freight forwarders, transport companies	6
Other services	15
Public authority	1
University/college/polytechnic	1
Other	4
Student	6
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	
Decisively	20
Collectively	37
In an advisory capacity	27
No	10
Student	6
Other not gainfully employed	1

Area of responsibility	
Management	14
Research/development/design	4
Planning/work preparation	5
Manufacture/production	5
Production, quality control	-
Buying/procurement	4
Finance/accounting, controlling	-
Information, communication technology (EDP)	6
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	11
Storage/material management/logistics/ transport	39
Maintenance/repairs	2
Other area	3
Student	6
Other not gainfully employed	1

Size of company/organization:
Number of employees:

1- 4	6	500- 999	10		
5- 9	2	1 000- 9 999	18		
10- 49	10	10 000 and more	12		
50- 99	9	student	6		
100-199	11	other not gainfully employed	1		
200-499	15				

Length of stay

1. Length of stay (days):

one	92	two	6	three	2

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

Conducted by: Walter, Wissler & Partner, Basel

ISA Stuttgart

Basic data private visitors

Total number of visitors	35 312
Proportion of private visitors	90%

Region of residence	
up to 50 km	51
more than 50 km up to 100 km	21
more than 100 km up to 300 km	22
over 300 km	6

Total Germany			98
Baden-Württemberg	81	North Rhine-Westphalia	-
Bavaria	9	Rhineland-Palatinate	5
Berlin	-	Saarland	1
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	2	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign	2

Position in the company/organization	
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	20
Skilled worker	22
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	7
Housewife/man	3
Old-age pensioner	18
Other not gainfully employed	2

Frequency of visits to trade fair	
2005	57
2004	49
Earlier events	42
First visit	18

Additional data private visitors

Sex	
Male	80
Female	20

Age	
up to 20 years	10
over 20 up to 30 years	14
over 30 up to 40 years	19
over 40 up to 50 years	25
over 50 up to 60 years	14
over 60 up to 70 years	15
over 70 years	3

Net household income	
up to 900,- EUR	8
more than 900,- EUR up to 1 500,- EUR	9
more than 1 500,- EUR up to 2 000,- EUR	15
more than 2 000,- EUR up to 2 600,- EUR	15
more than 2 600,- EUR up to 3 600,- EUR	13
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	7
N/A	26

Size of household	
1 person	18
2 persons	37
3 persons	21
4 persons	18
5 persons and more	7

Buying and ordering capacity	
Purchase or order made or ntended at the exhibition	
yes	80
no	5
maybe	15

Follow-up business	
Intend to buy at later date	
yes	25
no	20
maybe	55

Conducted by: Profi Tess/LMS, Stuttgart

MEDIZIN Stuttgart

Basic data trade visitors

Total number of visitors	7 997
Proportion of trade visitors	100%

Region of residence	
up to 50 km	66
more than 50 km up to 100 km	16
more than 100 km up to 300 km	16
over 300 km	3

Total Germany			99
Baden-Württemberg	90	North Rhine-Westphalia	1
Bavaria	5	Rhineland-Palatinate	1
Berlin	-	Saarland	1
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	1	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Total foreign	1

Position in the company/organization	
Entrepreneur, partner, self-employed	32
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	39
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee	8
Other position	-
Student	6
Other not gainfully employed	2

Frequency of visits to trade fair	
2005	37
2004	28
Earlier events	26
First visit	43

Additional data trade visitors

Economic sector	
Practice	53
Hospital/clinic	20
Rehabilitation facility/nursing home	3
Medical laboratory/institute	1
Emergency services organizations	5
Association	1
Industry	4
Trade	3
Service	6
Public authorities/Health service	2
Training/consulting	1
University, polytechnic, vocational school	5
Other	5

Influence on purchasing/ procurement decisions	
Decisively	27
Collectively	27
In an advisory capacity	22
No	16
Student	6
Other not gainfully employed	2

Area of responsibility	
Management	21
Research/development/design	3
Operation service, medical treatment	19
Nursing service	16
Production, quality control	-
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (EDP)	6
Administration/organization/personnel/ social welfare/training	12
Marketing/sales/advertising/PR	6
Storage/material management/logistics/ transport	-
Maintenance/repairs	2
Other area	21
Student	6
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	32	500- 999	5		
5- 9	22	1 000- 9 999	6		
10- 49	11	10 000 and more	2		
50- 99	5	student	6		
100-199	4	other not gainfully employed	2		
200-499	5				

Length of stay

1. Length of stay (days):

one	83	two	10	three	7

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

1st day	39	2nd day	51	3rd day	34

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

PFLEGE & REHA ⇢ Stuttgart

Basic data trade visitors

Total number of visitors	**8 028**
Proportion of trade visitors	**99%**

Region of residence

up to 50 km	41
more than 50 km up to 100 km	52
more than 100 km up to 300 km	4
over 300 km	4

Total Germany **99**

Baden-Württemberg	91	North Rhine-Westphalia	1
Bavaria	4	Rhineland-Palatinate	1
Berlin	-	Saarland	1
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	2	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	1		

Total foreign	**1**

Position in the company/organization

Entrepreneur, partner, self-employed	5
Managing director, home director	5
Medical director	1
Chief administrator	1
Head of nursing service	11
Other salaried staff/public service	10
Nursing staff for in and out-patient facilities	28
Skilled domestic worker	1
Physiotherapist	1
Physiotherapist	1
Architect	1
Lecturer, teacher, scientific assistant	2
Trainee	18
Other position	4
Student	12
Other not gainfully employed	2

Frequency of visits to trade fair

2004	26
2001	20
Earlier events	17
First visit	55

Additional data trade visitors

Economic sector

Nursing home	50
Old people's facility	7
Hospital	11
Rehabilitation clinic	2
Out-patient nursing services	18
Therapy	1
Medical supplies retailer	2
Architects'/planning office	1
Specialist trade	2
Industry	1
Skilled trades	1
Service	3
Public authority	2
University, polytechnic, vocational school	6
Other	7

Influence on purchasing/ procurement decisions

Decisively	12
Collectively	28
In an advisory capacity	23
No	23
Student	12
Other not gainfully employed	3

Area of responsibility

Management	11
Research/development/design	1
Planning/work preparation	13
Manufacture/production	3
Production, quality control	3
Buying/procurement	6
Finance/accounting, controlling	2
Information, communication technology (EDP)	2
Administration/organization/personnel/ social welfare/training	16
Marketing/sales/advertising/PR	4
Storage/material management/logistics/ transport	1
Maintenance/repairs	1
Other area	46
Student	12
Other not gainfully employed	3

Size of company/organization:
Number of employees:

1- 4	5	500- 999	4
5- 9	5	1 000- 9 999	4
10- 49	28	10 000 and more	1
50- 99	17	student	12
100-199	14	other not gainfully employed	3
200-499	8		

Length of stay

1. Length of stay (days):

one	93	two	6	three	2

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

1st day	35	2nd day	39	3rd day	32

Conducted by: Profi Tess/LMS, Stuttgart

R + T ⇢ Stuttgart

Basic data trade visitors

Total number of visitors	**50 513**
Proportion of trade visitors	**100%**

Region of residence

up to 50 km	10
more than 50 km up to 100 km	8
more than 100 km up to 300 km	23
over 300 km	59

Total Germany **54**

Baden-Württemberg	38	North Rhine-Westphalia	12
Bavaria	19	Rhineland-Palatinate	6
Berlin	2	Saarland	1
Brandenburg	1	Saxony	3
Bremen	1	Saxony-Anhalt	1
Hamburg	1	Schleswig-Holstein	1
Hesse	8	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	4		

Total foreign	**46**
of which EU	67
Rest of Europe	13
Africa	2
America	5
Middle East	2
East Asia	8
Australia	2

The five countries with the highest visitor shares

France	16
Italy	11
Switzerland	9
Austria	7
Spain	7

Position in the company/organization

Entrepreneur, partner, self-employed	42
Managing director, board member, head of an authority etc.	10
Senior department head, other employee with managerial responsibility	4
Department head, group head	10
Other salaried staff/public service	16
Skilled worker	11
Lecturer, teacher, scientific assistant	1
Trainee	4
Student	1
Other not gainfully employed	2

Frequency of visits to trade fair

2003	46
2000	32
Earlier events	19
First visit	40

Additional data trade visitors

Economic sector

Industry	38
Skilled trades	45
Service	9
Trade companies	12
Training/consulting	1
Authority, public services	1
University, polytechnic, vocational school	1
Other	3

Influence on purchasing/ procurement decisions

Decisively	40
Collectively	29
In an advisory capacity	17
No	11
Student	1
Other not gainfully employed	2

Area of responsibility

Management	39
Research/development/design	12
Planning/work preparation	13
Manufacture/production	22
Production, quality control	4
Buying/procurement	14
Finance/accounting, controlling	6
Information, communication technology (EDP)	2
Administration/organization/personnel/ social welfare/training	5
Marketing/sales/advertising/PR	15
Storage/material management/logistics/ transport	4
Maintenance/repairs	10
Other area	5
Student	1
Other not gainfully employed	2

Size of company/organization:
Number of employees:

1- 4	25	500- 999	2
5- 9	17	1 000- 9 999	7
10- 49	27	10 000 and more	1
50- 99	8	student	1
100-199	6	other not gainfully employed	2
200-499	5		

Length of stay

1. Length of stay (days):

one	47	three	12	five	5
two	32	four	5		

2. Average length of stay 1,9 days
3. Share of visitors on the event's days:

1st day	32	3rd day	45	5th day	29
2nd day	43	4th day	43		

Conducted by: Profi Tess/LMS, Stuttgart

Retro Classics

Basic data private visitors

Total number of visitors	**36 105**
Proportion of private visitors	**89%**

Region of residence

up to 50 km	59
more than 50 km up to 100 km	16
more than 100 km up to 300 km	19
over 300 km	6

Total Germany **98**

Baden-Württemberg	84	North Rhine-Westphalia	1
Bavaria	9	Rhineland-Palatinate	2
Berlin	-	Saarland	1
Brandenburg	-	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	2	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign	**2**
of which EU	59
Other	41

Position in the company/organization

Entrepreneur, partner, self-employed	16
Managing director, board member, head of an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service	24
Skilled worker	14
Lecturer, teacher, scientific assistant	1
Trainee	5
Other position	2
Student	10
Housewife/man	2
Old-age pensioner	8
Other not gainfully employed	3

Frequency of visits to trade fair

2005	51
2004	40
Earlier events	28
First visit	32

Stuttgart

Additional data private visitors

Sex

Male	84
Female	16

Age

up to 20 years	10
over 20 up to 30 years	17
over 30 up to 40 years	23
over 40 up to 50 years	28
over 50 up to 60 years	13
over 60 up to 70 years	9
over 70 years	1

Net household income

up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR	5
more than 1 500,- EUR up to 2 000,- EUR	7
more than 2 000,- EUR up to 2 600,- EUR	12
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	11
more than 5 000,- EUR	15
N/A	33

Size of household

1 person	17
2 persons	35
3 persons	17
4 persons	23
5 persons and more	8

Buying and ordering capacity

Purchase or order made or intended at the exhibition

yes	46
no	20
maybe	34

Follow-up business

Intend to buy at later date

yes	23
no	54
maybe	23

Conducted by: Profi Tess/LMS, Stuttgart

SÜFFA Stuttgart

Basic data trade visitors

Total number of visitors	**9 835**
Proportion of trade visitors	**95%**

Region of residence

up to 50 km	27
more than 50 km up to 100 km	26
more than 100 km up to 300 km	38
over 300 km	9

Total Germany **97**

Baden-Württemberg	65	North Rhine-Westphalia	1
Bavaria	18	Rhineland-Palatinate	6
Berlin	1	Saarland	1
Brandenburg	1	Saxony	1
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	6	Thuringia	1
Mecklenburg-West Pommerania	1		
Lower Saxony	1		

Total foreign	**3**

Position in the company/organization

Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	17
Foreman, master craftsman	10
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	7
Other position	1
Student	2

Frequency of visits to trade fair

2005	47
2003	38
Earlier events	33
First visit	25

Additional data trade visitors

Economic sector

Industry	13
Wholesale/foreign trade	6
Retail trade	24
Skilled trades	54
Service	6
Authority/public services	1
Commercial agent	1
University, polytechnic, vocational school	3
Other	3

Influence on purchasing/procurement decisions

Decisively	35
Collectively	35
In an advisory capacity	17
No	10
Student	2
Other not gainfully employed	1

Area of responsibility

Management	38
Research/development/design	7
Planning/work preparation	13
Manufacture/production	43
Production, quality control	11
Buying/procurement	18
Finance/accounting, controlling	11
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	10
Marketing/sales/advertising/PR	10
Storage/material management/logistics/transport	8
Maintenance/repairs	7
Other area	12
Student	2
Other not gainfully employed	1

Size of company/organization:

Number of employees:

1- 4	19	500- 999	2
5- 9	24	1 000- 9 999	1
10- 49	31	10 000 and more	1
50- 99	9	student	2
100-199	7	other not gainfully employed	1
200-499	3		

Length of stay

1. Length of stay (days):
   one 91 two 5 three 4
2. Average length of stay 1,1 days
3. Share of visitors on the event's days:
   1st day 33 2nd day 37 3rd day 38

Conducted by: Profi Tess/LMS, Stuttgart

TV Stuttgart

Basic data trade visitors

Total number of visitors	**5 946**
Proportion of trade visitors	**97%**

Region of residence

up to 50 km	17
more than 50 km up to 100 km	10
more than 100 km up to 300 km	32
over 300 km	41

Total Germany **84**

Baden-Württemberg	39	North Rhine-Westphalia	8
Bavaria	19	Rhineland-Palatinate	5
Berlin	3	Saarland	1
Brandenburg	-	Saxony	3
Bremen	-	Saxony-Anhalt	1
Hamburg	2	Schleswig-Holstein	1
Hesse	10	Thuringia	4
Mecklenburg-West Pommerania	1		
Lower Saxony	4		

Total foreign	**16**
of which EU	69
Rest of Europe	31

The country with the highest visitor share

Switzerland	27

Position in the company/organization

Entrepreneur, partner, self-employed	64
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried staff/public service	9
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	2
Student	2
Other not gainfully employed	1

Frequency of visits to trade fair

2004	21
2002	13
Earlier events	6
First visit	68

Additional data trade visitors

Economic sector

Trade	40
Industry (manufacturer)	23
Service	49
Other	6

Influence on purchasing/procurement decisions

Decisively	53
Collectively	26
In an advisory capacity	10
No	4
Student	4
Other not gainfully employed	3

Area of responsibility

Management	48
Research/development/design	6
Planning/work preparation	17
Manufacture/production	32
Production, quality control	11
Buying/procurement	26
Finance/accounting, controlling	9
Information, communication technology (EDP)	5
Administration/organization/personnel/social welfare/training	8
Marketing/sales/advertising/PR	22
Storage/material management/logistics/transport	6
Maintenance/repairs	5
Other area	7
Student	4
Other not gainfully employed	3

Size of company/organization:

Number of employees:

1- 4	58	500- 999	-
5- 9	21	1 000- 9 999	-
10- 49	10	10 000 and more	-
50- 99	2	student	4
100-199	1	other not gainfully employed	3
200-499	1		

Length of stay

1. Length of stay (days):
   one 83 two 12 three 5
2. Average length of stay 1,2 days
3. Share of visitors on the event's days:
   1st day 40 2nd day 38 3rd day 36

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

VISION → Stuttgart

Basic data trade visitors

Total number of visitors	**5 293**
Proportion of trade visitors	**100%**

Region of residence

up to 50 km	16
more than 50 km up to 100 km	12
more than 100 km up to 300 km	26
over 300 km	47

Total Germany **68**

Baden-Württemberg	49	North Rhine-Westphalia	6
Bavaria	15	Rhineland-Palatinate	5
Berlin	2	Saarland	-
Brandenburg	-	Saxony	2
Bremen	-	Saxony-Anhalt	-
Hamburg	1	Schleswig-Holstein	1
Hesse	9	Thuringia	6
Mecklenburg-West Pommerania	-		
Lower Saxony	3		

Total foreign **32**

of which EU	62
Rest of Europe	16
North America	4
Middle East	6
East Asia	12
Australia	1

The five countries with the highest visitor shares

Austria	12
Switzerland	11
France	8
Netherlands	7
Italy	6

Position in the company/organization

Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	4
Senior department head, other employee with managerial responsibility	4
Department head, group head	17
Other salaried staff/public service	33
Skilled worker	6
Lecturer, teacher, scientific assistant	8
Trainee	2
Other position	1
Student	15

Frequency of visits to trade fair

2005	23
2004	16
Earlier events	12
First visit	65

Additional data trade visitors

Economic sector

Industry	67
Trade	3
Service	12
Training/consulting	2
University, polytechnic, vocational school	16
Other	5

Influence on purchasing/procurement decisions

Decisively	24
Collectively	40
In an advisory capacity	16
No	6
Student	15

Area of responsibility

Management	11
Research/development/design	60
Planning/work preparation	6
Manufacture/production	12
Production, quality control	9
Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology (EDP)	6
Administration/organization/personnel/social welfare/training	1
Marketing/sales/advertising/PR	12
Storage/material management/logistics/transport	1
Maintenance/repairs	3
Other area	2
Student	15

Size of company/organization:
Number of employees:

1- 4	7	200- 499	8
5- 9	7	500- 999	6
10- 49	22	1 000- 9 999	12
50- 99	10	10 000 and more	7
100-199	7	student	15

Length of stay

1. Length of stay (days):

one	79	two	13	three	8

2. Average length of stay 1,3 days

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

1st day	44	2nd day	44	3rd day	37

Conducted by: Profi Tess/LMS, Stuttgart

Südwest Messe → Villingen-Schwenningen

Basic data private visitors

Total number of visitors	**91 347**
Proportion of private visitors	**83%**

Region of residence

up to 50 km	77
more than 50 km up to 100 km	18
more than 100 km up to 300 km	4
over 300 km	1

Total Germany **100**

Baden-Württemberg	98	North Rhine-Westphalia	-
Bavaria	1	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign **1**

Position in the company/organization

Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	31
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	2
Student	7
Housewife/man	11
Old-age pensioner	27
Other not gainfully employed	1

Frequency of visits to trade fair

Earlier events	92
First visit	8

Basic data all visitors

Proportion of trade visitors	**17%**

Region of residence

up to 50 km	76
more than 50 km up to 100 km	19
more than 100 km up to 300 km	4
over 300 km	1

Total Germany **100**

Baden-Württemberg	98	North Rhine-Westphalia	1
Bavaria	1	Rhineland-Palatinate	-
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hamburg	-	Schleswig-Holstein	-
Hesse	-	Thuringia	-
Mecklenburg-West Pommerania	-		
Lower Saxony	-		

Total foreign **1**

Position in the company/organization

Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	1
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	31
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	2
Student	6
Housewife/man	9
Old-age pensioner	24
Other not gainfully employed	1

Frequency of visits to trade fair

Earlier events	92
First visit	8

Additional data private visitors

Sex

Male	44
Female	56

Age

up to 20 years	7
over 20 up to 30 years	9
over 30 up to 40 years	16
over 40 up to 50 years	21
over 50 up to 60 years	18
over 60 up to 70 years	22
over 70 years	8

Size of household

1 person	11
2 persons	43
3 persons	18
4 persons	19
5 persons and more	9

Buying and ordering capacity
Purchase or order made or intended at the exhibition

yes	73
no	15
maybe	12

Follow-up business
Intend to buy at later date

yes	19
no	51
maybe	30

Conducted by: Achim Brötz Rechenzentrum Mannheim, Kaiserslautern

Messe Wächtersbach → Wächtersbach

Basic data private visitors

Total number of visitors	**66 840**
Proportion of private visitors	**96%**
Region of residence	
up to 50 km	83
more than 50 km up to 100 km	14
more than 100 km up to 300 km	2
over 300 km	1
Total Germany	**100**

Baden-Württemberg	-	North Rhine-Westphalia	-
Bavaria	11	Rhineland-Palatinate	1
Berlin	-	Saarland	-
Brandenburg	-	Saxony	-
Bremen	-	Saxony-Anhalt	-
Hesse	85	Schleswig-Holstein	-
Mecklenburg-West Pommerania	-	Thuringia	-
Lower Saxony	-		

Position in the company/organization	
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	-
Senior department head, other employee with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	34
Skilled worker	15
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	-
Farmer	1
Student	4
Housewife/man	22
Old-age pensioner	1
Other not gainfully employed	11
Frequency of visits to trade fair	
2005	52
2004	57
Earlier events	69
First visit	14

Additional data private visitors

Sex	
Male	47
Female	53
Age	
up to 20 years	4
over 20 up to 30 years	11
over 30 up to 40 years	18
over 40 up to 50 years	23
over 50 up to 60 years	19
over 60 up to 70 years	28
over 70 years	5
Net household income	
up to 900,- EUR	5
more than 900,- EUR up to 1 500,- EUR	20
more than 1 500,- EUR up to 2 000,- EUR	17
more than 2 000,- EUR up to 2 600,- EUR	17
more than 2 600,- EUR up to 3 600,- EUR	14
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	4
N/A	13
Size of household	
1 person	9
2 persons	47
3 persons	20
4 persons	17
5 persons and more	7
Buying and ordering capacity	
Purchase or order made or intended at the exhibition	
yes	63
no	13
maybe	23
Follow-up business	
Intend to buy at later date	
yes	36
no	56
maybe	8

Conducted by: Messe- und Congressberatung Dirr, Hamburg

Registered Events

Bad Dürkheim

FBT GmbH Messen-Ausstellungen-Marketing

efa - Fair for Building Systems, Electrical Engineering, Air-Conditioning and Automation, Leipzig
24.10.-27.10.2007

Bad Salzuflen

Messe Ostwestfalen GmbH
messezentrum Bad Salzuflen

KMO - Plastics Processing Fair, Bad Salzuflen
09.04.-12.04.2008

Bayreuth

bbg Betriebsberatungs GmbH

DKM - International Trade Fair for Finance and Insurance Industry, Dortmund
23.10.-25.10.2007

Berlin

Messe Berlin GmbH

International Green Week Berlin - Exhibition for the Food Industry, Agriculture and Horticulture
● 19.01.-28.01.2007

FRUIT LOGISTICA - International Trade Fair for Fruit and Vegetable Marketing, Berlin
● 08.02.-10.02.2007

ITB Berlin - International Tourism Exchange
● 07.03.-11.03.2007

PostPrint - Trade Show for Printing and Finishing, Berlin
● 25.04.-27.04.2007

ART FORUM BERLIN - The International Fair for Contemporary Art
29.09.-03.10.2007

CMS - Cleaning . Management . Services . - International Trade Fair and Congress, Berlin
● 18.09.-21.09.2007

Import Shop Berlin - A world full of beauty
● 07.11.-11.11.2007

bautec - International Trade Fair for Building and Construction Technology with Build IT – IT and communication trade fair for the construction sector and with SolarEnergy, Berlin
● 19.02.-23.02.2008

InnoTrans - International Trade Fair for Transport Technology - Innovative Components - Vehicles - Systems, Berlin
● 23.09.-26.09.2008

belektro - Trade Fair for Electrical Engineering, Electronics and Lighting, Berlin
15.10.-17.10.2008

WASSER BERLIN - International Trade Fair and Congress. GAS BERLIN - International Trade Fair and Congress, Berlin
● 30.03.-03.04.2009

Bielefeld

Survey Marketing + Consulting GmbH & Co. KG

ZOW - Suppliers' Trade Fair East Westfalen & E3S, Bad Salzuflen
26.02.-01.03.2007

Bremen

Fachausstellungen Heckmann GmbH
Hannover/Bremen

CARAVAN - Motor caravans and Supplies Trade Exhibition
09.11.-11.11.2007

EnergieSparTage – Energy conservation fair, Hannover
16.11.-18.11.2007

HVG Hanseatische Veranstaltungs-GmbH
Geschäftsbereich Messe Bremen

fahrrad.markt.zukunft. - bike.market.future., Bremen
10.03.-11.03.2007

MGH Messe- und Ausstellungsgesellschaft Hansa GmbH

Bremen Classic Motorshow
02.02.-04.02.2007

ReiseLust – Travel Fair, Bremen
09.11.-11.11.2007

fish international - International Trade Fair for Fish and Seafood: Trading Market, Technology, Logistics, Point of Sale
10.02.-12.02.2008

Cappeln

Friedrich Haug Messen und Ausstellungen

Weser-Ems-Ausstellung Aurich - Regional Consumer Exhibition
12.05.-20.05.2007

Emsland-Schau Lingen - Regional Consumer Exhibition
01.09.-09.09.2007

Blickpunkt Ibbenbüren - Regional Consumer Exhibition
30.09.-05.10.2008

Nordsee-Schau Jever - Regional Consumer Exhibition
03.10.-05.10.2008

Emsland-Schau Papenburg - Regional Consumer Exhibition
Oktober 2009

Emsland-Schau Meppen - Regional Consumer Exhibition
Mai 2010

Osning-Schau Bad Laer - Regional Consumer Exhibition
Oktober 2010

Chemnitz

EMC Event- und Messegesellschaft Chemnitz

mtex - International Trade Fair & Symposium for Textiles and Composites in Transportation, Chemnitz
03.06.-05.06.2008

Darmstadt

Gesellschaft für Ausstellungen in Darmstadt mbH

Hessenschau Darmstadt - Living, Housing, Leisure, Construction - Consumer Goods Exhibition, Darmstadt
25.08.-02.09.2007

Dortmund

Messe Westfalenhallen Dortmund GmbH

JAGD & HUND - International exhibition for hunting & fishing, Dortmund
30.01.-04.02.2007

CREATIVA - Exhibition for creative design, Dortmund
21.03.-25.03.2007

HobbyTronic Computerschau - Exhibition for PCs, Software, Games & Electronics, Dortmund
18.04.-22.04.2007

INTERMODELLBAU - Exhibition of modelbuilding and model sport, Dortmund
18.04.-22.04.2007

ELEKTROTECHNIK - Regional Exhibition for electrical engineering, Dortmund
29.08.-01.09.2007

FAHOBA.kreativ - Trade Fair for Hobby + Handicraft, Dortmund
17.08.-19.08.2007

Boulevard.DORTMUNDER HERBST - Consumer exhibition, Dortmund
29.09.-07.10.2007

Inter-tabac - International trade fair for tobacco goods and smokers products, Dortmund
21.09.-23.09.2007

Ordertage Inneneinrichtung - Trade fair for interior design, Dortmund
21.09.-23.09.2007

Westdeutsche Mineralientage - West German minerals days, Dortmund
01.12.-02.12.2007

HairPower - Hairstyles & Cosmetics Trade Fair with Regional Championship NRW, Dortmund
07.09.-08.09.2008

Dresden

MESSE DRESDEN GmbH

Dresdner Ostern - Garden, Pet and Handicraft Fair with International Orchid-Exhibition, Dresden
22.03.-25.03.2007

PIETA - Funeral and Cemetery Equipment Trade Fair, Dresden
16.05.-18.05.2008

TMS Messen - Kongresse - Ausstellungen GmbH

Dresden Travel Market
26.01.-28.01.2007

hunting fishing riding, Dresden
30.03.-01.04.2007

auto mobil / baby plus - Automotive exhibition, Dresden
09.03.-11.03.2007

Touristik & Caravaning Leipzig
21.11.-25.11.2007

+ Event with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry

Düsseldorf

Messe Düsseldorf GmbH

boot-Düsseldorf - International Boat Show
● 20.01.-28.01.2007

EuroCIS - Communication, Information, Security technology, Düsseldorf
27.02.-01.03.2007

BEAUTY INTERNATIONAL DÜSSELDORF - The No. 1 Trade Fair for Cosmetics, Nail and Foot Professionals
23.03.-25.03.2007

GDS - The Premier Shoe Event (Spring), Düsseldorf
● 09.03.-11.03.2007

ProWein - International Trade Fair Wines and Spirits, Düsseldorf
● 18.03.-20.03.2007

GIFA - International Foundry Trade Fair with WFO Technical Forum, Düsseldorf
● 12.06.-16.06.2007

METEC - International Exhibition for Metallurgical Technology with Congress, Düsseldorf
● 12.06.-16.06.2007

THERMPROCESS - International Trade Fair and Symposium for Thermo Process Technology, Düsseldorf
● 12.06.-16.06.2007

CARAVAN SALON DÜSSELDORF - International Caravan Exhibition
● 24.08.-02.09.2007

TourNatur - Hiking/Trekking Exhibition, Düsseldorf
31.08.-02.09.2007

A + A - Safety, Security and Health at Work. International Trade Fair with Congress and Special Events, Düsseldorf
● 18.09.-21.09.2007

GDS - The Premier Shoe Event (autumn), Düsseldorf
● 14.09.-16.09.2007

IAM - International Investors' Fair, Düsseldorf
07.09.-09.09.2007

K - International Trade Fair Plastics + Rubber, Düsseldorf
● 24.10.-31.10.2007

REHACARE INTERNATIONAL - International Trade Fair and Congress. Rehabilitation - Care - Prevention – Integration, Düsseldorf
● 03.10.-06.10.2007

MEDICA - World Forum for Medicine - International Trade Fair with Congress. With ComPaMED International Trade Fair Components, Parts and Raw Materials for Medical Manuf., Düsseldorf
● 14.11.-17.11.2007

EUROSHOP - The Global Retail Trade Fair, Düsseldorf
● 23.02.-27.02.2008

Tube - International Tube and Pipe Trade Fair, Düsseldorf
● 31.03.-04.04.2008

METAV - International fair for manufacturing technology and automotion, Düsseldorf
● 31.03.-04.04.2008

wire - International Wire and Cable Trade Fair, Düsseldorf
● 31.03.-04.04.2008

interpack - PROCESSES AND PACKAGING, Düsseldorf
● 24.04.-30.04.2008

drupa - print media messe - World Market Print Media, Publishing & Converting, Düsseldorf
● 29.05.-11.06.2008

InterCool - International Trade Fair Frozen Foods, Ice Cream, Technology, Düsseldorf
● 28.09.-01.10.2008

InterMeat - International Trade Fair Meat and Sausage, Düsseldorf
● 28.09.-01.10.2008

InterMopro - International Trade Fair Dairy Products, Düsseldorf
● 28.09.-01.10.2008

hogatec - International Trade Fair Hotels, Gastronomy, Catering, Düsseldorf
● 28.09.-01.10.2008

glasstec - International Trade Fair with Special Show + Symposium, Düsseldorf
● 21.10.-25.10.2008

Reed Exhibitions Deutschland GmbH

IMA - International Trade Fair for Amusement and Vending Machines, Düsseldorf
16.01.-18.01.2007

PSI - International Trade Fair for Advertising Specialties, Düsseldorf
10.01.-12.01.2007

EQUITANA - Equestrian Sports World Fair, Essen
● 10.03.-18.03.2007

FIBO - International Trade Show for Fitness and Wellness, Essen
19.04.-22.04.2007

SHOWTECH - International Trade Show and Conference for Event Technology and Services, Berlin
● 19.06.-21.06.2007

viscom europe - International trade fair for visual communication, Düsseldorf
● 20.09.-22.09.2007

MODERNER STAAT - Exhibition and Conference, Berlin
27.11.-28.11.2007

ALUMINIUM - World Trade Fair & Conference for the Aluminium Industry, Essen
23.09.-25.09.2008

viscom PRO SIGN germany - The Trade Fair on Signmaking in Europe, Frankfurt/Main
30.10.-01.11.2008

Erfurt

Messe Erfurt AG

Reiten-Jagen-Fischen - Exhibition for Riding, Hunting and Fishing, Erfurt
23.03.-25.03.2007

International Pedigree Dog Show, Erfurt
14.04.-15.04.2007

HAUS+TECHNIK - Exhibition for House building, Living and Modernizing, Erfurt
07.09.-09.09.2007

naro.tech - Exhibition and Congress on Renewable Resources, Erfurt
06.09.-09.09.2007

Grüne Tage Thüringen - The agricultural fair, Erfurt
05.09.-07.09.2008

inoga - Trade Fair for the Hotel, Catering and Hospitality Sector and IKA/Culinary Olympics, Erfurt
19.10.-22.10.2008

RAM Regio Ausstellungs GmbH Erfurt

Thüringen-Ausstellung - Handicraft and Consumer Goods Exhibition, Erfurt
03.03.-11.03.2007

Reisen - Caravan - Tourism Exhibition, Erfurt
01.11.-04.11.2007

Eschborn

Werbe- und Vertriebsges. Deutscher Apotheker mbH

EXPOPHARM - International Pharmaceutical Trade Fair, Düsseldorf
+ 27.09.-30.09.2007

Essen

Messe Essen GmbH

IPM Essen - International Trade Fair for Plants, Technical Equipment, Floristry, Sales Promotion, Essen
25.01.-28.01.2007

E-world energy & water - International Fair and Congress, Essen
06.02.-08.02.2007

Golf - International Fair for Golf, Equipment & Tourism, Essen
23.02.-25.02.2007

HAUS + GARTEN - The spring and leisure fair for the whole family, Essen
07.02.-11.02.2007

Reise/Camping - International Trade Fair for Travel & Tourism, Camping & Caravaning, Essen
21.02.-25.02.2007

MODE - HEIM - HANDWERK - The big consumer fair for the whole family, Essen
27.10.-04.11.2007

DEUBAU - International Building Trade Fair for Construction, Interior Work and Civil Engeneering, Essen
08.01.-12.01.2008

SHK - Trade Fair for Sanitary, Heating equipment, AirConditioning and renewable Energies, Essen
05.03.-08.03.2008

+ Event with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry

Registered Events

METPACK - International Trade Fair for Metal Packaging, Essen
22.04.-26.04.2008

REIFEN - No. 1 in tires and more - World Market for tire trade, Essen
20.05.-23.05.2008

SECURITY - The World Forum for Security & Fire Prevention, Essen
07.10.-10.10.2008

SCHWEISSEN & SCHNEIDEN - World Trade Fair for Welding Engineering - Int. Trade Fair Joining Cutting Surfacing, Essen
14.09.-19.09.2009

Finningen

Messe- und Ausstellungsorganisation JWS GmbH

WIR - Regional consumer information exhibition, Dillingen
01.03.-09.03.2008

KONTAKTA - Regional consumer information exhibition, Ansbach
12.04.-20.04.2008

Frankfurt/Main

DLG e. V.

AGRITECHNICA - International DLG Exhibition for Agricultural Machinery (Preview Days: 11 and 12 November 2007), Hannover
● 13.11.-17.11.2007

EuroTier - International DLG Exhibition for Animal Husbandry and Management, Hannover
● 11.11.-14.11.2008

Messe Frankfurt GmbH

Beautyworld - Internationale Frankfurter Messe - International Trade Fair for the Perfumery, Drug Store, Cosmetics and Hairdressing Trade, Frankfurt/Main
● 24.01.-28.01.2007

Christmasworld - Internationale Frankfurter Messe - The World of Event Decoration, Frankfurt/Main
● 24.01.-28.01.2007

Heimtextil - International trade fair for home and contract textiles, Frankfurt/Main
● 10.01.-13.01.2007

Paperworld - Internationale Frankfurter Messe - The World of Office and Paper Products, Frankfurt/Main
● 24.01.-28.01.2007

Ambiente - Internationale Frankfurter Messe, Frankfurt/Main
● 09.02.-13.02.2007

ISH - The World' Trade Fair Bathroom, Building, Energy, Air-Conditioning Technolgy, Renewable Energies, Frankfurt/Main
● 06.03.-10.03.2007

Musikmesse - International trade fair for musical instruments, musical software and computer hardware, sheet music and accessories, Frankfurt/Main
● 28.03.-31.03.2007

Prolight + Sound - International trade fair for event and communications technology, AV-production and entertainment, Frankfurt/Main
● 28.03.-31.03.2007

IFFA - Technology meats business: No. 1 for processing, packaging, selling, Frankfurt/Main
● 05.05.-10.05.2007

Collectione - Preview Spring + Summer, Frankfurt/Main
17.06.-20.06.2007

Techtextil - International Trade Fair for Technical Textiles and Nonwovens with Avantex - International Forum for Innovative Apparel Textiles, Frankfurt/Main
● 12.06.-14.06.2007

Tendence Lifestyle - Internationale Frankfurter Messe, Frankfurt/Main
● 24.08.-28.08.2007

Light + Building - International Trade Fair for Architecture and Technology, Frankfurt/Main
06.04.-11.04.2008

Texcare International - World Market for Modern Textile Care, Frankfurt/Main
● 31.05.-04.06.2008

Automechanika - Leading international trade fair for the automotive industry, Frankfurt/Main
● 16.09.-21.09.2008

Wirtschaftsgemeinschaft Hessen GmbH

InNaTex - International fair of natural & organic textiles (Spring), Hofheim-Wallau
27.01.-29.01.2007

InNaTex - International fair of natural & organic textiles (Summer), Hofheim-Wallau
28.07.-30.07.2007

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

Internationale Kulturbörse - International Trade Fair for Productions and Music, Freiburg
10.01.-12.01.2007

Exhibition Camping, Leisure and Tourism with FERIENMESSE and bike, Freiburg
10.03.-18.03.2007

Intersolar - International Trade Fair and Conference for Solar Technology, Freiburg
● 21.06.-23.06.2007

BADEN MESSE - Regional Craft and Industry Exhibition, Freiburg
08.09.-16.09.2007

Plaza Culinaria, Freiburg
02.11.-04.11.2007

INTER BRUSH - International Trade Fair for Machines, Materials and Accessories of the Brush, Paintbrush, Paintroller and Mop Industries, Freiburg
● 16.04.-18.04.2008

Modellbau - Model Construction Kits Show, Freiburg
02.05.-04.05.2008

BADEN MESSE - Ideal Home Exhibition, Freiburg
13.09.-21.09.2008

BADEN MESSE - Agricultural Exhibition, Freiburg
12.09.-20.09.2009

Friedrichshafen

Messe Friedrichshafen GmbH

IBO - International Fair for Consumer and Investment Goods, Friedrichshafen
17.03.-25.03.2007

AERO - International Trade Exhibition for General Aviation, Friedrichshafen
19.04.-22.04.2007

TUNING WORLD BODENSEE - International Exhibition and Event for Car-Tuning, Lifestyle and Club-Scene, Friedrichshafen
28.04.-01.05.2007

OutDoor - European Outdoor Trade Fair, Friedrichshafen
19.07.-22.07.2007

EUROBIKE - International Bicycle Trade Exhibition, Friedrichshafen
30.08.-02.09.2007

INTERBOOT - International Water Sports Exhibition, Friedrichshafen
22.09.-30.09.2007

Fruchtwelt Bodensee - International Trade Fair for Fruit, Berries, Hops and Distillation, Friedrichshafen
15.02.-17.02.2008

Pferd Bodensee - International Trade Exhibition for Equestrian Sport, Horse Breeding, Horse Owning, Friedrichshafen
22.02.-24.02.2008

Fürth

asfc atelier scherer fair consulting gmbh

START - The leading German Exhibition for Start-ups, Franchising and Entrepreneurs, Essen
14.09.-16.09.2007

Groß-Umstadt

KWF - Kuratorium für Waldarbeit und Forsttechnik GmbH

KWF - Forest Machinery and Innovations DemoFair, Schmallenberg
04.06.-07.06.2008

Hamburg

Hamburg Messe und Congress GmbH

REISEN HAMBURG - International Exhibition Tourism & Caravaning
07.02.-11.02.2007

INTERNORGA - International Trade Fair for the Hotel, Restaurant, Catering, Baking and Confectionery Trades, Hamburg
09.03.-14.03.2007

hanseboot - International Boat Show Hamburg
27.10.-04.11.2007

DU UND DEINE WELT - The great Consumer Exhibition, Hamburg
17.11.-25.11.2007

+ Event with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry

NORTEC - Trade Fair for Manufacturing Technology, Hamburg
23.01.-26.01.2008

HansePferd Hamburg - International Exhibition for Horse Enthusiasts
18.04.-20.04.2008

WindEnergy - International Trade Fair, Hamburg
20.05.-23.05.2008

SMM - Shipbuilding, Machinery & Marine Technology - International Trade Fair Hamburg
23.09.-26.09.2008

acqua alta - International Trade Fair and Congress for Flood Prevention, Consequences of Climate Change and Disaster Management, Hamburg
26.11.-28.11.2008

MesseHalle Hamburg-Schnelsen GmbH

USSIFA HAMBURG - Special-Fair for Watches, Jewels, Perls, Precious Stones and more
14.09.-16.09.2007

Hannover

Deutsche Messe AG

DOMOTEX HANNOVER - World trade fair for carpets and floor coverings
● 13.01.-16.01.2007

CeBIT - The leading business event for the digital world, Hannover
● 15.03.-21.03.2007

HANNOVER MESSE - The world's most important technology event, Hannover
● 16.04.-20.04.2007

ComVac/HANNOVER MESSE - International Trade Fair for Compressed Air and Vacuum Technology, Hannover
16.04.-20.04.2007

Digital Factory/HANNOVER MESSE - Trade Fair for Integrated Processes and IT-Solutions, Hannover
16.04.-20.04.2007

Energy/HANNOVER MESSE - International Trade Fair for Renewable and Conventional Power Generation, Transmission, Distribution and Utility Management, Hannover
16.04.-20.04.2007

Industrial Automation/HANNOVER MESSE - Industrial Automation, INTERKAMA+, Factory Automation, Industrial Building Automation, 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

MicroTechnology/HANNOVER MESSE - International Trade Fair for Applied Microsystems Technology and Nanotechnology, Hannover
16.04.-20.04.2007

Pipeline Technology/HANNOVER MESSE - Trade Fair for Pipeline Technologies and Systems, Hannover
16.04.-20.04.2007

Research & Technology/HANNOVER MESSE - Innovations Market for R&D, Hannover
16.04.-20.04.2007

Subcontracting/HANNOVER MESSE - International Trade Fair for Subcontracting Services, Materials, Components+Systems for Mechanical Engineering, the Automotive Ind.+Plant Engineering, Hannover
16.04.-20.04.2007

SurfaceTechnology/HANNOVER MESSE - plus Powder Coating Europe - International Trade Fair for Surface Technology, Hannover
16.04.-20.04.2007

PROMOTION WORLD/HANNOVER MESSE - International Trade Fair for Promotional Products and Incentives, Hannover
16.04.-20.04.2007

LIGNA+ HANNOVER - World Fair for the Forestry and Wood Industries, Hannover
● 14.05.-18.05.2007

EMO - The world of metalworking, Hannover
+ 17.09.-22.09.2007

BIOTECHNICA - International Trade Fair for Biotechnology, Hannover
● 09.10.-11.10.2007

CeMAT Hannover - The World's leading Fair for Intralogistics, Hannover
27.05.-31.05.2008

EuroBLECH - International Sheet Metal Working Technology Exhibition, Hannover
● 21.10.-25.10.2008

INTERSCHUTZ - DER ROTE HAHN - International Trade Fair for Rescue Services, Fire Prevention, Disaster Relief, Safety and Security, Hannover
● Juni 2010

Fachausstellungen Heckmann GmbH Hannover/Bremen

ABF - The Leisure- and Sales Exhibition, Hannover
27.01.-04.02.2007

infa - Information and Sales Exhibition, Hannover
13.10.-21.10.2007

Pferd & Jagd - Europes biggest exhibition for equestrain sports, hunting and fishing, Hannover
29.11.-02.12.2007

Husum

Husumer Wirtschaftsgesellschaft mbH & Co. KG

NORD GASTRO & HOTEL - Hotel and Catering Services Exhibition, Husum
12.02.-13.02.2007

HUSUMWIND - Exhibition and Conference, Husum
18.09.-22.09.2007

new energy husum - International trade fair for the use of renewable energy sources, Husum
13.03.-16.03.2008

Idar-Oberstein

Intergem Messe GmbH

INTERGEM - International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein
05.10.-08.10.2007

Ingolstadt

Sandner GmbH

miba - Consumer Goods Exhibition, Ingolstadt
12.05.-20.05.2007

dona - Consumer Goods Exhibition, Regensburg
08.03.-16.03.2008

ufra - Consumer Goods Exhibition, Schweinfurt
27.09.-05.10.2008

Karlsruhe

HINTE GmbH

GiardinaKARLSRUHE - Garden and Lifestyle, Karlsruhe
22.02.-25.02.2007

HOGATRENDS - Trade fair for the hotel and restaurant industry, Karlsruhe
24.02.-27.02.2007

INVENTA - Art of Living - Home, Building, Living, Karlsruhe
22.02.-25.02.2007

RendezVino - and SALON Gourmet - Festival of the senses, Karlsruhe
23.02.-25.02.2007

InterGeo East - Trade Fair and Conference for Landmanagement, Geoinformation, Building, Industry, Environment, Sofia
+ 01.03.-02.03.2007

publika - Home, garden, living, Pforzheim
17.05.-20.05.2007

INTERGEO - Conference and trade fair for geodesy, geoinformation and land management, Leipzig
●+ 25.09.-27.09.2007

offerta - The major regional exhibition for a strong region, Karlsruhe
27.10.-04.11.2007

Arbeitsschutz aktuell - Industrial safety Trade Fair and Congress - A Forum on Prevention, Hamburg
+ 08.10.-10.10.2008

Karlsruher Messe- und Kongress-GmbH

Wedding Days - Everything about the wedding, Karlsruhe
20.01.-21.01.2007

LEARNTEC - International Convention and Trade Fair for Educational and Information Technology, Karlsruhe
13.02.-15.02.2007

fahrrad.markt.zukunft. - Bicycle Market, Karlsruhe
17.03.-18.03.2007

RESALE - International Trade Fair for Used Machinery and Equipment, Karlsruhe
18.04.-20.04.2007

+ Event with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry

Registered Events

INTERPART - International Suppliers Trade Fair for the Automotive, Machine and Construction Energeering Industries, Karlsruhe
09.10.-11.10.2007

Horizont - Tourism and Outdoor Fair/Caravaning and Campsite Fair, Karlsruhe
15.11.-18.11.2007

Kempten

Stadt Kempten (Allgäu)

ALLGÄUER FESTWOCHE - TRADE FAIR - CULTURAL AND SPORTS EVENTS - RURAL TRADITION EXHIBITION IN KEMPTEN (ALLGÄU), Kempten
11.08.-19.08.2007

Köln

Koelnmesse Ausstellungen GmbH

Ecclesia - Church Fittings and Religious Life, Cologne
08.02.-10.02.2007

FARBE - Ausbau & Fassade - Paint - finishing & façade, Cologne
●+ 18.04.-21.04.2007

Inter-Karneval - CARNEVALE EXPO - Trade fair for Carnival and Tradition, Cologne
15.06.-17.06.2007

Philatelia mit MünzExpo - International Fair for Stamps, Coins and Accessories, Cologne
● 20.09.-22.09.2007

International Travel Fair Cologne
30.11.-02.12.2007

House & Home, Cologne
20.11.-23.11.2008

Koelnmesse GmbH

ISM - International Sweets and Biscuits Fair, Cologne
● 28.01.-31.01.2007

imm cologne - The world's leading furniture fair, Cologne
● 15.01.-21.01.2007

didacta - die Bildungsmesse, Trade Fair for Education and Training, Cologne
+ 27.02.-03.03.2007

IDS - International Dental Show, Cologne
● 20.03.-24.03.2007

CARBON EXPO - Global Carbon Market Fair & Conference, Cologne
02.05.-04.05.2007

interzum - The future is all about details, Cologne
● 09.05.-12.05.2007

Eu'Vend - International Fair for the Vending Industry, Cologne
20.09.-22.09.2007

IFMA Cologne
● 13.09.-16.09.2007

Kind + Jugend - International Baby to Teenager Fair, Cologne
● 13.09.-16.09.2007

spoga - International Trade Fair for Sport, Camping and Garden Lifestyle, Cologne
● 02.09.-04.09.2007

Anuga, Cologne
● 13.10.-17.10.2007

COLOGNE FINE ART
31.10.-04.11.2007

EXPONATEC COLOGNE - International Trade Fair for Museums, Conservation and Heritage, Cologne
31.10.-03.11.2007

FSB - International Trade Fair for Amenity Areas, Sports and Pool Facilities, Cologne
● 31.10.-02.11.2007

aquanale - International Trade Fair for Sauna, Pool, Ambience, Cologne
31.10.-03.11.2007

SOLARIA - International Trade Fair for tanning products and equipment, Cologne
01.11.-03.11.2007

domotechnica - International Trade Fair for Household Appliances, Cologne
● 18.02.-21.02.2008

INTERNATIONALE EISENWARENMESSE/PRACTICAL WORLD - INTERNATIONAL HARDWARE FAIR/ PRACTICAL WORLD, Cologne
● 09.03.-12.03.2008

spoga + gafa - International Trade Fair for Sport, Camping and Garden Lifestyle/International Garden Trade Fair, Cologne
● 31.08.-02.09.2008

photokina - World of Imaging, Cologne
● 23.09.-28.09.2008

INTERMOT Köln - International Motorcycles and Scooters Fair, Cologne
08.10.-12.10.2008

Orgatec - Office & Object, Cologne
● 21.10.-25.10.2008

Anuga FoodTec - International trade fair for food and drink technology, Cologne
● 10.03.-13.03.2009

IMB - World of Textile Processing, Cologne
● 21.04.-24.04.2009

Entsorga - Enteco - International Trade Fair for Waste Management and Environmental Technology, Cologne
● 27.10.-30.10.2009

Langen

Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH

DeZooFa - German Pet Trade Fair, Wiesbaden
04.05.-06.05.2007

Interzoo - International Trade Fair for Pet Supplies, Nürnberg
22.05.-25.05.2008

Leipzig

Leipziger Messe GmbH

Leipzig Fair Home - Garden - Leisure The Consumer Fair for the Whole Family/Central German Handicrafts Fair, Leipzig
17.02.-25.02.2007

CADEAUX Leipzig - Spring, Trade Fair for Gifts and Lifestyle Ideas, Leipzig
03.03.-05.03.2007

Leipzig Book Fair
22.03.-25.03.2007

TerraTec - International Trade Fair for Environmental Technologies and Services, Leipzig
● 05.03.-08.03.2007

Z - DIE ZULIEFERMESSE - SUBCONTRACTING FAIR INTERNATIONAL TRADE FAIR FOR PARTS, COMPONENTS, MODULES AND TECHNOLOGIES, Leipzig
● 14.03.-16.03.2007

enertec - International Trade Fair for Energy, Leipzig
05.03.-08.03.2007

therapie Leipzig - Trade Fair and Congress for Therapists
08.03.-10.03.2007

AMI - AUTO MOBIL INTERNATIONAL with AMITEC - Specialist Trade Fair for vehicle components, equipment workshop and services, Leipzig
14.04.-22.04.2007

GC - GAMES CONVENTION - Europe's Leading Fair for Electronic Entertainment, Infotainment, Edutainment and Hardware, Leipzig
22.08.-26.08.2007

CADEAUX Leipzig (Autumn) - Trade Fair for Gifts and Lifestyle Ideas - COMFORTEX, Trade Fair for Interior Design, Leipzig
● 08.09.-10.09.2007

MIDORA Leipzig - Trade Fair for Watches and Jewellery
08.09.-10.09.2007

Pflegemesse Leipzig - Trade Fair and Congress for Hospital and Home Care
11.09.-13.09.2007

SHKG - Exhibition for Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig
24.10.-27.10.2007

baufach - Leipzig Construction Trade Fair
24.10.-27.10.2007

models-hobbies-games. Exhibition for modelling, model railways, creative art and play, Leipzig
12.10.-14.10.2007

GÄSTE - International Trade Fair for the restaurant, hotel and catering business, Leipzig
04.11.-07.11.2007

ORTHOPÄDIE + REHA-TECHNIK - International Trade Show and World Congress for Prosthetics, Orthotics and Rehabilitation Technology, Leipzig
+ 21.05.-24.05.2008

denkmal - European Trade Fair for Conservation, Restoration and Urban Renewal, Leipzig
20.11.-22.11.2008

+ Event with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry

Leipziger Messe International GmbH

LBA - Regional Building Trade Exhibition Saxony-Anhalt, Leipzig
02.03.-04.03.2007

Lindau-Bodolz

Kinold Ausstellungsgesellschaft mbH

Oberfranken-Ausstellung Hof - Regional Exhibition
21.04.-29.04.2007

Niederbayern-Schau Landshut - Regional Exhibition
29.09.-07.10.2007

Oberfranken-Ausstellung Coburg - Regional Exhibition
13.10.-21.10.2007

Passauer Frühling DreiLänderMesse Passau - Regional Exhibition
29.03.-06.04.2008

Messe - Frühling - Rosenheim - Regional Consumer Goods Exhibition
26.04.-04.05.2008

Oberfranken-Ausstellung Bayreuth - Regional Exhibition
11.10.-19.10.2008

Lörrach

Messe Lörrach GmbH

REGIO - Three Countries - one Fair, Lörrach
20.04.-29.04.2007

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH

MAGDEBOOT - Trade Fair for new and used boats, equipment and water sports, Magdeburg
08.03.-11.03.2007

vaQum - International Trade Fair Vacuum Technology and Vacuum Applications, Magdeburg
24.06.-25.06.2008

AIR MAGDEBURG - International trade fair for sport and business aviation, Magdeburg
05.09.-07.09.2008

Mainz

RAM Regio Ausstellungs GmbH

Rheinland-Pfalz-Ausstellung - Mainz - Regional Consumer Goods Exhibition, Mainz
17.03.-25.03.2007

Mannheim

MAG - Mannheimer Ausstellungsgesellschaft mbH

MANNHEIMER MAIMARKT - Exhibition for Industry, Trade, Craftmenship and Agriculture, Mannheim
28.04.-08.05.2007

München

EUROEXPO Messe- und Kongress-GmbH

LogiMAT - International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart
13.02.-15.02.2007

EuroCARGO - International Trade Fair for Freight Transport, Logistics and Telematics
June 2010

GHM Gesellschaft für Handwerksmessen mbH

GARTEN MÜNCHEN - Exhibition for Flower and Garden Lovers, Munich
08.03.-14.03.2007

INTERNATIONALE HANDWERKSMESSE - International Trade Fair for Small and Medium-Sized Enterprises, Munich
08.03.-14.03.2007

ELTEC - Trade Fair for Building Equipment, Light Engineering, Switchgear and Industrial Controls, Nuremberg
20.06.-22.06.2007

HEIM + HANDWERK - Makes your dream of living come true, Munich
01.12.-09.12.2007

DACH+HOLZ - ROOF+TIMBER - International Trade Fair for timber construction and interior works, roof and wall, Stuttgart
●+ 05.03.-08.03.2008

IFH/INTHERM - Trade Fair for sanitary, heating, air conditioning, Nuremberg
16.04.-19.04.2008

iba - International Trade Fair World Market for Baking ... everything for Bakers and Confectioners, Düsseldorf
+ 03.10.-09.10.2009

Messe München GmbH

BAU - International Trade Fair for Building Materials, Building Systems, Building Renovation, Munich
● 15.01.-20.01.2007

C-B-R - Leisure and Travel, Munich
● 22.02.-26.02.2007

inhorgenta europe - International Trade Fair for Watches, Clocks, Jewellery, Precious Stones, Pearls and Technology, Munich
● 23.02.-26.02.2007

ispo winter - International Trade Fair for Sports Equipment and Fashion (Winter), Munich
● 04.02.-07.02.2007

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 Congress for Optical Technologies - Components, Systems and Applications, Munich
● 18.06.-21.06.2007

TRANSPORT LOGISTIC - International Trade Fair for Logistics, Telematics and Transport, Munich
● 12.06.-15.06.2007

EXPO REAL - International Commercial Property Exposition, Munich
● 08.10.-10.10.2007

GOLF EUROPE - International Trade Fair for Golf, Munich
● 07.10.-09.10.2007

MAINTAIN - International Trade Fair for Industrial Maintenance, Munich
16.10.-18.10.2007

SYSTEMS - IT.Media.Communications, Munich
● 23.10.-26.10.2007

Productronica - International Trade Fair for Electronics Production, Munich
● 13.11.-16.11.2007

Analytica - Instrumental Analysis, Laboratory Technology and BioTechnologies. International Trade Fair and Analytica Conference
● 01.04.-04.04.2008

IFAT - International Trade Fair for Water - Sewage - Refuse – Recycling, Munich
● 05.05.-09.05.2008

AUTOMATICA - International Trade Fair for Automation: Assembly - Robotics – Vision, Munich
● 10.06.-13.06.2008

FAIRWAY - Golf Course Congress with Exhibition, Munich
Oktober 2008

electronica - components/systems/applications, Munich
● 11.11.-14.11.2008

Bauma China - International Trade Fair for Construction Machinery, Building Material Machines, Construction Vehicles and Equipment
● 25.11.-28.11.2008

drinktec - World Fair for Beverage and Liquid Food Technology and PETpoint, Munich
● 14.09.-19.09.2009

CERAMITEC - International Trade Fair for Machinery, Equipment, Plant, Processes and Raw Materials for CERAMICS and POWDER METALLURGY, Munich
● Oktober 2009

INTERFORST - International Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows, Munich
● 14.07.-18.07.2010

HOGA Munich - Trade Fair for Gastronomy, Hotel and Catering, Munich
no date yet

Münster

Halle Münsterland GmbH

Kunst- und Antiquitäten-Tage - Antiques Exhibition, Münster
● 21.02.-25.02.2007

IPOMEX - international police meeting and exhibition, Münster
17.04.-19.04.2007

business online, Münster
22.11.-23.11.2007

Spring - Flowers and Leisure fair, Münster
● 20.02.-24.02.2008

+ Event with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry

Registered Events

Nürnberg

AFAG Messen und Ausstellungen GmbH

HOGA Nürnberg - Trade Fair for Gastronomy, Hotel and Catering, Nuremberg
14.01.-17.01.2007

FREIZEIT, GARTEN + TOURISTIK - Boats, Camping, Caravans, Cars with AutoSalon, Nuremberg
24.02.-04.03.2007

afa - Consumer Goods Exhibition, Augsburg
17.03.-25.03.2007

Harz + Heide - Consumer Goods Exhibition, Braunschweig
12.05.-20.05.2007

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

CONSUMENTA Nürnberg - Consumers & Sales Exhibition and Special Display, Nuremberg
27.10.-04.11.2007

GrindTec - International Trade Fair for Grinding Technology, Augsburg
12.03.-15.03.2008

RegioLive Heilbronn - Consumer Goods Exhibition, Heilbronn
29.03.-06.04.2008

AMERICANA - International Fair Western Riding, Western Culture, Augsburg
10.09.-14.09.2008

NürnbergMesse GmbH

BioFach - World Organic Trade Fair, Nuremberg
15.02.-18.02.2007

Vivaness - Trade Fair for Natural Personal Care and Wellness, Nuremberg
15.02.-18.02.2007

embedded world - Exhibition&Conference Nuremberg
13.02.-15.02.2007

Altenpflege+ProPflege - Exhibition and Congress for Nursing, Therapy, Care + Professional Patient Care, Nuremberg
+ 20.03.-22.03.2007

IWA & OutdoorClassics - International Trade Fair for Hunting and Sporting Arms, Outdoor Articles and Accessories, Nuremberg
09.03.-12.03.2007

POWTECH - Int. Trade Fair for Mechanical Processing Technologies and Instrumentation with TechnoPharm Int. Trade Fair for Life Process Tech.Pharma-Food-Cosmetics, Nuremberg
27.03.-29.03.2007

e_procure & supply - Trade Fair and Congress for Procurement and Supply Management Experiences - Solutions - Trends, Nuremberg
25.04.-27.04.2007

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

FachPack + PrintPack + LogIntern - Trade Fair for Packaging Solutions + Trade Fair for Package Printing and Packaging Supplies Production + Trade Fair for In-Plant Logistics, Nuremberg
25.09.-27.09.2007

BRAU Beviale - European Trade Fair for the Beverage Industry, Raw Materials - Technologies - Logistics – Marketing, Nuremberg
14.11.-16.11.2007

EUROGUSS - International Trade Fair for Pressure Die Casting, Nuremberg
11.03.-13.03.2008

fensterbau/frontale - International Trade Fair Window, Door and Facade, Technologies, Components, Prefabricated Units (with HOLZ-HANDWERK), Nuremberg
02.04.-05.04.2008

GaLaBau - International Trade Fair for Urban Green and Open Spaces, Design - Construction - Maintenance, Nuremberg
17.09.-20.09.2008

ENKON dezentral - Trade Fair for decentralized Energy Technology, Business and Efficiency, Nuremberg
Oktober 2008

Spielwarenmesse eG

Spielwarenmesse - International Toy Fair, Nuremberg
01.02.-06.02.2007

Offenbach

Messe Offenbach GmbH

interVIEW First Show Offenbach - The compact B2B Forum of current novelties for the national and global leather goods market, Offenbach
26.01.-28.01.2007

I.L.M. - International Leather Goods Fair Offenbach - Winter Styles, Offenbach
● 23.03.-25.03.2007

I.L.M. - International Leather Goods Fair Offenbach - Summer Styles, Offenbach
● 27.09.-30.09.2007

Offenburg

Messe Offenburg-Ortenau GmbH

BADISCHE WEINMESSE - Regional Wine Exhibition, Offenburg
05.05.-06.05.2007

OBERRHEIN MESSE OFFENBURG - Consumer Goods Fair
29.09.-07.10.2007

eurocheval - European Horse Fair, Offenburg
23.07.-27.07.2008

Pirmasens

Messe- und Veranstaltungsgesellschaft Pirmasens mbH

plw - leather and more - International Fair for leather and shoe components, Pirmasens
03.04.-04.04.2007

BAUmit! - Planning, Building, Living & Energy technologies, Pirmasens
31.08.-02.09.2007

Rendsburg

Werner Fahrenkrog GmbH & Co. KG

FLORA, Rendsburg
12.05.-13.05.2007

NORLA/NORKOFA - Regional Agricultural and Municipal Trade Exhibtion, Rendsburg
20.09.-23.09.2007

Reutlingen

REECO GmbH

DENEX - Trade fair for local energy systems, Kassel
11.05.-13.05.2007

RENEXPO - International trade fair for renewable energy, energy efficient building and renovation. The main focuses are IHE® HolzEnergie, PV-EXPO® and reCONSTRUCT®, Augsburg
27.09.-30.09.2007

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH, HanseMesse

Auto - The Car, Rostock
23.03.-25.03.2007

Stuttgart

Hofmann Messe- und Ausstellungsgesellschaft

Blickfang - Interior and Fashion Design, Stuttgart
16.03.-18.03.2007

Landesmesse Stuttgart GmbH

CMT – Die Urlaubsmesse - Int. exhibition for caravanning, motoring, tourism; with cycling & adventure holidays with hiking, golf & wellness holidays, cruises & ship travel, Stuttgart
13.01.-21.01.2007

MEDIZIN - Trade fair and congress, Stuttgart
26.01.-28.01.2007

INVEST - The trade fair for institutional and private investors, Stuttgart
16.03.-18.03.2007

ISA - Intern.collectors' exh., IWB-Intern.arms exchange; Antiques sales exh., Angling exh. featuring fly-fishing, Inter. coin convention, Stuttgart
23.03.-25.03.2007

Retro Classics - International exchange for historic and classic cars, vintage cars and classic cars, motorcycles, spare parts and restoration, Stuttgart
09.03.-11.03.2007

INTERVITIS INTERFRUCTA - International technology trade fair for wine, fruit and fruit juice, Stuttgart
22.04.-26.04.2007

+ Event with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry

FACHDENTAL LEIPZIG - Trade fair for dental surgeries and laboratories, Leipzig
21.09.-22.09.2007

eltefa - Trade fair for electrical engineering and electronics, Stuttgart
26.09.-28.09.2007

FACHDENTAL SÜDWEST - Trade fair for dental surgeries and laboratories, Stuttgart
26.10.-27.10.2007

SACHSENBACK - Trade fair for bakery and confectionery, Leipzig
27.10.-29.10.2007

südback - Trade fair for the bakery and confectionery trades, Stuttgart
06.10.-09.10.2007

ANIMAL - Trade exhibition for pet ownership, Stuttgart
10.11.-11.11.2007

Familie & Heim - The large shopping and experience exhibition, Stuttgart
17.11.-25.11.2007

HOBBY + ELEKTRONIK - Exhibition for computers and electronics, Stuttgart
15.11.-18.11.2007

Kreativ- & Bastelwelt - The creative trade fair of South Germany, Stuttgart
15.11.-18.11.2007

MODELL SÜD BAU & BAHN - South Germanys large exhibition for modelmaking and model railways, Stuttgart
15.11.-18.11.2007

SÜDDEUTSCHE SPIELEMESSE - South German exhibition for games and toys, Stuttgart
15.11.-18.11.2007

VISION - International trade fair for machine vision and identification technologies, Stuttgart
06.11.-08.11.2007

TV - Textilveredlung und Promotion - trade fair for textile printing, embroidery, transfer and flocking, Stuttgart
25.01.-27.01.2008

INTERGASTRA - International trade fair for hotels, restaurants, catering, confectionery and cafés, Stuttgart
09.02.-13.02.2008

lifestyle - Sales exhibition for amateur gardeners and flower lovers, Stuttgart
03.04.-06.04.2008

PFLEGE & REHA - Trade fair for elderly care, nursing and rehabilitation with accompanying congress, Stuttgart
08.04.-10.04.2008

O & S - International trade fair for surface treatments, Stuttgart
03.06.-05.06.2008

AMB - International exhibition for metalworking, Stuttgart
09.09.-13.09.2008

FLEIFA - Trade fair for the butchers' trade, Leipzig
20.09.-22.09.2008

SÜFFA - Trade fair for the butchers' trade, Stuttgart
05.10.-7.10.2008

interbad - International trade fair for swimming pools, pool and bath technology, saunas, physiotherapy and wellness, Stuttgart
●+ 15.10.-18.10.2008

NewCome - Exhibition and state congress for the establishment of business, succession of business enterprises, young companies and franchise, Stuttgart
05.12.-06.12.2008

R + T - International trade fair for roller shutters, doors/gates and sun protection, Stuttgart
10.02.-14.02.2009

Mesago Messe Frankfurt GmbH

Facility Management - International Exhibition and Conference, Frankfurt/Main
24.04.-26.04.2007

ITeG - International Forum for Healthcare IT, Frankfurt/Main
17.04.-19.04.2007

SMT/HYBRID/PACKAGING - System Integration in Micro Electronics/International Exhibition and Conference, Nuremberg
24.04.-26.04.2007

PCIM - International Exhibition and Conference for Power Electronics, Intelligent Motion, Power Quality, Nuremberg
22.05. – 24.05.2007

Mesago Messemanagement GmbH

SPS/IPC/DRIVES - Electric Automation - Systems and Components - International Exhibition and Conference, Nuremberg
27.11.-29.11.2007

Villingen-Schwenningen

Südwest Messe- und Ausstellungs-GmbH

Südwest Messe - Exhibition for Industry, Craftmenship, Trade and Agriculture, with Prefabricated Houses and Building Show, Villingen-Schwenningen
02.06.-10.06.2007

Wächtersbach

Messe Wächtersbach GmbH

Messe Wächtersbach - Consumer Goods Exhibition, Wächtersbach
12.05.-20.05.2007

Wiesbaden

Messe Frankfurt Ausstellungen GmbH

h & h - handarbeit & hobby - International Trade Fair for Creative Textile Handicraft, Craft and Hobby supplies, Cologne
30.03.-01.04.2007

Marketing Services - The Cross Media Event + DISPLAY, trade fair for P.O.S.-Marketing, PICTA-Picture Agency Fair, Frankfurt
●+ 22.05.-24.05.2007

Wunstorf

AMA Service GmbH

SENSOR+TEST - The Measurement Fair - International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nuremberg
22.05.-24.05.2007

Wuppertal

HIGH END SOCIETY MARKETING GmbH

HIGH END® - THE BEST SOUND.THE BEST PICTURE., Munich
17.05.-20.05.2007

Hong Kong/SVR

Hong Kong Trade Development Council

Hong Kong Fashion Week
● 15.01.-18.01.2007

Hong Kong Toys & Games Fair
● 08.01.-11.01.2007

Hong Kong International Jewellery Show
● 06.03.-10.03.2007

Hong Kong Electronics Fair - Spring Edition
● 14.04.-17.04.2007

Hong Kong Gifts & Premium Fair
● 28.04.-01.05.2007

Hong Kong Houseware Fair
● 21.04.-24.04.2007

Summer Sourcing Show for Gifts, Houseware & Toys
03.07.-06.07.2007

Hong Kong Watch & Clock Fair
● 05.09.-09.09.2007

electronicAsia - International Trade Fair for Components, Assemblies and Electronics Production, Hongkong
● 13.10.-16.10.2007

Hong Kong Electronics Fair - Autumn Edition
● 13.10.-16.10.2007

International Lighting Fair
28.10.-31.10.2007

Hong Kong Optical Fair
● 06.11.-08.11.2007

Moscow

MVK - International Exhibition Company

STROYTECH - International spezialised exhibition of construction technologies, equipment, road-building machinery and materials, Moscow
● 27.02.-03.03.2007

CABEX - CABLE, WIRE AND ACCESSORIES - Internat. specialized Exhibition for Cables, Wiring Accessories and Cable Installation Technologies, Moscow
13.03.-16.03.2007

GEOFORM+: GeoMAP/GeoTECH/GeoTUNNEL/GeoWAY, Moscow
13.03.-16.03.2007

+ Event with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry

Registered Events

ISET/Tool World & FASTTEC - Int. special. exhibition of professional and household tools of all type & equipment, materials, parts & technologies for producing of fastener elements, Moscow
27.03.-30.03.2007

A-TESTex (ANALYTICA EXPO) - International Exhibition of Equipment for Chemical Analysis, Laboratory Furniture and Chemicals, Moscow
● 10.04.-13.04.2007

EuroExpoFurniture/EEM - International specialized trade fair of furniture and accessories, Moscow
● 15.05.-19.05.2007

MASHEX (MASHINOSTROYENIE) - International Exhibition for Machinery Products, Moscow
● 29.05.-01.06.2007

ROSUPAK/LUXPACK/ALUMPACK/PACKMASH/ PHARMAUPACK - International Packaging Industry Trade Fair, Moscow
● 26.06.-29.06.2007

PCV Expo - International Forum of Pumps, Compressors and Valves, Moscow
● 15.10.-18.10.2007

POLYGRAPHINTER - International Specialized Exhibition for Printing Equipment, Technologies, Materials and Services, Moscow
● 16.10.-20.10.2007

WELDEX (ROSWELD) - International specialized exhibition of materials, equipment and technologies for welding, Moscow
30.10.-02.11.2007

WoodExpo/Lestechprodukzia - International Exhibition of Machinery, Equipment and Materials for Timber, Wood-working and Pulp and Paper Industries, Moscow
● 04.12.-07.12.2007

interzum moscow / Interkomplekt - International specialized exhibition of components, accessories and materials for furniture manufacture, Moscow
13.05.-17.05.2008

Verona

Ente Autonomo per le Fiere di Verona

VINITALY/SOL/Enolitech - Int. Exhibition of Wine & Spirits, Olive Oil & Technologies for Viticulture & Oil Production, Quality Extra Virgin Olive Oil Production, Olive Growing, Verona
● 29.03.-02.04.2007

ABITARE IL TEMPO - International Exhibition of Furniture, Furnishing and Interior Design, Verona
20.09.-24.09.2007

MARMOMACC - International Exhibition of Stone, Design and Technology, Verona
● 04.10.-07.10.2007

BUS & BUS Business - International Exhibition of Bus & Coach, Verona
21.11.-24.11.2007

Fieragricola - Biennial International Exhibition of Machinery, Services and Products for Agriculture and Animal Farming, Verona
● 07.02.-10.02.2008

SAMOTER - International triennial Earthmoving and Building Machinery Exhibition, Verona
● 05.03.-09.03.2008

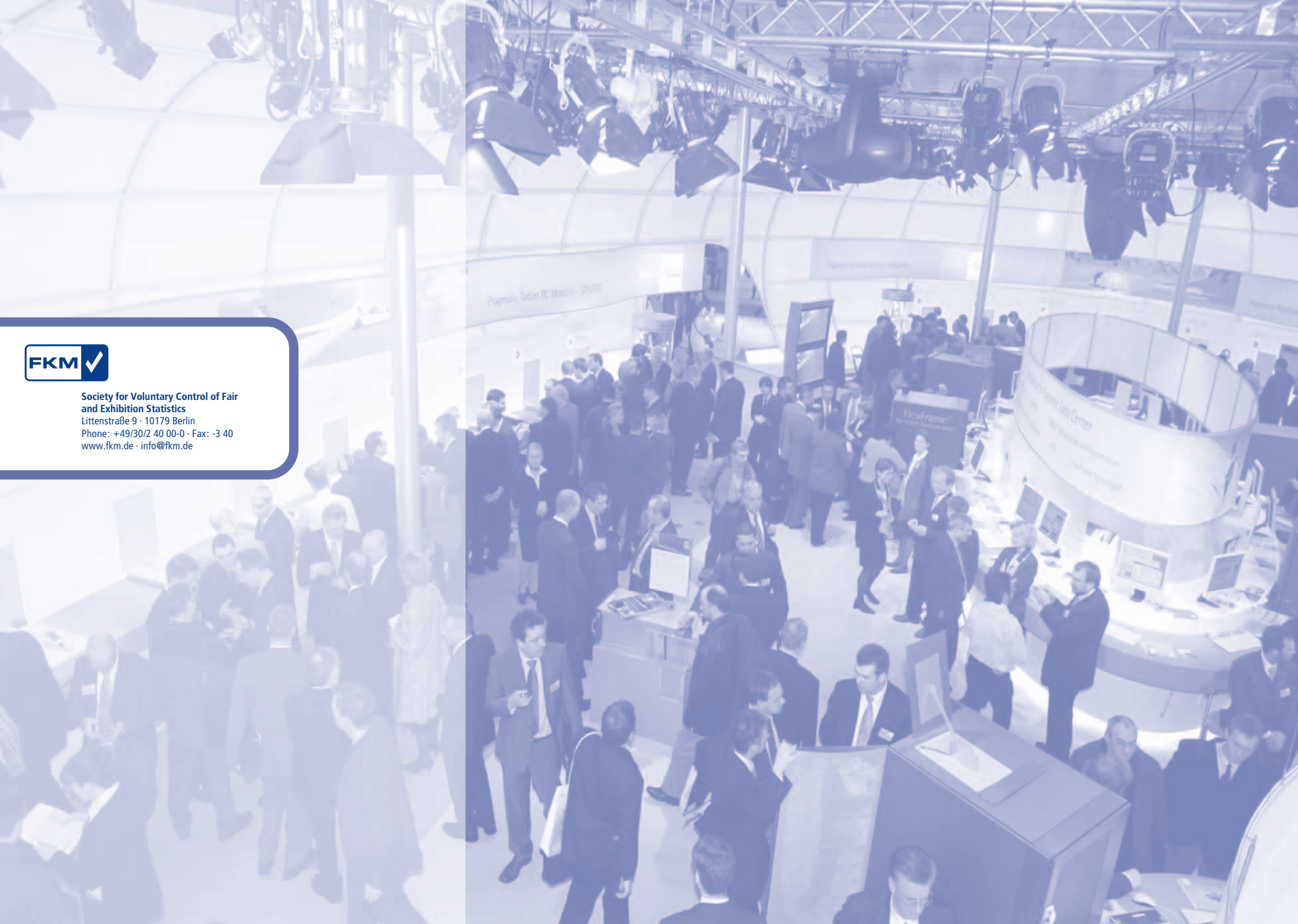
ACQUACOLTURA International - International Exhibition of Fish Products, Breeding, Equipment and Technologies, Verona
Mai 2009

EUROCARNE - International Exhibition for the Meat Industry, Verona
● 14.05.-17.05.2009

Status as of June 2007

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



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