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Audited Trade Fair and Exhibition Figures **Report 2007** 

## The FKM in 2007

The relatively minor number of trade fairs scheduled in 2007 resulted in FKM conducting over 10 % less audits in that year. Nonetheless, in principle German organisers remain keen for the exhibitor, visitor and space statistics of their trade fairs to be audited.

In autumn of 2007 the publishers CMP-WEKA Verlag from Poing became member of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM). They were joined in spring of 2008 by Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH from Munich. Werner Fahrenkrog GmbH from Rendsburg, Gesellschaft für Ausstellungen in Darmstadt mbH from Darmstadt, and FBT Gesellschaft zur Durchführung von Ausstellungen und Kongressen mbH from Bad Dürkheim are no longer members.

Currently 69 organisers in Germany are associates of FKM. In 2007, a total of 245 events in Germany were subject to auditing by FKM.

The number of foreign trade fairs audited by FKM has risen once again. Altogether, the three guest members from abroad, the Verona Trade Fair Company, the Hong Kong Trade Development Council and the Moscow Trade Fair company MVK, have had 29 trade fairs audited. A German associate had also applied for a foreign trade fair to be audited in 2007.

Essentially, every FKM audit takes basic data on exhibitors who have their own stands, rented stand space and visitor numbers into account, in each case differentiating data according to domestic and foreign origin.

FKM's evaluations of visitor patterns have become increasingly important to businesses exhibiting at trade fairs, as they make it possible to pinpoint the groups they can specifically target at these events. Standard analyses for trade visitors and the general public are available at close to 74 % of the events audited. These provide information on visitors' origins, branches of industry, influence on decisions and the duration of their attendance. The previous year this figure was only 70 %.

For businesses exhibiting at trade fairs these analyses are an important instrument aiding preparations, and a means of monitoring success. Statistics on visitor patterns also provide criteria for selecting trade fairs over 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 organisations, for the 19th time, the FKM has published the Euro Fair Statistics brochure. 19 countries have taken part: Austria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Moldova, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden and Ukraine.

For over 1,500 events, with the exception of numbers of visitors, the key indicators are collected in the individual countries according to practically identical criteria. The observation of the rules is checked in each case by one or more auditors or other independent organisations. The brochure is published as a pdf file and can be downloaded at www.fkm.de.

The FKM welcomes and supports the endeavours of the UFI - The Global Association of the Exhibition Industry in the 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.

The FKM plays an active role in the further steps being taken to standardise trade fair statistics on an international basis. It is also involved, together with DIN, the German Institute for Standardisation, in an international working group of ISO on the worldwide standardisation of trade fair terms. The Singapore Standardisation Institute initiated a corresponding process at the end of 2004. At four sessions which took place from 2005 to 2008 in Singapore, Berlin, Hong Kong and Kuala Lumpur, those attending agreed on a catalogue of definitions and assessment methods. A vote on this issue will take place in the course of 2008. To a large extent the aim of FKM and other auditing organisations, namely to achieve conformity of UFI and ISO definitions, has been reached.

**Michael von Zitzewitz** 

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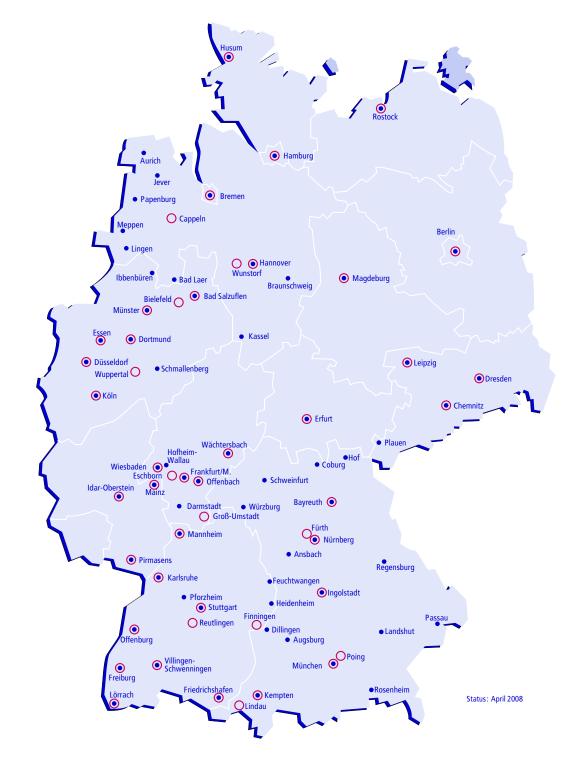
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**Harald Kötter** 

# **Locations**

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



# **Auditor's Certificate**

## A. Audit commission

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

## B. Object, type and scope of the activity

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

## C. Basic legal provisions and documents

The basis for the audit are the statutes and rules of the Society for the Voluntary Control of Fair and Exhibition Statistics (FKM) including amendments as of December 2006.

### D. Result

Our audit did not lead to any objections.

Cologne, 15th March 2008

Ernst & Young AG Wirtschaftsprüfungsgesellschaft Steuerberatungsgesellschaft

Josef Klute
Public accountant

Jörg Brüggemann Public accountant



# **Exhibition Space, Exhibitors, Visitors**

## **Space figures**

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

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

## **Exhibitor figures**

Companies or organisations, 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.

Organisers 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 2007 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

		EKN			Exhibi	tion S	pace Fig	jures	(sq.m.	)			Exhibi	tor fig	ures					Visito	r figur	es
		FKM	Interval (Years)	Duration (Days)	Rented Sp	oace							Exhibitors				Addition represen	ally nted firms		Entries (Explanati	ions see p.	9)
ı	No.	For the complete titles see pp. 116	Interva	Duratio	Hall Domestic		Open A Domestic I		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
		Augsburg																				
	1	afa Augsburg Spring Exhibition	1	9	15.986	683	1.267	27	17.963	4.367	22.330	40.000	481	33	514	12						89.446
	2	Interlift	2	4	6.782	9.604			16.386	230	16.616	32.900	153	304	457	38						18.566
	3	RENEXPO/IHE HolzEnergie/reConstruct	1	4	3.504	1.014	1.595	230	6.343	261	6.604	18.000	211	44	255	11	11	5	16	11.701	672	12.373
		Aurich																				
	4	Weser-Ems-Ausstellung - Reg. Consumer Exh.	4	9	6.749		5.560		12.309	7.675	19.984	28.300	313		313	1						96.611
		Bad Salzuflen																				
	5	ZOW - Furniture Components	1	4	9.248	9.045			18.293		18.293	36.600	317	311	628	36	30	24	54	10.969	7.200	18.169
		Berlin																				
		Art Forum		5	3.944	3.881	17		7.842			11.900	88	91	179	23				15.054	2.430	17.484
•			2		9.541	1.206	118	80	10.945	473	11.418	24.500	262	82	344	25				12.760	1.005	13.765
•	8	FRUIT LOGISTICA		3	7.929	33.861			41.790	513	42.303	72.000	241	1.615	1.856	72				10.056	33.103	43.159
•	9	Import Shop		5	2.973	3.147			6.120	665	6.785	20.000	271	273	544	64				39.047	156	39.203
-		International Green Week		10	36.454	13.186	440		49.640	9.135	58.775		994	485	1.479	56	027	2.740	2.676	419.936	5.963	425.899
•		ITB - International Tourism Exchange		5	29.906	58.356	140		88.402	26		151.000	1.389	5.782	7.171	179	927	2.749	3.676	119.160	36.402	155.562
		ITeG - Int'l forum for Healthcare IT		3	6.230	256			6.486	36	6.522	12.100	271	17	288	11	2	1	3	3.275	245	3.520 3.567
		Moderner Staat SHOWTECH		2	2.748 6.329	1.485	278	150	2.748 8.242	53	2.801 9.087	9.500 16.500	203	4F	203	1	36	24		3.492 5.307	2.033	7.340
•	14	SHOWIECH		3	6.329	1.485	2/8	150	8.242	845	9.087	16.500	242	45	287	20	36	24	60	5.307	2.033	7.340
		Braunschweig																				
	15	Harz + Heide - Consumer Goods Exh.	1	9	10.252	429	3.046	25	13.752	3.956	17.708	29.400	457	28	485	11						61.056
		Bremen																				
		Bremen Classic Motorshow		3	11.300	1.140			12.440	7.065	19.505	34.700	404	53	457	12				28.138	1.202	29.340 *
		CARAVAN		3	8.477	24			8.501		8.501	14.100	71	1	72	2	- 10					7.537
		bike.market.future		2	3.172	224			3.396	5.002	8.398	14.200	115	10	125	6	18		18	0.704	70	9.160
	19	Reiselust - Tourism fair		3	3.033	332			3.365	491	3.856	8.800	216	25	241	14				8.701	70	8.771 '
		Coburg																				
	20	Oberfranken-Ausstellung - Reg. Consumer Exh.	2	9	4.323	545	1.724	30	6.622	2.004	8.626	12.700	218	10	228	6	8		8			40.298
		Darmstadt																				
	21	Hessenschau - Living, Housing, Leisure	1	9	4.440	154	2.201	51	6.846	1.454	8.300	14.300	304	11	315	7						40.313
		Dortmund																				
	22	Boulevard.DORTMUNDER HERBST	1	9	14.893	642			15.535	4.233	19.768	50.700	570	27	597	16				95.862	385	96.247

<sup>+</sup> Events with changing venues

	EKM			Exhib	ition S	pace Fig	ures	(sq.m.)	)			Exhibi	tor fig	ures					Visito	r figur	res
	FKM	(Years)	n (Days	Rented S	pace							Exhibitors	S			Additiona represen			Entries (Explanat	tions see p	o. 9)
No.	For the complete titles see pp. 116	Interval (Years)	Duration (Days)	Hal Domestic		Open Ai Domestic Fo		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	: Foreign	Total
23	CREATIVA	1	5	7.989	700			8.689	2.904	11.593	30.000	415	33	448	10				79.799	1.051	80.850
24	DKM - Finance and Insurance Industry	1	3	8.893	285			9.178		9.178	20.650	344	15	359	7				10.792	128	10.920
25	ELEKTROTECHNIK	2	4	16.261	236			16.497	1.156	17.653	40.000	399	13	412	8				27.226	414	27.640
26	FAHOBA.kreativ	1	3	2.815	203			3.018	100	3.118	6.000	67	5	72	4				2.321	45	2.366
27	HobbyTronic	1	5	1.917				1.917	642	2.559	5.000	66		66	1				48.590	2.450	51.040
28	Inter-tabac	1	3	7.417	1.174			8.591	481	9.072	18.400	158	77	235	21				4.072	1.444	5.516
29	JAGD & HUND - Hunting and Fishing	1	6	8.925	1.878			10.803	3.804	14.607	41.600	351	131	482	30				63.663	7.548	71.211
30	Ordertage Inneneinrichtung - Interior design	1	3	3.159	226			3.385	220	3.605	9.800	64	6	70	6				4.120	50	4.170
31	West German Minerals Days	1	2	1.088	183			1.271	614	1.885	11.200	157	31	188	15						6.110
	Dresden																				
32	auto mobil/Baby plus	1	3	5.779		100		5.879	3.090	8.969	18.900	172		172	1						25.700
33	Dresdner Ostern - Garden, Pet and Handicraft	1	4	3.146	381	250		3.777	9.096	12.873	19.800	245	12	257	5						51.934
34	Dresdner Reisemarkt - Travel Market	1	3	4.672	991	115		5.778	992	6.770	16.500	380	114	494	33	25	7	32			28.500
35	Hunting, Fishing, Riding / Forestry and Wood	1	3	3.025	107	1.832	109	5.073	3.736	8.809	21.100	218	11	229	8						19.75
	Düsseldorf																				
36	A + A	2	4	27.938	26.202	180		54.320	811	55.131	104.100	561	888	1.449	49				42.515	12.771	55.286
37	BEAUTY INTERNATIONAL	1	3	21.641	2.612			24.253	2.513	26.766	63.000	496	104	600	21				49.458	3.780	53.238
38	boot	1	9	55.503	50.688	581	70	106.842	9.989	116.831	221.200	988	653	1.641	55				219.341	42.403	261.74
39	CARAVAN SALON	1	10	71.914	19.125	2.141	175	93.355	2.920	96.275	151.600	446	150	596	21				147.102	18.553	165.655
40	EuroCis	1	3	4.488	542			5.030		5.030	11.500	178	31	209	16				3.355	1.185	4.540
41	EXPOPHARM	1	4	20.916	1.122			22.038	383	22.421	38.200	399	52	451	19	11	2	13	25.516	3.348	28.864
42	GDS - International Shoe Fair / GLS - Spring	1	3	19.575	38.890			58.465	6.227	64.692	137.700	309	912	1.221	38				17.788	15.336	33.124
43	GDS - International Shoe Fair / GLS - Autumn	1	3	18.497	41.116			59.613	5.363	64.976	123.500	314	1.088	1.402	47				14.210	15.211	29.42
44	GIFA	4	5	22.253	21.105	355	122	43.835	4.610	48.445	95.800	336	457	793	44				25.496	26.011	51.507
45	IAM - International Investors' Fair	1	3	3.156	183			3.339	1.594	4.933	12.000	132	46	178	12				8.503	209	8.712
46	IMA	1	3	8.724	889			9.613	150	9.763	14.000	102	37	139	14				7.999	658	8.657
47	K	3	8	72.276	95.210	593	88	168.167	1.228	169.395	263.300	1.131	1.983	3.114	56				105.028	136.972	242.000
48	MEDICA / ComPaMED	1	4	59.523	65.752	230		125.505	1.164	126.669	283.800	1.495	3.273	4.768	65						135.962
49	METEC	4	5	8.177	6.602		6	14.785		14.785	26.500	162	207	369	29				7.731	8.111	15.842
50	NEWCAST	2	5	1.631	3.794			5.425	1.049	6.474	12.900	57	247	304	33				1.845	1.823	3.668
	ProWein	1	3	16.243	20.880			37.123	1.737	38.860	73.800	782	2.276	3.058	43	20	359	379	23.413	8.226	31.639
	PSI Messe		3	19.344	15.890			35.234	166		60.800	463	434	897	30	1	9	10	6.804	11.750	18.554
	REHACare International	1	4	23.147	7.355			30.502	1.800	32.302	70.500	527	293	820	31				41.200	5.618	
54	THERMPROCESS	4	5	5.574	3.085			8.659	1.098		18.900	165	123	288	31				3.842	3.182	7.024
55	TourNatur	1	3	3.578	510			4.088	1.831		15.800	207	61	268	15				38.587	787	39.374
56	viscom Düsseldorf	1	3	5.257	4.224	50		9.531	842	10.373	20.800	187	139	326	27				6.792	1.794	8.586

		FKM 🗸	<u></u>	(5	Exhib	ition S	pace Figur	res (	(sq.m.)				Exhibi	itor fig	ures				Visito	r figur	es
		FRIVI	(Years	ration (Days)	Rented S	pace							Exhibitors	s			Additionally represented firms		Entries (Explanat	ions see p.	. 9)
	No.	For the complete titles see pp. 116	Interval (Years)	Duratio	Hal Domestic		Open Air Domestic Fore	eign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	<b>Domestic Foreign</b>	Total	Domestic	Foreign	Total
		Erfurt																			
	57	Haus + Technik - House building, Living and Modernizing	1	3	2.437	83	94	10	2.624	296	2.920	7.150	167	5	172	4					4.399 *
	58	International Pedigree Dog Show	2	2	1.194	21	329		1.544	9.375	10.919	23.600	73	3	76	3					17.140 *
	59	naro.tech	2	4	501	15	21		537	166	703	3.850	52	2	54	2			3.420	242	3.662 *
	60	Reisen & Caravan - Travel & Caravaning	1	4	6.331	540			6.871	553	7.424	15.000	211	53	264	9					29.030
	61	Riding - Hunting - Fishing	1	3	3.666	222	526		4.414	2.989	7.403	16.200	175	12	187	8					25.126 *
	62	Thüringen-Ausstellung - Reg. Consumer Exh.	1	9	10.929	312			11.241	3.000	14.241	23.000	677	11	688	6					70.035 *
		Essen																			
•	63	EQUITANA		9	25.050	7.648			32.698	12.063		95.700	608	232	840	34			159.226	14.791	174.017 *
	64	E-world energy & water		3	9.995	2.215			12.210	84	12.294	28.300	305	103	408	18			9.510	1.600	11.110 *
	65	FIBO		4	19.339	10.070			29.409	2.128	31.537	65.700	270	171	441	33			35.922	6.340	42.262 *
	66	Golf Essen		3	1.752	296			2.048	1.200	3.248	5.750	62	10	72	7					11.983 1)
	67	HAUS + GARTEN - Spring and Leisure Fair	1		5.665	100			5.765	3.485	9.250	24.000	259	5	264	5			25.000	40.702	48.273 *
	68	IPM - Int. Trade Fair for plants		4	23.515	17.481			40.996	2.907	43.903		653	563	1.216	38			35.898	10.783	46.681 *
	69	MODE-HEIM-HANDWERK		9	13.292	979			14.271	6.610	20.881	55.000	589	35	624	17			156.320	786	157.106 *
	70	REISE/CAMPING - Travel & Tourism START		5	29.006 3.250	2.320			31.326 3.450	760	32.086	85.000	518 253	199 15	717 268	31 12	15	15	97.713	1.187	98.900 * 4.967
	<u>/</u> 1	SIAKI		3	3.230	200			3.430	1.718	5.168	9.200	255	15	200	12	15	13			4.907
		Frankfurt/Main																			
•		Ambiente		5		111.313			194.338	1.674	196.012		1.467	3.130	4.597	86			86.934	58.330	145.264 *
•	73	•		5	5.245	3.461			8.706	288		20.700	150	230	380	30			5.845	4.231	10.076 *
•	74	Christmasworld		5	24.324	26.770			51.094	2.359	53.453		318	709	1.027	37			13.906	16.324	30.230 *
	75	Collectione		4	8.665	8.409			17.074		17.074		100	81	181	24			2.677	2.341	5.018 *
	76	FACILITY MANAGEMENT	1	3	2.599	103			2.702	130	2.832	6.100	159	8	167	4	2	2	2.926	183	3.109
	77	Heimtextil	1			106.903			142.189	4.109	146.298		473	2.390	2.863	68			30.982	54.842	85.824 *
•	78	IFFA		6	30.561	28.365			58.926	1.113	60.039		443	465	908	48			31.971	29.093	61.064 *
•	79	ISH		5	101.417	61.699	753 2	216	164.085	1.919	166.004		1.118	1.253	2.371	58			168.252	49.411	217.663 *
+•	80	Marketing Services		3	7.165	1.128			8.293	2.255	10.548		415	50	465	19					8.480
•	81	Musikmesse	1		19.642	30.143	302	28	50.115	7.733	57.848		552	1.051	1.603	47			54.969	23.558	78.527 *
•	82	Paperworld	1		31.225	49.909			81.134	3.748	84.882		541	1.882	2.423	64			26.603	33.857	60.460 *
		Prolight + Sound		4	12.602	17.566	74 1	146	30.388	4.833	35.221		316	479	795	42			17.017	10.430	27.447 *
_		Techtextil		3		15.283			25.483	221	25.704		379	695	1.074	42			9.838	11.093	20.931 *
•	85	Tendence Lifestyle	1	5	56.446	46.384			102.830	2.062	104.892	204.000	1.299	1.711	3.010	76			51.254	20.487	71.741 *
		Freiburg																			
		Baden Messe - Reg. Craft and Industry Exh.	3	9	8.939	321	6.515	36	15.811	1.669	17.480	37.100	451	17	468	6					72.368
	87	CFT - Camping, Leisure, Tourism	1	9	10.878	733	5.265		16.876	1.355	18.231	32.100	335	47	382	8					52.172
•	88	Intersolar	1	3	13.688	5.670	1.040		20.398		20.398	34.000	402	240	642	33					31.964

		FKM 🗸	~	(1)	Exhibition	on S	pace Fi	gures	(sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
		FRIVI	(Years	n (Days	Rented Spac	ce							Exhibitors	5			Additiona represent			Entries (Explanat	ions see p	. 9)
	No.	For the complete titles see pp. 116	Interval (Years)	Duration (Days)	Halls Domestic Fo	oreign	Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
	89	Kulturbörse - Int. Fair for Productions and Music	1	3	1.709	252			1.961	4.834	6.795	14.000	247	39	286	7						3.365
	90	Plaza Culinaria	1	3	4.984	484			5.468	174	5.642	12.000	220	28	248	5						26.145
		Friedrichshafen																				
-	91	AERO	2	1	14.550 10	0.372	4.529	5.189	34.640	818	25 /50	73.200	323	222	545	25				28.404	14.698	43.102
-	92	EUROBIKE	1			1.281	1.682	489	42.288	5.290	47.578	80.800	278	577	855	37	6	76	82	34.633	21.773	56.406
	93	IBO - Consumer Goods Exh.	1		10.030 21	941	415	52	12.325	2.915	15.240	42.500	376	49	425	9	21	3	24	73.688	1.427	75.115
	94	INTERBOOT	1			0.620	2.740	1.041	33.203	3.759	36.962	76.100	429	147	576	20	13	100	113	73.236	21.507	94.743
	95	OutDoor	1			0.961	350	406	31.934	17.359	49.293	81.900	165	565	730	39	3	63	66	7.728	9.370	17.098
	96	TUNING WORLD BODENSEE	1			1.037	416	104	15.515	21.100		77.000	214	28	242	10				86.023	14.354	100.377
		Hamburg																				
	97	DU UND DEINE WELT / MODELLBAUWELT	1	9	19.518	2.859			22.377	5.064	27.441	60.700	677	96	773	41	5	1	6	140.329	847	141.176
	98	hanseboot	1	9	24.151 12	2.253	2.050	2.194	40.648	2.004	42.652	83.500	612	163	775	26	3	1	4	100.377	5.172	105.549
	99	INTERNORGA	1	6	42.009	6.987	636		49.632	1.041	50.673	82.300	806	167	973	23	3	3	6	113.009	3.735	116.744
	100	REISEN HAMBURG - Tourism & Caravaning	1	5	23.639	3.881	99		27.619	2.518	30.137	55.800	829	375	1.204	76	21	38	59	76.907	777	77.684
	101	USSIFA - Watches, Jewels, Pearls	1	3	2.498	120			2.618	72	2.690	3.800	100	5	105	5						3.019
		Hannover																				
	102	ABF - Leisure and Sales Exhibition	1	15	38.192	1.167	339		39.698	6.600	46.298	99.900	723	55	778	23						134.041
•	103	AGRITECHNICA	2	5	115.293 56	6.250	7.833	1.194	180.570	2.600	183.170	303.700	1.268	920	2.188	36	53	46	99	267.834	72.922	340.756
•	104	BIOTECHNICA	1	3	10.238	2.744			12.982	141	13.123	28.400	574	261	835	29				10.011	2.379	12.390
•	105	DOMOTEX	1	4	24.013 67	7.744			91.757	5.701	97.458	167.100	257	1.079	1.336	58				17.894	25.644	43.538
+	106	EMO	2	6	74.650 104	4.102			178.752	1.406	180.158	291.900	876	1.244	2.120	42				107.392	59.108	166.500
	107	EnergieSparTage	1	3	897	34	62		993	338	1.331	3.650	67	2	69	2						1.779
	108	Infa - Information and Sales Exhibition	1	9	26.238	2.139	758		29.135	4.948	34.083	92.000	1.077	72	1.149	26						191.121
•	109	LIGNA	2	5	56.121 66	6.689	8.197	4.006	135.013	13.787	148.800	225.200	804	1.028	1.832	49				61.471	45.808	107.279
	110	Pferd & Jagd - Equestrian Sport, Hunting, Fishing	1	4	17.015	1.106	780	36	18.937	3.270	22.207	79.400	654	62	716	21						76.924
		11.21.1.1.2																				
	444	Heidenheim			2.450		4.00		4 000	4.000	F 000	40.000	242				40					20.775
	111	KONTAKTA - Reg. Consumer Exhibition	2	6	3.456	10	1.167		4.633	1.206	5.839	40.000	319	1	320	2	18		18			39.556
		Hof																				
	112	Oberfranken-Ausstellung Hof - Reg. Consumer Exh.	2	9	5.737	220	1.961	121	8.039	1.521	9.560	15.900	275	13	288	6	17		17			34.244
		Hofheim - Wallau																				
	113		1	3	3.460	897			4.357	400	4.757	7.000	149	44	193	19	11	2	13	1.240	261	1.501
-	114	InNaTex - Natural and organic textiles (July)		3	3.436	605			4.041	400	4.441	7.000	150	29	179	22	9	2	11	1.140	198	1.338
		3																				

		FKM 🗸	-	(5	Exhib	ition S	pace Fig	ures	(sq.m.)				Exhibi	tor fig	ures					Visito	r figur	es
		FRIVI	(Years	n (Days	Rented S	pace							Exhibitors	•			Addition represen	ally Ited firms		Entries (Explanati	ons see p.	9)
N	lo.	For the complete titles see pp. 116	Interval (Years)	Duration (Days)	Hal Domestic		Open A Domestic Fo		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
		Husum																				
1	15	Husum Wind	2	5	9.961	3.484	677	143	14.265	900	15.165	24.500	468	178	646	26				11.737	4.362	16.099 *
11	16	Nord Gastro & Hotel	1	2	2.745	62			2.807	200	3.007	6.000	154	6	160	3	1		1			4.190 *
		Idar-Oberstein																				
11	17	INTERGEM	1	4	1.928	132			2.060	120	2.180	4.000	144	9	153	8				2.272	592	2.864
		Karlsruhe																				
1	18	Giardina - Garden and Lifestyle	1	4	6.394	100			6.494	150	6.644	12.500	154	4	158	4	1		1			43.019
1	19	Hogatrends	2	4	5.788	262			6.050	1.045	7.095	12.500	200	9	209	7	6	1	7			15.668 *
13	20	Horizont - Tourism and Outdoor Fair	1	4	9.140	412			9.552	133	9.685	24.000	195	30	225	10	21		21			16.248 *
13	21	Inventa	1	4	5.750	312			6.062	525	6.587	12.500	247	16	263	5	4		4			38.456 *
13	22	Karlsruher Hochzeitstage - Wedding Days	1	2	1.587	9	140		1.736	190	1.926	6.200	155	1	156	2						4.800
13	23	LEARNTEC	1	4	3.638	364			4.002	500	4.502	17.000	233	31	264	13				6.020	981	7.001 *
12	24	Offerta	1	9	25.090	1.649	600		27.339	2.206	29.545	52.000	846	46	892	11	1		1	135.913	1.930	137.843 *
13	25	RESALE	1	3	5.001	2.862	1.466	312	9.641		9.641	22.500	293	191	484	30				3.224	6.770	9.994 *
13	26	Salon Gourmet / Rendez Vino	1	3	1.243	433			1.676	1.073	2.749	6.250	147	40	187	6						24.303
		Kassel																				
13	27	DENEX	1	3	1.669	60	231	57	2.017	210	2.227	4.800	106	13	119	5	10	1	11	2.691	27	2.718 *
		Kempten																				
13	28	Allgäuer Festwoche - Rural Tradition Exh.	1	9	5.682	283	8.017	61	14.043	763	14.806	26.000	372	16	388	4				96.254	972	97.226 *
		Köln																				
• 13	29	Anuga	2	5	38.976	112.490			151.466	2.017	153.483	304.000	921	5.402	6.323	95	186	286	472	71.292	92.056	163.348 *
• 13	30	aquanale/FSB/SOLARIA	2	3	20.893	19.786			40.679	1.916	42.595	104.000	356	428	784	42	55	52	107	17.480	11.176	28.656 *
13	31	CARBON EXPO	1	3	317	1.575			1.892	120	2.012	6.500	33	172	205	62	2	15	17	504	2.958	3.462
13	32	Cologne Fine Art	1	5	6.918	627			7.545	929	8.474	29.100	157	17	174	11						13.071
+ 13	33	didacta	1	5	26.673	927			27.600	5.319	32.919	74.300	669	50	719	21	58	7	65	92.582	2.569	95.151 *
13	34	ecclesia	1	3	1.823	176			1.999	341	2.340	8.500	173	17	190	8						2.577
		Eu'Vend		3	4.943	1.246			6.189	2.292	8.481	16.000	138	78	216	17	9	2	11	3.104	2.004	5.108 *
		EXPONATEC COLOGNE		4	2.483	497			2.980	650	3.630	8.300	102	28	130	13	33	37	70			2.402
		FARBE - Paint - Finishing & Facade		4	23.573	2.290			25.863	1.297	27.160		357	66	423	22	30	1	31	42.578	5.247	47.825 *
		handarbeit & hobby		3	5.140	2.838			7.978	690		17.000	105	106	211	27	1		1	6.901	2.308	9.209
		IDS - International Dental Show		5	32.980	25.676			58.656	348	59.004		619	1.026	1.645	55	47	50	97	64.209		100.522 *
		IFMA Cologne		4	15.703	6.405			22.108	15.040	37.148		253	258	511	35	76	27	103	42.444	5.358	47.802 *
		imm cologne - Int. furniture fair		7	71.094	83.706			154.800		159.765		405	824	1.229	54	11	8	19	76.389	29.595	105.984 *
14	42	InterKarneval	1	3	1.545	281			1.826	19.724	21.550	33.300	99	8	107	4						11.490 *

<sup>+</sup> Events with changing venues

	FKM 🗸	(:	2)	Exhib	ition S	pace Fig	ures	(sq.m.)				Exhib	itor fig	ures					Visito	r figur	es
	FRIVI	l (Years	n (Days	Rented S	pace							Exhibitor	s			Addition represen	ally ited firms		Entries (Explanat	ions see p	. 9)
N	o. For the complete titles see pp. 116	Interval (Years)	Duration (Days)	Hal Domestic		Open Ai Domestic Fo		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
• 14	3 interzum	2	4	26.609	38.296			64.905	2.934	67.839	148.200	338	882	1.220	62	81	59	140	14.982	35.305	50.287
• 14	4 ISM - International Sweets and Biscuits Fair	1	4	17.487	36.655			54.142		54.142	115.600	254	1.242	1.496	70	36	70	106	14.568	21.389	35.957
• 14	5 Kind + Jugend - Baby to Teenager Fair	1	4	15.446	25.762			41.208	740	41.948	80.000	167	569	736	39	5	3	8	4.834	11.906	16.740
• 14	6 Philatelia und MünzExpo	1	3	1.470	244			1.714	180	1.894	8.000	105	24	129	18						4.156
14	7 REISEMESSE KÖLN INTERNATIONAL	1	3	4.625	1.758			6.383	1.370	7.753	20.800	307	115	422	35	25	3	28			16.690
• 14	8 spoga	2	3	21.910	61.938			83.848	1.539	85.387	168.000	302	1.170	1.472	56	7	52	59	10.916	16.645	27.561
14	Landshut 9 Niederbayern-Schau - Reg. Consumer Exh.	2	9	11.596	775	8.142	32	20.545	4.800	25.345	43.100	574	21	595	4	35	4	39			101.085
	Leipzig																				
15	O AMI - AUTO MOBIL INTERNATIONAL mit AMITEC	1	9	32.914	29.660	35		62.609	19.924	82.533	120.800	383	72	455	20				223.929	20.535	244.464
15	1 Baufach - Construction Trade Fair	2	4	5.637	181			5.818	198	6.016	20.500	249	17	266	8	1		1	17.655	565	18.220
15	2 CADEAUX - March	1	3	9.812	443			10.255	695	10.950	30.800	350	20	370	13	1		1			9.075
15	3 CADEAUX - September/Comfortex	1	3	14.177	555			14.732	1.899	16.631	48.200	482	28	510	14		4	4	11.694	228	11.922
15	4 enertec	2	4	3.506	160	25		3.691	699	4.390	13.400	208	17	225	11	3		3	9.601	657	10.258
15	5 Fachdental Leipzig	1	2	3.993	142			4.135		4.135	10.000	167	15	182	10	7		7			4.689
15	6 GC - Games Convention	1	5	34.138	3.758	2.084	276	40.256	10.108	50.364	113.000	315	188	503	31	29	3	32			185.010
15	7 GÄSTE	2	4	8.429	197			8.626	1.023	9.649	20.000	327	14	341	6	4		4	19.429	316	19.745
15	8 Haus-Garten-Freizeit/mitteldeutsche Handwerksmesse/ImmobilienMesse	1	9	23.363	1.630			24.993	5.943	30.936	68.300	986	67	1.053	15	7		7			170.605
+• 15	9 INTERGEO	1	3	8.810	3.052	49	44	11.955		11.955	24.000	363	141	504	28	6	5	11	14.107	1.851	15.958
16	0 Leipzig Book Fair	1	4	11.889	1.288			13.177	9.618	22.795	65.000	1.714	449	2.163	35	9		9	120.603	1.588	122.191
16	1 MIDORA	1	3	3.842	164			4.006	474	4.480	10.300	140	40	180	23				2.641	124	2.765
16	2 modell-hobby-spiel	1	3	9.903	510			10.413	21.087	31.500	70.200	454	32	486	10	2		2	92.674	1.988	94.662
16	3 Pflegemesse - Hospital and Home Care	2	3	5.442	232			5.674	877	6.551	18.500	281	12	293	7	4	1	5	11.909	132	12.041
16		1	3	7.781	268			8.049	2.041	10.090	20.500	219	10	229	6	11	4	15			10.701
16	5 SHKG	2	4	9.178	644			9.822	144	9.966	20.500	206	19	225	9	4		4	19.510	419	19.929
16	6 TerraTec	2	4	4.760	496	60		5.316	840	6.156	20.300	274	71	345	19				10.779	1.040	11.819
16	•	2	3	2.422	221			2.643	447	3.090	7.000	149	12	161	7	1		1	9.740	118	9.858
16	8 Touristik & Caravaning mit bike.market.future	1	5	25.255	3.350			28.605	7.080	35.685	63.000	803	308	1.111	52	90	26	116	71.761	288	72.049
16	9 Z - Subcontracting Fair	1	3	3.650	1.919			5.569	381	5.950	14.000	305	179	484	20				5.440	659	6.099
17	Lingen (Ems)  0 Emsland-Schau Lingen - Reg. Consumer Exh.	4	9	3.506	24	2.494		6.024	1.143	7.167	12.700	248	3	251	4						72.141
	Lörrach																				
17	1 REGIO - Reg. Consumer Exh.	1	10	8.370	485	1.782	131	10.768	6.665	17.433	27.000	436	38	474	6				43.912	7.327	51.239

		EKN			Exhibi	tion S	pace Fi	gures	(sq.m.	)			Exhibi	tor fig	ures					Visito	r figur	es
		FKM	Interval (Years)	n (Days	Rented Sp	oace							Exhibitors				Additiona represent			Entries (Explana	tions see p	9)
	No.	For the complete titles see pp. 116	Interval	Duration (Days)	Hall Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
		Magdeburg																				
	172	LBA - Reg. Building Trade Exhibition	1	3	1.729	9	193		1.931	523	2.454	7.750	122	1	123	2	1		1			3.946
	173	MAGDEBOOT	1	4	3.276	8	551		3.835		3.835	9.200	135	2	137	2						10.414
		Mainz																				
	174	Rheinland-Pfalz-Ausstellung - Reg. Consumer Exh.	1	9	15.511	622	3.461	25	19.619	3.139	22.758	39.200	797	23	820	12						80.497 *
		Mannheim																				
	175	MANNHEIMER MAIMARKT - Reg. Consumer Exh.	1	11	34.700	1.926	32.949	274	69.849	5.123	74.972	180.900	1.384	70	1.454	19				338.315	678	338.993 *
		BACK II																				
	470	München		_	00.551	40.005			440.045	4.000	442.045	400.000	4.44=	407	4.000					472.047	20.000	200 047 *
	176	BAU	2		90.264	19.925	28	120 402	110.217	1.826	112.043		1.417	485	1.902	39	3	1	4	172.047	36.900	208.947 *
	177 178	BAUMA C-B-R - Leisure and Travel	1		72.995 20.962	59.202 7.621	135.539	129.182	396.918 28.736	716	397.634 36.207	75.300	1.359 845	1.643 626	3.002 1.471	49 65	65	39	104	346.051 105.418	155.472 3.260	501.523 * 108.678 *
	179	EXPO REAL - Intl. Commercial Property Exposition		3	25.755	10.957	100		36.712	7.471 2.178	38.890	63.000	1.320	484	1.804	43	17	39	104	28.831	11.891	40.722 *
	180	Garten München		7	6.785	873			7.658	1.070	8.728	18.620	175	28	203	9	16	1	17	53.812	1.098	54.910 *1
•	181	GOLF EUROPE		3	3.521	6.210			9.731	4.005	13.736	27.500	103	185	288	28	10	•	- ''	2.691	2.739	5.430 *
Ĭ	182	HEIM + HANDWERK / Int. Modellbahnausstellung	1	9	28.087	3.742			31.829	5.862	37.691	75.000	851	124	975	23	5	2	7	134.378	2.742	137.120 *
	183	HIGH END		4	8.054	1.464			9.518	109	9.627	15.400	156	64	220	21				10 1107 0		12.715
•	184	inhorgenta Europe	1		22.251	6.746			28.997	1.153	30.150	64.500	746	440	1.186	42				21.386	9.547	30.933 *
	185	Internationale Handwerksmesse	1	7	28.207	4.219			32.426	9.407	41.833	77.000	872	202	1.074	34	13	1	14	162.346	3.873	166.219 *1
•	186	ispo - winter	1	4	23.872	69.803			93.675	10.750	104.425	175.500	277	1.550	1.827	47				25.494	38.690	64.184 *
	187	Jagen + Fischen - Exh. for Hunters and Fishermen	2	5	6.468	859			7.327	4.746	12.073	28.900	276	65	341	19	1		1	38.899	932	39.831 *
•	188	LASER - World of Photonics	2	4	11.986	6.305			18.291	834	19.125	34.500	471	537	1.008	36	12	25	37	12.824	11.455	24.279 *
	189	MAINTAIN	1	3	5.163	305			5.468		5.468	9.600	222	24	246	10				4.081	592	4.673
•	190	Productronica	2	4	39.193	18.038			57.231	758	57.989	110.000	870	555	1.425	36	11	41	52	22.375	18.131	40.506 *
•	191	SYSTEMS	1	4	19.746	1.938			21.684	1.259	22.943	55.000	935	171	1.106	29	3	1	4	38.325	2.885	41.210 *
•	192	transport logistic	2	4	31.651	13.414	5.888	1.763	52.716		52.716	89.800	966	616	1.582	57				33.391	14.245	47.636 *
		Münster																				
	193	business online		2	1.770				1.770	777	2.547	5.400	99		99	1						1.760
		IPOMEX		3	1.760	106	22	30	1.918	2.525	4.443	7.400	88	8	96	7				1.931	43	1.974
	195	Kunst- und Antiquitäten-Tage - Antiques Exh.	1	5	1.718	80			1.798	160	1.958	5.400	64	3	67	4						4.700
		Nürnberg																				
+		Altenpflege+ProPflege	1		26.009	1.118			27.127	377	27.504		695	47	742	15				39.766	812	40.578 *
		BioFach / Vivaness		4		19.729			39.831	2.190	42.021		809	1.738	2.547	81				30.692	14.777	45.469 *
		BRAU Beviale		3		16.522			42.560	96	42.656		860	556	1.416	46				24.808	9.648	34.456 *
	199	CONSUMENTA - Consumer Goods Exh.	1	9	27.119	2.910			30.029	15.644	45.673	84.400	917	98	1.015	19						158.697 *

	EKNA	_		Exhibit	ion S	pace Figures	(sq.m.	)			Exhib	itor fig	jures					Visito	r figur	es
	FRIVI	(Years)	n (Days	Rented Spa	ice						Exhibitor	S			Addition represer	ally ited firms		Entries (Explanat	ions see p.	. 9)
No.	For the complete titles see pp. 116	Interval (Years)	Duration (Days)	Halls Domestic F		Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
200	e_procure & supply	1	3	2.737	132		2.869	342	3.211	6.500	135	8	143	6				2.909	219	3.128
201	ELTEC	2	3	10.145	112		10.257	925	11.182	20.000	239	7	246	7				10.750	332	11.082
202	embedded world	1	3	9.650	3.004		12.654		12.654	25.000	352	238	590	29				11.213	2.462	13.675
203	EUROPEAN COATINGS SHOW	2	3	14.275	11.615		25.890	268	26.158	49.000	337	501	838	43				9.304	13.487	22.791
204	FachPack/PrintPack/LogIntern	1	3	41.738	6.060		47.798	457	48.255	88.500	1.076	252	1.328	31				28.033	5.942	33.975
205	FREIZEIT, GARTEN + TOURISTIK mit Auto-Salon	1	9	34.349	2.596		36.945	5.459	42.404	71.300	650	133	783	16						143.509
206	HOGA Nürnberg	2	4	15.139	670		15.809	4.472	20.281	37.000	423	37	460	9				33.404	337	33.741
207	IWA & OutdoorClassics	1	4	10.983	19.793		30.776	553	31.329	55.600	283	772	1.055	48				12.549	18.357	30.906
208	PCIM	1	3	3.244	1.966		5.210	150	5.360	10.500	118	131	249	22	12	45	57	4.130	2.128	6.258
209	POWTECH/TechnoPharm	1,5	3	19.322	5.434		24.756		24.756	50.600	717	286	1.003	27				12.480	5.503	17.983
210	SENSOR + TEST	1	3	7.457	1.830		9.287	4.979	14.266	23.000	426	184	610	27				6.755	1.916	8.671
211	SMT / HYBRID / PACKAGING	1	3	11.010	2.273		13.283	351	13.634	26.900	439	152	591	25	13	72	85	17.864	6.607	24.471
212	Spielwarenmesse - International Toy Fair	1	6	50.247	53.395		103.642	658	104.300	157.100	883	1.884	2.767	60	8	12	20	40.595	40.707	81.302
213	SPS/IPC/DRIVES	1	3	47.349	6.016		53.365	333	53.698	87.900	1.053	268	1.321	32	85	72	157	38.533	7.429	45.962
214	Stone+tec	2	4	17.643	20.580		38.223		38.223	70.500	340	623	963	43				29.574	10.939	40.513
	Offenbach																			
215	I.L.M. Summer Styles - Int. Leather Goods Fair	1	4	8.845	2.848		11.693	800	12.493	18.400	148	90	238	18				4.948	1.104	6.052
216	I.L.M. Winter Styles - Int. Leather Goods Fair	1	3	8.710	2.594		11.304	800	12.104	18.000	142	77	219	14				3.766	890	4.656
217	InterVIEW First Show	1	3	5.480	879		6.359	400	6.759	14.000	82	29	111	11				1.628	314	1.942
	Offenburg																			
218	Badische Weinmesse - Reg. Wine Exh.	1	2	1.319			1.319	1.271	2.590	6.100	139	1	140	2				3.019	93	3.112
219	OBERRHEIN-MESSE - Consumer Exh.	1	9	10.510	686	10.568 40	21.804	4.141	25.945	53.200	483	24	507	9	11	2	13	75.175	7.891	83.066
	Pforzheim																			
220	publika - Home, garden, living	2	4	3.723	60	2.325	6.108	295	6.403	15.000	236	4	240	3						18.278
	Pirmasens																			
221	Bau mit! Building and Construction	2	3	1.230		501	1.731	40	1.771	5.400	123		123	1						2.489
222	plw - leather and more	1	2	890	87		977	135	1.112	6.200	29	6	35	4	1	54	55	156	14	170
	Rostock																			
223	AUTO Rostock	1	3	5.549			5.549	4.000	9.549	14.200	84		84	1						15.685
	Stuttgart																			
224	ANIMAL	1	2	2.909	60		2.969	21.584	24.553	37.300	150	5	155	4				39.228	396	39.624
225	Blickfang - Interior and fashion design	1	3	972	223		1.195	113	1.308	3.800	115	23	138	5						12.050
226	CMT - The Holiday Exhibition	1	9	31.669	2.965		34.634	1.254	35.888	56.400	1.050	435	1.485	42	94	33	127	159.227	1.608	160.835

		EKM			Exhibi	tion S	pace Figure	s (sq.m	.)			Exhibi	tor fig	ures					Visito	r figur	es
		FKM	Interval (Years)	Duration (Days)	Rented S <sub>1</sub>	oace						Exhibitors	•			Additiona represent			Entries (Explanat	ions see p.	9)
N	o.	For the complete titles see pp. 116	Interval	Duratio	Hall Domestic		Open Air Domestic Foreig	n Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
22	27	eltefa	2	3	18.175	846	142	19.163	584	19.747	36.700	357	27	384	15	31	3	34	24.117	244	24.361 *
22	28	FACHDENTAL SÜDWEST	1		4.108	228		4.336		4.336	10.500	166	18	184	11	3	2	5	8.754	88	8.842 *
22	29	Familie + Heim / Int. Mineralien- und Fossilienbörse	1	9	16.011	1.126		17.137	5.414	22.551	52.500	745	82	827	29						80.558 *
23	30	hobby + elektronik	1	4	3.387			3.387	1.391	4.778	10.500	85		85	1	3		3	64.080	443	64.523 1)
23	31	INTERVITIS/ INTERFRUCTA	3	5	15.391	8.416	1.982 4	25.830	2.869	28.699	55.800	385	208	593	30	10	34	44	28.850	8.137	36.987 *
23	32	Invest	1	3	3.678	979		4.657	816	5.473	14.700	135	98	233	12	5		5	14.486	296	14.782 *
23	33	Kreativ- & Bastelwelt	1	4	2.370	12		2.382	639	3.021	7.500	122	1	123	2				38.870	351	39.221 1)
23	34	LogiMAT	1	3	11.029	984	120	12.133	655	12.788	26.000	417	46	463	13				10.383	698	11.081 *
23	35	Medizin	1	3	2.994	50		3.044	396	3.440	10.700	184	7	191	4	15		15	6.504	66	6.570 *
23	36	Modell Süd Bau & Bahn	1	4	3.223	91		3.314	5.452	8.766	25.000	133	6	139	6				47.299	478	47.777 1)
23		Retro Classics	1	3	6.679	305		6.984	20.311	27.295	53.700	189	19	208	7				35.075	1.461	36.536 *
23	38	ISA - WeltAntik/IWB/Anglermesse/ Int. Münzenmesse & Briefmarken	1	3	3.981	880	394 1	5.272	2.434	7.706	35.100	625	143	768	8				28.599	1.505	30.104 *
23	39	südback	1	4	17.958	1.633		19.591	2.651	22.242	42.000	397	54	451	13	9	3	12	25.716	1.353	27.069 *
24	40	Süddeutsche Spielemesse - Games, Toys	1	4	1.949	18		1.967	1.879	3.846	7.900	75	4	79	3				49.888	948	50.836 <sup>1)</sup>
24	41	VISION	1	3	4.919	2.120		7.039	439	7.478	15.400	165	123	288	27	4	5	9	4.393	1.795	6.188 *
24	42	Villingen-Schwenningen Südwest Messe - Reg. Consumer Exh.	1	9	13.811	618	17.982 18.	32.593	1.526	34.119	58.100	707	23	730	8	84	23	107			99.652 *
24	43	Wächtersbach Messe Wächtersbach - Reg. Consumer Exh.	1	9	6.359	246	6.063 3	12.698	5.008	17.706	28.100	395	14	409	9						60.999 *
		Wiesbaden																			
24	44	DeZooFa	2	3	4.160	402		4.562	470	5.032	13.000	116	25	141	10						2.717
		Würzburg																			
24	45	Mainfranken-Messe - Reg. Consumer Exh.	2	9	13.492	848	4.871 7	19.289	3.374	22.663	39.000	599	32	631	10						104.476 *
		Hong Kong																			
• 24		electronicAsia	1	4	2.763	3.818		6.581		6.581	12.900	243	313	556	17				13.426	21.061	34.487
24		Electronics Fair (Autumn)	1	4	21.709	11.761		33.470		33.470	63.500	1.476	1.011	2.487	29				23.476	34.915	58.391
		Electronics Fair (Spring)	1	4	15.165	14.631		29.796		29.796	56.600	1.033	1.373	2.406	22				21.249	30.220	51.469
		Fashion Week (Fall/Winter)		4	12.725			22.982			42.700	733	768	1.501	24					11.591	25.546
		Gifts and Premium Fair		4		11.453		38.477	77	38.554		2.624	1.277	3.901	38				24.216	26.369	50.585
		Houseware Fair		4	14.817			32.022			59.600	998	1.385	2.383	34				13.135	17.457	30.592
		International Jewellery Show		5		12.489		34.602			66.200	1.239	946	2.185	41				13.626	17.378	31.004
		International Lighting Fair		4	7.587	14.711		22.298			44.400	364	980	1.344	31				9.621	18.278	27.899
2!	54	Optical Fair	1	3	5.448	6.867		12.315		12.315	24.900	193	351	544	22				3.425	7.169	10.594

		EKM	(6	(s	Exhib	ition S	pace Fi	gures	(sq.m.	)			Exhibi	tor fig	ures					Visito	r figure	es
		FRIVI	(Years	(Days	Rented S	pace							Exhibitors	5			Addition represen	ally nted firms		Entries (Explanati	ions see p.	9)
	No.	For the complete titles see pp. 116	Interval (Years)	<b>Duration (Days)</b>	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
	255	Summer Sourcing Show for Gifts, Houseware & Toys	1	4	4.868	3.752			8.620		8.620	24.000	444	381	825	17				13.964	6.201	20.165
•	256	Toys and Games Fair	1	4	16.914	12.092			29.006		29.006	55.900	1.056	922	1.978	37				14.252	15.072	29.324
•	257	Watch and Clock Fair	1	5	14.331	2.592			16.923		16.923	33.200	651	149	800	18				9.474	6.911	16.385
		Moskau																				
•	258	A-TESTEX	1	4	3.329	922			4.251		4.251	10.400	176	62	238	13				4.313	233	4.546
•	259	Cabex		4	1.602	479			2.081		2.081	4.750	130	29	159	16				5.866	170	6.036
•	260	EUROEXPOFURNITURE		5	26.051	1.736			27.787		27.787	66.400	585	44	629	22				55.483	2.917	58.400
•	261	FASTEC		4	2.218	1.292			3.510		3.510	8.300	77	80	157	16				5.111	291	5.402
	262	GEOFORM +		4	1.186	324	23		1.533		1.533	3.550	108	16	124	12				5.028	139	5.167
	263	International Construction Week	1		5.947	438		15	6.400		6.400	22.300	565	84	649	28				11.795	441	12.236
•	264	International Forum PCV Expo	1		7.495	1.355	127	60	9.037		9.037	24.000	342	140	482	25				13.632	1.027	14.659
	265	ISET	1		768	38			806		806	3.550	102	4	106	4				4.789	122	4.911
•	266	Mashex	1		15.635	4.532	95		20.262		20.262	50.200	345	163	508	23				19.123	1.093	20.216
•	267	Polygraphinter / Upakkarton / Papexpo	2	5	17.646	1.988			19.634		19.634	50.200	360	101	461	26				22.661	1.240	23.901
•	268	ROSUPACK / PACKMASH / LUXPACK / ALUMPACK / PHARMAPACK			15 001	E 224	CEC		20.004		20.001	40 100	702	204	007	20				20.210	1 002	22.211
	269	Weldex	1	4	15.001 3.292	5.234	656 80		20.891 3.834	614	20.891 4.448	49.100 9.000	703 203	294 25	997 228	38 13	2	5	7	20.319	1.892	4.600
	270		1		7.699	6.156	00		13.855	014	13.855		217	158	375	25	2	3		10.994	4.006	15.000
	270	Sofia	•	_	7.033	0.150			13.033		13.033	27.000	217	150	373	25				10.554	4.000	15.000
+	271	INTERGEO East	1	2	425	842			1.267		1.267	2.500	22	64	86	21	1		1			2.564
	272	Verona	_	_	25.000	F 442			22.224	25.550	50.004	427.400	T.C.	442	700					44.020	40.450	F4 470
	272		1		26.808	5.413	4.244	250	32.221	36.660		127.100	566	143	709	29	44	40	04	41.029	10.450	51.479
	273	BUS & BUS Business MARMOMACC	2		21.336	4.736	1.314	250	27.636	12.000		66.700	156	27	183	11	41	40	81	14.311	825	15.136
•	274				38.250	21.992	11.187	2.809	74.238	2.720		157.100	743	691	1.434	50	48	54	102	32.969	25.075	58.044 147.259
	275	Vinitaly/SOL/Enolitech	1	3	84.654	1.613	465		86.732	13.348	100.080	176.000	3.988	139	4.127	23	531	90	621	110.258	37.001	147.239

		EKN	_		Exhib	ition S	pace Fi	gures	(sq.m.	)			Exhibi	itor fig	ures					Visito	r figur	es
		FKM	(Years)	n (Days)	Rented S	pace							Exhibitors	s			Addition represen	ally ited firms		Entries (Explanat	ions see p.	. 9)
	No.	For the complete titles see pp. 116	Interval (Years)	Duration (Days)	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
		A MULTI-INDUSTRY FAIRS A1 Investment and Consumer Good	ls Fa	irs																		
	185	Internationale Handwerksmesse, München	1	7	28.207	4.219			32.426	9.407	41.833	77.000	872	202	1.074	34	13	1	14	162.346	3.873	166.219 *1
		A3 Consumer Goods Fairs																				
•	72	Ambiente, Frankfurt/Main	1	5	83.025	111.313			194.338	1.674	196.012	321.800	1.467	3.130	4.597	86				86.934	58.330	145.264 *
	75	Collectione, Frankfurt/Main	1		8.665	8.409			17.074		17.074		100	81	181	24				2.677	2.341	5.018 *
•	85	Tendence Lifestyle, Frankfurt/Main	1	5	56.446	46.384			102.830	2.062	104.892	204.000	1.299	1.711	3.010	76				51.254	20.487	71.741 *
		B SPECIALIZED FAIRS AND EXHIB B1 Agriculture, Forestry, Fishery, Vi	ticul	lture				-														
_	103	AGRITECHNICA, Hannover	2		115.293	56.250	7.833	1.194	180.570	2.600	183.170		1.268	920	2.188	36	53	46	99	267.834	72.922	340.756 *
	231	INTERVITIS/ INTERFRUCTA, Stuttgart	3		15.391	8.416	1.982	41	25.830	2.869		55.800	385	208	593	30	10	34	44	28.850	8.137	36.987 *
	68	IPM - Int. Trade Fair for plants, Essen	1	4	23.515	17.481			40.996	2.907	43.903	105.000	653	563	1.216	38				35.898	10.783	46.681 *
		B2 Food, Drink and Tobacco, Restau					ering, and	d their e														
_	129	Anuga, Köln		5		112.490			151.466	2.017	153.483		921	5.402	6.323	95	186	286	472	71.292	92.056	163.348 *
	218	Badische Weinmesse - Reg. Wine Exh.		2	1.319	46 522			1.319	1.271	2.590	6.100	139	1	140	2				3.019	93	3.112 *
	198	BRAU Beviale, Nürnberg		3	26.038	16.522			42.560	96		81.100	860	556	1.416	46	0		- 11	24.808	9.648	34.456 *
		Eu'Vend, Köln FRUIT LOGISTICA, Berlin		3	4.943	1.246 33.861			6.189	2.292	8.481	16.000	138	78	216	17	9	2	11	3.104	2.004	5.108 * 43.159 *
	8 157	·	2		7.929 8.429	197			41.790 8.626	513 1.023	42.303	72.000	241 327	1.615	1.856	72 6	4			10.056 19.429	33.103	19.745 *
-	206	GÄSTE, Leipzig HOGA, Nürnberg	2		15.139	670			15.809	4.472	9.649	37.000	423	37	341 460	9	4		4	33.404	316 337	33.741 *
	119	Hogatrends, Karlsruhe	2		5.788	262			6.050	1.045		12.500	200	9	209	7	6	1	7	33.404	337	15.668 *
	78	IFFA, Frankfurt/Main	3		30.561	28.365			58.926	1.113	60.039		443	465	908	48	•			31.971	29.093	61.064 *
	10	International Green Week, Berlin	1		36.454	13.186			49.640	9.135	58.775		994	485	1.479	56				419.936	5.963	425.899 *
	99	INTERNORGA, Hamburg	1		42.009	6.987	636		49.632	1.041	50.673	82.300	806	167	973	23	3	3	6	113.009	3.735	116.744 *
	28	Inter-tabac, Dortmund	1		7.417	1.174			8.591	481	9.072	18.400	158	77	235	21	_			4.072	1.444	5.516
•	144	ISM - International Sweets and Biscuits Fair, Köln	1	4	17.487	36.655			54.142		54.142	115.600	254	1.242	1.496	70	36	70	106	14.568	21.389	35.957 *
	116	Nord Gastro & Hotel, Husum	1	2	2.745	62			2.807	200	3.007	6.000	154	6	160	3	1		1			4.190 *
	90	Plaza Culinaria, Freiburg	1	3	4.984	484			5.468	174	5.642	12.000	220	28	248	5						26.145
•	51	ProWein, Düsseldorf	1	3	16.243	20.880			37.123	1.737	38.860	73.800	782	2.276	3.058	43	20	359	379	23.413	8.226	31.639 *
	164	Sachsenback, Leipzig	1	3	7.781	268			8.049	2.041	10.090	20.500	219	10	229	6	11	4	15			10.701 *
	126	Salon Gourmet / Rendez Vino, Karlsruhe	1	3	1.243	433			1.676	1.073	2.749	6.250	147	40	187	6						24.303
	239	südback, Stuttgart	1	4	17.958	1.633			19.591	2.651	22.242	42.000	397	54	451	13	9	3	12	25.716	1.353	27.069 *
		B3 Textiles, Clothing, Shoes, Leather	er Go	oods	, Jewelry,	and the	ir equipm	ent														
•	42	GDS - Int. Shoe Fair / GLS - Spring, Düsseldorf	1		19.575	38.890			58.465	6.227	64.692	137.700	309	912	1.221	38				17.788	15.336	33.124 *
•	43	GDS - Int. Shoe Fair / GLS - Autumn, Düsseldorf	1	3	18.497	41.116			59.613	5.363	64.976	123.500	314	1.088	1.402	47				14.210	15.211	29.421 *

	EKM			Exhib	ition S	pace Fig	ures	(sq.m.)	)			Exhibi	itor fig	ures					Visito	r figur	es
	FKM	Interval (Years)	Duration (Days)	Rented S	pace							Exhibitor	5			Additiona represent	ally ted firms		Entries (Explanat	tions see p.	. 9)
No.	For the complete titles see pp. 116	Interva	Duratio	Hal Domestic		Open Ai Domestic Fo		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota
77	Heimtextil, Frankfurt/Main	1	4	35.286	106.903			142.189	4.109	146.298	269.300	473	2.390	2.863	68				30.982	54.842	85.82
215	I.L.M. Summer Styles - Int. Leather Goods Fair, Offenbach	1	4	8.845	2.848			11.693	800	12.493	18.400	148	90	238	18				4.948	1.104	6.0
216	I.L.M. Winter Styles - Int. Leather Goods Fair, Offenbach	1	3	8.710	2.594			11.304	800	12.104	18.000	142	77	219	14				3.766	890	4.6
184	inhorgenta Europe, München	1	4	22.251	6.746			28.997	1.153	30.150	64.500	746	440	1.186	42				21.386	9.547	30.9
117	INTERGEM, Idar-Oberstein	1	4	1.928	132			2.060	120	2.180	4.000	144	9	153	8				2.272	592	2.8
113	InNaTex - (Jan.), Hofheim-Wallau	1	3	3.460	897			4.357	400	4.757	7.000	149	44	193	19	11	2	13	1.240	261	1.5
114	InNaTex - (July), Hofheim-Wallau	1	3	3.436	605			4.041	400	4.441	7.000	150	29	179	22	9	2	11	1.140	198	1.3
217	InterVIEW First Show, Offenbach	1	3	5.480	879			6.359	400	6.759	14.000	82	29	111	11				1.628	314	1.9
145	Kind + Jugend - Baby to Teenager Fair, Köln	1	4	15.446	25.762			41.208	740	41.948	80.000	167	569	736	39	5	3	8	4.834	11.906	16.7
161	MIDORA, Leipzig	1	3	3.842	164			4.006	474	4.480	10.300	140	40	180	23				2.641	124	2.7
222	plw - leather and more, Pirmasens	1	2	890	87			977	135	1.112	6.200	29	6	35	4	1	54	55	156	14	1
84	Techtextil, Frankfurt/Main	2	3	10.200	15.283			25.483	221	25.704	51.800	379	695	1.074	42				9.838	11.093	20.9
101	USSIFA - Watches, Jewels, Pearls, Hamburg	1	3	2.498	120			2.618	72	2.690	3.800	100	5	105	5						3.0
_	B4 Building, Completion and Extens BAU, München	2	6	90.264	19.925	28		110.217		112.043		1.417	485	1.902	39	3	1	4	172.047	36.900	208.
221	,		3	1.230		501		1.731	40	1.771	5.400	123		123	1						2.4
151	Baufach - Construction Trade Fair, Leipzig		4	5.637	181			5.818	198		20.500	249	17	266	8	1		1	17.655	565	18.2
177	· ·		7	72.995	59.202	135.539 12	9.182	396.918		397.634		1.359	1.643	3.002	49					155.472	501.5
179	1 7 1 7		3	25.755	10.957			36.712	2.178	38.890	63.000	1.320	484	1.804	43	17		17	28.831	11.891	40.7
76	· · · · · · · · · · · · · · · · · · ·		3	2.599	103			2.702	130	2.832	6.100	159	8	167	4	2		2	2.926	183	3.1
137	3		4	23.573	2.290			25.863	1.297	27.160	65.100	357	66	423	22	30	1	31	42.578	5.247	47.8
	Haus + Technik - House building, Living and Modernizing, Erfurt		3	2.437	83	94	10	2.624	296	2.920	7.150	167	5	172	4						4.3
	Interlift, Augsburg		4	6.782	9.604			16.386	230		32.900	153	304	457	38						18.
79	· ·		5	101.417	61.699	753	216	164.085	1.919	166.004		1.118	1.253	2.371	58				168.252	49.411	217.6
	LBA - Reg. Building Trade Exh., Magdeburg		3	1.729	9	193		1.931	523	2.454	7.750	122	1	123	2	1		1			3.9
165			4	9.178	644			9.822	144	9.966	20.500	206	19	225	9	4		4	19.510	419	19.9
214	Stone+tec, Nürnberg	2	4	17.643	20.580			38.223		38.223	70.500	340	623	963	43				29.574	10.939	40.
	B5 Furnishings, Household Appliance					equipment															
225		1		972	223			1.195	113	1.308	3.800	115	23	138	5						12.
	DOMOTEX, Hannover		4	24.013				91.757	5.701		167.100	257	1.079	1.336	58				17.894	25.644	43.
	imm cologne - Int. furniture fair, Köln		7	71.094	83.706			154.800		159.765		405	824	1.229	54	11	8	19	76.389	29.595	105.9
	interzum, Köln		4	26.609	38.296			64.905	2.934		148.200	338	882	1.220	62	81	59	140	14.982	35.305	50.2
	Ordertage Inneneinrichtung - Interior design, Dortmund		3	3.159	226			3.385	220	3.605		64	6	70	6				4.120	50	4.
5	ZOW - Furniture Components, Bad Salzuflen	1	4	9.248	9.045			18.293		18.293	36.600	317	311	628	36	30	24	54	10.969	7.200	18.
	B6 Health, Body Care, Protection at	Wo	rk, a	nd their e	quipme	nt															
26	A + A, Düsseldorf	2	4	27.938	26 202	180		54.320	011	55.131	104 100	561	888	1.449	49				/2 515	12.771	55.2

<sup>+</sup> Events with changing venues

		_	<del></del>	EXIIIDI	tion 3	pace Fi	gures	(sq.m.)	)			Exhibi	tor fig	ures					Visito	r figur	es
	-KIVI V	Interval (Years)	Duration (Days)	Rented Sp	oace							Exhibitors	5			Additiona represent			Entries (Explanati	ons see p.	. 9)
No.	For the complete titles see pp. 116	Interval	Duratio	Hall Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
+ 196	Altenpflege+ProPflege, Nürnberg	1	3	26.009	1.118			27.127	377	27.504	53.400	695	47	742	15				39.766	812	40.578 *
• 37	BEAUTY INTERNATIONAL, Düsseldorf	1	3	21.641	2.612			24.253	2.513	26.766	63.000	496	104	600	21				49.458	3.780	53.238 *
• 73	Beautyworld, Frankfurt/Main	1	5	5.245	3.461			8.706	288	8.994	20.700	150	230	380	30				5.845	4.231	10.076 *
+ 41	EXPOPHARM, Düsseldorf	1	4	20.916	1.122			22.038	383	22.421	38.200	399	52	451	19	11	2	13	25.516	3.348	28.864
155	Fachdental Leipzig	1	2	3.993	142			4.135		4.135	10.000	167	15	182	10	7		7			4.689 *
228	FACHDENTAL SÜDWEST, Stuttgart	1	2	4.108	228			4.336		4.336	10.500	166	18	184	11	3	2	5	8.754	88	8.842 *
<b>139</b>	IDS - International Dental Show, Köln	2	5	32.980	25.676			58.656	348	59.004	133.800	619	1.026	1.645	55	47	50	97	64.209	36.313	100.522 *
12	ITeG - Int'l forum for Healthcare IT, Berlin	1	3	6.230	256			6.486	36	6.522	12.100	271	17	288	11	2	1	3	3.275	245	3.520
<b>48</b>	MEDICA / ComPaMED, Düsseldorf	1	4	59.523	65.752	230		125.505	1.164	126.669	283.800	1.495	3.273	4.768	65						135.962 *
235	Medizin, Stuttgart	1	3	2.994	50			3.044	396	3.440	10.700	184	7	191	4	15		15	6.504	66	6.570 *
163	Pflegemesse - Hospital and Home Care, Leipzig	2	3	5.442	232			5.674	877	6.551	18.500	281	12	293	7	4	1	5	11.909	132	12.041 *
• 53 I	REHACare International, Düsseldorf	1	4	23.147	7.355			30.502	1.800	32.302	70.500	527	293	820	31				41.200	5.618	46.818 *
167	therapie, Leipzig	2	3	2.422	221			2.643	447	3.090	7.000	149	12	161	7	1		1	9.740	118	9.858 *
	B7 Environment Protection, Safety,	Clos	nine	a Commu	nal Son	icos and	thoir on	uinmont													
	CMS Cleaning.Management.Services, Berlin	2	_	9.541	1.206	118	80	10.945	473	11.418	24.500	262	82	344	25				12.760	1.005	13.765 *
			4	4.760	496	60	80	5.316	840		20.300	274	71	344	19				10.779	1.005	11.819 **
166	TerraTec, Leipzig		4	4.760	496	60		5.316	840	6.156	20.300	2/4	/1	345	19				10.779	1.040	11.819 *
	B8 Transport, Traffic, Logistics, and	thei	r equ	uipment																	
91	AERO, Friedrichshafen	2	4	14.550	10.372	4.529	5.189	34.640	818	35.458	73.200	323	222	545	25				28.404	14.698	43.102 *
150	AMI - AUTO MOBIL INTERNATIONAL mit AMITEC, Leipzig	1	9	32.914	29.660	35		62.609	19.924	82.533	120.800	383	72	455	20				223.929	20.535	244.464 *
32	auto mobil/Baby plus, Dresden	1	3	5.779		100		5.879	3.090	8.969	18.900	172		172	1						25.700 *
223	AUTO Rostock	1	3	5.549				5.549	4.000	9.549	14.200	84		84	1						15.685
16	Bremen Classic Motorshow, Bremen	1	3	11.300	1.140			12.440	7.065	19.505	34.700	404	53	457	12				28.138	1.202	29.340 *
234	LogiMat, Stuttgart	1	3	11.029	984	120		12.133	655	12.788	26.000	417	46	463	13				10.383	698	11.081 *
	Retro Classics, Stuttgart		3	6.679	305			6.984	20.311	27.295	53.700	189	19	208	7				35.075	1.461	36.536 *
	transport logistic, München	2	4	31.651	13.414	5.888	1.763	52.716		52.716	89.800	966	616	1.582	57				33.391	14.245	47.636 *
	TUNING WORLD BODENSEE, Friedrichshafen		4	13.958	1.037	416	104	15.515	21.100	36.615	77.000	214	28	242	10				86.023	14.354	100.377 *
	B9 Information, Communication, Of	fice	, Ent	ertainmer	nt Electr	onics, Pho	to, Film	, and the	ir equipm	ent											
193	business online, Münster	1	2	1.770				1.770	777	2.547	5.400	99		99	1						1.760
	e_procure & supply, Nürnberg	1	3	2.737	132			2.869	342	3.211	6.500	135	8	143	6				2.909	219	3.128 *
<b>40</b>	EuroCis, Düsseldorf	1	3	4.488	542			5.030		5.030	11.500	178	31	209	16				3.355	1.185	4.540 *
183	HIGH END, München	1	4	8.054	1.464			9.518	109	9.627	15.400	156	64	220	21						12.715
160	Leipzig Book Fair, Leipzig	1	4	11.889	1.288			13.177	9.618	22.795	65.000	1.714	449	2.163	35	9		9	120.603	1.588	122.191 *
+● 80	Marketing Services, Frankfurt/Main	1	3	7.165	1.128			8.293	2.255	10.548	20.000	415	50	465	19						8.480
<ul><li>83</li></ul>	ProLight + Sound, Frankfurt/Main	1	4	12.602	17.566	74	146	30.388	4.833	35.221	61.400	316	479	795	42				17.017	10.430	27.447 *
• 14	SHOWTECH, Berlin	2	3	6.329	1.485	278	150	8.242	845	9.087	16.500	242	45	287	20	36	24	60	5.307	2.033	7.340 *
14	The state of the s										55.000										

<sup>+</sup> Events with changing venues

		EKN			Exhibi	ition S	pace Fig	gures	(sq.m.)				Exhibi	tor fig	ures					Visito	r figur	es
		FRIVI	(Years	ר (Days	Rented S	pace							Exhibitors	5			Additiona represent			Entries (Explanat	ions see p.	9)
	No.	For the complete titles see pp. 116	Interval (Years)	Duration (Days)	Hal Domestic		Open / Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
		B10 Education, Setting up a business	S																			
+	133	didacta, Köln	1	5	26.673	927			27.600	5.319	32.919	74.300	669	50	719	21	58	7	65	92.582	2.569	95.151
	123	LEARNTEC, Karlsruhe	1	4	3.638	364			4.002	500	4.502	17.000	201	65	266	13				6.020	981	7.001
	71	START, Essen	1	3	3.250	200			3.450	1.718	5.168	9.200	253	15	268	12	15		15			4.967
		B11 Sports, Games, Leisure, and the	ir e	quip	ment																	
	102	ABF - Leisure and Sales Exh., Hannover	1	15	38.192	1.167	339		39.698	6.600	46.298	99.900	723	55	778	23						134.041
	224	ANIMAL, Stuttgart		2	2.909	60			2.969	21.584			150	5	155	4				39.228	396	39.624
•	130	aquanale/FSB/SOLARIA, Köln	2	3	20.893	19.786			40.679	1.916		104.000	356	428	784	42	55	52	107	17.480	11.176	28.656
•	38	boot, Düsseldorf	1	9	55.503	50.688	581	70	106.842	9.989	116.831	221.200	988	653	1.641	55				219.341	42.403	261.744
	17	CARAVAN, Bremen	1	3	8.477	24			8.501		8.501	14.100	71	1	72	2						7.537
	39	CARAVAN SALON, Düsseldorf	1	10	71.914	19.125	2.141	175	93.355	2.920	96.275	151.600	446	150	596	21				147.102	18.553	165.655
•	178	C-B-R - Leisure and Travel, München	1	5	20.962	7.621	153		28.736	7.471	36.207	75.300	845	626	1.471	65	65	39	104	105.418	3.260	108.678
	87	CFT - Camping, Leisure, Tourism	1	9	10.878	733	5.265		16.876	1.355	18.231	32.100	335	47	382	8						52.172
	226	CMT - The Holiday Exhibition, Stuttgart	1	9	31.669	2.965			34.634	1.254	35.888	56.400	1.050	435	1.485	42	94	33	127	159.227	1.608	160.835
	23	CREATIVA, Dortmund	1	5	7.989	700			8.689	2.904	11.593	30.000	415	33	448	10				79.799	1.051	80.850
	244	DeZooFa, Wiesbaden	2	3	4.160	402			4.562	470	5.032	13.000	116	25	141	10						2.717
	34	Dresdner Reisemarkt - Travel Market, Dresden	1	3	4.672	991	115		5.778	992	6.770	16.500	380	114	494	33	25	7	32			28.500
•	63	EQUITANA, Essen	2	9	25.050	7.648			32.698	12.063	44.761	95.700	608	232	840	34				159.226	14.791	174.017
	92	EUROBIKE, Friedrichshafen	1	4	18.836	21.281	1.682	489	42.288	5.290	47.578	80.800	278	577	855	37	6	76	82	34.633	21.773	56.406
	26	FAHOBA.kreativ, Dortmund	1	3	2.815	203			3.018	100	3.118	6.000	67	5	72	4				2.321	45	2.366
	18	bike.market.future, Bremen	1	2	3.172	224			3.396	5.002	8.398	14.200	115	10	125	6	18		18			9.160
	65	FIBO, Essen	1	4	19.339	10.070			29.409	2.128	31.537	65.700	270	171	441	33				35.922	6.340	42.262
	205	FREIZEIT, GARTEN + TOURISTIK mit Auto-Salon, Nürnberg	1	9	34.349	2.596			36.945	5.459	42.404	71.300	650	133	783	16						143.509
	156	GC - Games Convention, Leipzig	1	5	34.138	3.758	2.084	276	40.256	10.108	50.364	113.000	315	188	503	31	29	3	32			185.010
	180	Garten, München	1	7	6.785	873			7.658	1.070	8.728	18.620	175	28	203	9	16	1	17	53.812	1.098	54.910
	118	Giardina - Garden and Lifestyle, Karlsruhe	1	4	6.394	100			6.494	150	6.644	12.500	154	4	158	4	1		1			43.019
	66	Golf Essen	1	3	1.752	296			2.048	1.200	3.248	5.750	62	10	72	7						11.983
•	181	GOLF EUROPE, München	1	3	3.521	6.210			9.731	4.005	13.736	27.500	103	185	288	28				2.691	2.739	5.430
•	138	handarbeit & hobby, Köln	1	3	5.140	2.838			7.978	690	8.668	17.000	105	106	211	27	1		1	6.901	2.308	9.209
	98	hanseboot, Hamburg	1	9	24.151	12.253	2.050	2.194	40.648	2.004	42.652	83.500	612	163	775	26	3	1	4	100.377	5.172	105.549
	67	HAUS + GARTEN - Spring and Leisure Fair, Essen	1	5	5.665	100			5.765	3.485	9.250	24.000	259	5	264	5						48.273
	230	hobby + elektronik, Stuttgart	1	4	3.387				3.387	1.391	4.778	10.500	85		85	1	3		3	64.080	443	64.523
	27	HobbyTronic, Dortmund	1	5	1.917				1.917	642	2.559	5.000	66		66	1				48.590	2.450	51.040
	120	Horizont - Tourism and Outdoor Fair, Karlsruhe	1	4	9.140	412			9.552	133	9.685	24.000	195	30	225	10	21		21			16.248
•	140	IFMA Cologne, Köln	1	4	15.703	6.405			22.108	15.040	37.148	80.000	253	258	511	35	76	27	103	42.444	5.358	47.802
•	46	IMA, Düsseldorf	1	3	8.724	889			9.613	150	9.763	14.000	102	37	139	14				7.999	658	8.657
	94	INTERBOOT, Friedrichshafen	1	9	18.802	10.620	2.740	1.041	33.203	3.759	36.962	76.100	429	147	576	20	13	100	113	73.236	21.507	94.743
	58	International Pedigree Dog Show, Erfurt	2	2	1.194	21	329		1.544	9.375	10.919	23.600	73	3	76	3						17.140

		FKM 🗸	_		Exhibi	ition S	pace Fig	ures	(sq.m.)				Exhibi	tor fig	ures					Visito	r figure	es
		FRIVI	(Years	n (Days	Rented S	pace							Exhibitors				Addition represe	nally nted firms		Entries (Explanat	ions see p.	9)
	No.	For the complete titles see pp. 116	Interval (Years)	Duration (Days)	Hall Domestic		Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domesti	c Foreign	Total	Domestic	Foreign	Total
	194	IPOMEX, Münster	2	3	1.760	106	22	30	1.918	2.525	4.443	7.400	88	8	96	7				1.931	43	1.974
•	186	ispo - winter, München	1	4	23.872	69.803			93.675	10.750	104.425	175.500	277	1.550	1.827	47				25.494	38.690	64.184 *
•	11	ITB - International Tourism Exchange, Berlin	1	5	29.906	58.356	140		88.402		88.402	151.000	1.389	5.782	7.171	179	927	2.749	3.676	119.160	36.402	155.562 *
	207	IWA & OutdoorClassics, Nürnberg	1	4	10.983	19.793			30.776	553	31.329	55.600	283	772	1.055	48				12.549	18.357	30.906
	29	JAGD & HUND - Hunting and Fishing, Dortmund	1	6	8.925	1.878			10.803	3.804	14.607	41.600	351	131	482	30				63.663	7.548	71.211 *
	35	Hunting, Fishing, Riding / Forestry and Wood, Dresden	1	3	3.025	107	1.832	109	5.073	3.736	8.809	21.100	218	11	229	8						19.755 *
	187	Jagen + Fischen - Exh. for Hunters and Fishermen, München	2	5	6.468	859			7.327	4.746	12.073	28.900	276	65	341	19	1		1	38.899	932	39.831 *
	233	Kreativ- & Bastelwelt, Stuttgart	1	4	2.370	12			2.382	639	3.021	7.500	122	1	123	2				38.870	351	39.221 1)
	173	MAGDEBOOT, Magdeburg	1	4	3.276	8	551		3.835		3.835	9.200	135	2	137	2						10.414
	236	Modell Süd Bau & Bahn, Stuttgart	1	4	3.223	91			3.314	5.452	8.766	25.000	133	6	139	6				47.299	478	47.777 1)
	162	modell-hobby-spiel, Leipzig	1	3	9.903	510			10.413	21.087	31.500	70.200	454	32	486	10	2		2	92.674	1.988	94.662 *
•	81	Musikmesse, Frankfurt/Main	1	4	19.642	30.143	302	28	50.115	7.733	57.848	111.000	552	1.051	1.603	47				54.969	23.558	78.527 *1
	95	OutDoor, Friedrichshafen	1	4	10.217	20.961	350	406	31.934	17.359	49.293	81.900	165	565	730	39	3	63	66	7.728	9.370	17.098 *
	110	Pferd & Jagd - Equestrian Sport, Hunting, Fishing, Hannover	1	4	17.015	1.106	780	36	18.937	3.270	22.207	79.400	654	62	716	21						76.924 *
•	146	Philatelia und MünzExpo, Köln	1	3	1.470	244			1.714	180	1.894	8.000	105	24	129	18						4.156
	70	REISE/CAMPING - Travel & Tourism, Essen	1	5	29.006	2.320			31.326	760	32.086	85.000	518	199	717	31				97.713	1.187	98.900 *1
	19	Reiselust - Tourism fair, Bremen	1	3	3.033	332			3.365	491	3.856	8.800	216	25	241	14				8.701	70	8.771 *
	147	REISEMESSE KÖLN INTERNATIONAL, KÖln	1	3	4.625	1.758			6.383	1.370	7.753	20.800	307	115	422	35	25	3	28			16.690
	60	Reisen & Caravan - Travel & Caravaning, Erfurt		4	6.331	540			6.871	553	7.424	15.000	211	53	264	9						29.030
	100	REISEN HAMBURG - Tourism & Caravaning, Hamburg		5	23.639	3.881	99		27.619	2.518	30.137	55.800	829	375	1.204	76	21	38	59	76.907	777	77.684 *
		Riding - Hunting - Fishing, Erfurt		3	3.666	222	526		4.414	2.989	7.403	16.200	175	12	187	8						25.126 *
		ISA - WeltAntik/IWB/Anglermesse& Fly Fishing Show/																				
		Int. Münzenmesse & Briefmarken, Stuttgart		3	3.981	880	394	17	5.272	2.434	7.706	35.100	625	143	768	8				28.599	1.505	30.104 *
		Spielwarenmesse - International Toy Fair, Nürnberg		6	50.247	53.395			103.642	658		157.100	883	1.884	2.767	60	8	12	20	40.595	40.707	81.302 *
•	148	spoga, Köln		3	21.910	61.938			83.848	1.539		168.000	302	1.170	1.472	56	7	52	59	10.916	16.645	27.561 *
		Süddeutsche Spielemesse - Games, Toys, Stuttgart		4	1.949	18			1.967	1.879	3.846	7.900	75	4	79	3				49.888	948	50.836 1)
	168	Touristik & Caravaning mit fahrrad.markt.zukunft, Leipzig		5	25.255	3.350			28.605	7.080	35.685	63.000	803	308	1.111	52	90	26	116	71.761	288	72.049 *
		TourNatur, Düsseldorf	1	3	3.578	510			4.088	1.831	5.919	15.800	207	61	268	15				38.587	787	39.374 1)
	31	West German Minerals Days, Dortmund	1	2	1.088	183			1.271	614	1.885	11.200	157	31	188	15						6.110
		<b>B12</b> Electrical Engineering and Elec	tron	ics																		
	25	ELEKTROTECHNIK, Dortmund		4	16.261	236			16.497	1.156	17.653	40.000	399	13	412	8				27.226	414	27.640 *
		ELTEC, Nürnberg		3	10.145	112			10.257	925	11.182		239	7	246	7				10.750	332	11.082 *
		eltefa, Stuttgart		3	18.175	846	142		19.163	584	19.747		357	27	384	15	31	3	34	24.117	244	24.361 *
		embedded world, Nürnberg		3	9.650	3.004			12.654			25.000	352	238	590	29				11.213	2.462	13.675 *
		PCIM, Nürnberg		3	3.244	1.966			5.210	150		10.500	118	131	249	22	12	45	57	4.130	2.128	6.258
•		Productronica, München		4	39.193	18.038			57.231	758	57.989		870	555	1.425	36	11	41	52	22.375	18.131	40.506 *
-		SMT / HYBRID / PACKAGING, Nürnberg		3	11.010	2.273			13.283	351	13.634		439	152	591	25	13	72	85	17.864	6.607	24.471
		SPS/IPC/DRIVES, Nürnberg		3	47.349	6.016			53.365	333		87.900		268	1.321	32	85	72	157	38.533	7.429	45.962
						2.0.0			22.303	333	22.030	27.300		_50			-	-		20.333	23	.5.502

		EKNA			Exhibi	tion S	pace Fig	gures	(sq.m.)	)			Exhib	itor fig	ures				Visito	r figur	es
		FRIVI	Interval (Years)	Duration (Days)	Rented Sp	ace							Exhibitor	'S			Additionally represented		Entries (Explana	tions see p	. 9)
	No.	For the complete titles see pp. 116	Interval	Duratio	Hall Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Fo	reign Total	Domestic	Foreign	Total
		B13 Metal-Working, Automation, M	leas	uring	g, Quality	Assurar	ice														
+	106	EMO, Hannover	2	6	74.650	104.102			178.752	1.406	180.158	291.900	876	1.244	2.120	42			107.392	59.108	166.500 *
	44	GIFA, Düsseldorf	4	5	22.253	21.105	355	122	43.835	4.610	48.445	95.800	336	457	793	44			25.496	26.011	51.507 *
•	49	METEC, Düsseldorf	4	5	8.177	6.602		6	14.785		14.785	26.500	162	207	369	29			7.731	8.111	15.842 *
	50	NEWCAST, Düsseldorf	2	5	1.631	3.794			5.425	1.049	6.474	12.900	57	247	304	33			1.845	1.823	3.668 *
	210	SENSOR + TEST, Nürnberg	1	3	7.457	1.830			9.287	4.979	14.266	23.000	426	184	610	27			6.755	1.916	8.671 *
		B14 Plastic and Wood Processing, a	nd t	heir	eguipmen	t															
•	47	K, Düsseldorf		8		95.210	593	88	168.167	1.228	169.395	263.300	1.131	1.983	3.114	56			105.028	136.972	242.000 *
•	109	LIGNA, Hannover	2	5	56.121	66.689	8.197	4.006	135.013	13.787	148.800	225.200	804	1.028	1.832	49			61.471	45.808	107.279 *
	131	B15 Power Supply Industry, and its	_	ipme 3	e <b>nt</b> 317	1.575			1.892	120	2.012	6.500	33	172	205	62	2	15 17	504	2.958	3.462
	127	DENEX, Kassel		3	1.669	60	231	57	2.017	210	2.227	4.800	106	172	119	5	10	1 11	2.691	2.338	2.718 *
	107	EnergieSparTage, Hannover		3	897	34	62	31	993	338	1.331	3.650	67	2	69	2	10	<u> </u>	2.031		1.779
	154	enertec, Leipzig		4	3.506	160	25		3.691	699	4.390	13.400	208	17	225	11	3	3	9.601	657	10.258 *
	64	E-world energy & water, Essen		3	9.995	2.215			12.210	84	12.294	28.300	305	103	408	18			9.510	1.600	11.110 *
	115	Husum Wind, Husum		5	9.961	3.484	677	143	14.265	900	15.165	24.500	468	178	646	26			11.737	4.362	16.099 *
•	88	Intersolar, Freiburg	1	3	13.688	5.670	1.040		20.398		20.398	34.000	402	240	642	33					31.964
	3	RENEXPO/IHE HolzEnergie/reConstruct, Augsburg	1	4	3.504	1.014	1.595	230	6.343	261	6.604	18.000	211	44	255	11	11	5 16	11.701	672	12.373 *
		B16 Other Investment Goods Indus																			
•	104	BIOTECHNICA, Hannover		3	10.238	2.744			12.982	141			574	261	835	29			10.011	2.379	12.390 *
	203	EUROPEAN COATINGS SHOW, Nürnberg		3	14.275	11.615			25.890	268	26.158	49.000	337	501	838	43			9.304	13.487	22.791 *
	204	FachPack/PrintPack/LogIntern, Nürnberg		3	41.738	6.060	40	- 44	47.798	457	48.255	88.500	1.076	252	1.328	31		F 44	28.033	5.942	33.975 *
+•	159 188	INTERGEO, Leipzig  LASER - World of Photonics, München		4	8.810 11.986	3.052 6.305	49	44	11.955 18.291	834	11.955 19.125	24.000 34.500	363 471	141 537	1.008	28 36	6 12	5 11 25 37	14.107 12.824	1.851	15.958 * 24.279 *
	189	MAINTAIN, München		3	5.163	305			5.468	034	5.468	9.600	222	24	246	10	12	25 51	4.081	592	4.673
	59	naro.tech, Erfurt	2		501	15	21		537	166	703	3.850	52	2	54	2			3.420	242	3.662 *
	209	POWTECH/TechnoPharm, Nürnberg	1,5		19.322	5.434	۷,		24.756	100	24.756	50.600	717	286	1.003	27			12.480	5.503	17.983 *
	125	RESALE, Karlsruhe		3	5.001	2.862	1.466	312	9.641		9.641	22.500	293	191	484	30			3.224	6.770	9.994 *
•	54	THERMPROCESS, Düsseldorf	4		5.574	3.085			8.659	1.098	9.757	18.900	165	123	288	31			3.842	3.182	7.024 *
	241	VISION, Stuttgart		3	4.919	2.120			7.039	439		15.400	165	123	288	27	4	5 9	4.393	1.795	6.188 *
		Z - Subcontracting Fair, Leipzig		3	3.650	1.919			5.569	381		14.000	305	179	484	20			5.440	659	6.099 *
		B17 Other Consumer Goods and Se																			
	197	BioFach / Vivaness, Nürnberg		4		19.729			39.831	2.190		79.900	809	1.738	2.547	81			30.692	14.777	45.469 *
	152	CADEAUX - March, Leipzig		3	9.812	443			10.255	695	10.950	30.800	350	20	370	13	1	1			9.075
	153	CADEAUX - September/Comfortex, Leipzig	1	3	14.177	555			14.732	1.899	16.631	48.200	482	28	510	14		4 4	11.694	228	11.922 *

		FKM 🗸	_		Exhibi	tion S	pace Figures	(sq.m.	)			Exhibi	tor fig	ures				Visito	r figure	es
		FRIVI	(Years	n (Days	Rented Sp	ace						Exhibitors				Additionally represented fi	rms	Entries (Explanat	ions see p.	9)
	No.	For the complete titles see pp. 116	Interval (Years)	Duration (Days)	Hall Domestic		Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Fore	ign Total	Domestic	Foreign	Total
•	74	Christmasworld, Frankfurt/Main	1	5	24.324	26.770		51.094	2.359	53.453	89.400	318	709	1.027	37			13.906	16.324	30.230 *
	24	DKM - Finance and Insurance Industry, Dortmund	1	3	8.893	285		9.178		9.178	20.650	344	15	359	7			10.792	128	10.920
	134	ecclesia, Köln	1	3	1.823	176		1.999	341	2.340	8.500	173	17	190	8					2.577
	45	IAM - International Investors' Fair, Düsseldorf	1	3	3.156	183		3.339	1.594	4.933	12.000	132	46	178	12			8.503	209	8.712 *
	142	InterKarneval, Köln	1	3	1.545	281		1.826	19.724	21.550	33.300	99	8	107	4					11.490 *
	232	Invest, Stuttgart	1	3	3.678	979		4.657	816	5.473	14.700	135	98	233	12	5	5	14.486	296	14.782 *
	122	Karlsruher Hochzeitstage - Wedding Days, Karlsruhe	1	2	1.587	9	140	1.736	190	1.926	6.200	155	1	156	2					4.800
	89	Kulturbörse - Int. Fair for Productions and Music, Freiburg	1	3	1.709	252		1.961	4.834	6.795	14.000	247	39	286	7					3.365
	13	Moderner Staat, Berlin		2	2.748			2.748	53	2.801	9.500	203		203	1			3.492	75	3.567 *
•	82	Paperworld, Frankfurt/Main		5	31.225	49.909		81.134	3.748		165.900	541	1.882	2.423	64			26.603	33.857	60.460 *
•	52	PSI Messe, Düsseldorf	1	3	19.344	15.890		35.234	166	35.400	60.800	463	434	897	30	1 9	10	6.804	11.750	18.554 *
+•	56	viscom, Düsseldorf	1	3	5.257	4.224	50	9.531	842	10.373	20.800	187	139	326	27			6.792	1.794	8.586 *
		B18 Arts and Antiques																		
	6	Art Forum, Berlin	1	5	3.944	3.881	17	7.842		7.842	11.900	88	91	179	23			15.054	2.430	17.484 *
	132	Cologne Fine Art, Köln	1	5	6.918	627		7.545	929	8.474	29.100	157	17	174	11					13.071
	136	EXPONATEC COLOGNE, Köln	2	4	2.483	497		2.980	650	3.630	8.300	102	28	130	13	33 37	70			2.402
	195	Kunst- und Antiquitäten-Tage - Antiques Exh., Münster	1	5	1.718	80		1.798	160	1.958	5.400	64	3	67	4					4.700
		C GENERAL CONSUMER EXHIBITIO	NS																	
	1	afa Augsburg Spring Exhibition, Augsburg	1	9	15.986	683	1.267 27	17.963	4.367	22.330	40.000	481	33	514	12					89.446 *
	128	Allgäuer Festwoche - Rural Tradition Exh., Kempten	1	9	5.682	283	8.017 61	14.043	763	14.806	26.000	372	16	388	4			96.254	972	97.226 *
	86	Baden Messe - Reg. Craft and Industry Exh., Freiburg	3	9	8.939	321	6.515 36	15.811	1.669	17.480	37.100	451	17	468	6					72.368
	22	Boulevard.DORTMUNDER HERBST, Dortmund	1	9	14.893	642		15.535	4.233	19.768	50.700	570	27	597	16			95.862	385	96.247 *
	199	CONSUMENTA , Nürnberg	1	9	27.119	2.910		30.029	15.644	45.673	84.400	917	98	1.015	19					158.697 *
	33	Dresdner Ostern - Garden, Pet and Handicraft, Dresden	1	4	3.146	381	250	3.777	9.096	12.873	19.800	245	12	257	5					51.934
	97	DU UND DEINE WELT / MODELLBAUWELT, Hamburg	1	9	19.518	2.859		22.377	5.064	27.441	60.700	677	96	773	41	5 '	6	140.329	847	141.176 *
	170	Emsland-Schau Lingen	4	9	3.506	24	2.494	6.024	1.143	7.167	12.700	248	3	251	4					72.141
	229	Familie + Heim / Int. Mineralien- und Fossilienbörse, Stuttgart	1	9	16.011	1.126		17.137	5.414	22.551	52.500	745	82	827	29					80.558 *
	15	Harz + Heide, Braunschweig	1	9	10.252	429	3.046 25	13.752	3.956	17.708	29.400	457	28	485	11					61.056 *
	158	Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/ ImmobilienMesse, Leipzig	1	9	23.363	1.630		24.993	5.943	30.936	68.300	986	67	1.053	15	7	7			170.605 *
	182	HEIM + HANDWERK / Int. Modellbahnausstellung, München	1	9	28.087	3.742		31.829	5.862	37.691	75.000	851	124	975	23	5 2	7	134.378	2.742	137.120 *
	21	Hessenschau - Living, Housing, Leisure, Darmstadt	1	9	4.440	154	2.201 51	6.846	1.454	8.300	14.300	304	11	315	7					40.313
	93	IBO, Friedrichshafen	1	9	10.917	941	415 52	12.325	2.915	15.240	42.500	376	49	425	9	21	3 24	73.688	1.427	75.115 *
•	9	Import Shop, Berlin	1	5	2.973	3.147		6.120	665	6.785	20.000	271	273	544	64			39.047	156	39.203 *
	108	Infa - Information and Sales Exh., Hannover	1	9	26.238	2.139	758	29.135	4.948	34.083	92.000	1.077	72	1.149	26					191.121
		Inventa, Karlsruhe	1	4	5.750	312		6.062	525	6.587	12.500	247	16	263	5	4	4			38.456 *
	111	KONTAKTA, Heidenheim	2	6	3.456	10	1.167	4.633	1.206	5.839	40.000	319	1	320	2	18	18			39.556

<sup>+</sup> Events with changing venues

	FKM 🗸		•	Exhibit	tion S	pace Fig	jures	(sq.m.	)			Exhibi	itor fig	ures					Visito	r figur	es
	FRIVI	(Years	(Days	Rented Sp	ace							Exhibitors	s			Addition represen	ally ited firms		Entries (Explanat	ons see p	9)
No.	For the complete titles see pp. 116	Interval (Years)	Duration (Days)	Hall: Domestic		Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
245	Mainfranken-Messe, Würzburg	2	9	13.492	848	4.871	78	19.289	3.374	22.663		599	32	631	10						104.476
175	MANNHEIMER MAIMARKT, Mannheim		11	34.700	1.926	32.949	274	69.849	5.123	74.972		1.384	70	1.454	19				338.315	678	338.993
243	Messe Wächtersbach, Wächtersbach		9	6.359	246	6.063	30	12.698	5.008	17.706		395	14	409	9				450000		60.999
69	MODE-HEIM-HANDWERK, Essen	1		13.292	979	0.442	22	14.271	6.610	20.881		589	35	624	17	25		20	156.320	786	157.106
149	Niederbayern-Schau, Landshut Oberfranken-Ausstellung, Coburg		9	11.596 4.323	775 545	8.142 1.724	32 30	20.545 6.622	4.800 2.004	25.345 8.626	43.100 12.700	574 218	21 10	595 228	6	35 8	4	39 8			101.085 40.298
112	Oberfranken-Ausstellung, Hof		9	5.737	220	1.724	121	8.039	1.521	9.560	15.900	275	13	288	6	17		17			34.244
219	OBERRHEIN-MESSE, Offenburg		9	10.510	686	10.568	40	21.804	4.141	25.945		483	24	507	9	11	2	13	75.175	7.891	83.066
124	Offerta, Karlsruhe		9	25.090	1.649	600		27.339	2.206		52.000	846	46	892	11	1		1	135.913	1.930	137.843
220	publika - Home, garden, living, Pforzheim		4	3.723	60	2.325		6.108	295	6.403	15.000	236	4	240	3	·		•			18.278
171			10	8.370	485	1.782	131	10.768	6.665			436	38	474	6				43.912	7.327	51.239
174	Rheinland-Pfalz-Ausstellung, Mainz		9	15.511	622	3.461	25	19.619	3.139		39.200	797	23	820	12						80.497
242			9	13.811	618	17.982	182	32.593	1.526		58.100	707	23	730	8	84	23	107			99.652
62	Thüringen-Ausstellung, Erfurt	1	9	10.929	312			11.241	3.000	14.241	23.000	677	11	688	6						70.035
4	Weser-Ems-Ausstellung, Aurich		9	6.749		5.560		12.309	7.675	19.984	28.300	313		313	1						96.611

## afa ---- Augsburg

## Rasic data private visitors

Total number of visitors	89 446
Proportion of private visitors	96%
Region of residence	%
up to 50 km	94
more than 50 km up to 100 km more than 100 km up to 300 km	5 1
over 300 km	
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia	-
Bavaria 100 Rhineland-	
Berlin - Palatinate Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	-
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	-
Bootstan to the commence of comments at a	n %
<b>Position in the company/organisation</b> Entrepreneur, partner, self-employed	n 70 11
Managing director, board member,	- "
head of an authority etc.	1
Senior department head, other employe	
with managerial responsibility	1
Department head, group head	3
Other salaried stuff, public service Skilled worker	38 11
Lecturer, teacher, scientific assistant	
Trainee	2 2 1
Other position	
Student	4
Housewife/man	7
Old-age pensioner	20
Frequency of visits to trade fair	%
2006 2005	61 63
2004	61
2004	55
Earlier events	55
First visit	11

## Additional data private visitors

Sex Male Female	% 51 49
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 5 14 17 24 18 17 5
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 3 11 13 19 19 13 6 17
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 42 17 22 9
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes no maybe	56 13 31
Follow-up business Intend to buy at later date	%
ment to buy at later date yes no maybe	25 25 50

Conducted by: Messe- und Congressberatung,

## interlift (2005) ---- Augsburg

### Rasic data trade visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Total Germany Baden- Württemberg 26 Westphalia Bavaria 31 Rhineland- Berlin 3 Palatinate 3 Brandenburg - Saarland Bremen 1 Saxony 6 Hamburg 1 Saxony-Anhalt Hesse 11 Schleswig- Mecklenburg- Holstein 1 West Pommerania 1 Thuringia 1 Lower Saxony 1  Total Foreign of which EU 62 Rest of Europe North America South and Central America Middle East East Asia Australia 2  The five countries with the highest visitor shares Switzerland Italy 8 Great Britain Austria 7  Netherlands 9  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 0 Other salaried staff, public service Seliled worker Lecturer, teacher, scientific assistant Trainee 0 Other position 5 Student 0  Frequency of visits to trade fair 2003 23 2001 1999 23 1997 25 Earlier events 100 km up to 100 km more than 100 km up to 100 km		14 356
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km  Over 300 km  Total Germany Baden- Württemberg 26 Westphalia Bavaria 31 Rhineland- Berlin 3 Palatinate Brandenburg - Saarland Berlin 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 11 Schleswig- Mecklenburg- West Pommerania 1 Thuringia 1 Lower Saxony 1  Total Foreign of which EU Rest of Europe North America South and Central America Middle East East Asia Australia  The five countries with the highest Visitor shares Switzerland Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee 1 Other not gainfully employed  Frequency of visits to trade fair 2003 Signor 1 Sig	Proportion of trade visitors	98%
more than 50 km up to 100 km more than 100 km up to 300 km  Total Germany Baden- Worth Rhine- Württemberg 26 Westphalia Bavaria 31 Rhineland- Berlin 3 Palatinate Brandenburg - Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 11 Schleswig- Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 1  Total Foreign of which EU Rest of Europe North America South and Central America Middle East East Asia Australia  The five countries with the highest visitor shares Switzerland Italy Great Britain Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 2001 1999 231 1997 25Earlier events	Region of residence	
more than 100 km up to 300 km over 300 km  Total Germany Baden- Württemberg 26 Westphalia Bavaria 31 Rhineland- Berlin 3 Palatinate 3 Brandenburg - Saarland Bremen 1 Saxony-Anhalt Hesse 11 Schleswig- Mecklenburg- Mest Pommerania 1 Thuringia 1 Lower Saxony 1  Total Foreign of which EU Rest of Europe North America South and Central America Middle East East Asia Australia  The five countries with the highest visitor shares Switzerland Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 252 Earlier events	up to 50 km	
Total Germany Baden- Württemberg 26 Westphalia Bavaria 31 Rhineland- Berlin 3 Palatinate 3 Brandenburg - Saarland 5 Bremen 1 Saxony-Anhalt 1 Hesse 11 Schleswig- Mecklenburg- Holstein 1 West Pommerania 1 Thuringia 1 Lower Saxony 1  Total Foreign of which EU 62 Rest of Europe 18 North America 5 South and Central America 6 Middle East 6 South and Central America 7 Middle East 6 South and Central America 8 Middle East 6 South and Central America 9 Middle East 6 South and Central 6 Middle East 6 South and Central 7 Middle East 6 South and Central 8  Positior shares 9 Westverland 1 Italy 8 Great Britain 7 Netherlands 1  Position in the company/organisation 1 Entrepreneur, partner, self-employed 1 Managing director, board member, 1 head of an authority etc. 1 Senior department head, other employee with managerial responsibility 1 Department head, group head 1 Other salaried staff, public service 1 Skilled worker 1 Lecturer, teacher, scientific assistant 1 Trainee 1 Other position 1 Student 1 Other not gainfully employed 1  Frequency of visits to trade fair 2 003 5 2001 45 1999 3 1997 25 Earlier events 1	more than 50 km up to 100 km	
Baden- North Rhine- Württemberg 26 Westphalia 14 Bavaria 31 Rhineland- Berlin 3 Palatinate 33 Properties of Westphalia 14 Bavaria 31 Rhineland- Saraland 5 Saxony 6 Hamburg 1 Saxony 6 Hesse 11 Schleswig- Holstein 1 Thuringia 1 Thuringi	over 300 km	
Württemberg 26 Westphalia Bavaria 31 Rhineland-Berlin 3 Palatinate 3 Brandenburg - Saarland - Saxony - Saxony - Saarland - Saxony - Sax	Total Germany	50
Berlin 3 Palatinate Brandenburg - Saarland Bramen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 11 Schleswig- Mecklenburg- West Pommerania 1 Thuringia 1 Lower Saxony 1  Total Foreign 50 of which EU 62 Rest of Europe 18 North America 20 South and Central America 21 Middle East 25 East Asia 25 East Asia 25 East Asia 26 Australia 7  The five countries with the highest visitor shares 36 Switzerland 11 Italy 8 Sovitzerland 12 Italy 8 Sovitzerland 15 Italy 9 Foreat Britain 7 Austria 7 Austria 7  Position in the company/organisation 25  Entrepreneur, partner, self-employed 36 Managing director, board member, 36 head of an authority etc. 36 Senior department head, other employee 37 With managerial responsibility 35 Estilled worker 36 Lecturer, teacher, scientific assistant 37  Trainee 37 Other position 34 Stilled worker 36 Lecturer, teacher, scientific assistant 37 Trainee 37 Other position 37 Student 37 Other position 37 Student 37 Department bead 37	Württemberg 26 Westphalia	14
Brandenburg - Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 11 Schleswig- Mecklenburg- Holstein 1 West Pommerania 1 Thuringia 1 Lower Saxony 1  Total Foreign of which EU 62 Rest of Europe North America South and Central America South and Central America Middle East East Asia Australia 2  The five countries with the highest visitor shares with the highest visitor shares 1 Switzerland 1 Italy 6 Great Britain 7 Austria 7 Netherlands 5  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 17 Other position 3 Skilled worker 1 Lecturer, teacher, scientific assistant 1 Trainee 1 Other position 1 Student 0  Frequency of visits to trade fair 2 003 5 2001 45 1999 3 1997 25 Earlier events 1		-
Bremen 1 Saxony 6 Hamburg 1 Saxony-Anhalt Hesse 11 Schleswig- Mecklenburg- Holstein 1 West Pommerania 1 Thuringia 1 Lower Saxony 1 Total Foreign of which EU 62 Rest of Europe North America 2 South and Central America Middle East East Asia Australia 2  The five countries with the highest visitor shares Switzerland 11 Lally 8 Great Britain Austria 7 Austria Netherlands 5  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, group head 0 Cher salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee 0 Cher not gainfully employed 1 Frequency of visits to trade fair 2003 5201 1999 199 199 199 199 199 199 199 199	Brandenburg - Saarland	
Hesse 11 Schleswig- Mecklenburg- Holstein 1 West Pommerania 1 Thuringia 1 Lower Saxony 1  Total Foreign of which EU 62 Rest of Europe North America South and Central America South and Central America Middle East East Asia Australia 2  The five countries with the highest visitor shares with the highest visitor shares 1 Switzerland 1 Italy 8 Great Britain 7 Austria 7 Netherlands 5  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 17 Other position 3 Skilled worker 1 Lecturer, teacher, scientific assistant 1 Trainee 1 Trainee 1 Other not gainfully employed 1  Frequency of visits to trade fair 2 003 5 2001 45 1999 3 1997 22 Earlier events 1	Bremen 1 Saxony	6
Mecklenburg- West Pornmerania 1 Thuringia 1 Lower Saxony 1 1  Total Foreign of Which EU 62 Rest of Europe North America South and Central America South and Central America Middle East East Asia Australia 2  The five countries with the highest visitor shares 9 Switzerland Italy 8 Great Britain 7 Austria 9  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position 5 Student 0  Frequency of visits to trade fair 2003 5 2001 45 1999 1999 137 1997 25 Earlier events	Hamburg I Saxony-Annait	
West Pommerania 1 Thuringia Lower Saxony 1  Total Foreign of which EU Rest of Europe North America South and Central America Middle East East Asia Australia  The five countries with the highest visitor shares Switzerland Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 23 21 21 21 21 21 21 21 21 21 21 21 21 21		1
Total Foreign of which EU Rest of Europe North America South and Central America South and Central America Middle East East Asia Australia  The five countries with the highest visitor shares Switzerland Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 231999 2311999 2311997 25Earlier events	West Pommerania 1 Thuringia	1
of which EU Rest of Europe North America South and Central America Middle East East Asia Australia  The five countries with the highest visitor shares Switzerland Italy Great Britain Austria Thetherands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled wrker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 2001 4999 1999 1999 1999 1999 1997 25 Earlier events	Lower Saxony 1	
Rest of Europe North America South and Central America Middle East East Asia Australia  The five countries with the highest visitor shares Switzerland Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, oroup head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 2001 1999 1999 131 1997 225 Earlier events	Total Foreign	
The five countries with the highest visitor shares  Switzerland Italy Great Britain Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 53 2001 45 1999 1999 237 1999 237 1997 25 Earlier events		62
The five countries with the highest visitor shares  Switzerland Italy Great Britain Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 53 2001 45 1999 1999 237 1999 237 1997 25 Earlier events	North America	18
The five countries with the highest visitor shares  Switzerland Italy Great Britain Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 53 2001 45 1999 1999 237 1999 237 1997 25 Earlier events	South and Central America	2
The five countries with the highest visitor shares  Switzerland Italy Great Britain Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 53 2001 45 1999 1999 237 1999 237 1997 25 Earlier events	Middle East	9
The five countries with the highest visitor shares  Switzerland Italy Great Britain Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 53 2001 45 1999 1999 237 1999 237 1997 25 Earlier events		5
sear of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 17 Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee 10ther position Student Other not gainfully employed 11  Frequency of visits to trade fair 2003 2001 45 1999 32 1997 25 Earlier events		%
sear of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 17 Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee 10ther position Student Other not gainfully employed 11  Frequency of visits to trade fair 2003 2001 45 1999 32 1997 25 Earlier events	Switzerland Italy Great Britain Austria Netherlands	10
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 52 2001 4999 33 1997 22 Earlier events	Italy Great Britain Austria Netherlands	
with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 2001 4999 32 1997 22 Earlier events	Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member.	9/ 11
Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 2001 4999 32 1997 25 Earlier events	Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 9% 11
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 52001 4999 33 1997 22 Earlier events	Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	9% 111 18
Other not gainfully employed 1  Frequency of visits to trade fair 2003 53 2001 45 1999 32 1997 25 Earlier events 17	Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	% 11 18 e 5 17
Other not gainfully employed 1  Frequency of visits to trade fair 2003 53 2001 45 1999 32 1997 25 Earlier events 17	Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service	% 11 18 e 5 17 34
Other not gainfully employed 1  Frequency of visits to trade fair 2003 53 2001 45 1999 32 1997 25 Earlier events 17	Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	% 11 18 e 5 17 34
Other not gainfully employed 1  Frequency of visits to trade fair 2003 53 2001 45 1999 32 1997 25 Earlier events 17	Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 11 18 e 5 17 34
2001     45       1999     32       1997     25       Earlier events     17	Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employewith managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 11 18 e 5 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
2001     45       1999     32       1997     25       Earlier events     17	Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 11 18 e 5 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
	Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	% 118 18 e 5 17 324 8 8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
	Italy Great Britain Austria Netherlands  Position in the companylorganisation Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employewith managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	8 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
	Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003	8 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
	Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 2001 1999	8 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
	Italy Great Britain Austria Netherlands  Position in the company/organisation Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 2001 1999	8 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7

#### Additional data trade visitors

Economic sector Elevator construction	9 4
Elevator assembly, installation	3
Elevator technology, accessories	1
Maintenance, servicing Mechanical engineering	1 1:
Electrical engineering industrie	- '
Service industry	
Architects, planning professions Student	
Other not gainfully employed	
Influence on purchasing/ procurement decisions	0
procurement decisions Decisively	9 3
Collectivély	2
In an advisory capacity	2.
No Student	1
Other not gainfully employed	
Area of responsibility	9
Management Research, development, design	2 <sup>,</sup>
Planning, work preparation	
Manufacture, production	
Production, quality control Buying, procurement	
Finance accounting controlling	
Intormation, communication technology (E	DP)
Intormation, communication technology (E Administration, organisation, personnel, social welfare, training	DP)
Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR	DP) 1
Marketing, sales, advertising, PR Storage, material management, logistics,	DP) 1:
Marketing, sales, advertising, PR Storage, material management, logistics, transport	DP)
Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building department	(DP)
Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building department Other area	DP)
Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building department	(DP)
Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building department Other area Student Other not gainfully employed	1: 1:
Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building department Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:	11: 1: 1:
Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building department Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1-4 6 500-999	11: 1: 1:
Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building department Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1- 4 6 500 - 999 5- 9 8 1 000 - 9 999	1: 1: 1: 9:
Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building department Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1-4-6-500-999 5-9-8-1000-9999 10-49-25-10000 and more 50-99-13-Student	11: 1: 1:
Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building department Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1 - 4 6 500 - 999 10 - 49 25 10 000 and more 50 - 99 13 Student 100-199 10 Other not gainfully	1: 1 :
Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building department Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1-4-6-500-999 5-9-8-1000-9999 10-49-25-10000 and more 50-99-13-Student	1: 1: 1: 9:
Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building department Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	1: 1 :
Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building department Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1- 4 6 500 - 999 5- 9 8 1 000 - 999 10- 49 25 10 000 and more 50- 99 13 Student 100-199 10 Other not gainfully 200-499 7 employed  Length of stay 1. Length of stay 1. Length of stay 1. Length of stay (days): one 49 three 11	99 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building department Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1 - 4 6 500 - 999 10 - 49 25 10 000 and more 50 - 99 13 Student 100-199 10 Other not gainfully 200-499 7 employed  Length of stay 1. Length of stay Length of stay (days):	99 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building department Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1- 4 6 500 - 999 5- 9 8 1 000 - 9999 10- 49 25 10 000 and more 50- 99 13 Student 100-199 10 Other not gainfully 200-499 7 employed  Length of stay 1. Length of stay 1. Length of stay 1. Length of stay (days): 0 one 49 three 11 1 two 32 four 8	99 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building department Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1- 4 6 500 - 999 5- 9 8 1 000 - 9999 10- 49 25 10 000 and more 50- 99 13 Student 100-199 10 Other not gainfully 200-499 7 employed  Length of stay 1. Length of stay 1. Length of stay 1. Length of stay (days): 0 one 49 three 11 1 two 32 four 8	9 9

Design of residence	
Region of residence	9
up to 50 km	4
more than 50 km up to 100 km	2.
more than 100 km up to 300 km	2
over 300 km	1
Total Germany	9
Baden- North Rhine-	
Württemberg 12 Westphalia	
Bavaria 75 Rhineland-	
Berlin 1 Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse 2 Schleswig-	
Hesse 2 Schleswig- Mecklenburg- Holstein	
West Pommerania 1 Thuringia	
Lower Saxony 1	
of which EŪ Other	9
<b>Position in the company/organisation</b> Entrepreneur, partner, self-employed	9
Managing director, board member,	
Managing director, board member, head of an authority etc.	
Managing director, board member, head of an authority etc. Senior department head, other employee	
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	1 2
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	1 2
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	1 2
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	1 2
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer	1 2
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student	1 2
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Housewife/man	11 2
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Housewife/man Old-age pensioner	11 22
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Housewife/man Old-age pensioner	11 2
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	11 22
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	9
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	9933
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	9

RENEXPO / IHE HolzEnergie /

12 373

**Basic data trade visitors** 

Total number of visitors

# reCONSTRUCT ---- Augsburg

## **Basic data private visitors**

Proportion of priv	rate visitors	<b>37</b> %
Region of residen up to 50 km		% 73
more than 50 km u		14 11
over 300 km	up to 500 km	2
Total Germany		100
Baden-	North Rhine-	
Württemberg Bavaria	4 Westphalia 94 Rhineland-	-
Berlin	1 Palatinate	1
Brandenburg	- Saarland	- 1
Bremen	- Saxony	-
Hamburg	- Saxony-Anhalt	-
Hesse Mecklenburg-	- Schleswig- Holstein	_
West Pommerania	- Thuringia	
Lower Saxony	1	
Position in the co Entrepreneur, partn	mpany/organisation	% 8
Managing director,	hoard member	O
head of an authorit	ty etc.	1
	head, other employee	
with managerial re- Department head,		1
Other salaried stuff		43
Skilled worker	, public service	13
Lecturer, teacher, s	cientific assistant	1
Trainee		-
Other position Farmer		5
Student		5 1
Housewife/man		4
Old-age pensioner		20
Other not gainfully	employed	1
Frequency of visit	s to trade fair	%
2006 2005		27 22
2005 First visit		22 64
Earlier events		11

## **Basic data all visitors**

Region of resider	nce	%
up to 50 km	icc	52
more than 50 km	un to 100 km	19
more than 100 km	un to 300 km	17
over 300 km	. up to 500 i.i.i	- 11
Total Germany		97
Baden-	North Rhine-	
Württemberg	9 Westphalia	2
Bavaria	82 Rhineland-	
Berlin	<ul> <li>Palatinate</li> </ul>	2
Brandenburg	<ul> <li>Saarland</li> </ul>	-
Bremen	- Saxony	1
Hamburg	<ul> <li>Saxony-Anhalt</li> </ul>	-
Hesse	1 Schleswig-	
Mecklenburg-	Holstein	-
West Pommerania	- Thuringia	-
Lower Saxony	2	
Total Foreign		3
of which EU		96
Other		4
Position in the co	omnany/organisation	%
Entrepreneur part	ompany/organisation ner, self-employed	26
Managing director	hoard member	
head of an author	ity etc.	3
	head, other employee	
with managerial re	esponsibility	1
Department head,		7
Other salaried stuf	f. public service	33
Skilled worker	., , ,	7
Lecturer, teacher,	scientific assistant	1
Trainee		-
Other position		1
Farmer		6
Student		2
Housewife/man		1 6 2 1
		8
Old-age pensioner		
Old-age pensioner Other not gainfully	/ employed	1
Other not gainfully	/ employed	1
Other not gainfully  Frequency of visi	/ employed	1 %
Other not gainfully  Frequency of visi 2006	/ employed	% 34
Other not gainfully  Frequency of visi 2006 2005	/ employed	% 34 26
Other not gainfully  Frequency of visi 2006	/ employed	% 34

## Additional data trade visitors

Economic sector Public office, authority, ministry Plant construction, industry, production Architects, planners, engineer's office, energy consultant	% 7 17
Energy supplies Financing, business promotion, insurance Agriculture and forestry Trade, sales	7 2 14 7
Skilled trades, installation, sanitary, heating, air-conditioning Science, research, development Other N/A	13 4 8 2
Influence on purchasing/	
procurement decisions	%
Decisively Collectively	50 19
In an advisory capacity	17
No Student	10 2
Other not gainfully employed	1
Area of responsibility	%
Management	44
Research, development, design Planning, work preparation	8 10
Manufacture, production	6
Production, quality control Buying, procurement	1
Finance, accounting, controlling	i
Information, communication technology (ED Administration, organisation, personnel,	)P) -
social welfare, training	5
Marketing, sales, advertising, PR Storage, material management, logistics,	11
transport Maintenance, repairs	_
Other area	5
Student	4 5 3 1
Other not gainfully employed	- 1

Size of					isati	ion:
Numbe	r of	emp	lō	yees:		

Nulliber of		ees.
1- 4	38	500 - 999
5- 9	12	1 000 - 9 999
10- 49	18	10 000 and more
50- 99	5	Student
100-199	6	Other not gainfully
200-499	6	employed
		1 - 7

Length 1. Length	of stay	(days):		%
one	87	three	1	
two	11	four	1	
2. Avera	ge lengt	h of stay		1,2 days

z. Average	length i	ui stay			٠,
3. Share of	visitors	on the ev	ent's	days:	
1st day	39	3rd day	27	1	
2nd day	36	4th day	13		

## Additional data private visitors

Sex Male Female	% 83 17
Age	%
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	9 18 25 25 18 7
Net household income up to 900,- EUR more than 1500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 3 11 16 25 23 12 4
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 8 33 19 26 14
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes no maybe	74 21
Follow-up business Intend to buy at later date	%
yes no maybe	48 13 39

Conducted by: Messe- und Congressberatung Dirr, Hamburg





## **ZOW** — Bad Salzuflen

### Basic data trade visitors

Basic data trade visitors	
Total number of visitors	18 169
Proportion of trade visitors	100%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 23 13 21 43
Total Germany Baden- Württemberg 7 Westphalia Bavaria 6 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen 1 Saxony-Anhalt Hesse 3 Schleswig- Mecklenburg- West Pommerania 1 Thuringia	73 56 2 - 1 1
Lower Saxony 16  Total Foreign of which EU Rest of Europe Other	27 80 10 10
The five countries with the highest visitor shares Great Britain Netherlands Denmark Austria Italy	% 12 9 7 7 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 25 18 12 16 23 1 1 1 1 3 3
Frequency of visits to trade fair 2006 2005 Earlier events First visit	% 58 53 46 29

Economic sector Office furniture Kitchen furniture	% 12 20
Bathroom furniture	8
Living room, bedroom and teenagers' furniture	10
Furniture trade	14
Interior work, joinery Free-lance designer	
Interior designer Media	3
Timber trade	3 2 8 24 22 3
Supplier Other	24
Student	3
Influence on purchasing/	%
<b>procurement decisions</b> Decisively	43
Collectively In an advisory capacity	28
No	15 9 3
Student Other not gainfully employed	2
3 , 1 ,	
Area of responsibility Management	% 41
Research, development, design	24
Planning, work preparation  Manufacture, production	17 13
Production, quality control	9
Buying, procurement Finance, accounting, controlling	27 7
Information, communication technology (El Administration, organisation, personnel,	OP) 4
social welfare, training	7
Marketing, sales, advertising, PR Storage, material management, logistics,	32
transport	6 3 4
Maintenance, repairs Other area	4
Student	3
Size of company/organisation:	۰,
Number of employees: 1- 4 14 200- 499	12
5- 9 9 500- 999 10- 49 22 1 000- 9 999	% 12 7
50- 99 11 10 000 and more	3
100-199 12 Student	3
Length of stay	%
1. Length of stay (days): one 62 three 6	
two 28 four 4	
	days
3. Share of visitors on the event's days:	
1st day 37 3rd day 41	

Conducted by: NordWestConsult GmbH, Bielefeld

## ART FORUM BERLIN ---- Berlin

## **Basic data private visitors**

Total number of visitors	17 484
Proportion of private visitors	67%
Region of residence up to 50 km	% 71
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	6 23
Total Germany Baden- North Rhine-	89
	4
Berlin 75 Palatinate Brandenburg 5 Saarland	
Bremen - Saxony Hamburg 4 Saxony-Anhalt	2 1
Hesse 2 Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony -	1
Total Foreign of which EU	<b>11</b>
Other	4
<b>Position in the company/organisation</b> Entrepreneur, partner, self-employed Managing director, board member,	% 30
head of an authority etc. Senior department head, other employed	3
with managerial responsibility Department head, group head Other salaried stuff, public service	1 3 22
Skilled worker Lecturer, teacher, scientific assistant Trainee	5 1 2 18
Other position Student	
Housewife/man Old-age pensioner Other not gainfully employed	1 12 1
Frequency of visits to trade fair 2006 2005	% 36 32
2004 2003 Earlier events	24 19 20
First visit	52

## Basic data all visitors

Proportion of trade visitors	33%
Region of residence	9
up to 50 km	6
more than 50 km up to 100 km	
more than 100 km up to 300 km over 300 km	2
OVEL 300 KIII	
Total Germany	80
Baden- North Rhine-	
Württemberg 3 Westphalia Bavaria 2 Rhineland-	4
Berlin 73 Palatinate	
Brandenburg 4 Saarland	
Bremen 1 Saxony	;
Hamburg 4 Saxony-Anhalt	
Hesse 2 Schleswig- Mecklenburg- Holstein	
Mecklenburg- Holstein West Pommerania 1 Thuringia	
Lower Saxony 1	
Total Foreign	14
of which North America	
Other	
Other EU  The country with the highest visitor s	9i share %
Other EU  The country with the highest visitor sugar	90 Share %
Other EU  The country with the highest visitor s	90 share %
Other EU  The country with the highest visitor susa USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	o) 44
Other EU  The country with the highest visitor sustained by the country with the highest visitor sustained by the country with the highest visitor sustained by the country experience of the country etc.  Senior department head, other employed by the country etc.  Senior department head, other employed by the country etc.	96 share %
Other EU  The country with the highest visitor sustained by the country with the highest visitor sustained by the country with the highest visitor sustained by the country with the country between the country of the	96 share %
Other EU  The country with the highest visitor sustained to the country with the highest visitor sustained to the country with the highest visitor sustained to the country with the country and the country a	90 share % 44
Other EU  The country with the highest visitor susa.  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	90 share % 44
Other EU  The country with the highest visitor sustained by the Country with the highest visitor sustained by the Country with the highest visitor sustained by the Country beard of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker lecturer, teacher, scientific assistant	90 share % 44
Other EU  The country with the highest visitor sustained by the country with the highest visitor sustained by the country with the highest visitor sustained by the country	9ishare %
Other EU  The country with the highest visitor sustained by the Country with the highest visitor sustained by the Country with the highest visitor sustained by the Country beard of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker lecturer, teacher, scientific assistant	9ishare %
Other EU  The country with the highest visitor sustained in the company/organisation of the property of the pr	90 share % 44
Other EU  The country with the highest visitor of USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	9ishare %
Other EU  The country with the highest visitor sustained in the company/organisation of the property of the pr	9ishare %
Other EU  The country with the highest visitor susal properties of the country with the highest visitor susal properties of the country with the highest visitor susal properties of the country of the c	9ishare 9 9 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Other EU  The country with the highest visitor of USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	96 share % 44
Other EU  The country with the highest visitor sustained in the company/organisation in the company/organisation in the company/organisation in the property of the company organisation in the property of the company	9i 9
Other EU  The country with the highest visitor susal properties of the country with the highest visitor susal properties of the country with the highest visitor susal properties of the country of the c	9i
Other EU  The country with the highest visitor sustained in the company/organisation in the company/organisation in the company/organisation in the property of the company organisation in the property of the company	96 share %

## Additional data private visitors

Sex Male Female	% 46 54
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 5 22 23 19 13 14 4
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 9 8 9 12 12 17 25
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 34 39 13 8 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 7 68 25
Follow-up business Follow-up business Industrial to the purpose of	% 10 60 30

Conducted by: Hopp & Partner, Berlin

## CMS - Cleaning . Management . Services . ---- Berlin

## **Basic data trade visitors**

Total number of visitors	13 765
Proportion of trade visitors	99%
Region of residence up to 50 km up to 100 km	% 21
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	3 21 55
Total Germany Baden- North Rhine-	93
Württemberg 10 Westphalia Bavaria 6 Rhineland-	12
Berlin 19 Palatinate Brandenburg 8 Saarland Bremen - Saxony	3 1 5
Hamburg 4 Saxony-Anhalt Hesse 6 Schleswig-	4
Mecklenburg- West Pommerania Lower Saxony  Holstein 7 Thuringia 9	3
Total Foreign of which EU	<b>7</b> 81
Rest of Europe Other	16
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 29
head of an authority etc. Senior department head, other employe	8 e
with managerial responsibility Department head, group head Other salaried stuff, public service	5 22 13
Skilled worker Lecturer, teacher, scientific assistant Trainee	4 2 10
Other position Student Other not gainfully employed	4 2 1
Frequency of visits to trade fair 2005 2003 2001 First visit	% 40 29 24 44

## Additional data trade visitors

Economic sector	%
Industry	12
Skilled trades	18
Retail trade	6
Wholesale, foreign trade	
Service	47
Authority, public services	6
Association, guild, chamber	1
School, university, education	3 2 2
Other sectors	2
Student	2
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	% 20

Influence on purchasing/	
procurement decisions	%
Decisively	30
Collectively	33
In an advisory capacity	23
No	12
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	38
	4
Research, development, design	
Planning, work preparation	16
Manufacture, production	6
Production, quality control	8
Buying, procurement	23
Finance, accounting, controlling	8
Information, communication technology (ED	P) 4
Administration, organisation, personnel,	•
social welfare, training	- 11
Marketing, sales, advertising, PR	16
Storage, material management, logistics,	
transport	9
Maintenance, repairs	9 8 21
	20
Other area	21
Student	2
Other not gainfully employed	- 1
- · · · · · · · · · · · · · · · · · · ·	

Size of con Number of	%		
1- 4	q	500 - 999	6
5- 9	6	1 000 - 9 999	12
10- 49	18	10 000 and more	6
50- 99	11	Student	2
100-199	13	Other not gainfully	
200-499	16	employed	1

200-499	16		employe	ed 1
Length of 1. Length o	<b>stay</b> of stay (	(days):		%
one two	75 20	three four	4	
2. Average	length	of stay		1,3 days
3. Share of 1st day 2nd day	22	on the er 3rd day 4th day	vent's days 48 29	:

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## FRUIT LOGISTICA ---- Berlin

## **Basic data trade visitors**

Total number of v	/isito	rs	43 159
Proportion of trac	le vis	sitors	97%
Region of residen	ce		%
up to 50 km		100 l	4
more than 50 km umore than 100 km	ib to	100 KIII	6
over 300 km	up to	) 300 KIII	90
Total Germany			22
Baden-		North Rhine-	
Württemberg	12	Westphalia	14
Bavaria		Rhineland-	_
Berlin		Palatinate	5
Brandenburg Bremen		Saarland	
Hamburg	2 5	Saxony Saxony-Anhalt	5 2
Hesse	5	Schleswig-	
Mecklenburg-		Holstein	4
West Pommerania Lower Saxony	1 9	Thuringia	2

Total For		7
of which		6
	Rest of Europe	
	Africa	
	North America	
	South and Central America	
	Middle East	
	Fast Asia	
	Australia	

The five countries with the highest visitor shares	9
Italy	1
Netherlands	1
Spain	
France	
Great Britain	

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

Frequency of visits to trade fair	
2000	
2005	
2004	
2003	
Earlier events	
First visit	

## Additional data trade visitors

Economic sector Fruit and vegetable growers Importers, exporters Industry Retail trade (central buying) Retail trade (distribution) Own wholesale trade of retail grocery trade Other wholesale trade Hotel, catering trade Packaging companies Packaging machinery manufacturer Freight forwarders, transport companies Other services Authority, public services Association, society, institution, organisation Research, apprenticeship, training Other sectors	% 30 35 65 55 88 22 77 22 59 3
Research, apprenticeship, training Other sectors Student Other not gainfully employed	4 3 1

Influence on purchasing/	
procurement decisions	
Decisively	4
Decisively Collectively	3
In an advisory capacity	1
No	
Student	
Other not gainfully employed	
Other not gainfully employed	

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

Number of 1- 4 5- 9 10- 49	14 13 13 27	500 - 999 1 000 - 9 999 10 000 and more	% 5 6 3
50- 99 100-199	11 10	Student Other not gainfully	3
200-499	8	employed	1
Length of	stay		%

Length (	of stay	(days):			%
one	37	two	42	three	22
2. Averag	je lengtl	h of stay		1,8	days
		rs on the		days:	44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





## International Green Week ---- Berlin

## **Basic data trade visitors**

Total number of visitors	425 899
Proportion of trade visitors	21%
Region of residence	%
up to 50 km	37
more than 50 km up to 100 km	8
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	26 29
Total Germany	96
Baden- North Rhine-	
Württemberg 2 Westphalia Bavaria 5 Rhineland-	5
	2
Berlin 30 Palatinate Brandenburg 22 Saarland	2
Bremen - Saxony	5 7
Hamburg 1 Saxony-Anhalt	. 7
Hesse 1 Schleswig-	•
Mecklenburg- Holstein	2
West Pommerania 6 Thuringia	2 5
Lower Saxony 7	
*	
Total Foreign	4
of which EU	61
of which EU Rest of Europe	61 26
of which EU	61
of which EÜ Rest of Europe Other  Position in the company/organisation	61 26 13
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed	61 26 13
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	61 26 13 1 % 19
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	61 26 13 1 % 19
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	61 26 13 1 % 19
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	61 26 13 1 % 19 4
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service	61 26 13 1 % 19 4 ee 2 6
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	61 26 13 1 % 19 4ee 2 6
of which  Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	61 26 13 1 % 19 4ee 2 6
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	61 26 13 1 % 19 4ee 2 6
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	61 26 13 1 % 19 19 4 4 26 6 10 8 5 8 4
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer	61 26 13 1 % 19 19 26 6 100 8 5 8 4 4
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student	61 26 13 1 % 19 19 26 6 100 8 5 8 4 4
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Other not gainfully employed	61 26 26 13 19 19 4 4 4 6 6 6 10 8 8 4 4 13 13 13 14 19 19 19 19 19 19 19 19 19 19 19 19 19
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Other not gainfully employed  Frequency of visits to trade fair	61 26 13 13 19 19 4 4 26 10 8 8 8 8 13 9 12
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Other not gainfully employed  Frequency of visits to trade fair 2006	61 26 26 13 19 19 4 49 2 6 6 10 8 8 5 5 8 4 4 13 13 19 19 19
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Other of gainfully employed  Frequency of visits to trade fair 2006 2005	61 26 13 1 % 19 19 4 ee 2 6 10 10 8 8 5 5 8 4 4 13 9 12 12
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	61 26 26 13 13 1
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Other of gainfully employed  Frequency of visits to trade fair 2006 2005	61 26 13 1 % 19 19 4 ee 2 6 10 10 8 8 5 5 8 4 4 13 9 12 12

## **Basic data private visitors**

Proportion of private visitors	<b>79</b> %
Region of residence	%
up to 50 km	52
more than 50 km up to 100 km	9
more than 100 km up to 300 km	24
over 300 km	15
Total Germany	99
Baden- North Rhine-	
Württemberg 1 Westphalia	3
Bavaria 2 Rhineland-	
Berlin 40 Palatinate	1
Brandenburg 25 Saarland Bremen - Saxony	é
Diemen Sakon,	6
Hamburg 1 Saxony-Anhalt Hesse 1 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania 5 Thuringia	2
Lower Saxony 6	
Total Foreign	1
of which EU	57
Rest of Europe	43
Position in the company/organisation	% 7
Entrepreneur, partner, self-employed	- 1
Managing director, board member,	1
head of an authority etc.	
Senior department head, other employee with managerial responsibility	1
Department head, group head	2
Other salaried stuff, public service	24
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	4
Farmer	1
	- 5
Student	
Housewife/man	5
Housewife/man Old-age pensioner	29
	29
Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	%
Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	% 38
Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	% 38 38
Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	% 38 38 34
Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004 2003	% 38 38 34 31
Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	% 38 38 34

## **Basic data all visitors**

Region of residence up to 50 km	4
more than 50 km up to 100 km	
more than 100 km up to 300 km over 300 km	
Total Germany	9
Baden- North Rhine- Württemberg 1 Westphalia	
Bavaria 2 Rhineland-	
Berlin 38 Palatinate	
Brandenburg 25 Saarland Bremen - Saxony	
Hamburg 1 Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein West Pommerania 6 Thuringia	
Lower Saxony 6	
Total Foreign	
of which EU Rest of Europe	
Other	
• the	
Position in the company/organisation	n
Position in the company/organisation Entrepreneur, partner, self-employed	n
Position in the company/organisation	n
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	n
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility	n
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head	n ee
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	n ee
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	n ee
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	n ee
Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employs with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer	n ee
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student	n ee
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Housewife/man	n ee
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student	n ee
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stufff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	n ee
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	n ee
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stufff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	n ee
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Farmer Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	•

## Additional data trade visitors

Economic sector	%
Agriculture, forestry	22
Horticulture, landscape gardening	4
Wholesale, foreign trade	3
Retail trade	-
Catering trade (restaurants, hotels and	
guest houses)	10
Other service company	
Food and luxuries industry	
Other industry Authorities, public facilities, associations	
School, technical college, university	č
Other sectors	Š
Student	ò
Other not gainfully employed	6 5 8 9
Influence on purchasing/ procurement decisions	%
Decisively	24
Collectively	21
In an advisory capacity	18
No	17
Student	9
Other not gainfully employed	12
Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (EL Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed	20 4 14 38 4 2 2 2 3 6 8 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
Size of company/organisation:	
Number of employees:	%
1- 4 30 500- 999	3
5- 9 9 1 000- 9 999	- 5
10- 49 18 10 000 and more	3
50- 99 4 Student	9
100-199 5 Other not gainfully	

## Additional data private visitors

•	
Sex	%
Male Female	43 57
Age	%
up to 20 years	5
over 20 up to 30 years over 30 up to 40 years	5 9 11
over 40 up to 50 years	22
over 50 up to 60 years over 60 up to 70 years	22 25
over 70 years	6
Net household income	%
up to 900,- EUR more than 900,- EUR up to 1 500,- EUR	13 20
more than 1 500,- EUR up to 2 000,- EUR	16
more than 2 000,- EUR up to 2 600,- EUR	12 10
more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR	4
N/A	18
Size of household	%
1 person 2 persons	17 51
3 persons	17
4 persons 5 persons and more	11 5
5 persons and more	,
Buying and ordering capacity Purchase or order made or	%
intended at the exhibition	
yes	67
no maybe	16 18
Follow-up business Intend to buy at later date	%
yes	32
no maybe	29 39
illaybe	33

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

12

1- 4 5- 9 10- 49 50- 99 100-199 200-499

Length of stay
1. Length of stay (days):
one 80 five
two 14 six

z. Average	iengui	ui stay		1,4	uay
3. Share of	visitors	on the ev	ent's		
1st day	14	5th day	17	9th day	- 1
2nd dáy	11	6th day	15	10th day	- 1
3rd dav	13	7th day	14	•	
4th day	12	8th day	17		

## Import Shop ---> Berlin

## **Basic data private visitors**

Total number of visitors	39 203
Proportion of private visitors	97%
Region of residence	%
up to 50 km	86
more than 50 km up to 100 km	6
more than 100 km up to 300 km over 300 km	5
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia	
Bavaria - Rhineland-	
Berlin 73 Palatinate	
Brandenburg 22 Saarland	
Bremen - Saxony Hamburg - Saxony-Anhalt	1
Hesse - Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia	
Lower Saxony 1	
Position in the company/organisation	%
Entrepreneur, partner, self-employed	12
Managing director, board member,	
head of an authority etc.	1
Senior department head, other employe	e
with managerial responsibility	-
Department head, group head Other salaried stuff, public service	40 2 2 2 13 15 2 2
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	
Student	13
Housewife/man	15
Old-age pensioner Other not gainfully employed	
Other not guillarly employed	-
Frequency of visits to trade fair 2006	% 54
2005	54 51
2004	45
	36
2003	
Earlier events	34 27

## Additional data private visitors

Sex Male Female	% 26 74
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 8 14 14 25 19 16 4
Net household income up to 900,- EUR more than 1500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 6 13 12 11 11 7 3
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 27 41 17 12 4
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 92 2 6
Follow-up business Intend to buy at later date yes no maybe  Conducted by: Hopp & Partner, Berlin	% 29 39 33

## ITB → Berlin

## **Basic data trade visitors**

Total number of visitors	155 562
Proportion of trade visitors	65%
Region of residence up to 50 km	% 20
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	14 64
Total Germany	65
Baden- North Rhine- Württemberg 7 Westphalia Bavaria 10 Rhineland-	13
Berlin 26 Palatinate Brandenburg 7 Saarland	3
Bremen 1 Saxony Hamburg 3 Saxony-Anhalt	7
Hesse 7 Schleswig- Mecklenburg- Holstein West Pommerania 2 Thuringia Lower Saxony 6	3 2
Total Foreign of which EU Rest of Europe	35 66 10
Africa North America	7
Middle East East Asia Other	10 7 3 7 4 2
The five countries with the highest visitor shares Poland Austria Netherlands Spain Great Britain	% 15 11 5
Position in the company/organisation Entrepreneur, partner, self-employed	1 % 21
Managing director, board member, head of an authority etc. Senior department head, other employe	11 e
with managerial responsibility Department head, group head	14
Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	15 2 3 6 3 18 3
Trainee Other position	6
Student Other not gainfully employed	18
Frequency of visits to trade fair 2006 2005 2004	% 38 31 28
2004 2003 Earlier events	23 23 24
First visit	40

## **Basic data all visitors**

Region of residence up to 50 km	% 38
more than 50 km up to 100 km more than 100 km up to 300 km	12
over 300 km	47
Total Germany Baden- North Rhine-	77
Württemberg 5 Westphalia	9
Bavaria 6 Rhineland- Berlin 43 Palatinate	2
Brandenburg 12 Saarland Bremen 1 Saxony	5
Hamburg 2 Saxony-Anhalt	2
Hesse 5 Schleswig- Mecklenburg- Holstein	2
West Pommerania 2 Thuringia Lower Saxony 4	2
Total Foreign	<b>2</b> 3
of which EU Rest of Europe	10
Africa North America	7
Middle East	-
East Asia Other	10
Netherlands Spain Italy	
Position in the company/organisation Entrepreneur, partner, self-employed	% 16
Managing director, board member, head of an authority etc.	8
Senior department head, other employee	
with managerial responsibility Department head, group head	12
Other salaried stuff, public service Skilled worker	21
Lecturer, teacher, scientific assistant	3
Other position Student	16
Housewife/man	1
Old-age pensioner Trainee	5
	- 1
Other not gainfully employed	
Other not gainfully employed  Frequency of visits to trade fair	9/
Other not gainfully employed  Frequency of visits to trade fair 2006 2005	9/ 39 33
Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	% 39
Other not gainfully employed  Frequency of visits to trade fair 2006 2005	% 39 33 29 24 25 37

Additional data trade visitors	
Economic sector	%
Tourism organisations Tour operator	2
Travel agency	1
Trade fair organizer, conference and congress organizer	
Hotel company	1
Business travel	4
Transport carriers (bus, train, ship and air companies)	
Travel technology, information and	
reservation systems PR advertising consultancy	i
PR, advertising, consultancy Leisure centre, leisure park	
Publishing houses, press Research institute, educational institution	
Tourism federations, associations	-
Vacation property Other	13
Student	18
Other not gainfully employed	3
Influence on purchasing/	
procurement decisions	% 2!
Decisively Collectively	2
In an advisory capacity	1
No Student	14
Other not gainfully employed	
Area of responsibility	9
Management	27
Research, development, design Planning, work preparation	13
Manufacture, production	- 2
Production, quality control Buying, procurement	10
Finance, accounting, controlling	- 4
Information, communication technology (EDP Administration, organisation, personnel, social welfare, training	) 4
social welfare, training	
Marketing, sales, advertising, PR	3
Storage, material management, logistics, transport	
Maintenance, repairs	
Other area Student	1! 18
Other not gainfully employed	
Size of company/organisation:	
Number of employees:	9
1- 4 21 500- 999 5- 9 9 1 000- 9 999	9
10- 49 18 10 000 and more	
50- 99 8 Student 100-199 7 Other not gainfully	18
100-199 7 Other not gainfully 200-499 6 employed	3
Length of stay	9/
1. Length of stay (days):	
one 41 three 20 five	
	av
2. Average length of stay 2,1 d 3. Share of visitors on the event's days:	ay
2. Average length of stay 2,1 of 3. Share of visitors on the event's days: 1st day 47 3rd day 51 5th day 2nd day 56 4th day 33	ay 1!

# MODERNER STAAT ---- Berlin

## **Basic data trade visitors**

Total number of visitors	3 567	
Proportion of trade visitors		
Region of residence up to 50 km more than 50 km up to 100 km	% 35 2	
more than 100 km up to 300 km over 300 km	11 51	
Total Germany Baden- North Rhine-	98	
Württemberg 3 Westphalia Bavaria 7 Rhineland-	23	
Berlin 27 Palatinate Brandenburg 10 Saarland	4	
Bremen 1 Saxony	3	
Hamburg 3 Saxony-Anhalt Hesse 7 Schleswig-	1	
Mecklenburg- Holstein West Pommerania 2 Thuringia Lower Saxony 7	1	
Total Foreign	2	
Position in the company/organisation Principal, head of ministerial dept, assis	ı %	
secretary, head of government dept. Lord mayor, department head, mayor,	1	
councillor, district administrator	3	
Head of public office, department head Department manager, subdivision mana head of division, section head, subject l	ger, nead 15	
Commercial clerk, desk officer Other salaried public service employee Member of the board, managing directo	15 23	
owner		
Area manager, authorized signatory	3	
Department head, group head Commercial clerk, skilled worker	7	
Other salaried staff	9	
Lecturer, teacher, scientific assistant Trainee, Student	4 3 7 3 9 6 2	
	%	
Frequency of visits to trade fair		
2006	33 25	
	33 25 17 15	

## Additional data trade visitors

Economic sector Authority, public services Service	% 70 14
Association, organisation, trade union Diplomacy	1
Policy Educational/training institutions, academy	3 4
Industry Other sectors Student	13 8 1
Influence on purchasing/ procurement decisions	%
Decisively Collectively	10 30
In an advisory capacity No	31 27
Student	1
Area of responsibility Management	% 15
Research, development, design	3
Planning, work preparation  Manufacture, production	4
Production, quality control Buying, procurement	1
Finance, accounting, controlling	16
Information, communication technology (EDI Administration, organisation, personnel,	
social welfare, training Marketing, sales, advertising, PR	43 20
Storage, material management, logistics,	
transport Maintenance, repairs	1
Other area Student	12 1
Cina of annual control in the contro	
Size of company/organisation: Number of employees:	%
1- 4 3 200- 499 5- 9 3 500- 999	16 14
10- 49 8 1 000 - 9 999 50- 99 7 10 000 and more	29 8
50- 99 7 10 000 and more 100-199 12 Student	1
Length of stay  1. Length of stay (days): one 44 two 56	%
2 Average length of stay 1.6	dave
2. Average length of stay 1,6	days

## SHOWTECH ---- Berlin

#### Basic data trade visitors

Total number of visitors	7 340		
Proportion of trade visitors			
Region of residence	%		
up to 50 km	29		
more than 50 km up to 100 km	10		
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	16 53		
Total Germany	72		
Baden- North Rhine-			
Württemberg 6 Westphalia Bavaria 5 Rhineland-	10		
Berlin 36 Palatinate	1		
	i		
Bremen 2 Saxony	11		
	5		
Hesse 5 Schleswig- Mecklenburg- Holstein	1		
West Pommerania 2 Thuringia	2		
West Pommerania 2 Thuringia Lower Saxony 5			
Total Foreign	28		
of which EU	66		
East Asia Other	9		
Rest of Europe	21		
The five countries with the highest	%		
Austria Switzerland	16 11		
Netherlands	7		
Sweden	7		
Poland	6		
Position in the company/organisation Entrepreneur, partner, self-employed	% 15		
Managing director, board member, head of an authority etc.			
nead of an authority etc. Senior department head, other employee	. 7		
with managerial responsibility	4		
Department head, group head Other salaried stuff, public service	29		
Other salaried stuff, public service	14		
Skilled worker	8		
Lecturer, teacher, scientific assistant Trainee	- 4		
	8 4 7 2 9		
	g		
Other position Student			
Other position	1		
Other position Student Other not gainfully employed  Frequency of visits to trade fair	%		
Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	% 33		
Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 2003	% 33 23		
Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	% 33		

## Additional data trade visitors

Economic sector	%
Theatre, opera, concert, festival hall	46
Sports and multi-purpose halls	- 4
Congress centres, trade fairs, exhibitions	- 3
Other event venues	
Event organizer/management Film, radio, TV	
Manufacturer, Industry	- 1
Architects, building planners	
Exhibition stand construction	3
University, college, polytechnic	- 2
Wholesale and foreign trade, commercial	
agency Other sectors	10
Student	'
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	9/
Decisively Collectively	20 36
In an advisory capacity	2
No	2: 1:
Student	9
Other not gainfully employed	
Area of responsibility	9/
Management	17
Research, development, design	10
Planning, work preparation Manufacture, production	3: 19
Production, quality control	- 13
Buying, procurement	2
Finance, accounting, controlling	3
Information, communication technology (EI Administration, organisation, personnel,	)P) 4
social welfare, training	
Marketing, sales, advertising, PR	18
Storage, material management, logistics, transport	
Maintenance, repairs	18
Other area	2
Student	9
Other not gainfully employed	
Size of company/organisation:	
Size of company/organisation: Number of employees:	9/
1- 4 18 500- 999	9
5- 9 9 1 000- 9 999	

Nullinei Oi	CHIPIOYE	co.	
1- 4	18 1	500 - 999	5
5- 9	9	1 000 - 9 999	
10- 49	19	10 000 and more	1
50- 99	7	Student	9
100-199	7	Other not gainfully	
200-499	19	employed	1

Length 1. Length		(days).			%
one	64	two	27	three	9
2. Avera	ge lengtl	n of stay		1,5	days
3. Share	of visito	rs on the	event's	days:	20

Conducted by: Walter, Wissler & Partner, Basel

## **Harz + Heide (2006)**

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

# ---- Braunschweig

### Basic data all visitors

Region of residen up to 50 km more than 50 km u more than 100 km over 300 km	ıp to	100 km 300 km	9/ 88 (
Total Germany			99
Baden- Württemberg	1	North Rhine- Westphalia	
Bavaria Berlin	- 1	Rhineland- Palatinate	
Brandenburg		Saarland	
Bremen Hamburg	- 1	Saxony Saxony-Anhalt	
Hesse	-	Schleswig-	
Mecklenburg- West Pommerania	1	Holstein Thuringia	
Lower Saxony	93	3	
Position in the co Entrepreneur, partn Managing director,	er, se	elf-employed	9/

Position in the company/organisation	%
Entrepreneur, partner, self-employed	8
Managing director, board member,	
head of an authority etc.	1
Senior department head, other employee	
with managerial responsibility	2 6
Department head, group head	6
Department head, group head 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

Other not guillary employed	,
Frequency of visits to trade fair	%
2005	43
2004	41
2003	34
Earlier events	43
First visit	16

### Additional data private visitors

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# **Bremen Classic Motorshow** ----> **Bremen**

### **Basic data private visitors**

	29 34
Proportion of private visitors	93%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	9 3 1 3
Total Germany Baden- Württemberg Bavaria 1 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen 21 Saxony Hamburg 6 Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 52	91
<b>Total Foreign</b> of which EU Other	7

Position in the company/organisat	ion %
Entrepreneur, partner, self-employed Managing director, board member,	17
head of an authority etc.	2
Senior department head, other emplo	
with managerial responsibility	2
Department head, group head	
Other salaried stuff, public service	21
Skilled worker	12
Lecturer, teacher, scientific assistant	3 2 4 7 2 15
Trainee	2
Other position	4
Student	/
Housewife/man	45
Old-age pensioner	15
Other not gainfully employed	3

Frequency of visits to trade fair	•
2006	5
2005	4
2004	3
First visit	3
That visit	_

### Additional data private visitors

Sex Male Female	% 82 18
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 9 8 20 28 19 15 3
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 8 10 12 11 13 13 11 23
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 19 43 14 16 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 58 19 23
Follow-up business Intend to buy at later date yes no maybe	% 24 24 52

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





# fahrrad.markt.zukunft. ---- Bremen

### **Basic data private visitors**

basic data private visitors	
Total number of visitors	9 160
gion of residence to 50 km re than 50 km up to 100 km re than 100 km up to 300 km re than 100 km re than 50 km re tha	96%
Region of residence	%
up to 50 km	63
more than 50 km up to 100 km	16
over 300 km	18 3
Total Germany	99
Baden- North Rhine- Württemberg - Westphalia	4
	1
Mecklenburg- Holstein	2
Lower Saxony 51	
Total Foreign	1
Position in the company/organisation	%
Entrepreneur, partner, self-employed	9
Managing director, board member,	
	2
	-
Department head group head	2 7 32 8 3 2 4 7 4 18
Other salaried stuff nublic service	32
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	4
Student	7
	4
	18
Other not gainfully employed	
Frequency of visits to trade fair	%
2006	28
2005	20
2004	13
Earlier events First visit	48 48
I II ST VISIT	40

### Additional data private visitors

Sex Male Female	% 60 40
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 70 years over 60 up to 70 years over 70 years	% 6 9 15 27 24 16 3
Net household income up to 900,- EUR more than 1500,- EUR up to 1500,- EUR more than 2000,- EUR up to 2600,- EUR more than 2000,- EUR up to 2600,- EUR more than 3600,- EUR up to 3600,- EUR more than 5000,- EUR up to 5000,- EUR N/A	% 7 10 8 10 14 8 5 39
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 46 16 15 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 32 26 42
Follow-up business Intend to buy at later date yes no maybe	% 36 13 51
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

# ReiseLust --- Bremen

### **Basic data private visitors**

Total number of v	visitors	8 771
Proportion of private visitors		93%
Region of residen up to 50 km more than 50 km i more than 100 km over 300 km	up to 100 km	% 83 11 4
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	North Rhine- Westphalia Rhineland- 1 Palatinate Saarland 51 Saxony Saxony-Anhalt Schleswig- Holstein Thuringia	99
Total Foreign		1
Entrepreneur, partr Managing director, head of an authori	board member, ty etc. head, other employee sponsibility group head f, public service	% 6 2 1 4 24 24

# Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2006 32 2005 22 First visit 4

### Additional data private visitors

Sex Male Female	9 4 5
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	9 1 1 2 2
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	9, 1, 1, 1, 1, 2,
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	9/ 1! 6/ 1/
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	9 2: 3 4:
Follow-up business Intend to buy at later date yes no	9 2 1 6

# **Boulevard.DORTMUNDER**

### **Basic data private visitors**

Total number of visitors	96 247
Proportion of private visitors	97%
Region of residence	%
up to 50 km	88
more than 50 km up to 100 km	8
more than 100 km up to 300 km over 300 km	3 2
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia	98
Bavaria - Rhineland-	
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony Hamburg - Saxony-Anha	l+
Hamburg - Saxony-Anha Hesse - Schleswig-	н .
Mecklenbura- Johnstein	
West Pommerania 1 Thuringia	
Lower Saxony 1	
Position in the company/organisation	on %
Entrepreneur, partner, self-employed	5
Managing director, board member,	1
head of an authority etc. Senior department head, other employ	
with managerial responsibility	3
Department head group head	ĕ
Department head, group head Other salaried stuff, public service	31
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	6
Student	. 6
Housewife/man	10
Old-age pensioner	10
Other not gainfully employed	C
Frequency of visits to trade fair	
2006	38
2006 2005	38 37
2006 2005 2004	38 37 40
2006 2005	% 38 37 40 33 43

# **HERBST** ---- **Dortmund**

### Additional data private visitors

•	
Sex Male Female	% 34 66
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 8 16 20 29 18 8
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 7 9 11 9 12 8 8 37
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 15 40 21 16 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 73 8 19
Follow-up business Intend to buy at later date yes no maybe	% 26 22 52

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# **CREATIVA** ----> **Dortmund**

### **Basic data private visitors**

Total number of visitors	80 850
Proportion of private visitors	90%
Region of residence	%
up to 50 km	44
more than 50 km up to 100 km	28
more than 100 km up to 300 km over 300 km	25 4
Total Germany	99
Baden- North Rhine- Württemberg 1 Westphalia Bavaria 1 Rhineland-	83
Berlin - Palatinate	2
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse 4 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	
Lower Saxony 8	
<b>Total Foreign</b> of which EU	<b>1</b>
Position in the company/organisation	%
Entrepreneur, partner, self-employed	5
Managing director, board member,	1
head of an authority etc. Senior department head, other employe	
sellor departificit fiead, other employe	-
with managerial responsibility	2
with managerial responsibility Department head, group head	3
Department head, group head Other salaried stuff, public service	3 26
Department head, group head Other salaried stuff, public service Skilled worker	26 4
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	26 4 3
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	26 4 3 2
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	26 4 3 2 17
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	26 4 3 2 17 5
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	4 3 2 17 5 23 8
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	4 3 2 17 5 23
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	4 3 2 17 5 23 8 5
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	4 3 2 17 5 23 8 5
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	44 3 2 17 5 23 8 5 5 
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	44 3 2 177 5 23 8 5 5 9% 444 40 34
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	44 3 2 17 5 23 8 5 5 

### Additional data private visitors

Sex Male Female	% 8 92
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 4 14 25 31 18 7
Net household income up to 900,- EUR more than 1500,- EUR up to 1500,- EUR more than 1500,- EUR up to 2600,- EUR more than 2000,- EUR up to 2600,- EUR more than 3600,- EUR up to 3600,- EUR more than 5000,- EUR up to 5000,- EUR more than 5000,- EUR up to 5000,- EUR	% 10 11 13 11 13 7 3
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 12 35 18 22 13
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 92 2 6
Follow-up business Intend to buy at later date yes no no maybe	% 38 18 44
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

# 

### **Basic data trade visitors**

Total number of visitors	27 148
Proportion of trade visitors	97%
Region of residence	%
up to 50 km	46
more than 50 km up to 100 km	32
more than 100 km up to 300 km over 300 km	20
Total Germany	99
Baden- North Rhine- Württemberg - Westphalia Bavaria - Rhineland-	90
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 2 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	
West Pommerania - Thuringia Lower Saxony 4	
<b>Total Foreign</b> of which EU East Asia	8
of which EŪ East Asia	8/
of which EU East Asia  Position in the company/organisation	1
of which EU East Asia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member.	9,1
of which EU East Asia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	99 11
of which EU East Asia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	9 1
of which EU East Asia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility	9 1
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service	81 9 1 1 e
of which EU East Asia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	8 1. 9 1 1 e
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	8 1. 9 1 1 e
of which EU East Asia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	8 1. 9 1 1 e
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	8 1. 9 1 1 e
of which EU East Asia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	8 1. 9 1 1 e
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Head Old-age pensioner	8 1. 9 1 1 e
of which EU East Asia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	8 1. 9 1 1 e
of which EU East Asia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	8 1 9 1 1 e
of which EU East Asia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2003	8 1 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
of which EU East Asia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2003	8 1 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
of which EU East Asia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2003	8 1 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

### Additional data trade visitors

Auditional data trade visitors	
Economic sector	%
Electrical skilled trade	38
Other skilled trades	2
Electrical engineering industry	14
Other industry	8
Electrical wholesale trade	8 3 1 2 2 2 3 8 8
Electrical retail trade	- 1
Other wholesale and retail trade	2
Energy supply company, mains, grid operator	r 5
Engineering, planning office, architects	3
Service companies, telecommunications	- 2
Specialist authority, administration	- 2
Training and further training	- 3
Other	
Student	
Other not gainfully employed	(
Influence on purchasing/	
procurement decisions	%
Decisively	24
Collectively	34
In an advisory capacity	19
No	12
Student	5
Other not gainfully employed	6
Area of responsibility	%
Management	19
Research, development, design	'ĕ
Planning, work preparation	21
Manufacture, production	20
Production, quality control	- 1
Buying, procurement	17
Finance, accounting, controlling	4
Information, communication technology (ED	P)10
Administration, organisation, personnel,	
social welfare, training	4
Marketing, sales, advertising, PR	9
Storage, material management, logistics,	
transport	- 7
Maintenance, repairs	29
Other area	16
Student	- 5
Other not gainfully employed	6
Size of company/organisation:	
Number of employees:	0/
Number of employees:	
Number of employees: 1- 4 20 500- 999	7
Number of employees: 1- 4 20 500- 999 5- 9 12 1 000- 9 999	7
Number of employees: 1- 4 20 500 - 999 5- 9 12 1 000 - 9 999 10- 49 15 10 000 and more	7
Number of employees: 1- 4 20 500- 999 5- 9 12 1 000- 9 999 10- 49 15 10 000 and more 50- 99 8 Student	% 7 8
Number of employees: 1- 4 20 500 - 999 5- 9 12 1 000 - 9 999 10- 49 15 10 000 and more	7

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

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

Length of stay 1. Length of stay (days): one 91 three

2. Average length of stay

1,1 days

# **HobbyTronic Computerschau** ----- **Dortmund**

### **Basic data private visitors**

Total number of visitors	51 040
Proportion of private visitors	91%
Region of residence	%
up to 50 km	54
more than 50 km up to 100 km	21
more than 100 km up to 300 km	19
over 300 km	6
Total Germany	95
Baden- North Rhine-	
Württemberg - Westphalia	88
Bavaria 1 Rhineland-	
Berlin 1 Palatinate	2
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 2 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 5	
Total Foreign	5
of which EU	5 86
Rest of Europe	12
Other	2
The country with the highest visitor : Netherlands	45 45
Position in the company/organisation	
Entrepreneur, partner, self-employed	7
Managing director, board member,	
head of an authority etc.	1
Senior department head, other employed	е .
with managerial responsibility	1
Department head, group head	9
Other salaried stuff, public service	23
Skilled worker	19
Lecturer, teacher, scientific assistant	2
Trainee	5
Other position	14
Student	
Student Housewife/man	2
Student Housewife/man Old-age pensioner	9
Student Housewife/man	2 9 5
Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	%
Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	% 41
Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	9 23 19 2 5 3 14 2 9 5 5 7 4 4 4 40
Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	% 41 40 34
Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004 2003	% 41 40 34 31
Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	% 41 40 34

### Additional data private visitors

<u> </u>	
Sex Male	% 92
Female	8
Age	%
up to 20 years	14
over 20 up to 30 years	18 21
over 30 up to 40 years over 40 up to 50 years	29
over 50 up to 60 years	12
over 60 up to 70 years over 70 years	6 1
Net household income	%
up to 900,- EUR more than 900,- EUR up to 1 500,- EUR	14 12
more than 1 500,- EUR up to 2 000,- EUR	11
more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR	13 13
more than 3 600,- EUR up to 5 000,- EUR	9
more than 5 000,- EUR	9
N/A	19
Size of household	%
1 person	19 29
2 persons 3 persons	29
4 persons	21
5 persons and more	11
Buying and ordering capacity	%
Purchase or order made or	
intended at the exhibition yes	79
no	8
maybe	13
Follow-up business	%
Intend to buy at later date	
yes no	28 28
maybe	44
•	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# JAGD & HUND ---- > Dortmund

### Rasic data private visitors

Total number of visitors	71 211
Proportion of private visitors	91%
Region of residence	%
un to 50 km	27
more than 50 km up to 100 km	28
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	38
Total Germany	90
Baden- North Rhine- Württemberg 2 Westphalia Bavaria 2 Rhineland-	71
	7
Brandenburg - Saarland	1
Bremen - Saxony	
Hesse 7 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 7	1
Total Foreign	10
of which EU	97
Other	3
Other  The two countries with the highest	3
The two countries with the highest visitor shares	9/
The two countries with the highest visitor shares Netherlands	% 60
The two countries with the highest visitor shares	9/
The two countries with the highest visitor shares Netherlands Belgium	% 60 27
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed	% 60 27
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc.	% 60 27 % 20
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed	% 60 27 20
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility	% 60 27 20
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility	% 60 27 20
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service	% 60 27 20
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility	% 60 27 20
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Letturer, teacher, scientific assistant Trainee	% 60 27 20
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 60 27 20
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 60 27 20
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	% 60 27 20
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 60 27 % 20
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	9% 60 27 20 20 20 20 20 20 20 20 20 20 20 20 20
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	% 600 277 200 200 200 200 200 200 200 200 2
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	% 666 277 20 20 20 20 20 20 20 20 20 20 20 20 20
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	% 666 277 20 20 20 20 20 20 20 20 20 20 20 20 20
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	% 666 277 20 20 20 20 20 20 20 20 20 20 20 20 20

### Additional data private visitors

Sex Male Female	% 78 22
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 8 12 20 27 21 11 2
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 8 10 8 13 12 15 27
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 13 33 17 24 13
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 85 4 10
Follow-up business Intend to buy at later date yes no maybe	% 42 19 39
Conducted by: Gelszus Messe-Marktforschur GmbH. Dortmund	ng

# **Basic data trade visitors**

**Ordertage Inneneinrichtung** 

Total number of visitors	4 864
Proportion of trade visitors	96%
Region of residence	% 25
up to 50 km more than 50 km up to 100 km	25 28
more than 100 km up to 300 km	41
over 300 km	6
Total Germany	99
Baden- North Rhine-	
Württemberg 1 Westphalia Bayaria 2 Rhineland-	67
Berlin - Palatinate	7
Brandenburg 1 Saarland	-
Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse 6 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia	i
Lower Saxony 16	
Total foreign	1
Position in the company/organisation	%
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	2 7 5 9 2 9 2 2 2
Other salaried staff, public service Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	9
Other position	2
Student Other and reinfully applicant	2
Other not gainfully employed	
Frequency of visits to trade fair	%
2005 2004	49 48
First visit	40 34
	34

# (2006) ---- **Dortmund**

### Additional data trade visitors

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

Influence on purchasing/ procurement decisions Decisively	% 41
Collectively In an advisory capacity No	29 17 9
Student 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 (ED	P) 7
Administration, organisation, personnel,	1
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	12 2 2

### Size of company/organisation:

9		oloyees:	empio	er ot	Numb
	500- 999	5 1	65	4	1-
	1 000 - 9 999		12	9	5-
	10 000 and more	1	11	49	10-
	Student	2	2	99	50-
	Other not gainfully	4 (	4		100-1
	employed	1	1	199	200-4

Length of 1. Length of	<b>stay</b> of stay	(days):			%
one	97	two	3	three	
2. Average	length	of stay		1,0	days
3. Share of 1st day	visito 39	rs on the e 2nd day	vent's 35	days: 3rd day	29

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# auto mobil / baby plus ---- > Dresden

### Basic data private visitors

Total number of visitors	25 700
Proportion of private visitors	100%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 93 5 1
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bramdenburg Hamburg Hesse Westphalia 1 Rhineland- Palatinate 1 Saarland Saarland Saavony Saxony Hesse Hesse Holstein West Pommerania Lower Saxony	100 - - - 98 t -
Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other position Other not gainfully employed	9
Frequency of visits to trade fair 2006 2005 Earlier events First visit	% 37 26 16 21

### Additional data private visitors

Sex Male Female	% 64 36
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 9 31 18 15 14 6
Net household income up to 900,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 13 13 14 10 9 4
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 18 41 24 15
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 1 10 89
Follow-up business Intend to buy at later date yes no maybe	% 6 12 82
Conducted by: TMS Messen - Kongresse - Astellungen GmbH, Dresden	Aus-

# **Dresdner Reisemarkt ---> Dresden**

### **Basic data private visitors**

Total number of vi		28 500
Proportion of priva	ate visitors	97%
Region of residence	:e	%
up to 50 km more than 50 km u	n to 100 km	89
more than 100 km		2
over 300 km	up to 500 km	
Total Germany		100
Baden-	North Rhine-	
Württemberg	<ul> <li>Westphalia</li> </ul>	
Bavaria	<ul> <li>Rhineland-</li> </ul>	
Berlin	<ul> <li>Palatinate</li> </ul>	
Brandenburg	2 Saarland	
Bremen	- Saxony	98
Hamburg	<ul> <li>Saxony-Anhalt</li> </ul>	
Hesse	- Schleswig-	
Mecklenburg- West Pommerania	Holstein	
Lower Saxony	- Thuringia	
Entrepreneur, partin Managing director, head of an authorit Senior department I with managerial res Department head, c Other salaried stuff, Skilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man	board membér, y etc. nead, other employee ponsibility group head public service	% 7 7 1 38 8 8 2 2 3 3 0 3 0 3 0 3 0 3 0 3 0 3 0 3 0 3
Student Housewife/man Old-age pensioner  Frequency of visits 2006	s to trade fair	

### Additional data private visitors

Sex Male Female	% 44 56
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 13 15 20 17 24
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 7 15 14 14 9 4 1 37
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 17 53 17 11
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 12 61 28
Follow-up business Intend to buy at later date yes no maybe	% 29 32 40
Conducted by Annua Manuatematicus Dura	

Conducted by: Anova Marktforschung, Dresden

# Jagen, Fischen, Reiten, Forst & Holz ----- Dresden

### **Basic data private visitors**

Total number of visitors	19 755
Proportion of private visitors	100%
Region of residence	%
up to 50 km	73
more than 50 km up to 100 km	18
more than 100 km up to 300 km over 300 km	7
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia	
Bavaria - Rhineland-	
Berlin - Palatinate Brandenburg 3 Saarland	
Bremen - Saxony	94
Hamburg - Saxony-Anhalt	1
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 1	
Position in the company/organisation	%
Entrepreneur, partner, self-employed	16
Managing director, board member,	
head of an authority etc.	
Senior department head, other employed with managerial responsibility	
Department head, group head	1
Other salaried stuff, public service	24
Skilled worker	11
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position Student	10
Housewife/man	13
Old-age pensioner	15 20 20
Other not gainfully employed	3
Frequency of visits to trade fair	%
2006	32
2005	26
Earlier events	19

### Additional data private visitors

Sex Male Female	% 55 45
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 12 17 16 24 11 15
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 14 13 7 7 6 3 1 50
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 15 38 23 15 9
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 36 20 44
Follow-up business Intend to buy at later date yes no maybe	% 12 9 79

# A + A --- Düsseldorf

### **Basic data trade visitors**

Total number of visitors	55 286
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	26
more than 50 km up to 100 km more than 100 km up to 300 km	13
more than 100 km up to 300 km over 300 km	21 40
Total Germany	77
Baden- North Rhine- Württemberg 8 Westphalia Bavaria 7 Rhineland-	54
	6
Brandenburg 1 Saarland	2
Bremen 1 Saxony	1
Hamburg 2 Saxony-Anhalt	1
Hesse 7 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 7	1
Total Foreign	<b>2</b> 3
of which EU	65
Rest of Europe Africa	' '
North America	2
North America South and Central America	2
Middle East	4
East Asia	11 2 3 2 4 10 2
Australia	,
Australia	
The five countries with the highest	
The five countries with the highest visitor shares	%
The five countries with the highest visitor shares Netherlands	% 14
The five countries with the highest visitor shares Netherlands Belgium	% 14 10
The five countries with the highest visitor shares Netherlands	% 14 10
The five countries with the highest visitor shares Netherlands Belgium Italy	% 14 10
The five countries with the highest visitor shares Netherlands Belgium Italy Austria Switzerland	% 14 10 6
The five countries with the highest visitor shares Netherlands Belgium Italy Austria Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed	% 14 10 6
The five countries with the highest visitor shares Netherlands Belgium Italy Austria Switzerland  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9% 14 10 6 5 5 1 1 9%
The five countries with the highest visitor shares Netherlands Belgium Italy Austria Switzerland  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 14 10 6 5 5 13
The five countries with the highest visitor shares Netherlands Belgium Italy Austria Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	% 14 10 6 5 5 13
The five countries with the highest visitor shares Netherlands Belgium Italy Austria Switzerland  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	% 14 10 6 5 5 13
The five countries with the highest visitor shares Netherlands Belgium Italy Austria Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	% 14 10 6 5 5 13
The five countries with the highest visitor shares Netherlands Belgium Italy Austria Switzerland  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service	% 14 10 6 5 5 13
The five countries with the highest visitor shares Netherlands Belgium Italy Austria Switzerland  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 14 10 6 5 5 13
The five countries with the highest visitor shares Netherlands Belgium Italy Austria Switzerland  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 14 10 6 5 5 13
The five countries with the highest visitor shares Netherlands Belgium Italy Austria Switzerland  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 14 10 6 5 5 13
The five countries with the highest visitor shares Netherlands Belgium Italy Austria Switzerland  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	9% 14 10 6 8 13 13 13 22 22 22 24 11
The five countries with the highest visitor shares Netherlands Belgium Italy Austria Switzerland  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	9% 14 10 6 5 5 7 13 13 13 2 2 2 2 2 2 2 1 2 1 2 1 2 1 2
The five countries with the highest visitor shares Netherlands Belgium Italy Austria Switzerland  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	9% 14 10 6 8 13 13 13 22 22 22 24 11

### Additional data trade visitors

Economic sector Industry	
Trade	
Skilled trades	
Employers' liability insurance association	
Public protection institution Public health service, welfare work	
Hospital, clinic, practice, med. laboratory,	
institute	
Other services, technical management	
consultancy Authority, public services	
University, college, polytechnic	
Other	
Student Other net gainfully ampleyed	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	
Collectively	
In an advisory capacity	
No Student	
Other not gainfully employed	
Area of responsibility	
Management	
Research, development, design	
Planning, work preparation Manufacture, production	
Production, quality control	
Buying, procurement	
Finance, accounting, controlling Information, communication technology (ED	١D١
Administration, organisation, personnel.	'' )
Administration, organisation, personnel, social welfare, training	
Marketing, sales, advertising, PR	
Storage, material management, logistics, transport	
Maintenance, repairs	
Other area	
Student Other not gainfully employed	
- Ctrief not gainfully employed	
Size of company/organisation: Number of employees:	
1- 4 8 500- 999	
5- 9 5 1 000- 9 999	
10- 49 15 10 000 and more	
50- 99 7 Student 100-199 9 Other not gainfully	
200-499 14 employed	
Length of stay 1. Length of stay (days):	
one 61 three 9	
one 61 three 9 two 23 four 7	
one 61 three 9	da
one 61 three 9 two 23 four 7	d N

Conducted by: Walter, Wissler & Partner, Basel

### **BEAUTY INTERNATIONAL**

### **Basic data trade visitors**

basic data trade visitors	
Total number of visitors	53 238
Proportion of trade visitors	91%
Region of residence	%
up to 50 km	32
more than 50 km up to 100 km	18
more than 50 km up to 100 km more than 100 km up to 300 km	27
over 300 km	23
Total Germany	93
Baden- North Rhine-	
Württemberg 5 Westphalia Bavaria 3 Rhineland-	60
Bavaria 3 Rhineland-	
Berlin 1 Palatinate	7
Brandenburg 1 Saarland	1
Bremen 1 Saxony	1
Hamburg 1 Saxony-Anhalt	1
Hesse 7 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia Lower Saxony 7	2
Total Foreign	7
of which EU	84
Rest of Europe	
East Asia	3 6
Other	7
The five countries with the highest visitor shares Netherlands Belgium Austria Spain	% 24 14 10 4
Luxembourg	3
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	66
head of an authority etc. Senior department head, other employed	3
with managerial responsibility	1
Department head, group head	
Other salaried stuff, public service	6
Skilled worker	3 6 4 2 8 3 5
Lecturer, teacher, scientific assistant	2
Trainee	8
Other position	3
Student	5
Other not gainfully employed	1
Frequency of visits to trade fair	%
2006	53
2005	47
Earlier events	30
First visit	28

# ---- Düsseldorf

### Additional data trade visitors

<b>Economic sector</b>	%
Cosmetics, pharmaceuticals, chemical	
industry	34
Nail stúdio	21
Foot care practice	11
Hairdressing salon	6
Hairdressing salon Beauty farm, wellness facilities	4
Other services	7
Industry	2
Import, Export trade	4
Cosmetic school	2
Other	3
Student	5
Other not gainfully employed	1
3	

Influence on purchasing/ procurement decisions	9
Decisively	4
Collectively	1
In an advisory capacity	1
No	14
Student	
Other not gainfully employed	

Area of responsibility	9/ 4/
Management	4
Research, development, design	
Planning, work preparation	
Manufacture, production	
Production, quality control	
Buying, procurement	- (
Finance, accounting, controlling	
Information, communication technology (EDI	2)
Administration, organisation, personnel,	
social welfare, training	- 2
Marketing, sales, advertising, PR	
Storage, material management, logistics,	
transport	
Maintenance, repairs	
Other area	27
Student	
Other not gainfully employed	

	500 - 999	58	Number of 1- 4
	1 000 - 9 999	10	5- 9
	10 000 and more	8	10- 49
	Student	1	50- 99
	Other not gainfully	1	100-199
	employed	1	200-499
1	· Ń/A		

Length of 1. Length	of stay	(days):			
one	77 1	two	19	three	
2. Averag	je lengtl	h of stay		1,3	da
3. Share	of visito	rs on the	event's	days:	N

Conducted by: Walter, Wissler & Partner, Basel

# **boot** — Düsseldorf

Total number of visitors	261 744
Proportion of trade visitors	15%
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	26
over 300 km	38
Total Germany	66
Baden- North Rhine-	-
Württemberg 3 Westphalia Bavaria 5 Rhineland- Berlin 2 Palatinate Brandenburg - Saarland Bremen 2 Saxony Hamburg 1 Saxony-Anhal Hesse 7 Schleswig-	60
Bavaria 5 Rhineland- Berlin 2 Palatinate	4
Berlin 2 Palatinate Brandenburg - Saarland	2
Bremen 2 Saxony	1
Hamburg 1 Saxony-Anhal	
Hesse 7 Schleswig-	
Mecklenburg- Holstein	3
West Pommerania - Thuringia	
Lower Saxony 9	
Total Foreign	34
of which EU	73
Rest of Europe	15
Africa	4
North America	34 73 15 4 3 3
Middle East	3
East Asia	3
The five countries with the highest visitor shares	%
Netherlands	27
Italy	8
Austria	8 7 6
Belgium	6
France	5
Position in the company/organisatio Entrepreneur, partner, self-employed	n %
Entrepreneur, partner, self-employed	41
Managing director, board member,	
head of an authority etc.	
Senior department head, other employ	ee
with managerial responsibility	10
Department head, group head	10
Other salaried stuff, public service Skilled worker	12
Lecturer, teacher, scientific assistant	4
Trainee	3
Other position	4
Student	7
Housewife/man	12 5 4 3 4 7 1
Old-age pensioner	
Other not gainfully employed	1
Frequency of visits to trade fair	%
2006	54
2005 Farlier events	55 55
Earlier events	22
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 more than 100 km up to 300 km	18
more than 100 km up to 300 km	28 17
over 300 km	17
Total Germany	66
Baden- North Rhine-	60
Württemberg 3 Westphalia Bavaria 5 Rhineland-	00
Württemberg 3 Westphalia Bavaria 5 Rhineland- Berlin 2 Palatinate Brandenburg - Saarland Bremen 2 Saxony Hamburg 1 Saxony-Anhalt	4
Brandenburg - Saarland	2
Bremen 2 Saxony	1
	-
Hesse 7 Schleswig-	-
Mecklenburg- Holstein West Pommerania - Thuringia	3
Lower Saxony 9	
Total Foreign	13
of which EU	88
Rest of Europe	11
Other	1
The five countries with the highest visitor shares Netherlands Belgium Switzerland Luxembourg Austria	% 47 17 8 6 5
Position in the company/organisation Entrepreneur, partner, self-employed	% 21
Managing director board member	
head of an authority etc. Senior department head, other employee	4
with managerial responsibility	3
Department head, group head Other salaried stuff, public service	11
Other salaried stuff, public service	25
Skilled worker Lecturer, teacher, scientific assistant	9
Trainee	) )
Other position	3
Student	25 9 3 2 3 5 3 11
Housewife/man	3
Old-age pensioner Other not gainfully employed	11 2
Frequency of visits to trade fair	%
2006	51
2005	55
Earlier events	58
First visit	19

### Additional data trade visitors

Economic sector	%
Boat industry	18
Other industry Skilled trades	12 8 7 3 2 2 3
Specialist trade	7
Other trade	3
Tourism industry	5
Hire of boats, water sports equipment	4
Media, press, publishing Other services	10
Public authority	10
University, college, polytechnic	3
Association, society, institution,	_
organisation	2
Other	-
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	%
Decisively	34 30
Collectively In an advisory capacity	14
No	10
Student	
Other not gainfully employed	
Area of responsibility	%
Management	
Research, development, design	29
Planning, work preparation	- 4
Manufacture, production	
Production, quality control Buying, procurement	
Finance, accounting, controlling	
Information, communication technology (	EDP)
Administration, organisation, personnel,	
social welfare, training	
Marketing, sales, advertising, PR	14
Storage, material management, logistics, transport	
Maintenance, repairs	
Other area	
Student	
Other not gainfully employed	

Size of cor Number of	npany/o	organisation: ees:	%
1- 4	28 1	500- 999	3
5- 9	12	1 000 - 9 999	5
10- 49	17	10 000 and more	5
50- 99	4	Student	7
100-199	7	Other not gainfully	
200-499	4	employed	5

Length of	of stay of stay	(days):			%
one	62	four	3	seven	-
two	21	five	2	eight	-
three	9	six	1	nine	1
2 111000	a langt	h of ctou		17	4

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

### Additional data private visitors

<b>Sex</b> Male Female	9 6 3
Age	9
up to 20 years over 20 up to 30 years	1
over 30 up to 40 years over 40 up to 50 years	1
over 50 up to 60 years	2
over 60 up to 70 years over 70 years	1
Net household income	9
up to 900,- EUR more than 900,- EUR up to 1 500,- EU	JR :
more than 1 500,- EUR up to 2 000,- EU	JR 1
more than 2 000,- EUR up to 2 600,- EU more than 2 600,- EUR up to 3 600,- EU	JR 1 JR 1
more than 3 600,- EUR up to 5 000,- EU	JR 1
more than 5 000,- EUR N/A	2 1
Size of household	9
1 person 2 persons	1
3 persons	1
4 persons 5 persons and more	1
5 persons and more	
<b>Buying and ordering capacity</b> Purchase or order made or intended at the exhibition	9
yes	6
	1
no	
no maybe	2
maybe Follow-up business	
maybe	9 4 1

Conducted by: Walter, Wissler & Partner, Basel

# CARAVAN SALON (2006) ---- Düsseldorf

### **Basic data private visitors**

Total number of visitors	173 593
Proportion of private visitors	91%
Region of residence	% 29
up to 50 km more than 50 km up to 100 km	29
more than 100 km up to 300 km	28
over 300 km	21
Total Germany	86
Baden- North Rhine- Württemberg 2 Westphalia	65
Bavaria 4 Rhineland-	03
Berlin 1 Palatinate	7
Brandenburg - Saarland	1
Bremen 1 Saxony	-
Hamburg 1 Saxony-Anhalt	3
Hesse 8 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania - Thuringia Lower Saxony 8	'
Total foreign of which EU	<b>14</b> 90
Rest of Europe	9
Other	1
The five countries with the highest visitor shares Netherlands Belgium Great Britain Switzerland Luxembourg	% 46 16 11 5
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	14
head of an authority etc. Senior department head, other employe with managerial responsibility	
Department head, group head	2 8
Other salaried staff, public service	27
Skilled worker	11
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	3
Student Housewife/man	2
Housewife/man Old-age pensioner	10
Other not gainfully employed	11 3 1 3 2 6 19
other not guillarly employed	,

### Additional data private visitors

Sex	%
Male	54
Female	46
Temale	-10
Age	%
up to 20 years	í í
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
5 persons and more	
Buying and ordering capacity	%
Purchase or order made or	/0
intended at the exhibition	
ves	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

# **EuroCIS** — Düsseldorf

### Basic data trade visitors

Total number of visitors	4 540
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	22
more than 50 km up to 100 km	10
more than 100 km up to 300 km over 300 km	25
over 300 km	44
Total Germany	74
Baden- North Rhine-	
Württemberg 10 Westphalia	48
Bavaria 7 Rhineland-	_
Berlin 3 Palatinate	5
Brandenburg - Saarland	
Bremen - Saxony Hamburg 4 Saxony-Anhalt	1
Hamburg 4 Saxony-Anhalt Hesse 10 Schleswig-	
	-
Mecklenburg- Holstein West Pommerania 1 Thuringia	2
Lower Saxony 5	
Total Foreign	26
of which EU	72
Rest of Europe	19
Other	9
The five countries with the highest visitor shares Netherlands Great Britain Switzerland	% 18 10 9
Belgium Austria	6
Austria  Position in the company/organisation	%
Austria  Position in the company/organisation	
Austria  Position in the company/organisation	% 17
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 17
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 17
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 17 16
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	96 17 16 2 10 29
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	96 17 16 29 10
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service	96 17 16 29 10
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	96 17 16 29 10
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9% 17 16 29
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	96 17 16 29 10
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair	% 177 162 1029 164 226 226
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2006	% 16 29 16 29 6 6 6 6 7 30 30 30 30
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair	9% 177 162 1029 162 294 295 296 297

### Additional data trade visitors

Economic sector	%
IT and safety engineering Consumer goods industry	22
Other industry	2 5 14
Food retail trade	14
Textile, clothing retail trade Mail order business, online shop,	8
Internet trade	3
Other non food retail trade	3 7 6
Wholesale trade	7
Consulting Media, press, publishing	4
Banks, financial service providers,	
insurance companies	3
Other services Other	3 8 9 2
Student	2
Influence on purchasing/	
procurement decisions	% 26
Decisively Collectively	33
In an advisory capacity	29
No Student	11
Judeni	2
Area of responsibility	%
Management	24
Research, development, design	3
Planning, work preparation Manufacture, production	3 2 1 - 5
Production, quality control	
Buying, procurement	5
Finance, accounting, controlling Information, communication technology (El	DP)19
Administration, organisation, personnel,	,,,,
social welfare, training	3
Marketing, sales, advertising, PR Storage, material management, logistics,	26
transport	1
Maintenance, repairs	2
Other area Student	1 2 9
Judent	
Size of company/organisation:	
Number of employees:	%
1- 4 <sup>'</sup> 9 <sup>'</sup> 200- 499 5- 9 8 500- 999	17 17 15
10- 49 18 1 000- 9 999	17
50- 99 8 10 000 and more	15
100-199 9 Student	2
Length of stay	%
1. Length of stay (days):	70
one 84 two 13 three	3
2. Average length of stay 1,2	days
3. Share of visitors on the event's days:	N/A

# **GDS (Spring)**

### **Basic data trade visitors**

Total number of visitors	33 124
Proportion of trade visitors	91%
Region of residence	%
up to 50 km	17
more than 50 km up to 100 km	8
more than 100 km up to 300 km over 300 km	20 56
Total Germany	54
Baden- North Rhine-	49
Württemberg 9 Westphalia Bavaria 8 Rhineland-	43
Berlin 2 Palatinate	6
Brandenburg 1 Saarland	1
Bremen 1 Saxony Hamburg 3 Saxony-Anhalt Hesse 5 Schleswig-	2
Hamburg 3 Saxony-Anhalt Hesse 5 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia	2
Lower Saxony 10	
Total Foreign	46
of which EU	62 11
Rest of Europe Africa	
North America South and Central America	5
South and Central America	5
Middle East	5 3 8
East Asia Australia	1
The five countries with the highest visitor shares Netherlands Great Britain Belgium USA Spain	% 13 9 7
Position in the company/organisation Entrepreneur, partner, self-employed	%
Managing director, hoard member	46
head of an authority etc. Senior department head, other employee	15
with managerial responsibility Department head, group head	. 6
Department head, group head	8
Other salaried stuff, public service	8 3 1 2 7
Skilled worker Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	7
Student	
Other not gainfully employed	1
Frequency of visits to trade fair	% 43
2006 (Autumn)	43
2006 (Spring) 2005 (Autumn)	39 32 33
Earlier events	
First visit	35

First visit

Frequency of visits to trade fair 2005 2004 2003 Earlier events

# ---- Düsseldorf

### Additional data trade visitors

Economic sector Shoe retail trade	% 34
Shoe retail chain	6
Specialist textile/clothing retail, boutique	3
Specialist leather goods	3
Specialist shoe retailer	1
Other retail	6
Wholesale and foreign trade, commercial	
agency	14
Designer	5
Other services	7
Shoe manufacturing	8
Other	9
Student	4
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	9/
Decisively	4
Collectively	20
In an advisory capacity	18
No	11
Student	
Other not gainfully employed	

Area of responsibility	%
Management	35
Research, development, design	4
Planning, work preparation	-
Manufacture, production	2
Production, quality control	1
Buying, procurement	20
Finance, accounting, controlling	1
Information, communication technology (E	DP) 1
Administration, organisation, personnel,	- 1
social welfare, training	1
Marketing, sales, advertising, PR	26
Storage, material management, logistics,	
transport	1
Maintenance, repairs	-
Other area	3 4
Student	4
Other not gainfully employed	1

1- 4 5- 9 10- 49 50- 99 100-199	27 14 21 6 5	500 - 999 1 000 - 9 999 10 000 and more Student Other not gainfully	4 6 2 4
Length of s			1 5 

Size of company/organisation:

1. Length of	f stay				/0
one	52	two	30	three	19
2. Average	length	of stay		1,7	days
3. Share of	visitor	s on the	event's	days:	N/A
Conducted	by: W	alter, W	issler &	Partner, E	Basel

# GDS (Autumn) ---- Düsseldorf

### Basic data trade visitors

Total number of vi	29 421		
Proportion of trade	93%		
Region of residence	e		%
up to 50 km			14
more than 50 km up	o to	100 km	8
more than 100 km i	up to	o 300 km	19
over 300 km			59
Total Germany			48
Baden-		North Rhine-	
Württemberg	7	Westphalia	44
Bavaria	8	Rhineland-	
Berlin		Palatinate	8
Brandenburg	1	Saarland	1 3 1
Bremen Hamburg	1	Saxony Aphalt	3 1
Hesse	9	Saxony-Anhalt Schleswig-	
Mecklenburg-	9	Holstein	2
West Pommerania	1	Thuringia	1
Lower Saxony	8	giu	
Total Foreign of which EU			<b>52</b> 56

Total For of which	EÚ	<b>52</b> 56
	Rest of Europe	8
	Africa	
	North America	3
	South and Central America	6
	Middle East	
	East Asia	15
	Australia	3

The five countries with the highest visitor shares	%
Netherlands	12
Belgium	6
Great Britain	(
Italy Spain	4
Spain	4

Position in the company/organisation	9
Entrepreneur, partner, self-employed	4
Managing director, board member,	
head of an authority etc.	- 1
Senior department head, other employee	
with managerial responsibility	
Department head, group head	- 1
Other salaried stuff, public service	
Skilled worker	
Lecturer, teacher, scientific assistant	
Trainee	
Other position	
Student	
Other not gainfully employed	
·	
man and the second second	

Frequency of visits to trade fair	%
2007 (Spring)	42
2006 (Autumn)	37
2006 (Spring)	34
Earlier events	33
First visit	33

### Additional data trade visitors

Encountry of the control of the cont	0/
Economic sector	%
Specialist shoe retailer	
Shoe retail chain	6
Specialist textile/clothing retail, boutique	4
Specialist shoe shop	35
Specialist leather goods	- 1
Other retail	7
Wholesale, foreign trade	16
Designer	- 5
Other services	6
	9
Shoe manufacturing	
Other	
Student	2
Other not gainfully employed	- 1

Influence on purchasing/ procurement decisions	9
Decisively	4:
Collectively	2
In an advisory capacity	10
No	10
Student	
Other not gainfully employed	

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

Number of 1- 4	32	1 000 - 9 999	
5- 9	14	10 000 and more	
10- 49	20	200 - 499	
50- 99	7	Student	- 1
100-199	5	Other not gainfully	
500-999	3	employed	

Length 1. Length	of stay	(days):			
one	52	two	28	three	
2. Avera	ge lengtl	n of stay		1,7	da
3. Share	of visito	rs on the	event's	davs:	N

Conducted by: Walter, Wissler & Partner, Basel

# **GIFA** — Düsseldorf

### **Basic data trade visitors**

Proportion of t	rade vis	sitors	97%
Region of resid	ence		%
up to 50 km			9
more than 50 km up to 100 km			10
more than 100 k	cm up to	300 km	14
over 300 km			67
Total Germany			49
Baden-		North Rhine-	
Württemberg	19	Westphalia	41
Bavaria	11	Rhineland-	
Berlin		Palatinate	4
Brandenburg	1	Saarland	4 3 4 2
Bremen	-	Saxony	4
	1	Saxony-Anhalt	2
Hamburg	9	Schleswig-	
Hesse		Holstein	1
Hesse Mecklenburg-	_	noisteili	
	_	Thuringia	1

of which		
	Rest of Europe	
	Africa	
	North America	
	South and Central America	
	Middle East	
	East Asia	
	Australia	

The five countries with the highest visitor shares	9
India	
France	
Netherlands	
Italy	
USĂ	
Desiries in the communication	_

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

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

### Additional data trade visitors

Additional data trade visitors	
Economic sector Foundry Manufacturer, Industry Trade Service Skilled trades Other Student Other not gainfully employed	% 59 20 5 5 2 6 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 24 34 26 12 3

Area of responsibility	%
Management	24
Research, development, design	16
Planning, work preparation	23
Manufacture, production	23
Production, quality control	5
Buying, procurement	5 5 1
Finance, accounting, controlling	1
Information, communication technology (I	EDP) -
Administration, organisation, personnel,	- 1
social welfare, training	1
Marketing, sales, advertising, PR	7
Storage, material management, logistics,	
transport	1
Maintenance, repairs	5
Other area	4
Student	1 5 4 3 1
Other not gainfully employed	1

Number of	employe	ees:	
1- 4	5	500 - 999	
5- 9	4	1 000 - 9 999	
10- 49	17	10 000 and more	
50- 99	11	Student	
100-199	14	Other not gainfully	
200-499	17	employed	

<b>Length</b> 1. Length	of stay	(days):			,
one	42	three	12	five	(
two	34	four	5		
2. Avera	ge lengt	h of stay		2,0	day
3 Share	of visito	rs on the	event's	days:	N/A

Conducted by: Walter, Wissler & Partner, Basel

# IAM ---- Düsseldorf

### **Basic data trade visitors**

Total number of visitors	8 712
Proportion of trade visitors	35%
Region of residence	%
up to 50 km	62 13
more than 50 km up to 100 km more than 100 km up to 300 km	11
over 300 km	14
Total Germany	95
Baden- North Rhine-	
Württemberg 2 Westphalia Bavaria 6 Rhineland-	80
Bavaria 6 Rhineland- Berlin 1 Palatinate	3
Brandenburg 1 Saarland	
Bremen - Saxony	
Hamburg 1 Saxony-Anhalt	
Hesse 6 Schleswig- Mecklenburg- Holstein	
West Pommerania 1 Thuringia	
Lower Saxony 1	
Total Foreign	5
Position in the company/organisation Entrepreneur, partner, self-employed	%
Entrepreneur, partner, self-employed Managing director, board member,	31
head of an authority etc.	5
Senior department head, other employee	
with managerial responsibility Department head, group head	14
Other salaried stuff, public service	23
Skilled worker	1
Lecturer, teacher, scientific assistant	2
Trainee Other position	3
Student	ē
Housewife/man	1 2 5 6 1
Old-age pensioner	- 1
Other not gainfully employed	
Frequency of visits to trade fair	%
2006	44

### **Basic data private visitors**

Proportion of priva		65%
Region of residenc	e	% 61
up to 50 km more than 50 km up	to 100 km	18
more than 100 km i	in to 300 km	12
over 300 km	ap to 500 km	9
Total Germany		95
Baden-	North Rhine-	
Württemberg	<ul><li>3 Westphalia</li><li>2 Rhineland-</li></ul>	83
Bavaria	2 Rhineland- 1 Palatinate	2
Berlin		3
Brandenburg Bremen	<ul><li>Saarland</li><li>Saxony</li></ul>	- 1
Hamburg	<ul><li>Saxony</li><li>Saxony-Anhalt</li></ul>	
Hesse	4 Schleswig-	
Mecklenburg-	Holstein	
West Pommerania	1 Thuringia	_
Lower Saxony	3	
Total Foreign		1
Position in the con	npany/organisation er, self-employed board member,	%
Entrepreneur, partne	er, self-employed	16
Managing director, I	board member,	2
head of an authority		2
senior department n with managerial res	nead, other employee	3
Milli illallayellal les Donartmont hoad a	roup hood	11
Department head, g Other salaried stuff,	nublic service	27
Skilled worker	public service	-6
Lecturer, teacher, sc	ientific assistant	2
Trainee		
Other position		1
Student		2
Housewife/man		1 2 1 23 7
Old-age pensioner		23
Other not gainfully e	employed	/
Frequency of visits	to trade fair	%
2006		50
2004		37
Earlier events		30 33
First visit		33

### **Basic data all visitors**

up to 50 km more than 50 km up	to 100 km	1
more than 100 km i		- 1
over 300 km		1
Total Germany		9
Baden-	North Rhine- 2 Westphalia	8
Württemberg Bavaria	2 Westphalia 3 Rhineland-	•
Berlin	1 Palatinate	
Brandenburg	- Saarland	
Bremen	- Saxony	
Hamburg	1 Saxony-Anhalt	
Hesse	5 Schleswig-	
Mecklenburg- West Pommerania	Holstein 1 Thuringia	
Lower Saxony	1 Thuringia 2	
Total Foreign of which EU		
Other		
other		
Other		_
Position in the com	npany/organisation	
Position in the com Entrepreneur, partne	r, self-employed	
Position in the com Entrepreneur, partne Managing director, k	r, self-employed ooard member,	
Position in the com Entrepreneur, partne Managing director, k head of an authority	r, self-employed poard member, r etc.	
Position in the com Entrepreneur, partne Managing director, k head of an authority Senior department h	r, self-employed poard member, r etc. ead, other employee	-
Position in the comenterpreneur, partne Managing director, bead of an authority Senior department hwith managerial responderment head, gl	r, self-employed poard member, r etc. ead, other employee ponsibility roup head	-
Position in the com Entrepreneur, partne Managing director, be head of an authority Senior department h with managerial resp Department head, go Other salaried stuff,	r, self-employed poard member, r etc. ead, other employee ponsibility roup head	
Position in the com Entrepreneur, partne Managing director, Ichead of an authority Senior department h with managerial resp Department head, gi Other salaried stuff, Skilled worker	r, self-employed coard member, etc. ead, other employee consibility roup head public service	
Position in the com Entrepreneur, partne Managing director, I head of an authority Senior department h with managerial resp Department head, gi Other salaried stuff, Skilled worker Lecturer, teacher, sci	r, self-employed coard member, etc. ead, other employee consibility roup head public service	
Position in the core Entrepreneur, partne Managing director, It head of an authority Senior department h with managerial resp Department head, gi Other salaried stuff, Skilled worker Lecturer, teacher, sci Trainee	r, self-employed coard member, etc. ead, other employee consibility roup head public service	
Position in the com Entrepreneur, partne Managing director, It head of an authority Senior department h with managerial resp Department head, gi Other salaried stuff, Skilled worker Lecturer, teacher, sci Trainee Other position	r, self-employed coard member, etc. ead, other employee consibility roup head public service	
Position in the com Entrepreneur, partne Managing director, I head of an authority Senior department h with managerial resp Department head, gi Other salaried stuff, Skilled worker Lecturer, teacher, sci Trainee Other position Student	r, self-employed coard member, etc. ead, other employee consibility roup head public service	
Position in the com Entrepreneur, partne Managing director, It head of an authority Senior department h with managerial resp Department head, gi Other salaried stuff, Skilled worker Lecturer, teacher, sci Trainee Other position	r, self-employed coard member, etc. ead, other employee consibility roup head public service	
Position in the core Entrepreneur, partne Managing director, k head of an authority Senior department h with managerial resp Department head, gi Other salaried stuff, Skilled worker Lecturer, teacher, sci Trainee Other position Student Housewife/man	ir, self-employed ooard member, etc. ead, other employee oonsibility roup head public service ientific assistant	1
Position in the core Entrepreneur, partne Managing director, I head of an authority Senior department h with managerial resp Department head, gi Other salaried stuff, Skilled worker Lecturer, teacher, sci Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully e	ir, self-employed ooard member, etc. ead, other employee oonsibility roup head public service ientific assistant	
Position in the com Entrepreneur, partne Managing director, I head of an authority Senior department h with managerial resp Department head, go Other salaried stuff, Skilled worker Lecturer, teacher, sci Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully e	ir, self-employed ooard member, etc. ead, other employee oonsibility roup head public service ientific assistant	
Position in the core Entrepreneur, partne Managing director, I head of an authority Senior department h with managerial resp Department head, gi Other salaried stuff, Skilled worker Lecturer, teacher, sci Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully e	ir, self-employed ooard member, etc. ead, other employee oonsibility roup head public service ientific assistant	
Position in the com Entrepreneur, partne Managing director, Ichead of an authority Senior department h with managerial resp Department head, go Other salaried stuff, Skilled worker Lecturer, teacher, sci Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully e	ir, self-employed ooard member, etc. ead, other employee oonsibility roup head public service ientific assistant	1 1 2 2 3 3 2 3 3 3 3 3 3 3 3 3 3 3 3 3

### Additional data trade visitors

Economic sector	9
Industry	
Trade	
Banks	3
Insurance	_
Stock exchange	
Investment adviser/advisor (freelance)	1
Other services	1
Public authority	
Other	1
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	9
Decisively	2
Collectively	1
In an advisory capacity	2
No	2
Other not gainfully employed	
Student	
Area of responsibility	9
Management	2
Research, development, design	
Planning, work preparation	
Manufacture, production	
Production, quality control	
Buying, procurement Finance, accounting, controlling	1
Information, communication technology (	
Administration, organisation, personnel,	LUI
social welfare, training	
Marketing, sales, advertising, PR	3
Storage, material management, logistics,	
transport	
Maintenance, repairs	
Other area	1
Student	
Other not gainfully employed	
J,p,	
Size of company/organisation:	c
Size of company/organisation: Number of employees:	
Size of company/organisation: Number of employees: 1- 4 20 500- 999 5- 9 4 1 000- 9 999 10- 49 16 10 000 and more	1
Size of company/organisation: Number of employees: 1- 4 20 500- 999 5- 9 4 1 000- 9 999 10- 49 16 10 000 and more 50- 99 4 Student	1
Size of company/organisation: Number of employees: 1- 4 20 500- 999 5- 9 4 1 000- 9 999 10- 49 16 10 000 and more	9 1 1

Length of stay 1. Length of stay (days): one 85 two 2. Average length of stay

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

1,2 days

### Additional data private visitors

<u> </u>	
Sex Male Female	
Age	
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	

Conducted by: Walter, Wissler & Partner, Basel

# IMA ---- Düsseldorf

### **Basic data trade visitors**

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km  Total Germany Baden Württemberg Bavaria Bavaria Brandenburg Brandenbur	900% 15 10 31 43 92
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km  Total Germany Baden- Württemberg 11 Westphalia Bavaria 9 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Savony-Anhalt Hesse 7 Schleswig- West Pommerania Lower Saxony 14  Total Foreign of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	15 10 31 43 <b>92</b>
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Total Germany Baden- Württemberg Bavaria Berlin 3 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig- Holstein West Pommerania Lower Saxony 14  Total Foreign of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	92 39
more than 100 km up to 300 km over 300 km  Total Germany Baden Württemberg Bavaria Bavaria Berlin Brandenburg Brandenburg Hamburg Hesse Hesse Mecklenburg West phalia Saarland Saarland Saavony-Anhalt Hesse Total Foreign of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	92 39
over 300 km  Total Germany Baden- Württemberg 11 Westphalia Bavaria 9 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Savony-Anhalt Hesse 7 Schleswig- West Pommerania Lower Saxony 14  Total Foreign of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	92 39
Baden- Württemberg 11 Bavaria 9 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 14  Total Foreign of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	39
Württemberg Bavaria Berlin 3 Palatinate Brandenburg Bremen 4 Saxony Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig- Holstein Lower Saxony  Total Foreign of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	
Berlin 3 Palatinate Brandenburg 1 Savarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 14  Total Foreign of which EU	
Brandenburg Bremen Hamburg Hesse Hesse Wecklenburg- West Pommerania Lower Saxony  Total Foreign of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	- 6
Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg-West Pommerania 2 Thuringia Lower Saxony 14  Total Foreign of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	
Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig-Mecklenburg-West Pommerania Lower Saxony 14 Total Foreign of which EU Other Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	2
West Pommerania 2 Thuringia Lower Saxony 14  Total Foreign of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	2
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	8
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	81
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	19
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	%
Senior department head, other employee with managerial responsibility	50
with managerial responsibility	11
Department head, group head	3
	13
Other Salaried Stuff, public Service	11
Skilled worker Lecturer, teacher, scientific assistant	7
Trainee	1
Other position	ġ
Student	
Other not gainfully employed	1
Frequency of visits to trade fair	
2005	%
2004	45
2003 Earlier events	45 37
First visit	45

### Additional data trade visitors

Economic sector	%
Manufacturer, Industry	23
Retail trade	22 4
Skilled trades Wholesale, foreign trade	7
Service	24
Authority, public services	1
Other sectors	17
Student Other not gainfully employed	1
Influence on purchasing/	0/
procurement decisions Decisively	% 43
Collectively	28
In an advisory capacity	15
No	13
Other not gainfully employed	1
Area of responsibility	%
Management	55
Research, development, design Planning, work preparation	8 12
Manufacture, production	3
Production, quality control	3 3 20
Buying, procurement	20
Finance, accounting, controlling	6 P) 9
Information, communication technology (ED Administration, organisation, personnel,	1 / 9
social welfare, training	7
Marketing, sales, advertising, PR	25
Storage, material management, logistics,	3
transport Maintenance, repairs	18
Other area	8
Student	
Other not gainfully employed	1
Size of company/organisation:	0/
Number of employees: 1- 4 28 500- 999	% 5
5- 9 13 1 000- 9 999	% 5 7 1
10- 49 26 10 000 and more	1
50- 99 8 Student	-
100-199 6 Other not gainfully 200-499 5 employed	1
200-499 5 employed	
	%
Length of stay	70
1. Length of stay (days):	70 9
1. Length of stay (days): one 68 two 24 three	
1. Length of stay (days): one 68 two 24 three	9

# K --- Düsseldorf

### **Basic data trade visitors**

Total number of visitors	242 000
Proportion of trade visitors	96%
Region of residence	%
up to 50 km more than 50 km up to 100 km	9
more than 100 km up to 300 km	18
over 300 km	65
Total Germany	42
Baden- North Rhine-	44
Württemberg 14 Westphalia Bavaria 12 Rhineland-	44
Berlin 1 Palatinate	9
Brandenburg - Saarland	5
Bremen - Saxony	2 t 1
Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig-	t 1
Hesse 8 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia	1
Lower Saxony 8	
Total Foreign	58
of which EU	49
Rest of Europe	58 49 57 8 6 15
Africa North America	-
South and Central America	8
Middle East	ě
East Asia	15
Australia	2
The five countries with the highest	
visitor shares	% 5 7
Netherlands India	-
Relaium	
Belgium USA	5
France	5
Position in the company/organisatio Entrepreneur, partner, self-employed	n %
Entrepreneur, partner, self-employed Managing director, board member	14
Managing director, board member, head of an authority etc. Senior department head, other employs with managing the proportion of the properties of the proportion of the properties of the prope	17
Senior department head, other employe	ee
	24
Department head, group head Other salaried stuff, public service	14
Skilled worker	7
Lecturer teacher scientific assistant	-

Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed

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

### Additional data trade visitors

Economic sector	9/
Manufacturer, Industry	- / -
Technical retail trade	
Other trade	7.
Skilled trades	3
Service	
University, college, polytechnic	- 2
Other	4
Student	- 4
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	9/
Decisively	2
Collectively	34
	23
In an advisory capacity No	1
Student	4
Other not gainfully employed	
Area of responsibility	9/
Management	24
Research, development, design	24
Planning, work preparation	4
Production, quality control	1
Manufacture, production	
Buying, procurement	- (
Finance, accounting, controlling	
Information, communication technology (ED	P)
Administration, organisation, personnel,	
social welfare, training	
Marketing, sales, advertising, PR	- 11
Storage, material management, logistics,	
transport	
Maintenance, repairs	
Other area	
Student	7
Other not gainfully employed	
Other not gainfully employed	
Size of company/organisation:	
Size of company/organisation:	9/
Number of employees:	
1- 4 5 500- 999	
5- 9 4 1000- 9999	14
10- 49 16 10 000 and more	8
50- 99 12 Student	4
100-199 13 Other not gainfully	
200-499 14 employed	

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

seven eight

2,5 days

Length of stay

1. Length of stay (days):
one 38 four
two 25 five
three 18 six

2. Average length of stay





# MEDICA (2006) ---- Düsseldorf

### Basic data trade visitors

Basic data trade visitors	
Total number of visitors	137 503
Proportion of trade visitors	97%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 15 9 17 58
Total Germany Baden- Württemberg 9 Westphalia Bavaria 8 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 1 Saxony Hamburg 2 Saxony-Anhal Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	53 49 7 2 2 2 t 1
Total foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	<b>47</b> 49 8 8 6 4 10 13
The five countries with the highest visitor shares Netherlands Great Britain USA India Italy	% 9 7 5 5
Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	17
Frequency of visits to trade fair 2005 2004 2003 Earlier events First visit	% 44 42 35 28 33

### Additional data trade visitors

Economic sector	%
Practice	15
Medical laboratory, institute	5
Hospital, clinic	19
Medical care centre Industry	15
Specialist medical trade, medical	13
supplies trade	8
Pharmacist, other trade	5
Service	6
Other Student	15 6
Other not gainfully employed	1
	-
Influence on purchasing/	0/
procurement decisions	% 33
Decisively Collectively	27
In an advisory capacity	22
No	22 12
Student	6
Other not gainfully employed	1
Area of responsibility	%
Management	29
Research, development, design	- 11
Planning, work preparation	3 3 1 6
Manufacture, production	3
Production, quality control Buying, procurement	6
Finance, accounting, controlling	1
Information, communication technology (El	DP) 3
Administration, organisation, personnel,	_
social welfare, training	3 28
Marketing, sales, advertising, PR Storage, material management, logistics,	20
transport	-
Maintenance, repairs	1
Other area	9
Size of company/organisation: Number of employees:	%
Size of company/organisation: Number of employees: 1- 4 13 500- 999	% 5
Size of company/organisation: Number of employees: 1- 4 13 500- 999 5- 9 11 1 000- 9 999	5 2
Size of company/organisation: Number of employees: 1- 4 13 500- 999 5- 9 11 1 000- 9 999 10- 49 26 10 000 and more	5 2 11
Size of company/organisation: Number of employees: 1- 4 13 500- 999 5- 9 11 1 000- 9999 10- 49 26 10 000 and more 50- 99 6 Student	5 2
Size of company/organisation: Number of employees: 1- 4 13 500- 999 5- 9 11 1 000- 9999 10- 49 26 10 000 and more 50- 99 6 Student 100-199 6 Other not gainfully	5 2 11
Size of company/organisation: Number of employees: 1- 4 13 500- 999 5- 9 11 1 000- 9999 10- 49 26 10 000 and more 50- 99 6 Student 100-199 6 Other not gainfully	5 2 11 6
Size of company/organisation:  Number of employees:  1 - 4	5 2 11 6 1 2
Size of company/organisation: Number of employees:  1- 4 13 500- 999 5- 9 11 1 000- 9999 10- 49 26 10 000 and more 50- 99 6 Student 100-199 6 Other not gainfully 200-499 9 employed N/A  Length of stay	5 2 11 6
Size of company/organisation:  Number of employees:  1 - 4	5 2 11 6 1 2
Size of company/organisation:  Number of employees:  1 - 4	5 2 11 6 1 2
Size of company/organisation:  Number of employees:  1 - 4 13 500 - 999  5 - 9 11 1000 - 999  10 - 49 26 10 000 and more  50 - 99 6 Student  100 - 199 6 Other not gainfully  200 - 499 9 employed  N/A  Length of stay  1. Length of stay  two 22 four 16	5 2 11 6 1 2

Conducted by: Walter, Wissler & Partner, Basel

# **METEC** — Düsseldorf

### Basic data trade visitors

Total number of visitors	15 842
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	23 7
more than 100 km up to 300 km	13
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	57
Total Germany	48
Baden- North Rhine- Württemberg 8 Westphalia	67
Bavaria 2 Rhineland-	07
Berlin 1 Palatinate	6
Brandenburg 2 Saarland Bremen 2 Saxony	2
Berlin 1 Palatinate Brandenburg 2 Saarland Bremen 2 Saxony Hamburg 1 Saxony-Anhalt	
Hesse 4 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 5	
Total Foreign	52
of which EU	44
Rest of Europe Africa	5
North America	3
South and Central America	7
Middle East East Asia	2/
Australia	8 8 3 7 6 24 2
The five countries with the highest	
visitor shares India	% 13
Austria	8
Italy	6
France	4
Great Britain	4
Position in the company/organisation Entrepreneur, partner, self-employed	n % 14
Managing director, board member,	
Managing director, board member, head of an authority etc.	14
Senior department head, other employe with managerial responsibility	e 10
Department head, group head	30
Other salaried stuff, public service	17
Skilled worker	5
Lecturer, teacher, scientific assistant Trainee	1
Other position	2
Student	17 5 2 1 2 4
Other not gainfully employed	
Frequency of visits to trade fair 2003	% 31
1999	19
Earlier events	14 55
First visit	

### Additional data trade visitors

Industry Trade	
Skilled trades	
Service University, college, polytechnic	
Other	
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	
Collectively	
In an advisory capacity	
No Student	
Other not gainfully employed	
Area of responsibility	
Management	
Research, development, design	
Planning, work preparation Manufacture, production	
Production, quality control	
Buying, procurement	
Finance, accounting, controlling Information, communication technology (El	DP)
Administration, organisation, personnel,	,
social welfare, training Marketing, sales, advertising, PR	
Storage, material management, logistics,	
transport	
Maintenance, repairs Other area	
Student	
Other not gainfully employed	
Size of company/organisation:	
Number of employees:	
1- 4 7 500- 999 5- 9 4 1 000- 9 999	
10- 49 13 10 000 and more	
50- 99 8 Student 100-199 11 Other not gainfully	
200-499 12 employed	
Length of stay	
1. Length of stay (days):	
one 52 three 12 five two 23 four 4	
one 52 three 12 five two 23 four 4	) da

# **NEWCAST**

### **Basic data trade visitors**

Total number of visitors	3 668			
Proportion of trade visitors				
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	13			
over 300 km	67			
Total Germany	49			
Baden- North Rhine-				
Württemberg 17 Westphalia	50			
Bavaria 11 Rhineland-				
Berlin 1 Palatinate	1			
Brandenburg - Saarland	1			
Bremen - Saxony	4			
Hamburg - Saxony-Anhalt Hesse 4 Schleswig-	1			
Hesse 4 Schleswig- Mecklenburg- Holstein				
West Pommerania - Thuringia	5			
Lower Saxony 4				
Total Foreign of which EU East Asia Other	<b>51</b> 46 24 30			
The country with the highest visitor s India	<b>hare</b> %			
Position in the company/organisation	%			
Entrepreneur, partner, self-employed Managing director, board member,	12			
head of an authority etc. Senior department head, other employee	15			
with managerial responsibility	10			
Department head, group head	30			
Other salaried stuff, public service	15			
Skilled worker	6			
Lecturer, teacher, scientific assistant	2 4 4 2			
Trainee	4			
Other position	4			
Student Other not gainfully employed	1			
- Tot gaintung employed				
Frequency of visits to trade fair	%			
2003	36			
First visit	64			

# ----> Düsseldorf

### Additional data trade visitors

Economic sector Industry	% 78
Trade	2
Skilled trades	5
Service	8
University, college, polytechnic	2
Other	2
Student	2
Other not gainfully employed	1

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 25 32 29 11
Student Other not gainfully employed	

Area of responsibility	9/0 19 18 12 12 15
Management	19
Research, development, design	18
Planning, work preparation	5
Manufacture, production	12
Production, quality control	7
Buying, procurement	15
Finance, accounting, controlling	1
Information, communication technology (EDP	) .
Administration, organisation, personnel,	,
social welfare, training	1
Marketing, sales, advertising, PR	11
Storage, material management, logistics,	
transport	
Maintenance, repairs	- 4
Other area	2
Student	- 2
Other not gainfully employed	- 1

Number of	employe		%
1- 4	· 5 ^	500- 999	12
5- 9	4	1 000 - 9 999	12 15
10- 49	16	10 000 and more	10
50- 99	9	Student	2
100-199	10	Other not gainfully	
200-499	16	employed	1
Longth of			0/

Length of 1. Length	of stay	(1 )			%
1. Length one two	of stay 52 25	five four	7 5	three	11
2. Averag	e lengt	h of stay		1,9	days
3. Share	of visito	rs on the	event's	days:	N/A

Conducted by: Walter, Wissler & Partner, Basel

# **ProWein ---> Düsseldorf**

### Basic data trade visitors

Total number of visitors	31 639
Proportion of trade visitors	92%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 19 9 29 43
Total Germany	72
Baden- North Rhine- Württemberg 10 Westphalia Bayaria 8 Rhineland-	40
Berlin 2 Palatinate	18
Brandenburg 1 Saarland Bremen 1 Saxony	1
Hamburg 2 Saxony-Anhalt	2 : 1
Hesse 10 Schleswig- Mecklenburg- West Pommerania Lower Saxony 4 Schleswig- Holstein - Thuringia	2
Total Foreign of which EU	<b>28</b> 84
Rest of Europe	
North America South and Central America Other	8 2 3 3
The five countries with the highest visitor shares Netherlands France Austria Spain	% 20 11 8 7

Italy	6
Position in the company/organisation	%
Entrepreneur, partner, self-employed	47
Managing director, board member,	
head of an authority etc.	10
Senior department head, other employee	-
with managerial responsibility Department head, group head	5 13
Other salaried stuff, public service	7
Skilled worker	
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	4 2 3 4 4
Other not gainfully employed	- 1

Frequency of visits to trade fair	%
2006	46
2005	43
Earlier events	39
First visit	31

### Additional data trade visitors

Additional data trade visitors	
Economic sector Retail trade for wine, sparkling wine	%
and spirits Other retail Wholesale trade for wine, sparkling wine	25 8
and spirits Import, export Trade agency for wine, sparkling wine	9 11
and spirits Hotel	6
Catering Media, press, publishing Other services	8 4 7
Wine-growing, production, processing Other Student	8 4 7 7 8 4
Other not gainfully employed	1
Influence on purchasing/ procurement decisions	%
Decisively Collectively In an advisory capacity	42 25 17
No Student	10 4 1
Other not gainfully employed	
Area of responsibility Management Research, development, design	39 1
Planning, work preparation Manufacture, production	1 4 1
Production, quality control Buying, procurement Finance, accounting, controlling	12 1
Information, communication technology (ED Administration, organisation, personnel, social welfare, training	P) 1
Marketing, sales, advertising, PR Storage, material management, logistics,	1 25
transport Maintenance, repairs	1
Other area Student Other not gainfully employed	8 4 1
Size of company/organisation:	
Number of employees: 1- 4 36 200- 499 5- 9 14 1 000- 9 999	% 4
5- 9 14 1 000- 9 999 10- 49 22 10 000 and more 50- 99 7 Student	4 2 2 4
100-199 5 Other not gainfully 500-999 2 employed	1
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	18 554
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	10
more than 50 km up to 100 km	4
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	23 64
Total Germany	39
Baden- North Rhine-	27
Württemberg 15 Westphalia Bavaria 14 Rhineland-	37
Bavaria 14 Rhineland- Berlin 1 Palatinate	6
Brandenburg 1 Saarland	-
Bremen - Saxony	1
Hamburg 5 Saxony-Anhalt Hesse 9 Schleswig-	1
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia Lower Saxony 8	'
Total Foreign	61
of which EU	81
Rest of Europe	11
East Asia Other	3 4
The five countries with the highest visitor shares Netherlands	% 13
France	13 12
Belgium	9
Great Britain	9 6 5
Switzerland	5
Position in the company/organisation Entrepreneur, partner, self-employed	% 33
Managing director, board member,	
head of an authority etc.	23
Senior department head, other employee	6
with managerial responsibility Department head, group head	
Other salaried stuff, public service	13
Skilled worker	2
Lecturer, teacher, scientific assistant	
Trainee	2
Other position Student	3
Other not gainfully employed	13 13 2 2 3 2 2
Frequency of visits to trade fair	%
2006	47
2005 2004	39
2004 Earlier events	39 33 32
First visit	31

Full consider agency		9
Full-service agency Importers, exporters	;	1
Producer, supplier		1
Wholesale trade Service		2
Other sectors		
Student		
Other not gainfully	employed	
Influence on purch	nasing/	
procurement decis Decisively	ions	4
Collectively		3
In an advisory capa No	city	1
No Student		
Other not gainfully	employed	
Area of responsibi	ility	9
Management Research, developm	uent decian	3
Planning, work prej	paration	2 (P)
Manufacture, produ	ction	
Production, quality Buying, procuremen		2
Finance, accounting	, controlling	-
Information, commu	inication technology (ED	P)
social welfare, train	anisation, personnel, ina	
	dvertising PR	
Marketing, sales, a		5
Storage, material m	lanagement, logistics,	5
Marketing, sales, ao Storage, material m transport Maintenance, repail	ianagement, logistics,	
Storage, material m transport Maintenance, repail Other area	ianagement, logistics,	
Storage, material m transport Maintenance, repail Other area Student	anagement, logistics,	5
Storage, material m transport Maintenance, repail Other area Student Other not gainfully	employed	
Storage, material m transport Maintenance, repail Other area Student	employed  rganisation:	5
Storage, material m transport Maintenance, repail Other area Student Other not gainfully Size of company/o Number of employe 1- 4 30	employed  rganisation: es: 500- 999	
Storage, material m transport Maintenance, repail Other area Student Other not gainfully Size of company/o Number of employe 1- 4 30 5- 9 21	employed  rganisation: es: 500 999 1 000 9999	
Storage, material m transport Maintenance, repail Other area Student Other not gainfully Size of company/o Number of employe 1- 4 30 5- 9 21 10- 49 32 50- 99 5	employed  rganisation: es: 500 - 999 1 000 - 9 999 10 000 and more Student	
Storage, material m transport Maintenance, repail Other area Student Other not gainfully Size of company/o Number of employe 1- 4 30 5- 9 21 10- 49 32 50- 99 5	employed  rganisation: ess: 500 - 999 1 000 - 999 10 000 and more Student Other not gainfully	
Storage, material m transport Maintenance, repain Other area Student Other not gainfully  Size of company/o Number of employe 1 - 4 30 5 - 9 21 10 - 49 32 50 - 99 5	employed  rganisation: es: 500 - 999 1 000 - 9 999 10 000 and more Student	
Storage, material m transport Maintenance, repain Other area Student Other not gainfully Size of company/o Number of employe 1- 4 30 5- 9 21 10- 49 32 50- 99 5 100-199 3 200-499 2  Length of stay	employed  organisation: res: 500 - 999 1 000 - 9 999 10 000 and more Student Other not gainfully employed	Q
Storage, material m transport Maintenance, repain Other area Student Other not gainfully  Size of company/o Number of employe  1 - 4 30 5 - 9 21 10 - 49 32 50 - 99 5 100 - 199 3 200 - 499 2  Length of stay 1. Length of stay 1. Length of stay (d	employed  organisation: res: 500 - 999 1 000 - 9 999 10 000 and more Student Other not gainfully employed	

# REHACARE INTERNATIONAL ---- Düsseldorf

### **Basic data trade visitors**

basic data trade visitors	
Total number of visitors	46 818
Proportion of trade visitors	62%
Region of residence	%
up to 50 km	33
more than 50 km up to 100 km more than 100 km up to 300 km	20
more than 100 km up to 300 km	23
over 300 km	25
Total Germany	83
Baden- North Rhine-	-
Württemberg 3 Westphalia Bavaria 2 Rhineland-	67
Berlin 1 Palatinate	5
Brandenburg 1 Saarland	1
Bremen 1 Saxony	1
Hamburg 1 Sayony-Δnhalt	1
Hesse 6 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 8	
- Cower Saxony 0	
Total Foreign	17 79
of which EU Rest of Europe	10
Other	11
The five countries with the highest visitor shares Netherlands Belgium Italy Austria France	% 15 13 12 7
Position in the company/organisation Entrepreneur, partner, self-employed	% 18
Managing director, board member,	
head of an authority etc. Senior department head, other employed	e
with managerial responsibility	3
Department head, group head Other salaried stuff, public service	13
Skilled worker	27
Lecturer, teacher, scientific assistant	4
Trainee	6
Other position	5 1 2
Student	
Housewife/man Old-age pensioner	
Other not gainfully employed	1
Frequency of visits to trade fair	%
2006	39
2005	39 35
2004	34 26
Earlier events	
First visit	38

### Basic data all visitors

Region of residen	ce	%
up to 50 km		37
more than 50 km t		21
more than 100 km	up to 300 km	22
over 300 km		20
Total Germany		88
Baden-	North Rhine-	74
Württemberg Bavaria	3 Westphalia 3 Rhineland-	71
Berlin	- Palatinate	5
Brandenburg	1 Saarland	1
Bremen	1 Saxony	1
Hamburg	<ul> <li>Saxony-Anhalt</li> </ul>	-
Hesse	5 Schleswig-	
Mecklenburg-	Holstein	1
West Pommerania Lower Saxony	- Thuringia 7	
Total Faraign		12
<b>Total Foreign</b> of which EU		<b>12</b> 80
Other		10
Rest of I	Europe	10
The true countries visitor shares Netherlands Belgium Italy Austria France	s with the highest	% 16 14 13 6 5
<b>Position in the co</b> Entrepreneur, partn Managing director,	mpany/organisation ner, self-employed	% 13
head of an authori	tv etc	4
	head, other employee	•
with managerial re		2
Department head,	group head	10
Other salaried stuff Skilled worker	, public service	25
Lecturer, teacher, s	ciontific assistant	3
Trainee	cicitiiic assistant	5
Other position		7
		4
		6 3 5 7 4 5 12
Housewife/man		
Housewife/man Old-age pensioner	employed	12
Housewife/man Old-age pensioner	employed	4
Housewife/man Old-age pensioner Other not gainfully Frequency of visit		%
Housewife/man Old-age pensioner Other not gainfully Frequency of visit 2006		% 39
Student Housewife/man Old-age pensioner Other not gainfully Frequency of visit 2006 2005 2004		%
Housewife/man Old-age pensioner Other not gainfully  Frequency of visit 2006 2005		% 39 37

### Additional data trade visitors

A conditional company and a constraint a	%
Auxiliary materials, supplies and other ndustry	7
Orthopaedic trade	7 6
Medicine and sanitary, medical specialist	Ĭ
trade	6
Hospital, clinic	7 4 7 9 3 7
Surgery, medical laboratory, institute Rehabilitation facilities	7
Nursing home, old peoples' home	ģ
Out-patient nursing services	3
Special facility	7
Organizations for the disabled, transport association for the disabled	6
Cost unit	4
Public authority	5
Other services	4 5 7 2 11
University, college, polytechnic Other	11
Student	5
Other not gainfully employed	4
Influence on purchasing/ procurement decisions	%
Decisively	21
Collectively	30
n an advisory capacity	24
No Student	16 5
Other not gainfully employed	4
34	
Area of responsibility	%
Management	17
Research, development, design	3
Planning, work preparation Manufacture, production	5
Production, quality control	1
Buying, procurement	3
Finance, accounting, controlling	% 17 3 2 5 1 3 1
nformation, communication technology (EDP Administration, organisation, personnel,	, 2
social welfare, training	13
	7
Marketing, sales, advertising, PR	4
Storage, material management, logistics,	1
Storage, material management, logistics, transport	35
Storage, material management, logistics, transport Maintenance, repairs	
Storage, material management, logistics, transport	5
Storage, material management, logistics, ransport Waintenance, repairs Other area	4
Storage, material management, logistics, cransport Maintenance, repairs Other area Studen Other not gainfully employed	
Storage, material management, logistics, ransport Maintenance, repairs Other area Student Other not gainfully employed Size of company/organisation:	4
Storage, material management, logistics, cransport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees: 1- 4 18 500- 999	4 % 6
storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1- 4 18 500- 999 5- 9 7 1 000- 9 999	4 % 6 10
Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1 - 4 18 500 999 5 - 9 7 1 000 999 10 49 22 10 000 and more	4 % 6 10
Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees: 1- 4 18 500- 999 5- 9 7 1 000- 9 999 10- 49 22 10 000 and more 50- 99 7 Student	4 % 6
storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees: 1 - 4 18 500 999 15 - 9 7 1 000 999 10 - 49 22 10 000 and more 50 99 7 Student 100-199 8 Other not gainfully	4 % 6 10
storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees: 1 - 4 18 500 999 15 - 9 7 1 000 999 10 - 49 22 10 000 and more 50 99 7 Student 100-199 8 Other not gainfully	% 6 10 2 5
Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	% 6 10 2 5

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

1,3 days

# THERMPROCESS ---- Düsseldorf

### **Basic data trade visitors**

Total number of visitors	7 024
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	22
more than 50 km up to 100 km	9 16
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	53
Total Germany	55
Baden- North Rhine- Württemberg 10 Westphalia	56
Bavaria 6 Rhineland-	30
Berlin 1 Palatinate	4
Brandenburg 1 Saarland	1
Bremen - Saxony	3
Hamburg - Saxony-Anhalt Hesse 12 Schleswig-	1
Hesse 12 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia	i
Lower Saxony 3	
Total Foreign	45
of which EU Rest of Europe	46 13
South and Central America	12
East Asia	20
Other	9
The two countries with the highest visitor shares	0/-
India	% 7 7
Netherlands	7
Position in the company/organisation Entrepreneur, partner, self-employed	%
Managing director, board member,	20
head of an authority etc.	12
Senior department head, other employee	
with managerial responsibility	12
Department head, group head Other salaried stuff, public service	26 17
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	4
Student Other not gainfully employed	1 2
Frequency of visits to trade fair	%
2003	32
1999	19
Earlier events First visit	14 54
LII2f AI2If	54

### Additional data trade visitors

Economic 3	ector			%
Industry				72
Technical re	tail trade			4
Other trade Service				7 11
Other				3
Student				1
Other not g	ainfully e	mployed		2
Influence o	n purcha	asing/		
procureme	nt decisio	ons		%
Decisively Collectively				27
In an adviso	orv capac	itv		36 23
No	,	,		11
Student				1
Other not g	aintully e	mployed		2
Area of res		ity		%
Managemer	it ovolonma	nt docina		27
Research, d Planning, w	ork prepa	aration	ı	25
Manufacture	e, produc	tion		12
Production,	quality co	ontrol		1
Buying, prod	urement		_	4
Finance, acc	ounting,	controllin	a	
Information	commun	nication to	chnology (I	
Information,	commur on, orgai	nication te	chnology (I	
Information, Administrati	on, orgai	nication te nisation, p	chnology (I	EDP) -
Information, Administrati social welfa Marketing,	on, orgai re, trainir sales, adv	nication te nisation, p ng vertising,	echnology (I personnel, PR	EDP)
Information, Administrati social welfa Marketing, s Storage, ma	on, orgai re, trainir sales, adv	nication te nisation, p ng vertising,	echnology (I personnel, PR	
Information, Administrati social welfa Marketing, : Storage, ma transport	on, orgai re, trainir sales, adv terial ma	nication te nisation, p ng vertising, nnagemen	echnology (I personnel, PR	EDP) - 16
Information, Administrati social welfa Marketing, : Storage, ma transport Maintenance	on, orgai re, trainir sales, adv terial ma	nication te nisation, p ng vertising, nnagemen	echnology (I personnel, PR	EDP) - 16
Information, Administrati social welfa Marketing, : Storage, ma transport Maintenanco Other area Student	on, orgai re, trainir sales, adv terial ma e, repairs	nication to nisation, p ng vertising, nnagemen	echnology (I personnel, PR	EDP) - 16 16 - 4 3 1
Information, Administrati social welfa Marketing, : Storage, ma transport Maintenanco Other area Student	on, orgai re, trainir sales, adv terial ma e, repairs	nication to nisation, p ng vertising, nnagemen	echnology (I personnel, PR	EDP) - 16
Information, Administrati social welfa Marketing, s Storage, ma transport Maintenance Other area Student Other not g	on, orgai re, trainir sales, adv terial ma e, repairs ainfully e	nication to nisation, p ng vertising, inagemen mployed	echnology (I personnel, PR t, logistics,	EDP) - 16 16 - 4 3 1
Information, Administrati social welfa Marketing, s Storage, ma transport Maintenance Other area Student Other not g  Size of con Number of o	on, orgai re, trainir sales, adv terial ma e, repairs ainfully e	mployed  ganisatio  ganisatio  ganisatio  mployed	echnology (I personnel, PR t, logistics,	16 16 2 3
Information, Administrati Social welfa Marketing, s Storage, ma transport Maintenance Other area Student Other not g  Size of com Number of con 1- 4	on, orgai re, trainir sales, adv terial ma e, repairs ainfully e npany/or employee 10	mployed  ganisatio  mployed  ganisatio	PR t, logistics,	16 16 2 3 1 2
Information, Administrati social welfa Marketing, Storage, ma transport Maintenanco Other area Student Other not g  Size of con Number of of 1-4 5-9	on, orgai re, trainir sales, adviterial ma e, repairs ainfully e npany/or employee 10 4	mployed  ganisatio  ganisatio  mployed  ganisatio  500  1 000	PR t, logistics,	16 16 2 3 1 2 9% 6
Information, Administrati social welfa Marketing, Storage, ma transport Maintenanco Other area Student Other not g  Size of con Number of of 1- 4 5- 9 10- 49	on, orgai re, trainir sales, adviterial ma e, repairs ainfully e npany/or employee 10 4 19	mployed  ganisatio  ganisatio  mployed  ganisatio  500  1 000	PR t, logistics,	16 16 4 3 1 2 9% 66 16
Information, Administrati social welfa Marketing, Storage, ma transport Maintenanco Other area Student Other not g  Size of con Number of of 1-4 5-9	on, orgai re, trainir sales, adviterial ma e, repairs ainfully e npany/or employee 10 4	mployed  ganisatio  gganisatio  gy  gganisatio  500  1 0000	PR t, logistics, on: - 999 - 9 999 and more Student	16 16
information, Administratic social welfa Marketing, storage, martansport Maintenanco Other area Student Other not g  Size of com 1- 4 5- 9 10- 49 50- 99	on, organ re, trainir sales, adviterial ma e, repairs ainfully e npany/or employee 10 4 19 11	mployed  ganisatio  gganisatio  gy  gganisatio  500  1 0000	PR t, logistics,	16 16 4 3 1 2 9% 66 16
Information, Administrational welfar Marketing, is Storage, matransport Maintenanco Other area Student Other not g  Size of com Number of 1 - 4 4 5 - 9 10 - 199 200 - 499 200 - 499	on, orgai re, trainir sales, add terial ma e, repairs ainfully e npany/or employee 10 4 19 11 10 13	mployed  ganisatio ss: 500 1 000 Other no	ichnology (I personnel, PR t, logistics,  in: - 999 - 9 999 and more Student of gainfully	% 66 77 1
Information, Administrational administrational welfa Marketing, is Storage, marransport Maintenanco Other area Student Other not g Size of con Number of 1-45-910-199100-199200-499	on, orgairer, trainingsales, additerial male, repairs ainfully e apany/or ainfully e apany/or ainfully e 10 4 19 11 10 13  ctay stay (da	mployed  ganisatio ss: 500 1 000  Other no	ichnology (I personnel, PR t, logistics, in: - 999 and more Student tt gainfully employed	% EDP)
nformation, Administrative Administrative Storage, maransport Administrative Total Part Storage, maransport Administrative Total Part Storage, maransport Administrative Total Part Storage of Computer of Computer of Computer Storage Office of Computer Storage Office Of	on, orgaire, training alles, additional male, repairs ainfully e expansion of the control of the	mployed  ganisation ss: 500 1 0000 Other no	ichnology (loersonnel, PR tt, logistics, 999 and more Student tt gainfully employed	9% 66 77 10
Information, Administrativo administrativo administrativo administrativo arternsport Maintenanco Other area Student Other not g  Size of con Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499  Length of st. Length of one (1) 10- 40 for one (1	on, orgairer, trainirsales, additerial male, repairs ainfully e npany/or employee 10 4 19 11 10 13 stay stay (data 53 tt 22 fc	mployed  ganisation 1000 1000 1000 Other no	in: - 999 - 9 999 and more Student tt gainfully employed	160
Information, Administrative Social welfa Marketing, Storage, maternsport Maintenanco Other area Student Other not g  Size of com Number of 1-45-910-4950-99100-499  Length of s1. Length of one two 2. Average I	on, orgairer, trainirsales, additerial male, repairs ainfully e npany/oremployee 10 4 19 11 10 13 stay stay (da 63 53 tt 422 fc ength of	mployed  ganisatio s: 500 1 000 Other no	in:  - 999 - 9 999 and more Student ot gainfully employed  7 five 4	160 160 160 160 160 160 160 160 160 160
Information, Administratisocial welfa Marketing, storage, ma transport Maintenanc Other area Student Other not g Size of con Number of 1 1 4 5 9 10 19 19 200-499 Length of s1. Length of one of the Marketing of the state of the	on, orgairer, trainirsales, additerial male, repairs ainfully e npany/oremployee 10 4 19 11 10 13 stay stay (da 63 53 tt 422 fc ength of	mployed  ganisatio s: 500 1 000 Other no	in:  - 999 - 9 999 and more Student ot gainfully employed  7 five 4	9 9

Conducted by: Walter, Wissler & Partner, Basel

# viscom ---- Düsseldorf

### **Basic data trade visitors**

Total number of visitors	8 586
Proportion of trade visitors	
Region of residence	%
up to 50 km	27
more than 50 km up to 100 km more than 100 km up to 300 km	12
over 300 km	30 35
Total Germany	79
Baden- North Rhine-	
Württemberg 6 Westphalia Bayaria 7 Rhineland-	55
Bavaria 7 Rhineland- Berlin 1 Palatinate	7
Brandenburg 1 Saarland	1
Bremen 1 Saxony	i
Hamburg 1 Saxony-Anhalt	
Hesse 7 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	2
Lower Saxony 9	
Total Foreign	21
of which EU	78
Rest of Europe	18
Other	4
The two countries with the highest	
visitor shares	%
Netherlands Belgium	20 12
Beigiuiii	12
Position in the company/organisation Entrepreneur, partner, self-employed	% 47
Managing director, board member,	47
head of an authority etc.	11
Senior department head, other employee	4
Senior department head, other employee with managerial responsibility	
with managerial responsibility Department head, group head	
with managerial responsibility Department head, group head Other salaried stuff, public service	8
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	6
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	6
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	14 8 6 1
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	6
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	8 6 1 6 2 2
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair	8 6 1 6 2 2
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005	% 22 2 2 2 29
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005 2003	% 29 15
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005	9/25

### Additional data trade visitors

Economic sector		9/
Advertising Service		5! 10
Wholesale trade		10
Information-, Communic	ation Indu	stry
Publishing, printing		stry 4
Retail trade	19.0	
Media (print, broadcast	media)	
Authority, public service Clothing industry	5	
Automobile industry		
Leisure, education		
Pharmaceuticals industry	/	
Other Student		10
Student		•
Influence on purchasin	ıg/	
procurement decisions		9/
Decisively Collectively		4( 3(
Collectively In an advisory capacity		14
No		9
Student		
Area of responsibility		9/
Management		40
Research, development,	design	10
Planning, work preparat		18
Manufacture, production		28
Production, quality conti Buying, procurement	TOI	2
Finance, accounting, cor	ntrollina	2-
Information, communica	tion techn	ology (EDP)
Administration, organisa social welfare, training	ition, perso	illei,
Marketing, sales, advert	isina. PR	57
Storage, material manag	gement, lo	gistics,
transport		,
Maintenance, repairs		
Other area Student		
Size of company/organ	isation:	0/
Number of employees: 1- 4 45	200 -	499
5- 9 19	500 -	999
10- 49 19	1 000 -	499 999 9 999 I more tudent
	0 000 and	more
100-199 3	S	tudent 2
Length of stay		9/
<ol> <li>Length of stay (days):</li> </ol>		
one 85 two	11	three 4
2. Average length of sta	у	1,2 day
3. Share of visitors on th		

Conducted by: Walter, Wissler & Partner, Basel

# Internationale Rassehunde-Ausstellung -----> Erfurt

### **Basic data private visitors**

Total number of visitors	17 140
Proportion of private visitors	98%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 60 23 12 4
Total Germany	100
Baden- North Rhine- Württemberg 1 Westphalia Bayaria 4 Rhineland-	2
Berlin - Palatinate Brandenburg 1 Saarland	1 -
Bremen - Saxony Hamburg - Saxony-Anha Hesse 2 Schleswig-	lt 3
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 2	83
Position in the company/organisation	on %
head of an authority etc.	2
Senior department head, other employ with managerial responsibility Department head, group head	/ee - 2
Other salaried stuff, public service Skilled worker	41
Lecturer, teacher, scientific assistant Trainee Other position	8 1 3 6 5 2 14 3
Student Housewife/man	5
Old-age pensioner Other not gainfully employed	14

Frequency of visits to trade fair 2005 2003 Earlier events First visit

### Additional data private visitors

Sex Male Female	% 47 53
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	18 18 29 18
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	100
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	9/0 10 4/2 22 18
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	55 26 19
Follow-up business Intend to buy at later date yes no maybe	% 18 51 31
Conducted by: Messe Erfurt AG, Erfurt	





# **HAUS+TECHNIK** ----> Erfurt

### **Basic data private visitors**

Total number of visitors	4 399
Proportion of private visitors	79%
Region of residence	%
up to 50 km	61
more than 50 km up to 100 km more than 100 km up to 300 km	32 6
over 300 km	1
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia Bayaria 2 Rhineland-	
Bavaria 2 Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	1
Hamburg - Saxony-Anhalt	
Hesse - Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	95
Lower Saxony 1	
Position in the company/organisation	%
Entrepreneur, partner, self-employed	13
Managing director, board member,	2
head of an authority etc. Senior department head, other employee	
with managerial responsibility	
Department head, group head	2
Other salaried stuff, public service	41
Skilled worker Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	12
Student	5
Housewife/man	1
Old-age pensioner	14
	%
Frequency of visits to trade fair	2.4
2006	24 16
Frequency of visits to trade fair 2006 2005 Earlier events	24 16 29 30

### **Basic data all visitors**

Proportion of trade visitors	21%
Region of residence	%
up to 50 km	63
more than 50 km up to 100 km	29
more than 100 km up to 300 km	6
over 300 km	2
Total Germany Baden- North Rhine-	100
	1
Württemberg - Westphalia Bayaria 2 Rhineland-	
Berlin - Palatinate	_
Brandenburg 1 Saarland	_
Bremen - Saxony	2
Hamburg - Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia	95
West Pommerania - Thuringia	
Lower Saxony 1	
Lower Saxony 1  Position in the company/organisation Entrepreneur, partner, self-employed	% 19
Lower Saxony 1  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	% 19
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 19 3
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, qroup head	% 19 3
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	% 19 3 4 2 36
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	% 19 3 2 36 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	% 19 3 2 36 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 19 3 3 2 36 6 1 1 1
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 19 3 3 2 36 6 1 1 1 14
Lower Saxony 1  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 19 3 3 5 5 5 6 6 6 1 1 14 5 5
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 19 3 3 2 36 6 1 1 1 14
Lower Saxony 1  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	% 19 3 4 5 5 1 14 5 5 1 12
Lower Saxony 1  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	% 19 3 3 5 5 6 6 1 1 14 14 5 1
Lower Saxony 1  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner  Frequency of visits to trade fair	% 19 3 3 6 6 1 1 14 5 1 12 9%
Lower Saxony 1  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner  Frequency of visits to trade fair 2006	% 19 3 3 2 36 6 1 1 1 1 4 5 1 1 2 2 7 7 2 7

### Additional data private visitors

Sex Male Female	% 66 34
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	9% 17 17 18 18 11
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	9/0 10 14 16 41
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	36 28 19
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 15 65 20
Follow-up business Intend to buy at later date yes no maybe	33 23 44
Conducted by: Mosso Erfurt AG Erfurt	

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 more than 100 km	20 2
Total Germany	100
Position in the company/organisation	on %
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	on % 5
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ	
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility	
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head	- ree -
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service	/ee 27
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	ree
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service skilled worker Lecturer, teacher, scientific assistant	/ee
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	vee
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	vee
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	/ee

### Additional data private visitors

Male Female  Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 60 up to 70 years over 70 years  Net household income up to 750, EUR more than 750, EUR up to 1 000, EUR more than 1 000, EUR up to 1 250, EUR more than 1 500, EUR up to 1 500, EUR more than 1 500, EUR up to 2 500, EUR more than 1 500, EUR up to 3 000, EUR more than 2 000, EUR up to 3 000, EUR more than 3 000, EUR up to 3 000, EUR more than 2 500, EUR up to 3 000, EUR more than 3 000, EUR N/A  Size of household 1 person 2 persons 3 persons 5 persons 10 yersons 11 yerson 12 persons 13 persons 15 persons 16 persons 17 persons 18 persons 19 persons 10 persons 10 persons 11 persons 12 persons 13 persons 15 persons 16 persons 17 persons 18 persons 19 persons 10 persons 10 persons 11 persons 12 persons 13 persons 15 persons 16 persons 17 persons 18 persons 19 persons 10 persons 10 persons 10 persons 11 persons 12 persons 13 persons 15 persons 16 persons 17 persons 18 persons 19 persons 10 persons 10 persons 11 persons 12 persons 13 persons 14 persons 15 persons 16 persons 17 persons 18 persons 19 persons 10 persons 10 persons 10 persons 10 persons 11 persons 12 persons 13 persons 15 persons 16 persons 17 persons 18 persons 19 persons 10 persons 10 persons 10 persons 11 persons 12 persons 13 persons 14 persons 15 persons 16 persons 17 persons 18 persons 19 persons 10		
up to 20 years over 20 up to 30 years over 20 up to 30 years over 40 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years 2  Net household income up to 750,- EUR more than 1 000,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 3 000,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR more than 2 500,- EUR up to 3 000,- EUR N/A  Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more  Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe  Follow-up business Intend to buy at later date yes Intend to buy at later date Intend to buy at later date yes Intend to buy at later date	Male	% 49 51
more than 1 500,- EUR up to 2 000,- EUR 1 more than 2 000,- EUR up to 3 000,- EUR 1 more than 3 000,- EUR up to 3 000,- EUR N/A 3  Size of household 1 person 1 2 persons 5 persons 1 5 persons 1 5 persons 4 persons 1 5 persons 4 persons 1 5 persons 4 persons 5 persons and more  Buying and ordering capacity Purchase or order made or intended at the exhibition yes 4 no maybe 1 1 Follow-up business Intend to buy at later date yes 1	Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 10 9 13 22 16 24 7
1 person 2 persons 5 persons 5 persons 1 persons 5 persons 1 persons 1 persons 1 persons 1 persons 1 persons 1 persons and more 1 persons 1 persons and more 1 persons and more 1 persons and more 1 persons person	up to 750,- EUR 750,- EUR more than 1 000,- EUR up to 1 000,- EUR more than 1 250,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 000,- EUR up to 3 000,- EUR more than 3 000,- EUR up to 3 000,- EUR more than 3 000,- EUR	% 9 5 6 7 12 13 9 6 33
Purchase or order made or intended at the exhibition yes 4 no 4 maybe 1  Follow-up business Intend to buy at later date yes no 7	1 person 2 persons 3 persons 4 persons	% 10 50 19 13 6
Intend to buy at later date yes 1 no 7	Purchase or order made or intended at the exhibition yes no	% 49 41 10
	Intend to buy at later date yes no	% 15 79 6

Conducted by: INA Research GmbH, Schenefeld

# naro.tech ----> Erfurt

### **Basic data trade visitors**

Total number of visitors	3 662
Proportion of trade visitors	47%
Region of residence	%
up to 50 km	32
more than 50 km up to 100 km	10
more than 100 km up to 300 km	18
over 300 km	39
Total Germany	89
Baden- North Rhine-	
Württemberg 6 Westphalia Bavaria 4 Rhineland-	11
	3
Berlin 3 Palatinate Brandenburg 3 Saarland	-
Bremen - Saxony	14
Hamburg - Saxony-Anhalt	3
Hesse 1 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania 1 Thuringia	47
Lower Saxony 5	
Total Foreign	10
Position in the company/organisation	%
Entrepreneur, partner, self-employed	18
Entrepreneur, partner, self-employed Managing director, board member,	
head of an authority etc.	14
Senior department head, other employee	
with managerial responsibility	4
with managerial responsibility	
with managerial responsibility Department head, group head Other salaried stuff, public service	43
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	43
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	43
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	43 3 10
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	43 3 10 - 3 5
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair	43 3 10 - 3 5
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	43 3 10 - 3 5
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005	43 3 10 - 3 5 - - - 19

### **Basic data private visitors**

	53%
Region of residence	%
up to 50 km	54
more than 50 km up to 100 km	33
more than 100 km up to 300 km	5
over 300 km	8
Total Germany	97
Baden- North Rhine-	
Nürttemberg - Westphalia	3
Bavaria 1 Rhineland-	_
Berlin - Palatinate	2
Brandenburg - Saarland	-
Bremen - Saxony	1
Hamburg - Saxony-Anhalt	-
Hesse - Schleswig- Mecklenburg- Holstein	_
West Pommerania - Thuringia	93
ower Saxony 1	,,,
Total Foreign	3
Position in the company/organisation Entrepreneur, partner, self-employed	%
	9
Entrepreneur, partner, self-employed	9
Managing director, board member,	_
Managing director, board member, nead of an authority etc.	1
Managing director, board member, nead of an authority etc. Senior department head, other employee	_
Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility	1
Managing director, board member, lead of an authority etc. Senior department head, other employee with managerial responsibility	1
Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	1
Managing director, board member, nead of an authority etc. senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service skilled worker	1 - 5 45 10
Managing director, board member, nead of an authority etc. ienior department head, other employee with managerial responsibility Department head, group head other salaried stuff, public service skilled worker ecturer, teacher, scientific assistant	1 - 5 45 10
Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position	1 - 5 45 10
Managing director, board member, lead of an authority etc. leanior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service killed worker lecturer, teacher, scientific assistant rainee there position tudent	1 - 5 45 10
Managing director, board member, nead of an authority etc. eienior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service skilled worker ecturer, teacher, scientific assistant rainee Other position student dousewife/man	1 - 5 45 10
Managing director, board member, lead of an authority etc. leanior department head, other employee with managerial responsibility bepartment head, group head bither salaried stuff, public service skilled worker ecturer, teacher, scientific assistant rainee other position tudent lousewife/man ld-age pensioner	1 - 5 45 10
Managing director, board member, nead of an authority etc. senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service skilled worker ecturer, teacher, scientific assistant frainee	1
Managing director, board member, nead of an authority etc. senior department head, other employee with managerial responsibility Department head, group head Dither salaried stuff, public service skilled worker ecturer, teacher, scientific assistant Trainee Dither position student Housewife/man Did-age pensioner	1 - 5 45 10
Managing director, board member, nead of an authority etc. sienior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service killed worker ecturer, teacher, scientific assistant frainee other position student lousewife/man Old-age pensioner other not gainfully employed	1 5 45 10 2 - 1 9 2 15 2
Managing director, board member, nead of an authority etc. seinor department head, other employee with managerial responsibility. Department head, group head Other salaried stuff, public service skilled worker ecturer, teacher, scientific assistant rainee Other position student dousewife/man Old-age pensioner Other not gainfully employed	1 5 45 10 2 - 1 19 2 15 2 26 19
Managing director, board member, nead of an authority etc. isenior department head, other employee with managerial responsibility Department head, group head other salaried stuff, public service skilled worker secturer, teacher, scientific assistant rainee other position student dousewife/man lold-age pensioner other not gainfully employed	1 5 45 10 2 1 9 2 15 2

### Basic data all visitors

Dasie data dii Visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	% 44 22 12
over 300 km	23
Total Germany	93
Baden- North Rhine- Württemberg 3 Westphalia	7
Bavaria 2 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland	2
Bremen - Saxony	7
Hamburg - Saxony-Anhalt Hesse - Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony 3	72
Total Foreign of which EU	<b>7</b> 69
Other	31
Position in the company/organisation	% 13
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	
Department head, group head Other salaried stuff, public service	4 44
Skilled worker Lecturer, teacher, scientific assistant	4 44 7 5 - 2 7 1
Trainee Other position	2
Student Housewife/man	7 1
Old-age pensioner Other not gainfully employed	8 1
Frequency of visits to trade fair 2005	%
2003 2003 Earlier events	23 16
First visit	57

### Additional data trade visitors

Economic sector Industry Skilled trades Wholesale, foreign trade Retail trade Service Authority, public services Association, society Teaching (polytechnic, university, college) Research Other	9% 28 13 19 19 11 12
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 39 24 21 13
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (ED Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student	% 30 24 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
Size of company/organisation:           Number of employees:           1 - 4         22         200 - 499           5 - 9         13         500 - 999           10 - 49         27         1 000 - 9 999           50 - 99         9         10 000 and more           100-199         8         Student	9/
Length of stay  1. Length of stay (days): one 60 three 3 two 38 four -  2. Average length of stay 1,4	% day:

Conducted by: Messe Erfurt AG, Erfurt

3. Share of visitors on the event's days: 1st day 52 3rd day 22 2nd day 61 4th day 8



# Reiten-Jagen-Fischen ----> Erfurt

### **Basic data trade visitors**

Total number of visitors	25 126
Proportion of trade visitors	<b>7</b> %
Region of residence	%
up to 50 km	48
more than 50 km up to 100 km	34
more than 100 km up to 300 km over 300 km	11 7
Total Germany	98
Baden- North Rhine-	
Württemberg - Westphalia	2
Bavaria 2 Rhineland-	
Berlin - Palatinate Brandenburg 2 Saarland	
	4
Bremen - Saxony Hamburg - Saxony-Anhalt	4
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	87
Lower Saxony 4	0,
Total Foreign	2
Position in the company/organisation Entrepreneur, partner, self-employed	%
Entrepreneur, partner, self-employed	43
Managing director, board member,	
head of an authority etc. Senior department head, other employe	
with managerial responsibility	2
Department head, group head Other salaried stuff, public service	27 27 27 22 22 22 22
Chilled worker	21
Skilled worker Lecturer, teacher, scientific assistant	4
Trainee	- 4
Other position	-
Student	
Housewife/man	2
Old-age pensioner	2
Frequency of visits to trade fair	%
2006	70
2005	64
Earlier events	55
First visit	16

### **Basic data private visitors**

Proportion of private visitors			
Region of residence	%		
up to 50 km	56		
more than 50 km up to 100 km	32		
more than 100 km up to 300 km	11		
over 300 km	1		
Total Germany	99		
Baden- North Rhine-			
Württemberg 1 Westphalia			
Bavaria 2 Rhineland-			
Berlin - Palatinate			
Brandenburg 1 Saarland	2 2		
Bremen - Saxony	2		
Hamburg - Saxony-Anhalt	2		
Hesse 1 Schleswig-			
Mecklenburg- Holstein			
West Pommerania - Thuringia	91		
Lower Saxony -			
Total Foreign	1		
Position in the company/organisation	%		
Entrepreneur, partner, self-employed	8		
Managing director, board member,			
head of an authority etc.	1		
Senior department head, other employee			
with managerial responsibility			
Department head, group head	25		
Other salaried stuff, public service Skilled worker	12		
	13		
	2		
Trainee	3		
Trainee Other position	12		
Trainee Other position Student	12		
Trainee Other position Student Housewife/man	12 2 19		
Trainee Other position Student Housewife/man Old-age pensioner	12 2 19		
Trainee Other position Student Housewife/man Old-age pensioner	12 2 19 2		
Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	%		
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	2 35 13 2 3 3 12 2 19 2		
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	% 61 59		
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	%		

### **Basic data all visitors**

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km		
Total Germany		99
Baden- Württemberg	North Rhine- 1 Westphalia	
Bavaria	2 Rhineland-	
Berlin	- Palatinate	
Brandenburg Bremen	1 Saarland - Saxony	2
Hamburg	- Saxony-Anhalt	2
Hesse	1 Schleswig-	
Mecklenburg- West Pommerania	Holstein - Thuringia	91
Lower Saxony	-	
Total Foreign		1
Position in the con Entrepreneur, partne	npany/organisation	% 10
Managing director, I		- 10
head of an authority	etc.	1
Senior department h	etc. ead, other employee	1
Senior department h with managerial resp Department head, q	retc. ead, other employee oonsibility roup head	
Senior department h with managerial resp Department head, g Other salaried stuff,	retc. ead, other employee oonsibility roup head	1 2 34
Senior department h with managerial res Department head, g Other salaried stuff, Skilled worker	r etc. ead, other employee consibility roup head public service	
Senior department h with managerial resp Department head, g Other salaried stuff, Skilled worker Lecturer, teacher, sc Trainee	r etc. ead, other employee consibility roup head public service	
Senior department h with managerial res, Department head, g Other salaried stuff, Skilled worker Lecturer, teacher, sc Trainee Other position	r etc. ead, other employee consibility roup head public service	34 12 2
Senior department h with managerial resp Department head, g Other salaried stuff, Skilled worker Lecturer, teacher, sc Trainee Other position Student	r etc. ead, other employee consibility roup head public service	34 12 2 2 2 11
Senior department h with managerial respontance of the salaried stuff, Skilled worker Lecturer, teacher, sc Trainee Other position Student Housewife/man Old-age pensioner	etc. ead, other employee oonsibility roup head public service ientific assistant	34 12 2 2 2 2 11 12
with managerial resp Department head, g Other salaried stuff, Skilled worker Lecturer, teacher, sc Trainee Other position Student Housewife/man	etc. ead, other employee oonsibility roup head public service ientific assistant	34 12 2 2 2 2 11 12
Senior department h with managerial resp Department head, g Other salaried stuff, Skilled worker Lecturer, teacher, sc Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully e Frequency of visits	etc. ead, other employee oonsibility roup head public service ientific assistant	34 12 2 2 11 18
Senior department h with managerial respontance of the following Department head, good of the following of t	etc. ead, other employee oonsibility roup head public service ientific assistant	34 12 2 2 2 11 18 2 2 6 6
Senior department h with managerial resp Department head, g Other salaried stuff, Skilled worker Lecturer, teacher, sc Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully e	etc. ead, other employee oonsibility roup head public service ientific assistant	

### Additional data trade visitors

Economic sector Industry	9
Skilled trades	- 1
Wholesale, foreign trade Retail trade	
Service Authority, public services	3 1
Association/society Other	1 2
Influence on purchasing/ procurement decisions	9
Decisively Collectively	4
In an advisory capacity	2
No Student	
Area of responsibility	9
Management Research, development, design	3
Planning, work preparation	1
Manufacture, production Production, quality control	1
Buying, procurement Finance, accounting, controlling	2
Information, communication technology (EE Administration, organisation, personnel,	
social welfare, training	1
Marketing, sales, advertising, PR Storage, material management, logistics,	2
transport	2
Maintenance, repairs Other area	2
Student	
Size of company/organisation:	9
Number of employees: 1- 4 50 200- 499	
5- 9 4 500- 999 10- 49 23 1 000- 9 999	
50- 99 5 10 000 and more	
100-199 4 Student	

Length of stay 1. Length of stay (days): one 73 two

2. Average length of stay

3. Share of visitors on the event's days:
1st day 34 2nd day 36 3rd day 30

three 11

### Conducted by: Messe Erfurt AG, Erfurt

### Additional data private visitors

Sex Male Female	% 62 38
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 12 14 17 20 17 14
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 7 9 10 12 7 5 2 48
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 33 23 23 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	67 11 21
Follow-up business Intend to buy at later date yes no maybe	% 29 31 40

# **EQUITANA** — Essen

### **Basic data trade visitors**

Total number of visitors	174 017
Proportion of trade visitors	22%
Region of residence	%
up to 50 km	19
more than 50 km up to 100 km	17
more than 100 km up to 300 km	38
over 300 km	27
Total Germany	81
Baden- North Rhine-	
Württemberg 2 Westphalia Bavaria 7 Rhineland-	56
Berlin 1 Palatinate	11
Brandenburg 1 Saarland	2
Bremen - Saxony	1
Hamburg - Saxony-Anhalt Hesse 10 Schleswig-	
Hesse 10 Schleswig- Mecklenburg- Holstein	2
West Pommerania - Thuringia	- 4
Lower Saxony 7	
Total Foreign	19
of which EU	9/
	- (
Other  The two countries with the highest visitor shares Netherlands Belgium	
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member.	% 34 24 n % 44
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe senior department head, other employed.	% 344 24 n %44
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	% 344 24 44 44 44 44 44 44 44 44 44 44 44 4
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, croup head	% 34 24 24 24 24 24 24 24 24 25 26 26 26 26 26 26 26 26 26 26 26 26 26
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, heed of an authority etc. Senior department head, other employs with managerial responsibility Department head, group head Other salaried stuff, public service	% 34 24 24 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	% 34/22/2
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	9% 34 24 24 10 10 10 10
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	%34224 nn %444 444 15
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 342 242 242 242 242 243 243 243 243 243
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, orber employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9% 344 22 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	9% 34/22/2 nn 9% 44/2 eee 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility pepartment head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	9% 344 22 24 1 5 1 5 1 5 1 5 1 5 1 5 1 5 1 5 1 5 1
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	9% 342 22
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 2003 2003 2000 2003 2000 2005 2007 2007 2007 2007 2007 2007	% % 524
The two countries with the highest visitor shares Netherlands Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 2005	9% 34 24 24 10 10 10 10

### **Basic data private visitors**

Proportion of private visitors			
Region of residence up to 50 km	% 31		
more than 50 km up to 100 km	22		
more than 100 km up to 300 km	36		
over 300 km	11		
Total Germany Baden- North Rhine-	94		
	70		
Württemberg 2 Westphalia Bavaria 2 Rhineland-			
Berlin - Palatinate	9		
Brandenburg - Saarland	1		
Bremen - Saxony	-		
Hamburg - Saxony-Anhalt Hesse 9 Schleswig-	-		
Hesse 9 Schleswig- Mecklenburg- Holstein	1		
West Pommerania - Thuringia	i		
Lower Saxony 5			
Total Foreign	6		
of which EU	89		
Other	11		
Netherlands Belgium Luxembourg	43 23 14		
Position in the company/organisation Entrepreneur, partner, self-employed	% 11		
Managing director, board member, head of an authority etc. Senior department head, other employee	2		
with managerial responsibility	2		
Department head, group head	6		
Other salaried stuff, public service	30		
Skilled worker	7		
Lecturer, teacher, scientific assistant	3 4		
Trainee Other position	4 8		
Other position Student	16		
Other not gainfully employed	11		
Frequency of visits to trade fair	% 54		
2003	49 42		
2001 Earlier events	42 38		
First visit	20		

### Basic data all visitors

Basic data all visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 28 21 36 15
Total Germany Baden- Württemberg 2 Westphalia Bavaria 3 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony-Anhalt Hesse 9 Schleswig- Mecklenburg- West Pommerania Lower Saxony 6	91 67 9 1 - - 1 1
Total Foreign of which EU Rest of Europe Other  The four countries with the highest visitor shares Netherlands Belgium Luxembourg Austria	91 6 3 8 38 23 9 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 18 2 2 6 26 6 3 5 8 15
Frequency of visits to trade fair 2005 2003 2001 Earlier events First visit	% 54 49 43 39 21

### Additional data trade visitors

Economic sector	0
	2
horse stable, stable operator, agriculture	
Veterinary surgeon, veterinary practice	
Professional equestrian, trainer	
Breeders	
Media, press, publishing	
Public authority, club, association	
Other services	
Manufacturer, Industry	
Retail trade	
Wholesale trade	
Skilled trades	
Smith	
Other	
Student	- 1
Other not gainfully employed	
Influence on purchasing/ procurement decisions	0
Decisively	3
Collectively	1
	i
In an advisory capacity No	i
Student	i
Other not gainfully employed	
Area of responsibility	9
Management	2
Research, development, design	
Planning, work preparation	1
Manufacture, production	
Production, quality control	
Buying, procurement	1
Finance, accounting, controlling	
Information, communication technology (E	
Administration, organisation, personnel,	.01)
social welfare, training	
Marketing, sales, advertising, PR	2
Storage, material management, logistics,	
transport Maintenance, repairs	
Other area	2
	1
Student Other net gainfully employed	
Other not gainfully employed	

### Size of company/organisation: Number of employees:

10- 49	9	10 000 and more	1
50- 99	2	Student	
100-199	3	Other not gainfully	
200-499	2	employed	
Length of stay 1. Length of stay (days):			

one two three	69 21 6	four five six	1	seven eight nine	1 2
2. Average	length	of stay		1,6 c	lays
3. Share of 1st day 2nd day 3rd day	visitors 16 21 17	on the every 4th day 5th day 6th day	vent's 13 13 17	days: 7th day 8th day 9th day	13 19 16

### Additional data private visitors

Sex Male Female	9/ 2: 7
Age	9/
up to 20 years over 20 up to 30 years	14
over 30 up to 40 years	2
over 40 up to 50 years	2
over 50 up to 60 years over 60 up to 70 years over 70 years	
Net household income	9/
up to 900,- EUR	7
more than 900,- EUR up to 1 500,- EUR	1
more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR	1
more than 2 600 EUR up to 3 600 EUR	1
more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR	- 10
more than 5 000,- EUR N/A	3
Size of household	9/
1 person	13
2 persons 3 persons	2
4 persons	24
5 persons and more	13
Buying and ordering capacity Purchase or order made or	9
intended at the exhibition yes	8
no	٥
maybe	1.
Follow-up business	9
Intend to buy at later date yes	3
no	2
maybe	40

Conducted by: Walter, Wissler & Partner, Basel

# E-world energy & water ---> Essen

### **Basic data trade visitors**

Dasic data trade visitors	
Total number of visitors	11 110
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	28
more than 50 km up to 100 km	13
more than 50 km up to 100 km more than 100 km up to 300 km	24
over 300 km	35
Total Germany	86
Baden- North Rhine-	
Württemberg 7 Westphalia	56
Bavaria 6 Rhineland-	
Berlin 3 Palatinate Brandenburg 1 Saarland	2
Brandenburg 1 Saarland	2 1
Bremen 1 Saxony	3
Hamburg 2 Saxony-Anhalt	1
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia	1
Lower Saxony 7	
Total Foreign	14
of which EU	75
Rest of Europe	18
Other	7
The three countries with the highest	
visitor shares	%
Netherlands	28
Great Britain	11
Switzerland	9
Position in the company/organisation	%
Entrepreneur, partner, self-employed	13
Managing director, board member,	
head of an authority etc.	9
Senior department head, other employed	9
with managerial responsibility	9
Department head, group head	24
Other salaried stuff, public service	28
Skilled worker	3 3 - 3 7 2
Lecturer, teacher, scientific assistant	3
Trainee	-
Other position	3
Student	7
Other not gainfully employed	2
Frequency of visits to trade fair	%
2006	27
2005	23
2004	19
2003	13
2002	9
Earlier events	5
First visit	53

### Additional data trade visitors

Economic sector	%
Architect's, engineer office Banks	6 1
Consulting	15
Broker	1
Electricity industry Renewable energies	18
Energy supply companies, multi-utility	- 11
Energy supply companies, multi-utility  Trade and daily press	1
Research institute, university Gastronomy	6
Gastronomy Commercial company	1
Dealers Industrial company	2 6
Portfolio manager	1
Municiple services	6
Plant construction Other	1 11
Student	7
Other not gainfully employed	2
Influence on purchasing/ procurement decisions	%
Decisively	20
Collectivély	31 25
In an advisory capacity No	15
Student	7
Other not gainfully employed	2
Area of responsibility	%
Management Research development design	21 8
Research, development, design Planning, work preparation	8
Manufacture, production	3 1
Production, quality control Buying, procurement	15
Finance, accounting, controlling	8
Information, communication technology (ED Administration, organisation, personnel, social welfare, training	P)11 د
Marketing, sales, advertising, PR	20 20
Storage, material management, logistics,	
transport Maintenance, repairs	3
Other area	13
Student Other not gainfully employed	3 4 13 7 2
Size of company/organisation:	
Number of employees:	%
1- 4 9 500- 999	10
5- 9 6 1 000- 9 999 10- 49 15 10 000 and more	18 12
50- 99 10 Student	7
100-199 7 Other not gainfully 200-499 9 employed	2
Length of stay 1. Length of stay (days):	%
one 81 two 15 three	4
2. Average length of stay 1,2	days
3. Share of visitors on the event's days:	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# FIBO ---- Essen

### **Basic data trade visitors**

Total number of visitors	42 262
Proportion of trade visitors	69%
Region of residence	%
up to 50 km	16
more than 50 km up to 100 km more than 100 km up to 300 km	12
over 300 km	30 42
Total Germany	80
Baden- North Rhine- Württemberg 9 Westphalia	42
Bavaria 9 Rhineland-	7
Berlin 3 Palatinate Brandenburg 1 Saarland	7 1
Bremen 1 Saxony	2
Hamburg 2 Saxony-Anhalt	2
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia Lower Saxony 10	1
Total Foreign	20
of which EU	74
Rest of Europe Other	14 12
The five countries with the highest visitor shares Netherlands Switzerland Belgium Austria	% 22 8 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not qainfully employed	9 2 10 13 4 3 7 7 3 9 1 1 1 1 1
Frequency of visits to trade fair 2006 2005 2004 Earlier events	% 37 32 23 21

### **Basic data private visitors**

Proportion of private visitors	31%
Region of residence	9
up to 50 km	3
more than 50 km up to 100 km	1
more than 50 km up to 100 km more than 100 km up to 300 km	2
over 300 km	1
Total Germany Baden- North Rhine- Württemberg 4 Westphalia	<b>9</b> !
Bavaria 5 Rhineland-	
Berlin 1 Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 1 Thuringia Lower Saxony 7	
	7
Other  Position in the company/organisation	7: 2
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member.	7
of which  Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9,
of which  Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	9,
of which  Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	9,
of which  Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	9,
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	9,
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9,
of which  Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9,
of which  Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9,
of which  Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	9,
of which  Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	9,
of which  Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	9,
of which  Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	99
of which  Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	7: 2 9: 1: 1: 1:
of which  Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	7: 2 2: 11: 11: 9 3: 3:3: 2:2: 2:2: 3:4: 3:4: 3:4: 3:4: 3:
of which Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	7: 2 9, 1 1 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1
of which  Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	9,

### **Basic data all visitors**

Region of residence	%
up to 50 km	22
more than 50 km up to 100 km	13
more than 100 km up to 300 km	30
over 300 km	34
Total Germany Baden- Württemberg 7 Westphalia Bavaria 7 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 9	85 51 6 1 2 1
Total Foreign	15
of which EU	74
Rest of Europe	14
Other	12
The five countries with the highest visitor shares Netherlands Switzerland Belgium Austria Italy	% 23 9 7 7 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 29 6 2 9 17 8 2 7 4 11 2 2 3
Frequency of visits to trade fair	%
2006	35
2005	29
2004	22
Earlier events	21
First visit	42

### Basic data all visitors

up to 50 km more than 50 km up t more than 100 km up	to 100 km to 300 km	% 22 13 30
over 300 km		34
Total Germany Baden- Württemberg	North Rhine- 7 Westphalia	<b>85</b>
Bavaria Berlin	7 Rhineland- 2 Palatinate	6
Brandenburg Bremen Hamburg	2 Saxony-Anhalt	1 2 1
Hesse Mecklenburg- West Pommerania Lower Saxony	8 Schleswig- Holstein 1 Thuringia 9	1
Total Foreign of which EU Rest of Euro Other	ope	15 74 14 12
Netherlands Switzerland Belgium Austria		% 23 7
Italy		t
Position in the comp	pany/organisation self-employed	% 29
Italy	self-employed oard member, etc.	% 29
Position in the comp Entrepreneur, partner, Managing director, bo head of an authority e Senior department hea with managerial respo	self-employed pard member, etc. ad, other employee posibility	% 29
Position in the comp Entrepreneur, partner, Managing director, bo head of an authority e Senior department hea	self-employed bard member, etc. ad, other employee onsibility up head ublic service	% 29
Position in the comp Entrepreneur, partner, Managing director, be head of an authority e Senior department hea with managerial respo Department head, gro Other salaried stuff, p Skilled worker Lecturer, teacher, scie	self-employed bard member, etc. ad, other employee onsibility up head ublic service	9/

Frequency of visits to trade fair	%
2006	35
2005	29
2004	22
Earlier events	21
First visit	42

### Additional data trade visitors

Economic sector	%
Fitness studio	36
Therapeutical practice	8
Service	7
Trade	6
Sports association, club	5
Health care center	4
Multifunctional system	8 7 6 5 4 3
Hospital, rehabilitation departement	3
Wellness institute, health facility, day spa	1
Company, authority with sports facilities	1
Other	14
Student	9
Other not gainfully employed	3

Influence on purchasing/ procurement decisions	%
Decisively	30
Decisively Collectively	19
In an advisory capacity	21
No	18
Student	9
Other not gainfully employed	3

Area of responsibility	%
Management	38
Research, development, design	5
Planning, work preparation	14
Manufacture, production	14 2 3 16
Production, quality control	3
Buying, procurement	
Finance, accounting, controlling	8
Information, communication technology (ED	P) 6
Administration, organisation, personnel,	
social welfare, training	12
Marketing, sales, advertising, PR	29
Storage, material management, logistics,	
transport	3
Maintenance, repairs	6
Other area	22
Student	9
Other not gainfully employed	3

Size of cor Number of	npany/o	organisation:	%
1- 4	25	500 - 999	1
5- 9	18	1 000 - 9 999	3
10- 49	27	10 000 and more	
50- 99	6	Student	9
100-199	3	Other not gainfully	
200-499	3	employed	3

200 45.	,		cinp	loyeu s
Length 1. Length one	of stay of stay 74	(days): three	3	%
two	19	four	4	
2. Averag	ge lengt	h of stay		1,4 days

1st day 42 3rd day 30 2nd day 47 4th day 19	e event's days: ay 30 ay 19	on the o	42	3. Share of 1st day
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# HAUS + GARTEN ---- Essen

### **Basic data private visitors**

Total number of vi	sitor	S	48 273
Proportion of priva	ate v	isitors	94%
Region of residence	e		%
up to 50 km			83
more than 50 km up	o to 1	100 km	13
more than 100 km i	up to	300 km	3
over 300 km			1
Total Germany			100
Baden-		North Rhine-	
Württemberg		Westphalia	98
Bavaria	-	Rhineland-	
Berlin		Palatinate	-
Brandenburg		Saarland	-
Bremen		Saxony	-
Hamburg	-	Saxony-Anhalt	-
Hesse	-	Schleswig-	
Mecklenburg- West Pommerania		Holstein	-
	- 1	Thuringia	-
Lower Saxony			

<u></u>	
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	(
Department head, group head Other salaried stuff, public service Skilled worker	2
Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	1 2
Frequency of visits to trade fair	(

Other not gainfully employed	2
Prequency of visits to trade fair 2006 2005 2004 2003 Earlier events First visit	% 28 26 18 13 13

### Additional data private visitors

Sex Male Female	9 3 6
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	9, 1, 2, 2, 2,
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	9 1 1 1 1
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	9/ 1: 5: 1: 1:
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	6 1 2
Follow-up business Intend to buy at later date	9
voc	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

32 16 53





# IPM ---- Essen

### Basic data trade visitors

Basic data trade visitors	
Total number of visitors	46 681
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	14
more than 50 km up to 100 km	13
more than 100 km up to 300 km over 300 km	30 43
Total Germany	76
Baden- North Rhine- Württemberg 7 Westphalia	46
Bavaria 8 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland	
Berlin 2 Palatinate Brandenburg 1 Saarland	5 1
Bremen 1 Saxony	2
Hamburg 1 Saxony-Anhalt	1
Hesse 6 Schleswig-	
Mecklenburg- Holstein	4
West Pommerania 1 Thuringia Lower Saxony 14	2
Total Foreign	24
of which EU	<b>24</b> 82
Rest of Europe	9
North America Other	3
Other	
The five countries with the highest	0/
visitor shares Netherlands	% 27
Poland	10
Belgium	7
Austria	6
France	6
Position in the company/organisation Entrepreneur, partner, self-employed	% 33
Managing director, board member,	33
head of an authority etc.	5
Senior department head, other employed	e
with managerial responsibility	3
Department head, group head	9
Other salaried stuff, public service Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	17
Other position	2
Foreman, master craftsman	6
Student Housewife/man	1
Old-age pensioner	i
Farmer	3 9 7 6 3 17 2 6 6 1 1 2
Other not gainfully employed	1
Frequency of visits to trade fair	%
2006 2005	39 37
2004	34 31
2003	31
2002	28 27 33
Earlier events First visit	27
LIIST AIRIT	33

### Additional data trade visitors

Economic sector Plant producer	% 16
Florist wholesale trade	- /
Seed trade	14
End-sales outlet	7
Public authority, municipal garden department Horticulture and landscape gardening	3
	9
Landscape designer	- 2
Garden centre	1/
Gardening company	14
Florist, specialist retailer Fruit and vegetable growing	1
Cemetry gardeners	3
Decorator, interior architect	1 3 1 8
Decorator, interior architect Wholesale trade	3
Home improvement centre	_1
Other	8
Student	
Other not gainfully employed	2
Influence on purchasing/ procurement decisions	
procurement decisions	%
Decisively Collectively	33 27
Collectively In an advisory capacity	15
No	17
Student	Ė
Other not gainfully employed	2
Area of responsibility	٠,
Area of responsibility	%
Management  Persoarch development design	35
Research, development, design Planning, work preparation	17
Manufacture, production	31
Production, quality control	9
Buying, procurement	26
Finance, accounting, controlling	. 8
Information, communication technology (EDP) Administration, organisation, personnel, social welfare, training	) 5
cocial welfare, training	9
Marketing, sales, advertising, PR	14
Storage, material management, logistics,	
transport	8
Maintenance, repairs	7
Other area	14
Student	6
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4 27 500- 999 5- 9 21 1 000- 9 999	_ 1
	1
10- 49 27 10 000 and more 50- 99 6 Student	e
	١
100-199 5 Other not gainfully 200-499 3 employed	2
Longth of stay	
Length of stay	%
1 Length of stay (days):	
1. Length of stay (days): one 79 three 3	
1. Length of stay (days): one 79 three 3 two 18 four 1	
one 79 three 3 two 18 four 1	av
one 79 three 3 two 18 four 1 2. Average length of stay 1,3 d	ay:
one 79 three 3 two 18 four 1	ays

# MODE - HEIM - HANDWERK ----> Essen

### **Basic data private visitors**

Total number of vi	sitors	157 106
Proportion of private visitors		96%
Region of residence up to 50 km more than 50 km up more than 100 km up over 300 km	o to 100 km	% 92 5 2 1
Total Germany Baden-	North Rhine-	100
Württemberg Bayaria	- Westphalia - Rhineland-	99
Berlin Brandenburg	- Palatinate - Saarland	-
Bremen	- Saxony	-
Hamburg Hesse	<ul><li>Saxony-Anhalt</li><li>Schleswig-</li></ul>	-
Mecklenburg- West Pommerania Lower Saxony	Holstein - Thuringia -	-
Position in the con Entrepreneur, partne	npany/organisation	ı %
Managing director,	board member,	4
head of an authority Senior department h	/ etc.	1
with managerial res	ponsibility	2
Department head, g Other salaried stuff, Skilled worker	roup head public service	2 5 31 8

# Skilled worker 8 Lecturer, teacher, scientific assistant 2 Trainee 3 Other position 4 Student 4 Housewife/man 13 Old-age pensioner 19 Other not gainfully employed 5 Frequency of visits to trade fair % 2006 55 2005 52 2004 46 2003 42 Earlier events 34 First visit 16

### Additional data private visitors

Sex Male Female	% 31 69
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 6 12 17 24 22 15
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 11 13 14 11 13 6
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 17 47 18 13 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes	%
no maybe	7 19
Follow-up business Intend to buy at later date yes no maybe	% 25 24 51
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

# **Reise / Camping**

### **Basic data private visitors**

Total number of visitors	98 900
Proportion of private visitors	97%
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 over 300 km	14
over 300 km	1
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia	94
Bavaria - Rhineland-	_
Berlin - Palatinate	2
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse 1 Schleswig-	
Hesse 1 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 2	
Total Foreign	1
of which EU	82
Other	18
The country with the highest visitor s	h 0/
Netherlands	63
Position in the company/organisation	%
Position in the company/organisation Entrepreneur, partner, self-employed	%
Managing director, board member,	
Managing director, board member, head of an authority etc.	1
Managing director, board member, head of an authority etc. Senior department head, other employee	1
head of an authority etc. Senior department head, other employee with managerial responsibility	1
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	1 1 1 6
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	1 1 6 27
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	1 1 6 27
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	1 1 6 27
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	1 1 6 27
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	1 1 6 27
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	1 1 6 27
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	1 1 6 27 27 8 8 3 3 4 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	1 1 6 27
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	1 1 6 27 8 3 3 2 6 3 3 2 2
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	27 27 8 3 3 3 3 3 2
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	1 1 6 27 8 3 3 2 6 3 3 2 2
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	1 1 6 27 8 3 3 2 2 6 3 3 3 2 2 6 4 4 4 4 4 1
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	1 1 6 27 8 8 3 2 2 3 3 2 2 3 3 2 3 3 2 3 3 3 3 3
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	1 1 6 27 27 8 3 3 2 2 6 3 3 3 2 2 9 % 48 41 37 30 4
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004 2004	3 4 4 3 3 3 3

# ---- Essen

### Additional data private visitors

Sex Male Female	% 61 39
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 1 4 10 25 28 25 7
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 3 10 14 15 17 10 7 24
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 9 57 13 16
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 47 24 29
Follow-up business Intend to buy at later date yes no maybe	% 38 22 41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# Ambiente ---- Frankfurt/Main

### **Basic data trade visitors**

Basic data trade visitors	
Total number of visitors	145 264
Proportion of trade visitors	86%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 15 7 21 58
Total Germany Baden- Württemberg 14 Westphalia Bavaria 15 Rhineland- Berlin 4 Palatinate	<b>54</b> 16
Brandenburg - Saarland Bremen 1 Saxony Hamburg 2 Saxony-Anha Hesse 29 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	9 2 2 1t -
Total Foreign of which EU Rest of Europe Africa South and Central America Middle East East Asia Australia North America	46 51 11 2 4 4 17 2
The five countries with the highest visitor shares USA Italy Great Britain France China (PR)	% 7 7 6 5
Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	12

Frequency of visits to trade fair 2006 2005 Earlier events First visit

### Additional data trade visitors

Tuarional acta trade Tisitors	
Economic sector	%
Specialist retail trade	27
Other retail	10
Wholesale, foreign trade	21
Skilled trades	4
Service	18
Industry (manufacturer)	8
Other sectors	8 5 4
Student	4
Other not gainfully employed	3
Influence on purchasing/	
procurement decisions	%
Decisively	43
Collectively	26
In an advisory capacity	15
No	10
Student	4
Other not gainfully employed	3
Area of responsibility	%
Management	41
Research, development, design	6
Planning, work preparation	3
Manufacture, production	4
Production, quality control	- 25
Buying, procurement	15
Finance, accounting, controlling	1
Information, communication technology (ED	P) I
Administration, organisation, personnel,	1
social welfare, training Marketing, sales, advertising, PR	-11
Storage, material management, logistics,	
transport	- 1
Maintenance, repairs	1
Other area	
Student	9 4 3
Other not gainfully employed	3
Size of company/organisation:	0/
Number of employees:	%
1- 4 35 500- 999	4
5- 9 10 1 000- 9 999	5 4
10- 49 18 10 000 and more	4
50- 99 6 Student	4
100-199 6 Other not gainfully 200-499 6 employed	3
200-499 6 employed	
Length of stay	%
1. Length of stay (days):	
one 44 three 19 five	8
two 21 four 9	
2. Average length of stay 2,2	days
3. Share of visitors on the event's days:	N/A
Conducted by: Walter, Wissler & Partner, B	asel

# **Beautyworld ---> Frankfurt/Main**

### Basic data trade visitors

Total number of visitors	10 076
Proportion of trade visitors	
Region of residence	%
up to 50 km	20
more than 50 km up to 100 km	7
more than 100 km up to 300 km over 300 km	19 54
Total Germany	57
Baden- North Rhine- Württemberg 14 Westphalia	13
Württemberg 14 Westphalia Bavaria 12 Rhineland-	
Berlin 2 Palatinate	10
Brandenburg 1 Saarland	-
Bremen - Saxony	3
Hamburg 1 Saxony-Anhalt	1
Hesse 41 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	1
Lower Saxony 3	
Total Foreign	43
of which EU	71
Rest of Europe	11
Other	18
The two countries with the highest	01
visitor shares	%
Italy France	10
	3
Position in the company/organisation	% 37
Managing director board member	31
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	19
Senior department nead, other employee	•
with managerial responsibility	. 7
Department head, group head	13
Other salaried stuff, public service Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	3
Student	13 8 2 1 3 3 6
Other not gainfully employed	3
Frequency of visits to trade fair	%
2006	28
2005	22
Earlier events	27
First visit	46

### Additional data trade visitors

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Conducted by: Walter, Wissler & Partner, Basel

# **Christmasworld** ----> Frankfurt/Main

### Basic data trade visitors

Total number of visitors	30 230
Proportion of trade visitors	91%
Region of residence	%
up to 50 km	8
more than 50 km up to 100 km more than 100 km up to 300 km	6 19
over 300 km	67
Total Germany	43
Baden- North Rhine-	20
Württemberg 13 Westphalia Bavaria 14 Rhineland-	26
Berlin 1 Palatinate	9
Brandenburg 2 Saarland	1
Bremen - Saxony	3
Hamburg 2 Saxony-Anhalt Hesse 21 Schleswig-	-
Mecklenburg- Holstein	_
West Pommerania 1 Thuringia	1
Lower Saxony 5	
Total Foreign	57
of which EU	<b>57</b> 62 12
Rest of Europe	12
North America South and Central America	3
East Asia	13
Australia	6 3 13 2 3
Other	3
The five countries with the highest	
visitor shares	% 11
Italy France	10
Switzerland	
Great Britain	6
USA	4
Position in the company/organisation Entrepreneur, partner, self-employed	%
Entrepreneur, partner, self-employed	44
Managing director, board member, head of an authority etc.	12
Senior department head, other employee	
with managerial responsibility	7
with managerial responsibility Department head, group head Other salaried stuff, public service	12
Other salaried stuff, public service	7
Skilled worker Lecturer, teacher, scientific assistant	4
Trainee	3
Other position	3
Student	12 7 4 1 3 3 4 4
Other not gainfully employed	4
Frequency of visits to trade fair	%
2006	38
2005 Earlier events	27 26
First visit	40

### Additional data trade visitors

Economic sector	%
Specialist retail trade	33
Other retail	13
Wholesale, foreign trade	20
Skilled trades	4
Service	14
Manufacturer, Industry	6
Other sectors Student	4
Other not gainfully employed	4
- The gaintany employed	
Influence on purchasing/	
procurement decisions	%
Decisively	48
Collectively	25 13
In an advisory capacity No	7
Student	4
Other not gainfully employed	4
Area of responsibility	%
Management	41
Research, development, design Planning, work preparation	7 4
Production, quality control	1
Buying, procurement	16
Finance, accounting, controlling	1
Information, communication technology (EDP	) 1
Manufacture, production	5
Administration, organisation, personnel,	1
social welfare, training Marketing, sales, advertising, PR	ģ
Storage, material management, logistics,	-
transport	1
Maintenance, repairs	1
Other area	7
Student	4
Other not gainfully employed	4
Size of company/organisation:	
Number of employees:	%
	4
1- 4 36 500- 999	
1- 4 36 500- 999 5- 9 10 1 000- 9 999	4
1- 4 36 500- 999 5- 9 10 1 000- 9 999 10- 49 21 10 000 and more	3
1- 4 36 500- 999 5- 9 10 1 000- 9 999 10- 49 21 10 000 and more 50- 99 5 Student	3
1- 4 36 500- 999 5- 9 10 1 000- 9 999 10- 49 21 10 000 and more 50- 99 5 Student 100-199 6 Other not gainfully	4
1- 4 36 500- 999 5- 9 10 1 000- 9 999 10- 49 21 10 000 and more 50- 99 5 Student	4
1- 4 36 500- 999 10- 49 21 1000- 9 999 10- 49 21 10 000 and more 50- 99 5 Student 100-199 6 Other not gainfully 200-499 4 employed	4
1- 4 36 500- 999 5- 9 10 1 000- 9 999 10- 49 21 10 000 and more 50- 99 5 Student 100-199 6 Other not gainfully 200-499 4 employed	4 %
1- 4 36 500- 999 5- 9 10 1 000- 999 10- 49 21 10 000 and more 50- 99 5 Student 100-199 6 Other not gainfully 200-499 4 employed  Length of stay 1. Length of stay one 41 three 13 five	4 %
1- 4 36 500- 999 5- 9 10 1 000- 9 999 10- 49 21 10 000 and more 50- 99 5 Student 100-199 6 Other not gainfully 200-499 4 employed	4 3 4 4 %

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	5 018	
Proportion of trade visitors		
Region of residence		
up to 50 km more than 50 km up to 100 km	12	
more than 100 km up to 300 km	30	
more than 100 km up to 300 km over 300 km	50	
Total Germany	58	
Baden- North Rhine-	20	
Württemberg 19 Westphalia Bavaria 13 Rhineland-	20	
Berlin 1 Palatinate	13	
Brandenburg 1 Saarland	1	
Bremen - Saxony	2	
Hamburg 3 Saxoný-Anhalt Hesse 18 Schleswig-	1	
Hesse 18 Schleswig- Mecklenburg- Holstein	1	
West Pommerania 1 Thuringia		
Lower Saxony 5		
Total Foreign	43	
of which EU	63	
Rest of Europe	63 17 3 1	
Africa North America	3	
South and Central America	1	
Middle East	Ž	
East Asia	6	
Australia	2	
The country with the highest visitor s	hare %	
Position in the company/organisation	%	
Entrepreneur, partner, self-employed	38	
Managing director, board member, head of an authority etc.	17	
Senior department head, other employee with managerial responsibility		
Department head, group head	14	
with managerial responsibility Department head, group head Other salaried stuff, public service		
Skilled worker	3	
Lecturer, teacher, scientific assistant	-	
Lecturer, teacher, scientific assistant Trainee	2	
Lecturer, teacher, scientific assistant	11 3 2 2 2 2	

Frequency of visits to trade fair 2006 2005

First visit

### Additional data trade visitors

Retail trade	
Wholesale, foreign trade	
Industry	
Service	
Skilled trades Other	
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	
Decisively Collectively	
In an advisory capacity	
No	
Student	
Other not gainfully employed	
Area of responsibility	
Management Research, development, design	
Planning, work preparation	
Manufacture, production	
Production, quality control	
Buying, procurement Finance, accounting, controlling	
Information, communication technology (E	
Administration, organisation, personnel,	
social welfare, training Marketing, sales, advertising, PR	
Storage, material management, logistics,	
transport	
Maintenance, repairs	
Other area Student	
Other not gainfully employed	
Size of company/organisation:	
Number of employees:	
1- 4 31 500- 999	
5- 9 14 1 000 - 9 999 10- 49 25 10 000 and more	
50- 99 8 Student	
50- 99 8 Student	
50- 99 8 Student 100-199 4 Other not gainfully 200-499 4 employed	
50- 99 8 Student 100-199 4 Other not gainfully 200-499 4 employed <b>Length of stay</b> 1.Length of stay (days):	
50- 99 8 Other not gainfully 200-499 4 Other not gainfully 200-499 4 Under not gainfully 200-499 4 Other not gainfully 200-499 4 Other not gainfully 200-499 6 Other not gainfully 200-499	
50- 99 8 Other not gainfully 200-499 4 Other not gainfully 200-499 6 Other not gainfully 200-499	-
50- 99 8 Other not gainfully 200-499 4 Other not gainfully 200-499 6 Other not gainfully 200-499	5 da

### Heimtextil

### **Basic data trade visitors**

Total number of visitors	85 824
Proportion of trade visitors	95%
Region of residence	%
up to 50 km	6
more than 50 km up to 100 km more than 100 km up to 300 km	17
over 300 km	74
Total Germany	35
Baden- North Rhine-	22
Württemberg 18 Westphalia Bavaria 15 Rhineland-	22
Bavaria 15 Rhineland- Berlin 2 Palatinate	6
Brandenburg 1 Saarland	2
Bremen 1 Saxony	4
Hamburg 3 Saxony-Anhalt Hesse 17 Schleswig-	1
Hesse 17 Schleswig- Mecklenburg- Holstein	-
West Pommerania - Thuringia	2
Lower Saxony 4	
Total Foreign	65
of which EU	44
Rest of Europe	11
Africa	5
North America South and Central America	5
Middle East	7
East Asia	18
Australia	2
The five countries with the highest	
visitor shares	%
India USA	8
Great Britain	6
Italy	5
Spain	4
Position in the company/organisation	%
Position in the company/organisation Entrepreneur, partner, self-employed	38
Managing director board member	
head of an authority etc.	17
Senior department head, other employed with managerial responsibility	e 11
Department head, group head	12
Other salaried stuff nublic service	8
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee Other position	2
Other position Student	1 2 2 4
Other not gainfully employed	2
Frequency of visits to trade fair	%
2006	43
2005	42
Earlier events	43
First visit	21

First visit

First visit

# ----> Frankfurt/Main

### Additional data trade visitors

Economic sector Specialist retail trade Other retail	% 17 11
Wholesale, foreign trade	11 29
Skilled trades	6
Service	13
Manufacturer, Industry	16
Other sectors	2
Student	4
Other not gainfully employed	2

Influence on purchasing/ procurement decisions	0,
Decisively	3
Collectively	3
In an advisory capacity	14
No	1
Student Other not gainfully employed	

Area of responsibility	%
Management	42
Research, development, design	10
Planning, work preparation	3
Manufacture, production	10 3 6 2 15
Production, quality control	2
Buying, procurement	15
Finance, accounting, controlling	1
Information, communication technology (EI	OP) -
Administration, organisation, personnel,	,
social welfare, training	1
Marketing, sales, advertising, PR	10
Storage, material management, logistics,	
transport	
Maintenance, repairs	1
Other area	5
Student	5 4 2
Other not gainfully employed	2

### Size of company/organisation:

Number of	employees	i:	
1- 4	24	500- 999	
5- 9	12	1 000 - 9 999	
10- 49	22	10 000 and more	
50- 99	8	Student	
100-199	8	Other not gainfully	
200-499	9	employed	

Length 1. Length	of stay	(days):			%
one	26 1	` three	27		
two	23	four	24		
2. Averag	ge lengt	h of stay		2,5	days
3. Share	of visito	rs on the	event's	days:	N/A

Conducted by: Walter, Wissler & Partner, Basel

# IFFA ----> Frankfurt/Main

### **Basic data trade visitors**

Total number of	visito	rs	61 064
Proportion of trac	de vis	sitors	96%
Region of residen	ce		% 7
more than 50 km i	up to	100 km	8
more than 100 km			22
over 300 km			63
Total Germany			51
Baden-		North Rhine-	
Württemberg Bayaria	16 19		15
Berlin	1		10
Brandenburg	i	Saarland	
Bremen	1	Saxony	2 2 1
Hamburg	1	Saxony-Anhalt	1
Hesse Mecklenburg-	22	Schleswig- Holstein	2
West Pommerania	1		2

Total For of which	eign	45
of which		48
	Rest of Europe	16
	Africa	
	North America	8
	South and Central America	10
	Middle East	
	East Asia	3
	Australia	7

The five countries with the highest visitor shares Austria Netherlands USA Spain Switzerland  Position in the company/organisation	0
Position in the company/organisation Entrepreneur, partner, self-employed	2
Managing director, board member, head of an authority etc.	1

Position in the company/organisation	%
Entrepreneur, partner, self-employed	27
Managing director, board member,	
head of an authority etc.	13
Senior department head, other employee	
with managerial responsibility	10
Department head, group head	15
Other salaried stuff, public service	8
Skilled worker	9
Lecturer, teacher, scientific assistant	2 9
Trainee	9
Other position	2 4
Student	4
Other not gainfully employed	2

Frequency of visits to trade fair	%
2004	39
2001	32
Earlier events	25
First visit	45

### Additional data trade visitors

Additional data trade visitor	S
Economic sector	%
Retail trade	18
Wholesale, foreign trade Skilled trades	10 15
Slaughterhouse operations	6
Industry	35
Service Other sectors	35 5
Student	- 4
Other not gainfully employed	2
Influence on purchasing/	
procurement decisions  Decisively	% 28
Collectively	29
In an advisory capacity	22
No Student	14
Student Other not gainfully employed	2
Area of responsibility	%
Management Research, development, design	34 10
Planning, work preparation	3
Manufacture, production	16
Production, quality control	16 3 5
Buying, procurement Finance, accounting, controlling	1
Information, communication technology (El	
Administration, organisation, personnel, social welfare, training	1
Marketing, sales, advertising, PR	10
Storage, material management, logistics,	
transport	1
Maintenance, repairs Other area	3 7 4 2
Student	Ź
Other not gainfully employed	2
Sing of assessmentaneous settlem.	
Size of company/organisation: Number of employees:	%
1- 4 12 500- 999	6
5- 9 12 1 000- 9 999	8
10- 49 24 10 000 and more	4
50- 99 9 Student 100-199 10 Other not gainfully	4
200-499 10 Other not gainfully employed	2

Length of stay
1. Length of stay (days):
one 47 three
two 20 four

2. Average length of stay

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

Conducted by: Walter, Wissler & Partner, Basel

	% 18	Total number of visitors
	10 15	Proportion of trade visitors
d	6 35 5 6 4 2	Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km
d	% 28 29 22 14 4	Total Germany Baden- Württemberg 20 Westphalia Bavaria 11 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg - Saxony
gn	% 34 10 3	Hesse 25 Schleswig- Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 4
ing technology (EI , personnel, g, PR ent, logistics,	1 10 1	Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia
d	3 7 4 2	The five countries with the highes visitor shares Italy Austria
ion: 00 - 999 00 - 9 999	% 6 8	France Netherlands Switzerland
00 and more Student not gainfully employed	4 4 2	Position in the company/organisat Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplo
13 five 7 six 2,2	% 6 7	with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee
vent's days:	N/A	Other position Student Other not gainfully employed

# ISH ---- Frankfurt/Main

### **Basic data trade visitors**

Total number of visitors	217 663	
Proportion of trade visitors	95%	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 14 14 34 39	
Total Germany Baden- North Rhine-	75	
Württemberg 20 Westphalia Bavaria 11 Rhineland-	15	
Berlin 2 Palatinate	12 2 2	
Brandenburg 1 Saarland Bremen - Saxony	2	
Hamburg - Saxony-Anhalt Hesse 25 Schleswig-	: 2	
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 4	1	
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	25 59 14 4 6 2 4 8	
The five countries with the highest visitor shares Italy Austria France Netherlands Switzerland	% 9 7 6 6	
Position in the company/organisation Entrepreneur, partner, self-employed	n % 29	
Managing director, board member, head of an authority etc. Senior department head, other employee		
with managerial responsibility	6	
Department head, group head Other salaried stuff, public service	14 14	
Skilled worker	11	

Frequency of visits to trade fair 2005 2003 Earlier events First visit

### Additional data trada visitare

Economic sector	
Skilled trades Industry	
Retail trade	
Wholesale, foreign trade	
Service	
Other sectors Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	
Collectively	
In an advisory capacity	
No	
Student Other not gainfully employed	
Area of responsibility	
Management	
Research, development, design	
Planning, work preparation	
Manufacture production	
Manufacture, production Production, quality control	
Production, quality control Buying, procurement	
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (	
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology Administration, organisation, personnel, social welfare, training	
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR	(EDP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics,	(EDP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs	(EDP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area	(EDP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student	(EDP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed	(EDP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation:	(EDP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:	(EDP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology ( Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1 - 4 24 500 - 999 5 - 9 14 1 000 - 9 999	(EDP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	(EDP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology information, communication technology information, communication, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	(EDP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	(EDP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology Information, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	(EDP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology ( Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	(EDP)

11

# Musikmesse ----> Frankfurt/Main

### **Basic data trade visitors**

Basic data trade visitors	
Total number of visitors	78 527
Proportion of trade visitors	74%
Region of residence	%
up to 50 km	14
more than 50 km up to 100 km	11
more than 100 km up to 300 km	26 49
over 300 km	49
Total Germany	64
Baden- North Rhine-	
Württemberg 15 Westphalia	14
Bavaria 14 Rhineland-	
Berlin 1 Palatinate Brandenburg 1 Saarland	14
Brandenburg 1 Saarland Bremen - Saxony	2 4
Hamburg 1 Saxony-Anhalt	1
Hesse 24 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	3
Lower Saxony 4	
Total Faraign	36
Total Foreign of which EU	73
Rest of Europe	14
Africa	14 3 4 3 3
North America	4
East Asia	3
Other	3
The five countries with the highest	
visitor shares	%
Netherlands	10
Switzerland	9
France	9
Belgium	9 9 7 7
Austria	
Position in the company/organisation	%
Entrepreneur, partner, self-employed	16
Managing director, board member,	_
head of an authority etc.	5
Senior department head, other employed	e 3
with managerial responsibility Department head, group head	4
Other salaried stuff, public service	6
Skilled worker	4
Lecturer, teacher, scientific assistant	25
Trainee	3
Other position	4
Student	28
Other not gainfully employed	4
Frequency of visits to trade fair	%
2006	37
2005	33
Earlier events	41
First visit	33

### Additional data trade visitors

	_
Economic sector	%
Specialist retail trade	- 11
Other retail	2
Wholesale, foreign trade	5
Skilled trades Industry (manufacturer)	5
Educational institution	53
Services, free-lance	7
Event venue	1
Media Other sectors	9
Other not gainfully employed	2 5 4 5 53 7 1 6 3 4
Influence on purchasing/	
procurement decisions	%
Decisively	21
Collectively	20
n an advisory capacity No	15 12
Student	28
Other not gainfully employed	4
Area of responsibility	%
Management	21
Research, development, design	5
Planning, work preparation	5 2 6
Manufacture, production Production, quality control	1
Buying, procurement	4
Finance, accounting, controlling	_ 1
Information, communication technology (ED	P) 1
Administration, organisation, personnel, social welfare, training	1
Storage, material management, logistics,	
transport	2
Marketing, sales, advertising, PR	4
Maintenance, repairs Other area	2 19
Student	28
Other not gainfully employed	4
Size of company/organisation:	%
Number of employees: 1- 4 28 500- 999	% 1
5- 9 8 1 000- 9 999	3
10- 49 14 10 000 and more	3
50- 99 6 Student	28
100-199 3 Other not gainfully 200-499 3 employed	4
200-499 3 employed	-4
Length of stay	%
1. Length of stay (days): one 63 three 11	
two 17 four 10	
	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	60 460
Proportion of trade visitors	97%
Region of residence	%
up to 50 km	10 5
more than 100 km up to 300 km	19
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	66
Total Germany	43
Baden- North Rhine- Württemberg 13 Westphalia	20
Bavaria 16 Rhineland-	20
	8
Berlin 3 Palatinate Brandenburg 1 Saarland	Ī
Bremen - Saxony	2
Hamburg 3 Saxony-Anhalt	. 1
Hesse 24 Schleswig-	4
Mecklenburg- Holstein West Pommerania - Thuringia	1 2
Lower Saxony 5	2
Total Foreign	57
of which EU	58
Rest of Europe	10
Africa	4
North America South and Central America	4 5 5 6
Middle East	6
East Asia	12
East Asia Australia	12 1
Australia  The five countries with the highest	1
Australia  The five countries with the highest visitor shares	1
Australia  The five countries with the highest visitor shares Great Britain	1
Australia  The five countries with the highest visitor shares Great Britain Netherlands	1
Australia  The five countries with the highest visitor shares Great Britain Netherlands Italy	1
Australia  The five countries with the highest visitor shares Great Britain Netherlands	12 1 7 7 6 6 5
Australia  The five countries with the highest visitor shares Great Britain Netherlands Italy France Belgium	% 7 7 6 6 5
Australia  The five countries with the highest visitor shares Great Britain Netherlands Italy France Belgium  Position in the company/organisation Entrepreneur partner self-employed	% 77 76 66 55
Australia  The five countries with the highest visitor shares Great Britain Netherlands Italy France Belgium  Position in the company/organisation Entrepreneur partner self-employed	% 77 76 66 55
Australia  The five countries with the highest visitor shares Great Britain Netherlands Italy France Belgium  Position in the company/organisation Entrepreneur partner self-employed	% 77 76 66 55
Australia  The five countries with the highest visitor shares Great Britain Netherlands Italy France Belgium  Position in the company/organisation Entrepreneur partner self-employed	% 77 76 66 55
Australia  The five countries with the highest visitor shares Great Britain Netherlands taly France Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head	% % % % % % % % % % % % % % % % % % %
Australia  The five countries with the highest visitor shares Great Britain Netherlands Italy France Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service	% % % % % % % % % % % % % % % % % % %
Australia  The five countries with the highest visitor shares Great Britain Netherlands Italy France Belgium  Position in the company/organisation Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	% % % % % % % % % % % % % % % % % % %
Australia  The five countries with the highest visitor shares Great Britain Netherlands Italy France Belgium  Position in the company/organisation Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	% % % % % % % % % % % % % % % % % % %
Australia  The five countries with the highest visitor shares Great Britain Netherlands Italy France Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% % % % % % % % % % % % % % % % % % %
Australia  The five countries with the highest visitor shares Great Britain Netherlands Italy France Belgium  Position in the company/organisation Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	% % % % % % % % % % % % % % % % % % %
Australia  The five countries with the highest visitor shares Great Britain Netherlands Italy France Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% % % % % % % % % % % % % % % % % % %
Australia  The five countries with the highest visitor shares Great Britain Netherlands Italy France Belgium  Position in the company/organisation Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	1 % % 34 17 eee 10 15 11 1 2 2 4 4 2 2
Australia  The five countries with the highest visitor shares Great Britain Netherlands Italy France Belgium  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006	1 9% 7 7 7 6 6 6 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Australia  The five countries with the highest visitor shares Great Britain Netherlands Italy France Belgium  Position in the company/organisation Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	1 % % 34 17 eee 10 15 11 1 2 2 4 4 2 2

### Additional data trade visitors

Economic sector	
Specialist retail trade	
Other retail	
Wholesale, foreign trade	- 2
Skilled trades	
Service	
Manufacturer, Industry Other sectors	
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	2
Decisively Collectively	
In an advisory capacity	
No	
Student	
Other not gainfully employed	
Area of responsibility	
Management	
Research, development, design Planning, work preparation	
Manufacture, production	
Production, quality control	
Buying, procurement	
Finance, accounting, controlling Information, communication technology (E	DP۱
Administration, organisation, personnel.	ן וט
Administration, organisation, personnel, social welfare, training	
Marketing, sales, advertising, PR	
Storage, material management, logistics,	
transport Maintenance, repairs	
Other area	
Student	
Other not gainfully employed	
Size of company/organisation:	
Size of company/organisation: Number of employees:	
Number of employees: 1- 4 25 500- 999	
Number of employees: 1- 4 25 500- 999 5- 9 10 1 000- 9 999	
Number of employees: 1- 4 25 500- 999 5- 9 10 1 000- 9 999 10- 49 22 10 000 and more	
Number of employees: 1- 4 25 500- 999 5- 9 10 1 000- 9 999 10- 49 22 10 000 and more 50- 99 8 Student	
Number of employees: 1- 4 25 500- 999 5- 9 10 1 000- 9 999 10- 49 22 10 000 and more	
Number of employees: 1 - 4 25 500 - 999 5 - 9 10 1 000 - 9 999 10 - 49 22 10 000 and more 50 - 99 8 Student 100-199 7 Other not gainfully	
Number of employees:  1 - 4 25 500 - 999  5 - 9 10 1 000 - 9 999  10 - 49 22 10 000 and more 50 99 8 Student 100-199 7 Other not gainfully 200-499 7 employed  Length of stay  1. Length of stay (days):	
Number of employees: 1- 4 25 500 - 999 5- 9 10 1 000 - 9 999 10- 49 22 10 000 and more 50- 99 8 Student 100-199 7 Other not gainfully 200-499 7 employed  Length of stay 1. Length of stay 1. Length of stay (days): one 43 three 16 five	
Number of employees:  1 - 4 25 500 - 999  5 - 9 10 1 000 - 9 999  10 - 49 22 10 000 and more  50 - 99 8 Student 100 - 199 7 Other not gainfully 200 - 499 7 employed   Length of stay  1. Length of stay (days): one 43 three 16 five two 23 four 9	
Number of employees:  1 - 4 25 500 - 999  5 - 9 10 1 000 - 9 999  10 - 49 22 10 000 and more  50 - 99 8 Student 100 - 199 7 Other not gainfully 200 - 499 7 employed   Length of stay  1. Length of stay (days): one 43 three 16 five two 23 four 9	

# **Prolight + Sound**

### **Basic data trade visitors**

Total number of visitors	27 447
Proportion of trade visitors	89%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 9 9 27 55
Total Germany Baden- Württemberg 18 Westphalia Bavaria 12 Rhineland- Berlin 3 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony Hamburg 3 Saxony-Anhalt Hesse 18 Schleswig- Mecklenburg- West Pommerania Lower Saxony 6	63 19 7 1 3 2
Total Foreign of which EU Rest of Europe Other  The five countries with the highest visitor shares Netherlands Belgium Switzerland Austria Russia	% 12 12 9 5 4
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	8
Frequency of visits to trade fair 2006 2005 Earlier events First visit	% 47 42 39 29

# ---- Frankfurt/Main

### Additional data trade visitors

Economic sector	%
Specialist retail trade	10
Other retail	2
Wholesale, foreign trade	8
Skilled trades	4
Industry (manufacturer) Educational institution	6
Educational institution	17
Services, free-lance	33
Event venue	9
Media	7
Other sectors	4
Other not gainfully employed	2

Influence on purchasing/ procurement decisions	9/
Decisively	3
Collectively	26
In an advisory capacity	19
No	9
Student	13
Other not gainfully employed	7

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

		mpany/org		:	
Numb	er of	employees	S:		%
1-	4	41 1	500 -	999	2
5-	9	12	1 000-	9 999	2 3 2
10-	49	15	10 000 a	and more	2
50-	99	3		Student	13
100-1	199	4	Other not	gainfully	
200-4		3		employed	2
				1 - 7	

Length o	of stay					%
Length of 1. Length	of stay	(days):				
one	58 ^	three	12			
two	18	four	11			
2. Averag	je lengtl	h of stay		1	,8	days
3. Share	of visito	rs on the	event's	days:		N/A

Conducted by: Walter, Wissler & Partner, Basel

# Techtextil ---- Frankfurt/Main

### Rasic data trade visitors

otal number of visitors	20 93
Proportion of trade visitors	99%
Region of residence	9
ip to 50 km	
nore than 50 km up to 100 km	21
nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km	2! 6
otal Germany	4
Baden- North Rhine- Vürttemberg 19 Westphalia	2
Vürttemberg 19 Westphalia Bavaria 15 Rhineland-	2.
Berlin 2 Palatinate	
Brandenburg - Saarland	
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	
Hamburg 1 Saxony-Anhalt Hesse 12 Schleswig-	
Mecklenburg- Holstein	
Vest Pommerania - Thuringia	
ower Saxony 5	
otal Foreign	5: 7: 10
of which EU Rest of Europe	1
Africa	'
North America	
South and Central America	
East Asia	
LITHOR	
Other	•
The five countries with the highest	0,
The five countries with the highest visitor shares rance	0,
The five countries with the highest risitor shares rrance letherlands	0
The five countries with the highest risitor shares rance letterlands Great Britain	0
The five countries with the highest risitor shares rrance letherlands	0,
The five countries with the highest risitor shares reance letherlands ireat Britain selgium taly	9/
The five countries with the highest isitor shares rance setherlands freat Britain legium taly  Position in the company/organisation intrepreneur, partner, self-employed	9/
The five countries with the highest risitor shares reance letherlands freat Britain Belgium taly  Position in the company/organisation intrepreneur, partner, self-employed Aanaaing director, board member.	9 11
The five countries with the highest risitor shares rance letherlands freat Britain ledgium taly  Position in the company/organisation intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc.	9 1 1 1 1 1
The five countries with the highest isitor shares rance letherlands freat Britain slelgium taly  Position in the company/organisation intrepreneur, partner, self-employed Aanaging director, board member, leed of an authority etc. lenior department head, other employe isitors with the countries of the self-employed and self-employed an	9 1 1 1 1 1
The five countries with the highest risitor shares rance letherlands freat Britain felgium taly  Position in the company/organisation intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. senior department head, other employe with managerial responsibility plepartment head, group head	9 1 1 1 1 1 1 e
the five countries with the highest isitor shares reace letherlands freat Britain ledgium taly  Position in the company/organisation intrepreneur, partner, self-employed Managing director, board member, leed of an authority etc. lenior department head, other employe with managerial responsibility Department head, group head other salaried stuff, public service	9 11 1 10 10 10 10 10 10 10 10 10 10 10 1
The five countries with the highest risitor shares rance letherlands freat Britain Belgium tally  Position in the company/organisation intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. lenior department head, other employe with managerial responsibility Department head, group head of the slaries stuff, public service killed worker	9 11 1 10 10 10 10 10 10 10 10 10 10 10 1
The five countries with the highest risitor shares rance letherlands freat Britain felgium taly  Position in the company/organisation intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. lenior department head, other employed with managerial responsibility lepartment head, group head other salaried stuff, public service killed worker ecturer, teacher, scientific assistant	9 11 1 10 10 10 10 10 10 10 10 10 10 10 1
The five countries with the highest isitor shares rance letherlands freat Britain ledgium taly  Position in the company/organisation intrepreneur, partner, self-employed Aanaging director, board member, lead of an authority etc. lenior department head, other employe with managerial responsibility Department head, group head other salaried stuff, public service killed worker eccturer, teacher, scientific assistant rainee	9 11 1 10 10 10 10 10 10 10 10 10 10 10 1
The five countries with the highest risitor shares rance letherlands freat Britain felgium taly  Position in the company/organisation intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. lenior department head, other employe with managerial responsibility Department head, group head other salaried stuff, public service killed worker ecturer, teacher, scientific assistant rainee other position tudent	9 11 1 10 10 10 10 10 10 10 10 10 10 10 1
The five countries with the highest risitor shares rance letherlands freat Britain Belgium tally  Position in the company/organisation intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. lenior department head, other employe with managerial responsibility Department head, group head other salaried stuff, public service killed worker ecturer, teacher, scientific assistant rainee	9 1 1 1 1 1
The five countries with the highest risitor shares rance letherlands freat Britain ledgium taly  Position in the company/organisation intrepreneur, partner, self-employed danaging director, board member, lead of an authority etc. lenior department head, other employe with managerial responsibility lepartment head, group head other salaried stuff, public service killed worker ecturer, teacher, scientific assistant rainee lead of the salaried stuff, public service worker teacher, scientific assistant rainee the proposition its dent to the proposition its dent service worker the proposition is dent service worker the proposition i	9 1 1 1 1 e 1 20 1 1
Phe five countries with the highest isitor shares rance setherlands freat Britain ledgium tally  Position in the company/organisation intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. lead of an authority etc. lead of an authority etc. lead of the salaried stuff, public service killed worker lead, group head other salaried stuff, public service killed worker leading the salaried stuff, public service killed worker leading the position student other not gainfully employed	9 1 1 1 1 1 1 2 2 1 1
The five countries with the highest risitor shares rance letherlands freat Britain ledgium taly  Position in the company/organisation intrepreneur, partner, self-employed danaging director, board member, lead of an authority etc. lenior department head, other employe with managerial responsibility lepartment head, group head other salaried stuff, public service killed worker ecturer, teacher, scientific assistant rainee lead of the salaried stuff, public service worker teacher, scientific assistant rainee the proposition its dent to the proposition its dent service worker the proposition is dent service worker the proposition i	9 11 1 10 10 10 10 10 10 10 10 10 10 10 1

### Additional data trade visitors

Economic sector	
	%
Retail trade Wholesale, foreign trade	2 12 2 8 57 9 1
Skilled trades	2
Service Industry (manufacturer)	8
Other sectors	9
Student	9
Other not gainfully employed	
Influence on purchasing/	
procurement decisions  Decisively	% 25
Collectively	25 32
In an advisory capacity No	20 12
Student	9
Other not gainfully employed	1
Area of responsibility	%
Management	24
Research, development, design Planning, work preparation	29
Manufacture, production	9
Production, quality control Buying, procurement	1 9 2 7
Finance, accounting, controlling	-
Information, communication technology (EDP Administration, organisation, personnel,	) 1
social weltare, training	-
Marketing, sales, advertising, PR Storage, material management, logistics,	11
transport	-
Maintenance, repairs Other area	- 5
Student	- 1
Other not gainfully employed	4 9
other not gainfully employed	4 9 1
	4 9 1
Size of company/organisation: Number of employees:	%
Size of company/organisation: Number of employees:	% 6
Size of company/organisation: Number of employees: 1- 4 9 500- 999 5- 9 7 1 000- 9 999 10- 49 21 10 000 and more	% 6 10 6
Size of company/organisation: Number of employees: 1- 4 9 500- 999 5- 9 7 1 000- 9 999 10- 49 21 10 000 and more 50- 99 10 Student	% 6 10
Size of company/organisation: Number of employees: 1- 4 9 500- 999 5- 9 7 1 000- 9 999 10- 49 21 10 000 and more	% 6 10 6
Size of company/organisation:           Number of employees:         1- 4 9 500-999           1- 4 9 7 1000-999         50-991           10-49 21 10 000 and more 50-99 10 Student 100-199 9 Other not gainfully 200-499 12 employed	% 6 10 6 9
Size of company/organisation:           Number of employees:         1 - 4 9 500 999           1 - 4 9 7 1000 999         5 - 9 7 1000 999           10 - 49 21 10 000 and more         50 99 10 Student           100-199 9 Other not gainfully         200-499 12 employed	% 6 10 6 9
Size of company/organisation:           Number of employees:         1- 4 9 500-999           1- 4 9 7 1000-999         50-991           10-49 21 10 000 and more 50-99 10 Student 100-199 9 Other not gainfully 200-499 12 employed	% 6 10 6 9
Size of company/organisation: Number of employees:  1 - 4 9 500 999 5 - 9 7 1 000 9999 10 - 49 21 10 000 and more 50 99 10 Student 100 199 9 Other not gainfully 200 499 12 employed  Length of stay 1.Length of stay (days):	% 6 10 6 9 1
Size of company/organisation:           Number of employees:         1- 4 9 500-9999           1- 4 9 7 1000-9999         300-9999           10- 49 21 10 000 and more         50-99 10 Student           100-199 9 Other not gainfully         200-499 12 employed           Length of stay           1.Length of stay (days):         one 56 two 28 three           2. Average length of stay         1,6 d	% 6 10 6 9 1

# **Tendence Lifestyle ---> Frankfurt/Main**

### **Basic data trade visitors**

basic data trade visitors	
Total number of visitors	71 741
Proportion of trade visitors	91%
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 over 300 km	29 43
Total Germany	70
Baden- North Rhine- Württemberg 17 Westphalia Bavaria 14 Rhineland-	16
Berlin 1 Palatinate	9
Brandenburg 1 Saarland	2
Bremen 1 Saxony	9 2 2 1
Hamburg 1 Saxony-Anhalt Hesse 28 Schleswig-	- 1
Hesse 28 Schleswig- Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 5	2
Total Foreign	30
of which EU	
Rest of Europe	13
Africa	55 13 4 5 5 2 16
North America South and Central America	5
Middle East	2
East Asia	16
Other	1
The five countries with the highest visitor shares	%
France	, 9
Italy	8
Switzerland	7
Netherlands China (PR)	% 9 8 7 5
Position in the company/organisation	%
Entrepreneur, partner, self-employed	56
Managing director, board member,	10
head of an authority etc. Senior department head, other employed	
with managerial responsibility	4
Department head, group head	
Other salaried stuff, public service	8 8 2 1 2 2 6
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee Other position	2
Student	6
Other not gainfully employed	1

Frequency of visits to trade fair 2006 2005 Earlier events First visit

### Additional data trada visitara

Specialist retail trade	
Other retail	
Wholesale, foreign trade	
Skilled trades Service	
Industry	
Other sectors Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	
Collectively	
In an advisory capacity No	
Student	
Other not gainfully employed	
Area of responsibility	
Management Research, development, design	
Planning, work preparation	
Manufacture, production Production, quality control	
Buying, procurement	
Finance, accounting, controlling Information, communication technology	logy (EDP)
Administration, organisation, perso	
social welfare, training	
Marketing, sales, advertising, PR Storage, material management, loc	istics,
transport	
Maintenance, repairs	
Maintenance, repairs Other area Student	
Maintenance, repairs Other area	
Maintenance, repairs Other area Student Other not gainfully employed Size of company/organisation:	
Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees: 1- 4 48 500-	999
Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees: 1- 4 48 500- 5- 9 11 1 000-	9 999
Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees: 1 - 4 48 500 - 5 - 9 11 1 000 - 10 - 49 14 10 000 and	9 999
Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees: 1-4 48 500- 5-9 11 1 000- 10-49 14 10 000 and 50-99 5 500- 100-199 4 Other not 50	9 999 more udent infully
Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees: 1-4 48 500- 5-9 11 1 000- 10-49 14 10 000 and 50-99 5 500- 100-199 4 Other not 50	9 999 more udent
Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1- 4 48 500- 5- 9 11 1 000- 10- 49 14 10 000 and 50- 99 5 St 100-199 4 Other not ga 200-499 3 emp	9 999 more udent infully
Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees: 1 - 4	9 999 more udent infully
Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees: 1- 4 48 500- 5- 9 11 1 000- 10- 49 14 10 000 and 50- 99 5 Si 100-199 4 Other not ga 200-499 3 emp	9 999 more cudent infully bloyed

Conducted by: Walter, Wissler & Partner, Basel

# **AERO** ----> Friedrichshafen

### **Basic data private visitors**

busic duta private visitors	
Total number of visitors	43 102
Proportion of private visitors	78%
Region of residence	%
up to 50 km more than 50 km up to 100 km	17
more than 100 km up to 300 km	20
more than 100 km up to 300 km over 300 km	45
Total Germany	69
Baden- North Rhine-	10
Württemberg 47 Westphalia Bavaria 24 Rhineland-	10
Berlin 1 Palatinate	3
Brandenburg 1 Saarland	1
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	1
Hesse 5 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 3	1
Total Foreign	31
of which EU	62
Rest of Europe Other	32
Other	,
The five countries with the highest	
visitor shares	%
Switzerland Austria	29 13
France	8
Italy	7
Czech Republic	,
Position in the company/organisation	% 22
Entrepreneur, partner, self-employed Managing director, board member.	22
Managing director, board member, head of an authority etc.	5
Senior department head, other employed	e 
with managerial responsibility Department head, group head	10
Other salaried stuff, public service	17
Skilled worker	9 2 1 5
Lecturer, teacher, scientific assistant Trainee	1
Other position	5
Student	6
Housewife/man Old-age pensioner	15 3
Other not gainfully employed	3
Frequency of visits to trade fair	%
2005	47 41
2003 2001	32
1999	23
Earlier events First visit	18 30
LIIST AISIT	30

### Basic data all visitors

Dasic data all visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 15 9 28 48
Total Germany Baden- Württemberg 47 Westphalia Bavaria 23 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 4	9 3 1 1 1 1
Total Foreign of which EU Rest of Europe Other	34 68 27 6
The five countries with the highest visitor shares Switzerland Austria France Czech Republic Italy	% 24 14 9 8
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 24 6 4 10 16 8 2 2 5 7 2 12 3
Frequency of visits to trade fair 2005 2003 2001 1999 Earlier events First visit	% 47 40 31 23 18 31

### Additional data private visitors

Sex Male Female	% 82 18
Age up to 20 years	% 5
over 20 up to 30 years	11
over 30 up to 40 years over 40 up to 50 years	17 27
over 50 up to 60 years	22
over 60 up to 70 years over 70 years	16
Net household income	%
up to 900,- EUR more than 900,- EUR up to 1 500,- EUR	7
more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR	7 7 9 9
more than 2 600,- EUR up to 3 600,- EUR	12
more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	14 23
N/A	20
Size of household	%
1 person 2 persons	15 40
3 persons	16
4 persons 5 persons and more	8
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	49 25
no maybe	26
Follow-up business	%
Intend to buy at later date yes	33
no	24
maybe	43

# **EUROBIKE** ---- Friedrichshafen

### **Basic data trade visitors**

Total number of visitors	56 406
Proportion of trade visitors	65%
Region of residence	%
up to 50 km	5 5
more than 50 km up to 100 km more than 100 km up to 300 km	22
over 300 km	67
Total Germany	38
Baden- North Rhine-	40
Württemberg 37 Westphalia Bavaria 26 Rhineland-	10
Bavaria 26 Rhineland- Berlin 3 Palatinate	5
Brandenburg - Saarland	1
Bremen 1 Saxony	3
Hamburg - Saxony-Anhalt	1
Hesse 6 Schleswig-	
Mecklenburg- Holstein	1 2
West Pommerania 1 Thuringia Lower Saxony 3	2
Total Foreign	52
of which EU	61
Rest of Europe	20
North America East Asia	4
Other	6
The five countries with the highest	
visitor shares	%
Switzerland France	15 10
France Italy	8
Czech Republic	6
Netherlands	6
<b>Position in the company/organisation</b> Entrepreneur, partner, self-employed	%
Entrepreneur, partner, seif-employed Managing director, board member,	40
head of an authority etc. Senior department head, other employe	10
with managerial responsibility	3
Department head, group head	3 9 8 6 1 3
Other salaried stuff, public service	8
Skilled worker	6
Lecturer, teacher, scientific assistant Trainee	3
Other position	10
Student	3
Other not gainfully employed	6
Frequency of visits to trade fair	%
2006 2005	51 42
2005 2004	
2003	37 30
Earlier events	23 28
First visit	28

### **Basic data all visitors**

Region of residence	%
up to 50 km	11
more than 50 km up to 100 km more than 100 km up to 300 km	9
more than 100 km up to 300 km	30
over 300 km	50
Total Germany	61
Baden- North Rhine-	
Württemberg 51 Westphalia	6
Bavaria 26 Rhineland- Berlin 2 Palatinate	4
	1
Brandenburg - Saarland Bremen - Saxony	ż
Hamburg - Saxony-Anhalt	1
Hesse 4 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	1
West Pommerania 1 Thuringia Lower Saxony 2	. '
Total Foreign	39
of which EU	59
Rest of Europe	24
North America	4 7
East Asia Other	5
Other	5
The five countries with the highest	
visitor shares	%
Switzerland	20 11
France Italy	8
Austria	6
Czech Republic	5
Position in the company/organisation	%
Entrepreneur, partner, self-employed	29
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 stuff, public service	15
Skilled worker	3 9 15 8 1 3 9 6 3 4
Lecturer, teacher, scientific assistant Trainee	1
Other position	9
Student	6
Housewife/man	3
Old-age pensioner	4
Other not gainfully employed	3
Frequency of visits to trade fair	%
2006	44
2005	36
2004 2003	31 24
Earlier events	19
First visit	35

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# IBO ---> Friedrichshafen

### **Basic data all visitors**

basic data ai	ı vı	SILOIS	
Region of residen up to 50 km more than 50 km u more than 100 km over 300 km	ıp to	100 km 300 km	% 11 9 30 50
Total Germany Baden-		North Rhine-	61
Württemberg	51	Westphalia	6
Bavaria Berlin		Rhineland- Palatinate	4
Brandenburg		Saarland	
Bremen	-	Saxony	1 2 1
Hamburg	-	Saxony-Anhalt	1
Hesse	4	Schleswig-	
Mecklenburg-		Holstein	-
West Pommerania	1	Thuringia	1
Lower Saxony	2		
Total Foreign of which EU Rest of   North A East Asi Other	meric	e a	39 59 24 4 7 5

visitor shares Switzerland France Italy Austria Czech Republic	% 20 11 8 6 5
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	29
head of an authority etc. Senior department head, other employee	7
with managerial responsibility	3
Department head, group head	9
Other salaried stuff, public service	15
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee Other position	3
Student	6
Housewife/man	3
Old-age pensioner	3 9 15 8 1 3 9 6 3 4 3
Other not gainfully employed	3

Frequency of visits to trade fair	%
2006	44
2005	36
2004	31
2003	24
Earlier events	19
First visit	35

Total number of visitors	75 115
Proportion of private visitors	91%
Region of residence	%
up to 50 km	76 19
more than 50 km up to 100 km	
more than 100 km up to 300 km over 300 km	3
Total Germany	98
Baden- North Rhine-	
Württemberg 91 Westphalia	-
Bavaria 8 Rhineland-	
Berlin - Palatinate Brandenburg - Saarland	-
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	-
Total Foreign	2
of which Rest of Europe	53
EU	42
Other	53 42 5 share %
Other  The country with the highest visitor Switzerland	share % 53
Other  The country with the highest visitor Switzerland  Position in the company/organisation	share % 53
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entreoreneur, partner, self-employed	share % 53
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	share % 53 1 % 10
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	share % 53 1 % 10
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	share % 53  1 % 10  1 e 1
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	share % 53  1
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service	share % 53  1
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	share % 53  1
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	share % 53  1
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	share % 53  1
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	share % 53  1
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	share % 53  1
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	share % 53  1
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	share % 53  1
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	share % 53  1
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	share % 53  1
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	share % 53  1
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2006 4	share % 53  1
Other  The country with the highest visitor Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	share % 53  1

### Rasic data all visitors

Proportion of trade visitors	9%
Region of residence	9
up to 50 km	7
more than 50 km up to 100 km	19
more than 100 km up to 300 km	
over 300 km	
Total Germany	98
Baden- North Rhine-	
Württemberg 91 Westphalia	
Bavaria 7 Rhineland-	
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	
of which EU	4
	- 4
Rest of Europe	
Rest of Europe Other  The country with the highest visitor sh Switzerland	5(
Other The country with the highest visitor sh	50 are %
Other  The country with the highest visitor sh Switzerland	50 nare %
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed	50 nare %
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed	50 nare %
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	50 are %
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	50 nare % 50 97
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	50 sare % 50 % 12
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	50 sare % 50 97
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	9 1:
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	9, 1. 2
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	9, 1. 2
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9, 1. 2
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9/ 12 9/ 12 12 1
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	50 9/ 12 2 1
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	5 9 9 11 2 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	56 56 56 56 56 56 56 56 56 56 56 56 56 5
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	56 56 56 56 56 56 56 56 56 56 56 56 56 5
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	56 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	56 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	56 55 55 55 55 55 55 55 55 55 55 55 55 5
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	56 55 55 44
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	5: 5: 5: 5: 5: 5: 5: 5: 5: 5: 5: 5: 5: 5
Other  The country with the highest visitor sh Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	56 55 55 55 55 55 55 55 55 55 55 55 55 5

### Additional data private visitors

Sex Male Female	% 50 50
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 8 12 17 24 19 16 4
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 10 12 14 13 12 8 7 24
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	12 39 18 21 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 61 13 26
Follow-up business Intend to buy at later date yes no maybe	% 23 30 47

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



# INTERBOOT ----> Friedrichshafen

### **Basic data private visitors**

basic data private visitors	
Total number of visitors	94 743
Proportion of private visitors	95%
Region of residence	%
up to 50 km	28
more than 50 km up to 100 km	18
more than 100 km up to 300 km	39
more than 100 km up to 300 km over 300 km	15
Total Germany	78
Baden- North Rhine-	
Württemberg 65 Westphalia	2
Bavaria 24 Rhineland-	
Berlin - Palatinate	3
Brandenburg - Saarland	1
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania 3 Thuringia Lower Saxony 1	-
Lower Saxony 1	
Total Foreign	22
of which EU	31
Rest of Europe	67
Other	2
The two countries with the highest	
visitor shares	%
Switzerland	65
Austria	25
Position in the company/organisation	
Entrepreneur, partner, self-employed	21
Managing director, board member,	
head of an authority etc.	4
Senior department head, other employed with managerial responsibility	3
with managerial responsibility	4
Department head, group head	9
Other salaried stuff, public service	18
Skilled worker	ð
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	18 8 3 3 3 9 3 12 2
Student Housewife/man	9
Old-age pensioner	12
	12
Other not gainfully employed	
Frequency of visits to trade fair	% 42
2006	42 45
2005	
2004	40
2003	33 28
Earlier events First visit	28 25
LIIST AIRIT	25

### Additional data private visitors

Sex Male Female	% 68 32
remale	32
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 8 14 16 28 19 12 3
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 more than 2 000,- EUR up to 2 600,- EUR	% 6 5 7
more than 2 600,- EUR up to 3 600,- EUR	11
more than 3 600,- EUR up to 5 000,- EUR	12
more than 5 000,- EUR	18
N/A	36
Size of household	%
1 person	12
2 persons	40
3 persons	17 22
4 persons 5 persons and more	10
5 persons and more	10
Buying and ordering capacity Purchase or order made or	%
intended at the exhibition yes	55
no	21
maybe	24
Follow-up business	%
Intend to buy at later date	
yes	33
no maybe	28 39
	23
Conducted by: Messe Friedrichshafen GmbH Friedrichshafen	,

# **OutDoor** ----> Friedrichshafen

### **Basic data trade visitors**

Total number of visitors	17 098
Proportion of trade visitors	88%
Region of residence	%
up to 50 km	7
more than 100 km up to 100 km	8 19
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	65
Total Germany	41
Baden- North Rhine- Württemberg 39 Westphalia Bavaria 27 Rhineland-	10
Bavaria 27 Rhineland- Berlin 1 Palatinate	6
Brandenburg 1 Saarland	-
Bremen - Saxony	3
Hamburg 1 Saxony-Anhal Hesse 7 Schleswig-	t -
Hesse 7 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia	i
Lower Saxony 3	
Total Foreign	59
of which EU	<b>59</b>
Rest of Europe North America	20 4
East Asia	12
Other	12 5
The five countries with the highest visitor shares Switzerland Italy Austria France Great Britain	% 14 9 9 8 6
Position in the company/organisatio Entrepreneur, partner, self-employed	n %
Managing director, board member,	30
head of an authority etc.	12
Senior department head, other employ with managerial responsibility	ee 6
Department head, group head	14
Other salaried stuff, public service	12
Skilled worker Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	4
Student Other not gainfully employed	6 1 3 4 3 3
Frequency of visits to trade fair 2006 2005 2004 2003 Earlier events	% 41 31 26 21 15

### Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	0/
more than 50 km up to 100 km more than 100 km up to 300 km	%
more than 100 km up to 300 km	- 11
more than 100 km up to 300 km	2
	20 61
OVEL 300 KIII	0
Total Germany	45
Baden- North Rhine- Württemberg 43 Westphalia	9
Bavaria 28 Rhineland-	
Berlin 1 Palatinate	5
Brandenburg 1 Saarland	-
Bremen - Saxony Hamburg 1 Saxony-Anhalt	-
Hesse 5 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 3	1
Lower Saxony 3	
Total Foreign	55
of which EU	59
Rest of Europe North America	21
East Asia	12
Other	4
Switzerland Italy Austria France	15
Great Britain	į
Position in the company/organisation	0/
Position in the company/organisation Entrepreneur, partner, self-employed	% 34
Entrepreneur, partner, self-employed Managing director, board member,	34
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	34 11
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	34 11
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	34 11
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	34 11
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	34 11
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	34 11
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	34 11
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	34 11
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	34 11 13 14 7 11 13 14 14 15 16 17 17 18 18 18 18 18 18 18 18 18 18 18 18 18
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	34 11 5 13 14 7 7 11 13 14 12 14 15 15 15 15 15 15 15 15 15 15 15 15 15
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	344 111 131 144 77 111 112 9%
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	344 111 133 144 77 111 122 9% 388 303
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2005	344 111 133 144 77 11 12 24 38 30 24
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	344 111 133 144 77 111 122 9% 388 303

### Additional data trade visitors

Economic sector Outdoor shop Sport retail trade	% 28 15
Department store/chain store Specialist textile trade Snoe retail trade	6 1
Wholesale trade Sporting goods industry	9
Other sectors Leisure, Tourism Other services	3 4 8
Other sectors Student Other not gainfully employed	15 2 6 1 9 3 4 8 10 3
Influence on purchasing/ procurement decisions	%
Decisively Collectively	42 30
In an advisory capacity No	16 6
Student Other not gainfully employed	3
Area of responsibility Management	% 40
Research, development, design Planning, work preparation	10
Manufacture, production	8 7 5 33
Production, quality control Buying, procurement	33 6
Finance, accounting, controlling Information, communication technology (EI Administration, organisation, personnel, social welfare, training	DP) 3
Marketing sales advertising PR	4 23
Storage, material management, logistics, transport	6
Maintenance, repairs Other area	3 14
Student Other net gainfully employed	3 14 3 3
Other not gainfully employed	
	0/0
Size of company/organisation: Number of employees: 1- 4 28 500 - 999	%
Size of company/organisation: Number of employees: 1- 4 28 500- 999 5- 9 15 1 000- 9 999 10- 49 23 10 000 and more	% 3 5
Size of company/organisation: Number of employees: 1- 4 28 500- 999 5- 9 15 1 000- 9 999 10- 49 23 10 000 and more 50- 99 8 Student	
Size of company/organisation: Number of employees: 1- 4 28 500- 999 5- 9 15 1 000- 9 999 10- 49 23 10 000 and more 50- 99 8 Student	
Size of company/organisation:  Number of employees:  1- 4 28 500- 999 5- 9 15 1 000- 9999 10- 49 23 10 000 and more 50- 99 8 Student 100-199 5 Other not gainfully 200-499 4 employed  Length of stay 1. Length of stay 1. Length of stay (days): one 46 three 15	3
Size of company/organisation:  Number of employees:  1- 4 28 500- 999 5- 9 15 1 000- 9999 10- 49 23 10 000 and more 50- 99 8 Student 100-199 5 Other not gainfully 200-499 4 employed  Length of stay 1. Length of stay two 30 four 9	% 3 5 3 3 3
Size of company/organisation:  Number of employees:  1- 4 28 500- 999 5- 9 15 1 000- 9999 10- 49 23 10 000 and more 50- 99 8 Student 100-199 5 Other not gainfully 200-499 4 employed  Length of stay 1. Length of stay two 30 four 9	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# TUNING WORLD BODENSEE ----> Friedrichshafen

### **Basic data private visitors**

Total number of visitors	100 377
Proportion of private visitors	93%
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 over 300 km	37
over 300 km	10
Total Germany	86
Baden- North Rhine-	
Württemberg 73 Westphalia Bavaria 23 Rhineland-	1
Berlin - Palatinate	2
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	
West Pommerania - Thuringia Lower Saxony -	
Total Foreign	14
of which EU	52
Rest of Europe	46
Other	
Other  The two countries with the highest	2
Other  The two countries with the highest visitor shares	9/
Other  The two countries with the highest visitor shares Switzerland	9/ 46
Other  The two countries with the highest visitor shares	9/ 46
Other  The two countries with the highest visitor shares Switzerland Austria	9/ 46 42
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed	9/ 46 42
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director band member	% 46 42 %
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 46 42 % 10
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 46 42 % 10
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	9% 46 42 9% 10
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 46 42 9% 10 42 42 42 42 42 42 42 42 42 42 42 42 42
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	% 46 42 9% 10 42 42 42 42 42 42 42 42 42 42 42 42 42
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	9% 46 42 9% 10 24 13
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	9% 446 42 9% 10 20 20 20
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9% 4642 9% 10 20 20
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	9% 4642 9% 10 20 20
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	9% 4642 9% 10 20 20
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	9% 4642 9% 10 20 20
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	% 46 42 % 10
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	% 444 442 % % 110 110 110 110 110 110 110 110 110
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	% 4444 444 444 444 444 444 444 444 444
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	% 444 442 442 442 442 442 442 442 442 44
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2005	9% 444 42 9% 110 22 22 21 117 24 44 22 22 24 24 24 24 24 24 24 24 24
Other  The two countries with the highest visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	% 444 442 442 442 442 442 442 442 442 44

### **Basic data all visitors**

Proportion of trade visitors	<b>7</b> %
Region of residence	%
up to 50 km	27
more than 50 km up to 100 km	25
more than 100 km up to 300 km	37
over 300 km	11
Total Germany	86
Baden- North Rhine-	
Württemberg 73 Westphalia Bavaria 23 Rhineland-	1
Berlin - Palatinate	1
Brandenburg - Saarland Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	
Total Foreign	14
of which EU	52
Rest of Europe	45
Other	3
The two countries with the highest	
The two countries with the highest visitor shares	
visitor shares Switzerland	45
visitor shares	% 45 42
visitor shares Switzerland Austria	45
visitor shares Switzerland Austria	45 42
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	45 42 % 11
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	45 42 %
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	45 42 % 11
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	45 42 % 11 4
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	45 42 % 11 4 2 6
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	45 42 % 11 4
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	45 42 % 11 4 2 6 13
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	45 42 % 11 4 2 6 13 20 2 16
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	45 42 % 11 4 2 6 13 20 2 16
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	45 42 % 11 4 2 6 13 20 2 16
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	45 42 % 11 4 2 6 13 20 2 16
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	45 42 % 11 4 2 6 13 20 2 16
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	45 42 % 11 4 2 6 13 20 2
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	45 42 % 111 4 2 2 66 133 200 2 2 116 4 4 112 2 3 3 2 2 5 5
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	45 42 % 111 4 2 6 6 13 2 2 2 16 4 4 12 3 3 2 2 5 5 5 5 5 8 8 8 8 8 8 8 8 8 8 8 8 8
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	45 42 %11 4 2 2 6 6 13 2 20 2 16 6 4 4 12 3 3 2 2 5 5 5 5 5 2 4 1
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	45 42 %111 4 22 63 133 20 22 166 4 4 122 3 3 2 5 5 5 2 4 12 12 12 12 12 12 12 12 12 12 12 12 12
visitor shares Switzerland Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	45 42 %11 4 2 2 6 6 13 2 20 2 16 6 4 4 12 3 3 2 2 5 5 5 5 5 2 4 1

### Additional data private visitors

Sex Male Female	% 69 31
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 38 44 8 8 2
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 18 14 13 8 6 6 19
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 15 25 19 22 19
Buying and ordering capacity Purchase or order made or	%
intended at the exhibition yes no maybe	47 27 26
Follow-up business	%
Intend to buy at later date yes no maybe	28 31 41

# **DU UND DEINE WELT ----> Hamburg**

### Basic data private visitors

Total number of visitors	141 176
Proportion of private visitors	95%
Region of residence	%
up to 50 km	79
more than 50 km up to 100 km	14
more than 100 km up to 300 km	5
over 300 km	2
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia Bavaria - Rhineland-	-
Berlin - Palatinate	-
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg 52 Saxony-Anhalt	-
Hesse 1 Schleswig-	
Mecklenburg- Holstein	34
West Pommerania 1 Thuringia	-
Lower Saxony 12	
Total Foreign	1
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	n % 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	n % 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	n % 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	n % 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	n % 6 1
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Dether salaried stuff, public service	n % 6 1 ee 1
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Seal of department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	n % 6 1 ee 1 6 30
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	n % 6 ee 1 6 30 6
Position in the company/organisation the company/organisation the Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	n % 6 ee 1 6 30 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	n % 6 ee 1 6 30 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	n % 6 ee 1 6 30 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	n % 6 ee 1 6 30 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	n % 6 1 ee 1 6 30
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	n %66 ee 11 66 300 61 44 49 97 233
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	1 % 6 1 1 6 6 300 6 1 4 4 9 9 7 7 23 2 2
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	n %66 11 66 30 66 30 44 49 97 73 23 2
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	1 % 6 1 1 6 6 300 6 1 4 4 9 9 7 7 23 2 2

### Additional data private visitors

•	
Sex Male Female	% 36 64
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 10 17 13 20 16 18
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 6 12 12 13 12 6 4 35
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 20 48 14 13
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 73 5 22
Follow-up business Intend to buy at later date yes no maybe	% 19 24 57
Conducted by Dhone Possersh KC Hamburg	

Conducted by: PhoneResearch KG, Hamburg

# hanseboot ---- Hamburg

### **Basic data private visitors**

Total number of visitors	105 549
Proportion of private visitors	88%
Region of residence	%
up to 50 km	39 15
more than 50 km up to 100 km more than 100 km up to 300 km	31
over 300 km	15
Total Germany	96
Baden- North Rhine- Württemberg 2 Westphalia	4
Bavaria 2 Rhineland-	
Berlin 3 Palatinate	
Württemberg 2 Westphalia Bavaria 2 Rhineland- Berlin 3 Palatinate Brandenburg 2 Saarland Bremen 3 Saxony Hamburg 27 Saxony-Anhalt	
Hamburg 27 Saxony-Anhalt	1
Hesse 1 Schleswig-	
Mecklenburg- Holstein	25
West Pommerania 6 Thuringia Lower Saxony 24	
Total Foreign	4
Position in the company/organisation	ı %
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	18
head of an authority etc.	3
Senior department head, other employe	e ,
with managerial responsibility Department head, group head	2
Other salaried stuff, public service	21
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee Other position	1
	3 10
Student	
Student Housewife/man	2
Student Housewife/man Old-age pensioner	
Student Housewife/man Old-age pensioner Other not gainfully employed	2 21 1
Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	21 21 1
Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	2 21 1
Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	21 21 1 

### Additional data private visitors

Sex Male Female	% 77 23
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 7 13 14 23 19 20 4
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 6 9 11 14 19 19 22 30
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 24 44 12 15
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 53 16 31
Follow-up business Intend to buy at later date yes no maybe	% 35 19 46

Conducted by: PhoneResearch KG, Hamburg

# **INTERNORGA** ----> Hamburg

### **Basic data trade visitors**

Total number of visitors	116 744
Proportion of trade visitors	89%
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 over 300 km	27 39
Total Germany	96
Baden- North Rhine-	-
	13
Bavaria 3 Rhineland-	
Berlin 3 Palatinate	1
Brandenburg 3 Saarland	
Bremen 2 Saxony	1t 3
Hamburg 15 Saxony-Anha	It 3
	1.0
Mecklenburg- Holstein West Pommerania 5 Thuringia	14
Lower Saxony 28	
Total Foreign	4
of which EU	
	82
Other	
Other  The country with the highest visito Italy	82 18 <b>r share</b> %
The country with the highest visito ltaly	r share % 15 on %
The country with the highest visito Italy  Position in the company/organisatic Entrepreneur, partner, self-employed	18 r share % 15
The country with the highest visito Italy  Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member,	r share % 15 on % 33
The country with the highest visito Italy  Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	r share % 15 on % 33
The country with the highest visito Italy  Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed	r share % 15 on % 33 ee/ee
The country with the highest visito Italy  Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility	r share % 15 on % 33 eee
The country with the highest visito Italy  Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head	r share % 15
The country with the highest visito Italy  Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service	r share % 15 on % 33 yee 36 16
Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	r share % 15 on % 33 yee 36 16
The country with the highest visito Italy  Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service	r share % 15 on % 33 ce % 25 ce % 14 ce % 15 ce % 15 ce % 15 ce % 16 c
The country with the highest visito Italy  Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	r share % 15 on % 33 yee 36 16
The country with the highest visito Italy  Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	r share % 15

Frequency of visits to trade fair 2006 2005 Earlier events

First visit

### Additional data trade visitors

Economic sector Hotels, quest house	% 15
Restaurant	27
Franchise restaurant	5
Discotheque, bar, entertainment catering trade	2
Snack bars, filling stations	2 2 2 2 3 3 2 13 1 3 4 4 3 4 6 2 2
Communal catering, canteen	2
School catering	2
Clinic, home catering	3
Catering Event catering party convice	3
Event catering, party service Bakery, confectioners, cafe	13
Butcher	1
Food, drinks trade, trade chain	3
Industrie (Food, Nonfood)	4
Planning, architecture, interior furnishings	3
Large kitchen specialist trade Other	6
Student	2
Other not gainfully employed	2
Influence on purchasing/	
procurement decisions	%
Decisively	28
Collectively	32
In an advisory capacity No	25 12
Student	2
Other not gainfully employed	32 25 12 2 2
Area of responsibility	%
Management	33
Research, development, design	1 3 22 1 8
Planning, work preparation Manufacture, production	3 22
Production, quality control	1
Buying, procurement	8
Finance, accounting, controlling	1
Information, communication technology (EI	OP) -
Administration, organisation, personnel,	2
social welfare, training Marketing, sales, advertising, PR	7
Storage, material management, logistics,	- '
transport	1
Maintenance, repairs	1
Service sector	15
Student Other net gainfully ampleyed	1 15 2 2
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%

Number	of emplo	vees:			%
1- 4	19	· !	500 -	999	% 2 3 2 2
5- 9	17	1 (	- 000	9 999	3
10- 49	31	10 (	000 ai	nd more	2
50- 99				Student	2
100-199		Othe		gainfully	
200-499	6		ei	nployed	2
Length o					%
1. Length			-	6	
one	83	three	3	five	
two	13	four	- 1	six	
2. Averag	je length	of stay		1,2	days
3. Share					

Conducted by: PhoneResearch KG, Hamburg

### **REISEN HAMBURG**

### **Basic data private visitors**

Total number of visitors	77 684
Proportion of private visitors	96%
Region of residence	%
up to 50 km	71 18
more than 50 km up to 100 km more than 100 km up to 300 km	9
over 300 km	2
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia	1
Bavaria - Rhineland- Berlin - Palatinate	
Berlin - Palatinate Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg 42 Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	40
West Pommerania 1 Thuringia	
Lower Saxony 16	
Total Foreign	1
Position in the company/organisation	% 7
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	
nead of an authority etc.	
Senior department head, other employee with managerial responsibility	1
Denartment head group head	6
Department head, group head Other salaried stuff, public service	32
Skilled worker	6 2 1 3 5 4
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	3
Student	5
Housewife/man	31
Old-age pensioner Other not gainfully employed	3 I
Other not gainfully employed	
Frequency of visits to trade fair	%
2006	40
2005	44
Explored the second sec	
Earlier events First visit	25 22

# ---> Hamburg

### Additional data private visitors

Sex Male Female	% 51 49
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 3 10 12 20 23 27 5
Net household income up to 900,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 3 7 13 15 16 9 5 32
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 20 55 13 9
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 20 41 39
Follow-up business Intend to buy at later date yes no maybe	% 31 20 49

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 over 300 km	1
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia	2
Bavaria - Rhineland-	
Berlin - Palatinate Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	1
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 95	
Position in the company/organisation	n %
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	1
Senior department head, other employe	
with managerial responsibility	. 1
Department head, group head Other salaried staff, public service	6
Other salaried staff, public service	29
Skilled worker	13
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position Student	9
Housewife/man	29 13 2 3 6 8
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 Female	% 59 41
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 8 14 21 23 17 15 2
Net household income up to 900,- EUR more than 1500,- EUR up to 1500,- EUR more than 2000,- EUR up to 2600,- EUR more than 2600,- EUR up to 3600,- EUR more than 3600,- EUR up to 5000,- EUR more than 5000,- EUR up to 5000,- EUR	% 9 11 12 13 14 8 4 30
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 11 51 16 15 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 50 17 33
Follow-up business Intend to buy at later date yes no maybe	% 19 19 62
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

# **AGRITECHNICA** ----> Hannover

### **Basic data trade visitors**

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km  70 Total Germany Baden- Württemberg 9 Westphalia Bavaria 15 Rhineland- Berlin - Palatinate Brandenburg 2 Saarland 15 Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 9 Schleswig- Holstein West Pommerania 2 Thuringia Lower Saxony 26  Total Foreign 5 West phalia 32  Total Foreign 6 Saxony Mecklenburg- Holstein 5  Rest of Europe Africa North America South and Central America Middle East East Asia Australia 1  The five countries with the highest visitor shares Switzerland Austria 9  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service 6 Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee 0  Other position 6  Student 9  Frequency of visits to trade fair 66  70 Total Foreign 6  70 Saxony-Anhalt 7  71 Saxony-Anhalt 7  72 Saxony-Anhalt 7  73 Saxony-Anhalt 7  74 Saxony-Anhalt 7  75 Saxony-Anhalt 7  76 Saxony-Anhalt 7  77 Saxony-Anhalt 7  77 Saxony-Anhalt 7  78 Saxony-Anhalt 7  79 Saxony-Anhalt 7  70 Saxony-Anhalt 7  70 Saxony-Anhalt 7  70 Saxony-Anhalt 7  71 Saxony-Anhalt 7  71 Saxony-Anhalt 7  72 Saxony-Anhalt 7  73 Saxony-Anhalt 7  74 Saxony-Anhalt 7  75 Saxony-Anhalt 7  76 Saxony-Anhalt 7  77 Saxony-Anhalt 7  77 Saxony-Anhalt 7  78 Saxony-Anhalt 7  79 Saxony-Anhalt 7  70 Saxony-Anhalt 7  70 Saxony-Anhalt 7  70 Saxony-Anhalt 7  70 Saxony-Anhalt 7  71 Saxony-Anhalt 7  71 Saxony-Anhalt 7  72 Saxony-Anhalt 7  73 Saxony-Anhalt 7  74 Saxony-Anhalt 7  75 Saxony-Anhalt 7  76 Saxony-Anhalt 7  77 Saxony-Anhalt 7  78 Saxony-Anhalt	Total number of visitors	340 756
up to 50 km up to 100 km more than 100 km up to 300 km over 300 km over 300 km 50 km up to 300 km 50 km over 300 km 50 k	Proportion of trade visitors	90%
more than 50 km up to 100 km more than 100 km up to 300 km  Total Germany Baden- Württemberg 9 Westphalia Bavaria 15 Rhineland- Berlin - Palatinate 5 Brandenburg 2 Saarland 1 Bremen - Saxony 3 Hesse 9 Schleswig- Hostein 5 West Pommerania 2 Thuringia 2 Lower Saxony 26  Total Foreign 6  Total Foreign 6  Total Foreign 7  Total Foreign 8  In West Pommerania 2  In West Pommerania 2  In West Pommerania 3  In West Pommerania 4  In West Pommerania 5  In West Pommerania 5  In West Pommerania 6  In West Pommerania 7  In West Pommerania 9  Foreign 9  Foreign 9  In West Pommerania 1  In West Pommerania 2  In West Pommerania 2  In West Pommerania 3  In West Pommerania 4  In West Pommerania 5  In West Pommerania 6  In West Pommerania 7  In West Pommerania 7  In West Pommerania 8  In West Pommerania 9  In West Polialia 1  In West Pommerania 9  In West Pommerania 9  In West Polialia 1  In West Pommerania 9  In West Pommerania 9  In West Polialia 1  In West Pommerania 9  In West Pommerania 9  In West Polialia 1  In West Pommerania 1  In West Polialia 1  I	Region of residence	%
more than 100 km up to 300 km  Total Germany Baden- Württemberg 9 Westphalia Bavaria 15 Rhineland- Berlin - Palatinate Brandenburg 2 Saarland 1 Bremen - Saxony-Anhalt Hesse 9 Schleswig- Holstein 2 Thuringia 2  Lower Saxony 26  Total Foreign 0 5 Khielenburg- Mecklenburg- Holstein 2  Mest Pommerania 2 Thuringia 2  Lower Saxony 26  Total Foreign 0 5 Khielenburg- Africa North America 2  North America 3  South and Central America 4  Middle East 5  East Asia 2  Australia 1  The five countries with the highest visitor shares  Switzerland Austria 9  Netherlands 1  Italy France 9  Position in the company/organisation 5  Entrepreneur, partner, self-employed 6  Managing director, board member, 1  head of an authority etc. 9  Senior department head, other employee with managerial responsibility 1  Department head, group head 6  Other salaried stuff, public service 6  Skilled agricultural worker 1  Lecturer, teacher, scientific assistant 1  Trainee 0  Other position 6  Student 9  Frequency of visits to trade fair 96  Total Foreign 9  Westphalia 17  Total Fine Austria 19  Total Foreign 9  Saxony-Anhalt 19  Total Foreign 9  Schleswig-  Saxony-Anhalt 19  Total Foreign 9  Schleswig-  Saxony-Anhalt 19  Saxony-A		
Total Germany Baden- Württemberg 9 Westphalia Bavaria 15 Rhineland- Berlin - Palatinate 5 Brandenburg 2 Saarland 15 Bremen - Saxony - Anhalt 3 Hemburg - Saxony - Anhalt 3 Hesse 9 Schleswig- Mecklenburg- Holstein 2 Mest Pomerania 2 Thuringia 3 Thuringia 4 Thuringia 3 Thuringia 4 Thuringia 3 Thuringia 4 Thuringia 5 Thuringia 4 Thuringia 5 Thuringia 5 Thuringia 6 Thuringia 7 Thu	more than 50 km up to 100 km	
Baden- Württemberg 9 Westphalia 17 Bavaria 15 Rhineland- Berlin - Palatinate Brandenburg 2 Saarland 1 Bremen - Saxony 3 Hesse 9 Schleswig- Mecklenburg- Holstein 2 Mest Pommerania 2 Thuringia 2 Lower Saxony 26  Total Foreign 26 for which EU 66 Rest of Europe Africa 2 North America 3 South and Central America 4 South and Central America 2 Middle East 2 East Asia 2 Australia 1  The five countries with the highest visitor shares Switzerland Austria 9 Netherlands tally France 5 France 9  Position in the company/organisation 5 Entrepreneur, partner, self-employed 48 Managing director, board member, head of an authority etc. 9 Senior department head, other employee with managerial responsibility 1 Department head, group head 6 Other salaried stuff, public service 6 Skilled agricultural worker 1 Lecturer, teacher, scientific assistant 1 Trainee 0 Other position 6 Student 0 Other not gainfully employed 1  Frequency of visits to trade fair 2005	over 300 km	50
Würtemberg 9 Westphalia 17 Bavaria 15 Rhineland- Berlin - Palatinate 5 Brandenburg 2 Saarland 17 Bremen - Saxony 3 3 Hesse 9 Schleswig- Holstein 5 Holstein 5 West Pommerania 2 Thuringia 2  Total Foreign 2 Thuringia 2  Total Foreign 6 Ferrore 20 Africa North America 2 America 3 North America 3 South and Central America 4 Middle East 6 Ea	Total Germany	77
Berlin - Palatinate Brandenburg 2 Saarland Bremen - Saxony 1 Hamburg - Saxony-Anhalt Hesse 9 Schleswig- Hesse 9 Schleswig- Mecklenburg- Holstein 2 West Pommerania 2 Thuringia Lower Saxony 26  Total Foreign 2 3 Of which EU 68 Rest of Europe Africa 2 North America 3 South and Central America 4 Middle East 5 East Asia 4 Australia 1  The five countries with the highest visitor shares 5 Switzerland Austria 9 Netherlands 11 Austria 9 Netherlands 12 Netherlands 13 Netherlands 14 Separation in the company/organisation 15 France 9  Position in the company/organisation 16 Entrepreneur, partner, self-employed 16 Managing director, board member, 16 head of an authority etc. 16 Senior department head, other employee 17 with managerial responsibility 16 Department head, group head 16 Other salaried stuff, public service 17 Ecturer, teacher, scientific assistant 17 Trainee 17 Trainee 17 Other not gainfully employed 17  Frequency of visits to trade fair 2005	Württemberg 9 Westphalia	17
Bremen - Saxony - Anhalt Hamburg - Saxony - Anhalt Hesse 9 Schleswig- Mecklenburg - Holstein 2 Thuringia 2 Thuringia 2 Thuringia 2 Thuringia 2 Thuringia 2 Thuringia 2 Total Foreign of which EU 68 Rest of Europe 2 CAfrica North America 2 South and Central America 3 Middle East East Asia 4 Australia 1 The five countries with the highest wisitor shares 5 witzerland 11 Austria 9 Switzerland 11 Austria 9 Switzerland 11 Switzerland 11 September 1 Switzerland 11 September 1 September 2 September 3 September 2 September 3 Se		5
Bremen - Saxony - Anhalt Hamburg - Saxony - Anhalt Hesse 9 Schleswig- Mecklenburg - Holstein 2 Thuringia 2 Thuringia 2 Thuringia 2 Thuringia 2 Thuringia 2 Thuringia 2 Total Foreign of which EU 68 Rest of Europe 2 CAfrica North America 2 South and Central America 3 Middle East East Asia 4 Australia 1 The five countries with the highest wisitor shares 5 witzerland 11 Austria 9 Switzerland 11 Austria 9 Switzerland 11 Switzerland 11 September 1 Switzerland 11 September 1 September 2 September 3 September 2 September 3 Se	Brandenburg 2 Saarland	1
Hesse 9 Schleswig- Mecklenburg- Holstein 5 West Pommerania 2 Thuringia 2  Total Foreign 26  Total Foreign 26  Rest of Europe 26  Africa 27  Africa 27  Africa 32  Australia 32  The five countries with the highest visitor shares 32  Switzerland 32  Australia 33  The five countries with the highest visitor shares 32  Australia 33  Austria 34  Austria 35  Austria 36  Austria 37  Austria 39  Austria 39  Position in the company/organisation 5  Entrepreneur, partner, self-employed 48  Managing director, board member, 6 Head of an authority etc. 5  Senior department head, other employee 6  With managerial responsibility 6  Department head, group head 6  Other salaried stuff, public service 6  Skilled agricultural worker 6  Lecturer, teacher, scientific assistant 7  Trainee 7  Other position 6  Student 31  Countries with the highest 6  String africa 12  Austria 12  Austria 13  Austria 14  Austria 15  Austria 16  Austria 17  Austria 17  Austria 17  Austria 18  Austria 19  Austria 20  Austria 19  Austria 20  Austria 2	Bremen - Saxony	3
Mecklenburg West Pommerania 2 Thuringia Lower Saxony 26  Total Foreign 26  Gof which EU 68  Rest of Europe Africa 27  North America 26  North America 27  South and Central America 27  Middle East 27  East Asia 27  Australia 11  The five countries with the highest visitor shares 27  Switzerland 11  Austria 29  Netherlands 12  Rest of Europe 46  Mary 16  Middle East 57  East Asia 70  Australia 15  The five countries with the highest visitor shares 7  Switzerland 15  Netherlands 16  Errance 17  Position in the company/organisation 5  Entrepreneur, partner, self-employed 6  Managing director, board member, 16  Read of an authority etc. 17  Senior department head, other employee 17  With managerial responsibility 16  Department head, group head 17  Other salaried stuff, public service 17  Eskilled agricultural worker 12  Lecturer, teacher, scientific assistant 17  Trainee 17  Other position 16  Student 17  Other not gainfully employed 17  Frequency of visits to trade fair 2005		: 3
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia  The five countries with the highest visitor shares Switzerland Austria  Netherlands Ittaly France  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Irainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005		-
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia  The five countries with the highest visitor shares Switzerland Austria  Netherlands Ittaly France  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Irainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005		2
Rest of Europe Africa Africa North America South and Central America Middle East East Asia Australia  The five countries with the highest visitor shares Switzerland Austria Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005		-
Rest of Europe Africa Africa North America South and Central America Middle East East Asia Australia  The five countries with the highest visitor shares Switzerland Austria Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	Total Foreign	23
The five countries with the highest visitor shares Switzerland Austria Netherlands Italy France  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005		68
The five countries with the highest visitor shares Switzerland Austria Netherlands Italy France  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005		20
The five countries with the highest visitor shares Switzerland Austria Netherlands Italy France  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005		2
The five countries with the highest visitor shares Switzerland Austria Netherlands Italy France  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005		2
The five countries with the highest visitor shares Switzerland Austria Netherlands Italy France  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005		2
The five countries with the highest visitor shares Switzerland Austria Netherlands Italy France  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005		2
visitor shares  % Switzerland Austria Austria Austria Austria Austria Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	Australia	1
Switzerland Austria Netherlands taly France  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	The five countries with the highest	0/
Austria Netherlands Italy France  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	VISITOR SHARES Switzerland	11
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005		
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005		ğ
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	Italy	6
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	France	5
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	Position in the company/organisation	n %
nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	Managing director, board member,	
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled agricultural worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 61	Senior department head, other employed	ee
Frequency of visits to trade fair %2005 61	with managerial responsibility	1
Frequency of visits to trade fair %2005 61	Department head, group head	9
Frequency of visits to trade fair %2005 61	Other salaried Stuff, public service	13
Frequency of visits to trade fair %2005 61	Lecturer teacher scientific assistant	13
Frequency of visits to trade fair %2005 61	Trainee	5
Frequency of visits to trade fair %2005 61	Other position	ē
Frequency of visits to trade fair %2005 61	Student	3
2005 61	Other not gainfully employed	1
	Frequency of visits to trade fair	%
	2005 2003	61 53

### Additional data trade visitors

Additional data trade visitors	
Economic sector Agricultural business, company	% 54
Forestry	3
Agricultural machinery trade	10
Agricultural trade Service supply agency	2 6 1 5 2
Machine cooperative	1
Mechanical engineering	5
Suppliers,components Skilled trades (reparing)	2
Landscape conservation, municipal	
engineering	1
Consulting (official/free) Municipalities	1
Authorities, public facilities, associations	ż
University, college, polytechnic	2
Other Student	1 2 1 2 2 5 3
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	%
Decisively Collectively	35 28
In an advisory capacity	22
No	11
Student Other not gainfully employed	3
Area of responsibility	% 26
Management Research, development, design	10
Planning, work preparation	4
Manufacture, production Production, quality control	6
Buying, procurement	6 2 5 2 P) 3
Finance, accounting, controlling	2
Information, communication technology (ED	P) 3
Administration, organisation, personnel, social welfare, training	1
Marketing, sales, advertising, PR Storage, material management, logistics,	8
	2
transport Maintenance, repairs	2 13 9 7 1
Other area	9
Student	7
Other not gainfully employed	
Length of stay	%
1. Length of stay (days): one 54 four 3 seven	1
two 33 five 1	
three 9 six -	dave
	days
3. Share of visitors on the event's days: 1st day 24 4th day 25 7th day	13
2nd day 30 5th day 22	.,
3rd day 27 6th day 20	

# **BIOTECHNICA** — Hannover

### **Basic data trade visitors**

basic data trade visitors	
Total number of visitors	12 390
Proportion of trade visitors	99%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 17 10 31 43
Total Germany Baden- Württemberg 8 Westphalia Bavaria 5 Rhineland- Berlin 8 Palatinate Brandenburg 2 Saarland Bremen 2 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 33	81 18 2 - 3 4 3 2
Total Foreign of which EU Rest of Europe Middle East East Asia Other	19 60 10 8 13 9
The three countries with the highest visitor shares Great Britain France Netherlands	% 13 9 8
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	10 7
Frequency of visits to trade fair 2005 2003 Earlier events First visit	% 32 27 21 51

### Additional data trade visitors

Additional data trade visitors	
Economic sector	%
Agriculture, animal breeding and plant	4
Biotechnology	66
Chemical industry	6 12 7 3 5 19 2 6 21
Pharmaceuticals industry	7
Plant construction, laboratory equipment Food and luxuries industry	3
Trade	5
Research institute	19
Stock and Venture Institute	2
Health service University, college	ეე 21
Environmental and waste disposal sector	1
Public administration	2
Other	1 2 8 15
Student	15
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	%
Decisively	25
Collectively In an advisory capacity	35 14
No	9
Student	15
Other not gainfully employed	1
Area of responsibility	%
Management	15
Research, development, design	15 45
Planning, work preparation	3
Manufacture, production	6
Production, quality control Buying, procurement	3 6 3 5
Finance, accounting, controlling	ĭ
Information, communication technology (EDI Administration, organisation, personnel, social welfare, training	P) 1
Administration, organisation, personnel,	
social welfare, training	4 19
Marketing, sales, advertising, PR Storage, material management, logistics,	19
transport	- 2
Maintenance, repairs	2
Other area	2 3 15
Student	15 1
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4 8 500- 999	5
5- 9 9 1 000- 9 999 10- 49 23 10 000 and more	5 9 2 15
	15
50- 99 12 Student 100-199 7 Other not gainfully	15
200-499 7 employed	1
Length of stay	%
1. Length of stay (days):	70
one 75 two 17 three	8
2. Average length of stay 1,3 o	days
3. Share of visitors on the event's days:	•
1st day 40 2nd day 53 3rd day	40

Conducted by: Walter, Wissler & Partner, Basel

# **DOMOTEX** — Hannover

### Rasic data trade visitors

Total number of visitors	43 538
Proportion of trade visitors	97%
Region of residence	%
up to 50 km	5
more than 50 km up to 100 km	4
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	18 73
Total Germany	40
Baden	29
Berlin 3 Palatinate	3
Brandenburg 2 Saarland	3
Bremen 3 Saxony	2
Hamburg 4 Saxony-Anhalt	2
Mecklenburg- Holstein West Pommerania 1 Thuringia	2
West Pommerania 1 Thuringia Lower Saxony 25	•
Total Foreign	60
of which EU	5]
Rest of Europe Africa	51 12 6 3 9
North America	ē
South and Central America	3
Middle East	
East Asia Australia	16
The five countries with the highest visitor shares India Great Britain Belgium Turkey Netherlands	9/0 5 6 6
Position in the company/organisation Entrepreneur, partner, self-employed	ı % 40
Managing director, board member,	
head of an authority etc. Senior department head, other employe	20
with managerial responsibility	9
Department head, group head Other salaried stuff, public service	10
Other salaried stuff, public service	16
Skilled worker	1
Lecturer, teacher, scientific assistant Trainee	1
Other position	i
Student	1
Other not gainfully employed	1
Frequency of visits to trade fair	% 54
2005	53
2003	
Earlier events First visit	54 29

### Additional data trada visitare

20 30 10 20 20 20 20 20 20 20 20 20 20 20 20 20
10
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9

Conducted by: Walter, Wissler & Partner, Basel

# **EMO** ----> Hannover

### **Basic data trade visitors**

Total number of visitors	166 500
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	12
more than 50 km up to 100 km	8
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	25 55
over 300 km	55
Total Germany	64
Baden- North Rhine-	
Württemberg 16 Westphalia	21
Bavaria 12 Rhineland- Berlin 2 Paladinate Brandenburg 1 Saarland Bremen 1 Saxony Hamburg 2 Saxony-Anhal Hesse 7 Schleswig-	
Berlin 2 Palatinate	2
Brandenburg 1 Saarland	
Bremen 1 Saxony Hamburg 2 Saxony-Anhal	t 2
Hesse 7 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 23	
Total Foreign	36
of which EU	54
Rest of Europe	16
Africa .	3
North America	12
South and Central America	4
Middle East	
East Asia Australia	14
The five countries with the highest	
The five countries with the highest visitor shares Switzerland Italy India France Sweden	9/8
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio	% 8 6 5 5
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio Entrepreneur, partner, self-employed	9/8 5 6 5 5 5 7 8
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	%
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	9 8 9 1 1 1 1ee
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employement managerial responsibility Department head, group head	%
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried stuff, public service	9, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	9, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	9, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	%
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	n % 1! 12 ee 22 11 10
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Tother position Student Other not gainfully employed	n %
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	n % 1! 11 eee
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other not gainfully employed  Frequency of visits to trade fair Hanover 2005 Mailand 2003	n % 11 11 11 11 11 11 11 11 11 11 11 11 1
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair Hanover 2005 Mailand 2003 Mailand (2003 Ma	n % 1 1 1 ee
The five countries with the highest visitor shares Switzerland Italy India France Sweden  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other not gainfully employed  Frequency of visits to trade fair Hanover 2005 Mailand 2003	9 9 9 44 11

### Additional data trade visitors

Economic sector	%
Manufacturer, Industry	67
Skilled trades	8
Technical retail trade	6
Other trade	2
Service	5
Public authority	1
University, college, polytechnic	3
Other sectors	2
Student	6
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	%
Decisively	24
Collectively	33
In an advisory capacity	23
No	14
Student	6
Other not gainfully employed	1

Area of responsibility	%
Management	19
Research, development, design	% 19 16 7 26 3 1 DP) 1
Planning, work preparation	7
Manufacture, production	26
Production, quality control	3
Buying, procurement	3
Finance, accounting, controlling	1
Information, communication technology (E	DP) 1
Administration, organisation, personnel,	
social welfare, training	11
Marketing, sales, advertising, PR	11
Storage, material management, logistics,	
transport	
Maintenance, repairs	3
Other area	3
Student	6
Other not gainfully employed	1

Size of con	npany/o	organisation:	
Number of	employe	ees:	%
1- 4	7	500 - 999	8
5- 9	6	1 000 - 9 999	- 11
10- 49	8	10 000 and more	
50- 99	11	Student	(
100-199	12	Other not gainfully	
200-499	13	employed	

Length of	of stay	(days):			9
one	52	three	11	five	
two	27	four	4	six	-
2. Averag	e lengtl	n of stay		1,9	day:
		rs on the e			
1st day	/ 26	3rd day	35	5th day	30
2nd da	y 34	4th day	33	6th day	- 16

Conducted by: Walter, Wissler & Partner, Basel

# LIGNA ---- Hannover

Basic data trade visitors	
Total number of visitors	107 279
Proportion of trade visitors	95%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 6 10 22 62
Total Germany	55
Baden-Württemberg 11 Westphalia Bavaria 8 Rhineland-	25
Berlin 2 Palatinate Brandenburg 2 Saarland	3 - 2 t 1
Bremen 1 Saxony	2
Bremen 1 Saxony Hamburg 2 Saxony-Anhal Hesse 5 Schleswig-	t 1
Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 31	3 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	45 58 10 4 9 5 4 7
The five countries with the highest visitor shares Italy Austria USA Canada Belgium	% 9 6 5 4

Austria USA Canada Belgium	2
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	27
head of an authority etc.	18
Senior department head, other employee	
with managerial responsibility	1.5
Department head, group head Other salaried stuff, public service	16
Skilled worker	''
Lecturer, teacher, scientific assistant	12
Trainee	4
Other position	
Student	
Other not gainfully employed	

inee	4
ther position	-
udent	7
ther not gainfully employed	1
equency of visits to trade fair	%
005	47
003	45
vilier events	44
rst visit	35

### Additional data trada visitare

Agriculture	sector	octn.			%
Manufactu					7 46
Building to					1.4
Interior de	coration				17
Trade	f compa	nine and	l fraala	ncore	13
Services o Authority,			rreeia	licers	4
Other	public 3	civices			13 7 4 1 7
Student					7
Other not	gaintully	employ	/ea		1
Influence procurem	on pure	hasing/			%
Decisively	ent deci	SIOIIS			43
Collective	у				23
In an advi	sory cap	acity			16
No Student					10 7
Other not	gainfully	employ	/ed		i
Area of r	esponsil	oility			%
Managem	ent	-			36
Research,					16 17
Planning, Manufactı	work pre ire. prod	eparation uction	1		38
Manufactu Production	, quality	control			13
Buying, pr	ocureme	nt		l /FF	17
Informatio Finance, a				nology (El	OP) 6 8
Administra	ation, or	ganisatio	on, per	sonnel,	·
Administra social wel	fare, traí	ning			11
Marketing Storage, n				onistics	19
transport	iuteriui i	nunugei	nent, i	ogistics,	7
Maintenar		irs			40
	1				10
Other area					1
Other area Student		employ	/ed		
Other area Student Other not	gainfully				7
Other area Student Other not Size of co	gainfully ompany/	organis			7
Other area Student Other not  Size of co Number o 1- 4	gainfully mpany/ f employ 16	organis ees:	<b>ation:</b> 500-	999	1 7 1
Other area Student Other not Size of co Number of 1- 4 5- 9	gainfully ompany/ f employ 16 11	organis ees:	<b>ation:</b> 500 - 000 -	9 999	1 7 1 8 5 6
Other area Student Other not Size of co Number o 1- 4 5- 9 10- 49	gainfully ompany/ f employ 16 11 25	organis ees:	<b>ation:</b> 500 - 000 -	9 999 nd more	1 7 1 % 5 6 1
Other area Student Other not Size of co Number of 1- 4 5- 9 10- 49	gainfully ompany/ f employ 16 11	organis rees:	<b>ation:</b> 500 - 000 - 000 ar	9 999 nd more Student	1 7 1 8 5 6
Other area Student Other not Size of co Number o 1- 4 5- 9 10- 49	gainfully ompany/ f employ 16 11 25 10	organis rees:	ation: 500 - 000 - 000 ar	9 999 nd more	1 7 1 % 5 6 1
Other area Student Other not Size of co Number o 1- 4 5- 9 10- 49 50- 99 100-199 200-499	pmpany/ f employ 16 11 25 10 10	organis rees: 1 10 Othe	ation: 500 - 000 - 000 ar	9 999 nd more Student gainfully	% 5 6 1 7
Other area Student Other not Size of co Number o 1- 4 5- 9 10- 49 50- 99 100-199 200-499	gainfully pmpany/ f employ 16 11 25 10 10 10 f stay of stay (of	organis ees: 1 10 Othe	ation: 500 - 000 - 000 ar er not er	9 999 nd more Student gainfully nployed	% 5 6 1 7 1
Other area Student Other not Size of cc Number o 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length	gainfully mpany/ f employ 16 11 25 10 10 10 10 f stay of stay 49	organis ees: 1 10 Othe	ation: 500 - 000 - 000 ar er not er	9 999 nd more Student gainfully	% 5 6 1 7
Other area Student Other not Student Other not Student Other not 1- 4 5- 9 10- 49 200-499 Length of 1. Length of one two	gainfully pmpany/f f employ 16 11 25 10 10 10 f stay of stay 49 24	organis ees: 1 10 Othe	ation: 500 - 000 - 000 ar	9 999 nd more Student gainfully nployed five	% 5 6 1 7 1
Other area Student Other not Size of cc Number o 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length	gainfully mpany/ f employ 16 11 25 10 10 10 f stay of stay 49 24 elength of visitors	organis ees: 1 10 Othe days): three four of stay	ation: 500 - 000 - 000 ar er not ger 13 5	9 999 nd more Student gainfully nployed  five  2,0	% 56 17 7 1

Conducted by: Walter, Wissler & Partner, Basel

# PFERD & JAGD (2006) ----- Hannover

### **Basic data private visitors**

Total number of visitors	74 871
Proportion of private visitors	93%
Region of residence	%
up to 50 km more than 50 km up to 100 km	38 31
more than 100 km up to 300 km	28
over 300 km	3
Total Germany	99
Baden- North Rhine-	_
Württemberg - Westphalia Bavaria - Rhineland-	7
Berlin - Palatinate	_
Brandenburg - Saarland	-
Bremen 1 Saxony	-
Hamburg 1 Saxony-Anhalt	2
Hesse 3 Schleswig- Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	
Lower Saxony 83	
Total foreign	1
Position in the company/organisation	%
Entrepreneur, partner, self-employed	12
Managing director, board member,	1
head of an authority etc. Senior department head, other employee	
with managerial responsibility	2
Department head, group head Other salaried staff, public service	6
	25
Skilled worker Lecturer, teacher, scientific assistant	10 3 5 5 15 6 8
Trainee	5
Other position	5
Student	15
Housewife/man	6
Old-age pensioner Other not gainfully employed	8 4
- The for gainting employed	4
Frequency of visits to trade fair	%
2005 2004	53 53
2003	50
2003 Earlier events	50 42

### Additional data private visitors

% 41 59 % 17
% 17 19
17 19
17 19
19
22 24
10
7
_
% 9
11
12 10
11
8
30
%
13
37 17
22
11
%
83
7 11
%
34
24 42

# **HUSUMWIND** — Husum

### Basic data trade visitors

Dable data trade Vibitors	
Total number of visitors	16 099
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	35
more than 50 km up to 100 km more than 100 km up to 300 km	8
more than 100 km up to 300 km	15
over 300 km	42
Total Germany	86
Baden- North Rhine-	
Württemberg 3 Westphalia Bavaria 4 Rhineland-	9
Bavaria 4 Rhineland-	
Berlin 2 Palatinate Brandenburg 1 Saarland	1
Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 7 Saxony-Anhalt	1
Hamburg 7 Saxony-Anhalt	i
Hesse 3 Schleswig-	
Mecklenburg- Holstein	53
West Pommerania 2 Thuringia Lower Saxony 11	
Lower Saxony 11	
Total Foreign	14
of which EU	74
North America	11
Other	15
The five countries with the highest visitor shares Denmark Sweden Netherlands France USA	% 26 12 9 7 6
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	13
head of an authority etc. Senior department head, other employed	11
with managerial responsibility	4
Department head, group head	10
Other salaried stuff, public service	32 5 2 3 5 12 2
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	12
Student Other not gainfully employed	12
Frequency of visits to trade fair 2005	% 40
2003	30
2001 First visit	22 55

Additional data trade visitors	
Economic sector Manufacturers Supplier Technical services Planner Banks, financiers Experts Insurance Expert, assessor Measuring equipment Other services Other sectors Student Other not gainfully employed	% 21 15 8 6 4 1 1 1 12 16 12 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 27 23 21 15 12 2
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (EDI Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed	% 19 9 5 4 1 2 4 P) 1 5 13 2 6 14 12 2
Size of company/organisation:           Number of employees:         500 - 999           1 - 4         12         500 - 999           5 - 9         7         1 000 - 9 999           10 - 49         16         10 000 and more           50 - 99         12         Student           100-199         9         Other not gainfully           200-499         11         employed	% 5 10 4 12
Length of stay  1. Length of stay (days): one 44 three 6 five two 16 four 24  2. Average length of stay 2,4 ( 3. Share of visitors on the event's days: 1st day 21 3rd day 43 5th day 2nd day 33 4th day 50	% 9 days 38

Conducted by: Husumer Wirtschaftsgesellschaft mbH & Co. KG, Husum

# NORD GASTRO & HOTEL (2006) ----> Husum

### **Basic data trade visitors**

Total number of visitors			
Proportion of trade visitors			
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 over 300 km	2		
Total Germany	99		
Baden- North Rhine-	1		
Württemberg - Westphalia Bavaria 1 Rhineland-			
Berlin 1 Palatinate			
Brandenburg 1 Saarland			
Bremen - Saxony			
Hamburg - Saxony-Anhalt			
Hesse - Schleswig-			
Mecklenburg- Holstein	97		
West Pommerania 1 Thuringia Lower Saxony -	1		
Total foreign	1		
Position in the company/organisation	%		
Entrepreneur partner self-employed	40		
Managing director, board member,			
head of an authority etc.	8		
Senior department head, other employee	-		
with managerial responsibility Department head, group head	4		
Skilled worker			
Lecturer, teacher, scientific assistant			
Other salaried staff, public service			
Kitchen	ġ		
Service	2 7 3 2 7 9 9		
Trainee	9		
Other position	2		
Student	4		
Frequency of visits to trade fair 2005	% 49		
2005	45		
2004 2003 First visit	24 33		

### Additional data trade visitors

Economic sector Communal catering Butcher, baker, confectioner etc. Hotel Restaurants, cafés Bars, pubs Other Student	% 15 4 15 33 10 19 4
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 47 28 11 11 4
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (El Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Food and beverage management Kitchen Service Other area Student	% 44 
Size of company/organisation:       Number of employees:       1- 4 31 200 499       5- 9 25 500 999       10- 49 31 1 000 9 999       50- 99 5 10 000 and more       100-199 2 Student	% 1 1 - 1 4
Length of stay 1. Length of stay (days): 2. Average length of stay 3. Share of visitors on the event's days: 1st day 60 2nd day 43	% N/A days

Conducted by: Husumer Wirtschaftsgesellschaft mbH & Co. KG, Messe Husum, Husum

### **HOGATRENDS**

### **Basic data trade visitors**

up to 50 km more than 50 km up to 100 km 30 more than 100 km up to 300 km 30 over 300 km  Total Germany Baden- Württemberg 66 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate 24 Brandenburg - Saardand 1 Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania - Thuringia	Total number of v	isito	rs	15 668	
up to 50 km where than 50 km up to 100 km 300 km 300 km 223 over 300 km 223 over 300 km 235 over 300 km 25 over 300 km 26 over 300 km 26 over 300 km 27 over	Proportion of trade visitors				
more than 50 km up to 100 km more than 100 km up to 300 km 23 over 300 km 24  Total Germany Baden- Württemberg 66 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate 24 Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia Lower Saxony  Total Foreign  19 Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 2005 2001 18 1999 13 2arlier events	Region of residen	ce		%	
more than 100 km up to 300 km  23 over 300 km  24  Total Germany Baden Württemberg 66 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate 24 Brandenburg - Saardand 1 Bremen - Saxony - Anhalt Hesse 6 Schleswig- Mecklenburg - Holstein - Thuringia - Thuringia Lower Saxony - Total Foreign  Total Foreign  19  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other not gainfully employed  Frequency of visits to trade fair 2005 34 2001 18 1999 13 26arlier events					
over 300 km  Total Germany Baden- Württemberg 66 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate 24 Brandenburg - Saxony-Anhalt - Saxony-A	more than 50 km t	ıp to	100 km		
Baden Württemberg 66 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate 24 Brandenburg - Saarland 1 Bremen - Saxony - S	more than 100 km over 300 km	up to	300 km	23	
Württemberg 66 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate 24 Brandenburg - Saxony -	Total Germany			99	
Bavaria 1 Rhinéland- Berlin - Palatinate 24 Brandenburg - Saarland 1 Bremen - Saxony - Hamburg - Saxony-Anhalt 1 Hesse - Saxony-Anhalt - Saxony-Anhalt 1 Hesse - Saxony - Thuringia - Thuringia 1 Lower Saxony - Thuringia 1  Position in the company/organisation 1 Entrepreneur, partner, self-employed 45 Managing director, board member, head of an authority etc. 1 Senior department head, of the remployee with managerial responsibility 1 Department head, group head 1 Other salaried stuff, public service 1 Skilled worker 1 Lecturer, teacher, scientific assistant 1 Trainee 1 Other position 1 Student 1 Other not gainfully employed 1  Frequency of visits to trade fair 2 2 2003 2 2001 1 21 Earlier events 1 2 2 3 3 2 2 3 2 3 2 3 3 3 3 3 3 3 3 3	Baden-				
Berlin - Palatinate 24 Brandenburg - Sazarland 1 Bremen - Saxony Hamburg - Saxony-Anhalt 1 Hesse 6 Schleswig- Holstein - Thuringia - Thuringia 1 Lower Saxony - Thuringia 1  Position in the company/organisation 2 Entrepreneur, partner, self-employed 4 Managing director, board member, head of an authority etc. 3 Senior department head, other employee with managerial responsibility 3 Department head, group head 10 Other salaried stuff, public service 3 Skilled worker 1 Lecturer, teacher, scientific assistant 1 Trainee 1 Other position 3 Student 1 Other not gainfully employed 3  Frequency of visits to trade fair 2 2005 3 2001 1 1999 13 Earlier events 16			Westphalia	-	
Brandenburg Bremen Bremen Saxony Hamburg Saxony-Anhalt Hesse Schleswig- Holstein West Pommerania Lower Saxony  Total Foreign  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Prequency of visits to trade fair 2005 2003 2001 181 1999 132 181 1999 132 2011		1			
Bremen - Saxony - Savony - Sav		-			
Hamburg - Saxoný-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania - Thuringia - Thur				ı	
Hesse 6 Schleswig- Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony - Total Foreign  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student 1 Other not gainfully employed  Prequency of visits to trade fair 2005 2001 2001 2001 201 201 201 201 201 201				-	
Mecklenburg- West Pommerania - Thuringia -		-	Saxony-Annait		
West Pommerania - Thuringia -		0			
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Prequency of visits to trade fair 2005 34 2003 2001 18 1999 13 Earlier events					
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Prequency of visits to trade fair 2005 2001 2001 201 201 201 201 201 201 201 2		-	manngia		
Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 2001 181 1999 132 134	Total Foreign			1	
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 34 2001 18 1999 13 Earlier events	Entrepreneur, partn	ier, se	elf-employed	% 45	
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 32005 32001 18 1999 13 Earlier events	head of an authori	tv etc	d member,	6	
with managerial responsibility Department head, group head 10 Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee 20ther position Student 10ther not gainfully employed  Frequency of visits to trade fair 2005 2005 2001 18 1999 13 Earlier events	Senior department	head	. other employee	2	
Other salaried stuff, public service  Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 2005 2003 2001 18 1999 13 Earlier events	with managerial re	spons	ibility	3	
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 32005 32001 18 1999 13 Earlier events 6 6 7 7 8 7 8 7 8 7 8 7 8 8 8 8 8 8 8 8	Department head,	group	head	10	
Lecturer, teacher, scientific assistant Trainee 14 Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 34 2003 2001 18 1999 13 Earlier events					
Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 32001 18 1999 13 Earlier events 36 37 38 38 39 30 30 30 30 30 30 30 30 30 30 30 30 30				6	
Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 32001 18 1999 13 Earlier events 36 37 38 38 39 30 30 30 30 30 30 30 30 30 30 30 30 30					
Student 1 Other not gainfully employed 3  Frequency of visits to trade fair % 2005 34 2003 23 2001 18 1999 13 Earlier events 16				14	
Other not gainfully employed 3  Frequency of visits to trade fair				3	
Frequency of visits to trade fair %2005 34 2003 23 2001 18 1999 13 Earlier events 16		ampl	oved		
2005 34 2003 23 2001 18 1999 13 Earlier events 16	Other not gainfully	empi	oyeu		
2003 23 2001 18 1999 13 Earlier events 16	Frequency of visit	s to	trade fair	%	
2001       18         1999       13         Earlier events       16					
1999 13 Earlier events 16					
Earlier events 16					
	Fariler events			16	

# ---- Karlsruhe

### Basic data all visitors

up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Total Germany Baden- Württemberg 69 Westphalia Bavaria 1 Rhineland-	Total Foreign			1
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km   Total Germany Baden- Württemberg 69 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate 2 Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony Hamburg - Saxony Hamburg - Holstein West Pommerania West Pommerania - Thuringia	Lower Saxony	-		
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km   Total Germany Baden- Württemberg 69 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate 2 Brandenburg - Saarand Bremen - Saxony Hamburg - Sakony Hamburg - Sakony Hesse 5 Schleswig- Mecklenburg- Messer Sakony Holstein		-	Thuringia	
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Total Germany Baden- Württemberg 69 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate 2 Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse 5 Schleswig-	Mecklenburg-			
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km  Total Germany Baden- Württemberg 69 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate 2 Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony		5	Schleswig-	
up To 50 km more than 50 km up to 100 km more than 100 km up to 300 km  1  Total Germany Baden- Württemberg 30 km  North Rhine- Württemberg 40 Wostphalia Bavaria 51 Rhineland- Berlin 70 Palatinate 80 Parandenburg 80 Parand		-	Saxony-Anhalt	
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Total Germany Baden- Württemberg 69 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saarland		-		
up To 50 km more than 50 km up to 100 km more than 100 km up to 300 km  1  Total Germany Baden- Württemberg 69 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate 2		-		1
up To 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Total Germany Baden- Württemberg  Württemberg  69 Westphalia Bavaria  1 Rhineland-		-	Palatinate	23
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Total Germany Baden- Württemberg  69 Westphalia				
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km  Total Germany	Württemberg			
up to 50 km			North Rhine-	
up to 50 km 50 km up to 100 km 52	Total Germany			99
Region of residence	more than 50 km u more than 100 km	p to	100 km 300 km	% 53 26 19

Total Foreign	1
Position in the company/organisation Entrepreneur, partner, self-employed	% 39
Managing director, board member, head of an authority etc.	5
Senior department head, other employee with managerial responsibility Department head, group head	3 10
Other salaried stuff, public service Skilled worker	13 7
Lecturer, teacher, scientific assistant Trainee	12
Other position Student Housewife/man	12 3 2 1 3
Old-age pensioner Other not gainfully employed	3 1

Frequency of visits to trade fair 2005 2003 2001 1999

Earlier events

#### Additional data trade visitors

Additional data trade visitors	
Economic sector Hotel trade Restaurant operation Snack bars, take-away food outlets, cafeterias Large kitchen, canteen Bakery and confectionery Catering, out-of-home catering Other Student Other not gainfully employed	% 23 45 3 8 3 2 13 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 39 27 18 13 1

Area of responsibility	%
Management	43
Research, development, design	2
Planning, work preparation	10
Manufacture, production	20
Production, quality control	7
Buying, procurement	23
Finance, accounting, controlling	7
Information, communication technology (E	DP) 4
Administration, organisation, personnel,	_
social welfare, training	6
Marketing, sales, advertising, PR	10
Storage, material management, logistics,	_
transport	6
Maintenance, repairs	6 4 13 1
Other area	13
Student	1
Other not gainfully employed	3

Number of	employe	es:	%
1- 4	31 1	500 - 999	
5- 9	20	1 000 - 9 999	3
10- 49	28	10 000 and more	
50- 99	6	Student	
100-199	3	Other not gainfully	
200-499	3	employed	3

200-433	,		emp	Jioyeu	-
Length of 1. Length o one two	<b>stay</b> f stay 95 4	(days): three four	1 -		%
2. Average	length	of stay		1,1	days
3. Share of 1st day 2nd day	visitor 10 14	s on the ev 3rd day 4th day	vent's o 44 38	days:	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# **Horizont** — Karlsruhe

# **Basic data private visitors**

Total number of visitors	16 248
Proportion of private visitors	95%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 88 8 3 1
Total Germany Baden- Württemberg 88 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saaraland Bremen - Saxony Hamburg - Saxony-Anha Hesse 1 Schleswig- Holstein - Thuringia Lower Saxony - Thuringia	99 - 10 - - - It -
Total Foreign of which EU	<b>1</b> 100
Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	8

Lecturer, teacher, scientific assistant

Trainee
Other position
Foreman, master craftsman
Student
Housewife/man
Old-age pensioner
Other not gainfully employed

Frequency of visits to trade fair 2006 2005 2004 First visit

# Additional data private visitors

Sex Male Female	6: 3:
Age	9
up to 20 years over 20 up to 30 years	- 1
over 30 up to 40 years	1
over 40 up to 50 years	29
over 50 up to 60 years	1
over 60 up to 70 years over 70 years	- 1
Net household income	9
up to 900,- EUR	
more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR	1.
more than 2 000,- EUR up to 2 600,- EUR	14
more than 2 600,- EUR up to 3 600,- EUR	- 1
more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	1.
N/A	2
Size of household	9
1 person	- 10
2 persons 3 persons	49
4 persons	- 1
5 persons and more	•
Buying and ordering capacity Purchase or order made or intended at the exhibition	9
yes	2!
no	3
maybe	3
Follow-up business Intend to buy at later date	9
yes	3
no	24
maybe	4!
Conducted by: Gelszus Messe-Marktforschu	ng

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





# inventa (2005) ---- Karlsruhe

# **Basic data private visitors**

Zabie data piirate ribiteis	
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 over 300 km	4
Total Germany	99
Baden- North Rhine-	
Württemberg 90 Westphalia	-
Bavaria - Rhineland-	
Berlin - Palatinate	8
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse 1 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	-
Total foreign of which EU	<b>1</b> 100
The country with the highest visitor share	%
France	100
Position in the company/organisation Entrepreneur, partner, self-employed	%
Entrepreneur, partner, self-employed Managing director, board member,	11
head of an authority etc. Senior department head, other employee	2
with managerial responsibility	2
Department head, group head	10
Other salaried staff, public service	29
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	4 1
Other position	4
Student	4 5 9 15
Housewife/man	9
Old-age pensioner	
Other not gainfully employed	1
Frequency of visits to trade fair	%
2004	16
2002	7
2000	3
Earlier events	76
First visit	76

### Basic data all visitors

Basic data all visitors	
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- North Rhine- Württemberg 89 Westphalia	
Bavaria - Rhineland-	
Berlin - Palatinate	9
Brandenburg - Saarland	-
Bremen - Saxony	
Hamburg - Saxony-Anhalt	_
Hesse 1 Schleswig-	
Mecklenburg- Holstein	_
West Pommerania - Thuringia	_
Lower Saxony -	
Total foreign	1
of which EU	83
Rest of Europe	17
<b>Position in the company/organisation</b> Entrepreneur, partner, self-employed	% 1E
Managing director, board member,	15
head of an authority etc.	2
Senior department head, other employee	
with managerial responsibility	2
Department head, group head	10
Department head, group head Other salaried staff, public service	28
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	2
Other position	4
Student	4 2 4 5 8
Housewife/man	.8
Old-age pensioner	13
Other not gainfully employed	1
Frequency of visits to trade fair	%
2004	16
2002	7
2000	3 3 76
Earlier events	76
First visit	76

# Additional data private visitors

%
12 22 27 19 14
% 12 15 15 15 16
45 19 20
33
%
24 27 49

# **LEARNTEC** — Karlsruhe

#### **Basic data trade visitors**

Total number of visitors	7 00
Proportion of trade visitors	98%
Region of residence	9/
up to 50 km	2
more than 50 km up to 100 km	18
more than 100 km up to 300 km	32
over 300 km	29
Total Germany	93
Baden- North Rhine-	
Württemberg 43 Westphalia	11
Bavaria 13 Rhineland-	
Berlin 3 Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg 1 Saxony-Anhalt	
Hesse 13 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 3	
Total Foreign	
of which EU	3
Rest of Europe	60
Other	
Other  The country with the highest visitor sl	hare %
	hare %
Other  The country with the highest visitor sl Switzerland	hare %
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed	hare %
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	hare % 5' %
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	hare % 5' %
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	hare % 55 % 1!
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	hare % 5:
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	hare % 5 ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' '
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	% 5 9 1!
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	% 5 9 1!
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	% 5 9 1!
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 5 9 1!
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 5 9 1!
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 5 9 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	hare %
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	hare % 5 ' 5 ' 1! (
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	% 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 1: 22 2: 3 1: 4 1: 4 1: 4 1: 4 1: 4 1: 4 1: 4 1
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006	9 1! 22 22 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2005	% 1!!
Other  The country with the highest visitor sl Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	% 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5

#### Additional data trade visitors

Economic sector	9/
Educational facility	2.
Research, teaching	
Public authority, administration Industry	10
Trade, sales	
Trade, sales Banks, insurance companies	
Transport, tourism, hotel sector	
Medicine	
Association, society Publishing house	10
Consultancy	
IT, software	10
Training	
Multimedia Service	
Other sectors	-
Student	8
Other not gainfully employed	
Influence on purchasing/ procurement decisions	
procurement decisions	9/ 21
Decisively Collectively	4:
In an advisory capacity	2
No	
Student	
Other not gainfully employed	
Area of responsibility	9/
Management Research development design	14
Planning work preparation	
Research, development, design Planning, work preparation Production, quality control	12
Manufacture, production	- 3
Buying, procurement	
Finance, accounting, controlling Information, communication technology (E	
Administration, organisation, personnel,	D. ,
Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR	2
Marketing, sales, advertising, PR	1.
Storage, material management, logistics,	
transport	
Maintenance renairs	14
Maintenance, repairs Other area	
Other area Student	
Other area	
Other area Student Other not gainfully employed Size of company/organisation:	
Other area Student Other not gainfully employed Size of company/organisation: Number of employees:	9/
Other area Student Other not gainfully employed Size of company/organisation: Number of employees:  1- 4 14 500 999	%
Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1- 4 14 500- 999 5- 9 7 1 000- 9 999	9/
Other area Student Student Other not gainfully employed  Size of company/organisation:  Number of employees:  1 - 4	9/ 14 13
Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1- 4 14 500 999 5- 9 7 1 000 9999 10- 49 12 10 000 and more 50- 99 9 Student 100-199 7 Other not gainfully	9/ 14 13
Other area Student Student Other not gainfully employed  Size of company/organisation:  Number of employees:  1 - 4	9/ 14 13
Other area Student Other not gainfully employed  Size of company/organisation:  Number of employees:  1 - 4	9/ 14 13
Other area Student   Other not gainfully employed   Size of company/organisation: Number of employees:	9/ 14 13 3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

3. Share of visitors on the event's days: 1st day 40 2nd day 49 3rd day 36

# offerta ---- Karlsruhe

# **Basic data private visitors**

Total number of v	/isito	rs	137 843		
Proportion of priv	Proportion of private visitors				
Region of residen	% 92				
more than 50 km u more than 100 km over 300 km			92 5 2 2		
Total Germany			99		
Baden- Württemberg Bayaria	89 1	North Rhine- Westphalia Rhineland-			
Berlin Brandenburg	1	Palatinate Saarland	9		
Bremen Hamburg Hesse	- 1	Saxony Saxony-Anhal	t :		
Mecklenburg- West Pommerania	1	Schleswig- Holstein Thuringia			
Lower Saxony					
<b>Total Foreign</b> of which EU Other			88 12		

The country wi	ith the	highest	visitor	share	%
France					88

Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 7
Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	2 7 30 8 3 5 5 11 6 11 5
Frequency of visits to trade fair 2006 2005 2004 2003 Earlier events First visit	% 51 50 41 31 30 18

# Additional data private visitors

Sex Male Female	% 46 54
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 15 18 16 24 16 9
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 9 14 14 12 13 9 8 22
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 12 37 19 22
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no	60
maybe  Follow-up business Intend to buy at later date yes no no maybe	31 % 19 22 59

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# **RESALE** — Karlsruhe

Basic data trade visitors						
Total number of visitors	9 994					
Proportion of trade visitors	96%					
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 13 5 11 70					
Total Germany	36					
Baden- North Rhine- Württemberg 55 Westphalia Bayaria 11 Rhineland-	11					
Berlin 2 Palatinate Brandenburg - Saarland Bremen - Saxony	10 2 1					
Hamburg - Saxony-Anhalt Hesse 5 Schleswig-	1					
Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 3	1					
Total Foreign of which EU Rest of Europe Africa Middle East South and Central America East Asia Other	64 31 40 7 8 4 10					

Other	
The five countries with the highest visitor shares Ukraine Russia India Romania Turkey	9,
Position in the company/organisation	9

Position in the company/organisation	9
Entrepreneur, partner, self-employed	3!
Managing director, board member,	
head of an authority etc.	29
Senior department head, other employee	
with managerial responsibility	
Department head, group head	- 1
Other salaried stuff, public service	
Skilled worker	
Lecturer, teacher, scientific assistant	
Trainee	
Other position	
Student	
Other not gainfully employed	
-	

Frequency of visits to trade fair	
2006 2005	
2004 2003	
Earlier events	
First visit	•

### Additional data trade visitors

Economic sector Industry Trade Skilled trades Service Authority, public services Vocational school, polytechnic, university Other sectors Student Other not gainfully employed	% 52 19 7 8 1 1 6 4 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 50 29 11 5 4

Area of responsibility	%
Management	45
Research, development, design	12
Planning, work preparation	13
Manufacture, production	22
Production, quality control	_
Buying, procurement	9/ 4! 12 13 22
Finance, accounting, controlling	
Information, communication technology	(EDP) 3
Administration, organisation, personnel,	(,
social welfare, training	
Marketing, sales, advertising, PR	12
Storage, material management, logistics	
transport	'
Maintenance, repairs	11
Other area	
Student	
Other not gainfully employed	2

Si	ze	of	cor	npar	ıy/o	rga	nisa	tion:

number of	employees	i.	%0
1- 4	18	500 - 999	3
5- 9	13	1 000 - 9 999	5
10- 49	28	10 000 and more	5 2 4
50- 99	11	Student	4
100-199	8	Other not gainfully	
200-499	7	employed	2

Length of	stay				%
1. Length o	of stay 70	(days): two	20	three	10
2. Average	length	of stay		1,4	days
3. Share of 1st day	visito 41	rs on the e 2nd day	event's 53	days: 3rd day	47

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





# **DENEX** — Kassel

# **Basic data trade visitors**

Total number of visitors					
Proportion of trade visitors					
Region of residence					
up to 50 km					
more than 50 km up to 100 km more than 100 km up to 300 km					
over 300 km	22 11				
Total Germany	98				
Baden- North Rhine-					
Württemberg 4 Westphalia Bavaria 6 Rhineland-	10				
Bavaria 6 Rhineland- Berlin 1 Palatinate	1				
Brandenburg - Saarland	- 1				
Bremen - Saxony	1				
Hamburg 1 Saxony-Anhalt Hesse 63 Schleswig-	-				
Hesse 63 Schleswig- Mecklenburg- Holstein	_				
West Pommerania - Thuringia	4				
Lower Saxony 8					
Total Foreign	1				
Position in the company/organisation	%				
Entrepreneur, partner, self-employed Managing director, board member,	36				
head of an authority etc.	2				
Senior department head, other employee					
with managerial responsibility	2 6				
Department head, group head Other salaried stuff, public service	22				
Skilled worker					
Lecturer, teacher, scientific assistant	2 4 1				
Apprentice, trainee	1				
Other position Farmer	6				
Farmer Student	11				
Housewife/man	2				
Old-age pensioner	4				
Frequency of visits to trade fair	%				
Frequency of visits to trade fair 2006 First visit	% 28 71				

# **Basic data private visitors**

Proportion of private visitors					
Region of residence	%				
up to 50 km	76 12				
more than 50 km up to 100 km					
more than 100 km up to 300 km over 300 km	7 4				
over 300 km	4				
Total Germany	100				
Baden- North Rhine-	2				
Württemberg 1 Westphalia Bavaria 3 Rhineland-	2				
Bavaria 3 Rhineland- Berlin - Palatinate	1				
Brandenburg - Saarland	- 1				
Bremen - Saxony	_				
Hamburg - Saxony-Anhalt	_				
Hesse 82 Schleswig-					
Mecklenburg- Holstein	-				
West Pommerania - Thuringia	2				
Lower Saxony 9					
Position in the company/organisation	%				
Entrepreneur, partner, self-employed	11				
Managing director, board member,					
head of an authority etc.	-				
Senior department head, other employee with managerial responsibility	1				
Department head, group head	4				
Other salaried stuff, public service	28				
Skilled worker	7				
Lecturer, teacher, scientific assistant	1				
Apprentice, trainee	1				
Other position	- 5 4				
Farmer	5				
Student Housewife/man	4				
Old-age pensioner	33				
Old-age pelisionel	33				
Frequency of visits to trade fair	%				
2006	21				
First visit	79				

# **Basic data all visitors**

Region of residen up to 50 km			6
more than 50 km ι			_ 1
more than 100 km over 300 km	up t	300 km	1
Total Germany			9
Baden-	2	North Rhine-	
Württemberg Bavaria	3 5	Westphalia Rhineland-	
Berlin	1	Palatinate	
Brandenburg		Saarland	
Bremen	- :	Saxony	
Hamburg	1 69	Saxony-Anhalt	
Hesse Mecklenburg-	69	Schleswig- Holstein	
West Pommerania	_	Thuringia	
Lower Saxony	8	,	
Total Foreign			
Total Foreign			
Position in the co			
Position in the co	ier, si	elf-employed	
Position in the co Entrepreneur, partn Managing director,	er, sı boaı	elf-employed d member,	
Position in the co Entrepreneur, partn Managing director, head of an authori	ier, si boai ty etc	elf-employed d member, :.	
Position in the co Entrepreneur, partn Managing director, head of an authori Senior department with managerial re	boar boar ty etc head spons	elf-employed d member, : , other employee sibility	
Position in the co Entrepreneur, partn Managing director, head of an authori Senior department with managerial re Department head,	boar boar ty etc head spons	elf-employed d member, :. , other employee sibility o head	2
Position in the co Entrepreneur, partn Managing director, head of an authori' Senior department with managerial re Department head, Other salaried stuff	boar boar ty etc head spons	elf-employed d member, :. , other employee sibility o head	2
Position in the co Enterpeneur, partn Managing director, head of an authori Senior department with managerial re Department head, Other salaried stuff Skilled worker	ler, so boar ty etc head spons group , pub	elf-employed d member,  , other employee sibility head lic service	2
Position in the co Entrepreneur, partn Managing director, head of an authori Senior department with managerial re Department head, Other salaried stuff Skilled worker Lecturer, teacher, s Apprentice, trainee	ler, so boar ty etc head spons group , pub	elf-employed d member,  , other employee sibility head lic service	2
Position in the co Entrepreneur, partn Managing director, head of an authori Senior department with managerial re Department head, Other salaried stuff Skilled worker Lecturer, teacher, S Apprentice, traine Other position	ler, so boar ty etc head spons group , pub	elf-employed d member,  , other employee sibility head lic service	2
Position in the co Entrepreneur, partm Managing director, head of an authori Senior department with managerial re Department head, Other salaried stuff Skilled worker Lecturer, teacher, s Apprentice, trainee Other position Farmer	ler, so boar ty etc head spons group , pub	elf-employed d member,  , other employee sibility head lic service	2
Position in the co Entrepreneur, partn Managing director, head of an authori Senior department with managerial re Department head, Other salaried stuff Skilled worker Lecturer, teacher, s Apprentice, trainee Other position Farmer Student	ler, so boar ty etc head spons group , pub	elf-employed d member,  , other employee sibility head lic service	2
Position in the co Entrepreneur, partm Managing director, head of an authori Senior department with managerial re Department head, Other salaried stuff Skilled worker Lecturer, teacher, s Apprentice, trainee Other position Farmer	ler, so boar ty etc head spons group , pub	elf-employed d member,  , other employee sibility head lic service	2
Position in the co Entrepreneur, partn Managing director, head of an authori Senior department with managerial re Department head, Other salaried stuff Skilled worker Lecturer, teacher, s Apprentice, trainee Other position Farmer Student Housewife/man Old-age pensioner	per, so boar ty etc head spons group , pub cient	elf-employed d member, , other employee isibility b head dic service ffic assistant	2
Position in the co Entrepreneur, pain Managing director, head of an authori Senior department with managerial re Department head, Other salaried stuff Skilled worker Lecturer, teacher, s Apprentice, trainee Other position Farmer Student Housewife/man	per, so boar ty etc head spons group , pub cient	elf-employed d member, , other employee isibility b head dic service ffic assistant	2

# Additional data trade visitors

<b>Economic sector</b> Architects, planners, engineer's office,	
energy consultant	2
Agriculture and forestry	1
Plant construction, industry, production	1
Skilled trades, installation, sanitary, heating,	
air-conditioning	
Trade, sales	
Public office, authority, ministry	
Energy supplies	
Other	1
Student	1
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	
Decisively	4
Collectively	1
In an advisory capacity	
No	
Student	
Other not gainfully employed	
Area of responsibility	
Management	2
Research, development, design	
Planning, work preparation	
Manufacture, production	
Production, quality control	
Buying, procurement	
Finance, accounting, controlling	
Information, communication technology (EDP Administration, organisation, personnel,	)
social welfare, training	
Marketing, sales, advertising, PR	
Storage, material management, logistics,	
transport	
Maintenance, repairs	
Manufacture, production, factory operations	
Other area	
Other not gainfully employed	
Size of company/organisation:	
Number of employees:	
4 000	

70	yees.	emplo	Nulliber of
5	1 000 - 9 999	31	1- 4
2	10 000 and more	11	5- 9
4	200 - 499	16	10- 49
- 11	Student	6	50- 99
	Other not gainfully	5	100-199
6	employed	2	500-999

Length	of stay	(d )			%
1. Length one	or stay 80	(days): two	19	three	2
2. Averag	je lengtl	h of stay		1,2	days
3. Share 1st da	of visito y 35	rs on the e 2nd day	vent's 53	days: 3rd day	34

# Additional data private visitors

· ·	
<b>Sex</b> Male Female	% 77 23
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 14 22 24 24
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 12 15 21 17 22 24
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 38 21 19
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe N/A	% 61 27
Follow-up business Intend to buy at later date yes no maybe N/A	30 27 39

Conducted by: Messe- und Congressberatung Dirr, Hamburg

# **ALLGÄUER FESTWOCHE ---> Kempten**

# Docie data privata vicitare

Basic data private visitors		
Total number of visitors	97 226	
Proportion of private visitors	96%	
Region of residence	%	
up to 50 km more than 50 km up to 100 km	81 10	
more than 100 km up to 300 km	5	
over 300 km	4	
Total Germany	99	
Baden- North Rhine- Württemberg 7 Westphalia	1	
Bavaria 91 Rhineland-		
Berlin - Palatinate	1	
Brandenburg - Saarland	-	
Bremen - Saxony Hamburg - Saxony-Anhalt		
Hesse - Schleswig-	_	
Mecklenburg- Holstein	-	
West Pommerania - Thuringia Lower Saxony -	-	
Total Foreign	1	
Position in the company/organisation	%	
Entrepreneur, partner, self-employed	9	
Managing director, board member,		
head of an authority etc. Senior department head, other employed	- a	
with managerial responsibility	-	
Department head, group head	3	
Other salaried stuff, public service Skilled worker	37 10	
Lecturer, teacher, scientific assistant	10	
Trainee	1	
Other position	2	
Student Housewife/man	3	
Old-age pensioner	1 2 3 7 25 2	
Other not gainfully employed	2	

Frequency of visits to trade fair 2006 2005 2004 Earlier events

### Additional data private visitors

Sex Male Female	% 58 42
Age	%
up to 20 years over 20 up to 30 years	12
over 30 up to 40 years	15
over 40 up to 50 years	24
over 50 up to 60 years	21
over 60 over 70 years	19
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 more than 2 000,- EUR up to 2 600,- EUR	21 23
more than 2 600,- EUR up to 3 600,- EUR	15
more than 3 600,- EUR up to 5 000,- EUR	7
more than 5 000,- EUR	4
N/A	6
Size of household	%
1 person	10
2 persons 3 persons	41 17
3 persons 4 persons	20
5 persons and more	11
Buying and ordering capacity	%
Purchase or order made or	
intended at the exhibition	51
yes no	15
maybe	33
Follow-up business	%
Intend to buy at later date	- 1
yes	20
no mayba	39
maybe	40

# Anuga ---- Köln

### **Basic data trade visitors**

Total number of visitors				
Proportion of trade visitors  Region of residence				
		12		
up to	300 km	18		
		54		
		52		
	North Rhine-			
		59		
2		7		
- 1	2 1 1 1 1 1			
1	Saxony	. 1		
3	Saxony-Annan	-		
,	Joletoin	1		
		- 1		
6	mumgia			
	te visite	e visitors  te p to 100 km up to 300 km  North Rhine- 5 Westphalia 6 Rhineland- 2 Palatinate - Saarland 1 Saxony 3 Saxony-Anhal' 7 Schleswig- Holstein - Thuringia		

Total For	eign	4
of which	EŪ	5
	Rest of Europe	
	Africa	
	North America	
	South and Central America	
	Middle East	
	Fast Asia	1
	Australia	
	Australia	

The five countries	s with th	e highest
Netherlands		
France		
Great Britain		
taly Austria		
Austria		

Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 25 18 10 14 12 5 3 11 6 7
Frequency of visits to trade fair	%
2005	31
2003	22
2001	16
Earlier events	14
First visit	56

Influence on purchasing/	
procurement decisions	9
Decisively Collectively	3
Collectively	3
In an advisory capacity	2
No Student	1
Other not gainfully employed	

Size of con	npany/	organisation:	
Number of	employ	ees:	%
1- 4	11 1	500 - 999	5
5- 9	11	1 000 - 9 999	7
10- 49	23	10 000 and more	6
50- 99	11	Student	7
100-199	10	Other not gainfully	
200 400	0		4

Length (	of stay	<i>(</i> 1, )			%
1. Length one two	of stay 53 20	(days): three four	13	five	7
2. Averag			,	2,0	days
		rs on the e 3rd day 4th day		days: 5th day	26

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

### Additional data trade visitors

% 19 12 2 2 3 6 1 9 1 2 2 3 7 75 9
15

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

Area of responsibility	% 28
Management	28
Research, development, design	6
Planning, work preparation	3
Manufacture, production	10
Production, quality control	
Buying, procurement	10 10 10
Finance, accounting, controlling	- 1
	' מכ
Information, communication technology (El	JP) ·
Administration, organisation, personnel,	
social welfare, training	20
Marketing, sales, advertising, PR	20
Storage, material management, logistics,	
transport	2
Maintenance, repairs	
Other area	9
Student	7
Other not gainfully employed	1





---- www.fkm.de



# Aquanale ---> Köln

### **Basic data trade visitors**

Total number of visitors	*)
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	12
more than 50 km up to 100 km	15
more than 100 km up to 300 km	24
over 300 km	48
Total Germany	63
Baden- North Rhine-	
Württemberg 8 Westphalia	43
Bavaria 9 Rhineland-	
Berlin 1 Palatinate	4
Brandenburg 1 Saarland	-
Bremen 1 Saxony	3
Hamburg 3 Saxony-Anhalt	3
Hesse 13 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	1
West Pommerania 1 Thuringia Lower Saxony 9	
Total Foreign	37
of which EU	67
Rest of Europe	19
Other	15
The five countries with the highest visitor shares Switzerland Belgium Netherlands Denmark France	% 11 11 11 7 5
Position in the company/organisation	%
Other self-employed entrepreneur, partner,	70
freelance profession	44
Executive director, executive board member	
head of authorities or similar	18
Senior department head, other employee	
with managerial responsibility	5
Department head, group head	15
Other salaried staff, public service	10
Skilled worker	9
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position Student	5 15 10 9 3 3 4
Student	
Frequency of visits to trade fair	%
2005	36
2003	24
First visit	55

<sup>\*)</sup> individual number of visitors not available, combined with fsb, solaria

Additional data trade visitors	
Economic sector Industry Specialist shop Wholesale Import, export Skilled trades Service companies Learned professions Institution, administration, public authority University, research Other Student	% 16 16 7 7 13 23 5 5 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 39 32 22 5 1
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (EDP Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student	% 40 5 9 7 1 5 1 1 5 12 16 6 1
Size of company/organisation:           Number of employees:           1- 4 30 200- 499           5- 9 19 500- 999           10- 49 25 1 000- 999           50- 99 8 10 000 and more           100-199 5 Student	% 5 4 2 1
Length of stay  1. Length of stay (days): one 76 three 6 two 17 four 1  2. Average length of stay 1,3 of 1,3 day 30 3rd day 37 2nd day 35 4th day 29	% lays

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Cologne

# didacta ---- Köln

#### **Basic data trade visitors**

Total number of visitors	95 151
Proportion of trade visitors	97%
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 over 300 km	27 17
Total Germany	97
Baden- North Rhine-	
Württemberg 4 Westphalia	63
Bavaria 3 Rhineland-	
Berlin 2 Palatinate	10
Brandenburg - Saarland Bremen - Saxony	]
	1
Hamburg - Saxony-Anhalt Hesse 8 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 5	•
Total Foreign of which EU	7
	7
of which EU Other  Position in the company/organisation	7° 29
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed	7° 29
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	7° 29 1 %
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	3
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	7° 29
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	7 29 1 % e
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	7 29 1 % 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	7 29 1 % 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	7 29 1 % 8 1
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	7 29 1 % 6 1 6 1 6 1 6 1 6 1 6 1 6 1 6 1 6 1
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	7 29 1 % 8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	7 22 1 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	e
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	7 29 1 9 4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006	77 29 9 1 1 1 5 1 7 9 1 1
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2006	77 29 9 8 11 11 9 13
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	77 29 8 3 6 4 11 55 55 17 17 18 18 18 18 18 18 18 18 18 18 18 18 18
of which EU Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2006	77 29 9 8 11 11 9 13

#### Additional data trade visitors

Proschool	sector			9/
Control i	kinderga	rten		1!
General ed Vocational	education :	system In system		3
Higher edu				3
Further ed				3
Industry				
Trade	doc			
Skilled trac Services, to	ues raining c	onsulting		
Administra	tion	onsumg		
Association	n, institut	ion, organisa	ation	
Printed pro	oducts, sp	pecialist liter	ature	
Authority, University,		ivices		
Other	researen			3
Student				- 1
Other not	gainfully	employed		
Influence	on purcl	nasing/		
procureme	ent decis	ions		9 1
Decisively Collectively	,			3
In an advis		city		2
No		•		1
Student Other not	gainfully	amployed		1
	Jamilany	p.o.yeu		
Area of re		ility		9
Manageme Research		nent, design		
	work pre			
Manufactu	re, produ	CUOII		
Manufactu Production	, quality	control		
Manufactu Production Buying, pro	, quality ocuremen	control it		
Manufactu Production Buying, pro Finance, ad Information	, quality ocuremer ccounting n, comm	control It I, controlling Inication tec	hnology (EE rsonnel,	
Manufactu Production Buying, pro Finance, ac Information Administra social welf	, quality ocuremer ccounting n, comm ition, org are, trair	control  it  i, controlling  unication tec  anisation, pe	rsonnel,	
Manufactu Production Buying, pro Finance, ac Information Administra social welf Marketing.	, quality ocuremer ccounting n, commition, orgare, trair sales, a	control  it  i, controlling  unication tec  anisation, pe  ing  dvertising, P	rsonnel, R	
Manufactu Production Buying, pro Finance, ad Information Administra social welf Marketing, Storage, m	, quality ocuremer ccounting n, commition, orgare, trair sales, a	control  it  i, controlling  unication tec  anisation, pe	rsonnel, R	
Manufactu Production Buying, pro Finance, ad Information Administra social welf Marketing, Storage, m transport Maintenan	, quality ocuremer ccounting n, commition, orginare, trair, sales, a naterial m	control  it  it  controlling  unication tec  anisation, pe  ing  dvertising, P  nanagement,	rsonnel, R	2
Manufactu Production Buying, pri Finance, ad Information Administra social welf Marketing, Storage, m transport Maintenan Other area	, quality ocuremer ccounting n, commition, orginare, trair, sales, a naterial m	control  it  it  controlling  unication tec  anisation, pe  ing  dvertising, P  nanagement,	rsonnel, R	39
Manufactu Production Buying, pri Finance, ac Information Administra social welf Marketing, Storage, m transport Maintenan Other area Student	, quality ocuremer ccounting n, commi ition, org are, trair , sales, a naterial m ce, repai	control it i, controlling inication tec anisation, pe ing dvertising, P ianagement,	rsonnel, R	3: 1
Manufactu Production Buying, pri Finance, ad Information Administra social welf Marketing, Storage, m transport Maintenan Other area	, quality ocuremer ccounting n, commi ition, org are, trair , sales, a naterial m ce, repai	control it i, controlling inication tec anisation, pe ing dvertising, P ianagement,	rsonnel, R	3: 1
Manufactu Production Buying, profinance, ac Information Administra Social welf Marketing, Storage, m transport Maintenan Other area Student Other not	, quality ocuremer ccounting, n, commi tion, org are, trair , sales, a naterial m ce, repai	control in the contro	rsonnel, R logistics,	3:
Manufactu Production Buying, pro Finance, as Information Administra social welf Marketing, Storage, in transport Maintenan Other area Student Other not	, quality ocuremer ccounting, n, commi tion, org are, trair , sales, a naterial m ce, repai	control in the contro	rsonnel, R logistics,	3:
Manufactu Production Buying, pro Finance, au Information Administra social welf Marketing, Storage, m transport Maintenan Other area Student Other not	, quality ocuremer ccounting n, commit tion, org are, trair sales, a laterial m ce, repai gainfully mpany/cf employe 8 10	control of the contro	rsonnel, R logistics,	3:
Manufactu Production Buying, pro Finance, au Information Administra social welf Marketing, Storage, nr transport Maintenan Other area Student Other not Size of co Number of 1 - 4 5 - 9 10 - 49	, quality ocuremer ccounting, n, comm ntion, org are, trair sales, a naterial n ce, repai gainfully mpany/c employe 8 10 30	control of the contro	rsonnel, R logistics, : 999 9 999 and more	% 39 1
Manufactu Production Buying, pro Finance, au Information Administra social welf Marketing, Storage, m transport Maintenan Other not Size of co Number of 1- 4 5- 9 10- 49 50- 99	, quality ocuremer ccounting, n, commition, org and commition, org as sales, a naterial n ce, repai gainfully mpany/cf employe 8 10 30 16	control in the contro	rsonnel, R logistics, : : 999 9 999 and more Student	3:
Manufactu Production Buying, pro Finance, au Information Administra social welf Marketing, Storage, nr transport Maintenan Other area Student Other not Size of co Number of 1 - 4 5 - 9 10 - 49	, quality ocuremer ccounting, n, comm ntion, org are, trair sales, a naterial n ce, repai gainfully mpany/c employe 8 10 30	control of the contro	rsonnel, R logistics, : : 999 9 999 and more Student	331
Manufactu Production Buying, pro Finance, au Information Administra social welf Marketing, Storage, n transport Maintenan Other not Size of co Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499	, quality occurement coourement coourement coourement coourement committee, c	control of the contro	rsonnel, R logistics,  999 9 999 and more Student gainfully	3: 1
Manufactu Production Buying, profinance, as Information Administra social welf Marketing, Storage, rr transport Maintenan Other area Student Other not Size of co Number of 1- 4 5- 9 10- 49 50- 99 100- 199 200- 499	, quality occurement of the country	control in the contro	rsonnel, R logistics,  999 9 999 and more Student gainfully	3!
Manufactu Production Buying, pro Finance, au Information Administra social welf Marketing, Storage, n transport Maintenan Other not Size of co Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499	, quality occurement of the country	control in the contro	rsonnel, R logistics,  999 9 999 and more Student gainfully	39111

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

3. Share of visitors on the event's days:
1st day 24 3rd day 25 5th day 24
2nd day 23 4th day 23

# Eu'Vend ---- Köln

### **Basic data trade visitors**

Total number of visitors	5 108
Proportion of trade visitors	98%
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 over 300 km	20 61
Total Germany	61
Baden- North Rhine-	20
Württemberg 12 Westphalia Bayaria 12 Rhineland-	39
Bavaria 12 Rhineland- Berlin 4 Palatinate	4
Brandenburg - Saarland	4
Bremen 1 Saxony	3
Hamburg 1 Saxony-Anhalt	1
Hesse 7 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania - Thuringia	1
Lower Saxony 13	
Total Faraign	20
<b>Total Foreign</b> of which EU	<b>39</b> 78
Rest of Europe	11
Other	12
The two countries with the highest visitor shares	%
Austria	13
Italy	11
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	39
Managing director, board member,	
head of an authority etc.	18
Senior department head, other employee	
with managerial responsibility	8 18
Department head, group head Other salaried stuff, public service	11
Skilled worker	6
Lecturer, teacher, scientific assistant	-
Trainee	1
Other position	5
Student	5
Other not gainfully employed	1
Frequency of visits to trade fair	%
2005	41
2003 First visit	27 54

# FARBE ---- Köln

### Additional data trade visitors

Economic sector Industry Wholesale, foreign trade	% 27 21
Retail trade	12
Skilled trades	1
Service	30
Authority, public services	1
Association	2
Other	5
Student	2
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	%
Decisively	40
Collectively	31
In an advisory capacity	18
No	g
Student	2
Other not gainfully employed	1

Area of responsibility	9/ 4
Management	4
Research, development, design	(
Planning, work preparation	
Manufacture, production	4
Production, quality control	4
Buying, procurement	
Finance, accounting, controlling	
Information, communication technology (E	DP) 2
Administration, organisation, personnel,	,
social welfare, training	
Marketing, sales, advertising, PR	20
Storage, material management, logistics,	
transport	
Maintenance, repairs	-
Other area	
Student	-
Other not gainfully employed	
other not gaintany employed	

# Size of company/organisation:

Nullibel Of	employe	cs.	
1- 4	24	500 - 999	
5- 9	15	1 000 - 9 999	
10- 49	25	10 000 and more	4
50- 99	9	Student	- 2
100-199	6	Other not gainfully	
200-499	8	employed	
		1 7	

Length o	of stay	(days):			%
one	75	two	16	three	9
2. Averag	e lengtl	n of stay		1,3 (	lays
		rs on the e			
1st day	49	2nd day	48	3rd day	38

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

### Docie doto trado visitore

Basic data trade visitors				
Total number of visitors	47 825			
Proportion of trade visitors	96%			
Region of residence	%			
up to 50 km	16 16			
more than 50 km up to 100 km	34			
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	35			
Total Germany	88			
Baden- North Rhine- Württemberg 15 Westphalia Bavaria 10 Rhineland-	36			
Bavaria 10 Rhineland- Berlin 3 Palatinate	11			
Brandenburg 1 Saarland	i i			
Bremen - Saxony	2			
Hamburg 1 Saxony-Anhalt	1			
Hesse 9 Schleswig-				
Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 6	1			
Total Foreign	12			
of which EU	66			
Rest of Europe	21			
Other	13			
visitor shares Netherlands Belgium Switzerland Austria Italy	% 14 13 11 10 6			
Position in the company/organisation				
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	40 6			
Senior department head, other employed				
with managerial responsibility	4			
Department head, group head	11			
Other salaried stuff, public service Skilled worker	7 12			
Lecturer, teacher, scientific assistant	3			
Trainee	10			
Other position	3			
Student				
Other not gainfully employed	1			
Frequency of visits to trade fair	%			
2005	46			
2002 1999	29 27			
Earlier events	17			
First visit	34			

### Additional data trade visitors

Economic sector	%
Industry	- 11
Trade	- 11
Skilled trades	59
Construction company	4
Housing business, property management	1
Interior designer	_ 1
Engineer's and planning office	1
Media, press, publishing	- 1
Organisation, federation Authority, public services	1
University, technical college, institution	1
Other	2
Consulting firm, other services	1 1 1 1 2 1 2 1 3
Student	3
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	%
Decisively	38
Collectively	24
In an advisory capacity	18
No	17
Student	3

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

lumber of	employe		%
1- 4	34	500 - 999	2
5- 9	18	1 000 - 9 999	3
10- 49	21	10 000 and more	3 2 3
50- 99	4	Student	3
100-199	4	Other not gainfully	
200-499	3	employed	1
		. N/A	5

Length 1. Length	of stay	(days):		
one	57 <sup>°</sup>	three	3	
two	38	four	1	
2. Averag	ae lenat	h of stay		1.5 da

3. Share of visitors on the event's days: 1st day 28 3rd day 56 2nd day 35 4th day 30

Conducted by: Walter, Wissler & Partner, Basel

#### **Basic data trade visitors**

FSB --- Köln

Total number of visitors	*)
Proportion of trade visitors	99%
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 over 300 km	15 65
Total Germany	36
Baden- North Rhine-	
Württemberg 8 Westphalia Bavaria 7 Rhineland-	59
	9
Berlin 2 Palatinate Brandenburg 1 Saarland	-
Bremen 1 Saxony	2
Hamburg - Saxony-Anhalt	1
Hesse 3 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony 8	_
Total Foreign	64
of which EU	58
Rest of Europe	14
Middle East	. 6
East Asia Australia	11
Other	3 7
The five countries with the highest	
visitor shares	%
Netherlands	11
Spain Italy	9 7 7 5
Italy Great Britain	7
Switzerland	5
	%
Position in the company/organisation	
Position in the company/organisation Other self-employed entrepreneur, partner,	
Other self-employed entrepreneur, partner, freelance profession	
Other self-employed entrepreneur, partner, freelance profession Executive director, executive board membe	r,
Other self-employed entrepreneur, partner, freelance profession Executive director, executive board membe head of authorities or similar	r,
Other self-employed entrepreneur, partner, freelance profession Executive director, executive board membe head of authorities or similar Senior department head, other employee	r, 18 13
Other self-employed entrepreneur, partner, freelance profession Executive director, executive board membe head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head	r, 18 13 14
Other self-employed entrepreneur, partner, freelance profession Executive director, executive board membe head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service	r, 18 13 14
Other self-employed entrepreneur, partner, freelance profession Executive director, executive board membe head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	r, 18 13 14
Other self-employed entrepreneur, partner, freelance profession Executive director, executive board membe head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	18 13 14
Other self-employed entrepreneur, partner, freelance profession Executive director, executive board membe head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	r, 18 13

۲)		number of visitors not available,	
	combined	with aquannale, solaria	

Frequency of visits to trade fair 2005 2003 Earlier events

First visit

Economic sector Industry	9/ 24
Specialist shop Wholesale	
Import, export	10
Skilled trades Service companies	18
Learned professions	10
Institution, administration, public authority University, research	
Other Student	
Influence on purchasing/	0.0
procurement decisions Decisively	% 37
Collectively In an advisory capacity	3: 20
No	
Student	4
Area of responsibility Management	9/ 3(
Research, development, design	
Planning, work preparation Manufacture, production	1
Production, quality control	
Buying, procurement Finance, accounting, controlling	
Information, communication technology (ED Administration, organisation, personnel,	P)
social weltare, training	1
Marketing, sales, advertising, PR Storage, material management, logistics,	- 1
transport Maintenance, repairs	
Other area	
Student	4
Size of company/organisation: Number of employees:	0,
1- 4 21 200- 499	1
5- 9 12 500- 999 10- 49 25 1 000- 9 999	9,
50- 99 11 10 000 and more	
100-199 7 Student	
Length of stay 1. Length of stay (days):	9
	19
one 60 two 21 three	
one 60 two 21 three	day

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

# IFMA Cologne (2006) ---- Köln

### **Basic data trade visitors**

Dasie data trade Tisitors	
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- North Rhine-	F4
Württemberg 6 Westphalia Bavaria 5 Rhineland-	51
Berlin 1 Palatinate	6
Brandenburg 1 Saarland	1
Bremen 1 Saxony	2 2
Hamburg 1 Saxony-Anhalt	2
Hesse 8 Schleswig-	2
Mecklenburg- Holstein West Pommerania 1 Thuringia	2
Lower Saxony 10	
Total foreign	22
of which EU	69
Rest of Europe	8
South and Central America	7
East Asia Other	8
- Other	
The three countries with the highest	
visitor shares	%
Netherlands France	25
Belgium	8 7
Position in the company/organisation	
Entrepreneur, partner, self-employed Managing director, board member,	43
head of an authority etc.	7
Senior department head, other employed with managerial responsibility	3
with managerial responsibility	4
Department head, group head Other salaried staff, public service	11
Skilled worker	10
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	5
Student Other not gainfully employed	3 5 4 2
Other not gainfully employed	
Frequency of visits to trade fair	%
2005	55
2004 2003	48 45
2003	40
Earlier events	33 25
First visit	25

# **Basic data private visitors**

Proportion of priv	vate visitors	45%
Region of residen	ice	%
up to 50 km		57
more than 50 km i		22
more than 100 km	up to 300 km	16
over 300 km		5
Total Germany		99
Baden-	North Rhine-	
Württemberg	2 Westphalia	87
Bavaria	1 Rhineland-	
Berlin	<ul> <li>Palatinate</li> </ul>	5
Brandenburg	- Saarland	-
Bremen	- Saxony	-
Hamburg	- Saxony-Anhalt	-
Hesse	3 Schleswig-	
Mecklenburg-	Holstein	-
West Pommerania Lower Saxony	- Thuringia 2	
Total foreign		1
Position in the co	mnany/organication	9/6
Entrepreneur, partr	ompany/organisation ner, self-employed	% 7
Entrepreneur, partr Managing director,	ner, self-employed , board member,	
Entrepreneur, partr Managing director, head of an authori	ner, self-employed , board member, ty etc.	% 7
Entrepreneur, partr Managing director, head of an authori Senior department	ner, self-employed , board member, ty etc. head, other employee	1
Entrepreneur, partr Managing director, head of an authori Senior department with managerial re	ner, self-employed , board member, ty etc. head, other employee esponsibility	1
Entrepreneur, partr Managing director, head of an authori Senior department with managerial re	ner, self-employed , board member, ty etc. head, other employee esponsibility	1 1 9
Entrepreneur, partr Managing director, head of an authori Senior department with managerial re Department head, Other salaried staf	ner, self-employed , board member, ty etc. head, other employee esponsibility	1 1 9
Entrepreneur, partr Managing director, head of an authori Senior department with managerial re Department head, Other salaried staf Skilled worker	ner, self-employed board member, ty etc. head, other employee sponsibility group head f, public service	1 1 9
Entrepreneur, partr Managing director, head of an authori Senior department with managerial re Department head, Other salaried staf Skilled worker Lecturer, teacher, s	ner, self-employed board member, ty etc. head, other employee sponsibility group head f, public service	1 1 9
Entrepreneur, partr Managing director, head of an authori Senior department with managerial re Department head, Other salaried staf Skilled worker Lecturer, teacher, s Trainee	ner, self-employed board member, ty etc. head, other employee sponsibility group head f, public service	1 1 9
Entrepreneur, partr Managing director, head of an authori Senior department with managerial re Department head, Other salaried staf Skilled worker Lecturer, teacher, s Trainee Other position	ner, self-employed board member, ty etc. head, other employee sponsibility group head f, public service	1
Entrepreneur, partr Managing director, head of an authori	ner, self-employed board member, ty etc. head, other employee sponsibility group head f, public service scientific assistant	1 9 34 13 5 4 7

### **Basic data all visitors**

Region of	residence	%
up to 50 k	m 50 l	37
more than	50 km up to 100 km 100 km up to 300 km	17 22
over 300 k	m	24
Total Gerr	nany	88
Baden- Württembe	North Rhine- erg 4 Westphalia	69
Bavaria Berlin	3 Rhineland- 1 Palatinate	5
Brandenbu		-
Bremen	1 Saxony	1
Hamburg	1 Saxony-Anhalt	1
Hesse Mecklenbu	5 Schleswig- rg- Holstein	1
West Pomr	merania - Thuringia	i
Lower Sax		
Total fore		12
	EU Post of Europa	70
	Rest of Europe South and Central America	9 7 7
	East Asia	/
The three	East Asia Other countries with the highest	8 %
The three visitor sha Netherland France	East Asia Other countries with the highest	8
The three visitor sha Netherland France Belgium	East Asia Other countries with the highest ares s	8 % 26 9 7
The three visitor sha Netherland France Belgium	East Asia Other countries with the highest ares s	8 % 26 9 7
The three visitor sha Netherland France Belgium  Position ir Entreprene Managing	East Asia Other  countries with the highest ares is  the company/organisation ur, partner, self-employed director, board member.	% 26 9 7 % 27
The three visitor sha Netherland France Belgium  Position in Entreprene Managing head of an Senior dep	East Asia Other  countries with the highest ares is  the company/organisation ur, partner, self-employed director, board member, authority etc. artment head, other employee	% 26 9 7 7 27 4 4 e
The three visitor sha Netherland France Belgium  Position ir Entreprene Managing head of an Senior dep with mana	Countries with the highest ares is the company/organisation ur, partner, self-employed director, board member, authority etc. artment head, other employed corial responsibility	% 26 9 7 7 27 4 4 e
The three visitor sha Netherland France Belgium  Position ir Entreprene Managing head of an Senior dep with mana	Countries with the highest ares is the company/organisation ur, partner, self-employed director, board member, authority etc. artment head, other employed corial responsibility	% 26 9 7 7 27 4 4 e
The three visitor sha Netherland France Belgium  Position in Entreprene Managing head of an Senior dep with mana Departmen Other salar Skilled work	countries with the highest ares is is in the company/organisation ur, partner, self-employed director, board member, authority etc. artment head, other employee gerial responsibility it head, group head ried staff/public service ker	% 26 9 7 7 27 4 4 e
The three visitor sha Netherland France Belgium  Position in Entreprene Managing head of an Senior dep with mana Departmen Other salar Skilled wor Lecturer, te	East Asia Other  countries with the highest tres is  n the company/organisation ur, partner, self-employed director, board member, authority etc. artment head, other employed gerial responsibility it head, group head ied staff/public service	% 26 9 7 7 27 4 4 e
The three visitor she Netherland France Belgium  Position ir Entreprene Managing head of an Senior dep with mana Departmen Other salar Skilled wor Lecturer, te Trainee	East Asia Other  countries with the highest ares is  n the company/organisation ur, partner, self-employed director, board member, authority etc. artment head, other employed gerial responsibility thead, group head ied staft/public service ker eacher, scientific assistant	% 266 9 7 7 27 4 4 2 3 3 9 9 22 4 4 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
The three visitor sha Netherland France Belgium  Position in Entreprene Managing head of an Senior dep with mana Departmen Other salar Skilled wor Lecturer, te Trainee Other posit Student	East Asia Other  countries with the highest ares Is  the company/organisation ur, partner, self-employed director, board member, a authority etc. artment head, other employed gerial responsibility it head, group head ried staff/public service ker eacher, scientific assistant tition	% 266 9 7 7 27 4 4 4 4 6 6 6 6 6
The three visitor sha Netherland France Belgium  Position in Entreprene Managing head of an Senior dep with mana Departmen Other salar Skilled wor Lecturer, te Trainee Other posit Student	East Asia Other  countries with the highest ares is  n the company/organisation ur, partner, self-employed director, board member, authority etc. artment head, other employed gerial responsibility thead, group head ied staft/public service ker eacher, scientific assistant	% 266 9 7 7 27 4 4 2 3 3 9 9 22 4 4 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
The three visitor sha Netherland France Belgium  Position in Entreprene Managing head of an Senior dep with mana Departmen Other salar Skilled won Lecturer, te Trainee Other posit Student Other not of the posit Student Other not of the salar Skilled won the salar	East Asia Other  countries with the highest ares Is  the company/organisation ur, partner, self-employed director, board member, a authority etc. artment head, other employed gerial responsibility it head, group head ried staff/public service ker eacher, scientific assistant tition	88 266 99 77 27 22 44 466 666
The three visitor sha Netherland France Belgium  Position in Entreprene Managing head of an Senior dep with mana Departmen Other salar Skilled wor Lecturer, te Trainee Other posi Student Other not visit of the position of the salar Student Other not visit of the position of the salar Student Other not visit of the position of the salar Student Other not visit of the position of the salar Student Other not visit of the position	countries with the highest ares is in the company/organisation our, partner, self-employed director, board member, authority etc. artment head, other employee gerial responsibility it head, group head ried staff/public service ker eacher, scientific assistant tion gainfully employed	% 26 9 7 7 27 4 4 4 4 4 6 6 6 6 6 6 4 4 4 4 4 4 4 4
The three visitor sha Netherland France Belgium  Position in Entreprene Managing head of an Senior dep with mana Departmen Other salar Skilled won Lecturer, te Trainee Other posit Student Other not of the salar Skilled with the salar Skilled won Lecturer, te Trainee Other not of the salar Skilled won Lecturer, te Trainee Other not of the salar Skilled won Lecturer, te Trainee Other not of the salar Skilled won Lecturer, te Trainee Other not of the salar Skilled won Lecturer, te Trainee Other not of the salar Skilled won Lecturer, te Trainee Other not of the salar Skilled won Lecturer the salar Skilled won Lecture	countries with the highest ares is in the company/organisation our, partner, self-employed director, board member, authority etc. artment head, other employee gerial responsibility it head, group head ried staff/public service ker eacher, scientific assistant tion gainfully employed	8 26 26 27 4 4 4 4 6 6 6 6 6 6 3 3 6 3 3 6
The three visitor she Netherland France Belgium  Position ir Entreprene Managing head of an Senior dep with mana Departmen Other salar Skilled won Lecturer, te Trainee Other position Student Other not groups and the salar Skilled word of the position of	countries with the highest ares is in the company/organisation our, partner, self-employed director, board member, a authority etc. artment head, other employed gerial responsibility it head, group head ried staff/public service ker eacher, scientific assistant tion gainfully employed	% 26 9 7 7 27 22 12 24 4 4 6 6 6 6 6 6 6 6 4 4 4 4 4 4 4 4

First visit

### Additional data trade visitors

Economic sector	0/0
Specialist retail trade with workshop	13
Specialist retail trade with workshop	43
	1
Large forms of retail trade	- 4
Department store	
Mail order	2
Wholesale, foreign trade with retail trade	3
Wholesale, foreign trade without retail trade	4
Import, export	5
Buying association	ļ
Commercial agent	2
Skilled trades	
Industry	Π
Service	8
Authority, public services	_1
University, research	5
Other	3
Student	% 43 3 1 1 2 3 4 5 1 2 2 11 8 1 5 3 4 2 2 1 2 2 2 1 2 2 3 4 2
Other not gainfully employed	2
Influence and an included	
Influence on purchasing/ procurement decisions	0/
Procurement decisions	% 35
Decisively Collectively	
Collectively	31 20
In an advisory capacity No	10
Student	4
	2
Other not gainfully employed	
Area of responsibility	%
Management	22
Research, development, design	6
Planning, work preparation	ž
Manufacture, production	6
Production, quality control	2
	32 6 2 6 2 11
Buying, procurement Finance, accounting, controlling	''i
Information, communication technology (EDP	
Administration, organisation, personnel,	, י
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	ž
gaman, employed	
Size of company/organisation:	
Number of employees:	%
1- 4 44 500- 999	2
5- 9 13 1 000- 9 999	% 2 4 2 4
10- 49 15 10 000 and more	7
50- 99 4 Student	7
	7
100-199 4 Other not gainfully 200-499 7 employed	2
200 455 7 chiployed	

Length of stay
1.Length of stay (days):
one 64 three
two 26 four
2.Average length of stay

3. Share of visitors on the event's days: 1st day 47 3rd day 31 2nd day 54 4th day 18

1,5 days

### Additional data private visitors

Sex Male Female	% 81 19
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 4 17 23 26 16 12 2
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 9 12 17 21 23 10 7
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 26 36 17 14
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 no maybe	% 57 8

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

# IDS --- Köln

### **Basic data trade visitors**

Proportion of trade visitors  Region of residence up to 50 km more than 50 km up to 100 km	
up to 50 km	98%
more than 50 km up to 100 km	%
	11 7
more than 100 km up to 300 km over 300 km	21 61
Total Germany	59
Baden- North Rhine- Württemberg 11 Westphalia	35
Bavaria 12 Rhineland-	33
Berlin 4 Palatinate	7
Brandenburg 1 Saarland Bremen 1 Saxony	1
Hamburg 2 Saxony-Anhalt	
Hesse 11 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	2
West Pommerania 1 Thuringia Lower Saxony 8	2
Total Foreign	41
of which EU Rest of Europe	43 14
Africa	6
North America	5 4 13
South and Central America Middle East	13
East Asia	14
Australia	3
The five countries with the highest visitor shares Netherlands Italy India Saudi Arabia Russia	% 8 5 5 4 4
	n %
Position in the company/organisatio	
Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member,	
Managing director, board member, head of an authority etc.	13
Managing director, board member, head of an authority etc. Senior department head, other employo with managerial responsibility	13 ee
Managing director, board member, head of an authority etc. Senior department head, other employo with managerial responsibility Department head, group head	13 ee
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service	13 ee 5
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	13 ee 5 10 10
Managing director, board member, head of an authority etc. Senior department head, other employs with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	13 ee 5 10 10
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	13 ee 5 9 10 10
Managing director, board member, head of an authority etc. Senior department head, other employs with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	13 ee 5
Managing director, board member, head of an authority etc. Senior department head, other employs with managerial responsibility pepartment head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	13 eee
Managing director, board member, head of an authority etc. Senior department head, other employs with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	12 eee
Managing director, board member, head of an authority etc. Senior department head, other employs with managerial responsibility pepartment head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	13 eee
Managing director, board member, head of an authority etc. Senior department head, other employs with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 2003	13 ee

### Additional data trade visitors

Economic sector Dental surgery Surgery-laboratory Dental laboratory Dental laboratory Dental industry Service Dental Technical College University, research Other Student Other not gainfully employed	% 37 4 20 13 10 3 1 2 4 5 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 36 28 21 10 5
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (EDP Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed	% 33 6 4 14 2 5 1 ) 1 5 10

Size of co	mpany	organisa	tion:		%
1- 4 5- 9	25 25	5	00 - 00 -	999 9 999	2 3
10- 49 50- 99	26		00 an	d more Student	1 5
100-199	5 4	Other	not g	ainfully	5
200-499	3		en	nployed	1
Length of	f stay	(days):			%
one two		three four	12 8	five	10
2. Average	length	of stay		2,1	days
3. Share o	f visitors	on the e	vent's	days:	

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

# imm cologne (2006) ---- Köln

Total number of visitors	115 775
Proportion of trade visitors	<b>71</b> %
Region of residence	%
up to 50 km	18
more than 50 km up to 100 km	11 28
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	42
Total Germany Baden- North Rhine-	75
Württemberg 11 Westphalia Bavaria 10 Rhineland-	50
Berlin 2 Palatinate	7
Brandenburg - Saarland	1
Bremen - Saxony Hamburg 2 Saxony-Anhal	
Hesse 6 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania - Thuringia Lower Saxony 6	1
Total foreign	25
of which EU  Rest of Europe	68
Africa	'2
North America	19
South and Central America	-
Middle East East Asia	
Australia	1
The five countries with the highest	
The five countries with the highest visitor shares	%
The five countries with the highest	% 15 13
The five countries with the highest visitor shares Netherlands Austria Switzerland	% 15 13
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium	9/ 15 13
The five countries with the highest visitor shares Netherlands Austria Switzerland	9/ 15 13
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisatio Entrepreneur, partner, self-employed	% 15 13 9 6 5
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9% 15 13 9 6 5 9 9 8
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ	% 15 13 5 6 5 5 n %
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head	% 15 13 5 6 5 5 n %
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service	% 15 13 5 6 5 5 n %
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	% 15 13 5 6 5 5 n %
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service	% 15 13 5 6 5 5 n %
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 15 13 5 6 5 5 n %
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 15 13 5 6 5 5 n %
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	9% 15 13 5 6 5 5 6 5 7 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	9% 15 13 6 6 6 6 7 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	9% 15 13 6 6 5 7 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 2004 2003	9% 15 13 6 5 6 5 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	9% 15 13 5 6 5 5 6 5 7 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8

### Basic data all visitors

more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	3:
Total Germany Baden- North Rhine-	8
Württemberg 9 Westphalia	6
Württemberg 9 Westphalia Bavaria 7 Rhineland- Berlin 2 Palatinate	
Brandenburg - Saarland Bremen - Saxony Hamburg 2 Saxony-Anhalt Hesse 5 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	
Lower Saxony 5	
Total foreign	1
of which EU Rest of Europe	1
Africa	<b>1</b> 6 1
North America South and Central America	
Middle East	
East Asia Australia	
The five countries with the highest visitor shares Netherlands Austria	1
visitor shares	1
visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation	1 1
visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	3
visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9 3
visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility	1 1 9 3
visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head	1 1 9 3
visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	1 1 9 3
visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	1 1 9 3
visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	1 1 9 3
visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	1 1 9 3
visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	9 3
visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	1 1 9 3
visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	1 1 3 3 3 3 3 4 4 4 4 4 4 4 4 4 4 4 4 4
visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	9 9 3 3 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2005 2004 2003	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
visitor shares Netherlands Austria Switzerland Belgium Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2005 2004	1 1 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3

#### Additional data trada visitara

Economic sector			2
Industry Wholesale, foreign	trade		
Retail trade			
Skilled trades			
Service Authority, public s	ervices		
Association	ic. vices		
Other sectors			
Influence on pur	chasing/		
procurement dec Decisively	isions		3
Collectively			
In an advisory cap	oacity		
No Student			
Other not gainfully	v employed		
Area of responsi	bility		3
Management Research, develop	ment, design	1	
Planning, work pr	eparation		
Manufacture, production, quality	duction		
Production, quality Buying, procureme			
Finance, accounting	na. controllin	a	
Information, comn	nunication te	echnology (El	DP)
Administration, or	nunication te	echnology (El	DP)
Administration, or social welfare, tra Marketing, sales,	nunication to ganisation, p ining advertising,	echnology (El personnel, PR	
Administration, or social welfare, tra Marketing, sales, Storage, material	nunication to ganisation, p ining advertising,	echnology (El personnel, PR	
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, repa	nunication to ganisation, p ining advertising, managemen	echnology (El personnel, PR	
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, repart of the rarea	nunication to ganisation, p ining advertising, managemen	echnology (El personnel, PR	,
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, repa Other area Student	nunication to ganisation, p ining advertising, managemen airs	echnology (El personnel, PR	
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, repart of the rarea	nunication to ganisation, p ining advertising, managemen airs	echnology (El personnel, PR	
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, repa Other area Student Other not gainfully Size of company.	nunication to ganisation, p ining advertising, managemen airs y employed /organisatio	echnology (El personnel, PR t, logistics,	
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, reported to the rarea Student Other not gainfully Size of company, Number of employ 1- 4 22	nunication to ganisation, p ining advertising, managemen airs y employed /organisatio yees:	PR t, logistics,	
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, repa Other area Student Other not gainfully—  Size of company, Number of employ 1-4 22 5-9 13	nunication te ganisation, p ining advertising, managemen airs y employed /organisatio yees: 500 1 000	echnology (Elersonnel, PR t, logistics, on: - 999 - 9 999	
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, report M	nunication te ganisation, p ining advertising, managemen airs y employed /organisatio yees: 500 1 000	personnel, PR t, logistics,  n: - 999 - 9 999 and more	
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, repa Other area Student Other not gainfully  Size of company, Number of employ 1- 4 22 5- 9 13 10- 49 16 50- 99 6 6 100-199 6	nunication te ganisation, p ining advertising, managemen airs y employed /organisatio yees: 500 1 000 10 000	echnology (Elersonnel, PR t, logistics, on: - 999 - 9 999	
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, report of the rarea Student Other not gainfully Size of company, Number of employ 1- 4 22 5- 9 13 10- 49 16 50- 99 6	nunication te ganisation, p ining advertising, managemen airs y employed /organisatio yees: 500 1 000 10 000	personnel,  PR t, logistics,  on:  999 and more Student	
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, report of the rarea Student Other not gainfully.  Size of company, Number of employ 1- 4 22 5- 9 13 10- 49 16 50- 99 6 100-199 6 200-499 6 Length of stay	nunication te ganisation, p ining advertising, managemen airs y employed /organisatio yees: 500 1 000 Other no	personnel, PR t, logistics,  - 999 - 9 999 and more Student ot gainfully	DP)
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, repa Other area Student Other not gainfully.  Size of company, Number of employ 1- 4 22 25- 9 13 10- 49 16 50- 99 6 200-499 6  Length of stay 1.Length of stay (1.Length of stay)	nunication te ganisation, p ining advertising, managemen airs y employed /organisatio yees: 500 1 000 Other no	personnel, PR t, logistics,  - 999 - 9 999 and more Student of gainfully employed	
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, report of the rarea Student Other not gainfully  Size of company, Number of employ  1- 4 22  5- 9 13  10- 49 16  50- 99 6  100-199 6  200-499 6  Length of stay  1. Length of stay  one 61	nunication te ganisation, pining advertising, managemen airs  y employed  /organisatio yees: 500 1 000 Other no	personnel, PR t, logistics,  n: 999 999 and more Student ot gainfully employed	
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, repa Other area Student Other not gainfully.  Size of company, Number of employ 1- 4 22 25- 9 13 10- 49 16 50- 99 6 200-499 6  Length of stay 1.Length of stay (1.Length of stay)	nunication te ganisation, p ining advertising, managemen airs y employed /organisatio yees: 500 1 000 0 Other no	personnel, PR t, logistics,  - 999 - 9 999 and more Student of gainfully employed	
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, repa Other area Student Other not gainfully  Size of company, Number of employ 1- 4 22 5- 9 13 10- 49 16 50- 99 6 100-199 6 200-499 6  Length of stay  1. Length of stay one 61 two 21	nunication te ganisation, pining advertising, managemen airs  y employed  /organisatio yees: 500 1 000 Other no	price of the seven	
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, repa Other area Student Other not gainfully  Size of company, Number of employ  1	y employed  /organisation  y employed  /organisatio  y employed  /organisatio  1 000 10 000  Other no	personnel, PR t, logistics,  - 999 and more Student to gainfully employed  4 seven 2 - 1,7 nt's days:	7 da
Administration, or social welfare, tra Marketing, sales, Storage, material transport Maintenance, repa Other area Student Other not gainfully.  Size of company, Number of employ 1- 4 22 25- 9 13 10- 49 16 50- 99 6 200-499 6  Length of stay 1.Length of stay (one 61 two 21 three 10 2. Average length	nunication te ganisation, pining advertising, managemen eirs  y employed  /organisatio yees: 500 1 000 Other no  (days): four five six of stay so on the ever 4th day	presented by the seven of the s	7 da

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

# Inter-Karneval (2006) ---- Köln

# **Basic data private visitors**

Total number of visitors	12 927	
Proportion of private visitors		
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 over 300 km	33 20	
Total Germany	97	
Baden- North Rhine-	40	
Württemberg 7 Westphalia Bavaria 8 Rhineland-	49	
Bavaria 8 Rhineland- Berlin - Palatinate	12	
Brandenburg - Saarland	12	
Bremen - Saxony	i	
Hamburg - Saxony-Anhalt	i	
Hesse 17 Schleswig-		
Mecklenburg- Holstein		
West Pommerania - Thuringia	2	
Lower Saxony 3		
Total foreign	3	
Position in the company/organisation	%	
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	g	
Student	11	
	8	
Housewife/man		
	5	
Housewife/man Old-age pensioner  Frequency of visits to trade fair	%	
Housewife/man Old-age pensioner  Frequency of visits to trade fair 2005	% 38	
Housewife/man Old-age pensioner  Frequency of visits to trade fair 2005 2004	% 38 30	
Housewife/man Old-age pensioner  Frequency of visits to trade fair 2005	%	

# Additional data private visitors

Sex Male Female	% 57 43
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 13 22 20 27 12 5
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 6 5 12 7 13 6 3 48
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 11 26 22 29 12
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes no maybe	63 9 28
Follow-up business Intend to buy at later date	%
yes no	39
maybe	53

# maybe 53 Conducted by: IMPTE GmbH Institut für Management-Training und Entwicklung, Bendorf

# interzum ---- Köln

### **Basic data trade visitors**

Total number of visitors	50 287	
Proportion of trade visitors	99%	
Region of residence	9	
up to 50 km		
more than 50 km up to 100 km more than 100 km up to 300 km	1	
over 300 km	69	
Total Germany	40	
Baden- North Rhine- Württemberg 16 Westphalia		
Württemberg 16 Westphalia Bavaria 11 Rhineland-	•	
Berlin 2 Palatinate		
Brandenburg - Saarland		
Bremen - Saxony Hamburg 2 Saxony-Anhalt		
Hamburg 2 Saxony-Anhalt Hesse 5 Schleswig-		
Mecklenburg- Holstein		
West Pommerania - Thuringia Lower Saxony 6		
	-	
<b>Total Foreign</b> of which EU	<b>6</b> 0 50	
Rest of Europe	10	
Africa		
North America South and Central America		
Middle East		
	4	
East Asia	9	
	9	
East Asia Australia  The five countries with the highest	3	
East Asia Australia  The five countries with the highest visitor shares	9/	
East Asia Australia  The five countries with the highest visitor shares Italy	9/	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium	9/	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands	9/	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands	9/	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands Great Britain	0/	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	99 10 10 11 13 30	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9% 8 ( ) 9 ( ) 1 3 ( )	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	99 8 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	99 8 9 9 10 11 11	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service	99 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	99 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	99 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9 8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	99 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	99 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	99 30 40 40 40 40 40 40 40 40 40 40 40 40 40	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	99 33 33 33 33 33 33 33 33 33 33 33 33 3	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	9 9 30 30 30 30 30 30 30 30 30 30 30 30 30	
East Asia Australia  The five countries with the highest visitor shares Italy France Belgium Netherlands Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	99 33 33 33 33 33 33 33 33 33 33 33 33 3	

### Additional data trade visitors

Economic sector	
Industry Wholesale, foreign trade	
Retail trade	
Skilled trades	
Service	
Authority, public services	
University, research Other	
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	
Decisively Collectively	
In an advisory capacity	
No	
Student Other not gainfully employed	
Area of responsibility	:
Management Research, development, design	
Planning, work preparation	
Manufacture, production	
Production, quality control Buying, procurement	
buying, procurement	
Finance, accounting, controlling	
Finance, accounting, controlling Information, communication technolog	y (EDP)
Information, communication technolog	y (EDP) el,
Information, communication technolog Administration, organisation, personne social welfare, training	el,
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti	el,
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti transport	el,
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti transport Maintenance, repairs	el,
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti transport	el,
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti transport Maintenance, repairs Other area	el,
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti transport Maintenance, repairs Other area Student Other not gainfully employed Size of company/organisation:	cs,
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti transport Maintenance, repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees:	cs,
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1- 4 15 500-9	el, cs,
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logistitransport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation:  Number of employees:  1	el, cs, 99
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	el, cs, 99
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logistitransport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation:  Number of employees:  1	el, cs, 99 99 99 ent
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	el, cs, 99 99 99 ore ent illy
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	el, cs, 99 99 99 ent
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	el, cs, 99 99 99 ore ent illy
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	el, cs, 999 99 99 99 99 99 ent ent
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	1,7 da
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	1,7 da
Information, communication technolog Administration, organisation, personne social welfare, training Marketing, sales, advertising, PR Storage, material management, logisti transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1	1,7 da

# ISM ---- Köln

# **Basic data trade visitors**

basic uata trade visitors	
Total number of visitors	35 957
Proportion of trade visitors	95%
Region of residence	%
up to 50 km more than 50 km up to 100 km	14 8
more than 100 km up to 300 km over 300 km	18
over 300 km	60
Total Germany	47
Baden- North Rhine- Württemberg 8 Westphalia Bavaria 7 Rhineland-	52
Bavaria 7 Rhineland- Berlin 3 Palatinate	6
Brandenburg 1 Saarland	-
	2
Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig-	2
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia Lower Saxony 5	'
Total Foreign	53
of which EU	55
Rest of Europe Africa	53 55 12 3 4 9 8
North America	4
South and Central America	9
Middle East East Asia	8
Australia	1
The five countries with the highest	٥,
visitor shares Netherlands	% 10
Great Britain	
France Italy	8 7 6
Switzerland	5
Position in the company/organisation	%
Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	18
Senior department head, other employed with managerial responsibility	e 11
Department head, group head	16
Other salaried stuff, public service Skilled worker	14
Lecturer, teacher, scientific assistant	4 1 4 5 4
Trainee Other position	4
Other position Student	4
Frequency of visits to trade fair	%
2006	41
2005 2004	34 26
2003	24
Earlier events First visit	20 40
I II ST VISIT	40

# Kind + Jugend → Köln

#### Additional data trade visitors

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 37 28 20 11
Area of responsibility Management	% 30

Area of responsibility	%
Management	30
	8
Research, development, design	
Planning, work preparation	2
Manufacture, production	7 2
Production, quality control	2
Buying, procurement	13
Finance, accounting, controlling	1
Information, communication technology (EDI	?) -
Administration, organisation, personnel,	
social welfare, training	1
Marketing, sales, advertising, PR	25
Storage, material management, logistics,	
transport	2
Maintenance, repairs	-
Other area	4
Student	4

Size of con Number of	npany/o	organisation: ees:		9
1- 4	17 1	200 -	499	10
5- 9	10	500 -	999	
10- 49	22	1 000 - 9	999	- 10
50- 99	8	10 000 and	more	
100-199	9	Stu	ıdent	4

Length (	of stay			%
1. Length		(days):	40	
one	51	three	13	
two	26	four	10	
2. Averag	je length	n of stay		1,8 days
3. Share	of visito	rs on the e	vent's	days:
1st da	v 45	3rd day	50	•
1st day 2nd da	v 56	3rd day 4th day	32	

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

#### **Basic data trade visitors**

Total number of visitors	16 740
Proportion of trade visitors	98%
Region of residence	%
up to 50 km more than 50 km up to 100 km	8
more than 100 km up to 300 km	13
over 300 km	73
Total Germany	30
Baden- North Rhine-	43
Württemberg 7 Westphalia Bavaria 24 Rhineland-	43
Berlin 1 Palatinate	5
Brandenburg 1 Saarland	1
Bremen 2 Saxony	1
Hamburg 1 Saxony-Anhalt	-
Hesse 5 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 5	2
Total Foreign	70
of which EU	59
Rest of Europe	10
Africa	3
North America South and Central America	6
East Asia	12
Middle East	4
Australia	2
The five countries with the highest	01
<b>visitor shares</b> France	% 10
Great Britain	
Italy	8
Netherlands	9 8 7 5
USA	5
Position in the company/organisation	%
Entrepreneur, partner, self-employed	41
Managing director, board member, head of an authority etc.	20
Senior department head, other employee	
with managerial responsibility	11
Department head, group head	10
Other salaried stuff, public service	10
Skilled worker	4
	2
Lecturer, teacher, scientific assistant	4
Trainee	1
	4 2 1 7 2 2

Frequency of visits to trade fair 2006 2005 2004 2003

Earlier events First visit

Additional data trade visitors	
Economic sector Manufacturer, Industry Wholesale trade Specialist retail trade Buying association Mail order Chain store Department store Hypermarket Online shop Other retail Commercial agent Import, export Skilled trades Service Media, press, publishing Authority, public services Other Student Other not gainfully employed	% 24 18 17 2 1 1 2 3 3 2 2 7 1 5 4 1 3 2 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 48 21 16 11 2
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (ED Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed	% 40 8 1 7 1 11 1 1 1 P) -
Size of company/organisation:           Number of employees:         1 - 4 26 500 - 999           5 - 9 15 1 000 - 9 999         10 - 49 23 10 000 and more           50 - 99 8 Student         Student           100-199 7 Other not gainfully         200-499 5 employed	% 4 6 3 2
Length of stay 1. Length of stay (days): one 38 three 16 two 31 four 15	%

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

3. Share of visitors on the event's days: 1st day 48 3rd day 59 2nd day 64 4th day 39

2,1 days

2. Average length of stay

# spoga --- Köln

#### Basic data trade visitors

Total number of visitors	27 561
Proportion of trade visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 10 5 18 67
Total Germany	36
Baden- North Rhine- Württemberg 10 Westphalia Bavaria 9 Rhineland-	47
Berlin 1 Palatinate	6
Brandenburg - Saarland	1
Bremen 1 Saxony Hamburg 3 Saxony-Anhalt	2
Hamburg 3 Saxony-Anhalt Hesse 4 Schleswig-	
Mecklenburg- Holstein	3
West Pommerania - Thuringia Lower Saxony 11	2
Total Foreign of which EU	64
Rest of Europe	64
North America	6
South and Central America	.6
East Asia Other	13
The five countries with the highest	
visitor shares	%
Netherlands Great Britain	11
Great Britain Italy	5

The five countries with the highest visitor shares Netherlands Great Britain Italy France USA	9,
Position in the company/organisation	9
Entrepreneur, partner, self-employed Managing director, board member,	4
ivialiaging director, board member,	_

head of an authority etc.
Senior department head, other emp
with managerial responsibility
Department head, group head
Other salaried stuff, public service
Skilled worker
Lecturer, teacher, scientific assistan
Trainee
Other position
Student
Other not gainfully employed

Frequency of visits to trade fair 2006 2005 2004 2003 Fadier events	% 54 34 30 24
Earlier events	19
First visit	32

Industry Trade	sector	2
Skilled trade	es	
Service Authority, p	oublic services	
Other Student		
	painfully employed	
	on purchasing/	
<b>procureme</b> Decisively	nt decisions	2
Collectively	ory capacity	-
No	ory cupacity	
Student Other not g	gainfully employed	
	sponsibility	
Managemer Research, d	nt levelopment, design	3
Planning, w	ork preparation	
Production,	e, production quality control	
Buying, pro Finance, acc	curement counting, controlling	
Information,	, communication technology (EL ion, organisation, personnel,	P)
Aumminutau	ire, training	
social welfa		
social welfa Marketing,	sales, advertising, PR	
social welfa Marketing, Storage, ma transport	sales, advertising, PR aterial management, logistics,	
social welfa Marketing, Storage, ma transport Maintenanc Other area	sales, advertising, PR aterial management, logistics,	
social welfa Marketing, Storage, ma transport Maintenanc Other area Student	sales, advertising, PR aterial management, logistics,	
social welfa Marketing, Storage, ma transport Maintenanc Other area Student Other not g	sales, advertising, PR aterial management, logistics, re, repairs painfully employed  mpany/organisation:	
social welfa Marketing, Storage, matransport Maintenanc Other area Student Other not g Size of con Number of	sales, advertising, PR aterial management, logistics, se, repairs  painfully employed  mpany/organisation: employees:	
social welfa Marketing, Storage, ma transport Maintenanc Other area Student Other not g Size of con Number of 1- 4 5- 9	sales, advertising, PR aterial management, logistics, se, repairs  painfully employed  mpany/organisation: employees: 27 500- 999 16 1 000- 9 999	
social welfa Marketing, Storage, ma transport Maintenanc Other area Student Other not g Size of con Number of 1- 4 5- 9 10- 49 50- 99	sales, advertising, PR aterial management, logistics, ee, repairs  painfully employed  mpany/organisation: employees: 27 500 999	
social welfa Marketing, Storage, ma transport Maintenanc Other area Student Other not g Size of con Number of 1- 4 5- 9 10- 49 50- 99 100-199	sales, advertising, PR aterial management, logistics, re, repairs  painfully employed  mpany/organisation: employees: 27 500 999 16 1 000 999 23 10 000 and more 10 Student 7 Other not gainfully	
social welfa Marketing, Storage, me transport Maintenanc Other area Student Other not g Size of con Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499	sales, advertising, PR aterial management, logistics, te, repairs  mpany/organisation: employees: 27 500 - 999 16 1 000 - 9 999 23 10 000 and more 10 Student 7 Other not gainfully 6 employed	
social welfa Marketing, Storage, me transport Maintenanc Other area Student Other not g Size of con Number of 1-4 4 5-9 100-199 200-499 Length of g	sales, advertising, PR aterial management, logistics, se, repairs  mpany/organisation: employees: 27 500- 999 16 1 000- 9 999 23 10 000 and more 10 Student 7 Other not gainfully 6 employed  stay stay stay stay (days):	
social welfa Marketing, Storage, ma transport Maintenanc Other area Student Other not g Size of con Number of 1- 4 5- 9 10- 49 50- 99 100- 199 200-499 Length of 1. Length of one	sales, advertising, PR aterial management, logistics, se, repairs  mpany/organisation: employees: 27 500- 999 16 1 000- 9 999 23 10 000 and more 10 Student 7 Other not gainfully 6 employed  stay f stay (days): 41 two 34 three	
social welfa Marketing, Storage, me transport Maintenanc Other area Student Other not go Size of con Number of 1- 4 5- 9 10- 49 50- 99 200-499 Length of 1. Length of 2. Average	sales, advertising, PR aterial management, logistics, se, repairs  mpany/organisation: employees: 27 500- 999 16 1 000- 9 999 23 10 000 and more 10 Student 7 Other not gainfully 6 employed  stay stay stay (days): 41 two 34 three length of stay 1,9	
social welfa Marketing, Storage, me transport Maintenanc Other area Student Other not go Other n	sales, advertising, PR aterial management, logistics, se, repairs  mpany/organisation: employees: 27 500- 999 16 1 000- 9 999 23 10 000 and more 10 Student 7 Other not gainfully 6 employed  stay f stay (days): 41 two 34 three	da

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

# AMI-AUTO MOBIL INTERNATIONAL with AMITEC (2006) ----- Leipzig

# **Basic data private visitors**

busic data private visitors	
Total number of visitors	285 484
Proportion of private visitors	69%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 30 23 38 10
Total Germany Baden- Württemberg 1 Westphalia Bavaria 3 Rhineland- Berlin 2 Palatinate Brandenburg 5 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 2	97 1 - 48 23
Total foreign of which EU Other  The country with the highest visitor Czech Republic	3 77 23 share % 40
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	n % 4
Frequency of visits to trade fair 2005 2004 2003 2002 Earlier events First visit	% 38 31 22 18 11 42

### **Basic data all visitors**

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 27 21 38 14
Total Germany Baden- Württemberg 2 Westphalia Bavaria 3 Rhineland- Berlin 2 Palatinate Brandenburg 6 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 3	95 1 
Total foreign of which EU Other	<b>5</b> 84 16
The two countries with the highest visitor shares Czech Republic Poland	% 48 27
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 7 1 1 4 14 15 2 17 5 28 1 2 3 3
Frequency of visits to trade fair 2005 2004 2002 2002 2002 Earlier events First visit	% 39 32 24 19 11

# Additional data private visitors

Sex Male Female	% 73 27
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 37 42 9 6 3 2
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 27 18 13 11 8 6 11
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 18 26 24 22 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	23 31 45
Follow-up business Intend to buy at later date yes	% 28 19 53

# baufach (2006) ---- 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	3′
over 300 km	9
Total Germany	96
Baden- North Rhine-	
Württemberg 1 Westphalia	1
Bavaria 3 Rhineland-	
Berlin 1 Palatinate	
Brandenburg 5 Saarland	
Bremen - Saxony	64
Hamburg - Saxony-Anhali Hesse 1 Schleswig-	t 14
Mecklenburg- Holstein West Pommerania 1 Thuringia	10
West Pommerania 1 Thuringia Lower Saxony 1	- 10
Total foreign of which EU	65
Total foreign of which EU Other	65 35
Total foreign of which EU Other  Position in the company/organisatio	65 35 n %
Total foreign of which EU Other  Position in the company/organisatio Entrepreneur, partner, self-employed	65 35
Total foreign of which EU Other  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member,	65 35 n % 40
Total foreign of which EU Other  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	65 35 n %
Total foreign of which EU Other  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed to the complex of the compl	n % 40
Total foreign of which EU Other  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	n % 40
Total foreign of which EU Other  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	n % 40
Total foreign of which EU Other  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service	n % 40
Total foreign of which EU Other  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	n % 40
Total foreign of which EU Other  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service	n % 40
Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	n % 40
Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	n % 40
Total foreign of which EU Other  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	n % 40
Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	65 35 n
Total foreign of which EU Other  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	65 35 n % 40 eee
Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	65 35 n %
Total foreign of which EU Other  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003	65 35 n %40 40 ee 5 13 24 25 26 27 28 28 28 28 28 28 28 28 28 28 28 28 28

### Additional data trada visitare

Additional data trade visitors	
Economic sector Building industry/trades Construction industry, industrial processing Architect's, planner's, engineer's office Other sectors	% 37 9 20 7
Wholesale and foreign trade Education and further training, research, development	7
Public authorities, offices, public institutions Commercial investor	4 2 2 1 1
Associations, clubs, chambers General contractors Housing construction companies, housing	
management Utility supply industries Student	1 1 8
Other not gainfully employed	2
Influence on purchasing/ procurement decisions	%
Decisively Collectively In an advisory capacity	28 26 26
No Student Other not gainfully employed	10 8 2
Area of responsibility	%
Management Research, development, design	28 6
Planning, work preparation Manufacture, production	28 23
Production, quality control Buying, procurement	8 24
Finance, accounting, controlling Information, communication technology (EDF	10 P) 4
Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR	10 14
Maintenance, repairs Storage, material management, logistics,	11
transport Other area	12
Student Other not gainfully employed	2
Size of company/organisation:	0/
Number of employees: 1- 4 36 500- 999	% 2 3 2 8
5- 9 14 1 000 - 9 999 10- 49 18 10 000 and more	3 2
50- 99 4 Student 100-199 6 Other not gainfully	8
200-499 6 employed	2
Length of stay 1. Length of stay (days):	%
one 95 three - two 4 four 1	
2. Average length of stay 1,1 c	lays

Conducted by: Institut für Marktforschung,

3. Share of visitors on the event's days: 1st day 27 3rd day 30 2nd day 31 4th day 20

# CADEAUX (Autumn) (2006) ---- Leipzig

### **Basic data trade visitors**

Total number of v	isito	rs	11 553
Proportion of trad	e vis	sitors	93%
Region of residence	ce		%
up to 50 km		400.1	17
more than 50 km u more than 100 km			18 56
over 300 km	up to	3 300 KIII	9
Total Germany			99
Baden-		North Rhine-	
Württemberg	1	Westphalia	1
Bavaria	3	Rhineland-	
Berlin	7	Palatinate	
Brandenburg	14		
Bremen	-	Saxony	42
Hamburg	1	Saxony-Anhalt	15
Hesse	- 1	Schleswig-	
Mecklenburg- West Pommerania	2	Holstein Thuringia	12
Lower Saxony	1	muningia	12
Total foreign			1
Position in the cor	mpai	ny/organisation	%
Entrepreneur, partne	er, se	elf-employed	68
Managing director,			
head of an authorit Senior department	y etc	. othor omployed	
with managerial res			: 1
Department head, of			
Other salaried staff,	, pub	lic service	26 5
Skilled worker	, ,,		
Lecturer, teacher, so	cienti	fic assistant	
Trainee			7
Other position			1
Student			-
Other not gainfully	empl	oyed	1
Frequency of visits	s to	trade fair	%
2005			40
2004			32 21
7003			) 1

Earlier events

#### Additional data trade visitors

Additional data trade visitors	S
Economic sector Retail trade Skilled trades Other services Retail and wholesale trade Industry Commercial agent Interior designer Authority, public services Architect, planner, engineer's office, services Other sectors Student Other not gainfully employed	% 64 20 3 2 2 2 1 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 49 26 14 8 3
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control	% 34 2 13 19 7

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 (ED	P) 5
Administration, organisation, personnel,	_
social welfare, training	1
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 co	mpany	//organisa	ation:		
Number o	f emplo	yees:			%
1- 4	70		500 -	999	-
5- 9	13		- 000	9 999	- 1
10- 49	10	10 (		nd more	-
50- 99	1			Student	3
100-199	1	Othe	r not g	gainfully	
200-499	1		er	nployed	1
Length of	stay	(days):			%
one	90	two	8	three	2
2. Average	elength	of stay		1,1	days
3. Share of	f visitor	s on the	event's	davs:	
		2nd day			25

Conducted by: Institut für Marktforschung, Leipzig

# enertec (2005) ---- Leipzig

#### **Basic data trade visitors**

Busic data trade visitors	
Total number of visitors	10 995
Proportion of trade visitors	95%
Region of residence	%
up to 50 km	32
more than 50 km up to 100 km	15
more than 50 km up to 100 km more than 100 km up to 300 km	35
over 300 km	14
Total Germany	97
Baden- North Rhine-	
Württemberg 2 Westphalia	4
Bavaria 4 Rhineland-	
Berlin 5 Palatinate Brandenburg 6 Saarland	1
	1
Bremen - Saxony Hamburg 1 Saxony-Anhalt	50 14
Hamburg 1 Saxony-Anhalt Hesse 3 Schleswig-	14
Mecklenburg- Holstein	_
West Pommerania - Thuringia	7
Lower Saxony 3	•
Total Foreign	3
of which EU	<b>3</b> 47
Rest of Europe	13
Africa	13
North America	20
East Asia	7
The two countries with the highest	
visitor shares	%
Poland	13
Canada	13
Position in the company/organisation	%
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	6
Senior department head, other employee	
with managerial responsibility	6
Department head, group head	14
Other salaried staff, public service	23
Skilled worker	3
Lecturer, teacher, scientific assistant	7
Trainee	2
Other position	4
Student	14
Old-age pensioner	14 23 3 7 2 4 14 2
Other not gainfully employed	
Frequency of visits to trade fair 2003	% 26
2003	13
Earlier events	8
First visit	60

#### **Basic data all visitors**

Region of reside up to 50 km more than 50 km more than 100 kn over 300 km	up to 100 km	3 1 3
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	North Rhine- 2 Westphalia 4 Rhineland- 5 Palatinate 5 Saarland - Saxony 1 Saxony-Anhalt 3 Schleswig- Holstein 1 Thuringia 3	9 4 1
Africa	Europe	5
North A East As		1
East As		1 1
East As The two countrie visitor shares Poland Canada  Position in the c Entrepreneur, part Managing director head of an author Senior departmen with managerial r Department head, Other salaried st Skilled worker	ompany/organisation tner, self-employed r, board member, rity etc. t head, other employee esponsibility , group head ff, public service scientific assistant	1

#### Additional data trade visitors

	ector	9
Industry Service prov	vider	1
Student		- 1
Engineer's a	and planning office	
Skilled trade	ority, administration	
Consulting		1
Other sector		1
Municiple se University, o	college etc.	
Agriculture	and forestry	
Research far Association,		
School	Society	
N/A		
Municipalitie Other not a	es ainfully employed	
other not g	annuny employeu	
Influence o	n purchasing/	
	nt decisions	9/ 21
Decisively Collectively		2
In an adviso	ory capacity	24
No Student		1
	ainfully employed	- '
Planning, w Manufacture Production, Buying, prod Finance, acc Information, Administrati	evelopment, design ork preparation e, production quality control curement counting, controlling , communication technology (EI ion, organisation, personnel, re, training sales, advertising, PR	
Marketing, s Maintenance	e, repairs	2
Marketing, s Maintenance Other area	e, repairs	3( 14
Marketing, s Maintenance Other area Student	ainfully employed	3
Marketing, s Maintenance Other area Student Other not g Size of com	ainfully employed	1
Marketing, s Maintenance Other area Student Other not g Size of com Number of e	ainfully employed  npany/organisation: employees:	3 1 9
Marketing, s Maintenance Other area Student Other not g Size of com Number of a 10- 49	ainfully employed  npany/organisation: employees: 21 500- 999	3 1 9
Marketing, s Maintenance Other area Student Other not g Size of con Number of 10- 49 50- 99 1- 4	ainfully employed  npany/organisation: employees: 21 500 999 8 1 000 9999 15 10 000 and more	3 1 9
Marketing, s Maintenanco Other area Student Other not g Size of con Number of of 10-49 50-99 1-4 5-9	ainfully employed  npany/organisation: employees: 21 500- 999 8 1 000- 999 15 10 000 and more 10 Student	3 1 9
Marketing, s Maintenance Other area Student Other not g Size of con Number of 10- 49 50- 99 1- 4	ainfully employed  npany/organisation: employees: 21 500 999 8 1 000 9999 15 10 000 and more	30

Conducted by: Institut für Marktforschung, Leipzig

3. Share of visitors on the event's days: 1st day 19 3rd day 40 2nd day 28 4th day 27

2. Average length of stay

1,1 days

# FACHDENTAL LEIPZIG ---- Leipzig

#### Rasic data trade visitors

Basic data trade visitors	
Total number of visitors	4 689
Proportion of trade visitors	98%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 34 34 29 2
Total Germany Baden- Württemberg - Westphalia Bavaria 2 Rhineland- Berlin 2 Palatinate Brandenburg 2 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	100 - - 56 23
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 34 1 - 3 37 8 1 9 1 7
Frequency of visits to trade fair 2006 2005 Earlier events First visit	% 52 48 35 21

### Additional data trade visitors

Economic sector	%
Dentist's practice,- clinic	76
Orthodontics	4
Oral surgery	
Dental technology laboratory	3 15 2 4
Dental trade	2
University, polytechnic	4
Other	4
Influence on purchasing/	%
procurement decisions  Decisively	31
Collectively	30
In an advisory capacity	22
No	22 9 7
Student	7
Other not gainfully employed	1
-	
Area of responsibility	%
Management	37
Research, development, design	1
Planning, work preparation Manufacture, production	15
Production, quality control	25 15 3 12 5 P) 3
Buying, procurement	12
Finance, accounting, controlling	5
Information, communication technology (ED	P) 3
Administration, organisation, personnel,	
social welfare, training	19 2
Marketing, sales, advertising, PR	2
Storage, material management, logistics,	2
transport Maintenance, repairs	3 6
Other area	10
Student	7
Other not gainfully employed	i
Size of company/organisation:	
Number of employees:	%
1- 4 46 500- 999	-
5- 9 32 1 000- 9 999 10- 49 11 10 000 and more	-
	-
50- 99 1 Student 100-199 2 Other not gainfully	/
200-499 - employed	1
Length of stay	%
1. Length of stay (days):	
one 98 two 2	

#### Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart

3. Share of visitors on the event's days: 1st day 50 2nd day 52

1,0 days

Earlier events First visit

2. Average length of stay

# GC – Games Convention (2005) — Leipzig

### **Basic data private visitors**

Total number of visitors	136 584
Proportion of private visitors	95%
Region of residence	%
up to 50 km	24
more than 50 km up to 100 km more than 100 km up to 300 km	13 33
over 300 km	30
Total Germany	98
Baden- North Rhine-	
Württemberg 4 Westphalia Bavaria 10 Rhineland-	5
Berlin 4 Palatinate	2
Brandenburg 4 Saarland	-
Bremen - Saxony Hamburg - Saxony-Anhalt	34
Hamburg - Saxony-Anhalt Hesse 5 Schleswig-	17
Mecklenburg- Holstein	1
West Pommerania 2 Thuringia Lower Saxony 5	7
Total foreign	2
of which EU	<b>2</b> 71
Rest of Europe	25 4
North America	4
The five countries with the highest visitor shares Austria Switzerland Poland France Hungary	% 54 25 8 4 4
Position in the company/organisation Entrepreneur, partner, self-employed	1 % 2
Managing director, board member,	2
head of an authority etc. Senior department head, other employe	
with managerial responsibility	-
Department head, group head Other salaried staff, public service	9
Skilled worker	8
Lecturer, teacher, scientific assistant	2 9 8 -
Trainee	16
Other position Housewife/man	3 1
Old-age pensioner	i
Student Other not gainfully employed	54 4
Frequency of visits to trade fair	%
2004	43 29
2003 Farlier events	29 10

# Additional data private visitors

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

# **GÄSTE (2005)**

#### **Basic data trade visitors**

Total number of visitors	19 901
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	27
more than 50 km up to 100 km	25
more than 100 km up to 300 km over 300 km	38 11
Total Germany	94
Baden- North Rhine-	
Württemberg - Westphalia Bayaria 1 Rhineland-	1
Bavaria 1 Rhineland- Berlin 2 Palatinate	
Brandenburg 6 Saarland	
Bremen - Saxony	54
Hamburg - Saxony-Anhalt	17
Hesse 1 Schleswig-	
Mecklenburg- Holstein	4.5
West Pommerania 1 Thuringia Lower Saxony 1	15
Total Foreign	(
of which EU	84
Rest of Europe Australia	1.
The five countries with the highest	
	0/
visitor shares	
visitor shares Czech Republic	66
visitor shares	6
visitor shares Czech Republic Switzerland Poland Italy	66
visitor shares Czech Republic Switzerland Poland	66
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation	% 66 9 9 9
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation Entrepreneur, partner, self-employed	66
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 20
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 20 20 20 20
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 20
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head group head	% 20
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service	% 20
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	% 20
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	% 20 1
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9/20
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	% 20 11 13 31 31 31 31 31 31 31 31 31 31 31
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 20 11
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	900
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003	99 20 11 13 33 33 34 34 34 34 34 34 34 34 34 34 34
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003 2003	9/20
visitor shares Czech Republic Switzerland Poland Italy Slovakia  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2003	99 20 11 13 33 33 34 34 34 34 34 34 34 34 34 34 34

# ---- Leipzig

#### Additional data trade visitors

Economic sector Catering, restaurant Hotels, quest house	% 53 15
Educational facility	5
Trade	5
Community catering	5
Service	3
Franchise restaurant	- 1
Public administration	- 1
Planning, architecture, interior furnishings	- 1
Other sectors	2
Student	8
Other not gainfully employed	- 1

Influence on purchasing/ procurement decisions Decisively	9/
Collectively In an advisory capacity	22
No Student Other not gainfully employed	18

Area of responsibility	%
Management	20
Research, development, design	1
Planning, work preparation	21
Manufacture, production	27
Production, quality control	10
Buying, procurement	30
Finance, accounting, controlling	11
Information, communication technology (El	OP) 4
Administration, organisation, personnel,	
social welfare, training	9
Marketing, sales, advertising, PR	14
Storage, material management, logistics,	
transport	10
Maintenance, repairs	5
Other area	33
Student	8
Other not gainfully employed	1

Size (	טו נט	ilipaliy/orga	msauon.	
Numb	er of	f employees:		
	4	17 1	500 -	999
5-	9	15	1 000-	9 999

- 2	500 - 999	17 1	1- 4	
	000- 9 999	15	5- 9	
- 2	000 and more	27	10- 49	
8	Student	9	50- 99	
	er not gainfully	6	100-199	
1	employed	6	200-499	

Length	of stay			9
1. Lengtl	n of stay	(days):		
one	93 1	` three	1	
two	6	four	1	
2. Avera	ge lengt	h of stay		1,1 day

3. Share of visitors on the event's days: 1st day 14 3rd day 57 2nd day 27 4th day 11

Conducted by: Institut für Marktforschung, 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- North Rhine-	
Württemberg - Westphalia	
Bavaria - Rhineland-	
Berlin - Palatinate	
Brandenburg 1 Saarland	
Bremen - Saxony	65
Hamburg - Saxony-Anhal	lt 26
Hesse - Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	
Lower Saxony -	
Position in the company/organisation	on %
Entrepreneur partner self-employed	''' 'S
Entrepreneur, partner, self-employed Managing director, board member,	_
head of an authority etc. Senior department head, other employ	1
Senior department head, other employ	ree
with managerial responsibility	
Department head, group head Other salaried staff/public service	3
Other salaried staff/public service	22
Skilled worker	16
Lecturer, teacher, scientific assistant	2
Other position	
Student	20
Housewife/man	12 12
Old-age pensioner Other not gainfully employed	12
Other not gainfully employed	
Frequency of visits to trade fair	%
2004	52
2003	46
2002	36
2001	28
Earlier events	21 18
First visit	

# Additional data private visitors

Sex Male Female	9/ 48 52
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	9/ 26 16 16 20 12
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- EUR	9/ 16 16 13 10 8 2
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 35 26 22
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	63 14 23
Follow-up business Intend to buy at later date yes no maybe	% 25 25 50
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

# INTERGEO ---- Leipzig

### **Basic data trade visitors**

	15 95
Proportion of trade visitors	100
Region of residence	
up to 50 km	
more than 50 km up to 100 km more than 100 km up to 300 km	1
over 300 km	4
Total Germany	8
Baden- North Rhine-	
Württemberg 8 Westphalia Bavaria 6 Rhineland-	1
Berlin 5 Palatinate	
Brandenburg 9 Saarland	
Bremen 1 Saxony	2
Hamburg 1 Saxony-Anhalt	
Hesse 4 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 5 Thuringia Lower Saxony 5	
Total Foreign	
of which EU	
Rest of Europe	
Other	
<b>The country with the highest visitor</b> Austria	
Austria  Position in the company/organisation	1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed	1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	n j
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	n j
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	n j
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	n j
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	n ee
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	n ee
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	n ee
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	ee .
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	n ee
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	n ee
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004 2004	n ee
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	n ee

### Additional data trade visitors

Economic sector	2
Industrial company	
Energy supplies	
Water supplies	
Wholesale, foreign trade	
Retail trade	2
Engineer's office	
Research Telecommunication	
Architecture, construction	
Other service company	
Professional, specialist association	
Authority, public services	3
Vocational school, polytechnic, university	
Other sectors	
Student	- 1
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	
Decisively	_ 1
Collectively	3
In an advisory capacity No	1
Student	1
Other not gainfully employed	
Area of responsibility Management	1
Research, development, design	1
Planning, work preparation	1
Manufacture, production	1
Production, quality control	
Buying, procurement	
Finance, accounting, controlling	
Information, communication technology (ED	)P)1
Administration, organisation, personnel,	
social welfare, training	
Marketing, sales, advertising, PR Storage, material management, logistics,	
transport	
Maintenance, repairs	
Other area	1
Student	1
Other not gainfully employed	
Size of company/organisation:	
Number of employees:	
1- 4 '9 ' 500- 999	
5 0 11 1 000 000	

Number of	employ	ees:			%
1- 4	· 9 ′	500	-	999	8
5- 9	11	1 000	- 9	999	10
10- 49	18	10 000	and m	nore	5
50- 99	8		Stuc		10
100-199	9	Other no	t gaint	fully	
200-499	11		emplo	yed	1
Length of					%
Length of		days):			%
		days): two 19	e t	three	% 15
1. Length o	of stay ( 66	two 19	) t		
1. Length of one 2. Average	of stay ( 66 length	two 19		1,5	15
1. Length of one 2. Average 3. Share of	of stay ( 66 length visitors	two 19 of stay	nt's day	1,5 ys:	15

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# Leipzig Book Fair (2006) ---- Leipzig

### Rasic data private visitors

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 over 300 km	34 17		
Total Germany	98		
Baden- North Rhine-			
Württemberg 2 Westphalia	2		
Württemberg 2 Westphalia Bavaria 5 Rhineland- Berlin 4 Palatinate Brandenburg 5 Saarland			
Brandenburg 5 Saarland			
Bremen - Saxony	49		
Hamburg 1 Saxony-Anhal			
Hesse 1 Schleswig-			
Mecklenburg- Holstein			
West Pommerania 2 Thuringia Lower Saxony 3	10		
Total foreign	2		
of which EU	48		
Other	53		
Position in the company/organisatio	n %		
Entrepreneur, partner, self-employed	3		
Managing director, board member,			
head of an authority etc.	-		
Senior department head, other employ 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 Housewife/man	56		
Old-age pensioner	3		
Other not gainfully employed	3 15 4 2 6 3 56 2 3		
Frequency of visits to trade fair	%		
2005	37		
2004	28		
2003 2002	20 13		
Earlier events	11		
First visit	50		
	50		

# Additional data private visitors

Sex Male Female	% 35 65
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 49 25 9 10 3 2
Net household income up to 900,- EUR more than 1500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 29 15 13 11 11 6 6
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 17 19 24 27 13
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 60 7 33
Follow-up business Intend to buy at later date yes no maybe	% 42 10 49
Conducted by: Institut für Marktforschung,	

# MIDORA (2006) ---- Leipzig

# Docie doto trado visitore

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- North Rhine- Württemberg 3 Westphalia Bavaria 3 Rhineland-	1
Berlin 5 Palatinate Brandenburg 11 Saarland	1
Bremen - Saxony	3:
Hamburg 1 Saxony-Anhalt	33 14
Hesse 1 Schleswig-	
Mecklenburg- Holstein West Pommerania 5 Thuringia Lower Saxony 3	22
Lower Saxony 3	
Total foreign	3
Position in the company/organisation Entrepreneur, partner, self-employed	% 73
Managing director, board member,	/:
head of an authority etc.	6
Senior department head, other employee	
with managerial responsibility Department head, group head	
Department head, group head Other salaried staff, public service	e
Skilled worker	43
Lecturer, teacher, scientific assistant Trainee	1
Other position Student Other not gainfully employed	1 2

Frequency of visits to trade fair 2005 2004 2003 2002

Earlier events First visit

### Additional data trade visitors

Economic sector	9/
Retail trade Skilled trades	3
Wholesale, foreign trade	,
Other services	- 3
Authority, public services Services: IT, EDP	
Services: 11, EDP	
Commercial agent Industry	
Research, teaching	
Association, institution, organisation	
Other sectors Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	9
Collectively	5 2!
In an advisory capacity	11
No	
Student Other not gainfully employed	
Area of responsibility	9
Area of responsibility Management	4
Research, development, design	
Planning, work preparation	10
Manufacture, production	2! 1:
Production, quality control Buying, procurement	6
Finance, accounting, controlling	19
Information, communication technology (ED	P) 8
Administration, organisation, personnel, social welfare, training	1.
Marketing, sales, advertising, PR	20
Storage, material management, logistics,	
transport Maintenance repairs	13 10
Maintenance, repairs Other area	4
Student	-
Other not gainfully employed	
Size of company/organisation:	0
Number of employees: 1- 4 72 500- 999	9
5- 9 13 1 000- 9 999	
10- 49 6 10 000 and more	
50- 99 1 Student	4
100-199 1 Other not gainfully 200-499 - employed	
200 455 Cilipioyed	
Length of stay 1. Length of stay (days):	9
one 89 two 9 three	
2. Average length of stay 1,1	day
3. Share of visitors on the event's days:	

# modell-hobby-spiel

### **Basic data private visitors**

Total number of visitors	94 662
Proportion of private visitors	96%
Region of residence	9/
up to 50 km	રાં
more than 50 km up to 100 km	3! 2!
more than 50 km up to 100 km more than 100 km up to 300 km	34
over 300 km	
Total Germany	98
Baden- North Rh	ine-
Württemberg - Westphal	
Bavaria 2 Rhineland	l-
Bavaria 2 Rhineland Berlin 3 Palatinate Brandenburg 5 Saarland	9
Brandenburg 5 Saarland	
Bremen - Saxony Hamburg - Saxony-A	5!
	nhalt 2
Hesse 1 Schleswig	<b> -</b>
Mecklenburg- Holstein	
West Pommerania 1 Thuringia	1
Lower Saxony 1	
Total Foreign	
of which EU	8
Other	1.
<b>Position in the company/organis</b> Entrepreneur, partner, self-employe	ation 9
Entrepreneur, partner, self-employe	ed (
Managing director, board member	,
head of an authority etc.	
Senior department head, other em	
	ployee
	ployee
Department head, group head	ployee
Department head, group head Other salaried stuff, public service	ployee
Department head, group head Other salaried stuff, public service Skilled worker	ployee 2
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistar	ployee 2
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistal Trainee	ployee 2
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistal Trainee Other position	ployee 2
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistar Trainee Other position Student	ployee 2
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistar Trainee Other position Student Housewife/man	ployee
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistal Trainee Other position Student Housewife/man Old-age pensioner	ployee 2
Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistal Trainee Other position Student Housewife/man	ployee 2
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistal Trainee Other position Student Housewife/man Old-age pensioner	ployee  2 2 2 1
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistal Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	ployee  2 2 2 1
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistal Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	2 2 2 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistal Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	2 2 2 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistal Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004 2003	2 2 2: 1 1 9 5- 44 3: 2:
Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistal Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	2 2 2 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

Conducted by: Institut für Marktforschung,

# ---- Leipzig

# Additional data private visitors

Sex Male	% 63
Female	37
Age	%
up to 20 years over 20 up to 30 years	19 25
over 30 up to 40 years	24
over 40 up to 50 years over 50 up to 60 years	21 7
over 60 up to 70 years	4
over 70 years	_
Net household income	%
up to 900,- EUR more than 900,- EUR up to 1 500,- EUR	20 21
more than 1 500,- EUR up to 2 000,- EUR	16
more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR	15 11
more than 3 600,- EUR up to 5 000,- EUR	6
more than 5 000,- EUR N/A	4 8
N/A	8
Size of household	% 14
1 person 2 persons	29
3 persons	26
4 persons 5 persons and more	22 9
•	
<b>Buying and ordering capacity</b> Purchase or order made or	%
intended at the exhibition	
yes no	74 4
maybe	22
Follow-up business	%
Intend to buy at later date	
yes no	43 9

Conducted by: Institut für Marktforschung, Leipzig

# Pflegemesse ---- Leipzig

### **Basic data trade visitors**

Total number of vi	sitors	12 041
Proportion of trade	visitors	97%
Region of residence	e	%
up to 50 km		37
more than 50 km up		20
more than 100 km i	ıp to 300 km	32
over 300 km		11
Total Germany		99
Baden-	North Rhine-	
Württemberg	<ul><li>2 Westphalia</li><li>2 Rhineland-</li><li>2 Palatinate</li><li>6 Saarland</li></ul>	4
Bavaria	2 Rhineland-	
Berlin	2 Palatinate	9
Brandenburg	6 Saarland	-
Bremen	- Saxony - Saxony-Anhalt	50
Hamburg Hesse	<ul><li>Saxony-Anhalt</li><li>Schleswig-</li></ul>	50
Mecklenburg-	Holstein	22
West Pommerania	1 Thuringia	
Lower Saxony	3	
Takal Familian		1
Total Foreign		
	npany/organisation	
Position in the com Entrepreneur, partne	npany/organisation r, self-employed	%
Position in the com Entrepreneur, partne Managing director, k	ooard member,	%
Position in the com Entrepreneur, partne Managing director, k head of an authority	ooard member, etc.	% 6
Position in the com Entrepreneur, partne Managing director, k head of an authority Senior department h	ooard member, retc. lead, other employee	% 6
Position in the com Entrepreneur, partne Managing director, b head of an authority Senior department h with managerial resp	poard member, retc. read, other employee ponsibility	% 6
Position in the comenterpreneur, partne Managing director, thead of an authority Senior department hwith managerial responderment head, qg	poard member, vetc. lead, other employee ponsibility roup head	% 6 3 13
Position in the com Entrepreneur, partne Managing director, I head of an authority Senior department h with managerial resp Department head, g Other salaried stuff,	poard member, vetc. lead, other employee ponsibility roup head	% 6 3 13 25
Position in the con Entrepreneur, partne Managing director, it head of an authority Senior department h with managerial resp Department head, gi Other salaried stuff, Skilled worker	poard member, retc. ead, other employee ponsibility roup head public service	9% 6 3 13 25 12
Position in the com Entrepreneur, partne Managing director, It head of an authority Senior department h with managerial resp Department head, gi Other salaried stuff, Skilled worker Lecturer, teacher, sci	poard member, retc. ead, other employee ponsibility roup head public service	% 6 3 13 25 12
Position in the come Entrepreneur, partne Managing director, I head of an authority Senior department h with managerial responders and the same of the salied stuff, Skilled worker Lecturer, teacher, sci Trainee	poard member, retc. ead, other employee ponsibility roup head public service	% 6 3 3 13 25 12 4 20 20
Position in the com Entrepreneur, partne Managing director, It head of an authority Senior department h with managerial resp Department head, gi Other salaried stuff, Skilled worker Lecturer, teacher, sci	poard member, retc. ead, other employee ponsibility roup head public service	%6 6 3 13 25 12 4 20
Position in the come Entrepreneur, partne Managing director, it head of an authority Senior department h with managerial resp Department head, gi Other salaried stuff, Skilled worker Lecturer, teacher, sci Trainee Other position	poard member, i etc. ead, other employee ponsibility roup head public service ientific assistant	% 6
Position in the con Entrepreneur, partne Managing director, I head of an authority Senior department h with managerial resp Department head, go Other salaried stuff, Skilled worker Lecturer, teacher, sci Trainee Other position Student Other not gainfully e	poard member, or etc. ead, other employee possibility roup head public service identific assistant employed	%6 6 3 13 25 12 4 20 5 8
Position in the con Entrepreneur, partne Managing director, it head of an authority Senior department h with managerial resp Department head, gi Other salaried stuff, Skilled worker Lecturer, teacher, sci Trainee Other position Student Other not gainfully e	poard member, i etc. ead, other employee ponsibility roup head public service ientific assistant	%6 6 3 13 25 12 4 20 5 8
Position in the come Entrepreneur, partne Managing director, I head of an authority Senior department h with managerial responders and the same of the same of the sale of the	poard member, i etc. ead, other employee ponsibility roup head public service ientific assistant	%66 33 13 25 12 4 20 5 8 8 1
Position in the con Entrepreneur, partne Managing director, I head of an authority Senior department h with managerial resp Department head, go Other salaried stuff, Skilled worker Lecturer, teacher, sci Trainee Other position Student Other not gainfully e Frequency of visits 2005	poard member, i etc. ead, other employee ponsibility roup head public service ientific assistant	% 6 8 8 8 13 8 13 8 13 8 13 8 13 8 13 8 1
Position in the come Entrepreneur, partne Managing director, I head of an authority Senior department h with managerial responders and the same of the same of the sale of the	poard member, i etc. ead, other employee ponsibility roup head public service ientific assistant	%66 33 13 25 12 4 20 5 8 8 1

### Additional data trade visitors

Economic sector Hospital Outpatient care, social care facilities Partly in-patient, stationary care facilities	% 21 21 s 18
University, polytechnic, vocational school Disabled/Old people's facility Other services	7 7 3 3 2
Industry Home Care Services Specialist sanitary, medical technical specialised trade	3 2 3
Doctor's practice Prophylaxis and rehabilitation facilities Facilities of the paying authority	1 1 1
Public authority/administration Other sectors Student Other not gainfully employed	1 4 8 1
Influence on purchasing/ procurement decisions	<u></u> %
Decisively Collectively In an advisory capacity No	10 28 30 23
Student Other not gainfully employed	8 1
Area of responsibility Management Research, development, design	% 11
Manufacture, production Production, quality control	3 1 2
Buying, procurement Finance, accounting, controlling Information, communication technology	2 4 1 (EDP) -
Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport	18 3
	-

#### Size of company/organisation: Number of employees:

		,,
6	500 - 999	8
5	1 000 - 9 999	8
30	10 000 and more	ī
13	Student	8
7	Other not gainfully	
14	employed	1
stav		0/6
	6 5 30 13 7 14	5 1 000 - 9 999 30 10 000 and more 13 Student 7 Other not gainfully

Lei	<b>ngth of</b> ength o	stay	(days):			%
	one .	90	two	7	three	3
2.	Average	length	of stay		1,1	days
3.5	Share of Ist day	visitor 41	s on the e 2nd day	event's 46	days: 3rd day	27

Conducted by: Institut für Marktforschung, Leipzig

# **SACHSENBACK** — Leipzig

#### Basic data trade visitors

Total number of visitors	10 701
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	21
more than 50 km up to 100 km more than 100 km up to 300 km	27 44
over 300 km	7
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia	1
Bavaria 4 Rhineland- Berlin 3 Palatinate	
Brandenburg 10 Saarland	
Bremen - Saxony	49
Hamburg - Saxony-Anhalt	14
Hesse 1 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 2 Thuringia Lower Saxony 5	12
Total Foreign	1
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	32
head of an authority etc.	2
Senior department head, other employee	
Jenior department nead, other embloyet	2
with managerial responsibility	8
with managerial responsibility	
with managerial responsibility Department head, group head Other salaried stuff, public service	18
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	18 15
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	18 15
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	18 15 3 17 1
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	18 15 3 17 1
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	18 15 3 17 1 2
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	18 15 3 17 1 2 1
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	18 15 3 17 1 2 1 
with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	18 15 3 17 1 2 1

### Additional data trade visitors

Economic sector Bakers/Confectioners Trade Bread, cake and pastry industry Subcontracting industry Trade Service University, polytechnic, vocational school Other	8.
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	9/ 20 20 20 20 20
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (EC Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed	9/30 30 11 44 11 11 22 22
Size of company/organisation:           Number of employees:         1- 4 16 500- 999           5- 9 26 1 000- 999         10- 49 28 10 000 and more           50- 99 9 Student         100-199           100-199 9 Other not gainfully         200-499           200-499 5 employed	9/
Length of stay 1. Length of stay (days): one 90 two 7 three 2. Average length of stay 1,1 3. Share of visitors on the event's days: 1st day 36 2nd day 42 3rd day	day

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart

# SHKG ---- Leipzig

### **Basic data trade visitors**

Total number of visitors	19 929
Proportion of trade visitors	91%
Region of residence	%
up to 50 km	27
more than 50 km up to 100 km	23
more than 100 km up to 300 km	43
over 300 km	8
Total Germany	98
Baden- North Rhine-	
Württemberg 1 Westphalia	1
Bavaria 1 Rhineland-	
Berlin 5 Palatinate	
Brandenburg 11 Saarland	
Bremen - Saxony	54
Hamburg - Saxony-Anhalt	17
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania 1 Thuringia	8
Lower Saxony 1	
Total Foreign	2
Position in the company/organisation	0/6
Position in the company/organisation Entrepreneur, partner, self-employed	% 40
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member.	
Managing director, board member,	
Managing director, board member, head of an authority etc.	40
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	40
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	40
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	40 6 2 7
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	40 6 2 7 18 14
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	40 6 2 7 18 14
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	40 6 2 7 18 14
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	40 6 2 7 18 14
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	40 6 2 7 18 14
Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	40 6 2 7 18 14
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	40 6 7 18 14 14 1 6 2 3
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	40 6 2 7 18 14
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	40 6 7 18 14 14 16 2 3 3

### Additional data trade visitors

Additional data trade visitors	
Economic sector Sanitation, Heating, Air Conditioning,	%
Commercial Processor	48
Specialist wholesale, retail trade	14
Architect's, planner's, engineer's office	13
Indstry, industrial processing	9
Chamber of Crafts, guilds, craft associations, societies	5
Commercial real property and housing management, housing construction	
companies	3
Educational facility	
Municipal works, waterworks	1
Other sectors	4
Student	3
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	%
Decisively	29
Collectively	26
In an advisory capacity No	33
Student	9
Other not gainfully employed	33 9 3 1
Area of responsibility	%
Management	31
Research, development, design	4
Planning, work preparation	35 19
Manufacture, production Production, quality control	19
Buying, procurement	8 32
Finance, accounting, controlling	12
Information, communication technology (EDP	
Administration, organisation, personnel,	, ,
social welfare, training	12
Marketing, sales, advertising, PR	18
Storage, material management, logistics,	
transport	12
Maintenance, repairs	12 33 7 3
Other area	7
Student	3
Other not gainfully employed	1

Size of con	npany/	organisation:	
Number of	employ	ees:	%
1- 4	40 1	500 - 999	2
5- 9	17	1 000 - 9 999	2
10- 49	20	10 000 and more	-
50- 99	5	Student	3
100-199	6	Other not gainfully	
200-499	4	employed	1

				,	
Length o	of stay				%
1. Length one	of stay 96	(days): three	1		
two	3	four	- 1		
2. Averag	e lengtl	n of stay		1,1	days
		rs on the e		lays:	
1st day	29	3rd day 4th day	28		
zna da	y 30	4ш аау	20		

Conducted by: Institut für Marktforschung, Leipzig

# TerraTec (2005) ---- Leipzig

#### Rasic data trade visitors

Total number of visitors	12 583	
Proportion of trade visitors	96%	
Region of residence	%	
up to 50 km	32 19	
more than 50 km up to 100 km more than 100 km up to 300 km	32	
over 300 km	11	
Total Germany	96	
Baden- North Rhine-	-	
Württemberg 1 Westphalia Bavaria 2 Rhineland-	3	
Berlin 5 Palatinate	1	
Brandenburg 5 Saarland		
Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin 5 Palatinate Brandenburg 5 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 2 Schleswig-	48	
Hamburg 1 Saxony-Anhalt Hesse 2 Schleswig-	19	
Mecklenburg- Holstein		
West Pommerania 2 Thuringia Lower Saxony 2	8	
Lower Saxony 2		
Total Foreign	4	
of which EU Rest of Europe	61 17	
Africa	.,	
North America	13	
South and Central America Middle East		
East Asia	4	
Australia		
The five countries with the highest		
visitor shares	% 17	
Poland Netherlands	17	
	13 13	
Russia	9	
Russia Czech Republic		
Russia	9	
Russia Czech Republic USA		
Russia Czech Republic USA  Position in the company/organisation Entrepreneur, partner, self-employed		
Russia Czech Republic USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member	% 16	
Russia Czech Republic USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head other employed	% 16 6	
Russia Czech Republic USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head other employed	% 16 6 e	
Russia Czech Republic USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head other employed	9% 16 6 e 4	
Russia Czech Republic USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	9% 16 e e 4	
Russia Czech Republic USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	9% 16 e e 4 16 26	
Russia Czech Republic USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9% 16 6 e 4 16 26 3	
Russia Czech Republic USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	9% 16 e e 4 16 26	
Russia Czech Republic USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Old-age pensioner	9% 16 6 e 4 16 26 3 4 4 4 4 14	
Russia Czech Republic USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Old-age pensioner	9% 16 6 e 4 16 26 3 4 4 4 4 4 4	
Russia Czech Republic USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9	
Russia Czech Republic USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2003	9% 160 160 160 160 160 160 160 160 160 160	
Russia Czech Republic USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9	

### Additional data trade visitors

Economic sector Industry	% 15
Service provider	15
Student	14
Engineer's and planning office	9
Public authority, administration Municiple services	5
Other sectors	9
Consulting Research facility	4
Research facility	3
University, college etc. Skilled trades	3
Other not gainfully employed	2
Agriculture and forestry	2
School	2
Association, society Wholesale, foreign trade	2
M/A	15 14 9 7 5 9 4 3 3 3 2 2 2 2 2 2
Influence on purchasing/	
<b>procurement decisions</b> Decisively	% 16
Collectively	29
In an advisory capacity	25 12
No <sub>.</sub>	12
Student Other not gainfully employed	14
- The gamany employed	
Area of responsibility	% 13 5 8 2 2 2 2 0P) 2
Management	13
Research, development, design	5
Planning, work preparation  Manufacture, production	2
Buying, procurement	2
Finance, accounting, controlling	1
Information, communication technology (EL Administration, organisation, personnel, social welfare, training	)P) 2
social welfare training	1
Marketing, sales, advertising, PR	6
Maintenance, repairs	6
Other area	36
Student	14
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4 15 500- 999	6
5- 9 6 1 000 - 9 999 10- 49 20 10 000 and more	6
10- 49 20 10 000 and more 50- 99 10 Student	2 14
100-199 9 Other not gainfully	
200-499 8 employed	2
N/A	3
Length of stay	%
1. Length of stay (days):	
one 91 three 2 two 6 four 2	
	4
	days
	- 1
2. Average length of stay 1,1 3. Share of visitors on the event's days: 1st day 20 3rd day 39	•

# therapie

# **Basic data trade visitors**

Total number of visitors	9 858
Proportion of trade visitors	94%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 21 18 41 20
Total Germany Baden- Württemberg 3 Westphalia Bavaria 9 Rhineland- Berlin 3 Palatinate Brandenburg 9 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 2 Schleswig- West Pommerania Lower Saxony 4	99 1 
<b>Total Foreign</b> of which EU	<b>1</b> 100
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 28 2 1 6 19 4 4 23 2 10 2
Frequency of visits to trade fair 2005 2003 Earlier events First visit	% 19 11 5 72

# --- Leipzig

# Additional data trade visitors

Economic sector Therapeutical practice Vocational school, technical college University, academy, specialist school Hospital Prophylaxis and rehabilitation facilities	% 45 23 6
Stationary nursing facility	3
Facility for the disabled	2
Health cure and medicinal baths	1
Fitness studio	1
Other sectors	6
Ambulant rehabilitation centre	3
Medical technical specialised trade	1
Association, society, self-help group	1

Influence on purchasing/ procurement decisions	9
Decisively	2:
Collectively	2
In an advisory capacity	2
No	1
Student	10
Other not gainfully employed	

Area of responsibility	%
Management	22
Research, development, design	3
Planning, work preparation	15
Manufacture, production	- 3
Production, quality control	- 2
Buying, procurement	9/ 22 15 2 16
Finance, accounting, controlling	- 1
Information, communication technology (I	EDP) 4
Administration, organisation, personnel,	,
social welfare, training	21
Marketing, sales, advertising, PR	_
Storage, material management, logistics,	
transport	
Maintenance, repairs	7
Other area	51
Student	10
Other not gainfully employed	51 10
other not guillany employed	-

Size of co Number of	mpany. employ	/ <b>organisa</b> /ees:	tion:		%
1- 4	33	5	- 00	999	3
5- 9	13	1 0	- 00	9 999	2
10- 49	18	10 0	00 ar	nd more	1
50- 99	4 7			Student	10
100-199	7	Other	not o	gainfully	
200-499	8		er	nployed	2
<b>Length of</b> 1. Length o	stay	dausti			%
one	81	two	11	three	9
2. Average	length	of stay		1,3	days
3. Share of				days: 3rd day	40

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# **Touristik & Caravaning International ---> Leipzig**

### **Basic data private visitors**

Total number of visitors	72 049
Proportion of private visitors	93%
Region of residence	%
up to 50 km	53
more than 50 km up to 100 km	22
more than 100 km up to 300 km over 300 km	24 2
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia	-
Bavaria 1 Rhineland-	
Berlin 2 Palatinate Brandenburg 3 Saarland	-
	-
Bremen - Saxony Hamburg - Saxony-Anhal	66
	t 18
Hesse 1 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	7
Lower Saxony 1	,
Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	9
Frequency of visits to trade fair	% 62

# Additional data private visitors

Sex Male Female	% 46 54
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 3 9 13 24 21 25
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 4 12 12 15 10 5 3
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 15 54 18 10 2
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 18 57 24
Follow-up business Intend to buy at later date yes no maybe	% 35 31 35

# Z - The Subcontracting Fair (2006) ---- Leipzig

### **Basic data trade visitors**

Total number of visitors	4 950
Proportion of trade visitors	99%
Region of residence	9/
up to 50 km	12 11
more than 50 km up to 100 km more than 100 km up to 300 km	33
over 300 km	44
Total Germany	87
Baden- North Rhine-	
Württemberg 7 Westphalia	
Bavaria 10 Rhineland-	
Berlin 2 Palatinate Brandenburg 3 Saarland	
Bremen - Saxony	39
Hamburg - Saxony-Anhalt	,
Hesse 4 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 1 Thuringia	
Lower Saxony 5	
Total foreign	1:
of which EU	70
Rest of Europe	2!
	2!
Rest of Europe Other	2
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed	2
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	9/
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9/ 10
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer	9/ 10
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility with managerial responsibility	9/ 1/ 2/
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer	9/ 1/ 2/
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	9/ 1/ 2/
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	9/ 1/ 2/
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9 1
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9 1
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9 1
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair	9 1 1 2 3
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005	9 1 1 2 3
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005 2004	9 1 1 2 3
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005 2004 2003	9 1 1 2 3
Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005 2004	9 1 2 2 3

# Additional data trade visitors

Industry	sector	9/ 6
Service		2
Technical re Skilled trad		
Research	es	
Student		7
procureme Decisively Collectively	on purchasing/ nt decisions	9/ 33 33 20
No Student	,	1
	sponsibility	9
Manageme		1
Planning, w	levelopment, design <sub>r</sub> ork preparation	
Manufactur	e, production	(
	quality control	2
Buying, pro Finance, ac	counting, controlling	21
Information	, communication technology (E	DP)
Administrat	ion, organisation, personnel,	
social welfa Marketing.	sales, advertising, PR	9
Storage, ma	aterial management, logistics,	
transport Maintenand	o ronaire	
Other area	e, repairs	30
Student		
	mpany/organisation:	_
Number of 1- 4	employees: 7 200 - 499	9 1
5- 9	5 500 - 999	
10- 49	22 1 000 - 9 999	
50- 99 100-199	14 10 000 and more 13 Student	
100-199	15 Student	
	ctav	9
Length of		
1. Length of	f stay (days): 87 two 10 three	
1. Length of one	f stay (days): 87 two 10 three	
1. Length of one 2. Average	f stay (days): 87 two 10 three length of stay 1,7 visitors on the event's days:	2 day y 28
1. Length of one 2. Average 3. Share of 1st day	f stay (days): 87 two 10 three length of stay 1,7 visitors on the event's days:	2 day y 28

# **REGIO** ---- **Lörrach**

# **Basic data private visitors**

basic data private visitors	
Total number of visitors	51 239
Proportion of private visitors	84%
Region of residence	%
up to 50 km	93
more than 50 km up to 100 km	5
more than 100 km up to 300 km over 300 km	1
over 300 km	1
Total Germany	85
Baden- North Rhine-	
Württemberg 100 Westphalia	-
Bavaria - Rhineland-	
Berlin - Palatinate	-
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony -	-
Total Foreign of which EU Rest of Europe Other	15 23 76 1
The two countries with the highest visitor shares Switzerland France	% 75 22
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	% 4 -
with managerial responsibility	1
Department head, group head Other salaried stuff, public service	1 2 31 5 2 3 2 10
Other salaried stuff, public service	31
Skilled worker	5
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	10
Student	10
Housewife/man	9
Old-age pensioner Other not gainfully employed	1
- The gaintany employed	
Frequency of visits to trade fair 2006 2005 2004 2003 Earlier events	% 74 74 68 63 48
First visit	12

# Additional data private visitors

Sex Male Female	% 45 55
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 11 10 9 19 18 27 7
Net household income up to 900,- EUR more than 1500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 5 000,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 3 4 10 12 9 4 2 57
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 15 48 16 16
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 61 22 17
Follow-up business Intend to buy at later date yes no maybe	% 12 59 29
Conducted by: Messe Lörrach GmbH, Lörrac	h

# MANNHEIMER MAIMARKT ---- Mannheim

# **Basic data private visitors**

Total number of v	isito	rs	338 993
Proportion of priv	ate v	/isitors	87%
Region of residen	ce		9
up to 50 km			79
more than 50 km u			1
more than 100 km over 300 km	up to	300 KM	
Total Germany			100
Baden-		North Rhine-	
Württemberg	67		
Bavaria	1	Rhineland-	
Berlin Brandenburg	- 7	Palatinate Saarland	2:
Bremen	- 3	Saxony	
Hamburg	- 1	Saxony-Anhalt	
Hesse	10	Schleswig-	
Mecklenburg-		Holstein	
West Pommerania Lower Saxony	-	Thuringia	
Position in the co Entrepreneur, partn Managing director, bead of an authorit Senior department with managerial re Department head, Other salaried stuff skilled worker Lecturer, teacher, s Trainee Other position Student	er, se boar y etc head spons group , pub	elf-employed d member, : , other employe ibility head lic service	

# Basic data all visitors

Region of residen	ce			
up to 50 km				
more than 50 km up to 100 km more than 100 km up to 300 km				
more than 100 km over 300 km	up to	300 km		
Total Germany		n d bli	10	
Baden-	-	North Rhine-		
Württemberg		Westphalia		
Bavaria Berlin	1	Rhineland- Palatinate		
Brandenburg		Saarland		
Bremen	- 0	Saxony		
Hamburg	- 0	Saxony-Anhalt		
Hesse	10	Schleswig-		
Mecklenburg-	10	Holstein		
West Pommerania		Thuringia		
Lower Saxony		mannigia		
Entrepreneur, partn Managing director, head of an authorit	er, so boar y etc	elf-employed d member, :.		
Position in the col Entrepreneur, partn Managing director, head of an authorit Senior department with managerial res Department head, of Other salaried stuff Skilled worker Lecturer, teacher, so Trainee Other position	er, so boar y etc head spons group , pub	elf-employed d member,  , other employee , other employee , other employee , other employee , other employee , other employee		
Entrepreneur, partn Managing director, head of an authorit Senior department with managerial res Department head, of Other salaried stuff Skilled worker Lecturer, teacher, so Trainee	er, so boar y etc head spons group , pub	elf-employed d member,  , other employee , other employee , other employee , other employee , other employee , other employee		
Entrepreneur, partn Managing director, head of an authorit Senior department with managerial res Department head, o Other salaried stuff Skilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man	er, so boar y etc head spons group , pub	elf-employed d member,  , other employee , other employee , other employee , other employee , other employee , other employee		
Entrepreneur, partn Managing director, head of an authorit Senior department with managerial res Department head, of Other salaried stuff Skilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man Old-age pensioner	er, so boar y etc head spons group , pub cienti	elf-employed d member, , , other employee ibibility head lic service fic assistant		
Entrepreneur, partn Managing director, head of an authorit Senior department with managerial res Department head, o Other salaried stuff Skilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man	er, so boar y etc head spons group , pub cienti	elf-employed d member, , , other employee ibibility head lic service fic assistant		
Entrepreneur, partn Managing director, head of an authorit Senior department with managerial res Department head, of Other salaried stuff Skilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man Old-age pensioner	er, so boar y etc head spons group , pub cienti	elf-employed d member, , , other employee iibility head lic service fic assistant		
Entrepreneur, partn Managing director, head of an authorit Senior department with managerial ree Department head, of Other salaried stuff Skilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully	er, so boar y etc head spons group , pub cienti	elf-employed d member, , , other employee iibility head lic service fic assistant		
Entrepreneur, partn Managing director, head of an authorit Senior department with managerial repepartment head, of the salaried stuff skilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully Frequency of visit 2006 2005	er, so boar y etc head spons group , pub cienti	elf-employed d member, , , other employee iibility head lic service fic assistant		
Entrepreneur, partn Managing director, head of an authorit Senior department with managerial res Department head, of Other salaried stuffskilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully  Frequency of visit 2006	er, so boar y etc head spons group , pub cienti	elf-employed d member, , , other employee iibility head lic service fic assistant		

# Additional data private visitors

Male         46           Female         54           Age         wp to 20 years         12           over 20 up to 30 years         12           over 20 up to 40 years         21           over 40 up to 50 years         23           over 60 up to 70 years         16           over 60 up to 70 years         12           over 70 years         4           Net household income         W           up to         900, EUR up to 1 500, EUR         2           more than 900, EUR up to 2 000, EUR         7           more than 1 500, EUR up to 2 600, EUR         8           more than 2 600, EUR up to 2 600, EUR         8           more than 3 600, EUR up to 5 600, EUR         8           more than 5 000, EUR up to 5 600, EUR         6           N/A         5           Size of household         %           1 persons         36           3 persons         23           4 persons         23           5 persons and more         8           Buying and ordering capacity         %           Purchase or order made or intended at the exhibition yes         72           no         11           maybe         72 <th></th> <th></th>		
up to 20 years	Male	% 46 54
up to 900,- EUR up to 1 500,- EUR 7 more than 900,- EUR up to 2 000,- EUR 7 more than 1 500,- EUR up to 2 000,- EUR 7 more than 2 000,- EUR up to 2 600,- EUR 8 more than 2 600,- EUR up to 5 600,- EUR 8 more than 3 600,- EUR up to 5 000,- EUR 8 M/A 59  Size of household 9% 1 person 100 2 persons 36 3 persons 23 4 persons 23 5 persons 23 5 persons 23 6 persons 23 6 persons 23 7 persons 23 7 persons 23 8 persons 24 8 persons 25 8 persons 26 8 persons 27 9 persons 27 9 persons 28 9 persons 29 9 per	up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years	% 12 12 21 23 16 12 4
1 person 10 2 persons 36 3 persons 23 3 persons 23 4 persons 23 5 persons and more 8  Buying and ordering capacity Purchase or order made or intended at the exhibition yes 72 no 11 maybe 17  Follow-up business 8 Intend to buy at later date yes 10 no 33	up to more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 2 4 7 8 10 6 4 59
Purichase or order made or intended at the exhibition yes 72 no 11 maybe 17  Follow-up business % Intend to buy at later date yes 31 no 33	1 person 2 persons 3 persons 4 persons	% 10 36 23 23
Intend to buy at later date yes 31 no 33	Purchase or order made or intended at the exhibition yes no	% 72 11 17
	Intend to buy at later date yes no	% 31 33 36

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# 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- North Rhine-	
Württemberg - Westphalia	1
Bavaria - Rhineland-	
Berlin - Palaținațe	76
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse 22 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	_
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 10 1 5 30 5 1 5 5 8 8 32 41
Frequency of visits to trade fair 2004 2003 Earlier events	% 71 72 28

# Additional data private visitors

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

# **BAU** ---- München

#### **Basic data trade visitors**

Total number of visitors	208 947
Proportion of trade visitors	94%
Region of residence	%
up to 50 km	15
more than 50 km up to 100 km	11
more than 100 km up to 300 km over 300 km	30 43
Total Germany Baden- North Rhine-	81
Württemberg 21 Westphalia Bavaria 51 Rhineland-	7
Berlin 1 Palatinate	3
Brandenburg 1 Saarland	3 1
Bremen - Saxony	3 t 1
Hamburg - Saxony-Anhal Hesse 4 Schleswig-	t 1
Hesse 4 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia	2
Lower Saxony 3	_
Total Foreign	19
of which EU Rest of Europe	65 20
Middle East	
East Asia	6 7 2
Other	2
Austria Italy Switzerland Slovenia Turkey	18 8 6 5 4
	n %
Position in the company/organisatio	
Managing director, board member,	
Managing director, board member, head of an authority etc. Senior department head, other employ	ee
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility	8 ee 4
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head	8 ee 4 14
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service	8 ee 4 14 17
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker, journeyman	ee 4 14 17 6
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker, journeyman Foreman Lecturer, teacher, scientific assistant	ee 4 14 17 6
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head other salaried stuff, public service Skilled worker, journeyman Foreman Lecturer, teacher, scientific assistant Trainee	ee 4 14 17 6
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker, journeyman Foreman Lecturer, teacher, scientific assistant Trainee Other position	ee 4 14 17 6
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head other salaried stuff, public service Skilled worker, journeyman Foreman Lecturer, teacher, scientific assistant Trainee	ee 4 14 17 6
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker, journeyman Foreman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	8 8 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker, journeyman Foreman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	8 8 4 14 17 6 6 6 6 5 5 5 1 1 9% 41
head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker, journeyman Foreman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 2003	8 8 4 14 17 6 6 6 6 1 3 2 2 5 5 1 1 9 % 41 32
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker, journeyman Foreman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	8 8 4 14 17 6 6 6 6 5 5 5 1 1 9% 41

### Basic data all visitors

more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 16 12 30 42
Total Germany	82
Baden- North Rhine- Württemberg 20 Westphalia Bavaria 53 Rhineland-	7
Berlin 1 Palatinate	3
Brandenburg 1 Saarland Bremen - Saxony	3
Hamburg - Saxony-Anhalt Hesse 4 Schleswig-	1
Mecklenburg- West Pommerania - Thuringia Lower Saxony 2	1
Total Foreign	18
of which EU Rest of Europe	65 20
Middle East <sup>'</sup> East Asia	
Other	Ē
visitor shares Austria Italy Switzerland Slovenia Turkey	18
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member.	% 32
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	32
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	32 8 14 15
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker, journeyman	32 8 14 15
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker, journeyman Foreman Lecturer, teacher, scientific assistant	32 8 14 15
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker, journeyman Foreman Lecturer, teacher, scientific assistant Trainee Other position	32 8 14 15
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker, journeyman Foreman Lecturer, teacher, scientific assistant Trainee	32
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker, journeyman Foreman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	3.
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker, journeyman Foreman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	3: 14 1: 1:
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker, journeyman Foreman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	9,4

Economic s		tur.			2
Construction Other skille	n muus d trade	uy s			-
Architect, a			9		1
Civil engine			fices		1
Building ma Other trade		trade			
Building ma		manufa	cturer		
Other manu		rs			
Building ow Housing bu		property	v mana	gement	
Service			,	gement	
Authority, p			mont		
Planning, p Student	roject r	nanager	nent		
Other not g	ainfully	employ	yed		
Influence of	n pur	hasing.	1		
procureme Decisively	nt aeci	sions			3
Collectively					- 2
In an advise No	ory cap	acity			
Student					
Other not g	ainfully	employ	yed		
Aron of ro	cnoncil	silitu			
Area of rea Management		Jilley			3
Research, d	evelopi				
Planning, w Manufactur			n		-
Production,					1
Buying, pro	cureme	nt			
Finance, ac Information	countin	g, contr	olling on techi	nology (FC	)P)
Administrat					.,
social welfa	ıre, trai	ning			
Marketing, Storage, ma				paistics	
transport				3.50.001	
Maintenanc Other area	e, repa	irs			
Student					
Other not g	ainfully	employ	yed		
Size of cor			ation:		
Number of 1- 4	employ 24	ees:	500 -	999	
5- 9	14		000 -	9 999	
10- 49	22	10		d more	
50- 99 100-199	9 7	Othe		Student Jainfully	
200-499	6			nployed	
Length of		\.			
1. Length of one	r stay (i 71	days): three	5 2	five	
two	20	four	= =	six	

Conducted by: TNS Infratest, München

3. Share of visitors on the event's days:
1st day 15 3rd day 29 5th day
2nd day 25 4th day 32 6th day

2. Average length of stay

1,4 days

# bauma ---- München

#### Basic data trade visitors

Basic data trade visitors	
Total number of visitors	501 523
Proportion of trade visitors	91%
Region of residence	%
up to 50 km more than 50 km up to 100 km	11 8
more than 100 km up to 300 km over 300 km	22
over 300 km	59
Total Germany	66
Baden- North Rhine- Württemberg 21 Westphalia	11
Bavaria 44 Rhineland-	
Berlin 1 Palatinate	4
Brandenburg 1 Saarland Bremen - Saxony	1
Hamburg 1 Saxony-Anhalt	: 1
Hesse 4 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	1
Lower Saxony 4	
Total Foreign	34
of which EU	61
Rest of Europe Africa	17 2 4 3 4 7 2
North America	4
South and Central America Middle East	3
East Asia	7
Australia	2
The five countries with the highest	
visitor shares Austria	% 12
Italy	10
Switzerland	
France Netherlands	6 5 4
Netherialius	
Position in the company/organisation	n %
Entrepreneur, partner, self-employed Managing director, board member,	18
head of an authority etc.	12
Senior department head, other employe	ee
with managerial responsibility Department head, group head	13
Other salaried stuff, public service	12
Skilled worker, journeyman Lecturer, teacher, scientific assistant	6
Trainee	6 13 12 6 2 2
Master craftsman, building foreman,	
head mason	9 7 3 3 6
Construction machine operator Building worker	3
Other position	3
Student Other not gainfully employed	6

#### Additional data trade visitors

Economic sector Industry, skilled trades Trade Service Building authorities, administration University, technical college, institution Other Student Other not gainfully employed	% 51 11 14 8 3 7 6
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 26 31 19 17 6
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (EDI Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Building management Mechanical department, building machine, equipment department Other area Student Other not gainfully employed	% 25 8 8 13 3 9 3 9 1 2 5 8 4 7 7 14 15 9 6 1
Size of company/organisation:           Number of employees:         1- 4 9 500- 999           1- 4 9 1000- 999         999           10- 49 23 10 000 and more         50- 99           50- 99 12 Student         100-199           100-199 10 Other not gainfully         200-499           200-499 9 employed	% 5 10 5 6
Length of stay  1. Length of stay (days): one 57 four 5 two 22 five 2 three 12 six 1	% 1
2. Average length of stay 1,8 of	days
3. Share of visitors on the event's days: 1st day 21 4th day 29 7th day 2nd day 27 5th day 28 3rd day 30 6th day 29	15

# C-B-R ···· München

### **Basic data private visitors**

Total number of visitors	108 678
Proportion of private visitors	91%
Region of residence up to 50 km	% 63
more than 50 km up to 100 km	21
more than 100 km up to 300 km over 300 km	14
over 300 km	3
Total Germany	98
Baden- North Rhine-	
Württemberg 1 Westphalia	1
Bavaria 98 Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	_
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	-
Total Foreign	2
of which EU	84
Other	16
Position in the company/organisation	ı %
Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member,	11
head of an authority etc.	1
Senior department head, other employe	
with managerial responsibility	2
Department head, group head	11
Other salaried stuff, public service	36
Skilled worker Lecturer, teacher, scientific assistant	8

Lecturer, teacher, scientific assistant Trainee

Old-age pensioner Other not gainfully employed

Frequency of visits to trade fair 2006 2005 2004 2003 Earlier events

Other position Student Housewife/man

First visit

### Additional data private visitors

Sex Male Female	% 62 38
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 3 17 19 25 21 13 2
Net household income up to 900,- EUR more than more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 5 000,- EUR up to 5 000,- EUR N/A	% 4 6 13 15 23 18 11
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 18 46 14 15 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 37 29 35
Follow-up business Intend to buy at later date yes no maybe	% 34 15 51
Conducted by: TNS Infratest, München	

Conducted by: TNS Infratest, München

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# **EXPO REAL**

#### **Basic data trade visitors**

Total number of visitors	40 722
Proportion of trade visitors	97%
Region of residence	%
up to 50 km	12 3
more than 50 km up to 100 km more than 100 km up to 300 km	11
over 300 km	74
Total Germany	71
Baden- North Rhine-	17
Württemberg 11 Westphalia Bavaria 26 Rhineland-	17
Berlin 10 Palatinate	4
Brandenburg 1 Saarland	1
Bremen 1 Saxony	3
Hamburg 6 Saxony-Anhalt Hesse 14 Schleswig-	1
Hesse 14 Schleswig- Mecklenburg- Holstein	2
West Pommerania - Thuringia	1
Lower Saxony 3	
Total Foreign	29
of which EU Rest of Europe	76 12
North America	6
Other	6
The five countries with the highest	
visitor shares	%
Great Britain	15 11
Austria Netherlands	6
Czech Republic	4
Switzerland	3
Position in the company/organisation	%
<b>Position in the company/organisation</b> Managing director, board member, head of an authority etc.	27
Salaried staff with managerial responsibil	ity,
director	26 24
Salaried staff Self employed/freelance	24 14
Public service	17
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position Student	7
Student	
Frequency of visits to trade fair 2006	% 46
	46 36
	20
2005 2004	28
2004 Earlier events	14
2004	

Earlier events First visit

Other not gainfully employed

Frequency of visits to trade fair 2004 2001 1998

# ---- München

# Additional data trade visitors

Economic sector	%
Corporate Real Estate Management	24
Property consulting, agent	13
Property development	6
Property financing	6
Property investment	14
Real Estate project management	5 3
Property communication	3
Associations of Real Estate management	1
Facility management, Services	5
Architect's office	5
Engineering company	5
Economic regions and cities	3
Information technology	1
Education and further training, research,	
development	2
Student	7

Influence on purchasing/ procurement decisions	%
Decisively	31
Collectively	32
In an advisory capacity	20
No	9
Student	7

Area of responsibility	%
Management	13
Research, development, design	
Planning, work preparation	11
Manufacture, production	- "
Production, quality control	
	5
Buying, procurement	2
Finance, accounting, controlling	/
Information, communication technology	(EDP) 1
Administration, organisation, personnel,	
social welfare, training	7
Marketing, sales, advertising, PR	14
Market research	6
Financing	6 9
	26
Investment, aquisition	
Consulting	23
Corporate Real Estate Management	11
Other area	9
Student	7

Size of	comp	any/orga	anisation:		
Numbe	r of en	nployees:			9
1-	4	16	200 -	499	
5-	9	11	500 -	999	
10- 4	49	23	1 000-	9 999	
50-	99	9	10 000 ai	nd more	
100-19	99	6		Student	

Length o	of stay	(days):			%
one	32	two	45	three	23
2. Averag	e lengtl	h of stay		1,9	days
3. Share of 1st day	of visito 61	rs on the 2nd day	event's / 83	days: 3rd day	47

Conducted by: TNS Infratest, München

# GARTEN (2006) ---- München

# **Basic data private visitors**

Total number of visitors	74 092
Proportion of private visitors	83%
	%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km  Total Germany Baden- Württemberg 1 Westphalia Bavaria 97 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony - Total foreign of which EU Other	56
more than 50 km up to 100 km	23 17
over 300 km	3
	98
Wurttemberg 1 Westphalia	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony -	
of which EU	67 33
<b>Position in the company/organisation</b> Entrepreneur, partner, self-employed Managing director, board member,	% 12
Managing director, board member,	
head of an authority etc.	. 1
Senior department head, other employee with managerial responsibility	٠.
Department head, group head Other salaried staff, public service	
Other salaried staff, public service	35
Skilled worker	5
	-
Lacturar tanchar eciantific assistant	1
Lecturer, teacher, scientific assistant	
Trainee	3
Trainee Other position Student	
Trainee Other position Student Housewife/man	13
Trainee Other position Student Housewife/man	13 17
Trainee Other position Student Housewife/man	35 35 2 2 1 1 3 3 17 2
Foreman, master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2005	% 41
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2005 2004	% 41 38
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 41

# **Basic data all visitors**

Region of residence	%
up to 50 km	54
more than 50 km up to 100 km more than 100 km up to 300 km	24 18
over 300 km	4
Total Germany	98
Baden- North Rhine-	
Württemberg 2 Westphalia	-
Bavaria 96 Rhineland-	
Berlin - Palatinate	-
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse - Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	- 0
Lower Saxony -	
Total foreign	2
of which EU	70
Other	30
	<b>are</b> %
Austria	60
Austria	
Austria  Position in the company/organisation Entrepreneur, partner, self-employed	60 %
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	60 %
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	% 16
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	60 % 16 1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	60 % 16 1
The country with the highest visitor sh Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service	60 % 16 1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	60 % 16 1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Foreman, master craftsman	60 % 16 1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Foreman, master craftsman Lecturer, teacher, scientific assistant	60 % 16 1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Foreman, master craftsman Lecturer, teacher, scientific assistant Trainee	60 % 16 1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Foreman, master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student	60 % 16 1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Foreman, master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Housewife, man	60 % 16 1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Foreman, master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Housewife, man Old-age pensioner	60 16 1 31 5 4 2 2 3 3 12 15
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Foreman, master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Housewife, man Old-age pensioner	60 % 16 1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Foreman, master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Housewife, man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	60 % 16 1 4 31 5 4 2 2 3 3 12 15 1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Foreman, master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Housewife, man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	60 % 16 1 4 311 5 4 2 2 3 3 12 15 1 1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Foreman, master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Housewife, man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2005 2004	60 % 16 1 31 5 4 22 3 3 15 15 1
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilded worker Foreman, master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Housewife, man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2005 2004 2003	600 %6166 11 
Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Foreman, master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student	60 % 16 1 31 5 4 22 3 3 15 15 1

# Additional data private visitors

Sex Male	% 34
Female	66
<b>Age</b> up to 20 years	%
over 20 up to 30 years	10
over 30 up to 40 years over 40 up to 50 years	19
over 50 up to 60 years over 60 up to 70 years	23
over 70 years	2
Net household income	%
up to 900,- EUR more than 900,- EUR up to 1 500,- EUR	8
more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR	13
more than 2 600,- EUR up to 3 600,- EUR	17
more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	13
N/A	22
Size of household	%
1 person 2 persons	15
3 persons 4 persons	19
5 persons and more	7
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	64
no maybe	13
•	
Follow-up business Intend to buy at later date	%
yes	20
no	





# GOLF EUROPE ---- München

### **Basic data trade visitors**

Total number of visitors	5 430
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	14
more than 50 km up to 100 km	5
more than 100 km up to 300 km over 300 km	14
over 300 km	67
Total Germany	50
Baden- North Rhine-	
Württemberg 10 Westphalia	15
Bavaria 46 Rhineland-	_
Berlin 3 Palatinate Brandenburg 1 Saarland	6
Bremen 1 Saxony	1
Hamburg 1 Saxony-Anhalt	- 1
Hesse 5 Schleswig-	
Mecklenburg- Holstein	2
	Ī
West Pommerania 3 Thuringia Lower Saxony 5	
Total Foreign	50
of which EU	78
Rest of Europe	15
Other	3
The three countries with the highest	
visitor shares	%
Austria	18
Great Britain	9
Netherlands	8
Position in the company/organisation	%
Pro shop owner	17
Pro shop operator	4
Pro	8
Other self-employed entrepreneur, partne	er, 19
freelance profession	19
Management director, board of director, president, golf course manager	22
Senior department head, other employee	22
with managerial responsibility	4
Department head, group head	ġ
Pro-assistant, other employee	4 9 3 1 9 3
Pro-apprentice, trainee	1
Other position	9
Student	3
Other not gainfully employed	1
Frequency of visits to trade fair	%
2006	44
2005	39
2004	29 13
Earlier events First visit	41
LII2f AIRIF	41

Additional data trade visitors	
Economic sector Golf Professional Pro-shop	% 11 22
Golf course operator with commercial resale Fashion speciality shop	9
Department store Mail order Buying groups and associations	4 2 4 3 5 2 5 11
Commercial agent TV and internet-shopping Other sport retailers	5 2 5
Producer, supplier Other Student	11 18 3
Other not gainfully employed	1
Influence on purchasing/ procurement decisions	%
Decisively Collectively In an advisory capacity No	51 26 13 6
Student Other not gainfully employed	3
Area of responsibility Management	% 41
Research, development, design Manufacture, production Production, quality control	3 4 2
Nursing service Buying, procurement Finance, accounting, controlling	1 27 4
Information, communication technology (ED Administration, organisation, personnel, social welfare, training	P) 2 7
Marketing, sales, advertising, PR Storage, material management, logistics,	28
transport Maintenance, repairs Sales	3 2 33
Other area Student Other not gainfully employed	10 3 1
Size of company/organisation:	
Number of employees: 1- 4 42 200- 499	% 2 3 3
5- 9 16 500- 999 10- 49 23 Student 50- 99 6 Other not gainfully	3
100-199 4 employed	1
Length of stay  1. Length of stay (days): one 57 two 28 three	% 15
	days
3. Share of visitors on the event's days: 1st day 55 2nd day 65 3rd day	37

Conducted by: TNS Infratest, München

# HEIM + HANDWERK ---- München

Total number of visitors	137 120
Proportion of private visitors	82%
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 over 300 km	3
Total Germany	99
Baden- North Rhine- Württemberg 1 Westphalia Bavaria 97 Rhineland-	
Bavaria 97 Rhineland-	
Berlin - Palatinate Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhal Hesse - Schleswig-	t ·
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony -	
Total Foreign	1
of which EU Other	71 29
Position in the company/organisatio	
Entrepreneur, partner, self-employed Managing director, board member,	10
head of an authority etc.	2
Senior department head, other employ with managerial responsibility	ee 2
Department head group head	8
	37
Other salaried stuff, public service	
Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	2
Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	1
Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	2 1 3
Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	6 2 1 3 8 8

Frequency of visits to trade fair 2006 2005 2004 Earlier events First visit

### Basic data all visitors

Proportion of trade visitors	189
Region of residence	0
up to 50 km	6
more than 50 km up to 100 km	Ĩ
more than 100 km up to 300 km	1
over 300 km	
Total Germany	9
Baden- North Rhine-	
Württemberg 1 Westphalia Bavaria 97 Rhineland-	
Bavaria 97 Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 1	
Total Foreign	
of which EU	6
Other  The country with the highest visitor Austria	3
The country with the highest visitor Austria	share %
The country with the highest visitor Austria  Position in the company/organisation	share %
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, self-employed	share %
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	share %
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, self-employed	share % 3
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility	share % 3
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, croup head	share % 3
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service	share % 3
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	share 9
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	share % 3
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	share % 3
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	share 9
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	3 share % 3 n 1 1 ee
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	share 9
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	share 9
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	share 3 3 n 1
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	share 3  n 1  the see
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other position Other not gainfully employed  Frequency of visits to trade fair 2006 2005	3 share 9 3 3 1 1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employewith managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	3 share <sup>9</sup> 3 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
The country with the highest visitor Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other position Other not gainfully employed  Frequency of visits to trade fair 2006 2005	share % 3

# Additional data private visitors

Sex Male Female	% 45
	55
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 9 16 27 23 19
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 4 6 11 15 19 16 10 18
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 45 17 16 5
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes no maybe	68 11 22
Follow-up business	%
Intend to buy at later date yes no maybe	30 19 51

# inhorgenta europe (2006) ---- München

#### Basic data trade visitors

Total number of visitors	29 304
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	13 8
more than 50 km up to 100 km	26
more than 100 km up to 300 km over 300 km	53
Total Germany	72
Baden- North Rhine- Württemberg 24 Westphalia	9
Bavaria 43 Rhineland-	,
Berlin 3 Palatinate	5
Brandenburg 1 Saarland Bremen 1 Saxony	1
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	
Hesse 6 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 3	1
Total foreign	28
of which EU	81 13
Rest of Europe Other	6
visitor shares Austria Great Britain Netherlands	% 28 7 5
Position in the company/organisation Entrepreneur, partner, self-employed	% 47
Managing director, board member, head of an authority etc. Senior department head, other employer	10
with managerial responsibility	1
Department head, group head	6
Other salaried staff, public service Skilled worker	7
	7
Foreman, master craftsman	
Foreman, master craftsman Lecturer, teacher, scientific assistant	í
Foreman, master craftsman Lecturer, teacher, scientific assistant Trainee	1 5
Trainee Other position	1 5 4
Trainee	6 7 6 7 1 5 4 7
Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	1 
Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	% 50
Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 2004	% 50 50
Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	% 50

#### Additional data trade visitors

Additional data trade visitors	
Economic sector	%
Specialist retail trade with watches,	
jewellery, jewels, precious metals	29
Other retail Department store	1
Wholesale, foreign trade in watches,	
jewellery, jewels, precious metals	5
jewellery, jewels, precious metals Other wholesale trade	1
Commercial agent	.1
Gold, silversmith without retail outlet	16 4
Watchmaker without retail outlet Producer	6
Supplying company belonging to the sector	2
Polytechnics	- 1
Designer	6
Gallery	1
Mail order business, TV, Internet-shopping	15
Other Student	1 2 15 7
Other not gainfully employed	1
	_
Influence on purchasing/ procurement decisions	%
Decisively	47
Collectively	24
In an advisory capacity	11
No	9
Student Other net gainfully ampleyed	7 1
Other not gainfully employed	
Area of responsibility	%
Management	39
Research, development, design Planning, work preparation	7
Manufacture, production	28
Production, quality control	6
Buying, procurement	27
Finance, accounting, controlling	10
Information, communication technology (EDP	) 4
Administration, organisation, personnel, social welfare, training	7
Marketing, sales, advertising, PR	18
Storage, material management, logistics,	
transport	7
Maintenance, repairs	8
Sales Product development design	30
Product development, design Other area	22 10
Student	7
Other not gainfully employed	1
Size of company/organisation:	
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 100-199 3 Other not gainfully	/
100-199 3 Other not gainfully 200-499 3 employed	1
N/A	2
	_
Length of stay 1. Length of stay (days):	%
one 57 three 14	
two 23 four 5	

2. Average length of stay

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

# JAGEN UND FISCHEN (2005) ---- München

# **Basic data private visitors**

Total number of visitors	44 046
Proportion of private visitors	80%
Region of residence	%
up to 50 km	30
more than 50 km up to 100 km	23
more than 50 km up to 100 km more than 100 km up to 300 km	35
over 300 km	11
Total Germany	93
Baden- North Rhine-	
Württemberg 5 Westphalia	-
Bavaria 90 Rhineland-	
Berlin 1 Palatinate	1
Brandenburg - Saarland	-
Bremen - Saxony	1
Hamburg - Saxony-Anhalt	-
Hesse 1 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	
Total Foreign	7
of which EÚ	75
Rest of Europe	25
The five countries with the highest visitor shares  Austria	31
visitor shares	31 28 22 6
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed	28 22 6 5
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	31 28 22 6 5 1 1 %
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	31 28 22 6 5 1 1 %
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Seenior department head, other employe with managerial responsibility	31 28 22 6 5 1 1 15
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, croup head	31 28 22 6 5 15 15 2ee
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service	31 28 22 6 5 5 11 15 2ee
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	31 28 22 6 5 5 11 15 2ee
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	31 28 22 6 5 5 11 15 2ee
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	31 28 22 6 5 5 11 15 2ee
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	31 28 22 6 5 5 11 15 2ee
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	31 28 22 6 5 5 11 15 2ee
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	31 28 22 6 5 5 11 15 2ee
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-ade pensioner	31 28 22 5 5 5 10 10 23 33 10 22 8
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	31 28 22 5 5 5 10 10 23 33 10 22 8
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	31 28 22 6 5 1 1 1 1 1 2 2 2 2 3 3 3 3 3 3 9 9 9 9 9 9 9 9 9 9
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2003	31 28 22 22 6 5 10 15 12 23 10 23 10 24 33
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2003 2001	31 28 22 6 5 5 10 10 23 3 3 3 10 28 8 3 3
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2003 2001 2000	31 28 22 26 5 5 15 15 2 2 10 23 3 3 10 48 36 36 36 48 36 36 36 37 48 48 48 48 48 48 48 48 48 48 48 48 48
visitor shares Austria Italy Switzerland France Poland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2003 2001	31 28 22 6 5 5 10 10 23 3 3 3 10 28 8 3 3

# **Basic data all visitors**

Region of residence up to 50 km	9/ 2!
more than 50 km up to 100 km	2:
more than 100 km up to 300 km over 300 km	30 10
	-
Total Germany	92
Baden- North Rhine- Württemberg 6 Westphalia	
Bavaria 89 Rhineland- Berlin 1 Palatinate	
Berlin 1 Palatinate Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse 1 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony -	
<b>Total Foreign</b> of which EU	7
Rest of Europe	2.
North America East Asia	
Australia	
The five countries with the highest	
visitor shares	
visitor shares Italy	3
visitor shares Italy Austria Switzerland	3 2 1
visitor shares Italy Austria Switzerland France	3 2 1
visitor shares Italy Austria Switzerland France Denmark	3 2 1
visitor shares Italy Austria Switzerland France Denmark	9 3 2 1 1
visitor shares Italy Austria Switzerland France Denmark  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	9 1
visitor shares Italy Austria Switzerland France Denmark  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	3 2 1 9 1
visitor shares Italy Austria Switzerland France Denmark  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	99
visitor shares Italy Austria Switzerland France Denmark  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	9, 11
visitor shares Italy Austria Switzerland France Denmark  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service	99 11
visitor shares Italy Austria Switzerland France Denmark  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	9 1 1 2 1 2
visitor shares Italy Austria Switzerland France Denmark  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	99 11 22 11 22
visitor shares Italy Austria Switzerland France Denmark  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	99 11 2 11 2 11
visitor shares Italy Austria Switzerland France Denmark  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	9, 1
visitor shares Italy Austria Switzerland France Denmark  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	99 1 1 2 1
visitor shares Italy Austria Switzerland France Denmark  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	9 1 2 1 1 2 1
visitor shares Italy Austria Switzerland France Denmark  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	9, 1
Austria Switzerland France Denmark  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2003 2001	3 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
visitor shares Italy Austria Switzerland France Denmark  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2003	9,11

# Additional data private visitors

Sex Male Female	% 82 18
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 9 19 23 29 12 7 2
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 7 7 13 15 16 14 14
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 31 19 22 12
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 68 13 19

# INTERNATIONALE HANDWERKSMESSE ---- München

### **Basic data trade visitors**

basic data trade visitors	
Total number of visitors	166 219
Proportion of trade visitors	52%
Region of residence	%
up to 50 km	41
	24
more than 50 km up to 100 km more than 100 km up to 300 km	27
over 300 km	8
Total Germany	97
Baden- North Rhine-	
Württemberg 8 Westphalia	1
Bavaria 87 Rhineland-	
Berlin 1 Palatinate	-
Brandenburg - Saarland	7
Bremen - Saxony	1
Hamburg - Saxony-Anhal	t -
Hesse 1 Schleswig-	
Mecklenburg- Holstein	7
West Pommerania - Thuringia	1
Lower Saxony -	
Total Foreign	<b>3</b> 77
of which EU	
Rest of Europe	9
Other	14
The country with the highest visitor Austria	share %
Position in the company/organisatio	
Entrepreneur, partner, self-employed	34
Managing director, board member,	
head of an authority etc.	4
Senior department head, other employ	ee 1
with managerial responsibility	
Department head, group head Other salaried stuff, public service	6
Skilled worker	12
Lecturer, teacher, scientific assistant	12 12 4
Trainee	5
Other position	1
Foreman, master craftsman	10
Student	5
Housewife/man	1
Old-age pensioner	4
Other not gainfully employed	i
and the second s	
Frequency of visits to trade fair	%
2006	65
2006 2005	65 61
2006 2005 2004	65 61 57
2006 2005	65 61

# **Basic data private visitors**

Proportion of private visitors		
Region of residence	%	
up to 50 km	64	
more than 50 km up to 100 km	18	
more than 100 km up to 300 km	15	
over 300 km	3	
Total Germany	99	
Baden- North Rhine-		
Württemberg 3 Westphalia	-	
Bavaria 96 Rhineland-		
Berlin - Palatinate	-	
Brandenburg - Saarland		
Bremen - Saxony	-	
Hamburg - Saxony-Anhalt Hesse - Schleswig-		
Hesse - Schleswig- Mecklenburg- Holstein		
West Pommerania - Thuringia	- 1	
Lower Saxony -		
Total Foreign	1	
of which EU	98	
044	2	
Other  The country with the highest visitor s Austria	hare % 53	
The country with the highest visitor s Austria	53 %	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed	53	
The country with the highest visitor s  Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	53 % 10	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	53 % 10	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	53 % 10	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 10 1 · · · · · · · · · · · · · · · · ·	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	53 % 10	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	53 % 10 1 3 38 1	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	53 % 10 1 1	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	53 % 10 1 3 3 38 1 1	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position	53 % 10 1 3 3 38 1 1	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman	53 % 10 1 3 3 38 1 1	
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student	53 % 10 1 3 3 38 1 1	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man	53 % 10 1 3 3 38 1 1	
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student	53 % 10 1 3 38 1	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner	53 % 10 1 1 3 388 1 1 1 1 2 2 3 34	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	53 % 10 1 1 3 38 1 1 1 1 2 5 34 1	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	53 % 10 1 3 38 1 1 1 2 5 3 34 1 1 2 5 4 4 8 4 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	53 % 10 1 1 3 38 8 1 1 1 2 2 5 34 1 48 39 34	
The country with the highest visitor s Austria  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	53 % 10 1 3 38 1 1 1 2 5 3 34 1 1 2 5 4 4 8 4 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	

# **Basic data all visitors**

Region of residence up to 50 km	% 52
more than 50 km up to 100 km	21
more than 50 km up to 100 km more than 100 km up to 300 km	21
over 300 km	6
Total Germany	98
Baden- North Rhine- Württemberg 5 Westphalia	1
Bavaria 91 Rhineland-	
Berlin - Palatinate	-
Brandenburg - Saarland	-
Bremen - Saxony	1
Hamburg - Saxony-Anhalt Hesse 1 Schleswig-	-
Hesse 1 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	_
Lower Saxony -	
Total Foreign	2
of which EU	83
Rest of Europe	7
Other	10
The two countries with the highest visitor shares	%
visitor shares Austria	38
visitor shares Austria	
visitor shares Austria Italy	38 16 %
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed	38 16
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	38 16 % 23
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	38 16 %
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	38 16 % 23 3
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	38 16 % 23 3
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	38 16 % 23 3
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	38 16 % 23 3
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	38 16 % 23 3
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	38 16 % 23 3
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman	38 16 % 23 3
visitor shares Austria	38 16 % 23 3
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man	38 16 % 23 3
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner	38 16 %23 3 1 4 24 7 3 3 1 6 3 3 18
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner Other not gainfully employed	38 16 9% 23 3 1 1 4 24 7 7 3 3 3 1 1 6 6 3 3 1 8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	38 166 23 3 3 1 4 244 7 7 3 3 3 3 1 1 6 6 3 3 1 1 1 1 1 1 1 1 1 1
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	38 166 % 23 3 3 1 4 244 7 7 3 3 3 1 1 6 6 3 3 1 8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	38 166 % 23 3 3 1 4 4 244 7 7 7 3 3 3 1 1 6 6 3 3 3 18 1 1 1 6 6 6 7 1 1 1 1 1 1 1 1 1 1 1 1 1
visitor shares Austria Italy  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	38 16

# Additional data trade visitors

Economic sector Skilled trades Industry Service sector Retail and wholesale trade Public authority Polytechnics Other Student Other not gainfully employed	% 60 9 11 2 2 2 3 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 46 19 12 13 5
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (ED Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Layout and design Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed	% 29 6 11 23 6 13 7 P) 3 11 10 8 8 17 14 5 6
Size of company/organisation:           Number of employees:         1 - 4 29 500 999           5 - 9 13 1000 999         10 000 and more           50 99 6 Student         5tudent           100-199 4 Other not gainfully         employed           N/A         N/A	% 3 4 4 5 6
Length of stay 1. Length of stay (days): one 95 four - seven two 4 five - three - six -	%
2. Average length of stay 1,1 3. Share of visitors on the event's days: 1st day 10 4th day 21 7th day 2nd day 15 5th day 15 3rd day 21 6th day 12	days 11

# Additional data private visitors

Sex Male Female	% 55 45
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 2 9 13 21 20 31 5
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 3 8 12 17 20 13 8 18
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 15 50 17 12 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 54 17 28
Follow-up business Intend to buy at later date yes no maybe	% 23 22 55

# ispo winter ---- München

### **Basic data trade visitors**

Total number of visitors	64 184	
Proportion of trade visitors	100%	
Region of residence	%	
up to 50 km	10 5	
more than 50 km up to 100 km more than 100 km up to 300 km	15	
over 300 km	70	
Total Germany	34	
Baden- North Rhine- Württemberg 11 Westphalia	7	
Bavaria 58 Rhineland-		
Berlin 2 Palatinate Brandenburg 1 Saarland	3	
	2	
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	-	
Hesse 4 Schleswig-		
Mecklenburg- Holstein	1	
West Pommerania - Thuringia Lower Saxony 4	2	
Total Foreign	66	
of which EU	68	
Rest of Europe North America	18 2	
East Asia	8	
Other	4	
The five countries with the highest		
visitor shares	%	
Italy Austria	14 10	
Switzerland		
	9	
France		
France Great Britain	5	
Great Britain		
Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 26	
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 26 23	
Great Britain  Position in the company/organisation Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employer	% 26 23	
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head	23 e 7	
Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service	23 23 2 15	
Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	23 23 2 15	
Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	23 23 2 15	
Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	23 23 2 15	
Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	23 e 7	
Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 26 23 26 27 15 10 4 1 5 3 3 5 1 1	
Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006	9% 26 23 23 25 15 10 4 1 1 5 5 3 3 5 5 1 1 9% 51 1	
Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2005	23 23 25 15 10 4 4 11 15 33 55 11	
Great Britain  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006	9% 26 23 23 25 15 10 4 1 1 5 5 3 3 5 5 1 1 9% 51 1	

Additional data trade visitors	
Economic sector	%
Sport specialist retail trade	% 33 5 2 2 9 1 3 3 5 10
Clothing retail trade	5
Shoe retail trade Department store	2
Mail order	2
Import and export of sports goods	9
Chain store Commercial agent	1
Sports studio, fitness studio	3
Designer	5
Producer	10
Supplier TV and internet-shopping	4
Marketing agency	4 1 3 11
Other	11
Student Other and animfully applicated	5 1
Other not gainfully employed	
Influence on purchasing/ procurement decisions	%
Decisively	42
Collectively	26 17
In an advisory capacity No	8
Student	5
Other not gainfully employed	1
Area of responsibility	%
Management	41 15
Research, development, design Planning, work preparation	8
Manufacture, production	9
Buying, procurement in the textile area	28
Buying, procurement in the shoe area Buying, procurement in the hardware area	16 25
Sales	34
Finance, accounting, controlling Information, communication technology (EDI	7 P) 4
Administration, organisation, personnel, social welfare, training	
social welfare, training	5
Marketing, sales, advertising, PR Storage, material management, logistics,	20
transport	5
Other area	6
Student	5 6 5 10
Fashion/product design Other not gainfully employed	10 1
Size of company/organisation: Number of employees:	%
1- 4 26 500- 999	4
5- 9 14 1 000- 9 999	% 4 4 3 5
10- 49 23 10 000 and more 50- 99 8 Student	3 5
100-199 7 Other not gainfully	,
200-499 6 employed	1
Length of stay	%
1. Length of stay (days):	
one 44 three 14	
two 33 four 9	
2. Average length of stay 1,9 o	days
3. Share of visitors on the event's days:	

1st day 55 3rd day 47 2nd day 61 4th day 25 Conducted by: TNS Infratest, München

# **LASER.** World of Photonics ----> München

### Basic data trade visitors

Total number of visitors	24 279
Proportion of trade visitors	97%
Region of residence	%
up to 50 km more than 50 km up to 100 km	10
more than 100 km up to 300 km	14
over 300 km	73
Total Germany	53
Baden- North Rhine- Württemberg 17 Westphalia	8
Bavaria 33 Rhineland-	C
Berlin 5 Palatinate	4
	1
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	3
Hesse 6 Schleswig-	'
Mecklenburg- Holstein	2
West Pommerania - Thuringia	10
Lower Saxony 6	
Total Foreign	47
of which EU Rest of Europe	56 13
North America	8
East Asia	17
Other	6
The five countries with the highest	
visitor shares	%
Great Britain France	10
Italy	9 9 7
Switzerland	
	6
USA	
USA Position in the company/organisation	
USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	3
USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	3
USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	3 9 e
USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	9 e 6 15
USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service	9 e 6 15 19
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	9 e 6 15 19
USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service	9 e 6 15 19 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	e 6 15 19 6 18 1
USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	e 6 15 19 6 18 1
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair	9 e 6 15 19 6 18 11 3 20
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005	3 9 6 15 19 6 1 1 3 20
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005 2003	3 9 6 15 19 6 1 1 3 20
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005	9 e 6 15 19 6 18 11 3 20

### Additional data trade visitors

<b>Economic</b> Industry	sector					9/ 43
Trade Skilled trad	doc					1
Service	ies					4
Non-univer			insti	tute		9
University,	college	etc.				15
Public adm Other	IIIIIStrat	.1011				
Student						20
Influence	on pur	chasin	g/			
procuremon Decisively	ent dec	isions				9/ 2!
Collectively	,					34
In an advis		pacity				13
No Student						20
Student						21
Area of re Business, o			orv	mana	igement.	9/
commercia	l i		1			3
Business, o technical	ompan	y, facto	ory	mana	igement,	(
Basic resea	arch					1
Application	n-relate		D			20
R & D mai	nageme	ent				1
Design Design, co	nstructi	on				14
Planning, v	work pr	eparat				1 DP)
Manufactu						1
Production Buying, pro			UI			
Finance, a	ccountir	ng, con				:
Information					nology (E	DP) .
Marketing, Maintenan			ısını	J, FR		
Training, fo	urther t					
Other area Student						2
Student						
Size of co Number of			isa	tion:		9
1- 4	4	,		00 -	499	
5- 9 10- 49	6 19			)0 -	999	1
10- 49 50- 99	19		1 00 0 00		9 999 nd more	1
100-199	8		- 5	u	Student	2
Length of	stay					9
1. Length o	of stay (	(days):		1.4		
one two	46 23	three four		14 17		
2. Average			,	"	21	) day
				unt'		uay
3. Share of 1st day	45	3rd d		7eiit : 59	uays.	
2nd day		4th d		42		





# **Productronica** — München

#### Basic data trade visitors

Basic data trade visitors	
Total number of visitors	40 506
Proportion of trade visitors	99%
Region of residence up to 50 km	% 7
more than 50 km up to 100 km	6
more than 100 km up to 300 km over 300 km	24 62
	02
Total Germany	55
Baden- North Rhine- Württemberg 30 Westphalia	5
Bavaria 43 Rhineland-	
Berlin 3 Palatinate Brandenburg 1 Saarland	1
Bremen - Saxony	3
Hamburg 1 Saxony-Anhalt	-
Hesse 7 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia	1
Lower Saxony 4	
Total Foreign	<b>45</b> 70
of which EU Rest of Europe	70 13
North America	13 5 3 4
Middle East	3
East Asia Other	4 8
The five countries with the highest visitor shares Austria Switzerland Italy Great Britain Czech Republic	% 11 8 7 7
Position in the company/organisation Entrepreneur, partner, self-employed	% 7
Managing director, board member, head of an authority etc.	8
Senior department head, other employe	e
with managerial responsibility	11 30
Department head, group head Other salaried stuff, public service	29
Skilled worker	29 7 2 2 3 1
Lecturer, teacher, scientific assistant Trainee	2
Other position	3
Student	1
Frequency of visits to trade fair	%
2005 2003	39 31
2003	26
Earlier events	14
First visit	48

#### Additional data trade visitors

Additional data trade visitors	
Economic sector	%
Manufacture of industrial electronics	21
Manufacture of auto electronics Manufacture of communication electronics	- 11
Manufacture of communication electronics	3
Manufacture of home entertainment	_
electronics	2 2 8 9 8 5 2 8 6 8 4
Production of medical electronics	2
Semiconductor production Printed circuit board production	ν 2
Electrical engineering	g
Mechanical and apparatus enineering	8
Measuring, control and automation technolo	av Š
Chemical industry	2
Other processing industry	8
Trade, craft, skilled trades	6
Service	8
Other	4
Student	1
Influence on nurchasing/	
Influence on purchasing/ procurement decisions	%
Decisively	21
Collectively	37
In an advisory capacity	30
No	- 11
Student	1
Area of responsibility	%
Management	14
Production planning	11
Logistics	'4
Work scheduling	- 11
Production	32
System development/integration	6
Electronic development, design	11
Design, construction	15
Quality assurance/control/test	13
Marketing, sales, advertising, PR	14
Buying, procurement	8
Finance, accounting, controlling	1 15
Research, development Consulting	3
Information communication technology (FD	P) 1
Information, communication technology (ED Administration, organisation, personnel, social welfare, training	.,.
social welfare, training	3
Maintenance, repairs	o
Other area	3 1
Student	1
Size of company/organization:	
Size of company/organisation: Number of employees:	%
1- 4 5 200- 499	7
5- 9 5 500- 999	33
10- 49 16 1 000- 9 999	9
50- 99 5 10 000 and more	- 11
100-199 6 Student	1
longth of ctor	0/
<b>Length of stay</b> 1. Length of stay (days):	%
one 55 three 10	
two 29 four 6	
	days
	auys
3. Share of visitors on the event's days: 1st day 37 3rd day 51	
1st day 37 3rd day 51 2nd day 54 4th day 24	

Conducted by: TNS Infratest, München

# **SYSTEMS** — München

#### Basic data trade visitors

	rs	41 210
Proportion of trade vis	sitors	98%
Region of residence		%
up to 50 km	100 1	40
more than 50 km up to	100 KM	15 25
more than 100 km up to over 300 km	J JOU KIII	19
Total Germany		93
Baden- Württemberg 13	North Rhine- Westphalia	3
Bavaria 75	Rhineland-	-
Berlin 1	Palatinate	1
Brandenburg 1	Saarland	1
Bremen -	Saxony	
Hamburg 1	Saxony-Anhalt	
Hesse 3	Schleswig-	
Mecklenburg- West Pommerania -	Holstein Thuringia	1
Lower Saxony 1	mumgia	
The country with the h	nighest visitor	share %
Austria		00
Position in the compar	ny/organisation	%
	elf-employed	
Entrepreneur, partner, se	d member	20
Managing director, boar head of an authority etc	d member,	20
Managing director, boar head of an authority etc Senior department head with managerial respons	d membér, :. , other employed sibility	20
Managing director, boar head of an authority etc Senior department head with managerial respons	d membér, :. , other employed sibility	20
Managing director, boar head of an authority etc Senior department head with managerial respons Department head, group Other salaried stuff, pub	d membér, :. , other employed sibility	20
Managing director, boar head of an authority etc Senior department head with managerial respons Department head, group Other salaried stuff, pub Skilled worker	d member, :. , other employed sibility o head lic service	20
Managing director, boar head of an authority etc Senior department head with managerial respons Department head, group Other salaried stuff, pub Skilled worker Lecturer, teacher, scienti	d member, :. , other employed sibility o head lic service	20
Managing director, boar head of an authority etc Senior department head with managerial respons Department head, group Other salaried stuff, pub Skilled worker Lecturer, teacher, scienti Trainee	d member, :. , other employed sibility o head lic service	20
Managing director, boar head of an authority etc Senior department head with managerial respons Department head, group Other salaried stuff, pub Skilled worker Lecturer, teacher, scienti Trainee Other position Student	d membér,  , other employer sibility o head olic service ific assistant	20 20 20 22 21
Managing director, boar head of an authority etc Senior department head with managerial respons Department head, group Other salaried stuff, pub Skilled worker Lecturer, teacher, scienti Trainee Other position	d membér,  , other employer sibility o head olic service ific assistant	20 5
Managing director, boar head of an authority etc Senior department head with managerial respons Department head, group Other salaried stuff, pub Skilled worker Lecturer, teacher, scienti Trainee Other position Student Other not gainfully empl	d membér,  other employed sibility head olic service ific assistant	20 5 20 22 22 2 2
Managing director, boar head of an authority etc Senior department head with managerial respons Department head, group Other salaried stuff, pub Skilled worker Lecturer, teacher, scienti Trainee Other position Student Other not gainfully empl Frequency of visits to 2006	d membér,  other employed sibility head olic service ific assistant	20 20 22 22 24 33 88
Managing director, boar head of an authority etc Senior department head with managerial respons Department head group Other salaried stuff, pub Skilled worker Lecturer, teacher, scienti Trainee Other position Student Other not gainfully empl Frequency of visits to 2006 2005	d membér,  other employed sibility head olic service ific assistant	20 20 20 22 22 24 41
Managing director, boar head of an authority etc Senior department head with managerial respons Department head, group Other salaried stuff, pub Skilled worker Lecturer, teacher, scienti Trainee Other position Student Other not gainfully empl Frequency of visits to 2006	d membér,  other employed sibility head olic service ific assistant	20 20 22 22 24 33 88

### Additional data trade visitors

Economic sector	9/
Vehicle building	- 2
Machine and plant construction	4
Chemical products manufacturers,	
pharmaceutical industry	
Nutrition industry incl. tabacco processing industry	
Other processing industry, manufacturing,	
production	4
Building Industry, trades	
Trade	
Banking, insurance	
Traffic, transport, news transmission Health service	
Education, Instruction	- 1
Public administration	i
Telecommunication, network systems	12
Software	14
Hardware, periphery	
Other services/consulting	17
Other sectors Student	9
Other not gainfully employed	
Influence on purchasing/ procurement decisions	9/
Decisively	21
Collectively	25
In an advisory capacity	24
No	13
Student	
Other not gainfully employed	
Area of responsibility	%
Management	1;
Research, development, design Planning, work preparation	3
Manufacture, production	-
Production, quality control	
Buying, procurement	(
Finance, accounting, controlling	(
Information, communication technology (EI	JP) 4:
Administration, organisation, personnel, social welfare, training	10
Marketing, sales, advertising, PR	20
Storage, material management, logistics,	
transport	- 4
Maintenance, repairs	1
Other area Student	11
Other not gainfully employed	
Size of company/organication:	9/
Size of company/organisation:	9/
Number of employees:	- 4
Number of employees: 1- 4 16 500- 999	- 1
Number of employees: 1- 4 16 500 - 999 5- 9 6 1 000 - 9 999 10- 49 16 10 000 and more	1°
Number of employees: 1- 4 16 500- 999 5- 9 6 1 000- 9 999 10- 49 16 10 000 and more 50- 99 8 Student	
Number of employees:  1 - 4 16 500 - 999 5 - 9 6 1000 - 9999 10 - 49 16 10 000 and more 50 99 8 Student 100-199 7 Other not gainfully	10
Number of employees: 1- 4 16 500- 999 5- 9 6 1 000- 9 999 10- 49 16 10 000 and more 50- 99 8 Student	10
Number of employees: 1- 4 16 500 - 999 5- 9 6 1 000 - 9 999 10- 49 16 10 000 and more 50- 99 8 Student 100-199 7 Other not gainfully 200-499 8 employed	10
Number of employees:  1	10
Number of employees:  1 - 4 16 500 - 999 5 - 9 6 1 000 - 9 999 10 - 49 16 10 000 and more 50 - 99 8 Student 100 - 199 7 Other not gainfully 200 - 499 8 employed  Length of stay 1. Length of stay (days):	10
Number of employees:  1- 4 16 500 - 999 5- 9 6 1 000 - 9 999 10- 49 16 10 000 and more 50- 99 8 Student 100-199 7 Other not gainfully 200-499 8 employed  Length of stay 1. Length of stay (days):	10
Number of employees:  1 - 4 16 500 - 999 5 - 9 6 1 000 - 9 999 10 - 49 16 10 000 and more 50 99 8 Student 100-199 7 Other not gainfully 200-499 8 employed  Length of stay 1. Length of stay three 2 two 10 four 1	10 8
Number of employees:  1 - 4 16 500 - 999 5 - 9 6 1 000 - 9 999 10 - 49 16 10 000 and more 50 99 8 Student 100-199 7 Other not gainfully 200-499 8 employed  Length of stay 1. Length of stay 1. Length of stay 1. Length of stay 1. 2. Average length of stay 1, 2. Average length of stay 1, 300 - 999 10 -	10
Number of employees:  1 - 4 16 500 - 999 5 - 9 6 1 000 - 9 999 10 - 49 16 10 000 and more 50 99 8 Student 100-199 7 Other not gainfully 200-499 8 employed  Length of stay 1. Length of stay tone 88 three 2 two 10 four 1	10 8

# TRANSPORT LOGISTIC

### **Basic data trade visitors**

Total number of visitors	47 636
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	12
more than 50 km up to 100 km	26
more than 100 km up to 300 km over 300 km	20 62
Total Germany	70
Baden- North Rhine-	
Württemberg 15 Westphalia Bavaria 42 Rhineland-	10
	_
Berlin 3 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt	5
Brandenburg 1 Saarland	
Bremen 2 Saxony Hamburg 3 Saxony-Anhalt	3
Hesse 6 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania - Thuringia	2
Lower Saxony 5	
Total Foreign	30
of which EU	78
Rest of Europe	15
Middle East Other	2
Other	
The three countries with the highest visitor shares	%
Austria	16
Switzerland	7
Italy	7
Position in the company/organisation Entrepreneur, partner, self-employed	%
Managing director, board member	11
Managing director, board member, head of an authority etc.	12
Senior department head, other employee	12
with managerial responsibility	11
Department head, group head	26
Other salaried stuff, public service	19
Skilled worker	2 7
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position Student	2
Student	
Frequency of visits to trade fair	%
2005 2003	32 23
2003	14
Earlier events	'ē
First visit	57

# ---- München

#### Additional data trade visitors

Economic sector	%
Freight forwarding	26
Road transport companies	
Railways	4
Public transport companies	4 1 2 3 3
Private transport company	2
Private transport company Shipping (shipping companies, ports etc.)	3
Aviation sector (airlines, airports etc.)	3
Other services	12
Vehicle building	4
Mechanical engineering	12 4 5 3 4 2
Metal production and processing	3
Chemicals/plastics industry	4
Electrical engineering, electronics industry	,
Other processing industry (incl. building	_
industry)	8
Trade	
Public authority	2
University, polytechnic, research	10 2 2 2 6
Other	2
Student	- 2
Student	O

procurement decisions Decisively Collectively In an advisory capacity No Student	9/0 2/0 3/2 1/8 1/7
Area of responsibility	%
Management	
Research, development, design	10
Planning, work preparation	7
Manufacture, production	4
Production, quality control	2
Buying, procurement	10
Finance, accounting, controlling	4
Information, communication technology (EDP Administration, organisation, personnel,	) 4
social welfare, training	6
Marketing, sales, advertising, PR	14
Storage, material management, logistics,	
transport	31
Maintenance, repairs	- 2

Influence on purchasing/

Other area Student

Size of cor	npany/o	organisation:	
Number of	employe	ees:	%
1- 4	5	200 - 499	10
5- 9	4	500 - 999	8
10- 49	21	1 000 - 9 999	10
50- 99	12	10 000 and more	11
100-199	11	Student	6

Length of 1. Length		(days):		%
one two	64 24	three four	7 4	
2. Averag	ge lengt	h of stay		1,5 days
3. Share	of visito	rs on the e	event's d	avs:

Conducted by: TNS Infratest, München

# Altenpflege+ProPflege --- Nürnberg

#### Basic data trade visitors

Total number of visitors	40 578
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	18
more than 50 km up to 100 km	15
more than 100 km up to 300 km over 300 km	44
over 300 km	23
Total Germany	98
Baden- North Rhine-	
Württemberg 17 Westphalia	5
Bavaria 56 Rhineland-	
Berlin 1 Palatinate	3 1
Brandenburg 1 Saarland	1
Bremen - Saxony	5
Hamburg - Saxony-Anhalt	1
Hesse 5 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 1 Thuringia Lower Saxony 1	2
Total Foreign	2
of which EU	94
Other	6
Position in the company/organisation	· %
Entrepreneur, partner, self-employed	6
Managing director, board member,	
head of an authority etc.	6
head of an authority etc. Chief administrator	1
Kitchen manager	1
Head of nursing service	9
Ward sister	7
Other salaried staff, civil servant with	
managerial responsibility	6
Geriatric nurse, nurse/male nurse	24
Assistant geriatric nurse, nurse	6
Skilled domestic worker	2
Other salaried stuff, public service	4
Lecturer, teacher, scientific assistant	3
Trainee	6 2 4 3 14 3 8
Other position	3
Student	8
Frequency of visits to trade fair	%
Hanover 2006	9
Nuremberg 2005	35
Hanover 2004	7
Nuremberg 2003	20
Hanover 2002	. 5
Earlier events	18
First visit	43

#### Additional data trade visitors

Economic sector Old peoples' home Nursing home Old peoples' and nursing home Day care, short-term nursing facilities Social ward Out-patient nursing services Hospital Welfare association Sponsor Public authority School Old peoples' home Therapeutic facility Rehabilitation clinic Sanitary products retailer, pharmacy Student Other	% 10 19 27 1 3 10 5 1 1 1 4 1 1 1 8 7
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 12 28 28 25 8
Area of responsibility Management Nursing service Kitchen, household Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (ED Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student	% 13 58 5 1 6 1 2 6 3 2 P) 2 10 3 2 2 8 8 8
Size of company/organisation:           Number of employees:         1 - 4 3 200 - 499           5 - 9 4 500 - 999         4 500 - 999           10 - 49 28 1 000 - 9 999         50 - 99 27 10 000 and more           100-199 12 Student	% 9 3 4 1 8
Length of stay 1. Length of stay (days): one 86 two 10 three 2. Average length of stay 1,2 3. Share of visitors on the event's days: 1st day 39 2nd day 45 3rd day	% 4 days

Conducted by: Gelszus Messe-Marktforschung GmbH. Dortmund

# BioFach ---- Nürnberg

#### Basic data trade visitors

basic data trade visitors	
Total number of visitors	*)
Proportion of trade visitors	92%
Region of residence	%
up to 50 km more than 50 km up to 100 km	10 7
more than 100 km up to 300 km	34
over 300 km	49
Total Germany	67
Baden- North Rhine-	7
Württemberg 17 Westphalia Bavaria 47 Rhineland-	7
	1
Brandenburg 1 Saarland	1
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	2
Hamburg 2 Saxony-Anhalt Hesse 10 Schleswig-	- 1
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia Lower Saxony 5	2
Lower Saxony 5	
Total Foreign	<b>33</b> 70
of which EU Rest of Europe	/0 13
Africa	4
North America	13 4 5 4 6
South and Central America Other	4
The five countries with the highest visitor shares Netherlands Austria	% 11 10
Italy	7
France	6
Switzerland	6
Position in the company/organisation	%
Other self-employed entrepreneur, partner, freelance profession	38
reelance profession Executive director, executive board membe head of authorities or similar Senior department head, other employee	r,
head of authorities or similar	8
senior department nead, other employee with managerial responsibility	1
Department head, group head	13
Other salaried staff, public service	13
Skilled worker Lecturer, teacher, scientific assistant	4
Frainee	2
Other position	3
Students, apprentices	4 13 13 4 4 2 3 8 2
Other not gainfully employed	
Students, apprentices Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004 2003	% 32 28 23
Frequency of visits to trade fair 2006 2005	32

<sup>\*)</sup> individual number of visitors not available, combined with Vivaness

#### Additional data trade visitors

Economic sector Agriculture	
Skilled Trades	
Manufacturer of foodstuff	
Manufacturer of beverage	
Manufacturer of cosmetics	
Manufacturer of nature products Wholesale, import, export	
Natural food store	
Retail grocery trade	
Supermarket	
Beverage market, beverage specialist shop	
Health food shop, pharmacy Farm shop	
Drugstore, cosmetic shop	
Large caterer, hotel and restaurant trade	
Non-medical practitioner, doctor, homeopa	ıth
masseur, cosmetic institute, beauty farm Other	
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	
Decisively Collectively	
Collectively In an advisory capacity	
No	
Student	
Other not gainfully employed	
Area of responsibility	
Management	
Research, development, design Planning, work preparation	
Manufacture, production	
Production, quality control	
Buying, procurement	
Finance, accounting, controlling Information, communication technology (El	) F
Administration, organisation, personnel,	
social welfare, training	
Marketing, sales, advertising, PR Storage, material management, logistics,	
transport	
Maintenance, repairs	
Other area	
Student	
Other not gainfully employed	
Size of company/organisation:	
Number of employees: 1- 4 32 500- 999	
1- 4 32 500- 999 5- 9 12 1 000- 9 999	
10- 49 20 10 000 and more	
50- 99 6 Student	
100-199 8 Other not gainfully 200-499 5 employed	
200-499 5 employed	
Length of stay	
Length of stay 1. Length of stay (days): one 57 three 12	

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

1st day 43 3rd day 46 2nd day 50 4th day 30

2. Average length of stay

1,7 days

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# **BRAU Beviale ---> Nürnberg**

#### Rasic data trade visitors

Basic data trade visitors		
Total number of visitors	34 456	
Proportion of trade visitors	96%	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 8 9 35 48	
Total Germany Baden- Württemberg 14 Westphalia Bavaria 48 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saxony Hamburg 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 3	71 7 5 1 4 1	
Total Foreign of which EU Rest of Europe North America South and Central America Other	29 64 20 5 5 6	
The five countries with the highest visitor shares Austria Belgium Switzerland Netherlands Russia	% 10 9 9 6	
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Other not gainfully employed	9	
Frequency of visits to trade fair 2006 2004 2003 2002 Earlier events First visit	% 48 42 35 31 26 33	

### Additional data trade visitors

	_
Economic sector Industry Trade Service	% 57 12 14
Hop and cereals business	4 7
Other sectors Student	6
Other not gainfully employed	ĭ
Influence on numbering/	_
Influence on purchasing/ procurement decisions	%
Decisively	26
Collectively	36 20
In an advisory capacity No	11
Student	6
Other not gainfully employed	1
Area of responsibility	%
Management	27
Research, development, design Planning, work preparation	12 11
Manufacture, production	23
Production, quality control	14
Buying, procurement	17 4
Finance, accounting, controlling Information, communication technology (EDP	
Administration, organisation, personnel,	, .
social welfare, training	5 19
Marketing, sales, advertising, PR Storage, material management, logistics,	19
transport	9
Maintenance, repairs	10
Other area Student	3 6
Other not gainfully employed	1
Size of company/organisation: Number of employees:	%
1- 4 15 500- 999	
5- 9 8 1 000- 9 999	5 11
10- 49 20 10 000 and more	5 6
50- 99 9 Student 100-199 10 Other not gainfully	ь
200-499 11 employed	1
Length of stay	%
1. Length of stay (days):	/0
one 68 two 22 three	10
2. Average length of stay 1,4 d	lays
3. Share of visitors on the event's days: 1st day 49 2nd day 52 3rd day	42

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# CONSUMENTA (2006) ---- Nürnberg

Total number of visitors	174 563
Proportion of private visitors	90%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 70 18 9
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hesse Mecklenburg- West Pommerania Lower Saxony  Porth Rhine- Westphalia Palatinate Palatinate Saxony Saxony Saxony Holstein Thuringia	99 1 - - - -
Total foreign	1
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employes with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	7 1

Frequency of visits to trade fair 2005 2004 2003 Earlier events

### Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	
Total Germany Baden- Württemberg 2 Westphalia Bavaria 95 Rhineland- Berlin 1 Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse - Sakony Mecklenburg- West Pommerania Lower Saxony 1 1	
Total foreign of which EU Other	
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	
Frequency of visits to trade fair 2005 2004 2003 Earlier events First visit	

# Additional data private visitors

Sex Male Female	% 43 57
Age up to 20 years	% 26
over 20 up to 30 years	20 14
over 30 up to 40 years over 40 up to 50 years	17
over 50 up to 60 years over 60 up to 70 years	12 7
over 70 years	3
Net household income	%
up to 900,- EUR more than 900,- EUR up to 1 500,- EUR	11 11
more than 1 500,- EUR up to 2 000,- EUR	12
more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR	12 10
more than 3 600,- EUR up to 5 000,- EUR	10
more than 5 000,- EUR N/A	11 23
IN/A	
Size of household 1 person	% 12
2 persons	32
3 persons 4 persons	20 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

# e\_procure & supply ---- Nürnberg

### **Basic data trade visitors**

Total number of visitors	3 128
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	15
more than 50 km up to 100 km more than 100 km up to 300 km	5 46
over 300 km	34
Total Germany	93
Baden- North Rhine-	17
Württemberg 15 Westphalia Bavaria 42 Rhineland-	17
Berlin 1 Palatinate	2
Brandenburg - Saarland	-
Bremen - Saxony	3
Hamburg 2 Saxony-Anhalt Hesse 12 Schleswig-	
Hesse 12 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 3	
Total Foreign of which EU	7
of which EU	89
The country with the highest visitor s Austria	<b>hare</b> % 63
Position in the company/organisation	%
<b>Position in the company/organisation</b> Entrepreneur, partner, self-employed	6
Managing director, board member,	_
head of an authority etc. Senior department head, other employee	7
with managerial responsibility	9
Department head, group head	32 28
Other salaried stuff, public service	28
Skilled worker Lecturer, teacher, scientific assistant	
Trainee	
Other position	12
Student	12
Frequency of visits to trade fair	%
2006	22
2005 2004	15 14
2004 2003	13
Earlier events	60
First visit	6

### Additional data trade visitors

Industry	sector					% 41
Trade Service						17 19
Public adn	ninistra	tion				3
Teaching,	researc	:h				1
Other sect	ors					7
Student						12
Influence	on pu	rchasin	g/			
procurem	ent de	cisions				%
Decisively Collectively						21 40
In an advi	y sorv ca	nacity				22
No	30. j cu	pucity				-4
Student						12
Area of re	espons	ibility				%
Manageme	ent .					14
Research,	develop	oment,	design			14 3 2 2 1
Planning, Manufactu			on			2
Production	gualit	tv contr	ol			1
Buying, pr	ocurem	ént				50
Finance, a	ccounti	ng, con	trolling	g		4
Finance, a Informatio Administra	n, com	municat rganisa	ion te	chno erso	logy (ED nnel.	P)14
social well	are, tra	aining				- 2
Marketing	, sales,	adverti	sing, I	PK Loa	ictics	11
Storage, n transport	iateriai	manay	emem	., log	istics,	8
Maintenan	ce. rep	airs				2
Other area	i '					8 2 2 12
Student						12
Size of co			isatio	n:		0/
Number of 1- 4	emplo 4	yees:	200-		499	% 10
5- 9	2		500		999	12
10- 49	10		1 000-		9 999	24
50- 99	4	10	000			17
100-199	5			St	udent	12
	ctav			_	·	
Length of	Stay					%
Length of 1. Length of one	of stay 82	(days): two	14	ļ	three	% 4
1. Length	of stay 82	two		ı		,-

# **ELTEC** ---- Nürnberg

Total number of visitors	11 082
Proportion of trade visitors	97%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 23 20 48 10
Total Germany	97
Baden-Württemberg 3 Westphalia Bavaria 86 Rhineland-	2
Berlin 1 Palatinate	1
Brandenburg - Saarland Bremen - Saxony	1
Hamburg - Saxony-Anhalt	
Hesse 2 Schleswig- Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 1	3
Total Foreign	.3
of which EU Rest of Europe	60
Other	33
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 25
head of an authority etc.	3
Senior department head, other employed	
with managerial responsibility Department head, group head Other salaried stuff, public service	15
Other salaried stuff, public service	14
Skilled worker Lecturer, teacher, scientific assistant	14
Trainee	15

Other position Student Other not gainfully employed

Frequency of visits to trade fair 2005 2003 2001 1999 Earlier events First visit

### Additional data trade visitors

radicional adta trade vibitors	
Economic sector	%
Electrical skilled trade	46
Heating, hot water preparation,	
air-conditioning, ventilation	2
Other skilled trades	
Electrical engineering, electronics industry	14
Other industry	4
Electrical wholesale trade	- 4
Electrical retail trade	]
Other wholesale and retail trade	
Power supply company Engineering, planning office, architects	
Service companies (total)	- 7
Specialist authority, administration	1
Training institution	1
Other	3
Student	
Other not gainfully employed	3
Influence on purchasing/ procurement decisions	%
Decisively	28
Collectively	19 16
In an advisory capacity	19
No Student	16
Student Other and reinfully applicant	
Other not gainfully employed	- 3

Other not gainfully employed	3
Area of responsibility	%
Management	26 5 25
Research, development, design	5
Planning, work preparation	25
Manufacture, production	22
Production, quality control	5
Buying, procurement	5 17 4 DP) 9
Finance, accounting, controlling	4
Information, communication technology (E	DP) 9
Administration, organisation, personnel,	
social welfare, training	6 10
Marketing, sales, advertising, PR	10
Storage, material management, logistics,	
transport	. 7
Maintenance, repairs	27
Other area	6
Student	27 6 5 3
Other not gainfully employed	3

		y/organisation:
Number of	empl	oyees:
1 1	37	EOO

Number of	employe	es:	%
1- 4	27 1	500 - 999	3
5- 9	11	1 000 - 9 999	11
10- 49	16	10 000 and more	6
50- 99	7	Student	5
100-199	5	Other not gainfully	
200-499	7	employed	3
		1 7	

Length o		(days):			%
one	87	two	9	three	4
2. Averag	e lengt	h of stay		1,2 (	lays
		rs on the e			39

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





# embedded world ---- Nürnberg

### **Basic data trade visitors**

Dasie data trade Visitors	
Total number of visitors	13 675
Proportion of trade visitors	98%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	% 14 7
more than 100 km up to 300 km over 300 km	43 37
Total Germany Baden- North Rhine-	82
Württemberg 24 Westphalia Bavaria 45 Rhineland-	6
Berlin 1 Palatinate Brandenburg 1 Saarland	3
Bremen - Saxony	4
Hamburg 1 Saxoný-Anhalt Hesse 7 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 4	3
Total Foreign of which EU	<b>18</b> 71
Rest of Europe Other	23
The three countries with the highest visitor shares Austria Switzerland Czech Republic	% 17 17 8
Position in the company/organisation Entrepreneur, partner, self-employed	% 12
Managing director, board member, head of an authority etc.	4
Senior department head, other employed with managerial responsibility	2
Department head, group head Other salaried stuff, public service	20 31
Skilled worker Lecturer, teacher, scientific assistant	7 5 2 3 11
Trainee Other position	2
Student Other not gainfully employed	11 1
Frequency of visits to trade fair 2006	% 37
2005	34
2004 2003	28 22
Earlier events First visit	40

#### Additional data trade visitors

	sector				%
Industry Wholesale	trado				59 1
Retail trade	iaue				ż
Service					14
Public adm		on			1
Teaching, r					7 5
Other secto Student	115				11
Other not o	gainfully	emplo	yed		1
Influence o			1		.,
procureme Decisively	nt deci	sions			% 20
Collectively					35
In an advís	ory cap	acity			24
No					9
Student Other not g	gainfully	emplo	yed		11 1
Area of re	sponsib	oility			%
Manageme	nt	•			13 62
Research, c	levelopr	nent, d	esign		62
Planning, w Manufactur			n		5 7 4 6
Production,	quality	contro	I		4
Buying, pro	curemé	nt			6
Finance, ac				(FD	n\ 1
Information					P) 6
Administrat social welfa	are, traii	ning	on, per	Joinnel,	1
Marketing,	sales, a	ıdvertısı	ıng, PR		10
Storage, ma	aterial n	nanage	ment, I	ogistics,	
transport Maintenand	e. repai	irs			3
Other area					4
Student					11
Other not g	gaintully	emplo	yea		1
Size of cor Number of	npany/o	organis	ation:		%
1- 4	10		500-	999	8
5- 9	5	1	000 -	9 999	12
10- 49	14	10		nd more	13 11
50- 99 100-199	8 8	Oth		Student gainfully	- 11
200-499	11	Otti		nployed	1
Length of					%
1. Length of one	f stay (c 78	lays): two	16	three	7
	length o	of stay		1,3	days
2. Average 3. Share of					- 1

# **EUROPEAN COATINGS SHOW ---> Nürnberg**

### Basic data trade visitors

Total number of visitors	22 791
Proportion of trade visitors	100%
Region of residence	%
un to EO km	3
more than 100 km up to 100 km	25
over 300 km	69
T. (.) C	
<b>Total Germany</b> Baden- North Rhine-	51
Württemberg 21 Westphalia	20
Bavaria 25 Rhineland-	_
Berlin 1 Palatinate	6
Brandenburg - Saarland Bremen 1 Saxony	2
	4
Hamburg 2 Saxony-Anhalt Hesse 12 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania - Thuringia	2
Lower Saxony 5	
Total Foreign	49
of which EU	55
Rest of Europe	13
Africa	49 55 13 5 5 11
North America South and Central America	
Middle East	ī
East Asia	11
Australia	1
	1
The four countries with the highest	1
	% %
The four countries with the highest visitor shares Netherlands Great Britain	% 6
The four countries with the highest visitor shares Netherlands Great Britain Italy	9/0 6 6
The four countries with the highest visitor shares Netherlands Great Britain	% 6
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland	9/0 6 6 6
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland	9/0 6 6 6
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland  Position in the companylorganisation Entrepreneur, partner, seff-employed Managing director, board member.	% 6 6 6 6 1
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 6 6 6 6 7 10
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	% 6 6 6 6 7 10
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	% 6 6 6 6 10 10 11 12 12 12 12 12 12 12 12 12 12 12 12
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service	% 6 6 6 6 10 10 11 12 12 12 12 12 12 12 12 12 12 12 12
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	% 6 6 6 6 10 10 11 12 12 12 12 12 12 12 12 12 12 12 12
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	% 6 6 6 6 10 10 11 12 12 12 12 12 12 12 12 12 12 12 12
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 6 6 6 6 10 10 11 12 12 12 12 12 12 12 12 12 12 12 12
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 6 6 6 6 6 10 10 11 13 e
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9% 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair	9% 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair	9% 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005	9% 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005 2003 2001	9% 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
The four countries with the highest visitor shares Netherlands Great Britain Italy Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005	% 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6

### Additional data trade visitors

	: <b>sector</b> producer	9 7		
Wholesale Commerci	e, import, export	1		
Service	ar agent			
	ion, association, society			
Other sect Student	tors			
Influence	on purchasing/			
procurem	ent decisions	9		
Decisively		3		
Collectivel In an adv	isory capacity	2		
No				
Student				
	esponsibility	9		
Managem Research	development, design	2 5		
Planning,	work preparation			
	ure, production	1		
Production, quality control Buying, procurement				
Ruying, pi	rocurement	- 1		
Finance, a	accounting, controlling			
Finance, a Information	accounting, controlling on, communication technology (	1 EDP)		
Finance, a Information Administra social wel	accounting, controlling on, communication technology ( ation, organisation, personnel, fare, training	EDP)		
Finance, a Informatio Administra social wel Marketing	accounting, controlling on, communication technology ( ation, organisation, personnel, fare, training I, sales, advertising, PR	EDP)		
Finance, a Informatio Administra social wel Marketing	accounting, controlling on, communication technology ( ation, organisation, personnel, fare, training	EDP)		
Finance, a Informatio Administra social wel Marketing Storage, r transport Maintenar	accounting, controlling n, communication technology ( ation, organisation, personnel, fare, training I, sales, advertising, PR material management, logistics, nce, repairs	EDP)		
Finance, a Informatio Administra social wel Marketing Storage, r transport	accounting, controlling n, communication technology ( ation, organisation, personnel, fare, training I, sales, advertising, PR material management, logistics, nce, repairs	EDP)		
Finance, a Information Administration Social well Marketing Storage, r transport Maintenar Other area Student	accounting, controlling on, communication technology ( ation, organisation, personnel, fare, training , sales, advertising, PR material management, logistics, nce, repairs a	EDP)		
Finance, a Information Administration Social well Marketing Storage, r transport Maintenar Other area Student	accounting, controlling n, communication technology ( ation, organisation, personnel, fare, training I, sales, advertising, PR material management, logistics, nce, repairs	EDP)		
Finance, a Informatic Administra social wel Marketing Storage, r transport Maintenar Other area Student Size of co Number o 1- 4	accounting, controlling m, communication technology ( ation, organisation, personnel, fare, training m, sales, advertising, PR material management, logistics, nce, repairs a  company/organisation: f employees: 6 200- 499	1 9 1		
Finance, a Informatic Administra social wel Marketing Storage, r transport Maintenar Other area Student  Size of co Number o 1- 4 5- 9	accounting, controlling on, communication technology ( ation, organisation, personnel, fare, training , sales, advertising, PR naterial management, logistics, nce, repairs a  company/organisation: of employees: 6 200- 499 6 500- 999	1 9 1		
Finance, a Informatic Administri- social wel Marketing Store Other are: Student Size of cc Number o 1- 4 5- 9 10- 49 50- 99	occounting, controlling on, communication technology ( ation, organisation, personnel, fare, training , sales, advertising, PR material management, logistics, nce, repairs a  company/organisation: femployees: 6 200 499 6 500 999 20 1000 999 12 10000 and more	9, 1 1 1		
Finance, a Informatic Administra social wel Marketing Storaege, r transport Maintenar Other are: Student Size of cc Number o 1- 4 5- 9 10- 49	accounting, controlling on, communication technology ( ation, organisation, personnel, fare, training I, sales, advertising, PR material management, logistics, nnce, repairs a   Dompany/organisation: If employees: 6 200 499 6 500 999 20 1 000 9 999	9 1		
Finance, a Informatic Administratoria Wel Marketing Storage, r transport Maintenar Other ares Student  Size of CC Number of 1- 4 5- 9 10- 49 50- 99 100-199  Length of	occounting, controlling on, communication technology ( ation, organisation, personnel, fare, training I, sales, advertising, PR material management, logistics, nee, repairs a  company/organisation: If employees: 6 200-499 6 500-999 12 10 000 and more 12 Student  f stay	99 1 1		
Finance, a Informatic Administra-social wel Marketing Storage, r transport Maintenam Other are Student  Size of co Number o 1- 4 5- 9 10- 49 50- 99 100-199  Length of 1. Length of 1. Length	organization technology ( ation, organization technology ( ation, organization, personnel, fare, training, note, repairs a  company/organisation: femployees: 6 200 499 6 500 999 20 1 000 9 999 20 1 000 9 999 12 10 000 and more 12 Student  f stay of stay (days):	99 1 1 1 1 9 9 9 9 9 9 9 9 9 9 9 9 9 9		
Finance, a Informatic Administry social wel Marketing Storage, r transport Maintenar Other are Student  Size of cc Number o 1- 4 5- 9 10- 49 50- 99 100-199  Length of 1. Length of 1. Length one	occounting, controlling on, communication technology ( tation, organisation, personnel, fare, training , sales, advertising, PR material management, logistics, nce, repairs a  company/organisation: of employees: 6 200 499 6 500 999 20 1 000 9 999 20 1 000 9 999 21 10 000 and more 12 Student  f stay of stay (days): 48 two 33 three	99 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		
Finance, a Informatic Administry social wel Marketing Storage, r transport Maintenar Other are Student  Size of cc Number o 1- 4 5- 9 10- 49 50- 99 100- 199  Length o' 1. Length o' 0. 2. Average 2. Average 2.	occounting, controlling on, communication technology ( tation, organisation, personnel, fare, training , sales, advertising, PR material management, logistics, nce, repairs a  company/organisation: of employees: 6 200 499 6 500 999 20 1 000 9 999 20 1 000 9 999 21 10 000 and more 12 Student  f stay of stay (days): 48 two 33 three	9 1 1 1 1 1 1 9 9		

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### **Basic data trade visitors**

	33 975
Proportion of trade visitors	98%
Region of residence	%
up to 50 km more than 50 km up to 100 km	11 6
more than 100 km up to 300 km	42
over 300 km	41
Total Germany Baden- North Rhine-	84
Baden- North Rhine- Württemberg 21 Westphalia	12
Bavaria 35 Rhineland-	
Berlin 3 Palatinate Brandenburg 1 Saarland	5
Brandenburg 1 Saarland Bremen 1 Saxony	1
Hamburg 1 Saxony-Anhalt	4
Hesse 8 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania - Thuringia Lower Saxony 5	2
Total Foreign	16
of which EU	76
Rest of Europe	16
Other	8
The four countries with the highest visitor shares	%
Austria	20
Czech Republic	13 11
Switzerland Italy	8
Position in the company/organisation	%
Position in the company/organisation Entrepreneur, partner, self-employed	% 11
Managing director, board member,	11
Managing director, board member,	11
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	11 8 8
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	11 8 8 30
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	8 8 30 21
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	8 8 30 21
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	8 8 30 21
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman	8 8 30 21
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman Other position	8 8 30 21
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman	11 8 8 30
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman Other position Student Other not gainfully employed  Frequency of visits to trade fair	8 8 30 21 5 1 4 4 22 5 2
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006	8 8 30 21 5 1 4 4 2 5 2 2 3 3 3 3 3 3 3 3 4 4 2 5 2 5 2 5 2 5 2 5 2 7 2 7 2 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2004	88 30 211 5 1 4 4 22 5 5 2 31 31
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006	8 8 30 21 5 1 4 4 2 5 2 2 3 3 3 3 3 3 3 3 4 4 2 5 2 5 2 5 2 5 2 5 2 7 2 7 2 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2004 2004 2003	8 300 211 5 1 4 4 22 5 2 2 7 8 311 115

# **LogIntern** — Nürnberg

### Additional data trade visitors

Economic sector Industry Skilled trades Retail trade Wholesale trade Mail order Advertising business Other services Organisation, association, society Public authority/administration Other sectors Student	% 63 3 2 9 1 2 8 2 2 2 5
	5 2

Influence on purchasing/ procurement decisions Decisively Collectively	9/ 23 4*
In an advisory capacity No	20
Student Other not gainfully employed	

Area of responsibility	%
Management	% 18
Research, development, design	13
Planning, work preparation	11
Manufacture, production	16
Production, quality control	5
Buying, procurement	16 5 15 3 (OP)
Finance, accounting, controlling	3
Information, communication technology (EI	)P) 3
Administration, organisation, personnel,	
social welfare, training	15 15
Marketing, sales, advertising, PR	15
Storage, material management, logistics,	
transport	18
Maintenance, repairs	7
Other area	2
Student	18 7 2 5
Other not gainfully employed	2

Number of		es:	%
1- 4	6	500- 999	Ġ
5- 9	4	1 000 - 9 999	12
10- 49	16	10 000 and more	8
50- 99	10	Student	
100-199	12	Other not gainfully	
200-499	16	employed	- 2

Length of 1. Length	stay	(days):			9
one	80	two	15	three	
2. Average	lengtl	n of stay		1,2	day
3. Share of 1st day	f visito 30	rs on the 2nd day	event's / 49	days: 3rd day	46

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# FREIZEIT, GARTEN + TOURISTIK (2006) --- 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 more than 100 km up to 300 km	19 16
over 300 km	-
Total Germany	99
Baden- North Rhine-	
Württemberg 2 Westphalia Bayaria 97 Rhineland-	-
57 111111111111	
Berlin - Palatinate Brandenburg - Saarland	
Bremen - Saxony	
Hamburg 1 Saxony-Anhali	-
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	
Total foreign	1
Position in the company/organisatio	n %
Position in the company/organisatio Entrepreneur, partner, self-employed	n %
Managing director, board member,	
Managing director, board member, head of an authority etc.	1
Managing director, board member, head of an authority etc. Senior department head, other employe	1 ee
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility	1 ee 1
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service	1 ee 1
Managing director, board member, head of an authority etc. Senior department head, other employs with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	1 ee 1
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	1 ee 1
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	1 ee 1
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	1 ee 1
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	1 ee 1
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	1 ee 1
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	1 3 30 12 3 5 2 8
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	1 3 30 12 3 5 2 8 10
Managing director, board member, head of an authority etc. Senior department head, other employs with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2005	1 1 3 3 3 3 3 5 5 2 2 8 8 10 18 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2005 2004	1 1 3 3 3 0 1 2 2 3 5 5 2 2 8 8 10 18 2 2 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Managing director, board member, head of an authority etc. Senior department head, other employs with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2005	1 1 3 30 30 122 3 5 5 2 2 8 10 18 2 2 9 % 40

# Additional data private visitors

Sex Male	% 52
Female	48
Age	%
up to 20 years	8
over 20 up to 30 years	18 19
over 30 up to 40 years 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 more than 1 500,- EUR up to 2 000,- EUR	19 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 more than 5 000,- EUR	10
N/A	6
Size of household	%
1 person 2 persons	9 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	43
yes no	43 17
maybe	40
Follow-up business	%
Intend to buy at later date yes	20
no	14
maybe	66
Conducted by: Messe- und Congressberatur	
Dirr, Hamburg	. 9

# **HOGA** ---> Nürnberg

### Basic data trade visitors

	33 741
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	43
more than 50 km up to 100 km	24 27
more than 100 km up to 300 km over 300 km	6
Total Germany	99
Baden- North Rhine-	
Württemberg 3 Westphalia	-
Bavaria 88 Rhineland-	
Berlin - Palatinate	-
Brandenburg - Saarland	3
Bremen - Saxony Hamburg - Saxony-Anhalt	3
Hesse 2 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	2
Lower Saxony -	
Total Foreign	1
Total Foreign  Position in the company/organisation Entrepreneur, partner, self-employed	%
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 37
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	37 4
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	% 37 4
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility	% 37 4 e
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility	% 37 4 e
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service	9% 37 4 e
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	9% 37 e 18
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service	9% 37 e 18
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9% 37 4 e 11 8 8 12 18
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 37 4 e 1 8 9 13 2 18 14
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9% 37 4 e 11 8 8 12 18
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	9% 37 2 4 8 9 13 12 13 14 15 15 16 17 18 18 18 18 18 18 18 18 18 18 18 18 18
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	9% 37 37 4 4 8 9 13 13 14 4 3
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 2003	9% 37 2 2 4 5 5 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	9% 37 44 e 11 13 12 13 13 13 13 13 13 13 13 13 13 13 13 13

#### Additional data trade visitors

Addition	ial da	ata trade visitors	5
Economic s			%
Public house	e, taver	n	27
Hotel			25
Restaurant	مم ددما	o kitchon	25 22 9 7 5
Canteen, lar Cafe	ge-scar	e kitchen	7
Boarding ho	uco		
Food trade	use		6
Other			6
Student			4
Other not g	ainfully	employed	3
		. ,	
Influence o	n purc	hasing/	
procuremen			%
Decisively			44
Collectively			22
In an adviso	ry capa	acity	9
No		-	18
Student			4
Other not g	ainfully	employed	3
Area of res		ility	%
Managemen			41
Research, de	evelopn	nent, aesign	- 2
Planning, w			13 13 1 3
Manufacture			13
Production,			1
Buying, prod		a, controlling	3
			D) -
Administrati	COIIIIII	unication technology (ED anisation, personnel,	۱۲) .
social welfar	on, org re train	ning	2
		dvertising, PR	2
		nanagement, logistics,	_
transport	ceriui II	nanagement, logistics,	
Maintenance	e. repai	irs	1
Other area	c, repui		23
Student			-4
Other not g	ainfully	employed	3
Size of com	nany/	organisation:	
Number of	employ	ρρς·	%
1- 4	23	500- 999	1
5- 9	20	1 000 - 9 999	2
10- 49	30	10 000 and more	1
50- 99	9	Student	4
100-199	5	Other not gainfully	
200-499	5 2	employed	3
		- 1 - J	
Length of s	tav		%

Conducted by: Messe- und Congressberatung, Hamburg

3. Share of visitors on the event's days: 1st day 24 3rd day 34 2nd day 31 4th day 22

2. Average length of stay

1,1 days

# **POWTECH ---> Nürnberg**

### Basic data trade visitors

Total number of visitors	Busic data trade tristers	
Region of residence up to 50 km more than 50 km up to 100 km 55 more than 100 km up to 300 km 37 over 300 km 52  Total Germany Baden Württemberg 21 Westphalia 14 Bavaria 27 Rhineland-Berlin 1 Palatinate 8 Brandenburg 1 Saarland 1 Bremen - Saxony 4 Hamburg 1 Saxony-Anhalt 2 Hesse 12 Schleswig-Mecklenburg- Holstein 1 Thuringia 1 T	Total number of visitors	*)
up to 50 km more than 50 km up to 100 km 55 more than 100 km up to 300 km 57  Total Germany Baden- Württemberg 21 Westphalia Bavaria 27 Rhineland- Berlin 1 Palatinate 8 Brandenburg 1 Saarland 1 Bremen - Saxony 4 Hamburg 1 Saxony-Anhalt 1 Hesse 12 Schleswig- West Pommerania 1 Thuringia 1 Lower Saxony 6  Total Foreign of which EU 69 Rest of Europe 15 East Asia 0ther 7 The five countries with the highest visitor shares Austria 20 Switzerland 13  Position in the company/organisation 0 Ther self-employed entrepreneur, partner, freelance profession 1 Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility 5 Epapartment head, other employee with managerial responsibility 5 Epapartment head, group head 28 Other salaried staff, public service 27 Skilled worker 4 Master craftsman 1 Lecturer, teacher, scientific assistant 1 Trainee 1 Other position 4 Student 0 Other not gainfully employed 1  Frequency of visits to trade fair 2005 29 2004 2002 2004 2202 16 2001 11 Earlier events 9	Proportion of trade visitors	100%
more than 50 km up to 100 km more than 100 km up to 300 km 37 over 300 km  Total Germany Baden- Württemberg 21 Westphalia Bavaria 27 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland 1 Bremen - Saxony 4 Hamburg 1 Saxony-Anhalt 1 Hesse 12 Schleswig- Mecklenburg- West Pommerania Lower Saxony 6  Total Foreign of which EU Rest of Europe East Asia Other 7  The five countries with the highest visitor shares Austria Switzerland  Position in the company/organisation Other self-employed entrepreneur, partner, freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee 10ther position Student Other not gainfully employed 11  Frequency of visits to trade fair 2005 29 2004 2002 2001 2001 Earlier events	Region of residence	%
more than 100 km up to 300 km 57 over 300 km 57  Total Germany Baden- Württemberg 21 Westphalia 14 Bavaria 27 Rhineland- Berlin 1 Palatinate 8 Brandenburg 1 Saarland 1 Bremen - Saxony 4 Hamburg 1 Saxony-Anhalt 2 Hesse 12 Schleswig- Mecklenburg- Mest Pommerania 1 Thuringia 1 Lower Saxony 6  Total Foreign 0 of which EU 69 Rest of Europe 15 East Asia 10 Other 7  The five countries with the highest visitor shares 4 Austria 20 Switzerland 13  Position in the company/organisation 0 Other self-employed entrepreneur, partner, freelance profession 10 Executive director, executive board member, head of authorities or similar 5 Senior department head, other employee with managerial responsibility Department head, group head 28 Other solf-entrepended 27 Skilled worker 4 Master craftsman 7 Lecturer, teacher, scientific assistant 1 Trainee 1 Other position 4 Student 6 Other not gainfully employed 1  Frequency of visits to trade fair 2005 29 2004 22 2002 16 Earlier events 9	up to 50 km	6
Total Germany Baden- Württemberg 21 Westphalia 14 Bavaria 27 Rhineland- Berlin 1 Palatinate 8 Brandenburg 1 Saarland 1 Bremen - Saxony 4 Hamburg 1 Sacheswig- Mecklenburg- West Pommerania Lower Saxony 6  Total Foreign of which EU 69 Rest of Europe East Asia 110 East Asia 0ther 7  The five countries with the highest visitor shares 4 Sustizal 20 Switzerland 13  Position in the company/organisation 0 Other self-employed entrepreneur, partner, freelance profession 1 Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility 5 Enior department head, other employee with managerial responsibility 5 Enior department head, other employee with managerial responsibility 5 Expertment head, other employee 3 Expertment head, other employee 4 Expertment head, other employee 5 Exilled worker 4 Master craftsman 5 Executive director, executive board member, head of authorities or similar 5 Expertment head, other employee 6 Exp	more than 50 km up to 100 km	_5
Baden- Württemberg 21 Westphalia 14 Bavaria 27 Rhineland- Berlin 1 Palatinate 8 Brandenburg 1 Saardand 1 Bremen - Saxony 4 Hamburg 1 Saxony-Anhalt 2 Hesse 12 Schleswig- Mecklenburg- Mest Pommerania 1 Thuringia 1 Lower Saxony 6  Total Foreign 1 Thuringia 1 Lower Saxony 6  Total Foreign 22 Of which EU 69 Rest of Europe 15 East Asia 10 Other 7  The five countries with the highest visitor shares 20 Switzerland 13  Position in the company/organisation 20 Other self-employed entrepreneur, partner, freelance profession 10 Executive director, executive board member, head of authorities or similar 5 Senior department head, other employee with managerial responsibility 25 Department head, group head 28 Nother salaried staff, public service 27 Skilled worker 4 Master craftsman 7 Lecturer, teacher, scientific assistant 1 Trainee 1 Other position 4 Student 6 Other not gainfully employed 1  Frequency of visits to trade fair 2005 29 2004 22 2002 16 Earlier events 9	more than 100 km up to 300 km over 300 km	37 52
Württemberg 21 Westphalia 14 Bavaria 27 Rhineland- Berlin 1 Palatinate 8 Brandenburg 1 Saarland 1 Bremen - Saxony 4 Hamburg 1 Saxony-Anhalt 2 Hesse 12 Schleswig- Mecklenburg- West Pommerania 1 Thuringia 1 Lower Saxony 6  Total Foreign of which EU 69 Rest of Europe 15 East Asia 0ther 7  The five countries with the highest visitor shares Austria 20 Switzerland 13  Position in the company/organisation 20 Switzerland 13  Position in the company/organisation 5 Executive director, executive board member, head of authorities or similar Senior department head, group head 25 Killed worker 35 Killed worker 45 Master craftsman 16 Lecturer, teacher, scientific assistant 17 Frequency of visits to trade fair 2005 29 2004 22002 16 2001 Earlier events 9		78
Berlin 1 Palatinate 8 Brandenburg 1 Saarland	Württemberg 21 Westphalia	14
Brandenburg 1 Saarland 1 Bremen - Saxony 4 Hamburg 1 Saxony-Anhalt 2 Hesse 12 Schleswig- Mecklenburg- Holstein 1 West Pommerania Lower Saxony 6  Total Foreign of which EU 69 Rest of Europe 52 East Asia 0 10 Other 7  The five countries with the highest visitor shares 4 Switzerland 13  Position in the company/organisation 20 Switzerland 13  Position in the company/organisation 3  Position in the company/organisation 20 Switzerland 15  Freelance profession 10 Executive director, executive board member, head of authorities or similar 5 Senior department head, other employee with managerial responsibility 5 Department head, group head 28 Other salaried staff, public service 3 Skilled worker 4 Master craftsman 27 Master craftsman 1 Ecturer, teacher, scientific assistant 1 Trainee 1 Other position 4 Student 6 Other not gainfully employed 1  Frequency of visits to trade fair 2005 29 2004 2202 16 Earlier events 9		8
Bremen - Saxony 4 Hamburg 1 Saxony-Anhalt 2 Hesse 12 Schleswig- Mecklenburg- Holstein 1 Lower Saxony 6  Total Foreign of which EU 69 Rest of Europe 15 East Asia 10 Other 7  The five countries with the highest visitor shares 4 Austria 20 Switzerland 13  Position in the company/organisation Other self-employed entrepreneur, partner, freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head 28 Skilled worker 4 Master craftsman 7 Lecturer, teacher, scientific assistant 17 rainee 17 Student 0 Other not gainfully employed 1  Frequency of visits to trade fair 2005 29 2004 22 2002 16 Earlier events 9		
Mecklenburg- West Pommerania 1 Thuringia 1 Lower Saxony 6 Holstein 1 West Pommerania 1 Thuringia 1 Lower Saxony 6 Form 1 Thuringia 1  Total Foreign 69 Rest of Europe 15 East Asia 10 Other 7  The five countries with the highest visitor shares 9% Austria 20 Switzerland 13  Position in the company/organisation 13  Position in the company/organisation 9% Other self-employed entrepreneur, partner, freelance profession 10 Executive director, executive board member, head of authorities or similar 5 Senior department head, other employee with managerial responsibility 5 Department head, group head 25 Other salaried staff, public service 27 Skilled worker 4 Master craftsman 7 Master craftsman 7 Lecturer, teacher, scientific assistant 1 Trainee 1 Other position 4 Student 6 Other not gainfully employed 1  Frequency of visits to trade fair 9% 29004 29002 2000 16 2001 11 Earlier events	Bremen - Saxony	
Mecklenburg- West Pommerania 1 Thuringia 1 Lower Saxony 6 Holstein 1 West Pommerania 1 Thuringia 1 Lower Saxony 6 Form 1 Thuringia 1  Total Foreign 69 Rest of Europe 15 East Asia 10 Other 7  The five countries with the highest visitor shares 9% Austria 20 Switzerland 13  Position in the company/organisation 13  Position in the company/organisation 9% Other self-employed entrepreneur, partner, freelance profession 10 Executive director, executive board member, head of authorities or similar 5 Senior department head, other employee with managerial responsibility 5 Department head, group head 25 Other salaried staff, public service 27 Skilled worker 4 Master craftsman 7 Master craftsman 7 Lecturer, teacher, scientific assistant 1 Trainee 1 Other position 4 Student 6 Other not gainfully employed 1  Frequency of visits to trade fair 9% 29004 29002 2000 16 2001 11 Earlier events	Hamburg 1 Saxony-Anhalt	2
West Pommerania 1 Thuringia 1 Lower Saxony 6 Thuringia 1 Lower Saxony 6 Total Foreign of which EU 69 Rest of Europe 15 East Asia 10 Other 7  The five countries with the highest visitor shares 9% Austria 20 Switzerland 13  Position in the company/organisation Other self-employed entrepreneur, partner, freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility 5epartment head, group head 28 Other salaried staff, public service 27 Skilled worker 4 Master craftsman 27 Haster craftsman 37 Lecturer, teacher, scientific assistant 37 Trainee 17 Other position 4 Student 6 Other not gainfully employed 1  Frequency of visits to trade fair 2005 29 2004 2202 16 2001 11 Earlier events 9	Hesse 12 Schleswig-	1
Lower Saxony 6  Total Foreign of which EU Rest of Europe East Asia Other  The five countries with the highest visitor shares Austria Switzerland  Position in the company/organisation Other self-employed entrepreneur, partner, freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  1  Frequency of visits to trade fair 2005 29 2004 202 2002 16 Earlier events	West Pommerania 1 Thuringia	
of which EU Rest of Europe 15 East Asia 10 Other 7  The five countries with the highest visitor shares 9 Austria 20 Switzerland 13  Position in the company/organisation 20 Other self-employed entrepreneur, partner, freelance profession 10 Executive director, executive board member, head of authorities or similar 5 Senior department head, other employee with managerial responsibility 26 Department head, group head 28 Other salaried staff, public service 27 Skilled worker 4 Master craftsman 7 Trainee 17 Other position 4 Student 6 Other not gainfully employed 1  Frequency of visits to trade fair 2005 29 2004 22 2002 16 2001 11 Earlier events 9		
Rest of Europe East Asia Other 7  The five countries with the highest visitor shares Austria Switzerland  Position in the company/organisation Other self-employed entrepreneur, partner, freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee 1 Other position Student Other not gainfully employed 1  Frequency of visits to trade fair 2005 29 2004 2002 2001 11 Earlier events		
East Asia Other 7  The five countries with the highest visitor shares 40 Austria 20 Switzerland 13  Position in the company/organisation 50 Other self-employed entrepreneur, partner, freelance profession Executive director, executive board member, head of authorities or similar 5 Senior department head, other employee with managerial responsibility 5 Department head, group head 28 Other salaried staff, public service 27 Skilled worker 4 Master craftsman 7 Lecturer, teacher, scientific assistant 3 Trainee 1 Other position 4 Student 6 Other not gainfully employed 1  Frequency of visits to trade fair 2005 29 2004 2202 16 2001 11 Earlier events 9		
Other 7  The five countries with the highest visitor shares 8 Austria 20 Switzerland 13  Position in the company/organisation 0ther self-employed entrepreneur, partner, freelance profession 10 Executive director, executive board member, head of authorities or similar 5 Senior department head, other employee with managerial responsibility 5 Department head, group head 28 Other salaried staff, public service 27 Skilled worker 4 Master craftsman 7 Trainee 1 Other position 4 Student 6 Other not gainfully employed 1  Frequency of visits to trade fair 2005 29 2004 22 2002 16 Earlier events 9		
The five countries with the highest visitor shares % Austria 20 Switzerland 13  Position in the company/organisation Other self-employed entrepreneur, partner, freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head 28 Other salaried staff, public service 27 Skilled worker 4 Master craftsman 27 Lecturer, teacher, scientific assistant 37 Trainee 17 Other position 4 Student 6 Other not gainfully employed 1  Frequency of visits to trade fair 2005 29 2004 22 2002 2002 216 2001 11 Earlier events 9		
Other self-employed entrépreñeur, partner, freelance profession  Executive director, executive board member, head of authorities or similar  Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee 1 Other position Student Other not gainfully employed 1  Frequency of visits to trade fair 2005 2002 2002 2002 2001 2001 2001 2001	Austria	20
freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee 10ther position Student Other not gainfully employed  Frequency of visits to trade fair 2005 2004 2002 2002 2001 2001 2001 2001 2001	Position in the company/organisation	
Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee 1 Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 29 2004 202 2002 16 2001 201 201 201 201 201 201 201 201 20		
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 29 2004 2002 2002 16 2001 11 Earlier events	Executive director, executive heard member	
with managerial responsibility Department head, group head 28 Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee 1 Other position 4 Student Other not gainfully employed 1  Frequency of visits to trade fair 2005 29 2004 202 2002 16 2001 11 Earlier events	head of authorities or similar	5
Other salaried staff, public service 27 Skilled worker 4 Master craftsman 7 Lecturer, teacher, scientific assistant 7 Trainee 1 Other position 4 Student 6 Other not gainfully employed 1  Frequency of visits to trade fair 2005 29 2004 22 2002 16 2001 11 Earlier events 9		5
Skilled worker       4         Master craftsman       7         Lecturer, teacher, scientific assistant       3         Trainee       1         Other position       4         Student       6         Other not gainfully employed       1         Frequency of visits to trade fair       %         2005       29         2004       22         2002       16         2001       11         Earlier events       9	Department head, group head	28
Student         6           Other not gainfully employed         1           Frequency of visits to trade fair         %           2005         29           2004         22           2002         16           2001         11           Earlier events         9	Other salaried staff, public service	27
Student         6           Other not gainfully employed         1           Frequency of visits to trade fair         %           2005         29           2004         22           2002         16           2001         11           Earlier events         9		4
Student         6           Other not gainfully employed         1           Frequency of visits to trade fair         %           2005         29           2004         22           2002         16           2001         11           Earlier events         9		3
Student         6           Other not gainfully employed         1           Frequency of visits to trade fair         %           2005         29           2004         22           2002         16           2001         11           Earlier events         9		1
Other not gainfully employed 1  Frequency of visits to trade fair	Other position	4
Frequency of visits to trade fair		
2005 29 2004 22 2002 16 2001 11 Earlier events 9	Other not gainfully employed	
2004         22           2002         16           2001         11           Earlier events         9		
2002       16         2001       11         Earlier events       9		
2001 11 Earlier events 9		
Earlier events 9		
First visit 51	Earlier events	9
	First visit	51

<sup>\*)</sup> individual number of visitors not available, combined with TechnoPharm

Additional data trade visitors	
Economic sector	%
Industry	70
Skilled trades	1
Retail trade	1
Whole sale and foreign trade	2 7 4 1 1 4 2 6
Architects, planning office	7
Service sector, companies	4
Authorities, public facility	1
Teaching (university, poly technic)	1
Research	4
Other Student	2
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	%
Decisively	25
Collectively	42
In an advisory capacity	19
No	8
Student	6
Other not gainfully employed	1
Area of responsibility	%
Management	16
Research, development, design	30
Planning, work preparation	14
Manufacture, production	23
Production, quality control	3 7
Buying, procurement	1
Finance, accounting, controlling Information, communication technology (EDI	
Administration, organisation, personnel,	, ,
social welfare, training	1
Marketing, sales, advertising, PR	12
Storage, material management, logistics,	12
transport	2
Maintenance, repairs	11
Other area	3
Student	3 6
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4 8 500- 999	11
5- 9 3 1 000- 9 999	15
10- 49 15 10 000 and more	11
50- 99 9 Student	6
100-199 11 Other not gainfully	
200-499 12 employed	1
Length of stay	%
1. Length of stay (days):	_
one 77 two 20 three	3
2. Average length of stay 1,3 o	days
3. Share of visitors on the event's days: 1st day 45 2nd day 48 3rd day	34

Conducted by: Gelszus Messe-Marktforschung GmbH. Dortmund

# SENSOR+TEST ---- Nürnberg

### **Basic data trade visitors**

Total number of visitors	8 671
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	9
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	45 41
Total Germany	78
Baden- North Rhine-	8
Württemberg 22 Westphalia Bavaria 40 Rhineland-	Č
Berlin 2 Palatinate	4
Brandenburg 1 Saarland	1
Bremen - Saxony Hamburg 1 Saxony-Anhalt	1
Hesse 8 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 2	4
Total Foreign	22
of which EU  Rest of Europe	70 14
East Asia	10
Other	6
The two countries with the highest	0/
<b>visitor shares</b> Austria	% 17
Czech Republic	8
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	•
	4
Senior department head, other employee	
Senior department head, other employee with managerial responsibility	19
Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	19 34
Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	19 34
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	19 34
Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	19 34
Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	19 34 6 8 2 4
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	19
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	19 34 6 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	19 34 6 8 13 13
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2003	19 34 6 8 13 13 9/2 27 24
Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2005	19 34 11 11 9/ 21

First visit

### Additional data trade visitors

Industry	ector				9 6
Wholesale t	rade				0
Retail trade	·uuc				
Import, exp	ort				
Service					
Public admi		n			
Teaching, re	search				1
Other sector	rs				
Student	ainfully.	omploi	rod		1
Other not g	annuny	employ	eu		
Influence o	n purch	asing/			
procuremen	nt decis	ions			9
Decisively					2
Collectively		Line .			4
In an adviso	ory capa	city			1
No Student					1
Other not q	ainfully	emplov	red		- 1
	,				
Area of res		lity			9
Managemer		ant de	cian		1
Research, de Planning, w	ork pror	ent, ut	sign		5
Manufacture	nrodu	rtion			
Production,					
Buying, prod					
Finance, acc	counting	, contr	olling		
Information,	commu	inicatio	n tech	nology (EE	P)
Administrati social welfa	re train	ina	iii, pei	outilet,	
Marketing,	sales, ac	vertisi	na. PR		1
Storage, ma	iterial m	anagei	nent, l	ogistics,	
transport					
Maintenance	e, repair	S			1
Other area Student					- 1
Other not q	ainfully .	omploy	nod		- 1
Other not g	annuny	employ	eu		
Size of con			ation:		
Number of					9
1- 4	7		500 -	999	
	4 13		000 - 000 - ar	9 999	1
5- 9	8	10		nd more Student	1
10- 49		0.1		gainfully	- 1
10- 49 50- 99		()the			
10- 49	8 12	Othe		nployed	
10- 49 50- 99 100-199 200-499	8 12	Othe			
10- 49 50- 99 100-199 200-499	8 12 stay				9
10- 49 50- 99 100-199 200-499 Length of s	8 12 stay stay (da	ays):	er	nployed	9
10- 49 50- 99 100-199 200-499 Length of s 1. Length of one	8 12 stay stay (da 82 1	ays): two		three	9
10- 49 50- 99 100-199 200-499 Length of s 1.Length of one 3 2.Average I	stay stay (da stay (da 82 t	ays): two f stay	er 14	three	9
10- 49 50- 99 100-199 200-499 Length of s 1. Length of one	stay stay (da stay (da 82 t ength of	ays): two f stay	14 event's	three	day

# Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# Spielwarenmesse (2006)

#### **Basic data trade visitors**

Total number of visitors	80 224
Proportion of trade visitors	84%
Region of residence	%
up to 50 km	13 6
more than 100 km up to 100 km	25
up to 30 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	56
Total Germany	61
Baden- North Rhine- Württemberg 13 Westphalia	11
Bavaria 48 Rhineland-	_
Berlin 2 Palatinate Brandenburg 1 Saarland	3
Bremen - Saxony	3
Hamburg 1 Saxony-Anhalt	3 1
Hesse 7 Schleswig-	_
Mecklenburg- Holstein West Pommerania 1 Thuringia	2
West Pommerania 1 Thuringia Lower Saxony 4	2
Total foreign	39
of which EU	25
Rest of Europe	6/
North America South and Central America	39 25 67 2 1 3
EdSt ASId	3
Australia Other	1
visitor shares Austria Netherlands Great Britain taly USA	% 8 7 6 5
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not qainfully employed	1 % 49 11
	%

# ---- Nürnberg

Basic data all visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	9/ 1: ( 2) 5:
Total Germany Baden- Württemberg 12 Westphalia Bavaria 53 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 4	10
Total foreign of which EU Rest of Europe North America South and Central America East Asia Australia Other	3! 2: 7(
The five countries with the highest visitor shares Austria Netherlands Great Britain Italy	9/

USÁ	5
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	43
head of an authority etc. Senior department head, other employee	10
with managerial responsibility	3
Department head, group head	10
Other salaried staff, public service Skilled worker	14
Lecturer, teacher, scientific assistant	5 1 4 3 1 3
Trainee	ī
Other position	4
Student Housewife/man	3
Old-age pensioner	3
Other not gainfully employed	1
Frequency of visits to trade fair	%
2005	45
2004 2003	38 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 3 7
Media	3
Industry Authority, public services	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	9/
Decisively	52
Collectively	23
In an advisory capacity	13
No	8
Student	3
Other not gainfully employed	

Area of responsibility	%
Research, development, design	10
Planning, work preparation	. 8
Manufacture, production	9
Production, quality control	3
Buying, procurement	29
	10
Finance, accounting, controlling	
Information, communication technology (	EUP) 5
Administration, organisation, personnel,	_
social welfare, training	7
Marketing, sales, advertising, PR	26
Sales	30
Storage, material management, logistics,	
transport	8
Maintenance, repairs	
Other area	4 6 3
Student	3
Management	45
	3
Other not gainfully employed	3

	or em	ny/organis			%
1-		16	500 -	999	
5-	9 1	3 1	000 -	9 999	3
10- 4	9 1	4 10	000 ai	nd more	2 3 3
50- 9	19	4		Student	3
100-19	19	4 Oth	er not (	gainfully	
200-49	19	4		mployed	3

1. Length of	<b>stay</b> of stay (	(days):			%
one	49 22	three four	13 8	five six	4
2. Average			ŭ		days
3. Share of 1st day 2nd day	42	on the e 3rd day 4th day	51	5th day	39 21

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# **Stone+tec** ---> Nürnberg

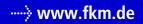
#### **Basic data trade visitors**

Total number of visitors	40 513
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	8
more than 50 km up to 100 km	8 31
more than 100 km up to 300 km over 300 km	54
Total Germany	72
Baden- North Rhine- Württemberg 18 Westphalia	13
Bavaria 33 Rhineland-	13
Berlin 2 Palatinate	6
Brandenburg 1 Saarland	1
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	4
Hesse / Schleswig-	_
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 5	3
Total Foreign	28
of which EU	70 13
Rest of Europe East Asia	8
Other	9
visitor shares Austria Netherlands Italy Czech Republic Great Britain	% 11 8 6 6
Position in the company/organisation Entrepreneur, partner, self-employed	% 45
Managing director, board member,	
head of an authority etc. Senior department head, other employee	. 9
senior department nead, other employed with managerial responsibility	3
Department head, group head	8
Other salaried stuff, public service	8
etall to the	9
Skilled worker	
Skilled worker Lecturer, teacher, scientific assistant Trainee	3
Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman	3
Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman Other position	3 8 2
Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman	3 8 8 9 1 3 8 2 2 2
Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman Other position Student Other not gainfully employed  Frequency of visits to trade fair	%
Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005	% 46
Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman Other position Student Other not gainfully employed  Frequency of visits to trade fair	%
Skilled worker Lecturer, teacher, scientific assistant Trainee Foreman, master craftsman Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 2003	% 46 40

Economic sector	
Industry Wholesale trade	
Retail trade	
Skilled trades	
Services (e.g. architects) Public authority/administration	
Polytechnics	
Other sectors	
Student Other not gainfully employed	
Influence on purchasing/	
procurement decisions  Decisively	
Collectively	
In an advisory capacity	
No Student	
Other not gainfully employed	
Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics,	•
transport Maintenance, repairs	
Other area	
Student Other not gainfully employed	
Size of company/organisation:	
Number of employees: 1- 4 40 500- 999	
5- 9 17 1 000- 9 999	
10- 49 23 10 000 and more	
50- 00 / Student	
50- 99 4 Student 100-199 4 Other not gainfully	

Length of stay
1. Length of stay (days):
one 61 three
two 25 four 2. Average length of stay 1,6 days 3. Share of visitors on the event's days: 1st day 25 3rd day 49 2nd day 49 4th day 34

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





# **TechnoPharm** — Nürnberg

#### Basic data trade visitors

Total number of visitors	*)
Proportion of trade visitors	100%
Region of residence	%
up to 50 km more than 50 km up to 100 km	3 6
more than 100 km up to 300 km	50
over 300 km	41
Total Germany	86
Baden- North Rhine- Württemberg 38 Westphalia	7
Württemberg 38 Westphalia Bavaria 22 Rhineland-	
Berlin 1 Palatinate	7
Brandenburg 1 Saarland	
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	3
Hamburg 1 Saxony-Anhalt Hesse 11 Schleswig-	- 1
Mecklenburg- Holstein	1
West Pommerania - Thuringia	3
Lower Saxony 3	
Total Foreign	14
of which EU	75
Rest of Europe	25
Position in the company/organisation	%
Position in the company/organisation Other self-employed entrepreneur, partne	% r,
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession	%
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board	r, 9
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board member, head of authorities or similar	% r,
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility	r, 9 4
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility	% r, 9 4
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service	% r, 9 4
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	% r, 9 4
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman	% r, 9 4 6 28 25 4
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant	% r, 9 4 6 28 25 5 4
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee	% r, 9 4 6 28 25 5 4 1
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student	% r, 9 6 28 25 5 4 11 13
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee Other position	% r, 9 4 28 25 5 4 1 1
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	% % 7, 9 4 6 28 25 5 4 1 1 1 1 1 1 4 2 2 % %
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	% 7, 9 4 6 28 25 5 1 1 1 3 1 4 2 2 % 26
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 2004	% r, 9 4 6 28 25 5 4 1 1 3 14 2
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 2004	% 4 6 28 25 5 4 1 1 1 3 14 2 26 1 10 10 10 10 10 10 10 10 10 10 10 10 1
Position in the company/organisation Other self-employed entrepreneur, partne freelance profession Executive director, executive board member, head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2005 2004	% r, 9 4 6 28 25 5 4 1 1 3 14 2

\*) individual number of visitors not available, combined with POWTECH

#### Additional data trade visitors

**Economic sector** Industry Skilled trades

Retail trade Whole sale and foreign trade	1 4
Architects, planning office	4 8 6
Service sector, companies Authorities, public facility	6 1
Teaching (university, poly technic)	1
Research	6
Other	2 14
Student Other not gainfully employed	14
Influence on purchasing/	
procurement decisions Decisively	% 18
Collectively	37
In an advisory capacity	20
No	10
Student Other not gainfully employed	14 2
- The flot gainfully employed	
Area of responsibility	%
Management	15
Research, development, design Planning, work preparation	25 12
Manufacture, production	21
Production, quality control	9
Buying, procurement	7
Finance, accounting, controlling Information, communication technology (ED	P) 4
Administration, organisation, personnel,	1) 4
social welfare, training	1
Marketing, sales, advertising, PR	14
Storage, material management, logistics, transport	2
Maintenance, repairs	7
Other area	2
Student	2 7 2 14 2
Other not gainfully employed	2
Size of company/organisation:	01
Number of employees: 1- 4 5 500- 999	%
1- 4 5 500- 999 5- 9 4 1 000- 9 999	8 16
10- 49 10 10 000 and more	9
50- 99 7 Student	14
100-199 9 Other not gainfully	
200-499 18 employed	2
Length of stay	%
1. Length of stay (days):	_

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3. Share of visitors on the event's days:
1st day 36 2nd day 47 3rd day 36

2. Average length of stay

1,2 days

# **Vivaness ---> Nürnberg**

#### Rasic data trade visitors

Total number of visitors	*
Proportion of trade visitors	959
Region of residence	9
up to 50 km more than 50 km up to 100 km	1
more than 100 km up to 300 km	4
over 300 km	4
Total Germany	7
Baden- North Rhine-	
Württemberg 18 Westphalia	
Bavaria 44 Rhineland- Berlin 3 Palatinate	
Brandenburg 1 Saarland	
Bremen - Saxony	
Hamburg 1 Saxony-Anhalt	
Hesse 14 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 1 Thuringia Lower Saxony 5	
<b>Total Foreign</b> of which EU Other	7
of which EU	2 7 2 nare 9
of which EU Other  The country with the highest visitor sh France	7 2 are 9
of which EU Other  The country with the highest visitor sherance  Position in the company/organisation other self-employed entrepreneur, partner	7 2 nare 9 1
of which  Other  The country with the highest visitor sherance  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession	7 2 nare <sup>9</sup> 1
of which  The country with the highest visitor she france  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession Executive director, executive board memb	7 2 nare <sup>9</sup> 1
of which  Other  The country with the highest visitor sherance  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession Executive director, executive board membhead of authorities or similar	7 2 nare <sup>0</sup> 1
of which  Other  The country with the highest visitor sherance  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession Executive director, executive board memb head of authorities or similar Senior department head, other employee	7 2 nare <sup>0</sup> 1
of which  The country with the highest visitor sherance  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession Executive director, executive board memb head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head	7 2 2 1 are 1 1 2 4 er, 1
of which  Other  The country with the highest visitor sherance  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession Executive director, executive board memb head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service	7 2 2 1 are 1 1 2 4 er, 1
of which  The country with the highest visitor she france  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession Executive director, executive board memb head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	7 2 2 1 are 1 1 2 4 er, 1
of which  The country with the highest visitor sherance  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession Executive director, executive board memb head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	7 2 2 1 are 1 1 2 4 er, 1
of which  The country with the highest visitor she france  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession Executive director, executive board memb head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	7 2 2 1 are 1 1 2 4 er, 1
of which  The country with the highest visitor sherance  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession Executive director, executive board memb head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	7 2 2 1 are 1 1 2 4 er, 1
of which  Other  The country with the highest visitor she france  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession Executive director, executive board memb head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	7 2 2 1 are 1 1 2 4 er, 1
of which  The country with the highest visitor sherance  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession Executive director, executive board memb head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Students, apprentices Other not gainfully employed  Frequency of visits to trade fair	7 22 aare 1 1 1
of which  The country with the highest visitor she france  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession Executive director, executive board memb head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Students, apprentices Other not gainfully employed  Frequency of visits to trade fair 2006 BioFach/Vivaness	7 22 nare ( 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
of which  The country with the highest visitor she france  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession Executive director, executive board memb head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Students, apprentices Other not gainfully employed  Frequency of visits to trade fair 2006 BioFach/Vivaness	7 22
of which  Other  The country with the highest visitor sherance  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession Executive director, executive board memb head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Students, apprentices Other not gainfully employed  Frequency of visits to trade fair 2006 BioFach/Vivaness 2005 BioFach 2004 BioFach 2004 BioFach	7 2 2 3 3 3 3 3 2 2
of which  The country with the highest visitor she france  Position in the company/organisation Other self-employed entrepreneur, partner freelance profession Executive director, executive board memb head of authorities or similar Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Students, apprentices Other not gainfully employed  Frequency of visits to trade fair 2006 BioFach/Vivaness	7 2 1 are 1 1

<sup>\*)</sup> individual number of visitors not available, combined with BioFach

#### Additional data trade visitors

Economic sector	%
Agriculture	10
Skilled Trades	2
Manufacturer of foodstuff	5
Manufacturer of beverage	- 1
Manufacturer of cosmetics	3
Manufacturer of nature products	3
Wholesale, import, export	. 9
Natural food store	1/
Retail grocery trade	3
Supermarket Beverage market, beverage specialist shop	22 55 11 33 39 177 31 11 13 32 34
Health food shop, pharmacy	3
Farm shop	5
Drugstore, cosmetic shop	3
Large caterer, hotel and restaurant trade	4
Non-medical practitioner, doctor, homeopath	1
masseur, cosmetic institute, beauty farm	5
Other	7 18 7 2
Student	7
Other not gainfully employed	2
Influence on purchasing/	
procurement decisions	%
Decisively	43
Collectively	27
In an advisory capacity	14
No	7
Student	7
Other not gainfully employed	2
Area of responsibility	%
Management	45
Research, development, design	6
Planning, work preparation	10
Manufacture, production	9
	28
Production, quality control	_ Z Ö
Buying, procurement	10
Buying, procurement Finance, accounting, controlling	10
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF	
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF Administration, organisation, personnel, social welfare, training	2) 4 10
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF Administration, organisation, personnel, social welfare, training	2) 4 10
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR	2) 4 10 24
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport	2) 4 10 24
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs	2) 4 10 24
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area	2) 4 10 24
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student	2) 4 10 24
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student	2) 4 10 24
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed	2) 4 10 24
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation:	10 24 9 7 2
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation:	10 24 9 3 9 7 2
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1 - 4 42 500 - 999 5 - 9 15 1 000 - 9 999	10 24 9 3 9 7 2
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1 - 4 42 500 999 5 - 9 15 1 000 999 10 49 17 10 000 and more	10 24 9 3 9 7 2
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1-4 42 500- 999 15-9 15 1 000- 9 999 10-49 17 10 000 and more 50-99 7 Student	2) 4 10 24
Buying, procurement Finance, accounting, controlling Information, communication technology (EDF Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not gainfully employed  Size of company/organisation: Number of employees:  1 - 4 42 500 999 5 - 9 15 1 000 999 10 49 17 10 000 and more	10 24 9 7 2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

3. Share of visitors on the event's days: 1st day 30 3rd day 41 2nd day 42 4th day 32

Length of stay

1.Length of stay (days): one 68 three two 23 four

2. Average length of stay

1,5 days

# **BADISCHE WEINMESSE**

#### **Basic data trade visitors**

Total number of visitors	3 112
Proportion of trade visitors	31%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 66 15 11 8
Total Germany Baden- Württemberg 90 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saarland	<b>93</b> 2
Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony 1 Thuringia	1
Total Foreign	7
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	6 12 14 6 3 8 9 5 6
Frequency of visits to trade fair 2006 2005 2004 2004 2003 Earlier events First visit	% 38 38 28 22 22 32

## ----> Offenburg

## **Basic data private visitors**

Proportion of private visitors	69%
Region of residence	%
up to 50 km	69
more than 50 km up to 100 km	15
more than 100 km up to 300 km	11
over 300 km	6
Total Germany	99
Baden- North Rhine-	
Württemberg 90 Westphalia	2
Bavaria 3 Rhineland-	
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 4 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	1
	9/
Position in the company/organisation Entrepreneur, partner, self-employed	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9/
Position in the company/organisation intrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	9, 12
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	9,41
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	9,44,33
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	9 9 11. 11. 11. 13. 33. 44. 44. 33. 32.
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004 2004	9/12 113 333 333 44 443 353 222 222
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2005	

## **Basic data all visitors**

Basic data a		
Region of reside	nce	%
up to 50 km	un to 100 km	68 15
more than 50 km more than 100 kr	up to 100 kili	11
over 300 km	ii up to 300 kiii	6
Total Germany		97
Baden-	North Rhine-	
Württemberg	90 Westphalia	2
Bavaria	2 Rhineland-	
Berlin	- Palatinate	1
Brandenburg	- Saarland	-
Bremen Hamburg	<ul><li>Saxony</li><li>Saxony-Anhalt</li></ul>	
Hesse	3 Schleswig-	_
Mecklenburg-	Holstein	_
West Pommerania		-
Lower Saxony	-	
Total Foreign		3
Position in the c	ompany/organisation	% 16
Entrepreneur, par	tner, self-employed	
Entrepreneur, part Managing directo head of an author	tner, self-employed r, board member, rity etc.	
Entrepreneur, part Managing directon head of an authon Senior departmen	tner, self-employed r, board member, rity etc. t head, other employee	16 4
Entrepreneur, part Managing directo head of an autho Senior departmen with managerial r	tner, self-employed r, board member, rity etc. t head, other employee esponsibility	16 4 3
Entrepreneur, part Managing directo head of an autho Senior departmen with managerial r Department head	tner, self-employed r, board member, rity etc. t head, other employee esponsibility , group head	16 4 3
Entrepreneur, part Managing directo head of an autho Senior departmen with managerial r Department head, Other salaried stu	tner, self-employed r, board member, rity etc. t head, other employee esponsibility , group head	16 4 3
Entrepreneur, par Managing directo head of an autho Senior departmen with managerial r Department head Other salaried stu Skilled worker	tner, self-employed r, board member, rity etc. t head, other employee esponsibility group head ff, public service	16 4 3
Entrepreneur, par Managing directo head of an autho Senior departmen with managerial r Department head, Other salaried stu Skilled worker Lecturer, teacher,	tner, self-employed r, board member, rity etc. t head, other employee esponsibility , group head	16 4 3
Entrepreneur, par Managing directo head of an autho Senior departmen with managerial r Department head Other salaried stu Skilled worker	tner, self-employed r, board member, rity etc. t head, other employee esponsibility group head ff, public service	16 4 3
Entrepreneur, par Managing directo head of an autho Senior departmen with managerial r Department head Other salaried stu Skilled worker Lecturer, teacher, Trainee	tner, self-employed r, board member, rity etc. t head, other employee esponsibility group head ff, public service	16 4 3
Entrepreneur, par Managing directo head of an autho Senior departmen with managerial r Department head Other salaried stu Skilled worker Lecturer, teacher, Trainee Other position Student Housewife/man	tner, self-employed r, board member, rity etc. t head, other employee esponsibility , group head ff, public service scientific assistant	16 4 3
Entrepreneur, par Managing directo head of an autho Senior departmen with managerial r Department head, Other salaried stu Skilled worker Lecturer, teacher, Trainee Other position Student Housewife/man Old-age pensione	tner, self-employed r, r, board member, rity etc. t head, other employee esponsibility group head ff, public service scientific assistant	16 4 3
Entrepreneur, par Managing directo head of an autho Senior departmen with managerial r Department head Other salaried stu Skilled worker Lecturer, teacher, Trainee Other position Student Housewife/man	tner, self-employed r, r, board member, rity etc. t head, other employee esponsibility group head ff, public service scientific assistant	16 4
Entrepreneur, par Managing directo head of an autho Senior departmen with managerial r Department head Other salaried sty Skilled worker Lecturer, teacher, Trainee Other position Student Housewife/man Old-age pensione Other not gainfull Frequency of vis	tner, self-employed r, r board member, rity etc. t head, other employee esponsibility group head ff, public service scientific assistant	16 4 3 13 27 8 3 3 5 7 7 3 5 2
Entrepreneur, par Managing directo head of an autho Senior departmen with managerial r Department head, Other salaried stu Skilled worker Lecturer, teacher, Trainee Other position Student Housewife/man Old-age pensione Other not gainfull Frequency of vis 2006	tner, self-employed r, r board member, rity etc. t head, other employee esponsibility group head ff, public service scientific assistant	16 4 3 13 27 8 3 5 7 7 3 5 2
Entrepreneur, par Managing directo head of an autho Senior departmen with managerial r Department head. Other salaried stu Skilled worker Lecturer, teacher, Trainee Other position Student Housewife/man Old-age pensione Other not gainfull Frequency of vis 2006 2005	tner, self-employed r, r board member, rity etc. t head, other employee esponsibility group head ff, public service scientific assistant	16 4 3 13 27 8 3 5 7 3 5 2 2 7 3 41 36
Entrepreneur, par Managing directo head of an autho Senior departmen with managerial r Department head Other salaried stylinger Stiller of the Stilled worker Lecturer, teacher, Trainee Other position Student Housewife/man Old-age pensione Other not gainfull Frequency of vis 2006 2005 2004	tner, self-employed r, r board member, rity etc. t head, other employee esponsibility group head ff, public service scientific assistant	16 4 3 13 27 8 3 3 5 7 3 5 2 2 41 36 41 36 41 36 41 41 41 41 41 41 41 41 41 41 41 41 41
Entrepreneur, par Managing directo head of an autho Senior departmen with managerial r Department head. Other salaried stu Skilled worker Lecturer, teacher, Trainee Other position Student Housewife/man Old-age pensione Other not gainfull Frequency of vis 2006 2005	tner, self-employed r, r board member, rity etc. t head, other employee esponsibility group head ff, public service scientific assistant	16 4 3 13 27 8 3 5 7 3 5 2 2 7 3 41 36

## Additional data trade visitors

Economic sector	%
Wine growing	18
Distillery business	5
Catering, hotels Wine dealers	20
Wholesale trade	6 5 14
Retail trade	14
Other	22
Student	5 6
Other not gainfully employed	6
Influence on purchasing/	
procurement decisions	%
Decisively	27
Collectively In an advisory capacity	34 16
No	12
Student	5
Other not gainfully employed	6
Area of responsibility	%
Management	22
Research, development, design	3
Planning, work preparation	5
Manufacture, production Production, quality control	9
Buying, procurement	3 5 6 2 11
Finance, accounting, controlling	
Information, communication technology (EL Administration, organisation, personnel,	OP) 3
social welfare, training	11
Marketing, sales, advertising, PR	17
Storage, material management, logistics,	_
transport	5
Maintenance, repairs	10
Other area Student	10
Other not gainfully employed	5 2 18 5 6
Size of company/organisation:	
Number of employees:	%
1- 4 27 500- 999	3
5- 9 14 1 000- 9 999	3
10- 49 23 10 000 and more 50- 99 9 Student	% 3 3 4 5
	5
100-199 5 Other not gainfully 200-499 3 employed	6
Length of stay	%
1. Length of stay (days):	/0
one 90 two 11	

2. Average length of stay

3. Share of visitors on the event's days: 1st day 49 2nd day 62

1,1 days

## Additional data private visitors

Sex Male Female	% 63 37
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 4 24 24 24 18 6
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 8 7 9 15 14 9 7 31
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 17 40 13 24
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 44 14 42
Follow-up business Intend to buy at later date yes no maybe	% 45 10 45

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





## **OBERRHEIN MESSE OFFENBURG** —— Offenburg

## **Basic data private visitors**

Total number of visitors	83 066
Proportion of private visitors	95%
Region of residence	%
up to 50 km	86
more than 50 km up to 100 km	9
more than 100 km up to 300 km over 300 km	9 3 2
Total Germany	90
Baden- North Rhine-	
Württemberg 97 Westphalia Bayaria 1 Rhineland-	
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony -	
Lower Suxony	
Total Foreign of which EU Other	10 97 3
Total Foreign of which EU	97
Total Foreign of which EU Other  The country with the highest visitor France	97 3 <b>share</b> % 97
Total Foreign of which EU Other  The country with the highest visitor France	97 3 <b>share</b> % 97
Total Foreign of which EU Other  The country with the highest visitor France  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	97 3 <b>share</b> % 97 1 %
Total Foreign of which EU Other  The country with the highest visitor France  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	97 3 share % 97 1 %
Total Foreign of which EU Other  The country with the highest visitor France  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	97 share % 97 n % 7
Total Foreign of which EU Other  The country with the highest visitor France  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	97 3 share % 97 1  % 7
Total Foreign of which EU Other  The country with the highest visitor France  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head other salaried stuff, public service	97 3 share % 97 1 % 7
Total Foreign of which EU Other  The country with the highest visitor France  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	97 3 share % 97 1 % 2 ee
Total Foreign of which EU Other  The country with the highest visitor France  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	97 3 share % 97 1 % 2 ee
Total Foreign of which EU Other  The country with the highest visitor France  Position in the company/organisatior Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	97 3 share %97 1
Total Foreign of which EU Other  The country with the highest visitor France  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	97 3 share % 97 1 % 7 22 27 27 13 13 6
Total Foreign of which EU Other  The country with the highest visitor France  Position in the company/organisatior Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	97 3 share %97 1

Frequency of visits to trade fair 2006

## Additional data private visitors

Sex Male Female	% 45 55
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 8 12 16 27 21 13
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR N/A	% 8 13 14 13 12 8 5 27
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 40 18 22 11
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 75 5 20
Follow-up business Intend to buy at later date yes no maybe	% 29 17 54

## **ANIMAL** — Stuttgart

## Docie data missata vicitare

Basic data private visitors	
Total number of visitors	39 624
Proportion of private visitors	96%
Region of residence	%
up to 50 km more than 50 km up to 100 km	69 18
more than 100 km up to 300 km	10
over 300 km	3
Total Germany	99
Baden- North Rhine-	
Württemberg 94 Westphalia Bayaria 3 Rhineland-	-
Bavaria 3 Rhineland- Berlin - Palatinate	_
Brandenburg - Saarland	- 1
Bremen - Saxony	_
Hamburg - Saxony-Anhalt	-
Hesse 2 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	-
Total Foreign	1
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 12
Managing director, board member,	
head of an authority etc.	2
Senior department head, other employed with managerial responsibility	<u>;</u>
Department head, group head	5
Other salaried stuff, public service	5 30
Skilled worker	9
Lecturer, teacher, scientific assistant	9 2 6 6
Trainee	6
Other position Student	11
Housewife/man	9
Old ago poncioner	1

Old-age pensioner Other not gainfully employed

Frequency of visits to trade fair 2006 2005 Earlier events First visit

## Additional data private visitors

Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 60 years over 60 up to 70 years over 70 years	% 13 24 24 25 10
	3
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- EUR	% 10 8 10 8 12 10 13 29
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 34 24 21 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 57 27 16
Follow-up business Intend to buy at later date yes no maybe	% 26 55 19

## **CMT**

## **Basic data private visitors**

Total number of visitors	160 835
Proportion of private visitors	90%
Region of residence	%
up to 50 km	66
more than 50 km up to 100 km more than 100 km up to 300 km	21 12
over 300 km	1
Total Germany	99
Baden- North Rhine-	
Württemberg 93 Westphalia	-
Bavaria 4 Rhineland-	,
Berlin - Palatinate Brandenburg - Saarland	2
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	-
Lower Saxony -	
LOWER SUKONY	
Total Foreign	1
Total Foreign  Position in the company/organisation	ı %
Total Foreign  Position in the company/organisation Entrepreneur, partner, self-employed	-
Total Foreign  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	n %
Total Foreign  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	n % 11
Total Foreign  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	1 % 11 2
Total Foreign  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Send of department head, other employe with managerial responsibility	n % 111 ee 2
Total Foreign  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service	1 % 11 2 ee 2 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	1 % 11 2 ee 2 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	1 % 11 2 ee 2 6
Total Foreign  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service skilled worker Lecturer, teacher, scientific assistant Trainee	1 % 11 2 ee 2 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	1 % 11 2 ee 2 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	1 % 11 ee 2
Total Foreign  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	n % 111 ee 2
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-ade pensioner	1 % 11 11 2 2 2 2 3 5 6 2 2 1 5 5 7 7 7
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	1 % 11 11 2 2 6 6 35 6 2 1 1 7 7 1 1 1 %
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	1 % 11 2 2ee 2 355 66 22 11 55
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	94 29 29 29 35 55 55 57 77 17 11 44
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	9 % % % % % % % % % % % % % % % % % % %

2005 2004 2003

Earlier events First visit

## ----> Stuttgart

## Additional data private visitors

Sex Male Female	% 54 46
Age	%
up to 20 years over 20 up to 30 years	4 12
over 30 up to 40 years	18
over 40 up to 50 years over 50 up to 60 years	27 21
over 60 up to 70 years	16
over 70 years	2
Net household income	%
up to 900,- EUR	4 7
more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR	9
more than 2 000,- EUR up to 2 600,- EUR	10
more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR	15 10
more than 5 000,- EUR	10
N/A	36
Size of household	%
1 person	14
2 persons 3 persons	48 15
4 persons	18
5 persons and more	6
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	32
no	37
maybe	31
Follow-up business	%
Intend to buy at later date	24
yes no	31 55
maybe	13

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart

## eltefa ---> Stuttgart

### **Basic data trade visitors**

Total number of visitors	24 361
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	40
more than 50 km up to 100 km more than 100 km up to 300 km	29
more than 100 km up to 300 km over 300 km	28 2
Total Germany	99
Baden- North Rhine-	
Württemberg 91 Westphalia	-
Bavaria 4 Rhineland-	_
Berlin - Palatinate	3
Brandenburg - Saarland	- 1
Bremen - Saxony	
Hamburg - Saxony-Anhal	-
Hesse 1 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	-
West Pommerania - Thuringia Lower Saxony -	•
Total Foreign	1
Position in the company/organisatio Entrepreneur, partner, self-employed	n %
Entrepreneur, partner, self-employed	24
Managing director, board member,	
	4
nead of an authority etc.	
head of an authority etc. Senior department head, other employ	
Senior department head, other employowith managerial responsibility	2
Senior department head, other employowith managerial responsibility	2 15
Senior department ĥead, other employi with managerial responsibility Department head, group head Other salaried stuff, public service	2 15 20
Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	2 15 20 16
Senior department fiead, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	2 15 20 16 2
Senior department fiead, other employi with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	2 15 20 16 2 13
Senior department head, other employ with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	2 15 20 16 2 13 1
nead of an authority etc. Senior department head, other employs with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	2 15 20 16 2 13
Senior department fiead, other employs with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair	2 15 20 16 2 13 1 4
Senior department fiead, other employs with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005	2 15 20 16 2 13 1 4 
Senior department fiead, other employs with managerial responsibility pepartment head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005 2003	2 15 20 16 2 13 1 4 4 50 39
Senior department fiead, other employs with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student  Frequency of visits to trade fair 2005	2 15 20 16 2 13 1 4 

### Additional data trade visitors

Additional data trade visitors	'
Economic sector Industry Wholesale trade Specialist trade Skilled trades Service Training, consulting University, polytechnic, vocational school Other	% 32 5 43 18 3 6
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 28 31 23 14 4
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (ED Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student	% 21 111 23 222 5 12 3 8 P) 9 5 7 6 28 10 4
Size of company/organisation:           Number of employees:           1 - 4 23 200 - 499           5 - 9 12 500 - 999           10 - 49 17 1 000 - 999           50 - 99 7 10 000 and more           100-199 7 Student	% 9 6 9 6
3. Share of visitors on the event's days:	% 3 days
1st day 38 2nd day 39 3rd day  Conducted by: Profi Tess/Landesmesse Stut	

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart

# FACHDENTAL SÜDWEST (2006) ----- 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- North Rhine-	
Württemberg 91 Westphalia	
Bavaria 3 Rhineland-	
Berlin - Palatinate	3
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	
Lower Saxony -	
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 34 34 40 40 41 11 15
Frequency of visits to trade fair 2005 2004 Earlier events First visit	% 53 46 36 22

### Additional data trade visitors

Economic sector	9/
Dentist's practice, clinic Orthodontics	74
Oral surgery	
Dental technology laboratory	14
Dental trade University, polytechnic	4
Other	2
Influence on purchasing/	0.4
procurement decisions Decisively	% 33
Collectively	34
In an advisory capacity	19
No Student	9
Judeni	
Area of responsibility	9/
Management Research, development, design	32
Planning, work preparation	15
Manufacture, production	16
Production, quality control Buying, procurement	1.
Finance, accounting, controlling Information, communication technology (E	2
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel,	DP) 3
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training	DP) 3
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics,	DP) 3
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport	DP) 3
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs	DP) 3
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport	DP) 3
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student	DP) :
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area	DP) :
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student  Size of company/organisation: Number of employees:  1- 4 29 200- 499	DP) 3
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student  Size of company/organisation: Number of employees:  1 - 4 29 200 - 499 5 9 94 500 - 999	DP) 3
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student  Size of company/organisation:  Number of employees:  1 - 4 29 200 - 499 5 - 9 44 500 - 999 10 - 49 18 1 000 - 999	DP) :
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student  Size of company/organisation:  Number of employees:  1 - 4 29 200 - 499 5 - 9 44 500 - 999 10 - 49 18 1 000 - 9 999	DP) :
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student  Size of company/organisation: Number of employees:  1 - 4 29 200 - 499 5 - 9 44 500 - 999 10 - 49 18 1 000 - 9 999 50 - 99 1 10 000 and more 100 - 199 - Student  Length of stay	22
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student  Size of company/organisation: Number of employees:  1 - 4 29 200 - 499 5 - 9 44 500 - 999 10 - 49 18 1 000 - 9 999 10 - 49 18 1 000 - 9 999 50 - 99 1 1 0000 and more 100-199 - Student	22
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student  Size of company/organisation: Number of employees:  1	DP) 3
Finance, accounting, controlling Information, communication technology (E Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student  Size of company/organisation: Number of employees:  1 - 4 29 200 - 499 5- 9 44 500 - 999 10 - 49 18 1 000 - 9 999 10 - 49 18 1 000 - 9 999 10 - 49 18 1 000 - 9 999 50 - 99 1 10 000 and more 100-199 - Student  Length of stay 1. Length of stay (days): one 91 two 9	22 5 11 12 90 90

Conducted by: Profi Tess/Landesmesse, Stuttgart

## Familie & Heim ---- Stuttgart

### Basic data private visitors

Total number of visitors	80 558
Proportion of private visitors	97%
Region of residence	%
up to 50 km	88
more than 50 km up to 100 km	10
more than 100 km up to 300 km over 300 km	2
Total Germany	100
Baden- North Rhine-	
Württemberg 98 Westphalia	
Bavaria 1 Rhineland-	
Berlin - Palatinate Brandenburg - Saarland	-
Brandenburg - Saarland Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Position in the company/organisation	% 7
Entrepreneur, partner, self-employed	/
Managing director, board member, head of an authority etc.	1
Senior department head, other employed	' ב
with managerial responsibility	1
Department head, group head	5
Other salaried stuff, public service	28
Skilled worker	5 28 6 2 1
Lecturer, teacher, scientific assistant Trainee	2
Other position	6
Student	3
Housewife/man	10
Old-age pensioner	28
Other not gainfully employed	2
Frequency of visits to trade fair	%
2006	64
2005	37 35
Earlier events	35

## Additional data private visitors

Sex Male Female	% 33 67
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 2 9 16 22 21 24 6
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 3 8 11 13 13 8 8 35
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 14 50 16 15
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 75 7 18
Follow-up business Intend to buy at later date yes no maybe	% 21 21 57

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart

## **INTERVITIS INTERFRUCTA** ---> **Stuttgart**

### **Basic data trade visitors**

Total number of visitors	36 987
Proportion of trade visitors	95%
Region of residence	%
up to 50 km	18
more than 50 km up to 100 km	9
more than 100 km up to 300 km over 300 km	45
over 300 km	28
Total Germany	78
Baden- North Rhine-	
Württemberg 44 Westphalia	2
Bavaria 11 Rhineland-	
Berlin - Palatinate	34
Brandenburg - Saarland	
Bremen - Saxony	1
Hamburg - Saxony-Anhalt Hesse 5 Schleswig-	1
Mecklenburg- Holstein West Pommerania - Thuringia	
Lower Saxony 1	
Total Foreign	22
of which EU	74
Rest of Europe	16
North America	6
Other	4
The five countries with the highest	
The five countries with the highest visitor shares	%
	% 30
visitor shares	30
visitor shares France Austria Switzerland	30 21 13
visitor shares France Austria Switzerland	30 21 13
<b>visitor shares</b> France Austria	30 21 13
visitor shares France Austria Switzerland Italy USA	30 21 13 9
visitor shares France Austria Switzerland Italy USA  Position in the company/organisation Enterprepagary partner, colf-comployed	30 21 13 9
visitor shares France Austria Switzerland Italy USA  Position in the company/organisation Enterprepagary partner, colf-comployed	30 21 13 9 4 1 %
visitor shares France Austria Switzerland Italy USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	30 21 13 9 4 1 % 54
visitor shares France Austria Switzerland Italy USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	30 21 13 9 4 1 % 54
visitor shares France Austria Switzerland Italy USA  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Denartment head, group head	30 21 13 9 4 1 % 54
visitor shares France Austria Switzerland Italy USA  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service	30 21 13 9 4 1 % 54
visitor shares France Austria Switzerland Italy USA  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	30 21 13 5 4 1 % 54 54
visitor shares France Austria Switzerland Italy USA  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	30 21 13 5 4 1 % 54 54
visitor shares France Austria Switzerland Italy USA  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	30 21 13 5 4 1 % 54 54
visitor shares France Austria Switzerland Italy USA  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	30 21 133 54 1 % 54 54 e
visitor shares France Austria Switzerland Italy USA  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	5
visitor shares France Austria Switzerland Italy USA  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	30 21 13 54 4 54 54 54 12 8 8 11
visitor shares France Austria Switzerland Italy USA  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	30 21 13 5 4 5 5 4 5 5 6 6 2 2 4 2 2 1 2 1 3 1 3 1 3 1 4 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
visitor shares France Austria Switzerland Italy USA  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	30 21 13 5 4 5 4 5 5 6 6 2 8 12 8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
visitor shares France Austria Switzerland Italy USA  Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2004	30 21 13 5 4 5 5 4 5 5 6 6 2 2 4 2 2 1 2 1 3 1 3 1 3 1 4 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

### Additional data trade visitors

Farming (incl. wine and fruit-growing Industry	4)
Skilled trades Trade companies	
Service	
Training/consulting	
Authorities, public facilities, associat University, polytechnic, vocational so Other	ions :hool
Influence on purchasing/ procurement decisions	
Decisively	
Collectively	
In an advisory capacity No	
Student Other not gainfully employed	
Other not gainfully employed	
Area of responsibility	
Management Research, development, design	
Planning, work preparation	
Manufacture, production Production, quality control	
Buying, procurement	
Finance, accounting, controlling Information, communication technology	nav (EDE
Administration, organisation, person	nel,
social welfare, training	
Marketing sales advertising PR	
Storage, material management, logis	stics,
Storage, material management, logistransport	stics,
Marketing, sales, advertising, PK Storage, material management, logis transport Maintenance, repairs Other area	stics,
Marketing, Sales, advertising, PK Storage, material management, logis transport Maintenance, repairs Other area Student	stics,
Marketing, sales, advertising, PK Storage, material management, logis transport Maintenance, repairs Other area	stics,
Marketing, Sales, dovertising, PK Storage, material management, logistransport Maintenance, repairs Other area Student Other not gainfully employed Size of company/organisation:	stics,
Marketing, Sales, advertising, PK Storage, material management, logis transport Maintenance, repairs Other area Student Other not gainfully employed	999
Size of company/organisation:  Number of employees:  1 - 4 54 500 - 5 9 11 1 000 9	999
Size of company/organisation: Number of employees:  1	999
Size of company/organisation: Number of employees:  1 - 4 54 500 - 5 - 9 11 1 000 - 9 10 - 49 15 10 000 and r 50 - 99 4 5tu 100-199 3 Other not gain	999 999 nore dent fully
Size of company/organisation: Number of employees:  1 - 4 - 54 - 500 - 5 - 9 - 11 - 1 000 - 9 - 10 - 49 - 15 - 10 000 and r 500 - 9 - 49 - 15 - 9 - 4 Stu	999 999 nore dent fully
Size of company/organisation: Number of employees:  1	999 999 nore dent fully
Size of company/organisation: Number of employees:  1 - 4 54 500 - 5 - 9 11 1 000 and r 50 - 99 4 Stu 100-199 3 Other not gain 200-499 2 emplo	999 999 nore dent fully oyed
Size of company/organisation: Number of employees:  1 - 4 54 500 - 5 - 9 11 1 000 and r 50 - 99 4 Stu 100-199 3 Other not gain 200-499 2 emplo	999 999 nore dent fully
Size of company/organisation: Number of employees:  1- 4 54 54 50-5-9 11 1 000-9 10-49 15 10 000 and r 50-99 4 Stu 100-199 3 Other not gain Length of stay 1. Length of stay 2. Storage management, logistransport 1. A 54 500-5 5-9 11 1 000-9 50-99 4 Stu 100-199 3 Other not gain 200-499 2 emplo	999 999 nore dent fully byed
Size of company/organisation: Number of employees:  1	999 999 nore dent ifully byed five 1,4 c
Size of company/organisation: Number of employees:  1	999 999 nore dent ifully byed five

## **INVEST**

### **Basic data trade visitors**

Total number of visitors	14 782
Proportion of trade visitors	29%
Region of residence up to 50 km	% 41
more than 50 km up to 100 km	11
more than 100 km up to 300 km	33
over 300 km	15
Total Germany	95
Baden- North Rhine-	_
Württemberg 64 Westphalia Bavaria 13 Rhineland-	5
Berlin 1 Palatinate	3
Brandenburg 1 Saarland	-
Bremen - Saxony	1
Hamburg 1 Saxony-Anhalt	-
Hesse 9 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	
Lower Saxony -	
Total Faraign	
Total Foreign	5
Position in the company/organisation	
Position in the company/organisation Entrepreneur, partner, self-employed	
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 36
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 36
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	% 36
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	% 36 5 4 10
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	% 36 5
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	% 36 5 4 10 29
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	% 36 5 4 10 29
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 36 5 4 10 29
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	% 36 5 4 10 29
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	% 36 5 4 10
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 36 5 4 10 29
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	% 36 5 4 10 29
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner  Frequency of visits to trade fair 2006	% 36 5 4 10 29 - 5 2 9 -
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner  Frequency of visits to trade fair 2006 2005	% 36 5 4 10 29 - - 5 5 2 9 - -
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner  Frequency of visits to trade fair 2006	% 36 5 4 10 29 - 5 2 9 -

## ----> Stuttgart

## **Basic data private visitors**

ce	%
	54
ıp to 100 km	14
up to 300 km	22
	10
	98
North Rhine-	
74 Westphalia	
- Saxony-Annalt	
<u> </u>	-
mpany/organisation er, self-employed board member, ty etc. head, other employee sponsibility group head ty public service cientific assistant	9/14
	74 Westphalia 13 Rhineland- 1 Palatinate - Saarland - Saxony - Saxony-Anhalt 4 Schleswig- Holstein - Thuringia 1  mpany/organisation er, self-employed board member, y etc. head, other employee sponsibility group head , public service

Frequency of visits to trade fair 2006 2005 Earlier events First visit

## Basic data all visitors

Region of residence	%
up to 50 km	50 13
more than 50 km up to 100 km more than 100 km up to 300 km	
Total Germany	98
Baden- North Rhine-	
Württemberg 71 Westphalia	3
Bavaria 13 Rhineland-	
Berlin 1 Palatinate	3
Brandenburg - Saarland	
Bremen - Saxony	1
Hamburg - Saxony-Anhalt Hesse 5 Schleswig-	-
Mecklenburg- Holstein West Pommerania - Thuringia	1
Lower Saxony 1	
Total Foreign	2
of which EU	68
Other	32
Position in the company/organisation	%
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member	% 20
Managing director, board member,	20
Managing director, board member, head of an authority etc.	
Managing director, board member, head of an authority etc. Senior department head, other employee	20
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	20
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	20
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service	20
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	20
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	20
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	20
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	20
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	20 2 8 35 4 2 3 2 7
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	20 2 8 35 4 2 3 2 7 1
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	20 2 8 35 4 2 3 2 7
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	20 2 8 35 4 2 3 2 7 1 10 3
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	20 2 8 35 4 2 3 2 7 1 10 3
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006 2005	20 2 8 35 4 2 3 2 7 1 10 3
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair	20 2 8 35 4 2 3 2 7 1 10 3

## Additional data trade visitors

Economic sector Industry Trade Banks Insurance Other services Public authority Training/consulting University, polytechnic, vocational school Other	% 4 40 14 31 2 1 3 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 30 22 18 20 9
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (ED Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student	% 24 2 3 2 2 28 P) 3 3 26 - 10 9
Size of company/organisation: Number of employees:  1- 4 26 200 - 499 5- 9 7 500 - 999 10- 49 11 10 000 and more 50- 99 3 1 000 - 999 100-199 9 Student	% 9 5 8 14 9
Length of stay  1. Length of stay (days): one 84 two 10 three  2. Average length of stay 1,2  3. Share of visitors on the event's days: 1st day 55 2nd day 41 3rd day	% 6 days 25

## Additional data private visitors

Sex Male	% 84
Female	16
· cinale	
Age	%
up to 20 years	3
over 20 up to 30 years over 30 up to 40 years	18 22
over 40 up to 50 years	26
over 50 up to 60 years	16
over 60 up to 70 years	12
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 more than 2 000,- EUR up to 2 600,- EUR	11 16
more than 2 600,- EUR up to 3 600,- EUR	18
more than 3 600,- EUR up to 5 000,- EUR	15
more than 5 000,- EUR	14
N/A	14
Size of household	%
1 person	26
2 persons	37
3 persons 4 persons	14
5 persons and more	5
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	14
no	46
maybe	40
Follow-up business	%
Intend to buy at later date	
yes	37
no	50
maybe	13

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart





## ISA ---> Stuttgart

## **Basic data private visitors**

roportion of pr		30 104
	ivate visitors	94%
Region of reside	nce	%
ip to 50 km	. 400 l	51
nore than 50 km nore than 100 km		17 23
over 300 km	ii up to 300 kiii	9
otal Germany		97
Baden-	North Rhine-	
Vürttemberg	77 Westphalia	1
Bavaria Berlin	11 Rhineland-	
Brandenburg	<ul> <li>Palatinate</li> <li>Saarland</li> </ul>	5
Bremen	- Saxony	i
lamburg	- Saxony-Anhalt	
lesse	2 Schleswig-	
/lecklenburg-	Holstein	
Vest Pommerania		1
ower Saxony	1	
otal Foreign		3
osition in the c	ompany/organisation	%
ntrepreneur, pari Managing directo	tner, self-employed r, board member,	10
lead of an author	rity etc.	1
enior departmen	t head, other employee	•
vith managerial r	esponsibility	1
Department head.	group head	8
Other salaried stu	ff, public service	24
killed worker	and the second second	17
ecturer, teacner, rainee	scientific assistant	2
Other position		3
itudent		7
lousewife/man		2 3 5 7 4
Old-age pensioner	r	16
	y employed	3
Other not gainfull		
requency of vis	its to trade fair	
requency of vis	its to trade fair	59
Frequency of vis	its to trade fair	59 49
requency of vis	its to trade fair	% 59 49 45 20
Other not gainfull	y employed	

## Additional data private visitors

Sex Male Female	% 75 25
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 7 13 17 26 18 16 3
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 4 8 11 13 12 6 7 39
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 19 39 17 19 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 73 7 20
Follow-up business Intend to buy at later date yes no maybe	% 25 24 52

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart

## **LogiMAT** ---- Stuttgart

## **Basic data trade visitors**

	11 081
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	29
more than 50 km up to 100 km	16
more than 100 km up to 300 km over 300 km	31 24
Total Germany	94
Baden- North Rhine- Württemberg 50 Westphalia	11
Bavaria 15 Rhineland- Berlin 2 Palatinate	9
Brandenburg - Saarland	-
Bremen - Saxony	1
Hamburg 2 Saxony-Anhalt	i
Hesse 9 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 3	1
Lower Saxony 3	
Total Foreign	6
of which EU	49
Rest of Europe	44
Other	8
The country with the highest visitor s Switzerland	
Switzerland Position in the company/organisation	42
Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed	42
Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member.	42 %
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	42 % 9
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer	42 % 9
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility	42 % 9
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer	42 % 9 9 9 9 9
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	42 % 9 9 9 9 9
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	42 % 9 9 9 9 9
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	42 % 9 9 9 9 9
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	42 % 9 9 9 9 9
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	42 % 5 6 41 19
Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	42 % 5 6 41 19
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	42 % 9% 9 41 19 3 3 41 19 41 41 41 41 41 41 41 41 41 41 41 41 41
Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006	42 % 9 9 9 41 19 2 2 2 4 1 19 4 1
Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2005	42 % 6 6 41 13 22 6 11 22 6 12 22 22 22 22 22 22 22 22 23 24 24 24 25 26 26 27 27 27 27 27 27 27 27 27 27
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2005 2004	42 % 9 6 41 19 3 2 4 1 2 7 2 7 2 7 2 7 2 7 2 7 2 7 2 7 2 7 2
Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006 2005	42 % 6 6 41 13 22 6 11 22 6 12 22 22 22 22 22 22 22 22 23 24 24 24 25 26 26 27 27 27 27 27 27 27 27 27 27

First visit

### Additional data trade visitors

Economic s	ector				% 53
Industry Wholesale t	rade				13
Retail trade					13 3 6 12
Skilled trade					3
Freight forw		transp	ort con	npanies	10
Other service University, of		nolyte	hnic		12
Other	.onege,	polyte	Linic		Z
Student					6
Other not g	aintully	emplo	yed		1
Influence o			1		0/
procurement Decisively	nt decis	ions			% 20
Collectively					40
In an adviso	ory capa	city			2
No		-			8
Student	ainfully.	omplo	ınd		9
Other not g	allilully	emplo	yeu		
Area of res		lity			9/
Managemer Research, d	IT evelonm	ant d	ocian		14
Planning, w					
Manufacture	e, produ	ction			
Production,					
Buying, proc Finance, acc			ollina		
Information,	. commu	nicatio	on tech	noloav (El	
Administrati	on, orga	anisatio			
social welfa	re, train	ing Ivortici	na DD		10
Marketing, s Storage, ma	sales, ac iterial m	anade	ng, rk ment l	onistics	- 11
transport	iteriai iii	unuge	incine, i	ogistics,	3
Maintenance	e, repair	S			
Other area					
Student Other not q	ainfully	emnlo	/ed		
	unnuny	cilipio,	ycu		
Size of con Number of			ation:		9
1- 4	6		500 -	999	9
5- 9	3	1	000-	9 999	18
10- 49 50- 99	10 10	10	000 ai	nd more Student	10
100-199	13	Oth	er not a	gainfully	
200-499	14	Oth		nployed	
					9
Longth of a					
Length of s	stay stay (da	ays):			_ ′
1. Length of	stay (da	ays): :wo	7	three	
1. Length of	stay (da 90 - t	wo	7		day
1. Length of one	stay (da 90 t ength of	wo f stay		1,1	

Conducted by: Walter, Wissler & Partner, Basel

## **MEDIZIN**

### **Basic data trade visitors**

Total number of visitors	6 570
Proportion of trade visitors	95%
Region of residence	%
up to 50 km	67
more than 50 km up to 100 km	14
more than 100 km up to 300 km over 300 km	16 4
Total Germany	99
Baden- North Rhine- Württemberg 90 Westphalia Bayaria 5 Rhineland-	-
Berlin - Palatinate	1
Brandenburg - Saarland	
Bremen - Saxony	-
Hamburg - Saxony-Anhalt Hesse 1 Schleswig-	-
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony 1	-
Total Foreign	1
Position in the company/organisation Entrepreneur, partner, self-employed	ı %
Entrepreneur, partner, self-employed Managing director, board member,	28
head of an authority etc.	_ 1
Senior department head, other employe with managerial responsibility	e 2
Department head, group head	3
Department head, group head Other salaried stuff, public service	39
	1
Skilled worker	
Lecturer, teacher, scientific assistant	2
Lecturer, teacher, scientific assistant Trainee	2 8 4
Lecturer, teacher, scientific assistant Trainee Other position Student	2 8 4 9
Lecturer, teacher, scientific assistant Trainee Other position	1 2 8 4 9 2
Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	%
Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair 2006	% 42
Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed  Frequency of visits to trade fair	%

## ----> Stuttgart

### Additional data trade visitors

Economic sector Practice Hospital, clinic Rehabilitation facility, nursing home Medical laboratory, institute Emergency services organisations Industry Trade Service Public authorities, Health service Training, consulting University, polytechnic, vocational school Other	% 51 18 3 2 3 3 3 5 3 3 7
--	--

Influence on purchasing/	
procurement decisions	9/
Decisively	25
Collectively	27
In an advisory capacity	20
No	17
Student	9
Other not gainfully employed	

Area of responsibility	%
Management	22
Research, development, design	-3
Surgical service and care	14
Nursing service	16
Buying, procurement	6
Finance, accounting, controlling	
Information, communication technology	(EDP) 6
Administration, organisation, personnel,	. , .
social welfare, training	15
Marketing cales advertising DD	8
Marketing, sales, advertising, PR	
Maintenance, repairs	4
Other area	23
Student	-9
	3
Other not gainfully employed	2

Size of cor Number of	mpany/o	organisation:	9
1 4	29	500 - 999	7
1- 4			
5- 9	23	1 000 - 9 999	
10- 49	8	10 000 and more	
50- 99	4	Student	
100-199	4	Other not gainfully	
200-499	7	employed	
	_		_

Length of 1. Length	r <b>stay</b> of stay	(days):			%
one	79	two	12	three	8
2. Average	length	n of stay		1,3 (	lays
		rs on the e 2nd day			34

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart

## **Retro Classics** — Stuttgart

## **Basic data private visitors**

Total number of visitors	36 536
Proportion of private visitors	94%
Region of residence	%
up to 50 km	56
more than 50 km up to 100 km	15
more than 100 km up to 300 km over 300 km	22
Total Germany	96
Baden- North Rhine-	
Württemberg 81 Westphalia Bavaria 11 Rhineland-	1
Bavaria 11 Rhineland- Berlin - Palatinate	2
Brandenburg - Saarland	- 4
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 3 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Tatal Fausium	4
Total Foreign	- 4
of which EU	56
of which EU Rest of Europe	56
of which EU	56
of which EU Rest of Europe Other  Position in the company/organisation	56 44
of which EU Rest of Europe Other  Position in the company/organisation	56 44
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member.	1 % 17
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	56 44 1 1 %
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	1 % 17
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	9% 1 % 17 17 17
of which EÜ Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service	9% 1 % 17 17 17
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head other salaried stuff, public service Skilled worker	56 44 1 1 17 17 e e
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	56 44 1 17 17 e e 2 26 16
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	56 44 1 17 17 e e 2 26 16
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	56 44 1 17 17 e e 2 26 16
of which Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	56 44 1 17 17 e e 2 26 16
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	56 44 1 17 17 e e 2 26 16
of which Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	56 44 1 17 17 e e 2 26 16
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	6 444 17 17 17 17 18 18 18 18 18 18 18 18 18 18 18 18 18
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	6 444 17 17 17 17 18 18 18 18 18 18 18 18 18 18 18 18 18
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	9% 559 359
of which EU Rest of Europe Other  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed  Frequency of visits to trade fair 2006	6 444 17 17 17 17 18 18 18 18 18 18 18 18 18 18 18 18 18

## Additional data private visitors

Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 6 20 24 25 14 9 2
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	6 20 24 25 14 9 2
over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	20 24 25 14 9 2
over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	25 14 9 2
over 50 up to 60 years over 60 up to 70 years over 70 years	14 9 2 %
over 70 years	%
Net household income	
to 000 FUD	
up to 900,- EUR more than 900,- EUR up to 1 500,- EUR	5 5 8
more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR	9
more than 2 600 - FUR up to 3 600 - FUR	13
more than 5 000,- EUR	11 11
N/A	39
	%
2 persons	19 35
	17 19
5 persons and more	9
Buying and ordering capacity Purchase or order made or	%
intended at the exhibition	
	44 18
	37
	%
	23
	24 53
	در
Conducted by: Profi Tess/Landesmesse Stutt- gart, Stuttgart	

## südback ---- > Stuttgart

### **Basic data trade visitors**

Total number of visitors	27 069
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	32
more than 50 km up to 100 km	24
more than 100 km up to 300 km over 300 km	33 11
Total Germany	95
Baden- North Rhine-	
Württemberg 70 Westphalia	2
Bavaria 16 Rhineland-	_
Berlin - Palatinate	5
Brandenburg - Saarland	
Bremen - Saxony Hamburg - Saxony-Anhalt	
Hamburg - Saxony-Anhalt Hesse 5 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 1	
Rest of Europe Other	40 6
Other '	6
	6
Other  The country with the highest visitor switzerland  Position in the company/organisation	share %
Other  The country with the highest visitor switzerland  Position in the company/organisation Entrepreneur, partner, self-employed	share %
Other  The country with the highest visitor switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	share % 37 1 %
Other  The country with the highest visitor switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	share % 37
Other  The country with the highest visitor solution in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	share % 37 26 2
Other  The country with the highest visitor switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	share % 37 26 2
Other  The country with the highest visitor solution in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	share % 37 26 26 2 2 10 23
Other  The country with the highest visitor switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	share % 37 26 2 2 e 2 13 13
Other  The country with the highest visitor switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant	share % 37 26 2 2 e 2 13 13
Other  The country with the highest visitor sowitzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	share % 37 26 2 2 e 2 13 13
Other  The country with the highest visitor of Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	share % 37 26 2 2 e 2 13 13
Other  The country with the highest visitor sowitzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	share % 37 26 26 2 2 10 23
Other  The country with the highest visitor solution in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	e 20 10 23 13 2 2 3 3
Other  The country with the highest visitor of Switzerland  Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	share % 37 26 2 2 e 2 13 13

First visit

### Additional data trade visitors

Bakers/Cor Bread, cak					77
Subcontract Trade			.uust. y		
Service University, Other	polytech	nnic, vo	ocation	al school	(
Influence procurem	on purc	hasing sions	ı/		9/
Decisively		5.05			23
Collectivel In an advi		acity			23
No Student					2
Area of re		ility			% 25
Research,	developr	nent, d	lesign		12
Planning, Manufactu			n		12 56
Production	, quality	contro	d		18
Buying, pr Marketing	, sales, a	dvertis		₹	22
Finance, a Informatio	ccounting n comm	g, cont	rolling	nnology (F	00)
					DP) :
Administra social well	ition, org are, trail	janisati ning	on, pe	rsonnel,	,
Administra social well Storage, n	ition, org are, trail	janisati ning	on, pe	rsonnel,	9
Administra social well Storage, n transport Maintenar	ition, org are, trail naterial r ice, repa	janisati ning nanage	on, pe	rsonnel,	9
Administra social well Storage, n transport	ition, org are, trail naterial r ice, repa	janisati ning nanage	on, pe	rsonnel,	DP) 3
Administra social well Storage, n transport Maintenar Other area Student	ation, organe, train naterial r nce, repa	ganisati ning nanage irs organi	on, pe	rsonnel, logistics,	
Administra social well Storage, n transport Maintenar Other area Student Size of co Number o	ation, organic, train naterial r naterial r	ganisati ning nanage irs organi	sation	rsonnel, logistics, :	
Administra social well Storage, n transport Maintenar Other area Student Size of co Number of 1- 4 5- 9	empany/of employ femploy 15 23	ganisati ning manage irs <b>organi</b> ees:	sation 200- 500-	rsonnel, logistics, : 499 999	
Administra social welf Storage, in Maintenar Other area Student Size of co Number or 1- 4 5- 9 10- 49 50- 99	ition, organe, train naterial r ice, repair mpanyl/f f employ 15 23 30 8	ganisati ning manage irs organi ees:	sation 200 - 500 - 000 -	logistics,  1 499 999 999 nd more	
Administra social well Storage, in Maintenar Other area Student  Size of co Number or 1-4 5-9 10-49	empanylof employ femploy 15 23 30	ganisati ning manage irs organi ees:	sation 200 - 500 - 000 -	logistics, logistics, : 499 999 9 999	
Administra social welf Storage, in Maintenar Other area Student Size of co Number or 1- 4 5- 9 10- 49 50- 99	ompanyly f employ 15 23 30 8 9 stay of stay 684	ganisati ning manage irs organi ees:	sation 200 - 500 - 000 -	logistics,  1 499 999 999 nd more	9/
Administra social well Storage, n transport Maintenar Other area Student  Size of CC Number o 1- 4 5- 9 10- 49 50- 99 100- 199  Length of 1. Length of one two	ition, organe, trainaterial raterial ra	organises  organises:  1 10  days): three four	sation 200 - 500 - 000 -	ssonnel, logistics, : : 499 999 9 999 and more Student	% 8 8 8 8 8 8 8 8 8 8 8 8 9 8 9 9 9 9 9
Administra social well Storage, no transport Maintenar Other area Student  Size of cc Number oo 1- 4 5- 9 10- 49 50- 99 100-199  Length of 1. Length of one	ition, organe, trainaterial raterial ra	organises:  organises:  10  days): three four of stay	sation 200 - 500 - 000 - 23	rsonnel, logistics, : : 499 999 9 999 Ind more Student	9

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart

## **VISION** ---> Stuttgart

### **Basic data trade visitors**

basic data trade visitors	
Total number of visitors	6 188
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	18
more than 50 km up to 100 km	12
more than 100 km up to 300 km	25
over 300 km	45
Total Germany	71
Baden- North Rhine-	
Württemberg 51 Westphalia	9
Bavaria 14 Rhineland-	
Berlin 3 Palatinate	3 2
Brandenburg 1 Saarland	2
Bremen - Saxony	1
Hamburg 2 Saxony-Anhalt Hesse 6 Schleswig-	1
Hesse 6 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	3
Lower Saxony 3	
Total Foreign	29
of which EU	61
Rest of Europe	20
Africa .	16
Other	3
The five countries with the highest visitor shares Switzerland Austria Netherlands Italy France	% 16 12 9 9
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	9
head of an authority etc.	5
Senior department head, other employee	
with managerial responsibility	1
Department head, group head	16
Other salaried stuff, public service	42
Skilled worker	. 3
Lecturer, teacher, scientific assistant	10
Trainee	1
Other position	1
Student Other pet gainfully employed	11
Other not gainfully employed	1
Frequency of visits to trade fair	%
2006	
2005	25 21
Earlier events	16
First visit	60

### Additional data trade visitors

Economic sector	%
Industry	69
Trade	4
Service Training/consulting	11
Training/consulting University, polytechnic, vocational school	17
Other	6
Influence on purchasing/	
procurement decisions	%
Decisively	22
Collectively In an advisory capacity	38 20
No	9
Student	11
Area of responsibility	%
Management	10
Research, development, design	52
Planning, work preparation	6 8
Manufacture, production Production, quality control	
Buying, procurement	9 4 2 P) 5
Finance, accounting, controlling	ż
Information, communication technology (ED	P) 5
Administration, organisation, personnel, social welfare, training	2
Marketing, sales, advertising, PR	11
Storage, material management, logistics,	
transport	1
Maintenance, repairs	2
Other area Student	11 11
Student	
Size of company/organisation: Number of employees:	%
1- 4 7 200- 499	11
5- 9 6 500- 999	4
10- 49 22 1 000- 9 999	14
50- 99 10 10 000 and more 100-199 8 Student	6 11
Length of stay	%
1. Length of stay (days): one 82 two 12 three	6
2. Average length of stay 1,2	days
3. Share of visitors on the event's days: 1st day 35 2nd day 46 3rd day	38
Conducted by: Profi Tess/Landesmesse Stutt gart, Stuttgart	t-

## Südwest Messe (2006) ---- Villingen-Schwenningen

## **Basic data private visitors**

Total number of visitors	91 347
Proportion of private visitors	83%
Region of residence	%
up to 50 km more than 50 km up to 100 km	77 18
more than 100 km up to 300 km	4
over 300 km	1
Total Germany	100
Baden- North Rhine-	
Württemberg 98 Westphalia	
Bavaria 1 Rhineland- Berlin - Palatinate	
Brandenburg - Palatinate Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	
Total foreign	1
Position in the company/organisation Entrepreneur, partner, self-employed	%
Entrepreneur, partner, self-employed	6
Managing director, board member,	
head of an authority etc. Senior department head, other employed	٠
with managerial responsibility	1
Department head, group head Other salaried staff, public service	31
Other salaried staff, public service	
Skilled worker	8
Lecturer, teacher, scientific assistant Trainee	8 2 1 2 7
Other position	,
Student	
Housewife/man	11
Old-age pensioner	27

Old-age pensioner Other not gainfully employed

Frequency of visits to trade fair Earlier events First visit 11 27 1

### Basic data all visitors

Region of residence	9/
up to 50 km	76
more than 50 km up to 100 km	19
more than 100 km up to 300 km	
over 300 km	•
Total Germany	100
Baden- North Rhine-	
Württemberg 98 Westphalia	
Bavaria 1 Rhineland-	
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total foreign	1
Position in the company/organisation	%
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	%
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	9/
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	9/10
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	% 10
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	9/ 10 3
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	9/ 10 3
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9/ 10 3
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9/ 10 3
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9/ 10 3 3 8
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	9/ 10 3 3
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	9/ 10 3 3 8 6 9
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	9/ 10 3 3 8 6 9
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	9% 10 33 8 4 6 9
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	% 100 100 100 100 100 100 100 100 100 10

## Additional data private visitors

Sex Male Female	% 44 56
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 7 9 16 21 18 22
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 11 43 18 19
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	73 15 12
Follow-up business Intend to buy at later date yes no maybe	% 19 51 30

Conducted by: Achim Brötz Rechenzentrum Mannheim, Kaiserslautern

## Messe Wächtersbach (2006) ----- Wächtersbach

Proportion of private	visitors	96%
Region of residence		%
up to 50 km		83
more than 50 km up to		14
more than 100 km up to over 300 km	0 300 KM	1
Total Germany		100
Baden-	North Rhine-	
Württemberg -	Westphalia	-
Bavaria 11		
Berlin -	Palatinate Saarland	1
Brandenburg - Bremen -	Saxony	
Hamburg -	Saxony-Anhalt	
Hesse 85	Schleswig-	
Mecklenburg-	Holstein	
West Pommerania -	Thuringia	
Lower Saxony -		
Position in the compare	ny/organisation	%
Entrepreneur, partner, s	elf-employed	8
Managing director, boar		
head of an authority etc Senior department head	Lathar amplaya	
with managerial respons	i, other employet cihility	1
Denartment head group	n head	3
Department head, group Other salaried staff, pub	olic service	34
Skilled worker		15
Lecturer, teacher, scient	ific assistant	1
Trainee		2
Other position		
Farmer		1
Student Housewife/man		22
Old-age pensioner		1

Frequency of visits to trade fair 2005 2004 Earlier events

First visit

## Additional data private visitors

Sex Male Female	% 47 53
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 4 11 18 23 19 28 5
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 5 20 17 17 14 9 4 13
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 9 47 20 17 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 63 13 23
Follow-up business Intend to buy at later date yes no maybe	% 36 56 8

## Mainfranken-Messe ---- Würzburg

## Basic data private visitors

Total number of visitors	104 476
Proportion of private visitors	92%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	9/ 92 2
Total Germany Baden- Württemberg 3 Westphalia Bavaria 96 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anha Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	
Position in the company/organisati Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker	

Lecturer, teacher, scientific assistant Trainee Other position Student

Frequency of visits to trade fair 2005 2003 Earlier events

Housewife/man
Old-age pensioner
Other not gainfully employed

## Additional data private visitors

Male Female	9 4 5
Age	9
up to 20 years over 20 up to 30 years	1
over 30 up to 40 years	- 19
over 40 up to 50 years over 50 up to 60 years	2 1
over 60 up to 70 years	1.
over 70 years	
Net household income	9
up to 900,- EUR more than 900,- EUR up to 1 500,- EUR	1
more than 1 500,- EUR up to 2 000,- EUR	2
more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR	1:
more than 3 600,- EUR up to 5 000,- EUR	
more than 5 000,- EUR N/A	1
Size of household	9
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	1 3 2 1
1 person 2 persons 3 persons 4 persons	1 3: 2: 1:
1 person 2 persons 3 persons 4 persons 5 persons 4 persons 5 persons and more  Buying and ordering capacity Purchase or order made or intended at the exhibition yes	9/ 1: 3: 2: 1: 9/
1 person 2 persons 3 persons 4 persons 5 persons and more  Buying and ordering capacity Purchase or order made or intended at the exhibition yees on	9/ 2! 2!
1 person 2 persons 3 persons 4 persons 5 persons 4 persons 5 persons and more  Buying and ordering capacity Purchase or order made or intended at the exhibition yes	9
1 person 2 persons 3 persons 3 persons 4 persons 5 persons and more  Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe  Follow-up business Intend to buy at later date	9/ 211 6.
1 person 2 persons 3 persons 4 persons 5 persons and more  Buying and ordering capacity Purchase or order made or indended at the exhibition yes no maybe  Follow-up business	9





#### **Bad Salzuflen**

#### Messe Ostwestfalen GmbH

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 28.10.-30.10.2008

#### Berlin

#### Messe Berlin GmbH

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

**18.01.-27.01.2008** 

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

• 07.02.-09.02.2008

bautec - International Trade Fair for Building and Construction Technology and Build IT, Berlin

• 19.02.-23.02.2008

ITB Berlin - The World's Leading Travel Trade Show, Berlin

• 05.03.-09.03.2008

PostPrint - Trade Fair for Printing and Finishing, Berlin 17.09.-19.09.2008

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

**23.09.-26.09.2008** 

belektro - Trade show for Electrical Engineering, Electronics and Lighting, Berlin 15.10.-17.10.2008

ART FORUM BERLIN - The International Fair for Contemporary Art, Berlin 31.10.-03.11.2008

Import Shop Berlin - A world full of beauty, Berlin
12.11.-16.11.2008

WASSER BERLIN - International Trade Fair and

Congress, Berlin

• 30.03.-03.04.2009

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

**22.09.-25.09.2009** 

#### Bielefeld

#### Survey Marketing + Consulting GmbH & Co. KG

ZOW - Suppliers' Trade Fair East Westfalen & European Solid Surface Show, Bad Salzuflen 25.02.-28.02.2008

#### Bremen

#### Fachausstellungen Heckmann GmbH Hannover/Bremen

CARAVAN - Motor caravans and Supplies Trade Exhibition, Bremen 07.11.-09.11. 2008

EnergieSparTage, Hanover 14.11.-16.11.2008

#### **HVG Hanseatische Veranstaltungs-GmbH**

bike.market.future., Bremen 08.03.-09.03.2008

## MGH Messe- und Ausstellungsgesellschaft Hansa GmhH

Bremen Classic Motorshow, Bremen 01.02.-03.02.2008

fish international - International Trade Fair for Fish and Seafood: Trading Market, Technology, Logistics, Point of Sale, Bremen 10.02.-12.02.2008

ReiseLust - The tourism fair in Bremen 07.11.-09.11.2008

#### Cappeln

#### Friedrich Haug Messen und Ausstellungen

Blickpunkt Ibbenbüren - Regional Consumer Exhibition 27.09.-05.10.2008

Nordsee-Schau Jever, Regional Consumer Exhibition 03.10.-05.10.2008

Emsland-Schau Papenburg, Regional Consumer Exhibition October 2009

Emsland-Schau Meppen, Regional Consumer Exhibition May 2010

Osning-Schau, Bad Laer, Regional Consumer Exhibition October 2010

Weser-Ems-Ausstellung, Regional Consumer Exhibition, Aurich

May 2011

Emsland-Schau, Regional Consumer Exhibition, Lingen September 2011

#### Chemnitz

#### **Event- und Messegesellschaft Chemnitz**

mtex - International Trade Fair & Symposium for Textiles and Composites in Transportation, Chemnitz 03.06.-05.06.2008

#### Dortmund

#### Messe Westfalenhallen Dortmund GmbH

JAGD & HUND - International exhibition for hunting & fishing, Dortmund 05.02.-10.02.2008

CREATIVA - Exhibition for creative design, Dortmund 12.03.-16.03.2008

INTERMODELLBAU - Exhibition for Model Building and Model Sport, Dortmund 16.04.-20.04.2008

hobbytronic - Exhibition for hardware, software, communication and entertainment electronics, Dortmund 16.04.-20.04.2008

FAHOBA.kreativ - Trade fair for creative design, Dortmund 15.08.-17.08.2008

Inter-tabac - International trade fair for tobacco goods and smokers products, Dortmund 19.09.-21.09.2008

Ordertage Inneneinrichtung, Fachmesse - Trade fair for interior design, Dortmund 19.09.-21.09.2008

Boulevard.DORTMUNDER HERBST - Consumer exhibition, Dortmund 03.10.-12.10.2008

Westdeutsche Mineralientage - West German Minerals Days, Dortmund 29.11.-30.11.2008 ELEKTROTECHNIK - Trade Fair, Dortmund 02.09.-05.09.2009

HairPower - Hairstyles & Cosmetics Trade Fair with Regional Championship North Rhine Westphalia, Dortmund 13.09.-14.09.2009

#### Dresden

#### MESSE DRESDEN GmbH

Dresdner Ostern - Garden, Pet and Handicraft Fair with International Orchid-Exhibition, Dresden 13.03.-16.03.2008

aktiv + vital - harmony for body, spirit and soul, Dresden

PIETA - Funeral and Cemetery Equipment Trade Fair, Dresden 16.05.-18.05.2008

#### TMS Messen - Kongresse -

Dresden Travel Market 25.01.-27.01.2008

04.04.-06.04.2008

auto mobil Dresden - Automotive exhibition 07.03.-09.03.2008

Hunting fishing riding, Dresden 28.03.-30.03.2008

Touristik & Caravaning International Leipzig 19.11.-23.11.2008

#### Düsseldorf

#### Messe Düsseldorf GmbH

boot-Düsseldorf - International Boat Show, Düsseldorf

• 19.01.-27.01.2008

EUROSHOP - The Global Retail Trade Fair and EuroCIS - Communication, Information, Security technology, Düsseldorf

**23.02.-27.02.2008** 

BEAUTY INTERNATIONAL DÜSSELDORF - The No. 1 Trade Fair for Cosmetics, Nail and Foot Professionals, Düsseldorf 07.03.-09.03.2008 Trade Fair-Show-Congress for the International Hairdressing Industry 08.03.-09.03.2008

GDS/GLS - The Premier Shoe Event (spring), Düsseldorf

14.03.-16.03.2008

ProWein - International Trade Fair Wines and Spirits, Düsseldorf

16.03.-18.03.2008

Tube - International Tube and Pipe Trade Fair, Düsseldorf

**31.03.-04.04.2008** 

METAV - International Fair for Manufacturing Technology and Automation

**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** 

CARAVAN SALON DÜSSELDORF - International motor homes and caravans exhibition, Düsseldorf

**29.08.-07.09.2008** 

IAM - International Investors' Fair, Düsseldorf 05.09.-07.09.2008

TourNatur - Hiking and Trekking exhibition, Düsseldorf 05.09.-07.09.2008

GDS - The Premier Shoe Event (autumn), Düsseldorf

**12.09.-14.09.2008** 

InterCool - International Trade Fair Frozen Food, 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** 

REHACARE INTERNATIONAL - International Trade Fair and Congress. Rehabilitation - Care - Prevention - Integration, Düsseldorf

**15.10.-18.10.2008** 

glasstec - International Trade Fair with Special Show + Symposium, Düsseldorf

**21.10.-25.10.2008** 

MEDICA - World Forum for Medicine -International Trade Fair with Congress (with ComPaMED Trade Fair Components, Parts and Raw Materials for Medical Manuf.). Düsseldorf

**19.11.-22.11.2008** 

EuroCIS - Communication, Information, Security technology, Düsseldorf 10.02.-12.02.2009

NEWCAST - International Castings Trade Fair + NEWCAST FORUM, Düsseldorf 23.06.-25.06.2009

A + A - Safety, Security and Health at Work. International Trade Fair with Congress and Special Events, Düsseldorf

• 03.11.-06.11.2009

K - International Trade Fair Plastics + Rubber, Düsseldorf

**27.10.-03.11.2010** 

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

June 2011

METEC - International Metallurgical Technology Trade Fair with Congress, Düsseldorf

June 2011

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

June 2011

#### Reed Exhibitions Deutschland GmbH

PSI - International Trade Fair for Advertising Specialties, Düsseldorf 09.01.-11.01.2008 IMA - International Trade Fair for Amusement and Vending Machines, Düsseldorf

**15.01.-18.01.2008** 

FIBO - The Leading International Trade Show for Fitness and Wellness, Essen 10.04.-13.04.2008

ALUMINIUM - World Trade Fair & Conference for the Aluminium Industry, Essen 23.09.-25.09.2008

viscom Frankfurt - International trade fair for visual communication, Frankfurt

**3**0.10.-01.11.2008

MODERNER STAAT - Exhibition and Conference, Berlin 04.11.-05.11.2008

EQUITANA - Equestrian Sports World Fair, Essen

**14.03.-22.03.2009** 

SHOWTECH - International Trade Show and Conference for Event Technology and Services, Berlin

**16.06.-18.06.2009** 

#### Erfurt

#### Messe Erfurt AG

Reiten-Jagen-Fischen - Exhibition for Riding, Hunting and Fishing, Erfurt 14.03.-16.03.2008

International Pedigree Dog Show, Erfurt 14.06.-15.06.2008

Grüne Tage Thüringen - The agricultural fair, Erfurt 05.09.-07.09.2008

HAUS+TECHNIK - Exhibition for House building, Living and Modernizing, Erfurt 12.09.-14.09.2008

inoga - Trade Fair for the Hotel, Catering and Hospitality Sector with IKA/Culinary Olympics, Erfurt 19.10.-22.10.2008

naro.tech - Exhibition and Congress on Renewable Resources, Erfurt 03.09.-06.09.2009

#### Erfurt

#### **RAM Regio Ausstellungs GmbH Erfurt**

Thüringen-Ausstellung Erfurt - Handicraft and Consumer Goods Exhibition, Erfurt 01.03.-09.03.2008

Reisen - Caravan - Tourism - Exhibition, Erfurt 30.10.-02.11.2008

#### **Eschborn**

#### Werbe- und Vertriebsges. Deutscher Apotheker mbH

EXPOPHARM - International Pharmaceutical Trade Fair 18.09.-21.09.2008

#### Essen

#### Messe Essen GmbH

DEUBAU - International Trade Fair for Construction, Essen

08.01.-12.01.2008

IPM Essen - International Trade Fair for Plants, Technical Equipment, Floristry, Sales Promotion, Essen 24.01.-27.01.2008

Reise/Camping - International Trade Fair Travel & Tourism, Camping & Caravaning, Essen 06.02.-10.02.2008

Fahrrad Essen - Fair for bicycles, acessories and recreation, Essen 08.02.-10.02.2008

Golf - International Fair for Golf, Equipment & Tourism, Essen

08.02.-10.02.2008

E-world energy & water - International Fair and Congress, Essen 19.02.-21.02.2008

HAUS + GARTEN - The spring and leisure fair for the whole family, Essen 20.02.-24.02.2008

SHK - Trade Fair for Sanitary, Heating equipment, Air-Conditioning and renewable Energies, Essen 05.03.-08.03.2008

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

MODE - HEIM - HANDWERK - The big consumer fair for the whole family, Essen 01.11.-09.11.2008

SCHWEISSEN & SCHNEIDEN - International Trade Fair Joining Cutting Surfacing, Essen 14.09.-19.09.2009

#### Finningen

#### Messe- und Ausstellungsorganisation JWS GmbH

WIR - Regional consumer information exhibition, Dillingen a. d. Donau 01.03.-09.03.2008

KONTAKTA - Regional consumer information exhibition, Ansbach

10.09.-14.09.2008

KONTAKTA, Regional consumer and information exhibition, Heidenheim 11.03.-15.03.2009

#### Frankfurt/Main

#### DLG e. V.

AGRITECHNICA - International DLG Exhibition for Agricultural Machinery (Preview Days 8./9. November 2009), Hanover

10.11.-14.11.2009

EuroTier - International DLG Exhibition for Animal Husbandry and Management, Hanover

• 11.11.-14.11.2008

#### **Messe Frankfurt Exhibition GmbH**

Heimtextil - International Trade Fair for Home and Contract Textiles. Frankfurt/Main

• 09.01.-12.01.2008

Christmasworld - Internationale Frankfurter Messe - The World of Event Decoration, Frankfurt/Main

**23.01.-27.01.2008** 

Paperworld - Internationale Frankfurter Messe - The World of Office and Paper Products, Frankfurt/Main

**23.01.-27.01.2008** 

Beautyworld - Internationale Frankfurter Messe, Frankfurt/Main

**25.01.-27.01.2008** 

Ambiente - Internationale Frankfurter Messe, Frankfurt/Main

08.02.-12.02.2008

Musikmesse - International Trade Fair for Musical Instruments, Musical Software and Computer Hardware. Sheet Music and Accessories. Frankfurt/Main

**12.03.-15.03.2008** 

Prolight + Sound - International Trade Fair for Event and Communications technology, AV-Production and Entertainment. Frankfurt/Main

**12.03.-15.03.2008** 

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** 

Collectione - Preview Spring + Summer, Frankfurt/Main 04.07.-08.07.2008

Tendence Autumn + Winter - Internationale Frankfurter Messe, Frankfurt/Main

• 04.07.-08.07.2008

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

**16.09.-21.09.2008** 

ISH - The World's leading Trade Fair Bathroom, Building, Energy, Air-Conditioning Technolgy, Renewable Energies, Frankfurt/Main

**1**0.03.-14.03.2009

Techtextil - International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main

**16.06.-18.06.2009** 

IFFA - Technology meats Business: No. 1 for processing, packaging, selling, Frankfurt/Main

08.05.-13.05.2010

#### **MUVEO GmbH**

InNaTex - International fair of natural & organic textiles, Hofheim-Wallau

26.01.-28.01.2008

InNaTex - International fair of natural & organic textiles, Hofheim-Wallau 09.08.-11.08.2008

#### Freiburg

#### Freiburg Wirtschaft Touristik

Internationale Kulturbörse Freiburg - International Trade Fair for productions and music, Freiburg 22.01.-24.01.2008

CFT - Camping, Leisure and Tourism - Exhibition, Freiburg

08.03.-16.03.2008

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

**1**6.04.-18.04.2008

Modellbau - Model Construction Kits Show, Freiburg 01.05.-04.05.2008

Intersolar - International Trade Fair and Conference for Solar Technology, Munich

**12.06.-14.06.2008** 

BADEN MESSE - Ideal Home Exhibition, Freiburg 13.09.-21.09.2008

Plaza Culinaria, Freiburg 07.11.-09.11.2008

BADEN MESSE - Agricultural Exhibition, Freiburg 12.09.-20.09.2009

BADEN MESSE - Regional Craft and Industry Exhibition, Freiburg

11.09.-19.09.2010

#### Friedrichshafen

### Messe Friedrichshafen GmbH

Fruchtwelt Bodensee - International Trade Fair for Fruit, Berries, Hops and Distillation, Friedrichshafen 15.02.-17.02.2008

Pferd Bodensee - International Trade Fair for Equestrian Sport, Horse Breeding, Horse Owning, Friedrichshafen 22.02.-24.02.2008 IBO - International Fair for Consumer and Investment Goods, Friedrichshafen 29.03.-06.04.2008

TUNING WORLD BODENSEE - International Exhibition and Event for Car-Tuning, Lifestyle and Club-Scene, Friedrichshafen 01.05.-04.05.2008

OutDoor - European Outdoor Trade Fair, Friedrichshafen 17.07.-20.07.2008

EUROBIKE - International Bicycle Trade Exhibition, Friedrichshafen 04.09.-07.09.2008

INTERBOOT - International Water Sports Exhibition, Friedrichshafen 20.09.-28.09.2008

AERO - International Trade Exhibition for General Aviation, Friedrichshafen 02.04.-05.04.2009

#### Fürth

#### asfc atelier scherer fair consulting gmbh

START Nürnberg - Exhibition for Start-ups, Franchising and Entrepreneurs, Nuremberg 04.07.-05.07.2008

START Essen - The leading German Exhibition for Startups, Franchising and Entrepreneurs, Essen 17.10.-18.10.2008

#### **Groß-Umstadt**

#### KWF - Kuratorium für Waldarbeit

KWF - Forest Machinery and Innovations DemoFair, Schmallenberg 04.06.-07.06.2008

#### Hamburg

#### **Hamburg Messe und Congress GmbH**

NORTEC - Trade Fair for Manufacturing Technology, Hamburg 23.01.-26.01.2008

REISEN HAMBURG - International Exhibition Tourism & Caravaning, Hamburg 06.02.-10.02.2008

INTERNORGA - International Trade Fair for the Hotel, Restaurant, Catering, Baking and Confectionery Trades, Hamburg 07.03.-12.03.2008

HansePferd Hamburg - International Exhibition for Horse Enthusiasts, Hamburg 18.04.-20.04.2008

SMM - Shipbuilding, Machinery & Marine Technology - International Trade Fair Hamburg 23.09.-26.09.2008

hanseboot - International Boat Show Hamburg 25.10.-02.11.2008

GET Nord - Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning, Hamburg 19.11.-21.11.2008

DU UND DEINE WELT - The great Consumer Exhibition, Hamburg

29.11.-07.12.2008

acqua alta - International Conference and Exhibition on Consequences of Climate Change and Flood Protection, Hamburg

10.11.-12.11.2009

#### MesseHalle Hamburg-Schnelsen GmbH

USSIFA HAMBURG - Special-Fair for Watches, Jewels, Perls, Precious Stones and more, Hamburg 12.09.-14.09.2008

#### Hannover

#### **Deutsche Messe AG**

DOMOTEX HANNOVER - The World of Flooring, Hanover

**12.01.-15.01.2008** 

CeBIT - The leading business event for the digital world, Hanover

• 04.03.-09.03.2008

HANNOVER MESSE - The world's most important technology events, Hanover

**21.04.-25.04.2008** 

Digital Factory/HANNOVER MESSE - Leading Fair for Integrated Processes and IT-Solutions, Hanover 21.04.-25.04.2008

Energy/HANNOVER MESSE - Leading Trade Fair for Renewable and Conventional Power Generation, Supply, Transmission and Distribution, Hanover 21.04.-25.04.2008

Industrial Automation/HANNOVER MESSE - Industrial Automation, INTERKAMA+, Factory Automation, Industrial Building Automation, Hanover 21.04.-25.04.2008

MicroTechnology/HANNOVER MESSE - Leading Trade Fair for Applied Microsystems Technology and Nanotechnology, Hanover 21.04.-25.04.2008

Pipeline Technology/HANNOVER MESSE - Leading Trade Fair for Pipeline Technologies and Systems, Hanover

21.04.-25.04.2008

Power Plant Technologie / HANNOVER MESSE -Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance, Hanover 21.04.-25.04.2008

PROMOTION WORLD/HANNOVER MESSE - International Trade Fair for Promotional Products and Incentives, Hanover 21.04.-25.04.2008

Research & Technology/HANNOVER MESSE - Innovations Market for Research and Development, Hanover

21.04.-25.04.2008

Subcontracting/HANNOVER MESSE - Leading Trade Fair for Subcontracting Services, Materials, Components and Systems for Mechanical Engineering, the Automotive Ind. and Plant Engineering, Hanover 21.04-25.04.2008

CeMAT Hannover - The world's leading Fair for Intra logistics, Hanover 27.05.-31.05.2008

O & S - International trade fair for surface treatments and coatings, Stuttgart 03.06.-05.06.2008

BIOTECHNICA - International Trade Fair, Conferences,
Partnering and Award for Biotechnology, Hanover

07 10 - 09 10 2008

EuroBLECH - International Sheet Metal Working Technology Exhibition, Hanover

**21.10.-25.10.2008** 

ComVac/HANNOVER MESSE - Leading Trade Fair for Compressed Air and Vacuum Technology, Hanover 20.04.-24.04.2009

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

20.04.-24.04.2009

SurfaceTechnology/HANNOVER MESSE - Leading Trade Fair for Surface Technology, Hanover 20.04.-24.04.2009

LIGNA HANNOVER - World Fair for the Forestry and Wood Industries, Hanover

**18.05.-22.05.2009** 

INTERSCHUTZ - DER ROTE HAHN - International Trade Fair for Rescue Services, Fire Prevention, Disaster Relief, Safety and Security, Leipzig

• 07.06.-12.06.2010

EMO - The world of metalworking, Hanover September 2011

## Fachausstellungen Heckmann GmbH Hannover/Bremen

ABF - The Leisure- and Sales Exhibition, Hanover 26.01.-03.02.2008

Altenpflege+ProPflege - Exhibition and Congress for Nursing, Therapy, Care + Professional Patient Care, Hanover

12.02.-14.02.2008

infa - Information and Sales Exhibition, Hanover 18.10.-26.10.2008

Pferd & Jagd - Europe's biggest exhibition for equestrain sports, hunting and fishing, Hanover 04.12.-07.12.2008

#### Husum

#### Husumer Wirtschaftsgesellschaft mbH & Co. KG

NORD GASTRO & HOTEL - Hotel and Catering Services Exhibition, Husum 11.02.-12.02.2008

new energy husum - International trade fair for the use of renewable energy sources, Husum 13.03.-16.03.2008

HUSUM WindEnergy - Exhibition and Conference, Husum 09.09.-13.09.2008

## **Idar-Oberstein**

#### Intergem Messe GmbH

INTERGEM - International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein 03.10.-06.10.2008

#### Ingolstadt

#### Sandner GmbH

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 14.02.-17.02.2008

INVENTA - Art of Living, Home, Building, Living, Karlsruhe 14.02.-17.02.2008

INTERGEO EAST - Trade Fair and Conference for Landmanagement, Geoinformation, Building Industry, Environment, Belgrade

+ 19.02.-20.02.2008

INTERGEO - Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Bremen

+ 30.09.-02.10.2008

Arbeitsschutz aktuell - Industrial safety Trade Fair and Congress - A Forum on Prevention, Hamburg

+ 08.10.-10.10.2008

offerta - The major regional exhibition for a strong region, Karlsruhe 25.10.-02.11.2008

RendezVino - and SALON Gourmet - Festival of the senses, Karlsruhe 31.10.-02.11.2008

HOGATRENDS - Trade fair for the hotel and restaurant industry, Karlsruhe 14.02.-17.02.2009

publika - home, garden, living, Pforzheim Date still unfixed

#### Karlsruher Messe- und Kongress-GmbH

Karlsruher Hochzeits- und Festtage - Wedding Days -Everything about the wedding, Karlsruhe 19.01.-20.01.2008

LEARNTEC - International Convention and Trade Fair for Educational and Information Technology, Karlsruhe 29.01.-31.01.2008

fahrrad.markt.zukunft. - Bicycle Market, Karlsruhe 15.03.-16.03.2008

RESALE - International Trade Fair for Used Machinery and Equipment, Karlsruhe 23.04.-25.04.2008

Horizont - Tourism and Outdoor Fair/Caravaning and Campsite Fair, Karlsruhe
14.11.-16.11.2008

WTT-EXPO - Trade Fair for Industrial Heat Exchanges and Heat Transfer Technology, Karlsruhe 23.03.-25.03.2010

#### Kempten

#### Stadt Kempten (Allgäu)

ALLGÄUER FESTWOCHE - TRADE FAIR - CULTURAL AND SPORTS EVENTS - RURAL TRADITION EXHIBITION IN KEMPTEN (ALLGÄU), Kempten 09.08.-17.08.2008

#### Köln

#### Koelnmesse Ausstellungen GmbH

Ecclesia - Church Fittings and Religious Life, Cologne 28.02.-01.03.2008

Inter-Karneval - Trade fair for Carnival and Tradition, Cologne

13.06.-15.06.2008

Modellbahn mit Kölner Echtdampf-Treffen - Model Railways International Exhibition of Model Railways and Accessoires, Toys and Hobbies, Cologne 06.11.-09.11.2008 Haus & Wohnen - House & Home, Cologne 20.11.-23.11.2008

TravelTour & Trends - TravelTour & Trends, Cologne 28.11.-30.11.2008

#### Koelnmesse GmbH

imm cologne - The international furnishing show, Cologne

• 14.01.-20.01.2008

ISM - International Sweets and Biscuits Fair, Cologne27.01.-30.01.2008

domotechnica - International Trade Fair for Household Appliances, Cologne

**18.02.-21.02.2008** 

INTERNATIONALE EISENWARENMESSE/PRACTICAL WORLD - INTERNATIONAL HARDWARE FAIR, Cologne

• 09.03.-12.03.2008

CARBON EXPO - Global Carbon Market Fair & Conference, Cologne 07.05.-09.05.2008

spoga + gafa - International Trade Fair for Sport, Camping and Garden Lifestyle/International Garden Trade Fair. Cologne

**31.08.-02.09.2008** 

Chilled Food - The congress fair for chilled food, Cologne 08.09.-09.09.2008

Kind + Jugend - The Trade Show for Kid's First Years, Cologne

**11.09.-14.09.2008** 

Bio Handels-Forum - Orangic Trade Forum - Congress Fair for the Organic Trade Industry, Cologne 16.09 -17.09.2008

IFMA Cologne

18.09.-21.09.2008

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** 

COLOGNE FINE ART & ANTIQUES, Cologne 19 11 -23 11 2008

Anuga FoodTec - International trade fair for food and drink technology, Cologne

• 10.03.-13.03.2009

IDS - International Dental Show, Cologne

• 24.03.-28.03.2009

IMB - World of Textile Processing, Cologne

**21.04.-24.04.2009** 

interzum - International fair for suppliers of the furniture industry and interior works. Cologne

**13.05.-16.05.2009** 

Eu'Vend - International Fair for the Vending Industry, Cologne

24.09.-26.09.2009

Anuga, Cologne

• 10.10.-14.10.2009

Entsorga - Enteco - International Trade Fair for Waste Management and Environmental Technology, Cologne

• 27.10.-30.10.2009

Aquanale - International Trade Fair for Sauna.Pool.Ambience, Cologne 28.10.-31.10.2009

FSB - International Trade Fair for Amenity Areas, Sports and Pool Facilities, Cologne 28.10.-31.10.2009

Solaria - International Trade Fair for Sauna.Pool.Ambience, Cologne 28.10.-31.10.2009

EXPONATEC COLOGNE - International Trade Fair for Museums, Conservation and Heritage, Cologne 17.11.-20.11.2009

#### Leipzig

#### Leipziger Messe GmbH

Haus-Garten-Freizeit - Leipzig Fair Home-Garden-Leisure The Consumer Fair for the Whole Family/ Central German Handicrafts Fair, Leipzig 09.02.-17.02.2008

CADEAUX Leipzig (spring), Trade Fair for Gifts and Lifestyle Ideas, Leipzig 23.02.-25.02.2008

**Z-SUBCONTRACTING FAIR** 

INTERNATIONAL TRADE FAIR FOR PARTS, COMPONENTS, MODULES AND TECHNOLOGIES, Leipzig 26.02.-29.02.2008

Leipzig Book Fair 13.03.-16.03.2008

AMI - AUTO MOBIL INTERNATIONAL with AMITEC - Specialist Trade Fair for vehicle components, garage equipment and services, Leipzig 05.04.-13.04.2008

ORTHOPÄDIE + REHA-TECHNIK - International Trade Show and World Congress for Prosthetics, Orthotics and Rehabilitation Technology, Leipzig 21.05.-24.05.2008

GC - Games Convention - Europe's Leading Fair for Electronic Entertainment, Infotainment, Edutainment and Hardware and GCDC, Leipzig 20.08.-24.08.2008

CADEAUX Leipzig (autumn) - Trade Fair for Gifts and Lifestyle ideas - COMFORTEX, Trade Fair for Interior Design, Leipzig 06.09.-08.09.2008

MIDORA Leipzig - Trade Fair for Watches and Jewellery, Leipzig 06.09.-08.09.2008

models-hobbies-games - Exhibition for model making, model railways, creative arts and games, Leipzig 03.10.-05.10.2008

denkmal - European Trade Fair for conservation, restoration and old building renovation, Leipzig 20.11.-22.11.2008

TerraTec - International Trade Fair for Environmental Technologies and Services, Leipzig 27.01.-29.01.2009

enertec - International Trade Fair for Energy, Leipzig 27.01.-29.01.2009

therapie Leipzig - Trade Fair and Congress for Therapy, Medical Rehabilitation and Prevention, Leipzig 19.03.-21.03.2009

Pflegemesse Leipzig - Trade Fair and Congress for Hospital and Home Care, Leipzig 29.09.-01.10.2009 SHKG - Exhibition for Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig 28.10.-30.10.2009

bauenleipzig - Central German Trade Fair for Building, Renovation, Modernisation, Leipzig 28.10.-30.10.2009

efa - Fair for Building Systems, Electrical Engineering, Air-Conditioning and Automation, Leipzig 28.10.-30.10.2009

GÄSTE - International Trade Fair for the restaurant, hotel and catering business, Leipzig 08.11.-11.11.2009

#### **Leipziger Messe International GmbH**

LBA - Regional Building Trade Exhibition Saxony-Anhalt 29.02.-02.03.2008

#### Lindau-Bodolz

#### Kinold Ausstellungsgesellschaft mbH

Passauer Frühling DreiLänderMesse Passau - Regional Exhibition, Passau 29.03.-06.04.2008

Messe - Frühling - Rosenheim - Regional Consumer Goods Exhibition 26.04.-04.05.2008

Vogtland-Regional-Ausstellung Plauen -Regional Exhibition 27.09.-05.10.2008

Oberfranken-Ausstellung Bayreuth - Regional Exhibition 11.10.-19.10.2008

Oberfranken-Ausstellung Hof - Regional Exhibition 25.04.-03.05.2009

Niederbayern-Schau Landshut - Regional Exhibition 26.09.-04.10.2009

Oberfranken-Ausstellung Coburg - Regional Exhibition 10.10.-18.10.2009

#### Lörrach

### Messe Lörrach GmbH

REGIO - Three Countries - one Fair, Lörrach 04.04.-13.04.2008

#### Magdeburg

#### MVGM Messe- und Veranstaltungsgesellschaft Magdeburg GmbH

MAGDEBOOT - Trade Fair for new and used boats, equipment and water sports, Magdeburg 13.03.-16.03.2008

AIR MAGDEBURG - International trade fair for sport and business aviation, Magdeburg 05.09.-07.09.2008

vaQum - International Trade Fair Vacuum Technology and Vacuum Applications, Magdeburg June 2010

#### Mainz

#### **RAM Regio Ausstellungs GmbH**

Rheinland-Pfalz-Ausstellung - Mainz - Regional Consumer Goods Exhibition, Mainz 08.03.-16.03.2008

Hessenschau Darmstadt - Living, Housing, Leisure, Construction - Consumer Goods Exhibition, Darmstadt 23.08.-31.08.2008

#### Mannheim

## MAG - Mannheimer Ausstellungsgesellschaft mbH

MANNHEIMER MAIMARKT - Exhibition for Industry, Trade, Craftmenship and Agriculture, Mannheim 26.04.-06.05.2008

#### München

#### **EUROEXPO Messe- und Kongress-GmbH**

LogiMAT - International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart 19.02.-21.02.2008

EuroCARGO - International Trade Fair for Freight Transport, Logistics and Telematics, Cologne June 2010

#### GHM Gesellschaft für Handwerksmessen mbH

GARTEN MÜNCHEN - Exhibition for Garden Culture and Plants, Munich 28.02 -05.03.2008

INTERNATIONALE HANDWERKSMESSE - International Trade Fair for Small and Medium-Sized Enterprises, Munich 28.02.-05.03.2008

DACH+HOLZ - ROOF+TIMBER - International Trade Fair for timber construction and interior works, roof and wall, Stuttgart

**0**+05.03.-08.03.2008

IFH/INTHERM - Trade Fair for sanitary, heating, air-conditioning, Nuremberg 16.04.-19.04.2008

HEIM + HANDWERK - Makes your dream of living come true, Munich 29.11.-07.12.2008

ELTEC - Trade Fair for Electrical Building, Information and Lighting Technology, Nuremberg 21.01.-23.01.2009

iba - International Trade Fair World Market for Baking ... everything for Bakers and Confectioners, Düsseldorf 03.10.-09.10.2009

FARBE - Ausbau & Fassade - International Trade Fair for Paint - finishing & facade, Munich

+ 24.03.-27.03.2010

#### Messe München GmbH

ispo winter - International Trade Fair for Sports Equipment and Fashion (winter) and ispovision, Munich

• 27.01.-30.01.2008

C-B-R - Leisure and Travel, Munich

**1**4.02.-18.02.2008

inhorgenta europe - International Trade Fair for Watches, Clocks, Jewellery, Precious Stones, Pearls and Technology, Munich

**15.02.-18.02.2008** 

Analytica - Instrumental Analysis, Laboratory Technology and BioTechnologies. International Trade Fair and Analytica Conference, Munich

• 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

EXPO REAL - International Commercial Property Exposition, Munich

06.10.-08.10.2008

GOLF EUROPE - International Trade Fair for Golf,
Munich

• 05.10.-07.10.2008

MAINTAIN - International Trade Fair for Industrial Maintenance, Munich

**14.10.-16.10.2008** 

SYSTEMS - ideas for better business. Munich

**21.10.-24.10.2008** 

electronica - components / systems / applications, Munich

**11.11.-14.11.2008** 

oils+fats - International trade fair for the production and processing of Oils and Fats made from Renewable Resources, Munich 18.11.-20.11.2008

Bauma China - International Trade Fair for Construction Machinery, Building Material & Machines, Construction Vehicles and Equipment. Shanghai

• 25.11.-28.11.2008

BAU - Architecture.Materials.Systems, Munich

**12.01.-17.01.2009** 

JAGEN UND FISCHEN - International Exhibition for Hunters and Fishermen, Munich 01.04.-05.04.2009

TRANSPORT LOGISTIC - International Exhibition for Logistics, Telematics and Transport, Munich

**12.05.-15.05.2009** 

LASER. World of Photonics - International Trade Fair and Congress for Optical Technologies - Components, Systems and Applications, Munich

**15.06.-18.06.2009** 

drinktec - World Fair for Beverage and Liquid Food Technology and PETpoint, Munich

• 14.09.-19.09.2009

CERAMITEC - International Trade Fair for Machinery, Equipment, Plants, Processes and Raw Materials for CERAMICS and POWDER METALLURGY, Munich

**2**0.10.-23.10.2009

Productronica - International Trade Fair for Electronics Production. Munich

• 10.11.-13.11.2009

+ Event with changing venues

bauma - International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, Munich

**1**9.04.-25.04.2010

INTERFORST - International Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows. Munich

• 14.07.-18.07.2010

## Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbh

Internationale EstrichParkettMesse - Int'l fair for floor works, Feuchtwangen 19.06.-21.06.2008

#### Münster

#### Halle Münsterland GmbH

Antiques Exhibition, Münster 06.02.-10.02.2008

Spring - Flowers and Leisure fair, Münster 20.02.-24.02.2008

business online, Münster 26.11.-27.11.2008

IPOMEX - international police meeting and exhibition, Münster

31.03.-02.04.2009

#### Nürnberg

#### AFAG Messen und Ausstellungen GmbH

FREIZEIT, GARTEN + TOURISTIK - Holiday, Lifestyle, Aquatic Sports, Camping, Caravans, Nuremberg 01.03.-09.03.2008

GrindTec - International Trade Fair for Grinding Technology, Augsburg 12.03.-15.03.2008

afa - Consumer & Sales Exhibition, Lifestyle, Augsburg 05.04.-13.04.2008

AMERICANA - International Fair Western Riding, Western Culture, Championship Western Riding, Augsburg 03.09.-07.09.2008 Region live - Harz & Heide Braunschweig - Consumer Goods Exhibition, Lifestyle, Braunschweig 27.09.-05.10.2008

CONSUMENTA Nürnberg - Consumer & Sales Exhibition, Lifestyle with international Trade Fair -Ideas - Inventions - New Products, Nuremberg 25.10.-02.11.2008

HOGA Nürnberg - Trade Fair for Gastronomy, Hotel and Catering, Nuremberg 18.01.-21.01.2009

Mainfranken-Messe Würzburg - Consumers & Sales Exhibition, Lifestyle, Würzburg 26.09.-04.10.2009

interlift - International Trade Fair for Elevators, Components & Accessories, Augsburg 13.10.-16.10.2009

#### NürnbergMesse GmbH

BioFach - World Organic Trade Fair and Vivaness, Trade Fair for Natural Personal Care and Wellness, Nuremberg

21.02.-24.02.2008

embedded world - Exhibition & Conference, Nuremberg 26.02.-28.02.2008

Werkstätten: Messe, Nuremberg 06.03.-09.03.2008

EUROGUSS - International Trade Fair for Pressure Die Casting, Nuremberg 11 03 -13 03 2008

IWA & OutdoorClassics - International Trade Fair for Hunting and Sporting Arms, Outdoor Articles and Accessories, Nuremberg 14.03.-17.03.2008

fensterbau/frontale - International Trade Fair Window, Door and Facade - Technologies, Components, Prefabricated Units (with HOLZ-HANDWERK), Nuremberg 02.04.-05.04.2008

e\_procure & supply - Trade Fair and Congress for Procurement and Supplier Management Experiences -Solutions - Trends, Nuremberg 07.05.-08.05.2008

mailingtage - Trade Fair for Direct and Dialogue Marketing, Nuremberg 18.06.-19.06.2008 GaLaBau - International Trade Fair for Urban Green and Open Spaces, Design - Construction - Maintenance, Nuremberg 17.09.-20.09.2008

POWTECH und TechnoPharm - Int. Trade Fair for Mechanical Processing Tech. and Instrumentation + TechnoPharm Int.Trade Fair for Life Science Process Tech. Pharma-Food-Cosmetics, Nuremberg 30.09.-02.10.2008

CHILLVENTA - International Trade Fair Refrigeration -Air-Conditioning and Ventilation - Heat Pumps, Nuremberg 15.10.-17.10.2008

BRAU Beviale - European Trade Fair for the Beverage Industry, Raw Materials - Technologies - Logistics -Marketing, Nuremberg 12.11.-14.11.2008

European Coatings SHOW - plus Adhesives, Sealants, Construction Chemicals, Nuremberg 31.03.-02.04.2009

Stone+tec - International Trade Fair Natural Stone and Stoneprocessing Technology, Nuremberg 20.05.-23.05.2009

FachPack + PrintPack + LogIntern - Trade Fair for Packaging Solutions + Trade Fair for Package Printing and Packaging Supplies Production + Trade Fair for In-Plant Logistics, Nuremberg 29.09.-01.10.2009

ENKON dezentral - Trade Fair for decentralized Energy Technology, Business and Efficiency, Nuremberg October 2010

#### Spielwarenmesse eG

Spielwarenmesse - International Toy Fair, Nuremberg 07.02.-12.02.2008

#### Offenbach

#### Messe Offenbach GmbH

I.L.M. - International Leather Goods Fair Offenbach - Winter Styles, Offenbach

• 07.03.-09.03.2008

I.L.M. - International Leather Goods Fair Offenbach - Summer Styles, Offenbach

**25.09.-28.09.2008** 

#### Messe Offenburg-Ortenau GmbH

BADISCHE WEINMESSE - Regional Wine Exhibition, Offenburg 03.05.-04.05.2008

eurocheval - European Horse Fair, Offenburg 23.07.-27.07.2008

OBERRHEIN MESSE OFFENBURG - Consumer Goods Fair, Offenburg 27.09.-05.10.2008

#### Pirmasens

#### Messe- und Veranstaltungsgesellschaft

plw - leather and more - International Fair for leather and shoe components, Pirmasens 08.04.-09.04.2008

BAUmit! - Planning, Building, Living & Energy technologies, Pirmasens September 2009

#### Reutlingen

#### **REECO GmbH**

CEP CLEAN ENERGY POWER - CLEAN ENERGY POWER, Stuttgart, 07.03.-09.03.2008

DENEX, Kassel 25.04.-27.04.2008

RENEXPO/IHE HolzEnergie/reCONSTRUCT - International trade fair and congress for renewable energy, Augsburg
09 10 - 12 10 2008

#### Rostock

#### Rostocker Messe- und Stadthallenges. mbH

AutoTrend - The Car, Rostock 14.03.-16.03.2008

#### Stuttgart

#### Blickfang GmbH

Blickfang - Interior and Fashion Design, Stuttgart 07.03.-09.03.2008

### Landesmesse Stuttgart GmbH

CMT - Die Urlaubsmesse - Int'l exhibition for caravanning, motoring, tourism, with cycling & adventure holidays, hiking, golf & wellness holidays, cruises & ship travel, Stuttgart 12.01.-20.01.2008

MEDIZIN - Trade fair and congress, Stuttgart 25.01.-27.01.2008

TV - Textilveredlung und Promotion - International 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+

didacta - die Bildungsmesse, trade fair for education and training, Stuttgart

+ 19.02.-23.02.2008

LASYS - International trade fair for systems solutions in laser material processing, Stuttgart 04.03.-06.03.2008

Retro Classics - International showcase for automobile tradition, Stuttgart 14.03.-16.03.2008

Antiquitäten. Design. Raum. - Antiques. Design. Space., Stuttgart

03.04.-06.04.2008

GARTEN Indoor Outdoor Ambiente - Sales exhibition for amateur gardeners and flower lovers, Stuttgart 03.04.-06.04.2008

Slow Food, Stuttgart 03.04.-06.04.2008

WELLVIVA, 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

INVEST - The trade fair for institutional and private investors, Stuttgart 11.04.-13.04.2008

AMB - International exhibition for metal working, Stuttgart

09.09.-13.09.2008

FLEIFA - Trade fair for the butchers' trade, Leipzig 20.09.-22.09.2008

SACHSENBACK - Trade fair for bakery and confectionery trades, Leipzig 20.09.-22.09.2008

FACHDENTAL LEIPZIG - Trade fair for dental surgeries and laboratories, Leipzig 26.09.-27.09.2008

SÜFFA - Trade fair for the butchers' trade, Stuttgart 05.10.-07.10.2008

interbad - International trade fair for swimming pools, pool and bath technology, saunas, physiotherapy and wellness, Stuttgart

**15.10.-18.10.2008** 

südback - Trade fair for the bakery and confectionery trades, Stuttgart 18.10.-21.10.2008

FACHDENTAL SÜDWEST - Trade fair for dental surgeries and laboratories, Stuttgart 24.10.-25.10.2008

VISION - International trade fair for machine vision and identification technologies, Stuttgart 04.11.-06.11.2008

PFERD STUTTGART 06.11.-09.11.2008

ANIMAL - Trade exhibition for pet ownership, Stuttgart 08.11.-09.11.2008

HOBBY + ELEKTRONIK - Exhibition for computers and electronics, Stuttgart 13.11.-16.11.2008

Kreativ- & Bastelwelt - The creative trade fair of South Germany, Stuttgart 13.11.-16.11.2008

MODELL SÜD BAU & BAHN - Trade fair for model rail ways, cars, aircrafts and ships, Stuttgart 13.11.-16.11.2008

SÜDDEUTSCHE SPIELEMESSE - South German exhibition for games and toys, Stuttgart 13.11.-16.11.2008

Familie & Heim - The large shopping and experience exhibition, Stuttgart 15.11.-23.11.2008

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

eltefa - Trade fair for electrical engineering and electronics, Stuttgart 25.03.-27.03.2009

INTERVITIS INTERFRUCTA - International technology trade fair for wine, fruit and fruit juice, Stuttgart May 2010

#### Mesago Messe Frankfurt GmbH

Facility Management - Exhibition and Conference, Frankfurt 06.05.-08.05.2008

SMT/HYBRID/PACKAGING - System Integration in Micro Electronics/International Exhibition and Conference, Nuremberg 03.06.-05.06.2008

PCIM - International Exhibition and Conference for Power Electronics, Intelligent Motion and Power Quality, Nuremberg 27.05.-29.05.2008

IT-Messe und Dialog im Gesundheitswesen - International Forum for Healthcare IT, Frankfurt 21.04.-23.04.2009

#### Mesago Messemanagement GmbH

SPS/IPC/DRIVES - Electric Automation - Systems and Components - International Exhibition and Conference, Nuremberg 25.11.-27.11.2008

#### Villingen-Schwenningen

#### SMA Südwest Messe- und Ausstellungs-GmbH

Südwest Messe - Exhibition for Industry, Craftmenship, Trade and Agriculture, with Prefabricated Houses and Building Show, Villingen-Schwenningen 17.05.-25.05.2008

#### Wächtersbach

#### Messe Wächtersbach GmbH

Messe Wächtersbach - Consumer Goods Exhibition, Wächtersbach 26.04.-04.05.2008

#### Wiesbaden

#### Messe Frankfurt Ausstellungen GmbH

h & h - handarbeit & hobby - International Trade Fair for Creative Textile Handicraft, Craft and Hobby supplies

• 04.04.-06.04.2008

Marketing Services - The Cross Media Event + DISPLAY, trade fair for P.O.S.-Marketing, PICTA-Picture Agency Fair

• 06.05.-08.05.2008

## Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH

Interzoo - International Trade Fair for Pet Supplies 22.05.-25.05.2008

#### Wunstorf

#### **AMA Service GmbH**

SENSOR+TEST - The Measurement Fair - International Trade Fair for Sensorics, Measuring and Testing Technologies with Conferences, Nuremberg 06.05.-08.05.2008

#### Wuppertal

#### **High End Society Marketing GmbH**

HIGH END®2008 - THE BEST SOUND.THE BEST PICTURE., Munich 24.04.-27.04.2008

### Hongkong/SVR

#### **Hong Kong Trade Development Council**

Hong Kong Toys & Games Fair

• 07.01.-10.01.2008

Hong Kong Fashion Week

• 14.01.-17.01.2008

Hong Kong International Jewellery Show

• 04.03.-08.03.2008

Hong Kong Electronics Fair - Spring Edition

• 14.04.-17.04.2008

Hong Kong Houseware Fair

• 21.04.-24.04.2008

Hong Kong Gifts & Premium Fair

28.04.-01.05.2008

Summer Sourcing Show for Gifts, Houseware & Toys, Hong Kong 02.07.-05.07.2008

Hong Kong Watch & Clock Fair

• 03.09.-07.09.2008

Hong Kong Electronics Fair - Autumn Edition

• 13.10.-16.10.2008

electronicAsia - International Trade Fair for Components, Assemblies and Electronics Production, Hong Kong

• 13.10.-16.10.2008

International Lighting Fair, Hong Kong 27.10.-30.10.2008

Hong Kong Optical Fair

• 06.11.-08.11.2008

#### Moskau

#### **MVK - International Exhibition Company**

FASTTEC - Int. special. exhibition of professional equipment, materials, parts & technologies for producing of fastener elements, Moscow

• 17.02.-21.02.2008

STROYTECH/ISET - International spezialised exhibition of construction technologies, equipment, road-building machinery and materials and Tools, Moscow

• 17.02.-21.02.2008

CABEX - CABLE, WIRE AND ACCESSORIES - International specialized Exhibition of Cables, Wires, Fastening Hardware and Installation Technologies, Moscow

• 03.03.-06.03.2008

GEOFORM+: GeoMAP/GeoTECH/GeoTUNNEL/ GeoWAY - Int. Ind. Forum with spec. Exhibitions of Exploring Natural Resources, Environment Analyses, Tunnel Construction & Geodesy, Cartography & Geoinformation. Moscow

• 11.03.-14.03.2008

A-TESTex (ANALYTICA EXPO) - International Exhibition of Equipment for Chemical Analysis, Laboratory Furniture and Chemicals, Moscow

• 22.04.-25.04.2008

EuroExpoFurniture/EEM - International specialized Trade Fair of Furniture and Accessories, Moscow

• 13.05.-17.05.2008

MASHEX (MASHINOSTROYENIE) - International Exhibition for Machinery Products, Moscow

• 26.05.-30.05.2008

ROSUPAK/LUXPACK/ALUMPACK/PACKMASH/ PHARMAUPACK - International Packaging Industry Trade Fair, Moscow

**23.06.-27.06.2008** 

PCV Expo - International Forum of Pumps, Compressors and Valves, Moscow

• 21.10.-24.10.2008

WELDEX (ROSWELD) - International specialized Exhibition of Equipment, Technologies and Materials for Welding, Moscow

• 21.10.-24.10.2008

WoodExpo/Lestechprodukzia - International Exhibition of Machinery, Equipment and Materials for Timber, Wood-working and Pulp and Paper Industries, Moscow

• 02.12.-05.12.2008

POLYGRAPHINTER - International Specialized Exhibition for Printing Equipment, Technologies, Materials and Services, Moscow

October 2009

#### Verona

#### Ente Autonomo per le Fiere di Verona

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

VINITALY/SOL/Enolitech - Int. Exhibition of Wine & Spirits, Olive Oil & Technologies for Viticulture & Oil Production, Quality Extra Virgin Olive Oil Production, Olive Growing, Verona

• 03.04.-07.04.2008

ABITARE IL TEMPO - International Exhibition of Furniture, Furnishing and Interior Design, Verona 18.09.-22.09.2008

MARMOMACC - International Exhibition of Stone, Design and Technology, Verona

• 02.10.-05.10.2008

EUROCARNE - International Exhibition for the Meat Industry

• 21.05.-24.05.2009

FISHTECH (formerly ACQUACOLTURA International) -International Exhibition for Aquaculture and Fish Industry, Verona 21.05.-24.05.2009

BUS & BUS Business - International Exhibition of Bus & Coach, Verona
November 2009



