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

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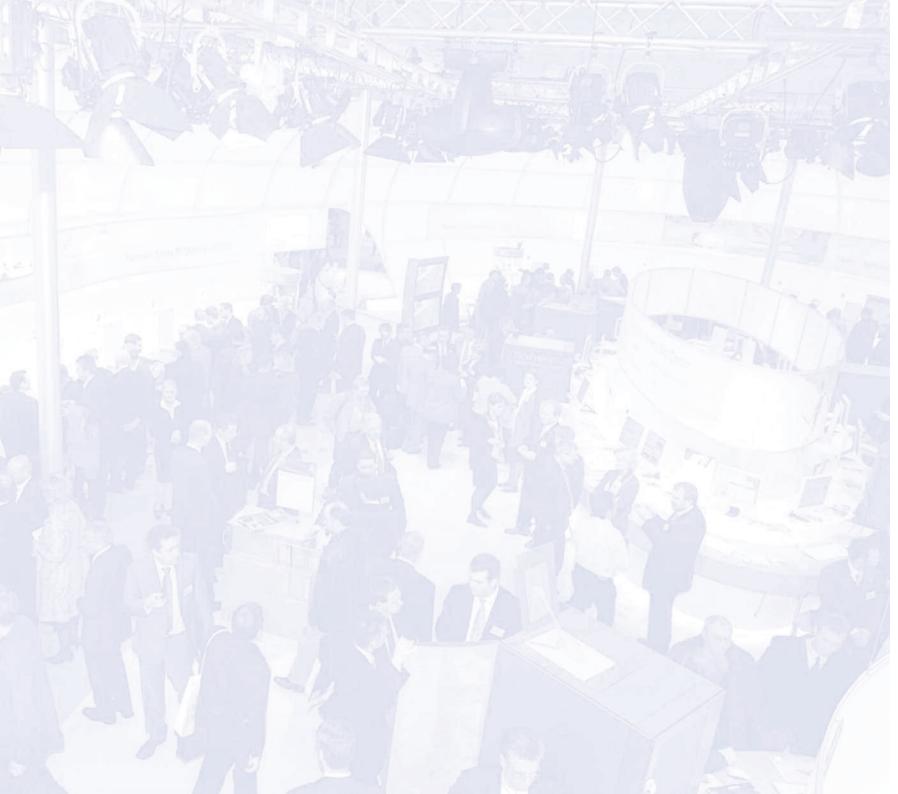
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Audited Trade Fair and Exhibition Figures

Report 2008

The FKM in 2008

Due mainly to the relatively large number of trade fairs scheduled in 2008 there was an increase of more than 15 % in the number of trade fairs audited by FKM. Furthermore, German organisers generally remain keen for auditing to be carried out on the exhibitor and visitor statistics of their trade fairs.

Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbh from Munich has already been a partner of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM) since spring 2008. Friedrich Haug Messen und Ausstellungen, Cappeln, and CMP-WEKA Verlag, Poing, are no longer partners.

Currently 67 organisers in Germany are associates of FKM. In 2008, a total of 282 events in Germany were subject to auditing by FKM.

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 22 trade fairs audited. A German associate had also applied for a foreign trade fair to be audited in 2008.

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 75 % of the events audited. These provide information on visitors' regional origins, branches of industry, influence on decisions and the duration of their attendance.

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

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

International Trade Fair Transparency

Together with other European auditing organisations, for the 20th time, the FKM has published the Euro Fair Statistics brochure. 20 countries have taken part: Austria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Moldova, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden and Ukraine.

For over 1,900 events, with the exception of numbers of visitors, the key indicators are collected in the individual countries according to practically identical criteria. The observation of the rules is checked in each case by one or more auditors or other independent organisations. The brochure is published as a pdf file and can be downloaded at www fkm de

The FKM welcomes and supports the endeavours of the UFI - The Global Association of the Exhibition Industry in the implementation of a UFI standard for definitions and auditing of trade fair statistics, in order to secure a uniform basis for trade fair participations worldwide.

Michael von Zitzewitz

(Chairman)

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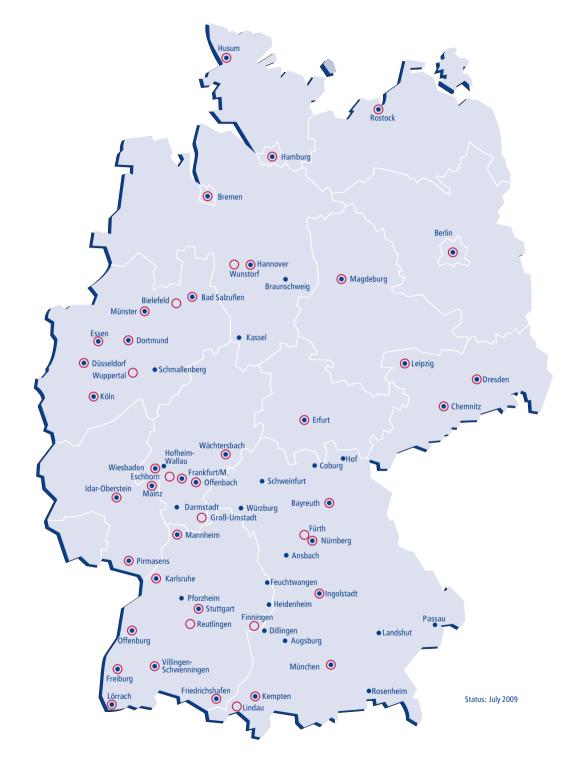
Berlin

Managing Director

Harald Kötter

Locations

- Trade Fairs and exhibitions
- FKM partners
- Trade fairs and exhibitions and FKM partners



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).

D. Result

Our audit did not lead to any objections.

Cologne, 15th March 2009

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 2008 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

FKM 🗸	_	(Exhib	ition S	pace Fig	gures	(sq.m.)			Exhibi	tor fig	ures					Visito	r figur	es
FRIVI	(Years	ι (Days	Rented S	pace							Exhibitors	5			Additio represe	nally ented firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 133	Interval (Years)	Duration (Days)	Ha Domestic		Open . Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domesti	ic Foreign	Total	Domestic	Foreign	Total
Ansbach																				
KONTAKTA	2	5	2.223	18	1.119	48	3.408	1.970	5.378	15.000	273	3	276	2	7		7			37.712
Augsburg																				
afa Augsburg Spring Exhibiton	1	9	15.286	485	1.086		16.857	3.413	20.270	36.200	452	16	468	4	24		24			81.022
Americana	2	5	5.839	1.309	458	80	7.686	3.504	11.190	32.500	149	42	191	12						35.695
GrindTec	2	4	8.455	3.110			11.565	144	11.709	21.900	213	125	338	24				8.412	2.657	11.069
RENEXPO	1	4	3.894	1.022	857	416	6.189	381	6.570	18.000	253	49	302	16						13.907
Bad Salzuflen																				
KMO - Plastics Processing Fair	1	4	6.172	431			6.603	644	7.247	12.000	196	20	216	7				4.013	124	4.137
ZOW - Furniture Components	1		10.826	10.709			21.535		21.535	44.000	343	374	717	33	22	30	52	12.553	9.092	21.645
Bayreuth																				
Oberfranken-Ausstellung - Reg. Consumer Exh.	2	9	5.302	115	1.765	68	7.250	2.073	9.323	15.200	249	10	259	5	7		7			36.352
Berlin																				
Art Forum	1	4	3.095	2.849			5.944		5.944	10.800	88	75	163	26				21.740	7.093	28.833
bautec/Build IT/Solar Energy	2	5	15.279	957			16.236	8.629	24.865	47.000	661	58	719	18				50.960	2.966	53.926
belektro	2	3	9.671	140			9.811	1.715	11.526	23.900	223	6	229	6				15.455	125	15.580
FRUIT LOGISTICA	1	3	8.201	39.186			47.387	508	47.895	81.000	251	1.864	2.115	68				14.675	35.755	50.430
Import Shop	1	5	3.125	3.025			6.150	739	6.889	20.000	253	277	530	57				41.129	1.055	42.184
InnoTrans	2	4	31.398	30.342	4.186	2.046	67.972		67.972	123.100	927	987	1.914	41				55.206	33.124	88.330
International Green Week	1	10	35.075	14.701			49.776	9.231	59.007	115.000	970	601	1.571	52				415.163	9.339	424.502
ITB - Travel trade show	1	5	30.837	61.079	317	150	92.383		92.383	160.800	1.644	5.955	7.599	181	989	3.995	4.984	115.028	34.748	149.776
Moderner Staat - Public Administration		2	3.116	33			3.149	60	3.209	8.000	211	2	213	3				3.580	40	3.620
PostPrint / directexpo	1	3	2.596	32			2.628		2.628	7.700	146	14	160	12						1.757
Braunschweig																				
BRAUNSCHWEIG MESSE - Reg. Consumer Exhibition	1	9	7.185	290	2.378		9.853	4.377	14.230	25.300	339	10	349	7						59.589
Bremen																				
Bremen Classic Motorshow	1	3	11.135	1.179			12.314	6.487	18.801	37.800	385	50	435	12				28.209	1.769	29.978
CARAVAN	1	3	9.452	21			9.473	132	9.605	14.800	76	2	78	3						16.445
CARAVAN / Reiselust	1	3	11.712	366			12.078	689	12.767	23.600	239	29	268	12						25.979
fish international	2	3	4.318	1.715			6.033	1.690		18.000	195	188	383	40				9.446	1.534	10.980
INTERGEO	1	3	9.354	2.464	154	15	11.987		11.987	23.700	333	139	472	29	2	2	4	11.149	2.787	13.936
outdoor / fahrrad.markt.zukunft		2	2.722	128			2.850	5.298		15.600	127	6	133	5						9.430
Reiselust	1	3	2.260	345			2.605	557	3.162	8.800	163	27	190	12				14.701	549	15.250

⁺ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. ¹⁾ ascertained by a representative poll ²⁾ Visitor attendance determined by a representative poll in the combination of CARAVAN/Reiselust. Recurring names were permitted

			Exhib	ition S	pace Fig	gures	(sq.m.)			Exhibi	tor fig	ures					Visito	or figur	es
FKMV	Years)	(Days)	Rented S	pace							Exhibitors	;			Additiona represent	lly ed firms		Entries (Explana	tions see p	o. 9)
For the complete titles see pp. 133	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
waste to energy	2	2	1.342	297			1.639	1.036	2.675	8.100	83	22	105	7				887	253	1.140
Chemnitz																				
mtex	2	3	1.039	211			1.250	372	1.622	5.000	94	23	117	11	4		4	1.100	106	1.20
SIT - Saxon fair for Industry and Technology	1	3	2.050	28			2.078	340	2.418	7.500	166	2	168	3	13		13			2.54!
Darmstadt																				
Hessenschau - Living, Housing, Leisure	1	9	3.393	84	2.041	40	5.558	5.920	11.478	36.000	226	8	234	5						40.79
Dortmund																				
Boulevard.DORTMUNDER HERBST	1	10	13.461	424			13.885	5.432	19.317	42.500	501	18	519	11				94.951	286	95.23
CREATIVA	1	5	7.753	643			8.396	2.228	10.624	30.000	382	33	415	7				71.520	1.089	72.60
DKM - Finance and Insurance Industry	1	3	9.485	368			9.853		9.853	23.200	371	26	397	13				12.130	174	12.30
FAHOBA.kreativ	1	3	2.605	313			2.918	100	3.018	6.000	61	7	68	5				2.079	62	2.14
HobbyTronic	1	5	1.628	748			2.376	670	3.046	8.600	60	1	61	2				41.123	4.518	45.64
INTERMODELLBAU	1	5	7.782	675			8.457	11.048	19.505	47.600	364	38	402	14	4		4	80.369	17.285	97.65
Inter-tabac		3	7.574	1.866			9.440	571	10.011	19.500	158	95	253	26	1	1	2	4.670	1.581	6.25
JAGD & HUND - Hunting and fishing		6	9.860	2.314			12.174	6.952	19.126	41.900	389	149	538	26				64.411	8.950	73.36
Ordertage Inneneinrichtung - Interior design		3	3.091	88			3.179	320	3.499	9.800	60	3	63	3				3.717	87	3.80
West German Minerals Days		2	1.158	276			1.434	614	2.048	11.200	165	43	208	18						5.42
Dresden																				
aktiv+vital - Health and Wellness	1	3	1.208	24	15		1.247	1.400	2.647	6.200	149	4	153	4						5.79
auto mobil with Vinum & Kulinaria		3	7.337	27	100		7.464	1.509	8.973	25.200	168	3	171	2						26.54
Dresdner Ostern - Garden, Pet and Handicraft	1		3.208	387	239		3.834	9.041	12.875	19.800	256	16	272	6						51.94
Dresdner Reisemarkt - Travel Market		3	4.690	1.065	91		5.846	820	6.666	18.500	364	134	498	30	30	10	40	27.312	168	27.48
Hunting, Fishing, Riding / Forestry and Wood		3	1.911	89	2.108	66	4.174	7.280	11.454	28.200	267	11	278	8		1	1			20.50
Pieta - Funeral and Cemetery Equipment		3	2.450	358	40		2.848	400	3.248	6.500	98	15	113	7						1.36
Düsseldorf																				
BEAUTY INTERNATIONAL	1	3	21.772	2.518			24.290	3.374	27.664	63.000	490	86	576	20				48.384	1.651	50.03
boot	1		55.509	50.689	184	72	106.454	9.268	115.722		970	731	1.701	57				224.598	42.781	267.37
CARAVAN SALON		10			1.617	274	95.425	3.274			438	167	605	24						159.27
Caravan Salon/TourNatur/IAM		10		22.335	1.617		102.922		110.051		752	287	1.039	33						174.78
drupa		14					174.681		179.109		703	1.250	1.953	53				160.308	229.736	390.04
EuroShop		5	47.005			7.10	106.871		109.600		883	1.012	1.895	48				43.059	61.707	104.76
GDS / GLS / Shoes & Accessories - Spring		3	18.727		00		57.281	6.457		123.500	351	946	1.297	40				15.301	11.829	27.13
GDS Event for Shoe & Accessories - Autumn		2	19.823				43.419	5.446	48.865		325	473	798	32				15.977	9.960	25.93

Events with changing venues Recognized by UFI — The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. ascertained by a representative poll Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur/IAM. Recurring names were permitted Visitor attendance determined by a representative poll in the combination of Intermodellbau/Hobbytronic. Recurring names were permitted 11

FKM 🗸			Exhib	ition S	Space Fig	ures	(sq.m.))			Exhibi	itor fig	ures					Visito	r figur	es
FRIVI	(Years)	ı (Days	Rented S	pace							Exhibitor	s			Addition represer	ally nted firms		Entries (Explana	ions see p	. 9)
For the complete titles see pp. 133	Interval (Years)	Duration (Days)	Ha Domestic		Open Ai		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
glasstec	2	5	22.700	45.738	103	99	68.640	5.504	74.144	123.500	410	861	1.271	48				24.397	30.676	55.073 *
hogatec	2	4	22.092	2.510			24.602	2.494	27.096	60.600	399	73	472	19				38.038	2.601	40.639 *
IAM - International Investors' Fair	1	3	3.303	254			3.557	1.888	5.445	12.900	121	42	163	12				12.927	400	13.327 *
IMA - Amusement and vending machines	1	4	10.017	1.128			11.145	1.776	12.921	21.100	117	44	161	15				7.298	1.268	8.566 *
InterCool	2	4	8.747	2.936			11.683	216	11.899	24.200	192	108	300	17				7.757	2.725	10.482 *
InterMeat	2	4	12.333	4.258			16.591	424	17.015	30.100	251	140	391	18				11.907	4.631	16.538 *
InterMopro	2	4	7.624	2.410			10.034	424	10.458	17.700	147	101	248	15				7.854	2.480	10.334 *
InterMopro/InterCool/InterMeat/hogatec	2	4	50.796	12.114			62.910	3.558	66.468	132.600	989	422	1.411	31						68.910
interpack	3	7	71.710	101.535	560	149	173.954	1.053	175.007	251.200	846	1.900	2.746	60				67.916	103.157	171.073 *
MEDICA / ComPaMED	1	4	59.665	67.814	90		127.569	1.141	128.710	255.700	1.459	3.372	4.831	68				69.667	67.204	136.871 *
METAV	2	5	46.013	7.752			53.765		53.765	88.600	684	160	844	23				45.209	6.815	52.024 *
ProWein	1	3	16.240	21.689			37.929	1.721	39.650	76.400	752	2.408	3.160	45	18	303	321	25.273	8.113	33.386 *
PSI Messe	1	3	19.515	16.845			36.360	203	36.563	60.800	458	405	863	28	2	11	13	7.432	11.950	19.382 *
REHACare International	1	4	22.783	6.732			29.515	1.816	31.331	70.500	484	266	750	29						52.002 *
Top Hair	1	2	3.049	657			3.706	3.827	7.533	25.700	93	16	109	8						17.123
TourNatur	1	3	3.354	586			3.940	1.967	5.907	14.800	193	78	271	13						37.172 3)
Tube	2	5	15.655	25.762	6		41.423	968	42.391	71.100	302	724	1.026	47				16.624	18.671	35.295 *
wire	2	5	17.078	36.506			53.584	423	54.007	85.700	316	814	1.130	49				17.510	24.989	42.499 *
Erfurt																				
Grüne Tage Thüringen - Agricultural fair	2	3	4.386	30	6.751	35	11.202	5.083	16.285	32.600	262	3	265	2						21.446 *
Haus + Technik - House building, living and modernizing	1	3	2.302	18	131		2.451	397	2.848	6.000	139	1	140	2						6.307 *
inoga with IKA	2	4	3.782	375	16		4.173	6.940	11.113	21.400	200	126	326	26						22.200 *
International pedigree dog show	1	2	1.154	6	317		1.477	12.270	13.747	30.700	70	1	71	2				15.484	93	15.577 *
Rapid.Tech	1	2	476	30			506	84	590	2.100	42	3	45	4				752	70	822 *
Reisen & Caravan - Travel & Caravaning	1	4	5.200	408			5.608	600	6.208	14.000	211	42	253	13						31.246 *
Riding - Hunting - Fishing	1	3	4.018	271	460		4.749	8.707	13.456	20.600	184	14	198	7						23.529 *
Thüringen-Ausstellung - Reg. Consumer Exhibition	1	9	9.761	365			10.126	3.000	13.126	23.000	643	10	653	6						62.387
Essen																				
ALUMINIUM	2	3	11.958	15.453			27.411	316	27.727	53.900	390	483	873	45				10.672	6.214	16.886 *
Composites Europe	1		2.898	1.818			4.716	758	5.474	10.300	154	100	254	21				5.175	2.886	8.061 *
DEUBAU		5	24.738	1.520			26.258	2.190	28.448	65.000	665	65	730	16				69.686	1.568	71.254 *
E-world energy & water		3	10.880	2.618			13.498	184	13.682	31.400	345	111	456	21	13		13	11.329	2.142	13.471 *
Fahrrad Essen - Bicycles, accessories, recreation		3	2.654	117			2.771	673	3.444	8.100	71	8	79	7				23.299	524	23.823 4)
FIBO	1		20.015	10.412			30.427	3.481	33.908	69.800	287	191	478	33				41.850	7.853	49.703 *
Golf Essen	1		2.102	39			2.141	825	2.966	7.300	63	4	67	4				10.066	226	10.292 4)
HAUS + GARTEN - Spring and leisure fair		5	5.344	51			5.395	3.631	9.026	24.000	278	3	281	3	12		12			50.800 *
IPM - Intern. trade fair for plants	1	4	23.443	18.268			41.711	3.023	44.734	105.000	691	596	1.287	40				43.787	15.625	59.412 *

Recognized by UFI – The Global Association of the Exhibition Industry

* Visitors Profil Analyses see page 30 ff.

*) ascertained by a representative poll

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

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

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EKNA			Exhibi	tion S	pace Fi	gures	(sq.m.)			Exhibi	tor fig	ures					Visito	r figur	es
FKM	(Years)	ı (Days)	Rented Sp	ace							Exhibitors	;			Additiona			Entries (Explanati	ons see p.	. 9)
For the complete titles see pp. 133	Interval (Years)	Duration (Days)	Hall Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
METPACK	3	5	3.278	7.014			10.292		10.292	23.200	49	173	222	25				1.850	5.001	6.851
MODE-HEIM-HANDWERK - Reg. Consumer Exh.	1	9	13.463	834			14.297	5.139	19.436	55.000	607	32	639	12				158.711	159	158.870
REIFEN - Tires and more	2	4	13.921	12.274	667		26.862	264	27.126	49.700	200	378	578	40	18	3	21	7.435	10.017	17.452
REISE/CAMPING	1	5	26.595	2.334			28.929	120	29.049	63.600	469	143	612	29				80.511	1.811	82.322
REISE/CAMPING / Fahrrad / Golf	1	5	31.351	2.490			33.841	1.618	35.459	79.000	603	155	758	30				89.099	2.004	91.103
SECURITY	2	4	27.679	8.211	120		36.010	1.121	37.131	76.700	610	458	1.068	42				31.663	8.878	40.541
SHK Essen	2	4	29.955	1.700			31.655	640	32.295	72.000	475	38	513	13				49.725	1.697	51.422
START Essen	1	2	2.351	81			2.432	1.313	3.745	5.900	158	7	165	5	56		56			3.698
Feuchtwangen																				
EstrichParkettMesse - Fair for floor works	3	3	2.920	132	3.104	595	6.751		6.751	12.500	147	12	159	9				3.559	322	3.881
Frankfurt/Main																				
Ambiente	1	5	82.252	111.345			193.597	1.729	195.326	321.800	1.412	3.168	4.580	84				75.964	63.281	139.245
Automechanika			62.005	97.174	8.254	5.115	172.548	985	173.533		913	3.558	4.471	71				81.595	79.674	161.269
Beautyworld	1	3	4.212	3.368	0.20		7.580	264	7.844	17.900	124	209	333	27				4.971	3.498	8.469
Christmasworld	1	5	24.317	27.237			51.554	1.920	53.474	89.400	309	714	1.023	40				14.332	17.236	31.568
decorate life: tendence / collectione		5	58.011	52.955			110.966	3.536	114.502		1.200	1.679	2.879	74				41.331	21.910	63.241
FACILITY MANAGEMENT	1	3	1.907	48			1.955	193	2.148	4.700	121	1	122	2	2		2	2.693	118	2.811
Heimtextil	1	4	35.816	99.599			135.415	4.429	139.844	263.100	454	2.274	2.728	65				29.750	54.766	84.516
Light + Building	2	6	71.954	60.109	216	195	132.474	1.658	134.132	228.500	933	1.294	2.227	55				97.360	69.724	167.084
	1	3	3.943	172			4.115	1.588	5.703	15.000	202	29	231	13				5.605	229	5.834
Musikmesse	1	4	20.308	30.163	290	28	50.789	7.733	58.522	111.900	595	1.055	1.650	47				53.218	25.273	78.491
Paperworld	1	5	27.286	45.391			72.677	2.579	75.256	139.400	500	1.740	2.240	60				22.764	33.443	56.207
ProLight + Sound	1	4	13.647	18.257	92	298	32.294	4.833	37.127	68.000	342	498	840	42				17.209	14.077	31.286
Texcare	4	5	9.073	10.493			19.566		19.566	30.500	102	159	261	23				7.352	7.923	15.275
viscom frankfurt	1	3	5.920	1.888			7.808	861	8.669	17.600	198	79	277	25				8.865	1.688	10.553
Freiburg																				
Baden Messe incl. Schalten und Walten	3	9	7.975	459	4.204	100	12.738	1.886	14.624	35.000	498	23	521	9	28	4	32			75.800
CFT with bike aktiv + tourism fair +fit for life	1	9	13.322	683	5.172	18	19.195	1.626	20.821	30.400	312	49	361	7						50.113
INTER BRUSH		3	3.310	5.698			9.008		9.008	18.000	51	133	184	26				1.997	3.841	5.838
Kulturbörse - Stage Productions and Music	1		1.806	223			2.029	4.402		12.100	253	43	296	11						2.760
Modellbau - Model Construction	2		925	45	12		982	6.881		18.000	123	7	130	6						13.623
Plaza Culinaria	1		4.467	522			4.989	787		15.200	220	27	247	6						27.733
Friedrichshafen																				
EUROBIKE	1	4	19.717	22.235	2.008	452	44.412	5.290	49.702	85.100	298	631	929	36	6	84	90	39.040	22.247	61.287
	2		5.685	908	10		6.603	214		15.000					16	40	56			15.584

⁺ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. ¹⁾ ascertained by a representative poll in the combination of Reise/CAMPING/Fahrrad/Golf. Recurring names were permitted

	FKM 🗸		()	Exhib	ition S	pace Fig	gures	(sq.m.)			Exhibi	itor fig	ures					Visito	r figur	es
	FRIVI	(Years)	n (Days	Rented S	pace							Exhibitors	S			Addition represer	nally nted firms		Entries (Explanat	ions see p	9)
	For the complete titles see pp. 133	Interval (Years)	Duration (Days)	Hal Domestic		Open a		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
	IBO - Consumer and investment goods	1	9	15.594	998	2.586	76	19.254	14.422	33.676	59.400	476	57	533	9	54	5	59	68.108	1.532	69.640 *
	INTERBOOT		9	19.901	8.962	2.465	750	32.078	2.022	34.100	71.000	407	132	539	15	32	147	179	71.183	20.666	91.849 *
	OutDoor	1	4	11.685	23.033	750	447	35.915	11.712	47.627	78.700	175	609	784	38	2	52	54	8.502	10.560	19.062 *
	Pferd Bodensee	2	3	6.392	471			6.863	5.213	12.076	34.600	177	23	200	8						19.620
	TUNING WORLD BODENSEE	1	4	12.992	661	632	80	14.365	20.931	35.296	77.300	200	21	221	9				85.531	15.569	101.100 *
	Hamburg																				
+	Arbeitsschutz aktuell - Industrial safety	2	3	7.616	671			8.287	585	8.872	18.300	261	28	289	16	9	1	10	10.921	338	11.259 *
	DU UND DEINE WELT/Modellbauwelt	1	9	13.482	1.402			14.884	4.611	19.495	41.700	522	53	575	27				90.718	1.009	91.727 *
	hanseboot	1	9	25.197	11.329	2.569	791	39.886	3.278	43.164	85.300	641	124	765	27				91.928	4.131	96.059 *
	HANSEPFERD	2	3	11.557	1.096			12.653	12.690	25.343	49.000	436	47	483	17				54.637	552	55.189 *
	INTERNORGA	1	6	41.495	7.289	582		49.366	976	50.342	81.200	805	171	976	24	5	1	6	106.960	4.225	111.185 *
	NORTEC	2	4	9.113	526			9.639	3.295	12.934	26.800	366	34	400	14	9	3	12	13.392	315	13.707 *
	REISEN HAMBURG	1	5	23.182	3.504	40		26.726	1.519	28.245	52.100	682	338	1.020	72	30	19	49	72.868	736	73.604 *
	SMM - Shipbuilding, Machinery & Marine	2	4	27.102	23.571	775	269	51.717	400	52.117	88.500	717	1.251	1.968	56	7	3	10	37.581	15.425	53.006 *
	USSIFA - Watches & Jewellery	1	3	2.465	136			2.601	72	2.673	3.800	97	8	105	5						2.817
	Hannover																				
	ABF - Leisure and sales exhibition	1	9	41.021	1.318	194		42.533	4.915	47.448	99.600	774	50	824	16						127.403
+	Altenpflege+ProPflege	1	3	22.474	1.316			23.790	1.501	25.291	66.100	649	59	708	17						33.572
	BIOTECHNICA	1	3	7.007	1.310			8.317	3.380	11.697	24.500	409	114	523	27				9.141	2.144	11.285 *
	CeBIT	1	6	134.034	67.152	5.143		206.329	17.153	223.482	343.200	2.527	2.641	5.168	76				425.744	86.583	512.327 *
	CeMAT	3	5	43.594	28.823	5.327	2.304	80.048	451	80.499	132.100	582	458	1.040	37				37.705	20.302	58.007 *
	DOMOTEX	1	4	25.467	72.234			97.701	5.720	103.421	177.300	306	1.151	1.457	60				21.195	26.434	47.629 *
	EnergieSparTage	1	3	803	18	20		841	594	1.435	3.550	67	1	68	2						2.142
	EuroBLECH	2	5	48.184	39.499			87.683		87.683	146.000	842	678	1.520	38				45.553	23.993	69.546 *
	EuroTier	2	4	58.322	29.739	1.111		89.172	2.843	92.015	170.900	1.021	746	1.767	46	29	15	44	108.432	22.366	130.798 *
	HANNOVER MESSE	1	5	125.276	42.383	780		168.439	10.183	178.622	306.200	2.667	2.179	4.846	64				157.283	35.939	193.222 *
	Hannover Messe: Digital Factory	1	5	4.828	391			5.219		5.219	10.000	226	22	248	12				38.343	8.417	46.760 *
	Hannover Messe: Energy	1	5	24.511	11.819	439		36.769	536	37.305	60.100	413	498	911	47				77.446	20.711	98.157 *
	Hannover Messe: Industrial Automation	1	5	54.648	10.465	126		65.239	1.888	67.127	117.000	781	419	1.200	36				97.963	27.631	125.594 *
	Hannover Messe: Micro Technology	1	5	1.685	172			1.857	282	2.139	4.200	95	55	150	19				41.798	8.440	50.238 *
	Hannover Messe: Pipeline Technology	1	5	1.124	187	200		1.511	566	2.077	5.000	47	12	59	8				27.298	9.994	37.292 *
	Hannover Messe: Power Plant Technology	1	5	2.142	524			2.666		2.666	9.600	48	26	74	15				31.898	10.804	42.702 *
	Hannover Messe: Research & Technology	1	5	7.091	2.357			9.448	200	9.648	15.500	311	129	440	20				46.254	10.360	56.614 *
	Hannover Messe: Subcontracting	1	5	14.891	15.291	15		30.197	1.044	31.241	50.600	590	950	1.540	50				46.414	14.258	60.672 *
	Infa - Information and sales exhibition	1	9	25.257	1.755	562		27.574	4.206	31.780	91.300	1.015	75	1.090	30						193.605
	Pferd & Jagd, Equestrian sport, hunting, fishing	1	4	18.103	1.180	35		19.318	3.491	22.809	78.000	625	69	694	25						76.920 *
	Promotion World	1	5	3.624	147			3.771		3.771	7.350	151	8	159	7				29.232	6.901	36.133 *

⁺ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. ** ascertained by a representative poll ** 20 Visitor attendance determined by a representative poll at Hanover Messe. Recurring names were permitted

EKM		(1	Exhibi	ition S	pace Fig	jures	(sq.m.))			Exhibi	itor fig	ures					Visito	r figur	es
FRIVI	(Years	າ (Days	Rented S	pace							Exhibitor	S			Addition represen	nally nted firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 133	Interval (Years)	Duration (Days)	Hal Domestic		Open / Domestic I		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	c Foreign	Total	Domestic	Foreign	Total
Hofheim - Wallau																				
InNaTex - Intern. fair of natural & organic textiles (Jan.)	1	3	3.517	918			4.435	400	4.835	9.700	131	40	171	18	6	2	8	1.430	259	1.689
InNaTex - Intern. fair of natural & organic textiles (Aug.)	1	3	3.247	796			4.043	400	4.443	9.700	154	46	200	16	4	2	6	1.180	208	1.388
Husum																				
Husum WindEnergy	2	5	12.253	4.685	904	114	17.956	2.956	20.912	30.000	512	233	745	29				16.336	8.303	24.639
new energy husum	1	4	1.885	15	221		2.121	196	2.317	6.000	122	1	123	2						10.840
Nord Gastro & Hotel	1	2	3.369				3.369	300	3.669	7.050	153		153	1						4.030
Idar-Oberstein																				
INTERGEM	1	4	2.102	138			2.240	120	2.360	4.000	151	12	163	11				2.171	554	2.725
	•	•																		
Karlsruhe																				
fahrrad.markt.zukunft - Bicycles, fitness and tourism	1	2	1.250	96			1.346	4.078	5.424	8.900	70	5	75	5				4.896	50	4.946
Horizont - Tourism, Caravaning, Outdoor Life and Angling	1	3	8.761	338			9.099	282	9.381	20.000	152	20	172	8	21	1	22	15.873	357	16.230
Inventa/Giardina - Garden and Lifestyle	1	4	12.210	393			12.603	759	13.362	25.700	451	15	466	4	2		2			38.387
Karlsruher Hochzeits- und Festtage - Wedding days	1	2	1.704	9	53		1.766	172	1.938	5.600	146	1	147	2						4.317
LEARNTEC	1	3	2.972	368			3.340	1.417	4.757	12.500	177	25	202	9				3.060	248	3.308
Offerta - Regional consumer exhibition	1	9	24.556	1.379	1.300		27.235	2.583	29.818	54.400	825	48	873	11	3		3			133.545
RESALE	1	3	4.878	2.947	1.538	324	9.687		9.687	23.300	299	205	504	31				3.466	6.615	10.081
Kassel																				
DENEX	1	3	740		146		886	108	994	2.900	64	2	66	2						3.274
Kempten																				
Allgäuer Festwoche - Rural tradition exhibition	1	9	5.672	260	8.109	22	14.063	827	14.890	26.000	364	18	382	4						105.189
Köln																				
CARBON EXPO	1	3	480	1.869			2.349	189	2.538	9.400	42	194	236	65	1	18	19	1.312	5.094	6.406
domotechnica		4	1.773	13.396			15.169	1.479	16.648	40.000	57	670	727	37	2		2	3.317	7.491	10.808
ecclesia		3	2.208	323			2.531	207	2.738	8.300	154	19	173	9						2.573
handarbeit & hobby		3	5.157	3.051			8.208	406	8.614	19.300	96	119	215	26	1		1	6.936	2.488	9.424
Haus & Wohnen		4	9.262	156			9.418	905	10.323		495	12	507	11	43		43			21.483
imm cologne - International furnishing show		7	67.813	83.677			151.490		156.115		370	698	1.068	50	37	101	138	72.962	33.715	106.677
InterKarneval		3	1.470	251			1.721	15.723	17.444		82	8	90	5						13.171
INTERMOT		5	29.751	27.658			57.409	76.282	133.691		306	660	966	36	48	38	86	156.783	16.100	172.883
INTERN. HARDWARE FAIR/PRACTICAL WORLD		4	34.462	59.048			93.510	1.817	95.327		599	2.671	3.270	61	30	60	90	25.133	31.280	56.413
ISM - International Sweets and Biscuits Fair		4		36.559			53.456		53.456		244	1.272	1.516	67	60	60	120	12.812	21.016	33.828
Kind + Jugend - The Trade Show for Kids' First Years	1	4	15.435	27.714			43.149	775	43.924	77.600	156	609	765	42	1	3	4	4.517	12.240	16.757

⁺ Events with changing venues

FKM 🗸	_		Exhib	ition S	pace Fig	gures	(sq.m.)			Exhibi	tor fig	ures					Visito	r figur	es
FRIVI	(Years)	n (Days	Rented S	pace							Exhibitors	5			Addition represe	nally nted firms		Entries (Explanat	ions see p	o. 9)
For the complete titles see pp. 133	Interval (Years)	Duration (Days)	Hal Domestic		Open . Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domesti	c Foreign	Total	Domestic	Foreign	Total
Modellbahn - Model railways, accessories, toys, hobbies	2	4	3.738	222			3.960	12.675	16.635	60.000	172	20	192	13						59.483
ORGATEC	2	5	32.157	37.264			69.421	1.077	70.498	112.800	229	386	615	38	28	22	50	28.264	24.435	52.699
photokina	2	6	27.273	39.842			67.115	10.179	77.294	170.200	295	640	935	47	191	246	437	82.069	34.478	116.547
spoga + gafa	2	3	48.086	82.939			131.025	4.060	135.085	265.600	505	1.645	2.150	57	12	74	86	16.473	21.960	38.433
Leipzig																				
AMI - AUTO MOBIL INTERNATIONAL with AMITEC	1	9	32.172	26.233	133	130	58.668	19.471	78.139	120.000	395	70	465	16	7	2	9	246.422	27.990	274.412
CADEAUX -Trade Fair for Gifts (February)	1	3	9.284	411			9.695	1.319	11.014	30.800	306	18	324	11	1		1			7.809
CADEAUX - Gifts / Comfortex - Interior Design (Sept.)	1	3	13.519	623			14.142	1.860	16.002	46.200	451	29	480	12				11.675	190	11.865
denkmal - Conservation, restoration, old building renovation	2	3	5.907	1.829			7.736	1.149	8.885	20.500	313	124	437	13	1		1	9.940	1.368	11.308
euregia - Local and regional developm. in Europe	2	3	608	83			691		691	2.000	49	8	57	7						1.975
Fachdental Leipzig - Dental surgeries and laboratories	1	2	3.677	312			3.989	172	4.161	10.000	164	19	183	10		16	16			4.837
FleiFa - Trade fair for the butchers' trade	2	3	1.519	111			1.630	718	2.348	4.500	56	6	62	5	11	1	12			1.374
Games Convention	1	5	37.175	5.694	2.410	400	45.679	10.723	56.402	115.100	313	233	546	31	20	7	27	188.795	14.210	203.005
Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/ImmobilienMesse	1	9	22.521	2.002			24.523	5.843	30.366	68.300	977	81	1.058	16	2		2	169.901	340	170.241
Leipzig Book Fair	1	4	12.573	1.482			14.055	8.324	22.379	65.000	1.754	393	2.147	32	6	1	7	126.171	2.970	129.141
MIDORA	1	4	3.673	318			3.991	270	4.261	15.000	119	42	161	23				2.667	52	2.719
modell-hobby-spiel	1	3	10.070	573			10.643	22.352	32.995	80.400	437	32	469	10	8	1	9	100.578	2.791	103.369
ORTHOPÄDIE & REHA-TECHNIK	2	4	7.344	3.218			10.562	369	10.931	26.000	209	157	366	29				13.351	4.691	18.042
Sachsenback	1	3	7.288	427			7.715	1.794	9.509	16.000	198	13	211	7	13	7	20	9.145	92	9.237
Touristik & Caravaning International with fahrrad.markt.zukunft	1	5	20.633	3.632			24.265	4.817	29.082	52.000	740	332	1.072	50	43	32	75	70.424	1.043	71.467
Z - Subcontracting Fair	1	4	3.748	1.377			5.125	200	5.325	12.000	300	142	442	20				6.945	850	7.795
Lörrach																				
REGIO - Reg. Consumer Exhibition	1	10	8.266	433	2.219	136	11.054	7.322	18.376	29.000	443	43	486	5	94	19	113	66.098	10.582	76.680
Magdeburg																				
AIR MAGDEBURG	2	3	2.635	43	4.199		6.877	5.000	11.877	14.300	104	4	108	4						7.267
LBA - Reg. building trade exhibition	1	3	1.692	15	204		1.911	587	2.498	7.750	130	2	132	2	2		2			3.875
MAGDEBOOT	1	4	3.152		477		3.629	483	4.112	9.200	104		104	1						8.085
Mainz																				
Rheinland-Pfalz-Ausstellung - Reg. Consumer Exhibition	1	9	13.727	679	2.516		16.922	4.048	20.970	33.600	743	16	759	8						75.329
Mannheim																				
MANNHEIMER MAIMARKT - Reg. Consumer Exhibition	1	11	34.239	1.962	30.814	110	67.125	5.964	73.089	177.100	1.347	75	1.422	19						343.402

⁺ Events with changing venues

EKNA			Exhib	ition S	pace Fig	jures	(sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
FKM	(Years)	(Days)	Rented S	pace							Exhibitor	5			Additiona represent	ally ted firms		Entries (Explanat	ons see p.	. 9)
For the complete titles see pp. 133	Interval (Years)	Duration (Days)	Hal Domestic		Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
München																				
Analytica	2	4	18.502	6.140	111		24.753	1.117	25.870	55.200	661	372	1.033	36	20	26	46	22.370	10.695	33.065
AUTOMATICA	2	4	27.440	3.837			31.277	1.565	32.842	55.000	610	249	859	41				24.053	8.504	32.557
C-B-R	1	5	18.976	8.033	66		27.075	7.524	34.599	69.700	846	642	1.488	60	37	12	49	93.880	2.903	96.783
electronica	2	4	54.104	34.060			88.164	1.635	89.799	160.000	1.185	1.612	2.797	46	128	394	522	40.254	32.716	72.970
EXPO REAL - Commercial Property Exposition	1	3	25.969	11.325			37.294	2.421	39.715	74.000	1.360	485	1.845	46	9	2	11	29.067	13.179	42.246
EXPOPHARM	1	4	22.349	1.215			23.564	360	23.924	41.100	435	61	496	24	6	1	7			23.380
Garten München	1	7	7.079	615			7.694	1.070	8.764	18.600	162	16	178	8	15		15			96.978
GOLF EUROPE	1	3	3.636	4.924			8.560	1.445	10.005	22.000	119	160	279	25				2.099	2.518	4.617
HEIM + HANDWERK / Food & Life	1	9	25.685	4.103			29.788	4.849	34.637	67.500	799	159	958	26	16	8	24	102.831	1.354	104.185
HIGH END	1	4	8.915	1.987			10.902	104	11.006	18.100	155	76	231	25						13.895
IFAT - Water - Sewage - Refuse - Recycling	2	5	78.180	27.463	10.570	4.369	120.582	13.893	134.475	195.200	1.765	840	2.605	41				79.392	40.084	119.476
inhorgenta Europe	1	4	22.085	7.004			29.089	1.258	30.347	64.500	782	440	1.222	44				20.864	9.338	30.202
Internationale Handwerksmesse	1	7	28.825	3.928			32.753	8.185	40.938	82.100	823	199	1.022	29				139.187	2.841	142.028
Internationale Handwerksmesse/Garten München	1	7	35.904	4.543			40.447	9.255	49.702	100.700	985	215	1.200	30	15		15			159.582
Intersolar - Solar Technology	1	3	26.597	15.103	1.767	273	43.740	400	44.140	76.700	571	509	1.080	42						52.014
ispo - winter	1	4	25.866	68.945			94.811	8.078	102.889	175.600	347	1.679	2.026	48				20.423	41.263	61.686
MAINTAIN	1	3	5.681	249			5.930	258	6.188	10.500	236	16	252	7				4.336	623	4.959
SYSTEMS	1	4	17.000	1.200			18.200	840	19.040	55.000	939	122	1.061	33				36.270	2.730	39.000
Münster																				
business online	1	2	1.104				1.104	115	1.219	5.400	62		62	1	23		23			998
Spring - Flowers, leisure and garden fair	2	5	4.297	101	68		4.466	3.629	8.095	17.500	207	4	211	3						29.803
Kunst- und Antiquitäten-Tage - Antiques exhibition	1	5	1.648	110			1.758		1.758	5.400	65	4	69	3						6.192
Nürnberg																				
BioFach / Vivaness	1	4	22.122	22.465			44.587	2.489	47.076	100.000	939	1.825	2.764	79				28.961	17.523	46.484
BRAU Beviale	1	3	25.015	17.015			42.030	96	42.126	81.000	831	563	1.394	49				26.990	7.174	34.164
Chillventa	2	3	15.795	16.503			32.298	810	33.108	59.300	294	509	803	43				19.183	10.329	29.512
CONSUMENTA	1	9	24.842	2.084			26.926	12.170	39.096	80.000	795	72	867	14						141.707
e_procure & supply	1	2	2.308	175			2.483	330	2.813	5.500	108	7	115	4				2.758	145	2.903
embedded world	1	3	11.510	3.435			14.945		14.945	30.000	409	266	675	28				13.166	4.175	17.341
EUROGUSS	2	3	6.415	3.786			10.201	222	10.423	17.200	230	173	403	33				5.678	1.420	7.098
FREIZEIT, GARTEN + TOURISTIK with Auto-Salon	1	9	26.844	2.525			29.369	4.508	33.877	61.000	545	129	674	15						116.982
GaLaBau	2	4	43.765	6.583			50.348	3.092	53.440	97.800	836	147	983	26				58.631	5.098	63.729
HOLZ-HANDWERK / fensterbau/frontale		4	74.544	15.140			89.684		89.684		953	323	1.276	34				87.505	15.442	102.94
IFH/INTHERM		4	33.798	3.953			37.751	645	38.396		570	82	652	19	5		5	50.192	713	50.90
Interzoo	_	4	19.769	28.836			48.605			89.600	334	1.102	1.436	72				14.284	22.916	37.200

⁺ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. ¹⁾ ascertained by a representative poll in the combination of Internationale Handwerksmesse/Garten München. Recurring names were permitted

FKM 🗸	•	(Exhib	ition S	pace Fi	gures	(sq.m.))			Exhibi	itor fig	ures					Visito	r figure	es
FRIVI	(Years)	n (Days	Rented S	pace							Exhibitor	5			Addition represer	nally nted firms		Entries (Explanat	ons see p.	9)
For the complete titles see pp. 133	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
mailingtage	1	2	6.214	505			6.719	912	7.631	16.900	391	31	422	12				7.110	581	7.691
PCIM	1	3	3.235	2.060			5.295	144	5.439	10.600	124	128	252	25	8	48	56	4.285	2.208	6.493
POWTECH/TechnoPharm	2	3	20.897	5.856			26.753		26.753	55.200	737	272	1.009	28				10.791	4.618	15.409
SENSOR + TEST	1	3	6.674	1.796			8.470	2.556	11.026	20.000	407	155	562	25				6.427	1.507	7.934
SMT / HYBRID / PACKAGING	1	3	12.894	2.651			15.545	421	15.966	29.600	459	174	633	28	27	60	87	17.556	6.826	24.382
Spielwarenmesse - International Toy Fair	1	6	50.260	54.284			104.544		104.544	157.000	864	1.806	2.670	61	4	9	13	38.015	41.801	79.816
SPS/IPC/DRIVES	1	3	51.237	6.695			57.932	284	58.216	94.700	1.101	285	1.386	32	119	100	219	40.336	7.769	48.105
START Nürnberg	1	2	1.263	12			1.275	340	1.615	3.700	114	1	115	2	36	3	39			1.919
Werkstätten	1	4	5.094	269			5.363	260	5.623	11.100	197	16	213	7						12.020
Offenbach																				
I.L.M. Summer Styles - Intern. Leather Goods Fair	1	4	8.097	3.478			11.575	800	12.375	18.400	147	76	223	16				4.881	1.137	6.018
I.L.M. Winter Styles - Intern. Leather Goods Fair	1	3	7.867	3.597			11.464	800	12.264	18.400	136	80	216	19				3.976	964	4.940
Offenburg																				
Badische Weinmesse - Reg. Wine Exhibition	1	2	1.335				1.335	1.201	2.536	6.200	133		133	1				3.615	74	3.689
OBERRHEIN-MESSE - Consumer Exhibition		9	10.440	768	11.721	80	23.009	3.932	26.941	55.300	468	28	496	9	12	2	14	68.657	7.544	76.201
Passau																				
Passauer Frühling DreiLänderMesse - Regional exhibition	2	9	8.611	2.391	2.106	75	13.183	2.220	15.403	24.800	387	72	459	9	19	7	26			67.112
Pirmasens																				
plw - leather and more	1	2	1.044	20			1.064	135	1.199	6.200	36	1	37	2	2	51	53	266	25	291
Rosenheim																				
Neue Messe Rosenheim - Reg. consumer exhibition	2	9	7.642	492	2.155	28	10.317	2.370	12.687	19.300	348	21	369	6	11		11			47.908
Rostock																				
AUTO Trend	1	3	4.474		500		4.974	4.200	9.174	13.500	82		82	1						15.100
Schmallenberg																				
FNS -Forest Machinery and Innovations DemoFair	4	4	883	169	49.281	10.019	60.352	88.092	148.444	195.900	371	124	495	23				39.884	3.993	43.87
Schweinfurt																				
ufra - Consumer exhibition	2	9	6.392		1.710		8.102	3.044	11.146	20.000	412		412	1						71.132
Stuttgart																				
AMB -Metal working	2	5	50.701	13.209			63.910	778	64.688	107.300	1.014	270	1.284	26	27	36	63	79.183	5.960	85.143
ANIMAL		2	3.039	66			3.105	23.254	26.359		150	5	155	5				46.892	336	47.228

⁺ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. * nascertained by a representative poll visitor attendance determined by a representative poll in the combination of ANIMAL/PFERD. Recurring names were permitted

EKNA			Exhibi	tion S	pace Fig	jures	(sq.m.)				Exhibi	tor fig	ures					Visito	r figur	es
FKM	(Years)	n (Days)	Rented Sp	oace							Exhibitors	i			Addition represen	ally ted firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 133	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
ANIMAL / Pferd	1	4	7.096	339			7.435	25.266	32.701	59.400	299	16	315	9						55.48
Antiquitäten.Design.Raum	1	4	2.553	113			2.666	714	3.380	10.500	148	8	156	4				20.386	630	21.01
Blickfang	1	3	1.126	50			1.176		1.176	3.800	128	29	157	6						12.82
CEP CLEAN ENERGY POWER	1	3	3.516	283	200	37	4.036		4.036	10.900	189	26	215	11				9.858	519	10.37
CMT / The holiday exhibition	1	9	46.952	5.580			52.532	3.988	56.520	108.600	1.253	504	1.757	44	87	10	97	222.807	2.251	225.0
DACH + HOLZ	2	4	28.926	2.464	1.749		33.139	347	33.486	66.000	465	84	549	23				45.159	3.243	48.40
didacta - Trade fair for education and training	1	5	28.334	628			28.962	4.018	32.980	68.800	643	33	676	16	65	5	70	82.114	829	82.94
FACHDENTAL SÜDWEST - Dental surgeries and laboratories	1	2	4.004	377			4.381	204	4.585	10.500	165	24	189	12		15	15	9.234	93	9.32
Familie + Heim / Int. Mineralien- und Fossilienbörse	1	9	14.955	969			15.924	7.123	23.047	53.000	641	77	718	22						69.64
Garten	2	4	3.707	12			3.719	862	4.581	9.600	110	1	111	2	3	2	5	42.990	434	43.42
hobby + elektronik	1	4	3.322				3.322	1.030	4.352	10.500	77		77	1						54.36
Interbad	2	4	10.940	5.131	12	53	16.136	1.203	17.339	36.500	315	127	442	22	4	4	8	13.083	3.478	16.50
INTERGASTRA	1	5	30.955	2.965			33.920	3.600	37.520	69.400	730	113	843	18	36	11	47	80.739	816	81.55
Internationale Mineralien- und Fossilienbörse	1	3	1.423	210			1.633	239	1.872	10.500	185	46	231	23				19.996	202	20.19
Invest	1	3	5.116	1.379			6.495	1.551	8.046	22.400	156	97	253	12		4	4	16.726	517	17.2
IWB - Intern. arms exchange	1	3	2.429	555			2.984	970	3.954	10.500	146	48	194	18				12.720	812	13.53
Kreativ- & Bastelwelt	1	4	2.400	154			2.554	944	3.498	10.500	105	10	115	6						30.4
LASYS	2	3	3.337	1.114			4.451		4.451	10.500	122	65	187	15	6	1	7	2.617	827	3.44
LogiMat	1	3	15.084	968	210		16.052	110	16.372	30.500	518	53	571	14	1		1	13.566	1.609	15.17
Medizin	1	3	3.308	27			3.335	450	3.785	10.500	172	5	177	4	1		1	7.744	78	7.82
Modell Süd Bau & Bahn	1	4	1.873	60			1.933	8.068	10.001	26.800	91	6	97	5						40.54
O & S - Surface treatments and coatings	2	3	5.856	614			6.470	180	6.650	13.800	271	40	311	10	1		1	4.067	775	4.84
Pferd	1	4	4.057	273			4.330	2.012	6.342	18.300	149	11	160	7						36.65
Pflege & Reha	2	3	4.393	148			4.541	331	4.872	11.000	234	9	243	8	7		7			9.06
Retro Classics	1	3	14.373	1.199			15.572	24.176	39.748	79.300	375	37	412	11				46.703	1.946	48.64
Slow Food	1	4	2.654	247			2.901	1.280	4.181	10.500	259	35	294	5				27.675	1.153	28.82
Stuttgarter Messeherbst	1	11	24.446	1.260			25.706	19.510	45.216	111.300	989	97	1.086	24						157.56
südback	1	4	18.200	1.716			19.916	2.905	22.821	42.000	397	64	461	13	7	7	14	27.766	1.772	29.53
Süddeutsche Spielmesse	1	4	1.896	77			1.973	2.345	4.318	10.500	75	4	79	4						43.05
SÜFFA	1	3	8.009	336			8.345	1.998	10.343	21.000	264	19	283	7	2	2	4	9.996	526	10.52
TV - Textile printing, embroidery, transfer and flocking		3	4.222	713			4.935	712	5.647	10.500	106	32	138	15	1	4	5	6.185	1.006	7.19
VISION - Machine vision and identification technologies	1	3	4.688	2.792			7.480	563	8.043	21.000	161	131	292	28	6	11	17	4.386	1.706	6.09
wellviva	2	4	389	26			415	30	445	900	35	2	37	2				15.333	155	15.48
Villingen-Schwenningen																				
Südwest Messe - Regional Consumer Exhibition	1	9	13.555	550	18.162	132	32.399	1.881	34.280	59.800	691	29	720	9	79	24	103			96.69

⁺ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. ¹⁾ ascertained by a representative poll in the combination of Stuttgarter Messeherbst. Recurring names were permitted

EKM			Exhib	ition S	pace Fi	gures	(sq.m.)			Exhibi	itor fig	ures					Visito	r figur	es
FRIVI	Interval (Years)	Duration (Days)	Rented S	pace							Exhibitors	5			Additionally represented	y d firms		Entries (Explanat	tions see p.	9)
For the complete titles see pp. 133	Interva	Duratio	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Fo	oreign	Total	Domestic	Foreign	Total
Wächtersbach																				
Messe Wächtersbach - Regional Consumer Exhibition	1	9	5.553	204	5.943	25	11.725	5.503	17.228	27.300	355	12	367	8						60.487
Belgrad																				
+ INTERGEO East	1	2	548	704			1.252		1.252	2.500	19	66	85	20		1	1			3.000
Hong Kong																				
electronicAsia	_	4	2.745	3.611			6.356		6.356	12.900	250	312	562	17				14.687	19.246	33.933
Electronics Fair (Autumn)	_	4	21.647	12.733			34.380		34.380	65.100	1.505	1.105	2.610	29				23.784	32.435	56.219
Electronics Fair (Spring Edition)	_	4	15.047	15.153			30.200		30.200	57.100	1.039	1.430	2.469	23				21.994	29.857	51.851
Fashion Week (Fall/Winter) Gifts and Premium Fair	_	4	12.462	10.335			22.797		22.797	41.600	738	752	1.490	20				12.357	11.343	23.700
Houseware Fair	_	4	26.968 13.923	11.466 17.672			38.434 31.595	69 80	38.503 31.675	78.500 57.700	2.624 956	1.285	3.909 2.383	40 38				24.061 12.788	26.436 16.280	50.497 29.068
International Jewellery Show	_	5	23.064	13.711			36.775	00	36.775	66.900	1.271	1.427	2.306	45				13.570	17.763	31.333
International Lighting Fair	_	4	7.851	16.844			24.695		24.695	47.000	383	1.189	1.572	33				9.041	19.169	28.210
Optical Fair		3	4.332	7.268			11.600		11.600	24.900	188	335	523	24				3.585	6.577	10.162)
Summer Sourcing Show for Gifts, Houseware & Toys		4	3.424	2.770			6.194		6.194	19.100	325	285	610	16				13.015	5.879	18.894
Toys and Games Fair	_	4	16.201	13.965			30.166		30.166	56.000	1.000	1.003	2.003	36				14.679	15.094	29.773
Watch and Clock Fair		5	13.663	2.487			16.150			33.200	615	1.003	761	19				10.313	6.725	17.038
Watch and Clock Fall		3	13.003	2.407			10.150		10.150	33.200	010	140	701	13				10.515	0.725	17.036
Moskau																				
FASTEC	1	4	1.342	1.004			2.346		2.346	8.300	100	97	197	15				2.276	114	2.390
GEOFORM +	_	4	1.191	83			1.274		1.274	4.200	72	5	77	6				3.515	132	3.647
International Forum PCV Expo		4	4.543	2.499	30	50	7.122		7.122		255	121	376	20				8.607	509	9.116
international Forum CV Expo	÷	-	4.545	2.433	30		7.122		7.122	10.100	233		370					0.007	303	3.110
Shanghai																				
bauma China	1	4	20.823	20.593	49.912	30.243	121.571		121.571	210.000	906	702	1.608	30				96.387	16.287	112.674
Verona																				
ABITARE IL TEMPO	1	5	27.252	5.304			32.556	32.062	64.618	106.000	616	136	752	26				34.877	10.811	45.688
FIERAGRICOLA	2	4	45.966	1.999	10.859	180	59.004	20.421	79.425	130.000	744	83	827	21	345	91	436	100.419	13.936	114.355
MARMOMACC	_	4	39.108	21.186	11.765	2.976	75.035	2.309	77.344		743	667	1.410	53	64	56	120	32.235	25.336	57.571
SAMOTER	3	5	62.347	10.591	52.599	4.639	130.176	980	131.156	225.000	681	129	810	33	30	186	216	94.823	10.814	105.637
Vinitaly/SOL/Enolitech	1	5	86.416	961	429		87.806		101.751		3.939	55	3.994	26		125	812	110.333	42.162	

FILM			Exhibi	tion S	Space Figures	(sq.m.)			Exhibi	tor fig	ures					Visito	r figur	es
FRIVI	(Years)	(Days)	Rented Sp	oace						Exhibitors				Additiona	ally ted firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 133	Interval (Years)	Duration (Days)	Hall Domestic		Open Air Domestic Foreign	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 Goods Fair	'S																		
Internationale Handwerksmesse, München	2	7	28.825	3.928		32.753	8.185	40.938	82.100	823	199	1.022	29				139.187	2.841	142.02
A2 Investment Goods Fairs																			
HANNOVER MESSE, Hannover	1	5	125.276	42.383	780	168.439	10.183	178.622	306.200	2.667	2.179	4.846	64				157.283	35.939	193.22
A3 Consumer Goods Fairs																			
Ambiente, Frankfurt/Main	1	5	82.252	111 345		193.597	1.729	195.326	321 800	1.412	3.168	4.580	84				75.964	63.281	139.24
decorate life: tendence / collectione, Frankfurt/M.	1		58.011	52.955		110.966		114.502		1.412	1.679	2.879	74				41.331	21.910	63.24
decorate me. tendence / conectione, Frankfurt/M.		3	30.011	32.333		110.900	3.330	114.502	239.300	1.200	1.079	2.079	/4				41.331	21.910	03.2
B SPECIALIZED FAIRS AND EXHIBITIONS		Цом	ticulturo I	Landee	oning and their E														
B1 Agriculture; Forestry, Fishery, Viticult									470.000	4.004		4					100 100		400 -
EuroTier, Hannover	2		58.322	29.739	1.111	89.172	2.843		170.900	1.021	746	1.767	46	29	15	44	108.432	22.366	130.79
NS - Forest Machinery and Innovations DemoFair, Schmallenberg	4	4	883	169	49.281 10.019	60.352	88.092	148.444		371	124	495	23	4.5	40	FC	39.884	3.993	43.8
Fruchtwelt Bodensee, Friedrichshafen	2	3	5.685	908	10	6.603	214	6.817	15.000	165	48	213	12	16	40	56	E0 604		15.5
GaLaBau, Nürnberg	2		43.765	6.583	6.754	50.348	3.092	53.440	97.800	836	147	983	26				58.631	5.098	63.7
Grüne Tage Thüringen - Agriculture fair, Erfurt	2	3	4.386	30	6.751 35	11.202	5.083	16.285	32.600	262	3	265	2				40.707	45.655	21.4
IPM - Intern. trade fair for plants, Essen	1	4	23.443	18.268		41.711	3.023	44.734	105.000	691	596	1.287	40				43.787	15.625	59.4
B2 Food, Drink and Tobacco, Restaurant	and	Hote	el Trade, C	atering	g, and their Equipr	nent													
Badische Weinmesse - Reg. Wine Exhibition, Offenburg		2	1.335			1.335	1.201	2.536	6.200	133		133	1				3.615	74	3.68
BRAU Beviale, Nürnberg		3	25.015	17.015		42.030	96	42.126	81.000	831	563	1.394	49				26.990	7.174	34.16
fish international, Bremen	2	3	4.318	1.715		6.033	1.690	7.723	18.000	195	188	383	40				9.446	1.534	10.98
FleiFa - Trade fair for the butchers' trade, Leipzig	2	3	1.519	111		1.630	718	2.348	4.500	56	6	62	5	11	1	12			1.3
FRUIT LOGISTICA, Berlin	1	3	8.201	39.186		47.387	508	47.895	81.000	251	1.864	2.115	68				14.675	35.755	50.43
hogatec, Düsseldorf	2	4	22.092	2.510		24.602	2.494	27.096	60.600	399	73	472	19				38.038	2.601	40.63
inoga with IKA, Erfurt	2	4	3.782	375	16	4.173	6.940	11.113	21.400	200	126	326	26						22.2
InterCool, Düsseldorf	2	4	8.747	2.936		11.683	216	11.899	24.200	192	108	300	17				7.757	2.725	10.4
INTERGASTRA, Stuttgart	1	5	30.955	2.965		33.920	3.600	37.520	69.400	730	113	843	18	36	11	47	80.739	816	81.5
InterMeat, Düsseldorf	2	4	12.333	4.258		16.591	424	17.015	30.100	251	140	391	18				11.907	4.631	16.53
InterMopro, Düsseldorf	2	4	7.624	2.410		10.034	424	10.458	17.700	147	101	248	15				7.854	2.480	10.3
International Green Week, Berlin	1	10	35.075	14.701		49.776	9.231	59.007	115.000	970	601	1.571	52				415.163	9.339	424.50
INTERNORGA, Hamburg	1	6	41.495	7.289	582	49.366	976	50.342	81.200	805	171	976	24	5	1	6	106.960	4.225	111.18
Inter-tabac, Dortmund	1	3	7.574	1.866		9.440	571	10.011	19.500	158	95	253	26	1	1	2	4.670	1.581	6.2
ISM - International sweets and biscuits fair, Köln	1	4	16.897	36.559		53.456		53.456	110.500	244	1.272	1.516	67	60	60	120	12.812	21.016	33.8
Nord Gastro & Hotel, Husum	1	2	3.369			3.369	300	3.669	7.050	153		153	1						4.0
Plaza Culinaria, Freiburg	1	3	4.467	522		4.989	787	5.776	15.200	220	27	247	6						27.7
ProWein, Düsseldorf	1	3	16.240	21.689		37.929	1.721	20 CE0	76.400	752	2.408	3.160	45	18	303	321	25.273	8.113	33.3

⁺ Events with changing venues Recognized by UFI — The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. "ascertained by a representative poll in the combination of Internationale Handwerksmesse/Garten München. Recurring names were permitted "in Visitor attendance determined by a representative poll in the combination of InterNationale Handwerksmesse/Garten München. Recurring names were permitted hogatec. Recurring names were permitted

EKM	_		Exhib	ition S	pace Figures	(sq.m.	.)			Exhib	itor fig	ures					Visito	r figur	es
FKM	(Years)	n (Days	Rented S	pace						Exhibitor	s			Additiona represen	ally ted firms		Entries (Explanat	tions see p.	. 9)
For the complete titles see pp. 133	Interval (Years)	Duration (Days)	Hal Domestic		Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Sachsenback, Leipzig	1	3	7.288	427		7.715	1.794	9.509	16.000	198	13	211	7	13	7	20	9.145	92	9.237
Slow Food, Stuttgart		4	2.654	247		2.901	1.280	4.181	10.500	259	35	294	5				27.675	1.153	28.828
südback, Stuttgart	1	4	18.200	1.716		19.916	2.905	22.821	42.000	397	64	461	13	7	7	14	27.766	1.772	29.538
SÜFFA, Stuttgart	1	3	8.009	336		8.345	1.998	10.343	21.000	264	19	283	7	2	2	4	9.996	526	10.522
P2 Toytiles Clothing Chass Loothey Co.	o de	low	ماسد عسما د	hoir Ear	inment														
B3 Textiles, Clothing, Shoes, Leather God					иршенс	F7 204	C 457	62.720	122 500	254	0.46	4 207	40				45 204	11 020	27 420
GDS / GLS / Shoes & Accessories - Spring, Düsseldorf		2	18.727 19.823	38.554 23.596		57.281	6.457		123.500	351 325	946 473	1.297 798	40 32				15.301	9.960	27.130 25.937
GDS Event for Shoe & Accessories - Autumn, Düsseldorf						43.419	5.446		101.700								15.977		
Heimtextil, Frankfurt/Main 1.L.M. Summer Styles - Intern. Leather Goods Fair, Offenbach		4	35.816 8.097	99.599 3.478		135.415 11.575	4.429 800	139.844		454 147	2.274 76	2.728	65 16				29.750 4.881	54.766 1.137	84.516 6.018
I.L.M. Winter Styles - Intern. Leather Goods Fair, Offenbach		3	7.867	3.597		11.464	800	12.264	18.400	136	80	216	19				3.976	964	4.940
inhorgenta Europe, München		4	22.085	7.004		29.089	1.258	30.347	64.500	782	440	1.222	44				20.864	9.338	30.202
INTERGEM, Idar-Oberstein		4	2.102	138		2.240	120	2.360	4.000	151	12	163	11				2.171	554	2.725
InNaTex (Aug.), Hofheim-Wallau		3	3.247	796		4.043	400	4.443	9.700	154	46	200	16	4	2	6	1.180	208	1.388
InNaTex (Jan.), Hofheim-Wallau		3	3.517	918		4.435	400	4.835	9.700	131	40	171	18	6	2	8	1.430	259	1.689
Kind + Jugend - The Trade Show for Kids' First Years, Köln		4	15.435	27.714		43.149	775	43.924	77.600	156	609	765	42	1	3	4	4.517	12.240	16.757
MIDORA, Leipzig		4	3.673	318		3.991	270	4.261	15.000	119	42	161	23	•			2.667	52	2.719
mtex, Chemnitz		3	1.039	211		1.250	372	1.622	5.000	94	23	117	11	4		4	1.100	106	1.206
plw - leather and more, Pirmasens		2	1.044	20		1.064	135	1.199	6.200	36	1	37	2	2	51	53	266	25	291
Texcare, Frankfurt/Main		5	9.073	10.493		19.566		19.566		102	159	261	23				7.352	7.923	15.275
TV Textile printing, embroidery, transfer, flocking, Stuttgart		3	4.222	713		4.935	712	5.647	10.500	106	32	138	15	1	4	5	6.185	1.006	7.191
USSIFA - Watches & Jewellery, Hamburg		3	2.465	136		2.601	72	2.673	3.800	97	8	105	5						2.817
B4 Building, Completion and Extension,	and	their																	
bautec/Build IT/Solar Energy, Berlin		5	15.279	957		16.236	8.629		47.000	661	58	719	18				50.960	2.966	53.926
Chillventa, Nürnberg		3	15.795	16.503		32.298	810	33.108		294	509	803	43				19.183	10.329	29.512
DACH + HOLZ, Stuttgart		4	28.926	2.464	1.749	33.139	347	33.486		465	84	549	23				45.159	3.243	48.402
denkmal, Leipzig		3	5.907	1.829		7.736	1.149		20.500	313	124	437	13	1		1	9.940	1.368	11.308
DEUBAU, Essen		5	24.738	1.520		26.258	2.190	28.448	65.000	665	65	730	16				69.686	1.568	71.254
EstrichParkettMesse - Fair for floor works, Feuchtwangen		3	2.920	132	3.104 595	6.751		6.751	12.500	147	12	159	9				3.559	322	3.881
EXPO REAL - Property Exposition, München		3	25.969	11.325		37.294	2.421	39.715	74.000	1.360	485	1.845	46	9	2	11	29.067	13.179	42.246
FACILITY MANAGEMENT, Frankfurt/Main		3	1.907	48		1.955	193	2.148	4.700	121	1	122	2	2		2	2.693	118	2.811
Haus & Wohnen, Köln		4	9.262	156	424	9.418	905	10.323		495	12	507	11	43		43			21.483
Haus + Technik, Erfurt		3	2.302	18	131	2.451	397	2.848	6.000	139	1	140	2	-			F0 400	742	6.307
IFH/INTHERM, Nürnberg INTERN.HARDWARE FAIR/PRACTICAL WORLD, Köln		4	33.798	3.953		37.751	645		64.900	570	82	652	19	5	60	5	50.192	713	50.905
· · · · · · · · · · · · · · · · · · ·		4	34.462	59.048	204	93.510			195.000	599	2.671	3.270	61	30	60	90	25.133	31.280	56.413
LBA - Reg. building trade exhibition, Magdeburg		3	1.692	15	204	1.911	587	2.498		130	1 204	132	2	2		2	07.200	60.724	3.875
Light + Building, Frankfurt/Main		6	71.954	60.109	216 195	132.474	1.658			933	1.294	2.227	55				97.360	69.724	167.084
SHK Essen	2	4	29.955	1.700		31.655	640	32.295	72.000	475	38	513	13				49.725	1.697	51.422

⁺ Events with changing venues

			Exhibi	ition S	pace Fig	gures	(sq.m.))			Exhibi	itor fig	ures					Visito	figur	es
FKM	Years)	(Days)	Rented S _I	pace							Exhibitors	S			Additiona			Entries (Explanat	ons see p.	. 9)
For the complete titles see pp. 133	Interval (Years)	Duration (Days)	Hal Domestic		Open A		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic		
B5 Furnishings, Household Appliances, H	ous	ewai	re, and the	eir Equi _l	oment															
Blickfang, Stuttgart	1	3	1.126	50			1.176		1.176	3.800	128	29	157	6						12.8
domotechnica, Köln	2	4	1.773	13.396			15.169	1.479	16.648	40.000	57	670	727	37	2		2	3.317	7.491	10.8
DOMOTEX, Hannover	1	4	25.467	72.234			97.701	5.720	103.421	177.300	306	1.151	1.457	60				21.195	26.434	47.6
mm cologne - Intern. furnishing show, Köln	1	7	67.813	83.677			151.490	4.625	156.115	263.000	370	698	1.068	50	37	101	138	72.962	33.715	106.6
Ordertage Inneneinrichtung - Interior Design, Dortmund	1	3	3.091	88			3.179	320	3.499	9.800	60	3	63	3				3.717	87	3.8
20W - Furniture Components, Bad Salzuflen	1	4	10.826	10.709			21.535		21.535	44.000	343	374	717	33	22	30	52	12.553	9.092	21.6
B6 Health, Body Care, Protection at Work	, an	d th	eir Equipn	nent																
Altenpflege+ProPflege, Hannover	1	3	22.474	1.316			23.790	1.501	25.291	66.100	649	59	708	17						33.
Arbeitsschutz aktuell - Industrial safety, Hamburg	2	3	7.616	671			8.287	585	8.872	18.300	261	28	289	16	9	1	10	10.921	338	11.
BEAUTY INTERNATIONAL, Düsseldorf		3	21.772	2.518			24.290	3.374	27.664	63.000	490	86	576	20				48.384	1.651	50.
XPOPHARM, München	1	4	22.349	1.215			23.564	360	23.924	41.100	435	61	496	24	6	1	7			23.
achdental Leipzig		2	3.677	312			3.989	172	4.161	10.000	164	19	183	10		16	16			4.
ACHDENTAL SÜDWEST, Stuttgart	_	2	4.004	377			4.381	204	4.585	10.500	165	24	189	12		15	15	9.234	93	9.
nterbad, Stuttgart		4	10.940	5.131	12	53	16.136	1.203	17.339	36.500	315	127	442	22	4	4	8	13.083	3.478	16.
MEDICA / ComPaMED, Düsseldorf		4	59.665	67.814	90		127.569	1.141	128.710		1.459	3.372	4.831	68	-	-		69.667	67.204	136.
Medizin, Stuttgart		3	3.308	27	30		3.335	450	3.785	10.500	172	5.572	177	4	1		1	7.744	78	7.
ORTHOPÄDIE & REHA-TECHNIK, Leipzig		4	7.344	3.218			10.562	369	10.931	26.000	209	157	366	29			<u> </u>	13.351	4.691	18.
Pflege & Reha, Stuttgart		3	4.393	148			4.541	331	4.872	11.000	234	9	243	8	7		7	15.551	4.051	9.
REHACare International, Düsseldorf	1		22.783	6.732			29.515	1.816	31.331	70.500	484	266	750	29						52.
Top Hair, Düsseldorf		2	3.049	657			3.706	3.827	7.533	25.700	93	16	109	8						17.
•																		45.222	455	
wellviva, Stuttgart		4	389	26			415	30	445	900	35	2	37	2				15.333	155	15.4
B7 Environment Protection, Safety, Clear																				
FAT - Water - Sewage - Refuse - Recycling, München		5	78.180	27.463	10.570	4.369	120.582	13.893	134.475		1.765	840	2.605	41				79.392	40.084	119.
SECURITY, Essen	2	4	27.679	8.211	120		36.010	1.121	37.131	76.700	610	458	1.068	42				31.663	8.878	40.5
88 Transport, Traffic, Logistics, and their	Equ	ipm	ent																	
AIR MAGDEBURG, Magdeburg		3	2.635	43	4.199		6.877	5.000	11.877	14.300	104	4	108	4						7.
AMI - AUTO MOBIL INTERNATIONAL with AMITEC, Leipzig	1	9	32.172	26.233	133	130	58.668	19.471	78.139	120.000	395	70	465	16	7	2	9	246.422	27.990	274.
uto mobil mit Vinum & Kulinaria, Dresden	1	3	7.337	27	100		7.464	1.509	8.973	25.200	168	3	171	2						26.
AUTO Trend, Rostock	1	3	4.474		500		4.974	4.200	9.174	13.500	82		82	1						15.
Automechanika, Frankfurt/Main	2	6	62.005	97.174	8.254	5.115	172.548	985	173.533	270.500	913	3.558	4.471	71				81.595	79.674	161.
Bremen Classic Motorshow, Bremen	1	3	11.135	1.179			12.314	6.487	18.801	37.800	385	50	435	12				28.209	1.769	29.
CeMAT, Hannover	3	5	43.594	28.823	5.327	2.304	80.048	451		132.100	582	458	1.040	37				37.705	20.302	58.
Hannover Messe: Pipeline Technology, Hannover	1	5	1.124	187	200		1.511	566	2.077	5.000	47	12	59	8				27.298	9.994	37.
InnoTrans, Berlin	2	4	31.398	30.342	4.186	2.046	67.972		67.972	123.100	927	987	1.914	41				55.206	33.124	88.
										30.500										15.

⁺ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. ¹⁾ ascertained by a representative poll at HANNOVER MESSE. Recurring names were permitted

FKM 🗸	_	(6)	Exhib	ition S	pace Fig	gures	(sq.m.))			Exhibi	tor fig	ures					Visito	r figur	es
FRIVI	(Years)	n (Days	Rented S	pace							Exhibitors				Additiona represent	lly ed firms		Entries (Explanat	tions see p	. 9)
For the complete titles see pp. 133	Interval	Duration (Days)	Hal Domestic		Open / Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
REIFEN - Tires and more, Essen	2	4	13.921	12.274	667		26.862	264	27.126	49.700	200	378	578	40	18	3	21	7.435	10.017	17.452
Retro Classics, Stuttgart	1	3	14.373	1.199			15.572	24.176	39.748	79.300	375	37	412	11				46.703	1.946	48.649
SMM - Shipbuilding, Machinery & Marine, Hamburg	1	4	27.102	23.571	775	269	51.717	400	52.117	88.500	717	1.251	1.968	56	7	3	10	37.581	15.425	53.006
TUNING WORLD BODENSEE, Friedrichshafen	1	4	12.992	661	632	80	14.365	20.931	35.296	77.300	200	21	221	9				85.531	15.569	101.100
B9 Information, Communication, Office,	Ente	rtair	nment Fle	ctronics	Photo Fi	m and	l their Fau	inment												
business online, Münster		2	1.104	ctromes	71 11010711	iii, aira	1.104	115	1.219	5.400	62		62	1	23		23			998
CeBIT, Hannover		6	134.034	67.152	5.143		206.329	17.153	223.482		2.527	2.641	5.168	76			2.5	425.744	86.583	512.327
drupa, Düsseldorf		14		103.466	1.060	446	174.681	4.428	179.109		703	1.250	1.953	53					229.736	390.04
e_procure & supply, Nürnberg		2	2.308	175	1.000	440	2.483	330	2.813	5.500	108	7	115	4				2.758	145	2.90
HIGH END, München		4	8.915	1.987			10.902	104	11.006	18.100	155	76	231	25				2.730	143	13.89
Leipzig Book Fair, Leipzig		4	12.573	1.482			14.055	8.324	22.379	65.000	1.754	393	2.147	32	6	1	7	126.171	2.970	129.14
mailingtage, Nürnberg		2	6.214	505			6.719	912	7.631	16.900	391	31	422	12				7.110	581	7.69
Marketing Services, Frankfurt/Main		3	3.943	172			4.115	1.588	5.703	15.000	202	29	231	13				5.605	229	5.83
ORGATEC, Köln			32.157	37.264			69.421	1.077		112.800	202	386	615	38	28	22	50	28.264	24.435	52.69
· ·		5																		116.54
photokina, Köln		6	27.273	39.842			67.115 2.628	10.179	77.294		295	640	935	47	191	246	437	82.069	34.478	1.75
PostPrint / directexpo, Berlin		3	2.596		02	200		4.022	2.628	7.700	146	14	160	12				47 200	44.077	
ProLight + Sound, Frankfurt/Main		4	13.647	18.257	92	298	32.294	4.833	37.127	68.000	342	498	840	42				17.209	14.077	31.28
SYSTEMS, München		4	17.000	1.200			18.200	840	19.040	55.000	939	122	1.061	33				36.270	2.730	39.00
viscom frankfurt, Frankfurt/Main	1	3	5.920	1.888			7.808	861	8.669	17.600	198	79	277	25				8.865	1.688	10.55
B10 Education, Setting up a business																				
didacta - Trade fair for education and training, Stuttgart	1	5	28.334	628			28.962	4.018	32.980	68.800	643	33	676	16	65	5	70	82.114	829	82.94
LEARNTEC, Karlsruhe	1	3	2.972	368			3.340	1.417	4.757	12.500	177	25	202	9				3.060	248	3.30
START Essen	1	2	2.351	81			2.432	1.313	3.745	5.900	158	7	165	5	56		56			3.69
START Nürnberg	1	2	1.263	12			1.275	340	1.615	3.700	114	1	115	2	36	3	39			1.91
D11 Sports Comps Laisure and their Fr	uin-	2004																		
B11 Sports, Games, Leisure, and their Eq				1 240	404		42 522	4.045	47.440	00.000	774	FO	024	4.0						127.40
ABF - Leisure and sales exhibition, Hannover		9	41.021	1.318	194		42.533	4.915	47.448	99.600	774	50	824	16						127.40
aktiv+vital, Dresden		3	1.208	24	15		1.247	1.400	2.647	6.200	149	4	153	4						5.79
Americana, Augsburg		5	5.839	1.309	458	80	7.686	3.504	11.190	32.500	149	42	191	12				46.000	226	35.69
ANIMAL, Stuttgart		2	3.039	66	404		3.105	23.254	26.359	41.100	150	5	155	5				46.892	336	47.22
boot, Düsseldorf		9	55.509	50.689	184	72	106.454		115.722		970	731	1.701	57				224.598	42.781	267.37
CARAVAN, Bremen		3	9.452	21			9.473	132		14.800	76	2	78	3						16.44
CARAVAN SALON, Düsseldorf		10		21.495	1.617	274	95.425	3.274		149.900	438	167	605	24						159.27
C-B-R, München		5	18.976	8.033	66		27.075	7.524	34.599		846	642	1.488	60	37	12	49	93.880	2.903	96.78
CFT with bike aktiv+ tourism fair+fit for life, Freiburg		9	13.322	683	5.172	18	19.195	1.626	20.821		312	49	361	7						50.11
CMT / The holiday exhibition, Stuttgart	1	9	46.952	5.580			52.532	3.988	56.520	108.600	1.253	504	1.757	44	87	10	97	222.807	2.251	225.05

Fevents with changing venues Recognized by UFI — The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. * ¹⁾ ascertained by a representative poll are presentative poll in the combination of ANIMAL/PFERD. Recurring names were permitted * ³⁾ Visitor attendance determined by a representative poll in the combination of CARAVAN/Reiselust. Recurring names were permitted * ⁴⁾ Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur/IAM. Recurring names were permitted.

			Exhib	ition S	pace Fig	gures	(sq.m.))			Exhibi	tor figi	ures					Visito	r figur	es
FKMV	Years)	(Days)	Rented S	pace							Exhibitors				Additiona	ally ted firms		Entries (Explanat	tions see p	o. 9)
For the complete titles see pp. 133	Interval (Years)	Duration (Days)	Hal Domestic		Open A		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign		from countries	Domestic			Domestic		
CREATIVA, Dortmund	1	5	7.753	643			8.396	2.228	10.624	30.000	382	33	415	7				71.520	1.089	72.60
Dresdner Reisemarkt - Travel Market, Dresden	1	3	4.690	1.065	91		5.846	820	6.666	18.500	364	134	498	30	30	10	40	27.312	168	27.48
EUROBIKE, Friedrichshafen	1	4	19.717	22.235	2.008	452	44.412	5.290	49.702	85.100	298	631	929	36	6	84	90	39.040	22.247	61.28
AHOBA.kreativ, Dortmund	1	3	2.605	313			2.918	100	3.018	6.000	61	7	68	5				2.079	62	2.14
ahrrad Essen - Bicycles, accessories, recreation, Essen	1	3	2.654	117			2.771	673	3.444	8.100	71	8	79	7				23.299	524	23.82
ahrrad.markt.zukunft - Bicycles, fitness and tourism, Karlsruhe	1	2	1.250	96			1.346	4.078	5.424	8.900	70	5	75	5				4.896	50	4.94
FIBO, Essen	1	4	20.015	10.412			30.427	3.481	33.908	69.800	287	191	478	33				41.850	7.853	49.70
REIZEIT, GARTEN + TOURISTIK with Auto-Salon, Nürnberg	1	9	26.844	2.525			29.369	4.508	33.877	61.000	545	129	674	15						116.98
Spring - Flowers, leisure and garden fair, Münster	2	5	4.297	101	68		4.466	3.629	8.095	17.500	207	4	211	3						29.80
Games Convention, Leipzig	1	5	37.175	5.694	2.410	400	45.679	10.723	56.402	115.100	313	233	546	31	20	7	27	188.795	14.210	203.00
Garten, Stuttgart	2	4	3.707	12			3.719	862	4.581	9.600	110	1	111	2	3	2	5	42.990	434	43.42
Garten München	1	7	7.079	615			7.694	1.070	8.764	18.600	162	16	178	8	15		15			96.97
Golf Essen	1	3	2.102	39			2.141	825	2.966	7.300	63	4	67	4				10.066	226	10.29
GOLF EUROPE, München	1	3	3.636	4.924			8.560	1.445	10.005	22.000	119	160	279	25				2.099	2.518	4.61
andarbeit & hobby, Köln	1	3	5.157	3.051			8.208	406	8.614	19.300	96	119	215	26	1		1	6.936	2.488	9.42
anseboot, Hamburg	1	9	25.197	11.329	2.569	791	39.886	3.278	43.164	85.300	641	124	765	27				91.928	4.131	96.05
HANSEPFERD, Hamburg	2	3	11.557	1.096			12.653	12.690	25.343	49.000	436	47	483	17				54.637	552	55.18
HAUS + GARTEN - Spring and leisure fair, Essen	1	5	5.344	51			5.395	3.631	9.026	24.000	278	3	281	3	12		12			50.80
nobby + elektronik, Stuttgart	1	4	3.322				3.322	1.030	4.352	10.500	77		77	1						54.36
HobbyTronic, Dortmund	1	5	1.628	748			2.376	670	3.046	8.600	60	1	61	2				41.123	4.518	45.64
Horizont, Karlsruhe	1	3	8.761	338			9.099	282	9.381	20.000	152	20	172	8	21	1	22	15.873	357	16.23
MA Amusement and vending machines, Düsseldorf	1	4	10.017	1.128			11.145	1.776	12.921	21.100	117	44	161	15				7.298	1.268	8.56
NTERBOOT, Friedrichshafen	1	9	19.901	8.962	2.465	750	32.078	2.022	34.100	71.000	407	132	539	15	32	147	179	71.183	20.666	91.84
NTERMODELLBAU, Dortmund	1	5	7.782	675			8.457	11.048	19.505	47.600	364	38	402	14	4		4	80.369	17.285	97.65
NTERMOT, Köln	2	5	29.751	27.658			57.409	76.282	133.691	193.800	306	660	966	36	48	38	86	156.783	16.100	172.88
ntern. Mineralien- und Fossilienbörse, Stuttgart	1	3	1.423	210			1.633	239	1.872	10.500	185	46	231	23				19.996	202	20.19
nternational pedigree dog show, Erfurt	1	2	1.154	6	317		1.477	12.270	13.747	30.700	70	1	71	2				15.484	93	15.57
nterzoo, Nürnberg		4	19.769	28.836			48.605		48.605	89.600	334	1.102	1.436	72				14.284	22.916	37.20
spo - winter, München		4	25.866	68.945			94.811	8.078	102.889		347	1.679	2.026	48				20.423	41.263	61.68
TB - Travel trade show, Berlin		5	30.837	61.079	317	150	92.383			160.800	1.644	5.955	7.599	181	989	3.995	4.984	115.028	34.748	149.77
WA & OutdoorClassics, Nürnberg		4	11.374	20.166			31.540	668	32.208	55.600	272	774	1.046	51				12.310	19.405	31.71
WB - Intern. arms exchange, Stuttgart		3	2.429	555			2.984	970	3.954	10.500	146	48	194	18				12.720	812	13.53
AGD & HUND, Dortmund	1	6	9.860	2.314			12.174	6.952	19.126	41.900	389	149	538	26				64.411	8.950	73.36
· · · · · · · · · · · · · · · · · · ·	1		1.911	89	2.108	66	4.174	7.280		28.200	267	11	278	8		1	1			20.50
Creativ- & Bastelwelt, Stuttgart		4	2.400	154			2.554	944	3.498	10.500	105	10	115	6						30.41
MAGDEBOOT, Magdeburg		4	3.152		477		3.629	483	4.112	9.200	104		104	1						8.08
Modell Süd Bau & Bahn, Stuttgart		4	1.873	60			1.933	8.068	10.001		91	6	97	5						40.5
Modellbahn - Model railways, accessories, toys, hobbies, Köln		4	3.738	222			3.960	12.675		60.000	172	20	192	13						59.48
Modellbau - Model Construction, Freiburg		4	925	45	12		982	6.881		18.000	123	7	130	6						13.62

EKM	_		Exhib	ition S	pace Fig	jures	(sq.m.)			Exhibi	tor fig	ures					Visito	r figur	es
FRIVI	(Years)	n (Days	Rented S	pace							Exhibitors	5			Addition represen	ally ited firms		Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 133	Interval (Years)	Duration (Days)	Hal Domestic		Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
modell-hobby-spiel, Leipzig	1	3	10.070	573			10.643	22.352	32.995	80.400	437	32	469	10	8	1	9	100.578	2.791	103.369
Musikmesse, Frankfurt/Main	1	4	20.308	30.163	290	28	50.789	7.733	58.522	111.900	595	1.055	1.650	47				53.218	25.273	78.491
OutDoor, Friedrichshafen	1	4	11.685	23.033	750	447	35.915	11.712	47.627	78.700	175	609	784	38	2	52	54	8.502	10.560	19.062
outdoor / fahrrad.markt.zukunft, Bremen	1	2	2.722	128			2.850	5.298	8.148	15.600	127	6	133	5						9.430
Pferd, Stuttgart	1	4	4.057	273			4.330	2.012	6.342	18.300	149	11	160	7						36.654 ²
Pferd & Jagd - Equestrian sport, hunting, fishing, Hannover	1	4	18.103	1.180	35		19.318	3.491	22.809	78.000	625	69	694	25						76.920
Pferd Bodensee, Friedrichshafen	2	3	6.392	471			6.863	5.213	12.076	34.600	177	23	200	8						19.620
REISE/CAMPING, Essen	1	5	26.595	2.334			28.929	120	29.049	63.600	469	143	612	29				80.511	1.811	82.322
Reiselust, Bremen	1	3	2.260	345			2.605	557	3.162	8.800	163	27	190	12				14.701	549	15.250
Reisen & Caravan - Travel & Caravaning, Erfurt	1	4	5.200	408			5.608	600	6.208	14.000	211	42	253	13						31.246
REISEN HAMBURG	1	5	23.182	3.504	40		26.726	1.519	28.245	52.100	682	338	1.020	72	30	19	49	72.868	736	73.604
Riding - Hunting -Fishing, Erfurt	1	3	4.018	271	460		4.749	8.707	13.456	20.600	184	14	198	7						23.529
Spielwarenmesse - International Toy Fair, Nürnberg	1	6	50.260	54.284			104.544		104.544	157.000	864	1.806	2.670	61	4	9	13	38.015	41.801	79.816
spoga + gafa, Köln	2	3	48.086	82.939			131.025	4.060	135.085	265.600	505	1.645	2.150	57	12	74	86	16.473	21.960	38.433
Süddeutsche Spielmesse, Stuttgart	1	4	1.896	77			1.973	2.345	4.318	10.500	75	4	79	4						43.054
Touristik & Caravaning International with																				
fahrrad.markt.zukunft, Leipzig	1	5	20.633	3.632			24.265	4.817	29.082	52.000	740	332	1.072	50	43	32	75	70.424	1.043	71.467
TourNatur, Düsseldorf	1	3	3.354	586			3.940	1.967	5.907	14.800	193	78	271	13						37.172
Westdeutsche Mineralientage, Dortmund	1	2	1.158	276			1.434	614	2.048	11.200	165	43	208	18						5.427
B12 Electrical Engineering and Electronic	CS																			
belektro, Berlin	2	3	9.671	140			9.811	1.715	11.526	23.900	223	6	229	6				15.455	125	15.580
electronica, München	2	4	54.104	34.060			88.164	1.635	89.799	160.000	1.185	1.612	2.797	46	128	394	522	40.254	32.716	72.970
embedded world, Nürnberg	1	3	11.510	3.435			14.945		14.945	30.000	409	266	675	28				13.166	4.175	17.341
PCIM, Nürnberg	1	3	3.235	2.060			5.295	144	5.439	10.600	124	128	252	25	8	48	56	4.285	2.208	6.493
SMT / HYBRID / PACKAGING, Nürnberg	1	3	12.894	2.651			15.545	421	15.966	29.600	459	174	633	28	27	60	87	17.556	6.826	24.382
SPS/IPC/DRIVES, Nürnberg	1	3	51.237	6.695			57.932	284	58.216	94.700	1.101	285	1.386	32	119	100	219	40.336	7.769	48.105
B13 Metal-Working, Automation, Measu	ring	ı. Ou	ality Assu	rance																
ALUMINIUM, Essen	2		11.958	15.453			27.411	316	27.727	53.900	390	483	873	45				10.672	6.214	16.886
AMB - Metal working, Stuttgart	2		50.701	13.209			63.910	778		107.300	1.014	270	1.284	26	27	36	63	79.183	5.960	85.143
AUTOMATICA, München	2		27.440	3.837			31.277	1.565	32.842	55.000	610	249	859	41	2,	30	33	24.053	8.504	32.557
Composites Europe, Essen	1		2.898	1.818			4.716	758	5.474	10.300	154	100	254	21				5.175	2.886	8.061
EuroBLECH, Hannover	2		48.184	39.499			87.683	750		146.000	842	678	1.520	38				45.553	23.993	69.546
EUROGUSS, Nürnberg	2		6.415	33.433			10.201	222	10.423	17.200	230	173	403	33				5.678	1.420	7.098
GrindTec, Augsburg	2		8.455	3.700			11.565	144	11.709	21.900	213	125	338	24				8.412	2.657	11.069
			4.828	3.110			5.219	144	5.219	10.000	213	22	248	12				38.343	8.417	46.760
Hannover Messe: Digital Factory, Hannover Hannover Messe: Industrial Automation, Hannover	1		54.648	10.465	126		65.239	1.888		117.000	781	419	1.200	36				97.963	27.631	125.594
namiover wesse: muustriai Automation, Hannover	'	3	34.048	10.465	120		05.239	1.008	07.127	117.000	701	419	1.200	30				97.903	27.031	123.394

Recognized by UFI — The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. * o accretained by a representative poll in the combination of ANIMAL/PFERD. Recurring names were permitted * o Visitor attendance determined by a representative poll in the combination of Reise/CAMPING/Fahrrad/Golf. Recurring names were permitted * o Visitor attendance determined by a representative poll in the combination of CARAVAN/Reiselust. Recurring names were permitted * o Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Recurring names were permitted * o Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur/IAM. Recurring names were permitted * o Visitor attendance determined by a representative poll at HANNOVER MESSE. Recurring names were permitted * o Visitor attendance determined by a representative poll at HANNOVER MESSE. Recurring names were permitted * o Visitor attendance determined by a representative poll at HANNOVER MESSE.

EKNA			Exhibi	ition S	pace Fig	gures	(sq.m.)			Exhibi	tor fig	ures					Visito	r figur	es
FRIVI	(Years)	(Days	Rented S _I	pace							Exhibitors				Additiona represent			Entries (Explanat	tions see p	. 9)
For the complete titles see pp. 133	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
METAV, Düsseldorf	2	5	46.013	7.752			53.765		53.765	88.600	684	160	844	23				45.209	6.815	52.024
METPACK, Essen	3	5	3.278	7.014			10.292		10.292	23.200	49	173	222	25				1.850	5.001	6.851
NORTEC, Hamburg	2	4	9.113	526			9.639	3.295	12.934	26.800	366	34	400	14	9	3	12	13.392	315	13.707
SENSOR + TEST, Nürnberg	1	3	6.674	1.796			8.470	2.556	11.026	20.000	407	155	562	25				6.427	1.507	7.934
Tube, Düsseldorf	2	5	15.655	25.762	6		41.423	968	42.391	71.100	302	724	1.026	47				16.624	18.671	35.29
wire, Düsseldorf	2	5	17.078	36.506			53.584	423	54.007	85.700	316	814	1.130	49				17.510	24.989	42.499
B14 Plastic and Wood Processing																				
HOLZ-HANDWERK / fensterbau/frontale, Nürnberg	2	4	74.544	15.140			89.684		89.684	145.800	953	323	1.276	34				87.505	15.442	102.947
KMO - Plastics Processing Fair, Bad Salzuflen	1		6.172	431			6.603	644	7.247	12.000	196	20	216	7				4.013	124	4.137
B15 Power Supply Industry																				
CARBON EXPO, Köln	1	2	480	1.869			2.349	189	2.538	9.400	42	194	236	65	1	18	19	1.312	5.094	6.400
CEP CLEAN ENERGY POWER, Stuttgart			3.516	283	200	27	4.036	103		10.900			215		'	10	13	9.858	519	10.37
· •	1			283		37		400	4.036		189	26		11				9.858	519	
DENEX, Kassel	1		740	40	146		886	108	994	2.900	64	2	66	2						3.274
EnergieSparTage, Hannover	1		803	18	20		841	594	1.435	3.550	67	1	68	2	40			44.000		2.142
E-world energy & water, Essen	1		10.880	2.618	420		13.498	184	13.682	31.400	345	111	456	21	13		13	11.329	2.142	13.47
Hannover Messe: Energy, Hannover	1		24.511	11.819	439		36.769	536	37.305	60.100	413	498	911	47				77.446	20.711	98.157
Husum WindEnergy, Husum	2		12.253	4.685	904	114	17.956	2.956	20.912	30.000	512	233	745	29				16.336	8.303	24.639
Intersolar - Solar Technology, München	1		26.597	15.103	1.767	273	43.740	400	44.140	76.700	571	509	1.080	42						52.014
new energy husum, Husum	1		1.885	15	221		2.121	196	2.317	6.000	122	1	123	2						10.840
RENEXPO, Augsburg			3.894	1.022	857	416	6.189	381	6.570	18.000	253	49	302	16						13.907
waste to energy, Bremen	2	2	1.342	297			1.639	1.036	2.675	8.100	83	22	105	7				887	253	1.140
B16 Other Investment Goods Industries																				
Analytica, München	2		18.502	6.140	111		24.753	1.117	25.870	55.200	661	372	1.033	36	20	26	46	22.370	10.695	33.06
BIOTECHNICA, Hannover	1		7.007	1.310			8.317	3.380	11.697	24.500	409	114	523	27				9.141	2.144	11.28
EuroShop, Düsseldorf	3	5	47.005	59.800	66		106.871	2.729	109.600		883	1.012	1.895	48				43.059	61.707	104.76
glasstec, Düsseldorf	2		22.700	45.738	103	99	68.640	5.504		123.500	410	861	1.271	48				24.397	30.676	55.073
Hannover Messe: Micro Technology, Hannover	1		1.685	172			1.857	282	2.139	4.200	95	55	150	19				41.798	8.440	50.238
Hannover Messe: Power Plant Technology, Hannover	1	5	2.142	524			2.666		2.666	9.600	48	26	74	15				31.898	10.804	42.702
Hannover Messe: Research & Technology, Hannover	1	5	7.091	2.357			9.448	200	9.648	15.500	311	129	440	20				46.254	10.360	56.614
Hannover Messe: Subcontracting, Hannover	1	5	14.891	15.291	15		30.197	1.044	31.241	50.600	590	950	1.540	50				46.414	14.258	60.672
INTER BRUSH, Freiburg	4	3	3.310	5.698			9.008		9.008	18.000	51	133	184	26				1.997	3.841	5.838
INTERGEO, Bremen	1	3	9.354	2.464	154	15	11.987		11.987	23.700	333	139	472	29	2	2	4	11.149	2.787	13.936
interpack, Düsseldorf	3	7	71.710	101.535	560	149	173.954	1.053	175.007	251.200	846	1.900	2.746	60				67.916	103.157	171.073
LASYS, Stuttgart	2	3	3.337	1.114			4.451		4.451	10.500	122	65	187	15	6	1	7	2.617	827	3.444
MAINTAIN, München	1	3	5.681	249			5.930	258	6.188	10.500	236	16	252	7				4.336	623	4.959
O & S - Surface treatments and coatings, Stuttgart	2	3	5.856	614			6.470	180	6.650	13.800	271	40	311	10	1		1	4.067	775	4.842

⁺ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. 1) ascertained by a representative poll at HANNOVER MESSE. Recurring names were permitted

FKM 🗸			Exhib	ition S	pace Figur	es (sq.n	n.)			Exhibi	itor fig	ures					Visito	r figur	es
FRIVI	(Years)	n (Days	Rented S	pace						Exhibitors	S			Additiona represent			Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 133	Interval (Years)	Duration (Days)	Hal Domestic		Open Air Domestic Forei	gn Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
POWTECH/TechnoPharm, Nürnberg	2	3	20.897	5.856		26.75	3	26.753	55.200	737	272	1.009	28				10.791	4.618	15.409
Rapid.Tech, Erfurt	1	2	476	30		50	6 84	590	2.100	42	3	45	4				752	70	822
RESALE, Karlsruhe	1	3	4.878	2.947	1.538 3	9.68	7	9.687	23.300	299	205	504	31				3.466	6.615	10.081
SIT Sächsische Industrie- und Technologiemesse, Chemnitz	1	3	2.050	28		2.07	340	2.418	7.500	166	2	168	3	13		13			2.545
VISION - Machine vision and identification technologies, Stuttgart	1	3	4.688	2.792		7.48	563	8.043	21.000	161	131	292	28	6	11	17	4.386	1.706	6.092
Z - Subcontracting Fair, Leipzig	1	4	3.748	1.377		5.12	5 200	5.325	12.000	300	142	442	20				6.945	850	7.795
B17 Other Consumer Goods and Service	Indu	strie	es																
Beautyworld, Frankfurt/Main	1	3	4.212	3.368		7.58	264	7.844	17.900	124	209	333	27				4.971	3.498	8.469
BioFach / Vivaness, Nürnberg	1		22.122	22.465		44.58			100.000	939	1.825	2.764	79				28.961	17.523	46.484
CADEAUX - Trade fair for gifts (Feb.), Leipzig	1	3	9.284	411		9.69	5 1.319	11.014	30.800	306	18	324	11	1		1			7.809
CADEAUX - Gifts / Comfortex - Interior design (Sept.), Leipzig	1	3	13.519	623		14.14		16.002	46.200	451	29	480	12				11.675	190	11.865
Christmasworld, Frankfurt/Main	1		24.317	27.237		51.55		53.474	89.400	309	714	1.023	40				14.332	17.236	31.568
DKM - Finance and Insurance Industry, Dortmund		3	9.485	368		9.85		9.853	23.200	371	26	397	13				12.130	174	12.304
ecclesia. Köln		3	2.208	323		2.53		2.738	8.300	154	19	173	9				121100		2.573
euregia - Local and regional developm. in Europe, Leipzig		3	608	83		69		691	2.000	49	8	57	7						1.975
IAM - International Investors Fair, Düsseldorf	1	3	3.303	254		3.55		5.445	12.900	121	42	163	12				12.927	400	13.327
InterKarneval, Köln	1	3	1.470	251		1.72		17.444	23.100	82	8	90	5				12.021		13.171
Invest, Stuttgart		3	5.116	1.379		6.49		8.046	22,400	156	97	253	12		4	4	16.726	517	17.243
Karlsruher Hochzeits- und Festtage -Weddings days, Karlsruhe		2	1.704	9	53	1.76	5 172	1.938	5.600	146	1	147	2						4.317
Kulturbörse - Stage Productions and Music, Freiburg	1		1.806	223		2.02		6.431	12.100	253	43	296	11						2.760
Moderner Staat, Berlin		2	3.116	33		3.14		3.209	8.000	211	2	213	3				3.580	40	3.620
Paperworld, Frankfurt/Main	1	5	27.286	45.391		72.67	7 2.579	75.256	139.400	500	1.740	2.240	60				22.764	33.443	56.207
Pieta - Funeral and Cemetery Equipment, Dresden	2	3	2.450	358	40	2.84		3.248	6.500	98	15	113	7						1.363
Promotion World, Hannover		5	3.624	147		3.77	1	3.771	7.350	151	8	159	7				29.232	6.901	36.133
PSI Messe, Düsseldorf		3	19.515	16.845		36.36	203	36.563	60.800	458	405	863	28	2	11	13	7.432	11.950	19.382
Werkstätten, Nürnberg	1	4	5.094	269		5.36	3 260	5.623	11.100	197	16	213	7						12.020
B18 Arts and Antiques																			
Antiquitäten.Design.Raum, Stuttgart	1	4	2.553	113		2.66	5 714	3.380	10.500	148	8	156	4				20.386	630	21.016
Art Forum, Berlin		4	3.095	2.849		5.94		5.944	10.800	88	75	163	26				21.740	7.093	28.833
Antiques exhibition, Münster		5	1.648	110		1.75		1.758	5.400	65	4	69	3				211740	7.033	6.192
C GENERAL CONSUMER EXHIBITIONS																			
afa Augsburg Spring Exhibition, Augsburg	1	9	15.286	485	1.086	16.85	7 3.413	20.270	36.200	452	16	468	4	24		24			81.022
Allgäuer Festwoche - Rural tradition exhibition, Kempten	1	9	5.672	260	8.109	22 14.06	3 827	14.890	26.000	364	18	382	4						105.189
Baden Messe incl. Schalten und Walten, Freiburg	3	9	7.975	459	4.204 1	00 12.73	3 1.886	14.624	35.000	498	23	521	9	28	4	32			75.800
Boulevard.DORTMUNDER HERBST, Dortmund	1	10	13.461	424		13.88	5 5.432	19.317	42.500	501	18	519	11				94.951	286	95.237
BRAUNSCHWEIG MESSE, Braunschweig	1	9	7.185	290	2.378	9.85	3 4.377	14.230	25.300	339	10	349	7						59.589

⁺ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry representative poll in the combination of Caravan Salon/TourNatur/IAM. Recurring names were permitted

^{*} Visitors Profil Analyses see page 30 ff. ** "pascertained by a representative poll ** "publisher attendance determined by a supersentative poll at HANNOVER MESSE. Recurring names were permitted **

EKNA			Exhibi	tion S	pace Fig	jures	(sq.m.)			Exhibi	itor fig	ures					Visito	r figur	es
FRIVI	(Years)	n (Days	Rented Sp	oace							Exhibitors	S			Additionally represented	y d firms		Entries (Explanat	ons see p.	. 9)
For the complete titles see pp. 133	Interval (Years)	Duration (Days)	Hall Domestic		Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Fo	oreign	Total	Domestic	Foreign	Total
CONSUMENTA, Nürnberg	1	9	24.842	2.084			26.926	12.170	39.096	80.000	795	72	867	14						141.707
Dresdner Ostern, Dresden	1	4	3.208	387	239		3.834	9.041	12.875	19.800	256	16	272	6						51.940
DU UND DEINE WELT, Hamburg	1	9	13.482	1.402			14.884	4.611	19.495	41.700	522	53	575	27				90.718	1.009	91.727
Familie + Heim / Int. Mineralien- und Fossilienbörse, Stuttgart	1	9	14.955	969			15.924	7.123	23.047	53.000	641	77	718	22						69.643
Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/ImmobilienMesse, Leipzig	1	9	22.521	2.002			24.523	5.843	30.366	68.300	977	81	1.058	16	2		2	169.901	340	170.241
HEIM + HANDWERK / Food & Life, München		9	25.685	4.103			29.788	4.849	34.637	67.500	799	159	958	26	16	8	24	102.831	1.354	104.185
Hessenschau, Darmstadt		9	3.393	84	2.041	40	5.558	5.920	11.478		226	8	234	5						40.798
IBO - Consumer and investment goods, Friedrichshafen		9	15.594	998	2.586	76	19.254	14.422	33.676		476	57	533	9	54	5	59	68.108	1.532	69.640
Import Shop, Berlin		5	3.125	3.025			6.150	739	6.889		253	277	530	57				41.129	1.055	42.184
Infa - Information and sales exhibition, Hannover	1		25.257	1.755	562		27.574	4.206	31.780		1.015	75	1.090	30						193.605
Inventa/Giardina - Garden and Lifestyle, Karlsruhe	1		12.210	393	1 110	40	12.603	759	13.362		451	15	466	4	2		2			38.387
KONTAKTA, Ansbach		5	2.223	18	1.119	48	3.408	1.970	5.378		273	3	276	2	7		7			37.712
MANNHEIMER MAIMARKT, Mannheim Messe Wächtersbach, Wächtersbach		11 9	34.239 5.553	1.962	30.814 5.943	110 25	67.125 11.725	5.964 5.503	17.228	177.100 27.300	1.347 355	75 12	1.422 367	19 8						343.402 60.487
MODE-HEIM-HANDWERK, Essen		9	13.463	834	3.343	23	14.297	5.139	19.436		607	32	639	12				158.711	159	158.870
Neue Messe Rosenheim, Rosenheim		9	7.642	492	2.155	28	10.317	2.370	12.687	19.300	348	21	369	6	11		11	130.711	133	47.908
Oberfranken-Ausstellung Bayreuth, Bayreuth		9	5.302	115	1.765	68	7.250	2.073	9.323	15.200	249	10	259	5	7		7			36.352
OBERRHEIN-MESSE, Offenburg		9	10.440	768	11.721	80	23.009	3.932	26.941	55.300	468	28	496	9	12	2	14	68.657	7.544	76.201
Offerta, Karlsruhe		9	24.556	1.379	1.300		27.235	2.583	29.818		825	48	873	11	3		3			133.545
Passauer Frühling DreiLänderMesse, Passau	2	9	8.611	2.391	2.106	75	13.183	2.220	15.403	24.800	387	72	459	9	19	7	26			67.112
REGIO, Lörrach	1	10	8.266	433	2.219	136	11.054	7.322	18.376	29.000	443	43	486	5	94	19	113	66.098	10.582	76.680
Rheinland-Pfalz-Ausstellung, Mainz	1	9	13.727	679	2.516		16.922	4.048	20.970	33.600	743	16	759	8						75.329
Südwest Messe, Villingen-Schwenningen	1	9	13.555	550	18.162	132	32.399	1.881	34.280	59.800	691	29	720	9	79	24	103			96.694
Thüringen-Ausstellung, Erfurt	1	9	9.761	365			10.126	3.000	13.126	23.000	643	10	653	6						62.387
ufra, Schweinfurt	2	9	6.392		1.710		8.102	3.044	11.146	20.000	412		412	1						71.132

⁺ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. ¹⁾ ascertained by a representative poll in the combination of Stuttgarter Messeherbst. Recurring names were permitted

afa (2007) ---- Augsburg

Basic 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	5
more than 100 km up to 300 km over 300 km	1
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 -	
Position in the company/organisatio	n %
Entrepreneur, partner, self-employed	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 staff, public service	38
Skilled worker	11
Lecturer, teacher, scientific assistant Trainee	2
Other position	1
Student	4
Housewife/man	7
Old-age pensioner	20
Frequency of visits to trade fair	%
2006 2005	61 63
2003	61
2003	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 50 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	% 56 13
intended at the exhibition yes	
intended at the exhibition	31

GrindTec ---- Augsburg

Basic data trade visitors

Region of residence up to 50 km	Basic data trade visitors	
Region of residence up to 500 km up to 100 km 11 more than 50 km up to 100 km 33 over 300 km 44 more than 100 km up to 300 km 34 over 300 km 44 more than 100 km up to 300 km 35 over 300 km 44 more than 100 km up to 300 km 36 over 300 km 45 over 300 km 46 more than 100 km up to 300 km 37 over 300 km 46 more than 100 km up to 300 km 37 over 300 km 46 more than 100 km up to 300 km 37 over 300 km 46 more than 100 km up to 300 km 36 over 300 km 46 more than 100 km up to 300 km 36 over 300 km 46 more than 100 km 46 more than 1	Total number of visitors	11 069
In the five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares other The five countries with the highest visitor shares of the visitor o	Proportion of trade visitors	98%
more than 50 km up to 100 km more than 100 km up to 300 km 33 byer 300 km 4 Total Germany Baden- North Rhine- Württemberg 37 Westphalia Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 4 Schleswig- Holstein West Pommerania - Thuringia Lower Saxony 2 Total Foreign of which EU 55 Asia other The five countries with the highest visitor shares Switzerland Austria 1 Poland Austria 1 Poland Tatly Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee Winth anangerial responsibility Department head, group head Other salaried staff Toreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2000 2000 Earlier events 7 Westphalia Austria Aust	Region of residence	%
rotal Germany Baden- Württemberg 37 Westphalia Bavaria 40 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 4 Schleswig- Holstein West Pommerania - Thuringia Lower Saxony 2 Fotal Foreign of which EU Rest of Europe Asia other The five countries with the highest visitor shares Switzerland Austria Poland Italy Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. Senior department head, group head Other salaried staff Toreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Irainee Other position Other not gainfully employed Frequency of visits to trade fair 2006 2000 Earlier events 7 Westphalia 3 Avestphalia 3 Avestphalia 4 Schleswig- Holstein 4 Schleswig- Holstein 4 Schleswig- Holstein 7 Baxony-Anhalt 4 Schleswig- Holstein 7 Baxony-Anhalt 4 Schleswig- Holstein 7 Baxony-Anhalt 4 Schleswig- Holstein 7 Baxony-Anhalt 4 Schleswig- Holstein 7 Baxony-Anhalt 4 Schleswig- Holstein 7 Baxony-Anhalt 4 Schleswig- Holstein 7 Baxony-Anhalt 4 Schleswig- Holstein 7 Baxony-Anhalt 8 Schleswig- Holstein 8 Baxony-Anhalt 8 Baxony-Anhalt 8 Baxony-Anhalt 9 Chlesses 9 Baxony-Anhalt 9 Chlesses 9 Baxony-Anhalt 9 Ba	1 1 50 1 1 100 1	10
Total Germany Baden- Württemberg 37 Westphalia Bavaria 40 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 4 Schleswig- Holstein West Pommerania - Thuringia Lower Saxony 2 Total Foreign of which EU 55 Rest of Europe Asia other The five countries with the highest visitor shares Switzerland Austria 10 Poland taly Czech Republic Position in the company/organisation 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 1 Dother salaried staff 2 Foreman, master craftsman 1 Skilled worker Lecturer, teacher, scientific assistant Trainee 1 Dother position Other not gainfully employed Frequency of visits to trade fair 20 2002 2002 2001 Earlier events 1	more than 50 km up to 100 km	
Baden- North Rhine-Württemberg 37 Westphalia 37 Westphalia 38 Avaria 40 Rhineland-36 Perlin 1 Palatinate 37 Brandenburg - Saxony - Saarland 38 Brandenburg - Saxony - Saarland 58 Brandenburg - Saarl	over 300 km	41
Würtemberg 37 Westphalia Bavaria 40 Rhineland-Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony - Saxony Hamburg 1 Saxony-Anhalt Hesse 4 Schleswig-Holstein West Pommerania - Thuringia - Thu	Total Germany	75
Berlin 1 Palatinate Brandenburg - Saarland Brandenburg - Saarland Bremen - Saxony - Saxony Hamburg 1 Saxony-Anhalt Hesse 4 Schleswig- Holstein West Pommerania - Thuringia Lower Saxony 2 Total Foreign 5 Signature - Thuringia - Thuringia Lower Saxony 2 Total Foreign 5 Signature - Thuringia - T	Württemberg 37 Westphalia	7
Brandenburg - Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 2 Fotal Foreign of which EU Rest of Europe Asia other The five countries with the highest visitor shares Switzerland Austria Poland taly Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Frainee Other position Other not gainfully employed Frequency of visits to trade fair 2000 2000 Earlier events 4 Schleswig- Holstein Saxony-Anhalt Schleswig- Holstein Sayny-Anhalt Schleswig- Holstein Sayny-Anhalt Schleswig- Holstein Sayny-Anhalt Schleswig- Holstein Sayny-Anhalt Schleswig- Holstein Sayny-Anhalt Schleswig- Holstein Sayny-Anhalt Schleswig- Holstein Sayny-Anhalt Saxony-Anhalt Sayny-Anhalt Saxony-Anhalt Sayny-Anhalt Saxony-Anhalt Sayny-Anhalt Saxony-Anhalt Saxony-Anhalt Sayny-Anhalt Sayny-Anhalt Sayny-Anhalt Sayny-Anhalt Saxony-Anhalt Sayny-Anhalt Saxony-Anhalt Sayny-Anhalt Saxony-Anhalt Saxony-A		1
Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 2 Fotal Foreign 5 Fotal Foreign 6 Saxony 1 Saxony 2 Fotal Foreign 5 Fotal Foreign 7 Saxony 1 Saxony 2 Fotal Foreign 7 Saxony 2 Fotal Foreign 8 Saxony 1 Saxony 1 Saxony 2 Fotal Foreign 9 Saxony 2 Fotal Foreign 9 Saxony 1 Saxony		1
Hamburg 1 Saxony-Anhalt Hesse 4 Schleswig-Mecklenburg 4 Schleswig-Mecklenburg 7 Holstein West Pommerania - Thuringia 1 Thuringia 1 Thuringia 2 Total Foreign 5 Mest Pommerania - Thuringia 2 Total Foreign 5 Mest of Europe 3 Mest	Bremen - Saxony	ġ
Mesklenburg- West Pommerania - Thuringia Lower Saxony 2 Total Foreign 2 If which EU 5 Rest of Europe 3 Asia other 9 The five countries with the highest visitor shares 9 Switzerland 2 Austria 1 Poland 1 Italy Czech Republic 9 Position in the company/organisation 1 Entrepreneur, partner, self-employed 1 Managing director, board member, 1 Bean authority etc. 1 Senior department head, other employee with managerial responsibility 1 Department head, group head 1 Dither salaried staff 2 Toreman, master craftsman 1 Skilled worker 1 Lecturer, teacher, scientific assistant 1 Trainee 1 Other position 2 Other not gainfully employed 1 Frequency of visits to trade fair 9 2006 3 2004 2 2000 1 Earlier events 1	Hamburg 1 Saxony-Anhalt	1
West Pommerania - Thuringia Lower Saxony 2 Total Foreign of which EU	Mecklenburg- Holstein	
of which EU Rest of Europe Asia other The five countries with the highest visitor shares Switzerland 22 Austria 11 Poland taly Czech Republic Position in the company/organisation interpreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 15 Dother salaried staff 22 Dother salaried staff 23 Foreman, master craftsman 15 Skilled worker 15 Lecturer, teacher, scientific assistant Irrainee 15 Dother not gainfully employed Frequency of visits to trade fair 9 Dother salaried 20 Dother of 2000 11 Dother of 2	West Pommerania - Thuringia	2
Rest of Europe Asia other The five countries with the highest visitor shares Switzerland Austria Poland Italy Czech Republic Position in the company/organisation 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 Dther salaried staff Coreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Irainee Other position Dther not gainfully employed Frequency of visits to trade fair 2006 33 2004 2002 201 2000 Earlier events	Total Foreign	25
Asia other The five countries with the highest visitor shares Switzerland Austria Poland taly Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Coreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Irrainee Other position Other not gainfully employed Frequency of visits to trade fair 2006 33 2004 2002 201 20000 Earlier events		53
other The five countries with the highest visitor shares Switzerland Austria Poland taly Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2006 2004 2002 2000 Earlier events 1 1		30
visitor shares Austria Austria Poland Italy Czech Republic Position in the company/organisation 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 Italy Department head, group head Italy Eroreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Irainee Other position Other not gainfully employed Frequency of visits to trade fair 2006 2006 2004 2000 2000 2011 20000 2011 20000 2011 20000 2011 20000 2011 20000 2011 20000 2011 20000 2011 20000 2011 20000 2011 20000 2011 20000 2011 20000 2011 2012 2013 2014 2015 2016 2016 2016 2017 2017 2018 2018 2018 2018 2018 2018 2018 2018		g
Entrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 1: Other salaried staff 2: Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2006 3: 2004 2002 1: 2000 1: Control of the position of t	Switzerland Austria Poland Italy Czech Republic	25 14 9
sead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 1: Other salaried staff 2: Foreman, master craftsman 5: Skilled worker 1: Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2: 2: 2: 2: 2: 2: 2: 2: 2: 2: 2: 2: 2:	Position in the company/organisation	%
sead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 1: Other salaried staff 2: Foreman, master craftsman 5: Skilled worker 1: Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2: 2: 2: 2: 2: 2: 2: 2: 2: 2: 2: 2: 2:	Entrepreneur, partner, self-employed	11
with managerial responsibility Department head, group head 1. Other salaried staff 2. Foreman, master craftsman 5. Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2.	nead of an authority etc.	9
Department head, group head 1: Other salaried staff 2: Foreman, master craftsman 3: Skilled worker 4: Lecturer, teacher, scientific assistant 1: Trainee 2: Other position 2: Other not gainfully employed 1: Prequency of visits to trade fair 2: Cool 3: C	with managerial responsibility	2
Other salaried staff Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Other not gainfully employed Frequency of visits to trade fair 2006 33 2004 2002 11 2000 12 33 34 35 36 36 37 36 37 37 38 38 38 38 38 38 38 38 38 38 38 38 38	Department head, group head	13
Skilled worker 1: Lecturer, teacher, scientific assistant Irrainee 2: Other position 2: Other not gainfully employed Frequency of visits to trade fair 9: 2006 3: 2004 2: 2002 11: 2000 16: Earlier events 1	Other salaried staff	28
Lecturer, teacher, scientific assistant Trainee Trainee Tother position Other not gainfully employed Frequency of visits to trade fair 2006 2004 2002 11 2000 12 2010 2011 2011 201	Foreman, master craftsman Skilled worker	
Trainee Dither position Other position Other not gainfully employed Frequency of visits to trade fair 2006 2004 2002 21 2000 11 Earlier events 1	Lecturer, teacher, scientific assistant	1
Other not gainfully employed Frequency of visits to trade fair 9, 2006 31, 2004 22, 2002 11, 2000 11, 2011 2011 2011 20	Trainee	2
2006 3. 2004 2. 2002 1. 2000 1. Earlier events 1.	Other position Other not gainfully employed	1
2004 2-2002 11: 2002 11: 2000 1-2010 1-2010 11:	Frequency of visits to trade fair	%
2002 19 2000 19 Earlier events 1	2006	32
2000 14 Earlier events 1	2004 2002	15
	2000	14
FIRST VISIT 5!	Earlier events	11
	FIRST VISIT	55

Additional data trade visitors

	ring industry	% 64
other indu	achine specialists stry	12
	stics processing industry amic, stone industry	6
Service		
Metal trad Trade		2
Other skill Other sect		
Influence	on purchasing/ ent decisions	%
Decisively		29
Collectively In an advi	y sory capacity	33 20
No		17
Area of ro	esponsibility	% 19
Research/c	levelopment/design	11
	vork preparation re/production	39
Production Buying/pro	ı, quality control	2
Finance/ac	counting, controlling n, communication technology	
	ntion/organisation/personnel/	(EDF)
social well	fare/training	11
social welf Marketing Storage/m		
social well Marketing Storage/m transport Maintenar	fare/training /sales/advertising/PR aterial management/logistics/ ace/repairs	11
social well Marketing Storage/m transport	fare/training /sales/advertising/PR aterial management/logistics/ ace/repairs	11
social well Marketing Storage/m transport Maintenar Other area Student	rare/training /sales/advertising/PR aterial management/logistics/ ace/repairs a	11
social welf Marketing Storage/m transport Maintenar Other area Student Size of co Number o	rare/training //sales/advertising/PR aterial management/logistics/ ace/repairs ampany/organisation: f employees:	11
social well Marketing Storage/m transport Maintenar Other area Student	fare/training //sales/advertising/PR aterial management/logistics/ ace/repairs ampany/organisation:	11 2 2 2 1 1 9/
social welf Marketing Storage/m transport Maintenar Other area Student Size of co Number of 1-4 5-9 10-49	rare/training //sales/advertising/PR aterial management/logistics/ acc/repairs acc/repairs femployees: 9 200 499 9 500 999 21 1 000 9 999	% 13 10 10 11 11 11 11
social welf Marketing Storage/m transport Maintenan Other area Student Size of co Number of 1- 4 5- 9	rare/training //sales/advertising/PR aterial management/logistics/ cce/repairs company/organisation: f employees: 9 200- 499 9 500- 999	% 13 10 10 11 11 11 11
social welf Marketing Storage/m transport Maintenar Other area Student Size of co Number o 1 - 4 5 - 9 10 - 49 50 - 99 100 - 199 Length of	ignet/training //sales/advertising/PR aterial management/logistics/ //sales/advertising/PR aterial management/logistics/ //sales/advertising/PR aterial management/logistics/ //sales/advertising/PR //sales/advertising/PR	% 13 10 10 11 11 11 11
social welf Marketing Marketing Storage/m transport Maintenar Other area Student Size of co Number oo 1- 4 5- 9 10- 49 50- 99 100-199 Length of 1. Length of one	rare/training //sales/advertising/PR aterial management/logistics/ //sce/repairs and representation: femployees: 9 200 499 9 500 999 21 1 000 9999 10 10 000 and more 11	9% 13 10 10 10 13 12 2
social welf Marketing Storage/m transport Maintenar Other arec Student Size of co Number o 1	rare/training //sales/advertising/PR aterial management/logistics/ //sales/advertising/PR aterial management/logistics/ //sales/advertising/PR aterial management/logistics/ //sales/advertising/PR aterial management/logistics/ //sales/advertising/professessessessessessessessessessessessess	9% 13 10 10 10 13 12 2

Conducted by: Messe- und Congressberatung Dirr, Hamburg

RENEXPO / IHE HolzEnergie /

Basic data trade visitors

Total number of visitors	12 373
Proportion of trade visitors	63%
Region of residence	%
up to 50 km	40
more than 50 km up to 100 km	22
more than 100 km up to 300 km	21
over 300 km	17
Total Germany Baden- Württemberg North Rhine- 12 Westphalia	95
Bavaria 75 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland	2
Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 1	-
Total Foreign	5
of which EU	96
Other	4
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 36
head of an authority etc.	5
Senior department head, other employed	e
with managerial responsibility	2
Department head, group head	10
Other salaried staff, public service	28
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	1
Farmer	7
Student	3
Old-age pensioner	1
Other not gainfully employed	1
Frequency of visits to trade fair	%
2006	38
2005	28
First visit	54
Earlier events	16

reCONSTRUCT (2007) ----- Augsburg

Rasic data private visitors

Basic data private visitors	
Proportion of private visitors	37 %
Region of residence	%
up to 50 km	73 14
more than 50 km up to 100 km more than 100 km up to 300 km	11
over 300 km	2
Total Germany	100
Baden- North Rhine- Württemberg 4 Westphalia	
Bavaria 94 Rhineland-	
Berlin 1 Palatinate	1
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	
West Pommerania - Thuringia 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 staff, public service Skilled worker Farmer Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 8 1 1 3 43 13 5 1 1 4 20
Frequency of visits to trade fair 2006 2005 First visit Earlier events	% 27 22 64 11

Basic data all visitors

Region of residence	%
up to 50 km	52
more than 50 km up to 100 km	19
more than 100 km up to 300 km	17
over 300 km	11
Total Germany Baden- Württemberg 9 Westphalia Bavaria 82 Rhineland- Berlin - Palatinate Brandenburg - Saarand Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Hest Pommerania Lower Saxony 2	97 2 2 - 1 -
Total Foreign	3
of which EU	96
Other	4
Position in 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 Farmer Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 26 3 1 7 33 7 6 1 - 1 2 1 8
Frequency of visits to trade fair	%
2006	34
2005	26
Earlier events	14
First visit	58

Additional data trade visitors

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

Size	of	com	panv	/organ	isation
JILC	٠.	COIII	puny	, or gan	Junior

Number of	employee	S:	
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	

Length o	of stay			
1. Length	of stay			
one	87	three	1	
two	11	four	1	

2. Average length of stay 1,2 days

3. Share of	visitors	on the e	vent's	day
1st day		3rd day	27	,
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	% 18 25 25 18
Net household income up to 900,- EUR more than 1500,- EUR up to 1500,- EUR more than 2000,- EUR up to 2000,- EUR more than 2000,- EUR up to 2600,- EUR more than 3600,- EUR up to 3600,- EUR more than 5000,- EUR up to 5000,- EUR more than 5000,- EUR up to 5000,- EUR	% 3 11 16 25 23 12
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 33 19 26
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 Congress-beratung Dirr, Hamburg



KMO ---- Bad Salzuflen

Basic data trade visitors

	4 137
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	48
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	38 13
Total Germany	97
Baden- North Rhine- Württemberg - Westphalia Bavaria 5 Rhineland-	67
Berlin - Palatinate	2
Brandenburg - Saarland	-
Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse 4 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony 16	-
Total Foreign	3
Position in the company/organisation	%
Position in the company/organisation Entrepreneur, partner, self-employed	% 32
Managing director, board member,	32
Managing director, board member, head of an authority etc.	32 12
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	12 14
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	12 14 19
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stafffpublic service	12 14 19 22
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	12 14 19 22
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stafffpublic service	32 12
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee, student Frequency of visits to trade fair	32 12 14 19 22 1
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee, student Frequency of visits to trade fair 2006	32 12 14 19 22 22 1
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee, student Frequency of visits to trade fair	12 14 19 22 1
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee, student Frequency of visits to trade fair 2006 2005	32 12 14 19 22 1 1 1 57

Additional data trade visitors

Plastics processing Plastics user Toolmaking Trade/services Mechanical engineering Electrical industry/electrical engineering	9 5
Automobile industry or its supplying firms Chemical industry Other	
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No	9 4 3 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organisation/personnel/	9 3 2 2 1 ((EDP)
social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics. transport Maintenance/repairs Other area	1
Size of company/organisation: Number of employees: 1- 9 21 200- 49	99 1 99 1
10- 49 17 500- 99 50- 99 19 1 000- 9 99	
10- 49 17 500- 99 50- 99 19 1 000- 99 100-199 19 10 000 and mo	re
10- 49 17 500- 99 50- 99 19 1 000- 9 99 100-199 19 10 000 and mo	

ZOW (2007) ---- Bad Salzuflen

Basic data trade visitors

Total number of visitors	18 169
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	23
more than 50 km up to 100 km	13 21
more than 100 km up to 300 km over 300 km	43
Total Germany	73
Baden- North Rhine- Württemberg 7 Westphalia Bavaria 6 Rhineland-	56
Berlin 1 Palatinate	2
Brandenburg - Saarland Bremen 1 Saxony	1
Hamburg 1 Saxony-Anhalt Hesse 3 Schleswig-	i
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia Lower Saxony 16	1
Total Foreign	27
of which EU	80
	10
	10
Other The five countries with the highest visitor shares Great Britain Netherlands Denmark Austria	
Other The five countries with the highest visitor shares Great Britain Netherlands Denmark Austria Italy	10 % 12 9 7 7
Other The five countries with the highest visitor shares Great Britain Netherlands Denmark Austria Italy Position in the company/organisation Entrepreneur, partner, self-employed	9% 122 97 77 66
Other The five countries with the highest visitor shares Great Britain Netherlands Denmark 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	9% 122 57 77 66 9% 25
Other The five countries with the highest visitor shares Great Britain Netherlands Denmark Austria Italy 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% 122 57 77 66 25 18
Other The five countries with the highest visitor shares Great Britain Netherlands Denmark Austria 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	9% 122 9 77 76 6 25 18 e
Other The five countries with the highest visitor shares Great Britain Netherlands Denmark Austria Italy Position in the companylorganisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, of the employer with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	9% 122 9 7 7 7 6 9 8 25 18 18 10 10 10 10 10 10 10 10 10 10 10 10 10
Other The five countries with the highest visitor shares Great Britain Netherlands Denmark 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant	% % 125 % 25 18 e 12 16 23 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Other The five countries with the highest visitor shares Great Britain Netherlands Denmark Austria 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	% 122 9 7 7 6 6 25 18 e 12 16 23 1 1 1 1
Other The five countries with the highest visitor shares Great Britain Netherlands Denmark 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant	% % 125 % 25 18 e 12 16 23 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Other The five countries with the highest visitor shares Great Britain Netherlands Denmark Austria 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 Frequency of visits to trade fair	% % 25 18 e 123 3 3 3 % %
Other The five countries with the highest visitor shares Great Britain Netherlands Denmark Austria Italy 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	% % 12 9 7 7 6 6 9 12 16 2 3 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Other The five countries with the highest visitor shares Great Britain Netherlands Denmark Austria Italy Position in the companylorganisation 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 Frequency of visits to trade fair 2006	9% 558

Additional data trade visitors

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

Total number of visitors	28 833
Proportion of trade visitors	62%
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	% 51 2 7 40
Total Germany Baden- Württemberg 3 Westphalia Bavaria 4 Rhineland- Berlin 64 Palatinate Brandenburg 10 Saarland Bremen 1 Saxony Hamburg 3 Saxony-Anhalt Hesse 1 Schleswig Mecklenburg- West Pommerania 1 Thuringia Jower Saxony 3	72 4 1 3 2
Total Foreign of which EU Rest of Europe North America Other The three countries with the highest visitor shares France Denmark Italy	28 69 11 9 11 % 10 8 7
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	4
Frequency of visits to trade fair 2007 2006 2005 Earlier events First visit	% 31 28 21 16 55

Basic data private visitors

Proportion of private visitors	38%
Region of residence	%
up to 50 km	62
more than 50 km up to 100 km	1
more than 100 km up to 300 km	7
over 300 km	31
Total Germany Baden- Württemberg 3 Westphalia Bavaria 4 Rhineland- Berlin 68 Palatinate Brandenburg 9 Saarland Bremen - Saxony Hamburg 4 Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 1	81 4 1 - 1 2
Total Foreign	19
of which EU	69
Other	31
Position in 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	% 21 4 2 4 19 1 6 2 6 17 19
Frequency of visits to trade fair	%
2007	33
2006	28
2005	24
Earlier events	15
First visit	52

Basic data all visitors

Region of residence	%
up to 50 km	55
more than 50 km up to 100 km	1
more than 100 km up to 300 km	7
over 300 km	36
Total Germany Baden- Württemberg 3 Westphalia Bavaria 4 Rhineland- Berlin 66 Palatinate Brandenburg 9 Saarland Bremen 1 Saxony Hamburg 3 Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 2	75 4 1 2 2 2
Total Foreign	25
of which EU	69
Rest of Europe	12
North America	9
Other	10
The five countries with the highest visitor shares France Denmark Hungary Netherlands Great Britain	% 10 8 6 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 31 4 2 3 10 2 5 2 5 25 12
Frequency of visits to trade fair	%
2007	32
2006	28
2005	22
Earlier events	16
First visit	54

Additional data trade visitors

Economic sector Curator, museum, art association, public art	%
collection	7
Press, publisher	8
Art Consulting	
Independent curator	9
Gallery owner	10 9 9 5
Gallery employee	
Art trade	10
Organization of art exhibitions Freelance in art field	21
Auctioneer	4
Private collector	6
Other	12
Student	30
Other not gainfully employed	7
Influence on purchasing/	
procurement decisions	%
Decisively	31
Collectively	11
In an advisory capacity	12
No Student	12 30
Student	30

Other not gainfully employed	7
Area of responsibility	%
Management	16
Research/development/design	8
Planning/work preparation	8
Manufacture/production	7
Production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	8 8 7 2 2 3 (EDP) 4
Information, communication technology Administration/organisation/personnel/	(EDP) 4
social welfare/training	4
Marketing/sales/advertising/PR	10
Storage/material management/logistics/	
transport	2
Maintenance/repairs	1
Other area	28
Student	30
Other not gainfully employed	7

Size o	of co	mpany/org	nisation:	
Numb	er of	employees		%
1-	4	39 1	500 - 999	1
5-	9	6	1 000 - 9 999	1
10-		8	10 000 and more	3
50-		3		30
100-1		1	ther not gainfully	
200-4	199	2	employed	7

Length of 1. Length one two	of stav	(days): three four	4	%
2. Average		1001	'	1,3 days
1st day	32	rs on the e 3rd day 4th day	34	days:

Additional data private visitors

Sex	
Male Female	% 53 47
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 17 16 23 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	% 8 10 21 33
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	9/2 42 11 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yees no maybe	9/ 17 51 33
Follow-up business Intend to buy at later date yes no	10 42 48

Conducted by: Hopp & Partner, Berlin

bautec --- Berlin

Basic data trade visitors

Proportion of trade visitors	
Region of residence	%
up to 50 km	63 10
more than 50 km up to 100 km	
more than 100 km up to 300 km over 300 km	12 15
	13
Total Germany	94
Baden- North Rhine- Württemberg 1 Westphalia	2
Bavaria 1 Rhineland-	
Berlin 51 Palatinate	1
Brandenburg 31 Saarland	-
Bremen - Saxony Hamburg - Saxony-Anhalt	2
Hesse 1 Schleswig-	2
Mecklenburg- Holstein	1
West Pommerania 2 Thuringia Lower Saxony 2	1
Lower Saxony 2	
Total Foreign	6
of which EU	48
Rest of Europe middle East	19 19
Other	19
- Carlei	
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	33
head of an authority etc.	4
Senior department head, other employee	
with managerial responsibility	2
Department head, group head Other salaried staff/public service	11 14
Skilled worker	8
Lecturer, teacher, scientific assistant	
Trainee	3 13 2 5 6
Other position Student	2
Other not gainfully employed	6

*) individual number of visitors not avaliable, combined with Build IT/Solar Energy (53 926 visitors)

Length of stay
1. Length of stay (days):
one 86 three
11 four

2. Average length of stay

GmbH, Dortmund

3. Share of visitors on the event's days:
1st day 19 3rd day 30 5th day 16
2nd day 27 4th day 27

Conducted by: Gelszus Messe- Marktforschung

five

1,2 days

Frequency of visits to trade fair

Additional data trade visitors

Economic sector

Conomic Sector Industry Construction industry Other skilled trades Retail trade/building materials trade Wholesale/foreign trade Building owner Authority/public services Architect's, planner's, engineer's office Other services Association/guild/chamber Teaching (polytechnic/university/college) Other Student Other not gainfully employed	% 6 32 7 3 3 3 7 16 6 1 2 4 5 6
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 28 26 20 15 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 23 6 24 15 4 9 3 7 7 2 13 16 5 6
Size of company/organisation: Number of employees: 500 - 999 1 - 4 33 500 - 999 99 12 1 000 - 9 999 10 - 49 17 10 000 and more 50 - 99 6 5tudent 100-199 6 Other not gainfully 200-499 4 employed	% 4 5 2 5

belektro ---- Berlin

Basic data trade visitors	
Total number of visitors	15 580
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	% 59 16 19 6
Total Germany Baden- Württemberg 1 Westphalia Bawaria 1 Rhineland- Berlin 45 Palatinate Brandenburg 37 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse - Saxony-West Pommerania Lower Saxony 1 Thuringia	99 2 - - 5 4 - 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 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	% 25 3 2 10 11 15 4 20 3

Frequency of visits to trade fair 2006 2003 2001

Earlier events

First visit

Additional data trade visitors

Farmania acatan	0/
Economic sector Power supply, water supply, mining	% 11
Industry	9
Wholesale trade	5
Retail trade Skilled trades	43
Logistics and transportation	1
Education/science/research	3
Training and further training Planning, technical consultants	
Architects	1
Other private service providers	2
other public services/administration Other sectors	
Student	1 2 2 5 6 2
Other not gainfully employed	2
Influence on purchasing/	
procurement decisions Decisively	% 24
Collectively	27
In an advisory capacity No	23
Student	18
Other not gainfully employed	2
Area of responsibility	%
Management	20
Research/development/design Planning/work preparation	21
Manufacture/production	19
Production, quality control Buying/procurement	15
Finance/accounting, controlling	15
Information, communication technology (El Administration/organisation/personnel/	DP)10
social welfare/training	4
Marketing/sales/advertising/PR Storage/material management/logistics/	6
transport	6
Maintenance/repairs Other area	29
Student	17
Other not gainfully employed	2
Size of company/organisation:	
Number of employees: 1- 4 27 500- 999	%
I- 4 2/ 300- 999 F 0 1/ 1,000 0,000	5

4	500 - 999	27	1- 4
8	1 000 - 9 999	14	5- 9
5	10 000 and more	17	10- 49
6	Student	7	50- 99
	Other not gainfully	5	100-199
2	havolnua	5	200-499

Length of	stay				%
1. Length o	of stay 89	(days): two	9	three	2
2. Average	length	of stay		1,1	days
3. Share of 1st day	visitor 34	rs on the e 2nd day	event's 41	days: 3rd day	39

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

Build IT ---- Berlin

Basic data trade visitors

Total number of visitors	*)			
Proportion of trade visitors				
Region of residence	%			
up to 50 km	61			
more than 50 km up to 100 km more than 100 km up to 300 km	6 17			
over 300 km	16			
Total Germany Baden- North Rhine-	95			
Baden- North Rhine- Württemberg 1 Westphalia	22			
Bavaria 4 Rhineland-				
Berlin 51 Palatinate	1			
Brandenburg 24 Saarland Bremen - Saxony	3			
Hamburg 1 Saxony-Anhalt	3			
Hesse 1 Schleswig-				
Mecklenburg- Holstein West Pommerania 5 Thuringia	1			
West Pommerania 5 Thuringia Lower Saxony 3	2			
Total Foreign	5			
of which EU Rest of Europe	53 27			
Other	20			
Position in the company/organisation	%			
Entrepreneur, partner, self-employed Managing director, board member,	39			
head of an authority etc.	6			
Senior department head, other employee	_			
with managerial responsibility Department head, group head	3			
Other salaried staff/public service	9 12 2 5 8 1			
Skilled worker	2			
Lecturer, teacher, scientific assistant Trainee	5			
Other position	1			
Student	12			
Other not gainfully employed	3			
Frequency of visits to trade fair	%			
2006 2004	24 18			
2004	10			
2002	12			
Earlier events	8			
First visit	55			

*) individual number of visitors not avaliable, combined with bautec/Solar Energy (53 926 visitors)

Earlier events

First visit

FRUIT LOGISTICA ---- Berlin

Additional data trade visitors

Economic sector	%
Building industry, building material manufacurers	6
Building / fitting out trades	11
Building material / retail trade	1
Public authorities, public sector	2
Architects, planners	37
Construction services	7
Publishing, media	3
Associations, guilds, chambers Teachers, business education	1 5
	_
Other	14
Student	12
Other not gainfully employed	3

Influence on purchasing/	
procurement decisions	%
Decisively	37
Collectively	21
In an advisory capacity	13
No	15
Student	12
Other not gainfully employed	3

Area of responsibility	%
Management	23
Research/development/design	8
Planning/work preparation	32
Manufacture/production	8
Production, quality control	3
Buying/procurement	8 3 5 5
Finance/accounting, controlling	5
Information, communication technology (EI	
Administration/organisation/personnel/	
social welfare/training	1
Marketing/sales/advertising/PR	1 6
Storage/material management/logistics/	
transport	2
Maintenance/repairs	2 7
Other area	13
Student	12
Other not gainfully employed	3

Number of 1- 4	employe	ses: 500 - 999	% 3 2 12
	39		3
5- 9	9	1 000 - 9 999	3
10- 49	15	10 000 and more	2
50- 99	5	Student	12
100-199	6	Other not gainfully	
200-499	4	employed	3

Length of					%
1. Length o					
one	87	three	1	five	
two	12	four	-		
2. Average	length	n of stay		1,2	days
3. Share of	visito	rs on the ev	/ent's	days:	
1st day	25	3rd day	22	5th day	14
2nd day	28	3rd day 4th day	27		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Basic data trade visitors

50 430
97%
% 4 1
5 90
27
15
5 -
4 1
4 2
73 70 8 4 4 7 5 2
% 12 11 10 9
% 31
20 e
10 17
3
9 3 2 1 3 3
3

Frequency of visits to trade fair 2007 2006 2005 2004

Earlier events First visit

Additional data trade visitors

Economic sector Fruit and vegetable grower 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 Student Other not gainfully employed	% 30 31 8 4 7 7 8 2 7 7 2 7 9 2 3 3 3 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 41 33 15 7 3
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	% 40 10 10 9 10 22 5 5) 3 4 24 6 3 8 3

1- 4	15	organisation: ees: 500- 999	9/
5- 9	13	1 000 - 9 999	
10- 49	27	10 000 and more	2
50- 99	11	Student	3
100-199	7	Other not gainfully	
200-499	9	employed	

Length of 1. Length	f stay	(days):			%
one	40	two	42	three	19
2. Averag	e lengtl	n of stay		1,8	days
3. Share o	of visito 68	rs on the 2nd day	event's 76	days: 3rd day	36

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

Basic data private visitors

Import Shop Berlin ---- Berlin

Total number of visitors	42 184
Proportion of private visitors	91%
Region of residence	%
up to 50 km	87
more than 50 km up to 100 km more than 100 km up to 300 km	4
over 300 km	5
Total Germany	98
Baden- North Rhine- Württemberg - Westphalia	
Bavaria 1 Rhineland-	
Berlin 76 Palatinate Brandenburg 18 Saarland	-
Bremen - Saxony	1
Hamburg - Saxony-Anhalt	1
Hesse - Schleswig- Mecklenburg- Holstein	1
West Pommerania 1 Thuringia	
Lower Saxony 1	
Total Foreign	2
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	1 %
Entrepreneur, partner, self-employed Managing director, board member	13
head of an authority etc.	1
Senior department head, other employe	e 1
with managerial responsibility Department head group head	4
Department head, group head Other salaried staff/public service	30
Skilled worker Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	4
Student Housewife/man	12
Old-age pensioner	20

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

Additional data private visitors

•	
Sex Male Female	9/ 22 78
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 10 26 15 17
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	9/ 16 14 11 34
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	9/ 21 45 17 12
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	92
Follow-up business Intend to buy at later date yes no maybe	26 28 46
Conducted by: Honn & Partner Berlin	

Conducted by: Hopp & Partner, Berlin

International Green Week ---- Berlin

Basic data trade visitors

Total number of visitors	424 502
Proportion of trade visitors	28%
Region of residence	%
up to 50 km	49
more than 50 km up to 100 km	10
more than 100 km up to 300 km over 300 km	21 21
Total Germany	98
Baden- North Rhine-	2
Württemberg 1 Westphalia Bavaria 2 Rhineland-	2
Berlin 39 Palatinate	1
Brandenburg 23 Saarland	-
Bremen - Saxony	2
Hamburg 2 Saxony-Anhal Hesse - Schleswig-	t 10
Mecklenburg- Holstein	3
West Pommerania 5 Thuringia Lower Saxony 6	3
Total Foreign	2
Position in the company/organisation	n %
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	3
Senior department head, other employ	
with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	10
Skilled worker Farmer	3
Lecturer, teacher, scientific assistant	2
Trainee	32
Other position	2
Student	16
Other not gainfully employed	3
Frequency of visits to trade fair	%
2007	36
2006 2005	27 23
LUUJ	
	10
2004 Earlier events	19 28

Basic data private visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km 20 Total Germany Baden- Württemberg 1 Westphalia Bavaria 4 Rhineland- Berlin 42 Palatinate 1 Brandenburg 22 Saarland Bremen - Saxony 5 Hamburg - Saxony Holstein 2 West Pommerania 4 Thuringia 2 Lower Saxony 6 Total Foreign of which EU 21 Rest of Europe 44 Other 35 Position in 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 4 Other salaried staff/public service 23 Skilled worker 7 Farmer Lecturer, teacher, scientific assistant 1 Trainee 5 Other position 5 Other position 5 Student 15 Old-age pensioner 3 Other not gainfully employed 5 Student 15	Proportion of private visitors	72 %
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 1 Westphalia Bavaria 4 Rhineland- Berlin 42 Palatinate 1 Brandenburg 22 Saarland Bremen - Saxony - Saxony-Anhalt 6 Hesse 1 Schleswig- Hesse 1 Schleswig- Mecklenburg- West Pommerania 4 Thuringia 2 Lower Saxony 6 Total Foreign 2 for which EU 21 Rest of Europe 44 Other 2 Position in 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 4 Other salaried staff/public service 2 Skilled worker 7 Farmer 3 Lecturer, teacher, scientific assistant 1 Trainee 5 Other position 3 Student 15 Housewife/man 1001d-age pensioner 3	Region of residence	%
more than 50 km up to 100 km are more than 100 km up to 300 km are more than 100 km up to 300 km are more than 100 km up to 300 km are more than 100 km up to 300 km are more than 100 km up to 300 km are more than 100 km up to 300 km are more more more more more more more mo		53
more than 100 km up to 300 km 20 20 Total Germany Baden- Württemberg 1 Westphalia 3 Bavaria 4 Rhineland- Berlin 42 Palatinate 1 Brandenburg 22 Saarland - Bremen - Saxony 5 Hamburg - Saxony-Anhalt 6 Hesse 1 Schleswig- Holstein 2 West Pommerania 4 Thuringia 2 Lower Saxony 6 Total Foreign of which EU 21 Rest of Europe 44 Other 35 Position in the company/organisation Entrepreneur, partner, self-employed 9 Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility 1 Department head, group head 4 Other solaried staff/public service 3 Skilled worker 7 Farmer 2 Lecturer, teacher, scientific assistant 1 Trainee 5 Other position 3 Student 15 Housewife/man 10 Id-age pensioner 13		
over 300 km Total Germany Baden- Württemberg 1 Westphalia Bavaria 4 Rhineland- Berlin 42 Palatinate 1 Brandenburg 22 Saarland 5 Bremen - Saxony 5 Hamburg - Saxony Holstein 2 West Pommerania 4 Thuringia 2 Lower Saxony 6 Total Foreign of which EU 21 Rest of Europe 44 Other 2 Position in the company/organisation 6 Entrepreneur, partner, self-employed 9 Managing director, board member, head of an authority etc. 5 Senior department head, other employee with managerial responsibility 1 Department head, group head 4 Other salaried staff/public service 3 Skilled worker 7 Farmer 2 Lecturer, teacher, scientific assistant 1 Trainee 5 Other position 3 Student 15 Housewife/man 10 Old-age pensioner 3	more than 100 km up to 300 km	
Baden- North Rhine- Württemberg 1 Westphalia 3 Bavaria 4 Rhineland- Berlin 42 Palatinate 1 Brandenburg 22 Saarland - Bremen - Saxony 5 Hamburg - Saxony-Anhalt 6 Hesse 1 Schleswig- Mecklenburg- Holstein 2 West Pommerania 4 Thuringia 2 Lower Saxony 6 Total Foreign 2 Thuringia 2 Gother 35 Position in the company/organisation 2 Managing director, board member, head of an authority etc. 3 Senior department head, other employee with managerial responsibility 2 Begint of the Service 3 Skilled worker 7 Farmer 4 Lecturer, teacher, scientific assistant 3 Trainee 5 Other 50 Other 5		20
Württemberg 1 Westphalia 3 Bavaria 4 Rhineland-Berlin 42 Palatinate 1 Brandenburg 22 Saarland 5 Bremen - Saxony 5 Saxony 5 Saxony-Anhalt 6 Hesse 1 Schleswig-Mecklenburg-West Pommerania 4 Thuringia 2 Lower Saxony 6 Total Foreign of which EU 21 Rest of Europe 0 Hesse 1 Schleswig-West Pommerania 4 Thuringia 2 Lower Saxony 6 Total Foreign 2 Saxony 6 Saxony	Total Germany	98
Bavaria 4 Rhineland- Berlin 42 Palatinate 1 Brandenburg 22 Saarland - Bremen - Saxony 5 Hamburg - Saxony-Anhalt 6 Hesse 1 Schleswig- Mecklenburg- Holstein 2 Mest Pommerania 2 Lower Saxony 6 Total Foreign 2 of which EU 21 Rest of Europe 44 Other 35 Position in the company/organisation 2 Rest of Europe 44 Other 35 Position in the company/organisation 3 Entrepreneur, partner, self-employed 9 Managing director, board member, head of an authority etc. 3 Senior department head, other employee with managerial responsibility 1 Department head, group head 4 Other solaried staff/public service 23 Skilled worker 7 Farmer 3 Lecturer, teacher, scientific assistant 3 Trainee 5 Other position 3 Student 15 Housewife/man 01d-age pensioner 3		
Berlin 42 Palatinate Brandenburg 22 Saarland Bremen - Saxony 5 Hamburg - Saxony-Anhalt 6 Hesse 1 Schleswig- Mecklenburg- Holstein 2 West Pommerania 4 Thuringia 2 Lower Saxony 6 Total Foreign 2 2 for which EU 21 Rest of Europe 44 Other 35 Position in the company/organisation Entrepreneur, partner, self-employed 9 Managing director, board member, head of an authority etc. 1 Senior department head, other employee with managerial responsibility 1 Department head, group head 4 Other salaried staff/public service 23 Skilled worker 7 Farmer 2 Lecturer, teacher, scientific assistant 3 Trainee 5 Other position 3 Student 15 Housewife/man 01d-age pensioner 3		3
Brandenburg 22 Saarland Bremen - Saxony 5 Hamburg - Saxony-Anhalt 6 Hesse 1 Schleswig- Mecklenburg- Holstein 2 West Pommerania 4 Thuringia 2 Lower Saxony 6 Total Foreign of which EU 21 Rest of Europe 44 Other 35 Position in the company/organisation Entrepreneur, partner, self-employed 9 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 staff/public service 35 skilled worker 7 Farmer 23 Lecturer, teacher, scientific assistant 1 Trainee 5 Other position 3 Student 15 Housewife/man 20 Id-age pensioner 3		
Bremen - Saxony 5 Hamburg - Saxony 6 Hesse 1 Schleswig- Mecklenburg- Holstein 2 West Pommerania 4 Thuringia 2 Lower Saxony 6 Total Foreign of which EU 21 Rest of Europe Other 35 Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. 1 Senior department head, other employee with managerial responsibility Department head, group head 0 Other salaried staff/public service 23 Skilled worker 7 Farmer 3 Lecturer, teacher, scientific assistant 1 Trainee 5 Other position 3 Student 15 Housewife/man 01d-age pensioner 3		1
Hamburg - Saxoný-Anhalt 6 Hesse 1 Schleswig- West Pommerania 4 Thuringia 2 Lower Saxony 6 Total Foreign 2 Thuringia 2 From the EU 21 Rest of Europe 3 Other 3 Position in the company/organisation 6 Entrepreneur, partner, self-employed 9 Managing director, board member, head of an authority etc. 1 Senior department head, other employee with managerial responsibility 1 Department head, group head 4 Other salaried staff/public service 23 Skilled worker 7 Farmer 2 Lecturer, teacher, scientific assistant 1 Trainee 5 Other position 3 Student 15 Housewife/man 20 Old-age pensioner 3	Brandenburg 22 Saarland	
Hesse 1 Schleswig- Mecklenburg- Holstein 2 Mecklenburg- Holstein 2 Lower Saxony 6 Total Foreign of which EU 21 Rest of Europe Other 35 Position in the company/organisation Entrepreneur, partner, self-employed 9 Managing director, board member, head of an authority etc. 5 Senior department head, other employee with managerial responsibility 1 Department head, group head 4 Other salaried staff/public service 23 Skilled worker 7 Farmer 2 Lecturer, teacher, scientific assistant 3 Trainee 5 Other position 3 Student 15 Housewife/man 01d-age pensioner 3	Bremen - Saxony	
Mecklenburg- West Pommerania 4 Thuringia 2 Lower Saxony 6 Total Foreign of which EU 21 Rest of Europe Other 35 Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. 5 Senior department head, other employee with managerial responsibility 1 Department head, group head 4 Other salaried staff/public service 23 Skilled worker 7 Farmer 3 Lecturer, teacher, scientific assistant 7 Trainee 5 Other position 3 Student 15 Housewife/man 20 Id-age pensioner 3	Hamburg - Saxony-Anhalt	6
West Pommerania 4 Thuringia 2 Lower Saxony 6 Total Foreign 2 of which EU 21 Rest of Europe 44 Other 35 Position in the company/organisation 6 Entrepreneur, partner, self-employed 9 Managing director, board member, head of an authority etc. 1 Senior department head, other employee with managerial responsibility 1 Department head, group head 4 Other salaried staff/public service 23 Skilled worker 7 Farmer 3 Lecturer, teacher, scientific assistant 1 Trainee 5 Other position 3 Student 15 Housewife/man 20 Idd-age pensioner 3		
West Pommerania 4 Thuringia 2 Lower Saxony 6 Total Foreign 2 of which EU 21 Rest of Europe 44 Other 35 Position in the company/organisation 6 Entrepreneur, partner, self-employed 9 Managing director, board member, head of an authority etc. 1 Senior department head, other employee with managerial responsibility 1 Department head, group head 4 Other salaried staff/public service 23 Skilled worker 7 Farmer 3 Lecturer, teacher, scientific assistant 1 Trainee 5 Other position 3 Student 15 Housewife/man 20 Idd-age pensioner 3	Mecklenburg- Holstein	2
Total Foreign 2 of which EU 21 Rest of Europe 0ther 35 Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. 1 Senior department head, other employee with managerial responsibility Department head, group head 0ther salaried staff/public service 23 Skilled worker 77 Farmer 33 Lecturer, teacher, scientific assistant 17rainee 5 Other position 33 Student 15 Housewife/man 20 Old-age pensioner 3		2
of which EU 21 Rest of Europe 44 Other 35 Position in the company/organisation Entrepreneur, partner, self-employed 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 staff/public service 23 Skilled worker 7 Farmer 3 Lecturer, teacher, scientific assistant 1 Trainee 5 Other position 3 Student 15 Housewife/man 01 Old-age pensioner 3	Lower Saxony 6	
Rest of Europe Other 35 Position in the company/organisation Entrepreneur, partner, self-employed 99 Managing director, board member, head of an authority etc. 1 Senior department head, other employee with managerial responsibility 1 Department head, group head 4 Other salaried staff/public service 23 Student 33 Trainee 50 Other position 33 Student 15 Housewife/man 20 Old-age pensioner 3	Total Foreign	2
Other 35 Position in 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 77 Farmer 33 Lecturer, teacher, scientific assistant 17 rainee 5 Other position 35 Student 15 Housewife/man 20 Old-age pensioner 33	of which EŬ	21
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility 1 Department head, group head Other salaried staff/public service 23 Skilled worker 7 Farmer Lecturer, teacher, scientific assistant 17ainee 5 Other position 3 Student 15 Housewife/man 20 01d-age pensioner 3	Rest of Europe	44
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Farmer Janee Secturer, teacher, scientific assistant Trainee Trainee Student John Student John Student John Student John Service John Student John Service John Student John Service John John John John John John John John	Other .	35
	Booteton to all a comment of the stand	0/
	Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Farmer Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007	9 1 1 4 23 7 3 3 5 20 3 5 41
	Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Farmer Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2006	9 1 1 4 23 7 3 3 5 5 20 3 5 5
2005 33	Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Farmer Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2006 2005	9 1 1 4 23 7 3 3 5 3 15 20 3 5 41 41 33 33
	Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Farmer Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2006 2005 2006 2005 2004	9 1 1 4 23 7 3 3 5 3 15 20 3 5 41 383 33 33 33

Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 53 7 20 21
Total Germany Baden- Württemberg 1 Westphalia Bavaria 4 Rhineland- Berlin 42 Palatinate Brandenburg 22 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 7	98 3 1 - 5 6 2 2
Total Foreign of which EU Rest of Europe Africa Other	2 16 35 19 30
Position in 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 Farmer Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 11 1 1 4 21 7 4 2 8 2 15 4 18 3
Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events First visit	% 40 37 32 29 40 33

Additional data trade visitors

Economic sector Agriculture/forestry Horticulture, landscape gardening Wholesale/foreign trade Retail trade Catering trade (restaurants, hotels and guest houses) Other service company Food and luxuries industry Other industry Authority/public services School, technical college, university Other Student Other not gainfully employed	% 22 3 2 7 10 8 11 2 5 9 4 14
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 23 17 17 25 16 3
Area of responsibility Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Information, communication technology Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Management Other not gainfully employed	% 4 9 15 5 15 5 (EDP) 2 8 11 6 5 25 16 21 3

Size of company/organisation:

Number of	employ	ees:	%
1- 4	22	500 - 999	5
5- 9	12	1 000 - 9 999	3
10- 49	21	10 000 and more	7
50- 99	21	Student	16
100-199	5	Other not gainfully	
200-499	5	employed	3

Length of 1. Length of	stay of stay	(days):			%
one	75	four	1	seven	1
two	12	five	-	eight	1
three	4	six	1	nine	5
2. Average	lengt	h of stay		1,9	days
3. Share of	visito	rs on the ev	ent's	days:	
1st day	17	5th day	23	9th day	24
2nd day	12	6th day	26	10th day	13
3rd day	16	7th day	18	•	
4th day	14	8th day	26		

Additional data private visitors

Sex	9
Male	4
Female	5
Age	0
up to 20 years	1
over 20 up to 30 years	i
over 30 up to 40 years	1
over 40 up to 50 years	1
over 50 up to 60 years	1
over 60 up to 70 years over 70 years	
Net household income	9
up to 900,- EUR	1
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	i
more than 2 600,- EUR up to 3 600,- EUR	
more than 3 600,- EUR up to 5 000,- EUR	
more than 5 000,- EUR N/A	3
IN/A	
Size of household	9
1 person	1
2 persons 3 persons	4
4 persons	1
5 persons and more	1
During and audating assessing	9
Buying and ordering capacity Purchase or order made or	
intended at the exhibition	
yes	6
no	2
maybe	1
Follow-up business	0
Intend to buy at later date	
yes	1
	3
no maybe	4

Conducted by: Hopp & Partner, Berlin

ITB Berlin ---- Berlin

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	149 776
Proportion of trade visitors	63%
Region of residence	%
up to 50 km more than 50 km up to 100 km	19 1
more than 100 km up to 100 km more than 100 km up to 300 km over 300 km	14 67
Total Germany	66
Baden- North Rhine- Württemberg 8 Westphalia	12
Bavaria 10 Rhineland- Berlin 24 Palatinate	4
Brandenburg 8 Saarland	1
Bremen 1 Saxony	6
Hamburg 3 Saxony-Anhalt Hesse 6 Schleswig-	4
Mecklenburg- Holstein	2
West Pommerania 3 Thuringia Lower Saxony 6	3
Total Foreign	34
of which EU Rest of Europe	67 12
Africa	7
North America South and Central America	7 3 2 5
middle East	5
East Asia Other	4
The five countries with the highest visitor shares Austria Poland Spain Netherlands Switzerland	% 13 11 7 5
Position in the company/organisation Entrepreneur, partner, self-employed	n %
Managing director, board member,	
head of an authority etc. Senior department head, other employe	11 e
with managerial responsibility	4
Department head, group head Other salaried staff/public service	11 14
Skilled worker	2
Lecturer, teacher, scientific assistant Trainee	4 6
Other position Student	4 19
Other not gainfully employed	2
Frequency of visits to trade fair	%
2007 2006	38 34
2005	28
2004 Earlier events	24 24
First visit	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	% 37 3 13 47
Total Germany Baden- Württemberg 5 Westphalia Bavaria 6 Rhineland- Berlin 42 Palatinate Brandenburg 12 Saarland Bremen 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	77 8 2 - 5 3 2 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America middle East East Asia Other	23 68 12 7 3 2 4
The five countries with the highest visitor shares Poland Austria Spain Netherlands Switzerland	% 14 12 6 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 17 8 3 10 21 4 3 4 4 15 1

Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events

First visit

Additional data trade visitors

Additional data trade visitors	
Economic sector Tourism organisations Tour operator Travel agency Trade fair organizer/conference and	% 5 21 15
congress organizer Hotel company Business travel Transport carriers (bus, train, ship and air	3 9 4
companies) Travel technology, information and reservation systems	5
PR/advertising/consultancy Leisure centre/leisure park	5
Publishing houses/press Research institute/educational institution Tourism federations/associations	4 5
Vacation property Other Student Other not gainfully employed	3 5 1 6 4 5 2 12 19 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 27 23 16 14 19
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	% 27 5 11 5 2 9 5 26
Maintenance/repairs Other area Student Other not gainfully employed	15 19 2
Size of company/organisation: Number of employees: 1- 4 21 500- 999	% 3
5- 9 11 1 000- 9 999 10- 49 18 10 000 and more 50- 99 7 Student 100-199 6 Other not gainfully 200-499 6 employed	% 3 5 3 19

Length o 1. Length	f stay	(1)			9
1. Length one two	of stay 44 26	(days): three four	19 6	five	
2. Average	e length	n of stay		2,0	day
3. Share of 1st day	45	rs on the e	vent's 50	days: 5th day	1

First visit

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

InnoTrans ---- Berlin

Basic data trade visitors

Total number of visitors	88 330
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	% 19 2 15 64
Total Germany Baden- Württemberg 7 Westphalia Bavaria 12 Rhineland- Berdin 24 Palatinate Brandenburg 12 Saarland Bremen - Saxony Hamburg 2 Saxony-Anhalt Hesse 5 Chleswig- Mecklenburg- West Pommerania Lower Saxony 8	62 11 1 10 4 3 2
Total Foreign of which EU Rest of Europe Africa North America Middle East South-, East-, Central Asia Other	38 68 17 2 2 2 6 3
The five countries with the highest visitor shares Austria France Switzerland Czech Republic Poland	% 10 9 9 8 7
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	9 7
Prequency of visits to trade fair 2006 2004 2002 2000 2000 Earlier events	% 39 28 19 12 6

Industry	
Industry Skilled trades	4
Retail trade	
Wholesale/foreign trade Service	3
Politics, public administration	
Association/guild/chamber Research/science	
School, university, education	
Media 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	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:	
Size of company/organisation: Number of employees:	
Number of employees: 1- 4 6 500- 999	
Number of employees:	
Number of employees: 1- 4 6 500- 999 5- 9 3 1 000- 9999 10- 49 11 10 000 and more 50- 99 6 Student	:
Number of employees: 1- 4 6 500- 999 5- 9 3 1 000- 9999 10- 49 11 10 000 and more	
Number of employees: 1- 4 6 500 - 999 5- 9 3 1 000 - 9 999 10- 49 11 10 000 and more 50- 99 6 Student 100-199 8 Other not gainfully 200-499 10 employed	-
Number of employees: 1 - 4 6 500 - 999 5 - 9 3 1 000 - 9 999 10 - 49 11 10 000 and more 50 - 99 6 Student 100 - 199 8 Other not gainfully 200 - 499 10 employed Length of stay 1. Length of stay (days):	
Number of employees: 1 - 4 6 500 - 999 5 - 9 3 1 000 - 9 999 10 - 49 11 10 000 and more 50 - 99 6 Student 100 - 199 8 Other not gainfully 200 - 499 10 employed Length of stay 1. Length of stay (days): one 60 three 9	-
Number of employees: 1 - 4 6 500 - 999 5 - 9 3 1 000 - 9 999 10 - 49 11 10 000 and more 50 - 99 6 Student 100 - 199 8 Other not gainfully 200 - 499 10 employed Length of stay 1. Length of stay (days): one 60 three 9 two 27 four 4	
Number of employees: 1 - 4 6 500 - 999 5 - 9 3 1 000 - 9 999 10 - 49 11 10 000 and more 50 - 99 6 Student 100 - 199 8 Other not gainfully 200 - 499 10 employed Length of stay 1. Length of stay (days): one 60 three 9 two 27 four 4	-

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

MODERNER STAAT ---> Berlin

Basic data trade visitors

Dusic data trade visitors	
Total number of visitors	3 620
Proportion of trade visitors	99%
Region of residence up to 50 km more than 50 km up to 100 km	% 37 3 19
more than 100 km up to 300 km over 300 km	41
Total Germany	100
Baden- North Rhine- Württemberg 4 Westphalia Bavaria 7 Rhineland-	17
Berlin 28 Palatinate Brandenburg 12 Saarland	2
Bremen 1 Saxony Hamburg 5 Saxony-Anhalt	4
Hesse 6 Schleswig- Mecklenburg- Holstein	1
West Pommerania 3 Thuringia Lower Saxony 5	1
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	20
head of an authority etc. Senior department head, other employee	
with managerial responsibility Department head, group head	5 13
Department head, group head Other salaried staff/public service Skilled worker	23
Lecturer, teacher, scientific assistant	3 4
Trainee Other position	24
Student Other not gainfully employed	24 3 3
Frequency of visits to trade fair 2007	% 31
2006	25
Earlier events First visit	25 50

Additional data trade visitors

Economic sector Federal administration Regional administration Local government Private industry Association/society Politics (federal) Politics (regional) Politics (municipal) Economic description Politics (municipal)	% 19 30 24 14 3 1 1 2 4 14 6
Influence on purchasing/ procurement decisions Decisively Collectively n an advisory capacity No Other not gainfully employed	% 11 28 36 25
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Suying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organisation/personnel/	% 14 3 4 1 1 4 16 DP)33
social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	49 15 2 1 11
Size of company/organisation: Number of employees: 1- 4 5 200- 499 5- 9 1 500- 999 10- 49 10 1 000- 9 999 50- 99 5 10 000 and more 100-199 6	% 14 16 31 12
	%

Conducted by: Walter, Wissler & Partner, Basel

PostPrint / directexpo ---- Berlin

Basic data trade visitors

Total number of visitors	1 757
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	56
more than 50 km up to 100 km more than 100 km up to 300 km	16
over 300 km	22
Total Germany	99
Baden- North Rhine- Württemberg 4 Westphalia	6
Württemberg 4 Westphalia Bayaria 5 Rhineland-	ť
Berlin 53 Palatinate	2
Brandenburg 8 Saarland	5
Bremen 4 Saxony Hamburg 5 Saxony-Anhalt	1
Hamburg 5 Saxony-Anhalt Hesse 1 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 2 Thuringia	1
Lower Saxony 4	
Total Foreign	1
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	22
head of an authority etc.	6
Senior department head, other employee	
with managerial responsibility	
Department head, group head Other salaried staff/public service	15 23
Skilled worker	23
Lecturer, teacher, scientific assistant	3
Trainee	13
Other position Student	
Other not gainfully employed	13 13 1
3	
Frequency of visits to trade fair	%
2007	18
2006 2005	13

Earlier events directexpo ErstVA 2008 first visit

Additional data trade visitors

Reproduction type-setting studios,	%
Graphic designer Advertising and PR agencies Printing works, In-house printer Book-binder Letter shop Specialist trade Association Software	4 16 14 2 2 2 1
Solution of the control of the contr	2 2 2 1 1 1 2 9 3 1 2 1
Printing Countries industry Public authority, institution and educational institution	18 9 8
Other sector Student Other not gainfully employed	8 5 4
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 28 29 24 12 5
Area of responsibility Management	% 25
Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement	4 16 23 9 15
Finance/accounting, controlling Information, communication technology Administration/organisation/personnel/	(EDP)10
social welfare/training Marketing/sales/advertising/PR	11 50
Storage/material management/logistics/	

Size of company/organisation: Number of employees:

7	999	- 00		15	4	1-
6	9 999	00 -	1 0	13	9	5-
1	d more	00 an	10 0	26		10-
5	Student			12		50-
	ainfully	not g	Other	6		100-
1	nployed	en		6	499	200-4
%			davs):	stay f stay (Lengt
-	three	6	two	93		one
days	1,1		of stay	length	erage	2. Ave
	days:	vent's	on the e	visitors	are of	3. Sha
28	3rd day	39	2nd day	41	day	1st

Conducted by: IWD Marktforschung, Magdeburg

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 6
more than 50 km up to 100 km more than 100 km up to 300 km	2
over 300 km	2
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia Bayaria - 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	n %
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	2
Senior department head, other employe	
with managerial responsibility	1
Department head, group head	6
Other salaried staff/public service	25 10
Skilled worker Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	5
Student	14
Housewife/man	7
Old-age pensioner	12 5
	J
Other not gainfully employed	
Frequency of visits to trade fair	%
Frequency of visits to trade fair	43
Frequency of visits to trade fair 2005 2004	43 42
Frequency of visits to trade fair	

---- Braunschweig

Basic data all visitors

Region of residency up to 50 km more than 50 km u more than 100 km over 300 km	p to	100 km 300 km	% 88 6 3
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	1	North Rhine- Westphalia Rhineland- Palatinate Saarland Saxony Saxony-Anhalt Schleswig- Holstein Thuringia	99

· · · · · · · · · · · · · · · · · · ·	
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	8
head of an authority etc. Senior department head, other employee	1
with managerial responsibility	2
Department head, group head	6
Other salaried staff/public service	24
Skilled worker	9
Lecturer, teacher, scientific assistant Trainee	5 6
Other position	9 3 6 5
Student	15
Housewife/man	6
Old-age pensioner	11
Other not gainfully employed	5
Frequency of visits to trade fair	%
2005	43
2004	41
2003	34
Earlier events	43
First visit	16

Additional data private visitors

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

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

Total number of visitors	29 978
Proportion of private visitors	93%
Region of residence	%
up to 50 km	34
more than 50 km up to 100 km	18 40
more than 100 km up to 300 km over 300 km	8
Total Germany	94
Baden- North Rhine-	
Württemberg 1 Westphalia Bavaria - Rhineland-	9
Berlin - Palatinate	1
Brandenburg - Saarland	
Bremen 21 Saxony	
Hamburg 7 Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	8
West Pommerania 1 Thuringia Lower Saxony 50	
Total Foreign	6
of which EU	83
Other	17
The two countries with the highest	
visitor shares	
visitor shares Netherlands	37
visitor shares	37
visitor shares Netherlands Sweden	% 37 27 9 1
visitor shares Netherlands Sweden Position in the company/organisation Entrepreneur, partner, self-employed	37 27
visitor shares Netherlands Sweden Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	37 27
visitor shares Netherlands Sweden Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	37 27 1 % 15
visitor shares Netherlands Sweden 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	37 27 9 % 15 e 3
visitor shares Netherlands Sweden 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% 1 9% 15 e 3
visitor shares Netherlands Sweden 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	9% 15 15 10 10 10 10 10 10
visitor shares Netherlands Sweden 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	9% 1 9% 15 e 3 10 21
visitor shares Netherlands Sweden 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% 1 9% 15 e 3 10 21
visitor shares Netherlands Sweden 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	9% 1 9% 15 e 3 10 21
visitor shares Netherlands Sweden 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	9% 1 9% 15 e 3 10 21
visitor shares Netherlands Sweden 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	37 27 27 15 15 6 8 10 21 21
visitor shares Netherlands Sweden 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	37 27 15 15 16 17 17 18 18 18
visitor shares Netherlands Sweden 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	97 27 27 27 27 27 27 27 27 27 27 27 27 27
visitor shares Netherlands Sweden 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	9% 15 15 16 20 21 17 18 18 18 18 18 18 18 18 18 18 18 18 18
visitor shares Netherlands Sweden 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 2007	9% 15 15 21 21 21 21 21 21 21 21 21 21 21 21 21
visitor shares Netherlands Sweden 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 2007 2007	9% 444 359
visitor shares Netherlands Sweden 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 2007	9% 15 15 21 21 21 21 21 21 21 21 21 21 21 21 21

Additional data private visitors

Sex Male Female	% 85 15
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 9 14 30 21 15
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	% 8 10 9 11 10 15 29
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 22 40 16 14 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 53 22 26
Follow-up business Intend to buy at later date yes no maybe	% 24 30 46

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund



fahrrad.markt.zukunft./outdoor ----> Bremen

Basic data private visitors

Total number of visitors	9 430
Proportion of private visitors	96%
Region of residence	%
up to 50 km	66
more than 50 km up to 100 km	15
more than 100 km up to 300 km over 300 km	15 4
Total Germany	99
Baden- North Rhine-	_
Württemberg - Westphalia	3
Bavaria 1 Rhineland- Berlin 1 Palatinate	_
Brandenburg - Saarland	_
Brandenburg - Saarland Bremen 43 Saxony	-
Hamburg 1 Saxony-Anhalt	-
Hesse 1 Schleswig- Mecklenburg- Holstein	1
Mecklenburg- Holstein West Pommerania 1 Thuringia	1
Lower Saxony 48	
Total Foreign	1
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	8
Managing director, board member,	1
head of an authority etc. Senior department head, other employee	
with managerial responsibility	1
Department head, group head	7
Other salaried staff/public service	33
	8
Skilled worker	
Lecturer, teacher, scientific assistant	1
Lecturer, teacher, scientific assistant Trainee	
Lecturer, teacher, scientific assistant Trainee Other position Student	4
Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	1 4 7 3
Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	4 7 3 17
Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	4 7 3 17 2
Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	4 7 3 17 2
Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	4 7 3 17

Additional data private visitors

Sex Male Female	% 60 40
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 5 10 18 26 23 15
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	% 6 12 12 12 17 9 5 26
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 20 47 12 16 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 34 28 38
Follow-up business Intend to buy at later date yes no maybe	% 32 15 53
Conducted by: Gelszus Messe- Marktforschu GmbH, Dortmund	ıng

fish international ---- Bremen

Basic data trade visitors

Proportion of trade visitors	900/
	89%
Region of residence	%
up to 50 km more than 50 km up to 100 km	20 15
more than 100 km up to 300 km	34
over 300 km	31
Total Germany	90
Baden- North Rhine-	42
Württemberg 2 Westphalia Bayaria 4 Rhineland-	12
Berlin 3 Palatinate	1
Brandenburg 1 Saarland	-
Bremen 15 Saxony	3
Hamburg 4 Saxony-Anhalt Hesse 4 Schleswig-	3
Hesse 4 Schleswig- Mecklenburg- Holstein	5
West Pommerania 3 Thuringia	5
Lower Saxony 37	
Total Foreign	10
of which EU Other	67 33
Other	33
Position in the company/organisation	ı %
Entrepreneur, partner, self-employed Managing director, board member,	32
head of an authority etc.	6
Senior department head, other employe	
with managerial responsibility	4 15
Department head, group head Other salaried staff/public service	14
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	3 9 4 2 3
Other position Student	4
Other not gainfully employed	2
- The gamany employed	
Frequency of visits to trade fair	%
2006	26 20
2004	
2004 2002	
2004 2002 Earlier events	18

Additional data trade visitors

Economic sector Catering, communal catering Industry	% 26 14
Service Press	1
Retail trade Wholesale trade	22 15
Other sectors	8
Student Other not gainfully employed	2
Influence on purchasing/	%
procurement decisions Decisively	33
Collectively In an advisory capacity	31 18
No	13
Student Other not gainfully employed	3
Area of responsibility	%
Management Research/development/design	28
Planning/work preparation Manufacture/production	20
Production, quality control	-6
Buying/procurement Finance/accounting, controlling	22
Finance/accounting, controlling Information, communication technology	22
Finance/accounting, controlling Information, communication technology Administration/organisation/personnel/ social welfare/training	22 (EDP) 1
Finance/accounting, controlling Information, communication technology Administration/organisation/personnel/	22 (EDP) 1
Finance/accounting, controlling Information, communication technology Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	22 (EDP) 1
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	22 (EDP) 1 3 30 6 2
Finance/accounting, controlling Information, communication technology Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	22 (EDP) 1 3 30 6 2
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:	222 3 (EDP) 1 30 6 2 17
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:	222 3 (EDP) 1 3 30 6 2 177 2 3
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 20 500- 99 10- 49 18 1 000- 99	22 (EDP) 1 330 66 17 2 3
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	22 33 (EDP) 1 33 62 17 23 33 99 24 99 24 99 24 99 24 99 24 99 24 91 91 91 91 91 91 91 91 91 91
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 20 500- 99 10- 49 18 1 000- 9 99 5- 9 19 10 000 and mor 50- 99 8 Studer 100-199 9 Other not gainfull	22 (EDP) 1 30 62 177 23 30 99 29 29 29 20 20 21 21 21 21 21 21 21 21 21 21
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 20 500 99 10 - 49 18 1 000 99 15 - 9 19 10 000 and mor 50 99 8 Studer 100-199 9 Other not gainfull 200-499 8 employe	22 3 (EDP) 1 3 (EDP) 1 3 (EDP) 1 3 (EDP) 1 2 (EDP) 1 3 (EDP) 1 3 (EDP) 1 9 (EDP) 1 9 (EDP) 1 9 (EDP) 1 9 (EDP) 1
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	22 (EDP) 1 30 6 17 23 33 99 42 99 42 99 42 18 19 19 19 19 19 19 19 19 19 19
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	22 (EDP) 1 30 6 17 23 33 99 42 99 42 99 42 18 19 19 19 19 19 19 19 19 19 19

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

INTERGEO

Total number of visitors	13 936
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	9
more than 50 km up to 100 km	34
more than 100 km up to 300 km over 300 km	51
Total Germany	80
Baden- North Rhine- Württemberg 6 Westphalia	24
Bavaria 3 Rhineland-	27
Bavaria 3 Rhineland- Berlin 3 Palatinate Brandenburg 3 Saarland Bremen 7 Saxony	4
Brandenburg 3 Saarland Bremen 7 Saxony	3
Hamburg 4 Saxony-Anhalt	3
Hesse 5 Schleswig-	_
Mecklenburg- Holstein	6
West Pommerania 3 Thuringia Lower Saxony 23	3
Total Foreign	20
of which EU	63
Rest of Europe Other	17 20
The country with the highest visitor share	%
Russia	9
Position in the company/organisation	%
Position in the company/organisation Entrepreneur, partner, self-employed	14
Managing director, board member, head of an authority etc.	7
Senior department head, other employee	
Senior department head, other employed with managerial responsibility	2
Department head group head	16
Department head, group head	
Other salaried staff/public service	40
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	40
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	40
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	40 3 3 3 2
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	40
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	10
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 2007	10
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 2007 2006	40 3 2 10 1 9% 29 27
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 2007	40 10 10 29 27 32
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 2007 2006 2005 2004 2004	40 3 3 2 10 11 9% 29 27 32 23 28
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 2007 2006 2005 2004	1 9 2 2 3 2

---- Bremen

Additional data trade visitors

Economic sector	%
Industrial company	4
Energy supplies	6
Water supplies	2
Wholesale/foreign trade	1
Retail trade	2
Skilled trades	1
Engineer's office	20
Research	3
Telecommunication	1
Architecture/construction	1 3 6
Other service company	6
Authority/public services	31
Vocational school/polytechnic/university	2
Other	7
Student	10
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	%
Decisively	17
Collectively	30
In an advisory capacity	24
No	18
Student	10
Other not gainfully employed	1

Area of responsibility	%
Management	22
Research/development/design	12
Planning/work preparation	20
Manufacture/production	11
Production, quality control	11 4
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology	(EDP)11
Administration/organisation/personnel/	. ,
social welfare/training	12
Marketing/sales/advertising/PR	7
Storage/material management/logistics/	
transport	1
Maintenance/repairs	1 4
Other area	9
Student	10
Other not gainfully employed	1
3 7 1 1 1 7 1	

Size of co Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499	mpany emplo 10 7 19 10 10	yees: 1 10	500 - 000 - 000 and er not q	tudent	9 1 1
Length of 1. Length o		(days):	21	three	1
2. Average	length	of stay		1,5	day
3. Share of 1st day				days: 3rd day	4

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

ReiseLust ---- Bremen

Basic data private visitors

Total number of visitors	15 250
Proportion of private visitors	92%
Region of residence up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km	% 66 15 12
Total Germany Baden- North Rhine- Vürttemberg - Westphalia	96
Bavaria 1 Rhineland- berlin - Palatinate Brandenburg - Saarland Bremen 39 Saxony Iamburg 1 Saxony-Anhalt lesse - Schleswig- Mecklenburg- West Pommerania 1 Thuringia ower Saxony 53	1
otal Foreign f which EU Other	4 65 35
sition in the company/organisation trepreneur, partner, self-employed anaging director, board member, ad of an authority etc.	9
enior department head, other employe, with managerial responsibility epartment head, group head ther salaried staff/public service killed worker ecturer, teacher, scientific assistant	2 6 23 7 3
rainee Ither position tudent lousewife/man Jul-age pensioner Ither not gainfully employed	4 3 9 32 2

Frequency of visits to trade fair 2007 2006 2005 Earlier events

Additional data private visitors

Sex Male Female	% 53 47
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 1 5 10 24 27 26
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 10 11 12 13 9 7 35
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 14 59 14 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 17 48 36
Follow-up business Intend to buy at later date yes no maybe	% 24 20 57
Conducted by: Gelszus Messe- Marktforschu GmbH Dortmund	ing

GmbH, Dortmund

mtex ---- Chemnitz

Basic data trade visitors

Total number of visitors	1 206
Proportion of trade visitors	98%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 22 18 19 41
Total Germany	91
Baden- North Rhine- Württemberg 11 Westphalia Bavaria 14 Rhineland- Berlin 4 Palatinate Brandenburg 2 Saarland	11
Bremen 1 Saxony Hamburg 3 Saxony-Anhalt Hesse 3 Schleswig- Mecklenburg- Holstein	40
West Pommerania - Thuringia Lower Saxony 2	10
Total Foreign	9
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 17
head of an authority etc. Senior department head, other employee	5
with managerial responsibility	5
Department head, group head Other salaried staff/public service	21 34
Skilled worker	2
Lecturer, teacher, scientific assistant Trainee	_
Other position Student Old-age pensioner	3 8 1
Frequency of visits to trade fair 2006 First visit	% 21 79

Additional data trade visitors

Economic sector Vehicle building Textile industry Other	% 33 42 25
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 21 29 29 13 8
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 Other area Student	% 21 41 4 6 4 7 2 2P) 1 2 29
Size of company/organisation: Number of employees: 1 - 4	% 16 4 10 6 8
2. Average length of stay 1,2 3. Share of visitors on the event's days:	days

SCHAFT CHEMNITZ MBH, Chemnitz

Boulevard.DORTMUNDER HERBST — Dortmund

Rasic data private visitors

Total number of vi	sitors	95 237
Proportion of private visitors		97%
Region of residenc up to 50 km more than 50 km up more than 100 km up over 300 km	o to 100 km	% 86 8 3 2
Total Germany		100
Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	North Rhine- Westphalia Rhineland- Palatinate Saarland Saxony Saxony-Anhalt Schleswig- Holstein Thuringia	96 - - - - -
Position in the con Entrepreneur, partne Managing director, I head of an authority Senior department h with managerial res Department head, g Other salaried staff/ Skilled worker Lecturer, teacher, sc Trainee Other position Student Housewife/man Old-age pensioner	er, self-employed board member, / etc. lead, other employed ponsibility roup head public service	6 1

Frequency of visits to trade fair 2007 2006 2005 2004

Earlier events First visit

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	% 9 12 16 29 22 9
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 7 9 10 10 13 7 9 36
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 12 41 20 18 9
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 72 7 21
Follow-up business Intend to buy at later date yes no maybe	% 26 23 51

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

CREATIVA ---- **Dortmund**

Total number of visitors	72 609
Proportion of private visitors	92%
Region of residence	%
up to 50 km	42
more than 50 km up to 100 km	27 26
more than 100 km up to 300 km over 300 km	5
Total Germany	99
Baden- North Rhine- Württemberg 1 Westphalia	80
Bavaria 1 Rhineland- Berlin - Palatinate	3
Brandenburg - Saarland	
Bremen - Saxony	-
Hamburg - Saxony-Anhalt Hesse 4 Schleswig-	
Mecklenburg- 4 Schleswig-	
West Pommerania - Thuringia	
Lower Saxony 9	
Total Foreign	1
of which EU Other	88 12
	12
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	6
head of an authority etc.	
Senior department head, other employee	
with managerial responsibility	1
Department head, group head Other salaried staff/public service	26
Skilled worker	
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position Educationist	8
Educator/Instructor	2
Student	16
Housewife/man Old-age pensioner	19
Other not gainfully employed	Ž
Frequency of visits to trade fair	%
2007	49
2006 2005	46 38
2005	33
Earlier events	29
First visit	22

Additional data private visitors

Sex Male Female	% 6 94
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 13 23 34 18 6
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 M/A	% 8 11 11 11 11 5 37
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 12 31 21 22 14
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no	% 95 1
Follow-up business Intend to buy at later date yes no maybe	4 % 40 16 44
Conducted by: Gelszus Messe- Marktforschu GmbH, Dortmund	ing

FAHOBA.kreativ

Total number of visitors	2 141	
Proportion of trade visitors		
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km		
Total Germany	97	
Baden- North Rhine- Württemberg 6 Westphalia Bayaria 3 Rhineland-	58	
Berlin - Palatinate Brandenburg - Saarland	6	
Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 9 Schleswig-	1 1	
Mecklenburg- West Pommerania Lower Saxony Holstein Thuringia 14	2	
Total Foreign	3	
Position in the company/organisation Entrepreneur, partner, self-employed	% 67	
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	5	
Senior department head, other employee with managerial responsibility	1	
Department head, group head Other salaried staff/public service	12 12	
Skilled worker Lecturer, teacher, scientific assistant Trainee	1 2 3 4	
Other position Student	4	
Other not gainfully employed	3 2	
Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events	% 52 41 30 22 20	
First visit	29	

---- Dortmund

Additional data trade visitors

Economic sector Industry	% 3
Manufacturers Skilled trades	3
Retail trade	64
Wholesale/foreign trade	3
Mail order	3
Service Other	9
Student	3
Other not gainfully employed	2

Influence on purchasing/ procurement decisions Decisively	% 53
Collectively	25 11
In an advisory capacity No	11
Student Other not gainfully employed	3

Area of responsibility	%
Management	47
Research/development/design	6
Planning/work preparation	6 14
Manufacture/production	19
Production, quality control	2
Buying/procurement	19 2 41
Finance/accounting, controlling	15
Information, communication technology	
Administration/organisation/personnel/	()
social welfare/training	8
Marketing/sales/advertising/PR	8 16
Storage/material management/logistics/	
transport	13
Maintenance/repairs	7
Other area	21
Student	3
Other not gainfully employed	21 3 2

Size of con	npany/o	organisation:	
Number of	employ	ees:	%
1- 4	68 1	500 - 999	1
5- 9	12	1 000 - 9 999	3
10- 49	6	10 000 and more	1
50- 99	2	Student	3
100-199	2	Other not gainfully	
200-499	3	employed	- 2

Length of 1. Length	of stay of stay	(days):		
one	85	two	11	three
2. Averag	je lengtl	n of stay		1,2 d
3. Share 1st day	of visito y 27	rs on the 2nd day	event's 48	days: 3rd day

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

hobbytronic ---- Dortmund

Basic data private visitors

Basic data private visitors	
Total number of visitors	45 641
Proportion of private visitors	90%
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	19
over 300 km	7
Total Germany	95
Baden- North Rhine-	
Württemberg - Westphalia	88
Bavaria 1 Rhineland-	
Berlin 1 Palatinate	2
Brandenburg - Saarland	-
Bremen - Saxony Hamburg - Saxony-Anhalt	
Hamburg - Saxony-Anhalt Hesse 2 Schleswig-	-
Mecklenburg- Holstein	_
West Pommerania - Thuringia	_
Lower Saxony 5	
Total Foreign	5
of which EU	81
Other	19
The country with the highest visitor share Netherlands	% 43
Position in the company/organisation	%
Entrepreneur, partner, self-employed	7
Managing director, board member,	
head of an authority etc.	1
Senior department head, other employe	
with managerial responsibility	2
Department head, group head Other salaried staff/public service	20
Skilled worker	18
Lecturer, teacher, scientific assistant	2
Trainee	
Other position	5 3
Student	17
Housewife/man	. 1
Old-age pensioner	10
Other not gainfully employed	5
Frequency of visits to trade fair	%
2007	42
2006	42
2005 2004	32 28
Earlier events	33
First visit	22

Additional data private visitors

Sex Male Female	% 94
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 15 19 25 15
Net household income up to 900,- EUR more than 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	% 14 10 10 10 11 8 10 28
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 20 30 20 18 12
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	76
no maybe	15
Follow-up business	%
Intend to buy at later date yes	25
no maybe	31 44
Conducted by: Gelszus Messe- Marktforschu GmbH, Dortmund	ing

INTERMODELLBAU ----> Dortmund

Basic data private visitors

Total number of visitors Proportion of private visitors	97 654
	90%
Region of residence	%
up to 50 km	32
more than 50 km up to 100 km more than 100 km up to 300 km	22 30
over 300 km	16
Total Germany	83
Baden- North Rhine- Württemberg 1 Westphalia	73
Bavaria 2 Rhineland- Berlin 1 Palatinate	3
Brandenburg - Saarland	7
Bremen 1 Saxony	
Hamburg 1 Saxony-Anhalt Hesse 5 Schleswig-	1
Hesse 5 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 11	
Total Foreign	17
of which EU Other	94
Other	
The three countries with the highest	0/
visitor shares Netherlands	% 50
Belgium	19
Great Britain	8
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	9
head of an authority etc.	- 2
Senior department head, other employee	
with managerial responsibility	10
Department head, group head Other salaried staff/public service	24
Skilled worker	19
Lecturer, teacher, scientific assistant	2
Trainee Other position	1
Student	
	1
Housewife/man	
Housewife/man Old-age pensioner Other not gainfully employed	1!

Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events

First visit

Additional data private visitors

Male Female	94
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 19 30 23 10
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 10 12 11 14 8 27
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 18 36 20 18
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	81 6 13
Follow-up business Intend to buy at later date yes no maybe	45 15 40

GmbH, Dortmund

Inter-tabac ---- Dortmund

Basic data trade visitors

Total number of visitors	6 251
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	% 27 17 23 34
Total Germany Baden- Württemberg 2 Westphalia Bavaria 6 Rhineland- Berlin 3 Palatinate Brandenburg - Saarland Bremen 1 Saxony Hamburg 1 Saxony Hamburg 1 Saxony Hesse 6 Schleswig- West Pommerania Lower Saxony 6	76 66 2 1 1 1 1
Total Foreign of which EU Rest of Europe Other The country with the highest visitor	24 72 14 14
share Netherlands	% 21
Position in 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	% 57 11 4 10 9 3 3 - 2 2 2 1 1
Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events First visit	% 34 31 22 18 17 46

Additional data trade visitors

	_
Economic sector	%
Tobacco products retail, smoker's requisites, with press/lottery	44
Tobacconists, retailers of smokers' supplies, incl. press and stimulants	13
Exclusively tobacco products retail, smoker's requisites	5
Wholesale trade	13
Foreign trade Manufacturer/Industry	3 10
Skilled trades	2
Other Student	10 2
Other not gainfully employed	2
Influence on purchasing/ procurement decisions	
procurement decisions Decisively	% 54
Collectively	29
In an advisory capacity No	10 5
Student Other not gainfully employed	2
- Tot gainfully employed	
Area of responsibility	% 63
Management Research/development/design	3
Planning/work preparation Manufacture/production	3 5 4
Production, quality control	2
Buying/procurement Finance/accounting, controlling	34 13
Information, communication technology (EDF	
Administration/organisation/personnel/ social welfare/training	5
Marketing/sales/advertising/PR Storage/material management/logistics/	18
transport	10
Maintenance/repairs Other area	4 9
Student Other not gainfully employed	2
Size of company/organisation:	0/
Number of employees: 1- 4 47 500- 999	3
5- 9 15 1 000- 9 999 10- 49 17 10 000 and more	% 3 3 2
50- 99 5 Student	2
100-199 2 Other not gainfully 200-499 2 employed	1
Length of stay 1. Length of stay (days):	%
two 18 three 8 one	74
2. Average length of stay 1,3 c	days
3. Share of visitors on the event's days: 1st day 47 2nd day 47 3rd day	40
Jid day	

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

JAGD & HUND ---- > Dortmund

Basic data private visitors

Total number of visitors	73 361
Proportion of private visitors	92%
Region of residence	%
up to 50 km	26
more than 50 km up to 100 km	26
more than 100 km up to 300 km over 300 km	38 10
Total Germany	89
Baden- North Rhine-	
Württemberg 2 Westphalia Bayaria 2 Rhineland-	70
	-
Berlin - Palatinate Brandenburg 1 Saarland	7
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 7 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 8	
Total Foreign	11
of which EU	98
Other	2
The two countries with the highest	
The two countries with the highest visitor shares	%
The two countries with the highest visitor shares Netherlands	% 62
The two countries with the highest visitor shares	% 62
The two countries with the highest visitor shares Netherlands Belgium	% 62 26
The two countries with the highest visitor shares Netherlands Belgium Position in the company/organisation Entrepreneur, partner, self-employed	% 62 26
The two countries with the highest visitor shares Netherlands Belgium Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 62 26 1 % 20
The two countries with the highest visitor shares Netherlands Belgium	% 62 26 1 % 20
The two countries with the highest visitor shares Netherlands Belgium 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	% 62 26 20 20 20
The two countries with the highest visitor shares Netherlands Belgium 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	% 622 26 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/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 staff/public service	% 6226 26 20 20 20 20 20
The two countries with the highest visitor shares Netherlands Belgium 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 staff/public service Skilled worker	% 622 202 202 202 203 8 8 8 11
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 staff/public service Skilled worker Lecturer, teacher, scientific assistant	% 6226 26 20 20 20 4 20 20 8 8 8 18 11 13
The two countries with the highest visitor shares Netherlands Belgium 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 622 26 20 20 20 20 20 4 18 11 3
The two countries with the highest visitor shares Netherlands Belgium 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 622 26 20 20 20 20 20 4 18 11 3
The two countries with the highest visitor shares Netherlands Belgium 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9% 6226 20 20 20 20 20 20 4 11 13
The two countries with the highest visitor shares Netherlands Belgium 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	9% 6226 26 20 20 20 20 4 11 13 4 4 13
The two countries with the highest visitor shares Netherlands Belgium 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	% 62 26 1 % 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 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	9% 622 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/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 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 2007	9% 622 26 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 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 2007 2006	9% 622 26 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/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 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 2007 2006 2005	9% 622 26 1 20 20 e 3 18 11 11 13 2 2 2 13 15 49 49
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 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 2007 2006	9% 622 26 2 2 2 2 2 2 2 2 2 2 3 3 8 8 18 11 3 3 4 4 5 5 7 7 4 4 13

Additional data private visitors

Sex Male Female	% 79 21
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 9 14 16 25 22 12
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 8 10 10 12 10 14 30
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 13 35 19 21 13
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 84 6 11
Follow-up business Intend to buy at later date yes no maybe Conducted by: Gelszus Messe- Marktforschu GmbH, Dortmund	% 40 20 40

Ordertage Inneneinrichtung

Total number of visitors	3 804			
Proportion of trade visitors				
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	40			
over 300 km	6			
Total Germany	98			
Baden- North Rhine-				
Württemberg - Westphalia	67			
Bavaria 2 Rhineland- Berlin - Palatinate	5			
Brandenburg - Saarland	-			
Bremen 1 Saxony				
Hamburg - Saxony-Anhalt				
Hesse 9 Schleswig-				
Mecklenburg- Holstein	1			
West Pommerania - Thuringia	-			
Lower Saxony 15				
Total Foreign	2			
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	1			
Department head, group head	5			
Other salaried staff/public service	8			
Skilled worker	9			
Lecturer, teacher, scientific assistant	1			
Trainee	13			
Other position	1			
Student	2			
Other not gainfully employed	1			
Frequency of visits to trade fair	%			
2007	44			
2006	41			
2005	36			
Earlier events	40 26			
First visit	20			

---- Dortmund

Additional data trade visitors

% 6
5
27
53
4
2
1
2
1

Influence on purchasing/	
procurement decisions	9/
Decisively	41
Collectively	31
In an advisory capacity	13
No	12
Student	2
Other not gainfully employed	1

-	
Area of responsibility	%
Management	46
Research/development/design	6
Planning/work preparation	28
Manufacture/production	54
Production, quality control	17
Buying/procurement	46
Finance/accounting, controlling	21
Information, communication technology	(EDP) 8
Administration/organisation/personnel/	
social welfare/training	11
Marketing/sales/advertising/PR	16
Storage/material management/logistics/	
transport	16
Maintenance/repairs	14
Other area	13
Student	2
Other not gainfully employed	1

Size of company/organisation:

%		employees:	er of	Numb
-	500 - 999	57	4	1-
-	1 000 - 9 999	18	9	5-
-	10 000 and more	13		10-
2	Student	3		50-
	Other not gainfully	1 (199	100-
1	employed	4	199	200-4

Length of 1. Length	of stay	(days):			9
one	94	two	6	three	
2. Averag	e lengtl	n of stay		1,1	day
3. Share of	of visito / 39	rs on the o	event's 25	days: 3rd day	4

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

auto mobil / baby plus (2007) ---- 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 - Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	100 - - - 98 - -
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 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 60 up to 70 years over 70 years	% 9 31 18 15 14 6
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 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	\us-

Jagen, Fischen, Reiten, Forst & Holz (2007) ---- Dresden

Basic data private visitors

Total number of vi	sitors	19 755
Proportion of priva	ate visitors	100%
Region of residence	e	%
up to 50 km		73
more than 50 km up more than 100 km i		18
over 300 km	up to 300 kill	2
Total Germany		100
Baden-	North Rhine-	
Württemberg	 Westphalia 	
Bavaria	- Rhineland-	
Berlin	- Palatinate 3 Saarland	
Brandenburg Bremen	- Saxony	92
Hamburg	- Saxony-Anhalt	94
Hesse	- Schleswig-	
Mecklenburg-	Holstein	
West Pommerania	- Thuringia	
Lower Saxony	1	
Position in the con	npany/organisation	%
Entrepreneur, partne	er, self-employed	16
Managing director,		
head of an authority		
with managerial res	nead, other employee	
Department head, q		
Other salaried staff,		24
Skilled worker		11
Lecturer, teacher, so	ientific assistant	1
Trainee		4
Other position		
Student Housewife/man		15
Old-age pensioner		20
Other not gainfully	employed	20
Frequency of visits 2006	to trade fair	% 32
2005		26
Earlier events		19
carrier events		

Additional data private visitors

Sex Male	9/ 5!
Female	4!
Age	9/
up to 20 years over 20 up to 30 years	12
over 30 up to 40 years	16
over 40 up to 50 years over 50 up to 60 years	1
over 60 up to 70 years	- 15
over 70 years	
Net household income	9/
up to 900,- EUR more than 900,- EUR up to 1 500,- EUR	14 13
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	5
WA .	
Size of household	9/ 1!
1 person 2 persons	38
3 persons	2
4 persons 5 persons and more	1!
persons and more	
Buying and ordering capacity	9/
Purchase or order made or intended at the exhibition	
yes	30
no maybe	20 44
maybe	44
Follow-up business	9/
Intend to buy at later date yes	12
no	9
maybe	79

Dresdner ReiseMarkt ----> **Dresden**

Basic data private visitors

Total number of vi	isitors	27 480
Proportion of priva	ate visitors	95%
Region of residence up to 50 km more than 50 km up more than 100 km up over 300 km	o to 100 km	% 89 8 1
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	North Rhine- Westphalia Rhineland- Palatinate 2 Saarland Saxony Saxony-Anhalt Schleswig- Holstein Thuringia	100 - - - 96 - -
Position in the con Entrepreneur, partne Managing director, head of an authority	er, self-employed board member, y etc.	% 5

Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	1 43 4
Trainee	2
Other position	1 5
Student Housewife/man	5
Old-age pensioner	34
Other not gainfully employed	2
Frequency of visits to trade fair 2007 2006 2005 2004	% 57 53 49 41

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 13 12 20 18 25 8
Net household income	N/A
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 12 57 18 10 3
Buying and ordering capacity Purchase or order made or intended at the exhibition yes	% 12 69
no maybe	19
Follow-up business Intend to buy at later date yes no maybe	% 24 33 42
Control Inc. Accordance to the control	D I

Conducted by: Anova Marktforschung, Dresden

BEAUTY INTERNATIONAL (2007) ----- Düsseldorf

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 100 km up to 300 km over 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	i
	i
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	%
visitor shares Netherlands	24
visitor shares Netherlands Belgium	24 14
visitor shares Netherlands Belgium Austria	24 14 10
visitor shares Netherlands Belgium Austria Spain	24 14
visitor shares Netherlands Belgium Austria Spain	24 14 10 4
visitor shares Netherlands Belgium Austria Spain Luxembourg Position in the company/organisation	24 14 10 4 3
visitor shares Netherlands Belgium Austria Spain Luxembourg Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	24 14 10 4 3 1 %
visitor shares Netherlands Belgium Austria Spain Luxembourg Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	24 14 10 4 3 1 % 66
visitor shares Netherlands Belgium Austria Spain Luxembourg 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	24 14 10 4 3 1 % 66 3
visitor shares Netherlands Belgium Austria Spain Luxembourg 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	24 14 10 4 3 3 66 66 1
visitor shares Netherlands Belgium Austria Spain Luxembourg 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	24 14 10 4 3
visitor shares Netherlands Belgium Austria Spain Luxembourg 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	24 14 10 4 3
visitor shares Netherlands Belgium Austria Spain Luxembourg 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	24 14 10 4 3
visitor shares Netherlands Belgium Austria Spain Luxembourg 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	24 14 10 4 3
visitor shares Netherlands Belgium Austria Spain Luxembourg 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	24 14 10 43 3 1 %6 66 8 8 13 3 5
visitor shares Netherlands Belgium Austria Spain Luxembourg 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	24 14 10 4 3
visitor shares Netherlands Belgium Austria Spain Luxembourg 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 Other not gainfully employed Frequency of visits to trade fair	24 14 10 4 3 66 66 3 8 8 4 2 2 8 8 3 5 5
visitor shares Netherlands Belgium Austria Spain Luxembourg 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 Other not gainfully employed Frequency of visits to trade fair	24 14 10 04 33 66 66 67 88 35 51
visitor shares Netherlands Belgium Austria Spain Luxembourg 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 Other not gainfully employed Frequency of visits to trade fair	24 14 10 4 3 66 66 3 8 8 4 2 2 8 8 3 5 5

Additional data trade visitors

	%
Cosmetics, pharmaceuticals, chemical industry	34
Nail studio	21
Foot care practice	11
Hairdressing salon	6
Beauty farm, wellness facilities	4
Other services	7
Industry Import, Export trade	2
mport, Export trade	4
COSINELIC SCHOOL	2
Other	3
Student Other not gainfully employed	4 7 2 4 2 3 5 1
Influence on purchasing/	
procurement decisions	%
Decisively	46
Collectively	19
In an advisory capacity No	15 14
NO Student	5
Other not gainfully employed	1
Area of responsibility	%
Management	44
Research, development, design	1
Planning, work preparation	1
Manufacture, production Production, quality control	1
Buying, procurement	6
Finance, accounting, controlling	1
Information, communication technology (E	DP) -
Information, communication technology (E Administration, organisation, personnel,	
social welfare, training	- 2
Marketing, sales, advertising, PR	9
Storage, material management, logistics,	
transport Maintenance repairs	
Maintenance, repairs Other area	27
Other area Student	5
Other not gainfully employed	1
guinany employed	'
	%
Size of company/organisation:	-/0
Number of employees:	1
Number of employees: 1- 4 58 500- 999	1
Number of employees: 1- 4 58 500- 999 5- 9 10 1 000- 9 999	
Number of employees: 1- 4 58 500- 999 5- 9 10 1 000- 999 10- 49 8 10 000 and more	1
Number of employees: 1- 4 58 500- 999 5- 9 10 1 000- 9 999 10- 49 8 10 000 and more 50- 99 1 Student	1
Number of employees: 1- 4 58 500- 999 5- 9 10 1 000- 9 999 10- 49 8 10 000 and more 50- 99 1 Student	1 5 1
Number of employees: 1- 4 58 500 - 999 5- 9 10 1 000 - 9 999 10- 49 8 10 000 and more 50- 99 1 Student 100-199 1 Other not gainfully	1 5 1
Number of employees: 1 - 4 58 500 - 999 5 - 9 10 1 000 - 9 999 10 - 49 8 10 000 and more 50 - 99 1 Student 100 - 199 1 Other not gainfully 200 - 499 1 employed N/A	1 5 1 13
Number of employees: 1- 4 58 500 - 999 5- 9 10 1 000 - 9 999 10- 49 8 10 000 and more 50- 99 1 Student 100-199 1 Other not gainfully 200-499 1 employed N/A Length of stay 1. Length of stay (days):	1 5 1 13
Number of employees: 1 - 4 58 500 - 999 5 - 9 10 1 000 - 9 999 10 - 49 8 10 000 and more 50 - 99 1 Student 100-199 1 Other not gainfully 200-499 1 employed N/A Length of stay	1 5 1 13
Number of employees: 1- 4 58 500 - 999 5- 9 10 1 000 - 9 999 10- 49 8 10 000 and more 50- 99 1 Student 100-199 1 Other not gainfully 200-499 1 employed N/A Length of stay 1. Length of stay (days): one 77 two 19 three	1 1 5 1 13 % 4 3 days
Number of employees: 1- 4 58 500 - 999 5- 9 10 1 000 - 9 999 10- 49 8 10 000 and more 50- 99 1 Student 100-199 1 Other not gainfully 200-499 1 employed N/A Length of stay 1. Length of stay (days): one 77 two 19 three	1 5 1 13 %

boot (2007)

Basic data trade visitors

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 50 km up to 100 km more than 100 km up to 300 km	26
over 300 km	38
Total Germany	66
Baden- North Rhine-	
Württemberg 3 Westphalia	60
Bavaria 5 Rhineland- Berlin 2 Palatinate Brandenburg - Saarland Bremen 2 Saxony	
Berlin 2 Palatinate	4
Brandenburg - Saarland	2
	1
Hamburg 1 Saxony-Anhalt	-
Hesse 7 Schleswig-	3
Mecklenburg- Holstein Thuringia	5
West Pommerania - Thuringia Lower Saxony 9	
Lower Saxony 5	
Total Foreign	34
of which EU	73
Rest of Europe	15
Africa	4
North America	3
Middle East Fast Asia	3
Middle East East Asia	3 3
East Asia The five countries with the highest	
East Asia The five countries with the highest visitor shares	%
East Asia The five countries with the highest visitor shares Netherlands	% 27
East Asia The five countries with the highest visitor shares Netherlands Italy	% 27 8
East Asia The five countries with the highest visitor shares Netherlands Italy Austria	% 27 8 7
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium	% 27 8 7
East Asia The five countries with the highest visitor shares Netherlands Italy Austria	%
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium France	% 27 8 7 6
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium France Position in the company/organisation Entrepreneur, partner, self-employed	% 27 8 7 6 5
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium France Position in the company/organisation Entrepreneur, partner, self-employed	% 27 8 7 6 5
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium France Position in the company/organisation Entrepreneur, partner, self-employed	% 27 8 7 6 5
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium France Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	9% 27 8 7 6 5 5 41 41
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium France Position in the companylorganisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	% 27 8 7 6 5 5 5
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium 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	9% 27 8 7 6 5 5 41 41 e
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium 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 staff, public service	% 41 7 6 41 12 6 4 10 12 12 12 12 12 12 12 12 12 12 12 12 12
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium 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 staff, public service Skilled worker	% 41 7 6 41 12 6 4 10 12 12 12 12 12 12 12 12 12 12 12 12 12
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant	% 41 7 6 41 12 6 4 10 12 12 12 12 12 12 12 12 12 12 12 12 12
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 41 7 6 41 12 6 4 10 12 12 12 12 12 12 12 12 12 12 12 12 12
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 41 7 6 41 12 6 4 10 12 12 12 12 12 12 12 12 12 12 12 12 12
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 41 7 6 41 12 6 4 10 12 12 12 12 12 12 12 12 12 12 12 12 12
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	9% 277 6 5 5 5 9 41 41 7 6 4 10 12 5 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 27 8 7 6 5
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	9% 27 66 55 41 41 6 41 6 7 6 4 4 10 12 5 5 4 4 7 7 1 4 1 1 4 1 1 1 1 1 1 1 1 1 1 1
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium 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 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 2006	% % 277
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium 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 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 2006 2005	% % 277 8 8 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
East Asia The five countries with the highest visitor shares Netherlands Italy Austria Belgium 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 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 2006	% % 277

Earlier events First visit

---- Düsseldorf

Basic data private visitors

Region of residence up to 50 km	
more than 50 km up to 100 km more than 100 km up to 300 km	% 38 18 28
over 300 km	17
Total Germany	66
Baden- North Rhine- Württemberg 3 Westphalia Bavaria 5 Rhineland-	60
Bavaria 5 Rhineland- Berlin 2 Palatinate	4
Brandenburg - Saarland	2
Bremen 2 Saxony Hamburg 1 Saxony-Anhalt	1
Hesse 7 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	3
Lower Saxony 9	
Total Foreign	13
of which EU Rest of Europe	88 11
Other	1
visitor shares Netherlands Belgium Switzerland Luxembourg Austria	% 47 17 8 6
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	11
Department head, group head Other salaried staff, public service	25
Skilled worker	9
Lecturer, teacher, scientific assistant Trainee	3
Other position	3
Student Housewife/man	3
Old-age pensioner Other not gainfully employed	11
	%
Frequency of visits to trade fair	
2006	
Frequency of visits to trade fair 2006 2005 Earlier events First visit	51 55 58 19

Additional data trade visitors

Economic sector Boat industry Other industry Skilled trades Specialist trade Other trade Tourism industry Hire of boats, water sports equipment Media, press, publishing Other services Public authority University, college, polytechnic Association, society, institution, organisation Other Student Other not gainfully employed	9% 18 12 8 7 3 5 4 3 10 4 3
Influence on purchasing/	

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 34 30 14 10 7
Other not gainfully employed	5

Area of responsibility	%
Management	29
Research, development, design	7
Planning, work preparation	4
Manufacture, production	7
Production, quality control	1
Buying, procurement	1
Finance, accounting, controlling	2 P) 3
Information, communication technology (ED	P) 3
Administration, organisation, personnel,	
social welfare, training	6
Marketing, sales, advertising, PR	14
Storage, material management, logistics,	
transport	2
Maintenance, repairs	4
Other area	9
Student	7
Other not gainfully employed	5

Number o 1- 4	28		500 -	999	% 3 5 7
5- 9	12		000 -	9 999	5
10- 49	17			d more	5
50- 99	4			Student	7
100-199	7	Othe		ainfully	
200-499	4		en	nployed	- 5
				.p.oyeu	
Length o	f stay			.p.oyeu	%
Length o	of stay			.p.oyeu	%
Length o 1. Length one	of stay 62	four	3	seven	%
1. Length one two	of stay 62 21	four five		seven eight	%
1. Length one	of stay 62	four	3	seven	% - 1
1. Length one two	of stay 62 21 9	four five six	3	seven eight nine	% days

Additional data private visitors

Sex Male Female	% 65 35
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 4 11 16 32 23 12 2
Net household income up to 900,- EUR more than 1500,- EUR up to 1500,- EUR more than 2000,- EUR up to 2000,- EUR more than 2000,- EUR up to 2600,- EUR more than 3600,- EUR up to 3600,- EUR more than 5000,- EUR up to 5000,- EUR M/A	% 4 7 10 13 15 14 20 15
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 44 16 16 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 60 13 27
Follow-up business Intend to buy at later date yes no maybe	% 47 13 40
Conducted by: Walter, Wissler & Partner, Ba	asel

CARAVAN SALON ----> Düsseldorf

Basic data private visitors

	59 27
Proportion of private visitors	91%
Region of residence up to 50 km	3
more than 50 km up to 100 km	2
more than 100 km up to 300 km	3
over 300 km	1
Total Germany	8
Baden- North Rhine- Württemberg 2 Westphalia	6
Bavaria 3 Rhineland-	·
Berlin 1 Palatinate	
Brandenburg - Saarland	
Bremen 1 Saxony Hamburg - Saxony-Anhalt	
Hesse 8 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 7	
Total Foreign	1
of which EU	9
Rest of Europe	
Other	
The five countries with the highest	
visitor shares	
Netherlands Belgium	4
Great Britain	'
Austria	
Switzerland	
Position in the company/organisation	
Entrepreneur, partner, self-employed	1
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	2
Skilled worker	1
Lecturer, teacher, scientific assistant	
Trainee Other position	
Other position	
Student	

Housewife/man
Old-age pensioner
Other not gainfully employed

Frequency of visits to trade fair 2007 2006 2005 Earlier events First visit 6 18 3

Additional data private visitors

Sex Male Female	9/ 5/ 4/
Age	9
up to 20 years over 20 up to 30 years	
over 30 up to 40 years over 40 up to 50 years	3
over 50 up to 60 years 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	
more than 1 500,- EUR up to 2 000,- EUR	1
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	1.
N/A	2
Size of household	9
1 person 2 persons	4
3 persons	1
4 persons 5 persons and more	2
Buying and ordering capacity	9
Purchase or order made or intended at the exhibition	
yes	4
no maybe	1
	_
Follow-up business Intend to buy at later date	9
yes	4
no maybe	1 4
Conducted by Walter Wissley & Dartney B	200

Conducted by: Walter, Wissler & Partner, Basel

drupa ---- > Düsseldorf

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	390 044
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	10 6
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	16
over 300 km	69
Total Germany Baden- North Rhine-	40
Württemberg 18 Westphalia	39
Bavaria 13 Rhineland-	
Berlin 2 Palatinate Brandenburg 1 Saarland	4 1
Bremen - Saxony	3
Hamburg 2 Saxony-Anhalt	: 1
Hesse 8 Schleswig- Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	1
Lower Saxony 6	
Total Foreign	60
of which EU	47
Rest of Europe Africa	10 6
North America	6
South and Central America	7 6
Middle East South-, East-, Central Asia	
Australia	15 2
The five countries with the highest	
visitor shares Netherlands	% 7
Belgium	7 7 6
India	6
France USA	6 5
Position in the company/organisation Entrepreneur, partner, self-employed	n % 20
Managing director, board member,	
head of an authority etc. Senior department head, other employe	17
with managerial responsibility	9
Department head, group head	20
Other salaried staff/public service Skilled worker	11 10
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position Student	4
Other not gainfully employed	1
Frequency of visits to trade fair	%
2004	45
2000 Earlier events	36 25
First visit	40

Additional data trade visitors	
Economic sector Printing Graphic and pre-press stage Book-binding and print processing Multimedia, e-technologies and Internet IT, consulting, logistics, learned professions Marketing, advertising and PR Publishers, media Cellulose, paper, cardboard and packaging material Technology pre-press, press, post-press Trade specializing in printers' and designers' demands University/college/polytechnic Other Student Other not gainfully employed	% 42 18 6 1 4 3 2 4 4 4 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 28 30 23 15 4
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 28 8 9 16 5 5 1 2) 2 1 14 1 3 5 4
Size of company/organisation: Number of employees: 1-4 8 500-999 999 5-9 8 1000-9999 999 10-49 26 10 000 and more 50-99 12 Student 100-199 12 Other not gainfully 200-499 11 employed	% 6 8 5 4
Length of stay 1. Length of stay (days): one 32 six 3 eleven two 22 seven 3 twelve three 14 eight 2 thirteen four 13 nine 1 fourteen five 6 ten 1	% 1 1 3

2. Average length of stay

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

Conducted by: Walter, Wissler & Partner, Basel

EUROSHOP — Düsseldorf

Basic data trade visitors

Total number of visitors	104 766
Proportion of trade visitors	97%
Region of residence	%
up to 50 km	9
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	15 68
Total Germany	40
Baden- North Rhine- Württemberg 15 Westphalia Bavaria 11 Rhineland-	43
Berlin 2 Palatinate	4
Brandenburg - Saarland	1
Bremen 1 Saxony	2
Hamburg 3 Saxony-Anhali Hesse 7 Schleswig-	t 1
Hesse 7 Schleswig- Mecklenburg- Holstein	3
West Pommerania - Thuringia	1
Lower Saxony 6	
Total Foreign	60
of which EU	60
Rest of Europe Africa	13
North America	6
South and Central America	5
Middle East	5
South-, East-, Central Asia	8
Australia	4
The five countries with the highest	0/
visitor shares Netherlands	%
Great Britain	7
France	6
Italy	9 7 6 5 5
Spain	5
Position in the company/organisatio Entrepreneur, partner, self-employed	n %
Managing director, board member,	
head of an authority etc.	17
Senior department head, other employe	ee 9
with managerial responsibility Department head, group head	20
Other salaried staff/public service	11
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position Student	5
Other not gainfully employed	5 1 3 5 3
	%
Frequency of visits to trade fair	
2002	23
Frequency of visits to trade fair 2002 Earlier events First visit	

Additional data trade visitors

Economic sector Retail trade	% 22
Industry	9
Wholesale trade	6
Skilled trades Interior fittings, visual marketing, store	4
construction	15
Architect/designer	8
Trade fair construction, event agency	8
Advertising, graphics design Services, training, consulting	2
IT, EDP, office communication	
Other services Association/club/institution	3
Public authority	
University/college/polytechnic	1
Other Student	3
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions Decisively	% 36
Collectively	33
In an advisory capacity	18
No Student	9
Other not gainfully employed	
Area of responsibility	9/
Management	26
Research/development/design	4
Planning/work preparation Manufacture/production	19
Production, quality control	1
Buying/procurement	6
Finance/accounting, controlling Information, communication technology (EI) (P)
Administration/organisation/personnel/	
social welfare/training	24
Marketing/sales/advertising/PR Storage/material management/logistics/	24
transport	1
Maintenance/repairs	1
Other area Student	-
Other not gainfully employed	1
Size of company/organisation:	
Number of employees: 1- 4 13 500- 999	%
1- 4 13 500- 999 5- 9 10 1 000- 9 999	11
10- 49 24 10 000 and more	(
50- 99 9 Student	1
100-199 9 Other not gainfully 200-499 8 employed	3
Length of stay 1. Length of stay (days):	%
	_
one 50 three 12 five	
one 50 three 12 five two 29 four 5 2. Average length of stay 1,9	

Conducted by: Walter, Wissler & Partner, Basel

GDS / GLS / global shoes & accessories

Total number of visitors	27 130
Proportion of trade visitors	92%
Region of residence	%
up to 50 km more than 50 km up to 100 km	14 7
more than 100 km up to 300 km	20
over 300 km	59
Total Germany	54
Baden- North Rhine- Württemberg 11 Westphalia	41
Bavaria 8 Rhineland-	
Berlin 3 Palatinate Brandenburg 1 Saarland	8 1
Bremen 1 Saxony	2
Hamburg 4 Saxony-Anhalt Hesse 9 Schleswig-	-
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia Lower Saxony 8	1
o dividing o	
Total Foreign	46
of which EU Rest of Europe	64 13
Africa	2
North America South and Central America	3
Middle East	13 2 3 3 2 11
South-, East-, Central Asia Australia	2
The five countries with the highest	
visitor shares	%
Netherlands Great Britain	12 7
Italy	6
Spain Belgium	4
Position in the company/organisation Entrepreneur, partner, self-employed	% 44
Managing director, board member,	
head of an authority etc. Senior department head, other employe	15 P
with managerial responsibility	5
Department head, group head Other salaried staff/public service	12 7 4 1 2 6
Skilled worker	4
Lecturer, teacher, scientific assistant Trainee	1
Other position	6
Student Other not gainfully employed	4 1
Frequency of visits to trade fair 2007 (Spring)	% 43
2006	37
Earlier events First visit	37 30
	47

---- Düsseldorf

Additional data trade visitors

Economic sector Specialist shoe shop	% 33
Shoe retail chain	5
Specialist textile/clothing retail, boutique	5
Other retail	12
Wholesale trade	
Commercial agency	7 3 3 4 4
	2
Foreign trade	2
Designer	4
Media, press, publishing	4
Other services	4
Shoe and leather manufacturing	/
Suppliers to shoe and leather	_
manufacturers	2
Other	6 4
Student	4
Other not gainfully employed	1

%
38
26
20
12
4
1

%
35
4
1
4
-
20
1
(EDP) -
1
25
1
-
4
4
1

Number of			%
1- 4	27	500 - 999	4
5- 9	15	1 000 - 9 999	4
10- 49	21	10 000 and more	3
50- 99	7	Student	1
100-199	6	Other not gainfully	
200-499	6	employed	4

Length	of stay	/ L \			%
1. Leng one	th of stay 52	(days): two	29	three	19
2. Aver	age lengtl	h of stay		1,7	days
3. Share	of visito	rs on the	event's	days:	N/A

Conducted by: Walter, Wissler & Partner, Basel

GDS (Autumn) (2007) ---- Düsseldorf

Basic data trade visitors	
Total number of visitors	29 421
Proportion of trade visitors	93%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 14 8 19 59
Total Germany	48
Baden- Württemberg 7 Westphalia Bavaria 8 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saxony Hamburg 3 Saxony-Anhalt Hesse 9 Schleswig- Holstein West Pommerania Lower Saxony 8	44 8 1 3 1 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	52 56 8 4 3 6 4 15
The five countries with the highest visitor shares Netherlands Belgium Great Britain Italy Spain	% 12 6 6 4

Belgium Great Britain Italy Spain	6 4 4
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	45
head of an authority etc. Senior department head, other employee	19
with managerial responsibility	5
Department head, group head	10
Other salaried staff, public service	7
Skilled worker	3
Lecturer, teacher, scientific assistant	-
Trainee	2
Other position	2 5 2
Student	2
Other not gainfully employed	1

Other not gainfully employed	1
Frequency of visits to trade fair 2007 (Spring) 2006 (Autumn)	%
2007 (Spring)	42
2006 (Autumn)	37
2006 (Spring)	34
2006 (Spring) Earlier events	33
First visit	33

Additional data trade visitors

Economic sector Specialist shoe retailer Shoe retail chain Specialist textile/clothing retail, boutique Specialist textile/clothing retail, boutique Specialist leather goods Other retail Wholesale, foreign trade Designer Other services Shoe manufacturing Other Student Other not gainfully employed	% 2 6 4 35 1 7 16 5 6 7 7
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 42 28 16 10 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	% 37 4 1 18 P) - 26 1 4 2 1
Size of company/organisation: Number of employees: 1 000 - 9 999 1 - 4 32 1 000 - 9 999 5 - 9 14 10 000 and more 10 - 49 20 200 - 499 50 - 99 7 Student 100-199 5 Other not gainfully 500-999 3 employed	% 6 2 5 2
Length of stay 1. Length of stay (days): one 52 two 28 three	% 20

2. Average length of stay

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

1,7 days

glasstec ---- > Düsseldorf

Basic data trade

Total number of visito	ors	55 073
Proportion of trade visitors		97%
Region of residence up to 50 km more than 50 km up to more than 100 km up to over 300 km		% 9 6 18 66
Total Germany		44
Baden- Württemberg 10 Bayaria 12	North Rhine- Westphalia Rhineland-	39
Berlin 3	Palatinate	6
	Saarland	1
Bremen - Hamburg 2		4 2
Hamburg 2 Hesse 5	Schleswig-	. 2
Mecklenburg-	Holstein	1
West Pommerania 1 Lower Saxony 9		4
Total Foreign of which EU Rest of Euro Africa North Ameri		56 55 14 4 6
	entral America	5

Middle East	6
South-, East-, Central Asia	8
Australia	2
The five countries with the highest visitor shares Netherlands France Italy Belgium USA	% 10 8 6 6

Position in the company/organisation	%
Entrepreneur, partner, self-employed	26
Managing director, board member,	
head of an authority etc.	16
Senior department head, other employee	
with managerial responsibility	9
Department head, group head	21
Other salaried staff/public service	10
Skilled worker	7
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	3
Student	3
Other not gainfully employed	1

Frequency of visits to trade fair	9
2006	4
2004	3
Earlier events	2
First visit	3

visitors		Additional data trade visitors	
s	55 073	Economic sector Industry (manufacturer)	-
tors	97%	Solar industry Skilled trades	1
100 km 300 km	% 9 6 18 66	Trade Architect's office Engineer's and planning office Media, press, publishing Other services Public authority University/college/polytechnic	1
North Rhine- Westphalia	44 39	Other Student Other not gainfully employed	
Rhineland- Palatinate Saarland Saxony Saxony-Anhalt Schleswig- Holstein Thuringia	6 1 4 2 1 4	Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	3 3 2 1
itral America Central Asia	56 55 14 4 6 5 6 8 2	Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organisation/personnel/	1 1
the highest	% 10 8 6 6	social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	1
y/organisation f-employed member, other employe bility head	26 16	Size of company/organisation: Number of employees: 1 - 4	

Size of co	mpany	organis	ation:		%
1- 4	13	yccs.	500 -	999	6
5- 9	7		000 -	9 999	7
10- 49	23	10		nd more	7 5 3
50- 99	11	0.1		Student	3
100-199 200-499	11 13	Othe	er not g	jainfully nployed	1
200-433	13		ei	iipioyeu	,
Length of		(d)			%
1. Length one		(days): three	14	five	8
two	26	four	7	live	0
2. Average	length	of stay		2,1	days
3. Share of	visitor	on the	event's	days:	N/A

hogatec ---- Düsseldorf

Basic data trade visitors

Total number of visitors	40 639
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	% 34 16 25 24
Total Germany Baden- Württemberg 4 Westphalia Bavaria 5 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt	93 56 11 2 1
Hesse 9 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	1
Total Foreign of which EU Rest of Europe Other	7 71 12 17
The country with the highest visitor share Netherlands	% 17
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	% 43 9 9 13 8 6 6 2 7 2 5 2
Frequency of visits to trade fair 2006 2004 Earlier events First visit	% 26 19 17 56

Additional data trade visitors	
Economic sector Hotel Catering Communal catering Catering/party service Snack, fast-food business Franchise restaurant Food trade Trade Industry	% 14 36 5 5 3 2 4 8 3 2
Planning, project management Architecture/design Other service enterprises, consultancies Hotel management schools, technical	3
colleges, universities Trade associations, institutions Other Student Other not gainfully employed	1 1 6 5 2
Influence on purchasing/	
procurement decisions Decisively Collectively In an advisory capacity No	% 37 28 19 10
Student Other not gainfully employed	5 2
Area of responsibility Management	% 41
Research/development/design Planning/work preparation Manufacture/production	2 4 10
Production, quality control Buying/procurement Finance/accounting, controlling	10 1
Information, communication technology (ED Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR	P) 1 2 11
Storage/material management/logistics/ transport Maintenance/repairs Other area	1 1 9
Student Other not gainfully employed	5 2
Size of company/organisation: Number of employees:	%
1- 4 26 500- 999 5- 9 17 1 000- 9 999 10- 49 24 10 000 and more	1 4 2 5
50- 99 6 Student 100-199 5 Other not gainfully	
200-499 4 employed N/A	4

Length of stay
1.Length of stay (days):
one 84 three
two 11 four 2. Average length of stay

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

1,2 days

IAM ---- Düsseldorf

Basic data trade visitors

Total number of visitors	13 327
Proportion of trade visitors	39%
Region of residence	%
up to 50 km more than 50 km up to 100 km	54 16
more than 100 km up to 300 km	15
over 300 km	15
Total Germany	94
Baden- North Rhine- Württemberg 2 Westphalia	80
Bavaria 3 Rhineland-	,
Berlin - Palatinate Brandenburg - Saarland	2
Bremen - Saxony	-
Hamburg 1 Saxony-Anhalt	-
Hesse 6 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia	
Lower Saxony 3	
Lower Saxony 3	
	6
Total Foreign	
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,	
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	30 30
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	30 30 e
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	30 30 e 31
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 staff/public service Skilled worker	9 30 30 e 3 11 20
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 staff/public service Skilled worker Lecturer, teacher, scientific assistant	9 30 3 6 3 11 20 3 3 3 3 3
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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9% 30 e 31 11 20 33
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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 30 30 e 3 11 20 3 3 6 4 4 8
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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	9% 30 30 44 48
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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	% 30 30 e 3 11 20 3 3 6 4 4 8
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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	30 30 30 44 88 11 5
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 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 2007	9% 30 30 3 3 3 3 3 6 4 4 4 4 4 4 4 4 4 4 4 4 4 4
	30 30 8 8 31 33 36 44 88

Basic data private visitors

Proportion of private visitors	61%	
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 14 11 8	
Total Germany	99	
Baden- North Rhine- Württemberg 1 Westphalia Bayaria 2 Rhineland-	84	
Berlin 1 Palatinate	4	
Brandenburg - Saarland Bremen - Saxony	1	
Hamburg - Saxony-Anhalt Hesse 3 Schleswig-	-	
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 2	1	
Total Foreign	1	
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 11	
head of an authority etc. Senior department head, other employee	2	
with managerial responsibility	3 7	
Department head, group head Other salaried staff/public service	28	
Skilled worker '	7	
Lecturer, teacher, scientific assistant Trainee	4 1 3 4 2 22	
Other position Student	3	
Student Housewife/man	2	
	22	
Old-age pensioner	-7	
Old-age pensioner Other not gainfully employed	7	
Other not gainfully employed Frequency of visits to trade fair	%	
Other not gainfully employed Frequency of visits to trade fair 2007 2006	% 57 42	
Other not gainfully employed Frequency of visits to trade fair 2007	% 57 42 31	

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	% 61 15 13
Total Germany Baden- Württemberg 2 Westphalia Bavaria 3 Rhineland- Berlin 1 Palatinate Brandenburg - Saxony Hamburg 1 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 3	97 82 3 - 1 -
Total Foreign of which EU Other	68 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 18 3 25 5 3 3 3 3 3 3 5 16
Frequency of visits to trade fair 2007 2006 Earlier events First visit	% 52 39 31

Additional data trade visitors

Influence on purchasing/ procurement decisions	%
Decisively	21
Collectively	16
In an advisory capacity	24
No	21
Student	8
Other not gainfully employed	10

-	
Area of responsibility	%
Management	19
Research/development/design	1
Planning/work preparation	1
Manufacture/production	1
Production, quality control	-
Buying/procurement	1
Finance/accounting, controlling	19
Information, communication technology	(EDP) 1
Administration/organisation/personnel/	
social welfare/training	5
Marketing/sales/advertising/PR	25
Storage/material management/logistics/	
transport	1
Maintenance/repairs	-
Other area	8
Student	8
Other not gainfully employed	10

Size o	of co	mpany/orga	anis	sation	:	
Numb	er of	employees:				
1-		22 1		500-	999	
5-	9	5	1	000-	9 999	1
10-	49	9	10	000	and more	
FΛ	00	2			Carralana	

10	10 000 and more	9	10- 49
	Student	3	50- 99
	Other not gainfully	5	100-199
	employed	7	200-499
3	N/A		

Length of 1. Length	of stay	(days):			(
one	82	two	13	three	
2. Averag	e lengtl	n of stay		1,2	da
3. Share	of visito	rs on the	event's	days:	N/

Additional data private visitors

Age up to 20 years over 20 up to 30 years over 20 up to 40 years over 40 up to 50 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 3 600,- 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 more than 5 000,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- 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		
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years Net household income up to 900, EUR up to 1 500, EUR more than 1 500, EUR up to 2 000, EUR more than 2 000, EUR up to 2 600, 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 more than 5 000, EUR up to 5 000, 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 N	Male	% 77 23
up to 900,- EUR up to 1 500,- EUR more than 900,- EUR up to 2 000,- 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 more than 5 000,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- EUR M/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 900 N	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	% 1 6 16 25 23 21 7
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 N	up to 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 5 000,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 2 6 12 15 17 18 14
Purchase or order made or intended at the exhibition yes no N	1 person 2 persons 3 persons 4 persons	% 32 38 15 11
no N	Purchase or order made or intended at the exhibition	%
	no	N/A

Conducted by: Walter, Wissler & Partner, Basel

IMA ---- Düsseldorf

Total number of visitors	8 566
Proportion of trade visitors	100%
Region of residence up to 50 km	% 14
more than 50 km up to 100 km	7
more than 100 km up to 300 km over 300 km	36 43
Total Germany	85
Baden- North Rhine- Württemberg 12 Westphalia	37
Bavaria 9 Rhineland- Berlin 3 Palatinate	9
Brandenburg 1 Saarland Bremen 1 Saxony	9 2 2 2
Hamburg 1 Saxony-Anhalt	2
Hesse 11 Schleswig- Mecklenburg- Holstein	2
West Pommerania 1 Thuringia Lower Saxony 8	2
Total Foreign	15
of which EU Other	75 25
Position in the company/organisation	% 47
Entrepreneur, partner, self-employed Managing director, board member,	-
head of an authority etc. Senior department head, other employee	14
with managerial responsibility Department head, group head	3 10
Other salaried staff/public service	10
Skilled worker Lecturer, teacher, scientific assistant	9
Trainee	2
Other position Student	2 3 1 2
Other not gainfully employed	2

Frequency of visits to trade fair 2007 2006 Earlier events First visit

Additional data trade visitors

Economic sector	%
Service	22
Industry (manufacturer)	22
Retail trade	21
Wholesale/foreign trade Skilled trades	3
Authority/public services	20
Other sectors	20
Student	
Other not gainfully employed	2
Influence on purchasing/	
procurement decisions	%
Decisively	39
Collectively	23
In an advisory capacity	19
Student	16
Other not gainfully employed	-
outer not gamman, employed	-

Other not gainfully employed	
Area of responsibility	%
Management	% 46
Research/development/design	12 5 2 19 8 (EDP) 8
Planning/work preparation	12
Manufacture/production	5
Production, quality control	2
Buying/procurement	19
Finance/accounting, controlling	3
Information, communication technology Administration/organisation/personnel/	(EDP) 8
social welfare/training	7
Marketing/sales/advertising/PR Storage/material management/logistics/	31
transport	16
Maintenance/repairs	16
Other area	11
Student	1 2
Other not gainfully employed	2

Size	of	compa	ny/organisation:

%	:	employ	Number of
4	500 - 999	32 1	1- 4
7	1 000 - 9 999	23	10- 49
1	10 000 and more	13	5- 9
1	Student	7	50- 99
	Other not gainfully	6	100-199
2	employed	5	200-499

Length of	of stay of stay	(davs):		%
one		three	3	
two	24	four	2	
2. Averag	e lengtl	n of stay		1,4 days
3. Share	of visito	rs on the e	vent's d	ays:
1st da	/ 34	3rd day	39	•
2nd da	v 42	4th day	21	

Conducted by: Walter, Wissler & Partner, Basel





InterCool ---- > Düsseldorf

Basic data trade visitors

basic data trade visitors	
Total number of visitors	10 482
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	% 18 13 28 41
Total Germany Baden- North Rhine- Württemberg 5 Westphalia Bayaria 5 Rhineland-	73 46
Bavaria 5 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 6 Saxony Hamburg 3 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 14	7 1 1 2 1
Total Foreign of which EU Rest of Europe Other	27 82 14 4
The two countries with the highest visitor shares Austria Netherlands	% 13 13
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	21 13
Frequency of visits to trade fair 2006 2004 Earlier events First visit	% 40 30 15 44

Economic sector Food retail trade Food wholesalers		% 12 10
Import/export Food trade		10 4
Other industrial co		20 6 4
	γ, institutional catering, catering & party service	13 12 7 3
Influence on puro	chasing/	%
Decisively	1310113	28
Collectively In an advisory cap	acity	35 21
No Student		14 3
Area of responsit	pility	% 26
Management Research/developm		7
Planning/work pre Manufacture/produ		1 7
Production, quality Buying/procuremer	control	3 16
Finance/accounting		1
	anisation/personnel/	1
Marketing/sales/ad	lvertising/PR	30
transport	nanagement/logistics/	1
Maintenance/repai Other area	rs	3 3
Student		3
Size of company/ Number of employ		%
1- 4 8 5- 9 9	200 - 499 500 - 999	10 7
10- 49 22	1 000 - 9 999	12
50- 99 11 100-199 12	10 000 and more Student	3

Conducted by: Walter, Wissler & Partner, Basel

InterMeat ---- Düsseldorf

Basic data trade visitors

Total number of visitors	16 538
Proportion of trade visitors	92%
Region of residence	%
up to 50 km	17
more than 50 km up to 100 km	12
more than 100 km up to 300 km over 300 km	32 39
Total Germany	71
Baden- North Rhine-	- /
Württemberg 4 Westphalia	49
Bavaria 7 Rhineland-	
Berlin 2 Palatinate	4
Brandenburg - Saarland Bremen - Saxony	
Hamburg 3 Saxony-Anhalt Hesse 9 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 17	
Total Foundame	2/
Total Foreign of which EU	2 9
Rest of Europe	
	- 11
Other	
	9/ 2!
Other The two countries with the highest visitor shares Netherlands Belgium Position in the company/organisation	9/ 2! 9/
Other The two countries with the highest visitor shares Netherlands Belgium Position in the company/organisation Entrepreneur, partner, self-employed	9/ 2!
Other 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.	9/ 2! 9/ 20
Other 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 employee	9/ 21/ 9/ 21/
Other 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 employee with managerial responsibility	99 29 20 20 20
Other 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 employee with managerial responsibility Department head, group head	99 29 20 20 10 21
Other 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 employee with managerial responsibility Department head, group head Other salaried staff/public service	90 21 30 21 11 21
Other 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 employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	9/ 2/ 9/ 2/ 1- 1- 2
Other 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 employee with managerial responsibility Department head, group head Other salaried staff/public service	9, 22, 3, 20, 21, 21, 21,
Other 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 employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9/ 2! 3/ 20 14 12 21 14
Other 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 employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	99 21 20 21 1. 21
Other 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 employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9/ 2! 9/ 20 12 2: 1:
Other 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 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	9/ 2! 9/ 20 14 2: 11 2:
Other 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 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	9/20 21/20 20 14/20 11/20 11/20 14/2
Other 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 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	9/ 2! 9/ 20 20 14
Other 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 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 2006 2004 Earlier events	9 21 21 1. 1. 2. 2. 2. 2. 2. 4. 4. 4. 4. 2. 2. 2. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.
Other 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 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 2006 2006	9,22

Additional data trade visitors

Import/exp Food trade Hotel	9	% 12 11 10
Foodstuff i	ustry for food manufacture strial company	22 8 1
Association University/on Other Student	ess, publishing 1, institution college/polytechnic	1 7 2 1 1 4
Other not	gainfully employed	1
Influence	on purchasing/ ent decisions	%
Decisively Collectively		27
	sory capacity	23
Student	and of the constraint	15
Otner not	gainfully employed	1
	esponsibility	% 26
	levelopment/design	7
Planning/w Manufactu	ork preparation re/production	3
	, quality control	12
Finance/aco	counting, controlling	1
	n, communication technology (ED tion/organisation/personnel/	P) 1
	are/training /sales/advertising/PR	26
	aterial management/logistics/	
	ce/repairs	2
transport		
transport Maintenan Other area		1
transport Maintenan Other area Student	gainfully employed	1
transport Maintenan Other area Student Other not	gainfully employed	1
transport Maintenan Other area Student Other not Size of co Number of	gainfully employed mpany/organisation: employees:	1 2 3 1
transport Maintenan Other area Student Other not Size of co Number of 1- 4	gainfully employed mpany/organisation:	1 2 3 1
transport Maintenan Other area Student Other not s Size of co Number of 1- 4 5- 9 10- 49	mpany/organisation: i employees: 12 500 - 999 7 1 000 - 9 999 21 10 000 and more	% 6 10
transport Maintenan Other area Student Other not Size of co Number of 1- 4 5- 9	mpany/organisation: remployees: 12 500 - 999 7 1 000 - 9 999 21 10 000 and more 11 Student	% 6 10
transport Maintenan Other area Student Other not s Size of co Number of 1- 4 5- 9 10- 49 50- 99	mpany/organisation: employees: 12 500 - 999 7 1 000 - 9 999 21 10 000 and more 11 Student	% 6 10 5
transport Maintenan Other area Student Other not of Size of co Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499	mpany/organisation: employees: 12	9/0 6 10 5 3
transport Maintenan Other area Student Other not y Size of co Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499	mpany/organisation: employees: 12 500 - 999 7 1 000 - 9 999 21 10 000 and more 11 Student 11 Other not gainfully 10 employed N/A stay of stay (days):	% 6 10
transport Maintenan Other area Student Other not y Size of co Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499	mpany/organisation: employees: 12 500 - 999 7 1 000 - 9 999 21 10 000 and more 11 Student 11 Other not gainfully 10 employed N/A	9% 66 100 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5

InterMopro

Total number of visitors	10 334
Proportion of trade visitors	95%
Region of residence up to 50 km	% 21
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	7 27 45
Total Germany Baden- North Rhine-	75
Württemberg 7 Westphalia	43
Bavaria 12 Rhineland- Berlin - Palatinate	7
Brandenburg - Saarland Bremen 2 Saxony	1
Hamburg 5 Saxony-Anhalt Hesse 9 Schleswig-	1
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 7	2
Total Foreign	25
of which EU Other	85 15
The country with the highest visitor	
share Netherlands	% 20
Position in the company/organisation Entrepreneur, partner, self-employed	ı % 17
Managing director, board member, head of an authority etc.	13
Senior department head, other employe	e
with managerial responsibility Department head, group head	8 26
Other salaried staff/public service	16
Skilled worker Lecturer, teacher, scientific assistant	7 1
Trainee	3 6
Other position Student	3
Other not gainfully employed	1
Frequency of visits to trade fair 2006	% 38
2004	27
Earlier events First visit	17 49

---- Düsseldorf

Additional data trade visitors

Economic sector	%
Food retail trade	15
Food wholesalers	- 11
Import/export	8
Food trade	6
Hospitality industry, institutional catering,	
chain restaurants, catering & party service	7
Foodstuff industry	20
Supply industry for food manufacture Other industrial company	7
Other industrial company	2
Service companies (total)	10
Media, press, publishing	3
Association, institution	1
University/college/polytechnic	1
Other	5 3
Student	3
Other not gainfully employed	1

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 25 28 28 16
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Area of responsibility	%
Management	20
Research/development/design	6
Planning/work preparation	2
Manufacture/production	6 2 6 1
Production, quality control	1
Buying/procurement	14
Finance/accounting, controlling	-
Information, communication technology	(EDP) -
Administration/organisation/personnel/	
social welfare/training	2
Marketing/sales/advertising/PR	2 36
Storage/material management/logistics/	
transport	1
Maintenance/repairs	- 1
Other area	6
Student	6 3
Other not gainfully employed	1

Size of con	npany/d	organisation:	
Number of	employ	ees:	% 5
1- 4	12 1	500 - 999	5
5- 9	7	1 000 - 9 999	11
10- 49	19	10 000 and more	5
50- 99	12	Student	3
100-199	14	Other not gainfully	
200-499	10	employed	1
		N/A	3

Length of	of stay of stay	(days):		
one	72	three	5	
two	21	four	2	
2. Averag	je lengtl	n of stay		1,4
3. Share	of visito	rs on the e	event's d	ays:

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days

interpack ---- Düsseldorf

Basic data trade visitors

Total number of visitors	171 073
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	% 8 6 16
over 300 km	69
Total Germany Baden- North Rhine-	39
Württemberg 15 Westphalia Bavaria 10 Rhineland-	40
Berlin 2 Palatinate	6
Brandenburg 1 Saarland Bremen 1 Saxony	1 2
Hamburg 2 Saxony-Anhalt Hesse 7 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 9	2
Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	12 5 7 7 13 3
The five countries with the highest visitor shares Netherlands Italy Switzerland Great Britain India	% 7 6 6 5
Position in the company/organisation Entrepreneur, partner, self-employed	n %
Managing director, board member, head of an authority etc. Senior department head, other employe	18
with managerial responsibility	12
Department head, group head Lecturer, teacher, scientific assistant	25 1
Other salaried staff/public service	15
Skilled worker	7
Trainee Other position	1

Other position
Student
Other not gainfully employed

Earlier events First visit

Frequency of visits to trade fair 2005 2002

Additional data trade visitors

Economic sector Food and luxuries industry Pharmaceuticals industry Mechanical engineering Chemical industry Plastic goods manufacturing Confectionery industry Paper and cardboard processing, printing Other industry, manufacturer Technical retail trade Other trade Service Skilled trades	% 17 9 8 7 6 5 3 18 7 4 6 4 1 3 3
University/college/polytechnic Other Student Other not gainfully employed	1 3 3 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 29 37 21 10 3
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	% 23 21 4 166 2 7 - 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Size of company/organisation: Number of employees: 500 - 999 1 - 4 6 500 - 999 5 9 5 1000 - 999 10 - 49 17 10 000 and more 50 - 99 11 Student 100-199 12 Other not gainfully 200-499 13 employed	% 9 15 8 3
Length of stay 1. Length of stay (days): one	% 5 davs
3. Share of visitors on the event's days:	N/A

Conducted by: Walter, Wissler & Partner, Basel

MEDICA — Düsseldorf

Basic data trade visitors

Total number of visitors	136 871
Proportion of trade visitors	97%
Region of residence	%
up to 50 km	16
more than 50 km up to 100 km	9 15
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km	61
Total Germany	51
Baden- North Rhine-	
Nürttemberg 12 Westphalia	50
Bavaria 7 Rhineland- Berlin 2 Palatinate	9
Brandenburg - Saarland	1
Bremen 1 Saxony	2
lamburg 2 Saxony-Anhalt	t 1
Hesse 8 Schleswig- Mecklenburg- Holstein	2
Vest Pommerania 1 Thuringia	1
ower Saxony 5	
otal Foreign	49
of which EU	47
Rest of Europe	8
Africa	7
North America South and Central America	7
Middle East	12
South-, East-, Central Asia Australia	14
Australia	1
he five countries with the highest	
visitor shares Netherlands	% 7
Netherlands Great Britain	1
ISA	
taly	
ndía	5
Position in the company/organisation	n %
Position in the company/organisation in the company in	23
Nanaging director, board member,	
ead of an authority etc.	17
enior department head, other employe vith managerial responsibility	ee 6
Department head, group head	19
Other salaried staff/public service	14
killed worker	4
ecturer, teacher, scientific assistant rainee	-
Other position	
tudent	2 2 5 7
Other not gainfully employed	1
requency of visits to trade fair	%
1007	41
006	37
005	33 27
arlier events	27

Additional data trade visitors

Economic sector	
Doctor's practice Doctors' practices, physiotherapy,	orgo-
therapy, logopaedia	eigu-
Other practices	
Hospital/university hospital/clinic Medical care centre	
Rehabilitation facilities	
Health spa facilities	
Old people's home	
Nursing home Industry	
Medicine and sanitary/medical	
specialist trade	
Pharmacy Other trade	
Service	
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 Administration/organisation/person	
social welfare/training	iici/
Marketing/sales/advertising/PR	
Storage/material management/logi: transport	stics/
Maintenance/repairs	
Other area	
Size of company/organisation:	
Number of employees:	
1- 4 12 500-	999
5- 9 11 1 000- 10- 49 25 10 000 and	9 999 more
	tudent
100-199 6 Other not ga	
200-499 8 em	oloyed
Length of stay	
1. Length of stay (days):	
one 46 three 16 two 22 four 17	
1001 17	
2. Average length of stay	2,0 da

Conducted by: Walter, Wissler & Partner, Basel

METAV — Düsseldorf

Basic data trade visitors

Total number of visitors	52 024
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	% 31 19 22 29
Total Germany Baden- Württemberg 8 Westphalia Bavaria 5 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse Mest Pommerania Lower Saxony 5 Thuringia	87 65 7 1 1 1
Total Foreign of which EU Rest of Europe East Asia Other The three countries with the highest visitor shares Netherlands Italy	13 62 19 8 11
Position in the company/organisation Intrepreneur, 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	7 % 13
Frequency of visits to trade fair Dusseldorf 2006 Munich 2006 Dusseldorf 2004 Earlier events First visit	% 41 5 26 18 39

Additional data trade visitor	S
Economic sector	% 32
Machine and plant construction Automobile industry	32
Supplier to the automobile industry	5
other industry	21 10
Skilled trades Technical retail trade	- 10
Other trade	2
Media, press, publishing	1 5 4
Other services University/college/polytechnic	2
Public authority	1
Other Student	1
Other not gainfully employed	2
Influence on purchasing/	
procurement decisions	% 18
Decisively Collectively	29
In an advisory capacity	25
No Student	20
Other not gainfully employed	2
Area of responsibility	%
Management	15
Research/development/design Planning/work preparation	8
Manufacture/production	32
Production, quality control	3
Buying/procurement Finance/accounting, controlling	
Information, communication technology (El	DP) 1
Administration/organisation/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	ģ
Storage/material management/logistics/	
transport Maintenance/repairs	1
Maintenance/repairs Other area	6
Student	7
Other not gainfully employed	2
Size of company/organisation:	%
Number of employees: 1- 4 6 500- 999	9/0
5- 9 6 1 000- 9 999	11
10- 49 18 10 000 and more 50- 99 11 Student	-
50- 99 11 Student 100-199 11 Other not gainfully	,
200-499 12 employed	2
Length of stay	%
1. Length of stay (days): one 77 three 4 five	3
two 15 four 1	3
2. Average length of stay 1,4	days

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

ProWein ---> Düsseldorf

Basic data trade visitors

Total number of visitors	33 386
Proportion of trade visitors	93%
Region of residence up to 50 km	% 17
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	10 30 44
Total Germany Baden- North Rhine-	75
Württemberg 13 Westphalia Bavaria 9 Rhineland-	37
Berlin 2 Palatinate Brandenburg 1 Saarland	20 2
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	1
Hesse 8 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 4	i
Total Foreign of which EU	25 82
Rest of Europe Other	02 11 8
visitor shares Netherlands France Austria Spain Italy	% 15 11 10 7 6
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 45
head of an authority etc. Senior department head, other employed	9
with managerial responsibility	4 14
Department head, group head Other salaried staff/public service Skilled worker	8
Lecturer, teacher, scientific assistant Trainee	5 2 4 4
Other position Student	4 5
Other not gainfully employed	1
Frequency of visits to trade fair 2007	% 44
2006	39 35
Earlier events	

Additional data trade visitors

Other retail Catering (restaurant, pub, café) Other catering establishments Import/export Wholesale trade for wine, sparkling wine and spirits Hotel Trade agency for wine, sparkling wine and spirits Other services Wine-growing, production, processing Accessories University/college/polytechnic Public authority 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 (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 Size of company/organisation: Number of employees: 1				
Retail trade for wine, sparkling wine and spirits Other retail Catering (restaurant, pub, café) Other catering establishments Import/export Wholesale trade for wine, sparkling wine and spirits Hotel Trade agency for wine, sparkling wine and spirits Hotel Trade agency for wine, sparkling wine and spirits Other services Wine-growing, production, processing Accessories University/college/polytechnic Public authority Other 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 (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 Size of company/organisation: Number of employees: 1	Francomic	sector		0/,
spirits Other retail Catering (restaurant, pub, café) Other catering establishments Import/export Wholesale trade for wine, sparkling wine and spirits Hotel Trade agency for wine, sparkling wine and spirits Other services Wine-growing, production, processing Accessories University/college/polytechnic Public authority Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Pecisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Area of responsibility Management Aresearch/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 Size of company/organisation: Number of employees: 1			ne, sparkling wine and	
Catering (restaurant, pub, café) Other catering establishments Import/export Wholesale trade for wine, sparkling wine and spirits Hotel Trade agency for wine, sparkling wine and spirits Other services Wine-growing, production, processing Accessories University/college/polytechnic Public authority Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Pocisively 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 (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 Size of company/organisation: Number of employees: 1	spirits			24
Other catering establishments Import/export Wholesale trade for wine, sparkling wine and spirits Hotel Trade agency for wine, sparkling wine and spirits Other services Wine-growing, production, processing Accessories University/college/polytechnic Public authority Other student Other not gainfully employed Influence on purchasing/procurement decisions 99 Decisively Collectively 21 21 21 21 21 21 21 2			i i bi i to	1
Import/export Wholesale trade for wine, sparkling wine and spirits Hotel Trade agency for wine, sparkling wine and spirits Other services Wine-growing, production, processing Accessories University/college/polytechnic Public authority Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Wanagement Research/development/design Planning/kowk 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 Size of company/organisation: Number of employees: 1- 4 32 500-999 1- 49 24 10 000 and more 50-99 7 Student 100-199 4 Other not gainfully 200-499 4 employed Length of stay 1.Length of stay 1.Le				
Wholesale trade for wine, sparkling wine and spirits Hotel Trade agency for wine, sparkling wine and spirits Other services Wine-growing, production, processing Accessories University/college/polytechnic Public authority Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Poecisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Area of responsibility Management Hother not gainfully employed Area of responsibility Management Aresearch/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 Size of company/organisation: Number of employees: 1			DIISIIIIeitts	
and spirits Hotel Trade agency for wine, sparkling wine and spirits Other services Wine-growing, production, processing Accessories University/college/polytechnic Public authority 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 Busing/procurement Finance/actountion, 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 Size of company/organisation: Number of employees: 1			r wine, sparkling wine	
Trade agency for wine, sparkling wine and spirits Wine-growing, production, processing Accessories University/college/polytechnic Public authority 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 Aresoarch/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 Size of company/organisation: Number of employees: 1	and spirits			7
spirits Other services Wine-growing, production, processing Accessories University/college/polytechnic Public authority Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Procurement Other not gainfully employed Area of responsibility Management 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 Size of company/organisation: Number of employees: 1	Hotel			6
Accessories University/college/polytechnic Public authority 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 Blanning/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 Size of company/organisation: Number of employees: 1		icy for w	ine, sparkling wine and	_
Accessories University/college/polytechnic Public authority 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 Blanning/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 Size of company/organisation: Number of employees: 1		coc		2
Accessories University/college/polytechnic Public authority 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 Blanning/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 Size of company/organisation: Number of employees: 1			duction, processing	Š
Influence on purchasing/ procurement decisions Pocisively 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 (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 Size of company/organisation: Number of employees: 1				2
Influence on purchasing/ procurement decisions Pocisively 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 (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 Size of company/organisation: Number of employees: 1			olytechnic	1
Influence on purchasing/ procurement decisions Pocisively 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 (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 Size of company/organisation: Number of employees: 1		ority		1
Influence on purchasing/ procurement decisions Pocisively 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 (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 Size of company/organisation: Number of employees: 1				
Influence on purchasing/ procurement decisions Pocisively 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 (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 Size of company/organisation: Number of employees: 1		nainfully	employed	1
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 (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 Size of company/organisation: Number of employees: 1		,y		
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 (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 Size of company/organisation: Number of employees: 1	Influence of	on purcl	hasing/	
Collectively In an advisory capacity 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 (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 Size of company/organisation: Number of employees: 1	procureme	nt decis	sions	%
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 (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 Size of company/organisation: Number of employees: 1				
No Student Stu			acity	
Area of responsibility Management Aresearch/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 Size of company/organisation: Number of employees: 1		ory capa	acity	1
Area of responsibility Management 4 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 2 Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 9 1	Student			5
Management A 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 24 Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1	Other not g	gainfully	employed	1
Number of employees: 1 - 4 32 500 - 999 2 5 - 9 14 1 000 - 999 3 10 - 49 24 10 000 and more 5 50 - 99 7 Student 100-199 4 Other not gainfully 200-499 4 employed Length of stay 1. Length of stay (days):	Research/de Planning/w Manufactur Production, Buying/proo Finance/acc Information Administrat social welfa Marketing/s Storage/ma transport Maintenand Other area Student	evelopmork prepre/production quality curement counting, committion/orgaare/trainisales/adviterial moce/repair	paration ction control t t, controlling unication technology (ED anisation/personnel/ing vertising/PR anagement/logistics/ s	22 22 21 11 12 12 12 11 11 12 11
Number of employees: 1 - 4 32 500 - 999 2 5 - 9 14 1 000 - 999 3 10 - 49 24 10 000 and more 5 50 - 99 7 Student 100-199 4 Other not gainfully 200-499 4 employed Length of stay 1. Length of stay (days):	Size of co-	mnanıda	organication:	
100-199 4 Other not gainfully 200-499 4 employed ! Length of stay (days):	Number of	emplove	organisation: ees:	0/6
100-199 4 Other not gainfully 200-499 4 employed ! Length of stay (days):	1- 4	32	500 - 999	2
100-199 4 Other not gainfully 200-499 4 employed ! Length of stay (days):			1 000 - 9 999	3
100-199 4 Other not gainfully 200-499 4 employed ! Length of stay (days):				2
200-499 4 employed ! Length of stay 1. Length of stay (days):				
Length of stay % 1.Length of stay (days):	200-499			9
1. Length of stay (days):				
1. Length of stay (days):	Length of	stav		%
	1. Length o	f stay (d	lays):	

PSI ---- Düsseldorf

Basic data trade visitors

Total number of visitors	19 382
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	8 4
more than 50 km up to 100 km	23
more than 100 km up to 300 km over 300 km	65
Total Germany	44
Baden- North Rhine- Württemberg 16 Westphalia	34
Bavaria 16 Rhineland-	34
Berlin 3 Palatinate	6
Brandenburg - Saarland Bremen 1 Saxony	3
Bremen 1 Saxony Hamburg 4 Saxony-Anhalt	1
Hesse 7 Schleswig-	
Mecklenburg- Holstein	3
West Pommerania 1 Thuringia Lower Saxony 4	-
Total Foreign	56
of which EU	80
Rest of Europe	13
East Asia	3
Other	4
The five countries with the highest	
visitor shares	%
Netherlands	14
Belgium France	9 7
Austria	7
Switzerland	6
Position in the company/organisation	
Entrepreneur, partner, self-employed	34
Managing director, board member, head of an authority etc.	22
Senior department head, other employed	
with managerial responsibility	6
Department head, group head	12
Other salaried staff/public service Skilled worker	13 3 1 2 4
Lecturer, teacher, scientific assistant	1
Trainee	2
Other position	4
Student Other not gainfully employed	1
Frequency of visits to trade fair	%
2007	47
2006	38
Earlier events First visit	42 28
FIIST AIRIT	28

Conducted by: Walter, Wissler & Partner, Basel

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

2. Average length of stay

REHACARE INTERNATIONAL (2007) ----- Düsseldorf

First visit

Additional data trade visitors

Influence on purchasing/	
procurement decisions	%
Decisively	44
Collectively	29
In an advisory capacity	16
No	8
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	38
Research/development/design	3
Planning/work preparation	6
Manufacture/production	6
Production, quality control	38 3 6 6 2 24
Buying/procurement	24
Finance/accounting, controlling	5 (EDP) 3
Information, communication technology	(EDP) 3
Administration/organisation/personnel/	
social welfare/training	4
Marketing/sales/advertising/PR	65
Storage/material management/logistics/	
transport	2
Maintenance/repairs	2 2 4 2 1
Other area	4
Student	2
Other not gainfully employed	1

Size of con	npany/	organisation: ees:	0/
1- 4	31 ²	1 000 - 9 999	
5- 9	21	10 000 and more	
50- 99	6	Student	
100-199	3	Other not gainfully	
200-499	3	employed	
500-999	2	employeu	

1. Length	stay	(days):			%
one	28	two	36	three	36
2. Average	length	n of stay		2,1	days
		rs on the e 2nd day		days: 3rd day	57

Conducted by: Walter, Wissler & Partner, Basel

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	20
more than 100 km up to 300 km over 300 km	23
over 300 km	25
Total Germany	83
Baden- North Rhine-	
Württemberg 3 Westphalia	67
Bayaria 2 Rhineland-	_
Berlin 1 Palatinate	5
Brandenburg 1 Saarland	1
Bremen 1 Saxony	1
Hamburg 1 Saxony-Anhalt	1
Hesse 6 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	1
Lower Saxony 8	
Total Foreign	17
of which EU	79
Rest of Europe	10
Other	11
Netherlands	15 13
Belgium Italy Austria France	13 12 7 4
Italy Austria France Position in the company/organisation Entrepreneur, partner, self-employed	12 7 4
Italy Austria France Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	12 7 4
Italy Austria France Position in the companylorganisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	12 7 4 - % 18
Italy Austria France Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	12 7 4 - % 18 6
Italy Austria 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	12 7 4 - % 18 6 e
Italy Austria 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	12 7 4
Italy Austria France 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	12 7 4 9% 18 6 e 3 13 27
Italy Austria France 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	12 7 4 8 18 18 6 6 8 3 13 27 7
Italy Austria France 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	12 7 4 9% 18 18 6 e 8 3 13 27 7
Italy Austria France 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	12 7 4 9% 18 18 6 6 e 8 3 27 7 7 4 6
Italy Austria 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	122 77 44 9% 18 18 27 7 4 4 6 8 8
Italy Austria France 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	122 77 44 9% 18 18 27 7 4 4 6 8 8
Italy Austria France 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	122 77 44 9% 18 18 66 e 33 277 4 66 88 51 11
Italy Austria 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	127744
Italý Austria France	122 77 44 9% 18 18 66 e 33 277 4 66 88 51 11
Italy Austria 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 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	127744 9%18818 1882777777777777777777777777777777
Italy Austria France 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 2006	1277 7 % 18 18 18 13 13 13 13 15 15 15 15 15 15 15 15 15 15 15 15 15
Italy Austria France 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 2006 2005	127744
Italy Austria France 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 2006 2005	127 44 18 18 66 e 8 3 277 44 66 88 55 11 22 11
Italy Austria France 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 2006	127744

Basic data all visitors

Desite of continues	0/
Region of residence up to 50 km	% 37
more than 50 km up to 100 km	21
more than 100 km up to 300 km over 300 km	22 20
OVEL 200 KIII	20
Total Germany Baden- North Rhine	88
Württemberg 3 Westphalia	71
Bavaria 3 Rhineland- Berlin - Palatinate	5
Brandenburg 1 Saarland	1
Bremen 1 Saxony	. 1
Hamburg - Saxony-Anha Hesse 5 Schleswig-	alt -
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 7	1
LOWER SAKORY /	
Total Foreign of which EU	12 80
Other	10
Rest of Europe	10
Netherlands Belgium Italy Austria France	16 14 13 6 5
Entrepreneur, partner, self-employed	
Entrepreneur, partner, self-employed Managing director, board member,	13
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	13 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplo with managerial responsibility	13 4 yee 2
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 staff public service	13 4 yee 2 10
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	13 yee 2 10 25
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant	13 yee 25 6 3
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	13 yee 25 6 3
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	yee 25 66 3 5 7 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplo with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	13 4 yee 2 10 25 6 3 5 7 7
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplo with managerial responsibility	13 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplowith 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	13 yee 2 10 25 6 3 5 7 4 5 12
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplowith 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 2006	133 yee 2 100 25 5 7 7 4 4 5 122 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplowith 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 2006 2005	13 4 4 9 10 25 6 6 5 7 7 4 5 12 12 10 10 10 10 10 10 10 10 10 10 10 10 10
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other emplowith 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 2006	133 yee 2 100 25 5 7 7 4 4 5 122 4

Additional data trade visitors

Auxiliary materials, supplies and other	
industry	
Orthopaedic trade	
Medicine and sanitary, medical specialist trade	
Hospital, clinic	
Surgery, medical laboratory, institute Rehabilitation facilities	
Nursing home, old peoples' home Out-patient nursing services	
Special facility	
Organizations for the disabled, transport association for the disabled	
Cost unit Public authority	
Other services	
University, college, polytechnic Other	
Student	
Other not gainfully employed	
Influence on purchasing/ procurement decisions	
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	
Production, quality control Buying, procurement	
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (El)P
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (EI Administration, organisation, personnel, social welfare, training	OP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (El Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR)P
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (Et Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport)P
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	OP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (EI Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student	OP!
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	OP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (EI 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:	OP)
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	OP:
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (EI 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 18 500 - 999 5 - 9 7 1 000 - 9999	DP:
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 Size of company/organisation: Number of employees: 1- 4 18 500- 999)P
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (EI 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	OP)
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 Size of company/organisation: Number of employees: 1- 4 18 500 - 999 10- 49 22 10 000 and more 50- 99 7 Student	OP)
Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (EI 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 18 500 - 999 5 - 9 7 1 000 - 9 999 10 - 49 22 10 000 and more 50 - 99 7 Student 100 - 199 8 Other not gainfully 200 - 499 7 employed	OP

2. Average length of stay

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

1,3 days



-----} www.fkm.de



Tube ---> Düsseldorf

Rasic data trade visitors

Total number of visitors	35 295
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	15
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	14 61
OVEL 300 KIII	01
Total Germany Baden- North Rhine-	47
Württemberg 13 Westphalia Bavaria 8 Rhineland-	57
Berlin 1 Palatinate	4
Brandenburg 1 Saarland	1
Bremen 1 Saxony	2
Hamburg 2 Saxony-Anhalt	1
Hesse 3 Schleswig-	1
Mecklenburg- Holstein West Pommerania 1 Thuringia	1
Lower Saxony 6	'
Total Foreign	53
of which EU	60
Rest of Europe	11
Africa	3
South and Central America middle East	5
East Asia	5 5 9
Australia	1
The five countries with the highest visitor shares	%
Italy Netherlands	9
	9 8 7 5 5
France Great Britain	5
India	5
Position in the company/organisation	%
Entrepreneur, partner, self-employed	17
Managing director, board member,	19
head of an authority etc. Senior department head, other employe	
Senior department head, other employed with managerial responsibility	11
Department head, group head	25
Other salaried staff/public service	16
Skilled worker Lecturer, teacher, scientific assistant	4
Trainee	i
Other position	4
Student	1
Other not gainfully employed	1
Frequency of visits to trade fair	%
2006 2004	43 33
2006	

Additional data trade visitors	
Economic sector Pipeline manufacturing Iron, steel and non-ferrous metals industry Motor vehicle industry Manufacturer of pipe construction machines and systems Oil, gas, water supplies Chemical industry Construction industry Other industry, manufacturer Technical retail trade Other trade Skilled trades Service Other Student Other not gainfully employed	% 21 10 7 3 3 2 3 13 10 11 6 4 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 37 34 19 10 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 Other not gainfully employed	% 30 8 3 15 2 19 1 1 5 1 5 1 2 3 3 1 1 1
Size of company/organisation: Number of employees: 1- 4 7 500- 999 15- 9 5 1 000- 999 95 9 5 1 000- 999 10- 49 23 10 000 and more 50- 99 12 Student 100-199 13 Other not gainfully 200-499 11 employed	% 7 13 7 1
Length of stay 1. Length of stay (days): one 52 three 12 two 29 four 3 2. Average length of stay 1,8 of	% 4 lays

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

Conducted by: Walter, Wissler & Partner, Basel

wire ---- Düsseldorf

98%
10
11
70
41
51
_
3
59
53
11
5
3
12
1
0/
%
8
6
2
%
17
17
12
26
- 1.
7
1
1 1 1 1
9/

First visit

Additional data trade visitors

	•
Economic sector	9/
Wire production	26
Cable production	13
Production of connecting / fastening	
elements	7
Spring manufacturer	6
Iron, steel and non-ferrous metals industry Production of other wire goods	
Motor vehicle industry	2
Motor vehicle industry Other industry, manufacturer Technical retail trade	14
Technical retail trade	4
Other trade	4
Skilled trades	4
Service	3
University/college/polytechnic Other	- 2
Student	-
Other not gainfully employed	
Influence on purchasing/ procurement decisions	%
Decisively	30
Collectively	35
In an advisory capacity	25
No	9
Student	
Other not gainfully employed	
Area of responsibility	%
Management	26
Research/development/design	20
Planning/work preparation	4
Manufacture/production	21
Production, quality control	2
Buying/procurement Finance/accounting, controlling	
Information, communication technology (ED	
Administration/organisation/personnel/	. ,
social welfare/training	1
Marketing/sales/advertising/PR	7
Storage/material management/logistics/	1
transport Maintenance/repairs	
Other area	3
Student	1
Other not gainfully employed	1
Size of company/organisation:	
Size of company/organisation: Number of employees:	
Size of company/organisation: Number of employees: 1- 4 6 500- 999	12
Size of company/organisation: Number of employees: 1- 4 6 500- 999 5- 9 4 1 000- 9 999	% 12 12
Size of company/organisation: Number of employees: 1- 4 6 500- 999 5- 9 4 1 000- 9 999 10- 49 14 10 000 and more	12
Size of company/organisation: Number of employees: 1- 4 6 500- 999 5- 9 4 1 000- 9999 10- 49 14 10 000 and more	12 12

Conducted by: Walter, Wissler & Partner, Basel

five

2,0 days

three four

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

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

45 29

2. Average length of stay

Grüne Tage Thüringen

Basic data private visitors

Region of residence up to 50 km fore than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden Württemberg Berlin Bavaria Bavaria Bavaria Bavaria Brandenburg	Total number of visitors	21 446
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- Worth Rhine- Württemberg - Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse - Schleswig- Mecklenburg- West Pommerania - Thuringia 96 Lower Saxony - Lo	Proportion of private visitors	87%
more than 50 km up to 100 km more than 100 km up to 300 km 7 Total Germany Baden- Westphalia Bavaria Brainate Brandenburg Bremen Saxony Hamburg Bremen Saxony-Anhalt Hesse Schleswig- Holstein West Pommerania 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 Frequency of visits to trade fair 2006 2004 Earlier events		%
more than 100 km up to 300 km over 300 km Total Germany Baden Württemberg Austria Bavaria Bavaria Berlin Berlin Palatinate Brandenburg Frequency of visits to trade fair Brandenburg Brandenburg Brandenburg Brandenburg Brandenburg Brandenburg Brandenburg Saxony Brandenburg Brandenburg Saxony Brandenburg Brandenburg Brandenburg Brandenburg Saxony Brandenburg Branden	up to 50 km	
over 300 km Total Germany Baden- Württemberg - Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse - Schleswig- Mecklenburg- West Pommerania - Thuringia - Schleswig- Mosterin in 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 2006 332004 Earlier events	more than 100 km up to 100 km	28 7
Baden-Worth Rhine-Württemberg - Westphalia Bavaria 1 Rhineland-Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony Hamburg - Sakony-Anhalt 1 Hesse - Schleswig-Mecklenburg-West Pommerania - Thuringia - Schleswig-Mecklenburg-West Pommerania - Thuringia - Thuri	over 300 km	1
Württemberg - Westphalia Bavaria 1 Rhineland- Berlin - Palatinate - Palatinate Brandenburg - Saxony -	Total Germany	100
Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse - Schleswig- Mecklenburg- Holstein West Pommerania Lower Saxony - Thuringia 96 Position in 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 2 Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee 0 Other position Student 9 Housewife/man 0 Old-age pensioner 0 Other not gainfully employed 3 Frequency of visits to trade fair 2006 3 20004 Earlier events 12	Baden- North Rhine-	
Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony Hamburg - Sakony-Anhalt Hesse - Schleswig- Mecklenburg- 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 solaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other or solaried staff/public service Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2006 32004 Earlier events	Württemberg - Westphalia	-
Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse - Schleswig- Mecklenburg- Holstein West Pommerania Lower Saxony - Thuringia - Thuringia Lower Saxony - Thuringia - Thuringia Lower Saxony - Thuringia - Thuringia Lower Saxony - Thuringia - West Pommerania Lower Saxony - Thuringia - Pommerania Lower Saxony - Thuringia Lower Saxony - Thuringia Lower Saxony - Thuringia Lowe		
Bremen - Saxony - Saxony - Saxony-Anhalt - Schleswig-Mecklenburg Holstein - Thuringia -		-
Hamburg - Saxony-Anhalt 1 Hesse - Schleswig- Mecklenburg- West Pommerania - Thuringia 96 Lower Saxony - Thuringia 96 Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility 1 Department head, group head 2 Other salaried staff/public service 2 Skilled worker 2 Irainee 4 Other position 5 Student 9 Housewife/man 0 Old-age pensioner 2 Other not gainfully employed 3 Frequency of visits to trade fair 2 2004 Earlier events 1 I Avanca Ava		
Hesse - Schleswig- Mecklenburg- Holstein West Pommerania - Thuringia - Thuringia Lower Saxony - Thuringia - Schleswig- Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc 1 Senior department head, other employee with managerial responsibility - 1 Department head, group head - 2 Skilled worker - 1 Lecturer, teacher, scientific assistant Trainee - 4 Other position - 5 Student - 5 Housewife/man - 6 Old-age pensioner - 2 Other not gainfully employed - 3 Frequency of visits to trade fair - % 2004 Earlier events - 1 Earlier events		t 1
West Pommerania - Thuringia - Position in 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 17 trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed 19 department of the position Student 19 department of the position of the po		
Position in 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 2006 302004 221 Earlier events		-
Position in the company/organisation Entrepreneur, partner, self-employed Amanaging 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 2006 32004 Earlier events		96
Entrepreneur, partner, self-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 2006 23004 Earlier events	Lower Saxony -	
Entrepreneur, partner, self-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 2006 23004 Earlier events	Position in the company/organisatio	n %
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 2006 302004 Earlier events	Entrepreneur, partner, self-employed	. 7
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 2006 2004 Earlier events 12	Managing director, board member,	
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2006 32004 Earlier events		1
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 2006 32004 Earlier events 22 23 24 25 26 26 27 28 28 28 28 28 28 28 28 28 28 28 28 28	Senior department head, other employ	
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 2006 32004 23 Earlier events	Department head, group head	
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 302 2004 Earlier events 17 207 208 208 209 209 209 2004 22 23 23 24 25 26 26 27 28 28 28 28 28 28 28 28 28 28 28 28 28	Other salaried staff/public service	
Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2006 2004 Earlier events 4 4 4 4 4 4 4 4 5 4 6 6 7 6 7 7 7 8 7 8 7 8 7 8 7 8 7 8 7 8		17
Other position Student Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2006 302 2004 Earlier events 12		4
Student 9 Housewife/man 6 Old-age pensioner 23 Other not gainfully employed 3		4
Housewife/man 6 Old-age pensioner 23 Other not gainfully employed 3 Frequency of visits to trade fair 2006 32 2004 23 Earlier events 12		-
Old-age pensioner 23 Other not gainfully employed 3 Frequency of visits to trade fair 2006 35 2004 23 Earlier events 12		
Other not gainfully employed Frequency of visits to trade fair 2006 2004 23 Earlier events 23		
Frequency of visits to trade fair % 2006 35 2004 23 Earlier events 12		23
2006 39 2004 23 Earlier events 12	——————————————————————————————————————	
2004 23 Earlier events 12		%
Earlier events 12		
Editier eventS 12 Eiret vieit 26		
	First visit	12 26

---- Erfurt

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	% 62 30 7 2
Total Germany Baden- Württemberg - Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse - Schleswig- Mecklenburg- Holstein	100 1 - 1 2
West Pommerania - Thuringia Lower Saxony -	95
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 9
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	1 3 23 16 4 6
Other position Student Housewife/man Old-age pensioner Other not gainfully employed	10 5 20 3
Frequency of visits to trade fair 2006 2004 Earlier events First visit	% 39 23 12 26

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 50 up to 70 years over 70 years	% 10 13 18 21 16 17
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 11 12 13 6 1
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 14 33 22 22 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	62 16 23
Follow-up business Intend to buy at later date yes on maybe	% 13 41 46

Basic data private visitors

HAUS+TECHNIK ---- Erfurt

Total number of visitors	6 307
Proportion of private visitors	94%
Region of residence	%
up to 50 km	73
more than 50 km up to 100 km	22
more than 100 km up to 300 km over 300 km	3 1
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia	-
Bavaria 1 Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse - Schleswig- Mecklenburg- Holstein	
Mecklenburg- Holstein West Pommerania - Thuringia	97
Lower Saxony -	31
Position in the company/organisation	%
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	2
Senior department head, other employee	
with managerial responsibility	1
Department head, group head	2
Other salaried staff/public service Skilled worker	54 6
Lecturer, teacher, scientific assistant	
Trainee	2
Other position	-
Student Housewife/man	-
Old-age pensioner	2 15
Other not gainfully employed	2
Frequency of visits to trade fair	%
2007	18
2006 Earlier events	18 31
First visit	33
THUC VISIC	٥.

Additional data private visitors

Sex Male Female	% 60 40
Age up to 20 years over 20 up to 30 years	% 1 15
over 30 up to 40 years	16
over 40 up to 50 years over 50 up to 60 years	30 22
over 60 up to 70 years over 70 years	13
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	9 17
more than 2 600,- EUR up to 3 600,- EUR	19
more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	13 5
N/A	30
Size of household	%
1 person 2 persons	4 43
3 persons	27
4 persons 5 persons and more	20 7
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	12
no maybe	52 36
maybe	
Follow-up business Intend to buy at later date	%
yes	43
no	43 14



inoga (2006)* ---- Erfurt

Basic data trade visitors

Total number of visitors	5 942
Proportion of trade visitors	
Region of residence	%
up to 50 km	41
more than 50 km up to 100 km	33
more than 100 km up to 300 km over 300 km	19 6
Total Germany	99
Baden- North Rhine-	1
Württemberg 1 Westphalia Bavaria 3 Rhineland-	- 1
Berlin - Palatinate	1
Brandenburg - Saarland	_
Bremen - Saxony	5
Hamburg - Saxony-Anhalt	6
Hesse 2 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	78
West Pommerania - Thuringia Lower Saxony 1	70
Total foreign	1
Position in the company/organisation Entrepreneur, partner, self-employed	ı %
Entrepreneur, partner, self-employed	28
Managing director, board member, head of an authority etc.	4
Senior department head, other employe	
with managerial responsibility	-
Department head, group head	5
Other salaried staff/public service	27
Skilled worker	2
Lecturer, teacher, scientific assistant Trainee	10
Other position	2 9 19 3
Student	3
Frequency of visits to trade fair	%
2004	22
2002	14
Earlier events	6
First visit	29

^{*)} inoga 2008 with IKA (total number of visitors 22 200)

Basic data private visitors

Proportion of private visitors	32%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 58 25 9 8
Total Germany Baden- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg - Saxony Hesse 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	99 - - 7 2 1 82
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 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	% 5 2 1 31 8 5 8 3 - 2 2 32 4
Frequency of visits to trade fair 2004 2002 Earlier events First visit	% 33 11 3 53

Basic data all visitors

Region of residen up to 50 km	ice	4
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km		3
		1
Total Germany		9
Baden-	North Rhine-	
Württemberg	1 Westphalia 3 Rhineland-	
Bavaria Berlin	1 Palatinate	
Brandenburg	1 Saarland	
Bremen	- Saxony	
Hamburg	 Saxony-Anhalt 	
Hesse	2 Schleswig-	
Mecklenburg-	Holstein	-
West Pommerania Lower Saxony	- Thuringia 1	
Total foreign		
Position in the co	ompany/organisation	
Position in the co	ner, self-employed	
Position in the co Entrepreneur, partr Managing director,	ner, self-employed , board member,	
Position in the co Entrepreneur, partr Managing director, head of an authori	ner, self-employed , board member, ty etc.	
Position in the co Entrepreneur, partr Managing director, head of an authori	ner, self-employed board member, ty etc. head, other employee	2
Position in the co Entrepreneur, partr Managing director, head of an authori Senior department with managerial re Department head,	ner, self-employed board member, ty etc. head, other employee sponsibility group head	2
Position in the co 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 sponsibility group head	2
Position in the co 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	2
Position in the co Entrepreneur, pair 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	2
Position in the co 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	2
Position in the co Entrepreneur, pair 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	2
Position in the control of the control of an author senior department with managerial re Department head, other salaried staff skilled worker Lecturer, teacher, strainee Other position Student Housewife/man	ner, self-employed board member, ty etc. head, other employee sponsibility group head f/public service	1
Position in the control of an authorism to a managing director, head of an authorism cenior department with managerial re Department head, other salaried staff Skilled worker Lecturer, teacher, strainee Other position Student Housewife/man Old-age pensioner	ner, self-employed, board member, ty etc. head, other employee isponsibility group head f/public service scientific assistant	1
Position in the control of the control of an author senior department with managerial re Department head, other salaried staff skilled worker Lecturer, teacher, strainee Other position Student Housewife/man	ner, self-employed, board member, ty etc. head, other employee isponsibility group head f/public service scientific assistant	1
Position in the control of the control of an author senior department with managerial re Department head, other salaried staff Skilled worker Lecturer, teacher, strainee Other position Student Housewife/man Old-age pensioner Other not gainfully Frequency of visit	ner, self-employed board member, ty etc. head, other employee ssponsibility group head fipublic service scientific assistant	1
Position in the control of an authorism to a managing director, head of an authorism cenior department with managerial re Department head, other salaried staff Skilled worker Lecturer, teacher, strainee Other position Student Housewife/man Old-age pensioner Other not gainfully Frequency of visit 2004	ner, self-employed board member, ty etc. head, other employee ssponsibility group head fipublic service scientific assistant	1 1 3
Position in the control of the control of an author senior department with managerial re Department head, other salaried staff Skilled worker Lecturer, teacher, strainee Other position Student Housewife/man Old-age pensioner Other not gainfully Frequency of visit	ner, self-employed board member, ty etc. head, other employee ssponsibility group head fipublic service scientific assistant	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

Additional data trade visitors

Economic sector Catering Hotel Catering Wholesale trade Retail trade Industry Skilled trades Service Authority/public services Teaching and training Other	% 49 17 5 2 3 2 5 3 2 9 4
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 34 27 20 17 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	% 23 2 3 22 2 7 3 P) 2 14 7 2 1 10 3
Size of company/organisation: Number of employees: 1- 4 29 200 - 499 5- 9 15 500 - 999 10- 49 31 1 000 - 999 50- 99 13 10 000 and more 100-199 6 Student	% 2 1 - - 3
1.Length of stay (days): one 93 two 4 three	% 4

2. Average length of stay

3. Share of visitors on the event's days:
1st day 23 2nd day 41 3rd day 37

1,1 days

Additional data private visitors

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

Conducted by: Messe Erfurt AG, Erfurt

International pedigree dog show ---- Erfurt

	ivate visitors	
Total number of v	isitors	15 577
Proportion of priva	99%	
Region of residence up to 50 km more than 50 km u more than 100 km over 300 km	p to 100 km	% 59 28 9
Total Germany		100
Baden- Württemberg Bavaria	North Rhine- 1 Westphalia 2 Rhineland-	1
Berlin Brandenburg	- Palatinate 1 Saarland	1
Bremen Hamburg Hesse	- Saxony - Saxony-Anhalt 3 Schleswig-	1
Mecklenburg- West Pommerania Lower Saxony	Holstein - Thuringia 1	88
Position in the cor	mpany/organisation	%
Entrepreneur, partn Managing director,	board member,	10
head of an authorit Senior department	head, other employee	
with managerial res Department head, g	group head	1
Other salaried staff	public service	44 10
Lecturer, teacher, so	cientific assistant	1
Trainee Other position		1
Student		7
Housewife/man Old-age pensioner		16
Other not gainfully	employed	2
Frequency of visits	s to trade fair	
Frequency of visits 2007 2005 Earlier events	s to trade fair	% 44 37 33

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	% 6 22 16 22 17 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	% 4 7 11 16 12 8 2 40
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 11 42 25 16 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 60 24 17
Follow-up business Intend to buy at later date yes no maybe	% 19 44 37

Conducted by: Messe Erfurt GmbH, Erfurt

Rapid. Tech ---> Erfurt

Basic data trade visitors

Total number of visitors	822	
Proportion of trade visitors		
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 12 10 35 43	
Total Germany	91	
Baden- North Rhine- Württemberg 6 Westphalia Bavaria 16 Rhineland-	16	
Berlin 3 Palatinate Brandenburg 3 Saarland	2	
Bremen 1 Saxony	12	
Hamburg 2 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- Holstein	3	
West Pommerania - Thuringia Lower Saxony 6	26	
Total Foreign	9	
	%	
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.	%	
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 13 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	% 13 10 3 17	
Position in 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	% 13 10 3 17 39 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant	% 13 10 3 17 39 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 staff/public service Skilled worker	% 13 10 3 17 39	
Position in 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	% 13 10 3 17 39 1 5 5 1 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 13 10 3 17 39 1 5	

Additional data trade visitors

Econo		ector				
Industi						
Skilled						
Service		oreign tr	aue			
		ıblic serv	ires			
Teachi	na (p	olvtechn	ic/univ	ersity	/college)	
Resear		,		,	3.,	
Other	secto	rs				
Influe	nce o	n purch	asing	ı		
		nt decis	ions			
Decisiv						
Collect		ory capa	city			
III all a	auvist	лу сара	city			
Studer	it					
Area (of rec	ponsibi	lity			_
Manac			псу			
		velopme	nt/des	ign		
		ork prepa		ı ั		
		e/produc				
		quality (control			
		urement ounting,	contro	llina		
Inform	ation	. commu	nicatio	on tec	hnology (El	DΡ
Admin	istrati	on/orgai	nisatio	n/per	sonnel/ `	
		re/trainir				
		ales/adv				
		terial ma	ınagen	nent/I	ogistics/	
transp		e/repairs				
Other		слеринз				
Studer						
Size o	f con	npany/o	rnanis	ation	1.	
		employe			•	
1-	4	12		200-	499	
5-	9	10		500-	999	
10-		17			and more	
50-		8 7	1	000 -	9 999 Student	
100-1	99	/			Student	
Lengtl	h of	rtav				
		stay (da	avs):			

Conducted by: Messe Erfurt GmbH, Erfurt

3. Share of visitors on the event's days: 1st day 61 2nd day 65

2. Average length of stay

1,3 days





Reisen - Caravan ---- Erfurt

Basic data private visitors

Total number of visitors	31 246
Proportion of private visitors	97%
Region of residence	%
up to 50 km	62
more than 50 km up to 100 km more than 100 km up to 300 km	27 10
over 300 km	2
Total Germany	100
Baden- North Rhine	-
Württemberg 1 Westphalia	-
Bavaria 2 Rhineland-	
Berlin - Palatinate	-
Brandenburg - Saarland Bremen - Saxony	1
Hamburg - Saxony-Anh	
Hesse 2 Schleswig-	uit 5
Mecklenburg- Holstein	-
West Pommerania - Thuringia	90
Lower Saxony -	
Position in the company/organisat	
Entrepreneur, partner, self-employed	4
Managing director, board member,	1
head of an authority etc. Senior department head, other emplo	
with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	27
Skilled worker	5
Lecturer, teacher, scientific assistant Trainee	3
Other position	9
Student	3 27 5 3 2 9
Housewife/man	3
Old-age pensioner	32
Frequency of visits to trade fair	%
2007	55
2006 2005	45 52
2005	23
Earlier events	13

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 65 years	% 4 11 17 27 25 16
Net household income	N/A
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 12 60 17 8 3
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 8 93
Contract to the Process of Contract	Sala a a Calal

Conducted by: INA Research GmbH, Schenefeld

Reiten-Jagen-Fischen ----> Erfurt

Basic data private visitors

Total number of visitors	23 529
Proportion of private visitors	96%
Region of residence	%
up to 50 km	58
more than 50 km up to 100 km	31
more than 100 km up to 300 km over 300 km	2
Total Germany	100
Baden- North Rhine-	
Württemberg 1 Westphalia	1
Bavaria 1 Rhineland-	
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony Hamburg 1 Saxony-Anhalt	4
Hamburg 1 Saxony-Anhalt Hesse 2 Schleswig-	4
Mecklenburg- Z Schleswig-	
West Pommerania - Thuringia	92
Lower Saxony -	
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	:
Department head group head	-
Department head, group head Other salaried staff/public service	31
Skilled worker	10
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position	
Student Housewife/man	2
Old-age pensioner	22
Other not gainfully employed	- 2
Frequency of visits to trade fair	%
2007	31
2006	29
Earlier events	29

Additional data private visitors

Sex Male Female	% 54 46
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 9 12 17 20 19 16
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	% 6 14 20 16 10 7 4 24
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 9 38 23 20 11
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	73 10 17
Follow-up business Intend to buy at later date yes no maybe	% 15 45 40
Conducted by: Messe Erfurt GmbH, Erfurt	

ALUMINIUM

Basic data trade visitors

Total number of visitors	16 886
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	14
more than 50 km up to 100 km more than 100 km up to 300 km	12 25
over 300 km	48
Total Germany	63
Baden- North Rhine- Württemberg 16 Westphalia Bavaria 7 Rhineland-	47
Berlin 2 Palatinate	5
Brandenburg - Saarland	1
Bremen 1 Saxony	2
Hamburg 1 Saxony-Anhali Hesse 4 Schleswig-	t 2
Mecklenburg- 4 Jenieswig-	3
West Pommerania - Thuringia Lower Saxony 8	1
Total Foreign	37
of which EU	65
Rest of Europe	16
Middle East ' South-, East-, Central Asia	4
	Ω
Other	8 7
	visi-
Other The five countries with the highest tor shares	visi-
Other The five countries with the highest tor shares Netherlands	7 visi- %
Other The five countries with the highest tor shares Netherlands Belgium	7 visi- % 14 11
Other The five countries with the highest tor shares Netherlands Belgium Great Britain Austria	visi- % 14 11 9 8
Other The five countries with the highest tor shares Netherlands Belgium Great Britain Austria	7 visi- %
Other The five countries with the highest tor shares Netherlands Belgium Great Britain Austria Switzerland Position in the company/organisatio	7 visi- % 14 11 9 8 8
Other The five countries with the highest tor shares Netherlands Belgium Great Britain Austria Switzerland Position in the companylorganisatio Entrepreneur, partner, self-employed Managing director, board member,	7 visi- % 14 11 9 8 8 8
Other The five countries with the highest tor shares Netherlands Belgium Great Britain Austria Switzerland Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	77 visi- 9% 14 11 9 8 8 8 15
Other The five countries with the highest tor shares Netherlands Belgium Great Britain Austria Switzerland Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ	77 visi- % 14 11 11 8 8 8 7 15 11
Other The five countries with the highest tor shares Netherlands Belgium Great Britain Austria Switzerland 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	77 visi- 14 11 9 8 8 7 14 11 11 9 15 15 11 11 11 11 11
Other The five countries with the highest tor shares Netherlands Belgium Great Britain Austria Switzerland 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/oublic service	77 visi- % 144 111 9 8 8 8 15 11 ee
Other The five countries with the highest tor shares Netherlands Belgium Great Britain Austria Switzerland 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	77 visi- % 144 111 9 8 8 8 15 11 11 11 11 11 11 11 11 11 11 11 11
Other The five countries with the highest tor shares Netherlands Belgium Great Britain Austria Switzerland 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/oublic service	77 visi- % 144 111 9 8 8 8 15 11 11 11 11 11 11 11 11 11 11 11 11
Other The five countries with the highest tor shares Netherlands Belgium Great Britain Austria Switzerland 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	77 visi- % 14 11 9 8 8 8 15 11 ee 9 31 4 2 2 4
Other The five countries with the highest tor shares Netherlands Belgium Great Britain Austria Switzerland 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	77 **visi- *** 14 11 11 8 8 8 ** ** ** ** ** *
Other The five countries with the highest tor shares Netherlands Belgium Great Britain Austria Switzerland 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	77 visi- % 14 11 18 8 8 15 11 16 22 24 44 33
Other The five countries with the highest tor shares Netherlands Belgium Great Britain Austria Switzerland 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 2006	77 visi- 14 11 11 11 11 15 8 8 8 8 15 15 16 16 16 16 16 17 18 18 18 18 18 18 18 30 30
Other The five countries with the highest tor shares Netherlands Belgium Great Britain Austria Switzerland 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	77 visi- 9% 14 11 9 8 8 8 15

First visit

----- Essen

Additional data trade visitors

Economic sector Industry (manufacturer)	% 55
Skilled trades	22
Light metal trade	8
Other trade	3
Logistics and transportation	1
Design	3
Building, construction	6
Media, press, publishing	1
Other services	4
Authority/public services	1
University/college/polytechnic	1
Other sectors	4
Student	4
Other not gainfully employed	3

Influence on purchasing/ procurement decisions Decisively	9/ 27
Collectively In an advisory capacity No Student	35 22 10
Other not gainfully employed	3

Area of responsibility	%
Management	24
Research/development/design	23
Planning/work preparation	7
Manufacture/production	11
Production, quality control	5
Buying/procurement	22
Finance/accounting, controlling	2
Information, communication technology	(EDP) -
Administration/organisation/personnel/	. ,
social welfare/training	1
Marketing/sales/advertising/PR	25
Storage/material management/logistics/	
transport	1
Maintenance/repairs	3
Other area	3
Student	4
Other not gainfully employed	3

Number of 1- 4	10	500 - 999	% 8
5- 9	6	1 000 - 9 999	10
10- 49	16	10 000 and more	5
50- 99	12	Student	4
100-199	9	Other not gainfully	
200-499	17	employed	3
Length of			0/0

1. Length of	stay of stay ((davs):			%
one	73	two	17	three	10
2. Average	length	of stay		1,4	days
3. Share of 1st day				days: 3rd day	45

Conducted by: Walter, Wissler & Partner, Basel

COMPOSITES EUROPE — Essen

Basic data trade visitors

Total number of visitors	8 061
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	12 9
more than 50 km up to 100 km more than 100 km up to 300 km	31
over 300 km	48
Total Germany	64
Baden- North Rhine- Württemberg 11 Westphalia	40
Bavaria 14 Rhineland-	
Berlin 3 Palatinate	4
Brandenburg 2 Saarland Bremen 1 Saxony	1 5
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	1
Hesse 4 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 10	2
Total Foreign	36
of which EU	78
Rest of Europe Other	12 10
Other	10
The three countries with the highest	0/
visitor shares Netherlands	% 33
Belgium	11
Switzerland	8
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	14
head of an authority etc.	9
Senior department head, other employee	
with managerial responsibility	6
Department head, group head Other salaried staff/public service	25 18
Skilled worker	3
Lecturer, teacher, scientific assistant	6
Trainee	1
Other position Student	5 12
Other not gainfully employed	1
Frequency of visits to trade fair	%
2007 2006	17 16
2006 First visit	68

Economic sector	9/
Manufacturers of composite finished products	17
Manufacturers of composite	
semi-finished products Manufacturers of composite	
intermediate products Users of composites	10
Manufacturers of raw materials for	
composites Manufacturers of machines, equipment,	11
systems Skilled trades	8
Technical systems specialists, composites	
trade Other trade	3
Research and development	2
Organisation/federation Other services	
Authority/public services	
University/college/polytechnic Other sectors	12
Student Other not gainfully employed	12
Influence on purchasing/	
procurement decisions Decisively	% 19
Collectively	3
In an advisory capacity No	27
Student Other not gainfully employed	1.
gaa., cp.o,ca	
Area of responsibility Management	% 20
Research/development/design	
Planning/work preparation Manufacture/production	
Production, quality control	3:
Buying/procurement Finance/accounting, controlling	
Information, communication technology (I Administration/organisation/personnel/	
social welfare/training	- 2
Marketing/sales/advertising/PR Storage/material management/logistics/	26
transport	
Maintenance/repairs Other area	
Student Other not gainfully employed	12
gaa., cp.o,ca	
Size of company/organisation: Number of employees:	9/
1- 4 11 500- 999	(
5- 9 7 1 000- 9 999 10- 49 17 10 000 and more	8
50- 99 8 Student	12
100-199 13 Other not gainfully 200-499 10 employed	
employed	
	9/
Length of stay 1. Length of stay (days):	
1. Length of stay (days): one 78 two 14 three	3 day:

Conducted by: Walter, Wissler & Partner, Basel

DEUBAU ---- **Essen**

Basic data trade visitors

Total number of visitors	71 254
Proportion of trade visitors	89%
Region of residence	%
up to 50 km	39
more than 50 km up to 100 km	24
more than 100 km up to 300 km over 300 km	31 7
Total Germany	98
Baden- North Rhine-	00
Württemberg 1 Westphalia Bavaria 1 Rhineland-	82
Bavaria 1 Rhineland- Berlin 1 Palatinate	4
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	_
Hesse 2 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony 6	-
Lower Saxony 0	
Total Foreign	2
of which EU	77
Other	23
The country with the highest visitor	
share	%
Netherlands	42
Position in the company/organisation	%
Entrepreneur, partner, self-employed	37
Managing director, board member,	
head of an authority etc.	4
Senior department head, other employee	9
with managerial responsibility Department head, group head	3
Other salaried staff/public service	17
Foreman, master craftsman	4
Skilled worker	5
Lecturer, teacher, scientific assistant	5 2
Trainee	6
Other position	2
Student	7
Other not gainfully employed	4
Frequency of visits to trade fair	%
Deubau and STT 2006	24
Deubau and ausbau+fassade 2004 Deubau and ausbau+fassade 2002	18
Deubau and ausbau+tassade 2002	13
Deubau 2000 Earlier events	14 24
Earlier evelits	24

First visit

Additional data trade visitors

Additional data trade visitors	
Economic sector	9
Construction industry	1
Main construction trade	1
Secondary construction trade Interior work	
Skilled trades	1
Building materials industry	
Architect's, planner's, engineer's office	2
Building materials trade	
Housing construction company Ministry/public authority/municipal	
administration	
University/polytechnic, research	
Private property owner	
Other	
Student Other not gainfully employed	
- The flot gainfully employed	
Influence on purchasing/ procurement decisions	
Decisively	3
Collectively	2
In an advisory capacity	1
No	1
Student Other not gainfully employed	
- The gain any employed	
Area of responsibility	0
Management Research/development/design	3
Planning/work preparation	2
Manufacture/production	1
Production, quality control	
Buying/procurement	1
Finance/accounting, controlling Information, communication technology (EDF	9)
Administration/organisation/personnel/	,
social welfare/training	
Marketing/sales/advertising/PR	1
Maintenance/repairs	
Storage/material management/logistics/ transport	
Other area	1
Student	
Other not gainfully employed	
Size of company/organisation:	
Number of employees:	•
1- 4 35 500- 999	
	(
5- 9 11 1 000- 9 999	
10- 49 17 10 000 and more	
10- 49 17 10 000 and more 50- 99 6 Student	
10- 49 17 10 000 and more 50- 99 6 Student 100- 199 6 Other not gainfully 200- 499 5 employed	
10- 49 17 10 000 and more 50- 99 6 Student 100- 199 6 Other not gainfully 200- 499 5 employed Length of stay 1. Length of stay (days):	9
10- 49 17 10 000 and more 50- 99 6 Student 100- 199 6 Other not gainfully 200- 499 5 employed Length of stay 1. Length of stay (days): one 90 three 1 five	
10- 49 17 10 000 and more 50- 99 6 Student 100- 199 6 Other not gainfully 200- 499 5 employed Length of stay 1. Length of stay (days): one 90 three 1 five two 9 four -	
10- 49 17 10 000 and more 50- 99 6 Student 100- 199 6 Other not gainfully 200- 499 5 employed Length of stay 1. Length of stay (days): one 90 three 1 five two 9 four - 2. Average length of stay 1,1 c	
10- 49 17 10 000 and more 50- 99 6 Student 100- 199 6 Other not gainfully 200- 499 5 employed Length of stay 1. Length of stay (days): one 90 three 1 five two 9 four -	

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

E-world energy & water ---- Essen

Basic data trade visitors

basic data trade visitors				
Total number of visitors	13 471			
Proportion of trade visitors	98%			
Region of residence	%			
up to 50 km	27			
more than 50 km up to 100 km	11			
more than 100 km up to 300 km over 300 km	28 34			
OVEL 300 KIII	34			
Total Germany	84			
Baden- North Rhine-				
Württemberg 5 Westphalia Bavaria 5 Rhineland-	55			
Bavaria 5 Rhineland- Berlin 4 Palatinate	3			
Brandenburg - Saarland	1			
Bremen 1 Saxony	3			
Hamburg 3 Saxony-Anhalt	1			
Hesse 6 Schleswig-	2			
Mecklenburg- Holstein West Pommerania 1 Thuringia	3 1			
Lower Saxony 9				
Total Foreign	16			
of which EU	66			
Rest of Europe	22			
Other	12			
The four countries with the highest visitor shares Switzerland Netherlands Great Britain Belgium	% 19 15 12 9			
Position in the company/organisation Entrepreneur, partner, self-employed	% 10			
Managing director, board member,	10			
head of an authority etc.	4			
Senior department head, other employed with managerial responsibility	9			
Department head, group head	23			
Other salaried staff/public service	29			
Skilled worker	29 3 4 1 3 12 2			
Lecturer, teacher, scientific assistant	4			
Trainee Other position	3			
Student	12			
Other not gainfully employed	2			
Frequency of visits to trade fair	%			
2007	28			
2006	21 17			
2005 2004	11			
Earlier events	14			
First visit	57			

Additional data trade visitors

Power supply Consultants, so Public utilities, Research, pres Trade custome Other sectors Student Other not gair	ervice provid council repr s, association ers, industria	resentar ns enterp	tives orises	% 33 21 6 4 13 9 12
Influence on procurement Decisively Collectively In an advisory No Student Other not gair	capacity			% 18 28 24 15 12
Area of respo Management Research/deve Planning/work Manufacture/p Production, qu Buying/procure Finance/accoun Information, co Administration social welfare/ Marketing/sale Storage/materi transport Maintenance/r Other area Student Other not gair	lopment/des preparation roduction ality control ement nting, contro ommunication /organisation training ss/advertising ial managem	lling n techr n/person g/PR ent/log	nnel/	% 144 10 7 2 1 16 8 8 7 19 19 14 14 12 2
Size of compounds of em 1- 4 5- 9 10- 49 50- 99 100-199 200-499	ployees: 7 4 1 13 10	500 - 000 - 000 an	999 9 999 d more Student ainfully nployed	% 7 20 11 12
Length of sta 1. Length of st one 80		17	three	%

HAUS + GARTEN (2007) ---- Essen

Basic data private visitors

Total number of visitors	48 273
Proportion of private visitors	94%
Region of residence	%
up to 50 km	83
more than 50 km up to 100 km more than 100 km up to 300 km	13
over 300 km	1
Total Germany	100
Baden- North Rhine-	98
Württemberg - Westphalia Bayaria - Rhineland-	98
Berlin - Palatinate	
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse - Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 1	
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	7
Managing director, board member,	1
Senior department head, other employed	
with managerial responsibility	2
Department head, group head Other salaried staff, public service	2 7
Other salaried staff, public service	28
Skilled worker Lecturer, teacher, scientific assistant	5
Trainee	1
Other position	4
Student	1
Housewife/man	14
Old-age pensioner	27
Other not gainfully employed	2
Frequency of visits to trade fair	% 28
2006 2005	28 26
2005	18
2003	13
Farlier events	13

Earlier events First visit

Additional data private visitors

Sex Male Female	% 39 61
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 3 13 27 29 22 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 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 5 9 11 15 11 8 30
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 11 52 18 15 4
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 62 12 26
Follow-up business Intend to buy at later date yes no maybe	% 32 16 53
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

FIBO ---- Essen

Total number of visitors	49 703
Proportion of trade visitors	63%
Region of residence	%
up to 50 km	19
more than 50 km up to 100 km	13
more than 100 km up to 300 km over 300 km	27 42
Total Germany	80
Baden- North Rhine- Württemberg 10 Westphalia Bavaria 9 Rhineland-	48
Berlin 2 Palatinate	6
Brandenburg 1 Saarland	1
Bremen 1 Saxony	2
Hamburg 2 Saxony-Anhalt Hesse 8 Schleswig-	1
Hesse 8 Schleswig- Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	1
Lower Saxony 8	
Total Foreign	20
of which EU Rest of Europe	74 11
middle East	5
Other	10
The five countries with the highest	
visitor shares	%
Netherlands	17 8
Belgium Austria	8
Switzerland	6
Italy	6
Position in the company/organisation	
Entrepreneur, partner, self-employed Managing director, board member,	38
head of an authority etc.	9
Senior department head, other employed	
with managerial responsibility	2
Department head, group head	10
Other salaried staff/public service Skilled worker	12
Lecturer, teacher, scientific assistant	3
Trainee	7
Other position	5
Student Other not gainfully employed	12 3 7 5 9
Frequency of visits to trade fair	%
2007	32
2006	28
Earlier events First visit	29 41
Construction of the Constr	-71

Basic data private visitors	
Proportion of private visitors	37%
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	% 37 20 26 16
Total Germany Baden- Württemberg 4 Westphalia Bavaria 3 Rhineland- Berlin 1 Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	92 74 5 1 1 -
Total Foreign of which EU Other	8 68 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 8 3 1 9 31 14 1 1 8 6 16

Frequency of visits to trade fair 2007 2006 Earlier events First visit

Pacie data all vicitors

Region of residence	%
up to 50 km	26 16
more than 100 km up to 300 km	27
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	32
Total Germany	84
Baden- North Rhine- Württemberg 7 Westphalia	58
Bavaria 6 Rhineland-	-
Berlin 2 Palatinate Brandenburg 1 Saarland	5 1
Bremen 1 Saxony	i
Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig-	1
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 7	1
Total Foreign	16
of which EŬ	73
Rest of Europe middle East	13 4
Other	10
visitor shares Netherlands	% 18
Netherlands Belgium Austria Switzerland Luxembourg	18 10 8 7 6
Netherlands Belgium Austria Switzerland Luxembourg Position in the company/organisation Entrepreneur, partner, self-employed	18 10 8 7 6
Netherlands Belgium Austria Switzerland Luxembourg Position in the company/organisation Entrepreneur, partner, self-employed Manaqing director, board member,	18 10 8 7 6
Netherlands Belgium Austria Switzerland Luxembourg Position in the company/organisation Entrepreneur, partner, self-employed	18 10 8 7 6
Netherlands Belgium Austria Switzerland Luxembourg Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	18 10 8 7 6
Netherlands Belgium Austria Switzerland Luxembourg Position in 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	18 10 8 7 6
Netherlands Belgium Austria Switzerland Luxembourg Position in 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	18 10 8 7 6
Netherlands Belgium Austria Switzerland Luxembourg Position in 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	18 10 8 7 6
Netherlands Belgium Austria Switzerland Luxembourg Position in 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	18 10 8 7 6 27 7 2 9 19 7 2 8
Netherlands Belgium Austria Switzerland Luxembourg Position in 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	18 10 8 7 6 27 7 2 9 19 7 2 8
Netherlands Belgium Austria Switzerland Luxembourg Position in 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	18 10 8 7 6 27 7 2 9 19 7 2 8
Netherlands Belgium Austria Switzerland Luxembourg Position in 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	188 100 88 77 66 9% 277 7 7 22 99 199 7 7 22 8 8 8 5 5 111 4 4 9%
Netherlands Belgium Austria Switzerland Luxembourg Position in 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 2007	188 100 88 77 66 66 77 77 22 88 85 55 111 4 4 28 28
Netherlands Belgium Austria Switzerland Luxembourg Position in 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	188 100 88 77 66 9% 277 7 7 22 99 199 7 7 22 8 8 8 5 5 111 4 4 9%

Additional data trade visitors

Economic sector Fitness studio Therapeutical practice Trade Service Sports association/club Health care center Multifunctional system Hospital, rehabilitation departement Wellness institute, health facility, day spa Company/authority with sports facilities Cosmetics institute, cosmetics studio Other Student Other not gainfully employed	% 35 10 6 6 5 3 3 3 2 1 1 1 1 3 3
Influence on purchasing/ procurement decisions Decisively Collectively	% 29 20

%
29
20
22
17
9
3

Area of responsibility	9
Management	3
Research/development/design	
Planning/work preparation	14
Manufacture/production	
Production, quality control	
Buying/procurement	1!
Finance/accounting, controlling	
Information, communication technology	(EDP)
Administration/organisation/personnel/	,
social welfare/training	12
Marketing/sales/advertising/PR	29
Storage/material management/logistics/	
transport	
Maintenance/repairs	(
Other area	2
Student	_
Other not gainfully employed	

	//organisation:	mpany	Size of co
9/	yees:	f emplo	Number of
	500 - 999	23	1- 4
	1 000 - 9 999	16	5- 9
	10 000 and more	29	10- 49
	Student	6	50- 99
	Other not gainfully	5	100-199
	employed	3	200-499

Length 1. Length	of stay	(days):		%
one two	75 20	three four	3 2	
2. Averag	ge lengt	h of stay		1,3 days

			vent's days:
1st day 2nd day	40	3rd day 4th day	
zna day	40	4th day	23

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	% 16 33 25 17 5 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 up to 5 000,- EUR	% 11 13 13 12 9 15
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 21 35 17 18 9
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 60 14 26
Follow-up business Intend to buy at later date yes no maybe	% 23 29 48

Conducted by: Walter, Wissler & Partner, Basel



IPM (2007) ---- Essen

Basic data trade visitors

Total number of visitors	46 681
Proportion of trade visitors	93%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 14 13 30 43
Total Germany Baden- Württemberg 7 Westphalia Bavaria 8 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 14	76 46 5 1 2 1
Total Foreign of which EU Rest of Europe North America Other	24 82 9 3 6
The five countries with the highest visitor shares Netherlands Poland Belgium Austria France	% 27 10 7 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner Farmer Other not gainfully employed	33 5
Frequency of visits to trade fair 2006 2005 2004 2003 2002 Earlier events First visit	% 39 37 34 31 28 27 33

Additional data trade visitors	
Economic sector Plant producer Florist wholesale trade Seed trade End-sales outlet Public authority, municipal garden department Horticulture and landscape gardening Landscape designer Garden centre Garden centre Gardening company Florist, specialist retailer Fruit and vegetable growing Cemetry gardeners Decorator, interior architect Wholesale trade Home improvement centre Other Student Other not gainfully employed	% 16 4 1 7 3 9 2 6 14 14 1 3 1 8 6 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 33 27 15 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 (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	% 35 6 17 31 9 26 8 8) 5
Size of company/organisation: Number of employees: 1 - 4 27 500 - 999 5 - 9 21 1 000 - 9999 10 - 49 27 10 000 and more 50 - 99 6 Student 100 - 199 5 Other not gainfully 200 - 499 3 employed	% 1 2 1 6
Length of stay 1. Length of stay (days): one 79 three 3 two 18 four 1 2. Average length of stay 1,3 d 3. Share of visitors on the event's days: 1st day 34 3rd day 32 2nd day 36 4th day 25	% ays

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

METPACK ---- Essen

Basic data trade visitors

	mber of visitors	6 851
Proportio	on of trade visitors	99%
	of residence	%
up to 50	- FO 1- 400	8
more than	n 100 km up to 300 km	16
over 300	n 50 km up to 100 km n 100 km up to 300 km km	73
Total Ge		36
Baden- Württemb	North Rhine- perg 17 Westphalia	34
Bavaria	4 Rhineland-	
Berlin Brandenb	1 Palatinate ourg - Saarland	9
Bremen	- Saxony	6
Hamburg Hesse	3 Saxony-Anhal 7 Schleswig-	t 1
Mecklenb		3
West Pon		
Lower Sa:	XOIIY 13	
Total For		64
of which	EU Rest of Europe	53 1
	Africa	!
	North America South and Central America	4
	Middle East	
	South-, East-, Central Asia Australia	1
	countries with the highest	
visitor sh Netherlan Italy Great Brit France Switzerlar	nds tain	-
Netherlan Italy Great Brit France Switzerlar	nds tain nd	
Netherlan Italy Great Brit France Switzerlar Position Entrepren Managing	nds in the company/organisatio eur, partner, self-employed g director, board member,	n %
Netherlan Italy Great Brit France Switzerlar Position Entrepren Managing head of a Senior de	in the company/organisatio in the company/organisatio leur, partner, self-employed g director, board member, an authority etc. spartment head, other employe	n % 12
Netherlan Italy Great Brit France Switzerlar Position Entrepren Managing head of a Senior de with man	in the company/organisatio leur, partner, self-employed g director, board member, an authority etc. partment head, other employ lagerial responsibility	n % 12 20 ee
Netherlan Italy Great Brit France Switzerlar Position Entrepren Managing head of a Senior de with man Departme	in the company/organisatio in the company/organisatio leur, partner, self-employed g director, board member, an authority etc. spartment head, other employe	n % 12 20 eee 12 21 12 12 12 12 12 12 12 12 12 12 12
Netherlan Italy Great Brit France Switzerlar Position Entrepren Managing head of a Senior de with man Departme Other sala Skilled wo	in the company/organisatio leur, partner, self-employed g director, board member, an authority etc. partment head, other employed lagerial responsibility ent head, group head aried staff/public service orker	n % 12 20 ee
Netherlan Italy Great Brit France Switzerlar Position Entrepren Managing head of a Senior de with man Departme Other sali Skilled ww Lecturer,	in the company/organisation in the company organisation in the company/organisation in	n % 12 2 eee 11. 28
Netherlan Italy Great Brit France Switzerlar Position Entrepren Managing, head of a Senior de with man Departme Other sals Skilled w Lecturer, Trainee Other pos	in the company/organisatio eur, partner, self-employed g director, board member, an authority etc. partment head, other employed agerial responsibility ent head, group head aried staff/public service orker teacher, scientific assistant	n % 12 2eee 12 28 8 8
Netherlan Italy Great Brit France Switzerlan Position Entrepren Managing head of a Senior de with man Departme Obert sals Skilled w Lecturer, Trainee Other pos Student	in the company/organisatio eur, partner, self-employed g director, board member, an authority etc. partment head, other employed agerial responsibility ent head, group head aried staff/public service orker teacher, scientific assistant	20

Additional data trade visitors

Economic Metal Filling and Consulting Association Other Student	packin compa	ny			% 56 13 4 1 24
Influence procureme Decisively Collectively In an advis No Student Other not	on pur ent dec ory cap	chasing/ cisions			% 29 32 23 13 1 2
Area of re Manageme Research/d Planning/w Manufactu Production Buying/pro Finance/ac Information Administra social welf Marketing/ Storage/ma transport Maintenan Other area Student Other not	ent eveloprod , qualit cureme countin n, comr tion/org are/trai 'sales/a aterial r ce/repa	ment/desi eparation uction y control nt g, contro nunicatio ganisatior ning dvertising managem irs	lling n techi n/perso n/PR ent/log		% 27 23 8 24 9 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Size of co Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499	mpany emplo 7 3 14 11 15 21	yees: 1 (10 (500 - 000 - 000 an	999 9 999 Id more Student Jainfully nployed	% 6 15 7 1
Length of 1. Length of one two		(days): three four	7 3	five	%
2. Average 3. Share of 1st day 2nd day	visitors	of stay	38	1,5 days: 5th day	days 11

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

MODE – HEIM – HANDWERK

Basic data private visitors

Total number of visitors	158 870
Proportion of private visitors	95%
Region of residence	%
up to 50 km	95
more than 50 km up to 100 km more than 100 km up to 300 km	3
over 300 km	
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia	99
Bavaria - Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhali	t ·
Hesse - Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	
Lower Saxony -	
Position in the company/organisatio	n %
Entrepreneur, partner, self-employed Managing director, board member,	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employe	
with managerial responsibility	1
Department head, group head	4
Other salaried staff/public service Skilled worker	30 7 2 3 4 5
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	4
Student	
Housewife/man	14 22
Old-age pensioner Other not gainfully employed	22
Frequency of visits to trade fair	% 53
2007	53
2007 2006	
2007 2006 2005	
2006 2005 2004	45 42
2006 2005	45

---- Essen

Additional data private visitors

Sex Male Female	% 30 70
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 4 11 14 24 24 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	% 8 11 12 13 11 9 6 31
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 47 16 16
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 83 5 13
Follow-up business Intend to buy at later date yes no maybe	% 25 23 52

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

REIFEN ---- Essen

Pacie data trada vicitore

Basic data trade	e visitors	
Total number of visite	ors	17 452
Proportion of trade v	isitors	97%
Region of residence up to 50 km more than 50 km up to more than 100 km up to over 300 km		% 8 5 21 65
Total Germany	No do Dito	42
Baden- Württemberg 12	North Rhine- Westphalia	39
	Rhineland- Palatinate	7
Brandenburg 2	Saarland	1
Bremen 1 Hamburg 1	I Saxony I Saxony-Anhalt	1 3 3
Hesse 8	Schleswig-	
Mecklenburg- West Pommerania 1	Holstein I Thuringia	2
Lower Saxony		2
Total Foreign of which EU Rest of Euro Africa North Ameri		58 66 13 4

TOTAL TO		20
of which	EŪ	66
	Rest of Europe	13
	Africa	4
	North America	3
	South and Central America	2
	Middle East	5
	South-, East-, Central Asia	6
	Australia	1

The five countries with the highest	
visitor shares	%
Netherlands	9
Poland	7
Italy	5
Great Britain	5
France	5

Position in the company/organisation Entrepreneur, partner, self-employed	9/
Managing director, board member,	
head of an authority etc. Senior department head, other employee	18
with managerial responsibility	
Department head, group head Other salaried staff/public service	1.
Skilled worker	
Lecturer, teacher, scientific assistant Trainee	
Other position	
Student Other not gainfully employed	

Frequency of visits to trade fair	%
2006	41
2004	27
2002	20
2000	15
1998	11
Earlier events	10
First visit	43

Additional data trade visitors

Additional data trade visitors	5
Economic sector Tire service Tire trade	% 27 34
Vulcanizing company Motor vehicle workshop	4 5
Transport company Tire trade, craftsman's company	1
Tire manufacturing technology	1
Tire manufacturing and design Industry	2 7 1 9 2 2
Public authority	1
Other Student	2
Other not gainfully employed	2
Influence on purchasing/	%
procurement decisions Decisively	51
Collectively In an advisory capacity	23 14
No	8
Student Other not gainfully employed	2
Area of responsibility	%
Management Research/development/design	50 6
Planning/work preparation	7
Manufacture/production Production, quality control	5 3
Buying/procurement	29
Finance/accounting, controlling Information, communication technology (EI	7 OP) 4
Administration/organisation/personnel/ social welfare/training	7
Marketing/sales/advertising/PR	19
Storage/material management/logistics/ transport	10
Maintenance/repairs	8
Other area Student	9 2 2
Other not gainfully employed	2
Size of company/organisation:	0/
Number of employees: 1- 4 24 500- 999	% 3
5- 9 17 1 000- 9 999	3 5 4
10- 49 25 10 000 and more 50- 99 9 Student	2
100-199 5 Other not gainfully 200-499 5 employed	2
Length of stay	%
1. Length of stay (days):	/0
one 59 three 11 two 26 four 4	

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

3. Share of visitors on the event's days: 1st day 40 3rd day 48 2nd day 50 4th day 22

2. Average length of stay

Reise / Camping ---- Essen

Basic data private visitors

Total number of visitors	82 322
Proportion of private visitors	96%
Region of residence	%
up to 50 km	64
more than 50 km up to 100 km	21
more than 100 km up to 300 km over 300 km	13 2
Total Germany Baden- North Rhine-	99
Baden- North Rhine- Württemberg - Westphalia	95
Bavaria - Rhineland-	9.
Berlin - Palatinate	1
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	
Lower Saxony 2	
Total Foreign	1
Position in the company/organisation	%
Entrepreneur, partner, self-employed	6
Managing director, board member,	
head of an authority etc. Senior department head, other employee	. 2
with managerial responsibility	
Department head, group head	2
Department head, group head Other salaried staff/public service	27
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	3
Other position Student	
Housewife/man	
Old-age pensioner	3
Other not gainfully employed	3

Frequency of visits to trade fair Reise/Camping, Golf, Fahrrad 2007 Reise/Camping, Golf 2006 Reise/Camping, Golf 2005 Reise/Camping, Golf 2004 Earlier events

First visit

Additional data private visitors

Sex Male Female	% 60 40
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 1 4 11 25 30 23 7
Net household income up to 900,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR N/A more than 5 000,- EUR	% 4 9 13 15 16 12 25 6
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 8 56 16 14 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 50 22 28
Follow-up business Intend to buy at later date yes no maybe	% 35 21 44

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

31 3

SECURITY — Essen

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	40 541
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	17
more than 50 km up to 100 km	10
more than 100 km up to 300 km over 300 km	27
over 300 km	46
Total Germany	78
Baden- North Rhine- Württemberg 13 Westphalia	41
	41
Bavaria 9 Rhineland- Berlin 3 Palatinate Brandenburg 2 Saarland	5
Brandenburg 2 Saarland	1
Bremen 1 Saxony	2
Hamburg 1 Saxony-Anhalt	1
Hesse 8 Schleswig-	3
Mecklenburg- Holstein West Pommerania - Thuringia	3 1
Lower Saxony 9	'
Total Foreign	22
of which EU	73
Rest of Europe	15
Other	13
The five countries with the highest visitor shares Netherlands Austria Belgium Great Britain Switzerland	% 18 11 8 6
Position in the company/organisation Entrepreneur, partner, self-employed	% 21
Managing director, board member.	2.1
Managing director, board member, head of an authority etc.	9
Senior department head, other employed	e _
with managerial responsibility Department head, group head	7 21
Other salaried staff/public service	21
Skilled worker	10
Lecturer, teacher, scientific assistant	1
Trainee	3
Other position	4
Student Other not gainfully employed	1
Prequency of visits to trade fair 2006 2004 2002 2000 1998	% 32 27 19 14
Earlier events	_8
First visit	51

Additional data trade visitors	
Economic sector Industry (without plant security)	% 16
Plant security Security systems installation specialists Other skilled trades	9 25 7
Resellers Other wholesale trade Other retail	10
Police Fire brigade	3
Other authorities (not fire brigade, police) Banks, saving banks Guards/surveillance sector	5 3 4 6 3 8 1 7
Insurance Engineer's, consultant's office Architect, architect's office	1 7 1
Public institutions Other	1 11
Student Other not gainfully employed	1
Influence on purchasing/ procurement decisions	% 30
Decisively Collectively In an advisory capacity	34 24
No Student Other not gainfully employed	10 3 1
Area of responsibility	
Management Research/development/design	29 7
Planning/work preparation Manufacture/production Production, quality control	20 6 3
Buying/procurement Finance/accounting, controlling	12
Information, communication technology (EDI Administration/organisation/personnel/ social welfare/training	P) 8 6
Marketing/sales/advertising/PR Storage/material management/logistics/	11
transport Maintenance/repairs Other area	3 18 15
Student Other not gainfully employed	3
Size of company/organisation: Number of employees:	%
1- 4 14 500- 999 5- 9 12 1 000- 9999 10- 49 19 10 000 and more	6 14 12
50- 99 8 Student 100-199 6 Other not gainfully 200-499 7 employed	1
Length of stay 1.Length of stay (days):	%
one 73 three 4 two 20 four 3	
2. Average length of stay 1,4 of Share of visitors on the event's days:	days

Length of 1. Length of	stay	dave).				%
one	73	three	4			
two	20	four	3			
2. Average	length	of stay			1,4	days
3. Share of			ent's	days:		
1st day			37	-		
2nd day	40	4th day	28			

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

SHK ---- Essen

Basic data trade visitors

Total number of visitors	51 422
Proportion of trade visitors	
Region of residence	9/
up to 50 km	3!
more than 50 km up to 100 km	2! 32
more than 100 km up to 300 km over 300 km	3.
Total Germany	9
Baden- North Rhine- Württemberg 1 Westphalia	8
Bavaria 1 Rhineland-	0
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 4 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 8	
Total Foreign	
of which EU	7
	70 24
of which EŬ Other	7) 2
of which EU Other Position in the company/organisation	71 24
of which EÜ Other Position in the company/organisation Entrepreneur, partner, self-employed	71 24
of which EU Other Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	7) 2
of which EÜ Other Position in the company/organisation Entrepreneur, partner, self-employed	9/ 2/ 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 employe with managerial responsibility	9/ 2/ 2/ 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	9, 2, 2, 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 staff/public service	9/ 2/ 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 staff/public service Foreman, master craftsman	9/ 2/ 2/ 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 staff/public service Foreman, master craftsman Skilled worker	9 9 2 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	9 29 29 29 29 29 29 29 29 29 29 29 29 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 Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker	99 29 29 11 11
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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9 2 2 2 2 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9 2 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	9 2 2 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006	9, 2 e 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 2004	9 2 e 1 1 1 9 9 4 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 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 employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 2004 2004	9 9 1 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 2004 2002 2000	7) 2: 9 2: 11: 11: 12: 12: 13: 13: 13: 13: 13: 13: 13: 13: 13: 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 2004 2004	9 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

Additional data trade visitors

Economic sector Sanitary systems Heating systems Air conditioning and vent system construction Architect's, planner's, eng Wholesale/foreign trade Industrial producer Institutions (hospitals etc. Building owner Building management, ho Association/guild/chamber Energy consulting Other Student Other not gainfully employed	gineer's of) ousing soc		% 48 17 3 6 5 3 1 1 1 1 2 4 4 5
Influence on purchasing procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully emplo			% 27 26 21 18 4
Area of responsibility Management Research/development/de Planning/work preparatio Manufacture/production Production, quality contro Buying/procurement Finance/accounting, contro Information, communicati Administration/organisatic social welfare/training Marketing/sales/advertisir Storage/material manager transport Maintenance/repairs Other area Student Other not gainfully emplo	olling on techno on/personi gg/PR ment/logis	nel/	% 25 4 19 14 3 14 5 P) 3 5 26 11 4 5
Size of company/organi Number of employees: 1- 4 29	sation: 500-	999	% 2

1- 4	29 1	500 - 999	2
5- 9	18	1 000 - 9 999	4
10- 49	22	10 000 and more	3
50- 99	5	Student	4
100-199	4	Other not gainfully	
200-499	5	employed	5

Length				%
1. Length	of stay	(days):		
one	89 1	three	1	
two	9	four	-	
2. Averag	ge lengtl	h of stay		1,1 days

3. Share of visitors on the event's days: 1st day 26 3rd day 33 2nd day 30 4th day 24

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

Internationale EstrichParkett

	3 881
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	6 12
more than 50 km up to 100 km more than 100 km up to 300 km	48
over 300 km	34
Total Germany	92
Baden- North Rhine-	
Württemberg 32 Westphalia Bayaria 32 Rhineland-	9
Berlin 1 Palatinate	4
Brandenburg 1 Saarland	
Bremen - Saxony	2
Hamburg - Saxony-Anhalt	1
Hesse 6 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 2	4
Total Foreign of which EU Rest of Europe	8 74 26
Position in the company/organication	%
Position in the company/organisation Entrepreneur, partner, self-employed	34
Managing director, board member,	-
head of an authority etc.	
nead of all authority etc.	16
Senior department head, other employee	
Senior department head, other employee with managerial responsibility	4
Senior department head, other employee with managerial responsibility Department head, group head	4
Senior department head, other employee with managerial responsibility	4 8 28
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	4 8 28 4
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	4 8 28 4 -
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	4 8 28 4
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	4 8 28 4 - 3
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 Frequency of visits to trade fair 2005	44 88 288 4 - 3 1 1
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 Frequency of visits to trade fair 2005 2002	% 46 26
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 Frequency of visits to trade fair 2005	44 88 288 4 - 3 1 1

Messe ---- Feuchtwangen

Influence on purchasing/

Additional data trade visitors

Economic sector	%
Parquet layers	19
Tilers	8
Screed layers	43
Screed layers Building trade	7
Machine wholesaler	2 4 4
Other wholesale trade	4
Manufacturers of chemical products	4
Manufactureres of concrete, cement,	
gypsum	8
Manufacturer of adhesives	1
Other floor layers Other interior work	1
	1
Building construction and civil	
engineering	1
Architect's/engineer office	1

procurement decisions Decisively Collectively In an advisory capacity No	9/ 47 20 18 14
Area of responsibility	%
Management	52
Research/development/design	14
Planning/work preparation	26
Manufacture/production	36
Production, quality control	19
Buying/procurement	29
Finance/accounting, controlling	20
Information, communication technology	(EDP)18
Administration/organisation/personnel/	
social welfare/training	25
Marketing/sales/advertising/PR	34
Storage/material management/logistics/	
transport	20
Maintenance/repairs	16
Other area	

Size of company/or Number of employee 1- 4 27 5- 9 19 10- 49 35 50- 99 6 100-199 4	nisation: 200 - 499 4 500 - 999 1 1 000 - 9 999 4 0 000 and more 1
Length of stay	% N/A
1. Length of stay (da	: N/A
2. Average length of	y 1,3 days
3. Share of visitors o 1st day 34 2	ne event's days: day 60 3rd day 33

Conducted by: BAYERISCHE BAUAKADEMIE, Feuchtwangen

Ambiente ---- Frankfurt/Main

Basic data trade visitors

Total number of visito	rs	139 245
Proportion of trade vi	sitors	89%
Region of residence up to 50 km more than 50 km up to more than 100 km up to over 300 km		% 13 8 20 59
Bavaria 15 Berlin 2 Brandenburg - Bremen 1 Hamburg 3	North Rhine- Westphalia Rhineland- Palatinate Saarland Saxony Saxony-Anhalt Schleswig- Holstein Thuringia	50 15 10 2 2 1 1
Middle Fast		50 51 10 3 10 5 3 16 2
The five countries wit visitor shares USA Italy France Netherlands Great Britain	h the highest	% 8 7 6 5
Position in the compa Entrepreneur, partner, s Managing director, boa head of an authority et Senior department head with managerial respon Department head, group Other salaried staff/pub Skilled worker Lecturer, teacher, scient Trainee Other position Student Other not gainfully emp	d member, c., c., other employer sibility o head lic service ific assistant	13

Frequency of visits to trade fair 2007 2006 Earlier events

First visit

Additional data trade visitors

	_
Economic sector Retail trade	% 40
Wholesale/foreign trade Service	23 15
Industry	7
Skilled trades Other sectors	3
Student	4
Other not gainfully employed	
Influence on purchasing/	0/
procurement decisions Decisively	% 45
Collectively	25 15
In an advisory capacity No	9
Student Other not gainfully employed	2
Area of responsibility	%
Management	43 6
Research/development/design Planning/work preparation	3
Manufacture/production Production, quality control	4
Buying/procurement	16
Finance/accounting, controlling Information, communication technology (EDF	1
Administration/organisation/personnel/	
social welfare/training Marketing/sales/advertising/PR	11
Storage/material management/logistics/ transport	1
Maintenance/repairs	-
Other area Student	8
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4 33 500- 999 5- 9 12 1 000- 9 999	3
10- 49 19 10 000 and more	3
50- 99 7 Student 100-199 6 Other not gainfully	4
200-499 6 employed	2
Length of stay 1. Length of stay (days): one 43 four 9	%
two 21 five 10 three 18	
2. Average length of stay 2,2 c	lays
3. Share of visitors on the event's days:	N/A
Conducted by: Walter, Wissler & Partner, Ba	sel

Automechanika ----> Frankfurt/Main

Basic data trade visitors

Dasie data trade Visitors	
Total number of visitors	161 269
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 23 60
Total Germany Baden- Württemberg 21 Westphalia Bavaria 13 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 23 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	49 15 12 3 2 1 1 1 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	51 58 10 8 3 5 5 8 4
The five countries with the highest visitor shares Italy Great Britain Netherlands France Greece	% 7 5 5 4 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other position Other not gainfully employed	33 15

Frequency of visits to trade fair 2006 2004 Earlier events

First visit

Additional data trade visitors

Economic sector Workshop, filling station Trade Industry Other Student Service Other not gainfully employed	33
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	3 2 1 1
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Information, communication technology (E Finance/accounting, controlling Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	DP)
Size of company/organisation: Number of employees: 1 - 4 22 500 - 999 5 - 9 14 1000 - 9999 10 - 49 26 10 000 and more 50 - 99 8 Student Student 100-499 6 Other not gainfully employed	
1. Length of stay (days): one 46 three 16 five two 20 four 8 six 2. Average length of stay 2, 3. Share of visitors on the event's days:	2 da N

Beautyworld (2007) ---- Frankfurt/Main

Basic data trade visitors

Total number of visitors	10 076
Proportion of trade visitors	88%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 20 7 19 54
Total Germany	57
Baden- North Rhine- Württemberg 14 Westphalia Bavaria 12 Rhineland-	13
Berlin 2 Palatinate Brandenburg 1 Saarland	10
Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 41 Schleswig-	3 1
Mecklenburg- West Pommerania Lower Saxony Holstein 1 Thuringia 3	1
Total Foreign of which EU Rest of Europe Other	43 71 11 18
The two countries with the highest visitor shares Italy France	% 10 9
Position in the company/organisation Entrepreneur, partner, self-employed	% 37
Managing director, board member, head of an authority etc.	19
Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff, public service	7
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	13 8 2 1 3 3 6
Other not gainfully employed	3
Frequency of visits to trade fair 2006 2005 Earlier events First visit	% 28 22 27 46

Additional data trade visitors

Economic sector Specialist retail trade Other retail Wholesale, foreign trade Skilled trades Service Manufacturer, Industry Other sectors Student Other not gainfully employed	% 21 7 23 7 20 8 5 6
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 47 19 16 9 6
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	% 41 2 3 2 1 9 -) 1 13 18 6 3
Size of company/organisation: Number of employees: 1 1- 4 37 500- 999 5- 9 13 1 000- 9 999 10- 49 19 10 000 and more 50- 99 6 Student 100-199 5 Other not gainfully 200-499 4 employed	% 2 4 3 6
Length of stay 1. Length of stay (days): one 58 three 11 five two 20 four 5	% 6
2. Average length of stay 1,8 d	•
3. Share of visitors on the event's days:	N/A

Conducted by: Walter, Wissler & Partner, Basel

Christmasworld ----> Frankfurt/Main

Basic data trade visitors

Total number of visitors	31 568	
Proportion of trade visitors	94%	
Region of residence	%	
up to 50 km	6	
more than 50 km up to 100 km more than 100 km up to 300 km		
more than 100 km up to 300 km	19	
over 300 km	69	
Total Germany	43	
Baden- North Rhine-		
Württemberg 16 Westphalia	18	
Bavaria 17 Rhineland- Berlin 3 Palatinate	9	
Berlin 3 Palatinate Brandenburg - Saarland	2	
Bremen - Saxony	2	
Hamburg 5 Saxony-Anhalt	1	
Hesse 15 Schleswig-		
Mecklenburg- Holstein	2	
West Pommerania - Thuringia	2	
Lower Saxony 7		
Total Foreign	57	
of which EU	70	
Rest of Europe		
Africa	2 7 3	
North America	7	
South and Central America		
South-, East-, Central Asia Other	2	
Other		
The five countries with the highest		
visitor shares	%	
Italy	18	
France USA	9	
Austria		
Netherlands	5	
Position in the company/organisation		
Entrepreneur, partner, self-employed	54	
Managing director, board member, head of an authority etc.	13	
Senior department head, other employed		
with managerial responsibility		
Department head, group head	10	
Other salaried staff/public service	6	
Skilled worker	3	
Lecturer, teacher, scientific assistant	3 2 2	
Trainee Other position	4	
Other position Student	2	
Other not gainfully employed	2	
Frequency of visits to trade fair	% 43	
2007 2006	32	
Earlier events	30	
Firet vicit	31	

First visit

Additional data trade visitors

Retail trade Wholesale/foreign trade Service Industry Skilled trades Other sectors Student Other not qainfully employed	9 4 2 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	9 4 2 1
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	2 DP)
Size of company/organisation: Number of employees: 1 - 4 - 37 - 500 - 999 5 - 9 - 12 - 1 000 - 9 999 10 - 49 - 22 - 10 000 and more 50 - 99 - 6 - Student Student 100-199 - 5 - Other not gainfully employed	o,
Length of stay 1. Length of stay (days):	9

Heimtextil

Basic data trade visitors

Total number of visitors	84 516
Proportion of trade visitors	95%
Region of residence	%
up to 50 km	5 4
more than 100 km up to 300 km	16
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	75
Total Germany	34
Baden- North Rhine-	
Württemberg 22 Westphalia Bavaria 16 Rhineland-	21
Berlin 2 Palatinate	5
Brandonhura 1 Saarland	5 2
Bremen - Saxony	3
Hamburg 3 Saxony-Anhalt Hesse 16 Schleswig-	- 1
Mecklenburg- Holstein	1
West Pommerania - Thuringia	1
Lower Saxony 6	
Total Foreign	66
of which EU Rest of Europe	47 10
Africa	3
South and Central America	3
North America Middle East	7 9
South-, East-, Central Asia	18
Australia	3
The five countries with the highest	
visitor shares	% 7
India Great Britain	6
USA	5
Italy	5
France	5
Position in the company/organisation	ı %
Entrepreneur, partner, self-employed Managing director, board member,	36
head of an authority etc.	17
Senior department head, other employe with managerial responsibility	e
Department head, group head	11 13
Other salaried staff/public service	8
Skilled worker	4
Lecturer, teacher, scientific assistant Trainee	1
Other position	2
Student	4
Other not gainfully employed	2
Frequency of visits to trade fair	%
2007 2006	46 43
Earlier events	45 45
First visit	21

First visit

----- Frankfurt/Main

Additional data trade visitors

Economic sector Retail trade	% 30
Wholesale/foreign trade	29
Service	11
Industry	16
Skilled trades	5
Other sectors	3
Student	4
Other not gainfully employed	2

Influence on purchasing/ procurement decisions	9/6
Decisively	39
Collectively	29
In an advisory capacity	17
No	10
Student	4
Other not gainfully employed	2

Area of responsibility	%
Management	% 44
Research/development/design	9
Planning/work preparation	9 3 8
Manufacture/production	8
Production, quality control	1
Buying/procurement	12
Finance/accounting, controlling	1
Information, communication technology	(EDP) 1
Administration/organisation/personnel/	, ,
social welfare/training	1
Marketing/sales/advertising/PR	8
Storage/material management/logistics/	_
transport	1
Maintenance/repairs	1
Other area	7
Student	4
Other not gainfully employed	1 7 4 2

Size of con	npany/o	organisation:	
Number of	employ	ees:	%
1- 4	23	500 - 999	5
5- 9	11	1 000 - 9 999	5 5 2
10- 49	24	10 000 and more	
50- 99	9	Student	4
100-199	7	Other not gainfully	
200-499	8	employed	2
-			

2,4 days
ys: N/A

Length of stay

Conducted by: Walter, Wissler & Partner, Basel

Light + Building ----> Frankfurt/Main

Basic data trade visitors

Total number of visitors	167 084
Proportion of trade visito	rs 96%
Region of residence up to 50 km more than 50 km up to 100 more than 100 km up to 30 over 300 km	
	58 rth Rhine-
Bavaria 13 Rh Berlin 1 Pa	estphalia 16 ineland- latinate 13 arland 3 kony 1
Bremen - Sa Hamburg 1 Sa	
Mecklenburg- Ho	Istein 1 uringia 3
Total Foreign of which EU	42 56 17
Rest of Europe North America Africa	4
South and Centra Middle East	7
South-, East-, Ce Australia	ntral Asia 8 4

The five countries with the highest	
visitor shares	%
Austria	8
Netherlands	6
Italy	5
Switzerland	5
Great Britain	5

Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	27
head of an authority etc.	13
Senior department head, other employee	
with managerial responsibility	8
Other salaried staff/public service	16
Department head, group head	14
Skilled worker	8
Lecturer, teacher, scientific assistant	2
Trainee	4
Other position	14 8 2 4 2 6
Student	6
Other not gainfully employed	2

Frequency of visits to trade fair	%
2006	42
2004	31
Earlier events	19
First visit	42
First visit	42

Additional data trade visitors

Economic sector Retail trade Wholesale/foreign trade Skilled trades Industry Service Other Student Other not gainfully employed	% 5 12 20 22 23 10 6 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 29 29 22 12 6
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	% 32 10 15 5 1 6 1 7 1 6 6 6 6 2
Size of company/organisation: Number of employees: 1 - 4 22 500 - 999 5 - 9 11 1 000 - 9 999 10 - 49 21 10 000 and more 50 - 99 7 Student 100-199 6 Other not gainfully 200-499 7 employed	% 5 8 6 6
Length of stay 1. Length of stay (days): one 52 three 12 five two 22 four 6 six 2. Average length of stay 2,0 d 3. Share of visitors on the event's days:	% 4 4 ays

Conducted by: Walter, Wissler & Partner, Basel

Musikmesse ----> Frankfurt/Main

Basic data trade visitors

Total number of v	isito	rs	78 491
Proportion of trad	e vis	sitors	74%
Region of resident up to 50 km more than 50 km u more than 100 km over 300 km	ıp to 100 km		% 14 8 28 50
Total Germany Baden-		Name Dhian	62
Württemberg Bayaria	18 14	North Rhine- Westphalia Rhineland-	13
Berlin		Palatinate	12
Brandenburg		Saarland	
Bremen	-	Saxony	3 3 1
Hamburg Hesse	25	Saxony-Anhalt Schleswig-	- 1
Mecklenburg-		Holstein	1
West Pommerania Lower Saxony	4	Thuringia	3
Total Foreign of which EU			38 71
Rest of E	urop	e	17
North Ar	neric	a	
South an Middle E		ntral America	2
		Central Asia	5 2 1 3
Australia			1

Australia	1
The five countries with the highest visitor shares France Switzerland Netherlands Austria Great Britain	% 11 10 9

18
10
5
3
4
6
4
25
2
4
26
4

Frequency of visits to trade fair	%
2007	41
2006	37
Earlier events	42
First visit	32

Additional data trade visitors

Economic sector	9
Retail trade Wholesale/foreign trade	1
Skilled trades	
Industry	_
Educational institution Service operation, learned professions	5
Event venue	
Media	
Other sectors	
Influence on purchasing/	
procurement decisions Decisively	2
Collectively	1
In an advisory capacity	1
No Student	1
Student Other not gainfully employed	2
- The gamany 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 (E	DP)
Administration/organisation/personnel/ social welfare/training	
Marketing/sales/advertising/PR	
Storage/material management/logistics/	
transport Maintenance/repairs	
Other area	1
Student	2
Other not gainfully employed	
Size of company/organisation:	
Number of employees: 1- 4 30 500- 999	9
1- 4 30 500- 999 5- 9 8 1 000- 9 999	
10- 49 14 10 000 and more	
50- 99 5 Student	2
100-199 3 Other not gainfully 200-499 3 employed	
Length of stay	o
1. Length of stay (days):	1
one 64 three 12	
two 16 four 10	

2. Average length of stay

Paperworld ---- Frankfurt/Main

Basic data trade visitors

Total number of visitors	56 207
Proportion of trade visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 9 5 17 68
Total Germany Baden- Württemberg 17 Westphalia Bavaria 16 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland	39 17 5
Bramen 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 28 Schleswig- Mecklenburg- Holstein West Pommerania Lower Saxony 4	2 1 2 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	61 58 12 6 4 4 5 10
The five countries with the highest visitor shares France Italy Netherlands Great Britain USA	% 7 7 7 6 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	16
Frequency of visits to trade fair 2007 2006 Earlier events First visit	% 43 33 29 36

Additional data trade visitors

Economic sector Retail trade Wholesale/foreign trade Service Industry Skilled trades Other sectors Student Other not gainfully employed	% 28 30 16 13 2 4 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 41 27 15 11 5
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	% 40 6 2 6 1 13 1 2) 2 1 15 1 7 5 2
Size of company/organisation: Number of employees: 500 - 999 1 - 4 24 500 - 999 5 - 9 11 1 000 - 999 10 - 49 25 10 000 and more 50 - 99 8 Student 100-199 8 Other not gainfully 200-499 6 employed	% 3 5 2 5
Length of stay 1. Length of stay (days): one 40 three 20 five two 23 four 8	% 9
2. Average length of stay 2,2 of 3. Share of visitors on the event's days:	days N/A

Conducted by: Walter, Wissler & Partner, Basel

Prolight + Sound ----> Frankfurt/Main

Basic data trade visitors

Total number of visitors	31 286
Proportion of trade visitors	89%
Region of residence	%
up to 50 km	8 7
more than 50 km up to 100 km more than 100 km up to 300 km	27
over 300 km	58
Total Germany	55
Baden- North Rhine- Württemberg 17 Westphalia	22
Bavaria 14 Rhineland- Berlin 2 Palatinate	6
Brandenburg 1 Saarland	2
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	3 1
Hamburg 1 Saxony-Anhalt Hesse 18 Schleswig-	'
Mecklenburg- Holstein	2
West Pommerania - Thuringia Lower Saxony 6	3
Total Foreign	45
of which EU	72
Rest of Europe Africa	72 15 2 2 2 2 4 1
North America	2
South and Central America Middle East	2
South-, East-, Central Asia	4
Australia	1
The five countries with the highest	0/
visitor shares Netherlands	% 13
Austria	9
France Belgium	13 9 5 5 4
Switzerland	4
Position in the company/organisation Entrepreneur, partner, self-employed	ı %
Entrepreneur, partner, self-employed Managing director, board member,	32
head of an authority etc. Senior department head, other employe	12
with managerial responsibility	6
Department head, group head Other salaried staff/public service	9
Skilled worker	g
Lecturer, teacher, scientific assistant	4
Trainee Other position	4 5
Student	10
Other not gainfully employed	3
Frequency of visits to trade fair 2007	% 50
2007	46

Earlier events

Additional data trade visitors

Economic sector Retail trade Wholesale/foreign trade	9/ 1
Skilled trades Industry	1
Educational institution	14
Service operation, learned professions Event venue	2 1
Media	1
Other sectors	
Influence on purchasing/	•
procurement decisions Decisively	9 3:
Collectively	2
In an advisory capacity No	1
Student	10
Other not gainfully employed	
Area of responsibility	9
Management Research/development/design	3
Planning/work preparation	
Manufacture/production	
Production, quality control Buying/procurement	
Finance/accounting, controlling	
Information, communication technology (E Administration/organisation/personnel/	DP)
social welfare/training	
Marketing/sales/advertising/PR Storage/material management/logistics/	
transport	
Maintenance/repairs	1
Other area Student	1
Other not gainfully employed	
Size of company/organisation:	
Number of employees:	9
1- 4 34 500- 999 5- 9 15 1 000- 9 999	
10- 49 19 10 000 and more	
50- 99 4 Student	1
100-199 4 Other not gainfully 200-499 3 employed	
200 433 3 cmployed	
Length of stay	9
1.Length of stay (days): one 52 three 14 two 22 four 13	
22 (42	
	n -l
	9 day N/

Tendence/Collectione

Total number of visitors	63 241
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	% 16 9 28 47
Total Germany Baden- Württemberg 17 Westphalia Bavaria 12 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 3 Saxony-Anhalt Hesse 31 Schleswig- Mecklenburg- West Pommerania Lower Saxony 4	62 17 9 2 1 1 1
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	38 67 14 2 3 2 3 8 2
The five countries with the highest visitor shares Italy Switzerland Netherlands France Austria	% 10 8 8 8
Position in the companylorganisation 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	% 52 11 5 10 9 3 3 1 1 3 4 2
Frequency of visits to trade fair 2007 2006 Earlier events First visit	% 45 36 35 37

---- Frankfurt/Main

Additional data trade visitors

% 43 17 20 5 5 4 4
2

Influence on purchasing/ procurement decisions	%
Decisively	50
Collectively	23
In an advisory capacity	14
No	7
Student	4
Other not gainfully employed	2

Area of responsibility	%
Management	45
Research/development/design	6
Planning/work preparation	3
Manufacture/production	3
Production, quality control	1
Buying/procurement	16
Finance/accounting, controlling	1
Information, communication technology	(EDP) 1
Administration/organisation/personnel/	
social welfare/training	1
Marketing/sales/advertising/PR	10
Storage/material management/logistics/	
transport	1
Maintenance/repairs	1
Other area	9
Student	4
Other not gainfully employed	2

Size of con Number of	npany/o	organisation: ees:	9
1- 4	44	500 - 999	
5- 9	12	1 000 - 9 999	
10- 49	15	10 000 and more	
50- 99	5	Student	
100-199	4	Other not gainfully	
200-499	4	employed	
		py	

1. Length		(days):			
one	57	three	11	five	3
two	26	four	3		
2. Averag	e lengtl	h of stay		1,7	days
3. Share	of visito	rs on the	event's	days:	N/A

Length of stay

Conducted by: Walter, Wissler & Partner, Basel

Texcare International ---> Frankfurt/Main

Basic data trade visitors

Total number of visitors	15 275
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	% 5 5 22 68
Total Germany Baden- Württemberg 20 Westphalia Bavaria 15 Rhineland- Berlin 1 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony Hamburg - Saxony-Anhalt Hesse 13 Schleswig- Mecklenburg- West Pommerania Lower Saxony 12	47 18 8 2 3 1 1 2 2
Total Foreign of which EU Rest of Europe North America Other	53 68 18 4 10
The five countries with the highest visitor shares Italy France Switzerland Great Britain Spain	% 11 11 9 8 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	38 13
Frequency of visits to trade fair 2000 Earlier events First visit	% 33 27 20 53

Additional data trade visitors

Economic sector	9/
Laundry	3
Textile cleaning Laundry/Work clothes hire service	
Other services Industry	10
Wholesale/foreign trade	
Other Student	
Influence on purchasing/	9/
procurement decisions Decisively	3
Collectively In an advisory capacity	3: 20
No	10
Student	
Area of responsibility	9/ 48
Management Research/development/design	
Planning/work preparation Manufacture/production	1
Production, quality control	
Buying/procurement Finance/accounting, controlling	
Information communication technology (FF	
Information, communication technology (EI	
Administration/organisation/personnel/ social welfare/training	OP)
Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR	OP)
Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	OP)
Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/	OP)
Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	
Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	OP)
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 14 200- 499	OP)
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 14 200- 499 5- 9 11 500- 999	OP)
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	%
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 14 200- 499 5- 9 11 500- 999 10- 49 33 1 000- 9999	%
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	OP)
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 14 200- 499 5- 9 11 500- 999 10- 49 33 1 000- 9 999 10- 49 33 1 000- 9 999 50- 99 12 10 000 and more 100-199 11 Student Length of stay 1. Length of stay 1. Length of stay (days): one 52 three 12 five	% %
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	%
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 14 200 - 499 5 - 9 11 500 - 999 10 - 49 33 1 000 - 9 999 10 - 49 33 1 000 - 9 999 10 - 49 11 Student Length of stay 1. Length of sta	% %

viscom Frankfurt ---- Frankfurt/Main

Basic data trade visitors

Total number of visitors	10 553
Proportion of trade visitors	99%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 13 7 41 38
over 300 km	38
Total Germany Baden- North Rhine- Württemberg 18 Westphalia	84 18
Bavaria 15 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland	8 3 2
Bremen 2 Saxony Hamburg 1 Saxony-Anhalt Hesse 18 Schleswig-	-
Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 8	3
Total Foreign of which FU	16
of which EU Rest of Europe Other	55 30 15
The country with the highest visitor share Switzerland	% 19
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 47
head of an authority etc. Senior department head, other employee	10
with managerial responsibility Department head, group head Other salaried staff/public service	3 11 10
Skilled worker Lecturer, teacher, scientific assistant Trainee	5 1 6
Other position Student Other not gainfully employed	3 4 1
Frequency of visits to trade fair 2007	% 27
2005 Earlier events First visit	14 24 48

Additional data trade visitors

	Additional data trade visitors	
553	Economic sector	9/
	Advertising Service	6
99%	Wholesale trade	(
	Publishing/printing	
%	Retail trade	-
13 7	Information-/Communication Industry Clothing industry	
41	Automobile industry	
38	Authority/public services	
	Banks, insurance companies	
84	Media (print, broadcast media) Leisure/education	
	Other	
18	Student	9
8	Other not gainfully employed	
3	Influence on purchasing/	
-	procurement decisions	9/
2	Decisively	4!
2	Collectively In an advisory capacity	18
3	No	10
	Student	4
16	Other not gainfully employed	
55		
30	Area of responsibility	9/
15	Management	4
	Research/development/design Planning/work preparation	14
	Manufacture/production	28
% 19	Production, quality control	9
19	Buying/procurement	19
0/	Finance/accounting, controlling Information, communication technology (EDF	٥١ ،
% 47	Administration/organisation/personnel/	, ,
47	social welfare/training	
10	Marketing/sales/advertising/PR	54
	Storage/material management/logistics/	
3	transport Maintenance/repairs	
11 10	Other area	
5	Student	4
1	Other not gainfully employed	
6	·	
3 4	Size of company/organisation:	
1	Number of employees:	9
	1- 4 43 500- 999 5- 9 20 1 000- 9 999	- 1
%	10- 49 18 10 000 and more	-
27	50- 99 3 Student	2
14	100-199 2 Other not gainfully	
24	200-499 2 employed	
48		

50- 99 100-199 200-499	3 2 2	Other	r not g	Student ainfully iployed	
Length of s		(days):			9
one	87 <i>°</i>	two	8	three	. !

Conducted by: Walter, Wissler & Partner, Basel

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

2. Average length of stay

1,2 days

EUROBIKE — Friedrichshafen

Basic data trade 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	62% % 5 7
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 5 7
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	5 7
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	7
more than 100 km up to 300 km over 300 km	
	25
	63
Total Germany Baden- North Rhine-	50
Württemberg 38 Westphalia	7
Bavaria 22 Rhineland- Berlin 2 Palatinate	6
Brandenburg 1 Saarland	1
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	3 1
Hesse 9 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	1 2
Lower Saxony 5	
Total Foreign	50
of which EU Rest of Europe	64 18
North America	3
South-, East-, Central Asia Other	10 5
visitor shares Switzerland Italy France Austria	% 15 11 10 7
Position in the company/organisation Entrepreneur, partner, self-employed	%
Entrepreneur, partner, self-employed Managing director, board member,	42
head of an authority etc.	8
Senior department head, other employee with managerial responsibility	4
Department head, group head Other salaried staff/public service	9
Salesperson	9 7
Skilled worker Lecturer, teacher, scientific assistant	6 1
Trainee	4
Other position Student	3
Other not gainfully employed	3
Frequency of visits to trade fair	%
2007 2006	54 45
2005	37
2004 Earlier events	29 24
First visit	30

Basic data all visitors	
Region of residence up to 50 km	% 14
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	10 31 46
Total Germany Baden- North Rhine-	64
Württemberg 51 Westphalia Bavaria 26 Rhineland-	5
Berlin 1 Palatinate Brandenburg - Saarland	4
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	2
Hesse 5 Schleswig- Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 3	1
Total Foreign of which EU	36 61
Rest of Europe North America	24
South-, East-, Central Asia Other	8 5
The five countries with the highest visitor shares Switzerland Italy France Austria Netherlands	% 21 11 9 9
Position in the company/organisation Entrepreneur, partner, self-employed	% 29
Managing director, board member, head of an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head Other salaried staff/public service	10 16
Salesperson Skilled worker	6 8
Lecturer, teacher, scientific assistant Trainee	4
Other position Student	7
Housewife/man Old-age pensioner Other not gainfully employed	8 2 4 3 7 2 3 2
Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events	% 45 39 31 24 20

First visit

Additional data trade visitors

Economic sector Bicycle trade Sports retailer Department store/chain store Wholesale trade Bicycle industry other industry Leisure, Tourism Service Administration Other Student Other not gainfully employed	% 52 6 1 6 10 6 3 5 1 4 4 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 43 28 15 7 4
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 41 10 10 9 5 31 10 9) 4 6 19 10 20 10 4 3
Size of company/organisation: Number of employees: 500 - 999 1 - 4 42 500 - 999 5 - 9 16 1 000 - 999 10 - 49 15 10 000 and more 50 - 99 4 Student 100-199 3 Other not gainfully 200-499 5 employed	% 2 4 3 4
Length of stay 1. Length of stay (days): one 42 three 17 two 32 four 9 2. Average length of stay 1,9 c 3. Share of visitors on the event's days: 1st day 59 3rd day 51 2nd day 62 4th day 20	_

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

IBO ---- Friedrichshafen

Basic data private visitors

Total number of visitors	69 640
Proportion of private visitors	93%
Region of residence	%
up to 50 km	78
more than 50 km up to 100 km more than 100 km up to 300 km	17
over 300 km	2
Total Germany	98
Baden- North Rhine- Württemberg 91 Westphalia	1
Bavaria 8 Rhineland-	
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse - Schleswig-	
Hesse - Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	2
of which EU Rest of Europe	37 44
Other	19
share Switzerland	% 44
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	%
Entrepreneur, partner, self-employed	7
head of an authority etc.	1
Senior department head, other employed	
with managerial responsibility	1
Department head, group head Other salaried staff/public service	2
Skilled worker	22
Lecturer, teacher, scientific assistant	- 2
Trainee	3
Other position	22
Student Housewife/man	13
Old-age pensioner	21
Other not gainfully employed	- 2
Frequency of visits to trade fair	%
2007 2006	51 52
2005	47
2004	41
Earlier events	39
First visit	1/

First visit

Additional data private visitors

Sex Male Female	9/ 43 57
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	9/ 14 13 22 20 15
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	9/ 10 10 11 12 12 13 3
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	9/ 10 4! 10 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	59 15 26
Follow-up business Intend to buy at later date yes no maybe	% 22 28 50

INTERBOOT ---- Friedrichshafen

Basic data private visitors

Total number of visitors	91 849
Proportion of private visitors	93%
Region of residence	%
up to 50 km	30
more than 50 km up to 100 km	19 39
more than 100 km up to 300 km over 300 km	12
Total Germany	79
Baden- North Rhine- Württemberg 66 Westphalia	2
Bavaria 27 Rhineland-	4
Berlin - Palatinate	2
Brandenburg - Saarland	
Bremen - Saxony Hamburg - Saxony-Anhalt	
Hamburg - Saxony-Anhalt Hesse 2 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	1
Lower Saxony 1	
Total Foreign	2
of which EU	28 7:
Rest of Europe Other	/ /
Switzerland	
Austria	72
	25
Position in the company/organisatior Entrepreneur, partner, self-employed	2!
Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member,	1 % 1 18
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	1 % 1 18
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	2! 1 % 18
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	2 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 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 staff/public service	2 9 11 9 11 11 11 11 11 11 11 11 11 11 11
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	2 9 11 9 11 11 11 11 11 11 11 11 11 11 11
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	2 9 11 9 11 11 11 11 11 11 11 11 11 11 11
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	2 9 11 9 11 11 11 11 11 11 11 11 11 11 11
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	2 9 9 11 11 11 11 11 11 11 11 11 11 11 11
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	2 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	2 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 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 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	2 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 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 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 2007	29 1 9 11 11 11 11
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 2007	29 1 9 11 12 12 13 14 44 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 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 2007	2! 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 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 2007 2006 2006	2 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 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	% 15 13 13 27 20 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	% 6 3 5 6 12 11 17 39
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 12 39 15 22 13
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 60 19 21
Follow-up business Intend to buy at later date yes no maybe	% 31 26 43

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

OutDoor — Friedrichshafen

Basic data trade visitors

Total number of visitors	19 062
Proportion of trade visitors	89%
Region of residence	%
up to 50 km more than 50 km up to 100 km	7 5
more than 100 km up to 300 km	23
over 300 km	65
Total Germany Baden- North Rhine-	41
Württemberg 36 Westphalia	9
Bavaria 33 Rhineland- Berlin 2 Palatinate	4
Brandenburg 1 Saarland	-
Bremen 3 Saxony Hamburg 2 Saxony-Anhalt	1
Hesse 5 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	2
Lower Saxony 2	
Total Foreign	59
of which EU Rest of Europe	61 21
North America	4
South-, East-, Central Asia Other	11 4
The five countries with the highest	
visitor shares Switzerland	% 13
Austria	9
France Italy	9
Great Britain	7
Position in the company/organisation Entrepreneur, partner, self-employed	%
Managing director, board member,	37
head of an authority etc. Senior department head, other employed	15
with managerial responsibility	6
Department head, group head Other salaried staff/public service	14 12
Skilled worker	12 5 1 3 3 1
Lecturer, teacher, scientific assistant Trainee	3
Other position Student	3
Other not gainfully employed	1
Frequency of visits to trade fair	%
2007 2006	40 32
2005	24
2004 Earlier events	19 14
First visit	41

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 6
Total Germany Baden- Württemberg 41 Westphalia Bavaria 32 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 2 Saxony Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 2	4:
Total Foreign of which EU Rest of Europe North America South-, East-, Central Asia Other	5 6 2
The five countries with the highest visitor shares Switzerland Austria France Italy Great Britain	9, 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Other not gainfully employed	1 1 1
Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events First visit	3 3 2 1 1 4

Economic sector Outdoor shop	2
Sport retail trade	1
Department store/chain store Specialist textile trade	
Shoe retail trade	
Wholesale trade Sporting goods industry	1
other industry	
Leisure, Tourism Other services	
Other sectors Student	1
Other not gainfully employed	
Influence on purchasing/ procurement decisions	
Decisively	4
Collectively In an advisory capacity	3
No	
Student Other not gainfully employed	
Area of responsibility	
Management	3
Research/development/design Planning/work preparation	1
Manufacture/production	
Production, quality control Buying/procurement	2
Finance/accounting, controlling Information, communication technology (E	DP)
Administration/organisation/personnel/	,
social weltare/training Marketing/sales/advertising/PR	2
Storage/material management/logistics/ transport	
Maintenance/repairs	
Other area Student	1
Other not gainfully employed	
Size of company/organisation: Number of employees:	
maniper of employees.	
1- 4 29 500- 999	
1- 4 29 500- 999 5- 9 14 1 000- 9 999 10- 49 22 10 000 and more	
5- 9 14 1 000 - 9 999 10- 49 22 10 000 and more 50- 99 6 Student	
5- 9 14 1 000- 9 999 10- 49 22 10 000 and more	
5- 9 14 1 000- 9 999 10- 49 22 10 000 and more 50- 99 6 Student 100-199 6 Other not gainfully	
5- 9 14 1 000 9999 10- 49 22 10 000 and more 50- 99 6 Student 100-199 6 Other not gainfully 200-499 7 employed Length of stay 1. Length of stay (days):	•
5- 9 14 1 000- 9 999 10- 49 22 10 000 and more 50- 99 6 Student 100-199 6 Other not gainfully 200-499 7 employed	,

TUNING WORLD BODENSEE (2007) Friedrichshafen

Basic data private visitors

basic data private visitors	
Total number of visitors	100 377
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	% 28 26 37 10
Total Germany Baden- Wirttemberg 73 Westphalia Bavaria 23 Rhineland- Berlin Palatinate Brandenburg Saxony Hamburg Saxony-Anhalt Hesse Section Yest Pommerania Lower Saxony - Thuringia	86 1 2 - - -
Total Foreign of which EU Rest of Europe Other The two countries with the highest visitor shares Switzerland Austria	14 52 46 2 46 46 46 42
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	4
Frequency of visits to trade fair 2006 2005 2004 2003 First visit	% 52 40 26 20 32

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	% 27 25 37 11
Total Germany Baden- Württemberg 73 Westphalia Bavaria 23 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse 1 Schleswig- West Pommerania Lower Saxony - Thuringia	86 1 1
Total Foreign of which EU Rest of Europe Other	14 52 45 3
The two countries with the highest visitor shares Switzerland Austria	% 45 42
Position in 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	% 11 4 2 6 13 20 2 16 4 12 3 2
Frequency of visits to trade fair 2006 2005 2004 2003 First visit	% 52 41 27 21 32

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 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	% 18 14 13 8 6 19 17
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
Conducted by: Gelszus Messe-Marktforschu GmbH, Dortmund	ng

Arbeitsschutz aktuell ---- Hamburg

Basic data trade visitors

Total number of visitors	11 25
Proportion of trade visitors	98%
Region of residence	9
up to 50 km	3 1
more than 50 km up to 100 km more than 100 km up to 300 km	2
over 300 km	3
Total Germany Baden- North Rhine-	9
Württemberg 6 Westphalia Bavaria 5 Rhineland- Berlin 4 Palatinate	1
Berlin 4 Palatinate Brandenburg 1 Saarland	
Bremen 1 Saxony	
Hamburg 21 Saxony-Anhalt Hesse 6 Schleswig-	
Hesse 6 Schleswig- Mecklenburg- Holstein	1
West Pommerania 3 Thuringia Lower Saxony 20	
Total Foreign	
of which EU	7
Other	2
Position in the company/organisation Entrepreneur, partner, self-employed	1
Managing director, board member,	
head of an authority etc. Senior department head, other employee	
with managerial responsibility	
Department head, group head	2
Other salaried staff/public service Skilled worker	2
Lecturer, teacher, scientific assistant	
Trainee	1
Other position Student	
Other not gainfully employed	
Frequency of visits to trade fair	
2006	1
2004 2002	1
2000	
Earlier events First visit	1
LILZE AIZIE	5

Additional data trade visitors

a trade visitors		Additional data trade visitors
of visitors	11 259	Economic sector
trade visitors	98%	Waste disposal companies Trade
i dence km up to 100 km) km up to 300 km	% 31 12 23 34	Learned professions Skilled trades Research facility Service Administration Vocational school/polytechnic/university
North Rhine- 6 Westphalia	97 10	Association Other Student Other not gainfully employed
5 Rhineland- 4 Palatinate 1 Saarland 1 Saxony- 21 Saxony-Anhalt 6 Schleswig- Holstein ania 3 Thuringia 20	4 1 1 1 16 1	Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed
er	3 79 21	Area of responsibility Management Research/development/design Planning/work preparation
e company/organisation partner, self-employed ctor, board member, thority etc. nent head, other employed al responsibility add, group head staff/public service ner, scientific assistant	12	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
visits to trade fair	% 19 18	Size of company/organisation: Number of employees: 1- 4 6 500- 999 5- 9 5 1 000- 9 999

10- 49 50- 99 100-199 200-499	7 6 9 15		not q	d more Student ainfully oployed	10 3 2
Length of :		(days):			%
	66	two	15	three	19
2. Average	length	of stay		1,5	days
3. Share of 1st day		s on the e			43

DU UND DEINE WELT ----> Hamburg

Basic data private visitors

Total number of visitors	91 727
Proportion of private visitors	92%
Region of residence	%
up to 50 km more than 50 km up to 100 km	78 15
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 51 Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	35
West Pommerania 1 Thuringia Lower Saxony 12	
Total Foreign	1
Position in the company/organisation Entrepreneur, partner, self-employed	
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. Senior department head, other employee	% 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	% 6 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	% 6 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 staff/public service Skilled worker	% 6 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant	% 6 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 6 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 6 1 1 2 2 2 5 5 5 5 1 1 2 2 2 2 5 1 2 2 2 2
Position in 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	%6 6 1 32 5 5 5 5 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	%6 6 11 2 32 5 5 5 5 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	%6 6 1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Position in 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 2007	%66 61 132 55 55 55 55 55 52 20 20 20
Position in 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	%6 6 4 32 5 5 5 12 6 20 0 2

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	% 12 16 15 22 16 14 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	% 8 10 9 10 10 7 6 40
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 19 44 15 15 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 78 6 16
Follow-up business Intend to buy at later date yes no maybe	% 14 34 52

Conducted by: PhoneResearch KG, Hamburg

hanseboot ---- Hamburg

Basic data private visitors

Total number of visitors	96 059
Proportion of private 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	% 39 16 31 13
Total Germany	97
Baden- North Rhine- Württemberg 1 Westphalia Bayaria 1 Rhineland-	5
Berlin 3 Palatinate Brandenburg 1 Saarland	-
Bremen 3 Saxony Hamburg 27 Saxony-Anha Hesse 2 Schleswig-	1 olt 1
Mecklenburg- Holstein West Pommerania 6 Thuringia Lower Saxony 20	29
Total Foreign	3
Position in the company/organisation	on %
Managing director, board membér, head of an authority etc. Senior department head, other employ	2
with managerial responsibility Department head, group head Other salaried staff/public service	2 8 21
	6
Skilled worker Lecturer, teacher, scientific assistant	3
	3 1 2 12 3

Frequency of visits to trade fair 2007 2006 Earlier events First visit

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	% 8 12 12 25 19 19
Net household income up to 900,- EUR up to 1 500,- EUR up to 2 000,- EUR up to 2 000,- EUR up to 2 000,- EUR up to 2 600,- EUR up to 3 600,- EUR up to 3 600,- EUR up to 3 600,- EUR up to 5 000,- EUR N/A	JR 6 JR 8 JR 13
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 19 46 15 14 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 52 17 31
Follow-up business Intend to buy at later date yes no maybe	% 33 19 48
Conducted by: PhoneResearch KG. Haml	oura

Conducted by: PhoneResearch KG, Hamburg





HansePferd ---- Hamburg

Basic data private visitors

Total number of visitors	55 189
Proportion of private visitors	89%
Region of residence	%
up to 50 km	54
more than 50 km up to 100 km	26
more than 100 km up to 300 km over 300 km	15 5
Total Commons	00
Total Germany Baden- North Rhine-	99
Württemberg - Westphalia	1
Bavaria - Rhineland-	
Berlin 1 Palatinate	
Brandenburg 1 Saarland	
Bremen 1 Saxony	
Hamburg 30 Saxony-Anhalt	-
Hesse - Schleswig-	
Mecklenburg- Holstein	44
West Pommerania 2 Thuringia Lower Saxonv 20	-
Lower Saxony 20	
Total Foreign	1
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	9
with managerial responsibility	
Department head, group head Other salaried staff/public service	5 26
Skilled worker	
Lecturer, teacher, scientific assistant	2
Trainee	ē
Other position	2 6 3
Student	39
Housewife/man	5
Old-age pensioner	
Other not gainfully employed	1
Frequency of visits to trade fair	%
2006	50
2004	38
Earlier events	12

Additional data private visitors

Sex Male Female	% 12 88
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	% 39 20 18 18 4 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	% 10 8 10 11 9 8 7 37
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 11 26 21 30 12
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 79 4 17
Follow-up business Intend to buy at later date yes no maybe	% 24 19 57

Conducted by: PhoneResearch KG, Hamburg

INTERNORGA — Hamburg

Basic data trade visitors

Total number of visitors	111 185
Proportion of trade visitors	86%
Region of residence	%
up to 50 km	23
more than 50 km up to 100 km	15
more than 100 km up to 300 km	29
over 300 km	33
Total Germany	96
Baden- North Rhine- Württemberg 2 Westphalia	15
Bavaria 2 Rhineland- Berlin 3 Palatinate	1
Brandenburg 2 Saarland	-
Bremen 3 Saxony	1
Hamburg 16 Saxony-Anhalt	3
Hesse 4 Schleswig- Mecklenburg- Holstein	15
Mecklenburg- Holstein West Pommerania 5 Thuringia	13
Lower Saxony 28	
Total Foreign	4
of which EU	68
Rest of Europe	20
Other	12
The country with the highest visitor	0/
share Austria	% 22
Position in the company/organisation Entrepreneur, partner, self-employed	n %
Managing director, board member,	
head of an authority etc. Senior department head, other employe	.e
with managerial responsibility	3
Department head, group head, master craftsman	16
Other salaried staff/public service	12
Skilled worker '	10
Lecturer, teacher, scientific assistant	1
Trainee	18
Other position	3
Student Other not gainfully employed	1
Frequency of visits to trade fair	%
2007	30
2006	27
Earlier events	24
First visit	37

Additional data trade visitors

Economic sector Hotel, guest house Restaurant Franchise restaurant Discotheque, night club, bar Snack bar, filling station Canteen, caterer Caterer to schools, clinics, nursing homes Catering/Eventcatering/Partyservice Bakery, confectioners, cafe Butcher Food, drinks trade, trade chain Industrie (Food, Nonfood) Planning/architecture/interior furnishings Large kitchen specialist trade Other Student Other not gainfully employed	% 16 29 5 2 4 4 14 1 4 3 2 2 5 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 24 31 26 16 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Service sector Student Other not gainfully employed	% 30 2 3 25 2 6 1 P) 1 4 6 1 1 15 2 1
Size of company/organisation:	%

	employ	/ees:			%
1- 4	17	50	00 -	999	% 2 4 2 2
5- 9	18	1 00		9 999	4
10- 49	32	10 00		d more	2
50- 99	10			Student	2
100-199	7	Other		ainfully	
200-499	5		en	nployed	1
two	f stay (84 12	three four	3	five six	%
1. Length o one	f stay (84 12	three four	3	six	

Conducted by: PhoneResearch KG, Hamburg

NORTEC ---- Hamburg

Basic data trade visitors

Total number of visitors	13 707
Proportion of trade visitors	84%
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	% 51 18 20 11
Total Germany Baden- North Rhine- Württemberg 1 Westphalia	98
Bavaria - Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen 1 Saxony	-
Hamburg 30 Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- Holstein West Pommerania 4 Thuringia Lower Saxony 22	1 34 -
Total Foreign	2
Position in 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	% 13 3 26 16 12 3 12 3 7 2 2
Frequency of visits to trade fair 2006 2004 Earlier events First visit	% 23 20 10 57

First visit

REISEN HAMBURG ---> Hamburg

Additional data trade visitors

Economic sector	%
Industry	52
Trade	7
Skilled trades	15
Service company	8
Authority/public services Vocational school/polytechnic/university	2
Vocational school/polytechnic/university	6
Other	2
Student	7
Other not gainfully employed	2

Influence on purchasing/ procurement decisions Decisively	% 20
Collectively	28
In an advisory capacity	26
No Student	17
Other not gainfully employed	2

Area of responsibility	%
Management	15
Research/development/design	12
Planning/work preparation	5
Manufacture/production	28
Production, quality control	3
Buying/procurement	6
Finance/accounting, controlling	1
Information, communication technology (E	DP) 1
Administration/organisation/personnel/	
social welfare/training	3
Marketing/sales/advertising/PR	7
Storage/material management/logistics/	
transport	1
Maintenance/repairs	5
Other area	4
Student	1 5 4 7
Other not gainfully employed	2

Size of company/organisation:

Number of	employe	es:	9/
1- 4	8	500 - 999	
5- 9	7	1 000 - 9 999	12
10- 49	22	10 000 and more	(
50- 99	9	Student	
100-199	10	Other not gainfully	
200-499	10	employed	- 2

Length 1. Length	of stay	(davs):		%
one	95	three	1	
two	4	four	-	
2. Avera	ge lengtl	h of stay		1,1 days

3. Share of visitors on the event's days: 1st day 24 3rd day 27 2nd day 36 4th day 19

Conducted by: PhoneResearch KG, Hamburg

Basic data private visitors

Total number of visitors	73 604
Proportion of private visitors	95%
Region of residence	%
up to 50 km	67
more than 50 km up to 100 km	20
more than 100 km up to 300 km over 300 km	10 3
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia Bavaria - Rhineland-	1
Berlin - Palatinate	-
Brandenburg - Saarland	-
Bremen 1 Saxony	
Hamburg 38 Saxony-Anhal Hesse - Schleswig-	
Mecklenburg- Holstein	41
West Pommerania 2 Thuringia	-
Lower Saxony 17	
Total Foreign	1
Position in the company/organisation	n %
Entrepreneur, partner, self-employed Managing director, board member,	6
head of an authority etc.	1
Senior department head, other employ	
with managerial responsibility	1
Department head, group head Other salaried staff/public service	30
Skilled worker	6
Lecturer, teacher, scientific assistant	1
	1
Trainee Other position	
Other position	3
	3 5
Other position Student	1 3 3 5 36 1

Frequency of visits to trade fair 2007 2006 Earlier events First visit

Additional data private visitors

Sex Male Female	% 50 50
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 10 19 25 28
Net household income up to 900,- EUR more than 1500,- EUR up to 1500,- EUR more than 2000,- EUR up to 2000,- EUR more than 2000,- EUR up to 2600,- EUR more than 3600,- EUR up to 3600,- EUR more than 5000,- EUR up to 5000,- EUR N/A	% 37 11 13 14 9 37
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 19 58 10 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 21 39 40
Follow-up business Intend to buy at later date yes no maybe	% 33 18 49
Conducted by: PhoneResearch KG, Hamburg	

Basic data trade visitors

SMM ---- Hamburg

Total number of visitors	53 006
Proportion of trade visitors	91%
Region of residence	%
up to 50 km	23
more than 50 km up to 100 km	12
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	22
over 300 km	43
Total Germany	69
Baden- North Rhine-	
Württemberg 4 Westphalia Bavaria 3 Rhineland-	4
Berlin 1 Palatinate	1
Brandenburg 1 Saarland	-
Bremen 7 Saxony	1
Hamburg 24 Saxony-Anhalt	1
Hesse 1 Schleswig-	23
Mecklenburg- Holstein West Pommerania 9 Thuringia	23
Lower Saxony 20	
Total Foreign	31
of which EU	65
Rest of Europe	17
North America	5
South-, East-, Central Asia Other	9
The five countries with the highest visitor shares Denmark Netherlands Finland France Norway	% 16 9 6 5
Position in the company/organisation Entrepreneur, partner, self-employed	
Entrepreneur, partner, self-employed Managing director, board member,	14
head of an authority etc.	6
Senior department head, other employe	е _
with managerial responsibility	1
Department head, group head Other salaried staff/public service	22 23
Skilled worker	5
Lecturer, teacher, scientific assistant	5 2 6
Trainee	6
Other position	4
Student Other not gainfully employed	2
Frequency of visits to trade fair	% 31
2004 Earlier events	24
Earner events	53

First visit

Economic sector Shipping company	
Navy, defence industry	
Shipbuilding industry, shipyard industry Ship outfitters	
Machine and plant construction metal production and processing	
Electrical engineering/electronics	
other industry Engineer's office	
Research, science, university vocational	
school Authority/public services	
Other sectors	
Student Other not gainfully employed	
Influence on purchasing/ procurement decisions	
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	P)
Administration/organisation/personnel/ social welfare/training	
Marketing/sales/advertising/PR Storage/material management/logistics/	
transport	
Maintenance/repairs Other area	
Seafaring and navigation	
Student Other not gainfully employed	
Size of company/organisation: Number of employees:	
1- 4 8 500- 999 5- 9 6 1 000- 9 999	
10- 49 16 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 73 three 6 two 17 four 4	
2. Average length of stay 1,4	da
3. Share of visitors on the event's days: 1st day 27 3rd day 46	

Conducted by: PhoneResearch KG, Hamburg

BIOTECHNICA — Hannover

Basic data trade visitors

Total number of visitors	11 285
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	16
more than 50 km up to 100 km	11
more than 100 km up to 300 km over 300 km	32 41
Total Germany	81
Baden- North Rhine- Württemberg 6 Westphalia Bayaria 5 Rhineland-	15
Berlin 6 Palatinate	2
Bremen 3 Saxony	2
Hamburg 8 Saxony-Anhalt	4
Hesse 6 Schleswig-	_
Mecklenburg- Holstein West Pommerania 1 Thuringia	5
West Pommerania 1 Thuringia Lower Saxony 32	3
Total Foreign	19
of which EU	54
Rest of Europe	13 15
South-, East-, Central Asia Other	18
The two countries with the highest	
visitor shares	%
Great Britain Switzerland	14 9
Position in the company/organisation Entrepreneur, partner, self-employed	1 % 6
Managing director, board member, head of an authority etc.	6
Senior department head, other employe	
with managerial responsibility	4
Department head, group head	11
Other salaried staff/public service	26
Skilled worker	1
Lecturer, teacher, scientific assistant Trainee	24 1
Other position	2
Student	16
Other not gainfully employed	1
Frequency of visits to trade fair	%
2007	37
2005 Earlier events	28 22

A Library Laboratory	
Additional data trade visitors	
Economic sector Biotechnology	% 65
Chemical industry	5
Pharmaceuticals industry	11
Plant construction/laboratory equipment	7 3 2
Food and luxuries industry Agriculture/animal breeding and plant	2
Trade	4
Research institute Financial institutes, fund institutes and	21
venture institutes	1
Consulting	8 6
Health service University/college	21
Environmental and waste disposal sector	1
Public administration Other	3
Student	16
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	%
Decisively Collectively	21 35
In an advisory capacity	18
No	9 16
Student Other not gainfully employed	10
Area of responsibility	%
Management Research/development/design	14 48
Planning/work preparation	3
Manufacture/production	6
Production, quality control Buying/procurement	3
Finance/accounting, controlling	1
Information, communication technology (EDI Administration/organisation/personnel/	P) 1
social welfare/training	2
Marketing/sales/advertising/PR	16
Storage/material management/logistics/ transport	
Maintenance/repairs	1
Other area	4
Student Other not gainfully employed	16 1
- The for gainting employed	
Size of company/organisation:	%
Number of employees: 1- 4 7 500- 999	6
5- 9 8 1 000- 9 999	11
10- 49 23 10 000 and more 50- 99 10 Student	2 16
100-199 8 Other not gainfully	10
200-499 8 employed	1
Length of stay	%
1. Length of stay (days):	
one 69 two 20 three	11 days
2. Average length of stay 1,4	

3. Share of visitors on the event's days: 1st day 47 2nd day 55 3rd day 40

Conducted by: Walter, Wissler & Partner, Basel

CeBIT — Hannover

Basic data trade visitors

Total number of visitors	512 327
Proportion of trade visitors	73%
Region of residence	%
up to 50 km	14
more than 50 km up to 100 km more than 100 km up to 300 km	30
over 300 km	48
Total Germany Baden- North Rhine-	78
	20
Bavaria 7 Rhineland-	
Berlin 5 Palatinate	2
Brandenburg 2 Saarland Bremen 2 Saxony	1
Hamburg 4 Saxony-Anhal	t 2
Hesse 7 Schleswig-	
Mecklenburg- Holstein	4
West Pommerania 1 Thuringia	2
Lower Saxony 32	
Total Foreign	22
of which EU	60
Rest of Europe North America	11
South and Central America	3 3 5
middle East	5
East Asia	13
Africa	4
The five countries with the highest	
visitor shares	%
Netherlands Austria	11
Denmark	5
Sweden	4
Belgium	4
Position in the company/organisatio	n %
Entrepreneur, partner, self-employed	15
Managing director, board member,	10
head of an authority etc. Senior department head, other employ	
with managerial responsibility	5
Department head, group head	14
Other salaried staff/public service	32
Skilled worker Lecturer, teacher, scientific assistant	2
Trainee	4 2 5
Other position	
Student	12
Other not gainfully employed	1
Frequency of visits to trade fair	%
2007	44
2006	42
Earlier events	55

Additional data trade visitors

Economic sector Manufacturers of hardware, end devices, infrastructure Telecommunications services Software and IT systems specialists IT services, IT consultants Trade Services (of companies and freelance) Power industry Manufacturing sector Authority/public services Skilled trades Building trade Travel/transport Travel and tourism Banks, financial service providers, insurance companies Health system and medical systems Other Student Other not gainfully employed	% 5 10 8 19 9 12 2 9 12 3 2 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 28 26 20 13 12
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	% 13 10 4 4 2 6 5 9 12 2 4 2 12 12 12
Size of company/organisation: Number of employees: 1- 4 12 500 - 999 5- 9 8 1 000 - 999 99 10- 49 16 10 000 and more 50 - 99 9 Student 100-199 9 Other not gainfully 200-499 10 employed	% 7 11 6 12
Length of stay 1. Length of stay (days): one 69 three 7 five two 17 four 3 six 2. Average length of stay 3. Share of visitors on the event's days: 1st day 25 3rd day 35 5th day 2nd day 32 4th day 31 6th day	% 1 3 ays 22 15

Conducted by: Walter, Wissler & Partner, Basel

CeMAT — Hannover

Total number of visitors	58 007
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	% 8 7 27 58
Total Germany Baden- Württemberg 9 Westphalia Bavaria 12 Rhineland- Berlin 2 Palatinate Brandenburg 5 Saarland Bremen 3 Saxony Hamburg 4 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 27	65 25 3 - 2 2 2
Total Foreign of which EU Rest of Europe North America South and Central America Middle East South-, East-, Central Asia Other The three countries with the highest visitor shares Netherlands Sweden	35 62 111 33 55 4 110 4 4 % 111 100 6
Austria 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 Other not gainfully employed	16
Frequency of visits to trade fair 2005 2002 Earlier events First visit	% 31 22 15 59

DOMOTEX ----> Hannover

Additional data trade visitors

Economic sector Power industry	% 2
Manufacturing sector	45
Port operations, port cargo handling systems	3
Building trade Skilled trades	3 2
Skilled trades Trade	2 15
Services of companies and freelancers	24
Authority/public services Other	3
Student	ż
Other not gainfully employed	1

Influence on purchasing/ procurement decisions Decisively Collectively	% 29 31
In an advisory capacity	19
No	13
Student Other not gainfully employed	7 1

Area of responsibility	%
Management	14
Research/development/design	14
Planning/work preparation	5
Manufacture/production	9
Buying/procurement	8
Finance/accounting, controlling	14 5 8 2 (EDP) 3
Information, communication technology	(EDP) 3
Administration/organisation/personnel/	, , .
social welfare/training	2
Marketing/sales/advertising/PR	16
Storage/material management/logistics/	
transport	36
Maintenance/repairs	8
Other area	8 2 7
Student	7
Other not gainfully employed	1

Size of con Number of	npany/o	organisation:	%
1- 4	5	500 - 999	10
5- 9	5	1 000 - 9 999	15
10- 49	18	10 000 and more	5
50- 99	7	Student	7
100-199	13	Other not gainfully	
200-499	15	employed	1

Length of	of stay	(days).			%
one	64 26	three four	7 2	five	1
2. Averag	e length	of stay		1,5	days
3. Share of 1st day 2nd da	of visitor v 28 y 39	rs on the e 3rd day 4th day	vent's 36 32	days: 5th day	16

Conducted by: Walter, Wissler & Partner, Basel

Basic data trade visitors

Total number of visitors	47 629
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	% 6 4 17 74
Total Germany Baden- Württemberg 9 Westphalia Bayaria 9 Rhineland- Berlin 3 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony Hamburg 5 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 26	43 24 5 1 2 2 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America middle East East Asia Australia	57 55 11 4 6 3 6 13 2
The five countries with the highest visitor shares India Netherlands Great Britain Belgium Italy	% 8 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 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	19

Frequency of visits to trade fair 2007 2006 Earlier events First visit

Additional data trade visitors

Additional data trade visitors	
Economic sector Specialist retail trade Wholesale trade Interior decorator Parquet and floor layer Painter Furnishing/furniture stores Architect's/interior designer's, Contract furnishers Department store/mail order/DIY centre Timber trade Industry Authority/public services Media, press, publishing Other services Other Student Other not gainfully employed	% 23 28 8 14 3 3 7 2 6 21 1 1 7 3 2 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 50 24 14 9 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 50 7 5 6 2 10 1) 1 2 21 2 1 4 2 1
Size of company/organisation: Number of employees: 1 4 23 500-999 999 15-9 14 1000-9999 999 10-49 27 10 000 and more 50-99 8 Student 100-199 7 Other not gainfully 200-499 7 employed	% 4 6 1 2
Length of stay 1. Length of stay (days): one 47 three 15 two 26 four 13 2. Average length of stay 1,9 d 3. Share of visitors on the event's days: 1st day 48 3rd day 55 2nd day 58 4th day 33	% ays

Conducted by: Walter, Wissler & Partner, Basel

Basic data trade visitors

EuroBLECH — Hannover

Total number of visitors	69 546
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	% 8 8 37 47
Total Germany Baden- Württemberg 16 Westphalia Bavaria 11 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saxony Hamburg 1 Saxony Hesse 6 Schleswig- Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 18	65 28 5 1 4 2 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	35 66 16 2 3 4 4 4 2
The five countries with the highest visitor shares Netherlands Switzerland Denmark Sweden Austria	% 8 7 6 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 staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	
Frequency of visits to trade fair 2006 2004 Earlier events First visit	% 39 30 26 46

Additional data trade visitors

Indust	mic s	ector				
		oreian	trade			
Retail	trade		aac			
Skilled		25				
Servic		ıblic c	ervices			
			polyte			
Other	,		,,			
Stude						
Other	not g	amıun	y emp	ioyea		
Influe	nce o	n pur	chasir	ıg/		
procu Decisi		nt aec	isions			
Collec						
In an		ory cap	oacity			
No Studei						
		ainfull	y emp	loyed		
Aroa	of roc	nonci	hility			
Area Mana			Dility			
Resea	rch/de	velopi	ment/d	esign	ı	
			parati	on $$		
Manu			uction y cont	rol		
Buying				IUI		
Financ	e/acco	ountin	g, con	trollin	ıg .	
						nology (El
social			ganisat ning	.ion/p	erso	nnei/
			dvertis	ing/P	R	
						gistics/
transp		n/rona	irc			
transp Maint	enanc	e/repa	irs			
transp	enanco area	e/repa	irs			
transp Maint Other Studer	enanco area nt		irs y emp	loyed		
Maint Other Studer Other	enance area nt not g	ainfull	y emp			
Maint Other Studer Other Size o Numb	enance area nt not g of con er of e	ainfull npany emplo	y emp	nisati	on:	
transp Maint Other Studer Other Size o Numb 1-	enance area nt not g of con er of e	ainfull npany emplo 5	y emp	nisati 50	on: 0-	999
transp Maint Other Studer Other Size o Numb 1- 5-	enance area nt not g of con er of e	ainfull npany emplo 5 6	y emp /orgai yees:	500 1 000	on: 0 - 0 -	9 999
transp Maint Other Studer Other Size o Numb 1- 5- 10- 50-	enance area nt not g of comer of (4 9 49 99	ainfull npany emplo 5 6 20 13	y emp /orgai yees:	500 1 000	on: 0 - 0 - 0 ar	
Maint Other Studer Other Size o Numb 1- 5- 10- 50- 100-	enance area nt not g of con er of (4 9 49 99	ainfull npany emplo 5 6 20 13	y emp /orgai yees:	500 1 000 0 000	on: 0 - 0 - 0 ar	9 999 nd more Student gainfully
transp Maint Other Studer Other Size o Numb 1- 5- 10- 50-	enance area nt not g of con er of (4 9 49 99	ainfull npany emplo 5 6 20 13	y emp /orgai yees:	500 1 000 0 000	on: 0 - 0 - 0 ar	9 999 nd more Student
Maint Other Studer Other Size o Numb 1- 5- 10- 200- Lengt	of coner of 49991999	ainfull pany emplo 5 6 20 13 15 14	y emp /orgai yees:	500 1 000 0 000 ther r	on: 0 - 0 - 0 ar	9 999 nd more Student gainfully
Value of the control	of coner of 49 49 199 199 h of softh of	ainfull npany emplo 5 6 20 13 15 14	y emp /orgai yees: 1 0	500 1 000 0 000 ther r	on: 0 - 0 - 0 ar not g	9 999 nd more Student Jainfully nployed
Maint Other Studer Other Size o Numb 1- 5- 10- 200- Lengt	enance area nt not g of comer of (4 9 49 99 199 199 th of s	ainfull pany emplo 5 6 20 13 15 14	y emp /orgai yees:	500 1 000 0 000 ther r	on: 0 - 0 - 0 ar	9 999 nd more Student gainfully
Maint Other Studer Other Size of Numb 1- 50- 100- 200- 4	of coner of 4 9 49 99 199 199 199	npany emplo 5 6 20 13 15 14 stay stay 66	/orgai yees: 1 0	500 1 000 0 000 ther r	on: 0 - 0 - 0 ar not g	9 999 nd more Student Jainfully nployed
transp Maint Other Stude Other Size o Numb 1- 5- 10- 50- 100- 200- 4 Lengt 1. Lengt two	enance area area area area area area area ar	npany emplo 5 6 20 13 15 14 stay stay stay ength	y emp /orgai yees: 1 0 (days): three four	500 1 000 0 000 ther r	on: 0 - 0 - 0 ar not c er	9 999 nd more Student gainfully nployed five

Conducted by: Walter, Wissler & Partner, Basel

EuroTier — Hannover

Basic data trade visitors

Total number of visitors	130 798
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	% 7 12 41 40
Total Germany Baden- Württemberg 7 Westphalia Bavaria 11 Rhineland- Berlin 1 Palatinate Brandenburg 3 Saarland Bremen - Saxony Hamburg - Saxony Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 32	83 18 4 - 4 3 6 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	17 67 16 4 2 2 5 4
The five countries with the highest visitor shares Netherlands Austria Switzerland Belgium Spain	% 13 11 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, farmworker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	n % 51 11 see 3 5 6 8 8 2 5 5 4 1 1
Frequency of visits to trade fair 2006 2004 Earlier events First visit	% 57 51 45 25

Additional data trade visitors

Economic sector Agricultural business, company Service supply agency Machine cooperative Industry Trade/sales Engineer's, planning office, consulting Veterinary surgeon Municipal authority facilities University/college/polytechnic Other sectors Student Other not gainfully employed	% 62 3 2 6 7 2 3 2 2 7 4
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 33 28 23 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 Other area Student Other not gainfully employed	25 9 4 9 3 4 2 OP) 2 4 11 2 3 10 11 2
Size of company/organisation: Number of employees: Length of stay 1. Length of stay (days): one 75 three 4 two 17 four 3 2. Average length of stay 1,4	N/A %

Conducted by: Walter, Wissler & Partner, Basel

HANNOVER MESSE ----> Hannover

Basic data trade visitors

Total number of visitors	193 222
Proportion of trade visitors	89%
Region of residence	%
un to 50 km	14
more than 50 km up to 100 km	11
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	29
over 300 km	47
Total Germany	80
Baden- North Rhine-	
Württemberg 9 Westphalia	20
Bavaria 8 Rhineland- Berlin 3 Palatinate	2
Berlin 3 Palatinate Brandenburg 1 Saarland	1
Bremen 2 Saxony	
Bremen 2 Saxony Hamburg 3 Saxony-Anhal Hesse 7 Schleswig-	t 2
Hesse 7 Schleswig-	
Mecklenburg- Holstein	3
West Pommerania 1 Thuringia	2
Lower Saxony 33	
Total Foreign	20
of which EU	54
Rest of Europe	13
North America	3
South and Central America	3
Middle East East Asia	19
Australia	13
Africa	Ž
The five countries with the highest visitor shares India Austria Netherlands France Switzerland	% 6 5 6
Position in the company/organisatio Entrepreneur, partner, self-employed	n %
Managing director, board member	10
Managing director, board member, head of an authority etc.	8
Senior department head, other employ	
with managerial responsibility	6
Department head, group head	16
Other salaried staff/public service	29
Skilled worker	5
Lecturer, teacher, scientific assistant	4
Trainee Other position	3
Other position Student	17
Other not gainfully employed	2
Frequency of visits to trade fair	%
2007	40
2006	36

Earlier events

First visit

Additional data trade visitors

Economic		
		%
Power indi		11
Manutactu	ring sector	42
Building tr Skilled trad	due loc	3
Trade	305	3 3 4 2 10
Telecommi	unication	2
	companies and freelancers	10
Authority/p	oublic services	5
Research II Other	nstitutes, industrial research	1
Student		17
	gainfully employed	2
Influence	on nurchasing/	
procuremo	on purchasing/ ent decisions	%
Decisively		24
Collectively		26
	sory capacity	18
No Student		12 17
	gainfully employed	2
	esponsibility	% 13
Manageme Research/d	ent levelopment/design	25
	ork preparation	7
	re/production	7 11
Production	, quality control	3 7
		/
Buying/pro Finance/ac	counting, controlling	2
Finance/ac Information	counting, controlling n, communication technolog	2
Finance/ac Information Administra social welf	counting, controlling n, communication technolog tion/organisation/personnel/ are/training	y (EDP) 3 4
Finance/ac Information Administra social welf Marketing	counting, controlling n, communication technolog tion/organisation/personnel/ are/training /sales/advertising/PR	y (EDP) 3 4 12
Finance/ac Information Administra social welf Marketing Storage/ma	counting, controlling n, communication technolog tion/organisation/personnel/ are/training	2 3 4 12
Finance/ac Information Administra social welf Marketing/ Storage/ma transport	counting, controlling n, communication technolog tion/organisation/personnel/are/training/sales/advertising/PR aterial management/logistics	2 2 3 4 12 5/ 2
Finance/ac Information Administra social welf Marketing/ Storage/ma transport Maintenan	counting, controlling n, communication technolog ition/organisation/personnel/ are/training (sales/advertising/PR aterial management/logistics ce/repairs	y (EDP) 3 4 12 6/ 2 7
Finance/ac Information Administra social welf Marketing/ Storage/ma transport Maintenan Other area Student	counting, controlling n, communication technolog tion/organisation/personnel/are/training sales/advertising/PR aterial management/logistics/ce/repairs	2 2 4 12 5/ 5/ 2 7 1 17
Finance/ac Information Administra social welf Marketing/ Storage/ma transport Maintenan Other area Student	counting, controlling n, communication technolog ition/organisation/personnel/ are/training (sales/advertising/PR aterial management/logistics ce/repairs	2 2 4 12 5/ 2 7 1
Finance/ac Information Administra social welfi Marketing, Storage/ma transport Maintenan Other area Student Other not	counting, controlling n, communication technolog tion/organisation/personnel/sales/advertising/PR aterial management/logistics/ce/repairs	2 2 4 12 5/ 5/ 2 7 1 17
Finance/ac Information Administra social welf Marketing Storage/ma transport Maintenan Other area Student Other not	counting, controlling n, communication technolog tion/organisation/personnel/ are/training 'sales/advertising/PR aterial management/logistics ce/repairs gainfully employed mpany/organisation:	2 yy (EDP) 3 4 12 5/ 2 7 1 17 2
Finance/ac Information Administra Social welf Marketing, Storage/ma transport Maintenan Other area Student Other not Size of co Number of	counting, controlling n, communication technolog tion/organisation/personnel/ are/training sales/advertising/PR aterial management/logistics ce/repairs gainfully employed mpany/organisation: employees:	y (EDP) 3 4 12 5/ 2 7 1 17 2
Finance/ac Information Administra Social welf Marketing, Storage/ma transport Maintenan Other area Student Other not Size of co Number of	counting, controlling n, communication technolog tion/organisation/personnel/ are/training sales/advertising/PR aterial management/logistics ce/repairs gainfully employed mpany/organisation: employees:	2 2 4 12 5/ 5/ 2 7 1 17 2 2 999 8
Finance/ac Information Administra social welf Marketing. Storage/ma transport Maintenan Other area Student Other not Size of co Number of 1- 4 5- 9 10- 49	counting, controlling n, communication technolog tion/organisation/personnel/ are/training Sales/advertising/PR aterial management/logistics ce/repairs mpany/organisation: employees: 7 500 9 9 4 1 000 9 9 14 1000 and mi	y (EDP) 3 4 12 5/ 17 27 17 29 8 999 8 999 13 pore 7
Finance/ac Information Administra- social welf Marketing. Storage/mi transport Maintenan Other area Student Other not Size of co Number of 10- 4 5- 9 10- 49 50- 95	counting, controlling n, communication technolog tion/organisation/personnel/sales/advertising/PR aterial management/logistics/ce/repairs gainfully employed mpany/organisation: i employees: 7 500 9 9 4 1 000 9 9 9 14 10 000 and mm 8 Studies	y (EDP) 3 4 12 5/ 2 7 1 17 2 999 8 1999 13 1000 7 17 17 17 17 2 17 17 17 17 17 17 17 17 17 17 17 17 17
Finance/ac Information Administra social welf Marketing, Storage/mi transport Maintenan Other area Student Other not Size of co Number of 1 - 4 5 - 9 10 - 49 50 - 99 100 - 199	counting, controlling n, communication technolog tion/organisation/personnel/ are/training 'sales/advertising/PR aterial management/logistics ce/repairs gainfully employed mpany/organisation: employees: 7 500 9 4 1 000 9 9 14 10 000 and m 8 Studd 9 Other not gainfi	y (EDP) 3 4 12 5/ 7 17 2 99 89 99 13 17 7 199 13 17 17 17 17 17 17 17 17 17
Finance/ac Information Administra- social welf Marketing. Storage/mi transport Maintenan Other area Student Other not Size of co Number of 10- 4 5- 9 10- 49 50- 95	counting, controlling n, communication technolog tion/organisation/personnel/sales/advertising/PR aterial management/logistics/ce/repairs gainfully employed mpany/organisation: i employees: 7 500 9 9 4 1 000 9 9 9 14 10 000 and mm 8 Studies	y (EDP) 3 4 12 5/ 7 17 2 99 89 99 13 17 7 199 13 17 17 17 17 17 17 17 17 17
Finance/ac Information Administra social welf Marketing, Storage/mi transport Maintenan Other area Student Other not Size of co Number of 1 - 4 5 - 9 10 - 49 50 - 99 100 - 199	counting, controlling n, communication technolog tion/organisation/personnel/are/training sales/advertising/PR aterial management/logistics/ce/repairs gainfully employed mpany/organisation: i employees: 7 500 - 9 4 1 000 - 9 9 4 1 000 - 9 9 14 10 000 and m 8 Study 9 Other not gainful employed 9 Other not gainful employed	y (EDP) 3 4 12 5/ 12 5/ 12 5/ 17 7 7 17 17 17 17 17 17 17 17 11 11 11
Finance/ac Information Administra social welf Marketing, Storage/mi transport Maintenan Other area Student Other not Size of co Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499	counting, controlling n, communication technolog tion/organisation/personnel/are/training sales/advertising/PR aterial management/logistics ce/repairs mpany/organisation: employees: 7 500 9 7 4 1 000 9 9 14 10 000 and m 8 Study 9 Other not gaint 10 employ	y (EDP) 2 3 4 12 5/ 2 7 1 177 2 2 2 99 8 8 199 13 13 17 17 11 17 17 17 17 17 17 17 17 17 17
Finance/ac Information Administra social welf Marketing, Storage/m: transport Maintenan Other not Size of co Other not 1- 4 5- 9 10- 49 50- 99 100- 199 200-499 Length of one	counting, controlling n, communication technolog tion/organisation/personnel/are/training sales/advertising/PR aterial management/logistics/ce/repairs gainfully employed mpany/organisation: employees: 7 500 9 4 1 000 9 9 14 10 000 9 9 14 10 000 9 9 14 10 000 9 9 14 10 000 9 9 14 10 000 9 9 14 10 000 9 9 14 10 000 9 9 15 10 10 9 10 10 10 9 10 10 10 10 10 10 10 10 10 10 10 10 10	y (EDP) 2 3 4 12 5/ 2 7 1 17 2 2 99 99 13 3 99 13 3 99 13 11 17 2 2 11 17 2 2 11 17 2 17 17 17 17 17 17 17 17 17 17 17 17 17
Finance/ac Information Administra social welf Marketing; Storage/m: transport Maintenan Other area Student Other not 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of t. Length of one two	counting, controlling n, communication technolog tion/organisation/personnel/sales/advertising/PR saterial management/logistics/sales/advertising/PR saterial management/logistics/ce/repairs gainfully employed mpany/organisation: i employees: 7 500 9 9 14 10 000 and mm 8 Study 10 000 and mm 8 Study 9 Other not gainful employed stay of stay (days): 72 three 6 fif 18 four 2	y (EDP) 3 4 12 8/ 12 8/ 17 17 17 27 199 8 199 13 ore 7 17 illy red 2 % we 3
Finance/ac Information Administra social welf Marketing, Storage/mi- transport Maintenan Other not Other not 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length of one two	counting, controlling n, communication technolog tion/organisation/personnel/sales/advertising/PR saterial management/logistics/sales/advertising/PR saterial management/logistics/ce/repairs gainfully employed mpany/organisation: i employees: 7 500 9 9 4 1 000 9 9 9 14 10 000 and ms Study 10 000 and ms S	y (EDP) 3 4 12 5/ 12 5/ 12 7 7 1 17 2 2 1999 8 8 1999 13 ore 7 7 11lly eved 2 2 1,5 days
Finance/ac Information Administra- social welf Marketing; Storage/m: transport Maintenan Other area Student Other not Size of co Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length of 0. Size of co 2. Average 3. Share of	counting, controlling n, communication technolog tion/organisation/personnel/are/training sales/advertising/PR aterial management/logistics ce/repairs mpany/organisation: employees: 7 500 9 7 4 1 000 9 9 9 14 10 000 and m 8 Study 9 Other not gainfing 10 employ stay f stay (days): 72 three 6 fit 18 four 2 length of stay visitors on the event's day	y (EDP) 3 4 12 5/ 2 7 7 17 17 2 99 88 199 89 13 ore 7 ore 17 17 18 199 80 40 40 40 40 40 40 40 40 40 40 40 40 40
Finance/ac Information Administra social welf Marketing, Storage/mi- transport Maintenan Other not Other not 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length of one two	counting, controlling n, communication technolog tion/organisation/personnel/are/training sales/advertising/PR aterial management/logistics ce/repairs mpany/organisation: employees: 7 500 9 7 4 1 000 9 9 9 14 10 000 and m 8 Study 9 Other not gainfing 10 employ stay f stay (days): 72 three 6 fit 18 four 2 length of stay visitors on the event's day	y (EDP) 3 4 12 5/ 12 5/ 12 7 7 1 17 2 2 1999 8 8 1999 13 ore 7 7 11lly eved 2 2 1,5 days

Digital Factory

Total number of visitors	46 760
Proportion of trade visitors	90%
Region of residence	%
up to 50 km	15
more than 50 km up to 100 km more than 100 km up to 300 km	10 31
over 300 km	44
Total Germany	81
Baden- North Rhine-	
Württemberg 9 Westphalia Bavaria 8 Rhineland-	16
Bavaria 8 Rhineland- Berlin 2 Palatinate	1
Brandenburg 1 Saarland	i
Bremen 3 Saxony	2
Hamburg 6 Saxony-Anhalt	4
Hesse 7 Schleswig-	_
Mecklenburg- Holstein	3 2
West Pommerania 1 Thuringia Lower Saxony 34	2
Total Foreign	19
of which EU	56
East Asia	23
Other	21
The country with the highest visitor share	%
India	11
Position in the company/organisation Entrepreneur, partner, self-employed	%
Entrepreneur, partner, self-employed	11
Managing director, board member,	0
head of an authority etc. Senior department head, other employed	9
with managerial responsibility	3
Department head, group head	16
Other salaried staff/public service	31
Skilled worker	4
Lecturer, teacher, scientific assistant	5
Trainee Other position	3 1
Student	18
Other not gainfully employed	1
Frequency of visits to trade fair	%
2007	43
2006 Earlier events	36 45
Earlier events First visit	45 35
	33

---- Hannover Messe

Additional data trade visitors

Economic sector	%
Power industry	4
Manufacturing sector	39
Building trade Skilled trades	2
Skilled trades	4
Trade	4
Telecommunication	3
Services of companies and freelancers	18
Authority/public services Research institutes, industrial research	5
Research institutes, industrial research	6
Other	1
Student	18
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	9
Decisively	2
Collectively	2
In an advisory capacity	19
No	14
Student	18
Other not gainfully employed	

Area of responsibility	%
Management	12
Research/development/design	31
Planning/work preparation	6
Manufacture/production	11
Production, quality control	
Buying/procurement	4
Finance/accounting, controlling	4
Information, communication technology	
Administration/organisation/personnel/	(LDI)
social welfare/training	3
Marketing/sales/advertising/PR	13
Storage/material management/logistics/	15
transport	3
Maintenance/repairs	3
Other area	3 4 1
Student	18
Other not gainfully employed	10
Other not daminum employed	

Size of company/organisation:

Number of	employe	es:	%
1- 4	7 1	500 - 999	8
5- 9	6	1 000 - 9 999	15
10- 49	12	10 000 and more	8
50- 99	10	Student	18
100-199	6	Other not gainfully	
200-499	10	employed	1

Length	of stay				%
1. Length	າ of stay	(days):			
one	68	three	7	five	3
two	19	four	2		
2 Averag	ne lenat	h of stav		1.5	days

3. Share of visitors on the event's days:
1st day 26 3rd day 41 5th day 19
2nd day 36 4th day 32

Conducted by: Walter, Wissler & Partner, Basel

Energy ----> Hannover Messe

Basic data trade visitors

basic data trade visitors	
Total number of visitors	98 157
Proportion of trade 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	% 12 9 30 50
Total Germany Baden- Württemberg 8 Westphalia Bavaria 8 Rhineland- Berlin 4 Palatinate Brandenburg 2 Saxony Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 32	77 18 3 1 4 3 3 2
Total Foreign of which EU Rest of Europe Africa South and Central America Middle East East Asia Other	23 57 13 3 4 3 16 4
The five countries with the highest visitor shares France India Netherlands Switzerland Austria	% 7 6 5 5
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 Other not gainfully employed	12 9

Frequency of visits to trade fair

2007 2006 Earlier events

First visit

Additional data trade visitors

Additional data trade visit	ors
Economic sector	%
Power industry	24
Manufacturing sector	28
Building trade Skilled trades	4
Trade	4
Telecommunication	2
Services of companies and freelancers	11
Authority/public services Research institutes, industrial research	6 4
Other	1
Student	18
Other not gainfully employed	2
Influence on purchasing/	
procurement decisions Decisively	% 25
Collectively	25
In an advisory capacity	19
No	12 18
Student Other not gainfully employed	2
Area of responsibility	%
Management Research/development/design	15 24
Planning/work preparation	8
Manufacture/production	9 3 6
Production, quality control Buying/procurement	3
Finance/accounting, controlling	2
Information, communication technology	(EDP) 3
Administration/organisation/personnel/ social welfare/training	5
Marketing/sales/advertising/PR	5 12
Storage/material management/logistics/	
transport Maintenance/repairs	1
Other area	2
Student	18
Other not gainfully employed	2
Size of company/organisation:	
Number of employees:	%
1- 4 9 500- 99 5- 9 5 1 000- 9 99	
10- 49 14 10 000 and mor	
50- 99 8 Studen	t 18
100-199 8 Other not gainfull 200-499 10 employe	
200-499 10 employe	u 2
Length of stay	%
1. Length of stay (days): one 68 three 7 five	4
one 68 three 7 five two 19 four 2	
. Average length of stay	1,6 days
3. Share of visitors on the event's days:	
1st day 24 3rd day 36 5th o 2nd day 37 4th day 34	day 25

Conducted by: Walter, Wissler & Partner, Basel

Industrial Automation ---> Hannover Messe

Total number of visitors	125 594
Proportion of trade visitors	94%
Region of residence	%
up to 50 km	11
more than 50 km up to 100 km	11
more than 50 km up to 100 km more than 100 km up to 300 km	29
over 300 km	50
Total Germany	77
Baden- North Rhine-	22
Württemberg 10 Westphalia Bavaria 9 Rhineland-	23
Bavaria 9 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony	2
Brandenburg 1 Saarland	1
Bremen 2 Saxony	3
Hamburg 3 Saxony-Anhal Hesse 7 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	2
Lower Saxony 30	
Total Foreign	23
of which EU	53 12
Rest of Europe	12
Africa	4
North America	4
South and Central America	4
Middle East East Asia	
Australia	18 2
The five countries with the highest visitor shares	%
India	6
Austria	6
Netherlands	6
Switzerland	5
Denmark	5
Position in the company/organisation Entrepreneur, partner, self-employed	on %
Entrepreneur, partner, self-employed	10
Managing director, board member,	10
head of an authority etc.	
Senior department head, other employ with managerial responsibility	ree 6
Denartment head aroun head	18
Department head, group head Other salaried staff/public service	31
Skilled worker	
Lecturer, teacher, scientific assistant	5 3 2
Trainee	2
Other position	1
Student	13
Other not gainfully employed	1
Frequency of visits to trade fair	%
2007	43
2006	41
Earlier events	47
First visit	31

Economic sector	9
Power industry Manufacturing sector	5
Building trade	
Skilled trades Trade	
Telecommunication	
Services of companies and freelancers	1
Authority/public services Research institutes, industrial research	
Other	
Student Other not gainfully employed	1
Influence on purchasing/ procurement decisions	c
Decisively	2
Collectively	2
In an advisory capacity No	1
Student	i
Other not gainfully employed	
Area of responsibility Management	1
Research/development/design	2
Planning/work preparation Manufacture/production	1
Production, quality control	
Buying/procurement	
Finance/accounting, controlling Information, communication technology (E	DP)
Administration/organisation/personnel/	
social welfare/training Marketing/sales/advertising/PR	1
Storage/material management/logistics/	
transport Maintenance/repairs	
Other area	
Student Other not gainfully employed	1
other not gaintany employed	
	(
Size of company/organisation: Number of employees:	
Number of employees: 1- 4 7 500- 999	
Number of employees: 1- 4 7 500- 999 5- 9 4 1 000- 9 999	1
Number of employees: 1- 4 7 500- 999 5- 9 4 1 000- 9 999 10- 49 15 10 000 and more 50- 99 9 Student	
Number of employees: 1- 4 7 500- 999 5- 9 4 1 000- 999 10- 49 15 10 000 and more	
Number of employees: 1 - 4 7 500 - 999 5 - 9 4 1 000 - 9 999 10 - 49 15 10 000 and more 50 99 9 Student 100-199 9 Other not gainfully 200-499 12 employed Length of stay	1
Number of employees: 1	1
Number of employees: 1 - 4 7 500 - 999 5 - 9 4 1 000 - 9 999 10 - 49 15 10 000 and more 50 99 9 Student 100-199 9 Other not gainfully 200-499 12 employed Length of stay	1
Number of employees: 1 - 4 7 500 - 999 5 - 9 4 1 000 - 9 999 10 - 49 15 10 000 and more 50 - 99 9 Student 100 - 199 9 Other not gainfully 200 - 499 12 employed Length of stay 1. Length of stay (days): one 70 three 7 five two 19 four 2	1 1 5 day
Number of employees: 1 - 4 7 500 - 999 5 - 9 4 1 000 - 9 999 10 - 49 15 10 000 and more 50 - 99 9 Student 100 - 199 9 Other not gainfully 200 - 499 12 employed Length of stay 1. Length of stay (days): one 70 three 7 five two 19 four 2	o day

MicroTechnology ---- Hannover Messe

Basic data trade visitors

Total number of visitors	50 238
Proportion of trade visitors	87%
Region of residence	% 18
up to 50 km more than 50 km up to 100 km	9
more than 100 km up to 300 km over 300 km	28 44
Total Germany	82
Baden- North Rhine- Württemberg 11 Westphalia Bavaria 6 Rhineland-	17
Berlin 3 Palatinate	1
Brandenburg - Saarland Bremen 3 Saxony	1 4
Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig-	2
Mecklenburg- Holstein	3
West Pommerania - Thuringia Lower Saxony 38	1
Total Foreign	18
of which EU East Asia	58 21
Other	21
Position in the company/organisation Entrepreneur, partner, self-employed	% 11
Managing director, board member, head of an authority etc.	6
Senior department head, other employed with managerial responsibility	e 4
Department head, group head	13 27
Other calaried staff(nublic comics	5 7
Other salaried staff/public service Skilled worker	
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	7
Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	3
Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	3
Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	23 1
Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	23 1

Additional data trade visitors	
Economic sector Power industry Manufacturing sector Building trade Skilled trades Trade Telecommunication Services of companies and freelancers Authority/public services Research institutes, industrial research Other Student Other not gainfully employed	% 4 39 2 3 3 10 7 9 1 23 1
In an advisory capacity No	% 22 25 18 11 23
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	% 12 35 4 8 3 4 2 3 5 9 2 4 1 23 1
Size of company/organisation: Number of employees: 1- 4 8 500- 999 5- 9 5 1 000- 9999 10- 49 12 10 000 and more 50- 99 10 Student 100-199 7 Other not gainfully 200-499 10 employed	% 7 11 7 23
1.Length of stay 1.Length of stay (days): one 70 three 7 five two 17 four 2 2.Average length of stay 1,5 da 3.Share of visitors on the event's days: 1st day 25 3rd day 36 5th day 2nd day 33 4th day 37	% 4 ays 21

Conducted by: Walter, Wissler & Partner, Basel

Pipeline Technology ----> Hannover Messe

Total number of visitors	37 292
Proportion of trade visitors	87%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 14 8 25 54
Total Germany	70
Baden- North Rhine- Württemberg 9 Westphalia	21
Bavaria 7 Rhineland- Berlin 3 Palatinate	2
Brandenburg 1 Saarland	2 2 5 2
Bremen 2 Saxony Hamburg 4 Saxony-Anhalt	5
Hesse 7 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 35	1
Total Foreign	30
of which EU Rest of Europe	48 17
East Asia '	15
Other	20
Position in the company/organisation Entrepreneur, partner, self-employed	% 12
Managing director, board member,	•
head of an authority etc. Senior department head, other employee	9
with managerial responsibility	7 17
Department head, group head Other salaried staff/public service	30
Skilled worker Lecturer, teacher, scientific assistant	5 3 1
Trainee	1
Other position	1

Other not gainfully employed

Earlier events

Frequency of visits to trade fair 2007 2006

Additional data trade visitors

Economic sec Power industry					% 17
Manufacturing		r			43
Building trade					
Skilled trades					4
Trade Telecommunic	ation				3
Services of co		s and	freela	ncers	11
Authority/publ					
Research instit	tutes, i	ndusti	ial res	earch	4
Other Student					14
Other not gair	nfully e	mploy	red		14
Influence on	purcha	asing/			
procurement Decisively	decisi	ons			% 26
Collectively					25
In an advisory	capac	ity			17
No		•			14
Student Other not gair	fully a	mnles	har		14
- Inot gain	ilully C	Пріо	cu		
Area of response	onsibil	ity			% 14
Management Research/deve	lonmai	nt/des	ian		26
Planning/work			ייפיי		- 20
Manufacture/p	roduct	ion			11
Production, qu		ontrol			
Buying/procure Finance/accourt		contro	lling		3
Information, co	ommur	nicatio	n tech	nology (E nnel/	
social welfare/	trainin	g			4
Marketing/sale				nictics/	16
Storage/mater transport	iai iiidi	iagell	ielit/i0	gistics/	- 1
Maintenance/r	epairs				ģ
Other area					
Student Other not gair	ofully a	mnles	od		14
— ioi gail	nuny e	iiihio)	eu		
Size of comp			ation:		
Number of em 1- 4	iployee 5	5:	500-	999	%
5- 9	4		000 -	9 999	14
	16			nd more	
50- 99	9			Student	14
100-199	8	Othe		gainfully	
200-499	10		er	mployed	1
Length of sta	v				%
1. Length of st					,

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3. Share of visitors on the event's days:
1st day 33 3rd day 41 5th day 20
2nd day 44 4th day 34

2. Average length of stay

Power Plant Technology

Total number of visitors	42 702
Proportion of trade visitors	90%
Region of residence	%
up to 50 km more than 50 km up to 100 km	12 6
more than 100 km up to 300 km over 300 km	27
over 300 km	55
Total Germany	73
Baden- North Rhine- Württemberg 11 Westphalia	17
Bavaria 9 Rhineland-	
Berlin 4 Palatinate Brandenburg 1 Saarland	2
Brandenburg 1 Saarland Bremen 2 Saxony	4
Hamburg 3 Saxony-Anhalt	2
Hesse 9 Schleswig-	2
Mecklenburg- Holstein West Pommerania - Thuringia	3
Lower Saxony 31	-
Total Foreign	27
of which EU	49
Rest of Europe East Asia	16 18
Other	17
The two countries with the highest	0/
visitor shares France	% 10
India	10
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	12
head of an authority etc.	10
Senior department head, other employed	
with managerial responsibility Department head, group head	4 16
Other salaried staff/public service	26
Skilled worker	5
	4
	2
Trainee	1
Trainee Other position Student	2 1 19
Trainee Other position Student	1
Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	1 19 1
Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2007	19 19 1
Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2007 2006 Earlier events	1 19 1 % 36 37 41
Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2007 2006	3

---- Hannover Messe

Additional data trade visitors

Economic sector Power industry Manufacturing sector Building trade Skilled trades Trade Telecommunication Services of companies and freelancers Authority/public services Research institutes, industrial research Other Student	% 23 30 3 4 3 14 4 1 19
	19 1

Influence on purchasing/	
procurement decisions	%
Decisively	23
Collectively	23
In an advisory capacity	19
No	14
Student	19
Other not gainfully employed	1

Area of responsibility	%
Management	15
Research/development/design	21
Planning/work preparation	8
Manufacture/production	9
Production, quality control	4 6 3
Buying/procurement	6
Finance/accounting, controlling	3
Administration/organisation/personnel/ social welfare/training	
social welfare/training	4
Information, communication technology	(EDP) 3
Marketing/sales/advertising/PR	` ´15
Storage/material management/logistics/	
transport	2
Maintenance/repairs	2 5 1
Other area	
Student	19
Other not gainfully employed	1

Size of cor	nnany/	organisation:	
Number of			%
1- 4	8	500 - 999	6
5- 9	5	1 000 - 9 999	14
10- 49	13	10 000 and more	8
50- 99	7	Student	19
100-199	8	Other not gainfully	
200-499	10	employed	1

Length 1. Length	of stay	(days):			%
one	62 21	three four	9 4	five	5
2. Avera	ge lengt	h of stay		1,7	days

3. Share of visitors on the event's days:
1st day 31 3rd day 37 5th day 26
2nd day 40 4th day 37

Conducted by: Walter, Wissler & Partner, Basel

Research & Technology ----> Hannover Messe

Basic data trade visitors

Total number of visitors	56 614	
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	% 16 9 26 49	
Total Germany Baden- North Rhine-	81	
Württemberg 12 Westphalia Bavaria 9 Rhineland- Berlin 3 Palatinate Brandenburg - Saarland Bremen 2 Saxony Hamburg 4 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania 1 Thuringia 33	17 1 2 3 2 3 2	
Total Foreign of which EU Rest of Europe East Asia Other	19 59 13 15	
The three countries with the highest visitor shares France Netherlands India	% 8 6	
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	1 % 11	

Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	11
head of an authority etc. Senior department head, other employee	7
with managerial responsibility	4
Department head, group head	12
Other salaried staff/public service Skilled worker	30 5
Lecturer, teacher, scientific assistant	9
Trainee	1
Other position	1
Student	19
Other not gainfully employed	1

Frequency of visits to trade fair	%
2007	42
2006	37
Earlier events	43
First visit	36

Additional data trade visitors

Economic sector	%
Power industry	7 39
Manufacturing sector Building trade	
Skilled trades	2
Trade	3
Telecommunication	3 11
Services of companies and freelancers Authority/public services	8
Research institutes, industrial research	10
Other	1
Student Other not gainfully employed	19 1
Influence on purchasing/	%
procurement decisions Decisively	21
Collectively	27
In an advisory capacity	21
No Student	10 19
Other not gainfully employed	1
Area of responsibility	%
Management	12
Research/development/design	41
Planning/work preparation	6 8
Manufacture/production Production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	2 DP) 3
Information, communication technology (El Administration/organisation/personnel/	DP) 3
social welfare/training	5
Marketing/sales/advertising/PR	8
Storage/material management/logistics/ transport	2
Maintenance/repairs	4
Other area	1
Student Other not gainfully employed	19 1
- The gaintainy employed	
Size of company/organisation:	0/
Number of employees: 1- 4 8 500- 999	% 7
5- 9 4 1 000- 9 999	15
10- 49 11 10 000 and more	7
50- 99 9 Student 100-199 7 Other not gainfully	19
200-499 11 employed	1
Laureth of store	0/
Length of stay 1. Length of stay (days):	%
one 68 three 7 five	4
3 3 ,	days
 Share of visitors on the event's days: 1st day 37 5th day 	20

Conducted by: Walter, Wissler & Partner, Basel

Subcontracting ----> Hannover Messe

Basic data trade visitors

Total number of visitors	60 672
Proportion of trade visitors	92%
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 28
over 300 km	53
Total Germany	75
Baden- North Rhine- Württemberg 11 Westphalia	20
Bavaria 7 Rhineland- Berlin 2 Palatinate	2
Brandenburg 1 Saarland	1
Bremen 2 Saxony	4
Hesse 8 Schleswig-	3
Mecklenburg- Holstein	4
West Pommerania 2 Thuringia Lower Saxony 28	2
Total Foreign	25
of which EU Rest of Europe	55 14
East Asia	20
Other	11
The three countries with the highest	
visitor shares India	% 10
India Austria	8
Switzerland	6
Position in the company/organisation	% 14
Entrepreneur, partner, self-employed Managing director, board member,	
head of an authority etc. Senior department head, other employe	9 •
with managerial responsibility	7
Department head, group head	19
Other salaried staff/public service Skilled worker	30 4
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	1
Student Other not gainfully employed	10 1
Frequency of visits to trade fair	%
2007 2006	45 42
2006 Farlier events	42 47

Earlier events

First visit

Additional data trade visitors

_	Additional data trade visitors	
2	Economic sector	%
_	Power industry	5 55
6	Manufacturing sector	55
0	Building trade	4
-	Skilled trades	4 3 6
6	Trade	6
1	Telecommunication	11
9 8 3	Services of companies and freelancers	
8	Authority/public services	4
3	Research institutes, industrial research Other	4
-	Student	10
5	Other not gainfully employed	1
	- The gaintary employed	
0	Influence on numbering/	
1	Influence on purchasing/ procurement decisions	%
2	Decisively	30
1 4	Collectively	32
3	In an advisory capacity	18
,	No	8
4	Student	10
2	Other not gainfully employed	1
-	Area of responsibility	%
5	Management	15
5 5 4 0	Research/development/design	25
4	Planning/work preparation	5
0	Manufacture/production	12
1	Production, quality control	3
-	Buying/procurement	16
	Finance/accounting, controlling Information, communication technology (EDP	2
6	Administration/organisation/personnel/) 4
0	social welfare/training	4
8	Marketing/sales/advertising/PR	14
6	Storage/material management/logistics/	
-	transport	3
6	Maintenance/repairs	4
4	Other area	. 1
	Student	10
9	Other not gainfully employed	1
7		
	Size of company/organisation:	
0	Number of employees:	%
4	1- 4 7 500- 999 5- 9 5 1 000- 9 999	9 13
3		
9 0 4 3 1	10- 49 13 10 000 and more 50- 99 10 Student	6 10
	100-199 14 Other not gainfully	10
0	200-499 11 employed	1
1		
_	Length of stay	%
6	1. Length of stay (days):	/0
5	one 65 three 7 five	4
5 2 7	two 23 four 2	
/ 1	2. Average length of stay 1,6 d	avs
1	2.51 Consider on Stay 1,0 a	۵,5

Conducted by: Walter, Wissler & Partner, Basel

3. Share of visitors on the event's days:
1st day 25 3rd day 40 5th day 18
2nd day 42 4th day 33

PROMOTION WORLD — Hannover Messe

Basic data trade visitors

Total number of visitors	36 133
Proportion of trade visitors	70%
Region of residence	%
up to 50 km more than 50 km up to 100 km	11 13
more than 100 km up to 300 km	28
over 300 km	49
Total Germany	80
Baden- North Rhine- Württemberg 9 Westphalia	25
Bavaria 9 Rhineland-	2
Berlin 3 Palatinate Brandenburg 2 Saarland	3
Bremen 3 Saxony	1 3 3
Hamburg 5 Saxony-Anhalt Hesse 6 Schleswig-	3
Mecklenburg- Holstein	2
West Pommerania - Thuringia	1
Lower Saxony 27	
Total Foreign	20
of which EU Rest of Europe	37 19
East Asia	31
Other	13
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	19
head of an authority etc.	16
Senior department head, other employed	e 8
with managerial responsibility Department head, group head	14
Other salaried staff/public service	31
Skilled worker Lecturer, teacher, scientific assistant	5
Trainee	2
Other position	5 2 2 - 3 1
Student Other not gainfully employed	1
Frequency of visits to trade fair	%
2007	33
2006 Earlier events	21 62

Additional data trade visitors

Economic sector Building trade Authority/public services Services of companies and freelancers Telecommunication Power industry Trade Skilled trades Manufacturing sector other industry Travel/transport Other Student Other not gainfully employed	% 2 4 26 2 7 11 2 28 19 3 3 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 38 30 18 10 3
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	% 17 12 4 6 3 7 3 2 9 P) 2 6 49 3 3 4 3 1
Size of company/organisation: Number of employees: 1 - 4 10 500 - 999 5 - 9 9 1 000 - 999 100 - 000 and more 50 - 99 13 Student 50 - 99 100 and more 50 - 99 13 Student 60 - 100 and more 100 - 199 11 Other not gainfully 11 employed	% 9 15 3 3
Length of stay 1. Length of stay (days): one 80 three 3 five	% 2

Conducted by: Walter, Wissler & Partner, Basel

3. Share of visitors on the event's days:
1st day 27 3rd day 28 5th day 19
2nd day 32 4th day 26

2. Average length of stay

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 more than 100 km up to 300 km over 300 km	% 38 31 28
Total Germany Baden- North Rhine- Württemberg - Westphalia	99
Bavaria - Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen 1 Saxony	
Hesse 1 Saxony-Anhalt Hesse 3 Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia	2
Total foreign Position in the company/organisation	n %
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	12 ee
Entrepreneur, 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 startifpublic service Skilled worker	12 ee 25
Entrepreneur, 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	12
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	12 ee 25

Additional data private visitors

Sex Male Female	% 41 59
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 17 19 22 24 10 7
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 9 11 12 10 11 8 9
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 13 37 17 22 11
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes no maybe	7 11
Follow-up business Intend to buy at later date	%
yes	34
no maybe	24 42

new energy husum (2006)

Total number of visitors	12 701
Proportion of trade visitors	34%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 40 27 30 4
Total Germany Baden- Württemberg 1 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg 6 Saxony-Anhalt Hesse Mecklenburg- West Pommerania Lower Saxony 5	99 - - - - - 86
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 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	% 32 10 3 3 5 20 - 7 3 6 12 3
Frequency of visits to trade fair 2004 2002 First visit	% 26 16 90

Basic data private visitors

Proportion of private visitors	66%
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	% 51 31 17 2
Total Germany Baden- Württemberg - Westphalia Bavaria - Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse - Saxony Wecklenburg- West Pommerania Lower Saxony - Thuringia	100 - - - - - - 96
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	% 22 3 3 3 3 3 3 3 6 6 21
Frequency of visits to trade fair 2004 2002 First visit	% 18 11 76

Basic data all visitors

Region of residence up to 50 km more than 50 km up to more than 100 km up over 300 km		% 47 29 22 2
Total Germany		100
Baden-	North Rhine-	100
Württemberg Bayaria	I Westphalia - Rhineland-	-
	- Palatinate	-
	- Saarland	-
Bremen 4	- Saxony 1 Saxony-Anhalt	-
Hesse	- Schleswig-	
Mecklenburg-	Holstein	92
West Pommerania Lower Saxony	- Thuringia 2	-
Position in the compa	any/organisation	%
Entrepreneur, partner, s Managing director, boa	self-employed and member	26
head of an authority et	tc.	5
Senior department hea with managerial respor	d, other employee	2
Department head, grou	is head	2 3 28
Other salaried staff/pul	olic service	28
Skilled worker Lecturer, teacher, scien	tific accietant	2
Trainee	tilic assistant	1
Other position		6
Student Other not gainfully em	ployed	8 14
Frequency of visits to	trade fair	%
2004 2002		20 12
First visit		76

Additional data trade visitors

Economic sector Biogas and biomass sector Agriculture/forestry Other services Planning, project management Banks, financiers Block power plant sector Media, press, publishing Technical services Association, institution Experts Timber and pellets sector District heating sector Supplier Geothermics and heat pumps sector Other Student Other not gainfully employed	% 9 177 64 4 3 3 3 2 2 2 2 2 1 13 3 3
Influence on purchasing/ procurement decisions Decisively Collectively	% 40 17

Influence on purchasing/	
procurement decisions	9
Decisively	4
Collectively	1
In an advisory capacity	1
No	1
Student	1
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 Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	. ,
Maintenance/repairs Other area Student Other not gainfully employed	1

					sation	ì
Mum	hor	of a	mnle	2000		

Number of	employe	ees:	9
1- 4	39 1	500 - 999	
5- 9	8	1 000 - 9 999	
10- 49	14	10 000 and more	
50- 99	6	Student	- 1.
100-199	5	Other not gainfully	
200-499	4	employed	

Length 1. Length	of stay	(davs):		%
one two	88 10	three four	1 1	
2. Avera	ge length	n of stay		1,2 days

3. Share of	visitors	on the event's	days:
1st day	29	3rd day 26	- 1
2nd day	40	4th day 19	

Additional data private visitors

Sex Male Female	% 68 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	% 4 8 16 32 20 19
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 up to 5 000,- EUR	% 4 5 6 11 9 7 2 56
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 13 38 15 20 15
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 5 83 12
Follow-up business Intend to buy at later date yes no maybe	% 25 36 39

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



NORD GASTRO & HOTEL ---- Husum

Basic data trade visitors

Total number of visitors	4 030
Proportion of trade visitors	87%
Region of residence	%
up to 50 km more than 50 km up to 100 km	74 21
more than 100 km up to 300 km	4
over 300 km	1
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia Bavaria - Rhineland-	-
Berlin - Palatinate	_
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse - Schleswig- Mecklenburg- Holstein	99
West Pommerania - Thuringia	-
Lower Saxony -	
Position in the company/organisation	· %
Entrepreneur, partner, self-employed	36
Managing director, board member,	_
head of an authority etc. Senior department head, other employe	6
with managerial responsibility	4
Department head, group head	7
Other salaried staff/public service	15
Skilled worker	15 3 1
Lecturer, teacher, scientific assistant Trainee	3
Other position	6
Student	8
Old-age pensioner	4
Housewife/man	4
Other not gainfully employed	6
Frequency of visits to trade fair	% 55
2007 2006	55 52
2005	38

Additional data trade visitors

Economic sector Communal catering

Communal catering Butcher Hotel Restaurants, cafés Bars, pubs Other Student Other not gainfully employed	10 2 12 35 8 26 4
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 28 32 17 16 4
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EE 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 Other not gainfully employed	%4 4 4 2 3 1 0P) -
Size of company/organisation: Number of employees: 1- 4 31 500- 999 5- 9 20 1 000- 999 10- 49 29 10 000 and more 50- 99 8 Student 100-199 3 Other not gainfully 200-499 1 employed	% 1 - 4 4
Length of stay 1. Length of stay (days): one 100 two - 2. Average length of stay 1,0 3. Share of visitors on the event's days: 1st day 66 2nd day 34	% days

Conducted by: Messe Husum HWG mbH & Co. KG, Husum

HUSUM WindEnergy ----> **Husum**

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	24 639
Proportion of trade visitors	91%
Region of residence up to 50 km more than 50 km up to 100 km	% 14 5
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	17 64
Total Germany Baden- North Rhine-	63
Württemberg 5 Westphalia	11
Bavaria 6 Rhineland- Berlin 5 Palatinate Brandenburg 2 Saarland Bremen 2 Saxony	1
Hamburg 8 Saxony-Anhalt	2 1
Hesse 5 Schleswig- Mecklenburg- Holstein West Pommerania Lower Saxony 4 Thuringia 13	33 1
Total Foreign of which EU	37 60
Rest of Europe North America	3 11
South and Central America Middle East	3
South-, East-, Central Asia Other	11 2
The five countries with the highest visitor shares Denmark Great Britain France China (PR) USA	% 12 9 8 7 8
Position in the company/organisation Entrepreneur, partner, self-employed	% 11
Managing director, board member, head of an authority etc.	17
Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	8 13 30
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other position	4 1 1 8 5 3
Other not gainfully employed Frequency of visits to trade fair 2007 2005 2003 2001 First visit	% 39 24 18 13 55

Additional data trade visitors

Economic	sector				%
Manufactu	ırer				29
Technical	service				10
Supplier					8
Planner					8
Expert/spe	cialist				4 2 2 2 1 1
Measuring		nent			2
Bank final					2
Expert/app	oraiser,	assessor			1
Lawyer Insurance					- 1
Other serv	ices				15
Other					10
Student					5
Other not	gainfull	y emplo	yed		3
Influence	on nur	rhasing	ı		
procurem	ent de	cisions			%
Decisively					28
Collectivel	у				26
In an advi	sory ca	pacity			23
No					15
Student		1			5 3
Other not	gainiuii	y emplo	yea		
Area of r	esponsi	bility			%
Managem		- 1			25
Research/					13
Planning/\			l		9 3 2 3 3 OP) 1
Manufacti					3
Production					2
Buying/pro Finance/ac	countin	iii a contra	lling		3
Informatio	n comi	nunicatio	n tech	nology (FI	7P) 1
Administra	ation/or	anisatio	n/perso	nnel/	,, ,
social wel					4
Marketing					17
Storage/m	aterial ı	managen	nent/log	gistics/	
transport					1
Maintenar		irs			3 8
Other area	3				8 5
Student Other not	gainfull	v omnlo	ıod		3
Other not	yannun	y emplo	yeu		3
Size of co	mpany	organis/	ation:		
Number o		yees:			%
1- 4	9		500-	999	6
5- 9	8		000-	9 999	16
10- 49	21	10	uuu ai	nd more	9 5
50- 99 100-199	8	O+h	or not	Student gainfully	5
200-499	8	Oth		nployed	3
200-433	0		ei	npioyeu	
Length of	stay				%
1. Length			_		
one	42 18	three four	7 24	five	9
two					

Conducted by: Messe Husum HWG mbH & Co. KG, Husum

3. Share of visitors on the event's days:
1st day 21 3rd day 43 5th day 38
2nd day 33 4th day 50

2,4 days

2. Average length of stay

GiardinaKarlsruhe / Inventa

Basic data private visitors

Proportion of private visitors	
	91%
Region of residence	%
up to 50 km	78
more than 50 km up to 100 km	13
more than 100 km up to 300 km over 300 km	8
Total Germany	98
Baden- North Rhine- Württemberg 82 Westphalia	1
Bavaria - Rhineland-	'
Berlin - Palatinate	13
Brandenburg - Saarland	1
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse 3 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	
Total Foreign	2
of which EU	92
Other	8
The country with the highest visitor	
share	%
France	0.5
	85
Position in the company/organisation	%
Entrepreneur, partner, self-employed	
Entrepreneur, partner, self-employed Managing director, board member,	% 12
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 12 2
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	% 12 2
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 12 2
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	% 12 2 2
Position in 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 Lecturer teacher scientific assistant	% 12 2 10 30
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant	% 12 2 10 30 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Skilled worker	% 12 2 10 30 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Skilled worker Other position	% 12 2 10 30 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Skilled worker Other position Trainee	% 12 2 10 30 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Skilled worker Other position Trainee Student Housewife/man	2 10 30 4 4 4 10
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Skilled worker Other position Trainee Student Housewife/man Old-age pensioner	% 12 2 10 30 4 4 4 10 19
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Skilled worker Other position Trainee Student Housewife/man Old-age pensioner	2 10 30 4 4 4 10
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Skilled worker Other position Trainee Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	% 12 2 10 30 4 4 4 10 19 9 2 %
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Skilled worker Other position Trainee Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007	% 12 2 10 30 4 4 4 4 10 19 2 2 % 30 30
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Skilled worker Other position Trainee Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2007	% 12 2 10 30 30 4 4 4 10 19 2 2 % 30 25
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Skilled worker Other position Trainee Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2006 2005	% 12 2 10 30 30 4 4 4 10 19 9 2 2 % 30 30 30 2 5 16
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Skilled worker Other position Trainee Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2007	% 12 2 10 30 30 4 4 4 10 19 2 2 % 30 25
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Lecturer, teacher, scientific assistant Skilled worker Other position Trainee Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	9% 12 2 30 30 4 4 4 10 19 2 9%

First visit

---- Karlsruhe

Basic data all visitors

Dasic data dii Visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 78 13 8 1
Total Germany Baden- Württemberg 81 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse 3 Schleswig- Mecklenburg- West Pommerania Lower Saxony - North Rhine- Westphalia 1 Rhineland Palatinate - Saxony - Saxony - Saxony-Anhalt - Saxony - Holstein - Thuringia	98 - 13 1 - -
Total Foreign of which EU Other	2 94 6
The country with the highest visitor share France	% 88
Position in 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	% 17 2 2 9 27 4 4 - 3 3 9 17 2
Frequency of visits to trade fair 2007 2006 2005 Earlier events First visit	% 30 25 16 7 44

Additional data private visitors

Sex Male Female	% 42 58
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 6 14 30 27 17
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 2 10 17 13 12 31
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 49 16 20
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	42 29 29
Follow-up business Intend to buy at later date yes no maybe	% 38 16 46

Total number of visitors	4 317
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	% 92 6 2
over 300 km	1
Total Germany Baden- Württemberg 89 Westphalia Bavaria - Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	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	% 5 1 1 5 47 9 5 3 8 9 3 1 4
Frequency of visits to trade fair 2007	% 11

Additional data private visitors

Karlsruher Hochzeits- und Festtage ----- Karlsruhe

Sex Male Female	% 32 68
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 70 years over 70 years	% 4 70 22 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	% 4 12 10 13 19 8 6 28
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 76 10 5
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 14 33 53
Follow-up business Intend to buy at later date yes no maybe	% 41 8 51
Conducted by: Gelszus Messe- Marktforschu	ına



Horizont — Karlsruhe

Basic data private visitors

Total number of visitors	16 230
Proportion of private visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 82 11 6
Total Germany Baden- Württemberg 86 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg + Saxony Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	98 - 12 - - -
Total Foreign of which EU Other	2 93 7
The country with the highest visitor share France	% 86
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	9
Frequency of visits to trade fair	N/A

Additional data private visitors

Sex Male Female	% 56 44
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 5 8 16 29 24 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 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR N/A	% 5 10 11 12 14 12 10 27
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 45 18 19 7
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes no maybe	36 33 31
Follow-up business Intend to buy at later date	%
yes no maybe	27 21 52
Conducted by: Gelszus Messe- Marktforschu GmbH, Dortmund	ing

LEARNTEC — Karlsruhe

Basic data trade visitors

	3 308
Proportion of trade visitors	98%
Region of residence	% 14
up to 50 km more than 50 km up to 100 km	16
more than 100 km up to 300 km	35
over 300 km	35
Total Germany Baden- North Rhine-	92
Württemberg 34 Westphalia	14
Bavaria 18 Rhineland-	
Berlin 2 Palatinate Brandenburg - Saarland	1
Bremen 1 Saxony	3
Hamburg 1 Saxony-Anhalt	1
Hesse 13 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia	2
Lower Saxony 4	
Total Foreign	8
of which EU	50
Rest of Europe	38
Other	13
ent of the state of the state of	
visitor shares	%
visitor shares Austria	34
visitor shares Austria Switzerland	34 34
visitor shares Austria Switzerland Position in the company/organisation	34 34
visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	34 34 9/ 13
visitor shares Austria Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	34 34 9/ 13
The two countries with the highest visitor shares Austria 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.	9/ 9/ 13
visitor shares Austria 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 with managerial responsibility	9/ 13 2
visitor shares Austria 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 staff/public service	34 34 9% 13
visitor shares Austria 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 staff/public service Skilled worker	34 34 9/ 13 20 20
visitor shares Austria 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant	34 34 9/ 13 20 20
visitor shares Austria 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9% 13 20 20 21
visitor shares Austria 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 staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9/4 34 9/4 13 20 20 21 17
visitor shares Austria 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	34 34 34 34 37 20 20 20 21 37
visitor shares Austria 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	34 34 9% 13 7 20 26 27 17 11
visitor shares 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 2007	34 34 9% 13 7 20 20 20 21 7
visitor shares Austria 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2007 2006 2005	34 34 9% 13 7 20 20 20 21 21 21 21 22 22 22 22 22 22 22 22 22
visitor shares Austria 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2007 2006	33-3 99-11: 21: 22: 21: 39-22: 22: 22: 22: 23: 24: 24: 25: 26: 27: 27: 28: 28: 28: 28: 28: 28: 28: 28

Earlier events First visit

Additional data trade visitors

Economic sector	%
Educational facility	24
Research/teaching	9
Public authority/administration	6
Industry	9
Trade/sales	4
Bank, insurance company	4 2 2 3 10
Medicine	2
Publishing house	2
Consultancy IT, software	10
Training	4
Multimedia	4
Service	7
Other sectors	4 4 7 3 7
Student	7
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	%
Decisively	20
Collectively	40 24
In an advisory capacity No	8
Student	7
Other not gainfully employed	1
	۰,
Area of responsibility	%
Management Research/development/design	15 10
Planning/work preparation	5
Manufacture/production	5 3 2 2
Production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	. 1
Information, communication technology (EDP) Administration/organisation/personnel/	19
social welfare/training	31
Marketing/sales/advertising/PR	14
Maintenance/repairs	1
Storage/material management/logistics/	
transport Other area	13
Student	7
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4 11 500- 999	6
5- 9 6 1 000- 9 999	18
10- 49 14 10 000 and more	14
50- 99 5 Student	7
	- /
100-199 8 Other not gainfully	
	1
100-199 8 Other not gainfully 200-499 9 employed	1
100-199 8 Other not gainfully 200-499 9 employed Length of stay 1.Length of stay (days):	%
100-199 8 Other not gainfully 200-499 9 employed Length of stay	1 % 10

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

3. Share of visitors on the event's days:
1st day 46 2nd day 52 3rd day 36

offerta ---- Karlsruhe

Basic data private visitors

Total number of visitors	133 545
Proportion of private visitors	96%
Region of residence	%
up to 50 km	93
more than 50 km up to 100 km more than 100 km up to 300 km	5
over 300 km	1
Total Germany	99
Baden- North Rhine- Württemberg 91 Westphalia	
Bavaria - Rhineland-	
Berlin - Palatinate	8
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse - Schleswig-	
Hesse - Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	
West Pommerania - Thuringia Lower Saxony -	
Total Foreign	1
of which EU	87
Other	
Other	13
The country with the highest visitor	
The country with the highest visitor share	%
The country with the highest visitor	%
The country with the highest visitor share France	% 80 1 %
The country with the highest visitor share France	% 80
The country with the highest visitor share France	% 80 1 %
The country with the highest visitor share France Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 80 1 %
The country with the highest visitor share France Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	% 80 1 %
The country with the highest visitor share 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	9/ 80 1 9/ 6
The country with the highest visitor share 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 ther salaried staff/public service	%80 1 %6
The country with the highest visitor share 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 staff/public service Skilled worker	% 80 1 % 6
The country with the highest visitor share 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant	%80 1 %6
The country with the highest visitor share 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	%80 1 %6
The country with the highest visitor share 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Trainee Other position	%80 80 80 80 80 80 80 80 80 80 80 80 80 8
The country with the highest visitor share 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	%80 80 90 90 90 90 90 90 90 90 90 90 90 90 90
The country with the highest visitor share 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	%80 80 90 80 80 80 80 80 80 80 80 80 80 80 80 80
The country with the highest visitor share 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	%80 80 90 90 90 90 90 90 90 90 90 90 90 90 90
The country with the highest visitor share 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 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	% 80 80 90 90 90 90
The country with the highest visitor share 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 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 2007	% 80 80 90 90 90 90 90 90 90 90 90 90 90 90 90
The country with the highest visitor share 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other of gainfully employed Frequency of visits to trade fair 2007	% 80 80 80 80 80 80 80 80 80 80 80 80 80 8
The country with the highest visitor share 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 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 2007 2006 2005	%86 86 96 96 97 97 97 97 97 97 97 97 97 97 97 97 97
The country with the highest visitor share 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other of gainfully employed Frequency of visits to trade fair 2007	% 80 80 80 80 80 80 80 80 80 80 80 80 80 8

Additional data private visitors

Sex Male Female	% 40 60
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 15 15 26 17 11
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 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 12 16 9 7 26
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 39 19 21
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 63 10 27
Follow-up business Intend to buy at later date yes no maybe	% 17 24 60

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

RESALE — Karlsruhe

Total number of visitors	10 081
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	10
more than 50 km up to 100 km	9 16
more than 100 km up to 300 km over 300 km	64
Total Germany	44
Baden- North Rhine- Württemberg 52 Westphalia	11
Bavaria 7 Rhineland-	- 11
Berlin 3 Palatinate	7
Brandenburg - Saarland	2
Bremen 1 Saxony Hamburg - Saxony-Anhalt	2
Hamburg - Saxony-Anhalt Hesse 9 Schleswig-	-
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony 3	1
Total Foreign	56
of which EU	26
Rest of Europe	24
Africa	19
Middle East South-, East-, Central Asia	7 12
Other	4
The four countries with the highest	0/
visitor shares Ukraine	% 10
Russia	7
Belarus	6
India	6
Position in the company/organisation Entrepreneur, partner, self-employed	% 40
Managing director, board member,	40
head of an authority etc.	22
Senior department head, other employed	e .
with managerial responsibility	4 13
Department head, group head Other salaried staff/public service	13
Skilled worker '	5
Lecturer, teacher, scientific assistant	1 - 3 4 2
Trainee	-
Other position Student	3 1
Other not gainfully employed	2
Frequency of visits to trade fair	%
2007	17
2006 2005	12 6
2004	5
Earlier events	4
First visit	60

Additional data trade visitors

Additional data trade visitors	
Economic sector	%
Industry Trade	54 19
Skilled trades	
Service	9
Authority/public services Vocational school/polytechnic/university	5 9 1 2 4
Other sectors	7
Student	4
Other not gainfully employed	2
Influence on purchasing/	01
procurement decisions Decisively	% 49
Collectively	26
In an advisory capacity	14
No Student	5
Student Other not gainfully employed	4 2
Area of responsibility	%
Management	42
Research/development/design	10 13
Planning/work preparation Manufacture/production	26
Production, quality control	6
Buying/procurement	21
Finance/accounting, controlling Information, communication technology (EDF	4 2 (د
Administration/organisation/personnel/	, -
social welfare/training	. 2
Marketing/sales/advertising/PR Storage/material management/logistics/	12
transport	4
Maintenance/repairs	7
Other area	
Student Other not gainfully employed	4
Size of company/organisation:	0/
Number of employees: 1- 4 23 500- 999	% 5 5 2 4
1- 4 23 500- 999 5- 9 12 1 000- 9 999	5
10- 49 25 10 000 and more	2
50- 99 9 Student	4
100-199 8 Other not gainfully 200-499 6 employed	2
Length of stay	%
1. Length of stay (days): one 72 two 19 three	10
2. Average length of stay 1,4 c	lays
3. Share of visitors on the event's days:	•
1st day 45 2nd day 47 3rd day	47
Conducted by: Gelszus Messe- Marktforschu GmbH, Dortmund	ng

ALLGÄUER FESTWOCHE (2007) — Kempten

Basic data private visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden Württemberg 7 Westphalia Bavaria 91 Rhineland- Berlin - Palatinate Brandenburg - 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 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 2006 2005 2005 2005 2005 2006 Earlier events	Total number of visitors	97 226
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km Ver 300 km Total Germany Baden- Württemberg 7 Westphalia 18 Bavaria 91 Rhineland- Berlin - Palatinate 19 Brandenburg - Saxony Hamburg - Saxony Hamburg - Schleswig- Mecklenburg- West Pommerania - Thuringia 19 Lower Saxony - 10 Total Foreign Position in the company/organisation Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 3 Other salaried staff, public service Skilled worker 16 Lecturer, teacher, scientific assistant Trainee 0 Other position 5 Student 19 Lecturer, teacher, scientific assistant Trainee 10 Other position 5 Student 19 Lecturer, teacher, scientific assistant Trainee 10 Other position 5 Student 19 Lecturer, teacher, scientific assistant Trainee 10 Other not gainfully employed 2 Frequency of visits to trade fair 2006 2005 2005 2005 2005 2005 2005 2005	Proportion of private visitors	96%
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- North Rhine- Württemberg 7 Westphalia Bavaria 91 Rhineland- Berlin - Palatinate Brandenburg - Saxony-Anhalt Hesse - Schleswig- Hecklenburg- Holstein West Pommerania - Thuringia Lower Saxony - Thuringia Lower Saxony - Thuringia Lower Saxony - Saxony-Anhalt Hesse - Schleswig- Hesse - Schleswig- Holstein West Pommerania - Thuringia Lower Saxony - Thuring		%
more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 7 Westphalia Bavaria 91 Rhineland- Berlin - Palatinate Brandenburg - Saxony-Anhalt Hesse - Schleswig- Holstein - 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 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 2006 2005 2005 2006 2005 2006 2007 Earlier events		
over 300 km Total Germany Baden- Württemberg 7 Westphalia 18 Bavaria 91 Rhineland- Berlin - Palatinate 19 Brandenburg - Saxony Hamburg - Saxony Hamburg - Saxony Holstein - Schleswig- Mecklenburg- West Pommerania - Thuringia - Thuring	more than 50 km up to 100 km	
Baden- North Rhine- Württemberg 7 Westphalia 18 Pavaria 91 Rhineland- 18 Prandenburg - Saarland - Saarland - Saarland - Saarland - Saxony Hamburg - Saxony-Anhalt Hesse - Schleswig- Holstein - Thuringia Lower Saxony - Total Foreign - Thuringia Lower Saxony - Total Foreign - Thuringia Lower Saxony		4
Württemberg 7 Westphalia 8 Bavaria 91 Rhineland- Berlin - Palatinate 1 Brandenburg - Saxony - Anhalt 1 Bremen - Saxony - Anhalt 1 Brese - Saxony - Brese - Saxony - Anhalt 1 Brese - Saxony - Brese - Saxony - Brese -	Total Germany	99
Bavaria 91 Rhineland- Berdin - Palatinate 1 Brandenburg - Saarland 5 Bremen - Saxony Hamburg - Saxony-Anhalt 1 Hesse - Sakony Holstein West Pommerania 1 Lower Saxony - Total Foreign 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 3 Other salaried staff, public service 3 Skilled worker 10 Lecturer, teacher, scientific assistant 1 Trainee 1 Other position 1 Student 1 Housewife/man 1 Old-age pensioner 2 Old-age pensioner 2 Other not gainfully employed 2 Frequency of visits to trade fair 2 006 6 2005 6 2006 6 2006 6 2006 6 2006 6 2007 6 Earlier events 8		
Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony Hesse - Schleswig- Mecklenburg- 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 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 2006 2005 2005 2005 2005 2006 2arier events		- 1
Brandenburg Bremen Brenen Bremen Bremen Bremen Bremen Brenen Bremen Bremen Brenen Bren		1
Bremen - Saxony - Saxony - Saxony - Saxony - Saxony-Anhalt - Schleswig-Mecklenburg-		1
Hamburg - Saxony-Anhalt Hesse - Schleswig-Mecklenburg-West Pommerania Lower Saxony - Thuringia - Thuri	Bremen - Saxony	-
Mecklenburg- West Pommerania - Thuringia Lower Saxony - Thuringia Position in 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 10 Lecturer, teacher, scientific assistant Trainee 10 Other position 10 Student 10 Housewife/man 10 Old-age pensioner 25 Old-age pensioner 25 Other not gainfully employed 27 Frequency of visits to trade fair 2006 66 2005 66 2005 66 2006 67 2006 67 2007 Earlier events 88	Hamburg - Saxony-Anhalt	-
West Pommerania - Thuringia -	Hesse - Schleswig-	
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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee 10ther position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2006 2005 2005 2005 2006 Earlier events **Self-employed** **Self-employed** **Self-employed** **Self-employee**		-
Position in 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 2006 2005 2005 2004 Earlier events		-
Entrepreneur, partner, self-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 10. Lecturer, teacher, scientific assistant Trainee 17. Other position 17. Student 18. Housewife/man 19. Old-age pensioner 25. Old-age pensioner 25. Other not gainfully employed 17. Frequency of visits to trade fair 2006 67. 2005 68. 2004 66. 2005 68. 2004 67. 2006 68.	Total Foreign	1
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 2006 2005 2005 2005 2006 2001 Earlier events	Position in the company/organisation	%
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 2006 2005 2005 2004 Earlier events	Entrepreneur, partner, self-employed	9
Senior department fiead, other employee with managerial responsibility Department head, group head 3. Other salaried staff, public service 3. Skilled worker 10. Lecturer, teacher, scientific assistant Trainee 1. Other position 2. Student 1. Housewife/man 1. Old-age pensioner 2. Other not gainfully employed 2. Prequency of visits to trade fair 2. 2005 6. 2005 6. 2005 6. 2005 6. 2005 6. 2006 6. 20	Managing director, board member,	
with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2006 2005 2005 2005 2004 Earlier events 37	Senior department head other employed	-
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 2006 2005 2005 2004 Earlier events 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	with managerial responsibility	-
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 Earlier events 83	Department head, group head	3
Lecturer, teacher, scientific assistant Trainee 1 Other position 2 Student 5 Housewife/man 7 Old-age pensioner 2 Other not gainfully employed 2 Frequency of visits to trade fair 2 2006 7 2005 66 2004 66 Earlier events 8		37
Trainee Other position 2 Other position 2 Student 3 Housewife/man 7 Old-age pensioner 25 Other not gainfully employed 2 Frequency of visits to trade fair 2006 7 2005 66 2004 66 Earlier events 8		10
Frequency of visits to trade fair % 2006 70 2005 68 2004 67 Earlier events 83		
Frequency of visits to trade fair % 2006 70 2005 68 2004 67 Earlier events 83		1
Frequency of visits to trade fair % 2006 70 2005 68 2004 67 Earlier events 83		2
Frequency of visits to trade fair % 2006 70 2005 68 2004 67 Earlier events 83		7
Frequency of visits to trade fair % 2006 70 2005 68 2004 67 Earlier events 83		25
2006 77 2005 68 2004 67 Earlier events 83	Other not gainfully employed	2
2005 68 2004 67 Earlier events 83	Frequency of visits to trade fair	%
2004 67 Earlier events 83		70
Earlier events 83		
	First visit	9

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

DENEX (2007) ---- Kassel

Basic data trade visitors

Total number of visitors	2 718
Proportion of trade visitors	68%
Region of residence	%
up to 50 km more than 50 km up to 100 km	51 16
more than 100 km up to 300 km	22
over 300 km	11
Total Germany	98
Baden- North Rhine- Wiirttemberg 4 Westphalia	10
Württemberg 4 Westphalia Bayaria 6 Rhineland-	10
Berlin 1 Palatinate	1
Brandenburg - Saarland	-
Bremen - Saxony Hamburg 1 Saxony-Anhalt	1
Hesse 63 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony 8	4
Total Foreign	1
Position in the company/organisation	, %
Entrepreneur, partner, self-employed	36
Managing director, board member, head of an authority etc.	2
Senior department head, other employe	
with managerial responsibility	2
Department head, group head Other salaried staff, public service	6 22
Skilled worker	22
Lecturer, teacher, scientific assistant	4
Apprentice, trainee Other position	1
Other position	6
Farmer	11
Farmer Student	
Student Housewife/man	2
Student	
Student Housewife/man	2

Basic data private visitors

Proportion of private visitors	32%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 76 12 7 4
Total Germany Baden- North Rhine-	100
Württemberg 1 Westphalia Bayaria 3 Rhineland-	2
Berlin - Palatinate Brandenburg - Saarland	1
Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 82 Schleswig-	-
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 9	2
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 11
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service	1 4 28
Skilled worker Lecturer, teacher, scientific assistant Apprentice, trainee	7 1 1
Other position Farmer Student Housewife/man	5 4 4 33
Old-age pensioner Frequency of visits to trade fair 2006 First visit	% 21 79

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 3 Westphalia Bavaria 5 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 69 Schleswig- Mecklenburg- West Pommerania Lower Saxony 8	99 8 1 - 1 - - 3	
Total Foreign	1	
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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Apprentice, trainee Other position Farmer Student Housewife/man Old-age pensioner	1 % 28 1 1 6 24 4 3 1 - 6 9 2 1 3	

Additional data trade visitors

Economic sector	
Architect's, planner's, engineer's office, energy consultant	
Agriculture and forestry	
Plant construction, industry, production	
Skilled trades, installation, sanitary, heating,	
air-conditioning	
Trade, sales	
Public office, authority, ministry Energy supplies	
Other	
Student	
Other not gainfully employed	
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	
procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility	
procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management	
procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management Research, development, design	
procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed Area of responsibility Management	

Area of responsibility	9
Management	40
Research, development, design	8
Planning, work preparation	1
Manufacture, production	4
Production, quality control	
Buying, procurement	2
Finance, accounting, controlling	- 2
Information, communication technology (EDP))
Administration, organisation, personnel,	
social welfare, training	
Marketing, sales, advertising, PR	-
Storage, material management, logistics,	
transport	1
Maintenance, repairs	1
Manufacture, production, factory operations	1
Other area	
Other not gainfully employed	- 2

Size of con	npany/	organisation:	
Number of	employ	ees:	%
1- 4	31 1	1 000 - 9 999	5
5- 9	11	10 000 and more	2
10- 49	16	200 - 499	4
50- 99	6	Student	11
100-199	5	Other not gainfully	
500-999	2	employed	6

Length of 1. Length	stay	. (days).			%
one	80	two	19	three	2
2. Average	lengt	h of stay		1,2	days
3. Share of 1st day	f visito 35	ors on the 2nd day	event's / 53	days: 3rd day	34

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	% 1 8 14 22 24 24 6
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	% 2 12 15 21 17 5 4 24
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 9 38 21 19
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe N/A	% 8 61 27 4
Follow-up business Intend to buy at later date yes no maybe N/A	% 30 27 39 4

Conducted by: Messe- und Congress-beratung Dirr, Hamburg

CARBON EXPO ---- Köln

Basic data trade visitors

Total number of visitors	6 406
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	6
more than 50 km up to 100 km	4 10
more than 100 km up to 300 km over 300 km	81
Total Germany	20
Baden- North Rhine-	20
Württemberg 9 Westphalia Bavaria 13 Rhineland-	39
Berlin 4 Palatinate	13
Brandenhurg - Saarland	2
Bremen - Saxony	-
Hamburg 5 Saxony-Anhalt Hesse 14 Schleswig-	-
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 2	
Total Foreign	80
of which EU	43
Rest of Europe	7
Africa North America	6 10
South and Central America	11
Middle East	1
South-, East-, Central Asia Australia	18 4
Australia	4
The four countries with the highest	0/
visitor shares Great Britain	% 13
USA	7
Netherlands	6
Spain	4
Position in the company/organisation Entrepreneur, partner, self-employed	%
Managing director, board member	13
Managing director, board member, head of an authority etc.	15
Senior department head, other employee	
with managerial responsibility	15 16
Department head, group head Other salaried staff/public service	14
Skilled worker .	
Lecturer, teacher, scientific assistant	3
Trainee Other position	3 3 2 13
Other position Student	6
Frequency of visits to trade fair	%
2007	32
2006	21
2005 Farlier events	13 5
Earlier events First visit	60
i ii ac viaic	00

Additional data trade visitors	
Economic sector Industry Service Provider Financial intermediary Consultants Trade Project developer Public authority Authorising agency Non-governmental organisation Research Bilateral/multilateral organisation Student	% 20 13 7 14 6 9 11 1 5 3 6
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 27 26 28 12 6
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 20 21 4 5 13 14 9) 6
Size of company/organisation: Number of employees: 1 - 4 7 200 499 5 - 9 7 500 999 10 - 49 21 1 0000 999 50 - 99 5 10 000 and more 100-199 6 Student	% 5 6 18 18
Length of stay 1. Length of stay (days): one 21 two 15 three 2. Average length of stay 2,4 d 3. Share of visitors on the event's days: 1st day 79 2nd day 88 3rd day	% 64 ays 75

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

Rasic data trade visitors

domotechnica ---- Köln

Total number of visitors	10 808
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	12 5
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	13
over 300 km	70
Total Germany Baden- North Rhine-	31
Württemberg 10 Westphalia Bavaria 11 Rhineland-	51
Berlin 4 Palatinate	6
Brandenburg 1 Saarland Bremen - Saxony	1
Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig-	1
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony 6	3
Total Foreign	69
of which EU	49
Rest of Europe Africa	11 5
North America	4
middle East East Asia	23
Other	3
The five countries with the highest	0/
visitor shares China (PR)	% 14
Italy ` ´	11
Great Britain Turkey	7
France	6
Position in the company/organisation	
Entrepreneur, partner, self-employed Managing director, board member,	29
Managing director, board member, head of an authority etc.	18
Senior department head, other employed with managerial responsibility	e 14
Department head, group head	19 11
Other salaried staff/public service Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee Other position	5
Student	1
Other not gainfully employed	1
Frequency of visits to trade fair 2006	% 42
2004	25
Earlier events	27 41

First visit

Additional data trade visitors

Economic sector Industry Specialist retail trade Wholesale and foreign trade Import/export	% 42 11 10
Mail order Buyers' associations, buyers' organisations Skilled trades Service Other Student Other not gainfully employed	2 1 1 1 9 4 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 43 28 19 8
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	98 38 38 38 38 38 38 38 38 38 38 38 38 38
Size of company/organisation: Number of employees: 1 - 4 10 500 999 5 - 9 9 1 000 999 10 000 and more 50 - 99 9 Student 50 - 99 9 Student 100 - 199 8 Other not gainfully 200 - 499 200 - 499 12 employed	% 14 9 1
Length of stay 1. Length of stay (days): one 52 three 10 two 29 four 10 2. Average length of stay 1,8 3. Share of visitors on the event's days: 1st day 44 3rd day 53	% days





INT. HARDWARE FAIR / PRACTICAL WORLD ----- Köln

Rasic data trade visitors

Basic data trade visitors		
Total number of visitors	56 413	
Proportion of trade visitors	73%	
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	% 20 13 15 53	
Total Germany	54	
Baden- North Rhine- Württemberg 8 Westphalia Bayaria 5 Rhineland-	58	
Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony	6 1	
Bremen - Saxony Hamburg 2 Saxony-Anhalt Hesse 7 Schleswig-	2	
Mecklenburg- West Pommerania Lower Saxony 6	1	
Total Foreign of which EU Rest of Europe	46 60 9	
Africa North America	4 5	
South and Central America middle East	3	
East Asia Australia	11 3	
The five countries with the highest visitor shares Great Britain Netherlands France Spain Italy	% 8 7 6 5	
Position in the company/organisation Entrepreneur, partner, self-employed	% 30	
Managing director, board member, head of an authority etc.	16	
Senior department head, other employed with managerial responsibility	9	
Department head, group head Other salaried staff/public service	18 12	
Skilled worker Lecturer, teacher, scientific assistant	4	
Trainee Other position	2	
Student Other not gainfully employed	4 2 2 4 3 1	
Frequency of visits to trade fair 2006	% 43	
2004 2003	32 24	
Earlier events First visit	26 40	

Additional data trade visitors

Economic sector Industry Retail trade Wholesale/foreign trade Import/export Mail order Skilled trades Service Authority/public services University, research Other Student Other not gainfully employed	% 30 14 22 9 1 7 7 2 1 3 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 42 30 17 8 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 34 11 10 14 6 36 7 7 9) 3 8 6 8 8 3 1
Size of company/organisation: Number of employees: 1- 4 17 500- 999 1- 999 10- 49 23 10000 and more 10- 99 999 10- 49 23 10 000 and more 50- 99 9 Student 100-199 7 Other not gainfully 200-499 10 employed	% 5 8 5 3
Length of stay 1. Length of stay (days): one 55 three 12 two 23 four 10 2. Average length of stay 1,8 of 3. Share of visitors on the event's days: 1st day 45 3rd day 48 2nd day 53 4th day 32	% lays

Conducted by: factx Gesellschaft für Markt-

und Sozialforschung, Köln

imm cologne ---- Köln

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	106 677
Proportion of trade visitors	67%
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 11 25 50
Total Germany	70
Baden- North Rhine- Württemberg 13 Westphalia Bavaria 11 Rhineland- Berlin 3 Palatinate	49 6
Brandenburg - Saarland	1
Bremen - Saxony Hamburg 2 Saxony-Anhalt Hesse 7 Schleswig-	
Mecklenburg- West Pommerania Lower Saxony Holstein - Thuringia 6	1
Total Foreign of which EU Rest of Europe North America South and Central America East Asia	30 61 17 3 4
Other The five countries with the highest visitor shares Austria Netherlands Belgium Italy Switzerland	% 10 9 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 employed with managerial responsibility Department head, group head Other salaried staff/public service	8 ee 5 10
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	10 5 1 9 4 14 1
Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events First visit	% 42 38 32 27 26 34

Additional data trade visitors

Economic sector Industry Trade Skilled trades Service Authority/public services	% 21 28 17 13
University, research Other Student	1 4 14
Other not gainfully employed	1
Influence on purchasing/	0/
procurement decisions Decisively	% 30
Collectively In an advisory capacity	26 18
No Student	12 14
Other not gainfully employed	1
Area of responsibility	%
Management Research/development/design	29 13
Planning/work preparation	20 20
Manufacture/production Production, quality control	6
Buying/procurement Finance/accounting, controlling	22 5
Information, communication technology (E Administration/organisation/personnel/	DP) 2
social welfare/training	6 25
Marketing/sales/advertising/PR Storage/material management/logistics/	
transport Maintenance/repairs	6 5
Other area Student	11 14
Other not gainfully employed	1
Size of company/organisation:	
Number of employees: 1- 4 26 500- 999	% 3
5- 9 12 1 000- 9 999	
10- 49 17 10 000 and more 50- 99 6 Student	6 3 14
10- 49 17 10 000 and more	3
10- 49 17 10 000 and more 50- 99 6 Student 100-199 6 Other not gainfully	14 14
10- 49 17 10 000 and more 50- 99 6 Student 100-199 6 Other not gainfully 200-499 7 employed Length of stay 1.Length of stay (days):	3 14 1
10- 49 17 10 000 and more 50- 99 6 Student 100- 199 6 Other not gainfully 200-499 7 Ength of stay 1. Length of stay 1. Length of stay one 62 four 3 seven two 22 five 2	14 14
10- 49 17 10 000 and more 50- 99 6 Student 100- 199 6 Other not gainfully 200- 499 7 Other not gainfully 200- 499 7 employed Length of stay 1. Length of stay (days): one 62 four 3 seven two 22 five 2 three 9 six 1	3 14 1
10- 49 17 10 000 and more 50- 99 6 Student 100-199 6 Other not gainfully 200-499 7 employed Length of stay 1. Length of stay (days): one 62 four 3 seven two 22 five 2 three 9 six 1 2. Average length of stay 1, 3. Share of visitors on the event's days:	3 14 1 % 1 7 days
10- 49 17 10 000 and more 50- 99 6 Student 100- 199 6 Other not gainfully 200- 499 7 Ength of stay (lays): one 62 four 3 seven two 22 five 2 three 9 six 1 2. Average length of stay 1,2	3 14 1 % 1 7 days

Haus & Wohnen ---- Köln

Basic data private visitors

Total number of visitors	21 483
Proportion of private visitors	77%
Region of residence	%
up to 50 km	85
more than 50 km up to 100 km	10
more than 100 km up to 300 km over 300 km	5
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia	96
Bavaria - Rhineland-	2
Berlin - Palatinate	2
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt Hesse - Schleswig-	
Mecklenburg Schleswig-	_
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	1
Position in the company/organisation	%
Entrepreneur, partner, self-employed	10
Managing director, board member,	
head of an authority etc.	2
Senior department head, other employee	
with managerial responsibility	2 6
Department head, group head Other salaried staff/public service	25
Skilled worker	6
Lecturer, teacher, scientific assistant	4
Trainee	ī
Other position	4
Student	6
Housewife/man	6
Old-age pensioner	27
Other not gainfully employed	3
Frequency of visits to trade fair	%
2006	14
2004	7
Earlier events	10
First visit	62

Basic data all visitors

-		
Region of residence	e	%
up to 50 km	1 . 100	85
more than 50 km up more than 100 km u) to 100 km	10 5
over 300 km	ip to 300 kili	5
Total Germany		99
Baden-	North Rhine-	
Württemberg Bayaria	 Westphalia Rhineland- 	96
Bavaria Berlin	- Rnineiano- - Palatinate	2
Brandenburg	- Saarland	-
Bremen	- Saxony	-
Hamburg	- Saxony-Anhalt	-
Hesse Mecklenburg-	- Schleswig- Holstein	_
West Pommerania	- Thuringia	_
Lower Saxony		
LOWER SUKORY		
Total Foreign		1
Total Foreign Position in the com	npany/organisation	
Total Foreign Position in the comentrepreneur, partne	r, self-employed	
Total Foreign Position in the com Entrepreneur, partne Managing director, b	r, self-employed board member,	% 16
Total Foreign Position in the comentrepreneur, partne	r, self-employed poard member, etc.	
Total Foreign Position in the com Entrepreneur, partne Managing director, k head of an authority Senior department h with managerial resy	r, self-employed poard member, etc. ead, other employee ponsibility	% 16 3
Total Foreign Position in the com Entrepreneur, partne Managing director, b head of an authority Senior department h with managerial resp Department head, gı	r, self-employed poard member, etc. ead, other employee ponsibility roup head	% 16 3 2 6
Total Foreign Position in the com Entrepreneur, partne Managing director, I head of an authority Senior department h with managerial resp Department head, g Other salaried staffig	r, self-employed poard member, etc. ead, other employee ponsibility roup head	% 16 3 2 6 22
Position in the com Entrepreneur, partne Managing director, b head of an authority Senior department h with managerial resp Department head, gl Other salaried staff/s Skilled worker Lecturer, teacher, sci	r, self-employed poard member, etc. ead, other employee ponsibility roup head public service	% 16 3 2 6 22 6
Total Foreign Position in the com Entrepreneur, partne Managing director, I head of an authority Senior department h with managerial resp Department head, gu Other salaried staff/g Skilled worker Lecturer, teacher, sci Trainee	r, self-employed poard member, etc. ead, other employee ponsibility roup head public service	% 16 3 2 6 22 6
Position in the com Entrepreneur, partne Managing director, b head of an authority Senior department h with managerial resp Department head, gl Other salaried staff/r Skilled worker Lecturer, teacher, sci Trainee Other position	r, self-employed poard member, etc. ead, other employee ponsibility roup head public service	% 16 3 2 6 22 6
Total Foreign Position in the com Entrepreneur, partne Managing director, bead of an authority Senior department h with managerial resp Department head, gl Other salaried staff/r Skilled worker Lecturer, teacher, sci Trainee Other position Student	r, self-employed poard member, etc. ead, other employee ponsibility roup head public service	% 16 3 2 6 22 6
Position in the com Entrepreneur, partne Managing director, b head of an authority Senior department h with managerial resp Department head, gl Other salaried staff/r Skilled worker Lecturer, teacher, sci Trainee Other position	r, self-employed ooard member, etc. ead, other employee oonsibility roup head public service ientific assistant	% 16 3 2 6 22

Frequency of visits to trade fair 2006 2004

Earlier events First visit

Additional data private visitors

Sex Male Female	% 52 48
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 7 14 20 23 21 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	% 4 6 12 14 15 13 11 25
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 51 16 16 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 24 37 40
Follow-up business Intend to buy at later date yes no maybe	% 36 16 47

Conducted by: Walter, Wissler & Partner, Basel

Inter-Karneval (2006) ---- Köln

Total number of visitors	12 927
Proportion of private visitors	90% % 26 21 33 20
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	97
Baden- North Rhine- Württemberg 7 Westphalia Bavaria 8 Rhineland-	49
Berlin - Palatinate	12
Brandenburg - Saarland Bremen - Saxony	1
Hamburg - Saxony-Anhalt Hesse 17 Schleswig-	1
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony 3	2
Total foreign	3
Position in the company/organisation	%
Entrepreneur, partner, self-employed Other not gainfully employed	12 1
Managing director, board member,	
head of an authority etc. Senior department head, other employed	2
with managerial responsibility	1
Department head, group head Other salaried staff/public service	4 32
Skilled worker	7

Skilled worker Lecturer, teacher, scientific assistant Other position Student Housewife/man Old-age pensioner Frequency of visits to trade fair 2005 2004 2003 Earlier events % 38 30 20 7 53

First visit

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 3 600,- 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 maybe	% 39 9 53

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





INTERMOT ---- Köln

Basic data trade visitors

	172 883
Proportion of trade visitors	29%
Region of residence	%
up to 50 km	20
more than 50 km up to 100 km more than 100 km up to 300 km	12 23
over 300 km	45
Total Germany	68
Baden- North Rhine- Württemberg 12 Westphalia Bayaria 5 Rhineland-	46
Bavaria 5 Rhineland- Berlin 1 Palatinate	10
Brandenburg 1 Saarland	1
Bremen 1 Saxony	. 2
Hamburg 1 Saxony-Anhal Hesse 10 Schleswig-	t 1
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia Lower Saxony 6	1
	32
Total Foreign of which EU	68
Rest of Europe	8
North America	3
South and Central America Middle East	3
South-, East-, Central Asia Other	11 2
The five countries with the highest visitor shares Netherlands Belgium Italy	% 11 9 9
	6
Czech Republic Position in the company/organisation	
Czech Republic Position in the company/organisatic Entrepreneur, partner, self-employed	
Czech Republic Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member,	on %
Czech Republic Position in the company/organisatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	n % 38 12
Czech Republic 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	on % 38 12 ee
Czech Republic 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	on % 38 12 ee
Czech Republic 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	on % 38 12 ee 3 10 11 10
Czech Republic 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	on % 38 12 ee 3 10 11 10
Czech Republic 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	on % 38 12 ee 3 10 11 10
Czech Republic 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 Student	on % 38 12 ee 3 10 11 10
France Czech Republic 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 Student Other not gainfully employed	98 38 12 eee 3 10 11 11 12 5 5 2 2
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 Student Other not gainfully employed Frequency of visits to trade fair	on % 38 12 ee 3 10 11 10
Czech Republic 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 Student Other not gainfully employed Frequency of visits to trade fair 2006 2004	ee 33 10 11 10 10 11 10 10 10 10 10 10 10 10
Czech Republic 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 Student Other not gainfully employed	ee 3 10 11 10 2 5 5 2 2 % 52

Basic data private visitors

Proportion of private visitors	71%
Region of residence	%
up to 50 km	35
more than 50 km up to 100 km more than 100 km up to 300 km	24
more than 100 km up to 300 km over 300 km	24 16
Total Germany	94
Baden- North Rhine- Württemberg 5 Westphalia Bavaria 4 Rhineland-	65
Berlin 1 Palatinate	9
Brandenburg - Saarland	1
Bremen - Saxony	1
Hamburg - Saxony-Anhalt Hesse 8 Schleswig-	-
Mecklenburg- Holstein	1
West Pommerania - Thuringia	i
Lower Saxony 5	
Total Foreign of which EU	6 84
Rest of Europe	8
Australia	8
Netherlands Belgium Switzerland	45 8 8
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 staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 11 2 2 11 25 20 2 4 5
Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	1 6 1
2006 2004	36 13 9

Basic data all visitors

Busic data dii Visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 31 21 24 25
Total Germany Baden- Wirttemberg 7 Westphalia Bavaria 4 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	87 61 9 1 1 1 1
Total Foreign of which EU Rest of Europe North America South and Central America Middle East South, East-, Central Asia Other	14 73 8 3 2 8 2
The five countries with the highest visitor shares Netherlands Belgium Italy France Czech Republic	% 22 9 7 5 4
Position in 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	% 19 5 2 11 21 17 2 5 8 1 4
Frequency of visits to trade fair 2006 2004 2002 Earlier events First visit	% 41 18 13 21 46

Additional data trade visitors

Economic sector Industry Trade Skilled trades/garage Service	% 19 28 23 13
Authority/public services University, research Association Other	1 1 5 5 2
Student Other not gainfully employed	2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity	% 34 30 19
No Student Other not gainfully employed	10 5 2
Area of responsibility Management	% 33
Research/development/design Planning/work preparation	11
Manufacture/production Production, quality control	14
Buying/procurement	22
Finance/accounting, controlling Information, communication technology (EDI	9 P) 5
Administration/organisation/personnel/ social welfare/training	9
Marketing/sales/advertising/PR Storage/material management/logistics/	24
transport	9
Maintenance/repairs Other area	20 12
Student Other not gainfully employed	5
Size of company/organisation: Number of employees:	%
1- 4 30 500- 999 5- 9 15 1 000- 9 999	6
10- 49 17 10 000 and more	7
50- 99 5 Student 100-199 5 Other not gainfully	5
200-499 5 employed	2
Length of stay	%
1.Length of stay (days): one 68 three 7 five two 17 four 2	5
2. Average length of stay 1,6 o	days
3. Share of visitors on the event's days: 1st day 30 3rd day 33 5th day 2nd day 35 4th day 33	28

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 15 18 36 17 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	% 4 10 12 15 13 12 30
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 35 18 21
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 on on maybe	% 48 11 42

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

ISM ---- Köln

Basic data trade visitors

Total number of visitors	33 828
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	10 8
more than 100 km up to 300 km	18
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	65
Total Germany	45
Baden- North Rhine- Württemberg 11 Westphalia	44
Bavaria 10 Rhineland- Berlin 3 Palatinate	5
Brandenburg - Saarland	1
Bremen 1 Saxony	1
Hamburg 6 Saxony-Anhalt Hesse 5 Schleswig-	1
Mecklenburg- Holstein	4
West Pommerania - Thuringia	2
Lower Saxony 7	
Total Foreign	55
of which EU Rest of Europe	57 12
Africa '	4
North America	7 4
South and Central America middle East	4 6
East Asia	6 7
Australia	3
The five countries with the highest	0/
visitor shares Great Britain	% 10
Netherlands	9
Switzerland	7 6
Belgium France	6
Position in the company/organisation	n %
Entrepreneur partner self-employed	28
Managing director, board member, head of an authority etc. Senior department head, other employe	16
with managerial responsibility	10
Department head, group head	16
Other salaried staff/public service Skilled worker	14 4
Lecturer, teacher, scientific assistant	-
Trainee Other position	2 6
Other position Student	4
Frequency of visits to trade fair	%
2007	44
2006	37
2005 2004	30 26
Earlier events	20 39
First visit	

Additional data trade visitors

Additional data trade visitors	
Economic sector Industry Wholesale/foreign trade Retail trade Skilled trades Service Catering Authority/public services University, research Other Student	% 36 24 19 2 7 2 1 1 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 38 28 19 11 4
Area of responsibility Research/development/design Planning/work preparation Manufacture/production Production, quality control 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 Management	% 15 7 13 5 28 7 7 3 5 40 6 1 6 4 36
Size of company/organisation: Number of employees: 1- 4 14 200- 499 5- 9 10 500- 999 10- 49 17 1 000- 999 50- 99 9 10 000 and more 100-199 12 Student	% 12 5 12 6 4
Length of stay 1. Length of stay (days): one 48 three 16 two 27 four 9 2. Average length of stay 1,9 c 3. Share of visitors on the event's days: 1st day 45 3rd day 56 2nd day 57 4th day 28	% lays

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

Kind + Jugend ---- Köln

Basic data trade visitors	
Total number of visitors	16 757
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 16 69
Total Germany Baden- Württemberg 7 Westphalia Bawaria 18 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 3 Saxony-Anhalt Hesse 9 Schleswig- Mecklenburg- West Pommerania Lower Saxony 6	32 46 4 - 2 1 1
Total Foreign of which EU Rest of Europe North America Middle East South-, East-, Central Asia Other	69 67 6 3 5 14
The five countries with the highest visitor shares Netherlands France Great Britain Spain Italy	% 12 10 8 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	41 16
Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events First visit	% 37 27 20 16 11

First visit

Industry (manufacturer) % Industry (manufacturer) 21 Wholesale/foreign trade 17 Specialist retail trade 19 Buying association 1 Mail order 3 Chain store 3 Department store 1 Hypermarket 1 Online shop 6 Other retail 2 Commercial agent 3 Import/export 6 Skilled trades 1 Service 3 Media, press, publishing 3 Other 6 Student 3 Student 3 Student 3 Media, press, publishing 3 Other 6 Student 3 Student

Additional data trade visitors

Influence on purchasing/ procurement decisions	0/2
	% 48
Decisively Collectively	23
In an advisory capacity	17
No	.,
Student	ž

Area of responsibility	%
Management Research/development/design	50
Research/development/design	15
Planning/work preparation	9
Manufacture/production	12
Production, quality control	5
Buying/procurement	34
Finance/accounting, controlling	12
Information, communication technology	(EDP) 5
Administration/organisation/personnel/ social welfare/training	
social welfare/training	8
Marketing/sales/advertising/PR	37
Storage/material management/logistics/	
transport	7
Maintenance/repairs	3 8 3
Other area '	8
Student	3

Size of cor	npany/	organisation:		
Number of	employ	ees:		%
1- 4	27 1	200-	499	4
5- 9	16	500 -	999	4
10- 49	20	1 000-	9 999	7
50- 99	8	10 000 an	d more	6
100-199	6		Student	3

Length of 1. Length o	stay of stay	(davs):		%
one	44 ′	three	14	
two	30	four	12	
2. Average	length	n of stay		1,9 days
3. Share of	visito	rs on the ev	vent's	days:
1st day	50	3rd day	52	•
2nd dáy	57	4th day	34	

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln



Orgatec --- Köln

Basic data trade visitors

Total number of visitors	52 699
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	14
more than 50 km up to 100 km	7 23
more than 30 km up to 100 km more than 100 km up to 300 km over 300 km	56
Total Germany	60
Baden- North Rhine- Württemberg 14 Westphalia Bavaria 11 Rhineland-	40
Berlin 3 Palatinate	5
Brandenburg 1 Saarland	1
Bremen 1 Saxony	3
Hamburg 3 Saxony-Anhalt Hesse 10 Schleswig-	-
Hesse 10 Schleswig- Mecklenburg- Holstein	1
West Pommerania 1 Thuringia	i
Lower Saxony 7	
Total Foreign	40
of which EU	65
Rest of Europe	9
Africa	9 3 4 3
North America South and Central America	4
South-, East-, Central Asia	10
South-, East-, Central Asia Middle East	4
Australia	2
The five countries with the highest	
visitor shares	%
Great Britain Netherlands	11 10
Italy	8
France	6
Belgium	6
Position in the company/organisation Entrepreneur, partner, self-employed	%
Entrepreneur, partner, self-employed Managing director, board member,	32
head of an authority etc.	12
Senior department head, other employe	e
with managerial responsibility	7
Department head, group head Other salaried staff/public service	13 20
Lecturer, teacher, scientific assistant	1
Trainee	
Other position	2 5 6
Student Other not gainfully employed	1
Frequency of visits to trade fair 2006	% 41
2004	35
2002	28
2000 Farlier events	23 16
Earlier events	13

Additional data trade visitors

Economic sector Industry Trade Skilled trades Service Bank, insurance Authority/public services University, research Other Student Other not gainfully employed	% 30 24 3 24 2 5 1 5 6
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 36 30 18 9 6
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 33 14 21 11 4 23 7 7 7) 5
Size of company/organisation: Number of employees: 1 - 4 19 500 - 999 1 - 9 10 1 000 999 1 000 - 999 10 49 21 10 000 and more 50 99 7 Student 5 tudent 100-199 9 Other not gainfully 200-499 9 employed	% 6 9 4 6
Length of stay 1. Length of stay (days): one 58 three 11 five two 25 four 4 2. Average length of stay 1,7 c 3. Share of visitors on the event's days: 1st day 29 3rd day 44 5th day 2nd day 38 4th day 37	% 2 days

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

photokina --- Köln

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	116 547
Proportion of trade visitors	55%
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 13 23 44
Total Germany	66
Baden- North Rhine- Württemberg 9 Westphalia Bavaria 7 Rhineland- Berlin 2 Palatinate	53
Berlin 2 Palatinate	7
Brandenburg 1 Saarland Bremen - Saxony	1
Bremen - Saxony Hamburg 2 Saxony-Anhal Hesse 8 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 5	1
Total Foreign	34
of which EU Rest of Europe	68 8
Africa North America	2
South and Central America	2
Middle East South-, East-, Central Asia	10
Australia	1
The five countries with the highest	
visitor shares Netherlands	% 10
Belgium	19 12 5
France Great Britain	5
Italy	2
Position in the company/organisation	n %
Managing director, board member, head of an authority etc.	8
Senior department head, other employ	ee
with managerial responsibility Department head, group head	7
Other salaried staff/public service	10
Skilled worker Lecturer, teacher, scientific assistant	5
Trainee Other position	7
Student Other not gainfully employed	11
Frequency of visits to trade fair	%
2006 2004	4/ 3°
2002	35 27
2000	23 22
Earlier events	

Basic data all visitors

more than over 300	f residence km n 50 km up to 100 km n 100 km up to 300 km km	9/ 2! 11 2: 3:
Total Ger	rmanv	7:
Baden- Württemb	North Rhine-	6
Bavaria	6 Rhineland-	_
Berlin Brandenb	1 Palatinate urg 1 Saarland	
Bremen	- Saxony	
Hamburg Hesse	2 Saxony-Anhal 7 Schleswig-	lt
Mecklenb	urg- Holstein	
West Porr Lower Sax		
Total For		2
of which	EU Rest of Europe	7
	Africa	
	North America South and Central America	
	Middle East South-, East-, Central Asia	
	Australia	
Belgium Great Brit France Switzerlan		1.
	in the company/organisation	
Entreprend Managing	eur, partner, self-employed director, board member,	2
Entreprend Managing head of a Senior der	eur, partner, self-employed g director, board member, in authority etc. partment head, other employ	zee
Entreprend Managing head of a Senior dep with manage	eur, partner, self-employed 1 director, board member, 10 authority etc. 10 partment head, other employ 11 agerial responsibility	ee 2
Entreprend Managing head of a Senior del with mana Departme Other sala	eur, partner, self-employed of director, board member, in authority etc. partment head, other employ agerial responsibility int head, group head aried staff/public service	zee 1
Entreprend Managing head of a Senior de with mana Departme Other sala Skilled wo	eur, partner, self-employed of director, board member, in authority etc. partment head, other employ agerial responsibility int head, group head aried staff/public service	zee 1
Entreprend Managing head of a Senior del with mana Departme Other sala Skilled wo Lecturer, the	eur, partner, self-employed J director, board member, In authority etc. partment head, other employ agerial responsibility Int head, group head aried staff/public service orker teacher, scientific assistant	zee 1
Entreprend Managing head of a Senior del with man Departme Other sala Skilled wo Lecturer, t Trainee Other pos Student	eur, partner, self-employed y director, board member, in authority etc. partment head, other employ agerial responsibility int head, group head aried staff/public service orker teacher, scientific assistant sition	2 ree 1
Entreprene Managing head of a Senior dej with mana Departme Other sala Skilled wo Lecturer, it Trainee Other pos Student Housewife	eur, partner, self-employed j director, board member, in authority etc. partment head, other employ agerial responsibility int head, group head aried staff/public service orker teacher, scientific assistant sition	2 ree 1
Entreprene Managing head of a Senior de With mana Departme Other sala Skilled wo Lecturer, in Trainee Other pos Student Housewife Old-age p	eur, partner, self-employed j director, board member, in authority etc. partment head, other employ agerial responsibility int head, group head aried staff/public service orker teacher, scientific assistant sition	zee 1
Entreprend Managing head of a Senior dej with man. Departme Other sale Skilled wo Lecturer, Trainee Other pos Student Housewife Old-age p Other not	eur, partner, self-employed j director, board member, in authority etc. partment head, other employ agerial responsibility int head, group head aried staff/public service orker teacher, scientific assistant sition e/man pensioner gainfully employed	ree 1
Entreprend Managing head of a Senior del with man. Departme Other sala Skilled wc. Lecturer, 1 Trainee Other pos Student Housewife Old-age p Other not Frequenc 2006	eur, partner, self-employed, olirector, board member, in authority etc. partment head, other employ agerial responsibility int head, group head aried staff/public service orker teacher, scientific assistant sition e/man pensioner	2 ree 1 1 1 4 4 4 4
Entreprender Managing head of a Senior del with man Departme Other sala Skilled wo Lecturer, Trainee Other pos Student Housewife Old-age pother not Prequence 2006 2004 2004 2002	eur, partner, self-employed j director, board member, in authority etc. partment head, other employ agerial responsibility int head, group head aried staff/public service orker teacher, scientific assistant sition e/man pensioner gainfully employed	2 ree 1 1 1 4 4 3 2 2 2
Entreprend Managing head of a Senior del with man. Departme Other sala Skilled wc Lecturer, 1 Trainee Other pos Student Housewife Old-age p Other not Prequence 2006 2004	eur, partner, self-employed, y director, board member, n authority etc. partment head, other employ agerial responsibility int head, group head aried staff/public service orker teacher, scientific assistant sition e/man pensioner gainfully employed y of visits to trade fair	2 ree 1 1 1

Additional data trade visitors

Economic					
	sector				%
Industry Retail trad	lo.				11 13
Wholesale		trade			4
Import/exp	ort	trade			3
Skilled tra	des				10
Service, ac	gency	actitution			28
Association Authority/					5
University,					3
Other					8
Student Other not	gainfull	y employ	red		11
Influence					
procurem	ent de	cisions			% 38
Decisively Collectively	v				25
In an advi		pacity			16
No					
Student Other not	aninfull	u omnle:	rod		11
Other not	yamull	y employ	eu		2
Area of re		bility			% 30
Managemore Research/o		ment/desi	ian		10
Planning/v			3"		11
Manufactu	ıre/prod	uction			17
Production					10
Buying/pro Finance/ac			lling		18
					,
Informatio		Hullicatio	n tecni	10logy (EDI	P)12
Informatio Administra	tion/org	ganisatio			
Administra social welf	ation/org fare/trai	ganisatior ning	n/perso	nnel/ -	
Administra social welf Storage/m	ation/org fare/trai	ganisatior ning	n/perso	nnel/ -	9
Administra social well Storage/m transport	ation/org fare/trai aterial i	ganisation ning managem	n/perso ient/log	nnel/ -	3
Administra social well Storage/m transport Marketing Maintenan	ation/org fare/trai aterial i /sales/a ice/repa	ganisation ning managem dvertising	n/perso ient/log	nnel/ -	31
Administra social well Storage/m transport Marketing Maintenan Other area	ation/org fare/trai aterial i /sales/a ice/repa	ganisation ning managem dvertising	n/perso ient/log	nnel/ -	31 31 18
Administra social well Storage/m transport Marketing Maintenan Other area Student	ation/org fare/trai aterial i /sales/a nce/repa	ganisation ning managem dvertising irs	n/perso ient/log j/PR	nnel/ -	31 31 18 11
Administra social well Storage/m transport Marketing Maintenar Other area Student	ation/org fare/trai aterial i /sales/a nce/repa	ganisation ning managem dvertising irs	n/perso ient/log j/PR	nnel/ -	31 31 18 11
Administra social well Storage/m transport Marketing Maintenar Other area Student Other not	ation/org fare/trai aterial i /sales/a nce/repa a gainfull ompany	ganisation ning managem dvertising irs y employ	n/perso nent/log g/PR red	nnel/ -	31 31 18 11 2
Administra social well Storage/m transport Marketing Maintenar Other area Student Other not	ation/org fare/trai aterial i /sales/a nce/repa a gainfull ompany	ganisation ning managem dvertising irs y employ vorganis yees:	n/perso nent/log g/PR red	nnel/ -	31 31 18 11 2
Administra social well Storage/m Marketing Maintenan Other area Student Other not Size of co Number or 1- 4 5- 9	ation/org fare/trai aterial i /sales/a nce/repa gainfull pmpany f emplo 36 11	ganisation ning managem dvertising irs y employ vorganis yees:	n/perso eent/log g/PR eed ation: 500- 000-	999 9 999	31 31 18 11 11 2
Administra social well storage/m transport Marketing Maintenar Other area Student Other not Size of co Number or 1- 4 5- 9 10- 49	prion/org fare/trai aterial i /sales/a nce/repa gainfull prion mpany f emplo 36 11 14	ganisation ning managem dvertising irs y employ vorganis yees:	n/perso ent/log g/PR red ation: 500- 000- 000 an	nnel/ istics/ 999 9 999 d more	31 311 18 111 22
Administra social welf Storage/m transport Marketing Maintenan Other area Student Other not Size of co Number of 1- 4 5- 9 10- 49 50- 99	gainfull mpany femplo 36 11 14 6	ganisation ning managem dvertising irs y employ vorganis yees:	n/perso nent/log n/PR red ation: 500- 000 an	nnel/ istics/ 999 9 999 d more Student	31 311 18 111 22
Administra social well storage/m transport Marketing Maintenar Other area Student Other not Size of co Number or 1- 4 5- 9 10- 49	prion/org fare/trai aterial i /sales/a nce/repa gainfull prion mpany f emplo 36 11 14	ganisation ning managem dvertising irs y employ vorganis yees:	n/perso nent/log n/PR red ation: 500- 000 an	nnel/ istics/ 999 9 999 d more	9% 31 181 12 2 2 11
Administra social well Storage/m transport Marketing Maintenar Other area Student Other not 1- 4 5- 9 10- 49 50- 99 100-199 200-499	sales/a gainfull mpany f emplo 36 11 14 6 4 4	ganisation ning managem dvertising irs y employ //organis yees: 10 Othe	n/perso nent/log n/PR red ation: 500- 000 an	999 9 999 9 999 d more Student ainfully	93 31 18 11 22 9% 33 31 31 22
Administra social well Storage/m transport Marketing Maintenar Other area Student Other not Size of co Number of 1- 4 5- 9 10- 49 50- 99 100- 199 200- 499	sales/a gainfull ompany f emplo 36 11 14 6 4 4	ganisation ing managem dvertising irs y employ /organis yees: 1 0 Othe (days):	n/perso ent/log g/PR red ation: 500- 000 - 000 an	999 9 999 d more Student ainfully aployed	9% 31122 9% 31122 9%
Administra social well Storage/m transport Marketing Maintenar Other area Student Other not Size of co Number or 1 - 4 5 - 9 10 - 49 50 - 99 100 - 499 200 - 499 200 - 499	ysales/a gainfull pmpany f emplo 36 11 14 6 4 4	ganisation ning managem dvertising irs y employ lorganis yees: 10 Othe (days): three	n/perso pent/log g/PR red ation: 500- 000 an	999 9 999 d more Student ainfully nployed	93 31 18 11 22 9% 33 31 31 22
Administra social well Storage/m transport Marketing Maintenar Other area Student Other not Size of co Number or 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length of one two	stion/ord fare/trai aterial i /sales/a gainfull ompany f emplo 36 11 14 6 4 4	ganisation ning managem dvertising irs y employ lorganis yees: 10 Othe (days): three four	n/perso ent/log g/PR red ation: 500- 000 - 000 an	999 9 999 d more Student ainfully aployed	9% 31 18 11 11 22 9% 33 31 11 22 33 31 31 31 31 31 31 31 31 31 31 31 31
Administra social well Storage/m transport Marketing Maintenar Other area Student Other not Size of co Number or 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length of two	ompany f emplo gainfull pmpany f emplo 36 11 14 6 4 4 7 8 stay of stay 63 19	ganisation ning managem dvertising irs y employ forganis yees: 10 Othe (days): three four of stay	y/PR red ation: 500- 0000 an g 5	999 9999 d more Student ainfully nployed	9% 31 18 11 11 22 9% 33 31 11 22 33 31 31 31 31 31 31 31 31 31 31 31 31
Administra social well Storage/m transport Marketing Maintenar Other area Student Other not Size of co Number or 1 - 4 5 - 9 10 - 49 50 - 99 100 - 499 200 - 499 200 - 499	ompany f emplo gainfull pmpany f emplo 36 11 14 6 4 4 7 8 stay of stay 63 19	ganisation ning managem dvertising irs y employ forganis yees: 10 Othe (days): three four of stay	n/perso pi/PR red red ation: 500- 000- 000 ar rr not g en	999 9999 d more Student ainfully nployed	9% 31 18 11 11 22 9% 33 31 11 22 33 31 31 31 31 31 31 31 31 31 31 31 31

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

First visit

spoga + gafa ---- Köln

Basic data trade visitors

Total number of visitors	38 433
Proportion of trade visitors	95%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 11 10 22 57
Total Germany Baden- Württemberg Bawaria Brandenburg Bremen Hamburg Hesse West Pommerania Lower Saxony Rorth Rhine- Westphalia R Rhineland- Palatinate Randand- Palatinate Saxony 1 Saxony 2 Saxony-Anhalt Holstein - Thuringia	50 47 10
Total Foreign of which EU Rest of Europe North America Middle East South-, East-, Central Asia Australia Other	5(6) (1)
The five countries with the highest visitor shares Netherlands Great Britain France Italy Belgium	9/ 12
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	36 15
Frequency of visits to trade fair spoga 2007 spoga + gafa 2006 spoga 2005 spoga + gafa 2004 Earlier events First visit	9/ 33 42 18 26 20 36

Additional data trade visitors	
Economic sector	% 20
Trade ´	56
Skilled trades Service	6 11
Authority/public services	1
Other Student	3
Other not gainfully employed	1
Influence on purchasing/	%
procurement decisions Decisively	42
Collectively	30
In an advisory capacity No	16 8
Student	3
Other not gainfully employed	1
Area of responsibility	% 40
Management Research/development/design	10
Planning/work preparation	9 11
Manufacture/production Production, quality control	5
Buying/procurement	39
Finance/accounting, controlling Information, communication technology (EDF	9 (9
Administration/organisation/personnel/	
social welfare/training Marketing/sales/advertising/PR	7 35
Storage/material management/logistics/	
transport Maintenance/repairs	10 5
Other area .	8
Student Other not gainfully employed	3
Size of company/organisation: Number of employees:	%
1- 4 22 500- 999	4
5- 9 12 1 000- 9 999 10- 49 23 10 000 and more	
	6
50- 99 11 Student	6 4 3
100-199 8 Other not gainfully	3
	4
100-199 8 Other not gainfully 200-499 6 employed	3
100-199 8 Other not gainfully 200-499 6 employed Length of stay 1. Length of stay (days): one 61 two 23 three	1
100-199 8 Other not gainfully 200-499 6 employed Length of stay 1. Length of stay (days):	4 3 1 % 16

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

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

Basic data private visitors

Basic 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-Anhal Hesse 1 Schleswig- Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 2	97 1 - 48 23
Total foreign of which EU Other The country with the highest	3 77 23
visitor share Czech Republic	% 40
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 Housewife/man Old-age pensioner Other not gainfully employed	1
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 more than 100 km up over 300 km	o to 100 km	2 2 3 1
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	North Rhine- 2 Westphalia 3 Rhineland- 2 Palatinate 6 Saarland - Saxony - Saxony-Anhalt 1 Schleswig- Holstein 2 Thuringia 3	9 4 2
Total foreign of which EU Other		8
The two countries visitor shares Czech Republic	with the highest	
Poland		
Position in the con Entrepreneur, partne Managing director, I head of an authority	r, self-employed board member, r etc. lead, other employee ponsibility roup head public service ientific assistant	11 11 22

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 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 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	% 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 no maybe	% 28 19 53
Conducted by: Institut für Marktforschung, Leipzig	

Leipzig

denkmal ---- Leipzig

Basic data trade visitors

Basic data trade Visitors	
Total number of visitors	11 308
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	% 17 11 33 39
Total Germany Baden- Württemberg 4 Westphalia Bavaria 9 Rhineland- Berlin 9 Palatinate Brandenburg 7 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 4	87 7 2 1 29 9 1 13
Total Foreign of which EU Other The three countries with the highest visitor shares Poland	90 10 %
Czech Republic Hungary	17 14
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed	% 35 3
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	5 12 4 4 7
Other position Student Old-age pensioner Other not gainfully employed	14 14 2 1
Frequency of visits to trade fair 2006 2004 Earlier events First visit	% 23 20 17 59

Basic data all visitors

Region of residence up to 50 km more than 50 km u more than 100 km over 300 km	p to 100 km	% 17 12 34 37
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	North Rhine- 3 Westphalia 9 Rhineland- 8 Palatinate 7 Saarland - Saxony - Saxony-Anhalt 4 Schleswig- Holstein 2 Thuringia	88 6 2 1 30 11 1 12
Total Foreign of which EU Other		12 89 11
The three countrie visitor shares Poland Czech Republic Hungary	s with the highest	% 20 16 14
Entrepreneur, partne Managing director,	mpany/organisation er, self-employed	% 33
Department head, of Other salaried staff Skilled worker Lecturer, teacher, so Trainee	y etc. nead, other employee ponsibility group head public service	2 5 13 4 4 6
Senior department I with managerial res Department head, o Other salaried staff Skilled worker Lecturer, teacher, so	y etc. nead, other employee ponsibility group head public service cientific assistant	2 5 13 4 4

Additional data trade visitors

Economic sec Skilled trades Service Authority/pub Educational fa	lic servi	ces			29 21 12
Industry Research/teac Trade	,				2
Association/in Other Student Other not gai				on	14
Influence on procurement	purcha decisio	sing/	1		%
Decisively Collectively					26 21
In an advisory No	/ capac	ity			25 12
Student Other not gai	nfully e	mploy	red		14
Area of responding	onsibili	ty			% 20
Research/deve Planning/work					13
Manufacture/	product	ion			2
Production, quality Buying/procur	ement		11:		14
Finance/accou Information, o	ommur	iicatio	n tech	nology (El	OP) 4
Administration social welfare	/trainin	g		onnei/	12
Marketing/sal Storage/mater				gistics/	8
transport Maintenance/	repairs				
Other area Student	•				28 14
Other not gai	nfully e	mploy	red		- 2
Size of comp Number of en			ation:		9
1- 4 5- 9	39 10		500 - 000 -	999 9 999	
10- 49	14			nd more	14
50- 99 100-199 200-499	5 4 5	Othe		Student gainfully mployed	14
Length of sta					9
1. Length of some 83		ys): vo	13	three	4
2. Average ler	•				day
Share of vis	sitors or 3 2r			s days: 3rd day	2

Conducted by: Institut für Marktforschung, Leipzig

FACHDENTAL LEIPZIG (2007) ----- Leipzig

Basic data trade visitors

Total number of visitors	4 689
Proportion of trade visitors	98%
Region of residence	% 34
up to 50 km more than 50 km up to 100 km	34 34
more than 100 km up to 300 km	29
over 300 km	2
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia	-
Bavaria 2 Rhineland- Berlin 2 Palatinate	
Brandenburg 2 Saarland	
Bremen - Saxony	56
Hamburg - Saxony-Anhalt	23
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony -	15
Position in 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	% 34 1 - 3 37 8 1 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 Orthodontics Oral surgery Dental technology laboratory Dental trade University, polytechnic Other	% 76 4 3 15 2 4
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 31 30 22 9 7
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (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	% 377 125 153 122 5 5 7 19 2 3 6 10 7 7
Size of company/organisation: Number of employees: 500 - 999 1 - 4 46 500 - 999 5 - 9 32 1 000 - 999 100 - 49 11 10 49 11 10 000 and more 50 - 99 1 Student 100 - 199 2 Other not gainfully 200 - 499	% - - 7
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

2. Average length of stay

FLEIFA (2006) ---- Leipzig

Basic data trade visitors

Total number of visitors	3 367
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	% 25 29 39 7
Total Germany Baden- Württemberg - Westphalia Bavaria 3 Rhineland- Berlin - Palatinate Brandenburg 9 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 1	100 - - 1 62 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 staff/public service Skilled worker Foreman, master craftsman Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 14 5 30 6 7 7 3 26 1 1
Frequency of visits to trade fair 2005 2003 Earlier events First visit	% 48 33 27 40

Additional data trade visitors

Economic sector Industry Wholesale/foreign trade (Import/Export) Retail trade Skilled trades Service Authority/public services University, polytechnic, vocational school Other	% 5 7 46 70 21 1 3 4
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 23 26 19 30 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/	% 22 6 46 68 45 34 19
Administration/ganisation/personner/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Sales Student Other not gainfully employed	24 19 31 27 3 60 1

Size	of	com	pany	//org	anisa	tion

Nulliber of	employee		7
1- 4	11 1	500 - 999	
5- 9	20	1 000 - 9 999	- 2
10- 49	41	10 000 and more	
50- 99	8	Student	
100-199	5	Other not gainfully	
200-499	6	employed	

Length of	of stay	(days):			%
one	92 1	two	8		
2. Averag	je length	of stay		1,1	days
3. Share	of visito	rs on the	event's d	ays:	

Conducted by: Marfos Marktforschung GmbH, Leipzig

Basic data private visitors

GC – Games Convention — Leipzig

Total number of visitors	203 005
Proportion of private visitors	93%
Region of residence	%
up to 50 km	21
more than 50 km up to 100 km more than 100 km up to 300 km	12 30
over 300 km	37
Total Germany	96
Baden- North Rhine- Württemberg 5 Westphalia	5
Bavaria 13 Rhineland-	-
Berlin 6 Palatinate	1
Brandenburg 5 Saarland	
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	31 14
Hamburg 1 Saxony-Anhalt Hesse 4 Schleswig-	14
Mecklenburg- Holstein	2
West Pommerania 2 Thuringia Lower Saxonv 5	7
Lower Saxony 5	
Total Foreign	4
of which EU Other	80 20
Other	20
The country with the highest visitor share	%
Austria	56
Position in the company/organisation	ı %
Entrepreneur, partner, self-employed Managing director, board member,	2
head of an authority etc.	
Senior department head, other employe	е
with managerial responsibility	3
Department head, group head Other salaried staff/public service	11
Skilled worker	11
Lecturer, teacher, scientific assistant	1
Trainee	18
Other position Student	42
Housewife/man	72
Other not gainfully employed	5
Frequency of visits to trade fair	9/
2007	42
2007 2006	% 42 33
2007 2006 2005	42 33 22
2007 2006	4:

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 70 years over 70 years Net household income	% 55 34 6 4 1
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 2 000,- 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 M/A	% 26 16 14 11 10 8 10
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 15 19 27 28 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	% 41 10 49

Conducted by: Institut für Marktforschung, Leipzig



Home-Garden-Leisure ---- Leipzig

Basic data private visitors

basic uata pi	ivate visitors	
Total number of v	risitors	170 241
Proportion of priv	ate visitors	81%
Region of residen up to 50 km more than 50 km u more than 100 km over 300 km		% 63 24 12 2
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	North Rhine- Westphalia Rhineland- Palatinate Saarland Saxony Saxony-Anhalt Schleswig- Holstein Thuringia	100 - - - 66 25 - 6
Entrepreneur, partn Managing director, head of an authorit	mpany/organisation er, self-employed board member, cy etc.	4

Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	9
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	3 1 1
Frequency of visits to trade fair 2007 2006 2005 2004	9/ 5 3! 3! 2/

Basic data all visitors

up to 50 km more than 50 km more than 100 km over 300 km		62 24 12 2
Total Germany Baden-	North Rhine-	100
Württemberg	- Westphalia	_
Bavaria	- Rhineland-	
Berlin Brandenburg	PalatinateSaarland	- 1
Bremen	- Saxony	67
Hamburg Hesse	 Saxony-Anhalt Schleswig- 	24
Mecklenburg-	Holstein	-
West Pommerania Lower Saxony	- Thuringia	6
Entrepreneur, parti Managing director head of an authori	, board member, ity etc. head, other employee esponsibility group head f/public service scientific assistant	% 8 1 1 3 29 16 2 6 5 12 5 11 2

Additional data private visitors

Sex Male Female	% 39 61
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 70 years	% 14 19 16 24 16 11
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 3 600,- EUR more than 3 600,- EUR up to 3 000,- EUR more than 5 000,- EUR up to 5 000,- EUR N/A	% 16 20 17 15 12 5 4 11
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 41 26 19 5
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 70 5 24
Follow-up business Intend to buy at later date yes no maybe	% 27 14 58
Conducted by: Institut für Marktforschung,	

Conducted by: Institut für Marktforschung, Leipzig

Leipzig Book Fair ---- Leipzig

Basic data private visitors

Total number of visitors	129 141
Proportion of private visitors	59%
Region of residence	%
up to 50 km	32
more than 50 km up to 100 km	14
more than 100 km up to 300 km over 300 km	3! 19
Total Germany	99
Baden- North Rhin	
Württemberg 2 Westphalia Bavaria 8 Rhineland-	
Bavaria 8 Rhineland- Berlin 5 Palatinate	
Brandenburg 4 Saarland	
Bremen - Saxony	44
Hamburg 1 Saxony-An	halt 1!
Hesse 1 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	1
West Pommerania 1 Thuringia Lower Saxony 4	- 1
Danisian in the annual of the second	4: 0:
Position in the company/organisa Entrepreneur, partner, self-employed	
Managing director, board member,	
head of an authority etc.	lovoo
Senior department head, other emp with managerial responsibility	ioyee
Department head, group head	3
Other salaried staff/public service	17
Skilled worker	: 2
Lecturer, teacher, scientific assistant Trainee	
Other position	
Student	4
Housewife/man	
Old-age pensioner	
Other not gainfully employed	
Frequency of visits to trade fair	9
2007	38
2006	32
2006 2005	2!
2006	

Basic data all visitors

Proportion of trade visitors	41%
Region of residence up to 50 km more than 50 km up to 100 km	% 29 12
more than 100 km up to 300 km over 300 km	34 25
Total Germany Baden- North Rhine-	98
Württemberg 2 Westphalia Bavaria 9 Rhineland-	5
Berlin 6 Palatinate Brandenburg 5 Saarland	1
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	40 12
Hesse 2 Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia	1 10
Lower Saxony 5	
Total Foreign of which EU	2 72
Rest of Europe Other	20 8
The country with the highest visitor	0/
share Austria	% 28
Position in the company/organisation Entrepreneur, partner, self-employed	% 10
Managing director, board member, head of an authority etc.	2
Senior department head, other employee with managerial responsibility	1
Department head, group head Other salaried staff/public service	3 16
Skilled worker Lecturer, teacher, scientific assistant	3
Trainee Other position	7
Student Housewife/man	42 1
Old-age pensioner Other not gainfully employed	3
Frequency of visits to trade fair	%
2007 2006	39 33
2005 2004	25 20
Earlier events First visit	14 44

Earlier events First visit

ORTHOPÄDIE + REHA-TECHNIK ----- Leipzig

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 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 40 24 11 13 6 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	% 24 15 12 13 11 8 6
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 18 24 21 24 12
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 60 9 31
Follow-up business Intend to buy at later date yes no maybe	% 46 9 45

Conducted by: Institut für Marktforschung, Leipzig

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	18 042
Proportion of trade visitors	92%
Region of residence	%
up to 50 km	6
more than 50 km up to 100 km more than 100 km up to 300 km	7 25
over 300 km	63
Total Germany	72
Baden- North Rhine- Württemberg 8 Westphalia	12
Bavaria 14 Rhineland-	12
Berlin 6 Palatinate	2
Brandenburg 3 Saarland Bremen 1 Saxony	1 17
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	8
Hesse 5 Schleswig-	· ·
Mecklenburg- Holstein	2
West Pommerania 3 Thuringia Lower Saxony 9	10
Total Foreign	28
of which EU	55
Rest of Europe Africa	22 6
South and Central America	6
Other	11
The four countries with the highest	%
visitor shares Russia	% 9
Netherlands	8
France	8
Austria	6
Position in the company/organisation Entrepreneur, partner, self-employed	% 15
Managing director, board member,	13
head of an authority etc.	8
Senior department head, other employed with managerial responsibility	3
Department head, group head	17
Other salaried staff/public service	12
Skilled worker	16
Lecturer, teacher, scientific assistant Frainee	4 11
Other position	4
Student	9
Other not gainfully employed	1
Frequency of visits to trade fair	% 38
2004	31
Earlier events	24
First visit	44

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	% 8 8 25 60
Total Germany Baden- Württemberg 7 Westphalia Bavaria 14 Rhineland- Berlin 6 Palatinate Brandenburg 3 Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 8	74 12 2 1 21 8 2
Total Foreign of which EU Rest of Europe Africa South and Central America Other	26 56 21 6 6 11
The four countries with the highest visitor shares Russia Netherlands Austria France	% 9 8 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 Other not gainfully employed	% 14 8 3 15 12 16 4 10 5 10 4
Frequency of visits to trade fair 2006 2004 Earlier events First visit	% 38 30 23 45

Additional data trade visitors

Economic sector Trade	% 43
Service	13
Industry Trade	12
Public authority/administration	2
University, college etc.	4
Organisation/association/society Other sectors	2
Student	Š
Other not gainfully employed	1
Influence on purchasing/	-
procurement decisions Decisively	% 23
Collectively	33
In an advisory capacity	24
No Student	10
Other not gainfully employed	
Area of responsibility	9/
Management Research/development/design	11
Research/development/design Planning/work preparation	
Manufacture/production	36
Production, quality control Buying/procurement	(
Finance/accounting, controlling	- 2
Information, communication technology (EI	OP) '
Administration/organisation/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	7
Storage/material management/logistics/	
transport	
transport Maintenance/repairs	
Maintenance/repairs Other area	12
Maintenance/repairs Other area Student	12
Maintenance/repairs Other area Student Other not gainfully employed	12
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation:	12
Maintenance/repairs Other area Student Other not gainfully employed	9/
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1-4 12 500-999 5-9 10 1 000-9999	9/
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 12 500 - 999 5 - 9 10 1 000 - 9 999 10 - 49 36 10 000 and more	9/
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 12 500 - 999 10 - 49 36 10 000 and more 50 - 99 10 Student 100-199 7 Other not gainfully	9/
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1-4 12 500- 999 15-9 10 1 000- 9 999 10-49 36 10 000 and more 50-99 10 Student	9/
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 12 500- 999 5- 9 10 1 000- 9 999 10- 49 36 10 000 and more 50- 99 10 Student 100-199 7 Other not gainfully 200-499 7 employed Length of stay	9/4
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 12 500 999 10 49 36 10 000 and more 50 99 10 Student 100-199 7 Other not gainfully 200-499 7 employed Length of stay 1. Length of stay (days):	9/4
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 12 500- 999 5- 9 10 1 000- 9 999 10- 49 36 10 000 and more 50- 99 10 Student 100-199 7 Other not gainfully 200-499 7 employed Length of stay	9/4
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 12 500 99 5 - 9 10 1 000 999 10 49 36 10 000 and more 50 99 10 Student 100-199 7 Other not gainfully 200-499 7 employed Length of stay 1. Length of stay	9%
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 12 500 - 999 5 - 9 10 1 000 - 9 999 10 - 49 36 10 000 and more 50 - 99 10 Student 100-199 7 Other not gainfully 200-499 7 employed Length of stay 1. Length of stay 1. Length of stay 2. Average length of stay 1,7	9%
Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 12 500 99 5 - 9 10 1 000 999 10 49 36 10 000 and more 50 99 10 Student 100-199 7 Other not gainfully 200-499 7 employed Length of stay 1. Length of stay	%







modell-hobby-spiel (2007) ----- Leipzig

Basic data private visitors

Busic data private visitors	
Total number of visitors	94 662
Proportion of private visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 35 25 34 7
Total Germany Baden- Württemberg - Westphalia Bavaria 2 Rhineland- Berlin 3 Palatinate Brandenburg 5 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 1 Thuringia	98 - 1 - 55 21 -
Total Foreign of which EU Other	2 86 14
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	% 6 1 1 5 21 23 1 7 7 3 5 5 2
Frequency of visits to trade fair 2006 2005 2004 2003 Earlier events First visit	% 54 45 33 24 15 26

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 50 up to 70 years over 70 years	% 19 25 24 21 7 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 2 000,- 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	% 20 21 16 15 11 6 4
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 14 29 26 22 9
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no	% 74 4
maybe Follow-up business	22 %
Intend to buy at later date yes no maybe	43 9 48
Conducted by: Institut für Marktforschung, Leipzig	

SACHSENBACK (2007) ---- Leipzig

Basic data trade visitors

Proportion of trade visitors	
Dogion of residence	98%
Region of residence	%
up to 50 km	21
more than 50 km up to 100 km	27
more than 100 km up to 300 km over 300 km	44
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia	1
Bavaria 4 Rhineland- Berlin 3 Palatinate	
Berlin 3 Palatinate Brandenburg 10 Saarland	
Bremen - Saxony	49
Hamburg - Saxony-Anhalt	14
Hesse 1 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 2 Thuringia Lower Saxonv 5	12
Total Foreign	1
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	32
	2
head of an authority etc.	
head of an authority etc. Senior department head, other employee	
head of an authority etc. Senior department head, other employee with managerial responsibility	2
head of an authority etc. Senior department head, other employee with managerial responsibility	8
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service	18
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service Skilled worker	18 15
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff, public service	18 18 15
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	18 15 15 17
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	18 15 15 17
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	18 15 15 17
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	18 15 15 17
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 2005	18 18 15 17 17 17 17 17 17 17 17 17 18
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 2005 2004	% 49 32
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 2005	18 18 15 17 17 17 17 17 17 17 17 17 18

Additional data trade visitors

Baker's/Confectioner's Trade Bread, cake and pastry industry Subcontracting industry Trade	% 82 8 4 4
Service University, polytechnic, vocational s Other	5
Influence on purchasing/ procurement decisions	%
Decisively	26
Collectively In an advisory capacity	29 23
No	20
Student Other not gainfully employed	2
Area of responsibility	%
Management Research, development, design	30 5
Planning, work preparation	10
Manufacture, production Production, quality control	49
Buying, procurement	15
Finance, accounting, controlling	7
Internation communication to the co	In my (EDD) 2
Information, communication techno Administration, organisation, person	logy (EDP) 3 nnel,
Administration, organisation, persor social welfare, training	nnel,
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR	nnel, 7 22
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR Storage, material management, log transport	nnel, 7 22 istics,
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR Storage, material management, log transport Maintenance, repairs	nnel, 7 22 istics,
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR Storage, material management, log transport	nnel, 7 22 istics, 5 2
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR Storage, material management, log transport Maintenance, repairs Other area	nnel, 7 22 istics, 5 4 6
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR Storage, material management, log transport Maintenance, repairs Other area Student Other not gainfully employed	nnel, 7 22 istics, 5 2
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR Storage, material management, log transport Maintenance, repairs Other area Student Other not gainfully employed	nnel, 7 22 istics, 5 4
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR Storage, material management, log transport Maintenance, repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 16 500-	nnel, 7 22 iistics, 5 2 2 1
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR Storage, material management, log transport Maintenance, repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 16 500 - 5 9 26 1 000 - 5	nnel, 7 22 iistics, 5 2 2 1
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR Storage, material management, log transport Maintenance, repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 16 500- 5- 9 26 1 000- 9 10- 49 28 10 000 and 50- 99 9 St	999 3 9 999 2 more udent 2
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR Storage, material management, log transport Maintenance, repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1	999 3 9 999 2 more 1 udent infully
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR Storage, material management, log transport Maintenance, repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1	nnel, 7 22 iistics, 5 4 6 21 1 9999 3 9 999 3 9 999 3 more 1 udent 2 infully
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR Storage, material management, log transport Maintenance, repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1	999 3 9 999 2 more 1 udent infully
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR Storage, material management, log transport Maintenance, repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 16 500- 5 - 9 26 1 0000 and 50- 99 9 St 100- 100- 100- 100- 100- 100- 100- 100	999 3 9 999 2 more 1 udent 2 infully loloyed 1
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR Storage, material management, log transport Maintenance, repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 16 500- 5 - 9 26 1 000- 10 - 49 28 10 000 and 50- 99 9 St 1000-199 9 St 1000-199 9 Other not gainfully employed Supply of Stage 1000-199 9 Other not gain 200-499 5 emp	nnel, 7 22 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Administration, organisation, persor social welfare, training Marketing, sales, advertising, PR Storage, material management, log transport Maintenance, repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 16 500- 5 - 9 26 1 0000 and 50- 99 9 St 100- 100- 100- 100- 100- 100- 100- 100	999 3 9 999 2 more 1 udent 2 infully loyed 1 three 3 1,1 days

Conducted by: Profi Tess/Landesmesse Stuttgart, Stuttgart

Touristik & Caravaning Int.

Basic data private visitors

Total number of visitors	71 46
Proportion of private visitors	97%
Region of residence	9
up to 50 km	6
more than 50 km up to 100 km	27
more than 100 km up to 300 km over 300 km	10
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia Bayaria 1 Rhineland-	
Bavaria 1 Rhineland- Berlin 1 Palatinate	
Brandenburg 2 Saarland	
Bremen - Saxony	6
Hamburg - Saxony-Anhalt	1
Hesse - Schleswig-	- 1
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	
Danisian in the comments were interesting	0.
Position in the company/organisation	9
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	
Department head, group head Other salaried staff/public service	3
Skilled worker	
Lecturer, teacher, scientific assistant	
Trainee	
Trainee Other position	
Trainee Other position Student	
Trainee Other position Student Housewife/man	
Trainee Other position Student Housewife/man Old-age pensioner	3
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	3
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	9
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007	9 5
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2006	9 5 5
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2006 2005	9 5 5 4
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2006 2005 2004	9, 5, 5, 4,
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2006 2005	9 5 5 4

--- Leipzig

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 11 13 19 20 24 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	% 5 12 11 9 7 4 2
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 14 57 16 11
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 20 61 19
Follow-up business Intend to buy at later date yes no maybe	% 27 39 34

Conducted by: Anova Marktforschung, Dresden

REGIO — Lörrach

Total number of visitors	76 680
Proportion of private visitors	91%
Region of residence	%
up to 50 km	94
more than 50 km up to 100 km	3
more than 100 km up to 300 km over 300 km	1
Total Germany	86
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	14
of which EU Rest of Europe	16
Other The two countries with the highest	84
	% % 84 14
Other The two countries with the highest visitor shares Switzerland France Position in the company/organisation	% 84 14
Other The two countries with the highest visitor shares Switzerland France Position in the company/organisation Entrepreneur, partner, self-employed	% 84 14
Other The two countries with the highest visitor shares Switzerland France Position in the company/organisation Entrepreneur, partner, self-employed	% 84 14 % 5
Other The two countries with the highest visitor shares Switzerland France Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 84 14 % 5
Other The two countries with the highest visitor shares Switzerland 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	%84 84 14 %5 5
Other The two countries with the highest visitor shares Switzerland France 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	% 844 144 % 55
Other The two countries with the highest visitor shares Switzerland 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 staff/public service	% 844 144 55 11 21 12
Other The two countries with the highest visitor shares Switzerland France 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	%844 144 %5 5 1 2
Other The two countries with the highest visitor shares Switzerland France	%844 144 %5 5 1 2
Other The two countries with the highest visitor shares Switzerland France 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	%844 14 %5 5 11 12 19 77 33 42
Other The two countries with the highest visitor shares Switzerland France 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	%84 844 14 %5 5 1 1 2 19 9 7 3 4 4 2 2 11
Other The two countries with the highest visitor shares Switzerland France 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	% 844 14 % 55 1 1 2 19 7 7 3 4 4 2 2 11 115
Other The two countries with the highest visitor shares Switzerland France 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	% 844 144 % 55 119 77 34 22 111 155 31
Other The two countries with the highest visitor shares Switzerland France 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	%844 144 %5 5 1 1 2 19 7 3 3 4 4 2 2 11 15 3 3 1
Other The two countries with the highest visitor shares Switzerland France Position in the company/organisation intrepreneur, 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	% 844 144 % 5 1 1 2 2 1 1 1 1 1 1 1 5 3 1 1 1 1 1 5 %
Other The two countries with the highest visitor shares Switzerland France 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 2007	% 844 144 % 55 119 129 111 115 311 11 15 73 73 73 73 73 73 73 73 73 73 73 73 73
Other The two countries with the highest visitor shares Switzerland France 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 2007 2007	% 844 144
Other The two countries with the highest visitor shares Switzerland France 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 2007	% 844 144 % 55 119 129 111 115 311 11 15 73 73 73 73 73 73 73 73 73 73 73 73 73
Other The two countries with the highest visitor shares Switzerland France 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 2007 2006 2005	%% 844 144

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	% 94 3 2
Total Germany Baden- Württemberg 99 Westphalia Bavaria - Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hamburg - Saxony-Anhalt Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	86
Total Foreign of which EU Rest of Europe Other	14 16 84
The two countries with the highest visitor shares Switzerland France	% 84 14
Position in 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	% 6 2 1 2 20 6 3 4 2 12 14 14 14 14 14 14 14 14 14 14 14 14 14
Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events	29 2 % 73 70 65 56 46

Additional data private visitors

Sex Male Female	% 42 58
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 13 7 9 18 17 26 10
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 5 6 18 15 10 3 1 42
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 15 49 14 15 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 76 13 11
Follow-up business Intend to buy at later date yes no maybe	% 16 45 40

Conducted by: Messe Lörrach GmbH, Lörrach



Rheinland-Pfalz-Ausstellung — Mainz

Basic data private visitors

Total number of visitors	75 329
Proportion of private visitors	96%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 86 11 2 1
Total Germany Baden- Württemberg Bawaria Brandenburg Bremen Hamburg Hesse West Pommerania Lower Saxony Braden- Worth Rhine- 1 Westphalia 1 Rhineland- Palatinate Saarland Saxony Saxony-Anhalt Hesse 11 Schleswig- Holstein Thuringia	100 - 78 - - - -
Position in 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
Frequency of visits to trade fair 2007 2006 2005 2004	% 63 66 62

Additional data private visitors

Sex Male Female	% 54 46
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 3 8 11 22 22 26 9
Net household income	N/A
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 12 51 17 15 5
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 50 35 15
Follow-up business Intend to buy at later date yes no maybe	% 27 44 30

Conducted by: INA Research GmbH, Schenefeld

MANNHEIMER MAIMARKT (2007) ----- Mannheim

Basic data private visitors

Total number of vi	sitors	338 993
Proportion of priva	te visitors	87%
Region of residenc up to 50 km more than 50 km up more than 100 km up over 300 km	to 100 km	% 79 15 5
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	North Rhine 67 Westphalia 1 Rhineland- Palatinate - Saarland - Saxony - Saxony-Anh 10 Schleswig- Holstein - Thuringia	- 22 - -
Position in the con Entrepreneur, partne Managing director, I head of an authority Senior department I with managerial res Department head, g Other salaried staff, Skilled worker Lecturer, teacher, sc Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully of	ir, self-employed ocard member, etc. ead, other emplo ocnsibility roup head public service ientific assistant	5

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

Basic data all visitors

Total Germany Baden-		
Dauen-		North Rhine-
Württemberg		Westphalia
Bavaria Berlin	1	Rhineland- Palatinate
Brandenburg	- 3	Saarland
Bremen	-	Saxony
Hamburg	10	Saxony-Anhalt
Hesse Mecklenburg-	10	Schleswig- Holstein
West Pommerania	-	Thuringia
Lower Saxony	-	
head of an authorit Senior department with managerial re: Department head, o Other salaried staff Skilled worker Lecturer, teacher, s Trainee Other position Student	head spons group , pub	, other employee libility head lic service

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	% 12 12 21 23 16 12 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	% 2 4 7 8 10 6 4 59
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 36 23 23 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 72 11 17
Follow-up business Intend to buy at later date yes no maybe	% 31 33 36

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Earlier events First visit

Analytica ---- München

Basic data trade visitors

Dable data trade vibitors	
Total number of visitors	33 065
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	21 8
more than 50 km up to 100 km more than 100 km up to 300 km	17
over 300 km	55
Total Germany	68
Baden- North Rhine- Württemberg 17 Westphalia	6
Bavaria 54 Rhineland-	_
Berlin 2 Palatinate	3
Brandenburg 1 Saarland Bremen 1 Saxony	2
Hamburg 2 Saxony-Anhalt	2
Hesse 6 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	1
Lower Saxony 2	
Total Foreign	32
of which EU	60
Rest of Europe Asia	18 13
Other	9
visitor shares Austria Switzerland Great Britain	% 14 9 7
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 5
head of an authority etc.	9
Senior department head, other employee	
with managerial responsibility Project manager with personal and budg	ot 7
responsibility	6
Department head, group head	20
Other salaried staff/public service Skilled worker	19 7
Lecturer, teacher, scientific assistant	11
Trainee	3
Other position Student	4
Other not gainfully employed	1
Frequency of visits to trade fair	%
2006	32 28
2004 2002	28 19
2000	15
Earlier events	12
First visit	48

Additional data trade visitors	
Economic sector User of instrumental analytics Manufacturer of instrumental analytics Dealer in instrumental analytics Service/consulting in connection with instrumental analytics Active in industrial research & development Active in university research & development Active in other reserach & development Student Other not gainfully employed	% 36 5 16 6 9
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 18 35 26 11 9
Area of responsibility Management Product management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 10 3 45 2 5 15 5 1 2 14 1 3 9 9
Size of company/organisation: Number of employees: 1 - 4 9 500 - 999 1 - 4 9 5 1 000 - 9 999 5 - 9 5 1 000 - 999 10 - 49 20 10 000 and more 50 99 7 Student 100-199 8 Other not gainfully employed N/A N/A	% 8 13 8 9
Length of stay 1. Length of stay (days): one 62 three 6 two 28 four 3 2. Average length of stay 1,5 d 3. Share of visitors on the event's days: 1st day 30 3rd day 46	% ays

Conducted by: TNS Infratest, München

Basic data trade visitors

AUTOMATICA München

Total number of visitors	22 557
	32 557 98%
Proportion of trade visitors	90%
Region of residence	%
up to 50 km	15 11
more than 50 km up to 100 km more than 100 km up to 300 km	32
over 300 km	42
Total Germany	74
Baden- North Rhine-	,
Württemberg 23 Westphalia Bavaria 54 Rhineland-	6
Berlin - Palatinate	3
Brandenburg - Saarland	1
Bremen - Saxony	2
Hamburg 1 Saxony-Anhalt	-
Hesse 4 Schleswig- Mecklenburg- Holstein	1
West Pommerania 1 Thuringia	1
Lower Saxony 2	
Total Foreign	26
of which EU	71
Rest of Europe	13
Other	16
The two countries with the highest	01
visitor shares Austria	% 20
Switzerland	8
Position in the company/organisation	%
Position in the company/organisation Entrepreneur, partner, self-employed	7
Head of public authority, teacher at instit	
(university chairholder) etc. Head of central department, division mar	12-
ger, authorised signatory	iu g
Head of department, production, tech-	
nology, group leader, team leader	25 23 5 7 2 3
Other salaried staff/public service	23
Lecturer, teacher, scientific assistant Foreman, master craftsman	5
Skilled worker, journeyman	7
Trainee	2
Other position	3
Student Other not gainfully employed	1
Frequency of visits to trade fair 2006	% 27
2006	11
First visit	69

Additional data trade visitors

Automobile manufacture, OEM and supplier Pharmaceuticals, cosmetics, medical	% 18
technology Electrical engineering/electronics industry Information and communication Solar technology Plastics industry	3 14 3 2 5
Metal industry ' Food and beverages industry Packaging Other	21 1 3 21
Student Other not gainfully employed	8 1
Influence on purchasing/ procurement decisions	%
Decisively	19
Collectively In an advisory capacity	40 22
No Student	11 8
Other not gainfully employed	1
Area of responsibility	%
Management	15 35
Research/development/design Planning/work preparation	10
Manufacture/production	18
Production, quality control Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology (EDP Administration/organisation/personnel/) 5
social welfare/training	3
Marketing/sales/advertising/PR Storage/material management/logistics/	12
transport	1 7
Maintenance/repairs Other area	5
Student	5 8
Other not gainfully employed	1
Size of company/organisation:	%
Number of employees: 1- 4 4 500- 999	9
5- 9 5 1 000 - 9 999 10- 49 15 10 000 and more	18 9
10- 49 15 10 000 and more 50- 99 7 Student	8
100-199 10 Other not gainfully	1
200-499 13 employed	
Length of stay	%
1. Length of stay (days):	
one 80 three 4	
one 80 three 4 two 15 four 1	
	ays

Conducted by: TNS Infratest, München



C-B-R ---- München

Basic data private visitors

Total number of visitors	96 783
Proportion of private visitors	89%
Region of residence	%
up to 50 km	61
more than 50 km up to 100 km	25
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	12
over 300 km	2
Total Germany	98
Baden- North Rhine-	
Württemberg 2 Westphalia Bavaria 97 Rhineland-	-
Bavaria 97 Rhineland- Berlin 1 Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	_
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	-
Total Familia	2
Total Foreign of which EU	92
Other	8
The country with the highest visitor	0/0
The country with the highest visitor share Austria	% 73
share Austria Position in the company/organisation	73 %
share Austria Position in the company/organisation Entrepreneur, partner, self-employed	73 %
share Austria Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	73 %
share Austria Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	73 % 9
share 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	73 % 9 1
share 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	73 % 9 1
Share 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 stafffpublic service	73 % 9 1
share 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	73 % 9 1
share 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	73 % 9 1
share 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	73 % 9 1
share 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	73 % 9 1
share 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	73 % 9 1
share 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 Old-age pensioner Housewife/man	73 % 9 1
share 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 Old-age pensioner	73 % 9
share 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Old-age pensioner Housewife/man Other not gainfully employed Frequency of visits to trade fair	73 % 9 1 1 3 3 3 7 7 3 3 9 9 19 3 1
share 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 Old-age pensioner Housewire/man Other not gainfully employed Frequency of visits to trade fair 2007	73 %9 1 7 33 7 33 2 2 3 3 1 1 9
share 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 Old-age pensioner Housewife/man Other not gainfully employed Frequency of visits to trade fair 2007 2006	73 % 9 11 73 33 77 33 9 19 93 11
share 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Old-age pensioner Housewife/man Other not gainfully employed Frequency of visits to trade fair 2007 2006 2005	73 %9 9 1 1 7 7 7 3 3 2 2 3 9 19 3 3 1 1
share 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 Old-age pensioner Housewife/man Other not gainfully employed Frequency of visits to trade fair 2007 2006	73 % 9 11 73 33 77 33 9 19 93 11

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	% 6 15 15 24 20 16
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 6 8 13 14 21 15 12
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 21 43 15 14 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 36 31 32
Follow-up business Intend to buy at later date yes no maybe	% 43 14 43

Conducted by: TNS Infratest, München

electronica ---- München

Basic data trade visitors

Total number of visitors	72 970
Proportion of trade visitors	97%
Region of residence	%
up to 50 km more than 50 km up to 100 km	15 5
more than 100 km up to 300 km over 300 km	21 59
OVEL 200 KIII	39
Total Germany Baden- North Rhine-	57
Württemberg 24 Westphalia	6
Bavaria 50 Rhineland- Berlin 1 Palatinate	2
Brandenburg 1 Saarland	-
Bremen - Saxony Hamburg 1 Saxony-Anhalt	2
Hesse 6 Schleswig-	1
Mecklenburg- Holstein Nest Pommerania - Thuringia	3
Lower Saxony 2	
Total Foreign	43
of which EU Rest of Europe	69 15
South-, East-, Central Asia Other	6
The five countries with the highest	
visitor shares	%
taly Austria	12 10
witzerland	8
Great Britain France	7 5
Position in the company/organisation	%
Intrepreneur, partner, self-employed	10
Managing director, board member, nead of public authority, head of institut	e 10
Senior department head, other employee with managerial responsibility	: 8
Project manager with personal and budg	jet
responsibility Department head, group head	11 14
Other salaried staff/public service	25
Skilled worker Lecturer, teacher, scientific assistant	7
Frainee	14 25 7 3 2 3 7
Other position Student	7
	%
Frequency of visits to trade fair	
2006	40
2006 2004	40 30 21
2006 2004 2002 2002 2000	40
Frequency of visits to trade fair 2006 2004 2002 2000 Earlier events First visit	4 3 2 1

Additional data trade visitors

Economic sector Application, use of electronic components,	%
assembly group sub-systems Manufacture of electronic components	22 15
Manufacture of electronic components Manufacture of electronic assembly groups,	- 1.
sub-systems Trade in electronic components, assembly	21
groups, sub-systems	11
Service	9
Teaching and training Public authority/Ministry	
Student	- 1
Research and development	12
Influence on purchasing/	
procurement decisions Decisively	% 23
Collectively	35
In an advisory capacity No	25
Student	10
Area of responsibility	9/
Area of responsibility Management	14
Hardware development	35
Software development Basic research	16
Design	1
Design/construction	6
Consulting Planning/work preparation	
Manufacture/production	10
Quality assurance/control/test	14
Buying/procurement Finance/accounting, controlling	14
Information, communication technology (ED	P) 2
Administration/organisation/personnel/ social welfare/training	
Marketing/sales/advertising/PR	2
Storage/material management/logistics/	
transport Maintenance/repairs	1
Other area	-
Student	- 7
Size of company/organisation:	
Number of employees:	9/
1- 4 8 200- 499 5- 9 6 500- 999	10
10- 49 18 1 000- 9 999	14
50- 99 8 10 000 and more 100-199 9 Student	12
100-199 9 Student	
Length of stay 1.Length of stay (days):	%
one 54 three 9 two 32 four 5	
2. Average length of stay 1,7	day

Conducted by: TNS Infratest, München

EXPO REAL (2007)

Total number of visitors	40 722
Proportion of trade visitors	97%
Region of residence	%
up to 50 km more than 50 km up to 100 km	12
more than 100 km up to 300 km over 300 km	11 74
Total Germany Baden- North Rhine-	71
Württemberg 11 Westphalia	17
Bavaria 26 Rhineland- Berlin 10 Palatinate	Δ
Brandenburg 1 Saarland	1
Bremen 1 Saxony Hamburg 6 Saxony-Anhalt	3
Hesse 14 Schleswig-	'
Mecklenburg- Holstein Thuringia	2
West Pommerania - Thuringia Lower Saxony 3	
Total Foreign	29
of which EU Rest of Europe	76 12
North America Other	6
Other	-
The five countries with the highest	
visitor shares Great Britain	% 15
Austria	11
Netherlands Czech Republic	6
Switzerland	3
Position in the company/organisation Managing director, board member,	%
head of an authority etc. Salaried staff with managerial responsibil	27 itv.
director	26
Salaried staff Self employed/freelance	24 14
Public service	1
Lecturer, teacher, scientific assistant Trainee	1
Other position	
Student	7
Frequency of visits to trade fair	%
2006 2005	46 36
2004	28
Earlier events First visit	14 44
LIIST AIRIT	44

---- 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	6 6 14 5 3
Property communication	
Associations of Real Estate management	1 5 5 5 3 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	9/
Decisively	31
Collectively	32
In an advisory capacity	20
No	- 0
Student	7

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

Size of cor	npany/o	organisation: ees:	
Number of	employ	ees:	%
1- 4	16 1	200 - 499	
5- 9	11	500 - 999) 5
10- 49	23	1 000 - 9 999) 9
50- 99	9	10 000 and more	. 6
100-199	6	Student	t 7

Length of		(daye):			%
one	32	two	45	three	23
2. Averag	e lengtl	h of stay		1,9	days
		rs on the			47

Conducted by: TNS Infratest, München

GARTEN (2006) ---- München

Basic data private visitors

basic data private visitors	
Total number of visitors	74 092
Proportion of private visitors	83%
Region of residence	%
up to 50 km	56
more than 50 km up to 100 km	23
more than 100 km up to 300 km	17
over 300 km	3
Total Germany	98
Baden- North Rhine- Württemberg 1 Westphalia	
Bavaria 97 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	67
Other	33
Position in the company/organisation	%
Entrepreneur, partner, self-employed	12
Managing director, board member,	1
head of an authority etc.	_ 1
Senior department head, other employed with managerial responsibility	3
Department head, group head	4
Other salaried staff/public service	
Skilled worker	5
Foreman, master craftsman	3
Lecturer, teacher, scientific assistant	35 5 3 2 1 3
Trainee	1
Other position	3
Student	3
Housewife/man	13
Old-age pensioner	17
Other not gainfully employed	2
Frequency of visits to trade fair	%
2005	41
2004	38
2003 Earlier events	33 22
First visit	41
LIIST AISIT	41

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	% 54 24 18
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse West Pommerania Lower Saxony North Rhine- 2 Westphalia 96 Rhineland- Palatinate Saarland Saarland Saxony Saxony Saxony-Anhalt Holstein Thuringia	98
Total foreign of which EU Other	2 70 30
The country with the highest visitor share Austria	% 60
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	% 16 1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Foreman, master craftsman Lecturer, teacher, scientific assistant Trainee Other position	- 4 31 5 4 2 2 3
Department head, group head Other salaried staff/public service Skilled worker Foreman, master craftsman Lecturer, teacher, scientific assistant Trainee	31

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 50 up to 70 years over 70 years	% 2 10 19 28 23 16
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- EUR	% 3 8 13 15 17 13 7 22
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 15 42 19 18 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 64 13 23
Follow-up business Intend to buy at later date yes no maybe	% 20 24 55
Conducted by: TNS Infratest, München	



GOLF EUROPE ----> München

Basic data trade visitors

basic data trade visitors	
Total number of visitors	4 617
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	% 13 5 19 63
Total Germany Baden- Württemberg 13 Westphalia Bawaria 51 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 2 Saxony-Anhalt Hesse 9 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	45 11 3 1 - - 2
Total Foreign of which EU Rest of Europe Other	55 87 9 4
The four countries with the highest visitor shares Austria Switzerland Italy Great Britain	% 15 12 10 7
Position in the company/organisation Pro Pro shop owner Pro shop operator Other self-employed entrepreneur, partner freelance profession Management director, board of director, president, golf course manager Head of department, team supervisor etc. Other employee, professional assistant Pro-apprentice, trainee Other position Student Other not gainfully employed	29
Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events First visit	% 53 45 37 30 24 32

Economic sector Pro-shop	% 20
Producer, supplier	16
Golf Professional	_ 1
Golf course operator with commercial res	
Commercial agent	8
Other sport retailers Department store	6
TV and internet-shopping	3
Mail order	2
Buying groups and associations	2
Fashion speciality shop Consulting	2
Advertising, marketing	3 3 2 2 2 2 2 2 1
Golf tourism, hotel	2
Golf course equipment sales	1
Other Student	1
Other not gainfully employed	i
Influence on purchasing/	0/
procurement decisions Decisively	% 51
Collectively	22
In an advisory capacity	16
No	9
Student Other not gainfully employed	1
Other not gaintany employed	
Area of responsibility	%
Management	42
Research/development/design Planning/work preparation	6
Manufacture/production	5
Production, quality control	3
Buying/procurement	24
Finance/accounting, controlling	8 /au=
Information, communication technology (I Administration/organisation/personnel/	בטרן 3
social welfare/training	7
Marketing/sales/advertising/PR	31
Storage/material management/logistics/	2
transport Maintenance/repairs	3
Sales '	31
Golf pros	5
Other area	-
Student Other not gainfully employed	1
Other not gaintany employed	'
Size of company/organisation:	
Number of employees: 1- 4 47 200- 499	% 2
1- 4 47 200- 499 5- 9 16 500 and more	4
10- 49 20 Student	1
50- 99 5 Other not gainfully	
100-199 3 employed	1
Length of stay	%
1. Length of stay (days):	
one 61 two 26 three	13

2. Average length of stay

3. Share of visitors on the event's days:
1st day 52 2nd day 65 3rd day 36 Conducted by: PhoneResearch KG, Hamburg

INTERNATIONALE HANDWERKSMESSE ---- München

Basic data trade visitors

	2 028
Proportion of trade visitors	46%
Region of residence	%
up to 50 km	39
more than 50 km up to 100 km	26
more than 100 km up to 300 km over 300 km	27
Total Germany	97
Baden- North Rhine-	
Württemberg 5 Westphalia Bavaria 90 Rhineland-	1
Berlin 1 Palatinate	1
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 1 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 1	
Total Foreign	3
of which EU	73
Rest of Europe Other	23
er a salat tet a es	
The country with the highest visitor share	
Austria	%
Austria	
Position in the company/organisation	35
Position in the company/organisation Entrepreneur, partner, self-employed	% 35 % 38
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	35 % 38
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	35
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	35 % 38
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	35 9/ 38 2
Position in 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	35 9/ 38 2
Position in 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 Foreman, master craftsman	35 9/ 38 2 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 staft/public service Foreman, master craftsman Skilled worker	39 9% 38 2 10 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 staff/public service Foreman, master craftsman	35 9/ 38 2 10 12 2
Position in 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 staft/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	3! 9/ 38 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	3! 9/ 38 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Old-age pensioner	35 9/38 38 10 11 12 24
Position in 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 Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	35 9/38 38 10 12 2
Position in 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 Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Old-age pensioner Housewife/man	39
Position in 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 Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Old-age pensioner Housewife/man Other not gainfully employed Frequency of visits to trade fair 2007	338 38 38 10 11 11 12 12 14 16 16 17 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 employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Old-age pensioner Housewife/man Other not gainfully employed Frequency of visits to trade fair 2007 2007	39° 9° 38° 38° 38° 38° 38° 38° 38° 38° 38° 38
Position in 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 Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Old-age pensioner Housewife/man Other not gainfully employed Frequency of visits to trade fair 2007	338 38 38 10 11 11 12 12 14 16 16 17 17 18 18 18 18 18 18 18 18 18 18 18 18 18

First visit

1,5 days

Basic data private visitors

% 66 21 11
2
99
1
-
-
1
60 40
%
10
2
1
35 35 1
3
1
1
1
2
6 34
34 1

Basic data all visitors

Region of residence	
	%
up to 50 km	52 23
more than 50 km up to 100 km more than 100 km up to 300 km	19
over 300 km	6
Total Germany	98
Baden- North Rhine-	4
Württemberg 3 Westphalia Bavaria 94 Rhineland-	1
Berlin 1 Palatinate	1
Brandenburg - Saarland	-
Bremen - Saxony Hamburg - Saxony-Anhalt	- 1
Hesse 1 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	-
Total Foreign	2
of which EU	70
Rest of Europe	22
Other	8
The country with the highest visitor	
share Austria	% 34
Austria	54
Position in the company/organisation	%
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member	% 25
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	
Managing director, board member, head of an authority etc. Senior department head, other employee	25
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	25 3 1
Managing director, board member, head of an authority etc. Senior department head, other employee	25
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman	25 3 1 4 21 6
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker	25 3 1 4 21 6 7
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	25 3 1 4 21 6
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	25 3 1 4 21 6 7 2 4
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	25 3 1 4 21 6 7 2 4 1 3
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	25 3 1 4 21 6 7 2 4
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	25 3 1 4 21 6 7 2 4 1 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 staff/public service Foreman, master craftsman 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	25 3 1 4 21 6 7 2 4 1 3 3 19 1
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007	25 3 1 4 21 6 7 2 4 1 3 3 19 1
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2006	255 3 1 4 4 211 66 77 2 2 4 1 1 3 3 3 199 1 1
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2006	25 3 1 4 21 6 7 2 4 1 3 3 19 1
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2006	255 3 11 4 421 6 7 7 2 2 4 4 11 3 3 3 19 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

Additional data trade visitors

Economic sector	%
Skilled trades	60
Industry	9
Service sector	12
Retail and wholesale trade	1
Public authority	1
Polytechnics	1
Other	3
Student	4
Other not gainfully employed	8

Influence on purchasing/ procurement decisions	%
	43
Collectively	18
In an advisory capacity	13
No	13
Student	4
Other not gainfully employed	8
Decisively Collectively In an advisory capacity No Student	43 18 13 13

Area of responsibility	%
Management	% 18 5
Research/development/design	5
Planning/work preparation	10
Manufacture/production	20
Production, quality control	6
Buying/procurement	12 4 (EDP) 2
Finance/accounting, controlling	4
Information, communication technology	(EDP) 2
Administration/organisation/personnel/	
social welfare/training	11
Marketing/sales/advertising/PR	10
Storage/material management/logistics/	
transport	7
Maintenance/repairs	7 18
Layout and design	10
Student	4
Other area	16
Other not gainfully employed	8

Size of con Number of	ıpany/e	organisation: ees:	9/
1- 4	35	500- 999	2
5- 9	10	1 000 - 9 999	- 4
10- 49	18	10 000 and more	
50- 99	5	Student	4
100-199	6	Other not gainfully	
200-499	4	employed	8
		. NI/A	

Length o	of stay	(days):			9/
one	95	four	-	seven	
two	4	five	-		
three	1	six	-		
2. Averag	e lengt	h of stay		1,1	day
2.01	6	- 41			

z., werage	.cg	o. staj		.,.	aajs
3. Share of					
1st day	11	4th day	29	7th day	5
2nd dáy	16	5th day	19		
3rd day	19	6th day	8		

Additional data private visitors

Additional data private visito	13
Sex Male Female	% 50 50
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 3 8 15 22 20 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 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 4 9 14 17 16 13 8 18
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 48 15 13 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes yes no maybe	% 50 15 35
Follow-up business Intend to buy at later date yes no maybe	% 19 21 60

Conducted by: TNS Infratest, München

IFAT ---- München

Total number of visitors	119 476
Proportion of trade visitors	97%
Region of residence	%
up to 50 km	7
more than 50 km up to 100 km more than 100 km up to 300 km	21
over 300 km	66
Total Germany	66
Baden- North Rhine-	4.0
Württemberg 20 Westphalia Bavaria 35 Rhineland-	10
Bavaria 35 Rhineland- Berlin 2 Palatinate Brandenburg 2 Saarland	
Brandenburg 2 Saarland	
Bremen - Saxony	4
Hamburg 2 Saxony-Anhalt	2
Hesse 8 Schleswig- Mecklenburg- Holstein	
West Pommerania 1 Thuringia	
Lower Saxony 6	
Total Familia	2.
Total Foreign of which EU	3 4
Rest of Europe	15
Africa	3
America	
Asia Australia	10
Australia	
The five countries with the highest	9/
visitor shares Austria	10
Italy	
Switzerland	2
Slovenia	4
Czech Republic	3
Position in the company/organisation	9/
Position in the company/organisation Entrepreneur, partner, self-employed	10
Managing director, hoard member	
hand of an authority ata	12
Managing director, board member, head of an authority etc.	9
Senior department head, other employed	
Senior department head, other employed with managerial responsibility Department head, group head	
Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service	18
Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman	18
Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker	18
Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	18
Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee	19
Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	18

Frequency of visits to trade fair 2005 2002 1999 Earlier events First visit

Additional data trade visitors

Economic sector	9
Industry, manufacturing sector	2
Municipal supplying and disposal	2
companies Private supplying and disposal companies	2
and operators	
Engineering offices, consultants and other	
services	1
Trade Authority/public services	
Universities and polytechnics, science and	
research	
Association Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	9
Decisively	2
Collectively In an advisory capacity	3
No	
Student	
Other not gainfully employed	
Anna of manageribility	9
Area of responsibility Management	1
Research/development/design	
Planning/work preparation	1
Manufacture/production	
Production, quality control Buying/procurement	
Finance/accounting, controlling	P)
Information, communication technology (ED	P)
Administration/organisation/personnel/ social welfare/training	
Marketing/sales/advertising/PR	1
Storage/material management/logistics/	
transport	
Maintenance/repairs	1 1 2
Application/process engineering Environmental protection	2
Other area	
Student	
Other not gainfully employed	
Since of a community of the since	_
Size of company/organisation: Number of employees:	
1- 4 9 500- 999	
5- 9 8 1 000- 9 999	
10- 49 27 10 000 and more	9
50- 99 11 Student 100-199 11 Other not gainfully	
200-499 11 Other not gainfully employed	

200-499	11		en	nployed	1
Length o	f stay	(days):			%
one two	53 28	three four	13 5	five	2
2. Average	e lengtl	n of stay		1,7	days
3. Share of 1st day 2nd day		rs on the e 3rd day 4th day		days: 5th day	20

Conducted by: TNS Infratest, München





HEIM + HANDWERK (2007) ---- München

Basic data private visitors

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 more than 100 km up to 300 km	18 8
over 300 km	3
Total Germany	99
Baden- North Rhine- Württemberg 1 Westphalia	-
Bavaria 97 Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	-
Hamburg - Saxony-Anhal	t -
Hesse - Schleswig- 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	n % 10
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
Other salaried staff, public service	37
Skilled worker	6
Lecturer, teacher, scientific assistant Trainee	1
Other position	3
Student	3
Housewife/man Old-age pensioner	8 18
Other not gainfully employed	2
Frequency of visits to trade fair	%
2006	50
2005 2004	50 41
Earlier events	33
First visit	16

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	% 68 19 10 4
Total Germany Baden- Württemberg 1 Westphalia Bavaria 97 Rhineland- Berlin - Palatinate Brandenburg - Saarand Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Hest Pommerania Lower Saxony 1	98 - - - - -
Total Foreign of which EU Other	2 68 32
The country with the highest visitor share Austria	% 35
Position in 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	% 13 2 2 7 33 7 3 3 3 3
Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	3 3 7 16 1

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	% 2 16 27 23 19
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 3 000,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- EUR	% 4 6 11 15 19 16 10
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 45 17 16
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
Conducted by: TNS Infratest, München	

inhorgenta europe ---- München

Basic data trade visitors

	30 202
Proportion of trade visitors	100%
Region of residence	%
up to 50 km nore than 50 km up to 100 km	15 8
nore than 100 km up to 300 km	24
over 300 km	54
Total Germany	69
Baden- North Rhine- Nürttemberg 23 Westphalia	9
Bavaria 46 Rhineland-	
Berlin 2 Palatinate	4
Brandenburg 1 Saarland Bremen 1 Saxony	1
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	1
Hesse 4 Schleswig-	
Mecklenburg- Holstein	2
Nest Pommerania - Thuringia Lower Saxony 4	1
Fotal Foreign	31
of which EU	82
Rest of Europe Other	12 6
The five countries with the highest visitor shares	%
Austria	23
	8
Spain	
Vetherlands	7
Vetherlands Switzerland	7 6
Vetherlands witzerland Great Britain	7 6 6
Vetherlands witzerland Great Britain Position in the company/organisation	7 6 6
Vetherlands Switzerland Great Britain Position in the company/organisation Entrepreneur, partner, self-employed	7 6 6
Vetherlands Switzerland Great Britain Position in the company/organisation Entrepreneur, partner, self-employed Wanaging director, board member, lead of an authority etc.	7 6 6 6
Vetherlands Switzerland Great Britain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. Senior department head, other employee	7 66 66 % 53
Vetherlands Switzerland Great Britain Position in the company/organisation Intrepreneur, partner, self-employed Wanaging director, board member, Thead of an authority etc. Senior department head, other employee With managerial responsibility With managerial responsibility	7 66 6 % 53 9
Netherlands Switzerland Great Britain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	7 66 6 % 53 9
Vetherlands Switzerland Great Britain Position in the company/organisation Intrepreneur, partner, self-employed Wanaging director, board member, Thead of an authority etc. Senior department head, other employee With managerial responsibility With managerial responsibility	76666666666666666666666666666666666666
Netherlands witzerland Great Britain Position in the company/organisation intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. senior department head, other employee with managerial responsibility Department head, group head other salaried staff/public service oreman, master craftsman skilled worker	76666666666666666666666666666666666666
Vetherlands Switzerland Great Britain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. Senior department head, other employee with managerial responsibility Postment head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	76666666666666666666666666666666666666
Netherlands witzerland Great Britain Position in the company/organisation entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman skilled worker eccturer, teacher, scientific assistant Trainee	76666666666666666666666666666666666666
Vetherlands Switzerland Great Britain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. Senior department head, other employee with managerial responsibility Postment head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	76666 9%533 15556633
Vetherlands Switzerland Great Britain Position in the company/organisation Intrepreneur, partner, self-employed Managing director, board member, leed of an authority etc. Isenior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman skilled worker Lecturer, teacher, scientific assistant Frainee Other position	7 66 66 % 53
Vetherlands Switzerland Great Britain Position in the company/organisation Intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service oreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant frainee Other position Student Other not gainfully employed Frequency of visits to trade fair	77 66 66 53 53 55 55 66 31 55 33 81 81
Netherlands Great Britain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, read of an authority etc. senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman skilled worker recturer, teacher, scientific assistant frainee Other position Student Other not gainfully employed Frequency of visits to trade fair	76666 9953 15556 3311 53388 11
Vetherlands Switzerland Great Britain Position in the company/organisation Intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service oreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant frainee Other position Student Other not gainfully employed Frequency of visits to trade fair	7666666853385555555555555555555555555555
Vetherlands Sivetzerland Sireat Britain Position in the company/organisation Intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. Sienior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service oreman, master craftsman killed worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 1007 1006	76666 9%533 1155663311

Additional data trade visitors

Additional data trade v	isitors
Economic sector	Ç
Specialist retail trade with watches jewellery, jewels, precious metals	3
Other retail	
Department store Wholesale/foreign trade in watches	
jewellery, jewels, precious metals Other wholesale trade	
Other wholesale trade Commercial agent	
Gold/silversmith without retail outle	t 1
Watchmaker without retail outlet	
Producer Supplying company belonging to th	e sector
Polytechnics	
Designer Gallery, Mail business, TV/Internet-	honning
Other	mopping
Student	
Other not gainfully employed	
Influence on purchasing/ procurement decisions	q
Decisively	5
Collectively	1
In an advisory capacity No	1
Student	
Other not gainfully employed	
Area of responsibility	o c
Management Research/development/design	4
Planning/work preparation	
Manufacture/production	2
Production, quality control Buying/procurement	2
Finance/accounting, controlling	
Information, communication techno Administration/organisation/personn	ogy (EDP) el/
social welfare/training	
Marketing/sales/advertising/PR Storage/material management/logis	tics/
transport	
Maintenance/repairs Sales	2
Student	2
Other area Other not gainfully employed	
——————————————————————————————————————	
Size of company/organisation: Number of employees:	c
1- 4 54 500-	999
5- 9 14 1 000- 9	999
10- 49 10 10 000 and 50- 99 3 St	more udent
100-199 3 Other not gai	nfully
200-499 1 emp	loyed N/A
Length of stay 1 Length of stay (days):	Ç
one 53 three 11	
two 31 four 5	
2. Average length of stay	1,7 day
3. Share of visitors on the event's d	ays:
2nd day 56 4th day 22	
I. Length of stay (days): one 53 three 11 two 31 four 5 2. Average length of stay 3. Share of visitors on the event's d 1st day 38 3rd day 53	1,7 day

Conducted by: TNS Infratest, München

ispo winter (2007) ---- München

Basic data trade visitors

Total number of visitors	64 184
Proportion of trade visitors	100%
Region of residence	%
up to 50 km more than 50 km up to 100 km	10 5
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	15
over 300 km	70
Total Germany Baden- North Rhine-	34
Württemberg 11 Westphalia	7
Bavaria 58 Rhineland-	2
Berlin 2 Palatinate Brandenburg 1 Saarland	3
Bremen 1 Saxony	2
Hamburg 2 Saxony-Anhalt Hesse 4 Schleswig-	-
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 4	2
Total Foreign	66
of which EŬ	68
Rest of Europe North America	18 2
East Asia	8
Other	4
The five countries with the highest	
visitor shares Italy	% 14
Austria	10
Switzerland France	9
Great Britain	5
Position in the company/organisation Entrepreneur, partner, self-employed	%
Entrepreneur, partner, self-employed Managing director, board member,	26
head of an authority etc.	23
Senior department head, other employee	e 7
with managerial responsibility Department head, group head	15
Department head, group head Other salaried staff, public service	10
Skilled worker Lecturer, teacher, scientific assistant	4
Trainee	1 5 3 5 1
Other position Student	3 5
Other not gainfully employed	1
Frequency of visits to trade fair	%
2006 2005	51 40
2005	33
Earlier events	24
First visit	33

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

2. Average length of stay

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

SYSTEMS — München

Basic data trade visitors	
Total number of visitors	39 000
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	% 41 15 24 19
Total Germany Baden- Wirttemberg 12 Westphalia Bavaria 76 Rhineland- Berlin 2 Palatinate Brandenburg 5 Saxony Hamburg 5 Saxony 4 Saxony 4 Holstein West Pommerania Lower Saxony 1	93 4 1 - 1 -
Total Foreign of which EU Other The country with the highest visitor share Austria	% 52
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of public authority, head of institute Head of central department, division man ger, authorised signatory Head of department, team/group supervise etc. Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Project manager with personal and budger responsibility Student Other not gainfully employed	5 sor 15 23 5 6 8 2
Frequency of visits to trade fair 2007 2006 2005 Earlier events First visit	% 40 41 33 35 34

Additional data trade visitors

Additional	uata tiat	ie visitoi	3
Economic sect	or	Later	(
Vehicle building construction			
Chemical produ			
pharmaceutical Nutrition incl. t	abacco process	in service sina industrv	
Paper, publishir	ng, printing tra		
Building industr	y/trades		
Banking/insurar Education, Instr			
Transport, infor	mation transm	ission	
Hardware, peri	ohery		
Software Telecommunica	tion network	systems	1
II services, II o	onsultants		2
IT systems spec	ialist, value ac	lded reseller	
Trade Public administ	ration		1 1 2
Other processin	g industry, ma	nufacturing,	
production		_	
Other services/o	onsulting		
Student			
Other not gainf	ully employed		
Influence on p	urchasing/		
procurement of Decisively	iecisions		2
Collectively			2
In an advisory No	capacity		1
Student			
Other not gainf	ully employed		
Area of respon	nsibility		(
Management			1
Research/develo			
Manufacture/pr			1
Production, qua	lity control		
Buying/procurer Finance/accoun		a	
Information, co	mmunication to	echnology (E	DP)4
Administration/ social welfare/t		ersonnel/	
Marketing/sales		?	1
Storage/materia			
transport Maintenance/re	nairs		
Other area	puiis		
Student	ully amployed		
Other not gainf			
Size of compa		on:	
	3 500		
5- 9	6 1 000		1
10- 49 1 50- 99 1	6 10 000 0	and more Student	1
100-199	8 Other n	ot gainfully	
200-499	9	employed	
Length of stay			
1. Length of sta one 88	y (days): three	2	
two 9	four	1	
	th of stav	1,2	2 day
2. Average leng	ove on the -	nt's dame.	
2. Average leng 3. Share of visit 1st day 22	ors on the eve	nt's days: 1	

Conducted by: TNS Infratest, München



BioFach ---- Nürnberg

Basic data trade visitors

Busic duta trade visitors	
Total number of visitors	46 484
Proportion of trade visitors	95%
Region of residence	%
up to 50 km	12
more than 50 km up to 100 km	6
more than 100 km up to 300 km over 300 km	30
over 300 km	44
Total Germany	69
Baden- North Rhine-	
Württemberg 16 Westphalia	9
Bavaria 49 Rhineland- Berlin 2 Palatinate	4
Brandenburg 1 Saarland	4
Bremen - Saxony	3
Hamburg 2 Saxony-Anhalt	1
Hesse 6 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania - Thuringia	1
Lower Saxony 4	
Total Foreign	31
of which EU	72
Rest of Europe	13
Other	15
The five countries with the highest	
visitor shares	%
Austria	11
France	8
Italy	7
Switzerland	6
Netherlands	6
Position in the company/organisation	%
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	10
Senior department head, other employed	
with managerial responsibility	4
Department head, group head	13
Other salaried staff/public service	14
Skilled worker	5 2 4 2 8
Lecturer, teacher, scientific assistant	2
Trainee Other position	4
Other position Student	2
Other not gainfully employed	2
Frequency of visits to trade fair	%
2007	36
2006	30
2005	26
Earlier events	23
First visit	43

Additional data trade visitors

Economic sector	%
Agriculture	18
Skilled trades Manufacturer	2 15
Wholesale, import, export	10
Retail trade	26
Large caterer, hotel and restaurant trade Service provider	2 6
Non-medical practitioner, doctor,	•
homeopath	1
Cosmetics institute, beauty farm Hotel and restaurant trade	2
Other sectors	1 2 2 9 8
Student	8
Other not gainfully employed	2
Influence on purchasing/	
Influence on purchasing/ procurement decisions	%
Decisively	38 29
Collectively In an advisory capacity	14
No	9
Student	8
Other not gainfully employed	2
Area of responsibility	%
Management	40
Research/development/design Planning/work preparation	6
Manufacture/production	10
Production, quality control	4
Buying/procurement Finance/accounting, controlling	24
Information, communication technology (EDI	
Administration/organisation/personnel/	
social welfare/training Marketing/sales/advertising/PR	5 18
Storage/material management/logistics/	10
transport	6
Maintenance/repairs Other area	2 7
Student	8
Other not gainfully employed	2
Size of company/organisation:	
Size of company/organisation: Number of employees:	%
1- 4 34 500- 999	3
5- 9 14 1 000- 9 999	% 3 2 8
10- 49 19 10 000 and more 50- 99 6 Student	8
100-199 6 Other not gainfully	
200-499 4 employed	2
Length of stay	%
1. Length of stay (days):	
one 57 three 10	
two 27 four 6	ı.
2. Average length of stay 1,7 o	aays
3. Share of visitors on the event's days: 1st day 43 3rd day 43	
1st day 43 3rd day 43 2nd day 48 4th day 33	

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund First visit

BRAU Beviale ---> Nürnberg

Basic data trade visitors

Total number of visitors	34 164
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	9
more than 50 km up to 100 km more than 100 km up to 300 km	12 40
over 300 km	40
Total Germany	78
Baden- North Rhine- Württemberg 14 Westphalia	7
Bavaria 51 Rhineland-	6
Berlin 1 Palatinate Brandenburg 2 Saarland	-
Bremen - Saxony	4
Hamburg - Saxony-Anhalt	
Hesse 8 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	1
West Pommerania 1 Thuringia Lower Saxony 2	2
Total Foreign	22
of which EU	65
Rest of Europe	18
North America Other	6 11
The five countries with the highest visitor shares Austria Netherlands Czech Republic Switzerland taly	% 10 9 9 8 7
Position in the company/organisation	
Entrepreneur, partner, self-employed Managing director, board member,	20
head of an authority etc.	8
Senior department head, other employed with managerial responsibility	e 5
Department head, group head	19
Other salaried staff/public service	11
Foreman, master craftsman	7
Skilled worker Lecturer, teacher, scientific assistant	8
Trainee	7
Other position	2
Student Other not gainfully employed	11 1
Frequency of visits to trade fair	%
2007	41
2006	40
2004 2003	29
Earlier events	25 22
First visit	37

Additional data trade visitors

Economic sector Industry Trade Service Hop and cereals business Other sectors Student Other not gainfully employed	% 52 13 14 4 5 11
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 27 30 19 12 11
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI	% 26 10 9 27 12 16 3
Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	5 18 10 10 4 11 1
Size of company/organisation: Number of employees: 1- 4 16 500- 999 5- 9 7 1 000- 9999 10- 49 21 10 000 and more 50- 99 9 Student 100-199 10 Other not gainfully 200-499 11 employed	% 4 5 5 11
Length of stay 1.Length of stay (days): one 73 two 21 three	% 7
2. Average length of stay 1,3 of 3. Share of visitors on the event's days: 1st day 42 2nd day 54 3rd day Conducted by: Gelszus Messe- Marktforschu	38

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

CHILLVENTA Nürnberg

Basic data trade visitors

Durantina of tando vicitore	
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	3
over 300 km	5
Total Germany	6
Baden- North Rhine-	
Württemberg 20 Westphalia Bavaria 35 Rhineland-	
Berlin 3 Palatinate	
Brandenburg 3 Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse 10 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 1 Thuringia Lower Saxony 4	
Total Foreign of which EU Rest of Europe South-, East-, Central Asia	3 6 1
Other The five countries with the highest	1
visitor shares	9
visitor shares Austria	9
visitor shares Austria Russia	o,
visitor shares Austria Russia Italy Czech Republic	0,
visitor shares Austria Russia	o,
visitor shares Austria Russia Italy Czech Republic Switzerland Position in the company/organisation	9
visitor shares Austria Russia Italy Czech Republic Switzerland Position in the company/organisation	9
visitor shares Austria Russia Italy Czech Republic Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9 1
visitor shares Austria Russia Italy Czech Republic Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	9 1
visitor shares Austria Russia Italy Czech Republic 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	9 1
visitor shares Austria Russia Italy Czech Republic 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 staff/public service	9 1 2 1 1
visitor shares Austria Russia Italy Czech Republic 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 staff/public service Foreman, master craftsman	9 1
visitor shares Austria Russia Italy Czech Republic 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 staff/public service Foreman, master craftsman Skilled worker	9 1 2 1 1
visitor shares Austria Russia Italy Czech Republic 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 staff/public service Foreman, master craftsman	9 1 1 1
visitor shares Austria Russia Russia Italy Czech Republic 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9 1 1 1
visitor shares Austria Russia Italy Czech Republic 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9 1 1 1
visitor shares Austria Russia Russia Italy Czech Republic 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
visitor shares Austria Russia Italy Czech Republic 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9 1 1 1 1

CONSUMENTA (2006) ---- Nürnberg

Additional data trade visitors

Economic sector	%
Refrigeration/air-conditioning specialist company	66
Specialist sanitary, heating, air-conditioning Electrical specialist firms	6 2
Specialist trade Plant operator	2 2 5
Architect Specialist planner (Technical building	1
equipment) Other sectors	4 11
Student Other not gainfully employed	3

Influence on purchasing/	
procurement decisions	%
Decisively	28
Collectively	33
In an advisory capacity	20
No	15
Student	3
Other not gainfully employed	1

	01
Area of responsibility	%
Management	24
Research/development/design	17
Planning/work preparation	22
	20
Manufacture/production	
Production, quality control	6
Buying/procurement	16
Finance/accounting, controlling	4
Information, communication technology	(EDP) 2
Administration/organisation/personnel/	, ,
social welfare/training	3
Marketing/sales/advertising/PR	3 14
Storage/material management/logistics/	
transport	5
Maintenance/repairs	24
Other area	
Student	3
	6 3 1
Other not gainfully employed	- 1

Size of company/organisation:

Number of	employe	ees:	9/
1- 4	15 1	500 - 999	6
5- 9	12	1 000 - 9 999	9
10- 49	23	10 000 and more	(
50- 99	8	Student	3
100-199	9	Other not gainfully	
200-499	9	employed	

Length o	of stay	(days):			%
one	68	two	21	three	11
2. Averag	e lengtl	h of stay		1,4	days
3. Share o	of visito	rs on the	event's	days:	11

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

Basic data private visitors	
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 3
Total Germany	99
Baden- North Rhine- Württemberg 1 Westphalia Bavaria 97 Rhineland-	1
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 Entrepreneur, partner, self-employed	n %
Managing director, board member, head of an authority etc.	1
Senior department head, other employe with managerial responsibility	ee 2
Department head, group head Other salaried staff/public service	8 22
Skilled worker Lecturer, teacher, scientific assistant	8
Trainee	8 2 7 5
Other position Student	18
Housewife/man Old-age pensioner	7 10
Other not gainfully employed	4

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

Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 69 17 9 5
Total Germany Baden- North Rhine-	98
Württemberg 2 Westphalia Bayaria 95 Rhineland-	1
Berlin 1 Palatinate Brandenburg - Saarland	-
Bremen - Saxony	- 2
Hamburg - Saxony-Anhalt Hesse - Schleswig-	-
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony 1	-
Total foreign of which EU Other	2 42 58
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 8
head of an authority etc.	2
Senior department head, other employee with managerial responsibility	2
Department head, group head	7
Other salaried staff/public service Skilled worker	21 8
Lecturer, teacher, scientific assistant Trainee	8 3 7
Other position	5
Student Housewife/man	17 6
Old-age pensioner Other not gainfully employed	10 4
Frequency of visits to trade fair 2005 2004	% 54 50
2003	41
Earlier events	37

Additional data private visitors

Sex Male Female	% 43 57
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 26 20 14 17 12 7
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- EUR	% 11 12 12 10 10 11 23
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 12 32 20 23 14
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 67 12 21
Follow-up business Intend to buy at later date yes no maybe	% 24 30 47
Conducted by: Gelszus Messe-Marktforschul	ng





embedded world ---- Nürnberg

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	17 341
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	14
more than 50 km up to 100 km more than 100 km up to 300 km	5 41
over 300 km	40
	79
Total Germany Baden- North Rhine-	79
Württemberg 24 Westphalia	8
Bavaria 43 Rhineland-	
Berlin 3 Palatinate Brandenburg 1 Saarland	2
Brandenburg 1 Saarland Bremen - Saxony	2
Hamburg 1 Saxony-Anhalt	1
Hesse 7 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia Lower Saxony 4	4
Total Foreign	21
of which EU	71
Rest of Europe Other	21 8
The five countries with the highest visitor shares Austria Switzerland Czech Republic Netherlands Great Britain	% 15 12 7 7
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 13
head of an authority etc. Senior department head, other employee	4
with managerial responsibility	3
Department head, group head	18
Other salaried staff/public service Skilled worker	35
Lecturer, teacher, scientific assistant	9 4 3 2 8
Trainee	3
Other position	2
Student Other not gainfully employed	1
Frequency of visits to trade fair 2007	% 28
2007	27
2005	21
2004	17
Earlier events First visit	12 46
THISC VISIC	40

Additional data trade visitors

Economic sector Industry	% 62
Wholesale trade	3
Retail trade Mail order	3 2 1
Service	12 9 3
Teaching, research Other	9
Student	8
Other not gainfully employed	1
Influence on purchasing/	01
procurement decisions Decisively	% 20
Collectively	39
In an advisory capacity No	22 10
Student	8
Other not gainfully employed	1
Area of responsibility	%
Management	12
Research/development/design Planning/work preparation	62 4
Manufacture/production	6
Production, quality control	3 6
Buying/procurement Finance/accounting, controlling	1
Information, communication technology (ED	P) 7
Administration/organisation/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	10
Storage/material management/logistics/	
transport Other area	1 7
Student	8
Other not gainfully employed	1
Size of company/organisation:	
Number of employees:	%
1- 4 10 500- 999 5- 9 3 1 000- 9 999	9 12
10- 49 17 10 000 and more	10
50- 99 8 Student	8
100-199 10 Other not gainfully 200-499 10 employed	1
longth of store	%
Length of stay 1. Length of stay (days):	7/0
one 79 two 15 three	6
one 15 two 15 tillee	
	days

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

e_procure & supply ---- Nürnberg

Basic data trade visitors

Total number of visitors	2 903
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	13
more than 50 km up to 100 km more than 100 km up to 300 km	4 48
over 300 km	36
Total Germany	95
Baden- North Rhine- Württemberg 19 Westphalia	17
Bavaria 37 Rhineland-	
Berlin 3 Palatinate Brandenburg - Saarland	4
Brandenburg - Saarland Bremen - Saxony	2
Hamburg 2 Saxony-Anhalt	1
Hesse 9 Schleswig- Mecklenburg- Holstein	2
West Pommerania - Thuringia	1
Lower Saxony 4	
Total Foreign	5
of which EU	81
Other	19
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	5
head of an authority etc.	4
Senior department head, other employee	
serior department neda, other employee	9
with managerial responsibility	33
with managerial responsibility	3/1
with managerial responsibility Department head, group head Other salaried staff/public service	34 4
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	4
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	4 - - 1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	4
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	4 - - 1 8
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 2007	4 - 1 8 3 - 8 3
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 2007 2006	4 - 1 8 3 - - 8 30 25
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 2007 2006 2005	4 - - 1 8 3 - - - - - - - - - - - - - - - - - -
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 2007 2006	4 - 1 8 3 - - 8 30 25

Additional data trade visitors

	omic s	ector					4
Indus Trade	uу						1
Service	e						2
		nistrațio	n				
	ing, re	search					
Other Stude							
		ainfully	emplo	yed			
		n purcl		1			
		nt decis	sions				2
Decisi Collec							4
		ry capa	acity				2
No			-				1
Stude		ainfully	amnlo	hav			
Julei	not y	annuny	cilibio	yeu			
	of res	ponsib	ility				1
		velopm	ent/des	sign			
Plann	ing/wo	rk prep	aration				
		e/produc					
		quality urement		1			5
Finan	ce/acco	ounting,	contr				
					chnolog		P) 1
		re/traini		п/ре	rsonnel <i>i</i>		
Marke	eting/sa	ales/adv	ertisin/				1
		erial m	anager	nent/	logistic	5/	
transp Maint		e/repair	s				
Other	area	cpa					
Stude		e e n					
Otner	not ga	ainfully	empio	yea			
Size	of com	pany/c	rgani	satio	n:		
Nume 1-	er or e	employe 3	e5.	500		999	•
5-	9	2		000	- 99	999	2
10-		8	10	000	and m		1
50- 100-		8 5	Oth	or no	Stud ot gainfi		
200-		11	Otti	CI IIC	employ		
	th of s						
1. Len	7		two	26	5		
		anath a	f ctav			1 2	44.
2. Ave	erage le	_			nt's day	1,3	ua

GmbH, Dortmund

EUROGUSS Nürnberg

Basic data trade visitors

Total number of visitors	7 098
Proportion of trade visitors	99%
Region of residence	%
up to 50 km more than 50 km up to 100 km	16 5
more than 100 km up to 300 km	40
over 300 km	39
Total Germany Baden- North Rhine-	80
Württemberg 27 Westphalia	10
Bavaria 42 Rhineland- Berlin 1 Palatinate	3
Brandenburg 1 Saarland	1
Bremen - Saxony	2
Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig-	1
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 3	2
Total Foreign	20
of which EU	78
Rest of Europe Other	18 4
The three countries with the highest visitor shares Italy Czech Republic Austria	% 14 12 10
Position in the company/organisation	% 10
Entrepreneur, partner, self-employed Managing director, board member,	
head of an authority etc. Senior department head, other employee	7
with managerial responsibility	7
Department head, group head Other salaried staff/public service	26 21
Foreman, master craftsman	6
Skilled worker	8
Lecturer, teacher, scientific assistant Trainee	5
Other position	3
Student Other not gainfully employed	6 8 2 5 3 4 2
Frequency of visits to trade fair	%
2006 2004	29 21
2004	11
2000	9 7
Earlier events First visit	56

fensterbau/frontale ---> Nürnberg

Additional data trade visitors

Economic sector Industry Wholesale trade	% 77 3
Retail trade	1
Import/export	1
Service	9
Teaching, research	2
Other sectors	2
Student	4
Other not gainfully employed	2

Influence on purchasing/	
procurement decisions	%
Decisively	22
Collectively	39
In an advisory capacity	20
No	14
Student	4
Other not gainfully employed	2

Area of responsibility	%
Management	15
Research/development/design	23
Planning/work preparation	8
Manufacture/production	23
Production, quality control	7
Buying/procurement	19
Finance/accounting, controlling	2
Information, communication technology	(EDP) 1
Administration/organisation/personnel/	
social welfare/training	2
Marketing/sales/advertising/PR	14
Storage/material management/logistics/	
transport	2
Maintenance/repairs	2 8 2
Other area	2
Student	4
Other not gainfully employed	2

Size of company/organisation:

Number of	employees:		%
1- 4	4	500 - 999	14
5- 9	3	1 000 - 9 999	15
10- 49	15	10 000 and more	12
50- 99	7	Student	4
100-199	9 (Other not gainfully	
200-499	16	employed	2

Length of 1. Length of	stay	(days):			%
one	79	two	15	three	6
2. Average	length	n of stay		1,3 (days
3. Share of 1st day	visito 43	rs on the o 2nd day	event's 47	days: 3rd day	36

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

Basic data trade visitors

basic data trade visitors	
Total number of visitors	*
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	% 7 10 37 47
Total Germany Baden- Württemberg 19 Westphalia Bavaria 39 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	80 9 7 1 6 2 1
Total Foreign of which EU Rest of Europe Asia Other	21 70 18
The five countries with the highest	

The five countries with the highest	
visitor shares	%
Austria	10
Czech Republic	7
Italy '	6
Switzerland	5
Poland	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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee	% 33 8 4 10 10 9 9 1
Other position	2
Student Other not gainfully employed	3
Francisco de visita de desde fair	0/

Frequency of visits to trade fair	%
2006	40
2004	29
2002	22
2000	18
Earlier events	15
First visit	34

*) individual number of visitors not avaliable, combined with HOLZ-HANDWERK (102 947 visitors)

Additional data trade visitors

Economic sector	%
Industry	23
Skilled trades	50
Retail trade/building materials trade	4
Wholesale/foreign trade	6
Architect	3
Interior designer	1
Other services	4
Authority/public services	1
Teaching (polytechnic/university/college)	1
Research	1
Other	2
Student Other not gainfully employed	2 3 3
Influence on purchasing/ procurement decisions Decisively Collectively	% 35 27

procurement decisions Decisively Collectively In an advisory capacity No Student	9/ 3! 2: 18 14
Other not gainfully employed	
Area of responsibility	9/
Management	36
Research/development/design	10
Diagning hearly propagation	

Area or responsibility	
Management	- 3
Research/development/design	
Planning/work preparation	
Manufacture/production	- 2
Production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information, communication technology (E	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	

Number of	26	500- 999	
5- 9	15	1 000 - 9 999	
10- 49	23	10 000 and more	
50- 99	9	Student	
100-199	7	Other not gainfully	
200-499	6	employed	

stay			%
stay	(days):		
74 ´	three	4	
21	four	2	
length	of stay		1,3 days
visito	rs on the ev	ent's	days:
31	3rd day	40	•
37	4th day	25	
	f stay 74 21 length visito	f stay (days): 74 three 21 four length of stay	f stay (days): 74 three 4 21 four 2 length of stay visitors on the event's

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

FREIZEIT, GARTEN + TOURISTIK (2006) ---- Nürnberg

Basic data private visitors

Total number of v	risito	rs	150 002
Proportion of priv	ate 1	/isitors	90%
Region of residen up to 50 km more than 50 km u more than 100 km over 300 km	ıp to		% 65 19 16
Total Germany			99
Baden-	_	North Rhine-	
Württemberg Bayaria	97	Westphalia Rhineland-	-
Berlin		Palatinate	-
Brandenburg		Saarland	-
Bremen		Saxony	-
Hamburg	1	Saxony-Anhalt	- t
Hesse Mecklenburg-		Schleswig- Holstein	
West Pommerania	_	Thuringia	
Lower Saxony	-	mumgia	
Total foreign			1

Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	6
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	30
Skilled worker .	12
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	3 5 2 8
Student	8
Housewife/man	10
Old-age pensioner	18 2
Other not gainfully employed	

Frequency of visits to trade fair	%
2005	40
2004	38
Earlier events	58
First visit	26

Additional data private visitors

Age up to 20 years	%
over 20 up to 30 years	18
over 30 up to 40 years over 40 up to 50 years	19
over 50 up to 60 years	13
over 60 up to 70 years over 70 years	14
Net household income	%
up to 900,- EUR more than 900,- EUR up to 1 500,- EUR	19
more than 1 500,- EUR up to 2 000,- EUR	16
more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR	23
more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	10
N/A	ē
Size of household	%
1 person 2 persons	40
3 persons	23
4 persons 5 persons and more	7
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	43
no maybe	17 40
ediam in bushing	0/
Follow-up business Intend to buy at later date	%
yes	20
no maybe	14 66

GaLaBau --- Nürnberg

Basic data trade visitors

Total number of visitors	63 729
Proportion of trade visitors	96%
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 43
over 300 km	43
Total Germany	92
Baden- North Rhine- Württemberg 19 Westphalia	15
Bavaria 31 Rhineland-	13
Berlin 1 Palatinate	5
Brandenburg 2 Saarland	1
Bremen - Saxony Hamburg 1 Saxony-Anhalt	4
Hesse 10 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 5	3
Total Foreign	8
of which Other	
EU	
The two countries with the highest	16 84
The two countries with the highest visitor shares	%
The two countries with the highest	%
EU The two countries with the highest visitor shares Austria Czech Republic	% 23 12
EU The two countries with the highest visitor shares Austria Czech Republic Position in the company/organisation Entrepreneur, partner, self-employed	% 23 12
The two countries with the highest visitor shares Austria Czech Republic Position in the company/organisatior Entrepreneur, partner, self-employed Manaqing director, board member,	% 23 12 1 % 33
EU The two countries with the highest visitor shares Austria Czech Republic Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 23 12 1 % 33
The two countries with the highest visitor shares Austria Czech Republic Position in the company/organisatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	% 23 12 1 % 33 4
The two countries with the highest visitor shares Austria Czech Republic 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	% 23 12 1 % 33 4 4 e 2
The two countries with the highest visitor shares Austria Czech Republic 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	% 23 12 12 1 % 33 44 ee 2 11
The two countries with the highest visitor shares Austria Czech Republic 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 staff/public service Foreman, master craftsman	% 23 12 1 % 33 4 4 e 2 11 1 2 7
EU The two countries with the highest visitor shares Austria Czech Republic 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 staffpublic service Foreman, master craftsman Skilled worker	%4 e e 23 33 33 44 4 11 12 12 12
The two countries with the highest visitor shares Austria Czech Republic 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	% 23 12 12 14 15 14 15 15 16 16 17 17 17 17 17 17 17 17 17 17 17 17 17
EU The two countries with the highest visitor shares Austria Czech Republic 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 staffpublic service Foreman, master craftsman Skilled worker	% 233 122 12
The two countries with the highest visitor shares Austria Czech Republic 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% % 23 12 12 12 12 12 2 2 4 4
EU The two countries with the highest visitor shares Austria Czech Republic 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 staffpublic service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 23 12 12 14 15 14 15 15 16 16 17 17 17 17 17 17 17 17 17 17 17 17 17
The two countries with the highest visitor shares Austria Czech Republic 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	9% 23 12 12 1 1 1 1 2 2 2 4 4 1 1 9%
The two countries with the highest visitor shares Austria Czech Republic 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006	% 23 12
The two countries with the highest visitor shares Austria Czech Republic 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 2004	84 9% 23 12 14 9% 40 15 12 12 12 12 12 12 12 12 14 11 14 14 15 16 16 17 18 18 18 18 18 18 18 18 18 18 18 18 18
The two countries with the highest visitor shares Austria Czech Republic 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 2004 2002 2000	% 23 12 12 12 12 12 12 12 12 12 12 12 12 12
The two countries with the highest visitor shares Austria Czech Republic 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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 2004 2002	% 23 12

Additional data trade visitors	
Economic sector	%
Companies in the garden, landscape and sports grounds construction	48
Other construction companies Garden and landscape architects, other	5
architects	8
Public authority (Federal/regional) Public authority (municipal and rural districts) in the parks and gardens, sport,	3
districts) in the parks and gardens, sport, cementry and roads department	10
Construction and housing	2
Road construction, construction Planners of playgrounds, leisure parks,	5
sports centres	1
Operators of playgrounds, leisure parks, spor- centres, Golf course managers, Greenkeeper	3
Association and organisations in design of parks and open spaces	
Industry	1 3 2 7 4
School, university Other sectors	7
Student Other not gainfully employed	4
Influence on purchasing/ procurement decisions	%
Decisively Collectively	32
In an advisory capacity	29 18
No Student	15 4
Other not gainfully employed	1
Area of responsibility	%
Management Research/development/design	37 3 27
Planning/work preparation Manufacture/production	27 26
Production, quality control	5
Buying/procurement Finance/accounting, controlling	19 7
Information, communication technology (EDP)) 5
Administration/organisation/personnel/ social welfare/training	7
Marketing/sales/advertising/PR Storage/material management/logistics/	9
transport	.7
Maintenance/repairs Other area	11 11
Student Other not gainfully employed	4
	_
Size of company/organisation: Number of employees:	%
1- 4 27 500- 999 5- 9 17 1 000- 9 999	% 2 2 1 4
10- 49 30 10 000 and more	ī
50- 99 8 Student 100-199 4 Other not gainfully	4
200-499 5 employed	1
Length of stay	%
1. Length of stay (days): one 76 three 3 two 20 four 1	
	21/6
2. Average length of stay 1,3 d. 3. Share of visitors on the event's days:	ays
1st day 24 3rd day 42	
2nd day 35 4th day 28	

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

HOLZ-HANDWERK — Nürnberg

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	*)
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	% 10 12 50 29
Total Germany Baden- Württemberg 23 Westphalia Bavaria 46 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 2	91 6 5 1 4 1
Total Foreign of which EU Rest of Europe Other The countries with the highest visitor shares Austria	9 68 17 15 15
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 staff/public service Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 31 4 2 8 7 12 13 3 12 2 6 2
Frequency of visits to trade fair 2006 2004 2003 2002 2002 Earlier events First visit	% 44 36 22 26 19 28

*) individual number of visitors not avaliable, combined with fensterbau/frontale (102 947 visitors)

Additional data trade visitors

Economic sector Industry	% 13
Skilled trades Retail trade/building materials trade Wholesale/foreign trade	62 2 4
Architect Other services	1
Authority/public services Teaching (polytechnic/university/college)	4
Research Other	1
Student	6
Other not gainfully employed	
Influence on purchasing/ procurement decisions	%
Decisively Collectively	31 27
In an advisory capacity No	19 15
Student Other not gainfully employed	6
Area of responsibility Management	% 31
Research/development/design Planning/work preparation	9 22
Manufacture/production Production, quality control	45 11
Buying/procurement Finance/accounting, controlling	19 7
Information, communication technology (ED Administration/organisation/personnel/	
social welfare/training Marketing/sales/advertising/PR	7 9
Storage/material management/logistics/ transport	9
Maintenance/repairs Other area	10 6
Student	6
Other not gainfully employed	
Size of company/organisation: Number of employees:	%
1- 4 35 500- 999 5- 9 16 1 000- 9 999	% 3 3
10- 49 19 10 000 and more 50- 99 6 Student	1
100-199 6 Other not gainfully	2
200-499 4 employed	
Length of stay 1. Length of stay (days):	%
one 82 three 2 two 15 four 1	
	days
3. Share of visitors on the event's days: 1st day 29 3rd day 36 2nd day 31 4th day 26	

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

IFH/INTHERM

Basic data trade visitors

Total number of visitors	50 905
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	16
more than 50 km up to 100 km more than 100 km up to 300 km	18
over 300 km	56 11
Total Germany Baden- North Rhine-	98
Württemberg 25 Westphalia	1
Bavaria 61 Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	4
Hamburg - Saxony-Anhalt	-
Hesse 2 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	4
Lower Saxony -	4
Total Foreign	_2
of which EU Other	79 21
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member,	32
head of an authority etc.	3
Senior department head, other employee	
with managerial responsibility	2
Department head, group head Other salaried staff/public service	8 13
Foreman, master craftsman	11
Skilled worker, journeyman	17
Lecturer, teacher, scientific assistant	1
Lecturer, teacher, scientific assistant Trainee	8
Lecturer, teacher, scientific assistant Trainee Other position	1 8 1 3
Lecturer, teacher, scientific assistant Trainee Other position Student	8 1 3
Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair	8 1 3
Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2006	8 1 3 % 46
Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair	8 1 3
Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2006 2004 2002 2000	8 1 3 % 46 35 26 21
Lecturer, teacher, scientific assistant Trainee Other position Student Frequency of visits to trade fair 2006 2004 2002	8 1 3

---- Nürnberg

Additional data trade visitors

Economic sector	%
Skilled trades	68
Industry	8
Wholesale trade	8
Retail trade	1
Service	6
Engineering, planning office, architects	5
Polytechnics, colleges	1
Student	3
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	%
Decisively	27
Collectively	29
In an advisory capacity	28
No	12
Student	3
Other not gainfully employed	1

Area of responsibility	%
Management	31
Research/development/design	4
Planning/work preparation	20
Manufacture/production	8 3 16
Production, quality control	3
Buying/procurement	16
Finance/accounting, controlling	5
Information, communication technology	(EDP) 2
Administration/organisation/personnel/	
social welfare/training	5 9
Marketing/sales/advertising/PR	
Field-assembly work, after-sales service	36
Storage/material management/logistics/	
transport	7
Maintenance/repairs	19
Other area	4
Student	4 3 1
Other not gainfully employed	1

Size of company/organisation:

7			employees.	ei oi	Nullip
1	999	500 -	37	4	1-
	9 999	1 000 -	17	9	5-
	and more	10 000	6		50-
3	Student		5	199	100-1
	gainfully	Other not	20 (49	10-
1	employed		3	199	200-4

Length 1. Length		(days):		%
one	90	three	1	
two	9	four	1	
2 Avora	an longt	h of ctay		1.1 days

3. Share of visitors on the event's days: 1st day 27 3rd day 33 2nd day 33 4th day 18

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

Interzoo ---- Nürnberg

Total number of visitors	37 200
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	% 4 20 73
Total Germany Baden- North Rhine- Württemberg 14 Westphalia	43
Bavaria 33 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	5 1 4
Hesse 9 Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 9	3 4
Total Foreign of which EU Rest of Europe Africa North America South and Central America middle East East Asia Australia	75 63 12 3 6 3 2 9
The five countries with the highest visitor shares Italy Netherlands France Denmark Spain	% 7 7 6 5
Position in the company/organisation Entrepreneur, partner, self-employed	% 49
Managing director, board member,	15

head of an authority etc.

Skilled worker

Other position

Trainee

Student

2000 Earlier events First visit

nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stafflyublic service Foreman, master craftsman

Lecturer, teacher, scientific assistant

Other not gainfully employed

Frequency of visits to trade fair 2006 2004 2002

Additional data trade visitors

Economic sector Industry Skilled trades Retail trade Wholesale/foreign trade Service	% 11 4 44 25
Teaching (polytechnic/university/college) Research Other	1 1 4
Student Other not gainfully employed	1 2
Influence on purchasing/ procurement decisions	%

Decisively	5
Collectively	2
In an advisory capacity	1
No	
Student	
Other not gainfully employed	
Area of responsibility	9
Management	5
Research/development/design	
Planning/work preparation	1
Manufacture/production	
Production, quality control	

Manufacture/production	7
Production, quality control	5
Buying/procurement	32
Finance/accounting, controlling	10
Information, communication technology	(EDP) 6
Administration/organisation/personnel/	
social welfare/training	7
Marketing/sales/advertising/PR	24
Storage/material management/logistics/	
transport	9
Maintenance/repairs	6
Other area	10
Student	1
Other not gainfully employed	2

Size of company	organisation
Number of employ	yees:
1_ // //2 1	500-

15

Length of stay 1. Length of stay (days):				
200-499	4	employed	2	
100-199	4	Other not gainfully		
50- 99	4	Student	1	
10- 49	22	10 000 and more	2	
5- 9	17	1 000 - 9 999	2	
1- 4	42	500 - 999		

Length	of stay			%
1. Length	of stay	(days):		
one	38 ´	three	15	
two	30	four	17	
2. Avera	ge lengt	h of stay		2,1 days

2. Average length of stay 3. Share of visitors on the event's days: 1st day 54 3rd day 54 2nd day 61 4th day 42

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

mailingtage ---- Nürnberg

Basic data trade visitors

Total number of visitors	7 691
Proportion of trade visitors	100%
Region of residence	%
up to 50 km more than 50 km up to 100 km	16 9
more than 100 km up to 300 km	43
over 300 km	33
Total Germany	94
Baden- North Rhine- Württemberg 15 Westphalia	11
Württemberg 15 Westphalia Bavaria 46 Rhineland-	- 11
Berlin 4 Palatinate	4
Brandenburg 2 Saarland	- 5
Bremen - Saxony	2
Hamburg 5 Saxony-Anhalt Hesse 7 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia	1
Lower Saxony 3	
Total Foreign	6
of which EU Other	81 19
Other	13
Position in the company/organisation	% 16
Entrepreneur, partner, self-employed Managing director, board member,	10
head of an authority etc.	7
Senior department head, other employee	
with managerial responsibility	6 24
Department head, group head Other salaried staff/public service	35
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position Student	4 3 3
Student	
Frequency of visits to trade fair	%
2007 2006	31 23
2005	13
2004	9
Earlier events	_9

First visit

Additional data trade visitors

Industry Trade Media, press, publishing Service Public administration Teaching, research Other Student	% 12 16 19 41 2 7
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 28 40 22 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	9% 211 2 6 8 4 10 2 2 P) 4
Size of company/organisation: Number of employees: 1 - 4 - 14 - 200 - 499 5 - 9 - 8 - 500 - 999 909 10 - 49 - 21 - 1 000 - 9 999 9 - 10 000 and more 100-199 - 10 - 5tudent 5tudent	% 10 6 12 9
Length of stay 1. Length of stay (days): one 78 two 22	%

Conducted by: Gelszus Messe- Marktforschung GmbH. Dortmund

POWTECH ---- Nürnberg

Basic data trade visitors

Busic data trade visitors		
Total number of visitors	*)	
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	% 5 6 40 49	
Total Germany Baden- Württemberg 15 Westphalia Bavaria 36 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 6	74 13 7 - 3 3 3 2 3	
Total Foreign of which EU Rest of Europe Other The two countries with the highest visitor shares Austria	26 72 20 8 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 Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	5 30 27 5 6 3 2 3 1	
Frequency of visits to trade fair 2007 2005 2004 2002 Earlier events First visit	% 33 27 16 12 8 50	

^{*)} individual number of visitors not avaliable, combined with TechnoPharm (15 409 visitors)

Additional data trade visitors

Addition	nal da	ata trade visitors	5
Economic s Industry Skilled trade Wholesale/fi Engineer's a Service com Teaching (p Research Other Student Authority/pu Other not g	es oreign t ind plar panies olytechr iblic ser	ning office (total) nic/university/college) vices	% 72 3 1 4 5 1 6 1 5
Influence of procurement Decisively Collectively In an advisor No Student Other not g	n t deci s	icity	% 23 47 19 5 5
Administrati social welfa Marketing/s	velopmork prepe/produc	ent/design aration tion control controlling unication technology (ED nisation/personnel/ ng vertising/PR anagement/logistics/	% 16 34 15 23 6 8 1 1 12 2 10 3 5 1
Size of con Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499	npany/o employe 7 5 13 13 13	organisation: tes: 500 - 999 1 000 - 9 999 10 000 and more Student Other not gainfully employed	% 9 13 9 5

10- 49 50- 99 100-199 200-499	13 13 13 14		not g	d more Student Jainfully nployed	9 5 1
Length of 1. Length	of stay				%
one	75	two	21	three	4
2. Average	length	of stay		1,3	days
3. Share of 1st day		s on the e 2nd day			37

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

SENSOR+TEST ---- Nürnberg

Basic data trade visitors

Total number of visitors	7 934
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	10
more than 50 km up to 100 km	7 43
more than 100 km up to 300 km over 300 km	41
Total Germany	81
Baden- North Rhine-	0
Württemberg 23 Westphalia Bavaria 41 Rhineland-	8
Berlin 3 Palatinate	3
Brandenburg 1 Saarland	1
Bremen - Saxony Hamburg 1 Saxony-Anhalt	5 1
Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig-	- 1
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 3	2
Total Foreign of which EU Rest of Europe South-, East-, Central Asia	19 65 18 12
Other The four countries with the highest visitor shares Switzerland Italy Great Britain Sweden	% 15 14 10 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	% 9 6 3 21 33 6 8
Trainee Other position	1
Other position Student	3 10
Other not gainfully employed	1
Frequency of visits to trade fair 2007 2006	% 29 26

Additional data trade visitors

Economic Industry	secto	r			% 68
Wholesale	trade				2
Retail trac					1
Import/exp Service	port				6
Teaching,		ch			10
Other sec	tors				10
Student Other not	gainfu	lly empl	oyed		10
Influence procurem	on pu	ırchasin	g/		%
Decisively	ent de	cisions			21
Collectivel					40
In an adv	isory c	apacity			21
Student					10
Other not	gainfu	lly empl	oyed		1
Area of r		sibility			%
Managem Research/		nment/d	esian		11 56
Planning/\	vork p	reparation	on		
Manufacti			-1		7
Production Buying/pro			01		P) 2
Finance/a	ccounti	ng, cont	rolling		
Informatio	n, com	munica	tion tech	inology (ED	P) 2
Administra social wel			ion/perso	Jillel/	1
Marketing	/sales/	advertisi			15
Storage/m	aterial	manage	ement/lo	gistics/	
transport Maintenai	nce/rep	airs			3
Other are					2
Student Other not	azinfu	lly ompl	oved		10
Other not	yannu	ily ellipi	oyeu		
Size of co Number of			isation:		%
1- 4	6		500-	999	6
5- 9 10- 49	4 14		1 000-	9 999 nd more	19 12
50- 99	9		o ooo a	Student	10
100-199	7			gainfully	
200-499	11		е	mployed	1
Length o		(days),			%
1. Length one	85	two	11	three	4
		h of star	v	1,2	
2. Average	e lengti		,		days

Spielwarenmesse

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	79 816
Proportion of trade visitors	83% % 15 6 25 54
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	61
Baden- North Rhine- Württemberg 14 Westphalia	8
Bavaria 52 Rhineland- Berlin 2 Palatinate	3
Brandenburg 1 Saarland Bremen 1 Saxony	3
Hamburg 2 Saxony-Anhalt Hesse 7 Schleswig-	1
Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 4	2
Total Foreign	39 67
of which EU Rest of Europe Africa	12
North America South and Central America	5
middle East East Asia	12 2 5 2 4 7 2
Australia	2
The five countries with the highest visitor shares	%
Netherlands France	8
Great Britain Italy	8 7 6 5
Austria	5
Position in the company/organisation Entrepreneur, partner, self-employed	% 49
Managing director, board member, head of an authority etc. Senior department head, other employed	11
with managerial responsibility Department head, group head	3 10
Other salaried staff/public service Skilled worker	12
Lecturer, teacher, scientific assistant Trainee	2
Other position Student	4
Other not gainfully employed	3
Frequency of visits to trade fair 2007	% 44
2007 2006 2005	37 31
2004 Earlier events	27 24
First visit	32

---- Nürnberg

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	% 18 7 26 49
Total Germany Baden- Württemberg 13 Westphalia Bavaria 56 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saxony Hamburg 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- West Pommerania Lower Saxony 3	65 7 2 - 4 t 1 1 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America middle East East Asia Australia	35 67 12 1 5 2 4 6

The four countries with the highest	
visitor shares	%
Netherlands	8
France	7
Austria	6
Italy	6

Position in the company/organisation	%
Entrepreneur, partner, self-employed	42
Managing director, board member,	
head of an authority etc.	9
Senior department head, other employee	
with managerial responsibility	3
Department head, group head	9
Department head, group head Other salaried staff/public service	14 5
Skilled worker '	5
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	4
Student	4 4 1
Housewife/man	- 1
Old-age pensioner	'n
Other not gainfully employed	- 7

Frequency of visits to trade fair	%
2007	42
2006	36
2005	30
2004	26
Earlier events	23
First visit	34

Additional data trade visitors

Economic sector	%
Wholesale/foreign trade	16
Retail trade/specialist trade	41
Department stores, mail order	3
Skilled trades	4
Services, professions, institutions	11
Media (radio, television, publishers)	4
Industry	8
Authority/public services	8 2 1
Chain stores, specialist stores	1
Other	5
Student	2
Other not gainfully employed	3

Influence on purchasing/	
procurement decisions	%
Decisively	49
Collectively	25
In an advisory capacity	13
No	7
Student	2
Other not gainfully employed	3

Area of responsibility	%
Management	46
Research/development/design	7 8 8 3 33
Planning/work preparation	8
Manufacture/production	8
Production, quality control	3
Buying/procurement	33
Finance/accounting, controlling	8
Information, communication technology	(EDP) 5
Administration/organisation/personnel/	
social welfare/training	6 30
Marketing/sales/advertising/PR	30
Storage/material management/logistics/	
transport	6
Maintenance/repairs	6 5 32
Sales	32
Other area	6
Student	6 2 3
Other not gainfully employed	3
- · · · · · ·	

Number of	employe		%
1- 4	47	500 - 999	2
5- 9	14	1 000 - 9 999	3
10- 49	13	10 000 and more	% 2 3 3
50- 99	5	Student	2
100-199	4	Other not gainfully	
200-499	4	employed	3

1. Length one two	of stay 51 20	(days): three four	15 7	five six	4
2. Averag	e length	n of stay		2,1	days
3. Share of 1st day 2nd da	30	rs on the e 3rd day 4th day	42	days: 5th day 6th day	32 23

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

Basic data trade visitors

TechnoPharm ---- Nürnberg

Total number of visitors	*)
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	4
more than 50 km up to 100 km more than 100 km up to 300 km	8
over 300 km	43
Total Germany	83
Baden- North Rhine- Württemberg 39 Westphalia	6
Bavaria 24 Rhineland-	U
Berlin - Palatinate	5
Brandenburg 1 Saarland	-
Bremen - Saxony Hamburg - Saxony-Anhalt	2
Hamburg - Saxony-Anhalt Hesse 12 Schleswig-	3
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 5	2
Total Foreign	17
of which EU	64
Rest of Europe	31
Other	5
The country with the highest visitor shares	%
Switzerland	24
Position in the company/organisation Entrepreneur, partner, self-employed	%
Entrepreneur, partner, self-employed	4
Managing director, board member, head of an authority etc.	6
Senior department head, other employee	
with managerial responsibility	4
Department head, group head Other salaried staff/public service	27 27
Foreman, master craftsman	27
Skilled worker	3 5 3 2 4 15
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position Student	15
Other not gainfully employed	1
Frequency of visits to trade fair	%
2007	25
2005 2004	20 13
2004	13
Earlier events	3
First visit	66
LII2f AI2If	•

*) individual	number	of visitor	rs not	avaliable,
combined	with PC	WTECH	(15 40)	9 visitors)

Additional data trade visitors

Economic sector	9
Industry	5
Skilled trades	
Wholesale/foreign trade	
Engineer's and planning office	
Service companies (total)	
Authority/public services	
Teaching (polytechnic/university/college)	
Research	
Other	
Student	1
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	9
Decisively	1
Collectively	3
In an advisory capacity/organisation	2
No	1

No Student Other not gainfully employed	11 15 1
Area of responsibility	%
Management	12
Research/development/design	26
Planning/work preparation	10
Manufacture/production	20
Production, quality control	9
Buying/procurement	4
Finance/accounting, controlling	(EDD) 2
Information, communication technology Administration/organisation/personnel/	(EDP) 3
social welfare/training	1
Marketing/sales/advertising/PR	10
Storage/material management/logistics/	
transport	1
Maintenance/repairs	8
Other area	6
Student	15
Other not gainfully employed	1

Number of	4	500- 999	% 11
5- 9	2	1 000 - 9 999	12
10- 49	13	10 000 and more	6
50- 99	6	Student	15
100-199	9	Other not gainfully	
200-499	21	employed	1

1.Length of stay (days):
one 83 two 15 three 2
2.Average length of stay 1,2 days
3.Share of visitors on the event's days:
1st day 38 2nd day 51 3rd day 30

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund



BADISCHE WEINMESSE ---- Offenburg

Basic data trade visitors

Total number of visitors	3 689
Proportion of trade visitors	28%
Region of residence	%
up to 50 km	62 16
more than 50 km up to 100 km more than 100 km up to 300 km	13
over 300 km	9
Total Germany	97
Baden- North Rhine- Württemberg 86 Westphalia Bavaria 2 Rhineland-	2
Berlin - Palatinate	7
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt Hesse 1 Schleswig-	-
Mecklenburg- Holstein	2
West Pommerania - Thuringia	-
Lower Saxony -	
Total Foreign	3
Position in the company/organisation Entrepreneur, partner, self-employed	% 35
Managing director, board member,	
head of an authority etc. Senior department head, other employee	4
with managerial responsibility	6
Department head, group head	13
Other salaried staff/public service Skilled worker	15
Lecturer, teacher, scientific assistant	3
Trainee	2
Other position	15 7 3 2 3 2
Student Other not gainfully employed	10
Frequency of visits to trade fair	%
2007 2006	37 51
2005	34
2004	27
Earlier events First visit	21 30
LII2f AI2If	30

Basic data private visitors

Region of residence	e		%
up to 50 km			73
more than 50 km u	p to	100 km	10
more than 100 km	up to	300 KM	15
over 300 km			3
Total Germany			98
Baden-		North Rhine-	
Württemberg	94	Westphalia	1
Bavaria		Rhineland-	
Berlin	1	Palatinate	1
Brandenburg	-	Saarland	-
Bremen	-	Saxony	-
Hamburg	- 5		-
Hesse	1	Schleswig-	
Mecklenburg-		Holstein	-
West Pommerania		Thuringia	-
Lower Saxony			
Total Foreign			2
Position in the cor	npar	ny/organisation	%
Entrepreneur, partne	er, se	elf-employed	10
Managing director,	boar	d member,	
head of an authority			2
Senior department f	nead,	, other employee	
			3
Department head, o	roup	head	13
Department head, on the contract of the contra	roup	head	13 40
Department head, g Other salaried staff <i>i</i> Skilled worker	roup publ	head ic service	13 40
Department head, g Other salaried staff) Skilled worker Lecturer, teacher, so	roup publ	head ic service	13 40
Department head, g Other salaried staff/ Skilled worker Lecturer, teacher, so Trainee	roup publ	head ic service	13 40
Department head, g Other salaried staff/ Skilled worker Lecturer, teacher, so Trainee Other position	roup publ	head ic service	13 40
Department head, g Other salaried staff Skilled worker Lecturer, teacher, so Trainee Other position Student	roup publ	head ic service	13 40
Department head, g Other salaried staff/ Skilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man	roup publ	head ic service	13 40
Department head, c Other salaried staff/ Skilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man Old-age pensioner	jroup publ cienti	head ic service fic assistant	13 40
Department head, c Other salaried staff/ Skilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man Old-age pensioner	jroup publ cienti	head ic service fic assistant	13 40
Department head, cother salaried sateff/ Skilled worker Lecturer, teacher, sof Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully Frequency of visits	jroup /publ cienti empl	head ic service fic assistant oyed	133 400 9 2 2 2 3 4 5 5 2
Department head, co Other salaried staff/ Skilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully Frequency of visits 2007	jroup /publ cienti empl	head ic service fic assistant oyed	133 400 9 2 2 2 3 4 5 5 2 2 4 40 40 40 40 40 40 40 40 40 40 40 40 4
Department head, cother salaried state skilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully Frequency of visits 2007 2006	jroup /publ cienti empl	head ic service fic assistant oyed	13 40 9 2 2 3 4 5 5 2 8 40 38
with managerial res Other salaried staff/ Skilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully Frequency of visits 2007 2006 2006	jroup /publ cienti empl	head ic service fic assistant oyed	13 40 9 2 2 3 4 5 5 2 8 40 38 29
Department head, of other salaried stark stalled worker Lecturer, teacher, so Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully Frequency of visits 2007 2006 2005 2004	jroup /publ cienti empl	head ic service fic assistant oyed	13 40 9 2 2 3 4 5 5 2 2 40 38 29 23
Department head, cother salaried staff/ Skilled worker Lecturer, teacher, so Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully Frequency of visits 2007 2006 2005	jroup /publ cienti empl	head ic service fic assistant oyed	13 40 9 2 2 3 4 5 5 2 8 40 38 29

Basic data all visitors

Region of residence up to 50 km	-
more than 50 km up to 100 km	
more than 100 km up to 300 km	1
over 300 km	
Total Germany	9
Baden- North Rhine-	
Württemberg 92 Westphalia Bayaria 2 Rhineland-	
Bavaria 2 Rhineland- Berlin 1 Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anha	lt
Hesse 1 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	
Position in the company/organisation	on
Entrepreneur, partner, self-employed Managing director, board member,	on
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	1
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ	1
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility	yee
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	yee 1
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	yee 1
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	yee 1
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	yee 1
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	yee 1
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	yee 1
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 Housewife/man	yee 1
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 Housewife/man Old-age pensioner	yee 1
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 Housewife/man	yee 1
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 Housewife/man Old-age pensioner Other not gainfully employed	yee
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 Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007	yee
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 Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2007	1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
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 Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2006 2005	1 yee 1 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
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 Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007 2007	1

Additional data trade visitors

Economic sector Wine-growing Distillery business Catering/hotels Wine dealers Wholesale trade Retail trade Other Student Other not gainfully employed	% 22 1 12 4 8 7 35 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 26 35 16 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 (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	% 27 2 6 11 4 12 4 P) 3 6 15 2 2 16 2 10
Size of company/organisation: Number of employees: 1 - 4 25 500 - 999 5 - 9 14 1 000 - 9 999 10 - 49 19 10 000 and more 50 - 99 5 Student 100 - 199 6 Other not gainfully 200 - 499 4 employed	% 4 6 6 2
Length of stay 1. Length of stay (days): one 89 two 11 2. Average length of stay 1,1 3. Share of visitors on the event's days: 1st day 51 2nd day 59	% days

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	% 2 20 19 27 22 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 3 600,- EUR up to 3 600,- EUR more than 5 000,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 9 10 10 13 17 16 7
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 15 41 14 22 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 45 19 36
Follow-up business Intend to buy at later date yes no maybe	% 53 9 38

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

OBERRHEIN MESSE (2007) ---- 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	2
Total Germany	90
Baden- North Rhine- Württemberg 97 Westphalia	
Bavaria 1 Rhineland-	_
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony -	
	10
Total Foreign	
of which EU Other The country with the highest visitor	97 3
of which EU Other	97
of which EŬ Other The country with the highest visitor share France Position in the company/organisation Entrepreneur, partner, self-employed	97 3 % 97
of which EU Other The country with the highest visitor share France Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	97 3 % 97 1 %
of which EU Other The country with the highest visitor share France 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	97 3 % 97 1 %
of which EU Other The country with the highest visitor share 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	97 3 % 97 1 % 7
of which Other The country with the highest visitor share 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 staff, public service	97 3 97 97 1 % 5
of which EU Other The country with the highest visitor share France 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	97 97 97 27 27 13
of which EU Other The country with the highest visitor share France 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	97 97 97 11 % 27 27
of which EU Other The country with the highest visitor share France 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	97 97 97 11 %
of which EU Other The country with the highest visitor share 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	97 97 97 11 12 13 13
of which EU Other The country with the highest visitor share 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	97 97 97 11 %
of which EU Other The country with the highest visitor share 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	97 97 97 97 11 16 16 16
of which EU Other The country with the highest visitor share France 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	97 97 1 % 97 1 %
of which EU Other The country with the highest visitor share 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 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 2006	97 97 97 1 % 97 1 1 % 1 1 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
of which EU Other The country with the highest visitor share 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 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 2006 2005	97 97 97 11 % 12 27 13 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
of which EU Other The country with the highest visitor share 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 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 2006	97 97 97 27 13 13 14 16 16 16 16 17 18 18 18 18 18 18 18 18 18 18 18 18 18
of which EU Other The country with the highest visitor share France 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 2006 2005 2004	97 3 % 97 1 % 7

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 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 3 600,- EUR up to 3 600,- EUR more than 5 000,- EUR up to 5 000,- EUR M/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 on on maybe	% 29 17 54

AMB --- Stuttgart

Total number of visitors	85 143
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	36
more than 50 km up to 100 km more than 100 km up to 300 km	22
over 300 km	26 16
Total Germany	93
Baden- North Rhine- Württemberg 76 Westphalia	7
Bavaria 12 Rhineland-	_
Berlin - Palatinate Brandenburg - Saarland	2
Brandenburg - Saarland Bremen - Saxony	2
Hamburg - Saxony-Anhalt Hesse 3 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony 1	
Total Foreign	-
of which EU	6
Rest of Europe	27
South-, East-, Central Asia Other	11
The five countries with the highest visitor shares Austria Switzerland Frizance India Great Britain	9/ 29 24 6
Position in the company/organisation	9/
Entrepreneur, partner, self-employed Managing director, board member,	11
Managing director, board member,	
head of an authority etc. Senior department head, other employe	<u>.</u>
with managerial responsibility	
Department head, group head	23
Other salaried staff/public service	2.
Skilled worker Lecturer, teacher, scientific assistant	1
Trainee	ģ
Other position	
Student	25
Other not gainfully employed	
Frequency of visits to trade fair	%
2006 2004	35 27
Earlier events	2
Eiret vieit	71

Additional data trade visitors

Economic sector Industry Trade Service Training/consulting University, polytechnic, vocational school Other	% 82 6 8 2 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 17 32 25 20 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 Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 12 23 11 40 9 8 2 2 PP) 2 3 10 2 7 4 5
Size of company/organisation:	% 9 14 5 5 1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart



CEP CLEAN ENERGY POWER® ---- Stuttgart

Basic data trade visitors

Basic data trade Visitors	
Total number of visitors	10 377
Proportion of trade visitors	63%
Region of residence	%
up to 50 km	53
more than 50 km up to 100 km more than 100 km up to 300 km	18 16
over 300 km	14
Total Germany	93
Baden- North Rhine- Württemberg 84 Westphalia Bayaria 6 Rhineland-	2
Berlin 1 Palatinate	1
Brandenburg - Saarland	-
Bremen - Saxony	1
Hamburg - Saxony-Anhalt Hesse 3 Schleswig-	- 1
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony 1	1
Total Foreign of which EU Other	7 65 35
Position in the company/organisation Entrepreneur, partner, self-employed	% 35
Managing director, board member, head of an authority etc.	5
Senior department head, other employed	
with managerial responsibility	2
Department head, group head Other salaried staff/public service	8
Skilled worker	13 7 5 2 4 15
Lecturer, teacher, scientific assistant	5
Trainee	2
Other position Student	4 15
Other not gainfully employed	5
Frequency of visits to trade fair Renewable Energy/Passive House 2007 Renewable Energy/Passive House 2006 Earlier events First visit	% 19 14 23 59

Basic data private visitors

Proportion of private visitor	s 37%
Region of residence	%
up to 50 km	67
more than 50 km up to 100 ki	m 21
more than 100 km up to 300	km 9
over 300 km	3
Total Germany	99
	Rhine-
Nürttemberg 94 West	
Bavaria 4 Rhine	
Berlin - Palati	
Brandenburg - Saarla	
Bremen - Saxor	
	ny-Anhalt -
Hesse - Schle	
Mecklenburg- Holste	
West Pommerania - Thurii Lower Saxony -	ngia -
Total Foreign Position in the company/org	anisation %
company/org	
Entrepreneur, partner, self-emp	oloyed 13
Entrepreneur, partner, self-emp Managing director, board men nead of an authority etc.	oloyed 13 nber,
Entrepreneur, partner, self-emp Managing director, board men nead of an authority etc. Senior department head, other	oloyed 13 nber, 2
Entrepreneur, partner, self-emp Managing director, board men nead of an authority etc. Senior department head, other with managerial responsibility	oloyed 13 nber, 2 r employee 1
Entrepreneur, partner, self-emp Managing director, board men nead of an authority etc. Senior department head, other with managerial responsibility Department head, group head	oloyed 13 olber, 2 r employee 1
Entrepreneur, partner, self-emy Managing director, board men nead of an authority etc. Senior department head, other with managerial responsibility Department head, group head Other salaried staff/public serv	oloyed 13 nber, 2 r employee 1 6 ice 28
Entrepreneur, partner, self-emy Managing director, board men lead of an authority etc. Senior department head, other with managerial responsibility Department head, group head Other salaried staff/public serv skilled worker	oloyed 13 nber, 2 r employee 1 ice 28
Entrepreneur, partner, self-emy Managing director, board men sead of an authority etc. Senior department head, other with managerial responsibility Department head, group head Other salaried staff/public serv Skilled worker Lecturer, teacher, scientific ass	oloyed 13 nber, 2 r employee 1 ice 28
Entrepreneur, partner, self-emy Managing director, board men nead of an authority etc. Senior department head, other with managerial responsibility Department head, group head Other salaried staff/public serv skilled worker Lecturer, teacher, scientific ass Trainee	oloyed 13 nber, 2 r employee 1 ice 28
Entrepreneur, partner, self-emp Managing director, board men lead of an authority etc. Senior department head, other with managerial responsibility Department head, group head Other salaried staff/public serv skilled worker Lecturer, teacher, scientific ass Trainee Other position	oloyed 13 nber, 2 r employee 1 ice 28
Entrepreneur, partner, self-emy Managing director, board men ead of an authority etc. Senior department head, other with managerial responsibility Department head, group head Other salaried staff/public serv Skilled worker Lecturer, teacher, scientific ass Trainee Other position Student	oloyed 13 nber, 2 employee 1 ice 28 istant 3 5 5
Entrepreneur, partner, self-emy Managing director, board men ead of an authority etc. Senior department head, other with managerial responsibility Department head, group head Other salaried staff/public serv skilled worker Lecturer, teacher, scientific ass Trainee Other position Student Housewife/man	oloyed 13 olber, 2 employee 1 ice 28 istant 1
Entrepreneur, partner, self-emp Managing director, board men nead of an authority etc. Senior department head, other with managerial responsibility Department head, group head Other salaried staff/public serv Skilled worker Lecturer, teacher, scientific ass Trainee Other position Student Housewife/man Old-age pensioner	oloyed 13 hber, 2 employee 1 ice 28 istant 3 istant 1
Entrepreneur, partner, self-emy Managing director, board men ead of an authority etc. Senior department head, other with managerial responsibility Department head, group head Other salaried staff/public serv skilled worker Lecturer, teacher, scientific ass Trainee Other position Student Housewife/man	oloyed 13 hber, 2 employee 1 ice 28 istant 3 istant 1
Entrepreneur, partner, self-emy Managing director, board men head of an authority etc. Senior department head, other with managerial responsibility Department head, group head Other salaried staff/public serv Skilled worker Lecturer, teacher, scientific ass Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	oloyed 13 nber, 2 employee 1 ice 28 istant 1 istant 1 ice 2 ice 2 ice 2 ice 2 ice 2 ice 1 ice 1 ice 2 ice 1 ice 1 ice 2 ice 2 ice 2 ice 2 ice 1 ice 3 ice 4 ice 3 ice 3 ice 4 ice 3 ice 4
Entrepreneur, partner, self-emp Managing director, board men lead of an authority etc. Senior department head, other with managerial responsibility Department head, group head Other salaried staff/public serv skilled worker Lecturer, teacher, scientific ass Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade Renewable Energy/Passive Housewife Manager Staff of the Company of the Progression of the Company of the Co	loloyed 13 hber, 2 hber, 2 his per 2007 10 his plane 13 his plane 13 his per 2007 10 his plane 13 his per 2007 10 his plane 13
Entrepreneur, partner, self-emp Managing director, board men head of an authority etc. Senior department head, other with managerial responsibility Department head, group head Other salaried staff/public serv Skilled worker Lecturer, teacher, scientific ass Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade Renewable Energy/Passive Hot Renewable Ener	loloyed 13 hber, 2 her,
Entrepreneur, partner, self-emp Managing director, board men lead of an authority etc. Senior department head, other with managerial responsibility Department head, group head Other salaried staff/public serv skilled worker Lecturer, teacher, scientific ass Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade Renewable Energy/Passive Housewife Manager Staff of the Company of the Progression of the Company of the Co	loloyed 13 hber, 2 her,

Basic data all visitors

Region of residence	%
up to 50 km	58
more than 50 km up to 100 km	19
more than 100 km up to 300 km	13
over 300 km	10
Total Germany Baden- Württemberg Bavaria Berlin Berlin Brandenburg Bremen North Rhine- Westphalia B Westphalia B Hestphalia B Hestphal	95 1 1
Hamburg - Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony 1	1
Total Foreign	5
of which EU	60
Other	40
Position in 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	% 27 4 1 7 19 9 4 2 4 11 2 7
Frequency of visits to trade fair	%
Renewable Energy/Passive House 2007	15
Renewable Energy/Passive House 2006	13
Earlier events	21
First visit	64

Additional data trade visitors

Economic sector Public office, authority, ministry Plant construction, industry, production Architects, planners, engineer's office, energy consultant Energy supplies Financing, business promotion, insurance Agriculture and forestry Trade/sales Skilled trades, installation, sanitary/heating/ air-conditioning Science, research, development Other sectors Student	% 4 8 23 3 5 8 15 4 7 15 5
Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 26 26 17 11 15 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	% 24 11 22 8 2 7 3 2) 1 3 10 3 8 12 15 5

Size of company/organisation:

2 5 2	500 - 999	30 1	1_ /
J	1 000 - 9 999	11	5- 9
2	10 000 and more	16	10- 49
15	Student	5	50- 99
	Other not gainfully	5	100-199
5	employed	4	200-499

Length of 1. Length of	stay	(days):			%
one	91	two	7	three	2
2. Average	lengt	h of stay		1,1	days
		ors on the e 2nd day			30

Additional data private visitors

Sex Male Female	9/ 7/ 26
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	13 18 27 20 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 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	9/ 15 15 14 12 20
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	3/ 19 25 15
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	13 50 37
Follow-up business Intend to buy at later date yes no maybe	9/ 42 14 45

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

6

ANIMAL (2007) ---- Stuttgart

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 Bavaria 3 Rhineland-	
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse 2 Schleswig-	
Hesse 2 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	
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 12
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer	% 12
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% 12 2
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	% 12 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 staff, public service	9% 12 2 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant	9% 12 2 3 5 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9% 122 2 2 3 3 5 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9% 12 2 2 3 3 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9% 12 2 2 3 3 6 6
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% 12 2 30 5 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 staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	9% 12 2 30 5 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 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	% 122 2 2 3 3 6 6 6 6 4 3 3 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 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 2006	9% 122 2 2 3 3 3 6 6 6 6 2 4 3 3 9% 27
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	% 122 2 2 3 3 6 6 6 6 4 3 3 9 %

Additional data private visitors

Sex Male Female	% 32 68
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 13 24 24 25 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	% 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 po no maybe	% 57 27 16
Follow-up business Intend to buy at later date yes no maybe	% 26 55 19
Conducted by: Profi Tess/Landesmesse Stuttgart	

Basic data private visitors

CMT ---> Stuttgart

Total number of visitors	225 058
Proportion of private visitors	90%
Region of residence	%
up to 50 km	67
more than 50 km up to 100 km more than 100 km up to 300 km	20 12
over 300 km	1
Total Germany	99
Baden- North Rhine-	
Württemberg 93 Westphalia	-
Bavaria 4 Rhineland- Berlin - Palatinate	1
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	-
Hesse 1 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	-
Lower Saxony -	_
Total Foreign	1
no del control de conservatores de conse	. 0/
Position in the company/organisation	
Entrepreneur, partner, self-employed	
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	10
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	10 2
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	. 10 2 e 2
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	10 2 e 2
Entrepreneur, 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 staffpublic service Skilled worker	10 2 e 2
Entrepreneur, 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	10 2 e 2
Entrepreneur, 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	2 e 2
Entrepreneur, 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	2 e 2
Entrepreneur, 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	29 29 29 29 20 20 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	e 29 29 29 22 25 55 44 20
Entrepreneur, 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	29 29 29 29 20 55
Entrepreneur, 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	100 2 2 e e 2 9 9 9 9 2 2 5 5 5 4 4 200 2 2
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 Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2007	100 2 e e 29 29 9 22 22 25 55 44 200 2
Entrepreneur, 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 2007 2006	e 29 29 29 25 5 4 20 22 25 36 36 36 36 36 36 36 36 36 36 36 36 36
Entrepreneur, 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	10 2 e 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2

Additional data private visitors

Sex Male Female	% 56 44
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 60 years over 60 up to 70 years over 70 years	% 5 11 14 25 22 18 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	% 5 5 10 10 14 11 12 33
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 13 48 14 17 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 29 33 38
Follow-up business Intend to buy at later date yes no maybe	% 29 17 54
Conducted by: Profi Tess/Landesmesse Stuttgart	



DACH+HOLZ ---- Stuttgart

Basic data trade visitors

Total number of visitors	48 402
Proportion of trade visitors	94%
Region of residence	%
up to 50 km	20
more than 50 km up to 100 km	16
more than 100 km up to 300 km	37
over 300 km	27
Total Germany	93
Baden- North Rhine- Württemberg 50 Westphalia	8
Bavaria 19 Rhineland-	
Berlin 1 Palatinate	6
Brandenburg 1 Saarland	1
Bremen - Saxony	2
Hamburg - Saxony-Anhalt Hesse 6 Schleswig-	- 1
Mecklenburg- Holstein	1
West Pommerania - Thuringia	2
Lower Saxony 3	
Total Foreign	7
of which EÚ	67
Other	33
The three countries with the highest	
visitor shares	%
Switzerland	18
France	14
Austria	13
Position in the company/organisation	
Entrepreneur, partner, self-employed Managing director, board member,	44
Managing director, board member,	_
head of an authority etc.	. 3
Senior department head, other employed with managerial responsibility	2
Department head, group head	11
Other salaried staff/public service	9
Skilled worker	17
Lecturer, teacher, scientific assistant	1
Trainee	6
Other position	1
Student	3
Housewife/man	1
Old-age pensioner	1
Frequency of visits to trade fair	N/A

Additional data trade visitors

Economic s	sector		%
Industry Skilled trade	ρς		68
Retail trade			4
Wholesale/f		trade	6
Architect			6
Other service Authority/pr		nicos	2
Teaching (p	olvtech	nic/university/college)	1
Other secto	rs	nic/university/college)	1
Student Other not g	ainfully	employed	3
Influence o	on purc	hasing/	
procureme	nt deci	sions	%
Decisively			40
Collectively In an adviso	orv can:	acity	29 14
No	ory cap	acity	12
Student			3
Other not g	ainfully	employed	3
Area of res		ility	% 39
Managemer Research/de		ant/decian	39
Planning/wo			27
Manufactur	e/produ	ction	35
Production,	quality	control	9
Buying/proc	uremen	t , controlling	24 10
Information	, comm	unication technology (ED	
Administrat	ion/orga	nisation/personnel/	
social welfa Marketing/s			8 13
		anagement/logistics/	13
transport	terrar in	anagement rogistics	11
Maintenanc	e/repair	S	11
Other area Student			10
Student Other not g	ainfully	employed	3
	,	. ,	
Size of con Number of	npany/	organisation:	%
1- 4	33	500- 999	1
5- 9	33	1 000 - 9 999	2
10- 49	25	10 000 and more	1
50- 99 100-199	4 4	Student Other pet gainfully	3
100-199	3	Other not gainfully employed	3
200-499	_		

2. Average length of stay

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

3. Share of visitors on the event's days: 1st day 28 3rd day 36 2nd day 36 4th day 25

didacta ---- Stuttgart

Basic data trade visitors

Total number of visitors	82 943
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	34
more than 50 km up to 100 km more than 100 km up to 300 km	2:
over 300 km	1
Total Germany	9
Baden- North Rhine-	
Württemberg 69 Westphalia Bayaria 8 Rhineland-	
Berlin 1 Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 5 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 1	
Total Foreign	
of which EU	7
Rest of Europe	2
Position in the company/organisation	9
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	4
Lecturer, teacher, scientific assistant	2
Trainee	_
Other position	
Student Other net gainfully employed	
Other not gainfully employed	
Frequency of visits to trade fair	9
Cologne 2007	1
Hanover 2006	
Hanover 2006 Earlier events	4

First visit

1,3 days

Additional data trade visitors

1- 5-	4	'8 11		00 - 00 -	999 9 999	4
10- 50-	49	32 16	10 0	00 an	d more Student	1 9
100-	199	9	Other	not g	ainfully	_
200-	199	5		en	nployed	2
Lengt						%
l. Len one	gth o	of stay 88	(days): three	2	five	% 1
1. Len one two	gth o	of stay 88 9	three four	2		1
1. Len one two 2. Ave	gth o rage	of stay 88 9 Iength	three	1	1,2	% 1 days

Conducted by: Profi Tess/Landesmesse Stuttgart

FACHDENTAL Südwest

Basic data trade visitors

Total number of visitors	9 327
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	% 46 24 26 4
Total Germany Baden- Wirttemberg 89 Westphalia Bavaria 5 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 1	99 1 3 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 employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 33 1 - 1 48 3 3 7 - 4
Frequency of visits to trade fair 2007 2006 Earlier events First visit	% 48 35 30 29

Economic sector

Additional data trade visitors

Dentist's practice, clinic Orthodontics Oral surgery Dental technology laboratory Dental trade University, polytechnic Other	72 4 2 12 4 4
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 29 35 22 10 4

Area of responsibility	%
Management	30
Research/development/design	2
Planning/work preparation	13
Manufacture/production	15
Production, quality control	3 8 3
Buying/procurement	8
Finance/accounting, controlling	
Information, communication technology Administration/organisation/personnel/	(EDP) 4
social welfare/training	23
Marketing/sales/advertising/PR	4
Storage/material management/logistics/	
transport	2 3 17
Maintenance/repairs	3
Other area	17
Student	4

Length of stay		%
50- 99 2 100-199 1	10 000 and more Student	4
1- 4 28 5- 9 39 10- 49 23	200 - 499 500 - 999 1 000 - 9 999	1
Number of employees		9/0

Size of company/organisation:

Length o	of stay of stay	(davs):			%
one	92	two	8		
2. Averag	e lengtl	n of stay		1,1	day
3. Share	of visito	rs on the e	event's d	ays:	

Conducted by: Profi Tess/Landesmesse Stuttgart

1st day 50 2nd day 56

Familie & Heim / Int. Mineralien u. Fossilien ----- Stuttgart

Basic data private visitors

basic data private visitors	
Total number of visitors	69 643
Proportion of private visitors	97%
Region of residence	%
up to 50 km	87
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 99 Westphalia Bavaria - Rhineland-	-
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	_
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	
Position in the company/organisation	
Entrepreneur, partner, self-employed	8
Managing director, board member,	
head of an authority etc.	1
Senior department head, other employed	
with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service Skilled worker	28 6
Lecturer, teacher, scientific assistant	2
Trainee	-
Other position	4
Student	2
Housewife/man	11
Old-age pensioner	28
Other not gainfully employed	3
Cinci not gainfully employed	
Frequency of visits to trade fair	%
2007	33
2006	20
Earlier events	20
First visit	10

First visit

Additional data private visitors

Sex Male Female	% 36 64
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 2 7 12 24 23 25
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 600,- 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 10 10 13 8 7 39
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 46 15 16
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 79 17 4
Follow-up business Intend to buy at later date yes no maybe	% 25 61 14

GARTEN Indoor Outdoor Ambiente (2005) — Stuttgart

Basic data all visitors

Total number of visitors	39 302
Proportion of private visitors	93%
Region of residence	9/
up to 50 km	80 13
more than 50 km up to 100 km more than 100 km up to 300 km	1.
over 300 km	
Total Germany	9
Baden- North Rhine-	
Württemberg 94 Westphalia	
Bavaria 4 Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg 1 Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	
of which EU	5
Rest of Europe	4
The four countries with the	
highest visitor shares	9/
Switzerland France	4
Austria	1
Spain	1
Position in the company/organisation	9
Entrepreneur, partner, self-employed	1
Managing director, board member,	
head of an authority etc. Senior department head, other employed	
with managerial responsibility	e
Department head, group head	
Other salaried staff/public service	2
Skilled worker Lecturer, teacher, scientific assistant	2
Trainee	

Other position Student

First visit

Housewife/man Old-age pensioner Other not gainfully employed

Frequency of visits to trade fair 2004 2003 Earlier events

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/ 11/ 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 3 600,- 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 1 3
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	9/ 1: 4: 1: 1:
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	7
Follow-up business Intend to buy at later date yes no maybe	9/ 2! 11/ 5:

interbad ---- Stuttgart

Basic data trade visitors

Total number of visitors	16 561
Proportion of trade visitors	94%
Region of residence	%
up to 50 km	17
more than 50 km up to 100 km	12
more than 100 km up to 300 km over 300 km	30 42
Total Germany	78
Baden- North Rhine-	
Württemberg 50 Westphalia	9
Bavaria 17 Rhineland-	
Berlin - Palatinate	4
Brandenburg - Saarland	-
Bremen - Saxony	2
Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig-	-
Hesse 7 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia	2
Lower Saxony 4	2
Total Foreign	22
of which EU	75
OI WIIICII EU	/5
Rest of Europe	20
	20 5
Rest of Europe Other The five countries with the highest	20 5
Rest of Europe Other The five countries with the highest visitor shares	20 5
Rest of Europe Other The five countries with the highest visitor shares Switzerland	20 5
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria	20 5 % 13 11
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands	20 5 % 13 11 7
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain	20 5 % 13 11 7 6
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain	20 5 % 13 11 7 6
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain Poland	20 5 % 13 11 7 6
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain Poland Position in the company/organisation Entrepreneur, partner, self-employed	20 5 % 13 11 7 6
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain Poland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	200 55 % 133 111 77 65 55 28
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain Poland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	20 5
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain 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	200 55 9% 133 111 17 66 55 288 28 9 9 e 4
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain 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	200 55 9% 133 111 77 66 55 288 28 4 14
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain 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	20 5 9% 131 117 66 55 28 28
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain Poland Position in 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 Foreman, master craftsman	20 5 % 133 111 7 66 5 5 28 28 9 9 e 4 14 24
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain Poland Position in the companylorganisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker	20 5 % 13 111 7 7 6 5 28 28 4 14 24 24 5
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain 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 Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant	20 5 % 13 111 7 66 5 28 28 9 9 e 4 124 24 10 5
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain Poland Position in the companylorganisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Foreman, master craftsman Skilled worker	20 5 % 13 11 7 6 5 28
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain 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 Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	200 55 9% 133 111 77 66 55 288 284 244 244 100 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain 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 Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	2055 %/413111177 665 288 284 244 244 244 247 331
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain Poland Position in 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 Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Frequency of visits to trade fair Dusseldorf 2006	20 5 % 13 111 7 6 5 28 28 4 14 24 10 5
Rest of Europe Other The five countries with the highest visitor shares Switzerland Austria Netherlands Great Britain 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 Foreman, master craftsman Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	20 5 5 9 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

Additional data trade visitors

Economic sector Industry Skilled trades Service Trade companies Municipality, public service Training/consulting University, polytechnic, vocational school Other	% 15 16 38 11 27 3 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No	% 35 34 21
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	% 411 9 222 9 4 177 77 10 16 3 177 15
Size of company/organisation: Number of employees: 1- 4 21 200- 499 5- 9 16 500- 999 500- 999 10- 49 31 1 000- 9 999 50- 99 13 10 000 and more 100-199 7 7	% 6 3 2
Length of stay 1. Length of stay (days): one 75 three 4 two 20 four 1 2. Average length of stay 1,3 3. Share of visitors on the event's days: 1st day 29 3rd day 34 2nd day 43 4th day 22	% days

Conducted by: Profi Tess/Landesmesse

Stuttgart

INTERGASTRA ---- Stuttgart

Basic data trade visitors

Total number of visitors	81 555
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	38
more than 50 km up to 100 km	23
more than 100 km up to 300 km	34
over 300 km	4
Total Germany	99
Baden- North Rhine-	
Württemberg 77 Westphalia	
Bavaria 13 Rhineland-	
Berlin 1 Palatinate	3
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 3 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	
of which EU	50
	5(4
of which EU Other Position in the company/organisation	56 4' n %
of which EU Other Position in the company/organisation	5(4
of which EU Other Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	n %
of which EU Other Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	56 4 n % 29
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 employe	n % 2!
of which EU Other Position in the companylorganisation Entrepreneur, partner, seff-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	5/4 n %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 employe with managerial responsibility Department head, group head	5 4 4 2! ee
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 staff/public service	51 4 n 9/ 29 ee :
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 statif/public service Skilled worker	n % 29
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 staff/public service Skilled worker Lecturer, teacher, scientific assistant	54 4 nn % 29 ee
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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	n 9, 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 Department head, group head Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	n % 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 Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	56 4 4 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 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 employe with managerial responsibility Department head, group head Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	56 4 4 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 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 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	5 4 4 n 9 29 ee 11 11 11
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 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	56 4'' n % 29 ee : 14 11 ()
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 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 2006 2004	56 4 n % 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 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 2006	56 4'' n 29 ee : 14 11 11 11 12 4''

Additional data trade visitors

Economic sector Hotels/guest house	% 24
Catering	51
Canteen, caterers Caterers to nursings homes and hospitals Snack, fast-food business	2
Discotheque, bar, entertainment catering trade	3
Bakery, confectioners, cafe Food, delicatessen, drinks and beverages	
trade	7
Food industry/non-food industry Planning/architecture/interior furnishings	-
Vocational schools and colleges/university	3
Authority/public services Other	1
Influence on purchasing/	
procurement decisions Decisively	% 32
Collectively	30
In an advisory capacity	19 14
No Student	14
Other not gainfully employed	1
Area of responsibility	%
Management	33
Research/development/design Planning/work preparation	1
Manufacture/production	30
Production, quality control Buying/procurement	2
Finance/accounting, controlling	9
Information, communication technology (El Administration/organisation/personnel/	DP) 2
social welfare/training	9
Storage/material management/logistics/	-
transport Marketing/sales/advertising/PR	10
Maintenance/repairs	
Other area Student	16
Other not gainfully employed	1
Size of company/organisation:	
Number of employees: 1- 4 22 500- 999	%
5- 9 15 1 000 - 9 999	9/1
10- 49 32 10 000 and more	2
50- 99 10 Student 100-199 5 Other not gainfully	4
200-499 4 employed	1
Length of stay	9/
1. Length of stay (days):	
one 84 three 2 five	1

Conducted by: Profi Tess/Landesmesse Stuttgart

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

2. Average length of stay

1,2 days

LASYS ---- Stuttgart

Basic data trade visitors

Total number of visitors	3 444
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	18
more than 50 km up to 100 km	13 34
more than 100 km up to 300 km over 300 km	35
Total Germany	76
Baden- North Rhine- Württemberg 50 Westphalia	7
Bavaria 21 Rhineland-	
Berlin 1 Palatinate	3
Brandenburg 1 Saarland Bremen 1 Saxony	1
Hamburg 1 Saxony-Anhalt	1
Hesse 5 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	3
West Pommerania - Thuringia Lower Saxony 2	3
Total Foreign	24
of which EU Rest of Europe	53 33
Other	14
The country with the highest visitor	
share Switzerland	% 24
Switzerland	24
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 13
Managing director, board member,	13
nead of an allthority etc	9
Senior department head, other employee with managerial responsibility	5
Department head, group head	26
Other salaried staff/public service	30
Skilled worker	1
Lecturer, teacher, scientific assistant Trainee	5
Other position	/
Student	5
Other not gainfully employed	1
Frequency of visits to trade fair	%

LogiMAT --- Stuttgart

Additional data trade visitors

Economic sector Industry	% 72
Trade	8
Service	13
Training/consulting	2
University, polytechnic, vocational school Other	8 4

Influence on purchasing/	
procurement decisions	%
Decisively	25
Collectively	39
In an advisory capacity	22
No	8
Student	5
Other not gainfully employed	1

Area of responsibility	%
Management	18
Research/development/design	45
Planning/work preparation	9
Manufacture/production	25
Production, quality control	6
Buying/procurement	6 7 2
Finance/accounting, controlling	
Information, communication technology	(EDP) 2
Administration/organisation/personnel/	
social welfare/training	2
Marketing/sales/advertising/PR	18
Storage/material management/logistics/	
transport	1
Maintenance/repairs	3
Other area	3 2 5
Student	5
Other not gainfully employed	1

	rganisation: es:	employe	er of	Numb
999	500 -	10 1	4	1-
9 999	1 000 -	6	9	5-
nd more	10 000 ar	18	49	10-
Student		9		50-
gainfully	Other not of	11	199	100-
nployed	er	14	199	200-4

Length o	f stay	(days):			%
one	88	two	7	three	5
2. Average	e lengtl	h of stay		1,2	days
3. Share o	f visito 35	rs on the o	event's 46	days: 3rd day	32

Conducted by: Profi Tess/Landesmesse Stuttgart

Basic data trade visitors

Total number of visitors	15 175
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	28
more than 50 km up to 100 km more than 100 km up to 300 km	16
more than 100 km up to 300 km	32
over 300 km	24
Total Germany	89
Baden- North Rhine-	
Württemberg 57 Westphalia Bavaria 15 Rhineland-	9
Bavaria 15 Rhineland- Berlin 1 Palatinate	4
Brandenburg - Saarland	1
Bremen - Saxony	
Hamburg - Saxony-Anhalt	-
Hesse 7 Schleswig-	
Mecklenburg- Holstein -	1
West Pommerania - Thuringia	1
Lower Saxony 3	
Total Foreign	11
of which EU	65
Rest of Europe	27
Other	8
The two countries with the highest	
visitor shares	%
Austria	33
Switzerland	25
Position in the company/organisation	%
Position in the company/organisation Entrepreneur, partner, self-employed	8
Managing director, board member,	_
nead of an authority etc.	_ 7
Senior department head, other employed	e 8
with managerial responsibility Department head, group head	38
Department head, group head Other salaried staff/public service	20
Skilled worker	
Lecturer, teacher, scientific assistant	2
Trainee	3
Other position	6 2 3 2 7
Student	7
Frequency of visits to trade fair	%
2007	29
2006	19
	12
2005	
2004	12 8

First visit

Additional data trade visitors

Economic sector Industry Wholesale trade Retail trade Skilled trades Freight forwarders, transport companies Other services Associations, organisations University/college/polytechnic Other Student	% 55 11 2 1 4 12 1 2 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 21 35 28 9 7
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	% 12 7 5 5 1 4 1 P) 4 1 12 35 4 37
Size of company/organisation: Number of employees: 200 - 499 1 - 4 5 200 - 999 5 9 3 500 - 999 10 - 49 12 1 000 - 9 999 50 99 9 10 000 and more 100-199 10 Student Student Length of stay 1. Length of stay 1. Length of stay 8 three 2. Average length of stay 1,1	% 15 9 20 10 7 % 2 days
3. Share of visitors on the event's days: 1st day 32 2nd day 40 3rd day Conducted by: Walter, Wissler & Partner, B	40

MEDIZIN ---- Stuttgart

Basic data trade visitors

Total number of visitors	7 822
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	
Total Germany Baden- Württemberg 94 Westphalia Bavaria 4 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse - Saxony- Wecklenburg- West Pommerania Lower Saxony - Thuringia	99 - - - - - - -
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 employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	34

Frequency of visits to trade fair 2007 2006 Earlier events

First visit

Additional data trade visitors

Economic sector Practice	5
Hospital/clinic	1
Rehabilitation facility/nursing home Medical laboratory/institute	
Emergency services organisations	
Association Industry	
Trade	
Service Public authorities/Health service	
Training/consulting	
University, polytechnic, vocational school	
Other	
Influence on purchasing/	
procurement decisions Decisively	3
Collectively	2
In an advisory capacity No	2 1
Area of responsibility	3
Management Research/development/design	1
Planning/work preparation	
Manufacture/production Production, quality control	
Buying/procurement	
Finance/accounting, controlling Information, communication technology (El	DP)1
Administration/organisation/personnel/	
social welfare/training Marketing/sales/advertising/PR	
Storage/material management/logistics/	
transport Maintenance/repairs	
Other area	2
Student Other not gainfully employed	
Size of company/organisation: Number of employees:	q
1- 4 37 200- 499	
5- 9 26 500- 999 10- 49 12 1 000- 9 999	
50- 99 3 10 000 and more	
100-199 5	
Length of stay	c
1. Length of stay (days): one 83 two 12 three	
5.15 05 two 12 tillet	

Conducted by: Profi Tess/Landesmesse Stuttgart

3. Share of visitors on the event's days:
1st day 32 2nd day 48 3rd day 42

INVEST — Stuttgart

Basic data trade visitors

Total number of visitors	17 243
Proportion of trade visitors	27%
Region of residence	%
up to 50 km	46
more than 50 km up to 100 km	15 24
more than 100 km up to 300 km over 300 km	14
Total Germany	95
Baden- North Rhine-	
Württemberg 70 Westphalia	4
Bavaria 11 Rhineland- Berlin 1 Palatinate	2
Brandenburg 1 Saarland	-
Bremen - Saxony	-
Hamburg 1 Saxony-Anhalt	1
Hesse 7 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	-
Lower Saxony 1	
Total Foreign	5
Position in the company/organisation	%
Entrepreneur, partner, self-employed	41
Managing director, board member, head of an authority etc.	6
Senior department head, other employe	
with managerial responsibility	5
Department head, group head	8
Other salaried staff/public service	23
Skilled worker Lecturer, teacher, scientific assistant	1 3 2 2 8 2
Trainee	2
Other position	2
Ctudent	8
Student)
Other not gainfully employed	
Other not gainfully employed Frequency of visits to trade fair	%
Other not gainfully employed Frequency of visits to trade fair 2007	% 43
Other not gainfully employed Frequency of visits to trade fair	%

Basic data private visitors

	73%
Region of residence	%
up to 50 km	52
more than 50 km up to 100 km	16
more than 100 km up to 300 km	23
over 300 km	8
Total Germany	98
Baden- North Rhine-	2
Württemberg 76 Westphalia Bavaria 12 Rhineland-	2
Berlin 2 Palatinate	3
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	_
Hesse 3 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia	1
Lower Saxony 1	
Total Foreign	2
Position in the company/organisation	%
Entrepreneur, partner, self-employed	13
Managing director, board member,	
hand of an authority ata	1
	_
Senior department head, other employee	2
Senior department head, other employee with managerial responsibility	
Senior department head, other employee with managerial responsibility	8
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	8 40
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	8 40
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	8 40
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	8 40
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	8 40
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	8 40
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	8 40
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	8

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	97
Baden- North Rhine- Württemberg 74 Westphalia	-
Bavaria 12 Rhineland-	
Berlin 1 Palatinate Brandenburg - Saarland	2
Brandenburg - Saarland Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 4 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 1	
of which other not european countries Other	5
	5! 4! 9
Other The country with the highest visitor share Switzerland Position in the company/organisation Entrepreneur, partner, self-employed	9/ 5! 9/ 5!
Other The country with the highest visitor share Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	5! 4! 9/ 5!
Other The country with the highest visitor share Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	9, 5: 9, 5:
Other The country with the highest visitor share 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	9, 5: 9, 5:
Other The country with the highest visitor share 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 staff/public service	9, 5: 9, 5:
Other The country with the highest visitor share 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 staff/public service Skilled worker	9, 5: 9, 5:
Other The country with the highest visitor share 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 staff/public service	9, 5: 9, 5:
Other The country with the highest visitor share 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9, 5: 9, 5:
Other The country with the highest visitor share 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9, 5: 9, 5:
Other The country with the highest visitor share 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9/ 5:

Frequency of visits to trade fair

N/A

Additional data trade visitors

Economic sector Industry Trade Banks Insurance Other services Training/consulting University, polytechnic, vocational school Other	% 5 7 43 9 29 3 6 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 33 25 16 15 8 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (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	% 333 3 2 1 1 2 19 P) 5 4 27 - 1 12 8 2
Size of company/organisation: Number of employees: 1 500 - 999 999	% 6 12 6 8
Length of stay 1. Length of stay (days): one 87 two 8 three	% 4

2. Average length of stay

3. Share of visitors on the event's days:
1st day 50 2nd day 35 3rd day 30

1,2 days

Additional data private visitors

Sex Male Female	% 84 16
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 15 23 27 20 9 3
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 4 5 9 15 14 16 11 27
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 30 34 15 15 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 27 30 43
Follow-up business Intend to buy at later date yes no maybe	% 38 11 50

Conducted by: Profi Tess/Landesmesse Stuttgart

O&S ---- Stuttgart

Basic data trade visitors

Total number of visitors	4 842		
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			
Total Germany	84		
Baden- North Rhine- Württemberg 56 Westphalia Bavaria 14 Rhineland-	12		
Berlin 2 Palatinate Brandenburg - Saarland	2		
Bremen - Saxony	2		
Hamburg 1 Saxony-Anhalt Hesse 5 Schleswig-	1		
Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 4	1		
Total Foreign of which EU Rest of Europe Other	16 57 38 5		
The two countries with the highest visitor shares Switzerland Austria	% 30 16		
Position in the company/organisation Entrepreneur, partner, self-employed	% 15		
Managing director, board member, head of an authority etc. Senior department head, other employee	5		
with managerial responsibility	26 26		
Department head, group head			
Other salaried staff/public service Skilled worker			
Lecturer, teacher, scientific assistant	3		
Trainee Other position	2		
Student	3 2 3 3 1		
Other not gainfully employed	1		

Frequency of visits to trade fair

N/A

Additional data trade visitors

Economic sector Industry Trade Service University, polytechnic, vocational school Training/consulting Other Student Other not gainfully employed	% 77 7 16 5 1 1 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 23 43 21 9 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 18 35 13 27 9 8 2 2 3 18 3 7 3 3 1

Size of company/organisation: Number of employees:				
1- 4		500 - 999	10	
5- 9	9 4	1 000 - 9 999	9	
10- 49	19	10 000 and more	10	
50- 99		Student	3	
100-199	18	Other not gainfully employed		
		employed	1	

Length of	ctav				%
Length of 1. Length of one	of stay 87	(days):	11	three	2
2. Average	lengt	h of stay		1,2	days
3. Share of 1st day	visito 36	rs on the 2nd day	event's / 39	days: 3rd day	38

Conducted by: Profi Tess/Landesmesse Stuttgart

PFLEGE & REHA ----> Stuttgart

Basic data trade visitors

Total number of v	isito	rs	9 067
Proportion of trad	le vis	sitors	99%
Region of residence	ce		%
up to 50 km more than 50 km u	n to	100 km	54 22
more than 100 km	μιο to	300 km	21
over 300 km	up it	J JOU KIII	3
Total Germany			100
Baden-		North Rhine-	
Württemberg	90	Westphalia	-
Bavaria Berlin		Rhineland- Palatinate	-
Brandenburg		Saarland	2
Bremen		Saxony	
Hamburg		Saxony-Anhalt	
Hesse	1	Schleswig-	
Mecklenburg-		Holstein	
West Pommerania	-	Thuringia	1
Lower Saxony	-		
Position in the cor			%
Entrepreneur, partn	er, se	elf-employed	5
Managing director,	hom	e director	5
Chief administrator			

Position in the company/organisa	tion
Entrepreneur, partner, self-employed	l
Managing director, home director	
Chief administrator	
Head of nursing service	
Other salaried staff/public service	
Nursing staff for in and out-patient	
facilities	
Skilled domestic worker	
Physiotherapist	
Lecturer, teacher, scientific assistant	
Trainee	
Other position	
Student	
Other not gainfully employed	

Frequency of visits to trade fair	
2006	- 2
2004	- 2
Earlier events	1
First visit	

Additional data trade visitors

Economic sector	%
Nursing home	44
Old people's facility	4
Hospital	15
Rehabilitation clinic	2
Out-patient nursing services	23
	23
Therapy	1
Medical supplies retailer	. !
Architects'/planning office	- 1
Specialist trade	- 1
Industry	2
Service	4
Association	1
Public authority	1
University, polytechnic, vocational school	5
Other	6
Other	•

Influence on purchasing/ procurement decisions	%
Decisively	11
Collectively	27
In an advisory capacity	28
No	26
Student	7
Other not gainfully employed	1

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

					janisa	tion:
Mission	L	of a	mnl	12		

Number of	employees	:	%
1- 4	4	500 - 999	6
5- 9	6	1 000 - 9 999	5
10- 49	26	10 000 and more	-
50- 99	20	Student	7
100-199 200-499		Other not gainfully	1
200-499	8	employed	- 1

Length	of stay	(days):			%
one	90	two	6	three	4
2. Avera	ge lengtl	n of stay		1,1	days
3. Share 1st da	of visito	rs on the 2nd day	event's 40	days: 3rd day	33

Conducted by: Profi Tess/Landesmesse Stuttgart





Retro Classics — Stuttgart

Basic data private visitors

Total number of visitors	48 649
Proportion of private visitors	90%
Region of residence	%
up to 50 km	59
more than 50 km up to 100 km	15
more than 100 km up to 300 km over 300 km	20 7
Total Germany	96
Baden- North Rhine- Württemberg 85 Westphalia Bayaria 9 Rhineland-	1
Berlin - Palatinate	2
Brandenburg - Saarland	
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse 2 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony -	
Total Foreign of which EU	4 51
Rest of Europe	49
Other	
The two countries with the highest visitor shares Switzerland Austria	% 49 23
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 16
head of an authority etc. Senior department head, other employed	4
with managerial responsibility	2
Department head, group head	12
Other salaried staff/public service	26
Skilled worker Lecturer, teacher, scientific assistant	11
Trainee	2
Other position	4
Student	4
Housewife/man	2
Old-age pensioner Other not gainfully employed	13 2
Frequency of visits to trade fair 2007	% 54
2007	40
Earlier events	30
First visit	29

Additional data private visitors

Sex Male Female	% 86 14
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 19 33 20 13 3
Net household income up to 900,- EUR more than 1500,- EUR up to 1500,- 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	% 3 5 8 11 12 12 16 33
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 19 39 18 18
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no	% 47 19
maybe Follow-up business	34
Intend to buy at later date yes no maybe	21 23 56
Conducted by: Profi Tess/Landesmesse Stuttgart	

südback (2007) ---- 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 more than 100 km up to 300 km	24 33
over 300 km	11
Total Germany	95
Baden- North Rhine- Württemberg 70 Westphalia	2
Bavaria 16 Rhineland-	
Berlin - Palatinate	9
Brandenburg - Saarland	1
Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse 5 Schleswig-	
Hesse 5 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 1	
Total Foreign	5
of which EU	54 40
Rest of Europe Other	40
The country with the highest visitor share	%
Switzerland	37
Position in the company/organisation Entrepreneur, partner, self-employed	% 26
Managing director, hoard member	20
head of an authority etc.	2
Senior department head, other employed	
with managerial responsibility	2
Department head, group head Other salaried staff, public service	10
Other salaried staπ, public service Skilled worker	23 13
Lecturer, teacher, scientific assistant	2
Trainee	15
Other position	2
Student	3
	%
Prequency of visits to trade fair	
Frequency of visits to trade fair 2005 2004	48 37
Frequency of visits to trade fair 2005 2004 Earlier events First visit	48 34 32 33

Additional data trade visitors

Economic sector Baker's/Confectioner's Trade Bread, cake and pastry industry Subcontracting industry Trade Service University, polytechnic, vocational school Other	% 77 9 5 7 6 6 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 23 31 23 21 3
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Marketing, sales, advertising, PR Finance, accounting, controlling Information, communication technology (EDI Administration, organisation, personnel, social welfare, training Storage, material management, logistics, transport Maintenance, repairs Other area Student	% 25 5 12 566 18 17 22 6 6 9 9 8 5 3
Size of company/organisation: Number of employees: 1- 4 15 200- 499 5- 9 23 500- 999 10- 49 30 1 000- 9 999 50- 99 8 10 000 and more 100-199 9 Student	% 6 2 2 2 3
Length of stay 1. Length of stay (days): one 84 three 2 two 11 four 3 2. Average length of stay 1,2 of	%

SÜFFA ---- Stuttgart

Basic data trade visitors

Total number of visitors	10 522
Proportion of trade visitors	97%
Region of residence	%
up to 50 km	27 23
more than 50 km up to 100 km more than 100 km up to 300 km	41
over 300 km	9
Total Germany	95
Baden- North Rhine- Württemberg 64 Westphalia	1
Bavaria 22 Rhineland-	
Berlin - Palatinate	4
Brandenburg 1 Saarland	1
Bremen - Saxony Hamburg - Saxony-Anhalt	1
Hesse 5 Schleswig-	_
Mecklenburg- Holstein	-
West Pommerania - Thuringia	1
Lower Saxony 1	
Total Foreign	5
of which EU	62
Other	38
Position in the company/organisation	%
Entrepreneur, partner, self-employed	39
Managing director, board member, head of an authority etc.	4
Senior department head, other employee	-
with managerial responsibility	1
Department head, group head Other salaried staff/public service	4 17
Foreman, master craftsman	17
Skilled worker	9
Lecturer, teacher, scientific assistant	5 9 2 13 2 2
Trainee	13
Other position Student	2
Other not gainfully employed	1
Frequency of visits to trade fair	%
2006	43
2005	28
Earlier events	30
First visit	37

TV ---- Stuttgart

Additional data trade visitors

Economic sector Industry Wholesale/foreign trade Retail trade Skilled trades Service Authority/public services Commercial agent	% 10 8 16 59 7 2
University, polytechnic, vocational school Other	4 2

Influence on purchasing/ procurement decisions Decisively	% 36
Collectively	24
In an advisory capacity	21
No Student	16
Other not gainfully employed	1

Area of responsibility	%
Management	39
Research/development/design	3
Planning/work preparation	
Manufacture/production	31
Production, quality control	
Buying/procurement	9
Finance/accounting, controlling	9
Information, communication technology	(EDP) 1
Administration/organisation/personnel/	
social welfare/training	5
Marketing/sales/advertising/PR	5
Storage/material management/logistics/	
transport	2
Maintenance/repairs	3
Other area	2 3 2 2
Student	2
Other not gainfully employed	1

Number of	employe	ees:	% 2
1- 4	17	500 - 999	2
5- 9	19	1 000 - 9 999	1
10- 49	39	10 000 and more	1
50- 99	7	Student	2
100-199	6	Other not gainfully	
200-499	5	employed	1

1. Length	of ctou	(days):			70
one	91	two	6	three	3
2. Average	lengt	h of stay		1,1 (days
3. Share of 1st day	visito 37	ors on the e 2nd day	vent's 35	days: 3rd day	39

Conducted by: Profi Tess/Landesmesse Stuttgart

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	7 191
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	15 12
more than 50 km up to 100 km more than 100 km up to 300 km	32
over 300 km	40
Total Germany Baden- North Rhine-	86
Württemberg 39 Westphalia Bavaria 16 Rhineland-	11
Berlin 2 Palatinate	6
Brandenburg 1 Saarland	1
Bremen 1 Saxony	5
Hamburg 2 Saxony-Anhalt	1
Hesse 9 Schleswig- Mecklenburg- Holstein	2
West Pommerania - Thuringia	2
Lower Saxony 2	
Total Foreign	14
of which EU	57 41
Rest of Europe Other	1
The two countries with the highest	
visitor shares Switzerland	%
Switzeriand Austria	39 27
Austria	
Position in the company/organisation Entrepreneur, partner, self-employed	% 61
Managing director, board member,	
head of an authority etc. Senior department head, other employee	11
with managerial responsibility	3
Department head, group head	5
Other salaried staff/public service	9
Skilled worker	3 5 9 2 1 3 1 3
Lecturer, teacher, scientific assistant Trainee	1
Other position	1
Student	3
Other not gainfully employed	1
Frequency of visits to trade fair	%
2006 2004	36 22
2004 Earlier events	10
First visit	54

Additional data trade visitors

Economic sector Trade Manufacturer/Industry Service Other	% 42 28 46
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 61 21 10
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EE 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% 577 6 144 37 14 25 8 8 22 22 7 5 4 3 1
Size of company/organisation: Number of employees: 1 - 4 58 500 999 5 - 9 17 1 000 999 10 - 49 13 10 000 and more 50 99 2 Student 100-199 2 Other not gainfully 200-499 1 employed Length of stay 1. Length of stay (days): one 86 two 10 three	% 1 1 1 3 4 4 days

VISION ---- Stuttgart

Basic data trade visitors

Total number of visitors	6 092
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	% 16 12 28 43
Total Germany Baden- Württemberg 46 Westphalia Bawaria 21 Rhineland- Berlin 2 Palatinate Brandenburg - Saxony Hamburg 1 Saxony-Anhalt Hesse 5 Chleswig- Mecklenburg- West Pommerania Lower Saxony 4	72 5 5 1 2 - 1 5
Total Foreign of which EU Rest of Europe South-, East-, Central Asia Other	28 66 14 10
The four countries with the highest visitor shares Austria Italy Switzerland France	% 14 13 11 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 staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 12 5 3 15 35 3 8 1 2

Frequency of visits to trade fair 2007 2006 Earlier events First visit

Additional data trade visitors

Economic sector Industry Trade Service Training/consulting University, polytechnic, vocational school Other	% 63 4 15 2 19 6
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 23 34 19 8 15
Area of responsibility Management Research/development/design Planning/Nowrk preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EI Administration/organisation/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	% 11 84 7 12 11 5 1 10P) 4 2 12 4 2 15
Size of company/organisation: Number of employees: 1 - 4 7 200 - 499 5 - 9 7 500 - 999 10 - 49 17 1 000 - 9 999 50 - 99 7 10 000 and more 100 - 199 10 Student	% 10 9 12 6 15
Length of stay 1.Length of stay (days):	% 6

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

Basic data private visitors

	91 347
Proportion of private visitors	83%
Region of residence	%
up to 50 km	77 18
more than 50 km up to 100 km more than 100 km up to 300 km	18
over 300 km	i
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/organisatio	n %
Entrepreneur, partner, self-employed	6
Managing director, board member,	
head of an authority etc. Senior department head, other employe	-
with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	31
	8
Skilled worker	
Lecturer, teacher, scientific assistant	2
Lecturer, teacher, scientific assistant Trainee	1
Lecturer, teacher, scientific assistant	
Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	1 2 7 11
Lecturer, teacher, scientific assistant Trainee Other position Student Hold-age pensioner	1 2 7 11 27
Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	1 2 7 11
Lecturer, teacher, scientific assistant Trainee Other position Student Hold-age pensioner	1 2 7 11 27

Basic data all visitors

Region of residen	ce		%
up to 50 km			76
more than 50 km u	ip to	100 km	19
more than 100 km	up to	300 km	4
over 300 km			1
T . I . C			400
Total Germany		North Phina	100
Baden- Württemberg	00	North Rhine- Westphalia	1
Bavaria	1		
Berlin		Palatinate	
Brandenburg		Saarland	
Bremen		Saxony	
Hamburg	-		_
Hesse	-	Schleswig-	
Mecklenburg-		Holstein	-
West Pommerania	-	Thuringia	-
Lower Saxony	-		
Total foreign			1
Position in the co	mnar	ny/organisation	%
Entrepreneur, partn	er se	olf-employed	10
Managing director,	boar	d member.	
head of an authori	ty etc		1
Senior department			
with managerial re			1
Department head,	group	head	3
Other salaried staff	/publ	ic service	31
Skilled worker			8
Lecturer, teacher, s	cienti	fic assistant	8 2 1
Trainee			1
Other position Student			2 6
Housewife/man			9
Old-age pensioner			24
Other not gainfully	empl	oyed	1
Frequency of visit	s to	trade fair	%
Earlier events First visit			92 8

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	% 7 9 16
over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	21 18 22 8
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 11 43 18 19 9
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 ---- Wächtersbach

Basic data private visitors

Proportion of private visitors	96%
Region of residence	%
up to 50 km	82
more than 50 km up to 100 km	15
more than 100 km up to 300 km over 300 km	1
Total Germany	100
Baden- North Rhine-	
Württemberg 1 Westphalia	
Bavaria 8 Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 89 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony -	
Position in the company/organisation	%
Entrepreneur, partner, self-employed	8
Managing director, board member,	
head of an authority etc.	
Senior department head, other employed	9
with managerial responsibility Department head, group head	2
Other salaried staff/public service	39
Skilled worker	10
Lecturer, teacher, scientific assistant	
Trainee	1
Other position	1
Student	3
Housewife/man	9
Old-age pensioner	26
Other not gainfully employed	'
Frequency of visits to trade fair 2007	% 53
	51
2006 Earlier events	51 76

Additional data private visitors

Sex Male Female	% 49 51
Age	%
up to 20 years over 20 up to 30 years	3
over 30 up to 40 years	14
over 40 up to 50 years over 50 up to 60 years	24 25
over 60 up to 70 years	19
over 70 years	6
Net household income	%
up to 900,- EUR	4
more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR	20 14
more than 2 000,- EUR up to 2 600,- EUR	17
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	7 6
N/A	19
Size of household	%
1 person	10
2 persons 3 persons	44 20
4 persons	18
5 persons and more	8
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
ves	62
no	15
maybe	23
Follow-up business	%
Intend to buy at later date	22
yes no	44
maybe	33

Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf

Registered Events

Bad Salzuflen

Messe Ostwestfalen GmbH

KMO - Plastics Processing Fair, Bad Salzuflen 01.04.-04.04.2009

Bayreuth

bbg Betriebsberatungs GmbH

DKM - International Trade Fair for Finance and Insurance Industry, Dortmund 27.10.-29.10.2009

Berlin

Messe Berlin GmbH

International Green Week Berlin - Exhibition for the Food Industry, Agriculture and Horticulture, Berlin 16.01.-25.01.2009

FRUIT LOGISTICA - International Trade Fair for Fruit and Vegetable Marketing, Berlin 04.02.-06.02.2009

ITB Berlin - The world's leading travel trade show,

11.03.-15.03.2009

WASSER BERLIN - International Trade Fair and Congress - Water and Wastewater, Berlin 30.03.-03.04.2009

PostPrint - Trade Fair for Printing and Finishing, Berlin 06.05.-08.05.2009

CMS - Cleaning. Management. Services. - International Trade Fair and Congress, Berlin 22.09.-25.09.2009

ART FORUM BERLIN - The International Fair for Contemporary Art, Berlin 24.09.-27.09.2009

Import Shop Berlin - A world full of beauty, Berlin 11.11.-15.11.2009

bautec - International Trade Fair for Building and Construction Technology, Berlin 16.02.-20.02.2010

InnoTrans - International Trade Fair for Transport Technology - Innovative Components - Vehicles -Systems, Berlin 21.09.-24.09.2010 belektro - Trade show for Electrical Engineering, Electronics and Lighting, Berlin 06.10.-08.10.2010

Bielefeld

Survey Marketing + Consulting GmbH & Co. KG

ZOW - Annual Fair for Components and Accessories for Furniture and Interior Design, Bad Salzuflen 09.02.-12.02.2009

ZOW Verona - International Exhibition of Components and Accessories for the Furniture Industry, Verona 21.10. -24.10.2009

Bremen

Fachausstellungen Heckmann GmbH

CARAVAN - Motor caravans and Supplies Trade Exhibition, Bremen 06.11.-08.11.2009

EnergieSparTage, Hannover 13.11.-15.11.2009

HVG Hanseatische Veranstaltungs-GmbH

outdoor/bike.market.future., Bremen 07.03.-08.03.2009

waste to energy - International Exhibition & Conference for Energy from Waste and Biomass, Bremen 05.05.-06.05.2010

MGH Messe- und Ausstellungsgesellschaft Hansa GmbH

Bremen Classic Motorshow - Classic vehicle fair, Bremen 06.02.-08.02.2009

BOATFIT - Boats...Enjoy their charm - maintain their value, Bremen 27.02. - 01.03.2009

ReiseLust - The tourism fair in Bremen 06.11 -08.11.2009

fish international - International Trade Fair for Fish and Seafood: Trading Market, Technology, Logistics, Point of Sale, Bremen 21.02.-23.02.2010

Chemnitz

Event- und Messegesellschaft Chemnitz mbH

mtex - International Trade Fair & Symposium for Textiles and Composites in Vehicle Manufactoring, Chemnitz

08.06.-10.06.2010

SIT - Saxon Industry and Technology Trade Fair, Chemnitz

10.06.-12.06.2009

Dortmund

Messe Westfalenhallen Dortmund GmbH

JAGD & HUND - International exhibition for hunting & fishing, Dortmund 03.02.-08.02.2009

CREATIVA - Exhibition for creative design, Dortmund 25.03.-29.03.2009

INTERMODELLBAU - Exhibition for Model Building and Model Sport, Dortmund 22.04.-26.04.2009

FAHOBA.kreativ - Trade fair for creative design, Dortmund 21.08.-23.08.2009

ELEKTROTECHNIK - Electrical engineering, Dortmund 02.09.-05.09.2009

Inter-tabac - International trade fair for tobacco goods and smokers products, Dortmund 18.09.-20.09.2009

Boulevard.DORTMUNDER HERBST - Consumer exhibition, Dortmund 03.10.-11.10.2009

Westdeutsche Mineralientage - West German Minerals Days, Dortmund 28.11.-29.11.2009

Dresden

MESSE DRESDEN GmbH

aktiv + vital - Fair for Health and Wellness, Dresden 13.03.-15.03.2009

Dresdner Ostern - Garden, Pet and Handicraft Fair with International Orchid-Exhibition, Dresden 26.03.-29.03.2009

PIETA - Funeral and Cemetery Equipment Trade Fair, Dresden May 2011

TMS Messen - Kongresse - Ausstellungen GmbH

Dresdner ReiseMarkt - Dresden Travel Market, Dresden 30.01.-01.02.2009

Dresdner auto mobil - Automotive exhibition, Dresden 06.03.-08.03.2009

Jagen, Fischen, Reiten - Forst & Holz - Hunting fishing riding - forest & wood -The trade fair for animal and nature lovers and for modern forestry and the timber industry, Dresden 20.03.-22.03.2009

Touristik & Caravaning International Leipzig - Tourism fair, Leipzig 18.11.-22.11.2009

Düsseldorf

Messe Düsseldorf GmbH

boot-Düsseldorf - International Boat Show 17.01.-25.01.2009

EuroCIS - Europe's leading Trade Fair for IT and Security in Retail, Düsseldorf 10.02.-12.02.2009

GDS - International Event for Shoes & Accessories + GLOBAL SHOES & Accessories (Spring), Düsseldorf 13.03.-15.03.2009

BEAUTY INTERNATIONAL DÜSSELDORF - The No.1 Trade Fair for Cosmetics, Nail and Foot Professionals 20.03.-22.03.2009

TOP HAIR INTERNATIONAL - Trend & Fashion Days Trade Fair-Show-Congress for the International Hairdressing Industry, Düsseldorf 21.03.-23.03.2009

ProWein - International Trade Fair Wines and Spirits, Düsseldorf 29.03.-31.03.2009

CARAVAN SALON DÜSSELDORF - The No. 1 Show for motor homes and caravans, Düsseldorf 28.08.-06.09.2009

IAM - International Investors' Fair, Düsseldorf 04.09.-06.09.2009

Registered Events

TourNatur - Hiking and Trekking exhibition, Düsseldorf 04.09.-06.09.2009

GDS - International Event for Shoes & Accessories, Düsseldorf

11.09.-13.09.2009

REHACARE INTERNATIONAL - International Trade Fair and Congress. Rehabilitation - Care - Prevention -Integration, Düsseldorf 14.10.-17.10.2009

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

03.11.-06.11.2009

MEDICA - World Forum for Medicine - Intern'l Trade Fair with Congress. With ComPaMED Intern'l Trade Fair. Hightech Solutions for medical technology, Düsseldorf

18.11.-21.11.2009

METAV - International Fair for Manufacturing Technology and Automation, Düsseldorf 23.02.-27.02.2010

Tube - International Tube and Pipe Trade Fair, Düsseldorf

12.04.-16.04.2010

wire - International Wire and Cable Trade Fair, Düsseldorf

12.04 - 16.04.2010

InterCool - International Trade Fair Frozen Food, Ice Cream, Technology, Düsseldorf 12.09.-15.09.2010

InterMeat - International Trade Fair Meat and Sausage, Düsseldorf 12.09.-15.09.2010

InterMopro - International Trade Fair Dairy Products, Düsseldorf

12.09.-15.09.2010

hogatec - International Trade Fair Hotels, Gastronomy, Catering, Düsseldorf 12.09.-15.09.2010

glasstec - International Trade Fair with Special Show + Symposium, Düsseldorf 28.09.-02.10.2010

K - International Trade Fair Plastics + Rubber, Düsseldorf 27 10 -03 11 2010

EUROSHOP - The Global Retail Trade Fair, Düsseldorf 26.02.-02.03.2011

interpack - PROCESSES AND PACKAGING, Düsseldorf 12.05.-18.05.2011

GIFA - International Foundry Trade Fair with WFO Technical Forum, Düsseldorf 28.06.-02.07.2011

METEC - International Metallurgical Technology Trade Fair with Congresses, Düsseldorf 28.06.-02.07.2011

NEWCAST - International Trade Fair for Precision Castings and NEW PART INNOVATIONS PARK, Düsseldorf 28.06.-02.07.2011

THERMPROCESS - International Trade Fair and Symposium for Thermo Process Technology, Düsseldorf 28.06.-02.07.2011

drupa - print media messe - World Market Print Media, Publishing & Converting, Düsseldorf 03.05.-16.05.2012

Reed Exhibitions Deutschland GmbH

PSI - International Trade Fair for Advertising Specialties, Düsseldorf 07.01.-09.01.2009

IMA - International Trade Fair for Amusement and Vending Machines, Düsseldorf 13.01.-16.01.2009

EQUITANA - Equestrian Sports World Fair, Essen 14.03.-22.03.2009

Aircraft interiors Expo, Hamburg 31.03.-02.04.2009

FIBO - The Leading International Trade Show for Fitness, Wellness and Health, Essen 23.04.-26.04.2009

SHOWTECH - International Trade Show and Conference for Event Technology and Services, Berlin 16.06.-18.06.2009 viscom düsseldorf - International Trade Fair for Visual Communication, Düsseldorf 01 10 -03 10 2009

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

+ 27.10.-29.10.2009

MODERNER STAAT - Exhibition and Conference, Berlin 24.11.-25.11.2009

ALUMINIUM - World Trade Fair & Conference for the Aluminium Industry, Essen 14.09.-16.09.2010

Erfurt

Messe Erfurt AG

Reiten-Jagen-Fischen - Exhibition for Riding, Hunting and Fishing, Erfurt 27.03.-29.03.2009

Rapid. Tech - Trade fair and users' conference for rapid technology, Erfurt 26.05.-27.05.2009

International Pedigree Dog Show, Erfurt 13.06.-14.06.2009

HAUS+TECHNIK - Exhibition for House building, Living and Modernizing, Erfurt 11.09.-13.09.2009

Grüne Tage Thüringen - The agricultural fair, Erfurt 10.09.-12.09.2010

inoga - Trade Fair for the Hotel, Catering and Hospitality Sector, Erfurt 17.10.-19.10.2010

RAM Regio Ausstellungs GmbH Erfurt

Thüringen-Ausstellung Erfurt - Handicraft and Consumer Goods Exhibition (with Wedding and Celebration Fair 28.02.-01.03.09), Erfurt 28.02.-08.03.2009

Reisen - Caravan - Regional tourism exhibition, Erfurt 29.10.-01.11.2009

Eschborn

Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH

EXPOPHARM - International Pharmaceutical Trade Fair, Düsseldorf

+ 24.09. - 27.09.2009

Essen

Messe Essen GmbH

IPM Essen - International trade fair for plants, technical equipment, floristry, sales promotion, Essen 29.01.-01.02.2009

E-world energy & water - International trade fair and congress, Essen 10.02.-12.02.2009

 $\label{eq:haus} \mbox{HAUS} + \mbox{GARTEN} - \mbox{The spring fair for the whole family,} \\ \mbox{Essen}$

11.02.-15.02.2009

Reise + Camping - International Trade Fair Travel & Tourism, Camping & Caravaning, Essen 25.02.-01.03.2009

Fahrrad Essen - Fair for bicycles, acessories and recreation, Essen 27.02.-01.03.2009

SCHWEISSEN & SCHNEIDEN - World Trade Fair Joining Cutting Surfacing, Essen 14.09.-19.09.2009

MODE - HEIM - HANDWERK - The big consumer fair for the whole family, Essen 31.10.-08.11.2009

DEUBAU - International Building Trade Fair, Essen 12.01.-16.01.2010

SHK - Trade Fair for Sanitary, Heating, AirConditioning and renewable Energies, Essen 10.03.-13.03.2010

REIFEN - World Market for tire trade -No 1 in tires and more, Essen 01.06-04.06.2010

SECURITY - The World Forum for Security & Fire Prevention, Essen 05.10.-08.10.2010

Finningen

Messe- und Ausstellungsorganisation JWS GmbH

KONTAKTA - Regional consumer information exhibition, Heidenheim 04.03.-08.03.2009

WIR - Business, Information and Regional Exhibition, Dillingen a.d. Donau March 2010

KONTAKTA - Regional consumer information exhibition, Ansbach September 2010

Frankfurt/Main

DLG e.V.

AGRITECHNICA - International DLG Exhibition for Agricultural Machinery (Preview Days 8/9 November 2009), Hannover

10.11.-14.11.2009

EuroTier - International DLG Exhibition for Animal Husbandry and Management, Hannover 16.11.-19.11.2010

MUVEO GmbH

InNaTex - International fair of natural & organic textiles, Hofheim-Wallau 07.02.-09.02.2009

InNaTex - International fair of natural & organic textiles, Hofheim-Wallau 08.08.-10.08.2009

Messe Frankfurt Exhibition GmbH

Heimtextil - International Trade Fair for Home and Contract Textiles, Frankfurt/Main 14.01.-17.01.2009

Christmasworld - Internationale Frankfurter Messe, Frankfurt/Main 30.01.-03.02.2009

Beautyworld - Internationale Frankfurter Messe, Frankfurt/Main 31.01.-03.02.2009 Paperworld - Internationale Frankfurter Messe, Frankfurt/Main 31.01-03.02.2009

Ambiente - Internationale Frankfurter Messe, Frankfurt/Main 13.02 -17.02.2009

ISH - The World's Leading Trade Fair. The Bathroom Experience, Building, Energy, Air-conditioning Technology, Renewable Energies, Frankfurt/Main 10.03.-14.03.2009

Musikmesse - International Trade Fair for Musical Instruments, Musical Software and Computer Hardware, Sheet Music and Accessories, Frankfurt/Main 01.04.-04.04.2009

Prolight + Sound - International Trade Fair for Event and Communication Technology, AV Production and Entertainment, Frankfurt/Main 01.04.-04.04.2009

Techtextil with Material Vision - International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main 16.06.-18.06.2009

Tendence, Internationale Frankfurter Herbstmesse Frankfurt/Main 03.07.-07.07.2009

Light + Building - International Trade Fair for Architecture and Technology, Frankfurt/Main 11.04.-16.04.2010

IFFA - Technology meats Business: No. 1 for processing, packaging, selling, Frankfurt/Main 08.05.-13.05.2010

Automechanika - The International Leading Trade Fair for the Automotive Industry, Frankfurt/Main 14.09.-19.09.2010

Texcare International - World Market for Modern Textile Care, Frankfurt/Main 05.05.-09.05.2012

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

Internationale Kulturbörse Freiburg - Trade Fair for Stage Productions and Music, Freiburg 02.02.-05.02.2009

CFT- Camping Freizeit Touristik - Camping, Leisure and Tourism - Exhibition, Freiburg 14 03 -22 03 2009

Intersolar - International Trade Fair and Conference for Solar Technology, München 27.05.-29.05.2009

BADEN MESSE - Agricultural Exhibition, Freiburg 12.09.-20.09.2009

Plaza Culinaria - Culinary Event and Consumer Goods Exhibition, Freiburg 06.11.-08.11.2009

Modellbau - Model Construction Kits Show, Freiburg May 2010

BADEN MESSE - Regional Craft and Industry Exhibition, Freiburg

11.09.-19.09.2010

BADEN MESSE - Ideal Home Exhibition, Freiburg 10.09.-18.09.2011

INTER BRUSH - International Trade Fair for Machines, Materials and Accessories of the Brush, Paintbrush, Paintroller and Mop Industries, Freiburg April 2012

Friedrichshafen

Messe Friedrichshafen GmbH

IBO - International Fair for Consumer and Investment Goods, Friedrichshafen 18.03.-22.03.2009

AERO - International Trade Exhibition for General Aviation, Friedrichshafen 02.04.-05.04.2009

TUNING WORLD BODENSEE - International Exhibition and Event for Car-Tuning, Lifestyle and Club-Scene, Friedrichshafen 30.04.-03.05.2009

OutDoor - European Outdoor Trade Fair, Friedrichshafen 16.07.-19.07.2009

EUROBIKE - International Bicycle Trade Exhibition, Friedrichshafen 02.09.-05.09.2009 INTERBOOT - International Water Sports Exhibition, Friedrichshafen 19.09.-27.09.2009

Fruchtwelt Bodensee - International Trade Fair for Fruit, Berries, Hops and Distillation, Friedrichshafen 19.02.-21.02.2010

Pferd Bodensee - International Trade Fair for Equestrian Sport, Horse Breeding, Horse Owning, Friedrichshafen 26.02.-28.02.2010

Fürth

asfc atelier scherer fair consulting Gmbh

START Lower Saxony - The fair for successful selfemployment, foundation, franchising and business development, Hannover 12.06.-13.06.2009

START Bayern - The fair for successful selfemployment, foundation, franchising and business development, Nuremberg 03.07.-04.07.2009

START North Rhine Westphalia - The fair for successful selfemployment, foundation, franchising and business development, Essen 13.11.-14.11.2009

Groß-Umstadt

KWF - Kuratorium für Waldarbeit und Forsttechnik GmbH

KWF - Forest Machinery and Innovations DemoFair, place not decided yet June 2012

Hamburg

Hamburg Messe und Congress GmbH

REISEN HAMBURG - International Exhibition Tourism & Caravaning, Hamburg 04.02.-08.02.2009

INTERNORGA - International Trade Fair for the Hotel, Restaurant, Catering, Baking and Confectionery Trades, Hamburg 13.03.-18.03.2009

hanseboot - International Boat Show Hamburg 24.10.-01.11.2009

Registered Events

acqua alta - International Conference and Exhibition on Consequences of Climate Change and Flood Protection, Hamburg

10.11.-12.11.2009

DU UND DEINE WELT - The great Consumer Exhibition, Hamburg

14.11.-22.11.2009

NORTEC - Trade Fair for Manufacturing Technology, Hamburg

27.01.-30.01.2010

HansePferd Hamburg - International Exhibition for Horse Enthusiasts, Hamburg

16.04.-18.04.2010

SMM - Shipbuilding, Machinery & Marine Technology -International Trade Fair Hamburg 07.09.-10.09.2010

GET Nord - Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning, Hamburg 17.11.-19.11.2010

MesseHalle Hamburg-Schnelsen GmbH

USSIFA HAMBURG - Watches & Jewellery Trade fair in the North, Hamburg 11.09.-13.09.2009

Hannover

Deutsche Messe AG

DOMOTEX HANNOVER - The World of Flooring, Hannover

17.01.-20.01.2009

didacta - The Education Trade Fair, Hannover + 10.02.-14.02.2009

CeBIT - The world's No. 1 marketplace for digital business, Hannover 03.03.-08.03.2009

HANNOVER MESSE - The world's most important technology event, Hannover 20.04.-24.04.2009

ComVac/HANNOVER MESSE - Leading Trade Fair for Compressed Air and Vacuum Technology, Hannover 20.04.-24.04.2009

Digital Factory/HANNOVER MESSE - Leading Fair for Integrated Processes and IT-Solutions, Hannover 20.04.-24.04.2009

Energy/HANNOVER MESSE - Leading Trade Fair for Renewable and Conventional Power Generation, Transmission and Distribution, Hannover 20.04.-24.04.2009

Industrial Automation/HANNOVER MESSE - Industrial Automation, INTERKAMA+, Factory Automation, Industrial Building Automation, Hannover 20.04.-24.04.2009

MDA-Motion, Drive & Automation/HANNOVER MESSE
- Leading Trade Fair for Power Transmission and
Control, Hannover
20.04.-24.04.2009

MicroTechnology/HANNOVER MESSE - Leading Trade Fair for Applied Microsystems Technology and Nanotechnology, Hannover 20.04.-24.04.2009

Power Plant Technology/HANNOVER MESSE - Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance, Hannover 20.04.-24.04.2009

Research & Technology/HANNOVER MESSE - Innovations Market for R & D, Hannover 20.04.-24.04.2009

Subcontracting/HANNOVER MESSE - Leading Trade Fair for Subcontracting Services, Materials, Components and Systems for Mechanical Engineering, the Automotive Industry and Plant Engineering, Hannover 20.04.-24.04.2009

SurfaceTechnology/HANNOVER MESSE - Leading Trade Fair for Surface Technology, Hannover 20.04.-24.04.2009

Wind / HANNOVER MESSE - Leading Trade Fair for Wind Generation Technology, Components and Services, Hannover 20.04.-24.04.2009

PROMOTION WORLD - International Trade Fair for Promotional Products and Incentives, Hannover 20.04.-24.04.2009

LIGNA HANNOVER - World Fair for the Forestry and Wood Industries, Hannover 18.05.-22.05.2009

BIOTECHNICA - International Trade Fair, Conferences, Partnering and Award for Biotechnology, Hannover 06.10.-08.10.2009 INTERSCHUTZ - DER ROTE HAHN - International Trade Fair for Rescue Services, Fire Prevention, Disaster Relief, Safety and Security, Leipzig 07.06.-12.06.2010

EuroBLECH - International Sheet Metal Working Technology Exhibition, Hannover 26.10.-30.10.2010

O&S - International trade fair for surface treatments & coatings, Stuttgart 08.06.-10.06.2010

CeMAT Hannover - The world's leading Fair for Intralogistics, Hannover 02.05.-06.05.2011

EMO - The World of Metalworking, Hannover + September 2011

Fachausstellungen Heckmann GmbH

ABF - The Leisure- and Sales Exhibition, Hannover 31.01.-08.02.2009

infa - Information and Sales Exhibition, Hannover 17.10.-25.10.2009

Pferd & Jagd - Europe's biggest exhibition for equestrain sports, hunting and fishing, Hannover 03.12.-06.12.2009

Husum

Messe Husum HWG mbH & Co. KG

NORD GASTRO & HOTEL - Hotel and Catering Services Exhibition, Husum 16.02.-17.02.2009

new energy husum - International trade fair for the use of renewable energy sources, Husum 12.03.-15.03.2009

HUSUM WindEnergy - International Wind Energy Exhibition, Husum 21.09.-25.09.2010

Idar-Oberstein

Intergem Messe GmbH

INTERGEM - International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein 02.10.-05.10.2009

Karlsruhe

HINTE GmbH

GiardinaKARLSRUHE / Inventa - Garden and Lifestyle 12.02.-15.02.2009

HOGATRENDS - Trade fair for the hotel and restaurant industry, Karlsruhe 14.02.-17.02.2009

INTERGEO - Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Karlsruhe

+ 22.09.-24.09.2009

Salon Gourmet / RendezVino - Festival of the senses, Karlsruhe 31.10.-02.11.2009

offerta - The major regional exhibition for a strong region, Karlsruhe 24.10.-01.11.2009

INTERGEO East - Trade Fair and Conference for Landmanagement, Geoinformation, Building Industry, Environment, Istanbul

+ May 2010

Arbeitsschutz aktuell - Industrial safety Trade Fair and Congress - A Forum on Prevention, Leipzig

+ 19.10.-21.10.2010

Karlsruher Messe- und Kongress-GmbH

Karlsruher Hochzeits- und Festtage - Wedding Days -Everything about the wedding, Karlsruhe 17.01.-18.01.2009

LEARNTEC - International Convention and Trade Fair for Educational Information, Karlsruhe 03.02.-05.02.2009

fahrrad.markt.zukunft. - Public Trade Fair for Bicycles, Fitness and Tourism, Karlsruhe 21.03.-22.03.2009

PreventiKA - Trade Fair and Specialist Congress for Health and Prevention, Karlsruhe 25.09.-27.09.2009

RESALE - International Trade Fair for Used Machinery and Equipment, Karlsruhe 22.04.-24.04.2009

HORIZONT OUTDOOR - Trade Fair for Tourism, Caravaning, Outdoor Life and Angling, Karlsruhe 05.02.-07.02.2010

and Heat Transfer Technology, Karlsruhe 27.04 - 29.04.2010

Kempten

Stadt Kempten (Allgäu)

ALLGÄUER FESTWOCHE - TRADE FAIR - CULTURAL AND SPORTS EVENTS - RURAL TRADITION EXHI-BITION IN KEMPTEN (ALLGÄU) 14.08.-23.08.2009

Köln

Koelnmesse Ausstellungen GmbH

InterKarneval - International Exhibition for Carnival. Cologne 19.06.-21.06.2009

Haus & Wohnen - House & Home - The trade fair for home improvement, Cologne November 2010

Koelnmesse GmbH

imm cologne - The international furnishing show, Cologne

19.01.-25.01.2009

ISM - International Sweets and Biscuits Fair, Cologne 01.02.-04.02.2009

ProSweets Cologne - The international supplier fair for the confectionery industry, Cologne 01.02.-04.02.2009

Anuga FoodTec - International trade fair for food and drink technology, Cologne 10.03 - 13.03.2009

Asia-Pacific Sourcing - Products for Home and Garden, Cologne

01.03 -03.03.2009

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, Cologne 13.05.-16.05.2009

spoga - The garden trade fair. International Trade Fair for Sport, Camping and Garden Lifestyle, Living in the garden, Cologne 06.09.-08.09.2009

Eu'Vend - The International Trade Fair for the Vending Industry, Cologne 10.09.-12.09.2009

Kind + Jugend - The Trade Show for Kids' First Years. Cologne

17.09.-20.09.2009

Anuga - The leading trade fair for the global food industry, Cologne 10.10.-14.10.2009

Entsorga - Enteco - International Trade Fair for Waste Management and Environmental Technology, Cologne 27.10.-30.10.2009

aguanale/FSB - aguanale 28.10.-31.10.2009 / FSB 28.10.-30.10.2009, Cologne 28.10.-31.10.2009

EXPONATEC COLOGNE - International Trade Fair for Museums, Conservation and Heritage, Cologne 17.11.-20.11.2009

INTERNATIONALE EISENWARENMESSE – INTERNA-TIONAL HARDWARE FAIR, Cologne 28.02.-03.03.2010

CARBON EXPO - Global Carbon Market Fair & Conference, Cologne 26.05.-28.05.2010

photokina - World of Imaging, Cologne 28.09.-03.10.2010

spoga + gafa - International Trade Fair for Sport, Camping and Garden Lifestyle / International Garden Trade Fair, Cologne 05.09.-07.09.2010

INTERMOT Köln - International Motorcycle, Scooter and Bicycle Fair, Cologne 13.10.-17.10.2010

Orgatec - International trade Fair for Office & Object. Coloane 26.10.-30.10.2010

Leipzig

Leipziger Messe GmbH

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

Haus-Garten-Freizeit - Leipzig Fair Home - Garden -Leisure - The Consumer Fair for the Whole Family/ Central German Handicrafts Fair/Residential Fair, Leipzig 07.02.-15.02.2009

Z - SUBCONTRACTING FAIR INTERNATIONAL TRADE FAIR FOR PARTS, COMPONENTS, MODULES AND TECHNOLOGIES, Leipzia 24.02.-27.02.2009

CADEAUX Leipzig (Spring) - Trade Fair for Gifts (Spring) . Leipzia 28.02.-02.03.2009

Leipziger Buchmesse - Leipzig Book Fair 12.03.-15.03.2009

therapie Leipzig - Trade Fair and Congress for Therapy, Medical Rehabilitation and Prevention, Leipzig 19.03.-21.03.2009

AMI - AUTO MOBIL INTERNATIONAL with AMITEC -Specialist Trade Fair for Vehicle Components, Workshop and Service Equipment, Leipzig 28.03.-05.04.2009

CADEAUX Leipzig (Autumn) - Trade Fair for Gifts -COMFORTEX, Trade Fair for Interior Design (Autumn). Leipzia 05.09.-07.09.2009

MIDORA Leipzig - Trade Fair for Watches and Jewellery, Leipzig 05.09.-07.09.2009

Pflegemesse Leipzig - Trade Fair and Congress for Hospital and Home Care in association with: homecare leipzig - Exhibition and Congress for Home Nursing 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

modell-hobby-spiel - models-hobbies-games. Exhibition for Modelling, Model Railways, Creative Art and Play, Leipzia 02.10.-04.10.2009

GÄSTE - International Trade Fair for the Restaurant. Hotel and Catering Business, Leipzig 08.11.-11.11.2009

ORTHOPÄDIE + REHA-TECHNIK - International Trade Show and World Congress for Prosthetics, Orthotics, Orthopaedic Footwear Technology, Compression Therapy and Rehabilitation Technology (10.05.-15.05.2010 ISPO-World Congress), Leipzig 12.05.-15.05.2010

euregia - Local and Regional Development in Europe International Trade Fair and Congress, Leipzig 25.10.-27.10.2010

denkmal - European Trade Fair for Conservation, Restoration and Old Building Renovation, Leipzig 18.11.-20.11.2010

Leipziger Messe International GmbH

LBA - Regional Building Trade Exhibition Saxonv-Anhalt, Magdeburg 06.03.-08.03.2009

Lindau-Bodolz

Kinold Ausstellungsgesellschaft mbH

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

Passauer Frühling, DreiLänderMesse - Regional Exhibition, Passau 13.03.-21.03.2010

Registered Events

Neue Messe Rosenheim - Regional Consumer Goods Exhibition

09.10.-17.10.2010

Oberfranken-Ausstellung Bayreuth - Regional Exhibition
October 2010

Lörrach

Messe Lörrach GmbH

REGIO - Three Countries - one Fair 13.03.-22.03.2009

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH

MAGDEBOOT - Trade Fair for new and used boats, equipment and water sports, Magdeburg 13.03.-15.03.2009

AIR MAGDEBURG - International trade fair for sport and business aviation, Magdeburg 03.09.-05.09.2010

Mainz

RAM Regio Ausstellungs GmbH

Rheinland-Pfalz-Ausstellung - Mainz - Regional Consumer Goods Exhibition 14.03.-22.03.2009

Mannheim

MAG - Mannheimer Ausstellungsgesellschaft mbH

MANNHEIMER MAIMARKT - Trade Show for Private and Commercial Equipment, Consumer Goods, Handicraft and Agriculture with Prefabricated Houses and Building Show, Mannheim 25 04 -05 05 2009

München

EUROEXPO Messe- und Kongress-GmbH

LogiMAT - International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart 03.03.-05.03.2009

GHM Gesellschaft für Handwerksmessen mbH

ELTEC - Trade Fair for Electrical Building, Information and Lighting Technology, Nuremberg 21.01.-23.01.2009

GARTEN MÜNCHEN - Exhibition for Garden Culture and Plants, Munich 11.03.-17.03.2009

INTERNATIONALE HANDWERKSMESSE - The Leading Trade Fair for the Craft Trades and Medium-Sized Businesses, Munich 11.03.-17.03.2009

iba - International Trade Fair World Market for Baking ... everything for Bakers and Confectioners, Düsseldorf

+ 03.10.-09.10.2009

HEIM + HANDWERK - Building, Furnishing, Living, Munich

28.11.-06.12.2009

DACH+HOLZ - ROOF+TIMBER - International Trade Fair for Timber Construction and Interior Works, Roof and Wall, Cologne

+ 24.02.-27.02.2010

FARBE - Ausbau & Fassade - International Trade Fair for Paint - finishing & facade, Munich

+ 24.03.-27.03.2010

IFH/INTHERM - Trade Fair for Sanitation, Heating, Airconditioning, Renewable Energies, Nuremberg 14.04.-17.04.2010

München

Messe München GmbH

BAU - Architectur, Materials, Systems, Munich 12.01.-17.01.2009

f.re.e - Die neue C-B-R - Leisure and Travel, Munich 26.02.-02.03.2009

ispo winter - International Trade Fair for Sports Equipment and Fashion , Munich 01.02.-04.02.2009

inhorgenta europe - International Trade Fair for Watches, Clocks, Jewellery, Precious Stones, Pearls and Technology, Munich 20.02.-23.02.2009

JAGEN UND FISCHEN - International Exhibition of Hunting, Fishing and Outdoor Life, 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

GOLF EUROPE - International Trade Fair for Golf, Munich

27.09.-29.09.2009

EXPO REAL - International Commercial Property Exposition, Munich 05.10.-07.10.2009

MAINTAIN - International Trade Fair for Industrial Maintenance, Munich 13.10.-15.10.2009

CERAMITEC - International Trade Fair for Machinery, Equipment, Plant, Processes and Raw Materials for CERAMICS and POWDER METALLURGY, Munich 20.10.-23.10.2009

Productronica - International trade fair for innovative electronics production, Munich

10.11.-13.11.2009

Analytica - Instrumental Analysis, Laboratory Technology and BioTechnologies. International Trade Fair and Analytica Conference, Munich

23.03.-26.03.2010

bauma - International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, Munich

19.04.-25.04.2010

AUTOMATICA - International Trade Fair for Automation and Mechatronics, Munich

08.06.-11.06.2010

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

14.07.-18.07.2010

IFAT - International Trade Fair for Water - Sewage -Refuse - Recycling, Munich 13.09.-17.09.2010 electronica - components / systems / applications, Munich

09.11.-12.11.2010

Bauma China - International Trade Fair for Construction Machinery, Building Material & Machines, Construction Vehicles and Equipment, Shanghai 23.11.-26.11.2010

Service- und Verlagsgesellschaft des Bayerischen Baugewerbes GmbH

Internationale EstrichParkettMesse — International Fair for Floor Works, Feuchtwangen
June 2011

Münster

Messe und Congress Centrum Halle Münsterland GmbH

Kunst- und Antiquitäten-Tage - Antiques Exhibition, Münster

26.02.-01.03.2009

Diabetes Messe, Münster 06.03.-08.03.2009

IPOMEX - International police meeting and exhibition, Münster

31.03.-02.04.2009

business online - Trade fair for it-office-security, Münster 25.11.-26.11.2009

Frühling, Blumen, Freizeit + Garten - Spring - Flowers and Leisure fair, Münster 03.02.-07.02.2010

Nürnberg

AFAG Messen und Ausstellungen GmbH

HOGA Nürnberg - Trade Fair for Gastronomy, Hotel and Catering, Nuremberg 18.01.-21.01.2009

Freizeit · Touristik + Garten Nuremberg 28.02.-08.03.2009

afa - Consumer Trade Fair for Lifestyle with Building and Living, Augsburg 28.03.-05.04.2009

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

CONSUMENTA Nürnberg - Consumer & Sales Exhibition. Lifestyle with international Trade Fair 'Ideas -Inventions - New Products', Nuremberg 31.10.-08.11.2009

GrindTec - International Trade Fair for Grinding Technology, Augsburg 17.03.-20.03.2010

AMERICANA - International Fair Western Riding, Western Culture, Championship Western Riding, Augsburg 08.09.-12.09.2010

NürnberaMesse GmbH

ELTEC - Trade Fair for Electrical Building, Information and Lighting Technology, Nuremberg 21.01.-23.01.2009

BioFach - World Organic Trade Fair and Vivaness -World Trade Fair for Natural Personal Care and Wellness. Nurembera 19.02.-22.02.2009

embedded world - Exhibition&Conference, Nuremberg 03.03.-05.03.2009

IWA & OutdoorClassics - High Performance in target sports, nature activities, protecting people, Nuremberg 13.03.-16.03.2009

Werkstätten: Messe, Nuremberg 19.03.-22.03.2009

Altenpflege+ProPflege - THE leading exhibition for decision-makers of this sector, Nuremberg

+ 24.03.-26.03.2009

European Coatings SHOW - plus Adhesives, Sealants, Construction Chemicals, Nuremberg 31.03.-02.04.2009

e_procure & supply - Trade Fair and Congress for Purchasing and Supplier Management, Nuremberg 06.05.-07.05.2009

Stone+tec - International Trade Fair Natural Stone and Stoneprocessing Technology, Nuremberg 20.05.-23.05.2009

mailingtage - Trade Fair for Direct and Dialogue Marketina. Nurembera 24.06 - 25.06.2009

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

EUROGUSS - International Trade Fair for Die Casting: Technology, Processes, Products, Nuremberg 19.01.-21.01.2010

fensterbau/frontale + HOLZ-HANDWERK - Int.Trade Fair Window, Door and Facade - Technologies, Components, Prefabricated Units + Europ, Trade Fair for Machine Technologies, Equipment, Supplies for Wood Crafts, Nuremberg 24.03.-27.03.2010

POWTECH + TechnoPharm - Int.Trade Fair for Mechanical Processing Technologies and Instrumentation + TechnoPharm - Int. Trade Fair for Life Science Process Technologies Pharma - Food - Cosmetics, Nuremberg 27.04.-29.04.2010

GaLaBau - International Trade Fair for Urban Green and Open Spaces, Design - Construction - Maintenance + PLAYGROUND + Deutsche Golfplatztage, Nuremberg 15.09.-18.09.2010

CHILLVENTA - International Trade Fair Refrigeration -Air Conditioning and Ventilation - Heat Pumps, Nuremberg

13.10.-15.10.2010

BRAU Beviale - Raw Materials - Technologies - Logistics - Marketing, European Trade Fair for the Beverage Industry, Nurembera 10.11.-12.11.2010

Spielwarenmesse eG

Spielwarenmesse - International Toy Fair Nürnberg 05.02.-10.02.2009

Offenbach

Messe Offenbach GmbH

I.L.M. - International Leather Goods Fair Offenbach -Winter Styles, Offenbach 20.03.-22.03.2009

I.L.M. - International Leather Goods Fair Offenbach -Summer Styles, Offenbach 26.09 - 29.09.2009

Offenburg

Messe Offenburg-Ortenau GmbH

BADISCHE WEINMESSE - Regional Wine Exhibition. Offenburg 09.05.-10.05.2009

OBERRHEIN MESSE OFFENBURG - Consumer Goods Fair, Offenburg 26.09.-04.10.2009

eurocheval - European Horse Fair, Offenburg 21.07.-25.07.2010

Pirmasens

Messe- und Veranstaltungsgesellschaft Pirmasens GmbH

plw - leather and more - International Fair for leather and shoe components (Spring), Pirmasens 24.03.-25.03.2009

AUSBAU - Planning, Building, Living & Energy technologies, Pirmasens 04.09.-06.09.2009

Reutlingen

REECO GmbH

CEP CLEAN ENERGY POWER® - International Trade Fair for Renewable Energy and Passive House, Stuttgart 29.01.-31.01.2009

DENEX® - Trade Fair and Conference for Decentralized Energy Systems and Energy Efficient Building and Renovation. Wiesbaden 02.07.-03.07.2009

RENEXPO® - International trade fair for renewable energy & energy-efficient building and renovation, Auasbura 24.09.-27.09.2009

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH. HanseMesse

AutoTrend - Automobile Exhibition Mecklenburg-Western Pomerania, Rostock March 2010

Stuttgart

Blickfang GmbH

Blickfang - Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart 13.03.-15.03.2009

Landesmesse Stuttgart GmbH

CMT - The holiday fair - International exhibition for caravanning, motoring, tourism, with cycling & adventure holidays, hiking, golf & wellness holidays, cruises & ship travel. Stuttgart 17.01.-25.01.2009

MEDIZIN - Medical trade fair and congress, Stuttgart 30.01.-01.02.2009

R + T - International trade fair for roller shutters, doors/gates and sun protection, Stuttgart 10.02.-14.02.2009

RETRO CLASSICS - The whole world of classic automobiles, Stuttgart 12.03.-15.03.2009

eltefa - Trade fair for electrical engineering and electronics, Stuttgart 25.03.-27.03.2009

NewCome - Exhibition and state congress for the establishment of business, succession of business enterprises, young companies and franchise. Stuttgart 27.03.-28.03.2009

Antiquitäten - Antiques, Stuttgart 03.04.-05.04.2009

International Show for Minerals and Fossils, Stuttgart 03.04.-05.04.2009

Slow Food - The forum for good taste, Stuttgart 02.04.-05.04.2009

FACHDENTAL Leipzig - Show for dental surgeries and laboratories, Leipzig 25.09.-26.09.2009

INVEST - The trade fair for institutional and private investors, Stuttgart 24.04.-26.04.2009

FACHDENTAL Südwest - Show for dental surgeries and laboratories. Stuttgart 16.10.-17.10.2009

Registered Events

SÜFFA - Trade fair for the butchers' trade, Stuttgart 18.10.-20.10.2009

PFERD STUTTGART - The trade fair for horses and riding, Stuttgart 29.10.-01.11.2009

ANIMAL - Exhibition for pet ownership, Stuttgart 31.10.-01.11.2009

VISION - International trade fair for machine vision and identification technologies, Stuttgart 03.11.-05.11.2009

Familie & Heim / Stuttgarter MesseHerbst - South Germany's large shopping and experience exhibition 07.11.-15.11.2009

HOBBY & ELEKTRONIK / Stuttgarter MesseHerbst - South Germany's large exhibition for computers and electronics

12.11.-15.11.2009

KREATIV- & BASTELWELT / Stuttgarter MesseHerbst -The large creative trade fair of South Germany 12.11.-15.11.2009

MODELL SÜD BAU & BAHN - South Germany's large exhibition for modelmaking and model railways, Stuttgart

12.11.-15.11.2009

SÜDDEUTSCHE SPIELEMESSE - South Germany's large exhibition for games, Stuttgart

12.11.-15.11.2009

TV TecStyle Visions - International trade fair for textile printing, embroidery, transfer and flocking, Stuttgart 04.02.-06.02.2010

INTERGASTRA - International trade fair for hotels, restaurants, catering, confectionery and cafés, Stuttgart

06.02.-10.02.2010

PFLEGE & REHA - Trade fair for elderly care, nursing and rehabilitation with accompanying congress, Stuttgart

23.02.-25.02.2010

INTERVITIS INTERFRUCTA - International technology trade fair for wine, fruit, fruit juice and spirits, Stuttgart 24.03.-27.03.2010

GARTEN indoor outdoor ambiente, Stuttgart 15.04.-18.04.2010

WELLVIVA, Stuttgart 15.04.-18.04.2010

LASYS - International trade fair for systems solutions in laser material processing, Stuttgart 08.06.-10.06.2010

AMB - International exhibition for metal working, Stuttgart 28.09.-02.10.2010

FLEIFA - Trade fair for the butchers' trade, Leipzig September 2010

SACHSENBACK - Trade fair for the bakery and confectionery trades, Leipzig 11.09.-13.09.2010

interbad - International trade fair for swimming pools, pool and bath technology, saunas, physiotherapy and wellness, Stuttgart 13.10.-16.10.2010

südback - Trade fair for the bakery and confectionery trades, Stuttgart 16.10.-19.10.2010

MESAGO Messe Frankfurt GmbH

Facility Management - Exhibition and Conference, Frankfurt/Main 21.04.-23.04.2009

SMT/HYBRID/PACKAGING - System Integration in Micro Electronics / International Exhibition & Conference,

05.05.-07.05.2009

PCIM - International Exhibition and Conference for Power Electronics, Intelligent Motion and Power Quality, Nuremberg 12 05 -14 05 2009

Mesago Messe Management GmbH

SPS/IPC/DRIVES - Electric Automation - Systems and Components - International Exhibition and Conference, Nuremberg 24.11.-26.11.2009

Villingen-Schwenningen

SMA Südwest Messe- und Ausstellungs-GmbH

Südwest Messe - Trade show for private and commercial equipment, consumer goods, handicraft and agriculture,incl.special sector house building with show park for housing, Villingen-Schwenningen 06.06.-14.06.2009

Wächtersbach

Messe Wächtersbach GmbH

Messe Wächtersbach - Consumer Goods Exhibition 16.05 -24.05.2009

Wiesbaden

MFA Messe Frankfurt

h & h - handarbeit & hobby - International Trade Fair for Creative Textile Handicraft, Craft and Hobby supplies, Cologne 20.03.-22.03.2009

marketing+services - + DISPLAY, trade fair for P.O.S.-Marketing, Frankfurt/Main 08.06.-10.06.2009

Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH

Interzoo - International Trade Fair for Pet Supplies, Nuremberg 13.05.-16.05.2010

Wunstorf

AMA Service GmbH

SENSOR+TEST - The Measurement Fair - International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nuremberg 26.05.-28.05.2009

Wuppertal

HIGH END SOCIETY Marketing GmbH

HIGH END* - THE BEST SOUND. THE BEST PICTURE., Munich 21.05.-24.05.2009

Hongkong/SVR

Hong Kong Trade Development Council

HKTDC Hong Kong Toys & Games Fair, 05.01.-08.01.2009

HKTDC Hong Kong Fashion Week, 12.01.-15.01.2009

HKTDC Hong Kong International Jewellery Show 04.03.-08.03.2009

HKTDC Hong Kong Electronics Fair - Spring Edition 13.04.-16.04.2009

HKTDC Hong Kong Gifts & Premium Fair 27.04.-30.04.2009

HKTDC Hong Kong Houseware Fair 20.04.-23.04.2009

HKTDC Summer Sourcing Show for Gifts, Houseware & Toys, Hong Kong/SVR 06.07.-09.07.2009

HKTDC Hong Kong Watch & Clock Fair 02.09.-06.09.2009

HKTDC Hong Kong Electronics Fair - Autumn Edition 13.10.-16.10.2009

electronicAsia - International Trade Fair for Components, Assemblies and Display Technologies,
Hong Kong
13 10 - 16 10 2009

HKTDC International Lighting Fair, Hong Kong/SVR 27.10.-30.10.2009

HKTDC Hong Kong Optical Fair 04.11.-06.11.2009

Moskau

MVK - International Exhibition Company

CABEX - CABLE, WIRE AND ACCESSORIES - International specialized Exhibition of Cables, Wires, Fastening Hardware and Installation Technologies, Moscow 03.02.-06.02.2009

STROYTECH/ISET - International spezialised exhibition of construction technologies, equipment, road-building machinery and materials and Tools, Moscow 25.02.-01.03.2009

GEOFORM+: GeoMAP/GeoTECH/GeoTUNNEL/GeoWAY - Int. Ind. Forum with spec. Exhibitions of Exploring Natural Resources, Environment Analyses, Tunnel Construction & Geodesv. Cartography & Geoinformation. Moscow

10.03.-13.03.2009

FASTTEC - Int. special. exhibition of professional equipment, materials, parts & technologies for producing of fastener elements. Moscow 18.03.-21.03.2009

A-TESTex (ANALYTICA EXPO) - International Exhibition of Equipment for Chemical Analysis, Laboratory Furniture and Chemicals, Moscow 21.04.-24.04.2009

EuroExpoFurniture/EEM - International specialized Trade Fair of Furniture and Accessories, Moscow 12.05.-16.05.2009

INTERKOMPLEKT - International specialized exhibition of components, accessories and materials for manufacture of furniture, Moscow 12.05.-16.05.2009

MASHEX (MASHINOSTROYENIE) - International Exhibition for Machinery Products, Moscow 18.05.-22.05.2009

ROSUPAK/LUXPACK/ALUMPACK/PACKMASH/PHAR-MAUPACK - International Packaging Industry Trade Fair, Moscow 15.06.-19.06.2009

PCV Expo - International Forum of Pumps, Compressors and Valves, Moscow 13.10.-16.10.2009

WELDEX (ROSWELD) - International specialized Exhibition of Equipment, Technologies and Materials for Welding, Moscow

13.10.-16.10.2009

POLYGRAPHINTER - International Specialized Exhibition for Printing Equipment, Technologies, Materials and Services, Moscow 28.10.-03.11.2009

WoodExpo/Lestechprodukzia - International Exhibition of Machinery, Equipment and Materials for Timber, Wood-Working and Pulp and Paper, Moscow 01.12.-04.12.2009

interzum moscow/Interkomplekt - International Specialized Exhibition of Components, Accessories and, Moscow Materials for Furniture Manufacture Mai 10

Verona

Ente Autonomo per le Fiere di Verona

VINITALY/SOL/Enolitech - Int. Exhibition of Wine & Spirits, Olive Oil & Technologies for Viticulture & Oil Production, Quality Extra Virgin Olive Oil Production, Olive Growing, Verona 02.04.-06.04.2009

EUROCARNE - International Exhibition for the Meat Industry, Verona 21.05.-24.05.2009

FISHTECH (formerly ACQUACOLTURA International) -International Exhibition for Aquaculture and Fish Industry, Verona 21.05.-24.05.2009

Pulire - International Exhibition for Industrial Cleaning and Environmental Hygiene, Verona 09.06.-12.06.2009

ABITARE IL TEMPO - International Exhibition of Furniture, Furnishing and Interior Design, Verona 17.09.-21.09.2009

MARMOMACC - International Exhibition of Stone, Design and Technology, Verona 30.09.-03.10.2009

BUS & BUS Business - International Exhibition of Bus & Coach, Verona 18.11.-21.11.2009

Fieragricola - Biennial International Exhibition of Machinery, Services and Products for Agriculture and Animal Farming, Verona 04.02.-07.02.2010

SAMOTER - International triennial Earthmoving and **Building Machinery Exhibition, Verona** 02.03.-06.03.2011

More information --- www.fkm.de





