





The FKM in 2009 ---- 2

Partners of the FKM ---- 4

Locations ···· > 7

Auditor's Certificate ---- 8

Exhibition Space, Exhibitors, Visitors ---- 9

Events 2009 · Cities ···· > 10

Events 2009 · Industries ···· > 20

FKM Visitors Profile Analyses 2009 ····. 28

Registered Events ---- 111

Audited Trade Fair and Exhibition Figures **Report 2009**

www.fkm.de

The FKM in 2009

The relatively minor number of trade fairs scheduled in Germany in 2009 resulted in FKM conducting over 16% less audits. Furthermore, German organisers generally remain keen for auditing to be carried out on the exhibitor and visitor statistics of their trade fairs.

Messe Niederrhein GmbH, Rheinberg, easyFairs Deutschland GmbH, München, Lohse-Paarmann-Unternehmertage GbR, Leipzig, and PHOTON Europe GmbH Aachen became new members of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM). Messe Friedrichshafen GmbH, Sandner GmbH, Ingolstadt, and Messe und Veranstaltungsgesellschaft Pirmasens mbH are no longer members.

Currently 69 organisers in Germany are associates of FKM. In 2009, a total of 236 events in Germany were subject to auditing by FKM.

Two guest members from abroad, the Verona Trade Fair Company and the Hong Kong Trade Development Council, had a total of 19 trade fairs audited.

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 for nearly three-quarter 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 audited 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

FKM and other European auditing companies jointly compiled the brochure entitled Euro Fair Statistics, which since 2009 has been published by the Global Association of the Exhibition Industry (UFI). This task was previously undertaken by FKM. 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.

Wolfgang Marzin (Chairman)

Partners of the FKM

Aachen

PHOTON Europe GmbH

Jülicher Straße 376, 52070 Aachen Tel.: (02 41) 40 03-0, Fax: (02 41) 40 03-3 00

www.photon.de

E-Mail: verlag@photon.de

Bad Salzuflen

Messe Ostwestfalen GmbH

messezentrum Bad Salzuflen Benzstraße 23, 32108 Bad Salzuflen Tel.: (0 52 22) 9 25 00, Fax: (0 52 22) 92 50 40 www.messezentrum.de

E-Mail: info@messezentrum.de

Bavreuth

bbg Betriebsberatungs GmbH

Bindlacher Str. 4 95448 Bayreuth

Tel.: (09 21) 75 75 80, Fax: (09 21) 7 57 58 20

www.bbg-online.de E-Mail: bbg@bbg-online.de

Berlin

Messe Berlin GmbH

Messedamm 22, 14055 Berlin Tel.: (0 30) 30 38-0, Fax: (0 30) 30 38 23 25

www.messe-berlin.de E-Mail: central@messe-berlin.de

Bielefeld

SURVEY Clarion GmbH

Mittelstraße 50, 33602 Bielefeld

Tel.: (05 21) 9 65 33-55, Fax: (05 21) 9 65 33-66 www.zow-messe.de

E-Mail: zow@survey.info

Bremen

Fachausstellungen Heckmann GmbH

Hannover/Bremen

Findorffstraße 103, 28215 Bremen Tel.: (04 21) 20 15 50, Fax: (04 21) 2 01 55 33

www.heckmanngmbh.de E-Mail: info@fh.messe.de

WFB Wirtschaftsförderung Bremen GmbH

Geschäftsbereich Messe Bremen Findorffstraße 101, 28215 Bremen

Tel.: (04 21) 35 05-2 30, Fax: (04 21) 35 05-3 40

www.messe-bremen.de E-Mail: info@messe-bremen.de

Chemnitz

Event- und Messegesellschaft Chemnitz mbH

Messeplatz 1, 09116 Chemnitz Tel.: (03 71) 38 03 81 00, Fax: (03 71) 38 03 81 09 www.messe-chemnitz.com

E-Mail: info@messe-chemnitz.com

Dortmund

Dresden

Messe Westfalenhallen Dortmund GmbH

Strobelallee 45, 44139 Dortmund

Tel.: (02 31) 1 20 40, Fax: (02 31) 1 20 44 44

www.westfalenhallen.de E-Mail: messe@westfalenhallen.de

Messe Dresden GmbH

Messering 6, 01067 Dresden Tel.: (03 51) 44 58-0, Fax: (03 51) 44 58-102

www.messe-dresden.de E-Mail: info@messe-dresden.de

TMS Messen - Kongresse - Ausstellungen GmbH

Bremer Straße 65, 01067 Dresden

Tel.: (03 51) 8 77 85-0, Fax: (03 51) 8 77 85-46

www.tmsmessen.de E-Mail: info@tmsmessen.de

Düsseldorf

Messe Düsseldorf GmbH

Messeplatz, 40474 Düsseldorf Tel.: (02 11) 45 60-01, Fax: (02 11) 45 60-6 68

www.messe-duesseldorf.de E-Mail: info@messe-duesseldorf.de

Reed Exhibitions Deutschland GmbH

Völklinger Straße 4, 40219 Düsseldorf Tel.: (02 11) 90 19 10, Fax: (02 11) 90 19 11 23

www.reedexpo.de E-Mail: info@reedexpo.de

Erfurt

Messe Frfurt GmbH

Gothaer Straße 34, 99094 Erfurt Tel.: (03 61) 4 00-0, Fax: (03 61) 4 00-11 11

www.messe-erfurt.de E-Mail: info@messe-erfurt.de

RAM Regio Ausstellungs GmbH Erfurt

Futterstraße 13, 99084 Erfurt

Tel.: (03 61) 5 65 55-0, Fax: (03 61) 5 65 55-10 www.ram-messe.de

E-Mail: infoerfurt@ram-gmbh.de

Eschborn

Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH

Carl-Mannich-Straße 26, 65760 Eschborn Tel.: (0 61 96) 92 84 10, Fax: (0 61 96) 92 84 04 www.expopharm.de

E-Mail: expopharm@wuv.aponet.de

Essen

Messe Essen GmbH

Norbertstraße, 45131 Essen

Tel.: (02 01) 7 24 40, Fax: (02 01) 7 24 42 48

www.messe-essen.de E-Mail: info@messe-essen.de

Finningen-Mörslingen

Messe- und Ausstellungsorganisation JWS GmbH

Goldbergstraße 1 89435 Finningen-Mörslingen

Tel.: (0 90 74) 92 20 70. Fax: (0 90 74) 54 54

www.jws.de E-Mail: info@jws.de

Frankfurt/Main

DLG e.V.

www.dlg.org

Eschborner Landstraße 122 60489 Frankfurt/Main Tel.: (0 69) 24 78 80, Fax: (0 69) 24 78 81 10

E-Mail: info@DLG.org

Messe Frankfurt GmbH

Ludwig-Erhard-Anlage 1 60327 Frankfurt/Main

Tel.: (0 69) 75 75-0, Fax: (0 69) 75 75-64 33

www.messefrankfurt.com
E-Mail: info@messefrankfurt.com

MUVEO GmbH

Stresemannallee 35–37 60596 Frankfurt/Main

Tel.: (0 69) 63 00 92-0, Fax: (0 69) 63 00 92-29

www.innatex.de E-Mail: info@innatex.de

Freibura

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG, Messe Freiburg

Hermann-Mitsch-Straße 3, 79108 Freiburg Tel.: (07 61) 7 03 70, Fax: (07 61) 70 98 85

www.messe.freiburg.de E-Mail: info@messe.freiburg.de

Fürth

asfc atelier scherer fair consulting gmbh

Hermann-Glockner-Straße 5, 90763 Fürth Tel.: (09 11) 97 00 58-0, Fax: (09 11) 97 00 58-66

www. asfc.de E-Mail: info@asfc.de

Groß-Umstadt

KWF GmbH

Spremberger Straße 1 64820 Groß-Umstadt

Tel.: (0 60 78) 7 85-31 (-0) Fax: (0 60 78) 7 85-39 (-50) www.kwf-online.de E-Mail: info@kwf-online.de

Hamburg

Hamburg Messe und Congress GmbH

Messeplatz 1, 20357 Hamburg Tel.: (0 40) 35 69-0, Fax: (0 40) 35 69-21 80 www.hamburg-messe.de

E-Mail: info@hamburg-messe.de

MesseHalle Hamburg-Schnelsen GmbH

Modering 1a, 22457 Hamburg

Tel.: (0 40) 5 50 60 61, Fax: (0 40) 55 99 81 75 www.messe-hamburg-schnelsen.de E-Mail: info@messe-hamburg-schnelsen.de

Hannover

Deutsche Messe AG

Messegelände, 30521 Hannover Tel.: (05 11) 89-0, Fax: (05 11) 8 93 26 26 www.messe.de

E-Mail: info@messe.de

Fachausstellungen Heckmann GmbH

Hannover/Bremen

Postfach 26 65, 30026 Hannover

Tel.: (05 11) 89-3 04 00, Fax: (05 11) 89-3 04 01

www.heckmanngmbh.de E-Mail: info@fh.messe.de

Husum

Husumer Wirtschaftsgesellschaft mbH & Co. Messe Husum

Am Messeplatz 16–18, 25813 Husum Tel.: (0 48 41) 9 02-0, Fax: (0 48 41) 9 0 22 46 www.messehusum.de

E-Mail: info@messehusum.de

Idar-Oberstein

Intergem Messe GmbH

John-F.-Kennedy-Straße 9, 55743 Idar-Oberstein Tel.: (0 67 81) 4 10 15, Fax: (0 67 81) 4 24 18 www.intergem.de

E-Mail: office@intergem.de

Karlsruhe

HINTE GmbH

Bannwaldallee 60, 76185 Karlsruhe Tel.: (07 21) 93 13 30, Fax: (07 21) 93 13 31 10

www.hinte-messe.de

Karlsruher Messe- und Kongress-GmbH

Festplatz 9, 76137 Karlsruhe

Tel.: (07 21) 37 20-0, Fax: (07 21) 37 20-1 16

www.kmkg.de E-Mail: info@kmkg.de

Kempten

Stadt Kempten (Allgäu)

Rathausplatz 29, 87435 Kempten

Tel.: (08 31) 25 25-4 32, Fax: (08 31) 25 25-3 22

www.festwoche.com

E-Mail: festwoche@kempten.de

Köln

Koelnmesse GmbH

Messeplatz 1, 50679 Köln Tel.: (02 21) 8 21-0, Fax: (02 21) 8 21 25 74

www.koelnmesse.de E-Mail: info@koelnmesse.de

Koelnmesse Ausstellungen GmbH

Messeplatz 1, 50679 Köln

Tel.: (02 21) 8 21-0, Fax: (02 21) 8 21-34 44 www.koelnmesse-ausstellungen.de E-Mail: kma@koelnmesse.de

Leipzig

Leipziger Messe International GmbH

Messe-Allee 1, 04356 Leipzig

Tel.: (03 41) 6 78-79 00, Fax: (03 41) 6 78-79 12 www.lm-international.com

E-Mail: info@Im-international.com

Leipziger Messe GmbH

Messe-Allee 1, 04356 Leipzig

Tel.: (03 41) 67 80, Fax: (03 41) 6 78 87 62

www.leipziger-messe.de E-Mail: info@leipziger-messe.de

Lohse - Paarmann - Unternehmertage GbR

Friedrich-List-Platz 1, 04103 Leipzig

Tel.: (03 41) 58 91 00, Fax: (03 41) 5 89 10 14 E-Mail: info@mittelstaendischer-unternehmertag.de

Lindau

Kinold-Ausstellungsgesellschaft mbH

Prielweg 8/10, 88131 Lindau-Bodolz Tel.: (0 83 82) 9 30 00, Fax: (0 83 82) 93 00 18

www.kinold.de

E-Mail: Kinold@kinold.de

Lörrach

Messe Lörrach GmbH

Obermattweg 2, 79540 Lörrach

Tel.: (0 76 21) 94 09 28-0 Fax: (0 76 21) 94 09 28-21 www.messe-loerrach.de E-Mail: info@messe-loerrach.de

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGM)

Tessenowstr. 9 39114 Magdeburg

Tel.: (03 91) 5934-50, Fax: (03 91) 59 34-5 10

www.mvgm-online.de E-Mail: info@mvgm.de

Mainz

RAM Regio Ausstellungs GmbH Mainz

Schillerplatz 7, 55116 Mainz Tel.: (0 61 31) 96 50 41-0 Fax: (0 61 31) 9 65 04 99 www.ram-messe.de

E-Mail: infomainz@ram-gmbh.de

Mannheim

MAG – Mannheimer Ausstellungsgesellschaft mbH

Xaver-Fuhr-Straße 101, 68163 Mannheim Tel.: (06 21) 42 50 90, Fax: (06 21) 4 25 09 34 www.mannheimer-ausstellungen.de

E-Mail: info@mannheimer-ausstellungen.de

München

easyFairs Deutschland GmbH

Hilblestraße 54, 80636 München

Tel.: (0 89) 1 27 16 50 Fax: (0 89) 1 27 16 51 11 www.easyfairs.com

E-Mail: deutschland@easyfairs.com

EUROEXPO Messe- und Kongress-GmbH

Joseph-Dollinger-Bogen 9, 80912 München

Tel.: (0 89) 3 23 91-2 49/2 53 Fax: (0 89) 3 23 91-2 46 www.euroexpo.de E-Mail: info@euroexpo.de

GHM - Gesellschaft für Handwerksmessen mbH

Willy-Brandt-Allee 1, 81829 München Tel.: (0 89) 9 49 55-0, Fax: (0 89) 9 49 55-2 39

www.ghm.de, E-Mail: info@ghm.de

Messe München GmbH

Messegelände, 81823 München

Tel.: (0 89) 94 92 07 20, Fax: (0 89) 94 92 07 29

www.messe-muenchen.de

E-Mail: newsline@messe-muenchen.de

Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

Bavariaring 31, 80336 München Tel.: (0 89) 76 79-0, Fax: (0 89) 76 85 62

www.estrichparkettmesse.de E-Mail: info@lbb-bayern.de

Münster

Messe und Congress Centrum Halle Münsterland GmbH

Albersloher Weg 32, 48155 Münster Tel.: (02 51) 6 60 00. Fax: (02 51) 66 00-1 21

www.halle-muensterland.de E-Mail: info@halle-muensterland.de

Nürnberg

AFAG Messen und Ausstellungen GmbH

Messezentrum, 90471 Nürnberg

Tel.: (0911) 9 88 33-0 Fax: (0911) 9 88 33-5 00 www.afag.de,

E-Mail: info@afag.de

NürnbergMesse GmbH

Messezentrum, 90471 Nürnberg

Tel.: (09 11) 8 60 60, Fax: (09 11) 86 06-82 28 www.nuernbergmesse.de

E-Mail: info@nuernbergmesse.de

Spielwarenmesse eG

Münchener Straße 330, 90471 Nürnberg Tel.: (09 11) 9 98 13-0, Fax: (09 11) 8 14 99 05

www.spielwarenmesse.de E-Mail: info@spielwarenmesse.de

Partners of the FKM

Offenbach

Messe Offenbach GmbH

Kaiserstraße 108–112 63065 Offenbach/Main

Tel.: (0 69) 8 29 75 50, Fax: (0 69) 82 97 55 60

www.messe-offenbach.de E-Mail: info@messe-offenbach.de

Offenburg

Messe Offenburg-Ortenau GmbH

Schutterwälder Straße 3, 77656 Offenburg Tel.: (07 81) 9 22 60, Fax: (07 81) 92 26 77 www.messeoffenburg.de

E-Mail: info@messeoffenburg.de

Reutlingen

REECO GmbH

Unter den Linden 15, 72762 Reutlingen Tel.: (0 71 21) 30 16-0, Fax: (0 71 21) 30 16-1 00

www.energie-server.de

E-Mail: redaktion@energie-server.de

Rheinberg

Messe Niederrhein GmbH

An der Rheinberger Heide 5, 47495 Rheinberg Tel.: (0 28 43) 9 24-1 00, Fax: (0 28 43) 9 24 1 32 www.messe-niederrhein.de E-Mail: jupe@messe-niederrhein.de

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH

Südring 90, 18059 Rostock

Tel.: (03 81) 4 40 00, Fax: (03 81) 4 40 02 00

www.hansemesse-rostock.de

E-Mail: kontakt@stadthalle-rostock.de

Stuttgart

Blickfang GmbH

Filderstraße 45, 70180 Stuttgart Tel.: (07 11) 9 90 93-0, Fax: (07 11) 9 90 93-50

www.hma.de E-Mail: info@hma.de

MESAGO Messe Frankfurt GmbH

Rotebühlstraße 83–85, 70178 Stuttgart Tel.: (07 11) 6 19 46-0, Fax: (07 11) 6 19 46-91

www.mesago.de E-Mail: info@mesago.de

MESAGO Messemanagement GmbH

Rotebühlstraße 83–85, 70178 Stuttgart Tel.: (07 11) 6 19 46-0, Fax: (07 11) 6 19 46-91 www.mesago.de

E-Mail: info@mesago.de

Landesmesse Stuttgart GmbH

Messepiazza 1, 70629 Stuttgart

Tel.: (07 11) 1 85 60-0, Fax: (07 11) 1 85 60-24 40 www.messe-stuttgart.de

E-Mail: info@messe-stuttgart.de

Villingen-Schwenningen

Südwest Messe- und Ausstellungs-GmbH (SMA)

Messe 1

78056 Villingen-Schwenningen

Tel.: (0 77 20) 9 74 20, Fax: (0 77 20) 97 42 28

www.suedwest-messe-vs.de
E-Mail: info@suedwest-messe-vs.de

Wächtersbach

Messe Wächtersbach GmbH

Main-Kinzig-Straße 31, 63607 Wächtersbach Tel.: (0 60 53) 8 02 61, Fax: (0 60 53) 8 02 33 www.messewaechtersbach.de

E-Mail: messe@stadt-waechtersbach.de

Wiesbaden

Messe Frankfurt Ausstellungen GmbH (MFA)

Taunusstraße 7 a, 65183 Wiesbaden

Tel.: (06 11) 9 51 66-0, Fax: (06 11) 9 51 66-24

www.mfa.de

E-Mail: info@mfa.messefrankfurt.com

Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF)

Mainzer Straße 10, 65185 Wiesbaden Tel.: (06 11) 44 75 53-0, Fax: (06 11) 44 75 53-33

www.zzf.de E-Mail: info@zzf.de

Wunstorf

AMA Service GmbH

von-Münchhausen-Str. 49, 31515 Wunstorf Tel.: (0 50 33) 9 63 90, Fax: (0 50 33) 10 56

www.sensorfairs.de E-Mail: info@sensorfairs.de

Wuppertal

HIGH END SOCIETY MARKETING GMBH

Hatzfelder Straße 161–163, 42281 Wuppertal Tel.: (02 02) 70 20 22, Fax: (02 02) 70 37 00

www.highendsociety.de E-Mail: info@highendsociety.de

Guest members

Hongkong

Hong Kong Trade Development Council

38th Floor, Office Tower Convention Plaza, 1 Harbour Road

Wanchai, Hongkong Tel.: 0 08 52-1 83 06 68 Fax: 0 08 52-28 24 02 49

www.tdctrade.com E-Mail: hkdc@tdc.org.hk

Moskau

MVK – International Exhibition Company

1, Sokolnitscheski Val Pavillion 4

107113 Moskow

Russia

Tel.: 0 07-095-05 95 Fax: 0 07-095-2 68 08 91 www.exposokol.ru E-Mail: info@exposokol.ru

Verona

Ente Autonomo per le Fiere di Verona

Viale del Lavoro, 8 I-37135 Verona

Tel.: 00 39-045-8 29 81 11 Fax: 00 39-045-8 29 82 88 www.veronafiere.it E-Mail: info@veronafiere.it

Chairmen

Chairman

Michael von Zitzewitz (until 31. 3. 2010) Messe Frankfurt GmbH, Frankfurt

Wolfgang Marzin (from 29. 4. 2010) Messe Frankfurt GmbH, Frankfurt

1st Deputy

Egon Galinnis

Messe Essen GmbH, Essen

2nd Deputy

Johann Fuchsgruber Messe Erfurt GmbH. Erfurt

Honorary Chairman

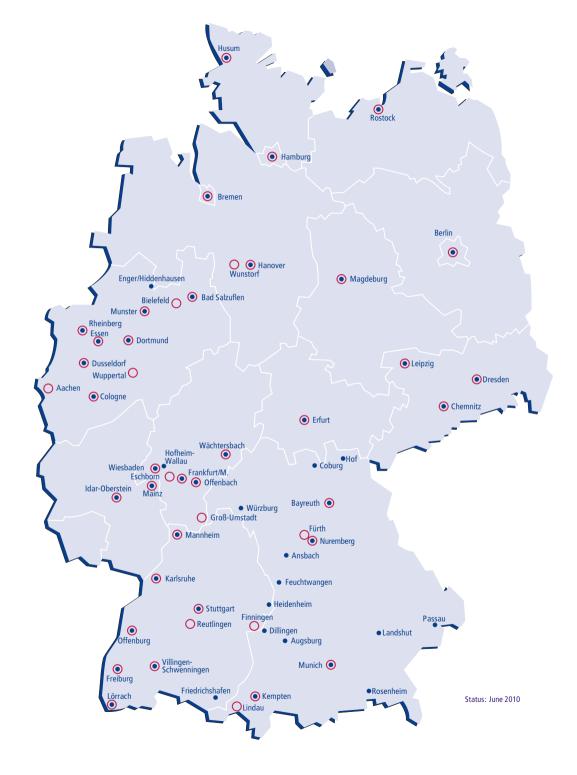
Prof. Dr. Manfred BuscheRerlin

Managing Director

Harald Kötter

Locations

- Trade Fairs and exhibitionsFKM 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 2010

Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft

Josef Klute
Public accountant

Jörg Brüggemann Public accountant



Exhibition Space, Exhibitors, Visitors

Space figures

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

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

Exhibitor figures

Companies or 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 2009 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 🗸	·	(1)	Exhib	ition S	pace Fig	ures	(sq.m.)			Exhibi	tor fig	ures					Visito	r figur	es
	FRIVI	(Years	າ (Days	Rented S	pace							Exhibitors	.			Addition represe	nally nted firms		Entries (Explanat	ions see p.	9)
	For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hal Domestic		Open A Domestic Fo		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domesti	c Foreign	Total	Domestic	Foreign	Total
	Augsburg																				
	afa Augsburg Spring Exhibition	1	9	14.683	743	1.215		16.641	3.209	19.850	40.800	442	21	463	6						87.516 *
	Interlift	2	4	7.092	10.110			17.202	377	17.579	35.600	138	268	406	37				8.775	7.180	15.955 *
•	RENEXPO	1	4	4.818	942	871	67	6.698	485	7.183	19.500	299	55	354	13	3		3	10.391	593	10.984 *
	Bad Salzuflen																				
	FMB - Supplier Show for the Machinery Industry	1	3	5.617	219			5.836	310	6.146	13.500	369	25	394	7	18		18	5.276	74	5.350
	KMO - Plastic Processing Fair	1	4	3.552	448			4.000		4.000	5.500	80	10	90	6						3.914 *
	ZOW - Furniture Components and Accessories	1	4	7.582	6.670			14.252	1.145	15.397	32.600	306	262	568	34	37	22	59	12.140	5.141	17.281 *
	Berlin																				
	Art Forum	1	4	2.978	3.130			6.108	90	6.198	13.100	81	84	165	19						12.742 *
•	CMS Cleaning.Management.Services	2	4	9.934	1.073	172	31	11.210	485	11.695	24.700	259	86	345	24				13.061	1.323	14.384 *
•	FRUIT LOGISTICA	1	3	7.724	44.088			51.812	482	52.294	88.100	255	2.028	2.283	78				11.554	38.678	50.232 *
•	Import Shop	1	5	3.096	2.800			5.896	237	6.133	18.900	252	261	513	55				39.665	1.017	40.682 *
•	International Green Week	1	10	34.980	14.470			49.450	9.231	58.681	118.100	1.018	517	1.535	58				385.532	12.334	397.866 *
•	ITB - Travel trade show	1	5	29.424	59.399	330		89.153		89.153	154.400	1.704	5.573	7.277	180	589	3.865	4.454	104.739	30.933	135.672 *
	Moderner Staat	1	2	3.071	105			3.176	1.125	4.301	7.900	178	3	181	4	15		15	3.923	64	3.987 *
	PostPrint / directexpo	1	3	1.604				1.604	80	1.684	5.500	99	6	105	6						3.500 *
•	SHOWTECH	2	3	6.981	1.566	15		8.562	987	9.549	18.000	249	70	319	23	14	4	18	5.747	2.062	7.809 *
•	WASSER BERLIN	2	5	14.431	2.737	264		17.432	3.071	20.503	46.900	491	171	662	27				19.511	5.000	24.511 *
	Bremen																				
	Bremen Classic Motorshow	1	3	11.155	1.349			12.504	7.830	20.334	30.000	404	44	448	12				32.884	2.249	35.133 *
	CARAVAN	1	3	9.269	9			9.278	129	9.407	14.800	74	1	75	2						17.785
	CARAVAN / Reiselust	1	3	11.926	319			12.245	515	12.760	24.100	292	44	336	12						26.785
	outdoor / bike.market.future	1	2	2.244				2.244	5.956	8.200	15.600	148	9	157	6				10.894	79	10.973 *
	Reiselust	1	3	2.657	310			2.967	386	3.353	9.300	218	43	261	12				14.274	217	14.491 *
	Chemnitz																				
	SIT Saxon fair for Industry and Technology	1	3	1.453				1.453	945	2.398	6.000	154		154	1	6		6			2.571
	Coburg																				
	Oberfranken-Ausstellung - Reg. Consumer Exh.	1	9	3.513	351	1.761	18	5.643	1.514	7.157	11.400	202	8	210	4	5		5			40.188
	Dortmund																				
	Boulevard.DORTMUNDER HERBST		9	12.132	840			12.972	3.136		38.600	483	24	507	11				75.387	379	75.766 *
	CREATIVA	1	5	7.918	974			8.892	2.454	11.346		384	54	438	9	1	3	4	73.310	1.496	74.806 *
	DKM - Finance and Insurance	1	3	9.454	305			9.759		9.759	23.200	344	17	361	7				13.237	244	13.481

⁺ Events with changing venues Recognized by UFI — The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. 10 Visitor attendance determined by a representative poll in the combination of CARAVAN/Reiselust.

EKM			Exhib	ition S	pace Fig	gures	(sq.m.)			Exhib	itor fig	ures					Visito	r figur	es
FRIVI	(Years)	(Days	Rented S	pace							Exhibitor	s			Addition represer	ally ited firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 111	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
ELEKTROTECHNIK - Electrical engineering	2	4	13.864	316			14.180	1.680	15.860	42.000	377	11	388	9	17		17	22.633	485	23.118
FAHOBA.kreativ	1	3	2.129	184			2.313	100	2.413	7.850	44	6	50	4		2	2	1.968	59	2.027
INTERMODELLBAU	1	5	7.578	689			8.267	15.520	23.787	54.100	367	44	411	17	4	3	7	65.246	13.936	79.182
Inter-tabac	1	3	7.415	2.113			9.528	719	10.247	22.700	147	107	254	28		3	3	4.775	1.861	6.636
JAGD & HUND - Hunting and fishing	1	6	9.993	2.647			12.640	8.858	21.498	44.400	380	166	546	33				62.595	9.188	71.783
West German Minerals Days	1	2	1.068	237			1.305	801	2.106	11.300	162	42	204	16						8.927
Dresden																				
aktiv+vital - Health and Wellness	1	3	1.369	28			1.397	5.000	6.397	11.000	171	5	176	4						5.618
auto mobil mit Kulinaria & Vinum	1	3	10.999	80	128		11.207	414	11.621	18.900	175	5	180	3						18.909
Dresdner Ostern - Garden, Pet and Handicraft	1	4	3.774	238	246	4	4.262	6.958	11.220	19.100	258	11	269	5						47.203
Dresdner Reisemarkt - Travel Market	1	3	4.092	993	66		5.151	2.192	7.343	20.000	413	121	534	28	44	20	64			27.928
Hunting, Fishing, Riding/Forestry and Wood	1	3	1.803	101	2.357	36	4.297	5.215	9.512	23.700	267	12	279	7		1	1			20.062
Düsseldorf																				
A + A - Safety, Security, Health at Work	2	4	25.865	26.562	363	224	53.014	2.627	55.641	101.100	537	1.011	1.548	63				43.196	12.613	55.809
BEAUTY INTERNATIONAL	1	3	21.250	2.768			24.018	2.950	26.968	61.900	488	97	585	22				47.634	3.366	51.000
boot	1	9	50.866	46.141	188	12	97.207	8.468	105.675	212.800	920	689	1.609	57				189.257	41.263	230.520
CARAVAN SALON	1	10	60.402	17.164	634	77	78.277	4.799	83.076	135.500	465	127	592	21				147.056	15.078	162.134
Caravan Salon/TourNatur	1	10	63.866	17.647	634	77	82.224	6.367	88.591	150.100	659	202	861	24						174.738
EuroCis	1	3	5.175	754			5.929	120	6.049	16.000	173	43	216	18				3.710	1.590	5.300
EXPOPHARM	1	4	20.861	972			21.833	571	22.404	35.000	406	46	452	18	8	1	9			26.881
GDS - International Shoe fair (Spring)	1	3	17.821	22.480			40.301	5.854	46.155	95.600	319	464	783	30						27.650
GDS - International Shoe fair (Autumn)	1	3	17.794	20.781			38.575	5.588	44.163	85.000	297	449	746	31				13.386	10.223	23.609
iba - World market of Baking	3	7	33.940	38.323			72.263	857	73.120	123.500	459	620	1.079	55				40.150	41.789	81.939
IMA - Amusement and Vending Maschine	1	4	11.014	1.312			12.326	603	12.929	21.500	147	38	185	13		10	10	7.122	1.140	8.262
MEDICA / COMPAMED	1	4	53.864	68.105	68	342	122.379	840	123.219	255.700	1.417	3.428	4.845	62						131.87
ProWein	1	3	15.521	22.256			37.777	1.629	39.406	76.400	798	2.378	3.176	46	60	392	452	25.566	9.601	35.167
PSI Messe	1	3	21.572	19.290			40.862	548	41.410	68.600	501	434	935	30		8	8	7.655	11.271	18.92
REHACare International	1	4	16.461	5.813			22.274	450	22.724	46.500	462	251	713	31				41.975	6.217	48.192
Top Hair	1	2	3.830	527			4.357	3.631	7.988	25.700	105	20	125	11				22.971	1.998	24.96
TourNatur	1	3	3.464	483			3.947	1.568	5.515	14.600	194	75	269	14				40.554	576	41.13
viscom düsseldorf	1	3	5.914	2.827			8.741	1.499	10.240	20.500	197	112	309	24				8.856	2.173	11.029
Enger/Hiddenhausen																				
Focus Küche & Bad - Kitchen & Bath	1	7	7.880				7.880		7.880	10.700	78	4	82	5	5	2	7	9.000	1.742	10.742
Erfurt																				

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

FKM 🗸	_		Exhib	ition S	pace Figure	s (sq.m	.)			Exhibi	itor fig	ures					Visito	r figur	es
FRIVI	Interval (Years)	Duration (Days)	Rented S	pace						Exhibitor	S			Addition represen	ally ited firms		Entries (Explanat	ions see p	o. 9)
For the complete titles see pp. 111	Interval	Duratio	Hal Domestic		Open Air Domestic Foreign	n Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
International pedigree show	1	2	1.092	43	278	1.413	11.271	12.684	28.000	66	4	70	5						16.132
Rapid.Tech	1	2	603	60		663	70	733	2.750	55	4	59	4				946	38	984
Reisen & Caravan	1	4	4.973	359		5.332	600	5.932	14.000	138	18	156	12	52	28	80			31.122
Reiten - Jagen - Fischen	1	3	3.545	272	433	4.250	2.986	7.236	14.800	168	15	183	9						23.174
Thüringen-Ausstellung - Reg. Consumer Exh.	1	9	9.181	249		9.430	3.000	12.430	23.000	564	10	574	5	4		4			64.157
Essen																			
EQUITANA	2	9	24.690	8.534		33.224	14.140	47.364	95.700	634	227	861	27				153.990	17.110	171.100
E-world energy & water	1	3	13.517	2.948		16.465	562	17.027	32.800	370	105	475	20				12.863	1.704	14.567
Fahrrad Essen - Bicycles, accessories, recreation	1	3	3.149	97		3.246	1.315	4.561	8.500	132	4	136	3				34.998	211	35.209
FIBO	1	4	20.119	11.270		31.389	3.669	35.058	74.600	315	221	536	30				42.909	7.572	50.481
HAUS + GARTEN	1	5	5.082	103		5.185	4.041	9.226	28.100	289	7	296	5						48.929
IPM - Intern. trade fair for plants	1	4	21.550	19.153		40.703	5.056	45.759	108.000	668	661	1.329	38				37.754	13.127	50.881
MODE-HEIM-HANDWERK	1		11.520	744		12.264	4.617	16.881	49.300	624	21	645	11				135.608	272	135.880
REISE/CAMPING	1	5	21.822	1.842		23.664	700	24.364	60.000	432	115	547	22				84.442	510	84.952
REISE/CAMPING / Fahrrad Essen	1		24.971	1.939		26.910	2.015	28.925	68.500	564	119	683	22				92.234	557	92.791
SCHWEISSEN & SCHNEIDEN	4	6	27.594	20.018	30	47.642	530	48.172	89.500	450	566	1.016	42				30.856	21.799	52.655
START Essen	1	2	2.112	95		2.207	472	2.679	6.100	149	11	160	9	30		30			3.484
Frankfurt/Main																			
Ambiente	1	5	74.004	109.118		183.122	1.916	185.038	313.800	1.370	3.103	4.473	86	1	4	5	80.769	55.494	136.263
Beautyworld	1	4	6.086	2.860		8.946	846	9.792	25.900	181	150	331	29				8.920	2.517	11.437
Christmasworld	1	5	22.751	29.257		52.008	1.420	53.428	87.500	277	686	963	36				14.323	16.043	30.366
FACILITY MANAGEMENT	1	3	1.829	48		1.877	248	2.125	5.150	104	3	107	3	1		1	3.229	63	3.292
Heimtextil	1	4	32.445	93.625		126.070	3.598	129.668	232.200	399	2.157	2.556	64	4	12	16	25.506	41.693	67.199
ISH	2	5	102.323	63.338	900 284	166.845	1.777	168.622	254.100	1.042	1.285	2.327	54	9	2	11	142.651	58.144	200.795
Marketing Services	1	3	4.143	328		4.471	1.450	5.921	10.000	215	29	244	12				3.907	145	4.052
Musikmesse	1	4	18.816	26.304	616	45.736	1.700	47.436	102.800	584	957	1.541	51		4	4	54.006	24.841	78.847
Paperworld	1	4	25.120	43.164		68.284	1.918	70.202	137.900	447	1.582	2.029	61				19.470	22.356	41.826
ProLight + Sound	1		13.598	17.994	155 160		2.150	34.057	64.800	356	491	847	42				20.310	13.321	33.631
Techtextil with Material Vision	2		10.621	15.476		26.097	910	27.007	53.000	472	776	1.248	45	2		2	13.102	10.800	23.902
Tendence	1	5	42.977	35.459		78.436	3.659	82.095	166.400	882	1.159	2.041	63				38.907	13.210	52.117
Freiburg																			
Baden Messe with Agricultural Exhibition	3	9	7.805	402	10.044 42	18.293	1.860	20.153	41.800	412	18	430	7						80.750
CFT - Camping, Leisure and Tourism	1	9	13.925	739	2.473	17.137	2.552	19.689	30.400	296	41	337	10						48.620
Kulturbörse - Stage production and Music	1	3	2.164	187		2.351	5.000	7.351	12.600	310	39	349	11						3.077
Plaza Culinaria	1	3	4.969	490		5.459	695	6.154	14.500	182	28	210	6						29.209

[•] Recognized by UFI — The Global Association of the Exhibition Industry of REISE/CAMPING/Fahrrad Essen. Recurring names were permitted

* Visitors Profil Analyses see page 30 ff. * visitors attendance determined by a representative poll of the combination of REISE/CAMPING/Fahrrad Essen. Recurring names were permitted

FICE			Exhib	ition S	pace Fi	gures	(sq.m.))			Exhibi	tor fig	ures					Visito	r figur	es
FRIVI	(Years)	(Days)	Rented S	pace							Exhibitors	i			Additiona			Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 111	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
Friedrichshafen																				
AERO	1	4	15.257	17.408	4.333	4.038	41.036	2.405	43.441	84.800	351	263	614	26	22	16	38	23.829	12.276	36.10
EUROBIKE	1	4	24.824	25.932	1.799	605	53.160	6.824	59.984	98.300	326	689	1.015	42	5	74	79	42.783	23.240	66.02
IBO - Consumer and investment goods	1	5	16.210	1.290	242	45	17.787	12.600	30.387	64.100	529	66	595	8	71	16	87			60.21
INTERBOOT	1	9	16.832	7.183	2.798	1.093	27.906	1.933	29.839	66.000	389	123	512	16	22	113	135			93.80
OutDoor	1	4	11.877	23.762	614	524	36.777	12.829	49.606	84.500	195	617	812	38	5	36	41	9.349	10.291	19.64
TUNING WORLD BODENSEE	1	4	9.361	1.199	743	63	11.366	21.931	33.297	80.200	181	20	201	9						97.78
Hamburg																				
AIRCRAFT INTERIORS EXPO	1	3	4.605	10.776			15.381		15.381	33.000	186	316	502	25				5.370	2.567	7.93
DU UND DEINE WELT	1	9	12.648	1.838			14.486	9.431	23.917	45.200	443	57	500	25	3		3	95.926	969	96.89
hanseboot	1	9	19.656	6.988	1.823	976	29.443	2.771	32.214	71.400	549	107	656	23				83.486	4.487	87.97
INTERNORGA	1	6	43.518	7.627	244		51.389	1.146	52.535	87.500	869	177	1.046	27	21	1	22	97.138	3.315	100.4
REISEN HAMBURG	1	5	18.041	3.123	34		21.198	2.318	23.516	54.600	642	264	906	66	26	7	33	71.489	795	72.2
USSIFA - Watches & Jewellery	1	3	2.478	112			2.590	64	2.654	3.800	112	6	118	5						2.72
Hannover																				
ABF - Leisure and sales exhibtion	1	9	30.942	909	428		32.279	7.897	40.176	101.500	705	54	759	18						135.08
AGRITECHNICA	2	7	119.206	63.521	1.796	1.148	185.671	3.224	188.895	319.400	1.234	1.074	2.308	45	13	31	44	274.861	80.257	355.11
BIOTECHNICA	1	3	9.022	2.118			11.140	2.136	13.276	29.900	452	185	637	27				8.965	1.968	10.93
CeBIT	1	6	113.864	44.247	1.433	38	159.582	15.537	175.119	298.800	2.089	1.812	3.901	69				308.697	53.624	362.32
didacta - Education Trade Fair	1	5	25.454	482			25.936	4.641	30.577	53.600	642	32	674	13				72.554	881	73.43
DOMOTEX	1	4	20.195	66.813			87.008	6.147	93.155	171.600	244	1.132	1.376	63				13.783	21.649	35.43
EnergieSparTage	1	3	843	18	257		1.118	796	1.914	3.950	68	1	69	2						1.97
HANNOVER MESSE	1	5	154.027	68.868	1.080	12	223.987	10.768	234.755	393.900	3.233	3.064	6.297	62				164.693	41.689	206.38
Hannover Messe: ComVac	2	5	4.886	4.516	56		9.458	86	9.544	18.900	50	104	154	23				18.605	6.986	25.59
Hannover Messe: Digital Factory	1	5	3.661	212			3.873		3.873	7.200	170	13	183	12				25.367	6.622	31.98
Hannover Messe: Energy	1	5	24.463	11.175	204	12	35.854		35.854	55.500	419	500	919	41				76.983	21.461	98.44
Hannover Messe: Industrial Automation	1	5	51.760	9.186	617		61.563	9.084	70.647	111.500	752	341	1.093	32				78.570	24.002	102.57
Hannover Messe: MDA - Motion, Drive & Automation	2	5	20.684	23.062	96		43.842	70	43.912	81.500	373	891	1.264	37				55.215	19.908	75.12
Hannover Messe: MicroTechnology	1	5	1.489	288			1.777		1.777	3.200	85	45	130	12				27.347	5.881	33.2
Hannover Messe: Power Plant Technology	1	5	1.019	522			1.541		1.541	3.400	32	15	47	10				21.976	10.013	31.9
Hannover Messe: Research & Technology	1	5	7.740	1.379			9.119	168	9.287	15.500	330	86	416	21				33.429	9.705	43.1
Hannover Messe: Subcontracting	1	5	14.798	14.281			29.079	1.360	30.439	50.600	616	890	1.506	48				34.629	13.871	48.50
Hannover Messe: Surface Technology	2	5	7.615	932			8.547		8.547	14.500	212	54	266	20				33.056	8.840	41.8
Hannover Messe: Wind	2	5	5.776	1.012	107		6.895		6.895	14.000	112	43	155	15				46.608	11.798	58.4
Infa - Information and sales exhibition	1	9	25.058	2.197	401		27.656	7.131	34.787	91.000	1.038	96	1.134	29						192.1
LIGNA	2	5	53.334	51.916	8.248	3.434	116.932	13.058	129.990	228.600	841	916	1.757	49				52.454	27.263	79.7
Pferd & Jagd - Equestrian sport, hunting, fishing	1	4	17.744	1.480			19.224	3.622	22.846	77.900	627	65	692	19						82.6

⁺ Events with changing venues Recognized by UFI — The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. 1) Visitor attendance determined by a representative poll at Hanover Messe. Recurring names were permitted

EKM		(6	Exhibi	tion S	pace Fig	gures	(sq.m.))			Exhibi	itor fig	ures					Visito	r figur	es
FRIVI	(Years	n (Days	Rented Sp	oace							Exhibitors	s			Addition represen	ally ited firms		Entries (Explanat	tions see p.	. 9)
For the complete titles see pp. 111	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
Promotion World	1	5	3.300	163			3.463	40	3.503	7.300	128	12	140	10				16.964	3.674	20.638
START Niedersachsen	1	2	1.023	44			1.067	340	1.407	3.500	87	2	89	3	24		24			1.103
Hof																				
Oberfranken-Ausstellung	2	9	5.270	139	1.881	109	7.399	1.421	8.820	13.600	247	11	258	7	6		6			40.154
Ober It alikelt-Ausstellung		9	3.270	133	1.001	103	7.555	1.421	0.020	13.000	247		230	,	0		0			40.134
Hofheim - Wallau																				
InNaTex - Intern. Fair of natural&organic textiles (Jan.)	1	3	3.589	928			4.517	400	4.917	9.700	173	51	224	19	4	2	6	1.621	286	1.907
InNaTex - Intern. Fair of natural&organic textiles (Aug.)	1	3	3.228	859			4.087	400	4.487	9.700	149	46	195	15	6	4	10	1.347	177	1.524
Husum																				
new energy husum		4	3.156	68	175	98	3.497	765	4.262	7.350	144	4	148	4				14.699	715	15.414
Nord Gastro & Hotel	1	2	3.715		15		3.730	100	3.830	7.200	166		166	1				4.214	30	4.244
Idar-Oberstein																				
INTERGEM	1	4	2.325	225			2.550	120	2.670	5.000	153	9	162	7				2.639	549	3.188
Karlsruhe																				
fahrrad.markt.zukunft - Bicycles, fitness and tourism	1	2	1.508				1.508	682	2.190	5.000	71	10	81	7						6.500
Hogatrends	2	4	4.828	136			4.964	1.368	6.332	12.500	154	8	162	4						11.878
INTERGEO	1	3	8.719	2.911	63	15	11.708		11.708	25.000	334	144	478	30				11.925	3.363	15.288
Inventa/Giardina	1	4	12.084	431			12.515	413	12.928	25.700	398	15	413	5						31.234
Karlsruher Hochzeits- und Festtage - Wedding days	1	2	2.020	26	14		2.060	540	2.600	7.450	159	3	162	3				4.246	82	4.328
LEARNTEC		3	2.147	245			2.392	892	3.284	12.500	137	22	159	10				2.368	203	2.571
Offerta - Reg. Consumer exhibition		9	23.282	1.189	1.500		25.971	2.447	28.418	54.400	783	41	824	10	6		6			130.427
RESALE	1	3	4.873	2.595	2.502	381	10.351		10.351	25.100	278	178	456	28				3.199	5.947	9.146
Kempten																				
Allgäuer Festwoche - Rural tradition exhibition	1	10	5.514	242	7.973	89	13.818	782	14.600	25.000	344	17	361	5						100.494
Köln																				
Anuga	2	5	33.923	110.860			144.783	2.414	147.197	287.000	857	5.373	6.230	98	117	175	292	55.440	93.909	149.349
Anuga FoodTec		4	30.066	21.979			52.045	1.975		116.700	631	540	1.171	39	15	24	39	19.592	14.255	33.847
Asia-Pacific Sourcing		3		5.228			5.228			31.400		401	401	8				2.238	2.397	4.635
Eu'Vend		3	4.324	1.178			5.502	542	6.044	16.000	125	65	190	18	2		2	2.971	1.838	4.809
EXPONATEC COLOGNE		4	2.396	572			2.968	332	3.300	8.800	159	33	192	16	20	22	42	40.00		4.212
FSB / aquanale		3	16.624	16.438			33.062	1.859	34.921	98.000	341	418	759	44	52	32	84	13.406	11.162	24.568
handarbeit & hobby		3	4.562	2.974			7.536	983		19.000	97	114	211	24	1		1	6.543	2.432	8.975
IDS - Internationale Dental-Schau	2	5	32.723	30.221			62.944	285	63.229	138.000	603	1.121	1.724	53	24	46	70	66.194	39.953	106.147

⁺ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. 1 Visitor attendance determined by a representative poll at Hanover Messe.

			Exhib	ition S	pace Figure	s (sq.m.)			Exhib	itor fig	ures					Visito	r figur	es
FKM	(Years)	(Days)	Rented S	pace						Exhibitor	's			Additio	nally ented firms		Entries (Explanat	tions see p.	. 9)
For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hal Domestic		Open Air Domestic Foreign	ı Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domest	ic Foreign	Total	Domestic	Foreign	Total
IMB	3	4	9.859	13.480		23.339	852	24.191	68.100	171	304	475	34	4	14	18	8.759	10.012	18.771
imm cologne - International furnishing show	1	7	57.235	69.619		126.854	7.714	134.568	245.500	370	578	948	45	34	60	94	70.641	29.827	100.468
InterKarneval	1	3	1.644	229		1.873	16.260	18.133	23.100	87	9	96	6						12.015
interzum	2	4	25.457	41.273		66.730	3.651	70.381	152.400	363	894	1.257	61	42	57	99	18.539	27.806	46.345
ISM - International sweet and biscuits fair	1	4	15.696	34.748		50.444	340	50.784	110.500	242	1.190	1.432	67	49	59	108	12.750	20.402	33.152
Kind + Jugend - The Trade Show for Kids' First Years	1	4	15.834	27.698		43.532	807	44.339	94.200	167	610	777	41	2	2	4	5.579	12.525	18.104
ProSweets Cologne	1	4	3.903	3.976		7.879	302	8.181	17.000	141	159	300	28	3	2	5	10.322	9.720	20.042
spoga	2	3	18.625	54.350		72.975	2.226	75.201	160.000	279	1.068	1.347	47	8	26	34	10.406	14.699	25.105
Landshut																			
Niederbayern-Schau	1	9	10.261	505	6.977	17.743	3.660	21.403	35.700	465	24	489	5	49	4	53			101.719
Leipzig																			
AMI - AUTO MOBIL INTERNATIONAL with AMITEC	1	9	26.842	18.768	40	45.650	10.931	56.581	95.300	388	74	462	19	5		5	159.394	18.105	177.499
CADEAUX - Trade Fair for Gifts (February)	1	3	8.761	447		9.208	672	9.880	25.600	299	16	315	11	2		2			7.239
CADEAUX - Trade Fair for Gifts (Sept.)/Comfortex	1	3	12.331	642		12.973	1.416	14.389	36.400	447	35	482	16	2		2	10.810	154	10.964
enertec	2	3	3.562	267		3.829	664	4.493	15.000	202	35	237	11				10.372	569	10.941
Fachdental Leipzig - Dental surgeries and laboratories	1	2	3.353	489		3.842	166	4.008	10.000	146	23	169	12	5	1	6			4.594
GÄSTE	2	4	6.024	154		6.178	1.445	7.623	15.000	252	9	261	8	16		16	12.799	328	13.127
Haus-Garten-Freizeit/mitteldeutsche hand-																			
werksmesse/ImmobilienMesse/Beach & Boat	1	9	23.864	2.267		26.131	7.301	33.432	81.700	1.059	80	1.139	14	7		7			171.537
Leipzig Bookfair	1	4	12.430	1.319		13.749	8.637	22.386	67.700	1.589	347	1.936	32	5		5	149.631	3.366	152.997
MIDORA	1	3	2.864	148		3.012	370	3.382	10.500	100	10	110	5						2.677
modell-hobby-spiel	1	3	9.790	469		10.259	24.972	35.231	83.200	433	35	468	10	6	1	7	96.521	2.780	99.301
Pflegemesse	2	3	4.366	69		4.435	660	5.095	17.000	240	5	245	3	16		16			13.539
TerraTec	2	3	4.281	441		4.722	594	5.316	17.900	237	70	307	14				9.714	754	10.468
therapie	2	3	3.348	109		3.457	576	4.033	10.000	187	7	194	4	5		5	10.816	131	10.947
Touristik & Caravaning International	1	5	20.198	2.696		22.894	5.872	28.766	54.600	699	253	952	43	64	26	90	69.178	2.628	71.806
Z - Subcontracting fair	2	4	4.410	1.621		6.031	72	6.103	14.000	336	164	500	24	6		6	9.746	291	10.037
Lörrach																			
REGIO - Reg. Consumer Exhibition	1	10	7.392	557	2.112 125	10.186	3.890	14.076	29.000	391	25	416	7	111	21	132	59.118	12.280	71.398
Magdeburg																			
LBA - Reb. building trade exhibition	1	3	1.746		270	2.016	486	2.502	7.750	117		117	1						3.792
MAGDEBOOT	1	3	2.778	30	613	3.421		3.421	8.000	113	1	114	2						7.167
Mainz																			
Rheinland-Pfalz-Ausstellung - Reg. Consumer Exhibition	1	9	12.487	569	2.227	15.283	2.276	17.559	31.300	722	15	737	7						79.875

⁺ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. 19 ascertained by a representative poll

EKN	_		Exhib	ition S	pace Fig	gures	(sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
FKM	(Years)	Duration (Days)	Rented S	pace							Exhibitor	S			Addition represen	ally ted firms		Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 111	Interval	Duratio	Hal Domestic		Open / Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Mannheim																				
MANNHEIMER MAIMARKT - Reg. Consumer Exh.	1	11	33.800	1.986	32.230	174	68.190	5.941	74.131	178.800	1.347	75	1.422	18						342.952 *
BATTO Alexan																				
München ● BAU	2	6	92.126	19.194			111.320	1.743	113.063	180 000	1.324	452	1.776	43	1		1	174.834	37.201	212.035 *
• ceramitec		4	11.410	8.477			19.887	1.743	19.887	40.000	319	337	656	35	- '			6.259	8.342	14.601
drinktec	4	_	44.624	39.321			83.945			132.500	591	797	1.388	72	2	2	4	25.188	33.312	58.500 *
EXPO REAL - Commercial Property Exposition		3	24.153	6.293			30.446	2.242	32.688	64.000	1.259	305	1.564	33	11	2	13	27.431	9.811	37.242
f.re.e - The new C-B-R		5	21.756	7.255	220		29.231	11.396	40.627	76.700	1.032	605	1.637	64	123	123	246	95.523	1.949	97.472 *
Garten München		7	6.037	685	220		6.722	1.070	7.792	18.600	152	17	169	7	8	4	12	112.549	2.063	114.612
GOLF EUROPE		3	2.221	3.333			5.554	91		11.100	92	126	218	26	0		12	1.907	2.056	3.963 *
HEIM + HANDWERK / Food & Life		5	23.206	4.125			27.331	3.728	31.059	63.100	800	170	970	25	6	8	14	114.742	1.747	116.489 *
HIGH END				2.628						16.500					0	0	14	114.742	1.747	13.677
		4	7.489				10.117	397			150	97	247	27				10 200	0.010	
inhorgenta Europe	1		22.284	6.662			28.946	1.314	30.260	64.500	750	411	1.161	45	4	4	-	19.209	8.019	27.228 *
Internationale Handwerksmesse		7	25.801	3.453			29.254	8.154	37.408	66.000	822	167	989	29	4	1	5	140.428	4.792	145.220 *
Internationale Handwerksmesse/Garten München		7	31.838	4.138	4.404	274	35.976	9.224	45.200	84.600	974	184	1.158	29	12	5	17	25.764	22.055	166.028
Intersolar	1	_	34.013	22.481	1.184	374	58.052	1.064		104.000	714	711	1.425	40				35.764	22.865	58.629
ispo - winter	1		21.718	66.143			87.861	9.195		178.000	275	1.499	1.774	49				20.240	38.325	58.565
Jagen und Fischen		5	6.042	924			6.966	4.653	11.619		237	60	297	15						35.320
• LASER	2	_	12.560	6.382			18.942	1.770	20.712		447	587	1.034	36	22	41	63	12.485	12.880	25.365 *
MAINTAIN		3	4.296	223			4.519	247	4.766	9.600	207	19	226	9	2		2	2.844	434	3.278
Productronica	2	4	25.045	10.884			35.929	426	36.355	77.000	668	438	1.106	36	6	14	20	17.641	10.938	28.579 *
transport logistic	2	4	33.247	15.138	4.226	1.867	54.478		54.478	99.000	1.049	715	1.764	55				33.219	14.750	47.969 *
Münster																				
Antiques exhibition	1	5	1.702	130			1.832	100	1.932	6.100	67	6	73	5						7.390
DIABETES	1	3	1.398	39			1.437	572	2.009	4.500	95	3	98	4						6.615
IPOMEX	2	3	1.864	115	30		2.009	1.000	3.009	6.200	90	7	97	7				3.992	211	4.203
Nürnberg																				
+ Altenpflege+ProPflege	1	3	25.196	1.234			26.430	771	27.201	53.400	656	64	720	18				33.646	1.041	34.687 *
BioFach / Vivaness	1		23.944	24.225			48.169	2.632		102.100	937	1.796	2.733	92				28.905	17.866	46.771 *
CONSUMENTA	1		23.816	1.864			25.680	13.478	39.158	75.900	840	67	907	16						141.186
e_procure & supply		2	1.989	75			2.064	95	2.159	5.000	108	4	112	2				1.261	80	1.341 *
ELTEC		3	9.393	69			9.462	800	10.262		214	5	219	4				11.658	118	11.776 *
embedded world		3	11.976	3.778			15.754			30.000	431	273	704	31				12.218	3.638	15.856 *
European Coatings SHOW		3	15.368	12.123			27.491	268	27.759		346	460	806	42				8.601	11.155	19.756 *
FachPack/PrintPack/LogIntern		3	40.668	6.754			47.422	675	48.097	89.000	1.076	262	1.338	33				28.260	5.586	33.846 *
FREIZEIT, TOURISTIK + GARTEN		9	18.990	1.636			20.626	5.125	25.751		452	90	542	13				20.200	2.300	106.604
			10.550				20.020	3.123	23.731	52.000	-132	30	542	13						100.004

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

EKM	_	<u> </u>	Exhibi	ition S	pace Figures	(sq.m.)			Exhibi	tor fig	ures					Visito	r figur	es
PRIVI	(Years)	n (Days	Rented S _I	pace						Exhibitors	i			Additional represente	ly ed firms		Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hal Domestic		Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign		from countries	Domestic F	oreign	Total	Domestic	Foreign	Total
HOGA Nürnberg	2	4	15.923	632		16.555	4.238	20.793	37.800	436	39	475	12						31.230
IWA & OutdoorClassics	1	4	12.445	21.811		34.256	563	34.819	62.000	290	839	1.129	53				13.222	18.902	32.124
mailingtage	1	2	6.269	377		6.646	877	7.523	16.900	379	21	400	9				7.500	650	8.150
PCIM	1	3	3.348	2.006		5.354	404	5.758	10.700	135	122	257	22	14	59	73	3.938	2.195	6.133
SENSOR + TEST	1	3	6.371	1.552		7.923	2.202	10.125	18.300	391	146	537	26				5.543	1.473	7.016
SMT / HYBRID / PACKAGING	1	3	11.000	1.907		12.907	376	13.283	26.500	412	138	550	22	4	33	37	16.151	5.102	21.253
Spielwarenmesse - International Toy Fair	1	6	50.914	53.445		104.359		104.359	157.000	876	1.813	2.689	59				37.358	38.051	75.409
SPS/IPC/DRIVES	1	3	46.193	5.838		52.031	324	52.355	89.000	973	265	1.238	30	107	76	183	41.040	7.555	48.595
START Bayern	1	2	1.188	17		1.205	340	1.545	3.000	81	3	84	3	30		30			1.791
Stone+tec	2	4	16.548	13.755		30.303		30.303	65.000	297	473	770	44				26.533	7.925	34.458
Werkstätten	1	4	5.528	205		5.733	110	5.843	13.000	203	20	223	9						15.124
Offenbach																			
I.L.M. Summer Styles - Intern. Leather goods fair	1	4	7.921	3.424		11.345	800	12.145	18.400	138	81	219	15				4.897	1.106	6.003
I.L.M. Winter Styles - Intern. Leather goods fair	1	3	8.061	3.324		11.385	800	12.185	18.400	135	80	215	14				4.200	920	5.120
Offenburg Badische Weinmesse - Reg. Wine Exhibition	1	2	1.138	18		1.156	1.077	2.233	6.100	127	2	129	3				3.273	119	3.392
OBERRHEIN-MESSE - Reg. Consumer Exhibition		9	9.986	906	10.647 38	21.577	3.853	25.430	54.400	478	32	510	10	21	2	23	62.462	7.250	69.712
Stuttgart ANIMAL	1	3	1.808	33		1.841	10.097	11.938	31.500	103	3	106	3						36.174
ANIMAL / Pferd		3	4.739	174		4.913	14.236	19.149	52.400	208	11	219	7						39.736
Antiquitäten		3	1.877	181		2.058	503	2.561	8.000	141	15	156	10				7.444	310	7.754
Blickfang		3	1.203	62		1.265		1.265	3.800	116	29	145	7				71111		13.513
2		3	3.554	365	20	3.939	166	4.105	10.500	179	16	195	6				8.677	623	9.300
CEP CLEAN ENERGY POWER	- 1															70	202.986	2.050	205.036
CEP CLEAN ENERGY POWER CMT - The holiday exhibition	1	9	44.223	9.096	58	53.377	4.481	57.858	100.000	1.304	549	1.853	57	45	25				6.451
CMT - The holiday exhibition		3	44.223 3.918	9.096	58	53.377 5.500	4.481 775	57.858 6.275		1.304	549 97	1.853	57 25	45 10	6	16	4.800	1.651	0.431
CMT - The holiday exhibition Composites Europe	1	3	3.918	1.582	58	5.500	775	6.275	13.100	197	97	294	25	10	6	16			
CMT - The holiday exhibition Composites Europe eltefa	1						775 863	6.275 21.217			97 15		25 10				24.007	1.651 243 71	24.250
CMT - The holiday exhibition Composites Europe	1 2 1	3	3.918 19.963	1.582 370		5.500 20.354	775	6.275	13.100 42.000	197 397	97	294 412	25	10 31	6	16 37		243	24.250 7.131
CMT - The holiday exhibition Composites Europe eltefa FACHDENTAL SÜDWEST	1 2 1 1	3 3 2	3.918 19.963 3.660 12.228	1.582 370 560		5.500 20.354 4.220	775 863 188	6.275 21.217 4.408	13.100 42.000 10.500	197 397 148	97 15 30	294 412 178	25 10 12	10 31	6	16 37	24.007	243	24.250 7.131 61.183
CMT - The holiday exhibition Composites Europe eltefa FACHDENTAL SÜDWEST Familie + Heim / Int. Mineral and Fossil Exchange	1 2 1 1	3 3 2 10	3.918 19.963 3.660	1.582 370 560 747		5.500 20.354 4.220 12.975	775 863 188 4.337	6.275 21.217 4.408 17.312	13.100 42.000 10.500 43.000	197 397 148 491	97 15 30 65	294 412 178 556	25 10 12 20	10 31	6	16 37	24.007	243	24.250 7.131 61.183 54.254
CMT - The holiday exhibition Composites Europe eltefa FACHDENTAL SÜDWEST Familie + Heim / Int. Mineral and Fossil Exchange hobby + elektronik	1 2 1 1 1	3 3 2 10 4	3.918 19.963 3.660 12.228 2.943	1.582 370 560 747 12		5.500 20.354 4.220 12.975 2.955	775 863 188 4.337 1.268	6.275 21.217 4.408 17.312 4.223	13.100 42.000 10.500 43.000 11.000	197 397 148 491 72	97 15 30 65	294 412 178 556 73	25 10 12 20 2	10 31	6	16 37	24.007	243	24.250 7.131 61.183 54.254 13.471
CMT - The holiday exhibition Composites Europe eltefa FACHDENTAL SÜDWEST Familie + Heim / Int. Mineral and Fossil Exchange hobby + elektronik International Mineral and Fossil Exchange	1 2 1 1 1	3 3 2 10 4 3 3	3.918 19.963 3.660 12.228 2.943 1.418	1.582 370 560 747 12 183		5.500 20.354 4.220 12.975 2.955 1.601	775 863 188 4.337 1.268 257	6.275 21.217 4.408 17.312 4.223 1.858	13.100 42.000 10.500 43.000 11.000 10.500	197 397 148 491 72 184	97 15 30 65 1 34	294 412 178 556 73 218	25 10 12 20 2	10 31 5	6	16 37 6	24.007 7.060	243 71	24.250 7.131 61.183 54.254 13.471 14.303
CMT - The holiday exhibition Composites Europe eltefa FACHDENTAL SÜDWEST Familie + Heim / Int. Mineral and Fossil Exchange hobby + elektronik International Mineral and Fossil Exchange Invest Kreativ- & Bastelwelt	1 2 1 1 1 1 1	3 3 2 10 4 3 3	3.918 19.963 3.660 12.228 2.943 1.418 4.176	1.582 370 560 747 12 183 940		5.500 20.354 4.220 12.975 2.955 1.601 5.116	775 863 188 4.337 1.268 257 1.566	6.275 21.217 4.408 17.312 4.223 1.858 6.682	13.100 42.000 10.500 43.000 11.000 10.500 20.900	197 397 148 491 72 184 141	97 15 30 65 1 34 54	294 412 178 556 73 218 195	25 10 12 20 2 17 13	10 31 5	6	16 37 6	24.007 7.060	243 71	24.250 7.131 61.183 54.254 13.471 14.303 30.769
CMT - The holiday exhibition Composites Europe eltefa FACHDENTAL SÜDWEST Familie + Heim / Int. Mineral and Fossil Exchange hobby + elektronik International Mineral and Fossil Exchange Invest	1 2 1 1 1 1 1 1	3 3 2 10 4 3 3	3.918 19.963 3.660 12.228 2.943 1.418 4.176 2.589	1.582 370 560 747 12 183 940 100	21	5.500 20.354 4.220 12.975 2.955 1.601 5.116 2.689	775 863 188 4.337 1.268 257 1.566 1.116	6.275 21.217 4.408 17.312 4.223 1.858 6.682 3.805	13.100 42.000 10.500 43.000 11.000 10.500 20.900 10.500	197 397 148 491 72 184 141	97 15 30 65 1 34 54 7	294 412 178 556 73 218 195	25 10 12 20 2 17 13 5	10 31 5	6	16 37 6	24.007 7.060 13.874	243 71 429	24.250 7.131 61.183 54.254 13.471 14.303 30.769 15.661 6.527

⁺ Events with changing venues Recognized by UFI — The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. Visitor attendance determined by a representative poll in the combination of Slow Food/Antiquitäten/Int. Mineralien- und Fossilienbörse (April). Recurring names were permitted Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Recurring names were permitted

EKNA			Exhibi	ition S	pace Figu	ires	(sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
FRIVI	(Years)	ı (Days)	Rented S	pace							Exhibitors	s			Addition represer	ally ited firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hal Domestic		Open Air Domestic For	reign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
NewCome	2	2	2.239	24			2.263	165	2.428	4.900	142	3	145	3	18		18	4.328	88	4.416
Pferd	1	3	2.931	141			3.072	4.139	7.211	20.900	105	8	113	7						26.084
R + T	3	5	26.475	33.635			60.110	528	60.638	103.700	262	485	747	39	2	7	9	27.836	25.695	53.531
Retro Classics	1	4	18.535	1.418			19.953	23.489	43.442	100.300	478	41	519	12				52.133	2.172	54.305
Slow Food	1	4	3.918	202			4.120	1.194	5.314	11.700	373	25	398	5				21.110	431	21.541
Slow Food / Antiquitäten / Int. Mineralien- und Fossilienbörse	1	4	7.213	566			7.779	1.954	9.733	30.200	698	74	772	20						37.813
Stuttgarter Messeherbst	1	10	21.094	1.036			22.130	13.706	35.836	86.700	844	87	931	22						148.953
Süddeutsche Spielmesse	1	4	2.005	89			2.094	2.918	5.012	10.500	75	5	80	5						40.251
SÜFFA	1	3	7.501	311			7.812	2.009	9.821	20.600	254	14	268	8	8	2	10	9.324	414	9.738
VISION	1	3	4.601	2.405			7.006	454	7.460	21.000	169	123	292	28	5	6	11	3.820	1.881	5.701
Villingen-Schwenningen																				
Südwest Messe - Regional consumer exhibition	1	9	13.707	578	17.776	72	32.133	2.095	34.228	58.000	694	27	721	10	39	13	52			106.630
Wächtersbach																				
Messe Wächtersbach - Reg. consumer exhibition	1	9	5.905	329	5.690	25	11.949	4.827	16.776	27.100	383	18	401	13						62.036
Wiesbaden																				
DENEX	1	2	759	108	101		968		968	2.200	61	5	66	5						1.054
Würzburg																				
Mainfranken-Messe - Reg. consumer exhibition	2	9	12.357	339	3.939	79	16.714	3.713	20.427	37.300	533	22	555	10						101.808
Hong Kong																				
electronicAsia	1	4	2.556	3.567			6.123		6.123	12.000	226	344	570	12				12.541	17.933	30.474
Electronics Fair (autumn)	1	4	22.760	17.458			40.218		40.218	77.400	1.432	1.420	2.852	25				23.482	32.476	55.958
Electronics Fair (Spring Edition)	1	4	13.688	11.532			25.220	199	25.419	51.800	962	1.159	2.121	20				22.303	27.647	49.950
Fashion Week (Fall/Winter)	1	4	10.259	11.677			21.936		21.936	42.300	631	790	1.421	23				12.984	8.366	21.350
Gifts and Premium Fair	1	4	26.625	12.394			39.019	110	39.129	79.100	2.620	1.363	3.983	38				22.772	24.104	46.876
Houseware Fair	1	4	12.039	16.108			28.147		28.147	59.800	857	1.350	2.207	37				13.471	13.291	26.762
International Jewellery Show	1	5	23.758	13.747			37.505		37.505	70.600	1.299	1.061	2.360	46				14.448	14.878	29.326
International Lighting Fair	1	4	8.825	22.866			31.691		31.691	63.400	406	1.382	1.788	31				8.658	19.180	27.838
Optical Fair	1	3	3.877	7.065			10.942	10	10.952	25.000	187	348	535	23				4.128	7.794	11.922
Summer Sourcing Show for Gifts, Houseware & Toys	1	4	1.929	1.920			3.849	54	3.903	8.900	217	227	444	16				12.702	8.054	20.756
Toys and Games Fair	1	4	16.367	13.177			29.544	87	29.631	55.600	1.052	969	2.021	37				15.866	12.872	28.738
Watch and Clock Fair	1	5	12.262	2.775			15.037	16	15.053	34.400	558	150	708	17				9.386	6.775	16.161

⁺ Events with changing venues Recognized by UFI — The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. Visitor attendance determined by a representative poll in the combination of ANIMAL/PFERD.

Recurring names were permitted Visitor attendance determined by a representative poll in the combination of Slow Food/Antiquitäten/Int. Mineralien- und Fossilienbörse (April). Recurring names were permitted Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Recurring names were permitted

	EKNA			Exhibi	ition S	pace Fi	gures	(sq.m.))			Exhibi	itor fig	ures					Visito	r figur	es
	FRIVI	(Years	n (Days	Rented Sp	pace							Exhibitors	S			Addition represe	nally nted firms		Entries (Explanat	ions see p.	. 9)
	For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hall Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domesti	c Foreign	Total	Domestic	Foreign	Total
	Verona																				
	ABITARE IL TEMPO	1	5	22.033	2.936	264	76	25.309	22.021	47.330	116.400	560	101	661	24				33.683	9.240	42.92
	BUS & BUS Business	2	4	5.116	272	415		5.803	10.750	16.553	22.200	78	11	89	9	53	40	93	5.824	341	6.16
•	Eurocarne	3	4	11.334	406			11.740	864	12.604	21.600	199	25	224	8	30	85	115	13.822	1.203	15.02
	MARMOMACC	1	4	39.049	22.313	10.275	2.764	74.401	2.566	76.967	174.500	730	686	1.416	54	44	47	91	27.484	22.541	50.02
	PULIRE	2	4	14.238	960			15.198	64	15.262	41.900	270	48	318	22				15.178	4.331	19.50
•	Vinitaly/SOL/Enolitech	1	5	86.579	1.133	535		88.247	14.041	102.288	178.400	3.885	79	3.964	30	677	79	756	102.113	43.554	145.66
	ZOW Verona	1	4	5.166	634			5.800		5.800	11.500	187	49	236	18	1	4	5			9.35

⁺ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff.

	=KM✓	()	(5	Exhib	ition S	pace Fig	jures	(sq.m.)			Exhibi	tor fig	ures					Visito	r figur	es
Ľ	-KIVI V	(Years)	n (Days	Rented S	pace							Exhibitors	5			Additiona represent			Entries (Explanat	ions see p	. 9)
Fo	or the complete titles see pp. 111	Interval	Duration (Days)	Hal Domestic		Open A		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
	MULTI-INDUSTRY FAIRS 1 Investment and Consumer Goods Fair	'S																			
In	ternationale Handwerksmesse, München	1	7	25.801	3.453			29.254	8.154	37.408	66.000	822	167	989	29	4	1	5	140.428	4.792	145.220
Α	2 Investment Goods Fairs																				
H	ANNOVER MESSE, Hannover	1	5	154.027	68.868	1.080	12	223.987	10.768	234.755	393.900	3.233	3.064	6.297	62				164.693	41.689	206.382
	3 Consumer Goods Fairs																				
Aı	mbiente, Frankfurt/Main	1	5	74.004	109.118			183.122	1.916	185.038	313.800	1.370	3.103	4.473	86	1	4	5	80.769	55.494	136.263
Te	endence, Frankfurt/Main	1	5	42.977	35.459			78.436	3.659	82.095	166.400	882	1.159	2.041	63				38.907	13.210	52.117
	SPECIALIZED FAIRS AND EXHIBITIONS 1 Agriculture; Forestry, Fishery, Viticult		. Hor	ticulture,	Landsca	ping, and	their Ed	quipment													
A	GRITECHNICA, Hannover	2	7	119.206	63.521	1.796	1.148	185.671	3.224	188.895	319.400	1.234	1.074	2.308	45	13	31	44	274.861	80.257	355.118
Ba	den Messe with Badischer Landwirtschafts-Ausstellung, Freiburg	3	9	7.805	402	10.044	42	18.293	1.860	20.153	41.800	412	18	430	7						80.750
IP	M - International trade fair for plants, Essen	1	4	21.550	19.153			40.703	5.056	45.759	108.000	668	661	1.329	38				37.754	13.127	50.881
_	2 Food, Drink and Tobacco, Restaurant		Hote 5	el Trade, (33.923		, and their	Equipn	nent 144.783	2.414	147.197	287 000	857	5.373	6.230	98	117	175	292	55.440	93.909	149.349
	nuga FoodTec, Köln		4	30.066	21.979			52.045	1.975		116.700	631	540	1.171	39	15	24	39	19.592	14.255	33.847
	adische Weinmesse, Offenburg		2	1.138	18			1.156	1.077	2.233	6.100	127	2	129	3	13	24	- 33	3.273	119	3.392
	rinktec, München		6	44.624	39.321			83.945			132.500	591	797	1.388	72	2	2	4	25.188	33.312	58.500
	ı'Vend, Köln		3	4.324	1.178			5.502	542	6.044	16.000	125	65	190	18	2		2	2.971	1.838	4.809
	RUIT LOGISTICA, Berlin		3	7.724	44.088			51.812	482	52.294	88.100	255	2.028	2.283	78				11.554	38.678	50.232
	ÄSTE, Leipzig		4	6.024	154			6.178	1.445	7.623	15.000	252	9	261	8	16		16	12.799	328	13.127
	OGA, Nürnberg		4	15.923	632			16.555	4.238	20.793	37.800	436	39	475	12						31.230
	ogatrends, Karlsruhe		4	4.828	136			4.964	1.368	6.332	12.500	154	8	162	4						11.878
ib	a - World market for baking, Düsseldorf	3	7	33.940	38.323			72.263	857	73.120	123.500	459	620	1.079	55				40.150	41.789	81.939
In	ternational Green Week, Berlin	1	10	34.980	14.470			49.450	9.231	58.681	118.100	1.018	517	1.535	58				385.532	12.334	397.866
IN	ITERNORGA, Hamburg	1	6	43.518	7.627	244		51.389	1.146	52.535	87.500	869	177	1.046	27	21	1	22	97.138	3.315	100.453
In	ter-tabac, Dortmund	1	3	7.415	2.113			9.528	719	10.247	22.700	147	107	254	28		3	3	4.775	1.861	6.636
IS	M - International Sweet and Biscuits Fair, Köln	1	4	15.696	34.748			50.444	340	50.784	110.500	242	1.190	1.432	67	49	59	108	12.750	20.402	33.152
N	ord Gastro & Hotel, Husum	1	2	3.715		15		3.730	100	3.830	7.200	166		166	1				4.214	30	4.244
	aza Culinaria, Freiburg	1	3	4.969	490			5.459	695	6.154	14.500	182	28	210	6						29.209
Pr	oSweets Cologne, Köln	1	4	3.903	3.976			7.879	302	8.181	17.000	141	159	300	28	3	2	5	10.322	9.720	20.042
Pr	oWein, Düsseldorf	1	3	15.521	22.256			37.777	1.629		76.400	798	2.378	3.176	46	60	392	452	25.566	9.601	35.167
SI	ow Food, Stuttgart	1	4	3.918	202			4.120	1.194	5.314	11.700	373	25	398	5				21.110	431	21.541
SÜ	ĴFFA, Stuttgart	1	3	7.501	311			7.812	2.009	9.821	20.600	254	14	268	8	8	2	10	9.324	414	9.738

⁺ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry Visitors Profil Analyses see page 30 ff. Visitor attendance determined by a representative poll in the combination of Int. Handwerks-messe/Garten München. Recurring names were permitted. Visitor attendance determined by a representative poll in the combination of Slow Food/Antiquitäten/Int. Mineralien- und Fossilienbörse. Recurring names were permitted

FKM 🗸	<u></u>	(6	Exhibi	ition S	pace Figu	ures	(sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
FRIVI	(Years)	n (Days	Rented S _I	pace							Exhibitors	5			Additiona represen	ally ted firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hal Domestic		Open Air Domestic For		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota
B3 Textiles, Clothing, Shoes, Leather Goo	ds,	Jew	elry, and t	heir Equ	uipment															
GDS - Intern. shoe fair (Spring), Düsseldorf	1	3	17.821	22.480			40.301	5.854	46.155	95.600	319	464	783	30						27.6
GDS - Intern. shoe fair (Autumn), Düsseldorf	1	3	17.794	20.781			38.575	5.588	44.163	85.000	297	449	746	31				13.386	10.223	23.6
Heimtextil, Frankfurt/Main	1	4	32.445	93.625			126.070	3.598	129.668	232.200	399	2.157	2.556	64	4	12	16	25.506	41.693	67.1
I.L.M. Summer Styles - Int. Leather Goods fair, Offenbach	1	4	7.921	3.424			11.345	800	12.145	18.400	138	81	219	15				4.897	1.106	6.0
I.L.M. Winter Styles - Int. Leather Goods fair, Offenbach	1	3	8.061	3.324			11.385	800	12.185	18.400	135	80	215	14				4.200	920	5.1
IMB, Köln	3	4	9.859	13.480			23.339	852	24.191	68.100	171	304	475	34	4	14	18	8.759	10.012	18.7
inhorgenta Europe, München	1	4	22.284	6.662			28.946	1.314	30.260	64.500	750	411	1.161	45				19.209	8.019	27.2
InNaTex (August), Hofheim - Wallau	1	3	3.228	859			4.087	400	4.487	9.700	149	46	195	15	6	4	10	1.347	177	1.5
InNaTex (January), Hofheim - Wallau	1	3	3.589	928			4.517	400	4.917	9.700	173	51	224	19	4	2	6	1.621	286	1.9
INTERGEM, Idar-Oberstein	1	4	2.325	225			2.550	120	2.670	5.000	153	9	162	7				2.639	549	3.1
Kind + Jugend, Köln	1	4	15.834	27.698			43.532	807	44.339	94.200	167	610	777	41	2	2	4	5.579	12.525	18.
MIDORA, Leipzig	1	3	2.864	148			3.012	370	3.382	10.500	100	10	110	5						2.0
Techtextil with Material Vision, Frankfurt/Main	2	3	10.621	15.476			26.097	910	27.007	53.000	472	776	1.248	45	2		2	13.102	10.800	23.9
JSSIFA - Watches and jewellery, Hamburg	1	3	2.478	112			2.590	64	2.654	3.800	112	6	118	5						2.7
B4 Building, Completion and Extension, a	nd t	their	Equipme	nt																
Asia-Pacific Sourcing, Köln	2	3		5.228			5.228		5.228	31.400		401	401	8				2.238	2.397	4.6
BAU, München	2	6	92.126	19.194			111.320	1.743	113.063	180.000	1.324	452	1.776	43	1		1	174.834	37.201	212.
EXPO REAL , München	1	3	24.153	6.293			30.446	2.242	32.688	64.000	1.259	305	1.564	33	11	2	13	27.431	9.811	37.
FACILITY MANAGEMENT, Frankfurt/Main	1	3	1.829	48			1.877	248	2.125	5.150	104	3	107	3	1		1	3.229	63	3.
Haus + Technik -house building, modernizing, Erfurt	1	3	2.473		186		2.659	27	2.686	6.300	170		170	1						4.
Interlift, Augsburg	2	4	7.092	10.110			17.202	377	17.579	35.600	138	268	406	37				8.775	7.180	15.
ISH, Frankfurt/Main	2	5	102.323	63.338	900	284	166.845	1.777	168.622	254.100	1.042	1.285	2.327	54	9	2	11	142.651	58.144	200.
LBA - Reg. Building trade exhibition, Magdeburg	1	3	1.746		270		2.016	486	2.502	7.750	117		117	1						3.
R + T, Stuttgart	3	5	26.475	33.635			60.110	528	60.638	103.700	262	485	747	39	2	7	9	27.836	25.695	53.
Stone+tec, Nürnberg	2	4	16.548	13.755			30.303		30.303	65.000	297	473	770	44				26.533	7.925	34.
B5 Furnishings, Household Appliances, H	ouse	ewai	re, and the	eir Equi _l	pment															
Blickfang, Stuttgart	1	3	1.203	62			1.265		1.265	3.800	116	29	145	7						13.
DOMOTEX, Hannover	1	4	20.195	66.813			87.008	6.147	93.155	171.600	244	1.132	1.376	63				13.783	21.649	35.
Focus Küche & Bad, Enger/Hiddenhausen	1	7	7.880				7.880		7.880	10.700	78	4	82	5	5	2	7	9.000	1.742	10.
mm cologne - Intern. furnishing show, Köln	1	7	57.235	69.619			126.854	7.714	134.568	245.500	370	578	948	45	34	60	94	70.641	29.827	100.
nterzum, Köln	2	4	25.457	41.273			66.730	3.651	70.381		363	894	1.257	61	42	57	99	18.539	27.806	46.
ZOW - Furniture Components, Bad Salzuflen	_	4	7.582	6.670			14.252	1.145	15.397	32.600	306	262	568	34	37	22	59	12.140	5.141	17.
B6 Health, Body Care, Protection at Work	, an	d th	eir Equipn	nent																
A + A - Safety, security, health at work, Düsseldorf	2	4	25.865	26.562	363	224	53.014	2.627	55.641	101.100	537	1.011	1.548	63				43.196	12.613	55.8

⁺ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff.

	FKM 🗸	·	(5	Exhib	ition S	pace Fi	gures	(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. 111	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
•	BEAUTY INTERNATIONAL, Düsseldorf	1	3	21.250	2.768			24.018	2.950	26.968	61.900	488	97	585	22				47.634	3.366	51.000 *
•	Beautyworld, Frankfurt/Main		4	6.086	2.860			8.946	846	9.792	25.900	181	150	331	29				8.920	2.517	11.437
	DIABETES, Münster	1	3	1.398	39			1.437	572	2.009	4.500	95	3	98	4						6.615
+	EXPOPHARM, Düsseldorf	1	4	20.861	972			21.833	571	22.404	35.000	406	46	452	18	8	1	9			26.881
	Fachdental, Leipzig	1	2	3.353	489			3.842	166	4.008	10.000	146	23	169	12	5	1	6			4.594 *
	FACHDENTAL SÜDWEST, Stuttgart	1	2	3.660	560			4.220	188	4.408	10.500	148	30	178	12	5	1	6	7.060	71	7.131 *
•	IDS - International Dental Show, Köln	2	5	32.723	30.221			62.944	285	63.229	138.000	603	1.121	1.724	53	24	46	70	66.194	39.953	106.147 *
•	MEDICA / COMPAMED, Düsseldorf	1	4	53.864	68.105	68	342	122.379	840	123.219	255.700	1.417	3.428	4.845	62						131.875 *
	Medizin, Stuttgart	1	3	3.113	95			3.208	626	3.834	10.500	169	8	177	5	5	2	7			6.527 *
	Pflegemesse - Hospital and Home Care, Leipzig	2	3	4.366	69			4.435	660	5.095	17.000	240	5	245	3	16		16			13.539 *
•	REHACare International, Düsseldorf	1	4	16.461	5.813			22.274	450	22.724	46.500	462	251	713	31				41.975	6.217	48.192 *
	therapie, Leipzig	2	3	3.348	109			3.457	576	4.033	10.000	187	7	194	4	5		5	10.816	131	10.947 *
•	Top Hair, Düsseldorf	1	2	3.830	527			4.357	3.631	7.988	25.700	105	20	125	11				22.971	1.998	24.969 *
	B7 Environment Protection, Safety, Clear	ning	ı, Cor	nmunal S	ervices,	and their	Equipm	ent													
•	CMS Cleaning.Management.Services, Berlin	2	4	9.934	1.073	172	31	11.210	485	11.695	24.700	259	86	345	24				13.061	1.323	14.384 *
	IPOMEX, Münster	2	3	1.864	115	30		2.009	1.000	3.009	6.200	90	7	97	7				3.992	211	4.203
	TerraTec, Leipzig	2	3	4.281	441			4.722	594	5.316	17.900	237	70	307	14				9.714	754	10.468 *
•	WASSER BERLIN, Berlin	2	5	14.431	2.737	264		17.432	3.071	20.503	46.900	491	171	662	27				19.511	5.000	24.511 *
	B8 Transport, Traffic, Logistics, and their	Equ	ıipm	ent																	
	AERO, Friedrichshafen	1	4	15.257	17.408	4.333	4.038	41.036	2.405	43.441	84.800	351	263	614	26	22	16	38	23.829	12.276	36.105 *
	AIRCRAFT INTERIORS EXPO, Hamburg	1	3	4.605	10.776			15.381		15.381	33.000	186	316	502	25				5.370	2.567	7.937
	AMI - AUTO MOBIL INTERNATIONAL with AMITEC, Leipzig	1	9	26.842	18.768	40		45.650	10.931	56.581	95.300	388	74	462	19	5		5	159.394	18.105	177.499 *
	auto mobil with Kulinaria & Vinum, Dresden	1	3	10.999	80	128		11.207	414	11.621	18.900	175	5	180	3						18.909 *
	Bremen Classic Motorshow, Bremen	1	3	11.155	1.349			12.504	7.830	20.334	30.000	404	44	448	12				32.884	2.249	35.133 *
	LogiMat, Stuttgart	1	3	19.412	2.086	250		21.748	1.655	23.403	52.500	637	79	716	17				14.502	1.159	15.661 *
	Retro Classics, Stuttgart	1	4	18.535	1.418			19.953	23.489	43.442	100.300	478	41	519	12				52.133	2.172	54.305 *
•	transport logistic, München	2	4	33.247	15.138	4.226	1.867	54.478		54.478	99.000	1.049	715	1.764	55				33.219	14.750	47.969 *
	TUNING WORLD BODENSEE, Friedrichshafen	1	4	9.361	1.199	743	63	11.366	21.931	33.297	80.200	181	20	201	9						97.788 *
	B9 Information, Communication, Office,	Ente	ertair	nment Ele	ctronics	, Photo, Fi	ilm, and	l their Equ	iipment												
•	CeBIT, Hannover	1	6	113.864	44.247	1.433	38	159.582	15.537	175.119	298.800	2.089	1.812	3.901	69				308.697	53.624	362.321 *
	e_procure & supply, Nürnberg	1	2	1.989	75			2.064	95	2.159	5.000	108	4	112	2				1.261	80	1.341 *
•	EuroCis, Düsseldorf	1	3	5.175	754			5.929	120	6.049	16.000	173	43	216	18				3.710	1.590	5.300 *
	HIGH END, München	1	4	7.489	2.628			10.117	397	10.514	16.500	150	97	247	27						13.677
	Leipzig Book Fair, Leipzig	1	4	12.430	1.319			13.749	8.637	22.386	67.700	1.589	347	1.936	32	5		5	149.631	3.366	152.997 *
	mailingtage, Nürnberg	1	2	6.269	377			6.646	877	7.523	16.900	379	21	400	9				7.500	650	8.150 *
•	Marketing Services, Frankfurt/Main	1	3	4.143	328			4.471	1.450	5.921	10.000	215	29	244	12				3.907	145	4.052

⁺ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. * nacertained by a representative poll

PostPrint / directexpo, Berlin		Space Figu	ires (sq.m.)				Exhibi	tor fig	ures					Visito	r figur	es
PostPrint / directexpo, Berlin	pace							Exhibitors	i			Additiona represent	lly ed firms		Entries (Explanat	ions see p.	9)
ProLight + Sound, Frankfurt/Main		Open Air Domestic Fo		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign		from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
SHOWTECH, Berlin 2 3 6.981 B10 Education, Setting up a business didacta - die Bildungsmesse, Hannover 1 5 25.454 LEARNTEC, Karlsruhe 1 3 2.147 NewCome, Stuttgart 2 2 2.239 START Bayern, Nürnberg 1 2 1.188 START Essen 1 2 2.112 START Niedersachsen, Hannover 1 2 1.023 B11 Sports, Games, Leisure, and their Equipment ABF, Hannover 1 9 30.942 aktiv+vital - Health and Wellness, Dresden 1 3 1.369 ANIMAL, Stuttgart 1 3 1.808 boot, Düsseldorf 1 9 50.866 CARAVAN, Bremen 1 3 9.269 CARAVAN SALON, Düsseldorf 1 10 60.402 CFT - Camping, Leisure and Tourism, Freiburg 1 9 13.925 CMT - The holiday exhibition, Stuttgart 1 9 44.223 CREATIVA, Dortmund <				1.604	80	1.684	5.500	99	6	105	6						3.50
B10 Education, Setting up a business didacta - die Bildungsmesse, Hannover 1 5 25.454 LEARNTEC, Karlsruhe 1 3 2.147 NewCome, Stuttgart 2 2 2 2.239 START Bayern, Nürnberg 1 2 1.188 START Essen 1 2 2.112 START Niedersachsen, Hannover 1 2 1.023 B11 Sports, Games, Leisure, and their Equipment ABF, Hannover 1 9 30.942 aktiv+vital - Health and Wellness, Dresden 1 3 1.369 ANIMAL, Stuttgart 1 3 1.808 boot, Düsseldorf 1 9 50.866 CARAVAN, Bremen 1 3 9.269 CARAVAN SALON, Düsseldorf 1 10 60.402 CFT - Camping, Leisure and Tourism, Freiburg 1 9 13.925 CMT - The holiday exhibition, Stuttgart 1 9 44.223 CREATIVA, Dortmund 1 5 7.918 Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 3.149 fahrrad Essen, Essen 1 3 3.149 fahrrad Essen, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten , München 1 7 6.037 GOLF EUROPE, München 1 7 6.037	17.994	155	160	31.907	2.150	34.057	64.800	356	491	847	42				20.310	13.321	33.63
didacta - die Bildungsmesse, Hannover 1 5 25.454 LEARNTEC, Karlsruhe 1 3 2.147 NewCome, Stuttgart 2 2 2.239 START Bayern, Nürnberg 1 2 1.188 START Essen 1 2 2.112 START Niedersachsen, Hannover 1 2 1.023 B11 Sports, Games, Leisure, and their Equipment ABF, Hannover 1 2 1.023 B11 Sports, Games, Leisure, and their Equipment ABF, Hannover 1 2 1.023 B11 Sports, Games, Leisure, and their Equipment ABF, Hannover 1 2 1.023 B11 Sports, Games, Leisure, and their Equipment ABF, Hannover 1 3 3.942 Aktiv-vital - Health and Wellness, Dresden 1 3 3.084 Aktiv-vital - Health and Wellness, Dresden 1 3 9.269 CARAVAN, Bremen 1 3 9.269	1.566	15		8.562	987	9.549	18.000	249	70	319	23	14	4	18	5.747	2.062	7.80
LEARNTEC, Karlsruhe 1 3 2.147 NewCome, Stuttgart 2 2 2.239 START Bayern, Nürnberg 1 2 1.188 START Essen 1 2 2.112 START Niedersachsen, Hannover 1 2 1.023 B11 Sports, Games, Leisure, and their Equipment ABF, Hannover 1 9 30.942 aktiv+vital - Health and Wellness, Dresden 1 3 1.369 ANIMAL, Stuttgart 1 3 1.808 boot, Düsseldorf 1 9 50.866 CARAVAN, Bremen 1 3 9.269 CARAVAN SALON, Düsseldorf 1 10 60.402 CFT - Camping, Leisure and Tourism, Freiburg 1 9 13.925 CMT - The holiday exhibition, Stuttgart 1 9 44.223 CREATIVA, Dortmund 1 5 7.918 Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 </td <td></td>																	
NewCome, Stuttgart 2 2 2.239 START Bayern, Nürnberg 1 2 1.188 START Essen 1 2 2.112 START Niedersachsen, Hannover 1 2 1.023 B11 Sports, Games, Leisure, and their Equipment ABF, Hannover 1 9 30.942 aktiv+vital - Health and Wellness, Dresden 1 3 1.369 ANIMAL, Stuttgart 1 3 1.808 boot, Düsseldorf 1 9 50.866 CARAVAN, Bremen 1 3 9.269 CARAVAN SALON, Düsseldorf 1 10 60.402 CFT - Camping, Leisure and Tourism, Freiburg 1 9 13.925 CMT - The holiday exhibition, Stuttgart 1 9 44.223 CREATIVA, Dortmund 1 5 7.918 Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 <t< td=""><td>482</td><td></td><td></td><td>25.936</td><td>4.641</td><td>30.577</td><td>53.600</td><td>642</td><td>32</td><td>674</td><td>13</td><td></td><td></td><td></td><td>72.554</td><td>881</td><td>73.43</td></t<>	482			25.936	4.641	30.577	53.600	642	32	674	13				72.554	881	73.43
START Bayern, Nürnberg 1 2 1.188 START Essen 1 2 2.112 START Niedersachsen, Hannover 1 2 1.023 B11 Sports, Games, Leisure, and their Equipment ABF, Hannover 1 9 30.942 aktiv+vital - Health and Wellness, Dresden 1 3 1.369 ANIMAL, Stuttgart 1 3 1.808 boot, Düsseldorf 1 9 50.866 CARAVAN, Bremen 1 3 9.269 CARAVAN SALON, Düsseldorf 1 10 60.402 CFT - Camping, Leisure and Tourism, Freiburg 1 9 13.925 CMT - The holiday exhibition, Stuttgart 1 9 44.223 CREATIVA, Dortmund 1 5 7.918 Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5	245			2.392	892	3.284	12.500	137	22	159	10				2.368	203	2.57
START Essen 1 2 2.112 START Niedersachsen, Hannover 1 2 1.023 B11 Sports, Games, Leisure, and their Equipment ABF, Hannover 1 9 30.942 aktiv+vital - Health and Wellness, Dresden 1 3 1.369 ANIMAL, Stuttgart 1 3 1.808 boot, Düsseldorf 1 9 50.866 CARAVAN, Bremen 1 3 9.269 CARAVAN SALON, Düsseldorf 1 10 60.402 CFT - Camping, Leisure and Tourism, Freiburg 1 9 13.925 CMT - The holiday exhibition, Stuttgart 1 9 44.223 CREATIVA, Dortmund 1 5 7.918 Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 </td <td>24</td> <td></td> <td></td> <td>2.263</td> <td>165</td> <td>2.428</td> <td>4.900</td> <td>142</td> <td>3</td> <td>145</td> <td>3</td> <td>18</td> <td></td> <td>18</td> <td>4.328</td> <td>88</td> <td>4.41</td>	24			2.263	165	2.428	4.900	142	3	145	3	18		18	4.328	88	4.41
START Niedersachsen, Hannover 1 2 1.023 B11 Sports, Games, Leisure, and their Equipment ABF, Hannover 1 9 30.942 aktiv+vital - Health and Wellness, Dresden 1 3 1.369 ANIMAL, Stuttgart 1 3 1.808 boot, Düsseldorf 1 9 50.866 CARAVAN, Bremen 1 3 9.269 CARAVAN SALON, Düsseldorf 1 10 60.402 CFT - Camping, Leisure and Tourism, Freiburg 1 9 13.925 CMT - The holiday exhibition, Stuttgart 1 9 44.223 CREATIVA, Dortmund 1 5 7.918 Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 3.149 fahrrad.markt.zukunft - bicycles, fitness, tourism,	17			1.205	340	1.545	3.000	81	3	84	3	30		30			1.79
B11 Sports, Games, Leisure, and their Equipment ABF, Hannover 1 9 30.942 aktiv+vital - Health and Wellness, Dresden 1 3 1.369 ANIMAL, Stuttgart 1 3 1.808 boot, Düsseldorf 1 9 50.866 CARAVAN, Bremen 1 3 9.269 CARAVAN SALON, Düsseldorf 1 10 60.402 CFT - Camping, Leisure and Tourism, Freiburg 1 9 13.925 CMT - The holiday exhibition, Stuttgart 1 9 44.223 CREATIVA, Dortmund 1 5 7.918 Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 2.129 Fahrrad Essen, Essen 1 3 3.149 fahrrad,markt.zukunft - bicycles, fitness, tourism, Karlsruh	95			2.207	472	2.679	6.100	149	11	160	9	30		30			3.48
ABF, Hannover 1 9 30.942 aktiv+vital - Health and Wellness, Dresden 1 3 1.369 ANIMAL, Stuttgart 1 3 1.808 boot, Düsseldorf 1 9 50.866 CARAVAN, Bremen 1 3 9.269 CARAVAN SALON, Düsseldorf 1 10 60.402 CFT - Camping, Leisure and Tourism, Freiburg 1 9 13.925 CMT - The holiday exhibition, Stuttgart 1 9 44.223 CREATIVA, Dortmund 1 5 7.918 Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 3.149 fahrrad Essen, Essen 1 3 3.149 fahrrad, markt.zukunft - bicycles, fitness, tourism, Karlsruhe 1 2 1.508 FIBO, Essen 1 4 20.119 FREIZEIT, TOUR	44			1.067	340	1.407	3.500	87	2	89	3	24		24			1.10
ANIMAL, Stuttgart 1 3 1.808 boot, Düsseldorf 1 9 50.866 CARAVAN, Bremen 1 3 9.269 CARAVAN SALON, Düsseldorf 1 10 60.402 CFT - Camping, Leisure and Tourism, Freiburg 1 9 13.925 CMT - The holiday exhibition, Stuttgart 1 9 44.223 CREATIVA, Dortmund 1 5 7.918 Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 2.129 Fahrrad Essen, Essen 1 3 3.149 fahrrad.markt.zukunft - bicycles, fitness, tourism, Karlsruhe 1 2 1.508 FIBO, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten, Mün	909			32.279	7.897	40.176		705	54	759	18						135.0
boot, Düsseldorf 1 9 50.866 CARAVAN, Bremen 1 3 9.269 CARAVAN SALON, Düsseldorf 1 10 60.402 CFT - Camping, Leisure and Tourism, Freiburg 1 9 13.925 CMT - The holiday exhibition, Stuttgart 1 9 44.223 CREATIVA, Dortmund 1 5 7.918 Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 2.129 Fahrrad Essen, Essen 1 3 3.149 fahrrad.markt.zukunft - bicycles, fitness, tourism, Karlsruhe 1 2 1.508 FIBO, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 <t< td=""><td>28</td><td></td><td></td><td>1.397</td><td>5.000</td><td>6.397</td><td>11.000</td><td>171</td><td>5</td><td>176</td><td>4</td><td></td><td></td><td></td><td></td><td></td><td>5.61</td></t<>	28			1.397	5.000	6.397	11.000	171	5	176	4						5.61
CARAVAN, Bremen 1 3 9.269 CARAVAN SALON, Düsseldorf 1 10 60.402 CFT - Camping, Leisure and Tourism, Freiburg 1 9 13.925 CMT - The holiday exhibition, Stuttgart 1 9 44.223 CREATIVA, Dortmund 1 5 7.918 Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 2.129 Fahrrad Essen, Essen 1 3 3.149 fahrrad.markt.zukunft - bicycles, fitness, tourism, Karlsruhe 1 2 1.508 FIBO, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten, München 1 7 6.037	33			1.841	10.097	11.938		103	3	106	3						36.17
CARAVAN SALON, Düsseldorf 1 10 60.402 CFT - Camping, Leisure and Tourism, Freiburg 1 9 13.925 CMT - The holiday exhibition, Stuttgart 1 9 44.223 CREATIVA, Dortmund 1 5 7.918 Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 2.129 Fahrrad Essen, Essen 1 3 3.149 fahrrad.markt.zukunft - bicycles, fitness, tourism, Karlsruhe 1 2 1.508 FIBO, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten, München 1 7 6.037 GOLF EUROPE, München 1 3 2.221	46.141		12	97.207	8.468	105.675		920	689	1.609	57				189.257	41.263	230.52
CFT - Camping, Leisure and Tourism, Freiburg 1 9 13.925 CMT - The holiday exhibition, Stuttgart 1 9 44.223 CREATIVA, Dortmund 1 5 7.918 Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 2.129 Fahrrad Essen, Essen 1 3 3.149 fahrrad.markt.zukunft - bicycles, fitness, tourism, Karlsruhe 1 2 1.508 FIBO, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten, München 1 7 6.037 GOLF EUROPE, München 1 3 2.221	9			9.278	129	9.407	14.800	74	1	75	2						17.78
CMT - The holiday exhibition, Stuttgart 1 9 44.223 CREATIVA, Dortmund 1 5 7.918 Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 2.129 Fahrrad Essen, Essen 1 3 3.149 fahrrad.markt.zukunft - bicycles, fitness, tourism, Karlsruhe 1 2 1.508 FIBO, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten , München 1 7 6.037 GOLF EUROPE, München 1 3 2.221	17.164			78.277	4.799	83.076		465	127	592	21				147.056	15.078	162.13
CREATIVA, Dortmund 1 5 7.918 Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 2.129 Fahrrad Essen, Essen 1 3 3.149 fahrrad.markt.zukunft - bicycles, fitness, tourism, Karlsruhe 1 2 1.508 FIBO, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten , München 1 7 6.037 GOLF EUROPE, München 1 3 2.221	739			17.137	2.552	19.689	30.400	296	41	337	10						48.62
Dresdner Reisemarkt - Travel market, Dresden 1 3 4.092 EQUITANA, Essen 2 9 24.690 EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 2.129 Fahrrad Essen, Essen 1 3 3.149 fahrrad.markt.zukunft - bicycles, fitness, tourism, Karlsruhe 1 2 1.508 FIBO, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten , München 1 7 6.037 GOLF EUROPE, München 1 3 2.221	9.096			53.377	4.481	57.858		1.304	549	1.853	57	45	25	70	202.986	2.050	205.03
EQUITANA, Essen 2 9 24.690 EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 2.129 Fahrrad Essen, Essen 1 3 3.149 fahrrad.markt.zukunft - bicycles, fitness, tourism, Karlsruhe 1 2 1.508 FIBO, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten , München 1 7 6.037 GOLF EUROPE, München 1 3 2.221	974			8.892	2.454	11.346	34.600	384	54	438	9	1	3	4	73.310	1.496	74.80
EUROBIKE, Friedrichshafen 1 4 24.824 f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 2.129 Fahrrad Essen, Essen 1 3 3.149 fahrrad.markt.zukunft - bicycles, fitness, tourism, Karlsruhe 1 2 1.508 FIBO, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten , München 1 7 6.037 GOLF EUROPE, München 1 3 2.221	993			5.151	2.192	7.343	20.000	413	121	534	28	44	20	64			27.92
f.re.e - The new C-B-R, München 1 5 21.756 FAHOBA.kreativ, Dortmund 1 3 2.129 Fahrrad Essen, Essen 1 3 3.149 fahrrad.markt.zukunft - bicycles, fitness, tourism, Karlsruhe 1 2 1.508 FIBO, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten , München 1 7 6.037 GOLF EUROPE, München 1 3 2.221	8.534			33.224	14.140	47.364	95.700	634	227	861	27				153.990	17.110	171.10
FAHOBA.kreativ, Dortmund 1 3 2.129 Fahrrad Essen, Essen 1 3 3.149 fahrrad.markt.zukunft - bicycles, fitness, tourism, Karlsruhe 1 2 1.508 FIBO, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten , München 1 7 6.037 GOLF EUROPE, München 1 3 2.221	25.932			53.160	6.824	59.984	98.300	326	689	1.015	42	5	74	79	42.783	23.240	66.02
Fahrrad Essen, Essen 1 3 3.149 fahrrad.markt.zukunft - bicycles, fitness, tourism, Karlsruhe 1 2 1.508 FIBO, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten , München 1 7 6.037 GOLF EUROPE, München 1 3 2.221	7.255			29.231	11.396	40.627	76.700	1.032	605	1.637	64	123	123	246	95.523	1.949	97.47
fahrrad.markt.zukunft - bicycles, fitness, tourism, Karlsruhe 1 2 1.508 FIBO, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten , München 1 7 6.037 GOLF EUROPE, München 1 3 2.221	184			2.313	100	2.413	7.850	44	6	50	4		2	2	1.968	59	2.02
FIBO, Essen 1 4 20.119 FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten , München 1 7 6.037 GOLF EUROPE, München 1 3 2.221	97			3.246	1.315	4.561	8.500	132	4	136	3				34.998	211	35.20
FREIZEIT, TOURISTIK + GARTEN, Nürnberg 1 9 18.990 FSB / aquanale, Köln 2 3 16.624 Garten , München 1 7 6.037 GOLF EUROPE, München 1 3 2.221	44.070			1.508	682	2.190	5.000	71	10	81	7				42.000	7.570	6.50
FSB / aquanale, Köln 2 3 16.624 Garten , München 1 7 6.037 GOLF EUROPE, München 1 3 2.221	11.270			31.389	3.669	35.058	74.600	315	221	536	30				42.909	7.572	50.48
Garten , München 1 7 6.037 GOLF EUROPE, München 1 3 2.221	1.636			20.626	5.125	25.751		452	90	542	13		22		42.00	44.655	106.60
GOLF EUROPE, München 1 3 2.221				33.062	1.859	34.921	98.000	341	418	759	44	52	32	84		11.162	24.56
	685			6.722	1.070		18.600	152	17	169	7	8	4	12	112.549	2.063	114.61
nangarneit & hobby Koln 1 3 4 562	3.333			5.554	91		11.100	92	126	218	26				1.907	2.056	3.96
•	2.974		076	7.536	983		19.000	97	114	211	24	1		1	6.543	2.432	8.97
hanseboot, Hamburg 1 9 19.656	6.988		976	29.443	2.771	32.214		549	107	656	23				83.486	4.487	87.97
HAUS + GARTEN, Essen 1 5 5.082 hobby + elektronik, Stuttgart 1 4 2.943	103 12			5.185 2.955	4.041 1.268		28.100 11.000	289 72	7 1	296 73	5 2						48.92 54.25

[•] Recognized by UFI — The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. * Visitor attendance determined by a representative poll in the combination of ANIMAL/PFERD. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of REISE/CAMPING/Fahrrad Essen. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Recurring names were permitted * Suscertained by a representative poll in the combination of Int. Handwerksmesse/Garten München. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Int. Handwerksmesse/Garten München. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Int. Handwerksmesse/Garten München. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Int. Handwerksmesse/Garten München. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Int. Handwerksmesse/Garten München. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Int. Handwerksmesse/Garten München. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Int. Handwerksmesse/Garten München. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Int. Handwerksmesse/Garten München. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Int. Handwerksmesse/Garten München. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Int. Handwerksmesse/Garten München. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Int. Handwe

FKM 🗸	_	•	Exhib	ition S	pace Fi	gures	(sq.m.)			Exhib	itor fig	ures					Visito	r figur	es
FRIVI	(Years)	n (Days	Rented S	pace							Exhibitor	s			Addition represent	ally ited firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 111	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
IMA - Amusement and vending maschine, Düsseldorf	1	4	11.014	1.312			12.326	603	12.929	21.500	147	38	185	13		10	10	7.122	1.140	8.262
INTERBOOT, Friedrichshafen	1	9	16.832	7.183	2.798	1.093	27.906	1.933	29.839	66.000	389	123	512	16	22	113	135			93.800
INTERMODELLBAU, Dortmund	1	5	7.578	689			8.267	15.520	23.787	54.100	367	44	411	17	4	3	7	65.246	13.936	79.182
Int. Mineral and Fossil Exchange, Stuttgart	1	3	1.418	183			1.601	257	1.858	10.500	184	34	218	17						13.471
International Pedigree show, Erfurt	1	2	1.092	43	278		1.413	11.271	12.684	28.000	66	4	70	5						16.132
ispo - winter, München	1	4	21.718	66.143			87.861	9.195	97.056	178.000	275	1.499	1.774	49				20.240	38.325	58.565
ITB - Travel trade show, Berlin	1	5	29.424	59.399	330		89.153		89.153	154.400	1.704	5.573	7.277	180	589	3.865	4.454	104.739	30.933	135.672
IWA & OutdoorClassics, Nürnberg	1	4	12.445	21.811			34.256	563	34.819	62.000	290	839	1.129	53				13.222	18.902	32.124
JAGD & HUND - Hunting Fishing, Dortmund	1	6	9.993	2.647			12.640	8.858	21.498	44.400	380	166	546	33				62.595	9.188	71.783
Hunting, Fishing, Riding/Forestry and Wood, Dresden	1	3	1.803	101	2.357	36	4.297	5.215	9.512	23.700	267	12	279	7		1	1			20.062
Jagen und Fischen, München	2	5	6.042	924			6.966	4.653	11.619	27.500	237	60	297	15						35.320
Kreativ- & Bastelwelt, Stuttgart	1	4	2.589	100			2.689	1.116	3.805	10.500	125	7	132	5						30.769
MAGDEBOOT, Magdeburg	1	3	2.778	30	613		3.421		3.421	8.000	113	1	114	2						7.167
MODELLBAU SÜD, Stuttgart	1	4	1.329	88			1.417	4.067	5.484	11.600	81	9	90	6						40.000
modell-hobby-spiel, Leipzig	1	3	9.790	469			10.259	24.972	35.231	83.200	433	35	468	10	6	1	7	96.521	2.780	99.301
Musikmesse, Frankfurt/Main	1		18.816	26.304	616		45.736	1.700		102.800	584	957	1.541	51		4	4	54.006	24.841	78.847
OutDoor, Friedrichshafen	1	4	11.877	23.762	614	524	36.777	12.829	49.606	84.500	195	617	812	38	5	36	41	9.349	10.291	19.640
outdoor / bike.market.future, Bremen		2	2.244		-		2.244	5.956	8.200	15.600	148	9	157	6				10.894	79	10.973
Pferd, Stuttgart		3	2.931	141			3.072	4.139	7.211	20.900	105	8	113	7						26.084
Pferd & Jagd -Equestrian sport, hunting, fishing, Hannover	1	4	17.744	1.480			19.224	3.622	22.846	77.900	627	65	692	19						82.646
REISE/CAMPING, Essen	1		21.822	1.842			23.664	700	24.364	60.000	432	115	547	22				84.442	510	84.952
Reiselust, Bremen		3	2.657	310			2.967	386	3.353	9.300	218	43	261	12				14.274	217	14.491
Reisen & Caravan, Erfurt		4	4.973	359			5.332	600	5.932	14.000	138	18	156	12	52	28	80			31.122
REISEN HAMBURG, Hamburg		5	18.041	3.123	34		21.198	2.318	23.516		642	264	906	66	26	7	33	71.489	795	72.284
Riding - hunting - fishing, Erfurt		3	3.545	272	433		4.250	2.986	7.236		168	15	183	9				711100		23.174
Spielwarenmesse - International Toy Fair, Nürnberg	1		50.914	53.445	.55		104.359	2.550	104.359		876	1.813	2.689	59				37.358	38.051	75.409
spoga, Köln		3	18.625	54.350			72.975	2.226		160.000	279	1.068	1.347	47	8	26	34	10.406	14.699	25.105
Süddeutsche Spielmesse, Stuttgart		4	2.005	89			2.094	2.918	5.012		75	5	80	5			J.			40.251
Touristik & Caravaning International, Leipzig		5	20.198	2.696			22.894	5.872	28.766		699	253	952	43	64	26	90	69.178	2.628	71.806
TourNatur, Düsseldorf		3	3,464	483			3.947	1.568	5.515	14.600	194	75	269	14	0.1			40.554	576	41.130
West German Mineral Days, Dortmund		2	1.068	237			1.305	801	2.106	11.300	162	42	204	16				10.554	5.5	8.927
B12 Electrical Engineering and Electronic			1.000	237			1.505	001	2.100	11.500	102		204	10						0.327
ELEKTROTECHNIK - Electrical engineering, Dortmund	2	4	13.864	316			14.180	1.680	15.860	42.000	377	11	388	9	17		17	22.633	485	23.118
ELTEC, Nürnberg	2	3	9.393	69			9.462	800	10.262	17.800	214	5	219	4				11.658	118	11.776
eltefa, Stuttgart	2	3	19.963	370	21		20.354	863	21.217	42.000	397	15	412	10	31	6	37	24.007	243	24.250
embedded world,Nürnberg	1	3	11.976	3.778			15.754		15.754	30.000	431	273	704	31				12.218	3.638	15.856
PCIM, Nürnberg	1	3	3.348	2.006			5.354	404	5.758	10.700	135	122	257	22	14	59	73	3.938	2.195	6.133
Productronica, München	2	4	25.045	10.884			35.929	426	36.355	77.000	668	438	1.106	36	6	14	20	17.641	10.938	28.579

[•] Recognized by UFI — The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Slow Food/Antiquitäten/Int. Mineralien- und Fossilienbörse. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Slow Food/Antiquitäten/Int. Mineralien- und Fossilienbörse. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Slow Food/Antiquitäten/Int. Mineralien- und Fossilienbörse. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Slow Food/Antiquitäten/Int. Mineralien- und Fossilienbörse. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Slow Food/Antiquitäten/Int. Mineralien- und Fossilienbörse. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Slow Food/Antiquitäten/Int. Mineralien- und Fossilienbörse. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Slow Food/Antiquitäten/Int. Mineralien- und Fossilienbörse. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Slow Food/Antiquitäten/Int. Mineralien- und Foosilienbörse. Recurring names were permitted * Visitor attendance determined by a representative poll in the combination of Slow Food/Antiquitäten/Int. Mineralien- und Foosilienbörse.

EKM			Exhibi	ition S	pace Fi	gures	(sq.m.))			Exhibi	tor fig	ures					Visito	r figur	es
FRIVI	Interval (Years)	n (Days	Rented Sp	pace							Exhibitors	i			Additiona represent	illy ed firms		Entries (Explanat	tions see p.	. 9)
For the complete titles see pp. 111	Interva	Duration (Days)	Hall Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota
SMT / HYBRID / PACKAGING, Nürnberg	1	3	11.000	1.907			12.907	376	13.283	26.500	412	138	550	22	4	33	37	16.151	5.102	21.25
SPS/IPC/DRIVES, Nürnberg	1	3	46.193	5.838			52.031	324	52.355	89.000	973	265	1.238	30	107	76	183	41.040	7.555	48.5
B13 Metal-Working, Automation, Measuri	ing,	, Qua	ality Assu	rance																
Composites Europe, Stuttgart	1		3.918	1.582			5.500	775	6.275	13.100	197	97	294	25	10	6	16	4.800	1.651	6.4
Hannover Messe: Digital Factory, Hannover	1		3.661	212			3.873		3.873	7.200	170	13	183	12				25.367	6.622	31.9
•	1		51.760	9.186	617		61.563	9.084	70.647		752	341	1.093	32				78.570	24.002	102.5
Hannover Messe: MicroNanoTec, Hannover	1		1.489	288			1.777		1.777	3.200	85	45	130	12				27.347	5.881	33.2
Hannover Messe: Power Plant Technology, Hannover	1		1.019	522			1.541		1.541	3.400	32	15	47	10				21.976	10.013	31.9
SCHWEISSEN & SCHNEIDEN, Essen	4		27.594	20.018	30		47.642	530	48.172	89.500	450	566	1.016	42				30.856	21.799	52.6
SENSOR + TEST, Nürnberg	1		6.371	1.552			7.923	2.202	10.125	18.300	391	146	537	26				5.543	1.473	7.0
B14 Plastic and Wood Processing																				
KMO - Plastic Processing Fair, Bad Salzuflen	1		3.552	448			4.000		4.000	5.500	80	10	90	6						3.9
LIGNA, Hannover	2	5	53.334	51.916	8.248	3.434	116.932	13.058	129.990	228.600	841	916	1.757	49				52.454	27.263	79.7
B15 Power Supply Industry																				
CEP CLEAN ENERGY POWER, Stuttgart	1	3	3.554	365	20		3.939	166	4.105	10.500	179	16	195	6				8.677	623	9.3
DENEX, Wiesbaden	1	2	759	108	101		968		968	2.200	61	5	66	5						1.0
EnergieSparTage, Hannover	1	3	843	18	257		1.118	796	1.914	3.950	68	1	69	2						1.9
enertec, Leipzig	2	3	3.562	267			3.829	664	4.493	15.000	202	35	237	11				10.372	569	10.9
E-world energy & water, Essen	1	3	13.517	2.948			16.465	562	17.027	32.800	370	105	475	20				12.863	1.704	14.5
Hannover Messe: Energy, Hannover	1	5	24.463	11.175	204	12	35.854		35.854	55.500	419	500	919	41				76.983	21.461	98.4
Hannover Messe: Wind, Hannover	2	5	5.776	1.012	107		6.895		6.895	14.000	112	43	155	15				46.608	11.798	58.4
Intersolar, München	1	3	34.013	22.481	1.184	374	58.052	1.064	59.116	104.000	714	711	1.425	40				35.764	22.865	58.6
new energy husum, Husum	1	4	3.156	68	175	98	3.497	765	4.262	7.350	144	4	148	4				14.699	715	15.4
RENEXPO, Augsburg	1	4	4.818	942	871	67	6.698	485	7.183	19.500	299	55	354	13	3		3	10.391	593	10.9
B16 Other Investment Goods Industries																				
BIOTECHNICA, Hannover	1	3	9.022	2.118			11.140	2.136	13.276	29.900	452	185	637	27				8.965	1.968	10.9
ceramitec, München	3		11.410	8.477			19.887		19.887	40.000	319	337	656	35				6.259	8.342	14.6
European Coatings SHOW, Nürnberg	2	3	15.368	12.123			27.491	268	27.759	52.600	346	460	806	42				8.601	11.155	19.7
FachPack/PrintPack/LogIntern, Nürnberg	1	3	40.668	6.754			47.422	675	48.097	89.000	1.076	262	1.338	33				28.260	5.586	33.8
FMB -Supplier show for the Machinery Industry, Bad Salzuflen	1		5.617	219			5.836	310	6.146	13.500	369	25	394	7	18		18	5.276	74	5.3
Hannover Messe: ComVac, Hannover	2	5	4.886	4.516	56		9.458	86	9.544	18.900	50	104	154	23				18.605	6.986	25.5
Hannover Messe: MDA - Motion, Drive & Automation, Hannover	2	5	20.684	23.062	96		43.842	70	43.912	81.500	373	891	1.264	37				55.215	19.908	75.
Hannover Messe: Research & Technology, Hannover	1	5	7.740	1.379			9.119	168	9.287	15.500	330	86	416	21				33.429	9.705	43.
Hannover Messe: Subcontracting, Hannover		5	14.798	14.281			29.079	1.360	30.439	50.600	616	890	1.506	48				34.629	13.871	48.5
Hannover Messe: Surface Technology, Hannover		-	7.615	932			8.547		0.547	14.500	212	54	266	20				33.056	8.840	41.8

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

	FKM 🗸	(5	(s	Exhib	ition S	pace Fig	gures	(sq.m.))			Exhibi	itor fig	ures					Visito	r figure	es
	FRIVI	l (Years	n (Days	Rented S	pace							Exhibitors	S			Addition represen	ally ited firms		Entries (Explanat	ions see p.	9)
	For the complete titles see pp. 111	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
+	INTERGEO, Karlsruhe	1	3	8.719	2.911	63	15	11.708		11.708	25.000	334	144	478	30				11.925	3.363	15.288 *
•	LASER,München		4	12.560	6.382			18.942	1.770	20.712	42.000	447	587	1.034	36	22	41	63	12.485	12.880	25.365 *
	MAINTAIN, München	1	3	4.296	223			4.519	247	4.766	9.600	207	19	226	9	2		2	2.844	434	3.278
	Rapid.Tech, Erfurt	1	2	603	60			663	70	733	2.750	55	4	59	4				946	38	984 *
	RESALE, Karlsruhe	1	3	4.873	2.595	2.502	381	10.351		10.351	25.100	278	178	456	28				3.199	5.947	9.146 *
	SIT - Saxon fair for Industry and Technology, Chemnitz	1	3	1.453				1.453	945	2.398	6.000	154		154	1	6		6			2.571
	VISION, Stuttgart	1	3	4.601	2.405			7.006	454	7.460	21.000	169	123	292	28	5	6	11	3.820	1.881	5.701 *
	Z - Subcontracting fair, Leipzig	2	4	4.410	1.621			6.031	72	6.103	14.000	336	164	500	24	6		6	9.746	291	10.037 *
	B17 Other Consumer Goods and Service	Indu	ıstrie	es																	
	BioFach / Vivaness, Nürnberg	1	4	23.944	24.225			48.169	2.632	50.801	102.100	937	1.796	2.733	92				28.905	17.866	46.771 *
	CADEAUX - February, Leipzig	1	3	8.761	447			9.208	672	9.880	25.600	299	16	315	11	2		2			7.239
	CADEAUX - September/Comfortex, Leipzig	1	3	12.331	642			12.973	1.416	14.389	36.400	447	35	482	16	2		2	10.810	154	10.964 *
	Christmasworld, Frankfurt/Main	1	5	22.751	29.257			52.008	1.420	53.428	87.500	277	686	963	36				14.323	16.043	30.366 *
	DKM - Finance and Insurance, Dortmund	1	3	9.454	305			9.759		9.759	23.200	344	17	361	7				13.237	244	13.481
	InterKarneval, Köln	1	3	1.644	229			1.873	16.260	18.133	23.100	87	9	96	6						12.015
	Invest, Stuttgart	1	3	4.176	940			5.116	1.566	6.682	20.900	141	54	195	13	1		1	13.874	429	14.303 *
	Karlsruhe Wedding days, Karlsruhe	1	2	2.020	26	14		2.060	540	2.600	7.450	159	3	162	3				4.246	82	4.328 *
	Kulturbörse, Freiburg	1	3	2.164	187			2.351	5.000	7.351	12.600	310	39	349	11						3.077
	Moderner Staat, Berlin	1	2	3.071	105			3.176	1.125	4.301	7.900	178	3	181	4	15		15	3.923	64	3.987 *
•	Paperworld, Frankfurt/Main	1		25.120	43.164			68.284	1.918	70.202	137.900	447	1.582	2.029	61				19.470	22.356	41.826 *
	Promotion World, Hannover	_	5	3.300	163			3.463	40	3.503	7.300	128	12	140	10				16.964	3.674	20.638 *
	PSI Messe, Düsseldorf		3	21.572	19.290			40.862	548	41.410	68.600	501	434	935	30		8	8	7.655	11.271	18.926 *
+•	viscom düsseldorf, Düsseldorf	1		5.914	2.827			8.741	1.499	10.240	20.500	197	112	309	24				8.856	2.173	11.029 *
	Werkstätten, Nürnberg	1	4	5.528	205			5.733	110	5.843	13.000	203	20	223	9						15.124
	B18 Arts and Antiques																				
	Antiquitäten, Stuttgart	1	3	1.877	181			2.058	503	2.561	8.000	141	15	156	10				7.444	310	7.754 ²⁾
	Art Forum, Berlin	1	4	2.978	3.130			6.108	90	6.198	13.100	81	84	165	19						12.742 *
	EXPONATEC COLOGNE, Köln	2	4	2.396	572			2.968	332	3.300	8.800	159	33	192	16	20	22	42			4.212
	Antiques exhibition, Münster	1	5	1.702	130			1.832	100	1.932	6.100	67	6	73	5						7.390
	C GENERAL CONSUMER EXHIBITIONS																				
	afa Augsburg Spring Exhibition, Augsburg	1	9	14.683	743	1.215		16.641	3.209	19.850	40.800	442	21	463	6						87.516 *
	Allgäuer Festwoche, Kempten	1	10	5.514	242	7.973	89	13.818	782	14.600	25.000	344	17	361	5						100.494 *
	Boulevard.DORTMUNDER HERBST, Dortmund	1	9	12.132	840			12.972	3.136	16.108	38.600	483	24	507	11				75.387	379	75.766 *
	CONSUMENTA, Nürnberg	1	9	23.816	1.864			25.680	13.478	39.158	75.900	840	67	907	16						141.186
	Dresdner Ostern - Garden, pet, handicraft, Dresden	1	4	3.774	238	246	4	4.262	6.958	11.220		258	11	269	5						47.203
	DU UND DEINE WELT, Hamburg	1	9	12.648	1.838			14.486	9.431	23.917	45.200	443	57	500	25	3		3	95.926	969	96.895 *

⁺ 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 Slow Food/Antiquitäten/Int. Mineralien- und Fossilienbörse. Recurring names were permitted

			Exhib	ition S	pace Fig	gures	(sq.m.)			Exhibi	tor figu	ires					Visito	r figur	es
FKM V	(Years)	n (Days)	Rented S	pace							Exhibitors	i			Additiona represent	illy ed firms		Entries (Explanat	ions see p.	9)
or the complete titles see pp. 111	Interval (Years)	Duration (Days)	Hal Domestic		Open . Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign		from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
milie + Heim / Int. Mineral and Fossil Exchange, Stuttgart	1	10	12.228	747			12.975	4.337	17.312	43.000	491	65	556	20						61.18
aus-Garten-Freizeit/mitteldeutsche handwerks- esse/ImmobilienMesse/Beach & Boat, Leipzig	1	9	23.864	2.267			26.131	7.301	33.432	81.700	1.059	80	1.139	14	7		7			171.53
EIM + HANDWERK / Food & Life, München	1	5	23.206	4.125			27.331	3.728	31.059	63.100	800	170	970	25	6	8	14	114.742	1.747	116.48
O - Trade fair for consumer goods, Friedrichshafen	1	5	16.210	1.290	242	45	17.787	12.600	30.387	64.100	529	66	595	8	71	16	87			60.21
nport Shop, Berlin	1	5	3.096	2.800			5.896	237	6.133	18.900	252	261	513	55				39.665	1.017	40.68
fa - Information and sales exh., Hannover	1	9	25.058	2.197	401		27.656	7.131	34.787	91.000	1.038	96	1.134	29						192.13
venta/Giardina, Karlsruhe	1	4	12.084	431			12.515	413	12.928	25.700	398	15	413	5						31.23
ainfranken-Messe, Würzburg	2	9	12.357	339	3.939	79	16.714	3.713	20.427	37.300	533	22	555	10						101.8
ANNHEIMER MAIMARKT, Mannheim	1	11	33.800	1.986	32.230	174	68.190	5.941		178.800	1.347	75	1.422	18						342.9
esse Wächtersbach, Wächtersbach		9	5.905	329	5.690	25	11.949	4.827	16.776		383	18	401	13						62.0
ODE-HEIM-HANDWERK, Essen		9	11.520	744			12.264	4.617	16.881	49.300	624	21	645	11				135.608	272	135.8
iederbayern-Schau, Landshut		9	10.261	505	6.977		17.743	3.660	21.403		465	24	489	5	49	4	53			101.7
berfranken-Ausstellung Coburg		9	3.513	351	1.761	18	5.643	1.514		11.400	202	8	210	4	5		5			40.18
berfranken-Ausstellung Hof		9	5.270	139	1.881	109	7.399	1.421	8.820	13.600	247	11	258	7	6		6			40.1
BERRHEIN-MESSE, Offenburg		9	9.986	906	10.647	38	21.577	3.853	25.430	54.400	478	32	510	10	21	2	23	62.462	7.250	69.7
fferta, Karlsruhe		9	23.282	1.189	1.500		25.971	2.447	28.418		783	41	824	10	6		6			130.4
EGIO, Lörrach		10	7.392	557	2.112	125	10.186	3.890	14.076		391	25	416	7	111	21	132	59.118	12.280	71.3
neinland-Pfalz-Ausstellung, Mainz		9	12.487	569	2.227		15.283	2.276	17.559		722	15	737	7	20	42				79.8
idwest Messe, Villingen-Schwenningen		9	13.707	578	17.776	72	32.133	2.095		58.000	694	27	721	10	39	13	52			106.6
üringen-Ausstellung, Erfurt	1	9	9.181	249			9.430	3.000	12.430	23.000	564	10	574	5	4		4			64.1

⁺ Events with changing venues Recognized by UFI — The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 30 ff. 1) Visitor attendance determined 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 more than 100 km up to 300 km over 300 km	5 1 -
Total Germany Baden- North Rhine-	100
Württemberg - Westphalia	
Bavaria 100 Rhineland-	
Berlin - Palatinate	-
Brandenburg - Saarland	-
Bremen - Saxony Hamburg - Saxony-Anha	lt -
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	-
Position in the company/organisation	
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	1
Senior department head, other employ	
with managerial responsibility	1
Department head, group head	3
Other salaried staff, public service Skilled worker	38 11
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	1
Student	4
Housewife/man	7
Old-age pensioner	20
Frequency of visits to trade fair	%
2006 2005	61
2005	63 61
2004	55
Earlier events	55
First visit	11

Additional data private visitors

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

interlift ---- Augsburg

Basic data trade visitors

Total number of visitors	15 955
Proportion of trade visitors	99%
Region of residence	%
up to 50 km 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	16
over 300 km	65
Total Germany	45
Baden- North Rhine- Württemberg 24 Westphalia	9
Bavaria 41 Rhineland-	-
Berlin 6 Palatinate	2
Brandenburg 1 Saarland	
Bremen - Saxony Hamburg 3 Saxony-Anhalt	1
Hesse 6 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 2	1
Total Foreign	55
of which EU	57
Rest of Europe	16
Middle East South-, East-, Central Asia	8
Other	11
The five countries with the highest	
visitor shares	%
Switzerland	13
Italy Netherlands	8
Great Britain	
France	7
Position in the company/organization	%
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member.	16
Managing director, board member, head of an authority etc. Senior department head, other employed	. 14
with managerial responsibility	3
Department head, group head	11
Other salaried staff/public service	43
Skilled worker Lecturer, teacher, scientific assistant	9
Trainee	1 1
Other position	1
Student Other not gainfully employed	2
Frequency of visits to trade fair	%
2007	50
2005	36
2003 2001	26
Earlier events	22 17
First visit	42

First visit

Additional data trade visitors

Economic sector	(
Elevator construction	4
Elevator assembly/installation	2
Elevator technology, accessories Maintenance/ servicing	1
Mechanical engineering	
Electrical engineering industrie	
Trade	
Public authority/administration	
Metalworking and processing Electrical trade, electrical installation	
Architects, planning professions	
Other service sectors	
Other	
Influence on purchasing/	
procurement decisions Decisively	2
Collectively	2
In an advisory capacity	2
No Student	2
Other not gainfully employed	
Area of responsibility Management	2
Research/development/design	1
Planning/work preparation	1
Manufacture/production	1
Production, quality control Buying/procurement	
Finance/accounting, controlling	
Information, communication technolo	
Administration/organization/personne social welfare/training	/
Marketing/sales/advertising/PR	1
Storage/material management/logistic	
transport	
Maintenance/repairs Other area	1
Student	
Other not gainfully employed	
Size of company/organization:	
Number of employees:	
	999
5- 9 14 1 000- 9 10- 49 21 10 000 and m	999 1
50- 99 14 Stud	
100-199 9 other not gain	
200-499 7 emplo	yed
Length of stay	(
1. Length of stay (days):	
one 58 three 6	
two 30 four 6	
2. Average length of stay	1,6 day s:
	rs:

Conducted by: Messe- und Congressberatung Dirr, Hamburg





RENEXPO[®] ---- Augsburg

Basic data trade visitors

Total number of visitors	10 984
Proportion of trade visitors	66%
Region of residence	9/
up to 50 km more than 50 km up to 100 km	39
more than 100 km up to 300 km over 300 km	2:
over 300 km	1.
Total Germany Baden- North Rhine-	92
Württemberg 10 Westphalia Bavaria 82 Rhineland-	
Berlin 1 Palatinate	
Brandenburg - Saarland	
Bremen - Saxony Hamburg - Saxony-Anhalt	
Hesse 2 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony 1	
Total Foreign	
of which EU	
of which EU Other	
of which EU Other Position in the company/organization	7 2 9
of which EU Other Position in the company/organization	2
of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member.	9,
of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9,3
of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility	9 3
of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head	9 3 3
of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	2 9 3
of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	9, 3 e 1
of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9, 3 e 1
of which EU	9, 3 e 1
of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	99 3 3 1
of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	2 9 3 1 1
of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	2 9 3 3 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/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	2 % 3 % 4 % 4 % 4 % 4 % 4 % 4 % 4 % 4 % 4
of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2007	9,3

Basic data private visitors

Proportion of private visitors	34%
Region of residence	%
up to 50 km	64
more than 50 km up to 100 km	22
more than 100 km up to 300 km	12
over 300 km	2
Total Germany Baden- Württemberg 4 Westphalia Bavaria 95 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse - Sakony-Holstein West Pommerania Lower Saxony - Thuringia	99 - - - - - -
Total Foreign	1
of which EU	67
Other	33
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	% 15 2 1 7 25 18 2 2 2 4 4 4
Frequency of visits to trade fair	%
2008	19
2007	20
2006	15
Earlier events	11
First visit	55

Basic data all visitors

Region of residence	
Region of residence	%
up to 50 km	47
more than 50 km up to 100 km	23
more than 100 km up to 300 km over 300 km	20 9
OVEL 300 KIII	9
Total Germany	95
Baden- North Rhine-	
Württemberg 8 Westphalia	1
Bavaria 86 Rhineland- Berlin 1 Palatinate	1
Brandenburg - Saarland	
Bremen - Saxony	1
Hamburg - Saxony-Anhalt	-
Hesse 1 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	1
Lower Saxony 1	
Total Fausium	
Total Foreign of which EU	5 74
Other	26
Position in the companylorganization Entrepreneur, partner, self-employed Managing director, board member, head of an authority 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	% 30 4 2 9 18 11 3 2 3 10 1 6 2

Additional data trade visitors

Student 12 Other not gainfully employed 3 Influence on purchasing/ procurement decisions 9/ Decisively 32 Collectively 16 No 17 Student 17 Other not gainfully employed 3 Area of responsibility 9/ Management 34 Research/development/design 3	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	%7 111 133 8 2 10 8 15 3 8
procurement 'decisions' Decisively Decisively 32. Collectively 1 an advisory capacity No 11. 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/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area 15 Student 15 Student 16 17 18 18 18 18 18 18 18 18 18 18 18 18 18	Student	12
Decisively Collectively Lan and visory 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/organization/personnel/ social welfare/fraining Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student 12		%
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/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area 15 Student 17	Decisively	32
No Student 1. Student 1. Other not gainfully employed 1. Area of responsibility 9, Management 3, Research/development/design 1. Planning/work preparation 1. Manufacture/production 9. Production, quality control Buying/procurement 1. Finance/accounting, controlling 1. Information, communication technology (EDP) 3. Administration/organization/personnel/social welfare/training 1. Marketing/sales/advertising/PR 1. Storage/material management/logistics/transport 1. Maintenance/repairs 1. Student 1.		16
Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Anufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area 15 Student	No	
Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area 15tudent 15tudent		14
Research/development/design Planning/work preparation Planning/work preparation Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area 15 Student 16		%
Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area 15 Student 15		
Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area 1 Student 1	Planning/work preparation	14
Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area 1 Student 1		
Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area 1 Student 1	Buying/procurement	- 1
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area 1 Student 1	Finance/accounting, controlling	4
social welfare/training Marketing/sales/advertising/PR 15 Storage/material management/logistics/ transport Maintenance/repairs Other area 1 Student 1	Administration/organization/personnel/) :
Storage/material management/logistics/ transport Maintenance/repairs Other area 1 Student 1	social welfare/training	
transport Maintenance/repairs Other area 1 Student 1		15
Other area 1: Student 1:		
Student 12	Maintenance/repairs	
Other not gainfully employed		
Size of company/organization:	Number of employees:	0/

Number of	employ	ees:	%
1- 4	37 ^	500 - 999	3
5- 9	9	1 000 - 9 999	7
10- 49	11	10 000 and more	3
50- 99	6	Student	12
100-199	5	other not gainfully	
200-499	5	employed	3

Length of 1. Length o	stay f stay (d	days):			%
one	87	three	1		
two	11	four	1		
2. Average	length o	of stay			1,2 days
3. Share of 1st day 2nd day	visitors 34 36	on the ev 3rd day 4th day	vent's 24 23	days:	%

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	% 4 13 16 28 22 13
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 7 9 12 16 18 14 13
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 7 31 16 25 21
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 14 48 38
Follow-up business Intend to buy at later date yes no maybe	% 52 13 35

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

KMO ---- Bad Salzuflen

Basic data trade visitors

Total number of visitors	3 914
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	% 36 23 32 9
Total Germany Baden- Württemberg 3 Westphalia Bavaria 3 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 16	97 68
Total Foreign	3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 27 17
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	8 17 29 1 1
Frequency of visits to trade fair 2008 2006 2005 Earlier events First visit	% 40 36 33 29 43

Additional data trade visitors

Economic sector Plastics processor Plastics user Toolmaking Mechanical engineering Science/development Electrical industry/electrical engineering Trade/services Automobile industry or its supplying firms Chemical industry Other	% 41 10 16 17 2 4 10 3 2 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No	% 40 25 25 10
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	% 344 266 122 200 4 155 3 3 21
Size of company/organization: Number of employees: 1 - 9	% 13 5 5
Length of stay 1. Length of stay (days): one 88 three 2 two 8 four 2 2. Average length of stay 1,2	% davs

ZOW ---- Bad Salzuflen

Basic data trade visitors

Total number of visitors	17 281
Proportion of trade visitors	100%
Region of residence	% 31
up to 50 km	12
more than 50 km up to 100 km more than 100 km up to 300 km	22
over 300 km	35
Total Germany	79
Baden- North Rhine- Württemberg 6 Westphalia	63
Bavaria 6 Rhineland-	03
Berlin 1 Palatinate	1
Brandenburg - Saarland	1
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	1
Hesse 4 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 13	1
Lower suxony 15	
Total Foreign	21
of which EU	80
Rest of Europe Other	12
The three countries with the highest visitor shares Netherlands Great Britain Italy	% 11 9
Position in the company/organization Entrepreneur, partner, self-employed	% 30
Managing director, board member, head of an authority etc.	15
Senior department head, other employed	
with managerial responsibility	7 15
Department head, group head Other salaried staff/public service	19
Skilled worker '	2
Lecturer, teacher, scientific assistant	1
Trainee Other position	3
Student	Ź
Frequency of visits to trade fair	%
2008	54
2007	49
Earlier events	50 30
First visit	30

Additional data trade visitors

Economic sector Office furniture	
	9
	1
Kitchen furniture	2
Bathroom furniture	1
Living room, bedroom and teenagers'	
furniture	1
Furniture trade	
Interior work, joinery	1
Free-lance designer Interior designer	
Media	
Timber trade	2
Supplier Other	2
Uther	2
Influence on purchasing/	
Influence on purchasing/ procurement decisions	9
Decisively	3
Collectively	3
In an advisory capacity No	1
NO Student	1.
Area of responsibility	9
Management	4
Research/development/design	2
Planning/work preparation Manufacture/production	1
Production, quality control	
Buying/procurement	2
Finance/accounting, controlling	
	- DD)
Information, communication technology (I	
Information, communication technology (I Administration/organization/personnel/	EDP)
Information, communication technology (I Administration/organization/personnel/ social welfare/training	EDP)
Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/	EDP)
Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	EDP)
Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	EDP)
Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	EDP)
Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	EDP) 3
Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	3.
Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees:	3 g
Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1- 4 16 200- 499	9 1
Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1- 4 16 200- 499 5- 9 9 500- 999	9 1
Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 - 4 16 200 - 499 5 - 9 9 500 - 999 10 - 49 22 1 000 - 999	EDP)
Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 - 4 16 200 - 499 5 - 9 9 500 - 999 10 - 49 22 1 000 - 999	3 9 1
Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 - 4 16 200 - 499 5 - 9 9 500 - 999 10 - 49 22 1 000 - 9 999 50 - 99 11 10 000 and more 100-199 11 Student	3 9 1
Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 - 4 16 200 - 499 5 - 9 9 500 - 999 10 - 49 22 1 000 - 999 10 - 49 22 1 000 - 999 50 - 99 11 10 000 and more 100 - 199 11 Student Length of stay	3 9 1
Information, communication technology (I Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1-4 16 200-499 5-9 9 500-999 10-49 22 1 000-9999 10-49 22 1 000-9999 50-99 11 10 000 and more 100-199 11 Student Length of stay 1. Length of stay (days):	3 9 1
Information, communication technology (I Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	3 3 9 1
Information, communication technology (IAAdministration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	9 o
Information, communication technology (IAAdministration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 - 4 16 200 - 499 5 - 9 9 500 - 999 10 - 49 22 1 000 - 999 10 - 49 22 1 000 - 999 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 490 10 - 49 10 - 49	3 9 1 1 9 4 day
Information, communication technology (IAAdministration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	0 1

Conducted by: NordWestConsult GmbH, Bielefeld





ART FORUM (2008) ---- Berlin

Basic data trade visitors

Total number of visitors	
Proportion of trade visitors	62%
Region of residence up to 50 km	9 5
more than 50 km up to 100 km	,
more than 50 km up to 100 km more than 100 km up to 300 km	
over 300 km	4
Total Germany	7
Baden- North Rhine- Württemberg 3 Westphalia	
Bavaria 4 Rhineland-	
Berlin 64 Palatinate	
Brandenburg 10 Saarland Bremen 1 Saxony	
Hamburg 3 Saxony-Anhal	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 1 Thuringia Lower Saxony 3	
Total Foreign	2
of which EU	6
Post of Furance	
Rest of Europe	
North America Other The three countries with the highes visitor shares	9
North America	1 t
North America Other The three countries with the highes visitor shares France Denmark Italy Position in the company/organisatio	1 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
North America Other The three countries with the highes visitor shares France Denmark Italy	1 t
North America Other The three countries with the highes visitor shares France Denmark Italy Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
North America Other The three countries with the highes visitor shares France Denmark Italy Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ	1 1 t 9 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
North America Other The three countries with the highes visitor shares France Denmark Italy Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head	1 t 9 1 n 9 3
North America Other The three countries with the highes visitor shares France Denmark Italy Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service	1 t 9 1 n 9 3
North America Other The three countries with the highes visitor shares France Denmark Italy Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	1 t 9 1 n 9 3
North America Other The three countries with the highes visitor shares France Denmark Italy Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	1 t 9 1 n 9 3
North America Other The three countries with the highes visitor shares France Denmark Italy Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	1 t 9 1 n 9 3
North America Other The three countries with the highes visitor shares France Denmark Italy Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	1 1 t 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
North America Other The three countries with the highes visitor shares France Denmark Italy Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	1 t 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
North America Other The three countries with the highes visitor shares France Denmark Italy Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	1 t 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
North America Other The three countries with the highes visitor shares France Denmark Italy Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried statif/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2007 2006	1 t 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
North America Other The three countries with the highes visitor shares France Denmark Italy Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

Basic data private visitors

Proportion of private	visitors	38%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km		
Total Germany		81
Baden- Württemberg 3 Bavaria 4		4
Berlin 68 Brandenburg 9	Palatinate	1
Bremen - Hamburg 4	Saxony-Anhalt	1
Hesse 1 Mecklenburg- West Pommerania - Lower Saxony 1	Holstein	1
Total Foreign of which EU Other		19 69 31
Position in the compare Entrepreneur, partner, so Managing director, boar head of an authority etc	elf-employed rd member, :.	% 21 4
Senior department head with managerial respons Department head, group Other salaried staff/publ	sibility head	2 4 19
Skilled worker Lecturer, teacher, scient Trainee		1 6 2
Other position Student Other not gainfully emp	loved	6 17 19
Frequency of visits to 2007 2006 2005 Earlier events First visit		% 33 28 24 15 52

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	% 55 1 7 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 of which EU Rest of Europe North America Other	25 69 12 9
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 2006 2005 Earlier events First visit	% 32 28 22 16 54

Additional data trade visitors

Economic sector	%
Curator, museum, art association, public art collection	7
Press, publisher	8
Art Consulting	10
Independent curator	9
Gallery owner	9
Gallery employee Art trade	9 5 10 3 21
Organization of art exhibitions	10
Freelance in art field	21
Auctioneer	4
Private collector	46
Other Student	12 30
Other not gainfully employed	7
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 31 11 9 12 30 7
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production	% 16 8 8

Area of responsibility	%
Management	16
Research/development/design	8
Planning/work preparation	8
Manufacture/production	7 2 2 3 (EDP) 4
Production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	3
Information, communication technology	(EDP) 4
Administration/organisation/personnel/	
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

	organisation:		
%	ees:	emplo	Number of
1	500 - 999	39	1- 4
1	1 000 - 9 999	6	5- 9
3	10 000 and more	8	10- 49
30	Student	3	50- 99
	Other not gainfully	1	100-199
7	employed	2	200-499

Length of 1. Length	f stay of stay	(days):		%
one	79 ^	three	4	
two	16	four	1	
2. Average	elength	of stay		1,3 days
		s on the ev	vent's	days:
		3rd day	34	-
2nd day	34	4th day	27	

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	% 8 17 16 23 17 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 8 5 6 10 9 21 33
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 29 42 11 10 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 17 51 33
Follow-up business Intend to buy at later date yes no maybe	% 10 42 48
Conducted by Hopp & Partner Parlin	

Conducted by: Hopp & Partner, Berlin

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

Basic data trade visitors

Total number of visitors	14 384
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	% 23 4 23 51
Total Germany Baden- Württemberg 9 Westphalia Bavaria 8 Rhineland- Berlin 20 Palatinate Brandenburg 10 Saarland Bremen 1 Saxony Hamburg 3 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 9	91 14 2 1 5 4 3 3
Total Foreign of which EU Rest of Europe Other	9 67 23 10
The two countries with the highest visitor shares Austria Switzerland	% 15 14
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	10
Frequency of visits to trade fair 2007 2005 2003 2001 First visit	% 46 36 24 17 38

Additional data trade visitors

Economic sector Industry Skilled trades Retail trade Wholesale/foreign trade Service Public authority/administration Association/guild/chamber School, university, education Other Student Other not gainfully employed	% 11 21 1 8 49 5 1 2 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 34 31 21 12 1
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 41 3 15 6 8 22 8 (EDP) 3 11 13 8 7 19 1 1

Size of cor	npany/o	organization:	
Number of	employe	ees:	%
1- 4	9	500 - 999	9
5- 9	8	1 000 - 9 999	13
10- 49	18	10 000 and more	6
50- 99	9	Student	1
100-199	12	other not gainfully	
200-499	15	employed	1
Land and Land			0/

Length of	of stay	(days):		%
one two	70 24	three four	5 1	
2. Averag	je lengtl	n of stay		1,4 days
3. Share 1st day 2nd da	of visito y 29 ay 40	rs on the ex 3rd day 4th day	vent's days: 40 28	: %

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FRUIT LOGISTICA ---- Berlin

Basic data trade visitors

	50 232
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	% 4 1 5 90
Total Germany	22
Baden- North Rhine- Württemberg 14 Westphalia	15
Bavaria 8 Rhineland- Berlin 18 Palatinate	4
Brandenburg 5 Saarland Bremen 1 Saxony Hamburg 6 Saxony-Anhal	5 t 2
Hamburg 6 Saxony-Anhal Hesse 6 Schleswig- Mecklenburg- Holstein	L 2
West Pommerania 2 Thuringia Lower Saxony 11	1
Total Foreign	78
of which EU Rest of Europe	68
Africa North America	5
South and Central America Middle East South-, East-, Central Asia	8 7 2 2
Australia	1
The five countries with the highest visitor shares	%
	/(
Spain	
	10
Spain Italy France	10
Spain Italy France Netherlands Great Britain Position in the company/organizatio Entrepreneur, partner, self-employed	10
Spain Italy France Netherlands Great Britain Position in the company/organizatio Entrepreneur, partner, self-employed Manaqing director, board member,	n %
Spain Italy France Netherlands Great Britain Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	n % 32 21 eee 8
Spain Italy France Netherlands Great Britain Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service	n % 32 21 eee 8
Spain Italy France Netherlands Great Britain Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	n % 32 21 eee 8
Spain Italy France Netherlands Great Britain Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried statiffpublic service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	21 ee 8
Spain Italy France Netherlands Great Britain Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	n % 32 21 ee 8
Spain Italy France Netherlands Great Britain Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	10 9 5 5 10 10 11 10 10 10 10 10 10 10 10 10 10
Spain Italy France Netherlands Great Britain Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	100 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5

Additional data trade visitors

conomic sector	%
ruit and vegetable growers	32
	31
ndustry	8
etail trade (central buying)	4
etail trade (distribution)	5
wn wholesale trade of retail grocery trade	5 7 6
ther wholesale trade	6
otel, catering trade	2
ackaging companies	
ackaging machinery manufacturer	1
reight forwarders, transport companies	6
ther services	8
uthority/public services	2
ssociation/club/institution	3
esearch, apprenticeship, training	4
ther	4
tudent	3
ther not gainfully employed	1

Influence on purchasing/ procurement decisions	9/
Decisively	4
Collectively	30
In an advisory capacity	14
No	8
Student	3
Other not gainfully employed	

Area of responsibility	%
Management	42
Research/development/design	11
Planning/work preparation	10
Manufacture/production	g
Production, quality control	8
Buying/procurement	11 10 8 18 (EDP) 3
Finance/accounting, controlling	5
Information, communication technology	(EDP) 3
Administration/organization/personnel/	. ,
social welfare/training	
Marketing/sales/advertising/PR	23
Storage/material management/logistics/	
transport	6
Maintenance/repairs	2
Other area	7
Student	2 7 3
Other not gainfully employed	1

Size of cor	npany/	organization:	
Number of	employ	ees:	%
1- 4	16 1	500 - 999	4
5- 9	14	1 000 - 9 999	5
10- 49	26	10 000 and more	3
50- 99	11	Student	3
100-199	9	other not gainfully	
200-499	8	employed	1

Length of	stay				%
1. Length o	f stay 33	(days): two	39	three	28
2. Average	length	of stay		2,0	days
3. Share of 1st day	visitor 63	rs on the 2nd da	event's y 79	days: 3rd day	% 54

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





International Green Week ---- Berlin

Basic data trade visitors

Total number of visitors 3	97 866
Proportion of trade visitors	28%
Region of residence up to 50 km	%
more than 50 km up to 100 km	37 7
more than 50 km up to 100 km more than 100 km up to 300 km	20
over 300 km	36
Total Germany Baden- North Rhine-	92
Württemberg 2 Westphalia	7
Bavaria 6 Rhineland-	
Berlin 33 Palatinate	3
Brandenburg 16 Saarland Bremen - Saxony	1 4
Hamburg 1 Saxony-Anhalt	7
Hesse 3 Schleswig-	
Mecklenburg- Holstein	4
West Pommerania 5 Thuringia Lower Saxony 7	3
Total Foreign	8
of which EU	54
Rest of Europe	30
Other	16
The country with the highest visitor share	%
Poland	15
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	20
head of an authority etc.	6
Senior department head, other employee	_
with managerial responsibility	2
Department head, group head Other salaried staff/public service	5 13
Skilled worker	4
Lecturer, teacher, scientific assistant	5
Trainee	13
Other position Farmer	5 13 4 5 13 8 13 5
Student	13
Housewife/man	5
Old-age pensioner	2
	- 1
Other not gainfully employed	
Frequency of visits to trade fair	
Frequency of visits to trade fair	37
Frequency of visits to trade fair	% 37 35 33
Frequency of visits to trade fair 2008 2007	37

Basic data private visitors

<u> </u>	
Proportion of private visitors	72%
Region of residence	%
up to 50 km	56
more than 50 km up to 100 km	7
more than 100 km up to 300 km	22
over 300 km	15
Total Germany	98
Baden- North Rhine-	
Württemberg 1 Westphalia	2
Bavaria 3 Rhineland-	
Berlin 45 Palatinate	1
Brandenburg 23 Saarland	- 2
Bremen - Saxony	5 6
Hamburg 1 Saxony-Anhalt	О
Hesse 1 Schleswig-	2
Mecklenburg- Holstein West Pommerania 5 Thuringia	2
West Pommerania 5 Thuringia Lower Saxony 4	3
Total Foreign	2
of which EU	50
Rest of Europe	33
Other	17
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Sendor 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 Farmer Student Housewife/man Old-age pensioner Other not gainfully employed	% 8 1 1 3 25 10 3 3 4 1 12 4 22 4
Frequency of visits to trade fair 2008 2007 2006 Earlier events First visit	% 41 39 38 71 27

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	% 52 8 22 18
Total Germany Baden- Württemberg 1 Westphalia Bavaria 3 Rhineland- Berlin 43 Palatinate Brandenburg 22 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 4	97 3 1 4 6 3 3
Total Foreign of which EU Rest of Europe Other	53 31 16
The country with the highest visitor share Poland	% 17
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Farmer Other not gainfully employed	% 11 2 1 3 21 9 3 7 4 13 17 3 3 3 3
Frequency of visits to trade fair 2008 2007 2006 Earlier events	% 39 37 36 72

Additional data trade visitors

Economic sector	%
Agriculture and forestry	22
Horticulture, landscape gardening	4
Wholesale/foreign trade	2
Retail trade	5
Catering trade (restaurants, hotels and	•
guest houses)	8
Other service company	8
Food and luxuries industry	1
Other industry	7 2 9
Authorities, public facilities, associations	9
School, technical college, university	4
Other	4
Student	15
Other not gainfully employed	10
Influence on purchasing/	
procurement decisions	%
Decisively	24
Collectively	20
In an advisory capacity	17
No	17
Student	13
Other not gainfully employed	8
Area of responsibility	%
Management	25
Research/development/design	. 7
Planning/work preparation	10
Manufacture/production	10
Production, quality control	5
Buying/procurement	11
Finance/accounting, controlling	6
Information, communication technology (ED	P) 4
Administration/organization/personnel/	14
social welfare/training	
Marketing/sales/advertising/PR	11
Storage/material management/logistics/	-
transport	5
Maintenance/repairs	4
Other area	23
Student	13
	8
Other not gainfully employed	
Size of company/organization:	0/
Size of company/organization: Number of employees:	%
Size of company/organization: Number of employees: 1- 4 24 500 - 999	4
Size of company/organization: Number of employees: 1- 4 24 500- 999 5- 9 9 1 000- 9 999	4
Size of company/organization: Number of employees: 1- 4 24 500- 999 5- 9 9 1 000- 9999 10- 49 19 10 000 and more	4 3 4
Size of company/organization: Number of employees: 1- 4 24 500- 999 5- 9 9 1 000- 9999 10- 49 19 10 000 and more 50- 99 6 Student	4
Size of company/organization: Number of employees: 1- 4 24 500- 999 5- 9 9 1 000- 9999 10- 49 19 10 000 and more	4 3 4

Number of	emplo	yees:			%
1- 4	24		500 -	999	4
5- 9	9	1	- 000	9 999	3
10- 49	19	10	000 ar	id more	% 4 3 4
50- 99	6			Student	13
100-199	5	othe	r not d	ainfully	
200-499	5			nployed	8
Length of	stay				%
1. Length o	of stay (days):			
one	67	five	1	nine	-
two	16	six	2	ten	2
three	8	seven	1		
four	3	eight	-		
2. Average	length	of stay		1,8	3 days

3. Share of visitors on the event's days: %
1st day 24 5th day 23 9th day 10
2nd day 22 6th day 23 10th day 8
3rd day 18 7th day 20
4th day 19 8th day 13

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	% 11 16 12 20 18 18
Net household income up to 900,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 11 17 14 11 11 6 5
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 18 45 17 13
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	70 12 18
Follow-up business Intend to buy at later date yes no maybe	% 27 32 42
Conducted by: Hopp & Partner Perlin	

Conducted by: Hopp & Partner, Berlin

ITB ---- Berlin

Basic data trade visitors

Total number of visitors	135 672
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	% 21 2 13 64
Total Germany Baden- Württemberg 5 Bavaria 12 Berlin 27 Brandenburg 8 Bremen 2 Bremen 2 Bremen 3 Brese 6 Hesse 6 Wetherburg- West Pommerania Lower Saxony 7	66 12 3 1 4 t 3
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia	34 68 12 5 2 3 4 5
The five countries with the highest visitor shares Poland Austria Spain Switzerland Italy	% 15 12 7 5
Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	19 9
Frequency of visits to trade fair 2008 2007 2006 2005 2005 Earlier events First visit	% 37 30 27 20 22 44

Basic data private visitors

Region of residence up to 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- Westphalia Bavaria 2 Rhineland- Berlin 62 Palatinate Brandenburg 18 Saarland Bremen 1 Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Holstein 1 Thuringia Lower Saxony 3 Total Foreign of which EU Other Other The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not qainfully employed	9/ 72 2 16
more than 50 km up to 100 km over 300 km Total Germany Baden- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin 62 Palatinate Brandenburg 18 Saarland Bremen 1 Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Holstein 1 Thuringia Lower Saxony 3 Total Foreign of which EU Other The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	16
more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin 62 Palatinate Brandenburg 18 Saarland Bremen 1 Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 3 Total Foreign of which EU Other The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, other employee with managerial res	16
over 300 km Total Germany Baden- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin 62 Palatinate Brandenburg 18 Saarland Bremen 1 Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Holstein West Pommerania Lower Saxony 3 Total Foreign of which EU Other The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	66
Total Germany Baden- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin 62 Palatinate Brandenburg 18 Saarland Bremen 1 Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 3 Total Foreign of which EU Other The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	66
Baden- North Rhine- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin 62 Palatinate Brandenburg 18 Saarland Bremen 1 Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- Holstein West Pommerania Lower Saxony 3 Total Foreign of which EU Other The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	
Würtemberg Bavaria Bavaria Berlin 62 Brandenburg Brandenburg Bremen 15 Brandenburg 18 Bavaria 18 Brandenburg 18 Bavaria 19 Brandenburg 18 Bavaria 19 Bavaria 19 Bavaria 10 Bavaria 11 Bavar	3
Berlin 62 Palatinate Brandenburg 18 Saarland Bremen 1 Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Holstein Holstein Lower Saxony 3 Total Foreign of which EU Other The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	
Bremen 1 Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 3 Total Foreign of which EU Other The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Hugger Position Policy	
Hamburg Hesse Hesse Hesse Hesse West Pommerania Lower Saxony Total Foreign of which EU Other The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	
Hesse 1 Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 3 Total Foreign of which EU Other The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	3
Mecklenburg- West Pommerania Lower Saxony Total Foreign of which EU Other The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Holstein Holstein Totalre 1 Thuringia	- 2
West Pommerania 1 Thuringia Lower Saxony 3 Total Foreign of which EU Other The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	
Total Foreign of which EU Other The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	
of which Other The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	
of which EU Other The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	
The country with the highest visitor share Poland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	68
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	32
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	4
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	9/
Senior department fiead, 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	
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 salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	3
Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	32
Trainee Other position Student Housewife/man Old-age pensioner	2
Student Housewife/man Old-age pensioner	
Student Housewife/man Old-age pensioner	
Old-age pensioner	11
	- 2
	20
Other not gaintary employed	- 2
Frequency of visits to trade fair	
2008	
2007 2006	32
2005	32
Earlier events	32 34 27
First visit	9/ 32 32 27 22 26

Basic data all visitors

Basic data all visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 40 3 11 46
Total Germany Baden- Württemberg 3 Westphalia Bavaria 7 Rhineland- Berlin 43 Palatinate Brandenburg 13 Saarland Bremen 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	77 8 2 1 4 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	23 68 12 5 2 3 4 5
The four countries with the highest visitor shares Poland Austria Spain Switzerland	% 16 12 7 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 15 6 3 11 21 4 3 5 3 19 1 8 2
Frequency of visits to trade fair 2008 2007 2006 2005 2005 Earlier events First visit	% 35 31 27 21 23 41

Economic sector	9
Tourism organizations	1
Tour operator Travel agency	1
Trade fair organizer/conference and	- 1
congress organizer	
Hotel company	1
Business travel	
Transport carriers (bus, train, ship and air companies)	
Travel technology, information and	
reservation systems	
PR/advertising/consultancy	
Leisure centre/leisure park Publishing houses/press	
Research institute/educational institution	
Tourism federations/associations	
Vacation property Other	1
Student	2
Other not gainfully employed	
Influence on much seizur/	
Influence on purchasing/ procurement decisions	0
Decisively	2
Collectively	2
In an advisory capacity	1
No Student	2
Other not gainfully employed	-
Area of responsibility	(
Management	2
Research/development/design Planning/work preparation	1
Manufacture/production	1
Production, quality control Buying/procurement	

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

Size of comp	anv/o	rganization:	
Number of en	nploye	es:	%
1- 4	18 1	500 - 999	3
5- 9	10	1 000 - 9 999	5
10- 49	17	10 000 and more	2
50- 99	8	Student	23
100-199	6	other not gainfully	
200-499	7	employed	2

Length o	f stay	(days);			%
one two	44 25	three four	21 5	five	5
2. Average	e length	n of stay		2,0	days
1st day	48	rs on the e 3rd day			% 19

Additional data private visitors

Sex Male Female	% 49 51
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 60 up to 60 years over 60 up to 70 years over 70 years	% 6 19 12 23 19 15 6
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 9 15 15 14 14 8 8
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 26 45 15 11 4
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	N/A
Follow-up business Intend to buy at later date yes no maybe	% 43 21 37

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Import Shop (2008) ----> Berlin

Basic data private visitors

Total number of visitors	42 184
Proportion of private visitors	91%
Region of residence	%
up to 50 km more than 50 km up to 100 km	87 4
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 Hesse - Schleswig-	1
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,	%
Entrepreneur, partner, self-employed	13
head of an authority etc.	1
Senior department head, other employed	
with managerial responsibility	1
Department head, group head Other salaried staff/public service	30
Skilled worker	3
	4
Lecturer, teacher, scientific assistant	2
Trainee	
Trainee Other position	4
Trainee Other position Student Housewife/man	12
Trainee Other position Student Housewife/man Old-age pensioner	12 2 20
Trainee Other position Student Housewife/man	12
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	12 20 2
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2006	12 20 20 20 58
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	1: 2:
Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2006 2005	9, 55

Additional data private visitors

Sex Male Female	% 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	% 9 13 10 26 19 17 6
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 7 16 14 11 9 6 3
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 21 45 17 12 5
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 92 2 7
Follow-up business Intend to buy at later date yes no maybe	% 26 28 46

Conducted by: Hopp & Partner, Berlin

Basic data trade visitors

MODERNER STAAT ----> Berlin

	3 987
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	32
more than 50 km up to 100 km more than 100 km up to 300 km	1 14
over 300 km	53
Total Germany	98
Baden- North Rhine- Württemberg 2 Westphalia Bayaria 7 Rhineland-	24
Bavaria 7 Rhineland- Berlin 26 Palatinate	3
Brandenburg 8 Saarland	2
Bremen - Saxony	4
Hamburg 2 Saxony-Anhalt	1
Hesse 8 Schleswig- Mecklenburg- Holstein	3
	1
West Pommerania 2 Thuringia Lower Saxony 7	
Total Foreign	2
Position in the company/organization	%
Head of department, senior civil servant	2
Lord Mayor, department head, treasurer, head of division	6
Head of public office, department head	6
Department manager, subdivision manager	er,
	18
Department manager, subdivision manag head of division, section head, subject	
head	
head Commercial clerk, desk officer Other salaried public service employee	15
head Commercial clerk, desk officer Other salaried public service employee Member of the board, managing director	15 30
head Commercial clerk, desk officer Other salaried public service employee Member of the board, managing director owner	15 30
head Commercial clerk, desk officer Other salaried public service employee Member of the board, managing director owner Area manager, authorized signatory	15 30
head Commercial clerk, desk officer Other salaried public service employee Member of the board, managing director owner Area manager, authorized signatory	15 30 , 3 7 1
head Commercial clerk, desk officer Other salaried public service employee Member of the board, managing director owner Area manager, authorized signatory Department head, group head Commercial clerk, skilled worker Other salaried staff	15 30 , 3 3 7 1 6
head Commercial clerk, desk officer Other salaried public service employee Member of the board, managing director owner Area manager, authorized signatory Department head, group head Commercial clerk, skilled worker Other salaried staff Lecturer, teacher, scientific assistant	15 30 , 3 7 1 6
head Commercial clerk, desk officer Other salaried public service employee Member of the board, managing director owner Area manager, authorized signatory Department head, group head Commercial clerk, skilled worker Other salaried staff	15 30 , 3 3 7 1 6
head Commercial clerk, desk officer Other salaried public service employee Member of the board, managing director owner Area manager, authorized signatory Department head, group head Commercial clerk, skilled worker Other salaried staff Lecturer, teacher, scientific assistant Trainee, student Other Frequency of visits to trade fair	, , , , 3 , , , , , , , , , , , , , , ,
head Commercial clerk, desk officer Other salaried public service employee Member of the board, managing director owner Area manager, authorized signatory Department head, group head Commercial clerk, skilled worker Other salaried staff Lecturer, teacher, scientific assistant Trainee, student Other Frequency of visits to trade fair 2008	15 30 7 33 77 11 66 11 22 1
head Commercial clerk, desk officer Other salaried public service employee Member of the board, managing director owner Area manager, authorized signatory Department head, group head Commercial clerk, skilled worker Other salaried staff Lecturer, teacher, scientific assistant Trainee, student Other Frequency of visits to trade fair	15 30 7 33 77 16 6 12 2 1

Additional data trade visitors

Economic sector Regional administration Federal administration Local government, city council Private industry Service Association, organization, trade union Politics (municipal) Politics (federal) Politics (regional) Educational/training institutions, academy Diplomacy Other	28 22 20 11 1
Influence on purchasing/ procurement decisions Decisively Collectively	% 8 33
In an advisory capacity No Student	30 27
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	9% 8 2 2 10 10 10 10 7 7
Size of company/organization: Number of employees: 1 - 4	% 18 16 30 10
Length of stay 1. Length of stay (days): one 39 two 61	%
one 39 two or	
	day

Conducted by: Wissler & Partner, Basel



PostPrint - directexpo ---- Berlin

Basic data trade visitors

Total number of visitors	3 500
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	% 60 3 19 18
Total Germany Baden- Württemberg 3 Westphalia Bavaria 3 Rhineland- Berlin 55 Palatinate Brandenburg 12 Saarland Bremen - Saxony Hamburg 2 Saxony-Anhalt Hesse 4 Schleswig- Mecklenburg- West Pommerania Lower Saxony 4	96 6 - 7 3 1 2
Total Foreign of which EU Rest of Europe Other	4 80 20
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 32 8 4 16 19 2 2 6 3 6 2
Frequency of visits to trade fair PostPrint/directexpo 2008 PostPrint 2007 PostPrint 2006 First visit	% 28 20 11 58

Additional data trade visitors

Economic sector	%
Reproduction and type-setting studios	3
Graphic agency/Advertising agency	14
Printing works/In-house printer	21
	3
Bookbindery	6
Copy shop/Letter shop	3
Specialist trade	3
Public authority, institution and educational	4.5
institution	15
Banks, financial service providers, insurance	_
companies, association	7
Publishers, media	27
Software	1
Electrical engineering	1
Logistics	_ 1
Service	37
Mechanical engineering	3
Advertising and PR agencies	20
Tourism	1
Pharmaceutics industry	1
Other	22
Student	6
Other not gainfully employed	2
	_
Influence on purchasing/	
procurement decisions	%
Decisively	34
Collectively	28
In an advisory capacity	22
No	8
Student	6
	ס
Other not gainfully employed	2
Other not gainfully employed	2
Area of responsibility	%
Area of responsibility Management	% 35
Area of responsibility Management Research/development/design	% 35 3
Area of responsibility Management	% 35 3 11
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production	% 35 3
Area of responsibility Management Research/development/design Planning/work preparation	% 35 3 11 19 4
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production	% 35 3 11 19
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement	% 35 3 11 19 4
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling	% 35 3 11 19 4 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 (EDP	% 35 3 11 19 4 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 (EDP Administration/organization/personnel/	2 % 35 31 19 4 11 4) 8
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training	2 % 35 31 11 19 4 11 4) 8
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	2 % 35 31 19 4 11 4) 8
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/	2 % 35 3 11 19 4 11 4) 8
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	2 % 35 3 11 19 4 11 4) 8
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/P R Storage/material management/logistics/ transport Maintenance/repairs	2 % 35 3 11 19 4 11 4) 8 6 37 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/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	2 % 35 3 11 19 4 11 4 8 37 3 8
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	2 %35 311 19 4 11 4) 8 6 37 3 8 6
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	2 % 35 3 11 19 4 11 4 8 37 3 8
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	2 %35 311 19 4 11 4) 8 6 37 3 8 6
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization:	2 % 35 3 11 19 4 11 4) 8 6 37 3 8 6 2
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	2 % 35 3 11 19 4 11 4 0) 8 6 37 3 3 8 6 2 %
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/P R Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 24 500- 999	2 % 35 3 11 19 4 11 4 4) 8 6 37 3 3 8 6 2 8 6
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 24 500- 999 5- 9 12 1 000- 999	2 % 35 3 11 19 4 11 4 9) 8 6 37 3 3 8 6 2 8 6 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 24 500 - 999 1 - 4 9 17 1000 and more	2 %35 311 19 4 11 4 8 6 37 33 86 2 %6 56
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/P R Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 24 500- 999 1- 49 17 10 000- 9 999 10- 49 17 10 000 and more 50- 99 9 Student Student	2 % 35 3 11 19 4 11 4 9) 8 6 37 3 3 8 6 2 8 6 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 24 500 - 999 1 - 4 9 17 1000 and more	2 %35 311 19 4 11 4 8 6 37 33 86 2 %6 56

SHOWTECH ---- Berlin

Basic data trade visitors

Total number of visitors	7 809
Proportion of trade visitors	99%
Region of residence up to 50 km	% 31
more than 50 km up to 100 km	1
more than 100 km up to 300 km over 300 km	19 49
Total Germany Baden- North Rhine-	78
Württemberg 6 Westphalia Bavaria 6 Rhineland-	9
Berlin 34 Palatinate	2
Brandenburg 5 Saarland Bremen 4 Saxony	6
Hamburg 3 Saxony-Anhalt	5
Hesse 3 Schleswig- Mecklenburg- Holstein	
West Pommerania 3 Thuringia Lower Saxony 8	2
Total Foreign	22
of which EU Rest of Europe	65 30
Other	(
Position in the company/organization Entrepreneur, partner, self-employed	% 21
Managing director, board member, head of an authority etc.	8
Senior department head, other employee with managerial responsibility	
Department head, group head Other salaried staff/public service	28
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee Other position	
Student	
Other not gainfully employed	
Frequency of visits to trade fair	%
	% 30 27
Frequency of visits to trade fair	9/

Additional data trade visitors

Economic sector Theatre, opera, concert, festival hall	2
Congress centres, trade fairs, exhibitions Sports and multi-purpose halls	1
Other event venues	
Event organizer/management	1
Film, radio, TV Industry (manufacturer)	
Industry (manufacturer) Cultural administration	
Architects, building planners Exhibition stand construction	
Discotheque	
University, technical college Other	
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	2
Collectively	3
In an advisory capacity No	1
Student	
Other not gainfully employed	
Area of responsibility	
Management Research/development/design	1
Planning/work preparation	1
Manufacture/production Production, quality control	1
Buying/procurement	
Finance/accounting, controlling	ומח
Information, communication technology (E Administration/organization/personnel/	UF)
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/organization:	
Number of employees: 1- 4 19 500- 999	
5- 9 7 1 000- 9 999	
10- 49 15 10 000 and more 50- 99 6 Student	
100-199 7 other not gainfully	
200-499 16 employed	
Length of stay	- 1
1. Length of stay (days): one 60 two 29 three	1
	da
2. Average length of stay	, ua

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

WASSER BERLIN

Basic data trade visitors

Total number of visitors	24 511
Proportion of trade visitors	98%
Region of residence	%
up to 50 km more than 50 km up to 100 km	19 3
more than 100 km up to 300 km	20
over 300 km	58
Total Germany	79
Baden- North Rhine- Württemberg 6 Westphalia	13
Bavaria 8 Rhineland-	13
Berlin 17 Palatinate	5
Brandenburg 11 Saarland	1
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	8 5
Hesse 7 Schleswig-	J
Mecklenburg- Holstein	1
West Pommerania 5 Thuringia Lower Saxony 8	4
of which EU Rest of Europe Africa South-, East-, Central Asia Other	62 15 6 8 9
The three countries with the highest visitor shares	%
Austria	8
Denmark	6
Italy	6
Position in the company/organization Entrepreneur, partner, self-employed	% 13
Managing director, board member, head of an authority etc.	
nead of an authority etc. Senior department head, other employed	10
with managerial responsibility	6
Department head, group head	26
Other salaried staff/public service	24
Skilled worker Lecturer, teacher, scientific assistant	6 6
Trainee	1
Other position	2
Student	7
Frequency of visits to trade fair	%
Wasser/Gas Berlin 2006 Wasser Gas Berlin 2003	29 21
IFW / IFG Berlin 2000	3
Earlier events	12
First visit	53

3. Share of visitors on the event's days: % 1st day 32 2nd day 43 3rd day 37

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

2. Average length of stay

1,1 days

----> Berlin

Additional data trade visitors

Economic sector	%
Civil engineering	
Pipeline construction	8 9
Other construction companies	1
Waste disposal companies	23
Waste disposal companies	4
Authority, administration, ministry	7
Engineer's/architects office	10
University, college, institute	6
Association/society	6 3 8 2 6 7
Industry	8
Skilled trades	2
Trade	6
Other	7
Student	7

Influence on purchasing/ procurement decisions	%
Decisively	21
Collectively	40
In an advisory capacity	23
No	9
Student	7

Area of responsibility	%
Management	26
Research/development/design	13
Planning/work preparation	26
Manufacture/production	9
Production, quality control	4
Buving/procurement	16
Finance/accounting, controlling	(EDP) 3
Information, communication technology	(EDP) 3
Administration/organization/personnel/	
social welfare/training	5
Marketing/sales/advertising/PR	12
Storage/material management/logistics/	
transport	6
Maintenance/repairs	19
Other area	10
Student	7

Size of Co	ilipaliy/0	ryanization.		
Number of	employe	es5:		(
1- 4	9 1	200 -	499	
5- 9	9	500 -	999	
10- 49	26	1 000 -	9 999	1
50- 99	13	10 000 and	d more	
100-199	8	5	tudent	

Length o	of stay				%
1. Length	of stay	(days):			
one	59 ´	three	9	five	2
two	27	four	3		
2. Averag	e lengtl	h of stay		1,6	days
3. Share	of visito	rs on the e	event's	days:	%
		3rd day			18

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

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

Basic data private visitors

Total number of visitors	35 133
Proportion of private visitors	92%
Region of residence	%
up to 50 km	40
more than 50 km up to 100 km	14
more than 100 km up to 300 km	37
over 300 km	9
Total Germany	94
Baden- North Rhine-	
Württemberg - Westphalia	9
Bavaria 1 Rhineland-	
Berlin 1 Palatinate	-
Brandenburg - Saarland	-
Bremen 21 Saxony Hamburg 4 Saxony-Anhalt	
Hamburg 4 Saxony-Anhalt Hesse 1 Schleswig-	
Mecklenburg- Holstein	7
West Pommerania 1 Thuringia	,
Lower Saxony 55	
Total Foreign	6
of which EU	76
Rest of Europe	14
Other	10
The country with the highest visitor share Netherlands	% 25
Position in the company/organization	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of an authority etc.	3
Senior department head, other employee	
with managerial responsibility	3
Department head, group head	9
Other salaried staff/public service	18
Skilled worker	13
Lecturer, teacher, scientific assistant	2 3 4
Trainee	3
Other position	
Student	6
Housewife/man	2
Old-age pensioner	17
Other not gainfully employed	4
Frequency of visits to trade fair	%
2008	42
2007	40
2006	34 14
Earlier events First visit	26
I II DE VIDIE	20

Additional data private visitors

% 87 13
% 6 10 15 31 20 14 4
% 6 9 10 11 11 13 33
% 17 42 17 15
% 51 22 27
% 24 27 50

fahrrad.markt.zukunft./outdoor (2008) ---- Bremen

Basic data private visitors

	9 430
Proportion of private visitors	96%
Region of residence	9
up to 50 km	6
more than 50 km up to 100 km	1
more than 100 km up to 300 km	1
over 300 km	
Total Germany	9
Baden- North Rhine-	
Württemberg - Westphalia	
Bavaria 1 Rhineland- Berlin 1 Palatinate	
Brandenburg - Saarland	
Bremen 43 Saxony	
Hamburg 1 Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 1 Thuringia	
Lower Saxony 48	
Total Foreign	
Position in the company/organisation	9,
Entrepreneur, partner, self-employed	
Managing director, board member,	
Managing director, board member, head of an authority etc.	
Managing director, board member, head of an authority etc. Senior department head, other employee	
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	3
Managing diréctor, board membér, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	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	3
Managing director, board membér, head of an authority 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	3
Managing director, board membér, head of an authority 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	3
Managing director, board membér, head of an authority 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	3
Managing director, board membér, head of an authority 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	1
Managing director, board membér, head of an authority 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	1
Managing director, board membér, head of an authority 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	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 2007	1 0 0 2
Managing director, board membér, head of an authority 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	1 9 2 2 2 4

Additional data private visitors

Sex Male Female	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	1 1 2 2 1
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	1 1 1 1 1
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	2 4 1
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	3 2 3
Follow-up business Intend to buy at later date yes no maybe	3 1 5

ReiseLust ---- Bremen

Basic data private visitors

Total number of visitors	14 491
Proportion of private visitors	94%
Region of residence	%
up to 50 km	61 24
more than 50 km up to 100 km more than 100 km up to 300 km	12
over 300 km	3
Total Germany	99
Baden- North Rhine- Württemberg - Westphalia	2
Bavaria - Rhineland-	
Berlin - Palatinate	-
Brandenburg - Saarland	-
Bremen 33 Saxony Hamburg 1 Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania 1 Thuringia Lower Saxony 61	1
Total Foreign	1
Position in the company/organization	%
Entrepreneur, partner, self-employed	8
Managing director, board member, head of an authority etc.	2
Senior department head, other employed	
with managerial responsibility	2
Department head, group head Other salaried staff/public service	
Other salaried staff/public service Skilled worker	26
Lecturer, teacher, scientific assistant	3
Trainee	1
Other position	4
Student Housewife/man	2
Old-age pensioner	30
Other not gainfully employed	3
	0/
Frequency of visits to trade fair	
2008	34
2008 2007	% 34 24 15
2008	34

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	% 1 6 12 23 29 23 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	% 6 8 10 12 12 11 7 34
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 13 63 9 11
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 20 43 37
Follow-up business Intend to buy at later date yes no maybe	% 27 18 55

Boulevard.DORTMUNDER HERBST ----- **Dortmund**

Total number of v	isitors	75 766
Proportion of priva	ate visitors	95%
Region of residence up to 50 km more than 50 km u more than 100 km over 300 km	p to 100 km	% 88 9 2 2
Total Germany		100
Baden- Württemberg Bavaria	North Rhine- - Westphalia - Rhineland-	98
Berlin Brandenburg	 Palatinate Saarland 	-
Bremen	- Saxony	-
Hamburg Hesse	Saxony-AnhaltSchleswig-	-
Mecklenburg- West Pommerania Lower Saxony	Holstein 1 Thuringia 1	-
Entrepreneur, partne		% 6
Managing director, head of an authority	board member, v etc.	1
Senior department I with managerial res	head, other employee	. 2
Department head, o	roup head	6
Other salaried staff/ Skilled worker	public service	32 8
Lecturer, teacher, so Trainee	cientific assistant	8 2 3 4 5
		4
Other position		
Other position Student Housewife/man		5 11

Frequency of visits to trade fair 2008 2007 2006 2005

Earlier events First visit

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	% 6 12 14 30 22 12 3
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 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- EUR	% 7 8 8 10 12 9 6 40
Size of household 1 person 2 persons 3 persons 5 persons and more 4 persons	% 15 44 19 6 16
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 79 5 16
Follow-up business Intend to buy at later date yes no maybe	% 28 23 49
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

CREATIVA

Basic data private visitors

Total number of visitors	74 806
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	% 39 26 27 8
Total Germany Baden- Württemberg 1 Westphalia Bavaria 1 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen 1 Saxony Hamburg - Saxony-Anhalt Hesse 5 Chleswig- Mecklenburg- West Pommerania Lower Saxony 10	98 78 2 - - - - 1
Total Foreign of which EU Rest of Europe Other	2 89 11
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Educationist Educator/Instructor Student Housewife/man Old-age pensioner Other not gainfully employed	-
Frequency of visits to trade fair 2008 2007 2006 2005 Earlier events First visit	% 44 46 39 30 29 24

---- Dortmund

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	% 4
over 50 up to 60 years over 60 up to 70 years over 70 years	17 21 31 20 6
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 7 12 11 11 11 7 4 38
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 13 32 21 24 11
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 94 2 5
Follow-up business Intend to buy at later date yes no maybe	% 38 17 45

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ELEKTROTECHNIK — Dortmund

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	23 118
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	% 42 31 24 3
Total Germany Baden- North Rhine-	98
Württemberg - Westphalia Bavaria - Rhineland-	90
Berlin - Palatinate Brandenburg - Saarland	3
Bremen - Saxony	- 1
Hamburg - Saxony-Anhalt Hesse 3 Schleswig-	-
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony 4	-
Total Foreign of which EU Other	2 65 35
Position in the company/organization Entrepreneur, partner, self-employed	% 17
Managing director, board member,	
head of an authority etc. Senior department head, other employed	3 e
with managerial responsibility Department head, group head	2 17
Other salaried staff/public service	16
Skilled worker Lecturer, teacher, scientific assistant	16 4
Trainee	15
Other position Student	1 6
Other not gainfully employed	3
Frequency of visits to trade fair 2007 2005 2003 Elektrotechnik/Technocom 2002 Earlier events	% 40 32 29 8 21
First visit	31

Additional data trade visitors

Additional data trade visitors	
Economic sector Electrical skilled trade Other skilled trades	% 37 2
Electrical industry	16
Other industry	8
Electrical wholesale trade Electrical retail trade	1
Other wholesale and retail trade Energy supply company, mains/grid network	1
operator Engineering, planning office, architects	5 5 1 2 3 7 6
Service companies/telecommunications	1
Specialist authority, administration	2
Training institution Other	3
Student	6
Other not gainfully employed	3
Influence on purchasing/ procurement decisions	%
Decisively Collectively	20 35
In an advisory capacity	20
No	16
Student Other not gainfully employed	6 3
——————————————————————————————————————	_
Area of responsibility	%
Management	17
Research/development/design Planning/work preparation	8 20
Manufacture/production	17
Production, quality control	5
Buying/procurement	12
Finance/accounting, controlling Information, communication technology (EDP)	
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	4 5
Storage/material management/logistics/	J
transport	4
Maintenance/repairs	24 14
Other area Student	6
Other not gainfully employed	3
	_
Size of company/organization:	0/
Number of employees: 1- 4 16 500- 999	% 8
5- 9 11 1 000- 9 999	9
10- 49 16 10 000 and more	6
50- 99 8 Student 100-199 10 other not gainfully	6
200-499 8 employed	3
	_
Length of stay 1. Length of stay (days):	%
one 93 three 1	
two 6 four -	
2. Average length of stay 1,1 de	ays
3. Share of visitors on the event's days:	%
1st day 28 3rd day 27	
2nd day 31 4th day 22	

FAHOBA.kreativ (2008) ---- Dortmund

Basic data trade visitors

Total number of visitors	2 141
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	20 36
more than 50 km up to 100 km more than 100 km up to 300 km	36
over 300 km	8
Total Germany	97
Baden- North Rhine-	58
Württemberg 6 Westphalia Bayaria 3 Rhineland-	20
Berlin - Palatinate	6
Brandenburg - Saarland	
Bremen - Saxony	1
Hamburg - Saxony-Anhalt Hesse 9 Schleswig-	1
Hesse 9 Schleswig- Mecklenburg- Holstein	-
West Pommerania - Thuringia	2
Lower Saxony 14	
Total Foreign	3
Position in the company/organisation	% 67
Entrepreneur, partner, self-employed Managing director, board member,	07
head of an authority etc.	9
Senior department head, other employee	
with managerial responsibility	1
Department head, group head Other salaried staff/public service	12
Skilled worker	1
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position	4
Student Other not gainfully employed	-
Frequency of visits to trade fair	% 52
2007 2006	5, 4
2005	30
2004	22
Earlier events	20
First visit	29

Additional data trade visitors

Economic sector	9
Industry Manufacturers	6
Skilled trades	
Retail trade	6
Wholesale/foreign trade	
Mail order Service	
Other	
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	5
Collectively	2
In an advisory capacity	1
No Student	
Student Other not gainfully employed	
Area of responsibility	4
Management Research/development/design	4
Planning/work preparation	1
Manufacture/production	1
Production, quality control Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (ED	P)
Administration/organisation/personnel/ social welfare/training	
Marketing/sales/advertising/PR	1
Storage/material management/logistics/	1
transport Maintenance/repairs	
Other area	2
Student Other net gainfully employed	
Other not gainfully employed	
Size of company/organisation:	
Number of employees: 1- 4 68 500- 999	
5- 9 12 1 000- 9 999	
10- 49 6 10 000 and more	
50- 99 2 Student 100-199 2 Other not gainfully	
200-499 3 employed	
Length of stay	(
1. Length of stay (days):	
one 85 two 11 three	
2. Average length of stay 1,2	aay
3. Share of visitors on the event's days: 1st day 27 2nd day 48 3rd day	_

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERMODELLBAU (2008) ---- Dortmund

Basic data private visitors

Total number of visitors	97 654
Proportion of private visitors	96%
Region of residence	%
up to 50 km	32
more than 50 km up to 100 km	22
more than 100 km up to 300 km	30
over 300 km	16
Total Germany Baden- North Rhine-	83
Württemberg 1 Westphalia Bayaria 2 Rhineland-	73
Berlin 1 Palatinate	3
Brandenburg - Saarland	1
Bremen 1 Saxony	100
Hamburg 1 Saxony-Anhalt	1
Hesse 5 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	i
Lower Saxony 11	
Total Foreign of which EU Other	17 94 6
The three countries with the highest visitor shares Netherlands Belgium Great Britain	% 50 19 8
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	% 9 2 2 10 24 19 3 2 5 4 4 11 15
Other not gainfully employed	4
Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events First visit	% 51 52 49 46 46

Additional data private visitors

Sex Male Female	% 94 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	% 5 10 19 30 23 10 3
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 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 5 000,- EUR	% 9 10 12 11 14 8 9 27
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 18 36 20 18 8
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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Inter-tabac (2008) ---- Dortmund

Basic data trade visitors

Total number of visitors	6 25
Proportion of trade visitors	94%
Region of residence	9
up to 50 km	2
more than 50 km up to 100 km	1
more than 100 km up to 300 km over 300 km	2:
Total Germany	7
Baden- North Rhine- Württemberg 2 Westphalia	6
Bavaria 6 Rhineland-	U
Berlin 3 Palatinate	
Brandenburg - Saarland	
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	
Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 1 Thuringia	
Lower Saxony 6	
Total Foreign	2
of which EU	7
Rest of Europe	1
Other	1
The country with the highest visitor	
The country with the highest visitor share	
	9
share Netherlands Position in the company/organisation	
share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed	2
share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	9,5
share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	2
Share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	2 9 5
share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	2 9 5 1
share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	2 9 5 1
share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	2 9 5 1
share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	2 9 5 1
share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	2 9 5 1
share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9,5
share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9 5 1
share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	2 5 5 1
share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9 5 5 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2007 2006	2 2 5 5 5 1 1 1 1 3 3 3 3 3 3 3 3 3 3 3 3 3
share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2007 2006 2005	2 2 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
share Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2007 2006	2 9 5 1

First visit

Additional data trade visitors

	%
Tobacco products retail, smoker's requisites, with press/lottery	44
Tobacconists, retailers of smokers' supplies,	
incl. press and stimulants Exclusively tobacco products retail,	13
smoker's requisites Wholesale trade	5 13
Foreign trade	3
Manufacturer/Industry Skilled trades	10
Other	10
Student Other not gainfully employed	2
Influence on purchasing/ procurement decisions	%
Decisively	54
Collectively In an advisory capacity	29 10
No	5
Student Other not gainfully employed	1
Area of responsibility	%
Management Research/development/design	63
Planning/work preparation	5
Manufacture/production Production, quality control	2
Buying/procurement Finance/accounting, controlling	34 13
Information, communication technology (EDI	
Administration/organisation/personnel/ social welfare/training	5
	J
Marketing/sales/advertising/PR	
Storage/material management/logistics/ transport	18
Storage/material management/logistics/ transport Maintenance/repairs	18 10 4
Storage/material management/logistics/ transport Maintenance/repairs Other area Student	18 10 4 9
Storage/material management/logistics/ transport Maintenance/repairs Other area	18 10 4 9
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation:	18 10 4 9 2 1
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 47 500- 999	18 10 4 9 2 1
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 47 500- 999 5- 9 15 1 000- 9 999	18 10 4 9 2 1
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 47 500- 999 15- 9 15 1 000- 9 999 10- 49 17 10 000 and more 50- 99 5 Student	18 10 4 9 2 1
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 47 500 - 999 5 - 9 15 1 000 - 9999 10 49 17 10 000 and more	18 10 4 9 22 1 1 % 3 3 3 2
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1- 4 47 500- 999 5- 9 15 1 000- 9 999 10- 49 17 10 000 and more 50- 99 5 Student 100-199 2 Other not gainfully 200-499 2 employed Length of stay	18 10 4 9 22 1 1 % 3 3 3 3 2
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1	18 100 44 99 22 11 8% 33 33 22 11
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organisation: Number of employees: 1 - 4 47 500 - 999 5 - 9 15 1 000 - 999 10 - 49 17 10 000 and more 50 - 99 5 Student 100-199 2 Other not gainfully 200-499 2 employed Length of stay 1. Length of stay (days):	188 100 49 92 11 8% 33 33 22 11

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

JAGD & HUND (2008)

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	70
Bavaria 2 Rhineland-	70
Berlin - Palatinate	7
Brandenburg 1 Saarland	1
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
visitor shares Netherlands Belgium	% 62 26
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 20
head of an authority etc.	2
Senior department head, other employee	
with managerial responsibility	3
Department head, group head	8
Other salaried staff/public service	18
Skilled worker	11
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position Student	5 7
Housewife/man	4
Old-age pensioner	13
Other not gainfully employed	5
Frequency of visits to trade fair	%
2007	49
2006	49
	44
2005	
2004	37
2004 Earlier events	37 29
2004	37

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 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 3
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 7 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
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	% 40 20 40

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 1500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR up to 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-

Dresdner ReiseMarkt ---> **Dresden**

Basic data private visitors

Total number of visitors	27 928
Proportion of private visitors	97%
Region of residence	%
up to 50 km	89
more than 50 km up to 100 km	
more than 100 km up to 300 km over 300 km	
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia	
Bavaria - Rhineland-	
Berlin - Palatinate	
Brandenburg 3 Saarland	0.
Bremen - Saxony	90
Hamburg - Saxony-Anhalt Hesse - Schleswig-	
Mecklenburg- Folstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	
Position in the company/organization	0/
Position in the company/organization	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member.	
Entrepreneur, partner, self-employed Managing director, board member,	
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	!
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility	e
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	e
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	e 3
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	e 3
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	e 3
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	e 3
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	e 3
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	e
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 Housewife/man	e :
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	!
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 Housewife/man Old-age pensioner	e :
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 Housewife/man Old-age pensioner Other not gainfully employed	e : 33 : 4 : 4 : 55
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 Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008 2008	e : 33
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 Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008	e : 33 : 4 : 4 : 55

Additional data private visitors

Sex Male Female	% 45 55
Age up to 20 years	% 2
over 20 up to 30 years	11
over 30 up to 40 years	12 21
over 40 up to 50 years over 50 up to 60 years	17
over 60 up to 70 years	27
over 70 years	11
Size of household	%
1 person	14 61
2 persons 3 persons	15
4 persons	7
5 persons and more	2
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	19
no	61
maybe	19
Follow-up business Intend to buy at later date	%
yes	30
no	29
maybe	41
Conducted by: TMS Messen - Kongre	sse - Aus-

Conducted by: TMS Messen - Kongresse - Ausstellungen GmbH, Dresden

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

Basic data private visitors

Total number of visitors	19 755
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	% 73 18 7 2
Total Germany Baden- Württemberg - Westphalia Bavaria - Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony - 1 1	100 - - - 94 : 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 Housewife/man Old-age pensioner Other not gainfully employed	16
Frequency of visits to trade fair 2006 2005 Earlier events First visit	% 32 26 19 23

Additional data private visitors

% 55 45
% 12 17 16 24 11 15
% 14 13 7 7 6 3 1 50
% 15 38 23 15 9
% 36 20 44
% 12 9 79

A + A ···· Düsseldorf

Basic data trade visitors

Total number of visitors	55 809
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	25
more than 50 km up to 100 km	13
more than 100 km up to 300 km	22
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	40
Total Germany	77
Baden- North Rhine-	
Württemberg 7 Westphalia	53
Bavaria 8 Rhineland-	_
Berlin 1 Palatinate	6
Brandenburg 1 Saarland	1
Bremen - Saxony	2
Hamburg 1 Saxony-Anhalt	2
Hesse 7 Schleswig-	-
Mecklenburg- Holstein	3
West Pommerania 1 Thuringia Lower Saxony 8	1
Total Foreign	23
of which EU	63
Rest of Europe	11
North America	4
South and Central America	3
Middle East	4
South-, East-, Central Asia	12
Other	4
The five countries with the highest visitor shares Netherlands Belgium Italy Great Britain Austria	% 9 8 6 6
Position in the company/organization	%
Entrepreneur, partner, self-employed	14
Managing director, board member,	
head of an authority etc.	9
Senior department head, other employed	е _
with managerial responsibility Department head, group head	5 23
Department head, group head	
Other salaried staff/public service	26
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	2
Other position Student	2
Frequency of visits to trade fair 2007	% 45
2005	34
Earlier events	26
First visit	39

Additional data trade visitors

Industry	sector	% 38
Trade ´		15
	public services liability insurance association	10
Skilled trac		
Public prot	ection institution	3
	college/polytechnic	
Public heal	rvice provider Ith service/welfare work	4
	inic/practice/med.laboratory/	
institute	, planners, engineers	
Health and	safety executive, public safety	
supervisor		1
	n and communication technology stems manufacturer	
Other	stems manufacturer	13
Student		2
Influence	on purchasing/ ent decisions	%
Decisively	circ accisions	20
Collectively		31
In an advis	sory capacity	35
Student		. 2
Planning/w Manufactur Production, Buying/pro Finance/acc Information Administra social welf Marketing/ Maintenan Storage/ma transport Other area Student	levelopment/design vork preparation re/production , quality control curement counting, controlling n, communication technology (ED tion/organization/personnel/ are/training 'sales/advertising/PR ce/repairs aterial management/logistics/	17 6 8 8 10 10 6
	mpany/organization: employees:	%
1- 4	9 200- 499	13
5- 9 10- 49	5 500 - 999 14 1 000 - 9 999	11 20
50- 99	7 10 000 and more	8
100-199	10 Student	2
	stay	9/

Conducted by: Wissler & Partner, Basel

BEAUTY INTERNATIONAL

Total number of visitors	51 000
Proportion of trade visitors	91%
Region of residence	%
up to 50 km	30
more than 50 km up to 100 km more than 100 km up to 300 km	19 28
over 300 km	24
Total Germany	93
Baden- North Rhine-	C1
Württemberg 4 Westphalia Bayaria 3 Rhineland-	61
Berlin 2 Palatinate	7
Brandenburg 1 Saarland	1
Bremen - Saxony	1
Hamburg 1 Saxony-Anhalt	1
Hesse 6 Schleswig- Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	1
Lower Saxony 8	
Total Foreign	7
of which EU	85
Rest of Europe Other	4 11
The Assessment of the Assessment	
The two countries with the highest visitor shares	%
Netherlands	28
Belgium	21
Position in the company/organization Entrepreneur, partner, self-employed	%
Managing director, board member,	66
head of an authority etc.	3
Senior department head, other employee	9
with managerial responsibility	-
Department head, group head Other salaried staff/public service	2 6
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee	9
Other position	3
Student Other not gainfully employed	4 2 9 3 5 2
Frequency of visits to trade fair	%
2008	52
2007	45 35
Earlier events	
	28
First visit	

----> Düsseldorf

Additional data trade visitors

Economic sector	%
Cosmetic institute	37
Nail studio	18
Foot care practice	12
Hairdressing salon	5 3 3 2 2 2 2
Cosmetic school	3
Beauty farm, wellness facilities	3
Industry	2
Perfumery	2
Health professionals	2
Pharmacy	1
Wholesale, import, export	1
Media, press, publishing	1
Other services	5
Other	2
Student	1 1 5 2 5 2
Other not gainfully employed	2

Influence on purchasing/ procurement decisions Decisively	% 41
Collectively In an advisory capacity No	18 16 19
Student Other not gainfully employed	2

Area of responsibility	%
Management	44
Research/development/design	1
Planning/work preparation	2
Manufacture/production	4
Production, quality control	4
Buying/procurement	6
Finance/accounting, controlling	-
Information, communication technolog	y (EDP) -
Administration/organization/personnel/	
social welfare/training	1
Marketing/sales/advertising/PR	10
Storage/material management/logistics	5/
transport	-
Maintenance/repairs	-
Other area	27
Student	5
Other not gainfully employed	2

Size of com Number of e	npany/o	organization: ees:	%
1- 4	60 1	500 - 999	- 1
5- 9	8	1 000 - 9 999	1
10- 49	7	10 000 and more	1
50- 99	2	Student	
100-199	1	other not gainfully	
200-499	1	employed	2

Length o	of stay	(days):			9
one	78	two	18	three	
2. Averag	e lengtl	n of stay		1,3	day
3 Share	of visito	rs on the	event's	days:	N/

Conducted by: Wissler & Partner, Basel

boot ---- Düsseldorf

Basic data trade visitors

Total number of visitors	230 520
Proportion of trade visitors	15%
Region of residence	%
up to 50 km	20
more than 50 km up to 100 km	9
more than 100 km up to 300 km	27
over 300 km	44
Total Germany	66
Baden- North Rhine-	
Württemberg 9 Westphalia	48
Bavaria 9 Rhineland-	_
Berlin 1 Palatinate	6
Brandenburg 1 Saarland Bremen 1 Saxony	2
	_
Hamburg 3 Saxony-Anhalt Hesse 8 Schleswig-	
Mecklenburg- Holstein	3
West Pommerania 1 Thuringia	-
Lower Saxony 5	
Total Foreign	34
of which EU	81
Rest of Europe	8
Other	11
The country with the highest visitor share Netherlands	% 29
Position in the company/organization	n %
Entrepreneur, partner, self-employed	37
Managing director, board member,	
head of an authority etc.	8
Senior department head, other employe with managerial responsibility	4
Department head, group head	12
Other salaried staff/public service	13
Skilled worker	6
Lecturer, teacher, scientific assistant	
Trainee	3 2 3 7
Other position	3
Student	7
Housewife/man	1
Old-age pensioner	4
Other not gainfully employed	2
Frequency of visits to trade fair	%
2008	47
2007	48
Earlier events	58
First visit	19

Basic data private visitors

Proportion of private visitors	85%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 36 20 26 18
Total Germany Baden- Württemberg 4 Westphalia Bavaria 4 Rhineland- Berlin 1 Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse 7 Schleswig- West Pommerania Lower Saxony 5	70 5 1 1 1 1
Total Foreign of which EU Rest of Europe Other	15 87 10 3
The four countries with the highest visitor shares Netherlands Belgium Austria Switzerland	% 42 21 6 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 19 4 3 11 25 6 3 2 4 6 3 12 3
Frequency of visits to trade fair 2008 2007 Earlier events First visit	% 44 47 53 21

Additional data trade visitors

Economic sector Boat industry Other industry Skilled trades Tourism industry Specialist trade Other trade Hire of boats, water sports equipment Media, press, publishing Other services Public authority University/college/polytechnic Organisation/association/society Other Student Other not gainfully employed	% 21 9 8 8 7 4 4 2 2 3 3 13 6 6 1 1 1 9 7 7
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 35 26 16 10 7
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics transport Maintenance/repairs Other area	4 13

Size of	company	organization:

100-199 200-499	4	othe	r not g	ainfully ployed	7
Length o		(days):			%
one	63	four	1	seven	-
two	26	five	-	eight	-
three	8	six	-	nine	2
2. Averag	e length	of stay		1,6	days
3. Share o	of visitor	s on the	event's	days:	N/A

500 - 999 1 000 - 9 999 10 000 and more Student

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	% 4 9 17 33 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	% 5 6 10 13 19 22 26 20
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 39 18 20
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no	% 57 13
no maybe 	13 29 %

Conducted by: Wissler & Partner, Basel

CARAVAN SALON (2008) ---- Düsseldorf

Basic data private visitors

Total number of visitors 1	59 278
Proportion of private visitors	91%
Region of residence	%
up to 50 km	31
more than 50 km up to 100 km more than 100 km up to 300 km	20
over 300 km	32 17
Total Germany	87
Baden- North Rhine-	66
Württemberg 2 Westphalia Bavaria 3 Rhineland-	00
Berlin 1 Palatinate	7
Brandenburg - Saarland	1
Bremen 1 Saxony	1
Hamburg - Saxony-Anhalt	-
Hesse 8 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania - Thuringia	1
Lower Saxony 7	
Total Foreign	13
of which EU	91
Rest of Europe	7
Other	2
The five countries with the highest visitor shares Netherlands Belgium Great Britain Austria Switzerland	% 46 17 7 5 5
Position in the company/organisation Entrepreneur, partner, self-employed	%
Managing director, board member,	13
head of an authority etc.	2
Senior department head, other employee	
with managerial responsibility	2
Department head, group head	8
Other salaried staff/public service	28
Skilled worker	10
Lecturer, teacher, scientific assistant	4
Trainee	1
Other position Student	1
Housewife/man	6
Old-age pensioner	18
	3
Other not gainfully employed	
Other not gainfully employed	%
	46
Other not gainfully employed Frequency of visits to trade fair	46 46
Other not gainfully employed Frequency of visits to trade fair 2007 2006 2006	% 46 46 40
Other not gainfully employed Frequency of visits to trade fair 2007 2006	46 46

Additional data private visitors

Sex Male Female	% 54 46
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 1 4 14 32 29 18 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 N/A	% 4 5 11 15 18 14 11 22
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 7 49 16 20 7
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	% 40 12 48

Conducted by: Walter, Wissler & Partner, Basel

EuroCIS — Düsseldorf

Basic data trade visitors

Total number of visitors	5 300
Proportion of trade visitors	
Region of residence	%
up to 50 km	24
more than 50 km up to 100 km more than 100 km up to 300 km	12
more than 100 km up to 300 km	24
over 300 km	40
Total Germany	70
Baden- North Rhine- Württemberg 8 Westphalia	55
Bavaria 8 Rhineland-	33
Berlin 1 Palatinate	3
Brandenburg - Saarland	2
Bremen - Saxony	1
Hamburg 3 Saxony-Anhalt	1
Hesse 7 Schleswig-	
Mecklenburg- Holstein	3
West Pommerania - Thuringia	1
Lower Saxony 7	
Total Foreign	30
of which EU	80
Rest of Europe	11
Other	9
The three countries with the highest	
visitor shares	%
Netherlands	27
Austria	7
Italy	- /
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	18
head of an authority etc.	17
Senior department head, other employee	
with managerial responsibility	13
Department head, group head	26
Other salaried staff/public service	17
Skilled worker	3
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position	4
Student	1
Other not gainfully employed	1
Frequency of visits to trade fair	%
2008	40
2007	28

Earlier events

Additional data trade visitors

Economic sector Retail trade	
Mail order Online shop	
Wholesale trade	
IT and safety engineering	
Other industry Services:IT, EDP	
Consulting	
Media, press, publishing	
Banks, financial service providers, insurance companies	
Petrol station, Convenience Store	
Other services	
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	
Buying/procurement	
Finance/accounting, controlling	D١
Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training	P)
Marketing/sales/advertising/PR	
Storage/material management/logistics/ transport	
Maintenance/repairs	
Other area Student	
Other not gainfully employed	
Size of sampany/arganization.	
Size of company/organization: Number of employees:	
1- 4 10 500- 999	
5- 9 6 1 000- 9 999 10- 49 18 10 000 and more	
50- 99 7 Student	
100-199 8 other not gainfully	
200-499 9 employed	
Length of stay	
1. Length of stay (days):	
one 82 two 15 three	ı
2. Average length of stay 1,2	

Conducted by: Wissler & Partner, Basel

GDS (Spring) (2008)

Total number of visitors	27 130
Proportion of trade visitors	92%
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	20 59
Total Germany	54
Baden- North Rhine- Württemberg 11 Westphalia	41
Bavaria 8 Rhineland- Berlin 3 Palatinate	8
Brandenburg 1 Saarland Bremen 1 Saxony	1 2
Hamburg 4 Saxony-Anhalt	-
Hesse 9 Schleswig- Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	1
Lower Saxony 8	
Total Foreign	46
of which EU Rest of Europe	64 13
Africa	2
North America South and Central America	13 2 3 3 2
Middle East	2
South-, East-, Central Asia Australia	11 2
The five countries with the highest	
visitor shares Netherlands	% 12
Great Britain	7
Italy Spain	6 4
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
with managerial responsibility	5
Department head, group head Other salaried staff/public service	5 12 7
Skilled worker	4
Lecturer, teacher, scientific assistant Trainee	4 1 2
Other position	6
Student Other not gainfully employed	4 1
Frequency of visits to trade fair	%
2007 (Spring) 2006	43 37
Earlier events	37
First visit	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	7
Commercial agency	3
Foreign trade	3
Designer	4
Media, press, publishing	4
Other services	4
Shoe and leather manufacturing	7
Suppliers to shoe and leather	
manufacturers	2
Other	6
Student	4
Other not gainfully employed	1

Influence on purchasing/	
procurement decisions	%
Decisively	38
Collectively	26
In an advisory capacity	20
No	12
Student	4
Other not gainfully employed	1

Area of responsibility	%
Management	35
Research/development/design	4
Planning/work preparation	1
Manufacture/production	1 4
Production, quality control	-
Buying/procurement	20
Finance/accounting, controlling	1
Information, communication technology	(EDP) -
Administration/organisation/personnel/	
social welfare/training	1
Marketing/sales/advertising/PR	25
Storage/material management/logistics/	
transport	1
Maintenance/repairs	-
Other area	4
Student	4
Other not gainfully employed	1

Size of con	npany/	organisation: ees:	9/
Nulliber of	employ		7
1- 4	27	500 - 999	4
5- 9	15	1 000 - 9 999	4
10- 49	21	10 000 and more	
50- 99	7	Student	
100-199	6	Other not gainfully	
200-499	6	employed	4

Length o	of stay				%
1. Length one	of stay 52	(days): two	29	three	19
2. Averag	e lengtl	h of stay		1,7	days
3. Share	of visito	rs on the	event's	davs:	N/A

Conducted by: Walter, Wissler & Partner, Basel

GDS (Autumn) ---- Düsseldorf

Basic data trade visitors

Total number of visitors	23 609
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	15 10
more than 50 km up to 100 km	19
more than 100 km up to 300 km over 300 km	56
Total Germany	55
Baden- North Rhine- Württemberg 8 Westphalia Bavaria 9 Rhineland-	44
Berlin 3 Palatinate	9
Brandenburg 2 Saarland	1
Bremen - Saxony Hamburg 4 Saxony-Anhalt	2
Hesse 9 Schleswig-	
Mecklenburg- Holstein	3
West Pommerania 1 Thuringia Lower Saxony 7	-
Total Foreign	45
of which EU	60
Rest of Europe Africa	11 4
North America	4
South and Central America	6
South-, East-, Central Asia Other	12 4
The five countries with the highest	%
visitor shares Netherlands	12
Great Britain	7
Italy	7
Spain Belgium	5 4
Position in the company/organization	
Entrepreneur, partner, self-employed	46
Managing director, board member, head of an authority etc. Senior department head, other employe	14 e
with managerial responsibility	5
With managenar responsibility	10
Department head, group head	O
Department head, group head Other salaried staff/public service	8
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	4
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	4
Department head, group nead Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	4
Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	
Department head, group nead 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 - 3 5 3 2 2
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 2009 (Spring)	44 3 5 3 2
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 2009 (Spring) 2008 (Autumn) 2008 (Spring)	44 33 53 22 % 44 38 35
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 2009 (Spring) 2008 (Autumn)	44 33 53 32 2 9% 444 38

Additional data trade visitors

Economic sector	%
Specialist shoe shop	35
Shoe retail chain	8
Specialist textile/clothing retail, boutique	6
Online shop Department store	2
Buying alliances, buying groups	2
Mail order	2
Specialist leather goods	1
Other retail	1
Wholesale trade	7
Foreign trade	3
Commercial agency Designer	5
Other services	6
Shoe manufacturing	5
Other industry	2
Other	6
Student	3 2 2 2 1 1 7 3 3 5 6 5 2 6 3 2
Other not gainfully employed	
Influence on purchasing/ procurement decisions	
procurement decisions	%
Decisively Collectively	38 26
Collectively In an advisory capacity	19
No	19 13
Student	3
Other not gainfully employed	2
Area of responsibility	%
Management	
Research/development/design	35 2
Planning/work preparation	1
Manufacture/production	3 1
Production, quality control Buying/procurement	11
Finance/accounting, controlling	'7
Information, communication technology (ED	
Administration/organization/personnel/	
social welfare/training	-
Marketing/sales/advertising/PR	31
Storage/material management/logistics/ transport	
Maintenance/repairs	- 2
Other area	9
Student	9 3 2
Other not gainfully employed	2
Size of company/organization:	
Number of employees:	%
1- 4 32 500- 999	4
5- 9 15 1 000- 9 999	6
10- 49 15 10 000 and more	2
50- 99 6 Student	3
100-199 5 N/A 200-499 5	6
200-499 3	
	%
1. Length of stay (days):	
Length of stay 1.Length of stay (days): one 53 two 31 three 2.Average length of stay 1,6	% 16 days

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

Conducted by: Wissler & Partner, Basel

iba ---- Düsseldorf

Basic data trade visitors

	81 939
Proportion of trade visitors	95%
Region of residence	%
ıp to 50 km nore than 50 km up to 100 km	12 8
nore than 100 km up to 300 km	22
ore than 50 km up to 100 km nore than 100 km up to 300 km ver 300 km	59
otal Germany	47
aden- North Rhine- Vürttemberg 8 Westphalia	49
avaria 11 Rhineland- erlin 1 Palatinate	8
randenburg 1 Saarland	1
remen 1 Saxony	2
lamburg 1 Saxony-Anhalt	1
Hesse 8 Schleswig- Mecklenburg- Holstein	2
Vest Pommerania - Thuringia	-
ower Saxony 7	
otal Foreign	53
of which EU	55 10
Rest of Europe Africa	6
North America	5
South and Central America	5
Middle East	5 7 9
South-, East-, Central Asia Australia	3
he five countries with the highest	
risitor shares Jetherlands	%
aly	5
elgium	5
	5
reat Britain	9 5 5 4
Great Britain pain	
ireat Britain pain	%
Great Britain Position in the company/organization Anaging director, board member,	% 26
ireat Britain pain Position in the company/organization ntrepreneur, partner, self-employed Aanaqing director, board member,	%
Great Britain pain Position in the company/organization interpreneur, partner, self-employed Managing director, board member, lead of an authority etc. lead of an authority etc.	% 26 15
oreat Britain pain Position in the company/organization intrepreneur, partner, self-employed Ananaging director, board member, ead of an authority etc. enior department head, other employee with managerial responsibility bepartment head, group head	% 26 15 6
Great Britain pain Position in the company/organization interpreneur, partner, self-employed danaging 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	% 26 15 6
oreat Britain pain Position in the company/organization Intrepreneur, partner, self-employed Ananaging director, board member, lead of an authority etc. enior department head, other employee with managerial responsibility Department head, group head bther salaried staff/public service killed worker	% 26 15 6
Great Britain Position in the company/organization Intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. leanior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service skilled worker leacturer, teacher, scientific assistant	% 26 15 6
oreat Britain pain Position in the company/organization intrepreneur, partner, self-employed Ananaging director, board member, iead of an authority etc. enior department head, other employee with managerial responsibility department head, group head other salaried staff/public service killed worker ecturer, teacher, scientific assistant rainee other position	% 26 15 6
oreat Britain pain Position in the company/organization Intrepreneur, partner, self-employed Ananging director, board member, lead of an authority etc. lead of lead of lead of lead of lead of lead lead of lead of lead of lead of lead lead of lead of lead of lead of lead of lead lead of l	% 26 15 6
ireat Britain pain osition in the company/organization nterperneur, partner, self-employed Alanaging director, board member, ead of an authority etc. enior department head, other employee vith managerial responsibility repartment head, group head other salaried staff/public service killed worker ecturer, teacher, scientific assistant rainee other position Aaster baker Aaster confectioner	% 26 15 6
oreat Britain pain Position in the company/organization intrepreneur, partner, self-employed Ananaging director, board member, iead of an authority etc. enior department head, other employee with managerial responsibility department head, group head other salaried staff/public service killed worker ecturer, teacher, scientific assistant rainee other position Aaster baker Master confectioner ourneyman baker	% 26 15 6
Great Britain spain Position in the company/organization in the pain partner, self-employed Managing director, board member, lead of an authority etc. lenior department head, other employee with managerial responsibility bepartment head, group head other salaried staff/public service killed worker ecturer, teacher, scientific assistant rainee other position Master baker daster confectioner ourneyman baker ourneyman baker outlets.	% 26 15 6 13 5 3 2 7 5 9 2 2 3 3
osition in the company/organization nterpreneur, partner, self-employed lanaging director, board member, ead of an authority etc. enior department head, other employee rith managerial responsibility repartment head, group head ther salaried staff/public service killed worker ecturer, teacher, scientific assistant rainee ther position laster baker laster confectioner ourneyman baker ourneyman confectioner tudent	% 26 15 6
osition in the company/organization nterperneur, partner, self-employed lanaging director, board member, ead of an authority etc. enior department head, other employee ith managerial responsibility repartment head, group head ther salaried staff/public service killed worker ecturer, teacher, scientific assistant rainee ther position laster baker laster confectioner purneyman baker purneyman confectioner tudent ther not gainfully employed requency of visits to trade fair	% 26 15 6 133 5 5 7 7 5 9 9 9 2 3 3 1 1 2 2 2 9 %
osition in the company/organization ntrepreneur, partner, self-employed lanaging director, board member, ead of an authority etc. enior department head, other employee ith managerial responsibility lepartment head, group head ther salaried staff/public service killed worker ecturer, teacher, scientific assistant rainee ther position laster baker laster confectioner ourneyman baker ourneyman confectioner tudent ther not gainfully employed requency of visits to trade fair funich 2006	% 26 15 6 13 5 5 9 9 2 2 3 3 1 1 2 2 2 2 2 6 6 6 6 6 6 6 6 6 6 6 6 6
ireat Britain pain rosition in the company/organization ntrepreneur, partner, self-employed Anaaging director, board member, ead of an authority etc. enior department head, other employee vith managerial responsibility pepartment head, group head other salaried staff/public service killed worker ecturer, teacher, scientific assistant rainee other position Aaster baker Aaster confectioner ourneyman baker ourneyman confectioner tudent other not gainfully employed requency of visits to trade fair Aunich 2006 Jusseldorf 2003	% 26 15 6 13 5 5 9 9 2 2 3 3 1 1 2 2 2 2 2 6 6 6 6 6 6 6 6 6 6 6 6 6
Great Britain spain Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. lead of the self-employee with managerial responsibility lepartment head, group head other salaried staff/public service killed worker lecturer, teacher, scientific assistant rainee other position Master baker Master confectioner ourneyman baker ourneyman confectioner	%26 15 6 6 13 3 5 5 3 3 2 2 7 7 7 7 7 7 7 5 9 9 2 2 2 2 2 2 2 3 3 3 1 3 1 2 2 2 2 2 2 2
osition in the company/organization nterperneur, partner, self-employed lanaging director, board member, ead of an authority etc. enior department head, other employee ith managerial responsibility repartment head, group head ther salaried staff/public service killed worker ecturer, teacher, scientific assistant rainee ther position laster baker laster confectioner purneyman baker purneyman confectioner tudent ther not gainfully employed requency of visits to trade fair funich 2006 russeldorf 2003 lunich 2000	% 26 15 6 13 5 3 2 7 5 9 2 2 3 3

Additional data trade visitors

Bakery trac Confection	er's Tra	de (exclus	ively)		% 15
Baker's/Cor Other skille			9		24
Bread, cak	e and p	pastry indu	ıstry		20
Confection Supplier in	dustry	istry			8
Other indu Service sec					3
Hotel	.toi				11
Cafe Retail groc	erv trad	de			1
Other cate Trade	ring est	ablishmen	its		1
University					1
Other Student					11 2 1 1 1 1 2 2 2
Other not			d		2
Influence procureme	on pur ent dec	chasing/ isions			%
Decisively Collectively					39 26
In an advis		pacity			17
No Student					15
Other not			d		2
Area of re Manageme		bility			39
Research/d	evelopr	ment/desig	ın		14
Planning/w Manufactu	югк pre re/prod	paration uction			28
Production	, qualit	y control			10
Buying/pro Finance/aco	countin	g, controll	ing		6
Information Administra	n, comr tion/orc	nunication ianization	techn bersor	ology (ED mel/	P) 3
social welf	are/traii	nina			
			DD		
Marketing/ Layout and	'sales/a l desigr	dvertising/ 1			16
Marketing/ Layout and Storage/ma	'sales/a l desigr	dvertising/ 1		istics/	16
Marketing/ Layout and Storage/ma transport Maintenan	'sales/a l desigr aterial r ce/repa	dvertising/ n nanageme		istics/	16
Marketing/ Layout and Storage/ma transport	'sales/a l desigr aterial r ce/repa	dvertising/ n nanageme		istics/	16
Marketing/ Layout and Storage/ma transport Maintenan Other area Student Other not	sales/ad desigr aterial r ce/repa	dvertising/ n nanageme irs y employe	ent/logi	istics/	16
Marketing/ Layout and Storage/ma transport Maintenan Other area Student Other not Size of co Number of	sales/ad I design aterial r ce/repa gainfull mpany	dvertising/ nanageme irs y employe /organiza yees:	ent/logi		16
Marketing/ Layout and Storage/matransport Maintenand Other area Student Other not y Size of co Number of 1- 4	sales/ad desigraterial r ce/repa gainfull mpany employ	dvertising/ nanageme irs y employe /organiza yees:	ent/logi ed tion:	999	16
Marketing/ Layout and Storage/ma transport Maintenan Other area Student Other not Size of co Number of 1- 4 5- 9 10- 49	sales/ad I designaterial r ce/repa gainfull mpany employ 14 11 30	dvertising/n nanageme irs y employe /organiza yees: 5	ent/logi ed tion: 00 - 00 - 00 and	999 9 999 d more	16
Marketing/ Layout and Storage/ma transport Maintenan Other area Student Other not of Size of co Number of 1- 4 5- 9 10- 49 50- 99	sales/ades/adesignaterial r ce/repa gainfull mpany employ 14 11 30 10	dvertising/n manageme irs y employe /organiza yees: 5 10 0	ent/logi ed tion: 00 - 00 - 00 and	999 9 999 d more student	16
Marketing/ Layout and Storage/ma transport Maintenan Other area Student Other not Size of co Number of 1- 4 5- 9 10- 49	sales/ad I designaterial r ce/repa gainfull mpany employ 14 11 30	dvertising/n manageme irs y employe /organiza yees: 5 10 0	ent/logi	999 9 999 d more	166 5 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Marketing/ Layout and Storage/mar transport Maintenan Other area Student Other not (Size of co Number of 1 - 4 5 - 9 10 - 49 50 - 99 100 - 199 200 - 499	sales/ad designaterial r ce/repa gainfull mpany employ 14 11 30 10 11 10 stay	dvertising/inanageme irs y employe /organiza yees: 5 1 0 0 other	ent/logi	999 9 999 d more student ainfully	166 5 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Marketing/ Layout and Storage/mar 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 Length of 1. Length o	sales/ad designaterial r ce/repa gainfull mpany employ 14 11 30 10 11 10 stay f stay (dvertising/inanageme irs y employe /organiza yees: 1 0 0 other (days): four	ent/logi ed tion: 00 - 00 - 00 and S not ga	999 9 999 d more student ainfully	9% 22 22 22 22 22 22 22 22 22 22 22 22 22
Marketing/ Layout and Storage/mar 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 Length of 1. Length of	sales/ad designaterial r ce/repa gainfull mpany employ 14 11 30 10 11 10 stay of stay (dvertising/n nanageme irs y employe /organiza yees: 1 0 10 0 other	ent/logi ed tion: 00 - 00 - 00 and S not go	999 9 999 d more student ainfully ployed	9% 22 22 22 22 22 22 22 22 22 22 22 22 22
Marketing/ Layout and Storage/mar transport Maintenann Other not v Student Other not v 5- 9 10- 49 50- 99 100- 199 200-499 Length of 1. Length of 1. Length of 1. Length of 2. Average	gainfull mpany emplor 14 11 30 10 stay f stay f stay 12 length	dvertising/linanageme in anageme irs y employe /organiza yees: 1 0 0 other /days): four five six of stay	ent/logi d tion: 00 - 00 - 00 and S not gr em	999 9 999 d more student ainfully ployed seven 2,0	9% 22 22 22 34 44 45 22 22 22 24 34 44 45 45 45 45 45 45 45 45 45 45 45 45
Marketing/ Layout and Storage/mar transport Maintenana Other not - Size of co Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length of 0ne two three	sales/ad I design aterial r ce/repa gainfull mpany employ 14 11 30 10 11 10 stay of stay of stay visitors	dvertising/inanagements irs y employee /organiza yees: 10 10 0 other (days): four five six of stay s on the e	dd tion: 00 - 00 - 00 and S not g. em	999 9999 d more student ainfully ployed seven 2,0 days:	9% 22 22 9% 24 25 22 26 27 27 28 28 28 28 28 28 28 28 28 28 28 28 28
Marketing/ Layout and Storage/mar transport Maintenann Other not v Student Other not v 5- 9 10- 49 50- 99 100- 199 200-499 Length of 1. Length of 1. Length of 1. Length of 2. Average	gainfull mpany emplor 14 11 30 10 stay f stay f stay 12 length	dvertising/linanageme in anageme irs y employe /organiza yees: 1 0 0 other /days): four five six of stay	ent/logi d tion: 00 - 00 - 00 and S not gr em	999 9 999 d more student ainfully ployed seven 2,0	% days

IMA ---- Düsseldorf

Basic data trade visitors

	8 262		
Proportion of trade visitors			
Region of residence	%		
up to 50 km	12		
more than 50 km up to 100 km	9		
more than 100 km up to 300 km over 300 km	35 44		
Total Germany Baden- North Rhine-	86		
Württemberg 13 Westphalia Bavaria 10 Rhineland-	36		
Berlin 3 Palatinate	7		
Brandenburg 1 Saarland	2		
Bremen - Saxony	-		
Hamburg 2 Saxony-Anhalt	1		
Hesse 9 Schleswig- Mecklenburg- Holstein	2		
West Pommerania 1 Thuringia	1		
Lower Saxony 13			
Total Foreign	14		
of which EU	83		
Other	17		
Otilei			
The country with the highest visitor			
The country with the highest visitor share	% 17		
The country with the highest visitor	% 17		
The country with the highest visitor share Austria Position in the company/organization	17		
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	17		
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	177 % 41 14		
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	177 % 41 14		
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	177 % 41 14		
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	17 % 41 14 5		
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	17 % 41 14 5 14		
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	9% 41 14 5 14 12		
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9% 41 14 5 14 12		
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9% 41 14 5 14 12		
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	17 % 41 14 5 14 12 7		
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	17 % 41 14 5		
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	177 9% 411 14 5 14 122 7 7 - 2 2 3 2 2 1		
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	177 9% 411 144 122 23 33 22 11		
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	17 9% 41 14 5 14 12 7 7 -		

Additional data trade visitors

Economic		
	sector	%
Manufactur		21
Retail trade		17
Skilled trad		4
	foreign trade	8
	ioreign trade	1
Banks		
Insurance		1
Other servi		25
	ublic services	2
University/o	college/polytechnic	1
Other		18
Student		2
Other not of	gainfully employed	1
Influence of	on purchasing/	
procureme	ent decisions	%
Decisively		39
Collectively	•	25
	sory capacity	19
No	,	16
Student		2
	gainfully employed	1
outer not g		
	sponsibility	%
Manageme	nt	48
Research/de	evelopment/design	5 4 2
	ork preparation	4
Manufactur	re/production	2
	quality control	1
Buying/prod		4
	counting, controlling	1
Information	n, communication technology (ED	
	tion/organization/personnel/	'') 2
	are/training	2
		13
	sales/advertising/PR	13
Storage/ma	iterial management/logistics/	
transport		1
transport Maintenand	ce/repairs	1
transport Maintenand Other area	ce/repairs	1 8 8
transport	ce/repairs	1 8 8 2
transport Maintenand Other area Student	ce/repairs gainfully employed	1 8 8
transport Maintenand Other area Student	•	1 8 8 2
transport Maintenand Other area Student Other not g	gainfully employed mpany/organization:	1 8 8 2 1
transport Maintenand Other area Student Other not g Size of cor Number of	gainfully employed mpany/organization: employees:	1 8 8 2 1
transport Maintenand Other area Student Other not g Size of cor Number of 1- 4	gainfully employed mpany/organization: employees: 24 500 999	1 8 8 2 1 %
transport Maintenand Other area Student Other not g Size of cor Number of 1- 4 5- 9	gainfully employed mpany/organization: employees: 24 500 999 17 1 000 999	1 8 8 2 1 1 % 3 10
transport Maintenand Other area Student Other not of Size of cor Number of 1- 4 5- 9 10- 49	mpany/organization: employees: 24 500 - 999 17 1 000 - 9 999 23 10 000 and more	1 8 8 2 1 1 % 3 10
transport Maintenand Other area Student Other not of Size of cor Number of 1- 4 5- 9 10- 49 50- 99	gainfully employed mpany/organization: employees: 24 500 - 999 17 1 000 - 9 999 23 10 000 and more 10 Student	1 8 8 2 1 %
transport Maintenand Other area Student Other not g Size of cor Number of 1- 4 5- 9 10- 49	mpany/organization: employees: 24 500 - 999 17 1 000 - 9 999 23 10 000 and more 10 Student 5 other not qainfully	1 8 8 2 1 1 % 3 10
transport Maintenand Other area Student Other not g Size of cor Number of 1- 4 5- 9 10- 49 50- 99	gainfully employed mpany/organization: employees: 24 500 - 999 17 1 000 - 9 999 23 10 000 and more 10 Student	1 8 8 2 1 1 % 3 10
transport Maintenand Other area Student Other not g Size of cor Number of 1- 4 5- 9 10- 49 50- 99 100-199	gainfully employed mpany/organization: employees: 24 500 999 17 1 000 999 23 10 000 and more 10 Student 5 other not gainfully	1 8 8 2 1 1 % 3 10 2 2
transport Maintenanc Other area Student Other not of Size of cor Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499	gainfully employed mpany/organization: employees: 24 500 999 17 1 000 9 999 23 10 000 and more 10 Student 5 other not gainfully 5 employed	1 8 8 2 1 1 % 3 10 2 2
transport Maintenant Other area Student Other not of Size of con Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length of	gainfully employed mpany/organization: employees: 24 500 999 17 1 000 - 999 23 10 000 and more 10 Student 5 other not gainfully 5 employed stay f stay (days):	1 8 8 2 1 3 10 2 2
transport Maintenanc Other area Student Other not c Size of cor Number of 1- 4 5- 9 10- 49 50- 99 100- 199 200-499 Length of Llength of one	gainfully employed mpany/organization: employees: 24 500 - 999 17 1 000 - 9 999 23 10 000 and more 10 Student 5 other not gainfully 5 employed stay f stay (days): 71 three 3	1 8 8 2 1 3 10 2 2
transport Maintenant Other area Student Other not o Size of coi Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length of	gainfully employed mpany/organization: employees: 24 500 - 999 17 1 000 - 9999 23 10 000 and more 10 Student 5 other not gainfully 5 employed stay f stay (days):	1 8 8 2 1 3 10 2 2
transport Maintenand Other area Student Other not c Size of cor Number of 1- 4 5- 9 10- 49 100- 199 200- 499 Length of 1. Length of one two	gainfully employed mpany/organization: employees: 24 500 - 999 17 1 000 - 9999 23 10 000 and more 10 Student 5 other not gainfully employed stay f stay (days): 71 three 3 23 four 4	1 8 8 2 1 3 10 2 2

Conducted by: Wissler & Partner, Basel

MEDICA (2008) ---- Düsseldorf

Basic data trade visitors

Total number of visitors	136 871
Proportion of trade visitors	97%
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	15 61
over 300 km	01
Total Germany Baden- North Rhine-	51
Württemberg 12 Westphalia	50
Bavaria 7 Rhineland- Berlin 2 Palatinate	5
Brandenburg - Saarland	1
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	2
Hesse 8 Schleswig- Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	1
ower Saxony 5	
Total Foreign	49
of which EU Rest of Europe	47
Africa	8 7
North America South and Central America	7 4 12
Middle East South-, East-, Central Asia	12 14
Australia	1
The five countries with the highest	
visitor shares Netherlands	% 7 6 5 5
Great Britain	6
USA Italy	5
India	5
Position in the company/organisation Entrepreneur, partner, self-employed	ı %
Entrepreneur, partner, self-employed Managing director, board member,	23
head of an authority etc.	17
Senior department head, other employe with managerial responsibility	6
Department head, group head Other salaried staff/public service	19 14
Skilled worker	
Lecturer, teacher, scientific assistant Trainee	4 3 2 5 7 1
Other position Student	5
Other not gainfully employed	1
Frequency of visits to trade fair	%
2007 2006	41 37
2005	33
Earlier events First visit	27 38
	50

Additional data trade visitors

Economic sector Doctor's practice	1	%
Doctors' practices, therapy logopaedi	physiotherapy, ergo- a	2
Other practices		1
Hospital/university Medical care centre		20
Rehabilitation facili	ties	1
Health spa facilities Old people's home	S	1
Nursing home		1
Industry Medicine and sanit	ary/medical	15
specialist trade	ary/mearea.	9
Pharmacy Other trade		1
Service		11
Other Student		12
Other not gainfully	employed	1
Influence on purc	hasing/	%
procurement deci Decisively	SIUIIS	29
Collectively	acity	28
In an advisory capa No	acity	22 13
Student	amplayed	7
Other not gainfully	епрюуеа	1
Area of responsib	ility	%
Management Research/developm	ent/design	32 16
Planning/work prep	paration	2
Manufacture/produ Production, quality		1
Buying/procuremen	t	6
	unication technology (ED)P) 2
social welfare/train	anisation/personnel/ ing	2
Marketing/sales/ad	vertising/PR	26
Storage/material m transport	anagement/logistics/	
Maintenance/repair	'S	1
Other area		5
Size of company/o		%
Number of employ 1- 4 12	500 - 999	6
5- 9 11	1 000 - 9 999	13
10- 49 25 50- 99 8	10 000 and more Student	3
100-199 6	Other not gainfully	
200-499 8	employed	1
Length of stay	love).	%
1. Length of stay (cone 46	three 16	
two 22	four 17	
2. Average length of	•	days
2. Average length o		day

ProWein

Basic data trade visitors

Total number of visitors	35 167
Proportion of trade visitors	93%
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	28
over 300 km	45
Total Germany	72
Baden- North Rhine- Württemberg 13 Westphalia	40
Bavaria 8 Rhineland-	40
Berlin 1 Palatinate	17
Brandenburg 1 Saarland	1
Bremen - Saxony	1
Hamburg 3 Saxony-Anhalt	1
Hesse 8 Schleswig- Mecklenburg- Holstein	2
West Pommerania - Thuringia	1
Lower Saxony 4	
Total Foreign	28
of which EU Rest of Europe	80 10
North America	4
Other	7
Netherlands France Austria Belgium Italy	15 10 8 7 6
Position in the company/organization	%
Entrepreneur, partner, self-employed	43
Managing director, board member, head of an authority etc.	12
Senior department head, other employee	2
with managerial responsibility	13
Department head, group head Other salaried staff/public service	
Skilled worker	8 5 3 4
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	4
Studen't Other not gainfully employed	4
- Tot gainting employed	
Frequency of visits to trade fair	%
2008	44
2007	41 38
Earlier events First visit	33

Conducted by: Walter, Wissler & Partner, Basel

---- Düsseldorf

Additional data trade visitors

Economic sector Retail trade for wine, sparkling wine and	%
spirits	26
Food retailing	3
Beverage cash and carry, beverage specialist trade	2
Other retail	2
Wholesale trade for wine, sparkling wine	_
and spirits Import/export	7 9
Trade agency for wine, sparkling wine and	9
spirits	3
Hotel Catering	8 11
Media, press, publishing	4
Other services	3
Wine-growing, production, processing	7
Accessories University/college/polytechnic	3 1
Other	4 3 7 3 1 7 4
Student	4
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	%
Decisively	42
Collectively	27
In an advisory capacity	17
No	9
Student	4
Other not gainfully employed	1

Area of responsibility	%
Management	42
Research/development/design	2
Planning/work preparation	2
Manufacture/production	4
Production, quality control	1
Buying/procurement	42 2 2 4 1 9
Finance/accounting, controlling	1
Information, communication technology	
Administration/organization/personnel/	(25.)
social welfare/training	2
Marketing/sales/advertising/PR	24
Storage/material management/logistics/	2-1
transport	1
Maintenance/repairs	
Other area	2
Student	8
Other not gainfully employed	1
other not gainfully employed	

Number of	emplove	organization: ees:	%
1- 4	37	500 - 999	2
5- 9	12	1 000 - 9 999	2 2 4
10- 49	21	10 000 and more	2
50- 99	9	Student	4
100-199	6	other not gainfully	
200-499	3	employed	1

Length of	of stay	(days):			%
one	55 55	two	28	three	17
2. Averag	e lengtl	h of stay		1,6	days
3. Share	of visito	rs on the	event's	days:	N/A

Conducted by: Wissler & Partner, Basel

PSI ---- Düsseldorf

Basic data trade visitors

legion of residence p to 50 km nore than 50 km up to 100 km sore than 100 km up to 300 km ver 300 km Sotal Germany	Total number of visitors	18 926	
p to 50 km up to 100 km lore than 50 km up to 100 km lore than 100 km up to 300 km 22 lover 300 km 55 Otal Germany laden	Proportion of trade visitors	98%	
iore than 50 km up to 100 km ore than 100 km up to 300 km Votal Germany Idaden- Vürttemberg 16 Westphalia Idavaria 15 Rhineland- Iderlin 3 Palatinate 6 Idrandenburg - Saarland 16 Idrandenburg 5 Saxony-Anhalt Iderse 8 Schleswig- Holstein 3 Holstein 31 Iderse 17 Horringia 11 Iderse 18 Schleswig- Vest Pommerania - Thuringia 11 Iderse 19 Holstein 31 Iderse 31 Iderse 32 Holstein 31 Iderse 34 Schleswig- Holstein 31 Iderse 44 Iderse 34	Region of residence	%	
total Germany variable of the five countries with the highest isitor shares ledgium witzerland the five countries with the highest isitor shares ledgium witzerland total of the five countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries with the highest isitor shares ledgium witzerland total for countries witzer	up to 50 km	16	
wer 300 km Sotal Germany laden- Virttemberg 16 Westphalia lavaria 15 Rhineland- lerlin 3 Palatinate randenburg - Saarland teremen - Saxony lamburg 5 Saxony-Anhalt lesse 8 Schleswig- Holstein 3 Thuringia ower Saxony 5 Sotal Foreign 54 West Pommerania - Thuringia 1 Other 55 South-, East-, Central Asia Other 57 Che five countries with the highest sistor shares letterlands sustria rance legigium witzerland 50 Sostion in the company/organization ntrepreneur, partner, self-employed Alanaging director, board member, ead of an authority etc. enior department head, other employee with managerial responsibility lepartment head, group head souther 53 Sostion in the companylorganization on trepreneur, partner, self-employed Alanaging director, board member, ead of an authority etc. enior department head, other employee with managerial responsibility lepartment head, group head souther salaried staff/public service with group head souther salaried staff/public service with reacher, scientific assistant rainee octurer, teacher, scientific assistant rainee ther not gainfully employed requency of visits to trade fair one		3	
laden- North Rhine- Viertemberg 16 Westphalia 34 lavaria 15 Rhineland- lerlin 3 Palatinate trandenburg - Saarland 1 lermen - Saxony 1 lamburg 5 Saxony-Anhalt lesse 8 Schleswig- Holstein 3 lesse 8 Schleswig- Holstein 3 lesse 7 Thuringia 5 lesse 8 Schleswig- Holstein 3 lesse 9 Schleswig- Holstein 3 lese 9 Schleswig- Holstein 3 lesse 9 Schleswig- Holstein 3 lesse 9 S	over 300 km	59	
Vürtemberg 16 Westphalia avaria 15 Rhineland- terlin 3 Palatinate 6 trandenburg - Saarland 17 termen - Saxony 11 termen - Saxon	Total Germany	46	
ierlin 3 Palatinate irrandenburg - Saarland 1 remen - Saxony 1 Iamburg 5 Saxony-Anhalt lesse 8 Schleswig-Mecklenburg-West Pommerania - Thuringia 1 Inuringia 1 Inu	Württemberg 16 Westphalia	34	
remen - Saxony - Anhalt lesse	Berlin 3 Palatinate	6	
lamburg 5 Saxony-Anhalt lesses 8 Schleswig- flesse 8 Schleswig- flesse 9 Schleswig- flesse 1 Foreign 5 Foreign 5 Foreign 6 Foreign 6 Foreign 7 For		1	
Mecklenburg- Vest Pommerania - Thuringia -	Hamburg 5 Saxony-Anhalt	1	
ower Saxony 5 Total Foreign If which EU Rest of Europe South-, East-, Central Asia Other The five countries with the highest isitor shares letherlands letherlands letherlands letherlands letherlands letherland Tosition in the company/organization ntrepreneur, partner, self-employed Anaging director, board member, ead of an authority etc. enior department head, other employee with managerial responsibility lepartment head, group head ther salaried stafffpublic service killed worker ecturer, teacher, scientific assistant rainee lether salaried stafffpublic service tudent ther not gainfully employed requency of visits to trade fair 008 007 arlier events		3	
if which EU Rest of Europe South-, East-, Central Asia Other The five countries with the highest isitor shares letherlands usustria rance leteligium switzerland Position in the company/organization ntrepreneur, partner, self-employed Alanaging director, board member, lead of an authority etc. enior department head, other employee with managerial responsibility plepartment head, group head stilled worker salaried staff/public service killed worker letturer, teacher, scientific assistant rainee cuturer, teacher, scientific assistant trainee the cuturer, teacher, scientific assistant trainee trainee of the cuturer of a single proposition tudent the cuturer of a single proposition tudent of the cuturer of a single proposition tudent of a single proposition trainer events of a single propos		1	
Rest of Europe South-, East-, Central Asia Other The five countries with the highest isitor shares letherlands sustria rance ledgium strigerand Tosition in the company/organization ntrepreneur, partner, self-employed Anaging director, board member, ead of an authority etc. enior department head, other employee with managerial responsibility lepartment head, group head ther salaried staff/public service killed worker ecturer, teacher, scientific assistant rainee staff public service tudent ther not gainfully employed requency of visits to trade fair 008 007 arlier events	Total Foreign	54	
South-, East-, Central Asia Other the five countries with the highest isitor shares letherlands sustria rance legigium witzerland vosition in the company/organization ntrepreneur, partner, self-employed Ananaging director, board member, ead of an authority etc. enior department head, other employee with managerial responsibility lepartment head, group head ther salaried staff/public service killed worker ecturer, teacher, scientific assistant rainee tudent ther not gainfully employed requency of visits to trade fair 008 007 arlier events			
Other the five countries with the highest isitor shares letherlands 13 ustria 59 rance 80 ledgium 61 vosition in the company/organization antrepreneur, partner, self-employed Ananaging director, board member, ead of an authority etc. enior department head, other employee with managerial responsibility 40 pepartment head, group head 15 ther salaried staff/public service 14 killed worker 20 ecturer, teacher, scientific assistant 12 rainee 31 ther position 42 ther not gainfully employed 15 requency of visits to trade fair 10 008 47 008 47 007 32 arlier events 35	South-, East-, Central Asia	3	
isitor shares letherlands ustria rance ledigium witzerland Position in the company/organization ntrepreneur, partner, self-employed Ananaging director, board member, ead of an authority etc. enior department head, other employee with managerial responsibility lepartment head, group head ther salaried staff/public service killed worker ecturer, teacher, scientific assistant rainee ther position tudent ther not gainfully employed requency of visits to trade fair 008 007 arlier events	Other	4	
ntrepreneur, partner, self-employed Alanaging director, board member, ead of an authority etc. enior department head, other employee vith managerial responsibility lepartment head, group head ther salaried staff/public service killed worker ecturer, teacher, scientific assistant rainee tudent ther not gainfully employed requency of visits to trade fair 008 007 arlier events 28 29 20 21 22 24 25 26 27 28 28 28 29 20 20 20 21 20 20 20 20 20 20 20 20 20 20 20 20 20	The five countries with the highest visitor shares Netherlands Austria France Belgium Switzerland	% 13 9 8 5	
Anaging director, board member, ead of an authority etc. 28 ead of an authority etc. 28 enior department head, other employee with managerial responsibility 29 the salaried staff/public service 19 ther salaried staff/public service 19 the salaried staff/public service 1	Position in the company/organization		
enior department head, other employee vith managerial responsibility lepartment head, group head 15 ther salaried staff/public service 14 killed worker 2 ecturer, teacher, scientific assistant rainee 3 tudent 11 ther not gainfully employed 15 requency of visits to trade fair 08 008 47 008 47 007 32 arlier events 35	Managing director, board member,		
Pepartment head, group head 15 15 16 17 17 17 18 19 19 19 19 19 19 19 19 19	Senior department head, other employee	e	
ther salaried staff/public service killed worker ecturer, teacher, scientific assistant rainee Student there is a service stant tudent ther not gainfully employed requency of visits to trade fair 008 007 31 arlier events 33	with managerial responsibility	4	
killed worker ecturer, teacher, scientific assistant rainee ther position tudent ther not gainfully employed requency of visits to trade fair 008 007 32 arlier events	Other salaried staff/public service	15	
rainee 1 3 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Skilled worker	2	
ther position tudent 1 ther not gainfully employed 1 requency of visits to trade fair 9/1007 33/2 arlier events 35	Lecturer, teacher, scientific assistant	-	
tudent ther not gainfully employed 1 requency of visits to trade fair		3 4	
requency of visits to trade fair %008 47 007 33 arlier events 35	Student	1	
008 47 007 32 arlier events 39	Other not gainfully employed	1	
007 32 arlier events 39	Frequency of visits to trade fair	%	
arlier events 39	2008 2007		
irst visit 27	Earlier events	39	
	First visit	27	

Additional data trade visitors

Economic se		
Advertising si	ctor	%
	peciality trader	52
Advertising sp	peciality wholesale trader gency	17 10
Textile finishi	gency na	
Advertising a	gency	5
Services, pror	motion fitting	3
Other Student		1
	infully employed	1
Influence on	purchasing/	
procurement Decisively	decisions	% 44
Collectively		30
In an advisor	y capacity	16
No Student		1
	infully employed	1
Area of resp	onsibility	%
Management Recearch/dov	elopment/design	40
Planning/worl		3
Manufacture/	production	10
Production, q Buying/procur	uality control rement	10
Finance/accou	unting, controlling	1
	communication technology (EDP)
	n/organization/personnel/	
Administration social welfare Marketing/sal	n/organization/personnel/ e/training les/advertising/PR	1
Administration social welfare Marketing/sal Storage/mate	n/organization/personnel/ e/training	1
Administratio social welfare Marketing/sal Storage/mate transport Maintenance/	n/organization/personnel/ e/training les/advertising/PR rial management/logistics/	1 38
Administrations social welfare Marketing/sal Storage/mate transport Maintenance/Other area	n/organization/personnel/ e/training les/advertising/PR rial management/logistics/	38
Administratio social welfare Marketing/sal Storage/mate transport Maintenance/ Other area Student	n/organization/personnel/ e/training les/advertising/PR rial management/logistics/ /repairs	38 38
Administratio social welfare Marketing/sat Storage/mate transport Maintenance/ Other area Student Other not gai	n/organization/personne(/ c/training les/advertising/PR rial management/logistics/ /repairs infully employed	38 38
Administratio social welfare Marketing/sal Storage/mate transport Maintenance/ Other area Student Other not gai	n/organization/personnel/ c/training les/advertising/PR rial management/logistics/ /repairs infully employed pany/organization: mployees:	38
Administratio social welfare Marketing/sal Storage/mate transport Maintenance/ Other area Student Other not gai	n/organization/personnel/ c/training les/advertising/PR rial management/logistics/ /repairs infully employed pany/organization: mployees:	38
Administratio social welfarig/sal Storage/mate transport Maintenance/ Other area Student Other not gai Size of comp Number of er 1- 4 5- 9	n/organization/personnel/ c/training les/advertising/PR rial management/logistics/ /repairs infully employed pany/organization: mployees: 32 500 999 32 1 000 9999	38
Administration social welfare Marketing/sal Storage/mate transport Maintenance/ Other area Student Other not gain which was a support of the most gain and the student of the most gain and the student of the most gain and the support of the student of the support of the suppor	n/organization/personnel/ c/training les/advertising/PR rial management/logistics/ /repairs infully employed pany/organization: mployees: 32 500 999 22 1 000 9 999 29 10 000 and more 7 Student	38
Administratio social welfare Marketing/sal Storage/mate transport Maintenance/ Other area Student Other not gai Size of comp Number of er 1- 4 5- 9 10- 49 50- 99 100-199	n/organization/personnel/* c/training les/advertising/PR rial management/logistics/ /repairs infully employed Dany/organization: mployees: 32 500 999 22 1 000 9 999 29 10 000 and more 7 Student 4 other not gainfully	38 38 11 11 11
Administration social welfare Marketing/sal Storage/mate transport Maintenance/ Other area Student Other not gain which was a support of the most gain and the student of the most gain and the student of the most gain and the support of the student of the support of the suppor	n/organization/personnel/ c/training les/advertising/PR rial management/logistics/ /repairs infully employed pany/organization: mployees: 32 500 999 22 1 000 9 999 29 10 000 and more 7 Student	38 38 11 11 11
Administratio social welfare Marketing/sal Storage/mate transport Maintenance/ Other area Student Other not gai Size of comp Number of er 1	n/organization/personnel/ cytraining les/advertising/PR rial management/logistics/ drepairs infully employed Dany/organization: mployees: 32 500 999 22 1 000 9 999 22 1 000 and more 7 Student 4 other not gainfully 1 employed	9% 11 11 11
Administratio social welfare Marketing/sal Storage/mate transport Maintenance/ Other area Student Other not gai Size of comp Number of er 1 - 4 5 - 9 10 - 49 50 - 99 100-499	n/organization/personnel/ c/training les/advertising/PR rial management/logistics/ /repairs infully employed Dany/organization: mployees: 32 500 999 22 1 0000 and more 7 Student 4 other not gainfully 1 employed ay tay (days):	% % % % % % % % % % % % % % % % % % %
Administratios social welfare Marketing/sal Storage/mate transport Maintenance/Other area Student Other not gai Size of comp. Number of er 1- 4 5- 9 10- 49 50- 99 100-199 200-499	n/organization/personnel/ c/training les/advertising/PR rial management/logistics/ /repairs infully employed cony/organization: mployees: 32 500 999 22 1 0000 and more 7 Student 4 other not gainfully 1 employed cony cony cony cony cony cony cony con	1 38 1 2 2 1 1 1 1 1 1 1 1

TOP HAIR INTERNATIONAL --- Düsseldorf

Basic data trade visitors

Total number of visitors	24 969
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	% 24 17 24 35
Total Germany	92
Baden- North Rhine- Württemberg 9 Westphalia	47
Württemberg 9 Westphalia Bavaria 9 Rhineland- Berlin 2 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony	5
Brandenburg 2 Saarland	
Hamburg 2 Saxony-Anhalt Hesse 4 Schleswig-	2
Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 10	2
Total Foreign of which EU Other	88 12
The country with the highest visitor share Netherlands	% 54
Position in the company/organization Entrepreneur, partner, self-employed	% 46
Managing director, board member, head of an authority etc. Senior department head, other employer	6 e
with managerial responsibility Department head, group head	4
Other salaried staff/public service Skilled worker	9 15
Lecturer, teacher, scientific assistant	1
Trainee Other position	13
Student Other not gainfully employed	2 2 1
Frequency of visits to trade fair	% 33

Additional data trade visitors

Economic sector Hairdressers' trade Other skilled trades Cosmetics/pharmaceuticals/chemical industry Other industry Trade Media, press, publishing Other services Other Student Other not gainfully employed	%89 1 2 1 1 1 1 1 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 27 26 25 19
Size of company/organization: Number of employees: 1 - 4 38 500 - 999 5 - 9 30 1 000 - 9 999 10 - 49 17 10 000 and more 50 - 99 1 Student 100-199 1 other not gainfully 200-499 1 employed N/A	% 1 1 2
Length of stay 1.Length of stay (days): one 64 two 29 three	%
2. Average length of stay 1,4 d 3. Share of visitors on the event's days:	ays

Conducted by: Wissler & Partner, Basel

REHACARE INTERNATIONAL ---- Düsseldorf

Basic data trade visitors

Total number of visitors	48 192
Proportion of trade visitors	68%
Region of residence	%
up to 50 km	35
more than 50 km up to 100 km	18
more than 100 km up to 300 km over 300 km	21 27
OVEL 300 KIII	
Total Germany	83
Baden- North Rhine- Württemberg 4 Westphalia	70
	70
Bavaria 3 Rhineland- Berlin 2 Palatinate	4
Brandenburg - Saarland Bremen - Saxony	1
	1
Hamburg 1 Saxony-Anhalt	-
Hesse 6 Schleswig-	1
Mecklenburg- Holstein West Pommerania - Thuringia	1
Lower Saxony 6	1
Total Foreign	17
of which EU	76
Rest of Europe	8
South-, East-, Central Asia	5
Other	11
The five countries with the highest	
visitor shares	%
Netherlands	12
Italy	11
Belgium	10
France	8
Great Britain	7
Position in the company/organization	%
Entrepreneur, partner, self-employed	14
Managing director, board member,	5
head of an authority etc.	_
Senior department head, other employed with managerial responsibility	3
Department head, group head	12
Other salaried staff/public service	27
Skilled worker	7
Lecturer, teacher, scientific assistant	4
Trainee	8
Other position	8 7 7
Student Other not gainfully employed	6
Frequency of visits to trade fair	%
2008	% 37
2008	35
2006	33
Earlier events	26
First visit	40

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	% 37 19 22 23
Total Germany Baden- Württemberg 3 Westphalia Bavaria 3 Rhineland- Berlin 1 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 6	87 71 4 1 1 1
Total Foreign of which Rest of Europe South-, East-, Central Asia Other EU	13 8 5 11 77
The five countries with the highest visitor shares Netherlands Italy Belgium France Great Britain	% 13 10 10 8 7
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 11 4 2 10 25 6 4 6 7 6 20
Frequency of visits to trade fair 2008 2007 2006 Earlier events First visit	% 37 36 34 27 39

Additional data trade visitors

Economic sector Medicine and sanitary/medical specialist trade Orthopaedic trade Rehabilitation facilities Special facilities (school, workshop) In-patient/stationary care and nursing faciliti Out-patient nursing services Medical technical service Cost unit (professional association, health insurance company etc.) Doctor's practice Hospital/clinic Auxiliary materials/supplies and other indust Other industry Architect's/planning office Organisation on disability Welfare association Other service enterprises, consultancies Other Student Other not gainfully employed	3 9 5 es 7 3 1 4 1 6
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 20 26 24 18 7 6
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 13 3 4 1 3 1 2 2 1 3 9 1 1 1 3 7 6
Size of company/organization: Number of employees: 1 4 9 500 - 999 999 55 - 9 7 1 000 - 9999 999 10 - 49 18 10 000 and more 50 - 99 10 Student 500 - 99 10 Student 100-199 8 other not gainfully 200-499 10 employed N/A	% 8 10 2 7
Length of stay 1. Length of stay (days): one 80 three 4 two 15 four 2 2. Average length of stay 1,3 of	% days

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

Conducted by: Wissler & Partner, Basel

viscom (2007) ---- Düsseldorf

Basic data trade visitors

Total number of visitors	8 586
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	% 27 12 30 35
Total Germany	79
Baden- North Rhine- Württemberg 6 Westphalia Bavaria 7 Rhineland-	55
Berlin 1 Palatinate Brandenburg 1 Saarland	7
Bremen 1 Saxony	1
Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	1
Lower Saxony 9	2
Total Foreign	21
of which EU	78 18
Rest of Europe Other	4
The two countries with the highest	
visitor shares	%
Netherlands Belgium	20 12
Position in the company/organisation	%
Entrepreneur, partner, self-employed	47
Managing director, board member, head of an authority etc.	11
Senior department head, other employee	4
with managerial responsibility Department head, group head	14
Other salaried stuff, public service Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee Other position	6
Student	2
Frequency of visits to trade fair	%
2005 2003	29 15
Earlier events	12
First visit	57

Additional data trade visitors

Economic sector Advertising	% 55
Service	10
Wholesale trade Information-, Communication Industry	6
Publishing, printing	4
Retail trade	3
Media (print, broadcast media) Authority, public services	1
Clothing industry	1
Automobile industry Leisure, education	1
Pharmaceuticals industry	1
Other	10
Student	2
Influence on purchasing/	
procurement decisions Decisively	% 46
Collectively	30
In an advisory capacity	14
No Student	9
Area of responsibility	%
Management Research, development, design	46 10
Planning, work preparation	18
Manufacture, production	28
Production, quality control Buying, procurement	24
Finance, accounting, controlling	6
Information, communication technology (I Administration, organisation, personnel,	EDP) 6
social welfare, training	5
Marketing, sales, advertising, PR	52
Storage, material management, logistics, transport	5
Maintenance, repairs	8
Other area	8
Student	4
Size of company/organisation:	
Number of employees: 1- 4 45 200- 499	9/
5- 9 19 500- 999	
10- 49 19 1 000- 9 999	3
50- 99 3 10 000 and more 100-199 3 Student	9/0
- Student	
Length of stay	%
1. Length of stay (days): one 85 two 11 three	. 4
	,2 days
	,_ uuy.
3. Share of visitors on the event's days:	

Conducted by: Walter, Wissler & Partner, Basel

HAUS+TECHNIK (2008) ----> Erfurt

Basic data private visitors

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

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 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 1 15 16 30 22 13 3
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 7 9 17 19 13 5
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 4 43 27 20 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 12 52 36
Follow-up business Intend to buy at later date yes no maybe	% 43 43 14

Basic data private visitors

Total number of visitors	15 577
Proportion of private 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	% 59 28 9 4
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Brandenburg Hamburg Hamburg Hesse West Pommerania Lower Saxony Thuringia North Rhine- Westphalia 2 Rhineland Palatinate 1 Saarland - Saxony Saxony-Anhalt Hesse Holstein - Thuringia	100 1 1 - 1 3 - 88
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	10 1
Frequency of visits to trade fair 2007 2005	% 44 37

Earlier events

Additional data private visitors

International pedigree dog show (2008) ----> Erfurt

	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 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	984
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	17
more than 50 km up to 100 km more than 100 km up to 300 km	12 35
over 300 km	35
Total Germany	96
Baden- North Rhine- Württemberg 10 Westphalia	10
Bavaria 16 Rhineland-	
Berlin 6 Palatinate Brandenburg 2 Saarland	2
Bremen 1 Saxony	10
Hamburg 2 Saxony-Anhali	. 2
Hesse 7 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia	28
Lower Saxony 5	
Total Foreign	4
Position in the company/organizatio	n %
Entrepreneur, partner, self-employed Managing director, board member,	25
head of an authority etc.	5
	20
Senior department head, other employe	:e _
with managerial responsibility	5
with managerial responsibility	5 10
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	5 10 31
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	5 10 31
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	5 10 31 - 11 - 2
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	5 10 31 - 11 - 2 11
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	5 10 31 - 11 - 2
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 10 31 - 11 - 2 11 1
Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	5 10 31 - 11 - 2 11 1 1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	5 10 31 - 11 - 2 11 1

Additional data trade visitors

Economic sector	%
Industry	35
Skilled trades Wholesale/foreign trade	9
Retail trade	1
Service	14
Teaching (polytechnic/university/college) Research	22 15
Other	10
Influence on purchasing/ procurement decisions	0/
Decisively	% 29
Collectively	33
In an advisory capacity No	17 10
Student	11
Other not gainfully employed	1
Area of responsibility Management	% 24
Research/development/design	53
Planning/work preparation	15 18
Manufacture/production Production, quality control	2
Buying/procurement	6
Finance/accounting, controlling Information, communication technology (EDP	4) 2
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	7 19
Storage/material management/logistics/	
transport Maintenance/repairs	1
Other area	3
Student Other net gainfully employed	11
Other not gainfully employed	
Size of company/organization: Number of employees:	%
1- 4 14 500- 999	3
5- 9 9 1 000- 9 999 10- 49 19 10 000 and more	9
50- 99 10 Student	11
100-199 7 other not gainfully	1
200-499 13 employed	
Length of stay	%
1. Length of Stay (days).	
one 76 two 24	
	ays
one 76 two 24	ays %

Reisen - Caravan (2008) ---- Erfurt

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 Total Germany Baden- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 2 Schleswig- Holstein 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 Frequency of visits to trade fair 2007 2006 2005 2004	Total number of visitors	31 246
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-	Proportion of private visitors	97%
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- Baden- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 2 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 Frequency of visits to trade fair 2007 2006 2005 2004	Region of residence	%
more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin - Palatinate Brandenburg - Saarand Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia 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 Frequency of visits to trade fair 2007 2006 2005 2004		62
Total Germany Baden- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin - Palatinate Brandenburg - Saarand Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia Lower Saxony - Thuringia 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 Frequency of visits to trade fair 2007 2006 2005 2005		27
Baden- North Rhine- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony-Anhalt Hesse 2 Schleswig- Holstein - Thuringia - Thuringia Lower Saxony - Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student 1 Housewife/man Old-age pensioner 3 Frequency of visits to trade fair 2007 2006 2005 2006		10 2
Baden- North Rhine- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony- Hamburg - Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg- Holstein West Pommerania - Thuringia Schleswig- Mertion in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student 1 Housewife/man Old-age pensioner 3 Frequency of visits to trade fair 2007 2006 2005 2004	Total Germany	100
Bavaria Berlin Berlin Berlin Brandenburg Bremen Hamburg Saxony-Anhalt Hesse 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 Frequency of visits to trade fair 2007 2006 2005 2005	Baden- North Rhine-	
Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg- West Pommerania - Thuringia - Thuringia Lower Saxony - Thuringia - 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 Lecturer, teacher, scientific assistant Trainee Other position Student		-
Brandenburg - Saarland - Saxony - Anhalt - Saxony - Saxony - Saxony - Saxony - Saxony - Thuringia - Thuringia - Thuringia - Saxony - Saxon		
Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg- Holstein West Pommerania - Thuringia - Sucheswig- Holstein Lower Saxony - Thuringia - Thuringia Lower Saxony - Self-employed Managing director, board member, head of an authority 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		-
Hamburg - Saxoný-Anhalt Hesse 2 Schleswig-Mecklenburg-West Pommerania Lower Saxony - Thuringia - Saxony - Thuringia - Sumpariner, partner, self-employed Managing director, board member, head of an authority 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		
Hesse 2 Schleswig- Mecklenburg- Holstein 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 1 1 Housewife/man Old-age pensioner 3 2006 2007 2006 2005 2004		t 3
Mecklenburg- West Pommerania - Thuringia - Thuringia Lower Saxony - Thuringia - Thuringia Lower Saxony - Thuringia - 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 Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Frequency of visits to trade fair 2007 2006 2005 2005		1 3
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 Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Frequency of visits to trade fair 2007 2006 2005 2005		90
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority 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 2007 57 2006 67 2006 67 2005 2005		30
Old-age pensioner 3 Frequency of visits to trade fair 2007 5 2006 4 2005 2004 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	4
Old-age pensioner 3 Frequency of visits to trade fair 2007 5 2006 4 2005 2004 2 2		3
2007 5 2006 4 2005 5 2004 2		32
	2007 2006 2005 2004 Earlier events	% 55 45 52 23 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 -
Conducted by: INA Research GmbH, S	chenefeld

Reiten-Jagen-Fischen

Basic data private visitors

Total number of visitors	23 174
Proportion of private visitors	100%
Region of residence	%
up to 50 km	57
more than 50 km up to 100 km	33
more than 100 km up to 300 km over 300 km	8
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia	-
Bavaria 3 Rhineland-	
Berlin - Palatinate	-
Brandenburg - Saarland	1
Bremen - Saxony Hamburg - Saxony-Anhalt	- 1
Hesse 1 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	94
Lower Saxony 1	
Position in the company/organization	%
Entrepreneur, partner, self-employed	12
Managing director, board member,	
head of an authority etc.	1
Senior department head, other employee	2
with managerial responsibility Department head, group head	2
Other salaried staff/public service	28
Skilled worker	16
Lecturer, teacher, scientific assistant	1
Trainee	5
Other position	1
Student	8
Housewife/man	6
Old-age pensioner	18
Other not gainfully employed	1
Frequency of visits to trade fair	%
2008	62 52
2007 Earlier events	33
First visit	28
THISC VISIC	20

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	% 9 17 16 24 17 12 6
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 2 000,- 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	% 8 10 14 17 15 8 2
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 15 35 26 17 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 69 13 18
Follow-up business Intend to buy at later date yes no maybe	% 16 41 43

Conducted by: Messe Erfurt GmbH, Erfurt

E-world energy & water ---- Essen

Basic data trade visitors

Total number of visitors	14 567	
Proportion of trade visitors		
Region of residence	%	
up to 50 km	28	
more than 50 km up to 100 km more than 100 km up to 300 km	12	
more than 100 km up to 300 km	26	
over 300 km	34	
Total Germany	88	
Baden- North Rhine-		
Württemberg 9 Westphalia	53	
Bavaria 5 Rhineland- Berlin 3 Palatinate	_	
Berlin 3 Palatinate	5	
Brandenburg 1 Saarland	-	
Bremen 1 Saxony	3	
Hamburg 3 Saxony-Anhalt	1	
Hesse 8 Schleswig-	2	
Mecklenburg- Holstein West Pommerania - Thuringia	1	
Lower Saxony 5		
Total Foreign	12	
of which EU	70	
Rest of Europe	17	
Other	13	
visitor shares Netherlands Switzerland	% 25 16	
Position in the company/organization	%	
Entrepreneur, partner, self-employed	10	
Managing director, board member,	_	
head of an authority etc.	. 7	
Senior department head, other employe		
with managerial responsibility Department head, group head	8	
Other salaried staff/public service	25 32	
Skilled worker	32	
Lecturer, teacher, scientific assistant	2	
Trainee	3 2 1 3 7	
Other position	3	
Student	7	
Other not gainfully employed	1	
Frequency of visits to trade fair	%	
2008	29	
2007	22	
2006	15 12	
2005		
2004	10	
Earlier events First visit	6 53	
HIST MISH	23	

Additional data trade visitors

Economic sector Power supply company	
Power cupply company	%
	36
Consultants, service providers Public utilities, council representatives	25 5
Research, press, associations	4
Business customers, industrial enterprises	12
Other	10
Student	7
Other not gainfully employed	1
Influence on purchasing/ procurement decisions	
	%
Decisively Collectively	18 27
In an advisory capacity	27
No	19
Student Other not gainfully employed	7
Area of responsibility	%
Management Research/development/design	19
Planning/work preparation	é
Manufacture/production	3
Production, quality control	4.5
Buying/procurement Finance/accounting, controlling	15
Information, communication technology (E Administration/organization/personnel/	DP) 9
Information, communication technology (E Administration/organization/personnel/ social welfare/training	DP) 9
Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	DP) 9
Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	DP) 9 3 19
Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	DP) 9 19 1 4
Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	DP) 9 19 1 4 17
Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	DP) 9 19 1 4
Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	DP) 9 19 17 17
Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	DP) 9 19 14 17 7
Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	DP) 9 3 19 1 4 17 7 1
Information, communication technology (E Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 5 500 - 999 5 - 9 7 1 000 - 9 999	DP) 9 3 19 1 4 17 7 1 1 8 8
Information, communication technology (E Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 5 500 - 999 5 - 9 7 1 000 - 999 10 49 13 10 000 and more	DP) 9 3 19 1 4 17 7 1 1 8 8 17 17
Information, communication technology (E Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1-4550-971000-9999 10-491310000 and more 50-998 Student	DP) 9 3 19 1 4 17 7 1 1 8 8
Information, communication technology (E Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1-4 5 500-999 10-49 13 10000 and more 50-99 8 Student	DP) 9 19 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Information, communication technology (E Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 5 500 - 999 5 - 9 7 1 000 - 999 10 - 49 13 10 000 and more 50 - 99 8 Student 100-199 9 other not gainfully 200-499 7 employed	DP) 9 3 3 19 19 19 19 19 19 19 19 19 19 19 19 19
Information, communication technology (E Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1-45500-999 10-491310000 and more 50-998 Student 100-1999 Student 100-1999 other not gainfully employed	DP) 9 3 19 1 4 17 7 1 1 8 8 17 17 7
Information, communication technology (E Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 5 500 - 999 5 - 9 7 1 000 - 999 10 - 49 13 10 000 and more 50 - 99 8 Student 100-199 9 other not gainfully 200-499 7 employed	DP) 9 3 3 19 19 19 19 19 19 19 19 19 19 19 19 19
Information, communication technology (E Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 5 500 - 999 10 - 49 13 10 000 and more 50 - 99 8 Student 100-199 9 other not gainfully 200-499 7 employed Length of stay 1. Length of stay (days): one 78 two 17 three	DP) \$ 3 19 19 19 19 19 19 19 19 19 19 19 19 19
Information, communication technology (E Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 5 500 - 999 10 - 49 13 10 000 and more 50 - 99 8 Student 100-199 9 other not gainfully 200-499 7 employed Length of stay 1. Length of stay (days): one 78 two 17 three	DP) 9 3 3 19 19 19 19 19 19 19 19 19 19 19 19 19

HAUS + GARTEN ---- Essen

Basic data private visitors

Total number of visitors	48 929
Proportion of private visitors	94%
Region of residence	%
up to 50 km	86 11
more than 50 km up to 100 km more than 100 km up to 300 km	11
over 300 km	1
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia Bayaria - Rhineland-	98
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	-
Hamburg - Saxony-Anha	lt -
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony 1	
Position in the company/organization	
Position in the company/organization	on %
Entrepreneur, partner, self-employed Managing director, board member,	8
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	2
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ	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	2 vee 1 6
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service	/ee 1 6 24
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	/ee 1 6 24 6
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	2 /ee 1 6 24 6 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	2 /ee 1 6 24 6 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	2 /ee 1 6 24 6 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	2 /ee 1 6 24 6 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	ree 16 24 66 3 11 3 29 13 29
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	/eee 16 24 66 33 11 33 22 13
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	zee 2 2 2 4 6 24 6 3 1 3 2 1 3 2 9 %
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 2008	8 2 2 2 2 3 3 2 2 9 3 3 2 2 9 5 2 5 2 5 2 5 2 5 2 5 2 5 2 5 2 5
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 2008 2008	xee 2 yee 1 6 24 6 3 3 2 13 2 9 3 7 % 25 25 25
Position in the company/organizatic Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008 2007 2006 2006	8 2 2 1 1 3 3 2 9 2 5 2 2 2 2 1 7 7
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 2008 2008	xee 2 yee 1 6 24 6 3 3 2 13 2 9 3 7 % 25 25 25

Additional data private visitors

Sex Male Female	% 37 63
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 2 5 11 24 27 25 8
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 5 7 10 11 13 10 8 37
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 11 53 16 15 6
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	% 30 18 52
Conducted by: Gelszus Messe-Marktforschul	ng

EQUITANA (2007) ---- Essen

Basic data trade visitors

Dasic data trade visitors			
Total number of visitors	174 017		
Proportion of trade visitors	22%		
Region of residence	%		
up to 50 km	19		
more than 50 km up to 100 km	17		
more than 100 km up to 300 km over 300 km	38 27		
Total Germany	81		
Baden- North Rhine- Württemberg 2 Westphalia	56		
Bavaria 7 Rhineland-	30		
Berlin 1 Palatinate	11		
Brandenburg 1 Saarland	2		
Bremen - Saxony	. 1		
Hamburg - Saxony-Anhalt	t 1		
Hesse 10 Schleswig- Mecklenburg- Holstein	2		
West Pommerania - Thuringia	-		
Lower Saxony 7			
Total Foreign	19		
of which EU Other	94 6		
The two countries with the highest visitor shares	%		
Netherlands	34		
Belgium 	24		
Position in the company/organisatio	n %		
Entrepreneur, partner, self-employed Managing director, board member,	44		
head of an authority etc.	4		
Senior department head, other employe			
with managerial responsibility	1		
Department head, group head	5		
Other salaried stuff, public service Skilled worker	10 4		
Lecturer, teacher, scientific assistant	1		
Trainee	7		
Other position	6		
Student	13		
Other not gainfully employed	6		
Frequency of visits to trade fair	%		
2005 2003	52 49		
2003	49		
Earlier events	44		
First visit	21		

Basic data private visitors

Jup to 50 km Incre than 50 km up to 100 km Incre than 100 km up to 300 km Incre than 100 km Incre than 1	Proportion of private visitors	
more than 50 km up to 100 km more than 100 km up to 300 km 36 over 300 km 11 Total Germany Baden- North Rhine- Württemberg 2 Westphalia 70 Berlin - Palatinate 9 Brandenburg - Saarland 1 Bremen - Saxony - Savony-Anhalt - Sermen - Saxony - Holstein 1 Mest Pommerania - Thuringia 1 Lower Saxony 5 Total Foreign of which EU 89 Other 11 The three countries with the highest visitor shares Wetherlands 43 Belgium 23 Luxembourg 14 Position in the company/organisation intrepreneur, partner, self-employed 11 Ausamburg - Saxony	Region of residence	
rore than 100 km up to 300 km 11 rotal Germany Baden- Worthemberg 2 Westphalia Bavaria 2 Rhineland- Berlin - Palatinate 9 Brandenburg - Saarland 1 Bremen - Saxony - Anhalt - Hamburg - Saxony-Anhalt - Hesse 9 Schleswig- Holstein 1 West Pommerania - Thuringia 1 Lower Saxony 5 Fotal Foreign 6 of which EU 89 Other 11 The three countries with the highest visitor shares Wetherlands 43 Belgium 23 Belgium 33 Belgium 34 Belgium 35 Belgium 35 Belgium 35 Belgium 35 Belgium 36 Belgium 37 Belgium 37 Belgium 38 Belgium 39 Belgium 30	up to 50 km	
pover 300 km Total Germany Baden- Württemberg 2 Westphalia Bavaria 2 Rhineland- Berlin - Palatinate 9 Brandenburg - Saarland 1 Bremen - Saxony Hesse 9 Schleswig- Holstein 1 West Pommerania - Thuringia 1 Lower Saxony 5 Total Foreign 6 Other 11 The three countries with the highest visitor shares Wetherlands 43 Belgium 23 Luxembourg 14 Position in the company/organisation entrepreneur, partner, self-employed 11 Position in the company/organisation entrepreneur, partner, self-employed 11 Position in the company/organisation entrepreneur, partner, self-employed 11 West Position in the company/organisation entrepreneur, partner, self-employed 11 Position in the company/organisation entrepreneur, partner, self-employee with managerial responsibility 2 Department head, other employee with managerial responsibility 2 Department head, group head 6 Dother salaried stuff, public service 3 Skilled worker 7 Lecturer, teacher, scientific assistant 1 Trainee 4 Dother position 8 Student 16 Dother not gainfully employed 11 Frequency of visits to trade fair 6 2001 49 2001 49 2001 42 Earlier events 38	more than 50 km up to 100 km	
Fotal Germany Baden- Württemberg 2 Westphalia 70 Bavaria 2 Rhineland- Berlin - Palatinate 9 Brandenburg - Saarland 1 Bremen - Saxony Hamburg - Saxony-Anhalt - Hesse 9 Schleswig- Holstein 1 West Pommerania - Thuringia 1 Lower Saxony 5 Fotal Foreign 6 Other 111 The three countries with the highest visitor shares Wetherlands 43 Belgium 23 Luxembourg 14 Position in the company/organisation on intrepreneur, partner, self-employed 11 Managing director, board member, lead of an authority etc. 2 Bepartment head, other employee with managerial responsibility 2 Department head, group head 6 Department position 30 Skilled worker 7 Lecturer, teacher, scientific assistant 3 Irainee 4 Dither position 8 Student 0 Dither not gainfully employed 11 Frequency of visits to trade fair 9 Event 10 Event 10 Event 11 Frequency of visits to trade fair 9 Event 11 Event 11 Event 12 Event 12 Event 12 Event 13 Event 14 Event 15 Event 15 Event 16 Event 1		
Baden- North Rhine- Württemberg 2 Westphalia 70 3avaria 2 Rhineland- 3erlin - Palatinate 9 9 3randenburg - Saarland 1 Saromen - Saxony - Anhalt 1	over 300 km	- 11
Mürttemberg 2 Westphalia 70 Savaria 2 Rhineland- Berlin - Palatinate 9 Paradenburg - Saarland 1 Saremen - Saxony - Holstein 1 West Pommerania - Thuringia 1 Sayone Saxony - Saxony - Holstein 1 Mest Pommerania - Thuringia 1 Sayone Saxony -	Total Germany	94
Bavaria 2 Rhineland- Berlin - Palatinate 9 Brandenburg - Saarland 1 Bremen - Saxony Hamburg - Saxony Hamburg - Saxony-Anhalt - Hesse 9 Schleswig- Holstein 1 West Pommerania - Thuringia 1 Lower Saxony 5 Fotal Foreign 5 If which EU 89 Other 11 The three countries with the highest wisitor shares Wetherlands 43 Belgium 23 Luxembourg 14 Position in the company/organisation 23 Luxembourg 14 Position in the company/organisation 3 Contrepreneur, partner, self-employed 11 Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility 2 Department head, group head, other employee with managerial responsibility 2 Department head, group head, other employee with managerial responsibility 2 Department head, group head 6 Dither salaried stuff, public service 30 Skilled worker 7 Lecturer, teacher, scientific assistant 3 Irainee 2 Dither position 3 Student 16 Dither not gainfully employed 11 Frequency of visits to trade fair 5 2003 49 2001 42 Earlier events 38		
Berlin - Palatinate 9 Brandenburg - Saarland 1 Brandenburg - Saxony 1 Brandenburg - Saxony 1 Brandenburg - Saxony 1 Brandenburg - Saxony 1 Besse 9 Schleswig-Holstein 1 Brandenburg - Holstein 1 Brandenburg - Holstein 1 Brandenburg - Thuringia 1 Brandenburg - Thuringia 1 Brandenburg - Brandenburg - Brandenburg - Brandenburg 1 Brandenburg - Brandenburg		70
Brandenburg - Saarland 1 Bremen - Saxony Saxony Saxony-Anhalt - Saxony - - Sa		0
Remen - Saxony - Saxony-Anhalt - Saxony - Schleswig- Holstein - Thuringia		
Hamburg - Saxony-Anhalt - Hesse 9 Schleswig- Mecklenburg- Mest Pommerania - Thuringia 1 Lower Saxony 5 Total Foreign Of which EU 89 Other 11 The three countries with the highest visitor shares Netherlands 43 Belgium 23 Luxembourg 14 Position in the company/organisation Entrepreneur, partner, self-employed 11 Managing director, board member, head of an authority etc. 2 Department head, other employee with managerial responsibility 2 Department head, group head 6 Dither salaried stuff, public service 36 Skilled worker 7 Lecturer, teacher, scientific assistant 1 Irainee 4 Dither position 8 Student 16 Dither not gainfully employed 11 Frequency of visits to trade fair % 2005 54 2003 49 2001 42 Earlier events 38		- 1
Hesse 9 Schleswig- Mecklenburg- Holstein 1 West Pommerania 1 Lower Saxony 5 Fotal Foreign 6 Other 111 The three countries with the highest visitor shares 8 Wetherlands 43 Belgium 23 Luxembourg 14 Position in the company/organisation 23 Luxembourg 14 Position in the company/organisation 23 Luxembourg 14 Position in the company/organisation 34 Managing director, board member, 12 Bean of an authority etc. 2 Bean of an authority etc. 32 Bean of an authority etc. 33 Bean of an authority etc. 34 Bean of an authority etc. 35 Bean of an authority etc. 36 Bean of an authority etc. 36 Bean of an authority etc. 37 Bean of an authority etc. 38 Bean of an authority etc. 39 Bean of an authority etc. 30 Bean of a		-
Mest Pommerania - Thuringia 1 Lower Saxony 5 Total Foreign 6 of which EU 89 Other 111 The three countries with the highest visitor shares 9 Netherlands 43 Belgium 23 Luxembourg 14 Position in the company/organisation 11 characteristic presence of a proper	Hesse 9 Schleswig-	
Total Foreign Other The three countries with the highest visitor shares Netherlands Belgium Selgium 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 Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Frainee Other position Student Other not gainfully employed 11 Frequency of visits to trade fair C005 S4 2001 49 2001 42 2arlier events		
Total Foreign Other Othe		1
of which EU Other 11 The three countries with the highest visitor shares % Netherlands 43 Belgium 23 Luxembourg 14 Position in the company/organisation intrepreneur, partner, self-employed 11 Managing director, board member, lead of an authority etc. 2 Senior department head, other employee with managerial responsibility 2 Department head, group head 6 Other salaried stuff, public service 30 Skilled worker 7 Lecturer, teacher, scientific assistant 1 Trainee 4 Other position 8 Student 16 Other not gainfully employed 11 Frequency of visits to trade fair % 2001 49 2001 49 Zanlier events 38	EOWER SULVEIN S	
Other 11 The three countries with the highest visitor shares	Total Foreign	
The three countries with the highest visitor shares % Netherlands 43 Belgium 23 Luxembourg 14 Position in the company/organisation intrepreneur, partner, self-employed 11 Managing director, board member, lead of an authority etc. 2 Senior department head, other employee with managerial responsibility 2 Department head, group head 6 Dither salaried stuff, public service 30 Skilled worker 7 recturer, teacher, scientific assistant 1 rainee 4 Student 16 Dither not gainfully employed 11 Frequency of visits to trade fair % 1005 54 2003 49 2001 42 2001 42 21 11		
visitor shares % Netherlands 43 Selgium 23 Luxembourg 14 Position in the company/organisation intrepreneur, partner, self-employed 11 Managing director, board member, nead of an authority etc. 2 Senior department head, other employee with managerial responsibility 2 Department head, group head 6 Other salaried stuff, public service 30 Skilled worker 7 Lecturer, teacher, scientific assistant 7 Irainee 4 Other position 8 Istudent 16 Other not gainfully employed 11 Frequency of visits to trade fair % 1005 54 1003 49 1001 42 1001 42 1001 42 1001 38		
Netherlands 43 Belgium 23 Luxembourg 14 Position in the company/organisation 14 Position in the company/organisation 15 Entrepreneur, partner, self-employed 11 Managing director, board member, 16 Lead of an authority etc. 2 Lead of an authority etc. 2 Lead of an authority etc. 3		0/0
Belgium 23 Luxembourg 14 Position in the company/organisation Entrepreneur, partner, self-employed 11 Managing director, board member, lead of an authority etc. 2 Senior department head, other employee with managerial responsibility 2 Department head, group head 6 Other salaried stuff, public service 30 Skilled worker 7 Lecturer, teacher, scientific assistant 3 Trainee 4 Other position 8 Student 16 Other not gainfully employed 11 Frequency of visits to trade fair 6 2001 49 2001 42 Earlier events 38		
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 Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Irainee Other position Student Other not gainfully employed 11 Frequency of visits to trade fair 2005 54 2001 49 2001 42 Earlier events 38		
Entrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. 2 Senior department head, other employee with managerial responsibility 2 Department head, group head 6 Other salaried stuff, public service 30 Skilled worker 7 recturer, teacher, scientific assistant 1 rainee 4 Dither position 8 Student 16 Other not gainfully employed 11 Frequency of visits to trade fair 6 % 2003 49 2001 42 Earlier events 38	Luxembourg	14
Entrepreneur, partner, self-employed Managing director, board member, lead of an authority etc. 2 Senior department head, other employee with managerial responsibility 2 Department head, group head 6 Other salaried stuff, public service 30 Skilled worker 7 recturer, teacher, scientific assistant 1 rainee 4 Dither position 8 Student 16 Other not gainfully employed 11 Frequency of visits to trade fair 6 % 2003 49 2001 42 Earlier events 38	Position in the company/organisation	%
nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed 11 Frequency of visits to trade fair 2005 149 2001 21 22 23 24 25 26 27 28 28 28 29 20 20 20 20 20 20 20 20 20 20 20 20 20	Entrepreneur, partner, self-employed	11
Senior department head, other employee with managerial responsibility 2 Department head, group head 6 Other salaried stuff, public service 30 Skilled worker 7 Lecturer, teacher, scientific assistant 3 Trainee 4 Other position 8 Student 16 Other not gainfully employed 11 Frequency of visits to trade fair % 0005 54 2003 49 2001 42 Earlier events 38	Managing director, board member,	
with managerial responsibility 2 Department head, group head 6 Other salaried stuff, public service 30 Skilled worker 4 Cecturer, teacher, scientific assistant 6 Trainee 4 Other position 8 Student 6 Other not gainfully employed 11 Frequency of visits to trade fair 2005 54 2003 49 2001 42 Earlier events 38	head of an authority etc.	2
Department head, group head Other salaried stuff, public service 30 Skilled worker 7 Lecturer, teacher, scientific assistant Trainee 4 Other position 5 Student 16 Other not gainfully employed 11 Frequency of visits to trade fair 2005 54 2003 49 2001 42 Carlier events 36		2
Other salaried stuff, public service \$30 Skilled worker 7 Lecturer, teacher, scientific assistant 17ainee 4 Other position 8 Student Other not gainfully employed 11 Frequency of visits to trade fair 2005 54 2003 49 2001 42 Earlier events 38		
Skilled worker 7 Lecturer, teacher, scientific assistant 3 Irainee 4 Other position 8 Student 16 Other not gainfully employed 11 Frequency of visits to trade fair % 2005 54 2003 49 2001 42 Earlier events 38	Other salaried stuff, public service	
Traine	Skilled worker	
Other position 8 Student 16 Other not gainfully employed 11 Frequency of visits to trade fair % 2005 54 2003 49 2001 42 Earlier events 38		
Student 16 Other not gainfully employed 11 Frequency of visits to trade fair % 2005 54 2003 49 2001 42 Carlier events 38	Trainee	
Other not gainfully employed 11 Frequency of visits to trade fair % 2005 54 2003 49 2001 42 2arlier events 38		
Frequency of visits to trade fair % 2005 54 2003 49 2001 42 Earlier events 38		
2005 54 2003 49 2001 42 Earlier events 38	other not gaintany employed	
2003 49 2001 42 Earlier events 38	Frequency of visits to trade fair	
2001 42 Earlier events 38		
Earlier events 38		
	- 1 4	
	First visit	

Basic data all visitors

up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km		21 36 15
Total Gerr Baden- Württembe Bavaria Berlin Brandenbu Bremen Hamburg Hesse	North Rhine- erg 2 Westphalia 3 Rhineland- - Palatinate rg - Saarland - Saxony - Saxony-Anhalt 9 Schleswig-	91 67 9
Mecklenbu West Pomr Lower Saxo	merania - Thuringia	1
	ign EU Rest of Europe Other	91 6
Th		
visitor sha Netherland Belgium Luxembour Austria	s	38 23
visitor sha Netherland Belgium Luxembour Austria Position ir Entreprene Managing head of an	g the company/organisation our, partner, self-employed director, board member, authority etc.	38 23 9 6 9/18
visitor sha Netherland Belgium Luxembour Austria Position ir Entreprene Managing head of an Senior dep with mana Departmen Other salar Skilled wor	n the company/organisation ur, partner, self-employed director, board member, authority etc. artment head, other employed gerial responsibility t head, group head ied stuff, public service	2
visitor sha Netherland Belgium Luxembour Austria Position ir Entreprene Managing head of an Senior dep with mana Departmen Other salar Skilled wor Lecturer, te Trainee Other posit Student	n the company/organisation ur, partner, self-employed director, board member, authority etc. artment head, other employed gerial responsibility t head, group head ried stuff, public service ker seacher, scientific assistant	38 23 9 18 18 26

Additional data trade visitors

Fronomic sector

Norse stable, stable operator, agriculture Veterinary surgeon, veterinary practice Professional equestrian, trainer Breeders Media, press, publishing Public authority, club, association Other services Manufacturer, Industry Retail trade Wholesale trade Skilled trades Smith Other Student Other not gainfully employed	23 5 9 5 2 2 9 5 6 3 2 3 7
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 32 18 14 17 13 6
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	29 4 9 5 4 14 7 5 DP) 4 8 21 7 8 21 13 6

Size of company/organisation:

nulliber of	employees		70
1- 4	51 [*]	500 - 999	1
5- 9	8	1 000 - 9 999	3
10- 49	9	10 000 and more	3
50- 99	2	Student	13
100-199	3	Other not gainfully	
200-499	2	employed	6

%
-
1
2
ys
13
19
16

Additional data private visitors

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

Conducted by: Walter, Wissler & Partner, Basel

FIBO ---- Essen

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 Value of the control of the contro	59% % 18 16 30 35 79 49 6 2 1 1
up to 50 km up to 100 km more than 50 km up to 300 km over 300 km Total Germany Baden- Württemberg 10 Westphalia Bavaria 7 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig-	18 16 30 35 79 49 6 2
more than 50 km up to 100 km more than 100 km up to 300 km Total Germany Baden- Württemberg 10 Westphalia Bavaria 7 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig-	16 30 35 79 49 6 2
more than 100 km up to 300 km over 300 km Total Germany Baden	30 35 79 49 6 2
over 300 km Total Germany Baden- Württemberg 10 Westphalia Bavaria 7 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig-	35 79 49 6 2 1
Baden North Rhine- Württemberg 10 Westphalia Bavaria 7 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig-	49 6 2 1
Württemberg 10 Westphalia Bavaria 7 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig-	6 2 1
Bavaria 7 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig-	6 2 1
Berlin 3 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig-	2
Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig-	1
Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig-	
Hesse 8 Schleswig-	- 1
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia	1
Lower Saxony 10	
Total Foreign	21
of which EU Rest of Europe	76 12
Other	12
visitor shares Netherlands Belgium Switzerland Austria	% 19 16 8 7
Position in the company/organization Entrepreneur, partner, self-employed	% 33
Managing director, board member,	33
head of an authority etc.	7
Senior department head, other employee	2
with managerial responsibility Department head, group head	2 10
Other salaried staff/public service	12
Skilled worker .	3
Lecturer, teacher, scientific assistant	2
Trainee Other position	11 5
Student	12
Other not gainfully employed	3
Frequency of visits to trade fair	%
2008 2007	34 25
Earlier events	23
First visit	44

Basic data private visitors

Proportion of private visitors	41%
Region of residence	%
up to 50 km	38
more than 50 km up to 100 km	21
more than 100 km up to 300 km	25
over 300 km	17
Total Germany	94
Baden- North Rhine-	
Württemberg 3 Westphalia	73
Bavaria 3 Rhineland-	4
Berlin - Palatinate	4
Brandenburg - Saarland Bremen - Saxony	1
Hamburg 1 Saxony-Anhalt	
Hesse 5 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	1
Lower Saxony 5	
Total Foreign	6
of which EU	70
Other	30
Position in the company/organization	%
Entrepreneur, partner, self-employed	9
Managing director, board member,	
head of an authority etc.	. 1
Senior department head, other employee with managerial responsibility	2
Department head, group head	5
Other salaried staff/public service	22
Skilled worker	11
Lecturer, teacher, scientific assistant	2
Trainee	13
Other position	7
Student	21
Other not gainfully employed	7
Frequency of visits to trade fair	%
2008	26
2007	16
Earlier events	17
First visit	55

Basic data all visitors

up To 50 km up to 100 km more than 100 km up to 300 km more than 100 km up to 300 km more than 100 km up to 300 km 28 Total Germany Baden- North Rhine- Wirttemberg 6 Westphalia Bavaria 6 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 8 Total Foreign of which EU 75 Rest of Europe 112 Other 12 The five countries with the highest visitor shares Relgium 17 Switzerland 4 Sustria 6 Austria France 9 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee 0 Other not gainfully employed Frequency of visits to trade fair 2008 207 Earlier events 22			
more than 50 km up to 100 km more than 100 km up to 300 km 28 Total Germany Baden- North Rhine-Württemberg 6 Westphalia Bavaria 6 Rhineland-Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Anhalt Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Holstein 1 Thuringia Lower Saxony 8 Total Foreign of which EU 75 Rest of Europe 117 Other 127 The five countries with the highest visitor shares Netherlands Belgium 17 Switzerland 18 Austria 6 Austria 7 France 19 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker 12 Frequency of visits to trade fair 2008 33 2007 Earlier events 2	Region of residenc	e	%
more than 100 km up to 300 km 28 over 300 km 28 Total Germany Baden- Württemberg 6 Westphalia 66 Bavaria 6 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland 5 Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- Mest Pomerania 1 Thuringia Lower Saxony 8 Total Foreign of which EU 77 Rest of Europe 12 Other 12 The five countries with the highest visitor shares Netherlands 15 Belgium 17 Switzerland 17 Austria 6 France 17 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 0 Other salaried staff/public service Skilled worker 12 Cother position 6 Student 15 Cother position 7 Cother position 6 Student 15 Cother position 7 Cother position 6 Cother position 7 Cother position 7 Cother position 7 Cother position 8 Cother position 9 Co		n to 100 km	
Total Germany Baden- Württemberg 6 Westphalia 66 Bavaria 6 Rhineland- Berlin 2 Palatinate 5 Brandenburg 1 Saarland 5 Bremen - Saxony 1 Hamburg 1 Saxony-Anhalt 1 Hesse 6 Schleswig- Mecklenburg- Holstein 1 Hesse 1 Thuringia 1 Lower Saxony 8 Total Foreign 1 Thuringia 1 Lower Saxony 8 Total Foreign 1 Thuringia 1 Total Foreign 1 Thuringia 1 Thurin	more than 100 km up to 300 km		28
Baden- North Rhine- Westphalia 60 Bavaria 6 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 8 Total Foreign of which EU 77 Rest of Europe 13 Other 12 The five countries with the highest visitor shares Netherlands 8 Belgium 17 Switzerland Austria 6 Austria France 9 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, group head Other salaried staff/public service Skilded worker Lecturer, teacher, scientific assistant Trainee Other not gainfully employed 19 Frequency of visits to trade fair 2008 21 2007 Earlier events 22 15 Assony Anhalt 19 16 Austria 19 17 Austria 19 18 Austria 19 19 Austria 19 19 Austria 19 10 Austria 19 10 Austria 19 11 Austria 19 12 Austria 19 13 Austria 19 14 Austria 19 15 Austria 19 16 Austria 19 17 Austria 19 18 Austria 19 18 Austria 19 18 Austria 19 19 Austria 19 19 Austria 19 10 Austria 19 11 Austria 19 11 Austria 19 11 Austria 19 12 Austria 19 13 Austria 19 14 Austria 19 15 Austria 19 16 Austria 19 17 Austria 19 18 A	over 300 km		28
Baden- North Rhine- Westphalia 60 Bavaria 6 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 8 Total Foreign of which EU 77 Rest of Europe 13 Other 12 The five countries with the highest visitor shares Netherlands 8 Belgium 17 Switzerland Austria 6 Austria France 9 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, group head Other salaried staff/public service Skilded worker Lecturer, teacher, scientific assistant Trainee Other not gainfully employed 19 Frequency of visits to trade fair 2008 21 2007 Earlier events 22 15 Assony Anhalt 19 16 Austria 19 17 Austria 19 18 Austria 19 19 Austria 19 19 Austria 19 10 Austria 19 10 Austria 19 11 Austria 19 12 Austria 19 13 Austria 19 14 Austria 19 15 Austria 19 16 Austria 19 17 Austria 19 18 Austria 19 18 Austria 19 18 Austria 19 19 Austria 19 19 Austria 19 10 Austria 19 11 Austria 19 11 Austria 19 11 Austria 19 12 Austria 19 13 Austria 19 14 Austria 19 15 Austria 19 16 Austria 19 17 Austria 19 18 A	Total Germany		25
Bavaria 6 Rhineland- Berlin 2 Palatinate 5 Brandenburg 1 Saarland 7 Bremen - Saxony 1 Hamburg 1 Saxony-Anhalt 1 Hesse 6 Schleswig-Mecklenburg- Holstein 1 West Pommerania 1 Thuringia 1 Lower Saxony 8 Total Foreign of which EU 77 Rest of Europe 12 Other 12 The five countries with the highest visitor shares Netherlands 18 Belgium 17 Switzerland 17 Austria 6 Austria 6 France 9 Position in the company/organization 17 Entrepreneur, partner, self-employed 17 Managing director, board member, head of an authority etc. 19 Senior department head, other employee with managerial responsibility 12 Department head, other employee with managerial responsibility 12 Department head, other employee with managerial responsibility 12 Department head, other employee 18 Skilled worker 19 Lecturer, teacher, scientific assistant 11 Trainee 11 Other position 19 Student 11 Other not gainfully employed 19 Frequency of visits to trade fair 2008 33 2007 Earlier events 22	Baden-		03
Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- Holstein 1 Thuringia Lower Saxony 8 Total Foreign of which EU 77 Other 12 The five countries with the highest visitor shares 9 Belgium 17 Switzerland 8 Austria France 9 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position 5 Student 0 Cher position 1 Student 12 Trequency of visits to trade fair 2008 22 Erequency of visits to trade fair 2008 22 Earlier events 22	Württemberg	6 Westphalia	60
Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- Holstein West Pommerania Lower Saxony 8 Total Foreign of which EU 77 Rest of Europe 12 Other 12 The five countries with the highest visitor shares 9 Netherlands 19 Belgium 17 Switzerland 19 Austria 6 France 19 Position in the company/organization 19 Entrepreneur, partner, self-employed 19 Managing director, board member, head of an authority etc. 19 Senior department head, other employee with managerial responsibility 19 Department head, group head 19 Other salaried staff/public service 19 Skilled worker 19 Lecturer, teacher, scientific assistant 19 Trainee 11 Other position 11 Other position 11 Student 11 Other not gainfully employed 11 Frequency of visits to trade fair 2008 21 Earlier events 22 Earlier events 22			
Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 8 Total Foreign of which EU 77 Rest of Europe 12 Other 12 The five countries with the highest visitor shares 94 Netherlands 15 Belgium 17 Switzerland 4 Saxoria 16 Austria 17 France 17 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, group head Other salaried staff/public service Skilled worker 16 Skilled worker 17 Cother position 16 Student 17 Cother position 17 Cother position 18 Cother position 19 Coth			1
Hamburg 1 Saxoný-Anhalt Hesse 6 Schleswig- Messe 6 Schleswig- Mest Pommerania 1 Thuringia 1 Lower Saxony 8 Total Foreign of which EU 75 Rest of Europe 11 Other 12 The five countries with the highest visitor shares Netherlands Belgium 15 Switzerland 8 Austria France 9 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee 0 Other position 1 Student 9 Cotter position 1 Student 12 Cotter position 1 Student 15 Cotter position 1 Student 15 Cotter position 1 Student 15 Cotter position 1 Cotter position 1 Cotter position 1 Cotter position 1 Cotter position 2 Cotter position 3 Cotter position 3 Cotter position 4 Cotter position 5 Cotter position 5 Cotter position 5 Cotter position 5 Cotter position 6 Cotter position 7 Cotter position 9 Cotter position 9 Cotter position 1 Cotter posit			i
Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 8 Total Foreign of which EU 75 Rest of Europe 15 Other 12 The five countries with the highest visitor shares 95 Relgium 17 Switzerland 88 Belgium 17 Switzerland 88 Austria 69 France 19 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. 55 Senior department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position 65 Student 15 Other not gainfully employed 15 Frequency of visits to trade fair 2008 27 Earlier events 22 The five countries with the highest 15 Senior department 25 Method 15 Senior department head, other employee with managerial responsibility 25 Senior department faed, other employee 16 Student 15 Student 15 Student 15 Student 15 Student 15 Senior department factor 37 Student 15 Student	Hamburg	1 Saxony-Anhalt	1
West Pommerania 1 Thuringia Lower Saxony 8 Thuringia Lower Saxony 8 Thuringia Lower Saxony 8 Thuringia Total Foreign of which EU 77 Rest of Europe 13 Other 12 The five countries with the highest visitor shares 9 Netherlands 19 Relgium 17 Switzerland 8 Austria 6 France 19 Position in the company/organization 19 Entrepreneur, partner, self-employed 19 Managing director, board member, head of an authority etc. 19 Senior department head, other employee 19 with managerial responsibility 19 Department head, group head 19 Other salaried staff/public service 19 Skilled worker 6 Lecturer, teacher, scientific assistant 17 Trainee 11 Other position 11 Other not gainfully employed 11 Frequency of visits to trade fair 2008 32 2007 Earlier events 2	Hesse		
Total Foreign of which EU Rest of Europe Other The five countries with the highest visitor shares Netherlands Belgium Switzerland Austria France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 212007 Earlier events			1
of which EU Rest of Europe Other 12 The five countries with the highest visitor shares 9 Netherlands 19 Belgium 17 Position in the company/organization 25 Austria France 19 Position in the company/organization 25 Entrepreneur, partner, self-employed 25 Managing director, board member, head of an authority etc. 25 Senior department head, other employee with managerial responsibility 25 Department head, group head 26 Other salaried staff/public service 36 Skilled worker 66 Lecturer, teacher, scientific assistant 17 Trainee 17 Other position 66 Student 01 Frequency of visits to trade fair 2008 32 2007 Earlier events 22	Lower Saxony		
of which EU Rest of Europe Other 12 The five countries with the highest visitor shares 9 Netherlands 19 Belgium 17 Position in the company/organization 25 Austria France 19 Position in the company/organization 25 Entrepreneur, partner, self-employed 25 Managing director, board member, head of an authority etc. 25 Senior department head, other employee with managerial responsibility 25 Department head, group head 26 Other salaried staff/public service 36 Skilled worker 66 Lecturer, teacher, scientific assistant 17 Trainee 17 Other position 66 Student 01 Frequency of visits to trade fair 2008 32 2007 Earlier events 22	Total Foreign		15
Other 12 The five countries with the highest visitor shares			75
The five countries with the highest visitor shares Netherlands 19 Belgium 17 Switzerland 26 Austria 67 Austria 67 France 17 Position in the company/organization 27 Entrepreneur, partner, self-employed 27 Managing director, board member, head of an authority etc. 27 Senior department head, other employee with managerial responsibility 27 Department head, group head 27 Other salaried staff/public service 37 Skilled worker 67 Lecturer, teacher, scientific assistant 17 Trainee 17 Other position 67 Student 18 Other not gainfully employed 19 Frequency of visits to trade fair 2008 21 2007 Earlier events 22		urope	13
visitor shares Netherlands Belgium Switzerland Austria France Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 201 201 201 201 201 201 201 201 201 201	Other		12
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried statffpublic service Skilled worker Lecturer, teacher, scientific assistant Trainee 12 Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2007 Earlier events 22 Senior department head, group head Other position Student 33 2007 22 Earlier events	Netherlands Belgium Switzerland Austria France		19 17 8 6
head of an authority 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 2008 2007 Earlier events	Position in the con	npany/organization	%
head of an authority 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 2008 2007 Earlier events	Managing director	er, seit-employed hoard member	23
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee 12 Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2007 Earlier events 22 Earlier events	head of an authority	/ etc.	5
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 2008 2007 Earlier events Student 227 Earlier events	Senior department h	nead, other employee	
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 2008 2007 Earlier events 16 17 18 19 19 19 19 19 19 19 19 19 19 19 19 19	with managerial res	ponsibility	
Skilled worker Lecturer, teacher, scientific assistant Trainee 12 Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2007 Earlier events 208	Other salaried staff	nuhlic service	
Trainee 12 Other position 6 Student 15 Other not gainfully employed 5 Frequency of visits to trade fair 2008 33 2007 22 Earlier events 22	Skilled worker	public service	Ė
Other position 5 Student 15 Other not gainfully employed 5 Frequency of visits to trade fair 2008 3 2007 2 Earlier events 2		ientific assistant	2
Student 15 Other not gainfully employed 5 Frequency of visits to trade fair 2008 3 2007 22 Earlier events 22			
Other not gainfully employed Frequency of visits to trade fair 2008 3007 207 Earlier events 2			
2008 31 2007 21 Earlier events 21		employed	5
2008 31 2007 21 Earlier events 21	Frequency of visits	to trade fair	%
Earlier events 21	2008		31
	2007		21
	Earlier events First visit		49

Additional data trade visitors

Additional data trade visitors	
Economic sector Fitness studio Physiotherapy Multifunctional system Health care center Sport club Sports association Public administration Rehabilitation centre Wellness institute, health facility, day spa Sport retail trade Other trade Sporting goods industry Other services Other Student Other not gainfully employed	% 33 6 4 3 3 2 2 2 2 2 2 2 1 8 17 12 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 26 19 23 17 12

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

Size of co Number of	mpany/o	organization: ees:	%
1- 4	21 1	500 - 999	2
5- 9	14	1 000 - 9 999	% 2 5 3
10- 49	27	10 000 and more	3
50- 99	8	Student	12
100-199	4	other not gainfully	
200-499	2	employed	3

Length o	of stay of stay	(days):		%
one	68	three	3	
two	24	four	5	
2. Averag	je lengtl	of stay		1,4 days
3. Share	of visito	rs on the	event's d	ays: N/A

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	% 20 37 21 13 5 1
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 12 11 15 10 10 7 13 22
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 60 12 28
Follow-up business Intend to buy at later date yes no maybe	% 28 28 44
Control of the Winds of Process Production	

Conducted by: Wissler & Partner, Basel

IPM ---- Essen

Rasic data trade visitors

Basic data trade visitors	
Total number of visitors	50 881
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	% 17 15 27 41
Total Germany	74
Baden- North Rhine- Württemberg 7 Westphalia Bavaria 7 Rhineland- Berlin 2 Palatinate	52
Berlin 2 Palatinate Brandenburg 1 Saarland	4
Bremen - Saxony	2
Hamburg - Saxony-Anhalt Hesse 7 Schleswig-	1
Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 10	3 2
Total Foreign of which EU	26 73
Rest of Europe	11
North America South-, East-, Central Asia Other	4 7 6
The five countries with the highest visitor shares	%
Netherlands Italy	26 8
Belgium Poland	6 6
Austria	6
Position in the company/organization Entrepreneur, partner, self-employed	% 30
Managing director, board membér, head of an authority etc. Senior department head, other employed	
Senior department head, other employed with managerial responsibility	e 2
Department head, group head Other salaried staff/public service	10 6
Foreman, master craftsman Skilled worker	7
Lecturer, teacher, scientific assistant Farmer, horticulturist	6 7 5 4 10 15 2
Trainee Other position	15
Student Other not gainfully employed	5 1
Frequency of visits to trade fair	%
2008 2007	36 35
2006 2005	35 33 28
2004 Earlier events	26 22
First visit	34

Additional data trade visitors

Economic sector Plant producer Florist wholesale trade Seed trade End-sales outlet Public authority municipal garden	% 18 5 1 6
Public authority, municipal garden department Horticulture and landscape gardening Landscape designer Garden centre	4 8 2 5
Gardening company Florist, specialist retailer Fruit and vegetable growing Cemetry gardeners	14 12 1 2
Decorator, interior architect Wholesale trade Home improvement centre Mail order	2 1 1
Other Student Other not gainfully employed	9 5 1
Influence on purchasing/ procurement decisions Decisively	% 32
Collectively In an advisory capacity No	25 17 19
Student Other not gainfully employed	5 1
Area of responsibility Management Research/development/design	% 34 6
Planning/work preparation Manufacture/production	17 31 8
Production, quality control Buying/procurement Finance/accounting, controlling	22 6
Information, communication technology (ED Administration/organization/personnel/ social welfare/training	7
Marketing/sales/advertising/PR Storage/material management/logistics/ transport	12 5
Maintenance/repairs Other area Student	5 15 5
Other not gainfully employed	1
Size of company/organization: Number of employees: 1- 4 27 500- 999	% 1
5- 9 21 1 000- 9 999 10- 49 25 10 000 and more	3 1 5
50- 99 7 Student 100-199 5 other not gainfully 200-499 3 employed	1
Length of stay 1. Length of stay (days): one 76 three 4 two 19 four 2	%
2. Average length of stay 1,3	days
3.Share of visitors on the event's days: 1st day 34 3rd day 34 2nd day 38 4th day 26	%
Conducted by: Gelszus Messe-Marktforschu	ına

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

MODE HEIM HANDWERK ---- Essen

Basic data private visitors

Total number of visitors	135 880
Proportion of private visitors	98%
Region of residence	%
up to 50 km	94
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	1
Total Germany	100
Baden- North Rhine-	0.0
Württemberg - Westphalia Bayaria - Rhineland-	99
Bavaria - Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Position in the company/organization	
Entrepreneur, partner, self-employed	4
Managing director, board member,	
head of an authority etc.	_ 1
Senior department head, other employed with managerial responsibility	e 1
Department head, group head	6
Other salaried staff/public service	28
Skilled worker	- 2
Lecturer, teacher, scientific assistant	2
Trainee	
Other position	2
Student	
Housewife/man	11
Old-age pensioner	2
Other not gainfully employed	į
Frequency of visits to trade fair	%
2008	56
2007	52
2006	47
2005	43 40
Earlier events First visit	13
LII2f AI2If	1.

Additional data private visitors

Sex Male Female	% 25 75
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 11 10 23 26 17 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 5 000,- EUR up to 5 000,- EUR N/A	% 8 11 13 10 10 7 6 35
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 48 18 12 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 80 8 13
Follow-up business Intend to buy at later date yes no maybe Conducted by: Gelszus Messe-Marktforschur	% 22 25 53
GmbH, Dortmund	iy

Reise + Camping

Basic data private visitors

Total number of visitors	84 952
Proportion of private visitors	97%
Region of residence	%
up to 50 km	60
more than 50 km up to 100 km	24
more than 100 km up to 300 km	15
over 300 km	1
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia	95
Bavaria 1 Rhineland-	
Berlin - Palatinate	1
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony 2	
Total Foreign	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	% 23 10 22 28 29 20 20 20 20 20 20 20 20 20 20 20 20 20
Other not gainfully employed Frequency of visits to trade fair (Reise/Camping, Golf, Fahrrad) 2008 (Reise/Camping, Golf, Fahrrad) 2007 (Reise/Camping, Golf) 2006	9/ 29 21
(Reise/Camping, Golf) 2005	<u>'</u>

Visitor Profil 2009 including Fahrrad/Essen

----- Essen

Additional data private visitors

Sex Male Female	% 61 39
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 1 5 11 27 30 21 6
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	% 5 8 11 11 13 11 8 33
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 51 15 17 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 44 27 29
Follow-up business Intend to buy at later date yes no maybe	% 31 24 45

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SCHWEISSEN & SCHNEIDEN ---- Essen

Basic data trade visitors

	52 655
Proportion of trade visitors	99%
Region of residence	%
up to 50 km more than 50 km up to 100 km	15 10
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	25
over 300 km	50
Total Germany	58
Baden- North Rhine- Württemberg 7 Westphalia	52
Bavaria 5 Rhineland-	_
Berlin 1 Palatinate Brandenburg 1 Saarland	6
Bremen 1 Saxony	4
Hamburg 2 Saxony-Anhalt	1
Hesse 8 Schleswig- Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	1
Lower Saxony 7	
Total Foreign	42
of which EU Rest of Europe	70 10
Africa	3
South and Central America	4
Middle East South-, East-, Central Asia	8
Other	3
The five countries with the highest	
visitor shares Netherlands	% 14
France	9
Belgium	8
Italy Poland	7
- Oldina	
	ı % 17
Position in the company/organization	17
Entrepreneur, partner, self-employed Managing director, board member,	
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	e -
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	e 6 23
Entrepreneur, partner, self-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	e 6 23 14
Entrepreneur, partner, self-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	e 6 23 14 11
Entrepreneur, partner, self-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	e 6 23 14 11 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	e 6 23 14 11 4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	e 6 23 14 11
Entrepreneur, partner, self-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	e 6 23 14 11 4 7 3 4 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 Other not gainfully employed Frequency of visits to trade fair 2005	e 6 23 14 11 4 7 3 4 4 2 2 % 32
Entrepreneur, partner, self-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 2005	e 6 23 14 11 4 7 7 3 4 2 2 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 Other not gainfully employed Frequency of visits to trade fair 2005 2001 1997 1993	e 6 23 144 111 17 3 3 4 4 2 2 20 12 8
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried stafffpublic service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2005 2001 1997	e 6 23 14 11 1 7 3 4 4 2 2 9 9 9 12 2 0 12

Additional data trade visitors

Economic sector	%
Energy industry/water supplies/mining	
Chemicals industry/oil processing	5 4
Plastics processing	1
Steel, mechanical and automotive	
engineering	40
Iron and non-ferrous metal products	11
Electrical engineering/precision engineering/	
optics	4
Building trade	1
Retail trade	3
Wholesale trade	10
Research	2 7
Service	7
Other	6
Student	4
Other not gainfully employed	2
Influence on muchasian/	
Influence on purchasing/ procurement decisions	%
Decisively	26
Collectively	33
In an advisory capacity	23
No	14
Student	4
Other not gainfully employed	2
Area of responsibility	%
Management	21
Research/development/design	17
Planning/work production	12
Manufacture/production	30
Production, quality control	13
Buying/procurement	
	11
Finance/accounting, controlling	2
Information, communication technology (EDI	2
Information, communication technology (EDI Administration/organization/personnel/	2 2 1
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training	2 P) 1
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	2 2 1
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/	P) 1 4 12
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	2 P) 1
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	2 P) 1 4 12 3
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	2 P) 1 4 12 3 9
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	2 P) 1 4 12 3 9
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	2 P) 1 4 12 3 9 1 4
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	2 2 1 4 12 3 9 1 4 2
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	2 P) 1 4 12 3 9 1 4
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 10 500 - 999	2 2 1 4 12 3 9 1 4 2 —————————————————————————————————
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 10 500- 999 5- 9 8 1 000- 999 5- 9 8 1 000- 9 999	2 1 4 12 3 9 1 4 2 8 6 9
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	2 4 12 3 9 1 4 2 2 % 6 9 6
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 10 500 999 10 - 49 21 10 000 and more 50 999 11 Student	2 1 4 12 3 9 1 4 2 8 6 9
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 10 500 999 15- 9 8 1 000 999 10- 49 21 10 000 and more 50- 99 11 Student 100-199 11 other not gainfully	2 1 4 12 3 9 1 4 2 6 9 6 4
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 10 500 999 10 - 49 21 10 000 and more 50 999 11 Student	2 4 12 3 9 1 4 2 2 % 6 9 6
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	2 1 4 12 3 9 1 1 4 2 2 8 6 9 6 4 2
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 10 500 999 15 - 9 8 1 000 9999 10 - 49 21 10 000 and more 50 99 11 Student 100-199 11 other not gainfully 200-499 11 employed	2 1 4 12 3 9 1 4 2 6 9 6 4
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	2 1 4 12 3 9 1 4 2 2 8 6 6 9 6 4 2
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 10 500 999 10 49 21 10 000 and more 50 99 11 Student 100 199 11 Student 100 199 11 other not gainfully 200 499 11 employed Length of stay 1. Length of stay (days): one 64 three 8 five	2 1 4 12 3 9 1 4 2 2 8 6 9 6 4 2
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 10 500 - 999 10 - 49 21 10 000 and more 50 - 99 11 5tudent 100 - 199 11 other not gainfully 200 - 499 11 employed Length of stay 1. Length of stay 1. Length of stay 1. Length of stay (days): one 64 three 8 five two 22 four 3 six	2 1 4 12 3 9 1 4 4 2 2 % 6 6 9 6 4 4 2 1 1
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 10 500 999 10 49 21 10 000 and more 50 99 11 Student 100 199 11 Student 100 199 11 other not gainfully 200 499 11 employed Length of stay 1. Length of stay (days): one 64 three 8 five	2 1 4 12 3 9 1 4 4 2 2 % 6 6 9 6 4 4 2 1 1
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 10 500 - 999 10 - 49 21 10 000 and more 50 - 99 11 Student 100-199 11 other not gainfully 200-499 11 employed Length of stay 1. Length of stay 1. Length of stay 1. Length of stay (days): one 64 three 8 five two 22 four 3 six 2. Average length of stay 1,6 of	P) 1 4 12 3 9 1 1 4 2 2 6 6 9 6 4 4 2 7 % 2 1 1 days
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 10 500- 999 15- 9 8 1 000- 999 10- 49 21 10 000 and more 50- 99 11 5 50 5 Student 100-199 11 other not gainfully 200-499 11 employed Length of stay 1. Length of stay 1. Length of stay (days): one 64 three 8 five two 22 four 3 six 2. Average length of stay 1,6 of 3. Share of visitors on the event's days:	2 1 4 12 3 9 1 1 4 2 2 6 6 9 6 6 4 4 2 7 % 6 days %
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 10 500- 999 15- 9 8 1 000- 999 10- 49 21 10 000 and more 50- 99 11 Student 100-199 11 Other not gainfully 200-499 11 employed Length of stay 1. Length of stay 1. Length of stay (days): one 64 three 8 five two 22 four 3 six 2. Average length of stay 1,6 of 3. Share of visitors on the event's days:	P) 1 4 12 3 9 1 1 4 2 2 6 6 9 6 4 4 2 7 % 2 1 1 days

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Ambiente ---- Frankfurt/Main

Basic data trade visitors

Total number of visitors	136 263
Proportion of trade visitors	88%
Region of residence	%
up to 50 km	14
more than 50 km up to 100 km	9
more than 100 km up to 300 km	23
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	54
Total Germany	55
Baden- North Rhine-	
Württemberg 15 Westphalia	16
Bavaria 14 Rhineland- Berlin 2 Palatinate	11
	'1
Brandenburg - Saarland Bremen 1 Saxony	i
Hamburg 2 Saxony-Anhalt	
Hesse 30 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	1
Lower Saxony 4	
Total Foreign	45
of which EU	61
Rest of Europe	6
Africa	4
North America South and Central America	6
Middle East	4
South- Fast- Central Asia	14
South-, East-, Central Asia Australia	2
The five countries with the highest	
visitor shares	%
<u>I</u> taly	7
France	
	/
Netherlands	6
Netherlands Great Britain	7 7 6
Netherlands Great Britain	66
Netherlands Great Britain China (PR)	5
Netherlands Great Britain China (PR) Position in the company/organizatio Entrepreneur, partner, self-employed	5
Netherlands Great Britain China (PR) Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member.	5
Netherlands Great Britain China (PR) Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	1 % 47
Netherlands Great Britain China (PR) Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	1 % 47 47 ee 5
Netherlands Great Britain China (PR) Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	1 % 47 48 ee 5
Netherlands Great Britain China (PR) Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	1 % 47 47 ee 5 13 10
Netherlands Great Britain China (PR) Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	1 % 47 47 ee 5 13 10
Netherlands Great Britain China (PR) Position in the company/organization 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 Skilled worker Lecturer, teacher, scientific assistant	1 % 47 47 ee 5 13 10
Netherlands Great Britain China (PR) Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	1 % 47 47 ee 5 13 10
Netherlands Great Britain China (PR) Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Student	1 % 47 47 ee 5 13 10
Netherlands Great Britain China (PR) Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other position	1 % 47 48 ee 5
Netherlands Great Britain China (PR) Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other position Other not gainfully employed	1 % 47 47 ee 5 13 10
Netherlands Great Britain China (PR) Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other position Other not gainfully employed Frequency of visits to trade fair 2008	5 1 9% 47 133 100 3 3 2 2 2 2
Netherlands Great Britain China (PR) Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other position Other not gainfully employed Frequency of visits to trade fair 2008 2007	5 9 47 47 13 19 19 19 19 19 19 19 19 19 19 19 19 19
Netherlands Great Britain China (PR) Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Student Other position Other not gainfully employed Frequency of visits to trade fair 2008	5 1 9% 47 133 100 3 3 2 2 2 2

Additional data trade visitors

Economic sector Retail trade	4
Wholesale/foreign trade Service	2 1
Industry	
Skilled trades Other sectors	
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	4
Collectively	2
In an advisory capacity No	1
Student	
Other not gainfully employed	
Area of responsibility	0
Management Research/development/design	1
Planning/work preparation	
Manufacture/production Production, quality control	
Buying/procurement	1
Finance/accounting, controlling Information, communication technology (El	DP)
Administration/organization/personnel/	.,
social welfare/training Marketing/sales/advertising/PR	1
Storage/material management/logistics/	
transport Maintenance/repairs	
Other area	
Student Other not gainfully employed	
other not gaintally employed	
Size of company/organization:	
Number of employees: 1- 4 39 500- 999	(
Number of employees: 1- 4 39 500- 999 5- 9 11 1 000- 9 999	Ç
Number of employees: 1	C
Number of employees: 1	(
Number of employees: 1	(
Number of employees: 1	
Number of employees: 1- 4 39 500 - 999 5- 9 11 1 000 - 9 999 10- 49 17 10 000 and more 50- 99 4 Student 100-199 8 other not gainfully 200-499 5 employed	
Number of employees: 1 - 4 39 500 - 999 5 - 9 11 1 000 - 9 999 10 - 49 17 10 000 and more 50 - 99 4 Student 100 - 199 8 other not gainfully 200 - 499 5 employed Length of stay 1. Length of stay (days): one 44 three 17 five two 26 four 7	(
Number of employees: 1 - 4 39 500 - 999 5 - 9 11 1 000 - 9 999 10 - 49 17 10 000 and more 50 - 99 4 Student 100 - 199 8 other not gainfully 200 - 499 5 employed Length of stay 1. Length of stay (days): one 44 three 17 five two 26 four 7	

Conducted by: Wissler & Partner, Basel

Christmasworld — Frankfurt/Main

Basic data trade visitors

Total number of visitors	30 366
Proportion of trade visitors	95%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 9 6 21 64
Total Germany Baden- Württemberg 17 Westphalia Bavaria 17 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 2 Saxony-Anhalt Hesse 21 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	46 15 10 3 2 1
Total Foreign of which EU Rest of Europe North America South and Central America South-, East-, Central Asia Other	54 73 12 4 3 7
The five countries with the highest visitor shares Italy France Netherlands Spain Switzerland	% 15 11 7 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	13
Frequency of visits to trade fair 2008 2007 Earlier events First visit	% 44 33 31 35

Additional data trade visitors

Economic sector Retail trade Wholesale/foreign trade Service Industry Skilled trades Other Student Other not gainfully employed	% 47 21 14 5 5 4 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 50 23 15 8 3
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training	% 48 4 2 6 - 17
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Information, communication technology (EDF Other area Student Other not gainfully employed	8 1 - 7) 1 9 3 1
Size of company/organization: Number of employees: 1- 4 39 500- 999 5- 9 14 1 000- 9999 999 10- 49 21 10 000 and more 50- 99 5 Student 100-199 5 other not gainfully 200-499 5 employed	% 3 5 2 3
Length of stay 1. Length of stay (days): one 47 three 15 five two 27 four 7 2. Average length of stay 1,9 c 3. Share of visitors on the event's days:	% 5 days N/A

Conducted by: Wissler & Partner, Basel

Heimtextil ---- Frankfurt/Main

Basic data trade visitors

Total number of visitors	67 199
Proportion of trade visitors	96%
Region of residence	%
up to 50 km more than 50 km up to 100 km	7 4
more than 50 km up to 100 km more than 100 km up to 300 km	15
over 300 km	74
Total Germany Baden- North Rhine-	37
Württemberg 17 Westphalia	19
Bavaria 18 Rhineland- Berlin 2 Palatinate	6
Brandenburg 2 Saarland	2
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	3
Hesse 20 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	3
Lower Saxony 4	,
Total Foreign	63
of which EU Rest of Europe	47 10
Africa	4
North America South and Central America	6
Middle East	10
South-, East-, Central Asia Australia	18 1
The five countries with the highest	
visitor shares	%
India Italy	8 7
Pakistan	6
France Portugal	% 7 6 5
Position in the company/organization Entrepreneur, partner, self-employed	ı % 39
Managing director, board member, head of an authority etc.	15
Senior department head, other employe with managerial responsibility	
with managerial responsibility Denartment head, group head	10 13
Department head, group head Other salaried staff/public service	8
Skilled worker Lecturer, teacher, scientific assistant	4
Trainee	4 1 3 2 4
Other position Student	2
Other not gainfully employed	2
Frequency of visits to trade fair	%
2008 2007	44 45
Earlier events	45
First visit	28

Additional data trade visitors

Retail trade Wholesale/foreign trade Service	3 2 1
Industry	i
Skilled trades Other	
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	3
Collectively	2
In an advisory capacity No	1
Student	
Other not gainfully employed	
Area of responsibility	(
Management Research/development/design	4
Planning/work preparation	
Manufacture/production Production, quality control	
Buying/procurement	1
Finance/accounting, controlling	'חם
Information, communication technology (E Administration/organization/personnel/	(אם:
social welfare/training	1
Marketing/sales/advertising/PR Storage/material management/logistics/	
transport	
Maintenance/repairs Other area	
Student	
Other not gainfully employed	
Size of company/organization:	
Size of company/organization: Number of employees:	
Size of company/organization: Number of employees: 1- 4 25 500 - 999 5- 9 12 1 000 - 9 999	
Size of company/organization: Number of employees: 1- 4 25 500- 999 5- 9 12 1 000- 9 999 10- 49 23 10 000 and more	
Size of company/organization: Number of employees: 1- 4 25 500 - 999 5- 9 12 1 000 - 9 999 10- 49 23 10 000 and more 50- 99 8 Student	•
Size of company/organization: Number of employees: 1- 4 25 500 - 999 5- 9 12 1 000 - 9 999 10- 49 23 10 000 and more 50- 99 8 Student	
Size of company/organization: Number of employees: 1- 4 25 500 - 999 5- 9 12 1 000 - 9 999 10- 49 23 10 000 and more 50- 99 8 Student 100-199 8 other not gainfully	
Size of company/organization: Number of employees: 1 - 4 25 500 - 999 5 - 9 12 1 000 - 9 999 10 - 49 23 10 000 and more 50 99 8 Student 100-199 8 other not gainfully 200-499 6 employed Length of stay 1.Length of stay (days):	
Size of company/organization: Number of employees: 1 - 4 25 500 - 999 5 - 9 12 1 000 - 9 999 10 - 49 23 10 000 and more 50 - 99 8 Student 100 - 199 8 other not gainfully 200 - 499 6 employed Length of stay	
Size of company/organization: Number of employees: 1- 4 25 500- 999 5- 9 12 1 000- 9 999 10- 49 23 10 000 and more 50- 99 8 Student 100-199 8 other not gainfully 200-499 6 employed Length of stay 1. Length of stay two 25 four 21	

ISH

Proportion of trade visitors Region of residence up to 50 km more than 50 km up to 100 km more 300 km Total Germany Baden- Worth Rhine- Württemberg 18 Westphalia	97% % 13 13 31
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- North Rhine-	13 13 31
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- North Rhine-	13 31
Total Germany Baden- North Rhine-	31
Total Germany Baden- North Rhine-	
Total Germany Baden- North Rhine-	
Baden- North Rhine-	42
	70
Württemberg 18 Westphalia	
	18
Bavaria 12 Rhineland-	40
Berlin 2 Palatinate	12
Brandenburg 1 Saarland Bremen - Saxony	2
Dienien Sanony	1
Hamburg 1 Saxony-Anhalt Hesse 24 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	3
Lower Saxony 5	
Total Foreign	30
of which EU	
Rest of Europe	19
Africa	3
North America South and Central America	2
South and Central America	1
Middle East	5
South-, East-, Central Asia Australia	65 19 3 2 1 5 3 2
The five countries with the highest visitor shares Switzerland Netherlands Austria Italy France	% 11 10 7 7 6
Position in the company/organization	ı %
Entrepreneur, partner, self-employed	28
Managing director, board member,	
head of an authority etc.	10
Senior department head, other employe	e 6
with managerial responsibility Department head, group head	
Other salaried staff/public service	15
Skilled worker	15 15 9 2 8 2 5
Lecturer, teacher, scientific assistant	2
Trainee	8
Other position	2
Student	5
Other not gainfully employed	2
Frequency of visits to trade fair	%
2007	47
2005 Earlier events	40 34
Lattict Cyclity	36

Additional data trade visitors

Economic sector Skilled trades Industry Trade Service Other Trainee, student Other not cainfully employed	% 41 18 12 16 6
Other not gainfully employed	2

Influence on purchasing/	
procurement decisions	%
procurement decisions Decisively	26
Collectively	27
In an advisory capacity	25
No	15
Student	5
Other not gainfully employed	2

Area of responsibility	%
Management	31
Research/development/design	6 15
Planning/work preparation	
Manufacture/production	6 1 5
Production, quality control	1
Buying/procurement	5
Finance/accounting, controlling	1
Information, communication technology	(EDP) 1
Administration/organization/personnel/	
social welfare/training	1
Marketing/sales/advertising/PR	7
Storage/material management/logistics/	
transport	1
Maintenance/repairs	11
Other area	11 8 5 2
Student	5
Other not gainfully employed	2

Size of	con	npan	y/org	janizat	ion:
Number	of	empl	oyees	:	

Longth of	ctav		0
200-499	6	employed	
100-199	6	other not gainfully	
50- 99	7	Student	
10- 49	22	10 000 and more	
5- 9	13	1 000 - 9 999	
1- 4	24	500 - 999	

Length (%
1. Length one two	of stay 62 23	(days): three four	9	five	3
2. Averag	ge lengtl	h of stay		1,6	days
3 Share	of visito	rs on the e	vent's	days:	Ν/Δ

Conducted by: Wissler & Partner, Basel

Musikmesse ----> Frankfurt/Main

Rasic data trade visitors

Total number of visito	rs	78 847
Proportion of trade vis	sitors	69%
Region of residence up to 50 km more than 50 km up to more than 100 km up to over 300 km	100 km o 300 km	% 17 12 24 47
Total Germany		62
Baden- Württemberg 17 Bayaria 16	North Rhine- Westphalia Rhineland-	12
Berlin 1	Palatinate	12
	Saarland Saxony	2 2 1
Hamburg 1	Saxony-Anhalt	1
Hesse 30 Mecklenburg-	Schleswig- Holstein	1
West Pommerania -	Thuringia	2
Lower Saxony 4		
Total Foreign of which EU Rest of Europ North Americ South-, East-, Other	a	38 74 13 3 3 7

of which		
	Rest of Europe	
	North America	
	South-, East-, Central Asia	
	Other	

Netherlands Austria Great Britain Switzerland	9 9 8 7 7
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	18
head of an authority etc. Senior department head, other employee	6
with managerial responsibility	2
Department head, group head	5
Other salaried staff/public service	6
Skilled worker	3
Lecturer, teacher, scientific assistant	22

Frequency of visits to trade fair	%
2008	40
2007	37
Earlier events	42
First visit	31

29

Other position

Other not gainfully employed

Additional data trade visitors

Economic sector Retail trade Wholesplatforeign trade	12
Wholesale/foreign trade Skilled trades	3
Industry	51
Educational institution Services/free-lance	8
Event venue	1
Media Other sectors	é
Influence on purchasing/	0/
procurement decisions Decisively	% 21
Collectively	17
In an advisory capacity No	16
Student	29
Other not gainfully employed	4
Area of responsibility Management	% 22
Research/development/design	4
Planning/work preparation Manufacture/production	2
Manufacture/production Production, quality control	
Buying/procurement	
Finance/accounting, controlling Information, communication technology (ED	P) 2
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	
Storage/material management/logistics/	
transport	
Maintenance/repairs	
Maintenance/repairs Other area	19
Other area Student	19
Other area Student Other not gainfully employed	19 29
Other area Student Other not gainfully employed Size of company/organization:	19 29
Other area Student Other not gainfully employed ————————————————————————————————————	19 29
Other area Student Other not gainfully employed Size of company/organization: Number of employees:	19 29
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	9
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 29 500- 999 5- 9 7 1 000- 9 999 10- 49 15 10 000 and more 50- 99 4 Student 200-499 3 other not gainfully	9/
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 29 500 999 5 - 9 7 1 000 999 10 49 15 10 000 and more 50 99 4 Student 200 499 3 other not gainfully 100-199 3 employed	9/
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 29 500- 999 5- 9 7 1 000- 9 999 10- 49 15 10 000 and more 50- 99 4 Student 200-499 3 other not gainfully 100-199 3 employed Length of stay	9/
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 29 500- 999 5- 9 7 1 000- 9 999 10- 49 15 10 000 and more 50- 99 4 Student 200-499 3 other not gainfully 100-199 3 employed Length of stay Length of stay (days): one 60 three 12	9/
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 29 500 999 5 - 9 7 1 000 999 10 49 15 10 000 and more 50 99 4 Student 200-499 3 other not gainfully 100-199 3 employed Length of stay 1.	9/
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 29 500 999 5 - 9 7 1 000 9 999 10 49 15 10 000 and more 50 99 4 Student 200-499 3 other not gainfully 100-199 3 employed Length of stay 1. Length of stay 1. Length of stay (days): one 60 three 12 two 18 four 10	9/

Paperworld ---- Frankfurt/Main

Basic data trade visitors

Total number of visitors	41 826
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	10
more than 50 km up to 100 km more than 100 km up to 300 km	6 19
over 300 km	65
Total Germany	45
Baden- North Rhine- Württemberg 18 Westphalia Bavaria 17 Rhineland-	15
Bavaria 17 Rhineland- Berlin 4 Palatinate	8
Brandenburg 1 Saarland	1
Bremen 1 Saxony	1
Hamburg 2 Saxony-Anhalt Hesse 24 Schleswig-	1
Hesse 24 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia	i
Lower Saxony 6	
Total Foreign	55
of which EU Rest of Europe	59 12
Africa	6
North America	6
South and Central America Middle East	5
South-, East-, Central Asia	6 5 2 9
Australia	2
The five countries with the highest	
visitor shares Netherlands	%
Netherlands Italy	8
Great Britain	6
France	5
Switzerland	5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 40
Managing director, board member,	40
head of an authority etc. Senior department head, other employe	14
senior department nead, other employe with managerial responsibility	e g
Department head, group head Other salaried staff/public service	11 11

Earlier events First visit

Lecturer, teacher, scientific assistant

Frequency of visits to trade fair 2008 2007

Other position Student Other not gainfully employed

Additional data trade visitors

Retail trade Wholesale/foreign trade Service	9/ 32 24 10
Industry Skilled trades	14
Other Student	8
Other not gainfully employed	
Influence on purchasing/	%
procurement decisions Decisively	40
Collectively In an advisory capacity	30 17
No Student	3
Other not gainfully employed	1
Area of responsibility	% 42
Management Research/development/design	6
Planning/work preparation Manufacture/production	14
Buying/procurement Production, quality control	14
Finance/accounting, controlling	1
Information, communication technology (EI Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	15
Storage/material management/logistics/ transport	1
Maintenance/repairs	
Other area Student	3
Other not gainfully employed	1
Size of company/organization: Number of employees:	0/
1- 4 31 500- 999	
5- 9 12 1 000- 9 999 10- 49 21 10 000 and more	
5- 9 12 1 000- 9 999 10- 49 21 10 000 and more 50- 99 7 Student	9/0
5- 9 12 1 000- 9 999 10- 49 21 10 000 and more	
5- 9 12 1 000- 9 999 10- 49 21 10 000 and more 50- 99 7 Student 100-199 7 other not gainfully 200-499 7 employed	1
5- 9 12 1 000- 9 999 10- 49 21 10 000 and more 50- 99 7 Student 100-199 7 other not gainfully 200-499 7 employed Length of stay 1. Length of stay (days): one 46 three 16	
5- 9 12 1 000- 9 999 10- 49 21 10 000 and more 50- 99 7 Student 100-199 7 other not gainfully 200-499 7 other not gainfully Ength of stay 1. Length of stay (days): one 46 three 16 two 29 four 9	

Prolight + Sound ----> Frankfurt/Main

Basic data trade visitors

Total number of visitors	33 631
Proportion of trade visitors	87%
Region of residence	%
up to 50 km more than 50 km up to 100 km	10 8
more than 100 km up to 300 km over 300 km	26
over 300 km	57
Total Germany Baden- North Rhine-	59
Baden- North Rhine- Württemberg 17 Westphalia	18
Bavaria 14 Rhineland-	
Berlin 3 Palatinate Brandenburg 1 Saarland	9
Brandenburg 1 Saarland Bremen 1 Saxony	4
Hamburg 1 Saxony-Anhalt	2
Hesse 17 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia	4
Lower Saxony 7	
Total Foreign	41
of which EU Rest of Europe	66 17
South and Central America	5
South-, East-, Central Asia	4
Other	8
The five countries with the highest	0/
visitor shares Netherlands	% 11
Austria	9
Switzerland	9
Italy Belgium	6 5
Position in the company/organization Entrepreneur, partner, self-employed	% 34
Managing director, board member, head of an authority etc.	10
Senior department head, other employed	e
with managerial responsibility Department head, group head	4
Other salaried staff/public service	9
Skilled worker	7 9 7 5 6
Lecturer, teacher, scientific assistant Trainee	5
Other position	4
Student	12
Other not gainfully employed	3
Frequency of visits to trade fair	% 44
2008 2007	44 44
Earlier events	43
First visit	30

Additional data trade visitors

Economic sector Retail trade	% 13
Wholesale/foreign trade Skilled trades	5
Industry	/
Educational institution Services/free-lance	18 29
Event venue	11
Media Other sectors	6
Influence on purchasing/ procurement decisions	%
Decisively	31
Collectively	24 21
In an advisory capacity No	10
Student Other net gainfully employed	12
Other not gainfully employed	3
Area of responsibility	% 33
Management Research/development/design	33
Planning/work preparation	8
Manufacture/production Production, quality control	1
Buying/procurement	4
Finance/accounting, controlling Information, communication technology (EE)P) 3
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	3
Storage/material management/logistics/ transport	1
Maintenance/repairs	4
Other area Student	16 12
Other not gainfully employed	3
Size of company/organization:	
Number of employees:	%
1- 4 37 500- 999 5- 9 14 1 000- 9 999	2
10- 49 18 10 000 and more	2 3 3 12
50- 99 4 Student 100-199 2 other not gainfully	12
200-499 3 employed	3
Length of stay	%
1.Length of stay (days): one 55 three 14	
two 21 four 11	
2. Average length of stay 1,8	days
3. Share of visitors on the event's days:	uuys

Techtextil incl. Material Vision — Frankfurt/Main

Basic data trade visitors

Total number of visitors	23 902	
Proportion of trade visitors	99%	
Region of residence	%	
up to 50 km	5	
more than 50 km up to 100 km	6 24	
more than 100 km up to 300 km over 300 km	65	
Total Germany	54	
Baden- North Rhine- Württemberg 21 Westphalia	21	
Bavaria 17 Rhineland- Berlin 3 Palatinate	4	
Brandenburg 1 Saarland	-	
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	9	
Hesse 14 Schleswig-		
Mecklenburg- Holstein Thursiania	2	
West Pommerania - Thuringia Lower Saxony 4	,	
Total Foreign	46	
of which EU	68	
Rest of Europe Africa	11	
North America	3 5 3 3 6	
South and Central America Middle East	3	
South-, East-, Central Asia Australia	6	
Australia	1	
The five countries with the highest		
visitor shares France	% 12	
Italy	9	
Great Britain Belgium	9 7 7 7	
Netherlands	7	
Building to the comment of the control	0/	
Position in the company/organization Entrepreneur, partner, self-employed	% 19	
Managing director, board member, head of an authority etc.	14	
Senior department head, other employed	е	
with managerial responsibility Department head, group head	11 20	
Other salaried staff/public service	16	
Skilled worker	4	
Lecturer, teacher, scientific assistant Trainee	1	
Other position	1	
Student Other not gainfully employed	9	
Frequency of visits to trade fair	%	
2007	39	
2005 Earlier events	29 21	
Firet vicit	//8	

First visit

Additional data trade visitors

Economic sector Industry	% 53
Retail trade	3
Wholesale/foreign trade Skilled trades	8
Service	8
Research institute University/college/polytechnic	
Other sectors	
Student Other not gainfully employed	1
Influence on purchasing/ procurement decisions	%
Decisively	27
Collectively In an advisory capacity	29
No	10
Student Other not gainfully employed	1
Area of responsibility	%
Management Research/development/design	27
Planning/work preparation Manufacture/production	
Production, quality control	-
Buying/procurement Finance/accounting, controlling	6
Information, communication technology (EL Administration/organization/personnel/	P)
social welfare/training	_ 1
Marketing/sales/advertising/PR Storage/material management/logistics/	11
transport	
Maintenance/repairs Other area	
Student Other not gainfully employed	9
Size of company/organization: Number of employees:	%
1- 4 11 500- 999	6
10- 49 21 10 000 and more	10
50- 99 10 Student 100-199 12 other not gainfully	9
200-499 9 employed	1
Length of stay 1.Length of stay (days):	%
one 55 two 30 three	15
	day
2. Average length of stay 1,6 3. Share of visitors on the event's days:	N/A

Tendence

Total number of visitors	52 117
Proportion of trade visitors	92%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 19 11 32 38
Total Germany Baden- Württemberg 16 Westphalia Bavaria 14 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 2 Saxony-Anhalt Hesse 30 Schleswig- Mecklenburg- West Pommerania Lower Saxony 4	74 17 8 1 2 1
Total Foreign of Which EU Rest of Europe North America Middle East South-, East-, Central Asia Australia Other	26 59 17 6 3 10 3
The five countries with the highest visitor shares Switzerland Netherlands France Austria Italy	% 13 13 8 7 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other 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	% 59 10 8 4 10 8 2 - 1 1 2 3 2
Frequency of visits to trade fair 2008 2007 Earlier events First visit	% 50 45 40 33

-----> Frankfurt/Main

Additional data trade visitors

Economic sector	%
Retail trade	49
Wholesale/foreign trade	18
Service	18
Industry	3
Skilled trades	6
Other sectors	1
Student	3
Other not gainfully employed	2

Influence on purchasing/ procurement decisions Decisively Collectively	% 57 24
In an advisory capacity No Student	10
Other not gainfully employed	2

Area of responsibility	%
Management	52
Research/development/design	4
Planning/work preparation	4 2 4
Manufacture/production	4
Production, quality control	-
Buying/procurement	15
Finance/accounting, controlling	-
Information, communication technology	(EDP) -
Administration/organization/personnel/	
social welfare/training	-
Marketing/sales/advertising/PR	9
Storage/material management/logistics/	
transport	1
Maintenance/repairs	_
Other area	7
Student	3
Other not gainfully employed	7 3 2
James Jempioyea	_

Size of con	npany/o	organization:	
Number of	employ	ees:	%
1- 4	54 1	500 - 999	2
5- 9	11	1 000 - 9 999	3
10- 49	15	10 000 and more	1
50- 99	4	Student	3
100-199	3	other not gainfully	
200-499	3	employed	2

Length of	of stay	(days):			%
one	59 26	three four	11 2	five	3
2. Averag	ge lengtl	h of stay		1,6	days
3. Share	of visito	rs on the	event's	days:	N/A

Conducted by: Wissler & Partner, Basel

AERO — Friedrichshafen

Basic data private visitors

Total number of visitors	36 105
Proportion of private visitors	78%
Region of residence	16
up to 50 km more than 50 km up to 100 km	16 10
more than 50 km up to 100 km more than 100 km up to 300 km	28
over 300 km	46
Total Germany	68
Baden- North Rhine- Württemberg 46 Westphalia	7
Bavaria 25 Rhineland-	_
Berlin 1 Palatinate Brandenburg 1 Saarland	5 1
Brandenburg 1 Saarland Bremen - Saxony	i
Hamburg 1 Saxony-Anhalt	i
Hesse 5 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	1
Lower Saxony 4	
Total Foreign	32
of which EU	68
Rest of Europe Other	28 4
Austria France Italy Great Britain	15 10 9 6
Position in the company/organization Entrepreneur, partner, self-employed	ı %
Managing director, board member, head of an authority etc.	4
Senior department head, other employe	e
with managerial responsibility	2
Department head, group head Other salaried staff/public service	10 17
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee Other position	2
Student	8
Housewife/man	2
Old-age pensioner Other not gainfully employed	8 3 2 3 8 2 15
Frequency of visits to trade fair	%
2007	47
2005 2003	39 32
2001	25
Earlier events	20
First visit	30

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	% 14 10 28 48
Total Germany Baden- Württemberg 44 Westphalia Bavaria 26 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 4	66 7 5 1 1 1 1 2
Total Foreign of which EU Rest of Europe Other	34 68 27 5
The five countries with the highest visitor shares Switzerland Austria France Italy Great Britain	% 24 14 10 9 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 25 5 2 11 16 8 3 2 4 8 2 12 2
Frequency of visits to trade fair 2007 2005 2003 2001 Earlier events First visit	% 46 39 32 25 20 30

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	% 7 11 13 27 22 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	% 7 5 9 13 18 22 18
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 17 39 16 19
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 47 26 27
Follow-up business Intend to buy at later date yes no maybe	% 32 26 42
Conducted by Coleans Massa Marktforesby	~~

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





EUROBIKE (2008) — Friedrichshafen

Rasic data trade visitors

Basic data trade visitors	
Total number of visitors	61 287
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	% 5 7 25 63
Total Germany Baden- Württemberg 38 Westphalia Bavaria 22 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 9 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	50 7 6 1 3 1 1
Total Foreign of which EU Rest of Europe North America South-, East-, Central Asia Other	50 64 18 3 10 5
The four countries with the highest visitor shares Switzerland Italy France Austria	% 15 11 10 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 Salesperson Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	8
Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events First visit	% 54 45 37 29 24 30

Region of residence	%
up to 50 km	14 10
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	31
over 300 km	46
Total Germany Baden- North Rhine-	64
Baden- North Rhine- Württemberg 51 Westphalia Bavaria 26 Rhineland-	5
Berlin 1 Palatinate	4
Brandenburg - Saarland Bremen 1 Saxony	1
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	-
Hesse 5 Schleswig-	4
Mecklenburg- Holstein West Pommerania 1 Thuringia	1
Lower Saxony 3	
Total Foreign	36
of which EU Rest of Europe	61 24
North America	3
South-, East-, Central Asia Other	8 5
The five countries with the highest	
visitor shares	%
visitor shares Switzerland	% 21 11
Italy France	21 11 9
visitor shares Switzerland Italy	21 11
visitor shares Switzerland Italy France Austria Netherlands	21 11 9 9 5
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed	21 11 9 9
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, hoard member	21 11 9 9 5 5 %
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	21 11 9 9 5
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	21 111 9 9 5
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	21 11 9 9 5
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Salesperson	21 111 9 9 5 5 29 6 3 10 16 6
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Salesperson Skilled worker	21 11 9 9 5
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Salesperson Skilled worker Lecturer, teacher, scientific assistant Trainee	21 111 9 9 5 5 29 6 3 10 16 6
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Salesperson Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	21 111 9 9 5 5 29 6 3 10 16 6
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Salesperson Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	21 111 9 9 5 5 29 6 3 10 16 6
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Salesperson Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	21 111 9 9 5 5 29 6 3 10 16 6
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Salesperson Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	21 11 9 9 5 5 29 6 3 10 16
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Salesperson 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	211119995 552966 33100166688 22443332
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Salesperson 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	211 111 9 9 5 5 29 66 33 100 166 68 88 22 44 33 77 22 32 22
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Salesperson 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	21 111 99 5 5
visitor shares Switzerland Italy France Austria Netherlands Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Salesperson 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	21 111 9 9 5 5 29 6 6 3 100 166 6 8 8 2 2 2 3 3 2 2 3 3 3 7 7 7 2 3 3 3 2 2 3 3 3 3

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 10 6 3 5 1 4 4
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 (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	% 41 10 10 9 5 31 10 0P) 4 6 19 10 20 10 4 3
Size of company/organisation: Number of employees: 1- 4 42 500- 999 5- 9 16 1 000- 9 999 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 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-Marktforschu	days

GmbH, Dortmund

IBO (2008) ----> Friedrichshafen

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 3
over 300 km	2
Total Germany	98
Baden- North Rhine-	
Württemberg 91 Westphalia Bayaria 8 Rhineland-	1
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	
	2
of which EU	37
of which EU Rest of Europe	37 44
of which EU	37 44 19
of which EU Rest of Europe Other The country with the highest visitor	37 44 19
of which EU Rest of Europe Other The country with the highest visitor share	37 44
of which Rest of Europe Other The country with the highest visitor share Switzerland Position in the company/organisation	37 44 19 % 44
of which EU Rest of Europe Other The country with the highest visitor share Switzerland Position in the company/organisation Entrepreneur, partner, self-employed	37 44 19 % 44
of which Rest of Europe Other The country with the highest visitor share Switzerland Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	37 44 19 % 44 %
of which Rest of Europe 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.	37 44 19 % 44 % 7
of which Rest of Europe 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	37 44 19 9% 44 % 7
of which Rest of Europe 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	37 44 19 % 44 % 7 1
of which Rest of Europe 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	37 44 19 % 44 % 7 1 1 7 22
of which Rest of Europe 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	37 444 19 % 444 77 11 22 22 9
of which Rest of Europe 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	37 44 19 9% 44 9% 7 7 1 1 7 22 92 2
of which Rest of Europe 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	37 444 19 944 44 77 11 22 9 22 33 44
of which Rest of Europe 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	37 444 19 9% 44 77 11 77 222 9 2 3 4 47
of which Rest of Europe 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	37 444 19 944 44 77 11 22 9 22 33 44

Frequency of visits to trade fair 2007

2006 2005 2004 Earlier events First visit

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	% 14 13 22 20 19
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 10 10 11 12 12 6 8
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 45 16 19
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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERBOOT (2008) ----> Friedrichshafen

Basic data private visitors

Total number of visitors	91 849
Proportion of private visitors	93%
Region of residence	%
up to 50 km	30
	19
more than 30 km up to 100 km more than 100 km up to 300 km over 300 km	39
over 300 km	12
Total Germany	79
Baden- North Rhine-	_
Württemberg 66 Westphalia	2
Bavaria 27 Rhineland-	2
Berlin - Palatinate	2
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse 2 Schleswig- Mecklenburg- Holstein	
	1
West Pommerania - Thuringia Lower Saxony 1	'
Total Foreign	21
of which EU	28
Rest of Europe	72
Other	-
The two countries with the highest	
visitor shares	%
Switzerland	72
Austria	25
Position in the company/organisation Entrepreneur, partner, self-employed	%
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	
Senior department head, other employe	. 4
Senior department head, other employed with managerial responsibility	3
Department head, group head	9
Other salaried staff/public service	18
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee	4
Other position	3
Student	3 12
Housewife/man	3
Old-age pensioner	11
Other not gainfully employed	5
Frequency of visits to trade fair	%
2007	48
2006	46
2005	40
2004	32
Earlier events	29 22
First visit	22

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 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 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	31 26 43

OutDoor (2008) ----> 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 more than 100 km up to 300 km over 300 km	% 7 5 23 65
Total Germany Baden- Württemberg 36 Bavaria 33 Rhineland- Brandenburg 1 Saarland Bremen 3 Saxony Hamburg 2 Saxony-Anhalt Hesse 5 Schleswig- Mecklenburg- West Pommerania Lower Saxony 2	41 9 4 - 1 1 -
Total Foreign of which EU Rest of Europe North America South-, East-, Central Asia Other The five countries with the highest visitor shares Switzerland Austria France Italy Great Britain	59 61 211 4 111 4 % 13 9 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 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	15
Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events First visit	% 40 32 24 19 14

Basic data all visitors

up to 50 km	1
more than 50 km up to 100 km	
more than 100 km up to 300 km over 300 km	2 6
Total Germany	4
Baden- North Rhine- Württemberg 41 Westphalia	
Bavaria 32 Rhineland- Berlin 1 Palatinate	
Brandenburg 1 Saarland	
Bremen 2 Saxony Hamburg 2 Saxony-Anhalt	
Hesse 4 Schleswig-	
Mecklenburg- Holstein West Pommerania - Thuringia	
Lower Saxony 2	
Total Foreign of which EU	5
Rest of Europe	2
North America South-, East-, Central Asia	1
Other	
The five countries with the highest	
visitor shares Switzerland	1
Austria	1
France	
Italy	
Italy Great Britain Position in the company/organisation	n %
Italy Great Britain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, hoard member	n %
Italy Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	n %
Italy Great Britain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility	n 9 3
Italy Great Britain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	n 9 3 1 ee
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 Department head, group head Other salaried startifpublic service Skilled worker	n 9 3 1 ee
Italy Great Britain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	n 9 3 1 ee
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 Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	n 9 3 1 ee
Italy Great Britain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	n 9 3 1 ee
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 Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	n 9 3 1 ee
Italy Great Britain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Other not gainfully employed Frequency of visits to trade fair	n 3
Italy Great Britain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Other not gainfully employed Frequency of visits to trade fair 2007 2007	n 3 3 3 3 3 3 3 3 3 3
Italy Great Britain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Other not gainfully employed Frequency of visits to trade fair 2007 2006 2006	n 33
Italy Great Britain Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Other not gainfully employed Frequency of visits to trade fair 2007 2007	n 3 3 3 3 3 3 3 3 3 3

Outdoor shop			%
Sport retail trade			21 16
Department store/chain	store		2
Specialist textile trade Shoe retail trade			4
Wholesale trade			2 8 11
Sporting goods industry			11
other industry Leisure, Tourism			5
Other services			9
Other sectors Student			12
Other not gainfully empl	oyed		1
Influence on purchasin	g/		%
procurement decisions Decisively			44
Collectively			31
In an advisory capacity No			14 7
Student			3
Other not gainfully empl	oyeu		
Area of responsibility			%
Management Research/development/de	esian		38 13
Planning/work preparation			13 7
Manufacture/production Production, quality contr	ol		7
Buying/procurement			29
Finance/accounting, cont Information, communicat	rolling ion techno	ology (ED	6 (P) 3
Address to the property of the contract of the con-	on/nerson	neľ/ `	
	om person		
social welfare/training			, 4 25
social welfare/training Marketing/sales/advertisi Storage/material manage	ng/PR		25 25
social welfare/training Marketing/sales/advertisi Storage/material manage transport	ng/PR		4
social welfare/training Marketing/sales/advertisi Storage/material manage transport Maintenance/repairs Other area	ng/PR		25 6 3 10
social welfare/training Marketing/sales/advertisi Storage/material manage transport Maintenance/repairs Other area Student	ng/PR ement/logi		25 25 6
Other not gainfully empl	ng/PR ement/logis		4 25 6 3 10 3
social welfare/tra/fing Marketing/sales/advertisi Storage/material manage transport Maintenance/repairs Other area Student Other not gainfully empl	ng/PR ement/logis		4 25 6 3 10 3 1
social welfare/trafning Marketing/sales/advertisi Storage/material manage transport Maintenance/repairs Other area Student Other not gainfully empl Size of company/organ Number of employees: 1- 4 29	ng/PR ment/logi: oyed isation:	stics/	4 25 6 3 10 3 1
social welfare/tra/fing Marketing/sales/advertisi Storage/material manage transport Maintenance/repairs Other area Student Other not gainfully empl Size of company/organ Number of employees: 1-429 5-914	ng/PR ement/logis oyed isation: 500 - 1 000 -	999 9 999	4 25 6 3 10 3 1
social welfare/tra/fing Marketing/sales/advertisi Storage/material manage transport Maintenance/repairs Other area Student Other not gainfully empl Size of company/organ Number of employees: 1- 4 29 5- 9 14 10- 49 22 11 50- 99 6	oyed isation: 500 - 1 000 - 0 000 and	999 9 999 9 more	4 25 6 3 10 3
social welfare/tra/fing Marketing/sales/advertisi Storage/material manage transport Maintenance/repairs Other area Student Other not gainfully empl Size of company/organ Number of employees: 1- 4 29 5- 9 14 10- 49 22 11 50- 99 6	ng/PR ment/logis oyed isation: 500- 1 000- 0 000 and Sher not ga	999 9 999 9 more	4 25 6 3 10 3 1 4 4 4 4 4 3
social welfare/tra/fing Marketing/sales/advertisi Storage/material manage transport Maintenance/repairs Other area Student Other not gainfully empl Size of company/organ Number of employees: 1- 4 29 5- 9 14 10- 49 22 1 50- 99 6 100-199 6 Ot 200-499 7	ng/PR ment/logis oyed isation: 500- 1 000- 0 000 and Sher not ga	999 9 999 9 more tudent infully	4 25 6 3 10 3 1
social welfare/tra/fing Marketing/sales/advertisi Storage/material manage transport Maintenance/repairs Other area Student Other not gainfully empl Size of company/organ Number of employees: 1	oyed isation: 500- 1 000- 0 000 and semination of semina	999 9 999 9 more tudent infully	4 25 6 3 10 3 1 1 4 4 4 4 4 3 3 1
social welfare/tra/fing Marketing/sales/advertisi Storage/material manage transport Maintenance/repairs Other area Student Other not gainfully empl Size of company/organ Number of employees: 1- 4 29 5- 9 14 10- 49 22 1 50- 99 6 100-199 6 Ot 200-499 7 Length of stay 1. Length of stay 1. Length of stay (days): one 46 three	ng/PR ment/logis oyed isation: 500- 1 000- 0 000 and Sher not ga	999 9 999 9 more tudent infully	4 25 6 3 10 3 1 1 4 4 4 4 4 3 3 1
social welfare/tra/fing Marketing/sales/advertisi Storage/material manage transport Maintenance/repairs Other area Student Other not gainfully empl Size of company/organ Number of employees: 1 - 4 - 29 5 - 9 - 14 10 - 49 - 22 150 - 99 - 6 100 - 199 - 6 - 000 - 499 - 7 Length of stay (days): one 46 three two 29 four	oyed isation: 500- 1 000- 0 000 and em	999 9 999 more tudent infully oloyed	44 255 66 33 100 33 11 44 44 43 33
social welfare/training Marketing/sales/advertisi Storage/material manage transport Maintenance/repairs Other area Student Other not gainfully empl Size of company/organ Number of employees: 1- 4 29 5- 9 14 10- 49 22 1 50- 99 6 100-199 6 Ot 200-499 7 Length of stay 1. Length of stay	oyed isation: 500- 1 0000 - nor Sher not gaemi	999 9 999 more tudent infully oloyed	4 25 6 3 10 3 1 1 4 4 4 4 4 3 3 1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

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- Württemberg 73 Westphalia Berlin 23 Rhineland- Berlin 4- Palatinate Brandenburg 5- Saxony Hamburg 5- Saxony Hesse Mecklenburg- West Pommerania Lower Saxony 5- Thuringia	86 1 2 - -
Total Foreign of which EU Rest of Europe Other	14 52 46 2
The two countries with the highest visitor shares Switzerland Austria	% 46 42
Position in 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	10
Frequency of visits to trade fair 2006 2005 2004 2003 First visit	% 52 40 26 20 32

Basic data all visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 27 25 37 11
Total Germany Baden- Württemberg 73 Westphalia Bavaria 23 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse - Mecklenburg- West Pommerania Lower Saxony - Thuringia - Thuringia	86
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 5
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 more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 3 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 18 14 13 8 6 6 19
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 15 25 19 22 19
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes no maybe	47 27 26
Follow-up business	%
Intend to buy at later date yes no maybe	28 31 41

DU UND DEINE WELT ----> Hamburg

Basic data private visitors

Proportion of private visitors	95%
Region of residence	9
up to 50 km	7
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 - Westphalia Bavaria - Rhineland-	
Bavaria - Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg 49 Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	3
West Pommerania 1 Thuringia Lower Saxony 14	
Lower Saxony 14	
Total Foreign	
Position in the company/organization	Ç
Position in the company/organization Entrepreneur, partner, self-employed	(
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	(
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	9
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	2
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008	2
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	2 2 4 4 3 3

Additional data private visitors

Sex Male Female	% 37 63
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 8 16 13 22 17 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	% 6 9 11 12 12 8 5 37
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 20 47 15 13 5
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	78 5 17
Follow-up business Intend to buy at later date yes no maybe	% 16 27 57

Conducted by: PhoneResearch KG, Hamburg

hanseboot ---- Hamburg

Basic data private visitors

Total number of v	/isito	rs	87 973
Proportion of priv	rate v	/isitors	85%
Region of residen up to 50 km more than 50 km u more than 100 km over 300 km	ıp to		% 38 17 31 14
Total Germany			96
Baden- Württemberg Bayaria	2	North Rhine- Westphalia Rhineland-	4
Berlin	4		1
Brandenburg	1		-
Bremen Hamburg Hesse	25 1		1
Mecklenburg- West Pommerania Lower Saxony		Holstein Thuringia	28
Total Foreign			4

Total Foreign	4
Position in the company/organization	%
Entrepreneur, partner, self-employed	18
Managing director, board member, head of an authority etc.	2
Senior department head, other employee	2
with managerial responsibility	2
Department head, group head	2 8
Other salaried staff/public service	23
Skilled worker	6
Lecturer, teacher, scientific assistant Trainee	2
Other position	4 2 2
Student	11
Housewife/man	2
Old-age pensioner	19
Other not gainfully employed	- 1

Frequency of visits to trade fair 2008 2007

Earlier events First visit

Additional data private visitors

Additional data private visito	rs
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	% 8 12 13 25 19 18
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 000,- 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 4 6 9 11 13 16 37
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 20 45 14 15 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 49 18 33
Follow-up business Intend to buy at later date yes no maybe	% 34 19 47

Conducted by: PhoneResearch KG, Hamburg

Basic data trade visitors

INTERNORGA ---- Hamburg

Total number of visitors	100 453
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	% 21 14 30 35
Total Germany	97
Baden- North Rhine- Württemberg 2 Westphalia	14
Württemberg 2 Westphalia Bavaria 3 Rhineland- Berlin 3 Palatinate Brandenburg 3 Saarland Bremen 3 Saxony Hamburg 15 Saxony-Anhalt	2
Brandenburg 3 Saarland Bremen 3 Saxony	1
Hamburg 15 Saxony-Anhalt	3
Hesse 3 Schleswig- Mecklenburg- Holstein	15
West Pommerania 3 Thuringia Lower Saxony 26	1
Total Foreign	3
of which EU Rest of Europe	65 16
Other	19
Position in the company/organization	% 25
Entrepreneur, partner, self-employed Managing director, board member,	5
head of an authority etc. Senior department head, other employed	9
with managerial responsibility Department head, group head	3 14

Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	1 23 3 3
Frequency of visits to trade fair	%
2008	28
2007	25
Earlier events	20
First visit	42

14

Department head, group head Other salaried staff/public service

Skilled worker

Additional data trade visitors

Additional data trade visitors	
Economic sector	%
Hotel, guest houses Restaurant	19 24
Franchise restaurant	
Coffee shop	12 12 12 12 12 12 12 12 12 12 12 12 12 1
Discotheque, night club, bar	- 3
Snack bars, filling stations Caterers to schools, clinics, nursing homes	
Canteen, caterers	
Catering	
Baker's/confectioner's Butcher	- 14
Food, drinks trade, trade chain	3
Industrie (Food, Nonfood)	
Planning/architecture/interior furnishings	
Large kitchen specialist trade Other	1
Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	9/
Decisively	3
Collectively In an advisory capacity	2
No	- 18
Student	
Other not gainfully employed	
Area of responsibility	9
Management	2
Research/development/design Planning/work preparation	
Manufacture/production	2
Production, quality control	
Buying/procurement	
Finance/accounting, controlling Information, communication technology (EDI	2
Administration/organization/personnel/	,
social welfare/training	

Student Other not o	gainfull	y employ	ed		3 1
Size of cor Number of	mpany	/organiza	ation:		0/
1- 4	15	yees.	500-	999	% 3
5- 9	16		000-	9 999	3 3 2
10- 49	33			d more	2
50- 99	11			Student	3
100-199	8	othe	r not q	ainfully	
200-499	5		en	nployed	1
Length of	stay				%
1. Length o			2	6	
one	86	three	2	five	-
two	11	four	- 1	six	-

18

1,2 days

social welfare/training

Maintenance/repairs Other area

Service sector

Marketing/sales/advertising/PR Storage/material management/logistics/

3. Share of visitors on the event's days: %
1st day 15 3rd day 21 5th day 22
2nd day 20 4th day 28 6th day 13

Conducted by: PhoneResearch KG, Hamburg

2. Average length of stay



REISEN HAMBURG ---> Hamburg

Basic data private visitors

Total number of visitors	72 284
Proportion of private visitors	95%
Region of residence	%
up to 50 km	75 15
more than 50 km up to 100 km more than 100 km up to 300 km	9
over 300 km	1
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia Bayaria - Rhineland-	-
Berlin - Palatinate	-
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg 43 Saxony-Anhalt Hesse - Schleswig-	
Mecklenburg- Holstein	38
West Pommerania 1 Thuringia	
Lower Saxony 16	
	1
Lower Saxony 16 Total Foreign	1 %
Lower Saxony 16 Total Foreign Position in the company/organization Entrepreneur, partner, self-employed	%
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	% 7 1
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 7 1
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 7 1
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	% 7 1 1 6 30
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	% 7 1 1 6 30
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 7 1 1 6 30
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 7 1 6 30 5 2 2 1 3 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	% 7 1 6 30 5 2 2 1 3 3 6 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	% 7 7 1 2 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner	% 7 1 6 30 5 2 2 1 3 3 6 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other 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	% 77 1 1 6 30 5 5 5 5 5 5 5 6 5 5 6 5 6 6 6 6 6 6 6
Lower Saxony 16 Total Foreign Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008	9% 77 1 1 6 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	9% 77 1 1 6 300 55 2 2 32 2 1 1 9%

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	% 4 7 13 22 20 27 7
Net household income up to 900,- EUR more than 1500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 3 6 9 12 16 8 6 40
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 16 58 12 11
Buying and ordering capacity Purchase or order made or intended at the exhibition yes	% 23 36
no maybe	41
Follow-up business Intend to buy at later date	%
yes	29
no maybe	18 53
Conducted by: PhoneResearch KG, Hamburg	

ABF — Hannover

Basic data private visitors

Total number of visitors	135 083
Proportion of private visitors	96%
Region of residence	
up to 50 km	70
more than 50 km up to 100 km	22 6
more than 100 km up to 300 km over 300 km	1
Total Germany	100
Baden- North Rhine-	
Württemberg - Westphalia	3
Bavaria - Rhineland- Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhal	t -
Hesse 1 Schleswig-	•
Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony 95	
Position in the company/organizatio	n %
Entrepreneur, partner, self-employed	7
Managing director, board member, head of an authority etc.	1
Senior department head, other employ	
with managerial responsibility	1
Department head, group head	ż
Other salaried staff/public service	24
Skilled worker	9
Lecturer, teacher, scientific assistant	2
Trainee	1
Other position Student	3
Housewife/man	7
Old-age pensioner	30
Other not gainfully employed	4
Frequency of visits to trade fair	%
2008	48
2007	49
2006	42
2005	37
Earlier events	27

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	% 3 8 13 23 23 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 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 6 11 10 12 13 8 6 34
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 51 18 15 6
Buying and ordering capacity Purchase or order made or intended at the exhibition yes	% 54 17
no maybe	29
Follow-up business Intend to buy at later date yes no maybe	% 18 27 55
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ng

AGRITECHNICA

Total number of visitors	355 118
Proportion of trade visitors	90%
Region of residence	
up to 50 km	9
more than 50 km up to 100 km	10
more than 100 km up to 300 km over 300 km	31
over 300 km	50
Total Germany	76
Baden- North Rhine-	
Württemberg 9 Westphalia	16
Bavaria 15 Rhineland-	_
Berlin - Palatinate	6
Brandenburg 3 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt	1 2
Bremen - Saxony Hamburg - Saxony-Anhalt	
Hamburg - Saxony-Anhalt Hesse 7 Schleswig-	4
Mecklenburg- Holstein	6
West Pommerania 2 Thuringia	2
Lower Saxony 26	-
Total Foreign	24
of which EU	
Rest of Europe	71 17
Africa	2
North America	2 4 3 1 3
South and Central America	3
Middle East	1
South-, East-, Central Asia Australia	3
Australia	1
The five countries with the highest	1
The five countries with the highest visitor shares	%
The five countries with the highest visitor shares Netherlands	%
The five countries with the highest visitor shares Netherlands Switzerland	% 9 8
The five countries with the highest visitor shares Netherlands Switzerland Austria	% 9 8 8
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain	% 9 8 8 6
The five countries with the highest visitor shares Netherlands Switzerland Austria	% 9 8 8
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization	% 9 8 8 6 5
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, pa	% 9 8 8 6 5
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, pallearned proffession	% 9 8 8 6 5 ntner,
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, pallearned proffession	% 9 8 8 6 5 ntner,
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, palearned proffession Managing director, factory manager, administrator, board member, head of p	% 9 8 8 6 5 1 wrtner, 46
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, parearmed proffession Managing director, factory manager, addministrator, board member, head of pauthority	% 9 8 8 6 5 5 n % rtner, 46 ublic
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, pailearned proffession Managing director, factory manager, administrator, board member, head of pauthority Senior department head, other employed	% 9 8 8 6 5 5 1 % rtner, 46 ublic 12 se
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, palearned proffession Managing director, factory manager, administrator, board member, head of pauthority Senior department head, other employe with managerial responsibility	% 9 8 8 6 5 5 1 % rtner, 46 ublic 12 se
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, palearned proffession Managing director, factory manager, administrator, board member, head of pauthority Senior department head, other employe with managerial responsibility Department head, group head	% 9 8 8 6 5 5 1 % rtner, 46 ublic 12 se
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, palearned proffession Managing director, factory manager, administrator, board member, head of pauthority Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	% 9 8 8 6 5 5 1 % rtner, 46 ublic 12 se
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, palearned proffession Managing director, factory manager, administrator, board member, head of pauthority Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker, farmworker	% 9 8 8 6 5 5 1 % rtner, 46 ublic 12 se
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, palearned proffession Managing director, factory manager, administrator, board member, head of pauthority Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	% 9 8 8 6 5 5 1 % rtner, 46 ublic 12 se
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, palearned proffession Managing director, factory manager, administrator, board member, head of pauthority Senior department head, other employe with managerial responsibility Department head, group head Other salaried staffipublic service Skilled worker, farmworker Lecturer, teacher, scientific assistant	% 9 8 8 6 5 5 1 % rtner, 46 ublic 12 se
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, par learned proffession Managing director, factory manager, administrator, board member, head of pauthority 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	% 9 8 8 6 5 5 1 % rtner, 46 ublic 12 se
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, palearned proffession Managing director, factory manager, administrator, board member, head of pauthority Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker, farmworker Lecturer, teacher, scientific assistant Trainee Other position	% 9 8 8 6 5 5 n % rtner, 46 ublic
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, palearned proffession Managing director, factory manager, administrator, board member, head of pauthority 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	% 9 8 8 6 5 5 1
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, palearned proffession Managing director, factory manager, administrator, board member, head of pauthority Senior department head, other employe with managerial responsibility Department head, group head Other salaried staffipublic service Skilled worker, farmworker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	% 9 8 8 6 5 5 1 % rtner, 46 ublic 12 se
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, palearned proffession Managing director, factory manager, administrator, board member, head of pauthority 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	% 9 8 8 8 6 5 5 5 6 6 6 6 6 6 6 6 6 6 6 6 6
The five countries with the highest visitor shares Netherlands Switzerland Austria Great Britain Denmark Position in the company/organization Self-employed farmer, businessman, parlearned proffession Managing director, factory manager, administrator, board member, head of pauthority Senior department head, other employes 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 Frequency of visits to trade fair	% 98 88 65 5

----- Hannover

Additional data trade visitors

Economic sector Agricultural business, company	% 57
Forestry	2
Service supply agency	7
Machine cooperative	1
Trade/sales	9
Industry	9
Skilled trades	2
University/college/polytechnic Engineer's, planning office, consulting Authorities, municipal authorities,	2
Engineer's, planning office, consulting	2
Authorities, municipal authorities,	
association	2
Other	5
Student	3
Other not gainfully employed	1

Influence on purchasing/	
procurement decisions	%
Decisively	33
Collectively	28
In an advisory capacity	23
No	12
Student	3
Other not gainfully employed	1

A	0/
Area of responsibility	%
Management	25
Research/development/design	11
Planning/work preparation	4
Manufacture/production	8
Production, quality control	2
Buying/procurement	5
Finance/accounting, controlling	4 8 2 5 2
Information, communication technology	
Administration/organization/personnel/	
social welfare/training	3
Marketing/sales/advertising/PR	9
Storage/material management/logistics/	
transport	2
Maintenance/repairs	11
Other area	8 6
Student	6
Other not gainfully employed	2

Size of o	ompan of empl	y/organiza oyees:	ation:		N/A
Length o	of stay	· /-l=\-			%
1. Length one	or stay	four	2	seven	1
two three	35 9	five six	1		
2. Averag	e lengt			1,7	days
3 Share	of visito	irs on the i	ovent's	days:	NI/A

Conducted by: Wissler & Partner, Basel

BIOTECHNICA — Hannover

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	10 933
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	18
more than 50 km up to 100 km	9
more than 100 km up to 300 km	35
over 300 km	38
Total Germany	82
Baden- North Rhine-	
Württemberg 4 Westphalia	13
Bavaria 3 Rhineland- Berlin 7 Palatinate	
Berlin 7 Palatinate	1
Brandenburg 2 Saarland	-
Brandenburg 2 Saarland Bremen 2 Saxony Hamburg 7 Saxony-Anhalt	4
Hamburg 7 Saxony-Anhalt Hesse 5 Schleswig-	3
Mecklenburg- Holstein	5
West Pommerania 2 Thuringia	3
Lower Saxony 38	,
Total Foreign	18
of which EU	55
Rest of Europe	11
North America	9
South-, East-, Central Asia	14
Other	11
The country with the highest visitor	
share	%
Great Britain	16
Position in the company/organization	%
Entrepreneur, partner, self-employed	5
Managing director, board member,	
head of an authority etc.	8
Senior department head, other employee	4
with managerial responsibility Department head, group head	10
Other salaried staff/public service	22
Skilled worker	1
Lecturer, teacher, scientific assistant	26
Trainee	2
Other position	, -
Student	18
Other not gainfully employed	2
Frequency of visits to trade fair	%
2008	30
2007	29
Earlier events	24
First visit	51

Additional data trade visitors

Economic sector Core Biotech, applied biotechnology Enabling technologies, biotechnology supply industry Interdisciplinary technology, biotechnology supply industry Chemical industry Pharmaceuticals industry Interdisciplinary industry, biobased economy Food and luxuries industry Public organisation Trade, distribution	% 20 11 6 5 11 2 4 29 6
Service companies (total) Other Student Other not gainfully employed	13 1 18 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 20 35 18 8 18
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 13 52 4 3 5 5 2 2 3 18 1 1 2 4 18 2
Size of company/organization: Number of employees: 1 - 4 8 500 - 999 5 - 9 7 1 000 - 999 10 - 49 19 10 000 and more 50 - 99 7 Student 100-199 9 other not gainfully 200-499 9 employed	% 5 14 3 18
Length of stay 1. Length of stay (days): one 77 two 15 three 2. Average length of stay 3. Share of visitors on the event's days: 1st day 40 2nd day 52 3rd day	% 8 ays % 39

Conducted by: Wissler & Partner, Basel

CeBIT — Hannover

Basic data trade visitors

Total number of visitors	362 321
Proportion of trade visitors	75%
Region of residence	%
up to 50 km	15
more than 50 km up to 100 km	9
more than 50 km up to 100 km more than 100 km up to 300 km	32
over 300 km	45
Total Germany	81
Baden- North Rhine-	
Württemberg 7 Westphalia Bavaria 7 Rhineland-	20
Bavaria 7 Rhineland-	_
Berlin 5 Palatinate	2
Brandenburg 1 Saarland Bremen 1 Saxony	3
	2
Hamburg 5 Saxony-Anhalt Hesse 8 Schleswig-	4
Mecklenburg- Bolstein	-
West Pommerania 1 Thuringia	3
Lower Saxony 33	_
Total Foreign	19
of which EU	63
Rest of Europe	14
Africa	2
North America	3
South and Central America	7
Middle East	6
South-, East-, Central Asia Australia	1
The five countries with the highest	1
The five countries with the highest	%
The five countries with the highest visitor shares Netherlands	% 14
The five countries with the highest visitor shares Netherlands Denmark	% 14
The five countries with the highest visitor shares Netherlands Denmark Austria	% 14
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium	% 14
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium	% 14
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland	9/0
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland Position in the company/organization Entrepreneur, partner, self-employed	9/0
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	9% 14 6 5 5 5 7 7
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head other employee	% 14 6 5 9% 17
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 14 6 5 9% 17
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	% 12 6 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	% 17 9 9 1 1 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	% 17 9 9 1 1 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	% 17 9 9 1 1 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	% 17 9 9 1 1 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 17 9 9 1 1 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	% 12 6 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	9% 144 5 5 9% 177 5 5 122 2 2 2 2
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	9% 14 6 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	9% 146 9% 177 173 333 343 25 55 122 27 27 28 28 28 28 28 28 28 28 28 28 28 28 28
The five countries with the highest visitor shares Netherlands Denmark Austria Belgium Switzerland Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	% 177

	sector				(
	urers of h	nardwar	e, end	devices,	
intrastruct Telecomm		oc convic	oc.		
Software				sts	
IT services	s, IT cons	sultants			1
Trade Services o	f compa	nios and	l froola	ncors	1
Power ind	lustry	illes alle	ı ileela	liceis	1 1 1
Manufacti	uring sec	tor			
Authority/ Skilled tra	public se	rvices			- 1
Building t	rade				
Traffic and	d logistic				
Travel and Banks, fin			oviders	, insurance	
companie	5				1
Health sys Other	stem and	medica	ıl systei	ms	
Student					1
Other not	gainfully	emplo	yed		
Influence	on nur	hasing	1		
Influence procurem	ent dec	isions			
Decisively Collectivel	v				
In an adv		acity			
No		-			
Student Other not	gainfully	emplo	ved		
Area of r Managem		oility			
Research/		nent/des	ign		
Planning/\			1		
Manufacti Production			ı		
Buying/pro	ocuremer	nt			
Finance/a	ccounting	g, contro	olling on toch	nology (EDI	٥١,
Administr	ation/org	anizatio	n/perso	nnel/)-
social wel	fare/train	ning			
Marketing Storage/m				nistics/	
transport				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
Maintenar Other are		rs			
Student	a				
Other not	gainfully	emplo	yed		
Sizo of co	ompany/	organiz	ation:		
Size of Co	f employ	rees:		000	
Number o			500 -	999	
Number o 1- 4	14 8	1		9 999	
Number o 1- 4 5- 9 10- 49	8 16		000 - 000 ar	9 999 nd more	
Number o 1- 4 5- 9 10- 49 50- 99	8 16 8	10	000 - 000 ar	nd more Student	
Number o 1- 4 5- 9 10- 49	8 16	10	000 - 000 ar er not g	nd more	
Number o 1- 4 5- 9 10- 49 50- 99 100-199 200-499	8 16 8 8 10	10	000 - 000 ar er not g	nd more Student Jainfully	
Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499	8 16 8 8 10	10 oth	000 - 000 ar er not g	nd more Student Jainfully	
Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length one	8 16 8 8 10 f stay of stay (173	othe	000 - 000 ar er not g er	nd more Student gainfully nployed five	
Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length one two	8 16 8 8 10 f stay of stay (173 16	days):	000 - 000 ar er not g er	five six	1
Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of two 2. Average	8 8 8 10 f stay of stay (73 16 e length	days): three four of stay	000 - 000 ar er not g er	nd more Student gainfully nployed five six 1,5 (da
Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length one two	8 8 8 10 f stay of stay (73 16 e length	days): three four of stay	000 - 000 ar er not g er 6 3	nd more Student gainfully nployed five six 1,5 (1

Conducted by: Wissler & Partner, Basel

didacta ---- Hannover

Basic data trade visitors

Total number of visitors	73 435
Proportion of trade visitors	98%
Region of residence	%
up to 50 km more than 50 km up to 100 km	22 18
more than 100 km up to 300 km	44
over 300 km	16
Total Germany	99
Baden- North Rhine-	
Württemberg 2 Westphalia Bavaria 3 Rhineland- Berlin 2 Palatinate	17
Berlin 2 Palatinate	1
Brandenburg 1 Saarland	
Bremen 2 Saxony	1
Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig-	3
Mecklenburg- Holstein	3
West Pommerania 1 Thuringia	3
Lower Saxony 52	
Total Foreign	1
of which EU	84
Other	16
Position in the company/organization	
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	2
Senior department head, other employee	e _
with managerial responsibility	-
Department head, group head Other salaried staff/public service	2 19
Skilled worker	1
Lecturer, teacher, scientific assistant	60
Trainee	4
Other position Student	6
Francisco of visite to trade fair	%
Frequency of visits to trade fair Stuttgart 2008	10
Cologne 2007	19
Hanover 2006	36
Earlier events First visit	29 42
I II ST AISIT	42

Additional data trade visitors

Economic sector General education system Vocational education system Services, training, consulting Skilled trades Trade Higher education system Industry Association/institution/organization Authority/public services University, research Print products, specialist literature Administration Preschool, kindergarten Further education Student	% 488 111 5 1 1 3 3 100 1 1 1 1 1 1 1 1
Influence on purchasing/ procurement decisions Decisively	% 21

procurement decisions Decisively Collectively In an advisory capacity No Student	% 21 43 18 10 6
Area of responsibility	% 5 2 2 1 1 - 2 2 (EDP) 3
Management	5
Research/development/design	2
Planning/work preparation Manufacture/production	1
Production, quality control	
Buying/procurement	2
Finance/accounting, controlling	2
Information, communication technology	(EDP) 3
Administration/organization/personnel/ social welfare/training	26
Pedagogy	75
Marketing/sales/advertising/PR	3
Storage/material management/logistics/	
transport	
Maintenance/repairs	1
Other area	1
Student	6

Size o	of co	mpany/	organiz	ation:		%	
1- 5-	4 9	7 8		200 - 500 -	499 999	4 2 3	
10-		37		000-	9 999	3	
50- 100-		19 12	10	000 an	a more Student	6	
Length of stay % 1. Length of stay (days):							
1. Len one two			days): three four	1 1	five	-	
2. Ave	rage	length	of stay		1,1	days	
1st	dav	25	on the 3rd day 4th day	v 22	days: 5th day	% 17	

Conducted by: Deutsche Messe AG/mafo-dl,

DOMOTEX ---- Hannover

Rasic data trade visitors

Total number of visitors	35 43
Proportion of trade visitors	96%
Region of residence	9
up to 50 km more than 50 km up to 100 km	
more than 100 km up to 100 km	1
over 300 km	7
Total Germany	3
Baden- North Rhine- Württemberg 7 Westphalia	2
Bavaria 8 Rhineland-	
Berlin 4 Palatinate Brandenburg 1 Saarland	
Bremen 2 Saxony	
Hamburg 7 Saxony-Anhalt Hesse 8 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 1 Thuringia Lower Saxony 28	
Total Foreign of which EU	6 5
Rest of Europe	1
Africa North America	
South and Central America	
Middle East South-, East-, Central Asia	1
Australia	
The five countries with the highest	
visitor shares India	9 1
Netherlands	
Great Britain Belgium	
Turkey	
Position in the company/organization	0
Position in the company/organization Entrepreneur, partner, self-employed	3
Managing director, board member, head of an authority etc.	2
Senior department head, other employed	9
with managerial responsibility Department head, group head	1
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	9
2008	5
	5
Earlier events	5

First visit

Additional data trade visitors

Furnishing/furniture stores Architect's/interior designer's, Contract furnishers Department store/mail order/DIY centre Timber trade Industry 22 Authority/public services Media, press, publishing Other services Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No 11 Student Other not gainfully employed Area of responsibility Management Research/development/design Planing/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	Additional data trade visitors	,
Specialist retail trade Wholesale trade Interior decorator Parquet and floor layer Tiliers 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 Influence on purchasing/ procurement decisions Secisively 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 Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	Fronomic sector	0/,
Wholesale trade Interior decorator Parquet and floor layer Tillers Painter Furnishing/furniture stores Architect s/interior designer's, Contract furnishers Department store/mail order/DIY centre Timber trade Industry 22 Authority/public services Media, press, publishing Other services Other Student Other not gainfully employed Influence on purchasing/procurement decisions 9/15 Collectively 12 In an advisory capacity 15 Student Other not gainfully employed Area of responsibility 4/2 In an advisory capacity 15 Student Other not gainfully employed Area of responsibility 4/2 In an advisory capacity 15 Student Other not gainfully employed Area of responsibility 4/2 In an advisory capacity 15 Student Other not gainfully employed Area of responsibility 9/2 In an advisory capacity 15 Student Other not gainfully employed Area of responsibility 9/2 In an advisory capacity 15 Student 15 Student 15 Student 15 Student 16 Student 17 Student 17 Student 17 Student 18 Student 19 Student		
Interior decorator Parquet and floor layer Tillers Painter Furnishing/furniture stores Architect's/interior designer's, Contract furnishers Department store/mail order/DIY centre Timber trade Industry Jubic services Media, press, publishing Other services Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Lollectively Lollectively Lollectively Lollectively Lother not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1		
Parquet and floor layer Tillers 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 Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity In an advisory capacity In an advisory reparation Manufacture/production Planning/work preparation Manufacture/production Production, quality control Buying/procurement Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1		
Tilers Painter 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 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/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Stransport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1		
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 Influence on purchasing/ procurement decisions Decisively In an advisory capacity In an advisory capacity In an advisory department Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Inspirance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1		
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 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/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1		1
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 Influence on purchasing/ procurement decisions Decisively Local Collectively Local Collective Local Colle		Ž
furnishers Department store/mail order/DIY centre Timber trade Industry Authority/public services Media, press, publishing Other services Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Gollectively In an advisory capacity No 11 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/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1		
Department store/mail order/DIY centre Timber trade Industry Authority/public services Media, press, publishing Other services Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity In an advisory capacity In an advisory capacity In the standard services Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1		6
Timber trade Industry 22 Authority/public services Media, press, publishing Other services Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively 44 Collectively 15 No 17 Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Information, communication technology (EDP) Administration/organization/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/organization: Number of employees: 1 4 22 500 999 10 49 27 10 000 and more 50 99 8 Student 100-199 6 other not gainfully		3
Industry Authority/public services Media, press, publishing Other services Other services Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity In an advisory In an advisory capacity In		ē
Authority/public services Media, press, publishing Other services Other Other services Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Lollectively Lollectively Lollectively Lollectively Lore Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Lore Emance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1		25
Student Other not gainfully employed Influence on purchasing/ procurement decisions Pocisively 4 Collectively 1 an advisory capacity No 11 Student Other not gainfully employed Area of responsibility Management 44 Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Information, communication technology (EDP) Administration/organization/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/organization: Number of employees: 1 4 22 500 99 5 5 9 16 1000 9999 1 10 49 27 10000 and more 5 50 99 8 Student 100-199 6 other not gainfully	Authority/public services	1
Student Other not gainfully employed Influence on purchasing/ procurement decisions Pocisively 4 Collectively 1 an advisory capacity No 11 Student Other not gainfully employed Area of responsibility Management 44 Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Information, communication technology (EDP) Administration/organization/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/organization: Number of employees: 1 4 22 500 99 5 5 9 16 1000 9999 5 5 9 16 1000 9999 9 10 49 27 10000 and more 5 50 99 8 Student 100-199 6 other not gainfully	Media, press, publishing	1
Student Other not gainfully employed Influence on purchasing/ procurement decisions Pocisively 4 Collectively 1 an advisory capacity No 11 Student Other not gainfully employed Area of responsibility Management 44 Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Information, communication technology (EDP) Administration/organization/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/organization: Number of employees: 1 4 22 500 99 5 5 9 16 1000 9999 5 5 9 16 1000 9999 9 10 49 27 10000 and more 5 50 99 8 Student 100-199 6 other not gainfully	Other services	5
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 Area of responsibility Management Agesearch/development/design Planning/work preparation Manufacture/production Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	Other	2
Influence on purchasing/ procurement decisions	Student	
Decisively Collectively In an advisory capacity In an advisory In an adviso	Other not gainfully employed	1
Decisively Collectively In an advisory capacity In an advisory In an adviso	Influence on purchasing/	
Decisively Collectively In an advisory capacity In an advisory In an adviso	procurement decisions	%
Collectively No 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/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	Decisively	49
No Student Other not gainfully employed Area of responsibility	Collectively	
Student Other not gainfully employed Area of responsibility Management Agesearch/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 22 500 - 999 10 - 49 27 10 000 and more 50 - 99 8 Student 100-199 6 other not gainfully	In an advisory capacity	
Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1		
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Inflamentaccounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1		
Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Ifinance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	Other not gainfully employed	1
Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Ifinance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	A	- 0/
Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1		
Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 22 500 999 15 - 9 16 1 000 9999 10 49 27 10 000 and more 50 99 8 Student 100-199 6 other not gainfully		45
Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 22 500 999 15 - 9 16 1 000 9999 10 49 27 10 000 and more 50 99 8 Student 100-199 6 other not gainfully	Research/development/design	4
Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 22 500 999 15 - 9 16 1 000 9999 10 49 27 10 000 and more 50 99 8 Student 100-199 6 other not gainfully		
Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 22 500 999 15 - 9 16 1 000 9999 10 49 27 10 000 and more 50 99 8 Student 100-199 6 other not gainfully		2
Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 22 500 999 15 - 9 16 1 000 9999 10 49 27 10 000 and more 50 99 8 Student 100-199 6 other not gainfully	Puving/procurement	12
Information, communication technology (EDP) Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1		
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 22 500 - 999 5 5 - 9 16 1 000 - 9999 9 10 - 49 27 10 000 and more 5 50 - 99 8 Student 100-199 6 other not gainfully	Information communication technology (FD	
social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 22 500 999 15 - 9 16 1 000 9999 10 - 49 27 10 000 and more 50 99 8 Student 100-199 6 other not gainfully	Administration/organization/personnel/	.,
Marketing/sales/advertising/PR 24 Storage/material management/logistics/ transport 2 Maintenance/repairs 3 Other area 3 Student 3 Other not gainfully employed 3 Size of company/organization: Number of employees: 9 1	social welfare/training	3
Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 22 500 - 99 9 15 - 9 16 1 000 - 999 9 10 - 49 27 10 000 and more 2 50 - 99 8 Student 100 - 199 6 other not gainfully		24
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 22 500- 999 10- 49 27 10 000 and more 50- 99 8 Student 100-199 6 other not gainfully	Storage/material management/logistics/	
Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 22 500 - 999 5 5 - 9 16 1 000 - 9999 1 10 - 49 27 10 000 and more 2 50 - 99 8 Student 1 100 - 199 6 other not gainfully	transport	- 2
Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 22 500 - 999 5 5 - 9 16 1 000 - 9999 1 10 - 49 27 10 000 and more 2 50 - 99 8 Student 1 100 - 199 6 other not gainfully	Maintenance/repairs	1
Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 22 500 - 999 5 5 - 9 16 1 000 - 9999 1 10 - 49 27 10 000 and more 2 50 - 99 8 Student 1 100 - 199 6 other not gainfully	Other area	
Size of company/organization: Number of employees: 1- 4 22 500- 999 5- 9 16 1 000- 9 999 10- 49 27 10 000 and more 50- 99 8 Student 100-199 6 other not gainfully	Student	
Number of employees:	Other not gainfully employed	1
Number of employees:		
100-199 6 other not gainfully	Size of company/organization:	0.4
100-199 6 other not gainfully		%
100-199 6 other not gainfully		- 5
100-199 6 other not gainfully		-
100-199 6 other not gainfully		4
200-433 / employed		4
	200-499 / employed	1

Conducted by: Wissler & Partner, Basel

3. Share of visitors on the event's days: 1st day 44 3rd day 57 2nd day 58 4th day 35

1,9 days

Length of stay 1.Length of stay (days): one 44 three two 29 four 2. Average length of stay

HANNOVER MESSE

Total number of visitors	206 382
Proportion of trade visitors	95%
Region of residence	9/
up to 50 km	12
more than 50 km up to 100 km	3
more than 100 km up to 300 km over 300 km	40
Total Germany	79
Baden- North Rhine- Württemberg 8 Westphalia	24
Bavaria 8 Rhineland- Berlin 3 Palatinate	
Brandenburg 1 Saarland	
Bremen 2 Saxony	
Hamburg 3 Saxony-Anhalt Hesse 7 Schleswig-	
Mecklenburg- Holstein	
West Pommerania 1 Thuringia	
Lower Saxony 30	
Total Foreign	2
of which EU Rest of Europe	58 10
Africa	
North America	1.
South and Central America Middle East	
South-, East-, Central Asia Australia	1!
Australia	
The five countries with the highest	
visitor shares Netherlands	9/
Austria	
India	
Belgium Denmark	9/
Position in the company/organization Entrepreneur, partner, self-employed	າ % 1
Managing director, board member,	
head of an authority etc. Senior department head, other employe	1
with managerial responsibility	(
Department head, group head	1
Other salaried staff/public service	2
Skilled worker	4
Skilled worker Lecturer, teacher, scientific assistant	
Lecturer, teacher, scientific assistant Trainee	
Lecturer, teacher, scientific assistant Trainee Other position	
Lecturer, teacher, scientific assistant Trainee	1!
Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	1!
Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	99
Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	1!

----- Hannover

Additional data trade visitors

Economic sector Power industry Manufacturing sector Building trade Skilled trades Trade Telecommunication Services (of companies and freelance) Authority/public services Research institutes, industrial research Other Student	% 12 45 3 4 6 2 12 4 1 15
Student Other not gainfully employed	15

Influence on purchasing/	
procurement decisions	9/
Decisively	20
Collectively	2
In an advisory capacity	18
No	12
Student	15
Other not gainfully employed	

Area of responsibility	%
Management	14
Research/development/design	27
Planning/work preparation	7
Manufacture/production	13
Production, quality control	4
Buying/procurement	4 8
Finance/accounting, controlling	(EDP) 3
Information, communication technology	(EDP) 3
Administration/organization/personnel/	. , .
social welfare/training	4
Marketing/sales/advertising/PR	17
Storage/material management/logistics/	
transport	2
Maintenance/repairs	2 7 3
Other area	3
Student	15
Other not gainfully employed	2

Number of 1- 4	9	500 - 999	9
5- 9	5	1 000 - 9 999	1.
10- 49	17	10 000 and more	1
50- 99	8	Student	- 1
100-199	9	other not gainfully	
200-499	12	employed	
Lenath of	stav		9

Length of 1. Length o	stay f stay	(days):			(
	71 18	three four	6 2	five	
2. Average	lengt	h of stay		1,5	day
1st day	19	ors on the ev 3rd day	37		2

Conducted by: Wissler & Partner, Basel

ComVac — Hannover Messe

Basic data trade visitors

Total number of visitors	25 591
Proportion of trade visitors	95%
Region of residence	%
up to 50 km	9
more than 50 km up to 100 km more than 100 km up to 300 km	29
over 300 km	54
Total Germany	72
Baden- North Rhine- Württemberg 9 Westphalia Bavaria 8 Rhineland-	24
Bavaria 8 Rhineland- Berlin 2 Palatinate	2
Brandenburg 1 Saarland	1
Bremen 2 Saxony	3
Hamburg 4 Saxony-Anhalt Hesse 8 Schleswig-	2
Mecklenburg- Holstein	4
West Pommerania 2 Thuringia Lower Saxony 27	3
Total Foreign	28
of which EU	50 13
Rest of Europe South-, East-, Central Asia	18
Other	20
Position in the company/organization	
Entrepreneur, partner, self-employed Managing director, board member,	12
head of an authority etc.	13
Senior department head, other employed	
with managerial responsibility	6 20
Department head, group head Other salaried staff/public service	27
Skilled worker	7
Lecturer, teacher, scientific assistant Trainee	3 1
Other position	
Student	11
Other not gainfully employed	1
Frequency of visits to trade fair	%
2008 2007	27 4
Earlier events	44
First visit	37

Additional data trade visitors

/ taartio	iidi c	iutu t	luuc	VISICOI	
Economic	sector				%
Power ind					9 52
Manufactu	ring se	ctor			52
Building tr					3 6
Skilled trad	les				6 8
Telecommi	ınicatio	in			1
Company			services		13
Authority/p	oublic s	ervices			13 2 5
Research i	nstitute	s, indus	trial res	earch	5 1
Other Student					11
Other not	gainfull	y emplo	yed		1
Influence	on pur	chasing	/		01
procuremonder Decisively	ent dec	isions			% 30
Collectively	,				31
In an advi		pacity			16
No					10
Student	الباءاء	u amala	und		11 1
Other not	gailliuii	y emplo	yeu		
Area of re		bility			%
Manageme					19
Research/o Planning/w	evelopi	ment/de	sign		28 9
Manufactu					13
Production			d		3
Buying/pro			100		11
Finance/ac Informatio	countin	g, contr	on toch	nology (E	4 DP) 2
Administra					DI) Z
social welf	are/trai	ning	-		4
Marketing				.:	18
Storage/ma transport	ateriai i	nanagei	nent/log	gistics/	3
Maintenan	ce/repa	irs			15
Other area		-			3
Student			1		11
Other not	gainfull	y emplo	yed		1
Size of co			zation:		
Number of		yees:	EOO	000	%
1- 4 5- 9	9 7	1	500 - 000 -	999 9 999	4 13
10- 49	24			nd more	2
50- 99	9			Student	11
100-199	10	oth		gainfully	
200-499	10		er	nployed	1
Length of					%
1. Length			7	£	-
one	66 19	three	7 3	five	5
two 2. Average		four of stay	3	1 6	days
3. Share of	_		ovent!		, uuys
					0/
1st day	22	3rd da	iv 38	5 days: 5th day	% / 21

Conducted by: Wissler & Partner, Basel

Digital Factory — Hannover Messe

Basic data trade visitors

Total number of visitors	31 989
Proportion of trade visitors	95%
Region of residence	%
up to 50 km	13
more than 50 km up to 100 km	10 28
more than 100 km up to 300 km over 300 km	48
Total Germany	79
Baden- North Rhine- Württemberg 9 Westphalia	24
Ravaria 8 Rhineland-	24
Rerlin 3 Palatinate	2
Brandenburg 1 Saarland	-
Brandenburg 1 Saarland Bremen 3 Saxony Hamburg 3 Saxony-Anhali	5 2
Hamburg 3 Saxony-Anhali Hesse 6 Schleswig-	: 2
Hesse 6 Schleswig- Mecklenburg- Holstein	1
West Pommerania - Thuringia	2
Lower Saxony 31	_
Total Foreign	22
of which EU	45
Rest of Europe South-, East-, Central Asia	13 18
Other	24
Position in the company/organization	n % 11
Entrepreneur, partner, self-employed Managing director, board member,	- 11
head of an authority etc.	10
Senior department ĥead, other employe	ee
with managerial responsibility	. 7
Department head, group head Other salaried staff/public service	16 25
Skilled worker	4
Lecturer, teacher, scientific assistant	5
Trainee	1
Other position	_ 1
Student Other not gainfully employed	20
	2
Frequency of visits to trade fair	
Frequency of visits to trade fair	38
Frequency of visits to trade fair	% 38 41 46

Additional data trade visitors

Economic sector Power industry	
Manufacturing sector	4
Building trade	
Skilled trades	1
Trade	
Telecommunication	
Services of companies and freelancers	1
Authority/public services	
Research institutes, industrial research	
Other	
Student	2
Other not gainfully employed	
Influence on purchasing/	
procurement decisions	9
Decisively	2
Collectively	2
In an advisory capacity	1
No	1
Student Other pet gainfully employed	2
Other not gainfully employed	
Area of responsibility	9
Management	1
Research/development/design	3
Planning/work preparation	
Manufacture/production	1
Production, quality control	
Buying/procurement Finance/accounting, controlling	
Information, communication technology (EI	OP)
Administration/organization/personnel/	. ,
social welfare/training	
Marketing/sales/advertising/PR	1
Storage/material management/logistics/	
transport	
Maintenance/repairs	
Other area	_
Other area Student	2
Other area	2
Other area Student Other not gainfully employed Size of company/organization:	
Other area Student Other not gainfully employed Size of company/organization: Number of employees:	
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1-4 6 500- 999	Ç
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1-4 6 500- 999 5-9 4 1 000- 9 999	1
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 6 500 999 5- 9 4 1 000- 999 10- 49 15 10 000 and more	1
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 6 500- 999 5- 9 4 1 000- 9 999 10- 49 15 10 000 and more 50- 99 7 Student	1
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 6 500 - 999 5- 9 4 1 000 - 9999 10- 49 15 10 000 and more 50- 99 7 Student 100-199 9 other not gainfully	1
Other area Student Other not gainfully employed	1
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 6 500- 999 5- 9 4 1 000- 9 999 10- 49 15 10 000 and more 50- 99 7 Student 100-199 9 other not gainfully 200-499 12 employed Length of stay	1 2
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 6 500 999 5- 9 4 1 000 9999 10- 49 15 10 000 and more 50- 99 7 Student 100-199 9 other not gainfully 200-499 12 employed Length of stay 1.Length of stay (days):	1 2
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 6 500- 999 5- 9 4 1 000- 9 999 10- 49 15 10 000 and more 50- 99 7 Student 100-199 9 other not gainfully 200-499 12 employed Length of stay 1. Length of stay (days): one 65 three 7 five	1 2
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 6 500- 999 5- 9 4 1 000- 999 10- 49 15 10 000 and more 50- 99 7 Student 100-199 9 other not gainfully 200-499 12 employed Length of stay 1.Length of stay two 65 three 7 five two 65 three 7 five	1 2
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 6 500- 999 5- 9 4 1 000- 9999 10- 49 15 10 000 and more 50- 99 7 Student 100-199 9 other not gainfully 200-499 12 employed Length of stay 1.Length of stay 1.Length of stay 2. Average length of stay 1, 4 Average length of stay 1, 5 Average length of stay 1, 5 Average length of stay 1, 6	1 2 day
Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 6 500- 999 5- 9 4 1 000- 999 10- 49 15 10 000 and more 50- 99 7 Student 100-199 9 other not gainfully 200-499 12 employed Length of stay 1.Length of stay two 65 three 7 five two 65 three 7 five	1 2 day

Conducted by: Wissler & Partner, Basel

Energy ----> Hannover Messe

Rasic data trade visitors

Basic data trade visitors Total number of visitors	00 444
	98 444
Proportion of trade visitors	95%
Region of residence up to 50 km	% 12
more than 50 km up to 100 km	8
more than 100 km up to 300 km over 300 km	31 48
Total Germany Baden- North Rhine-	77
Württemberg 8 Westphalia Bavaria 8 Rhineland-	22
Berlin 4 Palatinate Brandenburg 1 Saarland	2 1
Bremen 2 Saxony	3
Hamburg 4 Saxony-Anhalt Hesse 7 Schleswig-	2
Mecklenburg- Holstein	4
West Pommerania 2 Thuringia Lower Saxony 30	2
Total Foreign	23
of which EU Rest of Europe	56 11
Africa ·	3
North America South and Central America	3 2 5 6
Middle East	6
South-, East-, Central Asia Australia	15 1
The five countries with the highest	
visitor shares Netherlands	% 9
India	6
Austria Belgium	6 5 5
France	5
Position in the company/organization Entrepreneur, partner, self-employed	% 12
Managing director, board member,	43
head of an authority etc. Senior department head, other employe	12 e
with managerial responsibility	6 16
Department head, group head Other salaried staff/public service	25 3
Skilled worker Lecturer, teacher, scientific assistant	3
Trainee	4
Other position Student	1 17
Other not gainfully employed	2
Frequency of visits to trade fair 2008	% 35
2007	36
Earlier events First visit	45 35
i ii at viait	33

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	% 22 35 4 3 5 3 13 4 4 1 17 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 26 24 17 13 17
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 16 26 8 11 3 7 3 2) 4 18 2 8 3 17 2
Size of company/organization: Number of employees: 1 - 4 10 500 999 5 - 9 5 1 000 999 10 - 49 17 10 000 and more 50 - 99 8 Student 5tudent 100-199 7 other not gainfully 200-499 12 employed	% 6 13 4 17
Length of stay 1. Length of stay (days): one 69 three 6 five two 19 four 2 2. Average length of stay 3. Share of visitors on the event's days: 1st day 20 3rd day 38 5th day 2nd day 35 4th day 36	% 4 days % 23

Conducted by: Wissler & Partner, Basel

Industrial Automation — Hannover Messe

Basic data trade visitors

Total number of visitors	102 572
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	13
more than 50 km up to 100 km more than 100 km up to 300 km	10
over 300 km	30 48
Total Germany	76
Baden- North Rhine-	
Württemberg 8 Westphalia	26
Bavaria 8 Rhineland- Berlin 2 Palatinate	3
Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 3 Saxony-Anhalt	2
Hamburg 3 Saxony-Anhalt	
Hesse 6 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia Lower Saxony 32	2
Total Foreign	24
of which EU	54
Rest of Europe	11
Africa	3 5
North America South and Central America	4
Middle East	6
South-, East-, Central Asia	15
Australia	1
The five countries with the highest	0/
visitor shares Netherlands	%
Austria	6
India	6
Belgium	6
Denmark	4
Position in the company/organization Entrepreneur, partner, self-employed	n %
Entrepreneur, partner, self-employed	11
Managing director, board member, head of an authority etc.	11
Senior department head, other employe	e ''
with managerial responsibility	6
Department head, group head	19
Other salaried staff/public service	27
Skilled worker	5
Lecturer, teacher, scientific assistant Trainee	2
Other position	1
Student	
Other not gainfully employed	13 2
Frequency of visits to trade fair	%
2008	40 43
2007 Earlier events	43 52
Firet vicit	28

First visit

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	
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	ו אח:
Administration/organization/personnel/ social welfare/training	.01)
Marketing/sales/advertising/PR Storage/material management/logistics/	
transport Maintenance/repairs	
Other area Student	
Other not gainfully employed	
Size of company/organization:	
Number of employees: 1- 4 7 500- 999	
5- 9 6 1 000- 9 999 10- 49 17 10 000 and more	
50- 99 9 Student 100-199 11 other not gainfully	
200-499 13 employed	
Length of stay 1. Length of stay (days):	
one 67 three 7 five two 20 four 2	
one 67 three 7 five two 20 four 2	6 da

MDA-Motion, Drive & Automation

Total number of visitors	75 123
Proportion of trade visitors	97%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 10 8 29 52
Total Germany Baden- Württemberg 10 Westphalia Bavaria 9 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 4 Saxony-Anhalt Hesse 5 Chleswig- Mecklenburg- West Pommerania Lower Saxony 27	73 26 3 - 3 2
Total Foreign of which EU Rest of Europe South and Central America Middle East South-, East-, Central Asia Other The five countries with the highest	27 62 11 4 4 13 7
The five countries with the highest visitor shares Netherlands Denmark India Belgium Great Britain	% 9 6 6 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	12 12
Frequency of visits to trade fair 2008 2007 Earlier events First visit	% 34 42 51 29

----- Hannover Messe

Additional data trade visitors

Economic sector Power industry Manufacturing sector Building trade Skilled trades Trade Trade Trade Services of companies and freelancers Authority/public services Research institutes, industrial research Other	% 7 52 3 4 9 1 12 3 4
Other	1
Student	13
Other not gainfully employed	2

%
28
30
18
10
13
2

Area of responsibility	%
Management	17
Research/development/design	32
Planning/work preparation	8
Manufacture/production	12
Production, quality control	4
Buying/procurement	11
Finance/accounting, controlling	(EDP) 2
Information, communication technology	(EDP) 2
Administration/organization/personnel/	
social welfare/training	3
Marketing/sales/advertising/PR	19
Storage/material management/logistics/	
transport	2
Maintenance/repairs	7
Other area	2 7 2 13 2
Student	13
Other not gainfully employed	2

Size of con	npany/o	organization:	
Number of	employ	ees:	%
1- 4	9 1	500 - 999	6
5- 9	5	1 000 - 9 999	11
10- 49	18	10 000 and more	
50- 99	9	Student	13
100-199	9	other not gainfully	
200-499	12	employed	2

Length 1. Length	of stay	(days):			9
one two	64 21	three four	7 3	five	
2. Averag	ge lengt	h of stay		1,6	day

2. Average length of stay 1,6 days
3. Share of visitors on the event's days: %
1st day 22 3rd day 41 5th day 25
2nd day 38 4th day 38

Conducted by: Wissler & Partner, Basel

MicroTechnology ----- Hannover Messe

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	33 228
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	12
more than 50 km up to 100 km more than 100 km up to 300 km	9 34
over 300 km	45
Total Germany	82
Baden- North Rhine- Württemberg 7 Westphalia Bayaria 10 Rhineland-	22
Berlin 6 Palatinate	1
Brandenburg - Saarland	- 5
Bremen 2 Saxony	3
Hamburg 5 Saxony-Anhalt Hesse 4 Schleswig-	3
Mecklenburg- Holstein	4
West Pommerania 1 Thuringia Lower Saxony 29	3
Total Foreign	19
of which EU Rest of Europe	61 19
Other	20
Position in the company/organization Entrepreneur, partner, self-employed	% 10
Managing director, board member,	10
head of an authority etc. Senior department head, other employed	8
with managerial responsibility	5
Department head, group head Other salaried staff/public service	14 22
Skilled worker	4
Lecturer, teacher, scientific assistant	8
Trainee	3
Other position Student	1 23
Other not gainfully employed	3
Frequency of visits to trade fair	%
2008 2007	36 32
Earlier events	32 41
First visit	39

Additional data trade visitors

Economic sector	%
Power industry	6
Manufacturing sector	40
Building trade Skilled trades	2
Trade	4
Telecommunication	2
Services of companies and freelancers	10
Authority/public services	6
Research institutes, industrial research	8
Other	2
Student Other not gainfully employed	23
- Other not gaintary employed	
Influence on nurchasing/	
Influence on purchasing/ procurement decisions	%
Decisively	22
Collectively	24
In an advisory capacity	13
No	14
Student	23
Other not gainfully employed	3
Avec of responsibility	%
Area of responsibility Management	11
Research/development/design	32
Planning/work preparation	6
Manufacture/production	12
Production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	1
Information, communication technology (EDI	1
Information, communication technology (EDI Administration/organization/personnel/	1 P) 5
Information, communication technology (EDI	1
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training	1 P) 5 4 12
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	1 P) 5 4 12
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	1 P) 5 4 12
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	1 P) 5 4 12
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	1 P) 5 4 12
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	1 P) 5
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	1 P) 5 4 12
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization:	1 1 5 4 12 2 5 2 23 3 3
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 7 500 - 999	1 1 2 4 12 2 5 2 23 3 3 % 5
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 7 500- 999 5- 9 5 1 000- 999	P) 5 4 12 2 5 2 23 3
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	P) 5 4 12 2 5 2 23 3 8 5 12 4
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 7 500 - 999 5 - 9 5 1 000 - 9 999 10 - 49 15 10 000 and more 50 - 99 6 Student	P) 5 4 12 2 5 2 23 3 3 % 5
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 7 500 999 10- 49 15 10000 and more 50- 99 6 Student 100-199 9 other not gainfully	1 1 2 2 5 2 23 3 3 % 5 12 4 23
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 7 500 - 999 5 - 9 5 1 000 - 9 999 10 - 49 15 10 000 and more 50 - 99 6 Student	P) 5 4 12 2 5 2 23 3 8 5 12 4
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	1 1 2 4 12 2 5 2 23 3 3 3 3 3 3 3 3 3 5 5 12 4 5 12 4 5 12 4 5 12 6 12 6 12 6 12 6 12 6 12 6 12 6 12
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4- 7 500- 999 10- 49 15 10 000 and more 50- 99 6 Student 100-199 9 other not gainfully 200-499 12 employed Length of stay	1 1 2 2 5 2 2 3 3 3 6 5 12 4 23
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 7 500- 999 10- 49 15 10 000 and more 50- 99 6 Student 100-199 9 other not gainfully 200-499 12 employed Length of stay 1. Length of stay (days):	1 1 2 4 12 2 5 2 23 3 3 8 5 5 12 4 23 3 3 8 %
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4- 7 500- 999 10- 49 15 10 000 and more 50- 99 6 Student 100-199 9 other not gainfully 200-499 12 employed Length of stay	1 1 2 4 12 2 5 2 23 3 3 3 3 3 3 3 3 3 5 5 12 4 5 12 4 5 12 4 5 12 6 12 6 12 6 12 6 12 6 12 6 12 6 12
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 7 500 - 999 10 - 49 15 10000 and more 50 - 99 6 Student 100 - 199 9 other not gainfully 200 - 499 12 employed Length of stay 1. Length of stay 1. Length of stay (days): one 73 three 6 five two 17 four 1	1 1 2 2 5 2 2 3 3 3 8 5 5 12 4 2 3 3 3 8 3 3 8 3 3 8 5 5 12 4 4 2 3 3 3 8 6 5 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4- 7- 500 - 999 15- 9- 5- 1-000 - 9999 10- 49- 15- 10-000 and more 50- 99- 6- Student 100-199- 9- other not gainfully 200-499- 12- employed Length of stay 1. Length of stay 1. Length of stay 1. Length of stay 1. Average length of stay 1. Social vertical very state of the five two 17 four 1 2. Average length of stay 1. Social vertical vertic	1 1 2 2 5 2 2 3 3 3 6 5 12 4 23 3 3 6 days
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 7 500- 999 10- 49 15 10000 and more 50-99 6 Student 100-199 9 other not gainfully 200-499 12 employed Length of stay 1. Length of stay 1. Length of stay 1. Length of stay (days): one 73 three 6 five two 17 four 1 2. Average length of stay 1,5 of 3. Share of visitors on the event's days:	1 1 2 2 5 2 2 3 3 3 3 6 4 2 3 3 3 6 4 2 3 4 2 3 4 2 3 4 2 3 4 2 3 6 4 2 5 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4- 7- 500 - 999 15- 9- 5- 1-000 - 9999 10- 49- 15- 10-000 and more 50- 99- 6- Student 100-199- 9- other not gainfully 200-499- 12- employed Length of stay 1. Length of stay 1. Length of stay 1. Length of stay 1. Average length of stay 1. Social vertical very state of the five two 17 four 1 2. Average length of stay 1. Social vertical vertic	1 1 2 2 5 2 2 3 3 3 8 5 12 4 2 3 3 3 8 3 3 4 days

Conducted by: Wissler & Partner, Basel

Power Plant Technology — Hannover Messe

Basic data trade visitors

Total number of visitors	31 989
Proportion of trade visitors	96%
Region of residence	%
up to 50 km more than 50 km up to 100 km	8 7
more than 100 km up to 300 km	28
over 300 km	57
Total Germany	68
Baden- North Rhine- Württemberg 9 Westphalia Bavaria 10 Rhineland-	24
Berlin 4 Palatinate	1
Brandenburg 1 Saarland Bremen 2 Saxony	1 2
Hamburg 5 Saxony-Anhalt Hesse 6 Schleswig-	2
Mecklenburg- Holstein	5
West Pommerania 1 Thuringia Lower Saxony 25	2
Total Foreign	32
of which EU	51
Rest of Europe South and Central America	13 6
Middle East	6
South-, East-, Central Asia	17
Other	8
The two countries with the highest visitor shares Netherlands Turkey	% 6
Position in the company/organization	ı %
Entrepreneur, partner, self-employed	11
Managing director, board member,	
head of an authority etc. Senior department head, other employe	14
with managerial responsibility	8
Department head, group head	18
Other salaried staff/public service	22
Skilled worker Lecturer, teacher, scientific assistant	3 3 2
Trainee	2
Other position	. 1
Student Other not gainfully employed	17 2
Frequency of visits to trade fair	%
2008	31
2007 Earlier events	33 40
First visit	40

Additional data trade visitors

Economic sector	
Power industry	2
Manufacturing sector Building trade	3
Skilled trades	
Trade	
Telecommunication Services of companies and freelancers	1
Authority/public services	
Research institutes, industrial research Other	
Student	1
Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	2
Collectively	2
In an advisory capacity	1
No Student	1
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 (ED	P)
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	2
Storage/material management/logistics/	
transport Maintenance/repairs	1
Other area	
Student Other net gainfully ampleyed	1
Other not gainfully employed	
Size of company/organization:	
Number of employees: 1- 4 7 500- 999	
5- 9 6 1 000- 9 999	1
10- 49 19 10 000 and more 50- 99 9 Student	1
100-199 7 other not gainfully	
200-499 12 employed	
Length of stay	-
1. Length of stay (days): one 63 three 8 five	
one 63 three 8 five two 21 four 3	
two 21 IOUI 3	
2. Average length of stay 1,7	
	da

PROMOTION WORLD — Hannover Messe

Basic data trade visitors

basic data trade visitors	
Total number of visitors	20 638
Proportion of trade visitors	62%
Region of residence up to 50 km	% 15
more than 50 km up to 100 km	10
more than 100 km up to 300 km	30
over 300 km	46
Total Germany	80
Baden- North Rhine- Württemberg 11 Westphalia	25
Bavaria 7 Rhineland-	23
Berlin 4 Palatinate	2
Brandenburg - Saarland	1
Bremen 2 Saxony Hamburg 3 Saxony-Anhalt	2
Hesse 6 Schleswig-	
Mecklenburg- Holstein	3
West Pommerania 1 Thuringia Lower Saxony 32	-
Total Foreign	20
of which EU	50
South-, East-, Central Asia Other	30 20
Position in the company/organization Entrepreneur, partner, self-employed	% 14
Managing director, board member,	
head of an authority etc.	15
Senior department head, other employed with managerial responsibility	8
Department head, group head	18
Other salaried staff/public service	29
Skilled worker Lecturer, teacher, scientific assistant	1
Trainee	5
Student	8
Frequency of visits to trade fair	%
2008	22
2007	15
Earlier events First visit	9 69
	33

Additional data trade visitors

Economic sector Power industry	% 8
Industry	38
Skilled trades Trade	5 11
Services of companies and freelancers	27
Authority/public services traffic and logistic	7
Other Student	3
Student	c
Influence on purchasing/ procurement decisions	%
Decisively	36
Collectively In an advisory capacity	30 15
No	9
Student	8
Area of responsibility	%
Management Research/development/design	19 10
Planning/work preparation	4
Manufacture/production Production, quality control	13
Buying/procurement	14
Finance/accounting, controlling	4
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/	(EDP) 5
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training	4
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/	EDP) 5 7 33
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	EDP) 5 7 33 3
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	EDP) 5 7 33 3 4
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	EDP) 5 7 33 3
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Size of company/organization:	(EDP) 5 7 33 3 4 8
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1- 4 12 500- 999	77 33 33 44 88
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 - 4 12 500 - 999 10 - 49 7 1 000 - 9 999	7 33 3 3 3 4 8 8 9 9 7 7
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1- 4 12 500- 999	77 33 33 44 88
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	7 33 33 34 48 88 9% 77
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	7 33 33 34 48 88 9% 77
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	33 33 33 48 89 77
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	44 EDP) 5 7 33 3 4 8 8 9 9 7 111 8
Finance/accounting, controlling Information, communication technology (Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	44 33 33 34 48 88 88 99 71 111 88 33 34 34 34 34 34 34 34 34 34 34 34 34

Research & Technology — Hannover Messe

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	43 134
Proportion of trade visitors	96%
Region of residence	%
up to 50 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	51
Total Germany	77
Baden- North Rhine- Württemberg 9 Westphalia	19
Bavaria 9 Rhineland-	
Berlin 4 Palatinate	2
Brandenburg 1 Saarland Bremen 2 Saxony	9
Bremen 2 Saxony Hamburg 3 Saxony-Anhalt	2
Hesse 8 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia Lower Saxony 31	2
Total Foreign	24
of which EU	53
Rest of Europe	13
North America South and Central America	6
Middle East	
South-, East-, Central Asia	12
Other	6
The four countries with the highest	
visitor shares Netherlands	% 1.1
Austria	11
Switzerland	ě
Belgium	5
Position in the company/organization Entrepreneur, partner, self-employed	%
Managing director, board member,	10
head of an authority etc.	9
Senior department head, other employee	е
with managerial responsibility	
Department head, group head Other salaried staff/public service	14 26
Skilled worker	2
Lecturer, teacher, scientific assistant	9
Trainee	1
Other position Student	1 17
Other not gainfully employed	3
Frequency of visits to trade fair	%
2008	36
2007 Earlier events	38
First visit	47 35

Additional data trade visitors

Economic sector Power industry Manufacturing sector	0/
Manufacturing sector	%
	10
	41
Building trade	4
Skilled trades	4
Trade Telecommunication	
Services of companies and freelancers	13
Authority/public services	17
Research institutes, industrial research	12
Other	1
Student	17
Other not gainfully employed	3
Influence on purchasing/	
procurement decisions	%
Decisively	25
Collectively	27
In an advisory capacity No	17 11
NO Student	17
Other not gainfully employed	3
gaa., cp.o,ca	
Area of responsibility	%
Management	13
Research/development/design	44
Planning/work preparation Manufacture/production	6
Production, quality control	7
Buying/procurement	5
Buying/procurement Finance/accounting, controlling	5
Buying/procurement Finance/accounting, controlling Information, communication technology (ED	P) 3
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/	
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training	
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training	12
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	12
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	12
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	12
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	12
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization:	12
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	12
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 8 500- 999	12
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 8 500 999 5 - 9 4 1 000 9999	12 12 17 17 3
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 8 500 - 999 5 - 9 4 1 000 - 9999 10 - 49 14 10 000 and more	12 12 17 17 17 17 17
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 8 500- 999 5- 9 4 1 000- 9 999 10- 49 14 10 000 and more 50- 99 6 Student	12 12 17 17 17 17 17
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 8 500 - 999 10 - 49 14 1000 999 10 - 49 14 1000 and more 50 - 99 6 Student 100-199 7 other not gainfully other not gainfully	12 12 17 17 17 17
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 8 500 - 999 10 - 49 14 10 000 and more 50 - 99 6 Student 100 - 19 99 6 Student 100 - 19 97 other not gainfully	12 12 17 17 17 17
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	9% 8 8 177 5 177 9 9% 8 8 9% 8 8 9% 8 8 9% 8 9% 8 9% 8
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1 - 4 8 500 999 10 49 14 10 000 and more 50 99 6 Student 100-199 7 other not gainfully 200-499 11 employed Length of stay 1. Length of stay (Length of stay (Lays):	9% 177 177 177 177 177 177
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	12 12 17 17 17 17 17
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 8 500- 999 5- 9 4 1 000- 9999 10- 49 14 10 000 and more 50- 99 6 Student 100-199 7 other not gainfully 200-499 11 employed Length of stay 1. Length of stay 1. Length of stay 1. Length of stay 1 four 2	122 223 173 9% 88 177 173 173 173 173 174 175 175 175 175 175 175 175 175 175 175
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	% (Section 1) 12 12 12 12 12 12 12 12 12 12 12 12 12
Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 8 500- 999 5- 9 4 1 000- 9999 10- 49 14 10 000 and more 50- 99 6 Student 100-199 7 other not gainfully 200-499 11 employed Length of stay 1. Length of stay 1. Length of stay 1. Length of stay 1 four 2	122 223 173 9% 88 177 173 173 173 173 174 175 175 175 175 175 175 175 175 175 175

Conducted by: Wissler & Partner, Basel

Subcontracting

Total number of visitors	48 500
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	% 10 8 26 56
Total Germany Baden- Württemberg 11 Westphalia Bavaria 8 Rhineland- Berlin 2 Palatinate Brandenburg 2 Saxony Hamburg 2 Saxony Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 27	71 24 2 - 5 2 2
Total Foreign of which EU Rest of Europe South-, East-, Central Asia Other	29 61 13 16 10
The five countries with the highest visitor shares Netherlands India Turkey Austria Italy	% 12 9 6 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	17 15
Frequency of visits to trade fair 2008 2007 Earlier events First visit	% 35 39 49 33

Additional data trade visitors

Economic sector Power industry Manufacturing sector Building trade Skilled trades	% 8 56 4 3 7
Skilled trades Trade Telecommunication Services of companies and freelancers Authority/public services Research institutes, industrial research Other	3 7 3 13 3 4 2 9
Other not gainfully employed	2

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

	0.1
Area of responsibility	%
Management	20
Research/development/design	28
Planning/work preparation	6
Manufacture/production	16
Production, quality control	4
Buying/procurement	17
Finance/accounting, controlling	2
Information, communication technology	(EDP) 3
Administration/organization/personnel/	
social welfare/training	4
Marketing/sales/advertising/PR	20
Storage/material management/logistics/	
transport	2
Maintenance/repairs	2 5 2 9
Other area	2
Student	9
Other not gainfully employed	2

Size of con	npany/	organization:	
Number of	employ	ees:	%
1- 4	10 1	500 - 999	7
5- 9	7	1 000 - 9 999	9
10- 49	19	10 000 and more	2
50- 99	9	Student	9
100-199	10	other not gainfully	
200-499	15	employed	2

Length	of stay				%
1. Length	า of stay				
one	63	three	8	five	
two	22	four	3		
2. Avera	ge lengtl	h of stay		1,6	days
2 Charo	of vicito	rc on the	wont's	dayer	0/

3. Share of visitors on the event's days: %
1st day 24 3rd day 41 5th day 22
2nd day 41 4th day 33

Conducted by: Wissler & Partner, Basel

SurfaceTechnology —— Hannover Messe

Basic data trade visitors

Total number of visitors	41 896
Proportion of trade visitors	97%
Region of residence	%
up to 50 km more than 50 km up to 100 km	9
more than 100 km up to 300 km	31
over 300 km	52
Total Germany	79
Baden- North Rhine- Württemberg 13 Westphalia Bavaria 10 Rhineland-	27
Bavaria 10 Rhineland- Berlin 4 Palatinate	2
Brandenburg 1 Saarland	
Bremen 1 Saxony Hamburg 5 Saxony-Anhalt	4
Hesse 6 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia	3
Lower Saxony 22	'
Total Foreign	21
of which EU	58
Rest of Europe South-, East-, Central Asia	11 16
Other	15
The three countries with the highest	
visitor shares Netherlands	% 11
	10
Austria	
	10
Austria India Position in the company/organization	n %
Austria India Position in the company/organizatior Entrepreneur, partner, self-employed	-
Austria India Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	n %
Austria India Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe	1 % 11 12
Austria India Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	n %
Austria India Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	1 % 11 12 ee 6 20 27
Austria India Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	1 % 11 12 ee 6 20 27 2
Austria India Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	n % 11 12 ee 6 20 27 2 4
Austria India Position in the company/organizatior Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	n % 11 12 ee 6 20 27 2

Frequency of visits to trade fair 2008 2007

Earlier events First visit

Additional data trade visitors

Economic sector	
	%
Power industry	6
Manufacturing sector	55 2
Building trade Skilled trades	4
Trade	6
Telecommunication Services of companies and freelancers	2 11
Authority/public services	4
Research institutes, industrial research	6
Other Student	13
Other not gainfully employed	13
Influence on purchasing/	
procurement decisions	%
Decisively Collectively	27 32
In an advisory capacity	17
No	9
Student Other not gainfully employed	13
- Cities not gaintary employed	
Area of responsibility	%
Management	14
Research/development/design Planning/work preparation	36 7
Manufacture/production	16
Production, quality control	4
Buying/procurement Finance/accounting, controlling	10
Information, communication technology (EDI	
	P) 2
Administration/organization/personnel/	
Administration/organization/personnel/ social welfare/training	4
Administration/organization/personnel/	
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	4 14 2
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	4 14 2
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport	4 14
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	4 14 2
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	4 14 2
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization:	4 14 2 5 3 13 1
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	4 14 2
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 9 500- 999 5- 9 5 1 000- 999	4 14 2 5 3 13 1 1 % 6 14
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 9 500 - 999 5 - 9 5 1 000 - 999 10 - 49 19 10 000 and more	4 14 2 5 3 13 1 1 % 6 14 5
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 9 500- 999 10- 49 19 10 000 and more 50- 99 7 Student	4 14 2 5 3 13 1 1 % 6 14
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 9 500- 999 5- 9 5 1 000- 9 999 10- 49 19 10 000 and more 50- 99 7 Student	4 14 2 5 3 13 1 1 % 6 14 5
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 9 500- 999 1- 4 9 1 500- 999 10- 49 19 1 0000 and more 50- 99 7 Student 100-199 8 other not gainfully 200-499 14 employed	4 14 2 5 3 13 1 1 % 6 14 5 13
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 9 500- 999 10- 49 19 10 000 and more 50- 99 7 Student 100-199 8 other not gainfully 200-499 14 employed Length of stay	4 14 2 5 3 13 1 1 % 6 14 5 13
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 9 500 - 999 5 9 5 1 000 - 999 10 49 19 10 000 and more 50 - 99 7 Student 100 - 199 8 other not gainfully 200 - 499 14 employed Length of stay 1. Length of stay one 67 three 7 five	4 14 2 5 3 13 1 1 % 6 14 5 13
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	4 14 2 5 3 13 1 1 6 6 14 5 13 13
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 9 500 - 999 5 9 5 1 000 - 999 10 49 19 10 000 and more 50 - 99 7 Student 100 - 199 8 other not gainfully 200 - 499 14 employed Length of stay 1. Length of stay one 67 three 7 five	4 14 2 5 3 13 1 1 6 6 14 5 13 1 1 7 8 8 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	4 14 2 5 3 13 1 1 6 6 14 5 13 13 1 7 8 8 3 3 4 3 4 5 1 8 3 8 9 8 9 8 9 8 9 8 9 8 9 8 9 8 9 8 9
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 9 500- 999 5- 9 5 1 000- 999 10- 49 19 10 000 and more 50- 99 7 Student 100-199 8 other not gainfully 200-499 14 employed Length of stay 1.Length of stay 1.Length of stay 2. Average length of stay 1,5 6	4 14 2 5 3 13 1 1 % 6 14 5 13 1 1 % 3 ddays

Conducted by: Wissler & Partner, Basel

Wind ---- Hannover Messe

Basic data trade visitors

Total number of visitors	58 406
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	11
nore than 50 km up to 100 km	8
nore than 100 km up to 300 km over 300 km	34 46
otal Germany	79
Baden- North Rhine- Württemberg 8 Westphalia	24
Bavaria 7 Rhineland- Berlin 3 Palatinate	24
Brandenburg 1 Saarland	1
remen 2 Saxony	3
Hamburg 5 Saxony-Anhalt Hesse 6 Schleswig-	1
Mecklenburg- Holstein	5
Vest Pommerania 1 Thuringia ower Saxony 30	1
otal Foreign	21
of which EU	58
Rest of Europe	11
South and Central America	5
Middle East South-, East-, Central Asia	4 15
Other	8
he five countries with the highest isitor shares letherlands renmark aly oland idia	% 8 8 5 5
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	12
nead of an authority etc. Senior department head, other employee	
vith managerial responsibility	. 7
Department head, group head	14
Other salaried staff/public service killed worker	27 3
ecturer, teacher, scientific assistant	4
rainee	3
Other position	1
tudent Other not gainfully employed	16 3
Frequency of visits to trade fair	%
2008	35
2007	37
arlier events	46
irst visit	35

Additional data trade visitors

Additional data trade visito	rs
Economic sector	%
Power industry	20 37
Manufacturing sector Building trade	37
Skilled trades	4
Trade Telecommunication	6
Services of companies and freelancers	14
Authority/public services	3
Research institutes, industrial research Other	5 1
Student	16
Other not gainfully employed	3
Influence on purchasing/	0/
procurement decisions Decisively	% 24
Collectively	26
In an advisory capacity	18 14
No Student	14
Other not gainfully employed	3
Area of responsibility	%
Management	16
Research/development/design Planning/work preparation	25
Manufacture/production	11
Production, quality control	7
Buying/procurement Finance/accounting, controlling	
Information, communication technology (I	DP) 5
Administration/organization/personnel/ social welfare/training	5
Marketing/sales/advertising/PR	21
Storage/material management/logistics/	-
transport Maintenance/repairs	2
Other area	4
Student Other not gainfully employed	16 3
Other not gainfully employed	
Size of company/organization: Number of employees:	%
1- 4 9 500- 999	6
5- 9 5 1 000 - 9 999	13
10- 49 18 10 000 and more 50- 99 7 Student	16
100-199 8 other not gainfully	
200-499 11 employed	3
Length of stay	%
1. Length of stay (days): one 68 three 7 five	4
two 20 four 2	
2. Average length of stay3. Share of visitors on the event's days:	5 days %

LIGNA HANNOVER — Hannover

Basic data trade visitors

Basic data trade visitors Total number of visitors	79 717
Proportion of trade visitors	95%
Region of residence	%
up to 50 km	70
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	26
over 300 km	57
Total Germany	64
Baden- North Rhine- Württemberg 10 Westphalia	25
Württemberg 10 Westphalia Bavaria 9 Rhineland-	23
Bavaria 9 Rhineland- Berlin 2 Palatinate Brandenburg 2 Saarland Bremen 1 Saxony	3
Brandenburg 2 Saarland	1
Bremen 1 Saxony	3 2
Hamburg 2 Saxony-Anhalt Hesse 5 Schleswig-	2
Mecklenburg- Holstein	4
West Pommerania 1 Thuringia	1
Lower Saxony 30	
Total Foreign	36
of which EU	59 13 3
Rest of Europe Africa	13
North America	8
South and Central America	4
Middle East	4
South-, East-, Central Asia Australia	7
The five countries with the highest	
visitor shares	% 7 6 5 5
Italy Switzerland	1
Austria	6
Sweden	5
Canada	5
Position in the company/organization	ı %
Position in the company/organization Entrepreneur, partner, self-employed	26
Managing director, board member,	16
head of an authority etc. Senior department head, other employe	
with managerial responsibility	5 12
Department head, group head	12
Other salaried staff/public service Skilled worker	20
Lecturer, teacher, scientific assistant	3
Trainee	5
Other position	
Student Other not gainfully employed	5 3 5 - 7 2
Frequency of visits to trade fair 2007	% 49
2005	44
Earlier events	40
First visit	33

Additional data trade visitors

Economic sector	%
Agriculture and forestry	7
Manufacturing sector	39
Building trade Interior decoration	17 23
Trade	13
Services of companies and freelancers	9
Authority/public services	9 5 1
Other	1
Student Other not gainfully employed	7
Influence on nurchasing/	
Influence on purchasing/ procurement decisions	%
Decisively	38
Collectively	23 17
In an advisory capacity No	13
Student	7
Other not gainfully employed	2
Area of responsibility	%
Management Research/development/design	33 18
Planning/work preparation	20
Manufacture/production	39
Production, quality control	15
Buying/procurement Finance/accounting, controlling	16 9
Information, communication technology (EDI	
Administration/organization/personnel/	
social welfare/training	10 20
Marketing/sales/advertising/PR Storage/material management/logistics/	20
transport	7
Maintenance/repairs	11
Other area	2 7
Student Other not gainfully employed	2
Size of company/organization:	
Number of employees:	%
1- 4 17 500- 999	4
5- 9 11 1 000- 9 999	5
10- 49 25 10 000 and more 50- 99 9 Student	1
100-199 9 other not gainfully	,
200-499 10 employed	2
-	
Length of stay	%
1. Length of stay (days): one 57 three 10 five	6
two 24 four 3	O
2. Average length of stay 1,8 (davs
3. Share of visitors on the event's days:	
J. Judie of Visitors off the event's udys.	
1st day 32 3rd day 42 5th day	% 25
1st day 32 3rd day 42 5th day 2nd day 41 4th day 39	25

Conducted by: Wissler & Partner, Basel

Pferd & Jagd ---- Hannover

Basic data private visitors

Total number of visitors	82 646
Proportion of private visitors	91%
Region of residence up to 50 km	% 38
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	29 29 3
Total Germany Baden- North Rhine-	99
Württemberg - Westphalia Bavaria - Rhineland-	7
Berlin - Palatinate Brandenburg - Saarland	-
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 2 Schleswig-	3
Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 80	3
Total Foreign	1
Position in the company/organization Entrepreneur, partner, self-employed	% 16
Managing director, board member, head of an authority etc.	2
Conjor department head other employee	
Senior department head, other employee with managerial responsibility	2
Senior department head, other employee	6 26
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	6 26
Senior department fiead, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	6

Frequency of visits to trade fair 2008 2007 2006 Earlier events First visit

Additional data private visitors

Age % up to 20 years 8 over 20 up to 30 years 15 over 30 up to 40 years 19 over 40 up to 50 years 33 over 50 up to 60 years 9 over 60 up to 70 years 9 over 70 years 2 Net household income % up to 900,- EUR more than 900,- EUR up to 1 500,- EUR 6 more than 1 500,- EUR up to 2 600,- EUR 11 more than 2 600,- EUR up to 2 600,- EUR 8 more than 3 600,- EUR up to 5 000,- EUR 10 N/A 36 Size of household % 1 person 11 2 persons 36 3 persons 21 4 persons 23 5 persons and more 10 Buying and ordering capacity % Purchase or order made or intended at the exhibition yes 80 no 8 maybe 12 Follow-up business	Sex Male Female	% 41 59
Up to	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	8 15 19 33 15
1 person 11 2 persons 36 3 persons 21 4 persons 23 5 persons 21 Eversons 23 5 persons and more 10 Buying and ordering capacity Purchase or order made or intended at the exhibition yes 80 no 8 maybe 11 Follow-up business % Intend to buy at later date yes 33 no 26 maybe 41	up to more than 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 5 000,- EUR up to 5 000,- EUR	6 8 11 8 11 10
Purchase or order made or intended at the exhibition yes 80 no 8 maybe 12 Follow-up business % Intend to buy at later date yes 33 no 26 maybe 41	1 person 2 persons 3 persons 4 persons	11 36 21 23
Intend to buy at later date yes 33 no 26 maybe 41	Purchase or order made or intended at the exhibition yes no	80
	Intend to buy at later date yes no maybe	33 26 41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund





new energy husum ---- Husum

Basic data trade visitors

Total number of visitors	15 414
Proportion of trade visitors	57%
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 23 24 16
Total Germany	94
Baden- North Rhine- Württemberg 1 Westphalia Bavaria 2 Rhineland-	3
Berlin 1 Palatinate Brandenburg 1 Saarland	-
Bremen 1 Saxony Hamburg 9 Saxony-Anhalt Hesse 1 Schleswig-	1
Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 7	72
Total Foreign	6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	1 % 27
head of an authority etc. Senior department head, other employe	
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	2 11 17 3
	4
Lecturer, teacher, scientific assistant Trainee	
Lecturer, teacher, scientific assistant	10 10

Basic data private visitors

Proportion of private visitors	
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 55 28 13 4
Total Germany Baden- Württemberg - Westphalia Bavaria - Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony Hesse - Scheswig- Mecklenburg- West Pommerania - Thuringia Lower Saxony - Saxony - Saxony	94 - - - - - - -
Total Foreign	3
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 13 3 1 6 24 7 3 2 14 9
Frequency of visits to trade fair 2008 2006 2004 2002 First visit	% 29 23 10 7 60

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 1 Westphalia Bavaria 1 Rhineland- Berlin 1 Palatinate Brandenburg - Saxony Hamburg 6 Saxony-Anhalt Hesse 1 Schleswig- West Pommerania Lower Saxony 5	95 2 - - - - 80
Total Foreign	5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 21 8 2 8 20 5 3 3 11 10 8
Frequency of visits to trade fair 2008 2006 2004 2002 First visit	% 31 21 11 7 61

Additional data trade visitors

Economic sector	%
Banks, financiers	3
Building industry, architecture	% 3 4 2 1 1 2 2 8 8 3 2 2 4 4 4 5 5 1 1 5 2 9
Biogas, biomass	2
Block heating works	1
Skilled trades	6
Wood, pellets	1
Association, institution	2
Agriculture	8
Media, press, publishing	3
Planning, project management	2
Experts, assessor	2
Solar electricity, solar heat	4
Other services	4
Technical services	5
Wind energy sector	5
Small wind energy turbines	1
Supplier	_5
Other	
Student	10
Other not gainfully employed	1
Influence on purchasing/	01
procurement decisions	%
Decisively	3/
Collectively	15

Influence on purchasing/ procurement decisions	%
Decisively Collectively	37
Collectively	15
In an advisory capacity	15
No	21
Student	10
Other not gainfully employed	1

Area of responsibility	%
Management	29
Research/development/design	5
Planning/work preparation	8
Manufacture/production	4
Production, quality control	1
Buying/procurement	2
Finance/accounting, controlling	1
Information, communication technology	(EDP) 1
Administration/organization/personnel/	
social welfare/training	4
Marketing/sales/advertising/PR	14
Storage/material management/logistics/	
transport	1
Maintenance/repairs	4
Other area	1 13 10
Student	10
Other not gainfully employed	1

Size of company/organization:

7		lipioyees.	Nulliber of	
3	500 - 999	25	1- 4	
6	1 000 - 9 999	12	5- 9	
	0 000 and more	22	10- 49	
10	Student	5	50- 99	
	ther not gainfully	5	100-199	
1	employed	6	200-499	

Length of stay 1. Length of stay (o	days):			% N/A
2. Average length	of stay			1,2 days
	on the ev 3rd day 4th day	rent's 28 18	days:	%

Additional data private visitors

Sex Male Female	% 80 20
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 11 14 21 21 21
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% 22 17 16 18 12 7
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 13 40 13 20 12
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 2 85 12
Follow-up business Intend to buy at later date yes no maybe	36 23 40
Conducted by Massa Husum HWC mbH 9	Ca

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

NORD GASTRO & HOTEL ---- Husum

Basic data trade visitors

Total number of visitors	4 244
Proportion of trade visitors	100%
Region of residence up to 50 km	% 73
more than 50 km up to 100 km	16
more than 100 km up to 300 km	9
over 300 km	1
Total Germany	99
Baden- North Rhine- Württemberg - Westphalia	_
Bavaria - Rhineland-	_
Berlin - Palatinate	-
Brandenburg - Saarland	-
Bremen - Saxony Hamburg 1 Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	94
West Pommerania - Thuringia Lower Saxony -	-
Total Foreign	1
Position in the company/organization	%
Entrepreneur, partner, self-employed	31
Managing director, board member, head of an authority etc.	7
Senior department head, other employee	
with managerial responsibility	2
Department head, group head Other salaried staff/public service	29
Skilled worker	12
Lecturer, teacher, scientific assistant	1
Trainee Other position	1 5 2 3 3
Student	3
Other not gainfully employed	3
Frequency of visits to trade fair	%
2008	55
2007 2006	51 42
2005	32
Earlier events	24
First visit	28

Additional data trade visitors

Economic sector Communal catering Butcher, baker, confectioner etc. Hotel Restaurants, cafés Bars, pubs	% 10 2 17 43 5
Other Student	19 3
Influence on purchasing/	
procurement decisions Decisively	% 39
Collectively In an advisory capacity	21 16
No	9
Student Other not gainfully employed	2 14
Area of responsibility	%
Management Research/development/design	34
Planning/work preparation Manufacture/production	5
Production, quality control	2 1 3
Buying/procurement Finance/accounting, controlling	3 1
Information, communication technology (El Administration/organization/personnel/	DP) -
social welfare/training Marketing/sales/advertising/PR	3 2
Storage/material management/logistics/	_
transport Maintenance/repairs	1 1
Other area Student	34 2
Other not gainfully employed	14
Size of company/organization:	0/
Number of employees: 1- 4 26 500- 999	% 1
5- 9 16 1 000- 9 999 10- 49 30 10 000 and more	- 1
50- 99 7 Student	1
100-199 2 other not gainfully 200-499 4 employed	14
Length of stay 1. Length of stay (days):	%
one 85 two 15	

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

GiardinaKARLSRUHE / Inventa (2008) ---- Karlsruhe

Basic data private visitors

Total number of visitors	38 387
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-	- 1
Berlin - Palatinate	13
Brandenburg - Saarland	1
Bremen - Saxony	1
Hamburg - Saxony-Anhalt	-
Hesse 3 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	-
Other The country with the highest visitor share France	% 85
Position in the company/organisation	%
Entrepreneur, partner, self-employed Managing director, board member.	12
head of an authority etc. Senior department head, other employee	2
with managerial responsibility	2
Department head, group head	10 30
Other salaried staff/public service Lecturer, teacher, scientific assistant	4
Skilled worker	4
Other position	3
Trainee	-
Student	4
Housewife/man	10
Old-age pensioner	19
Other not gainfully employed	2
Frequency of visits to trade fair	%
2007	30
2007 2006	30 25
2007	30

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	9 7 1
Total Germany Baden- Württemberg 81 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony-Anhalt Hesse 3 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	9:
Total Foreign of which EU Other	9
The country with the highest visitor share France	9
	Ŭ
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	9, 1
Managing director, board member, 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 1

Additional data private visitors

Age % up to 20 years 3 over 20 up to 30 years 6 over 30 up to 40 years 14 over 40 up to 50 years 20 over 60 up to 70 years 27 over 70 years 4 Net household income up to 900, EUR more than 900, EUR up to 1 500, EUR more than 1 500, EUR up to 2 600, 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 N/A 31 Size of household 1 person 7 2 persons 49 3 persons 49 3 persons 20 5 persons and more 7 Buying and ordering capacity Purchase or order made or intended at the exhibition yes 42 no 29 maybe 42 Follow-up business 8 Intend to buy at later date	Sex Male Female	% 42 58
up to 900,- EUR up to 1 500,- EUR 5 more than 1 500,- EUR up to 2 000,- EUR 5 more than 1 500,- EUR up to 2 000,- EUR 10 more than 2 000,- EUR up to 3 600,- EUR 10 more than 3 600,- EUR up to 3 600,- EUR 13 more than 5 000,- EUR up to 5 000,- EUR 13 more than 5 000,- EUR up to 5 000,- EUR 13 more than 5 000,- EUR up to 5 000,- EUR 13 more than 5 000,- EUR up to 5 000,- EUR 13 more than 5 000,- EUR up to 5 000,- EUR 13 more than 5 000,- EUR up to 5 000,- EUR 13 more than 5 000,- EUR up to 5 000,- EUR 13 more than 5 000,- EUR up to 5 000,- EUR 13 more than 5 000,- EUR up to 5 000,- EUR 13 more than 5 000,- EUR up to 5 000,- EUR 14 12 more than 5 000,- EUR up to 5 000,- EUR 14 12 more than 5 000,- EUR up to 5 000,- EUR 14 12 more than 5 000,- EUR up to 5 000,- EUR 14 12 more than 5 000,- EUR up to 5 000,- EUR 10 12 more than 5 000,- EUR up to 5 000,- EUR 10 12 more than 5 000,- EUR up to 5 000,- EUR 10 12 more than 5 000,- EUR up to 5 000,- EUR 10 12 more than 5 000,- EUR up to 5 000,- EUR 10 12 more than 5 000,- EUR up to 3 600,- EUR 10 12 more than 5 000,- EUR up to 3 600,- EUR 10 12 more than 5 000,- EUR 10 12 more than 5 000,- EUR up to 3 600,- EUR 10 12 more than 5 000,- EUR 10 12 more	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	3 14 30 27 17
1 person 2 2 persons 49 3 persons 49 4 persons 16 4 persons 20 5 persons and more 7 Buying and ordering capacity Purchase or order made or intended at the exhibition yes 42 no 29 maybe 29 Follow-up business % Intend to buy at later date yes 38 no 16 maybe 46	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	7 7 10 17 13
Purchase or order made or intended at the exhibition yes 42 no 29 maybe 29 Follow-up business % Intend to buy at later date yes 38 no 16 maybe 46	1 person 2 persons 3 persons 4 persons	7 49 16 20
Intend to buy at later date yes 38 no 16 maybe 46	Purchase or order made or intended at the exhibition yes no	42
	Intend to buy at later date yes no	38 16 46

Conducted by: Gelszus Messe- Marktforschung GmbH, Dortmund

HOGATRENDS (2007) — Karlsruhe

Basic data trade visitors

Total number of visitors	15 668
Proportion of trade visitors	83%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 45 30 23 2
Total Germany Baden- Württemberg 66 Westphalia Bavaria 1 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	99 - 24 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 stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 45 6 3 10 8 6 6 2 14 3 1
Frequency of visits to trade fair 2005 2003 2001 1999 Earlier events First visit	% 34 23 18 13 16 44

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 26 19 2	
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg-	69 1 - - - 5	Palatinate Saarland Saxony Saxony-Anhalt	99 - 23 1 -
West Pommerania Lower Saxony	-	Thuringia	
Total Foreign			1
Position in the co Entrepreneur, part Managing director head of an author Senior department	ner, so , boar ity etc head	elf-employed d member, :. , other employee	% 39 5
with managerial re Department head,	espons	sibility	3 10
Other salaried stuf Skilled worker	f, pub	lic service	13
Lecturer, teacher, : Trainee Other position	scienti	fic assistant	2 12 3 2 1 3
Student Housewife/man Old-age pensioner Other not gainfully	emp	loyed	1 3 1
Frequency of visi 2005 2003 2001	ts to	trade fair	% 30 20 15

Earlier events

First visit

Additional data trade visitors

Economic sector Hotel trade Restaurant operation Snack bars, take-away food outlets, cafeterias Large kitchen, canteen Bakery and confectionery Catering, out-of-home catering Other Student Other not gainfully employed	% 23 45 3 8 3 2 13
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 39 27 18 13 1
Area of responsibility Management 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	%43 22 10 20 7 23 7 7 23 7 7 10 6 4 13 13 13 3
Size of company/organisation: Number of employees: 500 - 999 1 - 4 31 500 - 999 5 - 9 20 1 000 - 999 10 - 49 28 10 000 and more 50 - 99 6 Student 100-199 3 Other not gainfully 200-499 3 employed	% 2 3 2 1

1,1 days

Length of stay 1. Length of stay (days): one 95 three two 4 four

GmbH, Dortmund

2. Average length of stay

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

Conducted by: Gelszus Messe-Marktforschung

1st day 10 3rd day 44 2nd day 14 4th day 38

•	
	Total number of v
	Proportion of trad
	Region of residence up to 50 km more than 50 km u more than 100 km over 300 km
	Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony
	Total Foreign of which EU Rest of E Other
	The two countries visitor shares Switzerland Austria
	Position in the cor Entrepreneur, partn Managing director, head of an authorit Senior department I with managerial res Department head, co Other salaried staff, Skilled worker Lecturer, teacher, so Trainee Other position Student Other not gainfully
	Frequency of visits (Bremen) 2008 (Leipzig) 2007 (Minchen) 2006 (Düsseldorf) 2005

INTERGEO ---- Karlsruhe

Basic data trade visitors

Busic data trade visitors		Additional data trade visitors
Total number of visitors	15 288	Economic sector %
		Industrial company 5 Energy supplies 4
Proportion of trade visitors	98%	
<u> </u>		
Denien of residence	0/	
Region of residence	%	
up to 50 km	14	
more than 50 km up to 100 km	16	Research 2
more than 100 km up to 300 km	32	Telecommunication 1
over 300 km	38	Architecture/construction 5
		Other service company 4
Total Germany	78	Professional, specialist association 2
Baden- North Rhine-	70	Authority/public services 28
Württemberg 44 Westphalia	12	Vocational school/polytechnic/university 3
Bayaria 9 Rhineland-	12	Other 6
Berlin 2 Palatinate	13	Student 15
Brandenburg 1 Saarland	2	Other not gainfully employed 2
Bremen - Saxony	2	
	1	Influence on purchasing/
		procurement decisions %
	1	Decisively 13
	2	Collectively 30
West Pommerania 1 Thuringia	2	In an advisory capacity 22
Lower Saxony 4		
		No 18 Student 15
Total Foreign	22	Other not gainfully employed 2
of which EU	57	Other not gainfully employed 2
Rest of Europe	25	-
Other	18	Area of responsibility %
		Management 19
		Research/development/design 11
The two countries with the highest		Planning/work preparation 19
visitor shares	%	Manufacture/production 10
Switzerland	18	Production, quality control 3
Austria	9	Buying/procurement 5
		Finance/accounting, controlling 2
Position in the company/organization	%	Information, communication technology (EDP)11
Entrepreneur, partner, self-employed	13	Administration/organization/personnel/
Managing director, board member,	13	social welfare/training 9
head of an authority etc.	5	Marketing/sales/advertising/PR 4
Senior department head, other employee		Storage/material management/logistics/
with managerial responsibility	2	transport 1
	16	Maintenance/repairs 3
Department head, group head Other salaried staff/public service	34	Other area 16
Skilled worker	4	Student 15
Lecturer, teacher, scientific assistant	3	Other not gainfully employed 2
Trainee	4	zaner not gammany emproyed
	2	
Other position Student	15	Size of company/organization:
Other not gainfully employed	2	Number of employees: %
Other not gainfully employed	2	1- 4 9 500- 999 6
		5- 9 9 1 000- 9 999 11
Frequency of visits to trade fair	%	10- 49 17 10 000 and more 5
(Bremen) 2008	18	50- 99 11 Student 15
(Leipzig) 2007	19	100-199 7 other not gainfully
(München) 2006	24	200-499 8 employed 2
(Düsseldorf) 2005	20	1.2.
(Stuttgart) 2004	31	Lough of store
Earlier events	28	Length of stay %
First visit	38	1. Length of stay (days):
	30	one 72 two 15 three 14
		2. Average length of stay 1,4 days
		3. Share of visitors on the event's days: % 1st day 39 2nd day 59 3rd day 44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Additional data trade visitors

Karlsruher Hochzeits- und Festtage — Karlsruhe

Basic data private visitors

<u> </u>	
Total number of visitors	4 328
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	% 88 7 4
over 300 km Total Germany	98
Baden- North Rhine- Württemberg 88 Westphalia Bavaria 1 Rhineland-	-
Berlin - Palatinate Brandenburg - Saarland Bremen - Saxony	9 - -
Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania - Thuringia	-
Total Foreign	2
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 6
head of an authority etc. Senior department head, other employee with managerial responsibility	3
Department head, group head Other salaried staff/public service Skilled worker	6 49 7
Lecturer, teacher, scientific assistant Trainee Other position	5 4 3 2
Foreman, master craftsman Student Housewife/man	2 11 3
Old-age pensioner Other not gainfully employed	1
Frequency of visits to trade fair 2008 2007	% 9 4
2006 Earlier events First visit	2 2 84

Additional data private visitors

Sex Male Female	% 33 67
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 3 70 20 4 3
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 600,- 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 9 14 15 17 10 10
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 6 76 10 5
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 16 30 55
Follow-up business Intend to buy at later date yes no maybe	% 45 7 48

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

LEARNTEC — Karlsruhe

Basic data trade visitors

	2 57
Proportion of trade visitors	99%
Region of residence	9
up to 50 km	1
more than 50 km up to 100 km more than 100 km up to 300 km	1: 3:
over 300 km	3
Total Germany	9:
Baden- North Rhine- Württemberg 42 Westphalia	1
Bavaria 11 Rhineland-	
Berlin 2 Palatinate	
Brandenburg - Saarland Bremen - Saxony	
Hamburg 2 Saxony-Anhalt	
Hesse 13 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony 4	
The country with the highest visitor share	
Austria	
Austria Position in the company/organization	9
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	9/ 44 9/ 11
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	9
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	9, 1
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	9
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	9, 1
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	9 1 1 2
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9 1 1 2 1 1
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	99 11 1. 2.
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	99 11 11 2
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	9,11
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	9,11
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2007	9,11,22
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2007 2006 2005	4 9 1 1 2 1 1 2 2 2 2 1 1 1 1
Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2007 2006	99 11 1. 2.

First visit

Additional data trade visitors

Economic sector Educational facility	% 21
Research/teaching	4
Authority/public services Industry	7
Trade/sales	77 75 33 44 11 53 77 22 58 33
Banks, insurance companies	3
Transport, tourism, hotel sector Medicine	
Association	1
Publishing house	5
Consultancy IT, software	7
Training	2
Multimedia	5
Service Other	3
Student	9
Other not gainfully employed	4
Influence on purchasing/	
procurement decisions Decisively	% 19
Collectively	32
In an advisory capacity	29
No Student	9
Other not gainfully employed	4
Area of responsibility	%
Management	11
Research/development/design Planning/work preparation	9 5 4 3 3 2
Manufacture/production	4
Production, quality control	3
Buying/procurement Finance/accounting, controlling	3
Information, communication technology (ED Administration/organization/personnel/)P)16
social welfare/training	33
Marketing/sales/advertising/PR	14
Storage/material management/logistics/ transport	
Maintenance/repairs	. 1
Other area Student	15
Other not gainfully employed	4
Size of company/organization: Number of employees:	%
1- 4 12 500- 999	7
5- 9 5 1 000 - 9 999 10- 49 11 10 000 and more	14 14
50- 99 5 Student	9
100 100 0 -46	

3. Share of visitors on the event's days: % 1st day 31 2nd day 56 3rd day 36 Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

100-199 200-499

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

8 13

2. Average length of stay

three

1,2 days

other not gainfully

offerta

Basic data private visitors

Total number of visitors	130 42
Proportion of private visitors	95%
Region of residence	9
up to 50 km	9!
more than 50 km up to 100 km more than 100 km up to 300 km	
over 300 km	
Total Germany	99
Baden- North Rhine-	
Württemberg 91 Westphalia Bayaria - Rhineland-	
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anha	ılt
Hesse - Schleswig- Mecklenburg- Holstein	
West Pommerania 1 Thuringia	
Lower Saxony -	
Total Foreign	
of which EU	
Other	
Other	1
Other The country with the highest visito share	1 or 9
Other The country with the highest visito	1 or 9
Other The country with the highest visito share France Position in the company/organization	9/ 7! on 9/
Other The country with the highest visito share France Position in the company/organizati Entrepreneur, partner, self-employed	1 or 79 on 9
Other The country with the highest visito share France Position in the company/organizati Entrepreneur, partner, self-employed Managing director, board member,	7: 7: on %
Other The country with the highest visito share France Position in the company/organizati Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	10 or 9 79 on 9
Other The country with the highest visito share France Position in the company/organizati Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility with managerial responsibility.	1/2 / 1/2 /
Other The country with the highest visito share France Position in the company/organizati 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	1 9 7 9 7 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Other The country with the highest visito share France Position in the company/organizati 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	1 7 9 7 7 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Other The country with the highest visito share France Position in the company/organizati 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	1 7 9 7 7 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Other The country with the highest visito share France Position in the company/organizati 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	1 9 7 7 9 7 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Other The country with the highest visito share France Position in the company/organizati 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	9, 7! on 9, 1
Other The country with the highest visito share France Position in the company/organizati 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	11 9 7 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Other The country with the highest visito share France Position in the company/organizati 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	11
Other The country with the highest visito share France Position in the company/organizati 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	11 9 7 9 7 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Other The country with the highest visito share France Position in the company/organizati 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	11 9 7 9 7 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Other The country with the highest visito share France Position in the company/organizati 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 2008	11 9 7 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Other The country with the highest visito share France Position in the company/organizati 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 2008 2007	11
Other The country with the highest visito share France Position in the company/organizati 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 2008 2007 2006	10 yee 2:
Other The country with the highest visito share France Position in the company/organizati 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 2008 2007	10 or 9 79 on 9

Additional data private visitors

Sex Male Female	% 43 57
Age	%
up to 20 years over 20 up to 30 years	13
over 30 up to 40 years	11
over 40 up to 50 years	23
over 50 up to 60 years	21
over 60 up to 70 years over 70 years	17
Net household income	%
up to 900,- EUR	. 6
more than 900,- EUR up to 1 500,- EUR	11 12
more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR	11
more than 2 600,- EUR up to 3 600,- EUR	14
more than 5 000,- EUR	7
N/A	32
more than 3 600,- EUR up to 5 000,- EUR	8
Size of household	%
1 person	12
2 persons	44
3 persons 4 persons	20
5 persons and more	17
Buying and ordering capacity	%
Purchase or order made or	
Purchase or order made or intended at the exhibition yes	62
Purchase or order made or intended at the exhibition yes no	9
Purchase or order made or intended at the exhibition yes	
Purchase or order made or intended at the exhibition yes no maybe	9
Purchase or order made or intended at the exhibition yes no maybe	29
Purchase or order made or intended at the exhibition yes no maybe	% 29 % 17 23
Purchase or order made or intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes	29 29 %

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

RESALE — Karlsruhe

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 Baden- Württemberg 50 Westphalia Bavaria 14 Rhineland- Berlin 2 Palatinate Brandenburg 5 Saarland	10 19 62
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 50 Westphalia Bavaria 14 Rhineland- Berlin 2 Palatinate Brandenburg - Saarland	9 10 19 62
more than 50 km up to 100 km more than 100 km up to 300 km Total Germany Baden- Württemberg 50 Westphalia Bavaria 14 Rhineland- Berlin 2 Palatinate Brandenburg - Saarland	9 10 19 62 46
more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 50 Westphalia Bavaria 14 Rhineland- Berlin 2 Palatinate Brandenburg - Saarland	19 62
Total Germany Baden- Württemberg 50 Westphalia Bavaria 14 Rhineland- Berlin 2 Palatinate Brandenburg - Saarland	62
Baden- North Rhine- Württemberg 50 Westphalia Bavaria 14 Rhineland- Berlin 2 Palatinate Brandenburg - Saarland	46
Württemberg 50 Westphalia Bavaria 14 Rhineland- Berlin 2 Palatinate Brandenburg - Saarland	
Berlin 2 Palatinate Brandenburg - Saarland	11
Brandenburg - Saarland	7
	-
Bremen - Saxony	-
Hamburg 3 Saxony-Anhalt Hesse 9 Schleswig-	1
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 2	-
Total Foreign	54
of which EU	27
Rest of Europe Africa	24 23
Middle East	11
South-, East-, Central Asia Other	10 5
The four countries with the highest visitor shares Belarus India Poland Iran	% 6 5 5
Position in the company/organization	ı %
Entrepreneur, partner, self-employed Managing director, board member,	38
head of an authority etc. Senior department head, other employe	24 e
with managerial responsibility	6
Department head, group head Other salaried staff/public service	14 7
Other salaried staff/public service Skilled worker	4
Lecturer, teacher, scientific assistant	
Trainee	1
Other position Student	1 3 3 1
Other not gainfully employed	1
Frequency of visits to trade fair	%
2008	18
2007 2006	11 10
	6
2005	6
2005 Earlier events First visit	60

Additional data trade visitors

Industry Trade Skilled trad Service Authority/p	des public services	% 50 20 5 12 3 6
Other Student Other not	gainfully employed	3 1
Influence	on purchasing/ ent decisions	%
Decisively		51
Collectively In an advi	y sory capacity	24 15
No Student		6
	gainfully employed	1
Area of re	esponsibility	% 43
Research/c	development/design	8
Manufactu	vork preparation re/production	10 20
Production Buying/pro	n, quality control	14
Finance/ac	counting, controlling	3
	n, communication technology (El ation/organization/personnel/	DP) 3
	fare/training /sales/advertising/PR	3 14
Storage/m	aterial management/logistics/	
transport Maintenan		5
Other area Student	3	3
	gainfully employed	1
Size of co	ompany/organization: f employees:	%
1- 4	21 500- 999	
5- 9 10- 49	15 1 000 - 9 999 26 10 000 and more	4 5 2
	10 Student	
50- 99	0	3
	8 other not gainfully 5 employed	3
50- 99 100-199 200-499 Length of	8 other not gainfully 5 employed	1 %
50- 99 100-199 200-499 Length of	8 other not gainfully 5 employed	1
50- 99 100-199 200-499 Length of 1. Length one 2. Average	8 other not gainfully employed f stay of stay (days): 74 two 16 three	1 %

ALLGÄUER FESTWOCHE (2007) — Kempten

Basic data private visitors

Total number of visitors	97 226
Proportion of private visitors	96%
Region of residence	%
up to 50 km	81
more than 50 km up to 100 km	10
more than 100 km up to 300 km over 300 km	5 4
Total Germany Baden- North Rhine-	99
Baden- North Rhine- Württemberg 7 Westphalia Bavaria 91 Rhineland-	1
Berlin - Palatinate	1
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt Hesse - Schleswig-	-
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	
Total Foreign	1
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	, % 9
head of an authority etc.	-
Senior department head, other employe with managerial responsibility	-
Department head, group head	3
Other salaried staff, public service	37
Skilled worker Lecturer, teacher, scientific assistant	10
Trainee	1
Other position	2
Student	2 3 7
Housewife/man	
Old-age pensioner	25
Other not gainfully employed	2
Funnishment of states to treat fair	%
Frequency of visits to trade fair	70
2006	
	70 68 67
2006 2005	68

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

Anuga ---- Köln

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	149 349
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	% 15 7 16 62
Total Germany	39
Baden-Württemberg 8 Westphalia Bavaria 8 Rhineland-	51
Berlin 2 Palatinate Brandenburg 1 Saarland	7
Bremen 1 Saxony	1
Hamburg 2 Saxony-Anhalt Hesse 8 Schleswig-	-
Mesklenburg- West Pommerania Lower Saxony Theiswigs Holstein Thuringia Thuringia	2
Total Foreign of which EU Rest of Europe	61 51 9
Africa North America	9 5 3 9 8
South and Central America Middle East	9
South-, East-, Central Asia Australia	13 3
The five countries with the highest visitor shares Netherlands France Italy Spain Belgium	% 7 6 4 4
Position in the company/organization Entrepreneur, partner, self-employed	n %
Managing director, board member,	
head of an authority etc. Senior department head, other employe	17 e
with managerial responsibility	11
Department head, group head Other salaried staff/public service	13 11 3 2 3 4
Skilled worker Lecturer, teacher, scientific assistant	3
Trainee	3
Other position Student	4
Other not gainfully employed	1
Frequency of visits to trade fair 2007 2005 2003 Earlier events First visit	% 37 25 18 14
THIS VISIT	40

Additional data trade visitors

	_
Economic sector Wholesale/foreign trade Retail trade Retail chain/cooperative head office Specialized retail trade Commercial agent Import/export Skilled trades Catering Service Industry Other Student Other not gainfully employed	% 23 10 2 2 2 11 1 12 7 17 7 6
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 39 28 17 8 6
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 40 11 10 13 8 28 7 7 33 7 33
Size of company/organization: Number of employees: 1 1- 4 14 500- 999 5- 9 11 1 000- 9999 10- 49 20 10 000 and more 50- 99 11 Student 100-199 11 other not gainfully 200-499 9 employed	% 6 9 4 6
Length of stay 1. Length of stay (days): one 47 three 15 five two 23 four 8 2. Average length of stay 2,1 of	% 8 days
3. Share of visitors on the event's days: 1st day 38 3rd day 51 5th day	% 30

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

Anuga FoodTec ---- Köln

Basic data trade visitors

Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km 7 total Germany Baden- Württemberg 9 Westphalia Bavaria 16 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony-Anhalt Hesse 10 Schleswig- Holstein West Pommerania 1 Thuringia Lower Saxony 11 Total Foreign of which EU 64 Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 2003 2000 1996	Total number of visitors	33 847
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 9 Westphalia 3 Bavaria 16 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 2 Saxony-Anhalt Hesse 10 Schleswig- Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 11 Total Foreign 46 of which EU 66 Africa North America South And Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 32003 32000 1996 Earlier events	Proportion of trade visitors	99%
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 9 Westphalia Bavaria 16 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 2 Saxony-Anhalt Hesse 10 Schleswig- Holstein West Pommerania 1 Thuringia Lower Saxony 11 Total Foreign of which EU 66 Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 20 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 32 2000 1996 Earlier events	Region of residence	%
Total Germany Baden- Württemberg 9 Westphalia Bavaria 16 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 2 Saxony-Anhalt Hesse 10 Schleswig- Holstein West Pommerania 1 Thuringia Lower Saxony 11 Total Foreign of which EU 66 Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 30000 1996 Earlier events	up to 50 km more than 50 km up to 100 km	8
Total Germany Baden- Württemberg 9 Westphalia Bavaria 16 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 2 Saxony-Anhalt Hesse 10 Schleswig- Holstein West Pommerania 1 Thuringia Lower Saxony 11 Total Foreign of which EU 66 Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 30000 1996 Earlier events	more than 100 km up to 300 km	23
Baden- North Rhine- Westphalia 3 Bavaria 16 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony-Anhalt Hesse 10 Schleswig- Holstein 1 Thuringia Lower Saxony 11 Total Foreign 46 Griden America South America South America South America South America South And Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 31 2000 1996 Earlier events	over 300 km	60
Württemberg 9 Westphalia Bavaria 16 Rhineland-Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Anhalt Hesse 10 Schleswig-Holstein West Pommerania 1 Thuringia Lower Saxony 11 Total Foreign of which EU 6 Rest of Europe Africa North America South and Central America South and Central America Middle East South, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 0 ther 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 3 2000 1996 Earlier events	Total Germany	58
Bavaria Berlin 2 Palatinate Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 2 Saxony-Anhalt Hesse 10 Schleswig- Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 11 Total Foreign of which EU 66 Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 2 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 2003 2000 1996 Earlier events		34
Brandenburg 1 Saarland Bremen 2 Saxony Hamburg 2 Saxony-Anhalt Hesse 10 Schleswig- Holstein West Pommerania 1 Thuringia Lower Saxony 11 Total Foreign of Which EU 66 Rest of Europe Africa North America South and Central America Middle East South, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 2 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 30000 1996 Earlier events	Bavaria 16 Rhineland-	
Hamburg 10 Saxony-Anhalt Hesse 10 Schleswig-Holstein Holstein Holstein Holstein Holstein Holstein Holstein Holstein Holstein 1 Thuringia 1	Brandenburg 1 Saarland	5
Mest Pommerania 1 Thuringia Lower Saxony 11 Fotal Foreign 4 60 Rest of Europe Africa North America South and Central America Middle East South, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands tally switzerland France Belgium Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 2 content of the properties of	3remen 2 Saxony	1
Mest Pommerania 1 Thuringia Lower Saxony 11 Total Foreign 4 Of which EU 66 Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands taly Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Dither salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Dither not gainfully employed Frequency of visits to trade fair Dother Total Sample S	Hesse 10 Schleswig-	
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 32000 1996 Earlier events	Mecklenburg- Holstein	2
of which EU Rest of Europe Africa North America South and Central America Middle East South, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority ect. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staffpublic service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 32000 1996 Earlier events	Lower Saxony 11	
Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Prequency of visits to trade fair 2006 2003 2000 1996 Earlier events	Total Foreign	42
Africa North America South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the companylorganization Entrepreneur, partner, self-employed Managing director, board member, head of an authority 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 3 2000 1996 Earlier events		60
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 31 2000 1996 Earlier events		13
Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 32003 1996 Earlier events	North America	3
South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy Switzerland France Belgium Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stafffpublic service Skilled worker Lecturer, teacher, scientific assistant Trainee Unter not gainfully employed Frequency of visits to trade fair 2006 3 2000 1996 Earlier events		5
The five countries with the highest visitor shares Netherlands 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	South-, East-, Central Asia	2
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Prequency of visits to trade fair 2006 30 2000 1996 Earlier events	visitor shares Netherlands Italy Iswitzerland France	% 18 7 7
wanaging director, board member, head of an authority etc. benior department head, other employee with managerial responsibility Department head, group head 2 Other salaried stafffpublic service Skilled worker Lecturer, teacher, scientific assistant Irainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 3 2000 1996 Earlier events	Belgium	5
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 2 Other salaried stafffpublic service Skilled worker Lecturer, teacher, scientific assistant Trainee Unter position Student Other not gainfully employed Frequency of visits to trade fair 2006 3 2003 1 1996 Earlier events	Position in the company/organization	% 16
Senior department fiead, other employee with managerial responsibility Department head, group head 2 Other salaried statiffpublic service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 3 2003 1 1996 Earlier events	Managing director, board member,	
Department head, group head 20 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 3 2003 1 1996 Earlier events	nead of an authority etc.	11
Other salaried statiffpublic service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 3 2003 1 2000 1996 Earlier events	Senior department head, other employee	20
Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 3 2000 1 1996 Earlier events	with managerial responsibility	
Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2006 2003 2000 1996 Earlier events	with managerial responsibility Department head, group head Other salaried staff/public service	18
Other not gainfully employed Frequency of visits to trade fair 2006 3 2003 1 2000 1996 Earlier events	with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	18
Other not gainfully employed Frequency of visits to trade fair 2006 3 2003 1 2000 1996 Earlier events	with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	18 6 2
2006 3 2003 1 2000 1 1996 Earlier events	with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	18 6 2
2003 1 2000 1996 Earlier events	with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	18 6 2 3
2000 1996 Earlier events	with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	18
Earlier events	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	18 6 2 3 5 5 7 7
	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 2003 2000	18 6 2 3 5 5 1 1 7 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 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 2006 2003 2000 1996	18 6 2 3 5 1 7 8 8 3 1 8

Additional data trade visitors

Economic sector Industry Trade	0/
	%
	60
Skilled trades	7
Agriculture	3 9 1 3 4 9 1
Service	9
Authority/public services	1
University research Other	3
Student	9
Other not gainfully employed	1
Influence on purchasing/ procurement decisions	
	% 25
Decisively Collectively	33
In an advisory capacity	23
No	10
Student Other not gainfully employed	9
Other not gainfully employed	
Area of responsibility Management	% 26
Research/development/design	26
Planning/work preparation	13
Manufacture/production	25 11
Production, quality control Buying/procurement	14
Finance/accounting, controlling	3
Information, communication technology (EDP) 3
Administration/organization/personnel/ social welfare/training	6
Marketing/sales/advertising/PR	24
Storage/material management/logistics/	
transport Maintenance/repairs	4 10
Other area	
Student	7
Other not gainfully employed	7 9
other not gainfully employed	
	9
Size of company/organization:	9
Size of company/organization: Number of employees: 1- 4 9 500- 999	9 1
Size of company/organization: Number of employees: 1- 4 9 500- 999 5- 9 5 1 000- 9 999	9 1 % 8 11
Size of company/organization: Number of employees: 1- 4 9 500- 999 5- 9 5 1 000- 9 999 10- 49 19 10 000 and more	9 1 % 8 11 8
Size of company/organization: Number of employees: 1- 4 9 500- 999 5- 9 5 1 000- 9 999 10- 49 19 10 000 and more 50- 99 10 Student	9 1 % 8 11
Size of company/organization: Number of employees: 1- 4 9 500- 999 5- 9 5 1 000- 9 999 10- 49 19 10 000 and more 50- 99 10 Student	9 1 % 8 11 8
Size of company/organization: Number of employees: 1- 4 9 500- 999 5- 9 5 1 000- 9999 10- 49 19 10 000 and more 50- 99 10 Student 100-199 9 other not gainfully 200-499 11 employed Length of stay	9 1 % 8 11 8 9
Size of company/organization: Number of employees: 1- 4 9 500- 999 5- 9 5 1 000- 9 999 10- 49 19 10 000 and more 50- 99 10 Student 100-199 9 other not gainfully 200-499 11 employed Length of stay 1.Length of stay (days):	9 1 % 8 11 8 9
Size of company/organization: Number of employees: 1 - 4 9 500 999 5 - 9 5 1 000 999 10 49 19 10 000 and more 50 99 10 Student 100-199 9 other not gainfully 200-499 11 employed Length of stay 1. Length of stay one 64 three 8	9 1 % 8 11 8 9
Size of company/organization: Number of employees: 1- 4 9 500- 999 5- 9 5 1 000- 9999 10- 49 19 10 000 and more 50- 99 10 Student 100-199 9 other not gainfully 200-499 11 employed Length of stay 1. Length of stay 1. Length of stay 1. Cone 64 three 8 two 22 four 6	9 1 % 8 11 8 9 1
Size of company/organization: Number of employees: 1- 4 9 500- 999 5- 9 5 1 000- 9999 10- 49 19 10 000 and more 50- 99 10 Student 100-199 9 other not gainfully 200-499 11 employed Length of stay 1. Length of stay 1. Length of stay 2. Average length of stay 1, 6 december 1, 6 december 2,	9 1 % 8 11 8 9 1
Size of company/organization: Number of employees: 1- 4 9 500- 999 5- 9 5 1 000- 999 10- 49 19 10 000 and more 50- 99 10 Student 100-199 9 other not gainfully 200-499 11 employed Length of stay 1. Length of stay 1. Length of stay 1. Length of stay 22 four 6	9 1 % 8 11 8 9 1

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

Asia-Pacific Sourcing

Basic data trade visitors

Total number of visitors	4 635
Proportion of trade visitors	96%
Region of residence	%
up to 50 km	16
more than 50 km up to 100 km	12 24
more than 100 km up to 300 km over 300 km	48
Total Germany	49
Baden- North Rhine- Württemberg 8 Westphalia	58
Bavaria 5 Rhineland-	50
Berlin 1 Palatinate	8
Brandenburg 1 Saarland Bremen 1 Saxony	1
Hamburg 2 Saxony-Anhalt	-
Hesse 5 Schleswig-	
Mecklenburg- Holstein	2
West Pommerania - Thuringia Lower Saxony 5	- 1
Total Foreign	51
of which EU	84
Rest of Europe Other	8 9
The five countries with the highest visitor shares Netherlands France Belgium Italy Great Britain	% 19 10 10 7 7
Position in the company/organization Entrepreneur, partner, self-employed	%
Managing director, board member,	40
head of an authority etc.	21
Senior department head, other employee	
with managerial responsibility Department head, group head	9 12
Other salaried staff/public service	
Skilled worker .	2
Lecturer, teacher, scientific assistant Trainee	8 2 - 3 3 1
Other position	3
Student	1
Other not gainfully employed	1
Frequency of visits to trade fair	%
2007 2005	37 25
First visit	57

---→ Köln

Additional data trade visitors

Economic sector Industry	% 30
Retail trade	17
Wholesale/foreign trade	34
Commercial agent	3
Skilled trades	3
Service	7
Authority/public services	1
Other	4
Student	1
Other not gainfully employed	1

Influence on purchasing/ procurement decisions Decisively	% 57
Collectively	24
In an advisory capacity	13
No	5
Student	1
Other not gainfully employed	1

Area of responsibility	%
Management	48
Research/development/design	8
Planning/work preparation	% 48 8 5
Manufacture/production	11
Production, quality control	5
Buying/procurement	11 5 39
Finance/accounting, controlling	3
Information, communication technology	
Administration/organization/personnel/	(20.)
social welfare/training	2
Marketing/sales/advertising/PR	2 27
Storage/material management/logistics/	
transport	5
Maintenance/repairs	5 3 5 1
Other area	5
Student	1
Other not gainfully employed	i
Other not gainfully employed	

Size of con Number of 1- 4 5- 9 10- 49 50- 99 100-199 200-499		yees: 1 10	500 - 000 - 000 an	Student	9/
Length of s		(days):	19	three	%
2. Average I			19		day
	. 5			- 1-	

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

3. Share of visitors on the event's days: %
1st day 38 2nd day 51 3rd day 44

Eu'Vend ---- Köln

Basic data trade visitors

Total number of visitors	4 900
Total number of visitors	4 809
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	% 12 11 27 51
Total Germany Baden- North Rhine-	64
Württemberg 12 Westphalia Bayaria 13 Rhineland-	39
Berlin 4 Palatinate	4
Brandenburg - Saarland	2
Bremen - Saxony Hamburg 3 Saxony-Anhalt Hesse 10 Schleswig-	1
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 8	2
Total Foreign	36
of which EU Rest of Europe	81 9
Other	10
The three countries with the highest visitor shares Netherlands Austria France	% 23 8 7
Position in the company/organization Entrepreneur, partner, self-employed	% 43
Managing director, board member, head of an authority etc.	15
Senior department head, other employee	13
with managerial responsibility	8
Department head, group head Other salaried staff/public service	12 12
Skilled worker	4
Lecturer, teacher, scientific assistant	1
Trainee Other position	1 4
Other not gainfully employed	i
Frequency of visits to trade fair 2007 2005 2003 First visit	% 50 32 22 45

Additional data trade visitors

Economic sector	%
Industry	27
Wholesale/foreign trade Retail trade	17 14
Skilled trades	2
Service	35
Authority/public services	1
University, research Association	1
Other	3
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions	% 49
Decisively Collectively	27
In an advisory capacity	16
No	8
Other not gainfully employed	1
Area of responsibility	%
Management Research/development/design	50 15
Planning/work preparation	12
Manufacture/production	8
Production, quality control Buying/procurement	4 29
Finance/accounting, controlling	13
Information, communication technology (ED	
Administration/organization/personnel/ social welfare/training	13
Marketing/sales/advertising/PR	38
Storage/material management/logistics/	42
transport Maintenance/repairs	12 20
Other area	6
Other not gainfully employed	1
Sino of company/organization.	
Size of company/organization: Number of employees:	%
1- 4 26 500- 999	4
5- 9 15 1 000- 9 999	6
10- 49 25 10 000 and more 50- 99 8 other not gainfully	4
100-199 7 employed	1
200-499 6	
Length of stay	%
1 Langth of stay (days):	
one 76 two 19 three	5
one 76 two 19 three	

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

IDS --- Köln

Basic data trade visitors

Total number of visitors	106 147
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	12
more than 50 km up to 100 km	10
more than 100 km up to 300 km over 300 km	21 57
Total Germany	58
Baden- North Rhine- Württemberg 10 Westphalia	40
Bavaria 11 Rhineland-	40
Berlin 2 Palatinate	8
Brandenburg 1 Saarland	1
Bremen - Saxony	2
Hamburg 2 Saxony-Anhalt Hesse 9 Schleswig-	2
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia Lower Saxony 7	2
Total Foreign	42
of which EU	52
Rest of Europe Africa	10 7
	/
North America	4
North America South and Central America	4
South and Central America Middle East	2 12
South and Central America	4 2 12 9 3
South and Central America Middle East South-, East-, Central Asia Australia	2 12 9 3
South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares	2 12 9 3
South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands	2 12 9 3
South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy	2 12 9 3
South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy France Switzerland	2 12 9 3
South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy	2 12 9 3
South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy France Switzerland Romania	2 12 9 3
South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy France Switzerland Romania Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	2 12 9 3 3 % 7 7 7 6 5 4
South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy France Switzerland Romania Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employees	2 12 9 3 3 7 7 7 6 6 4 36
South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy France Switzerland Romania Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	2 12 9 3 3 7 7 7 6 5 4 9 36 36
South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy France Switzerland Romania Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	2 12 9 3 7 7 6 5 4 9% 36 10
South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy France Switzerland Romania Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	2 122 9 3 3 6 5 4 36 10 2 4 7 7 16
South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy France Switzerland Romania Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	2 122 9 3 3 6 5 4 36 10 2 4 7 7 16
South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy France Switzerland Romania Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	2 122 9 3 3 6 5 4 36 10 2 4 7 7 16
South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy France Switzerland Romania Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	2 122 9 3 3 6 5 4 36 10 2 4 7 7 16
South and Central America Middle East South-, East-, Central Asia Australia The five countries with the highest visitor shares Netherlands Italy France Switzerland Romania Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	9% 77 76 54 9% 36

Frequency of visits to trade fair 2007 2005 2003 2001 Earlier events

First visit

Economic sector Dental surgery	9
Surgery-laboratory	
Dental laboratory Dental trade	1
Retail trade	
Industry Service	
Dental Technical College	
University, research	
Other Student	
Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	9
Collectively	2
In an advisory capacity	2
Student	
Other not gainfully employed	
Area of responsibility	9
Management	3
Research/development/design Planning/work preparation	1
Manufacture/production	2
Production, quality control Buying/procurement	1.
Finance/accounting, controlling	1
Information, communication technology	(EDP)
Administration/organization/personnel/ social welfare/training	1
Marketing/sales/advertising/PR	2
Storage/material management/logistics/ transport	
Maintenance/repairs	1
Other area Student	1
Other not gainfully employed	
Size of company/organization:	
Number of employees:	9
1- 4 23 500- 999 5- 9 30 1 000- 9 999	
10- 49 23 10 000 and more	е
50- 99 6 Studen 100-199 4 other not gainfully	
100-199 4 other not gainfully 200-499 3 employed	
Length of stay	9
1. Length of stay (days):	
one 50 three 12 five	

3. Share of visitors on the event's days: %
1st day 31 3rd day 46 5th day 33
2nd day 45 4th day 42 Conducted by: factx Gesellschaft für Markt-und Sozialforschung, Köln

2. Average length of stay

2,0 days

IMB ---- Köln

Basic data trade visitors

Total number of visitors	18 771
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	% 9 9 18 64
Total Germany Baden- Württemberg 12 Westphalia Bavaria 19 Rhineland- Berlin 3 Palatinate Brandenburg - Saxony Hamburg 4 Saxony-Anhalt Hesse 10 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	55 39 4 3
Total Foreign of which EU Rest of Europe Africa South and Central America Middle East South-, East-, Central Asia Australia Other	45 52 14 14 6 4 6 3 2
The five countries with the highest visitor shares Great Britain Netherlands Switzerland Italy France	% 7 6 6 6 4
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	13
Frequency of visits to trade fair 2006 2003 2000 1997 Earlier events First visit	% 43 31 26 20 15 45

Additional data trade visitors

Economic sector Industry	% 47
Wholesale trade, distribution, buying association	9
Retail trade	8
Skilled trades Service	7
Authority/public services	2
University research Other	4 3 12
Student	12
Influence on purchasing/ procurement decisions	%
Decisively	33
Collectively In an advisory capacity	27 19
No	12
Student	12
Area of responsibility Management	% 32
Research/development/design	25
Planning/work preparation Manufacture/production	18 34
Production, quality control	17
Buying/procurement Finance/accounting, controlling	18 7
Information, communication technology (EL	
Administration/organization/personne() social welfare/training	7
Marketing/sales/advertising/PR	17
Maintenance/repairs Storage/material management/logistics/	7
transport	5
Other area Student	12
Size of company/organization:	
Size of company/organization: Number of employees:	%
Number of employees: 1- 4 15 200- 499	% 10
Number of employees: 1- 4 15 200- 499 5- 9 10 500- 999 10- 49 16 1 000- 9 999	10 5 11
Number of employees: 1- 4 15 200- 499 5- 9 10 500- 999	10
Number of employees: 1- 4 15 200- 499 5- 9 10 500- 999 10- 49 16 1 000- 9 999 50- 99 6 10 000 and more 100-199 10 Student	10 5 11 4 12
Number of employees: 1 - 4 15 200 - 499 5 - 9 10 500 - 999 10 49 16 1 000 - 999 50 - 99 6 10 000 and more	10 5 11 4
Number of employees: 1- 4 15 200- 499 5- 9 10 500- 999 10- 49 16 1 000- 9 999 50- 99 6 10 000 and more 100-199 10 Student Length of stay 1. Length of stay (days): one 54 three 12	10 5 11 4 12
Number of employees: 1- 4 15 200- 499 5- 9 10 500- 999 10- 49 16 1 000- 9 999 50- 99 6 10 000 and more 100-199 10 Student Length of stay 1. Length of stay (days): one 54 three 12 two 23 four 11	10 5 11 4 12
Number of employees: 1- 4 15 200- 499 5- 9 10 500- 999 10- 49 16 1 000- 9 999 50- 99 6 10 000 and more 100-199 10 Student Length of stay 1. Length of stay (days): one 54 three 12 two 23 four 11	100 55 111 4 122 %
Number of employees: 1- 4 15 200- 499 5- 9 10 500- 999 10- 49 16 1 000- 9 999 50- 99 6 10 000 and more 100-199 10 Student Length of stay 1. Length of stay (days): one 54 three 12 two 23 four 11 2. Average length of stay 1,8	10 5 11 4 12 %

imm cologne ---- Köln

Basic data trade visitors

Total number of visitors	100 468
Proportion of trade visitors	69%
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	11 25
over 300 km	49
Total Germany	67
Baden- North Rhine- Württemberg 10 Westphalia	54
Bavaria 8 Rhineland- Berlin 3 Palatinate	6
Brandenburg - Saarland	-
Bremen - Saxony	2
Hamburg 3 Saxony-Anhalt	-
Hesse 6 Schleswig- Mecklenburg- Holstein	2
West Pommerania - Thuringia	1
Lower Saxony 4	
Total Foreign	33
of which EU	69 14
Rest of Europe North America	14
South-, East-, Central Asia	8
Other	6
The five countries with the highest visitor shares Netherlands Austria Italy France Switzerland	% 12 11 9 7
Position in the company/organization Entrepreneur, partner, self-employed	ı %
Managing director, board member, head of an authority etc.	10
Senior department head, other employe	4
with managerial responsibility	
with managerial responsibility Department head, group head	8
with managerial responsibility Department head, group head Other salaried staff/public service	10
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	10 3 2
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	10 3 2 12
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	10 3 2 12 3
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	10 3 2 12
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	10 3 2 12 3 15 1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	10 3 2 12 3 15 1 1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2007	10 3 2 12 3 15 1 1 % 43 37
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 2008 2007 2006 2005	10 3 2 12 3 15 1 1 43 37 34 31
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 2008 2007 2006 2005 Earlier events	10 3 2 12 3 15 1 1 43 37 34 31 28
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 2008 2007 2006 2005	10 3 2 12 3 15 1 1 9% 43 37 34

Additional data trade visitors

Industry Trade Skilled trades Service	1 2 1 1
Authority/public services	
University, research Other	
Student	1
Other not gainfully employed	
Influence on purchasing/	
procurement decisions Decisively	3
Collectively	2
In an advisory capacity	1
No Student	1
Other not gainfully employed	
Area of responsibility	
Management	3
Research/development/design	1
Planning/work preparation Manufacture/production	-
Production, quality control	
Buying/procurement Finance/accounting, controlling	2
Information, communication technology (EDP)
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	2
Storage/material management/logistics/	4
transport	4
transport Maintenance/repairs Other area Student	
transport Maintenance/repairs Other area	
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization:	
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1. 4. 25 500. 999	
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 25 500- 999 5- 9 11 1 000- 9 999	
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	-
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 25 500- 999 5- 9 11 1 000- 9999 10- 49 17 10 000 and more 50- 99 8 Student	-
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 25 500- 999 5- 9 11 1 0000- 9 999 10- 49 17 10 000 and more 50- 99 8 Student	1 1
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 25 500- 999 5- 9 11 1 000- 9 999 10- 49 17 10 000 and more 50- 99 8 Student 100-199 6 other not gainfully 200-499 7 employed Length of stay	
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 25 500- 999 5- 9 11 1 000- 9 999 10- 49 17 10 000 and more 50- 99 8 Student 100-199 6 other not gainfully 200-499 7 employed Length of stay 1. Length of stay (days):	1
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 25 500- 999 10- 49 17 10 000 and more 50- 99 8 Student 100-199 6 other not gainfully 200-499 7 employed Length of stay 1.Length of stay 1.Length of stay (days): one 60 four 4 seve	1
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 25 500- 999 15- 9 11 1 000- 9 999 10- 49 17 10 000 and more 50- 99 8 Student 100-199 6 other not gainfully 200-499 7 employed Length of stay 1. Length of stay 1. Length of stay (days): one 60 four 4 seve	1
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 25 500- 999 10- 49 17 10 000 and more 50- 99 8 Student 100-199 6 other not gainfully 200-499 7 employed Length of stay 1. Length of stay 1. Length of stay 2. Length of stay 1. Length of stay 1. Length of stay 1. Length of stay 2. The sevent of	n
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 25 500- 999 5- 9 11 1 0000 9 999 10- 49 17 10 000 and more 50- 99 8 Student 100-199 6 other not gainfully 200-499 7 employed Length of stay 1. Length of stay 1. Length of stay 23 five 2 three 10 six - 2. Average length of stay 1 3. Share of visitors on the event's days:	n ,7 da
transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 25 500- 999 5- 9 11 1 000- 9 999 10- 49 17 10 000 and more 50- 99 8 Student 100-199 6 other not gainfully 200-499 7 employed Length of stay 1. Length of stay 1. Length of stay 2. Average length of stay 1.	1 1 1 n

interzum

Basic data trade visitors

Total number of visitors	46 345
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	% 10 8 22 60
Total Germany Baden- Württemberg 14 Westphalia Bavaria 8 Rhineland- Berlin 2 Palatinate Brandenburg - Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig- Mecklenburg- West Pommerania Lower Saxony 6	47 48 7 1 2 -
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	53 54 10 4 7 5 6 11
The five countries with the highest visitor shares Netherlands Italy France Great Britain Belgium	% 7 7 7 5 5
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other 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	17
Frequency of visits to trade fair 2008 2005 2003 Earlier events First visit	% 41 31 24 21 42

----} Köln

Additional data trade visitors

Economic sector Industry	% 50
Wholesale/foreign trade	15
Retail trade	4
Skilled trades	12
Service	6
Learned professions Authority/public services	6
Authority/public services	1
University, research	1
Other Student	2
	4
Other not gainfully employed	

Influence on purchasing/ procurement decisions	%
Decisively	41
Collectively	31
In an advisory capacity	18
No	6
Student	4
Other not gainfully employed	1

Area of responsibility	% 38
Management	38
Research/development/design	23
Planning/work preparation	18
Manufacture/production	26
Production, quality control	10
Buying/procurement	27
Finance/accounting, controlling	(
Information, communication technology	(EDP) 3
Administration/organization/personnel/	(/
social welfare/training	
Marketing/sales/advertising/PR	28
Storage/material management/logistics/	
	ī
	7
transport Maintenance/repairs Other area Student Other not gainfully employed	5 2 2

Size of con Number of	npany/o	organization: ees:	%
1- 4	16	500 - 999	6
5- 9	11	1 000 - 9 999	5
10- 49	25	10 000 and more	3
50- 99	12	Student	4
100-199	9	other not gainfully	
200-499	9	employed	1

Length of 1. Length of	stay of stay	(days):				9
one	58 ′	three	12			
two	23	four	6			
2. Average	length	of stay		1	,7	day
3. Share of 1st day 2nd day	visitor 41 50	s on the e 3rd day 4th day	vent's 46 30	days:		9

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

ISM ---- Köln

Basic data trade visitors

	of visitors	33 152
Proportion of	trade visitors	94%
Region of resid	dence	%
up to 50 km	m up to 100 km	15 8
more than 100 k	km up to 300 km	20
over 300 km	m up to 100 km km up to 300 km	58
Total Germany		52
Baden- Württemberg	North Rhine- 8 Westphalia	50
Bavaria Berlin	7 Rhineland- 3 Palatinate	6
Brandenburg	1 Saarland	2
Bremen	1 Saxony	1
Hamburg Hesse	4 Saxony-Anhalt 7 Schleswig-	1
Mecklenburg-	Holstein	2
West Pommerai Lower Saxony	nia 1 Thuringia 6	1
Total Foreign		48
of which EU	of Europe	61 12
Africa		
	n America	5 5 6 2
	lle East h-, East-, Central Asia	5 6
Aust	ralia	2
South	n and Central America	5
	at a control of a fitting and	
The five count	ries with the nighest	0/
visitor shares	ries with the nighest	% 10
visitor shares Netherlands Belgium	ries with the nighest	10 7
visitor shares Netherlands Belgium Great Britain	ries with the nignest	10 7 7
visitor shares Netherlands Belgium Great Britain France	ries with the nighest	10 7
visitor shares Netherlands Belgium Great Britain France Switzerland	, and the second	10 7 7 7 7
visitor shares Netherlands Belgium Great Britain France Switzerland Position in the Entrepreneur, p.	company/organization artner, self-employed	10 7 7 7 7
visitor shares Netherlands Belgium Great Britain France Switzerland Position in the Entrepreneur, p.	company/organization artner, self-employed tor, board member,	10 7 7 7 7
visitor shares Netherlands Belgium Great Britain France Switzerland Position in the Entrepreneur, p. Managing direc head of an auth Senior departm	company/organization artner, self-employed tor, board member, nority etc. ent head, other employee	10 7 7 7 7 7 7 8 26
visitor shares Netherlands Belgium Great Britain France Switzerland Position in the Entrepreneur, p. Managing direc head of an aut Senior departme with manageria	company/organization artner, self-employed tor, board member, nority etc. ent head, other employed I responsibility	10 7 7 7 7 7 8 26 15
visitor shares Netherlands Belgium Great Britain France Switzerland Position in the Entrepreneur, p Managing direc head of an aut senior departm with manageria Department hea Other salaried s Other salaried s	company/organization artner, self-employed tor, board member, nority etc. ent head, other employed I responsibility	10 7 7 7 7 7 8% 26 15 e 9 12 19
visitor shares Netherlands Belgium Great Britain France France France France Fosition in the Entrepreneur, p. Managing direc head of an aut Senior departm with manageria Department hec Other salaried s Skilled worker	company/organization artner, self-employed tor, board member, nority etc. ent head, other employed I responsibility ad, group head staff/public service	10 77 77 77 78 26 15 e 9 12 119 3
visitor shares Netherlands Belgium Great Britain France Switzerland Position in the Entrepreneur, p. Managing direc head of an auth Senior departm with manageria Department hea Other salaried s Skilled worker Lecturer, teache	company/organization artner, self-employed tor, board member, nority etc. ent head, other employed I responsibility ad, group head	10 7 7 7 7 7 8% 26 15 e 9 12 19
visitor shares Netherlands Belgium Great Britain Frant Britain Frant Britain Franter Franter Fostiton in the Entrepreneur, p. Managing direc head of an aut Senior departm with manageria Department hea Other salaried s Skilled worker Lecturer, teache Trainee Other position	company/organization artner, self-employed tor, board member, nority etc. ent head, other employed I responsibility ad, group head staff/public service	10 77 77 77 26 26 15 19 12 19 3 11 4 6
visitor shares Netherlands Belgium Great Britain France France France France Fosition in the Entrepreneur, p. Managing direc head of an aut Senior departm with manageria Department hec Other salaried s Skilled worker	e company/organization artner, self-employed tor, board member, nority etc. ent head, other employed I responsibility ad, group head taff/public service er, scientific assistant	10 77 77 77 77 26 26 15 19 12 19 3 3 4
visitor shares Netherlands Belgium Great Britain France Fr	e company/organization artner, self-employed tor, board member, nority etc. ent head, other employed I responsibility ad, group head taff/public service er, scientific assistant	10 77 77 77 26 26 15 19 12 19 3 3 1 4 6 5 5
visitor shares Netherlands Belgium Great Britain France Switzerland Position in the Entrepreneur, p Managing direc head of an aut Senior departm with manageria Department hea Other salaried s Skilled worker Lecturer, teache Trainee Other position Student Other not gainf Frequency of v 2008	e company/organization artner, self-employed tor, board member, nority etc. ent head, other employed I responsibility ad, group head staff/public service er, scientific assistant ully employed	10 77 77 77 77 26 15 19 19 19 14 46 65 1
visitor shares Netherlands Belgium Great Britain France Switzerland Position in the Entrepreneur, p. Managing direc head of an aut Senior departme with manageria Department hee Other salaried s Skilled worker Lecturer, teache Trainee Other position Student Other not gainf Frequency of v 2008 2007	e company/organization artner, self-employed tor, board member, nority etc. ent head, other employed I responsibility ad, group head staff/public service er, scientific assistant ully employed	10 77 77 77 26 26 15 19 12 19 3 3 1 4 6 5 5
visitor shares Netherlands Belgium Great Britain France Switzerland Position in the Entrepreneur, p Managing direc head of an aut Senior departm with manageria Department hea Other salaried s Skilled worker Lecturer, teache Trainee Other position Student Other not gainf Frequency of v 2008	e company/organization artner, self-employed tor, board member, nority etc. ent head, other employed I responsibility ad, group head staff/public service er, scientific assistant ully employed	10 77 77 77 26 26 15 9 11 11 46 65 51

Additional data trade visitors

Economic sector

Industry Wholesale/foreign trade Retail trade Skilled trades Service Catering Authority/public services Other Student Other not gainfully employed	34 22 20 1 7 3 1 5 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 34 28 19 14 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 36 12 5 12 5 25 6 20 25 6 36 6 1 8 5 1
Size of company/organization: Number of employees: 1 - 4 15 500 999 5 - 9 9 1 000 999 1 000 999 10 - 49 19 10 000 and more 50 99 10 Student 100-199 11 other not gainfully 200-499 9 employed	% 7 9 7 5
Length of stay 1. Length of stay (days): one 56 three 12 two 23 four 9 2. Average length of stay 1,7 ce	% days

3. Share of visitors on the event's days: 1st day 42 3rd day 49 2nd day 52 4th day 31

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

Kind + Jugend ── Köln

Basic data trade visitors

Total number of visitors	18 104
Proportion of trade visitors	94%
Region of residence	%
ip to 50 km nore than 50 km up to 100 km	9
more than 100 km up to 300 km	15
nore than 100 km up to 300 km over 300 km	72
otal Germany	29
Raden- North Rhine- Vürttemberg 7 Westphalia	41
Bavaria 15 Rhineland- Berlin 3 Palatinate	3
Brandenburg - Saarland	1
Bremen 1 Saxony	. 1
Hamburg 4 Saxony-Anhal Hesse 10 Schleswig-	t 1
Mecklenbura- Holstein	2
West Pommerania 1 Thuringia ower Saxony 7	3
otal Foreign	71
of which EU	62
Rest of Europe Africa	6 3 3 3
North America	3
South and Central America	3
Middle East	4 17
South-, East-, Central Asia Australia	2
he five countries with the highest	0/
isitor shares Ietherlands	% 10
Great Britain	8
rance	8 7
hina (PR) aly	6
osition in the company/organizatio	n %
ntrepreneur, partner, self-employed	45
Managing director, board member, ead of an authority etc.	18
enior department head, other employ	ee
vith managerial responsibility	8 7
Pepartment head, group head Other salaried staff/public service	8
killed worker	4
ecturer, teacher, scientific assistant	2
rainee Other position	6
tudent	2
Other not gainfully employed	1
requency of visits to trade fair	% 30
007	27
006	22
.005 arlier events	20 15

Earlier events

First visit

Additional data trade vicitor

Economic coctor	9
Economic sector Industry	1
Wholesale trade	1
Specialist retail trade	19
Buying association Mail order company	
Chain store	- :
Department store, hypermarket, drug store	
Online shop	
Other retail Commercial agent	-
Import/export	18 19 19 19 19 19 19 19 19 19 19 19 19 19
Service	
Media, press, publishing Other	
Student	
Other not gainfully employed	
Influence on purchasing/	
Influence on purchasing/ procurement decisions	9/
Decisively Collectively	53
In an advisory capacity	10
No	(
Student Other not gainfully employed	
Area of responsibility	9/
Management Research/development/design	5. 1.
Planning/work preparation	- 1
Manufacture/production	8
Production, quality control	3(
Buying/procurement Finance/accounting, controlling	10
Information, communication technology (ED	
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	3
Storage/material management/logistics/	
transport	
Maintenance/repairs Other area	
Student	
Other not gainfully employed	
Size of company/organization:	
Number of employees:	9/
1- 4 34 500- 999	9/
5- 9 15 1 000 - 9 999 10- 49 20 10 000 and more	4
50- 99 6 Student	
100-199 6 other not gainfully	
200-499 5 employed	
Length of stay	9/
1. Length of stay (days):	
one 45 three 13 two 30 four 13	
	day

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

3. Share of visitors on the event's days: 1st day 44 3rd day 53 2nd day 58 4th day 38

1,9 days

ProSweets Cologne ---- Köln

Basic data trade visitors

basic data trade visitors	
Total number of visitors	20 042
Proportion of trade visitors	97%
Region of residence	%
up to 50 km	17
more than 50 km up to 100 km	9
more than 100 km up to 300 km over 300 km	20 54
- CONTROL CONT	J-T
Total Germany	51
Baden- North Rhine- Württemberg 12 Westphalia	54
Bavaria 9 Rhineland-	34
Berlin 2 Palatinate	6
Brandenburg - Saarland	-
	-
Hamburg 2 Saxony-Anhalt Hesse 6 Schleswig-	-
Mecklenburg- Holstein	3
West Pommerania 1 Thuringia	1
Lower Saxony 3	
Total Foreign	50
of which EU	64
Rest of Europe	11
North America South-, East-, Central Asia	9 5
Other	12
The five countries with the highest	
visitor shares	%
Netherlands	14
Belgium Italy	10 7
USA	6
Great Britain	6
Position in the company/organization Entrepreneur, partner, self-employed	% 26
Managing director, board member,	20
head of an authority etc.	16
Senior department head, other employee	
with managerial responsibility	10 16
Department head, group head Other salaried staff/public service	
Skilled worker	13 7 2 2 4
Lecturer, teacher, scientific assistant	2
Trainee Other position	2
Other position Student	4
Other not gainfully employed	
Frequency of visits to trade fair	%
2007	28
2006	24
First visit	62

Additional data trade visitors

Economic sector Industry Trade Skilled trades Service University, research Other Student	% 57 21 6 8 2 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 33 32 19 12 4
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDF Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	% 35 21 9 26 9 17 5 7 34 34
Size of company/organization: Number of employees: 1- 4 15 200- 499 5- 9 9 500- 999 10- 49 19 1 000- 999 50- 99 7 10 000 and more 100-199 14 Student	% 10 7 8 5 4
Length of stay 1. Length of stay (days): one 65 three 5 two 21 four 8 2. Average length of stay 1,6 of stay 35 3rd day 42 2nd day 44 4th day 35	% lays %

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

spoga --- Köln

Basic data trade visitors

Basic data trade visitors	
Total number of visitors	25 105
Proportion of trade visitors	94%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 11 7 23 60
Total Germany Baden- Württemberg 9 Westphalia Bavaria 8 Rhineland- Berlin 2 Palatinate Brandenburg - Saarland Bremen 1 Saxony Hamburg 3 Saxony-Anhalt Hesse 9 Schleswig- Mecklenburg- West Pommerania Lower Saxony 5	40 48 8 2 3 1 1
Total Foreign of which EU Rest of Europe North America South-, East-, Central Asia Other	60 71 8 3 12 7
The five countries with the highest visitor shares Netherlands France Belgium Great Britain Italy	% 12 9 8 7 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other 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 2008 2007 2006 2005 Earlier events First visit	% 54 38 32 25 22 28

Additional data trade visitors

Trade	60
Skilled trades Service	11
Authority/public services	1
Other Student	3
Other not gainfully employed	1
Influence on purchasing/	
procurement decisions Decisively	% 55
Collectively	26
In an advisory capacity	12
Student	5
Other not gainfully employed	1
Area of responsibility	%
Management Research/development/design	48 11
Planning/work preparation	ģ
Manufacture/production	13
Production, quality control Buying/procurement	41
Finance/accounting, controlling	10
Information, communication technology (EDP) 3
Administration/organization/perconnel/	,
Administration/organization/personnel/ social welfare/training	,
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/	32
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	6 32
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	32 8 2
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	6
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	8 32 2 7
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	8 2 7 1
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1- 4 33 500-999	8 2 7 1
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees:	8 2 7 1
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	8 32 2 7
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	88 22 7 11 11
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	8 2 7 1
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	% 32 8 2 7 7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	% 4 18
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	%% %% 18E 2 18E 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed Size of company/organization: Number of employees: 1	\$2 2 18 2 2 18 4 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2

AMI AUTOMOBIL

Basic data private visitors

Busic data private visitors	
Total number of visitors 1	77 499
Proportion of private visitors	68%
Region of residence	%
up to 50 km	28
more than 50 km up to 100 km	20
more than 100 km up to 300 km	37
over 300 km	16
Total Germany	93
Baden- North Rhine-	
Württemberg 1 Westphalia	1
Bavaria 4 Rhineland-	
Berlin 3 Palatinate Brandenburg 6 Saarland	
Bremen - Saxony	46
Hamburg - Saxony-Anhalt	21
Hesse 1 Schleswig-	2
Mecklenburg- Holstein	
West Pommerania 1 Thuringia	12
Lower Saxony 3	
Total Foreign	7
of which EU	93
Other	7
The two countries with the highest	
visitor shares	%
Czech Republic	61
Poland	28
Position in the company/organization Entrepreneur, partner, self-employed	%
Entrepreneur, partner, self-employed	6
Managing director, board member, head of an authority etc.	1
Senior department head, other employee	
with managerial responsibility	1
Department head, group head	3
Other salaried staff/public service	20
Skilled worker	18
Lecturer, teacher, scientific assistant	
Trainee	10
Other position	10
Student Housewife/man	18
Old-age pensioner	10
Other not gainfully employed	
Frequency of visits to trade fair	%
2008	42
2007	34
2006 2005	28 22
Earlier events	15
First visit	33

INTERNATIONAL mit AMITEC ---- Leipzig

Basic data all visitors

Proportion of trade visitors	32%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	
Total Germany Baden- Württemberg 1 Westphalia Bavaria 6 Rhineland- Berlin 3 Palatinate Brandenburg 6 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony 3	90 1 - - 43 20 - 12
Total Foreign of which EU Other	10 95 5
The two countries with the highest visitor shares Czech Republic Poland	% 53 36
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 9 2 1 4 18 16 2 12 9 18 1 7 2
Frequency of visits to trade fair 2008 2007 2006 2005 Earlier events First visit	% 43 35 28 22 15 34

Additional data private visitors

Sex Male Female	% 69 31
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 70 years over 70 years	% 18 35 13 16 10 7
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	% 17 16 16 13 12 9
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 19 34 23 18 7
Buying and ordering capacity Purchase or order made or intended at the exhibition yes	% 24 39
maybe	38
Follow-up business Intend to buy at later date yes no maybe	% 30 19 52
Conducted by: Institut für Marktforschung GmbH, Leipzig	

Basic data trade visitors	
Total number of visitors	10 964
Proportion of trade visitors	90%
Region of residence	%
up to 50 km	25
more than 50 km up to 100 km	19
more than 100 km up to 300 km over 300 km	47 10
OVER 300 KIII	10
Total Germany	99
Baden- North Rhine-	
Württemberg 1 Westphalia	1
Bavaria 2 Rhineland- Berlin 4 Palatinate	
Brandenburg 8 Saarland	
Bremen - Saxony	48
Hamburg - Saxony-Anhalt	17
Hesse 1 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 2 Thuringia Lower Saxony 2	13
Lower Saxony 2	
Total Foreign	1
Position in the company/organization	%
Position in the company/organization Entrepreneur, partner, self-employed	68
Managing director, board member,	_
head of an authority etc.	. 5
Senior department head, other employed with managerial responsibility	
Department head, group head	2 5
Other salaried staff/public service	8
Skilled worker	5
Lecturer, teacher, scientific assistant	1
Trainee	4
Other position Student	1
Other not gainfully employed	2
Frequency of visits to trade fair	%
2008 2007	49 41
2007	29
2005	25
Earlier events	19
First visit	36

Additional data trade visitors

CADEAUX Leipzig (Autumn) — Leipzig

	Additional data trade visito	115
964	Economic sector	9/
	Retail trade	53 25
0%	Skilled trades	2:
	Wholesale/foreign trade Other services	
%	Industry	-
25	Authority/public services	7
19	Commercial agent	
47	Catering/hotels	
10	Research/teaching	
	Architect, planner, engineer's office,	
99	services	
33	Interior designer	3
1	Other	
	Student Other not gainfully employed	
-	Other flot gaillfully employed	-
48	Influence on purchasing/	
17	procurement decisions	%
	Decisively	48
1	Collectively	26
13	In an advisory capacity	18
	No	
_	Student	
1	Other not gainfully employed	4
	Area of responsibility	9/
%	Management	34
68	Research/development/design	
_	Planning/work preparation	13
5	Manufacture/production	19
2	Production, quality control	13 19 63
2 5 8	Buying/procurement	63
Ω	Finance/accounting, controlling	18
0	Information, communication technology (EDP) 4

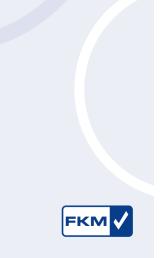
transport Maintenance Other area Student Other not ga	repair:		jistics/	5
Size of com Number of e	pany/o	organization:		
1- 4	67	500-	999	
5- 9	11	1 000-	9 999	
10- 49	11	10 000 ar	nd more	
50- 99	2		Student	
100-199	2	other not o	gainfully	
200-499	3	er	nployed	

8 15

Administration/organization/personnel/ Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/

100-199 200-499	2 3	other	not qa	ainfully ployed	2
Length of s		lave).			%
	31ay (C	two	7	three	2
2. Average l	ength o	of stay		1,1	days
3. Share of v					% 20

Conducted by: Institut für Marktforschung GmbH, Leipzig



enertec ---- Leipzig

Basic data trade visitors

Total number of visitors	10 941
Proportion of trade visitors	92%
Region of residence	%
up to 50 km more than 50 km up to 100 km	31 19
more than 100 km up to 300 km	28
over 300 km	22
Total Germany	94
Baden- North Rhine- Württemberg 3 Westphalia	5
Bavaria 5 Rhineland-	J
Berlin 4 Palatinate	-
Brandenburg 5 Saarland	- 47
Bremen - Saxony Hamburg 1 Saxony-Anhalt	17
Hesse 2 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 3	8
Total Foreign	6
of which EU	61
Other	39
Position in the company/organization Entrepreneur, partner, self-employed	n %
Managing director, board member,	22
head of an authority etc.	6
Senior department head, other employe	e 3
with managerial responsibility Department head, group head	14
Other salaried staff/public service	27
Skilled worker	3
Lecturer, teacher, scientific assistant Trainee	3
Other position	3 3 6 2 13
Student	13
Other not gainfully employed	2
Frequency of visits to trade fair	%
2007 2005	25 17
Earlier events	13
First visit	62

Additional data trade visitors

%

Economic sector

Service provider Industry Engineer's and planning office Research, apprenticeship, training Municipal utility (public services, water supply companies) Public authority/administration Skilled trades Association/society Agriculture and forestry Trade Municipalities Other Student Other not gainfully employed	18 14 14 8 7 6 5 2 2 2 1 5 13 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 18 26 28 13 13
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 17 11 19 7 3 11 4 9) 5 5 11 3 10 41 13 2
Size of company/organization: Number of employees: 1 4 17 500 - 999 99 99 99 1000 - 999 99 100 - 999 99 1000 - 999 99 100 - 999 99 100 - 999 99 100 - 999 99 100 - 999 99 100 - 999 99 100 - 999 99 100 - 999 99 100 - 999 99 100 - 999 99 100 - 99	% 6 7 3 13

FACHDENTAL Leipzig — Leipzig

Basic data trade visitors

Total number of vi	sitors	4 594
Proportion of trade visitors		97%
Region of residence up to 50 km more than 50 km up more than 100 km up over 300 km	to 100 km	% 37 33 28 2
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	North Rhine Westphalia - Rhineland Palatinate 3 Saarland - Saxony - Saxony-Anhalt - Schleswig- Holstein - Thuringia	100 1 - 51 27 -
Position in the con Entrepreneur, partne Managing director, head of an authority Senior department F with managerial res Department head, g Other salaried staff/ Skilled worker Lecturer, teacher, sc Trainee Other position	r, self-employed poard member, etc. lead, other employe ponsibility roup head public service	32 1

Student

Earlier events First visit

Other not gainfully employed

Frequency of visits to trade fair 2008 2007

Additional data trade visitors

Economic sector Dentist's practice, clinic Orthodontics Oral and maxillofacial surgery Dental technology laboratory Dental trade University, polytechnic Other	% 75 6 3 15 3 5
Influence on purchasing/ procurement decisions Decisively In an advisory capacity No Student Other not gainfully employed	% 30 30 28 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 (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 29 1 20 17 12 23 16 P) 9 21 7 8 12 32 3 1
Size of company/organization: Number of employees: 1	% - - 3 1

Conducted by: Landesmesse Stuttgart GmbH,

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

1,0 days

2. Average length of stay

GÄSTE

Basic data trade visitors

Total number of visitors	13 127
Proportion of trade visitors	94%
Region of residence up to 50 km	% 32
more than 50 km up to 100 km	24
more than 100 km up to 300 km	36
over 300 km	9
Total Germany	98
Baden- North Rhine-	
Württemberg 1 Westphalia Bayaria 3 Rhineland-	1
Berlin 2 Palatinate	
Brandenburg 6 Saarland	
Bremen - Saxony	51
Hamburg - Saxony-Anhalt	20
Hesse 1 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	14
Lower Saxony 1	
Total Foreign	2
of which EU	93
Other	7
Position in the company/organization	
Entrepreneur, partner, self-employed	27
Managing director, board member, head of an authority etc.	5
Senior denartment head other employed	
Senior department head, other employed with managerial responsibility	1
Department head, group head	ġ
Other salaried staff/public service	6
Skilled worker	14
Lecturer, teacher, scientific assistant	4
Trainee	22
Other position	2
Student	9
Other not gainfully employed	1
Frequency of visits to trade fair	%
2007	31
2005	20
Earlier events	15
First visit	53

3. Share of visitors on the event's days: % 1st day 30 2nd day 48 3rd day 34

Length of stay

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

2. Average length of stay

three

1,1 days

Additional data trade visitors

Economic sector	%
Catering	48
Hotel	19
Communal catering	6
Catering/party service	2
Bakerys'trade, baker's shop, pastry shop	2
Franchise restaurant	2
Butchers' trade, butcher's shop	2
Specialist wholesale, retail trade	2
Consulting, planning	1
Other	6
Student	9
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	%
Decisively	20
Collectively	26
In an advisory capacity	26
No	18
Student	9
Other not gainfully employed	1

Area of responsibility	%
Management	24
Research/development/design	2
Planning/work preparation	23
Manufacture/production	33
Production, quality control	15
Buying/procurement	33
Finance/accounting, controlling	17
Information, communication technology	(EDP) 8
Administration/organization/personnel/	()
social welfare/training	16
Marketing/sales/advertising/PR	18
Storage/material management/logistics/	
transport	16
Maintenance/repairs	9
Other area	34
Student	9
Other not gainfully employed	1
outer not gamman, employed	

Size of cor Number of		organization:	9/
1- 4	26	500 - 999	- 1
5- 9	15	1 000 - 9 999	2
10- 49	29	10 000 and more	1
50- 99	9	Student	9
100-199	5	other not gainfully	
200-499	3	employed	1

Length of	f stay of stay	(days):			%
one two	95 3	three four	1 1		
2. Averag	e length	n of stay		1,1	days
1st day	22	rs on the ev 3rd day 4th day	vent's (31 23	days:	%

Conducted by: Institut für Marktforschung GmbH, Leipzig

Home-Garden-Leisure (2007) ---- Leipzig

Basic data private visitors

Total number of visitors	170 241
Proportion of private visitors	81%
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	% 63 24 12 2
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse West Pommerania Lower Saxony North Rhine- Westphalia 1 Rhineland- Palatinate 1 Saarland 2 Saxony 5 Saxony 4 Schleswig- Holstein 1 Thuringia	100 - - - 66 25 - 6
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 Hold-age pensioner Other not gainfully employed	4
Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events First visit	% 51 39 30 24 15 25

Basic data all visitors

Region of residence	%
up to 50 km	62
more than 50 km up to 100 km	24
more than 100 km up to 300 km	12
over 300 km	2
Total Germany Baden- Württemberg - Westphalia Bavaria - Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse - Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	100 - - 67 24 - 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 Housewife/man Old-age pensioner Other not gainfully employed	% 8 1 1 3 29 16 2 6 5 12 5 11 2
Frequency of visits to trade fair	%
2007	50
2006	38
2005	29
2004	24
Earlier events	15
First visit	26

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	% 14 19 16 24 16 11
Net household income up to 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 000,- 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	% 16 20 17 15 12 5 4
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 41 26 19
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 (2008) ----- Leipzig

Basic data private visitors

basic data private visitors	
Total number of visitors	129 141
Proportion of private visitors	59%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 32 14 35 19
Total Germany Baden- North Rhine-	99
Württemberg 2 Westphalia Bavaria 8 Rhineland- Berlin 5 Palatinate	3
Brandenburg 4 Saarland Bremen - Saxony	44
Hamburg 1 Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- Holstein	15
West Pommerania 1 Thuringia Lower Saxony 4	11
Total Foreign of which EU Other	1 83 17
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	n % 5
head of an authority etc. Senior department head, other employe	1 ee
with managerial responsibility Department head, group head Other salaried staff/public service	1 3 17
Skilled worker Lecturer, teacher, scientific assistant	4 2 6
Trainee Other position Student	4 47
Housewife/man Old-age pensioner Other not gainfully employed	2 5 4
Frequency of visits to trade fair 2007 2006 2005 2004 Earlier events First visit	% 38 32 25 19 13 45

Basic data all visitors

Proportion of trade visitors	41%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 29 12 34 25
Total Germany Baden- Württemberg 2 Westphalia Bavaria 9 Rhineland- Berlin 6 Palatinate Brandenburg 5 Saarland Bremen 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 2 Schleswig- MecKlenburg- West Pommerania Lower Saxony 5	98 5 1 40 12 1
Total Foreign of which EU Rest of Europe Other	2 72 20 8
The country with the highest visitor share Austria	% 28
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 10 2 1 3 16 3 6 7 3 42 1 4 3 3
Frequency of visits to trade fair 2007 2006 2005 2004 2014 Earlier events First visit	% 39 33 25 20 14 44

Additional data private visitors

Sex Male Female	% 35 65
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 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	12 13 11
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 18 24 21 24 12
1 person 2 persons 3 persons 4 persons 5 persons and more Buying and ordering capacity Purchase or order made or	18 24 21 24
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	18 24 21 24 12 %
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	18 24 21 24 12
1 person 2 persons 3 persons 4 persons 5 persons and more Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe Follow-up business	18 24 21 24 12 % 60 9 31
1 person 2 persons 3 persons 4 persons 5 persons and more Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	18 24 21 24 12 %

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

Basic data private visitors

Total number of visitors	94 662
Proportion of private visitors	96%
Region of residence	%
up to 50 km	35
more than 50 km up to 100 km	25
more than 100 km up to 300 km	34
over 300 km	7
Total Germany	98
Baden- North Rhine-	
Württemberg - Westphalia	-
Bavaria 2 Rhineland- Berlin 3 Palatinate	1
	1
Brandenburg 5 Saarland Bremen - Saxony	55
Hamburg - Saxony-Anhalt	
Hesse 1 Schleswig-	. 21
Mecklenburg- Holstein	
West Pommerania 1 Thuringia	10
Lower Saxony 1	
Total Farainn	2
Total Foreign of which EU	86
Other	14
Nacialana in Alan annonentano di anti-	n %
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	ee 1
with managerial responsibility Department head, group head	5
Other salaried staff, public service	21
Skilled worker	23
Lecturer, teacher, scientific assistant	1
Trainee	7
Other position	9 17
Student	17
Housewife/man	3 5 2
Old-age pensioner	5
Other not gainfully employed	2
Frequency of visits to trade fair	%
2006	54
2005	45
2004	33
2003	24
Earlier events	15
First visit	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 60 up to 70 years over 70 years	% 19 25 24 21 7 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	% 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 maybe	% 74 4 22
Follow-up business Intend to buy at later date yes no maybe	% 43 9 48

Conducted by: Institut für Marktforschung, Leipzig

Pflegemesse (2007) ---- Leipzig

Basic data trade visitors

Total number of visitors	12 041
Proportion of trade visitors	97%
Region of residence up to 50 km	% 37
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	20 32 11
Total Germany	99
Baden- North Rhine- Württemberg 2 Westphalia Bavaria 2 Rhineland- Berlin 2 Palatinate	4
Brandenburg 6 Saarland	9
Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig-	50
Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 3	22
Total Foreign	1
Position in the company/organisation Entrepreneur, partner, self-employed	% 6
Managing director, board member, head of an authority etc.	3
Senior department head, other employed with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	3 13 25 12 4 20 5
	1
Other not gainfully employed	

Additional data trade visitors

Economic sector Hospital Outpatient care, social care facilities Partly in-patient, stationary care facilities University, polytechnic, vocational	% 21 21 18
school Disabled/Old people's facility Other services Industry Home Care Services	7 7 3 3 2
Specialist sanitary, medical technical specialised trade Doctor's practice Prophylaxis and rehabilitation facilities Facilities of the paying authority Public authority/administration	3 1 1 1
Other sectors Student Other not gainfully employed	4 8 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 10 28 30 23 8 1
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (ED Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR Storage, material management, logistics, transport Maintenance, repairs Other area Student Other not qainfully employed	% 11 3 1 2 4 1 P) -
Size of company/organisation: Number of employees: 1 - 4 6 500 - 999 5 - 9 5 1 000 - 9 999 10 000 and more 50 - 99 13 Student Student 100-199 7 Other not gainfully employed	% 8 8 1 8

Length of stay 1. Length of stay (days): one 90 two

2. Average length of stay

3. Share of visitors on the event's days:
1st day 41 2nd day 46 3rd day 27

Conducted by: Institut für Marktforschung, Leipzig

7 three

1,1 days

Basic data trade visitors

TerraTec --- Leipzig

Total number of visitors	10 468
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	% 35 16 28 21
Total Germany Baden- Württemberg 2 Westphalia Bavaria 3 Rhineland- Berlin 2 Palatinate Brandenburg 5 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania 1 Thuringia Lower Saxony 2	93 5 - - 50 19 - 8
Total Foreign of which EU Other	7 50 50
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	17
Prequency of visits to trade fair 2007 2005 Earlier events	% 26 16 17

First visit

Additional data trade visitors

Economic sector

Economic sector Service Industry Research, apprenticeship, training Public authority/administration Engineer's and planning office Municipal utility (public services, water supply companies) Skilled trades Association/society Agriculture and forestry Trade Municipalities	1 1 1 1
Other sectors Student Other not gainfully employed	1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	1 2 3 1 1
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/	9 1 1 1 (EDP)
transport Maintenance/repairs Other area Student Other not gainfully employed	1 5 1

Size of cor		
Number of	employees:	E00

1- 4	13	50	JU -	999	ŏ
5- 9	6	1 00	00 -	9 999	11
10- 49	20	10 00	00 ar	nd more	4
50- 99	9			Student	11
100-199	7	other	not o	gainfully	
200-499	9		er	nployed	2
Length of					%
1. Length o	f stay	(days):			
one	92	two	5	three	3
2. Average	length	of stay		1,1	days
3. Share of	visitor	s on the ev	ent's	davs:	%
ist day	38	2nd day	35	3rd day	38

Conducted by: Institut für Marktforschung GmbH, Leipzig





therapie (2007) ---- Leipzig

Basic data trade visitors

Busic data trade visitors	
Total number of visitors	9 858
Proportion of trade visitors	94%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 21 18 41 20
Total Germany Baden- Württemberg 3 Westphalia Bavaria 9 Rhineland- Berlin 3 Palatinate Brandenburg 9 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony 4	99 1 - - 41 15 1
Total Foreign of which EU	1 100
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried stuff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	% 28 2 1 6 19 4 4 23 2 10 2
Frequency of visits to trade fair 2005 2003 Earlier events First visit	% 19 11 5 72

Additional data trade visitors

Additional data trade visitors	
Economic sector Therapeutical practice Vocational school, technical college University, academy, specialist school Hospital Prophylaxis and rehabilitation facilities Stationary nursing facility Facility for the disabled Health cure and medicinal baths Fitness studio Other sectors	% 45 23 6 5 3 2 1 1 6
Ambulant rehabilitation centre Medical technical specialised trade Association, society, self-help group	3 1 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 23 25 24 18 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 (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	% 22 3 15 3 2 16 7 7) 4 21 7 3 4 51 10 2
Size of company/organisation: Number of employees: 1 - 4 33 500 999 5 - 9 13 1 000 9 999 10 000 and more 50 - 99 4 Student 100 199 100 - 199 7 Other not gainfully 200 - 499 8 employed 100 - 199	% 3 2 1 10
Length of stay 1. Length of stay (days): one 81 two 11 three 2. Average length of stay 1,3 c 3. Share of visitors on the event's days: 1st day 43 2nd day 46 3rd day	% 9 lays

Touristik & Caravaning International ----> Leipzig

Basic Data Private Visitors

Total number of visitors	71 806
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	% 52 23 21 5
Total Germany Baden- Württemberg 1 Westphalia Bavaria 2 Rhineland- Berlin 1 Palatinate Brandenburg 3 Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse - Holstein West Pommerania Lower Saxony - Thuringia	97 - - 63 22 - 6
Total Foreign of which EU Other The country with the highest visitor	3 89 11
share Poland	% 42 ———
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	9
Frequency of visits to trade fair 2008 2007 Earlier events First visit	% 49 52 58 30

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 25 23 23 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 2 600,- 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	% 2 9 12 12 9 4 1 51
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 12 58 18 9 3
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 20 60 20
Follow-up business Intend to buy at later date yes no maybe	% 34 25 41
Conducted by: Anova Marktforschung, Dres	den

Z - The Subcontracting Fair

Basic data trade visitors

Total number of visitors	10 037
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	% 20 23 38 19
Total Germany	97
Baden- North Rhine- Württemberg 4 Westphalia Bavaria 4 Rhineland-	4
Berlin 3 Palatinate Brandenburg 4 Saarland	1
Bremen - Saxony Hamburg - Saxony-Anhalt	50 10
Hesse 1 Schleswig-	
Mecklenburg- Holstein West Pommerania 1 Thuringia Lower Saxony 2	1 15
Total Foreign of which Other EU	3 24 76
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member,	% 12
head of an authority etc. Senior department head, other employee	7
with managerial responsibility Department head, group head	6 20
Other salaried staff/public service	24
Skilled worker Lecturer, teacher, scientific assistant	7 4
Trainee Other position	3
Student Other not gainfully employed	13 1
Frequency of visits to trade fair	%
2008 2007	33 20
2006 2005	12 7
Earlier events First visit	5 55
	33

Additional data trade visitors

Economic sector	%
Industry	54
Service	14
Skilled trades	6
Research	6
Technical retail trade	5
Student	13
Other not gainfully employed	1

Influence on purchasing/ procurement decisions	9/
Decisively	22
Collectively	31
In an advisory capacity	21
No	12
Student	13
Other not gainfully employed	1

-	
Area of responsibility	%
Management	14
Planning/work preparation	4
Research/development/design	12
Manufacture/production	15
Production, quality control	3
Buying/procurement	12
Finance/accounting, controlling	1
Information, communication technology	(EDP) 1
Administration/organization/personnel/	
social welfare/training	3
Marketing/sales/advertising/PR	6
Storage/material management/logistics/	
transport	1
Maintenance/repairs	2
Other area	14
Student	13
Other not gainfully employed	1

Number of 1- 4	8	500 - 999	
5- 9	5	1 000 - 9 999	7
10- 49	22	10 000 and more	13
50- 99	13	Student	13
100-199	12	other not gainfully	
200-499	11	employed	1

1. Length of	stay f stav	(days):			%
one	95	three	1		
two	4	four	1		
2. Average	length	of stay		1,1	days
3. Share of 1st day 2nd day		s on the ev 3rd day 4th day	/ent's 30 19	days:	%

Conducted by: Institut für Marktforschung GmbH, Leipzig

Basic data private visitors

REGIO — Lörrach

Dubic data private vibitors	
Total number of visitors	71 398
Proportion of private visitors	74%
Region of residence up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 93 5 1
Total Germany Baden- Württemberg 99 Westphalia Bevaria - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse - Saxony-Anhalt Mecklenburg- West Pommerania Lower Saxony - Thuringia	81
Total Foreign of which EU Rest of Europe The two countries with the highest visitor shares Switzerland France	19 23 77 % 77 23
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	5
Frequency of visits to trade fair 2008 2007 Earlier events First visit	% 51 49 70 20

Basic data all visitors

Proportion of trade visitors	26%
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 1
Total Germany	83
Baden- North Rhine-	
Württemberg 99 Westphalia	-
Bavaria - Rhineland-	
Berlin - Palatinate Brandenburg - Saarland	-
Bremen - Saxony	- 0
Hamburg - Saxony-Anhalt	_
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia	-
Lower Saxony -	
Total Foreign	17
of which EU	22
Rest of Europe	78
The two countries with the highest	
visitor shares	%
Switzerland France	78 22
rialice	22
Desition in the company/organization	% 7
Entropropour portner celf employed	7
Entrepreneur, partner, self-employed Managing director, board member	7
Entrepreneur, partner, self-employed Managing director, board member,	7
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	7
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	-
Entrepreneur, 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
Entrepreneur, partner, self-employed Managing director, 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 24
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	- 2 24 10
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	- 2 24 10 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 Skilled worker Lecturer, teacher, scientific assistant Trainee	- 2 24 10 2 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 Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	- 2 24 10 2 2 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man	- 2 24 10 2 2 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	- 2 24 10 2 2 4
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Other not gainfully employed	2 24 10 2 2 4 10 29
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008	2 24 10 2 2 4 10 29 1
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008 2007	- 22 24 10 2 4 10 29 1
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008	2 24 10 2 2 4 10 29 1

Additional data private visitors

Sex Male Female	% 42 58
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 11 9 8 22 16 23
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 14 45 15 20 8
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 69 15 16
Follow-up business Intend to buy at later date yes no maybe	% 17 51 32

Conducted by: Messe Lörrach GmbH, Lörrach





Rheinland-Pfalz-Ausstellung (2008) ---- Mainz

Basic data private visitors

Total number of visitors	75 329
Proportion of private visitors	96%
Region of residence	%
up to 50 km	86
more than 50 km up to 100 km	11
more than 100 km up to 300 km	2
over 300 km	1
Total Germany	100
Baden- North Rhine-	
Württemberg 1 Westphalia	-
Bavaria 1 Rhineland-	
Berlin - Palatinate	78
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt Hesse 21 Schleswig-	-
Hesse 21 Schleswig- Mecklenburg- Holstein	_
West Pommerania - Thuringia	
Lower Saxony -	
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other 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 2007 2006 2005 2004	% 63 66 62 60

Additional data private visitors

e ale	% 54 46
o 20 years 20 up to 30 years 30 up to 40 years 40 up to 50 years 50 up to 60 years 60 up to 70 years 70 years	% 3 8 11 22 22 26 9
household income	N/A
of household rson rsons rsons rsons rsons and more	% 12 51 17 15 5
ng and ordering capacity hase or order made or ded at the exhibition	% 50 35 15
ow-up business id to buy at later date	% 27 44 30
•	

Conducted by: INA Research GmbH, Schenefeld

MANNHEIMER MAIMARKT (2007) ----- Mannheim

Basic data private visitors

Total number of v	visitors	338 993
Proportion of priv	ate visitors	87%
Region of residen	ce	%
up to 50 km		79
more than 50 km ι	ıp to 100 km	15
more than 100 km	up to 300 km	
over 300 km		1
Total Germany		100
Baden-	North Rhine-	
Württemberg	67 Westphalia	
Bavaria	1 Rhineland-	
Berlin	 Palatinate 	22
Brandenburg	 Saarland 	
Bremen	- Saxony	
Hamburg	- Saxony-Anhalt	
Hesse	10 Schleswig-	
Mecklenburg-	Holstein	
West Pommerania Lower Saxony	 Thuringia 	
Entrepreneur, partn Managing director, head of an authorit	board member, ty etc.	5
	head, other employe	
with managerial re- Department head,		
Other salaried staff		30
Skilled worker	, public service)
Lecturer, teacher, s	cientific assistant	
Trainee	cicitatic assistant	
Other position		
Student		1
Housewife/man		- 1
Old-age pensioner		1
Other not gainfully	employed	
Frequency of visit	s to trade fair	9/
		· ·
2006		
2006 2005		6) 4)
2006		

Basic data all visitors

Region of residen up to 50 km more than 50 km u more than 100 km over 300 km	ıp to	100 km 300 km
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg- West Pommerania Lower Saxony	1	Palatinate Saarland Saxony Saxony-Anhalt
Position in the co Entrepreneur, partn Managing director, head of an authori Senior department with managerial re Department head, Other salaried staff Skilled worker Lecturer, teacher, s Trainee Other position Student Housewife/man Old-age pensioner Other not qainfully	er, se boar ty etc head spons group , pub cienti	off-employed demember, other employee ibility head lic service fic assistant
Other not gainfully	cilipi	•

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

BAU --- München

Basic data trade visitors

Total number of visitors	212 035
Proportion of trade visitors	95%
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 over 300 km	30 43
Total Germany Baden- North Rhine-	82
Württemberg 17 Westphalia	7
Bavaria 53 Rhineland-	,
Berlin 1 Palatinate	4
Brandenburg 1 Saarland	1
Bremen - Saxony	3
Hamburg 1 Saxony-Anhalt	t 1
Hesse 6 Schleswig-	1
Mecklenburg- Holstein West Pommerania 1 Thuringia	1
Lower Saxony 2	2
Total Foreign	18
of which EU	68
Rest of Europe Middle East	20
Other	8
The five countries with the highest	
visitor shares	%
visitor shares Austria	% 22
visitor shares Austria Switzerland	% 22 8
visitor shares Austria	% 22 8 7
visitor shares Austria Switzerland Italy	% 22 8
visitor shares Austria Switzerland Italy Slovenia Czech Republic Position in the company/organizatio	% 222 8 7 4 4
visitor shares Austria Switzerland Italy Slovenia Czech Republic Position in the company/organizatio	% 22 8 7 4
visitor shares Austria Switzerland Italy Slovenia Czech Republic Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	9% 222 8 7 4 4 4 n 9% 35
visitor shares Austria Switzerland Italy Slovenia Czech Republic Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 222
visitor shares Austria Switzerland Italy Slovenia Czech Republic Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	% 222
visitor shares Austria Switzerland Italy Slovenia Czech Republic Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	% 222
visitor shares Austria Switzerland Italy Slovenia Czech Republic Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	% 222
visitor shares Austria Switzerland Italy Slovenia Czech Republic Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	% 222
visitor shares Austria Switzerland Italy Slovenia Czech Republic Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	% 222
visitor shares Austria Switzerland Italy Slovenia Czech Republic Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 222
visitor shares Austria Switzerland Italy Slovenia Czech Republic Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Master craftsman, foreman	% 22
visitor shares Austria Switzerland Italy Slovenia Czech Republic Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	9% 222 8 7 4 4 4 n 9% 35
visitor shares Austria Switzerland Italy Slovenia Czech Republic Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Master craftsman, foreman Student Other not gainfully employed Frequency of visits to trade fair	9% 222 8 7 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
visitor shares Austria Switzerland Italy Switzerland Czech Republic Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Master craftsman, foreman Student Other not gainfully employed Frequency of visits to trade fair 2007	9% 222 8 8 7 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
visitor shares Austria Switzerland Italy Slovenia Czech Republic Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Master craftsman, foreman Student Other not gainfully employed Frequency of visits to trade fair 2007	9% 222 8 7 2 4 2 4 3 3 5 8 8 8 8 8 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9
visitor shares Austria Switzerland Italy Switzerland Czech Republic Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Master craftsman, foreman Student Other not gainfully employed Frequency of visits to trade fair 2007	9% 222 8 7 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4

Additional data trade visitors	
Economic sector Construction industry Other skilled trades Architect, architect's office Civil engineer/planning offices Building materials trade Other trade Building materials manufacturer Other manufacturers Building owner Housing business, property management Service Authority/public services Planning, project management Student Other not gainfully employed	% 43 4 12 6 6 3 5 4 1 1 5 3 2 4 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 33 30 21 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 (EDF Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 29 7 25 14 5 11 3 2 9 2 5 18 3 5 7 4 1
Size of company/organization: Number of employees: 1 - 9 38 500 999 10 - 49 23 1 000 and more 50 249 16 Student 250-499 7 other not gainfully employed	% 3 9 4
Length of stay 1. Length of stay (days): one 72 three 5 five two 21 four 2 six 2. Average length of stay 1,4 of	% 1 -

3. Share of visitors on the event's days: %
1st day 13 3rd day 28 5th day 29
2nd day 23 4th day 32 6th day 14

Conducted by: TNS Infratest, München

drinktec ---- München

Basic data trade visitors	
Total number of visitors	58 500
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 7 13 71
Total Germany	42
Baden- North Rhine- Württemberg 14 Westphalia	7
Bavaria 54 Rhineland- Berlin 2 Palatinate	6
Brandenburg 1 Saarland Bremen - Saxony Hamburg 3 Saxony-Anhalt	1
Hesse 4 Schleswig- Mecklenburg- Holstein - Thuringia Lower Saxony 4	2
Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East South-, East-, Central Asia Australia	58 50 14 5 5 7 4 13
The five countries with the highest visitor shares Italy Austria USA Switzerland Great Britain	% 9 5 4 4
Position in the company/organization Entrepreneur, partner, self-employed	% 15
Managing director, board member, head of an authority etc. Senior department head, other employe	
Senior department head, other employe with managerial responsibility Department head, group head	e 13 13
Project manager with managerial responsibility	10
Other salaried staff/public service Foreman, master craftsman	7 5
Skilled worker Lecturer, teacher, scientific assistant Trainee	7 1 3
Other position Student Other not gainfully employed	7 5 7 1 3 4 5
Frequency of visits to trade fair 2005	% 21
2005 2001 Earlier events First visit	31 21 13 60

Additional data trade visitors

Economic sector Carbonated soft drinks Non carbonated soft drinks Fruit juice Beer, brewing Milk, drinkable dairy product Wine, sparkling wine, spirituous beverages Liquid food Beverage wholesale and retail Services, advertising Universities, technical schools, public	% 25 18 18 36 12 10 8 4 7
authorities Other Student Other not gainfully employed	2 20 5 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 23 31 25 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 (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 27 18 6 19 8 8 2 2 7 6 5 1
Size of company/organization: Number of employees: 1- 9 14 500- 999 10- 49 19 1 000 and more 50- 99 22 Student 50- 99 29 other not gainfully employed	% 6 24 5
Length of stay 1. Length of stay (days): one 39 three 17 five two 29 four 7 six 2. Average length of stay 2,2 (3 3. Share of visitors on the event's days: 1st day 27 3rd day 49 5th day 2nd day 43 4th day 50 6th day	% 5 3 days % 34 17





f.re.e - The new C-B-R ---- München

Basic data private visitors

Total number of visitors	97 472
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	% 61 23 13 3
Total Germany Baden- Württemberg 1 Westphalia Bavaria 97 Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	99
Total Foreign of which EU The country with the highest visitor share Austria	1 100 % 80
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 9 1 1 2 12 34 6 3 2 3 9 3 15
Frequency of visits to trade fair 2008 2007 2006 Earlier events First visit	% 41 41 37 37 25

Basic data all visitors

Proportion of trade visitors	14%
Region of residence	%
up to 50 km	61
more than 50 km up to 100 km	22
more than 100 km up to 300 km	13
over 300 km	4
Total Germany	98
Baden- North Rhine-	
Württemberg 1 Westphalia	1
Bavaria 96 Rhineland- Berlin - Palatinate	1
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 1 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	-
•	
Total Foreign	2
of which EU	81
Other	19
	19
Other The country with the highest visitor share	19 %
The country with the highest visitor	
The country with the highest visitor share Austria	% 56
The country with the highest visitor share Austria	%
The country with the highest visitor share Austria Position in the company/organization intrepreneur, partner, self-employed	% 56
The country with the highest visitor share Austria Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, lead of an authority etc.	% 56
The country with the highest visitor share Austria Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee	% 56 % 11
The country with the highest visitor share Austria Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility	% 56 % 11
The country with the highest visitor share Austria Position in the company/organization 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	% 56 % 11 1
The country with the highest visitor share Austria Position in the company/organization 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 Other salaried staff/public service	% 56 % 11 1 3 11 32
The country with the highest visitor share Austria Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service skilled worker	% 56 % 11 1 3 111 32
The country with the highest visitor share Austria Position in the company/organization 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 Skilled worker Lecturer, teacher, scientific assistant	% 56 % 111 1 3 3 1 1 3 2 6 3 3
The country with the highest visitor share Austria Position in the company/organization entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. senior department head, other employee with managerial responsibility Department head, group head other salaried staff/public service skilled worker ecturer, teacher, scientific assistant frainee	% 56 % 11 1 32 6 3
The country with the highest visitor share Austria Position in the company/organization intrepreneur, 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 skilled worker Lecturer, teacher, scientific assistant Trainee Other position	% 56 % 11 1 3 1 1 3 2 6 3 3 2 3 3
The country with the highest visitor share Austria Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service skilled worker eacher, scientific assistant Trainee Other position Student	% 566 % 111 1 32 6 32 3 310
The country with the highest visitor chare Austria Position in the company/organization entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man	% 56 % 11 1 3 1 1 3 2 6 3 3 2 3 3
The country with the highest visitor share Austria Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service skilled worker eacher, scientific assistant Trainee Other position Student	% 566 % 111 11 32 66 33 22 33 100 3
The country with the highest visitor share Austria Position in the company/organization entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Irrainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 566 % 111 1 3 3 11 3 2 6 6 3 3 10 0 3 14
The country with the highest visitor share Austria Position in the company/organization entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant frainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	% 56 % 11 1 3 3 11 3 2 6 6 3 3 2 2 3 3 144 1 1
The country with the highest visitor share Austria Position in the company/organization entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant Irrainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	% 566 % 111 1 1 3 3 2 3 3 1 1 0 3 3 3 4 4 1 1 1 9 6 6
The country with the highest visitor share Austria Position in the company/organization intrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head other salaried staff/public service skilled worker Lecturer, teacher, scientific assistant frainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008	%566 %111 11 133 322 33 100 314 11 1
The country with the highest visitor share Austria Position in the company/organization entrepreneur, partner, self-employed Managing director, board member, nead of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head other salaried staff/public service skilled worker ecturer, teacher, scientific assistant frainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008 2007	% 566 % 111 1 3 3 1 1 3 2 2 3 3 3 1 1 4 1 1 1 1 1 1 1 1 1 1 1 1 1 1

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	% 8 15 18 26 18 12 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	% 5 7 13 15 17 15 13
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 19 42 16 16
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 35 32 33
Follow-up business Intend to buy at later date yes no maybe	% 27 16 57
Conducted by: TNS Infratest, München	

GOLF EUROPE (2008) ---- München

Basic data trade visitors

Total number of visitors	4 617
Proportion of trade visitors	100%
Region of residence	%
up to 50 km	13
more than 50 km up to 100 km more than 100 km up to 300 km	19
over 300 km	63
Total Germany	45
Baden- North Rhine- Württemberg 13 Westphalia Bavaria 51 Rhineland-	11
Berlin 1 Palatinate	3
Brandenburg 1 Saarland	1
Bremen - Saxony	
Hamburg 2 Saxony-Anhalt Hesse 9 Schleswig-	
Hesse 9 Schleswig- Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	-
Lower Saxony 5	
Total Foreign	55
of which EU	87
Rest of Europe	9
Rest of Europe Other	2
Other	9
	9
Other The four countries with the highest visitor shares Austria	9/
Other The four countries with the highest visitor shares Austria Switzerland	% 15 12
Other The four countries with the highest visitor shares Austria	9/
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain	% 15 12
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation	% 15 12 10
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation Pro	% 15 12
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation	% 15 12 10
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation Pro Shop owner Pro shop operator Other self-employed entrepreneur, partne freelance profession	9/ 15 12 10 7 9/ 14 11 3
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation Pro shop owner Pro shop operator Other self-employed entrepreneur, partne freelance profession Management director, board of director,	% 15 12 10 7 14 11 1 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation Pro Pro shop owner Pro shop operator Other self-employed entrepreneur, partne freelance profession Management director, board of director, president, golf course manager	% 15 12 10 7 14 11 3 3 17, 29
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation Pro Pro shop owner Pro shop owner Pro shop operator Other self-employed entrepreneur, partne freelance profession Management director, board of director, president, golf course manager Head of department, team supervisor etc	9% 15 12 10 7 9% 14 11 13 15 17 18 18 18 18 18 18 18 18 18 18 18 18 18
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation Pro shop owner Pro shop operator Other self-employed entrepreneur, partne freelance profession Management director, board of director, president, golf course manager Head of department, team supervisor etc Other employee, professional assistant	9% 15 12 10 7 9% 14 11 3 3 7, 29
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation Pro Pro shop owner Pro shop owner Pro shop operator Other self-employed entrepreneur, partne 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	9% 151 10 10 11 11 11 12 15 17 18 18 18 18 18 18 18 18 18 18 18 18 18
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation Pro shop owner Pro shop operator Other self-employed entrepreneur, partne 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	% 151 100 100 100 100 100 100 100 100 100
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation Pro Pro shop owner Pro shop owner Pro shop operator Other self-employed entrepreneur, partne 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	9% 151 10 10 11 11 11 12 15 17 18 18 18 18 18 18 18 18 18 18 18 18 18
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation Pro shop owner Pro shop operator Other self-employed entrepreneur, partne 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 Frequency of visits to trade fair	% 155 127 127 127 127 127 127 127 127 127 127
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation Pro shop owner Pro shop operator Other self-employed entrepreneur, partne 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 Frequency of visits to trade fair 2007	% 151 111 11 11 11 11 11 11 11 11 11 11 1
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation Pro Pro shop owner Pro shop owner Pro shop operator Other self-employed entrepreneur, partne 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 Frequency of visits to trade fair 2007 2007	% 151 122 123 124 125 125 125 125 125 125 125 125 125 125
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation Pro shop owner Pro shop operator Other self-employed entrepreneur, partne 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 Frequency of visits to trade fair 2007 2006 2005	% 151 112 113 114 115 115 115 115 115 115 115 115 115
Other The four countries with the highest visitor shares Austria Switzerland Italy Great Britain Position in the company/organisation Pro Pro shop owner Pro shop owner Pro shop operator Other self-employed entrepreneur, partne 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 Frequency of visits to trade fair 2007 2007	% 151 122 123 124 125 125 125 125 125 125 125 125 125 125

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

Conducted by: PhoneResearch KG, Hamburg

3. Share of visitors on the event's days:
1st day 52 2nd day 65 3rd day 36

2. Average length of stay

1,5 days

HEIM + HANDWERK ---- München

Basic data private visitors

Total number of visitors 116 489	
Proportion of private visitors	90%
Region of residence	%
up to 50 km	74
more than 50 km up to 100 km	17
more than 100 km up to 300 km over 300 km	8 2
Total Germany	99
Baden- North Rhine-	
Württemberg - Westphalia	-
Bavaria 99 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/organization	%
Entrepreneur partner self-employed	10
Managing director, board member,	
head of an authority etc.	1
Senior department head, other employee	1
with managerial responsibility	1 7
Department head, group head Other salaried staff/public service	29
Skilled worker	
Lecturer, teacher, scientific assistant	5
Trainee	1
Other position	3
Foreman, master craftsman	3
Student	3
Housewife/man	1 3 3 3 9 23 2
Old-age pensioner Other not gainfully employed	23
Frequency of visits to trade fair	%
2008	45
2007 2006	43 38
2005	33
Earlier events	39
First visit	20
LIIST AIRIT	20

Basic data all visitors

Proportion of trade visitors	10%
Region of residence	%
up to 50 km	73
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 1 Westphalia	
Bavaria 99 Rhineland-	
Berlin - Palatinate Brandenburg - Saarland	
Brandenburg - Saarland Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony -	
Total Foreign	2
of which EU	52
of which EU Other	52 48
Other Position in the company/organization Entrepreneur, partner, self-employed	
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member.	48 % 13
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	48
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	48 % 13
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	48 % 13 1
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	48 % 13 1
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	48 % 13 1 1 7 27
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	48 % 13 1 1 7 27
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	48 % 13 1 1 7 27
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	48 % 13 1 1 7 27
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman	48 % 13 1 1 7 27
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student	48 9% 13 1 1 7 27 5 4 2 3 3 4 3
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man	48 % 13 1 7 27 5 4 2 3 3 8
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner	48 9% 13 1 1 27 5 4 22 3 3 8 4 21
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man	48 % 13 1 7 27 5 4 2 3 3 8
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair	48 % 13 1 1 7 27 5 4 4 3 3 4 3 21 2
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008	48 % 13 1 1 7 277 5 4 2 2 3 8 8 21 2
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008 2008	488 9% 133 1 1 1 7 277 5 5 4 4 2 2 3 3 8 8 2 1 2 2 7 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008 2007 2006	488 9% 133 1 1 1 1 1 7 27 5 4 4 4 2 2 3 3 4 4 4 4 3 4 4 4 8 4 8 4 8 4 8 4 8 4 8 4 8 4 8 4 8
Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman Student Housewife/man Old-age pensioner Other not gainfully employed Frequency of visits to trade fair 2008 2008	488 9% 133 1 1 1 7 277 5 5 4 4 2 2 3 3 8 8 2 1 2 2 7 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4

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	% 10 12 23 24 21
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 5 000,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 5 8 10 14 17 13 11 23
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 17 46 15 15
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 67 8 25
Follow-up business Intend to buy at later date yes no maybe	% 36 15 50
Conducted by: Gelszus Messe-Marktforschur GmbH, Dortmund	ıg

inhorgenta europe ---- München

Basic data trade visitors

Total number of visitors	27 228
Proportion of trade visitors	100%
Region of residence	%
up to 50 km more than 50 km up to 100 km	12 8
more than 100 km up to 300 km over 300 km	25 55
Total Germany Baden- North Rhine-	71
Württemberg 21 Westphalia Bavaria 42 Rhineland-	13
Berlin 1 Palatinate	2
Brandenburg 1 Saarland Bremen 1 Saxony	1 2
Hamburg 1 Saxony-Anhalt	1
Hesse 6 Schleswig- Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 5	3
Total Foreign	29
of which EU Rest of Europe	83 12
Other	5
The five countries with the highest visitor shares Austria Great Britain	% 24 8
Switzerland	7 6
Italy Netherlands	6
Position in the company/organization Entrepreneur, partner, self-employed	% 53
Managing director, board member, head of an authority etc.	8
Senior department head, other employed with managerial responsibility	e 4
Department head, group head	
Other salaried staff/public service Skilled worker	5 3
Lecturer, teacher, scientific assistant	2
Trainee Other position	6 5
Foreman, master craftsman Student	4 5 3 2 6 5 5
Frequency of visits to trade fair	%
2008 2007	48 43
2006	38 36
Earlier events First visit	26

Additional data trade visitors

Additional data trade visitors	
Economic sector	
Specialist retail trade with watches, jewellery, jewels, precious metals	
Other retail	
Department store Wholesale/foreign trade in watches,	
jewellery, jewels, precious metals	
Other wholesale trade Commercial agent	
Mail order business, TV/Internet-shopping	
Gold/silversmith without retail outlet Watchmaker without retail outlet	
Producer	
Sypplying company belonging to the sector Polytechnics	
Designer	
Gallery Other	
Student	
Influence on purchasing/	
Influence on purchasing/ procurement decisions	
Decisively Collectively	
In an advisory capacity	
No Student	
Anna of managementality	
Area of responsibility Management	
Research/development/design	
Planning/work preparation Manufacture/production	
Production, quality control Buying/procurement	
Finance/accounting, controlling	
Information, communication technology (EDF Administration/organization/personnel/	9)
social welfare/training	
Marketing/sales/advertising/PR Storage/material management/logistics/	
transport	
Maintenance/repairs Other area	
Product development/design	
Sales Student	
Size of company/organization:	
Number of employees: 1- 4 60 200- 499	
5- 9 13 500- 999	
10- 49 10 1 000- 9 999 50- 99 3 10 000 and more	
100-199 2 Student	
Length of stay	
1. Length of stay (days):	
one 51 three 9 two 35 four 5	
100 JJ 1001 J	

Conducted by: TNS Infratest, München

3. Share of visitors on the event's days: 1st day 38 3rd day 53 2nd day 53 4th day 23

2. Average length of stay

1,7 days

INTERNATIONALE HANDWERKSMESSE (2008) ---- München

Basic data trade visitors

Busic data trade Visitors	
Total number of visitors 142 028	
Proportion of trade visitors	46%
Region of residence	%
up to 50 km	39
more than 50 km up to 100 km more than 100 km up to 300 km	26
more than 100 km up to 300 km	27 8
over 300 km	8
Total Germany	97
Baden- North Rhine-	
Württemberg 5 Westphalia Bayaria 90 Rhineland-	1
Bavaria 90 Rhineland- Berlin 1 Palatinate	1
Brandenburg - Saarland	- 1
Bremen - Saxony	-
Hamburg - Saxony-Anhalt	-
Hesse 1 Schleswig-	
Mecklenburg- Holstein Thuringia	-
West Pommerania - Thuringia Lower Saxony 1	-
Total Foreign of which EU Rest of Europe Other	3 73 23 4
The country with the highest visitor share Austria	% 35
Position in the company/organisation	%
Position in the company/organisation Entrepreneur, partner, self-employed	38
Managing director, board member,	4
head of an authority etc. Senior department head, other employe	4
with managerial responsibility	1
Department head, group head	5
Other salaried staff/public service	8
Foreman, master craftsman	10 12
Skilled worker Lecturer, teacher, scientific assistant	12
Trainee	2 7
Other position	1
Student	4
Old-age pensioner	6 1
Housewife/man Other not gainfully employed	1
Frequency of visits to trade fair	%
2007	61
2006	60
2005	58
Earlier events First visit	57 18
LII2f AI2If	18

Basic data private visitors

Proportion of private visitors	
Region of residence	%
up to 50 km	66
nore than 50 km up to 100 km	21
more than 100 km up to 300 km	11
over 300 km	2
Total Germany	99
Baden- North Rhine-	
Nürttemberg 1 Westphalia	1
Bavaria 98 Rhineland-	
Berlin - Palatinate	
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	
Nest Pommerania - Thuringia Lower Saxony -	
Total Foreign	1
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 Foreman, master craftsman Student Housewife/man Old-age pensioner Other not ainfully employed	
	1

Basic data all visitors

Total Germany Baden- Württemberg 3 Westphalia Bavaria 94 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Total Foreign of which EU Rest of Europe Other The country with the highest visitor share Austria	98
Württemberg 3 Westphalia Bavaria 94 Rhineland- Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony Hamburg - Saxony-Anhalt Hesse 1 Schleswig- West Pommerania Lower Saxony Total Foreign of which EU Rest of Europe Other The country with the highest visitor share	1
Berlin 1 Palatinate Brandenburg - Saarland Bremen - Saxony-Anhalt Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony Total Foreign of which EU Rest of Europe Other The country with the highest visitor share	
Brandenburg Bremen Hamburg Hesse Mecklenburg- Mest Pommerania Lower Saxony Total Foreign of which EU Rest of Europe Other The country with the highest visitor share	2
Hamburg Hesse 1 Schleswig- Mecklenburg- West Pommerania Lower Saxony Total Foreign of which EU Rest of Europe Other The country with the highest visitor share	
Hesse 1 Schleswig- Mecklenburg- Holstein West Pommerania Lower Saxony - Total Foreign of which EU Rest of Europe Other The country with the highest visitor share	
West Pommerania - Thuringia Lower Saxony - Thuringia Total Foreign of which EU Rest of Europe Other The country with the highest visitor share	
Total Foreign of which EU Rest of Europe Other The country with the highest visitor share	
of which EU Rest of Europe Other The country with the highest visitor share	
Rest of Europe Other The country with the highest visitor share	
Other The country with the highest visitor share	70 27
share	- 8
	34
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 25
head of an authority etc. Senior department head, other employee	3
with managerial responsibility Department head, group head	2
Other salaried staff/public service	2
Foreman, master craftsman Skilled worker	
Lecturer, teacher, scientific assistant	- 1
Trainee Other position	4
Student	
Housewife/man Old-age pensioner	19
Other not gainfully employed	
Frequency of visits to trade fair	
2007 2006	
2005	5
Earlier events First visit	9/ 5/ 4/ 4/ 4/ 4/

Additional data trade visitors

Economic		
		%
Skilled trad	les	60
Industry	tor	9 12
Service sec	wholesale trade	12
Public auth		i
Polytechnic		i
Other		3
Student		4
Other not of	gainfully employed	8
	on purchasing/ ent decisions	%
Decisively	ant decisions	43
Collectively	,	18
In an advis	sory capacity	13
No		13
Student		4
Other not of	gainfully employed	8
Area of re	sponsibility	%
Manageme		18
Research/d	evelopment/design	5
	ork preparation	10
	re/production	20
Buying/pro	, quality control	12
Finance/aco	counting, controlling	4
Information	, communication technology (ED	
Administrat	tion/organisation/personnel/	
social welfa	are/training	11
social welfa Marketing/	are/training sales/advertising/PR	
social welfa Marketing/ Storage/ma	are/training	10
social welfa Marketing/	are/training sales/advertising/PR sterial management/logistics/	10
social welfa Marketing/ Storage/ma transport Maintenand Layout and	are/training sales/advertising/PR sterial management/logistics/ ce/repairs	10 7 18 10
social welfa Marketing/s Storage/ma transport Maintenand Layout and Student	are/training sales/advertising/PR sterial management/logistics/ ce/repairs	10 18 10
social welfa Marketing/s Storage/ma transport Maintenand Layout and Student Other area	are/training sales/advertising/PR sterial management/logistics/ ce/repairs I design	10 7 18 10 4
social welfa Marketing/s Storage/ma transport Maintenand Layout and Student Other area	are/training sales/advertising/PR sterial management/logistics/ ce/repairs	10 7 18 10 4 16
social welfa Marketing/s Storage/ma transport Maintenan Layout and Student Other area Other not o	are/training sales/advertising/PR sterial management/logistics/ ce/repairs design gainfully employed	11 10 7 18 10 4 16 8
social welfa Marketing/s Storage/ma transport Maintenand Layout and Student Other area Other not of Size of con Number of	are/training sales/advertising/PR sterial management/logistics/ ce/repairs design gainfully employed mpany/organisation: employees:	10 18 10 4 16 8
social welfa Marketing/ Storage/ma Transport Maintenan Layout and Student Other area Other not of Size of con Number of 1- 4	are/training sales/advertising/PR sterial management/logistics/ ce/repairs design gainfully employed mpany/organisation: employees: 35 500 - 999	10 7 18 10 4 16 8
social welfa Marketing/ Storage/ma transport Maintenand Layout and Student Other area Other not of Size of col Number of 1- 4 5- 9	are/training sales/advertising/PR sales/advertising	10 7 18 10 4 16 8
social welfa Marketing/i Storage/ma transport Maintenand Layout and Student Other area Other not g Size of con Number of 1- 4 5- 9 10- 49	are/training sales/advertising/PR sterial management/logistics/ ce/repairs design gainfully employed mpany/organisation: employees: 35 500 - 999 10 1 000 - 9999 18 10 000 and more	10 7 18 10 4 16 8 2 4 3
social welfa Marketing/, Storage/ma transport Maintenan Layout and Student Other area Other not (Size of col Number of 1- 4 5- 9 10- 49 50- 99	are/training sales/advertising/PR steeral management/logistics/ ce/repairs design gainfully employed mpany/organisation: employees: 35 500 999 10 1 000 9 999 18 10 000 and more 5 tudent	10 7 18 10 2 16 8
social welfa Marketing// Storage/ma transport Maintename Layout and Student Other area Other not of Size of col Number of 1- 4 5- 9 10- 49 50- 99 100-199	are/training sales/advertising/PR sterial management/logistics/ ce/repairs design gainfully employed mpany/organisation: employees: 35 500 999 10 1 000 9 999 18 10 000 and more 5 Student 6 Other not gainfully	100 77 188 100 44 166 88
social welfa Marketing/, Storage/ma transport Maintenan Layout and Student Other area Other not (Size of col Number of 1- 4 5- 9 10- 49 50- 99	are/training sales/advertising/PR sterial management/logistics/ ce/repairs design gainfully employed mpany/organisation: employees: 35 500 999 10 1 000 9 999 18 10 000 and more 5 Student 6 Other not gainfully	10 7 18 10 2 16 8 8
social welfa Marketing/ Storage/ma transport Maintenan Layout and Student Other area Other not of Size of coi Number of 1- 4 5- 9 10- 49 100- 199 200- 499	are/training sales/advertising/PR sterial management/logistics/ ce/repairs design gainfully employed mpany/organisation: employees: 35 500 999 10 1 000 9 999 18 10 000 and more 5 Student 6 Other not gainfully 4 employed N/A	100 77 188 100 44 168 8 8 2 2 4 3 4 4 8 1
social welfa Marketing/ Storage/ma transport Maintenanna Layout and Student Other area Other not of Size of col Number of 1- 4 5- 9 10- 49 200-499	are/training sales/advertising/PR sterial management/logistics/ ce/repairs design gainfully employed mpany/organisation: employees: 35 500 999 10 1 000 9 999 18 10 000 and more 5 Student 6 Other not gainfully 4 employed N/A	100 77 188 100 44 168 8 8 2 2 4 3 4 4 8 1
social welfa Marketing/ Storage/ma transport Maintenand Layout and Student Other area Other not of Size of col Number of 1 - 4 5 - 9 10 - 49 50 - 99 100-499 200-499	are/training sales/advertising/PR sterial management/logistics/ ce/repairs design gainfully employed mpany/organisation: employees: 35 500 - 999 10 1 000 - 9 999 18 10 000 and more 5 Student 6 Other not gainfully 4 employed N/A	100 77 188 100 44 168 8 8 2 2 4 3 4 4 8 1
social welfa Marketing/ Storage/ma transport Maintenanna Layout and Student Other area Other not of Size of col Number of 1- 4 5- 9 10- 49 200-499	are/training sales/advertising/PR sterial management/logistics/ ce/repairs design gainfully employed mpany/organisation: employees: 35 500 999 10 1 000 9 999 18 10 000 and more 5 Student 6 Other not gainfully 4 employed N/A	100 77 188 100 44 168 8 8 2 2 4 3 4 4 8 1
social welfa Marketing/Storage/marketing/Storage/martransport Maintenant Layout and Student Other area Other not of Size of coi Number of 1-4 5-9 10-499 200-499	are/training sales/advertising/PR sterial management/logistics/ ce/repairs design gainfully employed mpany/organisation: employees: 35 500 999 10 1 000 9999 18 10 000 and more 5 Student 6 Other not gainfully 4 employed N/A stay f stay (days): 95 four - seven	100 77 188 100 44 168 8 8 2 4 4 3 4 4 8 1
social welfa Marketing/ Storage/ms Storage/ms Storage/ms Storage/ms Storage/ms Storage/ms Size of col Number of 1 - 4 5 - 9 10 - 49 50 - 99 100 - 199 200 - 499	are/training sales/advertising/PR sterial management/logistics/ ce/repairs design gainfully employed mpany/organisation: employees: 35 500 999 10 1 000 9 999 18 10 000 and more 5 Student 6 Other not gainfully 4 employed N/A stay f stay (days): 95 four - seven 4 five - 1 six -	100 718 100 44 166 88 24 44 33 44 88 11
social welf. Marketing/ Storage/ms Storage/m	are/training sales/advertising/PR sterial management/logistics/ ce/repairs design gainfully employed mpany/organisation: employees: 35 500 - 999 10 10 1000 - 9999 18 10 000 and more 5 Student 6 Other not gainfully 4 employed N/A stay f stay (days): 95 four - seven 4 five - 1 six length of stay 1,1	100 718 100 44 166 88 24 44 33 44 88 11
social welfa Marketing/ Storage/marketing/ Storage/	are/training sales/advertising/PR sterial management/logistics/ ce/repairs design gainfully employed mpany/organisation: employees: 35 500 999 10 1 000 9 999 18 10 000 and more 5 Student 6 Other not gainfully 4 employed N/A stay f stay (days): 95 four - seven 4 five - 1 six - length of stay 1,1 visitors on the event's days:	100 77 188 100 44 166 88 22 44 33 44 88 11
social welf. Marketing/ Storage/ms Storage/m	are/training sales/advertising/PR sterial management/logistics/ ce/repairs design gainfully employed mpany/organisation: employees: 35 500 - 999 10 10 1000 - 9999 18 10 000 and more 5 Student 6 Other not gainfully 4 employed N/A stay f stay (days): 95 four - seven 4 five - 1 six length of stay 1,1	10 7 18 10 4 16

Additional data private visitors

Sex Male Female	% 50 50
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 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 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 4 9 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 no maybe	50 15 35
Follow-up business Intend to buy at later date	%
ntend to buy at later date yes no maybe	19 21 60

Conducted by: TNS Infratest, München

LASER World of PHOTONICS --- München

Basic data trade visitors

Total condensation of the	25 265
Total number of visitors	25 365
Proportion of trade visitors	98%
Region of residence	%
up to 50 km more than 50 km up to 100 km	9
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	13
over 300 km	75
Total Germany	49
Baden- North Rhine- Württemberg 18 Westphalia	12
Bavaria 31 Rhineland- Berlin 4 Palatinate	4
Brandenburg 1 Saarland	1
Bremen - Saxony Hamburg 1 Saxonv-Anhalt	3
Hamburg 1 Saxony-Anhalt Hesse 4 Schleswig-	_
Mecklenburg- Holstein	1 10
West Pommerania 1 Thuringia Lower Saxony 10	10
Total Foreign	51
of which EU	59
Rest of Europe South-, East-, Central Asia	14 12
Other	15
The five countries with the highest	%
visitor shares Switzerland	13
Austria Great Britain	11 9
France	8
USA	6
Position in the company/organization	% 6
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	_
head of an authority etc. Senior department head, other employed	8
with managerial responsibility	7
Department head, group head Project manager with managerial	12
responsibility Other salaried staff/public service	10 6
Skilled worker	5
Lecturer, teacher, scientific assistant Trainee	21
Other position Student	4 19
Other not gainfully employed	1
Frequency of visits to trade fair	%
2007 2005	41 17
2003	11
Earlier events First visit	15 49
THE VISIT	+3

Additional data trade visitors

Additional data trade visitors	
Economic sector Trade Skilled trades Service Non-university research institute University/college/polytechnic Public authority/administration Other Student Other not gainfully employed	% 2 2 5 9 18 1 1 19
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 18 34 23 5 19
Area of responsibility Business, company, factory management, commercial Business, company, factory management, technical Basic research Application-related R & D Management F+E Design Design/construction Planning/work preparation Manufacture/production Production, quality control Buying/procurement Friance/accounting, controlling Information, communication technology (EDF Marketing/sales/advertising/PR Training/further training, study Maintenance/repairs Other area Student Other not gainfully employed	% 8 10 16 29 10 8 12 3 8 4 2 7 1 3 19 1
Size of company/organization: Number of employees: 1- 4 6 500 - 999 1- 9 4 1 000 - 999 99 10 000 and more 5- 9 8 Student 50 - 99 8 Student 100-199 9 other not gainfully 200-499 9 employed	% 6 12 5 19
Length of stay 1. Length of stay (days): one 47 three 12 two 25 four 16 2. Average length of stay 2,0 c 3. Share of visitors on the event's days: 1st day 44 3rd day 48 2nd day 56 4th day 39	% lays %

Conducted by: TNS Infratest, München

Basic data trade visitors

productronica ---- München

Basic data trade visitors Total number of visitors	20 570
	28 579
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	% 12 6 24 58
Total Germany Baden- Württemberg 22 Westphalia Bavaria 49 Rhineland- Berlin 3 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 1	600 7 1 1 1 3 3 -
Total Foreign of which EU Rest of Europe Other The five countries with the highest visitor shares Italy Austria Switzerland Czech Republic Slovenia	40 69 15 16 % 12 10 8 5
Position in the company/organization Entrepreneur, partner, self-employed Company management, executive direct executive board member, head of authorities Head of central department, division ma ger, authorised signatory Head of department, team/group superv etc. Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	8 ina- 10
Frequency of visits to trade fair 2007 2005 Earlier events First visit	% 41 29 23 47

Additional data trade visitors

Economic sector	%
Manufacture of industrial electronics	12
Manufacture of motor vehicle electronics	8
Manufacture of communication electronics	4
Manufacture of home entertainment	_
electronics Production of medical electronics	-
Production of medical electronics Production of military electronics	-
Semiconductor production	- 5
Printed circuit board production	-
Electrical engineering	- 11
Mechanical and apparatus engineering	5
Measuring, control, automation technology Aerospace industry, vehicle building	- 5
Aerospace industry, vehicle building	6
Chemical industry Other processing industry	4
Trade craft/skilled trades comise	Č
Trade, craft/skilled trades, service	-
Non-university research institute University, college etc.	
Other	111
Student	8
Influence on purchasing/ procurement decisions	%
Decisively	20
Collectively	38
In an advisory capacity	25
No	8
Student	8
Area of responsibility	%
Management	20
Production planning, logistics	15
Work scheduling, production	32
System development/integration	6
Electronic development, design	- 11
Design/construction	3
Quality assurance/control/test	10
Marketing/sales/advertising/PR	11 13
Buying/procurement, consulting Finance/accounting, controlling	13
Research, development	17
Information, communication technology (ED	
Administration/organization/personnel/	
social welfare/training	2
Maintenance/repairs Other area	2
Student	8
Student	_
Size of company/organization:	%
Number of employees: 1- 4 6 200- 499	12
5- 9 5 500- 999	12
10- 49 16 1 000- 9 999	16
50- 99 11 10 000 and more	
100-199 9 Student	8
Length of stay	%
1. Length of stay (days):	- "
one 64 three 8 two 23 four 6	
	4.
	days
3. Share of visitors on the event's days:	9/

3. Share of visitors on the event's days: %
1st day 33 3rd day 50
2nd day 48 4th day 25

Conducted by: TNS Infratest, München



TRANSPORT LOGISTIC (2007) ---- München

Basic data trade visitors

Basic data trade visitors				
Total number of visitors	47 636			
Proportion of trade visitors	99%			
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	20 62			
Total Germany Baden- North Rhine-	70			
Württemberg 15 Westphalia Bavaria 42 Rhineland-	10			
Berlin 3 Palatinate	5			
Brandenburg 1 Saarland Bremen 2 Saxony	1			
Hamburg 3 Saxony-Anhalt Hesse 6 Schleswig-	1			
Mecklenburg- Holstein West Pommerania - Thuringia Lower Saxony 5	2 2			
Total Foreign of which EU	30 78			
Rest of Europe				
Middle East Other	15 2 5			
The three countries with the highest	0/			
visitor shares Austria	% 16			
Switzerland	7			
Italy ————————————————————————————————————	7			
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 11			
head of an authority etc. Senior department head, other employe	12			
with managerial responsibility	11			
Department head, group head	26 19			
Other salaried stuff, public service Skilled worker	4			
Lecturer, teacher, scientific assistant				
Trainee	2 7 2			
Other position Student	6			
Frequency of visits to trade fair	% 32			
2003	23			
2001	14			
Earlier events First visit	6 57			
I II JU VIJIU	31			

Additional data trade visitors

Economic sector	%
Freight forwarding Road transport companies Railways	26 4 4
Public transport companies Private transport company	1
Shipping (shipping companies, ports etc.) Aviation sector (airlines, airports etc.)	1 2 3 3 12 4 5 3 4 2
Other services Vehicle building	12 4
Mechanical engineering Metal production and processing	5 3
Chemicals/plastics industry Electrical engineering, electronics industry	4 2
Other processing industry (incl. building industry)	8 10
Trade Public authority University, polytechnic, research	2 2 2
Other Student	2
-	
Influence on purchasing/ procurement decisions Decisively	% 26
Collectively In an advisory capacity	32 18
No Student	17 6
Area of responsibility	%
Management Research, development, design	24 5 7
Planning, work preparation Manufacture, production	4
Production, quality control Buying, procurement	10 4
Finance, accounting, controlling Information, communication technology (ED	
Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR	6 14
Storage, material management, logistics, transport	31
Maintenance, repairs Other area	2 11
Student	6
Size of company/organisation: Number of employees:	%
1- 4 5 200- 499 5- 9 4 500- 999	10 8
10- 49 21 1 000- 9 999 50- 99 12 10 000 and more	10 11
100-199 11 Student	6
Length of stay 1. Length of stay (days):	%
one 64 three 7 two 24 four 4	
	days
3. Share of visitors on the event's days: 1st day 29 3rd day 50 2nd day 48 4th day 24	

Conducted by: TNS Infratest, München

Altenpflege+ProPflege ---- Nürnberg

Basic data trade visitors

	34 687
Proportion of trade visitors	99%
Region of residence	
up to 50 km	17
more than 50 km up to 100 km	15
more than 100 km up to 300 km over 300 km	48 21
over 500 km	21
Total Germany	98
Baden- North Rhine-	_
Württemberg 17 Westphalia	3
Bavaria 58 Rhineland- Berlin 1 Palatinate	2
	3
Brandenburg 1 Saarland Bremen - Saxony	5
Hamburg - Saxony-Anhalt	1
Hesse 5 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	4
Lower Saxony 2	
Total Favoien	2
Fotal Foreign of which EU	92
Other	82
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, home director etc.	8
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator	7 8 1
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager	7 8 1 2
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service	7 8 1 2 10
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister	7 8 1 2
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister Uther salaried staff, civil servant with	7 8 1 2 10 7
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility	7 8 1 2 10 7
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse/male nurse	7 8 1 2 10 7
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse Assistant geriatric nurse, nurse skilled domestic worker	7 8 1 2 10 7
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister Uther salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse skilled domestic worker Uther salaried staff/bublic service	7 8 1 2 10 7
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Seriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse	7 8 1 2 10 7
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse bkilled domestic worker Other salaried staff/public service Lecturer, teacher, scientific assistant frainee	7 8 1 2 10 7 6 19 5 3 3 2 12
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse skilled domestic worker Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other Doubtion 100 position 100	7 8 10 2 10 7 6 19 5 3 3 2 12 3 3 3
Entrepreneur, partner, self-employed Managing director, board member, home lirector etc. Chief administrator (sitchen manager lead of nursing service Ward sister Uther salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse skilled domestic worker Uther salaried staff/public service eccturer, teacher, scientific assistant frainee Uther position student	7 8 1 2 10 7 6 6 19 5 3 3 2 2 12 3
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse bkilled domestic worker Other salaried staff/public service Lecturer, teacher, scientific assistant frainee	7 8 10 2 10 7 6 19 5 3 3 2 12 3 3 3
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister Other salaried staff, civil servant with manageral responsibility Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse Skilled domestic worker Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	7 8 11 10 7 6 19 5 5 3 3 2 12 3 11 11
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse Skilled domestic worker Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair Hanover 2008	7 8 8 10 10 7 6 19 5 3 3 11 11 1
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister Unter Salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse skilled domestic worker Unter salaried staff/public service Lecturer, teacher, scientific assistant Trainee Unter Dither palaried staff/public service Lecturer, teacher, scientific assistant Trainee Unter Dither position Student Unter Dither position Student Other of gainfully employed Frequency of visits to trade fair Hanover 2008 Nürnberg 2007	7 8 8 10 7 6 19 5 3 3 11 11 1
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse Massistant geriatric nurse, nurse Skilled domestic worker Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair Hanover 2008 Nürnberg 2007 Hanover 2006	7 8 8 10 10 7 6 19 5 3 3 2 2 12 13 11 1 1
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister Uther salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse Skilled domestic worker Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair Hanover 2008 Nürnberg 2007 Hanover 2006 Nürnberg 2005	7 8 1 10 7 6 19 5 3 3 3 11 1 1 1 9 9 3 6 6 7 7 7 8 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator Kitchen manager Head of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse skilled domestic worker Other salaried staff/public service Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair Hanover 2008 Nürnberg 2007 Hanover 2006 Nürnberg 2007 Hanover 2006 Nanover 2005 Hanover 2005	7 7 8 8 8 1 1 2 2 2 5 6 6 6 8 9 9 9 6 6 6 9 6 6 9 6 6 9 6 6 9 6 6 9 6 6 9 6 6 9 6 6 9 6 6 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Entrepreneur, partner, self-employed Managing director, board member, home director etc. Chief administrator (sitchen manager lead of nursing service Ward sister Other salaried staff, civil servant with managerial responsibility Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse Skilled domestic worker Other salaried staff/public service eccturer, teacher, scientific assistant Frainee Other position student Other not gainfully employed Frequency of visits to trade fair lanover 2008 Wirnberg 2007 Hanover 2006 Wirnberg 2005	7 8 8 10 10 7 6 19 5 3 3 2 2 12 13 11 1 1

Additional data trade visitors

Hospital/clinic	% 54 11
Hospital/clinic	5
assisted living Therapeutic facility	5 2 2 1 2 2
Day care/short-term nursing facilities	1
Medical supplies retailer	2
Sponsor Other	11
Student	11
Other not gainfully employed	1
Influence on purchasing/	0/
procurement decisions Decisively	% 14
Collectivély	29
In an advisory capacity No	25 21
Student	11
Other not gainfully employed	1
Area of responsibility	%
Management Research/development/design	17 2 7 1 2 2 2 2 2 2 2 7
Planning/work preparation	7
Manufacture/production	1
Production, quality control Buying/procurement	2
Finance/accounting, controlling	2
Information, communication technology (El Administration/organization/personnel/	OP) 2
social welfare/training	9
Marketing/sales/advertising/PR	3
Storage/material management/logistics/ transport	2
Maintenance/repairs	2
Other area	52 52
Nursing service Kitchen/household	7
Student	11
Other not gainfully employed	1
Size of company/organization:	%
Number of employees: 1- 4 4 500- 999	70
5- 9 5 1 000- 9 999	3
10- 49 26 10 000 and more 50- 99 25 Student	11
100-199 13 other not gainfully	
	1
200-499 7 employed	
200-499 7 employed Length of stay	%
200-499 7 employed	%
200-499 7 employed Length of stay 1. Length of stay (days): one 88 two 9 three	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BioFach

Basic data trade visitors

Total number of visitors	*)
Proportion of trade visitors	92%
Region of residence	%
up to 50 km	13
more than 50 km up to 100 km	6
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	33 48
Total Germany	67
Baden- North Rhine-	_
Württemberg 15 Westphalia Bavaria 52 Rhineland-	6
Berlin 2 Palatinate	3
Berlin 2 Palatinate Brandenburg 2 Saarland Bremen - Saxony	
Bremen - Saxony Hamburg 3 Saxony-Anhalt	3
Hamburg 3 Saxony-Anhalt Hesse 8 Schleswig-	-
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia	2
Lower Saxony 3	
Total Foreign	33
of which EŪ	68
Rest of Europe North America	15 3
South-, East-, Central Asia	6
Other	8
visitor shares France Austria Denmark Netherlands Switzerland	% 11 9 8 7
Position in the company/organization Entrepreneur, partner, self-employed	% 36
Managing director, board member, head of an authority etc.	8
Senior department head, other employee	O
with managerial responsibility	4
Department head, group head	12
Other salaried staff/public service Skilled worker	16 6
Lecturer, teacher, scientific assistant	6 3 3
Trainee	3
Other position Student	4
Other not gainfully employed	1
Frequency of visits to trade fair	%
2008 2007	37
2007 2006	32 27
Earlier events	24
First visit	41

^{*)} individual number of visitors not available, combined with Vivaness (46 771 visitors

---- Nürnberg

Additional data trade visitors

Economic sector	%
Agriculture	19
Skilled trades	2
Manufacturer of foodstuff	13
Manufacturer of beverages	1
Manufacturer of cosmetics	1 2
Manufacturer of nature products	2
Wholesale, import, export	10
Retail trade	23
Large caterer, hotel and restaurant trade	3
Service, institution	7
Non-medical practitioner, doctor,	
homeopath	1
Physiotherapist, masseur	1
Hotel, spa	2
Hotels and restaurants	1
Other	7
Student	6
Other not gainfully employed	1

Influence on purchasing/	
procurement decisions	%
Decisively	40
Collectively	30
In an advisory capacity	14
No	10
Student	6
Other not gainfully employed	1

Area of responsibility	%
Management	38
Research/development/design	6
Planning/work preparation	8
Manufacture/production	11
Production, quality control	6
Buying/procurement	25
Finance/accounting, controlling	7
Information, communication technology	(EDP) 4
Administration/organization/personnel/	
social welfare/training	7
Marketing/sales/advertising/PR	18
Storage/material management/logistics/	
transport	6
Maintenance/repairs	3
Other area	6 3 11
Student	6
Other not gainfully employed	1

Number of	emplove	organization: ees:	%
1- 4	32	500 - 999	3
1- 5	14	1 000 - 9 999	3
10- 49	22	10 000 and more	1
50- 99	7	Student	6
100-199	6	other not gainfully	
200-499	5	employed	1
Laurenth of			0/

Length o	of stay	(1)			%
1. Length one	of stay	(days): three	13		
two	25	four	6		
2. Averag	e lengtl	n of stay		1,7	day
		rs on the e		days:	%
1st day	42	3rd day 4th day	44		
2nd da	y 49	4th day	35		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

e_procure & supply ---- Nürnberg

Basic data trade visitors

Total number of visitors	1 341			
Proportion of trade visitors				
Region of residence	%			
up to 50 km more than 50 km up to 100 km	17 5			
more than 100 km up to 300 km	41			
over 300 km	37			
Total Germany	94			
Baden- North Rhine-	18			
Württemberg 16 Westphalia Bayaria 40 Rhineland-	18			
Berlin 2 Palatinate	5			
Brandenburg 1 Saarland	1			
Bremen - Saxony	2			
Hamburg 2 Saxony-Anhalt Hesse 7 Schleswig-	2			
Hesse 7 Schleswig- Mecklenburg- Holstein	1			
West Pommerania - Thuringia	- 1			
Lower Saxony 2				
Total Foreign	6			
of which EU Other	67 33			
Other	33			
Position in the company/organization Entrepreneur, partner, self-employed	% 6			
Managing director, board member,	·			
head of an authority etc.	2			
Senior department head, other employee				
with managerial responsibility Department head, group head	8 36			
Other salaried staff/public service	31			
Skilled worker	2			
Lecturer, teacher, scientific assistant	-			
Trainee Other position	1			
Student	14			
Frequency of visits to trade fair	%			
2008 2007	25 22			
2007	17			
2005	12			
Earlier events	7			
First visit	52			

Additional data trade visitors

Economic sector Industry Trade Service Public administration Other Student	% 48 13 17 3 5
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 23 40 18 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/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	% 77
Size of company/organization: Number of employees: 1- 4 3 200- 499 5- 9 2 500- 999 10- 49 6 1 000- 9 999 50- 99 5 10 000 and more 100-199 6 Student	% 11 12 23 19
Length of stay 1. Length of stay (days): one 85 two 15	%

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

3. Share of visitors on the event's days: 1st day 57 2nd day 58

2. Average length of stay

ELTEC ---- Nürnberg

Basic data trade visitors

Total number of visitors	11 776
Proportion of trade visitors	98%
Region of residence	%
up to 50 km	27
more than 50 km up to 100 km	23
more than 100 km up to 300 km over 300 km	45 5
Total Germany	99
Baden- North Rhine-	
Württemberg 5 Westphalia	
Bavaria 90 Rhineland-	
Berlin - Palatinate	1
Brandenburg - Saarland	
Bremen - Saxony	2
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	2
Lower Saxony -	
Total Foreign	1
Position in the company/organization	%
Entrepreneur, partner, self-employed	% 29
Entrepreneur, partner, self-employed Managing director, board member,	29
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	29
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	29
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	29
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	29 4 9 2 15
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service	29 4 9 15 14
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	29 4 1 15 14 21
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	29 4 15 14 21 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 Skilled worker Lecturer, teacher, scientific assistant Trainee	29 4 15 14 21 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 Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	29 4 15 14 21 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 Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	29 4 2 15 14 21 2 2 3
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	29 4 15 14 21 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 Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	29 4 15 15 14 21 29 22 33 11
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair Nürnberg 2007	29 4 15 15 14 21 29 9 2 3 1 1
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair Nürnberg 2007 Nürnberg 2007	29 4 5 15 15 14 21 21 29 22 33 11
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair Nürnberg 2007 Nürnberg 2005 Nürnberg 2003	29 4 5 15 15 21 21 22 9 22 3 3 1 4 3 3 5 27
Entrepreneur, partner, self-employed Managing director, board member, head of an authority 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 Nürnberg 2007 Nürnberg 2005 Nürnberg 2003 Munich 2001	29 4 15 15 14 21 29 9 9 43 35 22 22
Entrepreneur, partner, self-employed Managing director, board member, head of an authority 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 Nürnberg 2007 Nürnberg 2005 Nürnberg 2003	29 4 5 15 15 21 21 22 9 22 3 3 1 4 3 3 5 27

Additional data trade visitors

Economic sector	9
Electrical skilled trade	5
Heating, hot water preparation, air-	
conditioning, ventilation	
other skilled trades	
Electrical engineering/electronics	1
industry Other industry	- ':
Electrical wholesale trade	
Electrical retail trade	
Other wholesale and retail trade	
Power supply company	
Engineering, planning office, architects	
Service companies (total)	
Specialist authority, administration	
Training institution	
Other	
Student Other not gainfully employed	
——————————————————————————————————————	
Influence on purchasing/	
procurement decisions	9
Decisively Collectively	3
In an advisory capacity	2
No	1
Student	
Other not gainfully employed	
Area of responsibility	9
Management	3
Research/development/design	- 4
Planning/work preparation	2:
Manufacture/production Production, quality control	2
Buying/procurement	1
Finance/accounting, controlling	
Information, communication technology (EI	P)
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	
Storage/material management/logistics/	
transport	
Maintenance/repairs	2
Other area	
Student Other not gainfully employed	
Size of company/organization:	
Number of employees:	9
1- 4 30 500- 999	
5- 9 14 1 000 - 9 999 10- 49 15 10 000 and more	
50- 99 5 Student	

Length of stay 1.Length of stay (days):				%
200-4	99	7	employed	1
100-1		7	other not gainfully	
50-	99	5	Student	3
10-	49	15	10 000 and more	% 5 9 4
5-	9	14	1 000 - 9 999	9
1-	4	30	500 - 999	5
Numbe	er ot	employ	ees:	%

1. Length of stay (days):
one 95 two 4 three 1
2. Average length of stay 1,1 days
3. Share of visitors on the event's days: %
1st day 30 2nd day 40 3rd day 37

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

embedded world ---- Nürnberg

Basic data trade visitors

Total number of visitors	15 856
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	% 14 6 45 35
Total Germany Baden- Württemberg 25 Westphalia Bavaria 46 Rhineland- Berlin 2 Palatinate Brandenburg - Saxony Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 2	777 5 3 - 3 1 1 2
Total Foreign of which EU Rest of Europe Other	23 70 22 9
The five countries with the highest visitor shares Austria Switzerland Czech Republic Poland Hungary	% 16 12 9 7
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staft/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	4
Frequency of visits to trade fair 2008 2007 2006 2005 Earlier events	% 38 29 25 20

Additional data trade visitors

Economic sector Industry Wholesale trade Retail trade Import/export Service Public administration Teaching, research Other	% 61 3 1 1 11 18 4
Student Other not gainfully employed	11 1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 22 33 23 11 11
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (E Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 11 64 4 5 3 6 1 DP) 7 2 7
Size of company/organization: Number of employees: 1 - 4 12 500 - 999 5 - 9 9 5 1 000 - 9 999 10 - 49 14 10 000 and more 50 - 99 Student 100-199 8 other not gainfully employed 200-499 8 employed	% 8 14 11 11
Length of stay 1. Length of stay (days): one 79 two 15 three 2. Average length of stay 1,2 3. Share of visitors on the event's days: 1st day 42 2nd day 48 3rd day	% 5 8 days % 7 36

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

European Coatings SHOW ---> Nürnberg

Basic data trade visitors

Basic data trade visitors			
Total number of visitors	19 756		
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	% 3 5 27 65		
Total Germany Baden- Württemberg 26 Westphalia Bavaria 27 Rhineland- Berlin 1 Palatinate Brandenburg 5 Saxony Hamburg 2 Saxony-Anhalt Hesse 9 Schleswig- Mecklenburg- West Pommerania Lower Saxony 6	53 14 9 - 2 2 2		
Total Foreign of which EU Rest of Europe Africa South and Central America Middle East South-, East-, Central Asia Other	47 60 13 5 5 10 3		
The five countries with the highest visitor shares Austria Great Britain Netherlands Italy Switzerland	% 8 8 6 6 5		
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other 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	13		
Frequency of visits to trade fair 2007 2005 2003 2001 2001 Earlier events First visit	% 48 38 26 21 14 39		

Additional data trade visitors

Economic sector Industrial producer Wholesale, import, export Commercial agent Service Organisation/association/society Public authority/administration Other Student Other not gainfully employed	% 69 12 4 5 1 1 3 4
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 31 34 21 9 4
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDI Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 23 43 4 13 9 12 3 2 19 2 2 3 4 1
Size of company/organization: Number of employees: 1- 4 8 500- 999 5- 9 5 1 000- 9999 10- 49 23 10 000 and more 50- 99 11 Student 100-199 10 other not gainfully 200-499 12 employed	% 6 11 9 4
Length of stay 1. Length of stay 2. Average length of stay 3. Share of visitors on the event's days: 1st day 56 2nd day 63 3rd day	% 18 days % 44

FachPack + PrintPack +

Basic data trade visitors

Total number of visitors	33 846
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	10
more than 50 km up to 100 km more than 100 km up to 300 km	8 42
over 300 km	42
Total Germany	85
Baden- North Rhine- Württemberg 20 Westphalia	12
Bavaria 37 Rhineland-	4
Berlin 1 Palatinate Brandenburg 1 Saarland	1
Bremen 1 Saxony	5
Hamburg 1 Saxony-Anhal Hesse 8 Schleswig-	t 1
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 4	4
Total Foreign	15
of which EU	71
Rest of Europe	23
Other	
The three countries with the highes visitor shares Austria	6
The three countries with the highes visitor shares Austria Switzerland Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ	t % 25 17 9 15 15 5 ee
The three countries with the highes visitor shares Austria Switzerland Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head	t % 25 177 5 177 178 179 179 179 179 179 179 179 179 179 179
The three countries with the highes visitor shares Austria Switzerland Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	t
The three countries with the highes visitor shares Austria Switzerland Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	t
The three countries with the highes visitor shares Austria Switzerland Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	t
The three countries with the highes visitor shares Austria Switzerland Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman	t
The three countries with the highes visitor shares Austria Switzerland Netherlands Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	t % 25 17 9 19 19 19 19 19 19 19 19 19 19 19 19 1

LogIntern ---- Nürnberg

Additional data trade visitors

Economic sector Industry	% 63
Skilled trades	20
Retail trade	2
Wholesale trade	10
	10
Mail order	3
Advertising business Other services	1
	8
Other	4
Student	4
Other not gainfully employed	1

Influence on purchasing/ procurement decisions Decisively Collectively	% 25 38
In an advisory capacity	20
No	12
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	21
Research/development/design	21 14 7
Planning/work preparation	7
Manufacture/production	13
Production, quality control	13 4 17
Buying/procurement	17
Finance/accounting, controlling	(EDP) 2
Information, communication technology	(EDP) 2
Administration/organization/personnel/	,
social welfare/training	3
Marketing/sales/advertising/PR	21
Storage/material management/logistics/	
transport	16
Maintenance/repairs	16 3 3 4 1
Other area	3
Student	4
Other not gainfully employed	1

Size of con	npany/c	organization:	
Number of	employe	ees:	%
1- 4	'8 ´	500 - 999	9
5- 9	6	1 000 - 9 999	10
10- 49	14	10 000 and more	8
50- 99	10	Student	4
100-199	16	other not gainfully	
200-499	15	employed	1
Length of	stav		%

Length o		(days):			9
one	84	two	15	three	
2. Average	e lengt	h of stay		1,2	day
		ors on the			9
1st day	39	2nd da	v 41	3rd day	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HOGA (2007) --- Nürnberg

Basic data trade visitors

Total number of visitors	33 741
Proportion of trade visitors	93%
Region of residence	%
up to 50 km	43
more than 50 km up to 100 km	24
more than 100 km up to 300 km over 300 km	27
over 300 km	6
Total Germany	99
Baden- North Rhine-	
Württemberg 3 Westphalia	-
Bavaria 88 Rhineland-	
Berlin - Palatinate	-
Brandenburg - Saarland	3
Bremen - Saxony	3
Hamburg - Saxony-Anhalt Hesse 2 Schleswig-	-
Hesse 2 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	2
Lower Saxony -	2
Total Foreign	1
Position in the company/organisation	%
Entrepreneur, partner, self-employed	37
Managing director, board member,	
head of an authority etc.	4
Senior department head, other employe	
with managerial responsibility	1
Department head, group head Other salaried stuff, public service	9
Skilled worker	13
Lecturer, teacher, scientific assistant	2
Trainee	18
Other position	10
Student	4
Other not gainfully employed	3
Frequency of visits to trade fair	%
2005	45
2003	38
2001	31
Earlier events	25
First visit	43

Additional data trade visitors

Economic sector Public house, tavern Hotel Restaurant Canteen, large-scale kitchen Cafe Boarding house Food trade Other Student Other not gainfully employed	% 27 25 22 9 7 5 6 4 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 44 22 9 18 4
Area of responsibility Management Research, development, design Planning, work preparation Manufacture, production Production, quality control Buying, procurement Finance, accounting, controlling Information, communication technology (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	% 41 5 13 1 3 P) - 2 3 4 3
Size of company/organisation: Number of employees: 1 - 4 23 500 - 999 5 - 9 20 1 000 - 9 999 10 - 49 30 10 000 and more 50 - 99 9 Student 100 - 199 5 Other not gainfully 200 - 499 2 employed Length of stay 1. Length of stay (days):	% 1 2 1 4 3
one 91 three 1 two 8 four 1	

Conducted by: Messe- und Congressberatung, Hamburg

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

1,1 days

First visit

2. Average length of stay

mailingtage ---- Nürnberg

Basic data trade visitors

Total number of visitors	8 150
Proportion of trade visitors	99%
Region of residence	%
up to 50 km more than 50 km up to 100 km	17 5
more than 100 km up to 300 km over 300 km	45
over 300 km	33
Total Germany	91
Baden- North Rhine- Württemberg 17 Westphalia	10
Württemberg 17 Westphalia Bavaria 47 Rhineland-	10
Berlin 2 Palatinate	2
Brandenburg 1 Saarland	1
Bremen - Saxony	3
Hamburg 4 Saxony-Anhalt Hesse 8 Schleswig-	-
Mecklenburg- Holstein	2
West Pommerania 1 Thuringia	-
Lower Saxony 4	
Total Foreign	9
of which EU	76
Other	24
The country with the highest visitor	
share	%
Austria	30
Position in the company/organization	%
Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	9
Senior department head, other employee	9
with managerial responsibility	7
Department head, group head	24
Other salaried staff/public service Skilled worker	33 2
Lecturer, teacher, scientific assistant	-
Trainee	3
Other position	1
Student	1
Other not gainfully employed	1
Frequency of visits to trade fair	%
2008	34
2007	
2006	26
2006 2005	
	26

Additional data trade visitors

Economic sector Industry Trade	
Media, press, publishing Service	4
Public administration	
Teaching, research Other	
Student Other not gainfully employed	
Influence on purchasing/ procurement decisions	
Decisively Collectively	4
In an advisory capacity No	2
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 (EDI	9)
Administration/organization/personnel/ social welfare/training	
Marketing/sales/advertising/PR Storage/material management/logistics/	6
transport Maintenance/repairs	
Other area Student	
Other not gainfully employed	
Size of company/organization: Number of employees:	
1- 4 12 500- 999 5- 9 10 1 000- 9 999	
10- 49 24 10 000 and more	
50- 99 8 Student 100-199 10 other not gainfully	
200-499 9 employed	
Length of stay 1. Length of stay (days):	
Length of stay 1. Length of stay (days): one 79 two 21 2. Average length of stay 1,2 (

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SENSOR+TEST ---- Nürnberg

Basic data trade visitors

Region of residence up to 50 km more than 50 km up to 100 km over 300 km Total Germany Baden- Württemberg 19 Westphalia Bavaria 41 Rhineland- Berlin 2 Palatinate 3 Brandenburg 2 Saarland - Saxony 7 Hamburg 1 Saxony-Anhalt 1 Hesse 8 Schleswig- Mecklenburg- West Pommerania - Thuringia 4 Lower Saxony 3 Total Foreign of which, East-, Central Asia Other South-, East-, Central Asia Other The three countries with the highest visitor shares Italy 20 Position in the company/organization Entrepreneur, partner, self-employed 11 Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 11 Other solating signal in the company/organization 22 Skilled worker 55 Lecturer, teacher, scientific assistant 17 Trainee - Other position 22 Student 20 Other not gainfully employed 11 Frequency of visits to trade fair 2008 27 2007 24 2006 18 Earlier events 13 Earlier events 15 Earlier visit 15	Total number of visitors	7 016
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 19 Westphalia Bavaria 41 Rhineland- Berlin 2 Palatinate 3 Brandenburg 2 Saarland 3 Bremen - Saxony 4 Hesse 8 Schleswig- Mecklenburg- West Pommerania - Thuringia 4 Lower Saxony 3 Total Foreign of which EU 68 Rest of Europe 7 South-, East-, Central Asia 7 South-, East-, Central Asia 7 The three countries with the highest visitor shares 1 Italy Switzerland 2 Switzerland 2 Czech Republic 9 Position in the company/organization 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 0 Other salaried staff/public service 23 Skilled worker 5 Lecturer, teacher, scientific assistant 1 Trainee 0 Other position 2 Trequency of visits to trade fair 2008 27 2006 2006 18 2005 13 Earlier events 13	Proportion of trade visitors	99%
more than 100 km up to 300 km over 300 km Total Germany Baden- Württemberg 19 Westphalia Bavaria 41 Rhineland- Berlin 2 Palatinate 3 Brandenburg 2 Saarland - Bremen - Saxony 7 Hamburg 11 Saxony-Anhalt 1 Hesse 8 Schleswig- Mecklenburg- West Pommerania - Thuringia 4 Lower Saxony 3 Total Foreign of which EU 68 Rest of Europe 13 South-, East-, Central Asia Other 7 The three countries with the highest visitor shares italy 20 Swrtzerland 10 Czech Republic 9 Position in the company/organization Entrepreneur, partner, self-employed 11 Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 18 Other salaried staff/public service Stilled worker Lecturer, teacher, scientific assistant 17 Trainee 0 Other not gainfully employed 1 Frequency of visits to trade fair 2008 27 2006 18 2005 13 Earlier events 13	up to 50 km	10
Baden- North Rhine- Württemberg 19 Westphalia 7 Bavaria 41 Rhineland- Berlin 2 Palatinate 3 Brandenburg 2 Saarland - Saxony 7 Hamburg 1 Saxony- Anhalt 1 Hesse 8 Schleswig- Holstein - Thuringia 4 Lower Saxony 3 Total Foreign of which EU 68 Rest of Europe South-, East-, Central Asia Other 7 The three countries with the highest visitor shares to south-, East-, Central Asia Other 9 The three countries with the highest visitor shares 10 Czech Republic 9 The three countries with the highest visitor shares 10 Czech Republic 9 The three countries with the highest visitor shares 10 Czech Republic 9 The three countries with the highest visitor shares 10 Czech Republic 9 The three countries with the highest visitor shares 10 Czech Republic 9 The three countries with the highest visitor shares 10 Czech Republic 9 The three countries with the highest visitor shares 10 Czech Republic 9 The three countries with the highest visitor shares 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The three countries with the highest 10 Czech Republic 9 The th	more than 100 km up to 300 km	40
Württemberg 19 Westphalia 7 Bavaria 41 Rhineland- Berlin 2 Palatinate 3 Brandenburg 2 Saarland - Bremen - Saxony 7 Hamburg 1 Saxony-Anhalt 1 Hesse 8 Schleswig- West Pommerania - Thuringia 4 Lower Saxony 3 Total Foreign 5 Of which EU 68 Rest of Europe 13 South-, East-, Central Asia 0 Ther 7 The three countries with the highest visitor shares 11 Italy 5 Witzerland 2 Czech Republic 9 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 0 Other salaried staff/public service Skilled worker 2 Lecturer, teacher, scientific assistant 10 Trainee - Cother position 2 Other position 2 Student 0 Other not gainfully employed 1 Frequency of visits to trade fair 2008 27 2006 28 2005 13 Earlier events 13		79
Brandenburg 2 Saarland - Bremen - Saxony 7 Hamburg 1 Saxony-Anhalt 1 Hesse 8 Schleswig- Mecklenburg- Holstein - West Pommerania - Thuringia 4 Lower Saxony 3 Total Foreign of which EU 68 Rest of Europe 13 South-, East-, Central Asia Other 7 The three countries with the highest visitor shares 12 Italy 20 Switzerland 10 Czech Republic 9 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 18 Other salaried staff/public service 23 Skilled worker 25 Lecturer, teacher, scientific assistant 10 Trainee - Cother position 22 Student 0ther position 22 Student 2008 27 2006 18 2005 13 Earlier events 13	Württemberg 19 Westphalia Bavaria 41 Rhineland-	-
Bremen - Saxony 7 Hamburg 1 Saxony-Anhalt 1 Hesse 8 Schleswig- Mecklenburg- Holstein - West Pommerania - Thuringia 4 Lower Saxony 3 Total Foreign of which EU 68 Rest of Europe 13 South-, East-, Central Asia Other 7 The three countries with the highest visitor shares 14 Italy 20 Switzerland 10 Czech Republic 9 Position in the company/organization Entrepreneur, partner, self-employed 11 Managing director, board member, head of an authority etc. 5 Senior department head, other employee with managerial responsibility Department head, group head 18 Other salaried staff/public service 23 Skilled worker 15 Lecturer, teacher, scientific assistant 17 Trainee 0 Other position 2 Student 20 Other not gainfully employed 1 Frequency of visits to trade fair 2008 27 2006 18 2005 13 Earlier events 13	Berlin 2 Palatinate Brandenburg 2 Saarland	3
Hesse 8 Schleswig- Mecklenburg- Holstein - Thuringia 4 West Pommerania - Thuringia 4 Total Foreign of which EU 68 Rest of Europe 13 South-, East-, Central Asia Other 7 The three countries with the highest visitor shares 14 Isaly 20 Switzerland 20 Czech Republic 9 Position in the company/organization Entrepreneur, partner, self-employed 11 Managing director, board member, head of an authority etc. 55 Senior department head, other employee with managerial responsibility 55 Department head, group head 18 Other salaried staff/public service 23 Skilled worker 15 Lecturer, teacher, scientific assistant 10 Trainee 0 Other position 2 Student 20 Other not gainfully employed 1 Frequency of visits to trade fair 2008 27 2006 18 2005 13 Earlier events 13	Bremen - Saxony	
West Pommerania - Thuringia 4 Lower Saxony 3 3 Total Foreign 68 68 68 68 68 68 Rest of Europe 13 3 68 68 Rest of Europe 13 68 68 68 68 Rest of Europe 13 68 68 68 Rest of Europe 13 68 68 68 Rest of Europe 13 68 68 Rest of Europe 13 68 68 Rotation in the companylorganization 10 Rotation in the companylorganization 10 68 Rotation in the companylorganization 10 Rotation in the companylorganization 11 Rotation in the companylorganization 12 Rotation in the safety 12 Rotation in the safety 12 Rotation in the companylorganization 12 Rotation in the companylorganization 12 Rotation in the safety 13 Rotation in t	Hesse 8 Schleswig-	1
of which EU Rest of Europe 13 South-, East-, Central Asia Other 7 The three countries with the highest visitor shares 14 Switzerland 10 Czech Republic 9 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. 5 Senior department head, other employee with managerial responsibility 5 Department head, group head 18 Other salaried staff/public service 23 Skilled worker 5 Lecturer, teacher, scientific assistant 10 Trainee 5 Uther position 2 Student 20 Other not gainfully employed 1 Frequency of visits to trade fair 2008 27 2007 24 2006 18 2005 13 Earlier events 13	West Pommerania - Thuringia	4
Rest of Europe South-, East-, Central Asia Other The three countries with the highest visitor shares Italy Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed 1 Frequency of visits to trade fair 2008 27 2007 24 2006 18 2005 13 Earlier events		
Other 7 The three countries with the highest visitor shares % 20 Switzerland 10 Czech Republic 9 Position in the company/organization 9 6 Czech Republic 9 11 Managing director, board member, head of an authority etc. 5 Senior department head, other employee with managerial responsibility 5 Department head, group head 18 Other salaried staff/public service 23 Skilled worker 5 Skilled worker 5 Catherina 10 Cat	Rest of Europe	13
visitor shares Italy 20 Switzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Jother position Trainee Student Other not gainfully employed 1 Frequency of visits to trade fair 2008 27 2007 24 2006 2006 18 2005 13 Earlier events		
Swífzerland Czech Republic Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Stilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed 1 Frequency of visits to trade fair 2008 27 2007 24 2006 18 2005 13 Earlier events	visitor shares	
Entrepreneur, 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 Other salaried staff/public service 23 Skilled worker 5 Lecturer, teacher, scientific assistant Trainee Other position 2 Student 20 Other not gainfully employed 1 Frequency of visits to trade fair 2008 27 2007 24 2006 18 2005 13 Earlier events 13	Switzerland	
Managing director, board member, head of an authority 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 2008 27 2007 24 2006 18 2005 13 Earlier events	Entrepreneur, partner, self-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 2008 27007 2006 18 2005 13 Earlier events 13	Managing director, board member,	5
Department head, group head 18	Senior department head, other employee	5
Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Trequency of visits to trade fair 2008 27008 27007 2006 18 2005 13 Earlier events 13	Department head, group head	18
Trainee	Skilled worker	5
Other position 2 Student 20 Other not gainfully employed 1 Frequency of visits to trade fair % 2008 27 2007 24 2006 18 2005 13 Earlier events 13		10
Other not gainfully employed 1 Frequency of visits to trade fair % 2008 27 2007 24 2006 18 2005 13 Earlier events 13	Other position	
2008 27 2007 24 2006 18 2005 13 Earlier events 13		
2007 24 2006 18 2005 13 Earlier events 13	Frequency of visits to trade fair	
2005 13 Earlier events 13	2007	24
Earlier events 13		13
	Earlier events First visit	13 51

Additional data trade visitors

Indust		%
	omic sector cry	50
	esale trade	
Retail Service		
	ing, research	15
Other		7
Stude		20
Otner	not gainfully employed	
Influe	nce on purchasing/ rement decisions	
		9/
Decisi Collec		3!
	advisory capacity	1
No		2
Stude Other	nt not gainfully employed	20
	James Comprojes	
	of responsibility	9/
	gement rch/development/design	14 40
Plann	ng/work preparation	
Manu	facture/production	
	ction, quality control	
	g/procurement ce/accounting, controlling	
Inforn	nation, communication technolog	
		,, (,
Admir	nistration/organization/personnel	/
Admir social	nistration/organization/personnel welfare/training	, (== ·) : !
Admir social Marke	nistration/organization/personnel	1: s/
Admir social Marke Storag transp	nistration/organization/personnel welfare/training sting/sales/advertising/PR ge/material management/logistic ort	1: s/
Admir social Marke Storag transp Maint	nistration/organization/personnel welfare/training string/sales/advertising/PR ge/material management/logistic ort enance/repairs	1: s/
Admir social Marke Storag transp	nistration/organization/personnel welfare/training iting/sales/advertising/PR ge/material management/logistic iort enance/repairs area	1: s/
Admir social Marke Storag transp Maint Other Stude	nistration/organization/personnel welfare/training iting/sales/advertising/PR ge/material management/logistic iort enance/repairs area	1: s/
Admir social Marke Storag transp Maint Other Stude Other	nistration/organization/personnel. welfare/training tting/sales/advertising/PR ge/material management/logistic iorganize/repairs area not gainfully employed	1: s/
Admir social Marke Storag transp Maint Other Stude Other	nistration/organization/personnel/ welfare/training/ iting/sales/advertising/PR je/material management/logistic ort enance/repairs area nt not gainfully employed	1. s/
Admir social Marke Storag transp Maint Other Stude Other Size (Numb	nistration/organization/personnel. welfare/training ting/sales/advertising/PR pe/material management/logistic orance/repairs area int not gainfully employed of company/organization: er of employees: 4 6 500-55	1. s/ 2.
Admir social Marke Storag transp Maint Other Stude Other Size o Numb	nistration/organization/personnel welfare/training tring/sales/advertising/PR pe/material management/logistic ort enance/repairs area nt not gainfully employed of company/organization: er of employees: 4 6 500- 9 9 5 1 000- 9 9	20 999 999 1
Admir social Marke Storag transp Maint Other Stude Other Size (Numb 1- 5- 10-	nistration/organization/personnel. welfare/training ting/sales/advertising/PR pe/material management/logistic ort enance/repairs area nt not gainfully employed of company/organization: er of employees: 4 6 500- 9 9 5 1 000- 9 49 16 10 000 and m	1. ss/ 2. 2. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3.
Admirsocial Marke Storag transp Maint Other Stude Other Size (Numb 1- 5- 10- 50- 100-	istration/organization/personnel welfare/training ting/sales/advertising/PR pe/material management/logistic ort enance/repairs area to to gainfully employed of company/organization: er of employees: 4 6 500- 9 5 1 000- 9 9 5 1 000- 9 9 6 10 000 and m 99 8 Stud 199 8 other not gainf	1. s/ 21 2999 9999 1 2000 1000 1000 1000 1000
Admir social Marke Storag transp Maint Other Stude Other Size (Numb 1- 5- 10- 50-	istration/organization/personnel welfare/training ting/sales/advertising/PR pe/material management/logistic ort enance/repairs area to to gainfully employed of company/organization: er of employees: 4 6 500- 9 5 1 000- 9 9 5 1 000- 9 9 6 10 000 and m 99 8 Stud 199 8 other not gainf	20 20 20 20 20 20 20 20 20 20 20 20 20 2
Admirsocial Marke Storag transp Maint Other Stude Other Size (Numb 1- 5- 10- 200-	istration/organization/personnel welfare/training ting/sales/advertising/PR permaterial management/logistic for tenance/repairs area nt not gainfully employed of company/organization: er of employees: 4 6 500- 9 9 5 1 000- 9 9 5 1 000- 9 9 5 1 000- 9 9 5 1 000- 9 9 5 1 000- 9 9 5 1 000- 9 9 5 1 000- 9 9 5 1 000- 9 9 5 1 000- 9 9 5 1 000- 9 9 5 1 000- 9 9 5 1 000- 9 9 6 5 1 000- 9 9 9 6 5 1 000- 9 9 9 6 5 1 000- 9 9 9 6 5 1 000- 9 9 9 6 6 10 000 and m 9 9 8 6 5 1 000- 9 9 9 8 9 6 1 000- 9 19 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	20 20 20 20 20 20 20 20 20 20 20 20 20 2
Admirisocial Markes Storage Maint Other Stude Other Numb 1- 50- 100- 200- Lengt 1. Len	istration/organization/personnel welfare/training ting/sales/advertising/PR pe/material management/logistic for tenance/repairs area to to gainfully employed of company/organization: er of employees: 4 6 500- 9 5 1 000- 9 9 5 1 000- 9 9 5 1 000- 9 9 9 9 9 9 5 1000 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	11:s/ 20:299999999999999999999999999999999999
Admirisocial Markes Storag transp Maint Other Stude Other Size & Numb 1-5-10-100-100-100-100-100-100-100-100-1	istration/organization/personnel welfare/training titing/sales/advertising/PR permaterial management/logistic for the mance/repairs area the not gainfully employed solution to gainfully	20 20 20 20 20 20 20 20 20 20 20 20 20 2
Admirisocial Markes Storag Storag Storag Storag Other Stude Other Size of Numb 1-5-50-50-100-200-011. Lengt 1. Lengt 2. Ave	istration/organization/personnel welfare/training ting/sales/advertising/PR pe/material management/logistic for tenance/repairs area to to gainfully employed of company/organization: er of employees: 4 6 500- 9 5 1 000- 9 9 5 1 000- 9 9 5 1 000- 9 9 9 9 9 9 5 1000 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	20 20 3999 3999 11 3000 3999 11 3000 4000 4000 4000 4000 4000 4000 4

GmbH, Dortmund

Spielwarenmesse ---- Nürnberg

Rasic data trade visitors

Total number of visitors	75 409
Proportion of trade visitors	81%
Region of residence	%
up to 50 km	15 6
more than 50 km up to 100 km	27
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	52
Total Germany	64
Baden- North Rhine- Württemberg 15 Westphalia Bavaria 51 Rhineland-	9
Berlin 2 Palatinate	3
Brandenburg 1 Saarland	1
Bremen 1 Saxony	4
Hamburg 1 Saxony-Anhalt Hesse 6 Schleswig-	2
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 2	2
Total Foreign of which EU	36 68
Rest of Europe	11
North America	5
Middle East South-, East-, Central Asia	3 8
Other	5
The five countries with the highest visitor shares Great Britain Netherlands Belgium Austria Italy	% 7 7 7 6 6
Position in the company/organization Entrepreneur, partner, self-employed	n % 46
Managing director, board member,	40
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	10 13
Skilled worker	3
Lecturer, teacher, scientific assistant Trainee	13 3 2 2 4 4 3
Other position	4
Student	4
Other not gainfully employed	3
	%
Frequency of visits to trade fair	42
2008	27
	37 33
2008 2007	37 33 28 26

Additional data trade visitors

Economic				
	SACTOR			%
	foreign trad	P		16
	e/specialist i			41
	nt stores, ma			3
Skilled tra		ili oraci		5
	rofessions, i	nstitutions		10
	dio, televisio		rs)	
Industry	alo, televisio	ii, publisiic	13)	3 7
	oublic service	25		3
	es, specialist			1
Discounte		. 5.0.05		i
Other				4
Student				4
Other not	gainfully em	ployed		3
Influence	on purchas ent decisior	ing/		
	ent decisior	15		%
Decisively				46
Collectivel				25
	sory capacity	y		13
No				9
Student		المستمالة		4
Other not	gainfully em	ployed		3
Area of r	esponsibility	/		%
Managem				44
Research/	levelopment.			6
	iork propara	tion		8
Planning/\				
Planning/\ Manufactu	re/productio	n		6
Planning/\ Manufactu Production	re/productio , quality cor	n		3
Planning/\ Manufactu Production Buying/pro	re/productio , quality cor curement	n ntrol		3 32
Planning/\ Manufacto Production Buying/pro Finance/ac	re/production, quality cor curement counting, co	n ntrol ntrolling	(FD	3 32 8
Planning/v Manufactu Production Buying/pro Finance/ad Informatio	re/production, quality construction, quality construction, counting, confirmation, communication, communication	n ntrol introlling cation tech	nology (ED	3 32 8
Planning/N Manufactu Production Buying/pro Finance/ad Informatio Administra	re/production, quality conscurement counting, confing, confing, confing, confiction/organiz	n ntrol introlling cation tech	nology (ED	32 8 P) 4
Planning/N Manufactu Production Buying/pro Finance/ad Informatio Administra social wel	re/production, quality conscurement counting, confliction, communication/organizare/training	n ntrol ntrolling cation tech ation/perso	nology (ED innel/	32 8 P) 4
Planning/N Manufactu Productior Buying/pro Finance/ad Informatio Administra social wel Marketing	re/production, quality construction, quality construction, counting, construction, communication/organizare/training/sales/adverting/	n ntrol ntrolling cation tech ation/perso ising/PR	nnel/	32 8 P) 4
Planning/Manufactu Production Buying/pro Finance/ad Informatio Administra social wel Marketing Storage/m	re/production, quality conscurement counting, confliction, communication/organizare/training	n ntrol ntrolling cation tech ation/perso ising/PR	nnel/	3 32 8 P) 4 6 30
Planning/N Manufactu Productior Buying/profinance/ac Informatio Administra social wel Marketing Storage/m transport	re/production, quality concurement counting, con, communication, communication/organizare/training/sales/advertaterial mana	n ntrol ntrolling cation tech ation/perso ising/PR	nnel/	3 32 8 P) 4 6 30
Planning/N Manufactu Productior Buying/profinance/ac Informatio Administra social wel Marketing Storage/m transport Maintenar	re/production, quality concurement counting, con, communication, communication/organizare/training/sales/advertaterial mana	n ntrol ntrolling cation tech ation/perso ising/PR	nnel/	3 32 8 P) 4 6 30 7
Planning/N Manufactu Production Buying/pro Finance/ad Informatio Administra social wel Marketing Storage/m transport Maintenar Sales	re/productio , quality cor curement counting, co n, communic tion/organiz are/training /sales/advert aterial mana ce/repairs	n ntrol ntrolling cation tech ation/perso ising/PR	nnel/	3 32 8 P) 4 6 30 7 4 30
Planning/N Manufactu Production Buying/pro Finance/ad Informatio Administra social wel Marketing Storage/m transport Maintenar Sales Other area	re/productio , quality cor curement counting, co n, communic tion/organiz are/training /sales/advert aterial mana ce/repairs	n ntrol ntrolling cation tech ation/perso ising/PR	nnel/	3 32 8 P) 4 6 30 7 4 30 6
Planning/N Manufactu Production Buying/profinance/ac Information Administras Social wel Marketing Storage/m transport Maintenar Sales Other area Student	re/productio , quality cor , curement counting, co n, communic , communic , tion/organiz are/training sales/advert aterial mana , ce/repairs	n Introlling Introlling Sation tech ation/perso Ising/PR Igement/log	nnel/	3 32 8 P) 4 6 30 7 4 30 6 4
Planning/N Manufactu Production Buying/profinance/ac Information Administras Social wel Marketing Storage/m transport Maintenar Sales Other area Student	re/productio , quality cor curement counting, co n, communic tion/organiz are/training /sales/advert aterial mana ce/repairs	n Introlling Introlling Sation tech ation/perso Ising/PR Igement/log	nnel/	3 32 8 P) 4 6 30 7 4 30 6
Planning/N Manufactt Production Buying/pro Finance/ac Informatio Administrasocial wel Marketing Storage/m transport Maintenar Sales Other area Student Other not	re/production, quality conscriptions and conting, concommunic are/training/sales/advertaterial manasce/repairs gainfully em mpany/orga reproduction repro	ntrolling cation tech ation/perso ising/PR ggement/log	nnel/	3 32 8 P) 4 6 30 7 4 30 6 4 3
Planning/N Manufactt Production Buying/pro Finance/ac Informatio Administra- social wel Marketing Storage/m transport Maintenar Sales Other area Student Other not	ire/production, quality corricurement counting, con, communication/organizare/training (sales/advertaterial manacce/repairs) gainfully em impany/orgate employees:	nntrolling cation tech ation/perso ising/PR gement/log ployed	gistics/	33 322 8 8 P) 4 6 30 7 4 30 6 4 33 8 8
Planning/Manufactt Production Buying/pro Finance/ac Informatics Administra social wel Marketing Storage/m transport Maintenar Sales Other are: Student Other not	re/production, quality corrections of the country o	nntrolling cation tech ation/perso ising/PR gement/log ployed anization:	gistics/	33 322 88 P) 4 630 7 44 30 64 43 3
Planning/Manufactt Production Buying/pre Finance/ac Informatio Administra social wel Marketing Storage/m transport Maintenar Sales Other not Size of cc Number o 1- 4 5- 9	re/productio , quality cor currement counting, co n, communia tion/organiz are/training 'sales/advert aterial mana cce/repairs gainfully em mpany/org f employees: 43 14	nntrolling cation techation/perso ising/PR ggement/log	gistics/ 999 9 999	33 322 88 P) 4 630 7 44 30 64 43 3
Planning/N Manufactt Production Buying/pre Finance/ac Informatic Administra social wel Marketing Storage/m transport Maintenar Sales Other area Student Other not Size of cc Number o 1- 4 10- 49 10- 49	re/production, quality corrections, quality corrections, quality corrections, quality corrections, quality communication/organizare/training (sales/advertaterial manacce/repairs) quality empany/orgate employees: 43 14 15	nntrolling cation tech ation/perso ising/PR gement/log ployed anization:	999 9 999 9 d more	3328 8 P) 4 6 30 7 4 30 6 4 3 3 5 3
Planning/Manufactt Production Buying/pre Finance/acl Administr social well Marketing Storage/m transport Maintenar Sales Other are: Student Other not Size of cc Number o 1- 4 5- 9 10- 49 50- 99	re/productio, , quality cor curement counting, co , communi , communi , tion/organiz are/training /sales/advert aterial mana cce/repairs gainfully em mpany/org f employees: 43 14 15 4	n ntrolling tation tech ation/perso ising/PR gement/log ployed anization: 500- 1 000- 10 000 ar	gistics/ 999 9 999 1d more Student	332 88 P) 4 630 74 30 64 33
Planning/Manufactt Production Buying/pre Finance/ac Informatic Administra social wel Marketing Storage/m transport Maintenar Sales Other and Other not Size of cc Number o 1 4 5 9 10 49 50 99 100 199	re/productio , quality cor currement counting, co , communic tion/organiz are/training Sales/advert aterial mana cce/repairs gainfully em mpany/org f employees: 43 14 15 4	nntrolling action tech ation/perso ising/PR gement/log	999 9 999 9 dd more Student Jainfully	32 88 P) 4 630 74 430 64 43 35 53 4
Planning/Manufactt Production Buying/pre Finance/ac/acInformatio Administra social well Marketing Storage/m transport Maintenar Sales Other are: Student Other not Size of cc Number o 1- 4 5- 9 10- 49 50- 99	re/productio, , quality cor curement counting, co , communi , communi , tion/organiz are/training /sales/advert aterial mana cce/repairs gainfully em mpany/org f employees: 43 14 15 4	nntrolling action tech ation/perso ising/PR gement/log	gistics/ 999 9 999 1d more Student	332 88 P) 4 630 74 30 64 33 83 35 33
Planning/Manufactt Production Buying/pre Finance/ac Informatio Administr social wel Marketing Storage/m transport Maintenar Sales Other are: Student Other not Size of cc Number o 1- 4 5- 9 10- 49 50- 99 100- 199 200- 499	re/productio , quality cor currement counting, co , communio, tion/organiz are/training (sales/advert aterial mana ce/repairs gainfully em mpany/orgi f employees: 43 14 15 4 4 3	n ntrolling ration tech ation/perso ising/PR ggement/log ployed anization: 500-1000-10000 arother not ger	999 9 999 9 dd more Student Jainfully	32 88 P) 4 630 74 430 64 43 35 53 4
Planning/Manufactt Production Buying/pre Finance/ac Informatic Administra Social wel Marketing Storage/m transport Maintenar Sales Other not Size of cc Number o 1	re/production, quality corrections of the country o	nntrolling action tech ation/perso ising/PR gement/log ployed anization: 500- 10000 another not ger	999 9 999 9 999 d more Student Jainfully mployed	3 32 8 8 P) 4 6 30 7 4 30 6 4 3 3 5 3 3 4 3
Planning/Manufactt Production Buying/pre Finance/ac/ Informatic Administr- social wel Marketing Storage/m transport Maintenar Sales Other area Student Other not Size of cc Number o 1 4 5 9 10 49 50 99 100-199 200-499 Length one	re/productio , quality cor curement counting, co , communication/organiz aire/training /sales/advert aterial mana ce/repairs gainfully em mpany/orga f employees: 43 14 15 4 4 3 stay f stay (days 52 thri	nntrolling cation tech ation/perso ising/PR gement/log ployed anization: 500- 1 000- 10 000 an other not ger anion tech ation/perso ising/PR gement/log ployed anization:	gistics/ 9999 9999 d more Student gainfully mployed five	33288P) 4 6 30 7 4 4 3 30 6 4 4 3 3 4 4 3 3 6 6 6 6 6 6 6 6 6 6 6
Planning/Manufactt Production Buying/pre Finance/ac Informatic Administra Social wel Marketing Storage/m transport Maintenar Sales Other are Student Other not Size of cc Number o 1	re/production, quality corrections of the country o	nntrolling cation tech ation/perso ising/PR gement/log ployed anization: 500- 1 000- 10 000 an other not ger anion tech ation/perso ising/PR gement/log ployed anization:	999 9 999 9 999 d more Student Jainfully mployed	3 32 8 8 P) 4 6 30 7 4 30 6 4 3 3 5 3 3 4 3
Planning/Manufactt Production Buying/pre Finance/acd Informatio Administr social wel Marketing Storage/m transport Maintenar Sales Other area Student Other not Size of cc Number o 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length on one two	re/productio , quality cor curement counting, co , communication/organiz aire/training /sales/advert aterial mana ce/repairs gainfully em mpany/orga f employees: 43 14 15 4 4 3 stay f stay (days 52 thri	nutrolling cation tech ation/perso ising/PR gement/log ployed anization: 500- 1 000- 10 000 ar other not ger othe	gistics/ 9999 9999 9999 5tudent painfully imployed	33288P) 4 6 300 77 4 4 30 6 4 4 3 3 5 3 3 4 4 3 3 6 6 6 6 6 7 7 6 7 6 7 6 7 6 7 6 7 6
Planning/Manufactt Production Buying/profinance/aclinformatio Administrasocial well Marketing Storage/m transport Maintenar Sales Other area Student Other not Size of cc Number o 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length on one two 2. Average	re/production, quality corrections of the control o	nntrolling cation tech ation/persoc ising/PR gement/log ployed anization: 500- 1 000- 10 000 ar other not ger a stay the event's	999 999 999 999 Student Jainfully Inployed	332 8 8 P) 4 6 30 7 4 30 6 4 4 3 3 5 3 3 4 4 3 3 3 3 3
Planning/Manufactt Production Buying/pre Finance/ac/ Administr social wel Marketing Storage/m transport Maintenar Sales Other are: Student Other not Size of cc Number o 1- 4 5- 9 10- 49 50- 99 100-199 200-499 Length of 1. Length one two 2. Average	re/production, quality corrections of the control o	nntrolling cation tech ation/perso ising/PR ggement/log ployed anization: 500-1000-10000 arother not ger stay stay	999 999 999 999 Student Jainfully Inployed	332 8 8 P) 4 6 300 6 4 30 6 4 3 3 4 4 3 3 3 3 3 4 4 3 3 3 3 4 4 3 3 3 3 4 4 3 4 3 5 5 3 4 4 5 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Stone+tec

Basic data trade visitors

Total number of visitors	34 458
Proportion of trade visitors	91%
Region of residence	%
up to 50 km	7
more than 50 km up to 100 km	32
more than 100 km up to 300 km over 300 km	53
Total Germany	75
Baden- North Rhine-	13
Württemberg 14 Westphalia Bavaria 36 Rhineland-	13
Berlin 1 Palatinate	6
Brandenburg 1 Saarland	1
Bremen - Saxony Hamburg 1 Saxony-Anhalt	4
Hesse 8 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia Lower Saxony 7	3
Total Foreign	25
of which EU	68
Rest of Europe South-, East-, Central Asia	13 13
Other	13
Italy Austria Netherlands Switzerland Poland	9 7 7 6
Position in the company/organization	
Entrepreneur, partner, self-employed Managing director, board member,	45
nead of an authority etc.	9
	e 3
Senior department head, other employed	-
with managerial responsibility	(
with managerial responsibility Department head, group head Other salaried staff/public service	
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	
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 Other position	
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Foreman, master craftsman	1
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	
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 Other not gainfully employed Frequency of visits to trade fair	1 5 2 6 2 3
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 Other not gainfully employed Frequency of visits to trade fair 2007	9/49
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 Other not gainfully employed Frequency of visits to trade fair 2007 2005	% 49 49
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 Other not gainfully employed Frequency of visits to trade fair 2007	1

---- Nürnberg

Additional data trade visitors

Economic sector Industry	% 18
Wholesale trade	10
Retail trade	7
Skilled trades	48
Services (e.g. architects) Public authority/administration	4
Public authority/administration	2
Polytechnics	1
Other	3
Student	4
Other not gainfully employed	3

Influence on purchasing/ procurement decisions Decisively	% 45
Collectively	24
In an advisory capacity	15
No	10
Student	
Other not gainfully employed	3

Area of responsibility	%
Management	47
Research/development/design	7
Planning/work preparation	21
Manufacture/production	33
Production, quality control	9
Buying/procurement	25
Finance/accounting, controlling	9
Information, communication technology	(EDP) 6
Administration/organization/personnel/	(/
social welfare/training	7
Marketing/sales/advertising/PR	14
Storage/material management/logistics/	
transport	10
Maintenance/repairs	8
Other area	6
Student	4
Other not gainfully employed	4
3 7 1 7 1	

%		employe	Number of
	500 - 999	39	1- 4
- 2	1 000 - 9 999	17	5- 9
1	10 000 and more	22	10- 49
4	Student	4	50- 99
	other not gainfully	4	100-199
3	employed	3	200-499

Size of company/organization

Length of 1. Length	of stay	(days):		%
one two	66 24	three four	7 3	
2. Averag	e lengt	h of stay		1,5 days

3. Share of visitors on the event's days: 1st day 30 3rd day 43 2nd day 43 4th day 32

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Vivaness — Nürnberg

Basic data trade visitors

basic data trade visitors	
Total number of visitors	*)
Proportion of trade visitors	91%
Region of residence	%
up to 50 km more than 50 km up to 100 km	14 8
more than 100 km up to 300 km	37
over 300 km	42
Total Germany	80
Baden- North Rhine- Württemberg 17 Westphalia Bayaria 44 Rhineland-	11
	2
Berlin 2 Palatinate Brandenburg 2 Saarland	
Bremen - Saxony Hamburg 4 Saxony-Anhalt	2
Hamburg 4 Saxony-Anhalt Hesse 9 Schleswig-	- 1
Mecklenburg- Holstein	1
West Pommerania 1 Thuringia Lower Saxony 3	-
Total Foreign	20
of which EU Rest of Europe	56 28
Other	26
Position in the company/organisation	%
Other self-employed entrepreneur, partner, freelance profession	39
Executive director, executive board member, head of authorities or similar Senior department head, other employee	8
with managerial responsibility	4
Department head, group head	13
Other salaried staff, public service Skilled worker	17
Lecturer, teacher, scientific assistant	3 2 4
Trainee	4
Other position	4
Students, apprentices Other not gainfully employed	5 1
Frequency of visits to trade fair	%
2008	36
2007 First visit	36 51
LIIOT AIDIT	וכ

۲)		number of visitors not available, with BioFach (46 771 visitors	
	in total)		

Additional data trade visitors

Additional data trade visitors	
Economic sector Agriculture Skilled Trades	% 11 3
Manufacturer of foodstuff Manufacturer of beverage Manufacturer of cosmetics	5 1 8
Manufacturer of drugstore products Manufacturer of nature products	1
Wholesale, import, export Retail trade	34
Large caterer, catering industry Service provider, institution Non-medical practitioner, doctor, homeopath Cosmetic institute, cosmetician	1 4 1 4
Hotel, wellness center/spa Other Student	10 5
Other not gainfully employed	1
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No	% 39 25 20 11
Student Other not gainfully employed	5
Area of responsibility Management Research, development, design	% 42
Manufacture, production Production, quality control	42 5 5 2 22
Buying, procurement Finance, accounting, controlling Information, communication technology (EDP	6
Administration, organisation, personnel, social welfare, training Marketing, sales, advertising, PR	′ 4 19
Storage, material management, logistics, transport Maintenance, repairs	5
Other area Student Other not gainfully employed	5 13 5
Size of company/organisation:	
Number of employees: 1- 4 36 500- 999 5- 9 14 1 000- 9 999	% 4 2

5- 9 10- 49 50- 99 100-199 14 22 7 10 000 and more Student Other not gainfully employed

Length 1. Length	of stay	(days):		
one	65 ´	three	8	
two	26	four	4	
2. Averag	ge lengt	h of stay		1,

3. Share of visitors on the event's days: 1st day 40 3rd day 43 2nd day 44 4th day 26

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

OBERRHEIN MESSE ----> Offenburg

Basic data private visitors

Total number of visitors	69 712
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	% 87 10 2
Total Germany Baden- Württemberg 99 Westphalia Bevaria - Rhineland- Berlin - Palatinate Brandenburg - Saxony Hamburg - Saxony-Anhalt Hesse - Saxony-Anhalt Hesse - Hostein - Thuringia Lower Saxony - Total Foreign	90
of which EU Other	97 3
The country with the highest visitor share France	% 95
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not qainfully employed	% 7 2 2 2 7 2 4 13 1 4 6 6 8 8 8 16 3 3

Frequency of visits to trade fair 2008 2007 2006 2005

Earlier events First visit

Additional data private visitors

Sex Male Female	% 44 56
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	9/ 12 13 26 21 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	% 10 14 11 13 12 28
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 38 20 22 10
Buying and ordering capacity Purchase or order made or intended at the exhibition yes on maybe	76
Follow-up business Intend to buy at later date yes on maybe	% 27 21 53

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BADISCHE WEINMESSE (2008) —— Offenburg

Basic data trade visitors

Total number of visitors	3 689
Proportion of trade visitors	28%
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 16 13 9
Total Germany Baden- North Rhine-	97
Württemberg 86 Westphalia Bavaria 2 Rhineland- Berlin - Palatinate	2 7
Brandenburg - Saarland Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse 1 Schleswig-	-
Mecklenburg- West Pommerania Lower Saxony - Holstein - Thuringia	2
Total Foreign	3
Position in the company/organisation Entrepreneur, partner, self-employed Managing director, board member,	% 35
head of an authority etc. Senior department head, other employee	4
with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	6 13 15
Lecturer, teacher, scientific assistant Trainee Other position	15 7 3 2 3 2 10
Student Other not gainfully employed	10
Frequency of visits to trade fair 2007 2006 2005 2004 2014 Earlier events First visit	% 37 51 34 27 21 30

Basic data private visitors

Proportion of pri	vate visitors	72%
Region of reside	nce	%
up to 50 km		73
more than 50 km more than 100 km	up to 100 km	10
more than 100 km	up to 300 km	15
over 300 km		3
Total Germany		98
Baden-	North Rhin	
Württemberg	94 Westphalia	ı 1
Bavaria	2 Rhineland-	
Berlin	1 Palatinate	1
Brandenburg	- Saarland	-
Bremen	- Saxony	- halt
Hamburg	- Saxony-An 1 Schleswig-	iidit -
Hesse Mecklenburg-	1 Schleswig- Holstein	
West Pommerania		
Lower Saxony	-	
Total Foreign		2
		_
Position in the co	ompany/organisa	tion %
Position in the co	ompany/organisa ner, self-employed	tion %
Position in the contraction in t	ner, selt-employed , board member,	tion %
Position in the contraction in t	ner, selt-employed , board member, itv etc.	tion % 1 10
Position in the co Entrepreneur, part Managing director head of an author Senior department	ner, selt-employed , board member, ity etc. : head, other emp	ition % i 10 loyee
Position in the co Entrepreneur, part Managing director head of an author Senior department with managerial re	ner, self-employed , board member, ity etc. : head, other emp esponsibility	ition % 1 10 loyee
Position in the co Entrepreneur, part Managing director head of an author Senior department with managerial re	ner, self-employed , board member, ity etc. : head, other emp esponsibility	tion % 1 10 2 loyee 3 13
Position in the content per part Managing director head of an author Senior department with managerial rupepartment head, Other salaried sta	ner, self-employed , board member, ity etc. : head, other emp esponsibility	tion
Position in the co Entrepreneur, part Managing director head of an author Senior department with managerial r Department head, other salaried stat Skilled worker	ner, self-employed, , board member, ity etc. : head, other emp esponsibility group head ff/public service	tion
Position in the co Entrepreneur, paid director head of an author Senior department with managerial rr Department head, Other salaried sta skilled worker Lecturer, teacher,	ner, self-employed, , board member, ity etc. : head, other emp esponsibility group head ff/public service	tion
Position in the ce Entrepreneur, part Managing director head of an author Senior department with managerial ru Department head, Other salaried sta' Skilled worker Lecturer, teacher, Trainee	ner, self-employed, , board member, ity etc. : head, other emp esponsibility group head ff/public service	tion
Position in the contraction in t	ner, self-employed, , board member, ity etc. : head, other emp esponsibility group head ff/public service	tion % 1 10 2 loyee 3 13 40
Position in the content of the content of an author senior department with managerial rubeartment head, Other salaried staskilled worker Lecturer, teacher, Trainee Other position Student	ner, self-employed, , board member, ity etc. : head, other emp esponsibility group head ff/public service	tion % 1 10 2 loyee 3 13 40
Position in the ci Entrepreneur, part Managing director head of an author Senior department with managerial ru Department head, Other salaried stat Skilled worker Lecturer, teacher, Trainee Other position Student Housewife/man	ner, self-employer, , board member, ity etc. . head, other emp esponsibility group head ff/public service scientific assistant	tion % 1 10 2 loyee 3 13 40
Position in the contraction in t	ner, self-employec, , board member, ity etc. . head, other emp ssponsibility group head ff/public service scientific assistant	tion
Position in the content of the content of an author senior department with managerial rubepartment head, other salaried staskilled worker Lecturer, teacher, Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully	ner, self-employec, , board member, ity etc. . head, other emp esponsibility group head ff/public service scientific assistant	10 9 10 10 10 10 10 10 10 10 10 10 10 10 10
Position in the content of the content of an author senior department with managerial rubepartment head, other salaried staskilled worker Lecturer, teacher, Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully	ner, self-employec, , board member, ity etc. . head, other emp esponsibility group head ff/public service scientific assistant	loyee 3 13 40 5 5 5 5 2 2 %
Position in the content of the content of an author senior department with managerial rung pepartment head, other salaried statistical worker Lecturer, teacher, Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully Frequency of visition 2007	ner, self-employec, , board member, ity etc. . head, other emp esponsibility group head ff/public service scientific assistant	loyee 33 40 55 22 9% 40
Position in the centrepreneur, part Managing director head of an author Senior department with managerial rung Department head, other salaried star Skilled worker Lecturer, teacher, Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully Frequency of visi 2007	ner, self-employec, , board member, ity etc. . head, other emp esponsibility group head ff/public service scientific assistant	loyee 3 13 140 2 2 3 13 40 5 5 5 5 9 40 38
Position in the ci Entrepreneur, part Managing director head of an author Senior department with managerial ru Department head, Other salaried sta' Skilled worker Lecturer, teacher, Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully Frequency of visi 2007 2006 2006	ner, self-employec, , board member, ity etc. . head, other emp esponsibility group head ff/public service scientific assistant	loyee 3 13 40 9 1 2 2 3 4 4 5 5 2 2 3 4 4 5 5 2 2 3 4 4 2 3 8 4 2 8 4 2 8 4 2 8 4 4 2 8 4 8 8 8 8 8
Position in the centrepreneur, part Managing director head of an author Senior department with managerial rung Department head, other salaried star Skilled worker Lecturer, teacher, Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully Frequency of visi 2007	ner, self-employec, , board member, ity etc. . head, other emp esponsibility group head ff/public service scientific assistant	loyee 3 13 140 2 2 3 13 40 5 5 5 5 9 40 38

Basic data all visitors

%

Region of residence

up to 50 km more than 50 km u more than 100 km over 300 km	ıp to	100 km 300 km	7 1 1
Total Germany Baden-		North Rhine-	9
Württemberg	92	Westphalia	
Bavaria Berlin		Rhineland- Palatinate	
Brandenburg	-	Saarland	
Bremen Hamburg	- 1	Saxony Saxony-Anhalt	
Hesse Mecklenburg-	1	Schleswig- Holstein	
West Pommerania	-	Thuringia	
Lower Saxony	-		
Total Foreign			
Position in the co Entrepreneur, partn Managing director, head of an authori	er, se boar ty etc	elf-employed d member, :.	
Position in the co Entrepreneur, partn Managing director,	boar boar ty etc head spons group publ	elf-employed d member, , , other employee ibility b head ic service fic assistant	1 3

Additional data trade visitors

Economic sector Wine-growing Distillery business Catering/hotels Wine dealers Wholesale trade	% 22 1 12 4 8
Retail trade Other Student Other not gainfully employed	7 35 2 10
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 (EDP Administration/organisation/personnel/ social weffare/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 12 4 15 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 5tudent 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 d 3. Share of visitors on the event's days: 1st day 51 2nd day 59	% lays

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 M/A	% 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

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 more than 100 km up to 300 km over 300 km	% 69 18 10 3
Total Germany Baden- Württemberg 94 Westphalia Bavaria 3 Rhineland- Berlin - Palatinate Brandenburg Bremen - Saarland Hense 2 Schleswig- Mecklenburg- West Pommerania Lower Saxony - Thuringia	99 - - - - t -
Total Foreign	1
Position in the company/organisatio Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employwith managerial responsibility Department head, group head Other salaried staff, public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	2
Frequency of visits to trade fair 2006 2005 Earlier events First visit	% 27 21 14 37

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 5 000,- 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 no maybe	% 57 27 16
Follow-up business Intend to buy at later date yes on on maybe	% 26 55 19

Basic data trade visitors

Total number of visitors	9 300
Proportion of trade visitors	
Region of residence	%
up to 50 km	49 17
more than 50 km up to 100 km more than 100 km up to 300 km	20
over 300 km	14
Total Germany	92
Baden- North Rhine-	
Württemberg 83 Westphalia Bavaria 7 Rhineland-	2
Berlin 1 Palatinate	3
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt Hesse 2 Schleswig-	
Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony 1	
Total Foreign	8
of which EU Other	70 30
Other	3(
Position in the company/organization	% 43
Entrepreneur, partner, self-employed Managing director, board member,	43
head of an authority etc.	7
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	1
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	15
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant	15
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	15
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	15
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	15
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	3
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 2008	9/
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 2008	9/ 19 11
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/ 19

Additional data trade visitors

CEP CLEAN ENERGY POWER® ---- Stuttgart

Other Student Other not gainfully employed	100
Decisively Collectively In an advisory capacity No	% 40 25 14 8
Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/adwertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	9/0 3/1 11 25 2 2 10 11 10 11 10 11

Size of co	mpany/c	rganization:	
Number of	employe	ees:	%
1- 4	39	500 - 999	3
5- 9	10	1 000 - 9 999	6
10- 49	15	10 000 and more	2
50- 99	3	Student	10
100-199	5	other not gainfully	
200-499	3	employed	3

Length of 1. Length	f stay	/.l			%
one one	or stay	(days): two	5	three	1
2. Averag	e lengtl	n of stay		1,1	days
		rs on the e 2nd day			% 29

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



CMT ---- Stuttgart

Basic data private visitors

Total number of visitors	205 036
Proportion of private visitors	91%
Region of residence	%
up to 50 km	63
more than 50 km up to 100 km	22
more than 100 km up to 300 km over 300 km	13 1
Total Germany	99
Baden- North Rhine- Württemberg 92 Westphalia Bavaria 5 Rhineland-	-
Berlin - Palatinate	1
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhal Hesse 1 Schleswig-	t -
Hesse 1 Schleswig- Mecklenburg- Holstein	_
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	1
Position in the company/organizatio	n %
Total and total party of gameato	
Entrepreneur, partner, self-employed	10
Entrepreneur, partner, self-employed Managing director, board member,	
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 employ with managerial responsibility	2 ee 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	10 2 ee 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	2 ee 1 8 28
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	ee 1 8 28 8
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employ with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	ee 1 8 28 8
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 statiffpublic service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	ee 1 8 28 8 3 2 4
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	2eee 1 8 28 8 3 2 4 4 4
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	2eee 1 8 28 8 3 2 4 4 4
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	ee 1 8 28 8 3 2 4
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	10 2 2 eee 1 8 8 8 8 3 3 2 4 4 4 5 5 2 3 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 stafffpublic service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	100 2 2 eee 1 8 28 28 3 3 2 2 4 4 4 5 5 2 3 2 2 9 %
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 2008	100 2 2 eee 1 8 8 8 8 8 2 2 4 4 4 5 5 2 3 2 2 5 5 5 5 5 5
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	100 2 2 eee 1 8 28 28 3 3 2 2 4 4 4 5 5 2 3 2 2 9 %

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 50 up to 70 years over 70 years	% 4 11 12 25 23 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 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 5 7 13 12 12 12 33
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 14 49 15 16 6
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes no maybe	29 30 41
Follow-up business Intend to buy at later date	%
yes no maybe	41 12 57

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

COMPOSITES EUROPE — Stuttgart

Basic data trade visitors

Total number of visitors	6 451	
Proportion of trade visitors		
Region of residence		
up to 50 km	18	
more than 50 km up to 100 km more than 100 km up to 300 km		
over 300 km	32 45	
Total Germany	74	
Baden- North Rhine- Württemberg 39 Westphalia Bavaria 18 Rhineland-	12	
Berlin 2 Palatinate		
Brandenburg 1 Saarland	2	
Bremen 1 Saxony	2	
Hamburg 1 Saxony-Anhalt	1	
Hesse 8 Schleswig- Mecklenburg- Holstein	1	
West Pommerania 1 Thuringia	1	
Lower Saxony 5		
Total Foreign	26	
of which EU	70	
Rest of Europe Other	21 10	
Otilei	10	
The three countries with the highest	0/	
visitor shares Switzerland	% 15	
Netherlands	12	
Italy	11	
Position in the company/organization	%	
Entrepreneur, partner, self-employed	14	
Managing director, board member, head of an authority etc.	7	
Senior department head, other employee		
with managerial responsibility	6	
Department head, group head Other salaried staff/public service	23	
Other salaried staff/public service	20	
Skilled worker Lecturer, teacher, scientific assistant	5	
Trainee	3	
Other position	3	
Student	15	
Frequency of visits to trade fair	%	
Essen 2008	14	
Stuttgart 2007	13	
Earlier events	5	

First visit

Additional data trade visitors

Economic sector Manufacturers of composite finished	%
products	19
Manufacturers of raw materials for	
composites Manufacturers of composite semi-finish	11 ad
products	4
Manufacturers of composite intermedia	
products Manufacturers of machines, equipment,	3
systems	7
Users of composites Trade	11
Skilled trades	2
Recycling industry	1
Research and development institute Organisation/federation	
Other services	-
University/college/polytechnic	
Other Student	15
Influence on nurchasing/	
Influence on purchasing/ procurement decisions	%
Decisively	22
Collectively	
	30 22
In an advisory capacity No	22 12
In an advisory capacity	22
In an advisory capacity No Student	12 12 15
In an advisory capacity No Student Area of responsibility Management	22 12 15 9/ 17
In an advisory capacity No Student Area of responsibility Management Research/development/design	22 12 15 9/ 17 29
In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation	22 12 15 9/ 17
In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control	22 12 15 9/ 17 29
In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement	22 12 15 9/ 17 29
In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology	22 12 15 9% 17 29
In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training	222 12 15 9% 17 22 5 8 8
In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR	222 12 15 9% 17 29 8 8
In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training	222 12 15 9% 17 22 5 8 8
In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	222 123 159 9% 177 229 58 88 42 (EDP) 1
In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area	22 12 15 9% 17 29 3 4 (EDP) 1
In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs	222 123 159 9% 177 229 58 88 42 (EDP) 1
In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	22 12 15 % 17 29 (EDP)
In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees:	22 12 15 % 17 29 8 8 (EDP) 1
In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1- 4 11 200- 49	22 11 15 9/ 17 29 18 4 4 (EDP) 1
In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1	22 12 15 9% 17 29 19 19 19 19 19 19 19 19 19
In an advisory capacity No Student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Size of company/organization: Number of employees: 1 4 11 200 49 5 9 4 500 99	22 12 15 9/ 17 29 18 (EDP) 1

Length of stay 1. Length of stay (days): one 81 2. Average length of stay

3. Share of visitors on the event's days: % 1st day 35 2nd day 55 3rd day 35

Conducted by: Wissler & Partner, Basel

eltefa

Basic data trade visitors

Total number of visitors	24 250
Proportion of trade visitors	100%
Region of residence up to 50 km	% 42
more than 50 km up to 100 km	28
more than 100 km up to 300 km	28
over 300 km	3
Total Germany	99
Baden- North Rhine- Württemberg 92 Westphalia	
Bavaria 3 Rhineland- Berlin - Palatinate	3
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse 1 Schleswig- Mecklenburg- Holstein	
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign	1
Position in the company/organization	%
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	3
Senior department head, other employee	
with managerial responsibility	1
Department head, group head Other salaried staff/public service	13 27
Skilled worker	14
Lecturer, teacher, scientific assistant	2
Trainee	14
Other position Student	3
Other not gainfully employed	1
Frequency of visits to trade fair	%
2007	51
2005 Earlier events	32 25
First visit	31

----- Stuttgart

Additional data trade visitors

Economic sector	%
Industry	29
Skilled trades	50
Service	11
Wholesale/foreign trade	4
Specialist trade	5
Training/consulting	2
Authority, public services	6
University, polytechnic, vocational	
School	4
Other	3

Influence on purchasing/	
procurement decisions	%
Decisively	26
Collectively	31
In an advisory capacity	23
No	17
Student	3
Other not gainfully employed	1

Area of responsibility	%
Management	21
Research/development/design	8
Planning/work preparation	20
Manufacture/production	27
Production, quality control	6
Buying/procurement	13
Finance/accounting, controlling	2
Information, communication technology	(EDP)13
Administration/organization/personnel/	
social welfare/training	5
Marketing/sales/advertising/PR	6
Storage/material management/logistics/	
transport	4
Maintenance/repairs	29
Other area	10 3 1
Student	3
Other not gainfully employed	1

Number of	employe	es:	%
1- 4	23	500 - 999	4
5- 9	15	1 000 - 9 999	8
10- 49	19	10 000 and more	-
50- 99	7	Student	3
100-199	6	other not gainfully	
200-499	7	employed	1
Longth of			0/

Length o	f stay	(days):			%
one	96	two	2	three	2
2. Average	e lengtl	h of stay		1,1	days
		rs on the			%
1st day	35	2nd day	34	3rd day	35

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Familie & Heim / Mineralien + Fossilien (2008) ---- Stuttgart

Basic data private visitors

Total number of v	risitors	69 643
Proportion of priv	ate 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		
Total Germany Baden- Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Wecklenburg- West Pommerania Lower Saxony	North Rhine- 99 Westphalia - Rhineland- Palatinate - Saarland - Saxony-Anhalt - Schleswig- Holstein - Thuringia	
Entrepreneur, partn Managing director, head of an authorit	board membér, ty etc. head, other employee sponsibility group head /public service cientific assistant	% 8 1 1 5 28 6 2 11 28 3
Frequency of visit 2007 2006 Earlier events First visit	s to trade fair	% 33 20 20 10

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 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 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
Conducted by: Profi Tess/Landesmesse Stutt	gart

FACHDENTAL Südwest ---> Stuttgart

Basic data trade visitors

Total number of visitors	7 131
Proportion of trade visitors	97%
Region of residence	%
up to 50 km more than 50 km up to 100 km	50 26
more than 100 km up to 300 km	23
over 300 km	1
Total Germany	99
Baden- North Rhine-	
Württemberg 94 Westphalia	-
Bavaria 3 Rhineland- Berlin - Palatinate	2
Brandenburg - Saarland	
Bremen - Saxony	
Hamburg - Saxony-Anhalt	
Hesse - Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	
Total Foreign	1
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	32
head of an authority etc.	1
Senior department head, other employee	
with managerial responsibility	1
Department head, group head	2
Other salaried staff/public service	40
Skilled worker Lecturer, teacher, scientific assistant	4
Trainee	10
Other position	1
Student	5
Frequency of visits to trade fair	%
2008	54
2007	40
Earlier events	32
First visit	25

Additional data trade visitors

Traditional data trade visitors	
Economic sector Dentist's practice,- clinic Orthodontics Oral surgery Dental technology laboratory Dental trade University, polytechnic Other	% 66 4 4 15 5 4
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student	% 28 32 23 12 5
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	% 30 4 12 17 5 12 5 3 20 8 3 5 17 5
Size of company/organization: Number of employees: 1- 4 22 200- 499 5- 9 46 500- 999 999 10- 49 18 1000- 999 999 50- 99 2 10 000 and more 100-199 3 Student	% 1 1 2 1 5
Length of stay 1. Length of stay (days): one 94 two 6	%
2. Average length of stay 1,1 d 3. Share of visitors on the event's days: 1st day 42 2nd day 64	ays %

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

INVEST — Stuttgart

Basic data trade visitors

	sitors	14 303
Proportion of trade	visitors	28%
Region of residence	9	%
up to 50 km	t- 400 L	42
more than 50 km up more than 100 km u	to 100 km	14 33
over 300 km	ip to 300 kili	12
Total Germany		94
Baden-	North Rhine-	
Württemberg	65 Westphalia 14 Rhineland-	6
Bavaria Berlin	1 Palatinate	5
Brandenburg	- Saarland	-
Bremen	- Saxony	-
Hamburg	 Saxony-Anhalt 	-
Hesse	7 Schleswig- Holstein	
Mecklenburg- West Pommerania	- Thuringia	
Lower Saxony	-	
Total Foreign		6
Position in the com	pany/organization	%
Entrepreneur, partne	r selt-employed	
Managing director b	and mambar	38
Managing director, b	ooard member,	
Managing director, behavior to the director of	ooard member, etc.	6
Managing director, be head of an authority Senior department h with managerial resp	poard member, etc. ead, other employee ponsibility	6
Managing director, behad of an authority Senior department hwith managerial responses the partment head, or	poard member, etc. ead, other employee ponsibility roup head	6 2 13
Managing director, bead of an authority Senior department h with managerial resp Department head, grother salaried staff/p	poard member, etc. ead, other employee ponsibility roup head	6 2 13
Managing director, bead of an authority Senior department h with managerial resp Department head, go Other salaried staff/s Skilled worker	poard member, etc. ead, other employee ponsibility roup head public service	6 2 13
Managing director, bead of an authority Senior department h with managerial resp Department head, grother salaried staff/p	poard member, etc. ead, other employee ponsibility roup head public service	6 2 13
Managing director, I head of an authority Senior department h with managerial resp Department head, gr Other salaried staff/r Skilled worker Lecturer, teacher, sci Trainee Other position	poard member, etc. ead, other employee ponsibility roup head public service	6 2 13
Managing director, I 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 Student	ooard member, etc. ead, other employee oonsibility roup head oublic service entific assistant	6 13 25 2 2 2 2 2
Managing director, I head of an authority Senior department h with managerial resp Department head, gr Other salaried staff/r Skilled worker Lecturer, teacher, sci Trainee Other position	ooard member, etc. ead, other employee oonsibility roup head oublic service entific assistant	6 2 13
Managing director, Is head of an authority Senior department h with managerial resp Department head, grother salaried staffly Skilled worker Lecturer, teacher, sci Trainee Other position Student Other not gainfully e Frequency of visits	poard member, etc. ead, other employee ponsibility roup head public service eentific assistant	2 13 25 2 2 2 2 2 2 8 1
Managing director, Is head of an authority Senior department h with managerial resp Department head, go Other salaried staffly Skilled worker Lecturer, teacher, sci Trainee Other position Student Other not gainfully e Frequency of visits 2008	poard member, etc. ead, other employee ponsibility roup head public service eentific assistant	2 13 25 2 2 2 2 2 2 2 8 1 1
Managing director, Is head of an authority Senior department h with managerial resp Department head, grother salaried staffly Skilled worker Lecturer, teacher, sci Trainee Other position Student Other not gainfully e Frequency of visits	poard member, etc. ead, other employee ponsibility roup head public service eentific assistant	2 13 25 2 2 2 2 2 2 8 1

Basic data private visitors

Proportion of pri			
Region of resider	nce		%
up to 50 km		100 1	50
more than 50 km more than 100 km	up to	100 KM	17 24
over 300 km	ı up to	3 300 KM	8
Total Germany			99
Baden-		North Rhine-	33
Württemberg	76	Westphalia	2
Bavaria	10	Rhineland-	_
Berlin		Palatinate	3
Brandenburg	-	Saarland	1
Bremen	-		1
Hamburg	-	Saxony-Anhalt	-
Hesse	6	Schleswig-	
Mecklenburg-		Holstein	1
West Pommerania Lower Saxony	_	Thuringia	
Total Foreign			1
Position in the contraction in t	ner, se , boar ity etc	elf-employed d member,	% 12 1
Senior department with managerial re	. IIEdu schone	, other employee	1
Department head.	arour	head	6
Other salaried sta	ff/publ	ic service	41
Skilled worker			5
Lecturer, teacher,	scienti	ific assistant	1
Trainee			1
Other position			3 10
			10
Housewife/man			13
Housewife/man Old-age pensioner	, , emp	loved	13 3
Housewife/man Old-age pensioner Other not gainfully	y emp		3
Housewife/man Old-age pensioner Other not gainfully Frequency of visi	y emp		%
Housewife/man Old-age pensioner Other not gainfully Frequency of visi 2008	y emp		% 53
Student Housewife/man Old-age pensioner Other not gainfull Frequency of visi 2008 2007 Farlier events	y emp		% 53 41
Housewife/man Old-age pensioner Other not gainfull Frequency of visi 2008	y emp		% 53

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 73 Westphalia Bavaria 11 Rhineland- Berlin 1 Palatinate Brandenburg 5 Saxony Hamburg 6 Schleswig- Hesse 6 Schleswig- Mecklenburg- West Pommerania Lower Saxony 7 Huringia 7 Huringia	97 3 3 1 1 -	
Total Foreign of which EU Other	3 63 37	
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed		
Frequency of visits to trade fair 2008 2007 Earlier events First visit	% 50 39 33 33	

Additional data trade visitors

Economic sector Industry Trade Banks Insurance Financial services Other services Public authority Training/consulting University, polytechnic, vocational School Other	% 7 5 33 5 28 14 2 2
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 31 25 15 20 8 1
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (ED Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student	% 26 3 3 3 3 1 20 P) 4 6 25 2 15 8
Other not gainfully employed	1
Size of company/organization: Number of employees: 1- 4 29 500- 999 5- 9 8 1 000- 9 999	% 9 10

Number of	employe	es:	%
1- 4	29	500 - 999	9
5- 9	8	1 000 - 9 999	10
10- 49	12	10 000 and more	9
50- 99	5	Student	8
100-199	5	other not gainfully	
200-499	5	employed	1

Length of	of stay	(days):			%
one	83	two	12	three	5
2. Averag	e lengtl	n of stay		1,2	days
		rs on the 2nd day		days: 3rd day	% 26

Additional data private visitors

Sex Male Female	% 87 13
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 4 18 19 25 19 11 4
Net household income up to 900,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 4 5 11 15 17 17 10 21
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 31 30 16 16 7
Buying and ordering capacity Purchase or order made or	%
intended at the exhibition yes no maybe	45 18 37
Follow-up business Intend to buy at later date	%
yes no maybe	51 9 40

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Basic data trade visitors

Total number of visitors	15 661
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	29
more than 50 km up to 100 km	17
more than 100 km up to 300 km over 300 km	28 27
Total Germany	93
Baden- North Rhine- Württemberg 51 Westphalia	9
Bavaria 17 Rhineland-	
Berlin 2 Palatinate Brandenburg - Saarland	4
Bremen - Saxony	1
Hamburg 2 Saxony-Anhalt	
Hesse 6 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia Lower Saxony 3	'
Total Foreign	7
of which EŪ	69
0+1	
Other	31
The country with the highest visitor	31
The country with the highest visitor share	31
The country with the highest visitor share Austria	% 31
The country with the highest visitor share Austria Position in the company/organization	31 % 31 n %
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed	% 31
The country with the highest visitor share Austria Position in the company/organizatio Entrepreneur, partner, self-employed Managing director, board member,	31 % 31 n %
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed	% 31 n % 11
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility	31 % 31 n % 11 4ee
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head	31 % 31 31 11 4 ee
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service	% 31 31 31 31 31 31 31 31 31 31 31 31 31
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	% 31
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	31 % 31 11 4 ee
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	31 % 31 n % 11 4 ee
The country with the highest visitor share Austria Position in the company/organization in the company/organization in the company/organization in the company/organization in the company organization in the company organization in the company of the company of the company organization in the company organiza	31 % 31 11 11 4 42e 12 366 21 5 2 1 4 4 4
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	31 % 31 11 11 4 42e 12 366 21 5 2 1 4 4 4
The country with the highest visitor share Austria Position in the company/organization and the company organization and the compan	31 % 31 11 4 4ee 12 36 21 11 11 4 4 4 4
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	31 % 31 91 11 11 12 36 21 5 22 11 44 41 11 42 43 44 44 44 44 44 44 44 44 44
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility 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 2008 2007	31 % 31 31 11 4 4ee 12 36 21 1 4 4 4 4 1 1
The country with the highest visitor share Austria Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employe with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	% 31 n % 11

Additional data trade visitors

Economic	sector				%
Industry					55
Wholesale	trade				10
Retail trad					3
Freight for	warders	, transpo	ort com	panies	4
Other serv					14
Skilled trac					3 2 5 4
University/	college/	polytechi	nic		2
Other					5
Student		100			4
Other not	gainfully	y employ	ed		1
Influence	on nur	rhasing/			
procureme	ent dec	isions			%
Decisively					21
Collectively	,				38
In an advis		acity			29
No		-			8
Student					4
Other not	gainfully	y employ	ed		1
Area of re	snonsi	hility			%
Manageme		Jiney			16
Research/d		nent/desi	ian		6
		paration	9		5
Pianning/w					6
		uction			
Manufactu	re/prodi				-
Manufactu Production Buying/pro	re/produ , quality curemen	/ control nt			
Manufactu Production Buying/pro Finance/ac	re/produ , quality curement counting	/ control nt g, contro		le (Et	6
Manufactu Production Buying/pro Finance/ac Information	re/produ , quality curement counting n, comm	/ control nt g, contro nunicatio	n techi		6
Manufactu Production Buying/pro Finance/aco Information Administra	re/produ , quality curement counting n, comm tion/org	/ control nt g, contro nunicatio janization	n techi		6 - OP) 4
Manufactu Production Buying/pro Finance/aco Information Administra social welf	re/produ , quality curement counting n, comn tion/org are/trair	y control nt g, contro nunicatio janization ning	n techi n/perso		6 - OP) 4
Manufactu Production Buying/pro Finance/aco Information Administra social welf Marketing/	re/produ , quality curement counting n, comn tion/org are/trair sales/ac	y control nt g, contro nunicatio janization ning dvertising	n techi n/perso g/PR	nnel/	6 - OP) 4
Manufactu Production Buying/pro Finance/acc Information Administra social welf Marketing/ Storage/ma	re/produ , quality curement counting n, comn tion/org are/trair sales/ac	y control nt g, contro nunicatio janization ning dvertising	n techi n/perso g/PR	nnel/	6 OP) 4 1 14
Manufactu Production Buying/pro Finance/aci Information Administra social welf Marketing/ Storage/matransport	re/produ , quality curement counting n, comn tion/org are/trair sales/ac aterial n	y control nt g, contro nunicatio janization ning dvertising nanagem	n techi n/perso g/PR	nnel/	6 OP) 4 1 14 31
Manufactu Production Buying/pro Finance/ac Information Administra social welf Marketing/ Storage/ma transport Maintenan	re/produ , quality curement counting n, comn tion/org are/train sales/ac aterial n	y control nt g, contro nunicatio janization ning dvertising nanagem	n techi n/perso g/PR	nnel/	6 OP) 4 1 14 31
Manufactu Production Buying/pro Finance/acc Information Administra social welf Marketing/ Storage/ma transport Maintenan Other area	re/produ , quality curement counting n, comn tion/org are/train sales/ac aterial n	y control nt g, contro nunicatio janization ning dvertising nanagem	n techi n/perso g/PR	nnel/	6 DP) 4 1 14 31 3
Manufactu Production Buying/pro Finance/aci Information Administra social welf Marketing/ Storage/matransport Maintenan Other area Student	re/produ , quality curement counting n, comm tion/org are/train 'sales/ac aterial n	y control nt g, contro nunication ning dvertising nanagem irs	n techi n/perso g/PR ient/log	nnel/	6 OP) 4 1 14 31
Manufactu Production Buying/pro Finance/acc Information Administra social welf Marketing/ Storage/ma transport Maintenan Other area	re/produ , quality curement counting n, comm tion/org are/train 'sales/ac aterial n	y control nt g, contro nunication ning dvertising nanagem irs	n techi n/perso g/PR ient/log	nnel/	6 DP) 4 1 14 31 3 2 4
Manufactu Production Buying/pro Finance/ac Information Administra social welf Marketing/ Storage/ma transport Maintenan Other area Student Other not	re/produ , quality curement counting, comm tion/org are/train sales/ac aterial n ce/repai	y control nt g, control nt g, contro nunicatio nanization ning dvertising nanagem irs y employ	n techi n/perso g/PR nent/log	nnel/	6 OP) 4 1 14 31 3 2 4 1
Manufactu Production Buying/pro Finance/ac Information Administra social welf Marketing/ Storage/mat Transport Maintenan Other area Student Other not Size of co Number of	re/produ , quality curement counting n, comm tion/org are/train sales/ac aterial n ce/repai gainfully mpany/ employ	/ control nt g, control nt g, control nt g, control nt g, control nunication anization ining divertising nanagem irs g employ /organiz/ees:	n techin/perso g/PR eent/log red ation:	nnel/	6 OP) 4 1 14 31 3 2 4 1
Manufactu Production Froduction Finance/ac Information Administra social welf Marketing/ Storage/mat transport Maintenan Other area Student Other not	re/produ , quality curement counting, , comm tion/org are/train (sales/ac aterial n ce/repai gainfully mpany/ employ	y control nt grant of the control of	n techin/perso	gistics/	6 DP) 4 1 14 31 3 2 4 1
Manufactu Production Buying/pro Finance/ac Information Administra social welf Marketing/ Storage/ma transport Maintenan Other area Student Other not	re/produ , quality curemen counting n, comm tion/org are/train sales/ac aterial n ce/repai	y control nt g, control nt g, control nt g, control nunication anization ining divertising nanagemirs y employ /organiz.yees:	n techn h/perso g/PR eet/log eed ation: 500 - 000 -	999 9 999	6 OP) 4 1 14 31 3 2 4 1 1 8 8
Manufactu Production Buying/pro Finance/ac Information Administra social welf Marketing/ Storage/ma transport Maintenan Other area Student Other not	re/productive re	y control nt g, control nt g, control nt g, control nunication anization ining divertising nanagem irs y employ /organiz.yees:	n techn/person/person/person/person/person/person/person-p	gistics/ 999 9 999 di more	6 DP) 4 114 31 32 4 1 7 8
Manufactu Production Buying/pro Finance/ac Information Administra social welf Marketing/ Storage/ma transport Maintenan Other area Student Other not	re/produ, quality, quality, quality, quality, curement, counting, commition/orgare/trailsales/acaterial nuce/repail gainfully employ 6 4 15 11	/ control not cont	n techn n/perso n/PR eed ation: 500 - 000 -	gistics/ 999 9 999 9 mid more Student	6 OP) 4 1 14 31 3 2 4 1 1 8 8
Manufactu Production Buying/pro Finance/ac Information Administra Social welf Marketing/ Storage/m transport Maintenan Other area Student Other not	re/produ, quality, quality, quality, quality, curement counting, commition/org are/train sales/acaterial nuce/repair gainfully employ 6 4 15 11 12	/ control not cont	n techn n/perso g/PR nent/log eed ation: 500 - 000 -	gistics/ 999 999 999 donore Student Jainfully	6 DP) 4 1 14 31 32 4 1 1 8 8 17 8 4
Manufactu Production Buying/pro Finance/ac Information Administra social welf Marketing/ Storage/ma transport Maintenan Other area Student Other not	re/produ, quality, quality, quality, quality, curement, counting, commition/orgare/trailsales/acaterial nuce/repail gainfully employ 6 4 15 11	/ control not cont	n techn n/perso g/PR nent/log eed ation: 500 - 000 -	gistics/ 999 9 999 9 mid more Student	6 DP) 4 114 31 32 4 1 7 8
Manufactu Production Buying/production 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 10- 49 200-499 Length of	re/prodit, quality curemet counting, committed, committ	/ control not cont	n techn n/perso g/PR nent/log eed ation: 500 - 000 -	gistics/ 999 999 999 donore Student	6 DP) 4 1 14 31 32 4 1 1 8 8 17 8 4
Manufactup Production Buying/pro Finance/ac Information Administra Social welf Marketing/ Storage/mat Transport Maintenan Other area Student Other not Size of co Number of 1	re/prodt, quality curemet counting, n, comm tion/org are/train stale gainfully mpany/ employ 6 4 15 11 12 15 stay of stay (f	/ control nd g,	n techn n/perso g/PR lent/log red ation: 500 - 000 - 000 ar	999 9 999 9 999 1d more Student Jainfully nployed	% 8 17 8 4 1 1 %
Manufactu Production Buying/production 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 10- 49 200-499 Length of	re/prodit, quality curemet counting, committed, committ	/ control not cont	n techn n/perso g/PR nent/log eed ation: 500 - 000 -	gistics/ 999 999 999 donore Student	66 DP) 4 1144 3113324411
Manufactup Production Buying/pro Finance/ac Information Administra Social welf Marketing/ Storage/mat Transport Maintenan Other area Student Other not Size of co Number of 1	re/prod. , quality , comm tion/org are/frain ti	y control not go cont	n techn n/perso g/PR lent/log red ation: 500 - 000 - 000 ar	999 9 999 9 od more Student jainfully inployed	% 8 17 8 4 1 1 %
Manufactu Production Buying/pro Finance/ac Information Administra social welf Marketing/ Storage/mat transport Maintenan Other area Student Other not Size of co Number of 1	re/prod. , quality, quality, quality, quality, quality, quality, and the production of the production	/ control nt	n těchi n/perso n/PR eent/log eed ation: 500 - 000 ar er not g er	999 9 999 9 999 1d more Student jainfully inployed three 1,1	% % 4 1 1 % % 2

Conducted by: Wissler & Partner, Basel

MEDIZIN — Stuttgart

Basic data trade visitors

Total number of v	isito	rs	6 527
Proportion of trade visitors		100%	
Region of residen up to 50 km more than 50 km u more than 100 km over 300 km	ıp to	100 km 300 km	% 64 21 14 2
Total Germany			100
Baden- Württemberg Bavaria	93 4	North Rhine- Westphalia Rhineland-	1
Berlin	-	Palatinate	1
Brandenburg Bremen		Saarland Saxony	
Hamburg Hesse	-		-
Mecklenburg- West Pommerania		Holstein Thuringia	-
Position in the co Entrepreneur, partn Managing director, head of an authorit	mpai er, se boar	ny/organization elf-employed d member,	% 32
Senior department with managerial re	head	, other employee	1

Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	
Frequency of visits to trade fair 2008 2007 Earlier events First visit	

Additional data trade visitors

Economic sector Practice Hospital/clinic Rehabilitation facility/nursing home Medical laboratory/institute Emergency services organizations Association Industry Trade Service Public authorities/Health service Training/consulting University, polytechnic, vocational school Other	% 566 144 1 1 1 5 2 6 6 3 1 6 6 6
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 29 29 21 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 (Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 29 6 8 6 2 3 2 2 EDP) 4 16 7 2 1 24 4 2
Size of company/organization: Number of employees: 1- 4 34 500- 999 5 0 24 1000 0000	% 3

5- 9 10- 49 50- 99 100-199 200-499	24 12 3 6 4		00 and S not g	9 999 d more student ainfully ployed	6 1 4 2
Length of 1. Length of one	stay (d	lays): two	10	three	%
2. Average	length o	of stay		1,2	days
3. Share of 1st day	visitors 42	on the ev 2nd day	vent's 45	days: 3rd day	% 31

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart



R + T ---- Stuttgart

Basic data trade visitors	
Total number of visitors	53 531
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	% 12 5 18 65
Total Germany Baden- Württemberg 40 Westphalia Bawaria 18 Rhineland- Berlin 2 Palatinate Brandenburg 1 Saxony Hamburg 1 Saxony Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig- Mecklenburg- West Pommerania Lower Saxony 4	52 12 5 1 3 1 1 2
Total Foreign of which EU Rest of Europe Africa North America South and Central America South, East, Central Asia Middle East Australia	48 62 16 2 4 3 8 2 3
The five countries with the highest visitor shares France Italy Switzerland Spain Netherlands	% 10 10 10 7 6
Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed	17
Frequency of visits to trade fair 2006 2003 Earlier events First visit	% 48 33 16 43

Additional data trade visitors	
Economic sector Industry Skilled trades Service Trade Training/consulting University, polytechnic, vocational school Other	% 43 42 9 18 2 1 3
Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 45 28 14 12 1
Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/P R Storage/material management/logistics/ transport Maintenance/repairs Other area Student Other not gainfully employed	% 39 35 15 22 8 18 7) 3 5 20 5 12 5 1 1
Size of company/organization: Number of employees: 1- 4 26 500- 999 5- 9 17 1 000- 9 999 10- 49 27 10 000 and more 50- 99 7 Student 100-199 6 other not gainfully 200-499 6 employed	% 2 4 2 1
Length of stay 1.Length of stay (days): one 50 three 11 five two 26 four 6 2.Average length of stay 1,9 d 3.Share of visitors on the event's days: 1st day 34 3rd day 42 5th day 2nd day 40 4th day 37	% 6 ays % 26

Conducted by: Landesmesse Stuttgart GmbH,

RETRO CLASSICS ---> Stuttgart

Total number of visitors	54 305
Proportion of private visitors	69%
Region of residence	%
up to 50 km more than 50 km up to 100 km	50 18
more than 100 km up to 300 km	26
more than 100 km up to 300 km over 300 km	7
Total Germany	96
Baden- North Rhine- Württemberg 80 Westphalia	1
Württemberg 80 Westphalia Bavaria 12 Rhineland-	- 1
Berlin - Palatinate	1
Brandenburg - Saarland	-
Bremen - Saxony Hamburg - Saxony-Anhalt	-
Hesse 3 Schleswig-	
Mecklenburg- Holstein	-
West Pommerania - Thuringia Lower Saxony -	-
Total Foreign	4
of which EU	52
Other	48
Position in the company/organization Entrepreneur, partner, self-employed	% 21
Managing director, board member,	21
head of an authority etc.	3
Senior department head, other employee	e 3
with managerial responsibility Department head, group head	14
Other salaried staff/public service	23
Skilled worker	10
Lecturer, teacher, scientific assistant Trainee	1
Other position	4
Student	6
Housewife/man	2
Old-age pensioner Other not gainfully employed	2 4 6 2 9 2
other not gainfully employed	2

Frequency of visits to trade fair 2008 2007

Earlier events First visit

Additional data private visitors

Sex Male Female	% 87 13
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 70 years over 70 years	% 6 14 15 34 20 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	% 7 3 6 11 14 12 22 26
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 20 34 18 20 9
Buying and ordering capacity Purchase or order made or intended at the exhibition yees no maybe	% 48 16 36
Follow-up business Intend to buy at later date yes no maybe	% 21 18 61
Conducted by: Landesmesse Stuttgart GmbF Stuttgart	Ι,

SÜFFA

Basic data trade visitors

Total number of visitors	9 738
Proportion of trade visitors	99%
Region of residence	%
up to 50 km	29
more than 50 km up to 100 km	21
more than 100 km up to 300 km	37
over 300 km	13
Total Germany	99
Baden- North Rhine-	
Württemberg 66 Westphalia Bavaria 21 Rhineland-	2
Bavaria 21 Rhineland-	_
Berlin - Palatinate	3
Brandenburg - Saarland	
Bremen - Saxony	-
Hamburg - Saxony-Anhalt Hesse 5 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	
Lower Saxony -	
Total Foreign of which EU Other	4 79 21
Total Foreign of which EU Other	79 21 . %
Total Foreign of which EU Other	79 21
Total Foreign of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member.	79 21 . % 31
Total Foreign of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc.	79 21 1 % 31
Total Foreign of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee	79 21 1 % 31 6
Total Foreign of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility	79 21 1 % 31 6
Total Foreign of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	79 21 1 % 31 6
Total Foreign of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker	79 21 1 % 31 8 6 8
Total Foreign of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service	79 21 31 31 6e 8
Total Foreign of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	79 21 31 31 6 e e
Total Foreign of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	79 21 31 31 6 6 6 7 7 16 7 7 13 13
Total Foreign of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student	79 21 31 31 66 e
Total Foreign of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	79 21 1 % 31
Total Foreign of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair	79 21 31 31 66 6 6 7 2 13 1 1 3 1 3 1 3 1 3 1 3 1 3 1 3 1 3
Total Foreign of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	79 21 31 31 66 e 37 22 13 31 1 3 4 48 48
Total Foreign of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employed with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008 2008	79 21 31 31 66 e 8 3 7 7 2 1 3 3 1 1 3 3 1 1 3 4 48 48 48 48 48 48 48 48 48 48 48 48 4
Total Foreign of which EU Other Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employer with managerial responsibility Department head, group head Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position Student Other not gainfully employed Frequency of visits to trade fair 2008	79 21 31 31 66 e 37 22 13 31 1 3 4 48 48

-----> Stuttgart

Additional data trade visitors

Economic sector	%
Industry	- 11
Wholesale/foreign trade	6
Retail trade	28
Skilled trades	44
Service	9
Authority, public services	3
Authority, public services Commercial agent	1
University, polytechnic, vocational school	7
Other	5

Influence on purchasing/	
procurement decisions	%
Decisively	33
Collectively	28
In an advisory capacity	21
No	13
Student	3
Other not gainfully employed	1

Area of responsibility	%
Management	32
Research/development/design	10 30
Planning/work preparation	10
Manufacture/production	30
Production, quality control	12
Buying/procurement	15 7
Finance/accounting, controlling	
Information, communication technology	(EDP) 4
Administration/organization/personnel/	
social welfare/training	10
Marketing/sales/advertising/PR	10
Storage/material management/logistics/	
transport	7
Maintenance/repairs	6
Other area	7
Sales	40
Student	7 6 7 40 3
Other not gainfully employed	1

Size of company/organization:

7			employees.	er or	ullib
- 2	999	500 -	16	4	1-
- 1	9 999	1 000 -	27	9	5-
4	nd more	10 000	27		10-
3	Student		7	99	50-
	gainfully	other not	5	199	100-
	mployed		4	199	200-4

Length o	f stay				%
1. Length one	of stay 94	(days): two	5	three	2
2. Averag	e lengtl	n of stay		1,1	days
3. Share of 1st day	of visito 49	rs on the e 2nd day	vent's 28	days: 3rd day	% 30

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

VISION --- Stuttgart

Basic data trade visitors

Total number of visitors	5 701			
Proportion of trade visitors				
Region of residence	%			
up to 50 km	15 10			
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	26			
over 300 km	48			
Total Germany	67			
Baden- North Rhine- Württemberg 46 Westphalia	7			
Bavaria 20 Rhineland-	,			
Berlin 2 Palatinate	3			
Brandenburg - Saarland	1			
Bremen 1 Saxony Hamburg 1 Saxony-Anhalt	2			
Hesse 6 Schleswig-				
Mecklenburg- Holstein	2			
West Pommerania - Thuringia Lower Saxony 4	4			
Total Foreign	33			
of which EU	58			
Rest of Europe	15			
North America South and Central America	8			
Middle East	3			
South-, East-, Central Asia	15			
The five countries with the highest	%			
visitor shares Switzerland	14			
USA	7			
Austria	7			
Netherlands Great Britain	7			
Desition in the company/organization	%			
Position in the company/organization Entrepreneur, partner, self-employed	14			
Managing director, board member,	_			
head of an authority etc. Senior department head, other employed	8			
with managerial responsibility	- 4			
	15			
Department head, group head	34			
Other salaried staff/public service	2			
Other salaried staff/public service Skilled worker	Я			
Other salaried staff/public service	8 1			
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other position	1			
Other salaried staff/public service Skilled worker Lecturer, teacher, scientific assistant Trainee	1			
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	1 3 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 2008	1 3 10 1 % 34			
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	1 3 10 1			

Additional data trade visitors

Economic	sector				%
Industry Trade					67 5
Service	1.0				16
Training/co University,	nsulting	nnic vo	cationa	l school	2 18
Other	polyteci	iiiic, vo	cationic	ii scriooi	5
Influence o	on purc	hasing/			
procureme Decisively	nt deci	sions			% 29
Collectively					35
In an advis	ory cap	acity			18
No Student					10
Other not o	gainfully	employ	red		1
Area of re		ility			%
Manageme Research/de		ant/das	ian		13 96
Planning/w	ork prep	paration			9
Manufactur					11
Production, Buying/prod					10 7
Finance/acc	counting	, contro	lling		2
Information Administrat	i, comm	unicatio	n tech	nology (ED	P) 7
social welfa	are/train	ing		illicii	2
Marketing/				rictics/	14
Storage/ma transport	teriai iii	anagen	ient/io	JISUCS/	1
Maintenand	ce/repair	'S			4
Other area Student					3 10
Other not o	gainfully	employ	red		1
Size of cor			ation:		
Number of 1- 4	employ 11	ees:	500 -	999	% 5
5- 9	10		000-	9 999	10
10- 49	18	10	000 aı	nd more	. 7
50- 99 100-199	9 10	othe	r not	Student gainfully	10
200-499	9	Othe		nployed	1
Length of					%
1 Lanath o	f stay (d	days): two	13	three	
one	79			uncc	8
one		of stay	.5		
	length o		event's	1,3	8 days %

Messe Wächtersbach (2008) ----- Wächtersbach

Basic data private visitors

Total number of visitors		60 487	
Proportion of privat	te visitors	96%	
Region of residence		%	
up to 50 km	t- 100 l	82	
more than 50 km up more than 100 km u	10 100 KIII	15 1	
over 300 km	p to 300 km	i	
Total Germany		100	
Baden-	North Rhine-		
Württemberg	1 Westphalia	-	
Bavaria Berlin	8 Rhineland- - Palatinate		
Brandenburg	- Saarland		
Bremen	- Saxony		
Hamburg	 Saxony-Anhalt 	-	
Hesse	89 Schleswig-		
Mecklenburg-	Holstein	-	
West Pommerania Lower Saxony	- Thuringia -		
Position in the com Entrepreneur, partner Managing director, b head of an authority Senior department he with managerial resp Department head, gr Other salaried staff/p Skilled worker Lecturer, teacher, scient Trainee Other position Student Housewife/man Old-age pensioner	, self-employed oard member, etc. ead, other employed onsibility oup head ublic service entific assistant	2 39 10 - 1 1 3 9	
Other not gainfully en Frequency of visits 2007 2006 Earlier events First vicit		% 53 51 76	

Additional data private visitors

Sex Male Female	% 49 51
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 14 24 25 19
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 20 14 17 12 7
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 10 44 20 18
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	62 15 23
Follow-up business Intend to buy at later date yes no maybe	% 22 44 33

Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf

Südwest Messe ---- Villingen-Schwenningen

Basic data private visitors

Total number of visitors	106 630
Proportion of private visitors	88%
Region of residence	%
up to 50 km	73 23
more than 50 km up to 100 km more than 100 km up to 300 km	3
over 300 km	1
Total Germany	100
Baden- North Rhine-	
Württemberg 98 Westphalia Bayaria 1 Rhineland-	-
Berlin - Palatinate	_
Brandenburg - Saarland	-
Bremen - Saxony	-
Hamburg - Saxony-Anhalt Hesse - Schleswig-	-
Mecklenburg Schleswig- Holstein	_
West Pommerania - Thuringia	-
Lower Saxony -	
Position in the company/organization	
Entrepreneur, partner, self-employed	5
Managing director, board member, head of an authority etc.	1
Senior department head, other employe	e
with managerial responsibility	-
Department head, group head Other salaried staff/public service	1 40
Skilled worker	8
Lecturer, teacher, scientific assistant	1
Trainee	1
Other position Student	1
Housewife/man	9
Old-age pensioner	27
Other not gainfully employed	1
Frequency of visits to trade fair	%
2008	47 36
2007 Earlier events	84
First visit	10

Basic data all visitors

Proportion of tra	de visitors	12%
Region of resider	nce	% 73
more than 50 km	up to 100 km	23
more than 100 km	n up to 300 km	3
over 300 km		1
Total Germany Baden-	North Rhine-	100
Württemberg Bavaria	99 Westphalia 1 Rhineland-	-
Berlin	 Palatinate 	-
Brandenburg	- Saarland	-
Bremen Hamburg	SaxonySaxony-Anhalt	
Hesse	- Schleswig-	
Mecklenburg-	Holstein	-
West Pommerania Lower Saxony	 Thuringia 	-
Entrepreneur, part	ompany/organization ner, self-employed , board member,	% 9
nead of an author Senior department with managerial ro Department head, Other salaried star Skilled worker Lecturer, teacher,	ity etc. t head, other employee esponsibility group head	1 1 38 8 1
nead of an author Senior department with managerial ro Department head, Other salaried sta Skilled worker Lecturer, teacher, Frainee	ity etc. head, other employee esponsibility group head ff/public service	1 38 8 1 1
nead of an author Senior department with managerial ro Department head, Other salaried star Skilled worker Lecturer, teacher,	ity etc. head, other employee esponsibility group head ff/public service	- 1 38 8 1
nead of an author Senior department With managerial ro Department head, Other salaried star Skilled worker Lecturer, teacher, Frainee Other position Student Housewife/man	ity etc. t head, other employee esponsibility group head ff/public service scientific assistant	1 38 8 1 1 2 6
nead of an author Senior department with managerial ro Department head, Other salaried sta Skilled worker Lecturer, teacher, Frainee Other position Student	ity etc. t head, other employee esponsibility group head ff/public service scientific assistant	1 38 8 1 1 2 6

Additional data private visitors

Sex Male Female	% 46 54
Age	%
up to 20 years over 20 up to 30 years	6 10
over 30 up to 40 years	12
over 40 up to 50 years	23
over 50 up to 60 years over 60 up to 70 years	22 19
over 70 years	9
Net household income	%
Size of household	%
1 person	9 43
2 persons 3 persons	19
4 persons	21
5 persons and more	9
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	67
no	14
maybe	19
Follow-up business	%
Intend to buy at later date	_
yes no	6 71
maybe	23
Conducted by: Achim Brötz Rechenzentrum Mannheim	

Mainfranken-Messe (2007) ----- Würzburg

Basic data private visitors

Total number of v	visitors 1	104 476
Proportion of priv	rate visitors	92%
Region of residen	ce	%
up to 50 km		92
more than 50 km u more than 100 km		4
over 300 km	up to 300 km	1
Total Germany		100
Baden-	North Rhine-	
Württemberg	3 Westphalia 96 Rhineland-	-
Bavaria Berlin	- Palatinate	
Brandenburg	- Saarland	
Bremen	- Saxony	
Hamburg	- Saxony-Anhalt	
Hesse Mecklenburg-	- Schleswig- Holstein	
West Pommerania	- Thuringia	
Lower Saxony	-	
Position in the co	mpany/organisation	%
Entrepreneur, partn	er, self-employed	7
Managing director, head of an authorise	tv etc	1
	head, other employed	
with managerial re		1
Department head, Other salaried stuff		28
Skilled worker	, public service	20
Lecturer, teacher, s	cientific assistant	4
Trainee		2
Other position Student		2
Housewife/man		12
Old-age pensioner		19
Other not gainfully	employed	3
Frequency of visit	s to trade fair	%
2005		78
2003 Earlier events		64 50
Larner events		11

First visit

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 60 years over 60 up to 70 years over 70 years	% 5 12 19 26 19 13			
Net household income up to 900,- EUR more than 900,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 600,- EUR more than 2 600,- EUR up to 3 600,- EUR more than 3 600,- EUR up to 5 000,- EUR more than 5 000,- EUR	% 11 15 23 19 12 6 3			
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 11 39 22 18			
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe				
Follow-up business Intend to buy at later date yes no maybe				

Hamburg

Aachen

Photon Europe GmbH

PHOTON's Photovoltaik Technology Show Europe, Stuttgart 27.04.-29.04.2010

Bad Salzuflen

Messe Ostwestfalen GmbH

Forum Spritzguss - Plastics Processing Fair, Bad Salzuflen 14.03.-17.03.2012

Bayreuth

bbg Betriebsberatungs GmbH

DKM - International Trade Fair for Finance and Insurance Industry, Dortmund 26.10.-28.10.2010

Berlin

Messe Berlin GmbH

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

15.01.-24.01.2010

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

• 03.02.-05.02.2010

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

16.02.-20.02.2010

ITB Berlin - THE WORLD'S LEADING TRAVEL TRADE SHOW®. Berlin

10.03.-14.03.2010

postprint berlin - Trade Fair for Printing and Finishing, Berlin

05.05.-07.05.2010

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

21.09.-24.09.2010

art forum berlin - The International Art Show, Berlin 07.10.-10.10.2010

belektro - Trade Fair for Electrical Engineering, Electronics and Lighting, Berlin 06.10.-08.10.2010

Import Shop Berlin - A world full of beauty, Berlin

10.11.-14.11.2010

WASSER BERLIN INTERNATIONAL - International Trade Fair and Congress - Water and Wastewater, Berlin

• 02.05.-05.05.2011

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

0 20.09.-23.09.2011

Bielefeld

Clarion Survey GmbH

ZOW - Annual Fair for Components and Accessories for Furniture and Interior Design, Bad Salzuflen 08.02.-11.02.2010

Focus Küche & Bad, International Exhibition for Kitchen and Bath Equipment, Enger/Hiddenhausen 18.09.-24.09.2010

ZOW - International Exhibition of Components and Accessories for the Furniture Industry, Verona 13.10.-16.10.2010

FMB - Engineering Components Trade Fair, Bad Salzuflen 03.11.-05.11.2010

Bremen

Fachausstellungen Heckmann GmbH

CARAVAN - Motor caravans and Supplies Trade Exhibition, Bremen 05.11.-07.11.2010

EnergieSparTage, Hanover 12.11.-14.11.2010

WFB Wirtschaftsförderung Bremen GmbH

Bremen Classic Motorshow - Classic vehicle fair, Bremen

05.02.-07.02.2010

fish international - International Trade Fair for Fish and Seafood: Trading Market, Processing, Logistics, Point of Sale, Bremen 21.02.-23.02.2010

 $\ensuremath{\mathsf{BOATFIT}}$ - boats ... Enjoy their charm - maintain their value, Bremen

26.02.-28.02.2010

outdoor, fahrrad.markt.zukunft. - bike.market.future., Bremen

13.03.-14.03.2010

waste to energy - International Exhibition & Conference for Energy from Waste and Biomass, Bremen 05.05.-06.05.2010

ReiseLust - The tourism fair in Bremen 05.11.-07.11.2010

Chemnitz

EVENT- UND MESSEGESELLSCHAFT CHEMNITZ MBH

mtex - International Trade Fair & Symposium for Textiles and Composites in Vehicle Manufacturing, Chemnitz

08.06.-10.06.2010

SIT - Saxon Industry and Technology Trade Fair, Chemnitz

23.06.-25.06.2010

Dortmund

Messe Westfalenhallen Dortmund GmbH

FAHOBA.kreativ - Trade fair for creative design, Dortmund

27.08.-29.08.2010

Inter-tabac - International trade fair for tobacco goods and smokers' requirements, Dortmund 17.09.-19.09.2010

ELEKTROTECHNIK - Electrical engineering, Dortmund 14.09.-17.09.2011

Dresden

MESSE DRESDEN GmbH

aktiv + vital - Fair for Health and Wellness, Dresden 12.03.-14.03.2010

Dresdner Ostern - Garden, Pet and Handicraft Fair with International Orchid-Exhibition, Dresden 25.03.-28.03.2010

PIETA - Funeral and Cemetery Equipment Trade Fair, Dresden

27.05.-29.05.2011

TMS Messen - Kongresse - Ausstellungs GmbH

Dresden Travel Market, Dresden 29.01.-31.01.2010

Dresdner auto mobil - Automotive exhibition, Dresden 05.03.-07.03.2010

Hunting fishing riding - forest & wood -The trade fair for animal and nature lovers and for modern forestry and the timber industry, Dresden 19.03.-21.03.2010

Tourism & Caravaning International, Leipzig 17.11.-21.11.2010

Düsseldorf

Messe Düsseldorf GmbH

boot-Düsseldorf - International Boat Show, Düsseldorf

23.01.-31.01.2010

METAV - International Fair for Manufacturing Technology and Automation, Düsseldorf

23.02.-27.02.2010

EuroCIS - Europe's leading Trade Fair for IT and Security in Retail. Düsseldorf

• 02.03.-04.03.2010

GDS - International Event for Shoes & Accessories, Düsseldorf

12.03.-14.03.2010

ProWein - International Trade Fair Wines and Spirits, Düsseldorf

21.03.-23.03.2010

BEAUTY INTERNATIONAL DÜSSELDORF - The No.1 Trade Fair for Cosmetics, Nail and Foot Professionals, Düsseldorf

• 26.03.-28.03.2010

TOP HAIR INTERNATIONAL - Trend & Fashion Days Trade Fair-Show-Congress for the International Hairdressing Industry, Düsseldorf

• 27.03.-29.03.2010

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

+ Event with changing venues

Recognized by UFI – The Global Association of the Exhibition Industry

CARAVAN SALON DÜSSELDORF - The No. 1 Show for motor homes and caravans, Düsseldorf

27.08.-05.09.2010

TourNatur - Hiking and Trekking exhibition, Düsseldorf 03.09.-05.09.2010

GDS - International Event for Shoes & Accessoires, Düsseldorf

• 10.09.-12.09.2010

GLOBAL SHOES - leading trade show for sourcing, Düsseldorf 10.09.-12.09.2010

hogatec - International Trade Fair Hotels, Gastronomy, Catering, Düsseldorf

12.09.-15.09.2010

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

glasstec - International Trade Fair for Glass Production - Processing - Products, Düsseldorf

28.09.-01.10.2010

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

• 06.10.-09.10.2010

K - International Trade Fair Plastics + Rubber, Düsseldorf

27.10.-03.11.2010

MEDICA - World Forum for Medicine - Intern. Exhibition and Conference. (With COMPAMED Intern. Trade Fair. High tech solutions for medical technology), Düsseldorf

17.11.-20.11.2010

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, Düsseldorf 28.06.-02.07.2011

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

28.06.-02.07.2011

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

18.10.-21.10.2011

drupa - print media messe - world market print media, publishing & converting. Düsseldorf

• 03.05.-16.05.2012

IAM - International Investors' Fair, Düsseldorf date not announced yet

Reed Exhibitions Deutschland GmbH

PSI - The Leading European Trade Fair for Advertising Specialties, Düsseldorf

13.01.-15.01.2010

IMA - International Trade Fair for Amusement and Vending Machines, Düsseldorf

19.01.-22.01.2010

FIBO - The Leading International Trade Show for Fitness, Wellness and Health, Essen 22.04.-25.04.2010

Aircraft interiors Expo, Hamburg 18.05.-20.05.2010

ALUMINIUM - 8Th World Trade Fair & Conference, Fssen

• 14.09.-16.09.2010

COMPOSITES EUROPE - European Trade Fair & Forum for Composites, Technology and Applications, Essen

+ 14.09.-16.09.2010

MODERNER STAAT - Exhibition and Conference, Berlin 27.10.-28.10.2010

viscom frankfurt - International Trade Fair for Visual Communication & Digital Signage World, Frankfurt/Main

●+04.11.-06.11.2010

EQUITANA - Equestrian Sports World Fair, Essen

12.03.-20.03.2011

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

07.06.-09.06.2011

Erfurt

Messe

Reiten-Jagen-Fischen - Exhibition for Riding, Hunting and Fishing, Erfurt 26.03.-28.03.2010

Rapid. Tech - Trade fair and user's conference for rapid technology, Erfurt 18.05.-19.05.2010

Grüne Tage Thüringen - The agricultural fair with naro.tech - Exhibition on Renewable Resources, Erfurt 10.09.-12.09.2010

Haus.Bau.Energie - Exhibition for Building and Modernizing, Erfurt 24.09.-26.09.2010

inoga - Trade Fair for the Hotel, Catering and Hospitality Sector, Erfurt 17.10.-19.10.2010

RAM Regio Austellungs GmbH

Thüringen-Ausstellung Erfurt - Handicraft and Consumer Goods Exhibition (with Wedding and Celebration Fair), Erfurt 06.03.-14.03.2010

Reisen - Caravan - Regional tourism exhibition, Erfurt 28.10.-31.10.2010

Eschborn

Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH

EXPOPHARM - International Pharmaceutical Trade Fair, Munich

+ 07.10.-10.10.2010

Essen

Messe Essen GmbH

DEUBAU - International Trade Fair for construction, Essen

12.01.-16.01.2010

IPM Essen - International trade fair for plants, technical equipment, floristry, sales promotion, Essen 26.01.-29.01.2010

E-world energy & water - International trade fair and congress, Essen 09.02.-11.02.2010

HAUS und GARTEN - The spring fair for the whole family, Essen 10.02.-14.02.2010

Reise + Camping - International Trade Fair Travel & Tourism, Camping & Caravaning, Essen 24.02.-28.02.2010

Fahrrad Essen - Fair for bicycles, accessories and recreation, Essen 26.02.-28.02.2010

SHK - Trade Fair for Sanitary, Heating, AirConditioning and renewable Energies, Essen 10.03.-13.03.2010

REIFEN - 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

MODE - HEIM - HANDWERK - The big consumer fair for the whole family, Essen 06.11.-14.11.2010

METPACK - International Trade Fair for Metal Packaging, Essen 10.05.-14.05.2011

SCHWEISSEN & SCHNEIDEN - World Trade Fair Joining Cutting Surfacing, Essen 16.09.-21.09.2013

Finningen

Messe- und Ausstellungsorganisation JWS GmbH

WIR - Business, Information and Regional Exhibition, Dillingen a.d. Donau 10.03.-14.03.2010 KONTAKTA - Regional consumer information exhibition, Ansbach

01.09.-05.09.2010

KONTAKTA - Regional consumer information exhibition, Heidenheim März 2011

Frankfurt/Main

DLG e.V.

BioEnergy Decentral - Global Meeting Place for Decentralized Energy Supply, Hanover 16.11.-19.11.2010

EuroTier (including BioEnergy Decentral) - The world's top event for animal production, Hanover

• 16.11.-19.11.2010

AGRITECHNICA - International DLG Exhibition for Agricultural Machinery (Preview Days 13/14 November 2011) Hanover

• 15.11.-19.11.2011

MUVEO GmbH

InNaTex - International fair of natural & organic textiles (Spring), Hofheim-Wallau 30.01.-01.02.2010

InNaTex - International fair of natural & organic textiles (Summer), Hofheim-Wallau 07.08.-09.08.2010

Messe Frankfurt Exhibition GmbH

Heimtextil - International trade fair for home and contract textiles. Frankfurt/Main

13.01.-16.01.2010

Christmasworld - Internationale Frankfurter Messe, Frankfurt/Main

29.01.-02.02.2010

Beautyworld - Internationale Frankfurter Messe, Frankfurt/Main

30.01.-01.02.2010

Paperworld - Internationale Frankfurter Messe, Frankfurt/Main

30.01.-02.02.2010

HAIR and BEAUTY - International trade fair for the Professional hairdressing trade and hair cosmetics industry, Frankfurt/Main 31.01.-01.02.2010 Ambiente - Internationale Frankfurter Messe, Frankfurt/Main

12.02.-16.02.2010

Musikmesse - The International Fair for Musical Instruments, Sheet Music, Music Production and Music Business Connections. Frankfurt/Main

24.03.-27.03.2010

Prolight + Sound - The International Fair for Technologies and Services for Events and Entertainment, Frankfurt/Main

24.03.-27.03.2010

Light + Building - The world 's leading 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

Tendence - Internationale Frankfurter Herbstmesse, Frankfurt/Main

27.08.-31.08.2010

Automechanika - The World's Leading Trade Fair for the Automotive Industry, Frankfurt/Main

• 14.09.-19.09.2010

ISH - The World's Leading Trade Fair. The Bathroom Experience, Building, Energy, Air-conditioning Technology, Renewable Energies, Frankfurt/Main

• 15.03.-19.03.2011

Techtextil + Material Vision - International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main

• 24.05.-26.05.2011

Texcare International - World Market for Modern Textile Care, Frankfurt/Main

• 05.05.-09.05.2012

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co.KG

Gebäude.Energie.Technik - Trade Fair for Energy Efficient Modernizing, Reconstruction and Building, Freiburg

05.03.-07.03.2010

Intersolar - International Trade Fair and Conference for Solar Technology, München

• 09.06.-11.06.2010

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

• 09.05.-11.05. 2012

BADEN MESSE - Agricultural Exhibition, Freiburg 08.09.-16.09.2012

Fürth

asfc atelier scherer fair consulting Gmbh

START Niedersachsen - The fair for successful selfemployment, foundation, franchising and business development, Hanover 04.06.-05.06.2010

START Bayern - The fair for successful selfemployment, foundation, franchising and business development, Nuremberg

02.07.-03.07.2010

START Nordrhein-Westfalen - The fair for successful selfemployment, foundation, franchising and business development, Essen 24.09.-25.09.2010

Groß-Umstadt

KWF - Kuratorium für Waldarbeit und Forsttechnik GmbH

KWF - Forest Machinery and Innovations DemoFair, venuer not determinated yet 13.06.-16.06.2012

Hamburg

Hamburg Messe und Congress GmbH

NORTEC - Trade Fair for Manufacturing Technology, Hamburg

27.01.-30.01.2010

REISEN HAMBURG - International Exhibition Tourism & Caravaning, Hamburg 10.02.-14.02.2010

INTERNORGA - International Trade Show for the Hotel, Restaurant, Catering, Baking and Confectionery Trades, Hamburg 12.03.-17.03.2010

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

DU UND DEINE WELT - The great Consumer Exhibition, Hamburg 25.09.-03.10.2010

hanseboot - International Boat Show Hamburg 30.10.-07.11.2010

MesseHalle Hamburg-Schnelsen GmbH

USSIFA HAMBURG - Watches & Jewellery Trade fair in the North, Hamburg 10.09.-12.09.2010

Hannover

Deutsche Messe AG

DOMOTEX HANNOVER - The World of Flooring, Hanover

16.01.-19.01.2010

CeBIT - The world's No. 1 marketplace for digital business, Hanover

• 02.03.-06.03.2010

HANNOVER MESSE - The world's most important technology event, Hanover

19.04.-23.04.2010

CoilTechnica/HANNOVER MESSE - International Trade Fair for Coil Winding, Transformer and Electric Motor Manufacturing Technology, Hanover 19.04.-23.04.2010

Digital Factory/HANNOVER MESSE - Leading Fair for Integrated Processes and IT, Hanover 19.04.-23.04.2010

Energy/HANNOVER MESSE - Leading Fair for Renewable and Conventional Power Generation, Transmission and Distribution, Hanover 19.04.-23.04.2010

Industrial Automation/HANNOVER MESSE - Leading Trade fair for Process Automation, Factory Automation and Integrated Industrial and Building Automation Systems, Hanover 19.04.-23.04.2010

Industrial Supply/HANNOVER MESSE - Leading Trade Fair for Subcontracting and Lightweight Construction, Hanover

19.04.-23.04.2010

MicroNanoTec/HANNOVER MESSE - Leading Trade Fair for Microtechnology, Nanotechnology and Laser-Materials Processing, Hanover 19.04.-23.04.2010

MobiliTec/HANNOVER MESSE - International Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions, Hanover 19.04.-23.04.2010

PROMOTION WORLD/HANNOVER MESSE - International Trade Fair for Promotional Products and Incentives, Hanover 19.04.-23.04.2010

Power Plant Technology/HANNOVER MESSE - Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance, Hanover 19.04.-23.04.2010

Research & Technology/HANNOVER MESSE -Innovations Market for R & D, Hanover 19.04.-23.04.2010

INTERSCHUTZ - DER ROTE HAHN - International Exhibition for Rescue, Fire Prevention, Disaster Relief, Safety, Security, Leipzig

• 07.06.-12.06.2010

O&S - International trade fair for surface treatments & coatings, Stuttgart 08.06.-10.06.2010

BIOTECHNICA - Europe's No. 1 in Biotechnology and Life Sciences, Hanover

• 05.10.-07.10.2010

EuroBLECH - International Sheet Metal Working Technology Exhibition, Hanover

26.10.-30.10.2010

ComVac/HANNOVER MESSE - Leading Trade Fair for Compressed Air and Vacuum Technology, Hanover

04.04.-08.04.2011

MDA-Motion, Drive & Automation/HANNOVER MESSE -Leading Trade Fair for Power Transmission and Control, Hanover

04.04.-08.04.2011

SurfaceTechnology/HANNOVER MESSE - Leading Trade Fair for Surface Technology, Hanover 04.04.-08.04.2011

Wind/HANNOVER MESSE - Leading Trade Fair for Wind Generation Technology, Components and Services, Hanover

04.04.-08.04.2011

CeMAT Hannover - The world's leading fair for intralogistics, Hanover 02.05.-06.05.2011

LIGNA HANNOVER - World Fair for the Forestry and Wood Industries. Hanover

30.05.-03.06.2011

EMO - The world of metalworking, Hanover

+ 19.09 -24.09.2011

Fachausstellungen Heckmann GmbH

ABF - The Leisure- and Sales Exhibition, Hanover 30.01.-07.02.2010

Altenpflege - The Leading exhibition for the nursing sector, Hanover

+ 23.03.-25.03.2010

infa - Information and Sales Exhibition, Hanover 16.10.-24.10.2010

Pferd & Jagd - Europe's biggest exhibition for equestrain sports, hunting and fishing, Hanover 02.12.-05.12.2010

Husum

Messe Husum HWG mbH & Co. KG

NORD GASTRO & HOTEL - Hotel and Catering Services Exhibition, Husum 15.02.-16.02.2010

new energy husum - International trade fair for the use of renewable energy sources, Husum 18.03.-21.03.2010

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 01.10.-04.10.2010

Karlsruhe

HINTE GmbH

GiardinaKARLSRUHE - Garden and Lifestyle / Inventa - Art of Living, Karlsruhe 18.02.-21.02.2010

INTERGEO East - Trade Fair and Conference for Landmanagement, Geoinformation, Building Industry, Environment, Istanbul

+ 20.05.-21.05.2010

INTERGEO - Conference and Trade Fair for Geodesy, Geoinformation and Land Management; Cologne

• 05.10.-07.10.2010

Arbeitsschutz Aktuell - Industrial safety Trade Fair and Congress, Leipzig

+ 19.10.-21.10.2010

offerta - The major regional exhibition for a strong region, Karlsruhe 30.10.-07.11.2010

HOGATRENDS - Trade fair for the hotel and restaurant industry, Karlsruhe 19.02.-21.02.2011

Karlsruher Messe- und Kongress-GmbH

LEARNTEC - Leading international trade fair and convention for vocational education, learning and IT, Karlsruhe

02.02.-04.02.2010

RESALE - The World Leading Trade Fair for Used Machinery and Equipment, Karlsruhe 21.04.-23.04.2010

Kempten

Kempten Tourismus- und Veranstaltungsservice

ALLGÄUER FESTWOCHE - TRADE FAIR - CULTURAL AND SPORTS EVENTS - RURAL TRADITION EXHIBI-TION IN KEMPTEN (ALLGÄU) 14.08.-22.08.2010

Köln

Koelnmesse GmbH

ISM - International Sweets and Biscuits Fair, Cologne
31.01.-03.02.2010

ProSweets Cologne - The international supplier fair for the confectionery industry, Cologne 31.01.-03.02.2010

imm cologne - The international furnishing show, Cologne

19.01.-24.01.2010

spoga horse (spring) - International Trade Fair for Equestrain Sports, Cologne 06.02.-08.02.2010

INTERNATIONAL HARDWARE FAIR COLOGNE

28.02.-03.03.2010

didacta - The Trade Fair for Education and Training, Cologne

+ 16.03.-20.03.2010

spoga + gafa - The garden trade fair, Cologne

• 05.09.-07.09.2010

Kind + Jugend - The Trade Show for Kids' First Years, Cologne

16.09.-19.09.2010

photokina - World of Imaging, Cologne

21.09.-26.09.2010

Orgatec - Modern Office & Facility, Cologne

26.10.-30.10.2010

IDS - International Dental Show, Cologne

22.03.-26.03.2011

Asia-Pacific Sourcing - Products for Home and Garden, Cologne 03.04.-05.04.2011

interzum, Cologne

25.05.-28.05.2011

Eu'Vend - The International Trade Fair for the Vending Industry/with Coffeena - International Coffee Fair, Cologne

08.09.-10.09.2011

Anuga - The leading trade fair for the global food industry, Cologne

08.10.-12.10.2011

aquanale/FSB - aquanale - International Trade Fair for Sauna.Pool.Ambience. FSB - International Trade Fair for Amenity Areas, Sports and Pool Facilities, Cologne

26.10.-29.10.2011

Anuga FoodTec - International trade fair for food and drink technology, Cologne

• 27.03.-30.03.2012

IMB - World of Textile Processing, Cologne

08.05.-11.05.2012

Leipzig

Leipziger Messe GmbH

Haus-Garten-Freizeit - Leipzig Fair Home - Garden -Leisure - The consumer fair for the whole family/ Central German Handicrafts Fair/Residential Fair, Leipzig

13.02.-21.02.2010

Beach & Boat - Water Sports Exhibition Leipzig 18.02.-21.02.2010

CADEAUX Leipzig - Trade Fair for Gifts and Lifestyle Ideas (Spring), Leipzig 06.03.-08.03.2010

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

CADEAUX Leipzig - Trade Fair for Gifts and Lifestyle Ideas - COMFORTEX, Trade Fair for Interior Design (Autumn), Leipzig 04.09-06.09.2010

MIDORA LEIPZIG -TRADE FAIR FOR WATCHES AND JEWELLERY, Leipzig 04.09.-06.09.2010

models-hobbies-games. Exhibition for Modelling, Model Railways, Creative Art and Play, Leipzig 01.10.-03.10.2010

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 TerraTec - International Trade Fair for Environmental Technologies and Services, Leipzig 25.01.-27.01.2011

enertec - International Trade Fair for Energy, Leipzig 25.01.-27.01.2011

Z - SUBCONTRACTING FAIR - International trade fair for parts, components, modules and technologies, Leipzig 01.03.-04.03.2011

therapie Leipzig - Trade Fair and Congress for Therapy, Medical Rehabilitation and Prevention, Leipzig

10.03.-12.03.2011

Pflegemesse Leipzig - Trade Fair and Congress for Hospital and Home Care in association with: homecare leipzig - Exhibition and Congress for Home Nursing Care, Leipzig 27.09.-29.09.2011

SHKG - Exhibition for Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig 12.10.-14.10.2011

bauenleipzig - Central German Trade Fair for Building, Renovation, Modernisation, Leipzig 12.10.-14.10.2011

efa - Fair for Building Systems, Electrical Engineering, Air Conditioning and Automation, Leipzig 12.10.-14.10.2011

GÄSTE - International Trade Fair for the Restaurant, Hotel and Catering Business, Leipzig 06 11 - 09 11 2011

Leipziger Messe International GmbH

LBA - Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg 05.03.-07.03.2010

Lohse-Paarmann GbR

MUT - Exhibition of medium size business, Leipzig 07.10.2010

Lindau-Bodolz

Kinold Ausstellungsgesellschaft mbH

Passauer Frühling, DreiLänderMesse - Regional Exhibition, Passau 13.03.-21.03.2010 Neue Messe Rosenheim - Regional Consumer Goods Exhibition

16.10.-24.10.2010

Oberfranken-Ausstellung Bayreuth - Regional Exhibition 11.06.-19.06.2011

Niederbayern-Schau Landshut - Regional Exhibition 01.10.-10.10.2011

Oberfranken-Ausstellung Coburg - Regional Exhibition 15.10.-23.10.2011

Oberfranken-Ausstellung Hof - Regional Exhibition 21.04.-29.04.2012

Lörrach

Messe Lörrach GmbH

REGIO - Three Countries - one Fair, Lörrach 20.03 - 28.03.2010

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH

MAGDEBOOT - Trade Fair for new and used boats, equipment and water sports, Magdeburg 12.03.-14.03.2010

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 20.03.-28.03.2010

Mannheim

MAG - Mannheimer Austellungsgesellschaft mbH

MANNHEIMER MAIMARKT - Trade Show for Private and Commercial Equipment, Consumer Goods, Handicraft and Agriculture with Prefabricated Houses and Building Show, Mannheim 24.04.-04.05.2010

München

easyFairs Deutschland GmbH

easyFairs SCHÜTTGUT - Trade show for solids technologies in processing industries, Dortmund 18.05.-19.05.2011

EUROEXPO Messe- und Kongress-GmbH

LogiMAT - International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart

• 02.03.-04.03.2010

GHM Gesellschaft für Handswerksmessen mbH

opti - International Trade Show for Trends in Optics, Munich

15.01.-17.01.2010

DACH+HOLZ - ROOF+TIMBER - International Trade Fair for timber construction and interior works, roof and wall, Cologne

+ 24.02.-27.02.2010

GARTEN MÜNCHEN - Exhibition for Garden Culture and Plants, Munich 03.03.-09.03.2010

INTERNATIONALE HANDWERKSMESSE - The Leading Trade Fair for the Craft Trades and Medium-Sized Enterprises, Munich 03.03.-09.03.2010

FARBE - Ausbau & Fassade - International Trade Fair for Paint - finishing & façade, Munich

+ 24.03.-27.03.2010

IFH/INTHERM - Trade Fair for Sanitation, Heating, Air-conditioning, Renewable Energies, Nuremberg 14 04 -17 04 2010

ELTEC - Trade Fair for Electrical Building, Information and Lighting Technology, Nuremberg 19.01.-21.01.2011

iba - International Trade Fair World Market for Baking ... everything for Bakers and Confectioners, Munich

+ 17.09.-22.09.2012

Messe München GmbH

ispo - International Trade Fair for Sports Equipment and Fashion, Munich

• 07.02.-10.02.2010

f.re.e - The new C-B-R - Leisure and Travel, Munich

18.02.-22.02.2010

inhorgenta europe - International Trade Fair for Watches, Clocks, Jewellery, Precious Stones, Pearls and Technology. Munich

• 19.02.-22.02.2010

Analytica - International Trade Fair for Instrumental Analysis, Laboratory Technology and BioTechnologies with 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 ENTSORGA - World's leading Trade Fair for Water, Sewage, Waste and Raw Materials Management, Munich

13.09.-17.09.2010

GOLF EUROPE - International Trade Fair for Golf, Munich

26.09.-28.09.2010

EXPO REAL - International Trade Fair for Commercial Property and Investment, Munich

• 04.10.-06.10.2010

MAINTAIN - International Trade Fair for Industrial Maintenance, Munich 12.10.-14.10.2010

electronica - components / systems / applications, Munich

• 09.11.-12.11.2010

BAU - World's Leading Trade Fair for Architecture, Materials, Systems, Munich

• 17.01.-22.01.2011

TRANSPORT LOGISTIC - International Exhibition for Logistics, Telematics and Transport, Munich

• 10.05.-13.05.2011

LASER World of PHOTONICS - International Trade Fair and Congress for Optical Technologies - Components, Systems and Applications, Munich

23.05.-26.05.2011

JAGEN UND FISCHEN - International Exhibition of Hunting, Fishing and Outdoor Life, Munich 09.11.-13.11.2011

productronica - International trade fair for innovative electronics production, Munich

• 15.11.-18.11.2011

CERAMITEC - International Trade Fair for Machinery, Equipment, Plant, Processes and Raw Materials for CERAMICS and POWDER METALLURGY, Munich

22.05.-25.05.2012

drinktec - World's Leading Fair for Beverage and Liquid Food Technology, Munich

16.09.-21.09.2013

Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

EPF - EstrichParkettFliese - International trade fair for floor works, Feuchtwangen 30.06.-02.07.2011

Münster

Messe und Congress Centrum Halle Münsterland GmbH

DOG LIVE, Münster 23.01.-24.01.2010

frühling blumen freizeit - Spring - Flowers and Leisure fair, Münster 03.02.-07.02.2010

Kunst- & Antiquitäten-Tage - Antiques Exhibition, Münster

17.02.-21.02.2010

Diabetes Messe, Münster 26.02.-28.02.2010

IPOMEX - international police meeting and exhibition, Münster

12.04.-14.04.2011

Nürnberg

AFAG Messen und Ausstellungen GmbH

Freizeit-Messe Nürnberg - Leisure Fair Nuremberg 27.02.-07.03.2010

GrindTec - International Trade Fair for Grinding Technology, Augsburg 17.03.-20.03.2010

afa - Consumer Trade Fair for Lifestyle with Building and Living, Augsburg 10.04.-18.04.2010

AMERICANA - International Fair Western Riding, Western Culture, Championship Western Riding, Augsburg 08.09.-12.09.2010

CONSUMENTA Nürnberg - Consumer & Sales Exhibition, Lifestyle with international Trade Fair 'Ideas - Inventions -New Products', Nuremberg 24.10.-01.11.2010

HOGA Nürnberg - Trade Fair for Gastronomy, Hotel and Catering, Nuremberg 16.01.-19.01.2011

Mainfranken-Messe Würzburg - Consumers & Sales Exhibition, Lifestyle, Würzburg 01.10.-09.10.2011

interlift - International Trade Fair for Elevators, Components & Accessories, Augsburg 18.10.-21.10.2011

NürnbergMesse GmbH

EUROGUSS - International Trade Fair for Die Casting: Technology, Processes, Products, Nuremberg 19.01.-21.01.2010

BioFach + Vivaness - World Organic Trade Fair / World Trade Fair for Natural Personal Care and Wellness, Nuremberg 17.02.-20.02.2010

embedded world - Exhibition&Conference, Nuremberg 02.03.-04.03.2010

Werkstätten: Messe - Exhibition of products and services: Workshops for persons with disabilities present their excellence, variety and quality, Nuremberg 11.03.-14.03.2010 IWA & OutdoorClassics - High performance in target sports, nature activities, protecting people 12 03 -15 03 2010

fensterbau/frontale + HOLZ-HANDWERK - Int.Trade Fair Window, Door and Facade, Technologies, Components, Prefabricated Units + European Trade Fair for Machine Technology, Equipment, Supplies for Wood Crafts, Nuremberg 24.03.-27.03.2010

POWTECH + TechnoPharm - Int.Trade Fair for Mechanical Processing Technologies and Instrumentation + Int. Trade Fair for Life Science Process Technologies Pharma - Food - Cosmetics, Nuremberg 27.04.-29.04.2010

e_procure & supply - Trade Fair and Congress for Purchasing; Supplier Management and Logistics, Nuremberg 28.04.-29.04.2010

mailingtage - Trade Fair for Direct and Dialogue Marketing, Nuremberg 16.06.-17.06.2010

GaLaBau - International Trade Fair for Urban Green and Open Spaces, Design - Construction - Maintenance + PLAYGROUND + Deutsche Golfplatztage, Nuremberg 15.09.-18.09.2010

FachPack + PrintPack + LogIntern - Trade Fair for Packaging Solutions + Trade Fair for Package Printing and Packaging Supplies Production + Trade Fair for In-Plant Logistics, Nuremberg 28 09 - 30 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, Nuremberg 10.11.-12.11.2010

ELTEC - Trade Fair for Electrical Building, Information and Lighting Technology, Nuremberg 19.01.-21.01.2011

European Coatings SHOW - plus Adhesives, Sealants, Construction Chemicals, Nuremberg 29.03.-31.03.2011 Stone+tec - International Trade Fair Natural Stone and Stoneprocessing Technology, Nuremberg 22.06.-25.06.2011

Spielwarenmesse eG

Spielwarenmesse - International Toy Fair Nuremberg 04.02.-09.02.2010

Offenbach

MESSE OFFENBACH GMBH

I.L.M. - International Leather Goods Fair Offenbach -Winter Styles

19.03.-21.03.2010

I.L.M. - International Leather Goods Fair Offenbach -Summer Styles

23.09.-26.09.2010

Offenburg

Messe Offenburg-Ortenau GmbH

BADISCHE WEINMESSE - Regional Wine Exhibition. Offenbura 08.05.-09.05.2010

eurocheval - European Horse Fair, Offenburg 21.07.-25.07.2010

OBERRHEIN MESSE OFFENBURG - Consumer Goods Fair 25.09.-03.10.2010

Reutlingen

REECO GmbH

CEP® CLEAN ENERGY & PASSIVEHOUSE - International Trade Fair for Renewable Energy and Passive House, Stuttgart

25.02.-27.02.2010

DENEX® - Trade Fair and Conference for Decentralized Energy Systems and Energy Efficient Building and Renovation. Wiesbaden 08.07.-09.07.2010

RENEXPO® - International trade fair for renewable energy & energy-efficient building and renovation, Augsbura

• 07.10.-10.10.2010

+ Event with changing venues

Rheinberg

Messe Niederrhein GmbH

Erlebnis Tier, Rheinberg 25.09.-26.09.2010

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH

AutoTrend - Automobile Exhibition Mecklenburg-Western Pomerania, Rostock 26.03.-28.03.2010

Stuttgart

BLICKFANG GmbH

BLICKFANG - Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart 12.03.-14.03.2010

Landesmesse Stuttgart GmbH

CMT - The Holiday exhibition - Int. exhibition for caravanning, motoring, tourism, with cycling & adventure holidays, hiking, golf & wellness holidays, cruises & ship travel. Stuttgart

16.01.-24.01.2010

MEDIZIN - Medical trade fair and congress, Stuttgart 29.01.-31.01.2010

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

RETRO CLASSICS - The whole world of classic automobiles, Stuttgart 12.03.-14.03.2010

INTERVITIS INTERFRUCTA - International technology trade fair for wine, fruit, fruit juice and spirits, Stuttgart 24.03.-28.03.2010

Slow Food - The market for good taste, Stuttgart 15.04.-18.04.2010

GARTEN- outdoor • ambiente, Stuttgart 15.04 - 18.04.2010

INVEST - The trade fair for institutional and private investors, Stuttgart 23.04.-25.04.2010

LASYS - International trade fair for systems solutions in laser material processing, Stuttgart 08.06.-10.06.2010

SACHSENBACK - Trade fair for the bakery and confectionery trades. Dresden 11.09.-13.09.2010

FACHDENTAL Leipzig 17.09.-18.09.2010

AMB - International exhibition for metal working. Stuttgart

28.09.-02.10.2010

interbad - 22nd 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

PFERD STUTTGART - The trade fair for horses and riding. Stuttgart 22.10.-24.10.2010

ANIMAL - Exhibition for pet ownership, Stuttgart 22.10.-24.10.2010

FACHDENTAL Südwest - Show for dental surgeries and laboratories, Stuttgart 29.10.-30.10.2010

VISION - International trade fair for machine vision. Stuttgart 09.11.-11.11.2010

Stuttgarter MesseHerbst, Stuttgart 13.11.-21.11.2010

Familie & Heim / Stuttgarter MesseHerbst - South Germany's large shopping and experience exhibition, Stuttgart

13.11.-21.11.2010

Internationale Mineralien- und Fossilienbörse / Stuttgarter Messeherbst - Minerals, fossils, iewels and jewellery, Stuttgart 12.11.-14.11.2010

HOBBY & ELEKTRONIK / Stuttgarter MesseHerbst -South Germany's large exhibition for computers and electronics, Stuttgart 18.11.-21.11.2010

KREATIV- & BASTELWELT / Stuttgarter MesseHerbst -The large creative trade fair of South Germany, Stuttgart 18.11.-21.11.2010

MODELLBAU SÜD / Stuttgarter MesseHerbst - South Germany's large exhibition for modelmaking and model railways, Stuttgart

18.11.-21.11.2010

SÜDDEUTSCHE SPIELEMESSE / Stuttgarter MesseHerbst -South Germany's large exhibition for games, Stuttgart 18.11.-21.11.2010

NewCome - Exhibition and state congress about freelancing, Stuttgart März 2011

eltefa - Trade fair for electrical engineering and electronics, Stuttgart 23.03.-25.03.2011

SÜFFA - Trade fair for the butchers' trade, Stuttgart 02.10.-04.10.2011

R + T - Leading world trade fair for roller shutters, doors/gates and sun protection, Stuttgart 28.02 - 03.03.2012

MESAGO Messe Frankfurt GmbH

Facility Management - Exhibition and Conference. Frankfurt/Main 09.03.-11.03.2010

PCIM Europe - International Exhibition and Conference for Power Electronics, Intelligent Motion and Power Quality, Nuremberg 04.05.-06.05.2010

SMT/HYBRID/PACKAGING - System Integration in Micro Electronics / International Exhibition & Conference. Nurembera 08.06.-10.06.2010

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

Mesago Messemanagement GmbH

SPS/IPC/DRIVES - Electric Automation - Systems and Components - Exhibition & Conference, Nuremberg 23.11.-25.11.2010

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 29.05.-06.06.2010

Wächtersbach

Messe Wächtersbach GmbH

Messe Wächtersbach - Consumer Goods Exhibition, Wächtersbach 08.05.-16.05.2010

Wiesbaden

MFA Messe Frankfurt Ausstellungen GmbH

h & h - handarbeit & hobby - International Trade Fair for Creative Textile Handicraft, Craft and Hobby supplies, Cologne

26.03.-28.03.2010

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 18.05.-20.05.2010

Wuppertal

HIGH END SOCIETY

HIGH END® - THE BEST SOUND. THE BEST PICTURE., Munich 06.05.-09.05.2010

Hongkong/SVR

Hong Kong Trade Development Council

HKTDC Hong Kong Toys & Games Fair

11.01.-14.01.2010

HKTDC Hong Kong Fashion Week for Fall/Winter

18.01.-21.01.2010

Hong Kong International Jewellery Show

• 05.03.-09.03.2010

HKTDC Hong Kong Electronics Fair - Spring Edition

13.04.-16.04.2010

HKTDC Hong Kong International Lighting Fair (Spring Edition) 13.04.-16.04.2010

HKTDC Hong Kong Houseware Fair

20.04.-23.04.2010

HKTDC Hong Kong Gifts & Premium Fair

27.04.-30.04.2010

HKTDC Hong Kong Summer Sourcing Show for Gifts, Houseware & Toys, Hongkong/SVR

• 05.07.-08.07.2010

HKTDC Hong Kong Watch & Clock Fair

• 06.09.-10.09.2010

HKTDC Hong Kong Electronics Fair - Autumn Edition

13.10.-16.10.2010

electronicAsia - International Trade Fair for Components, Assemblies and Display Technologies, Hongkong/SVR

13.10.-16.10.2010

HKTDC Hong Kong Optical Fair

03.11.-05.11.2010

Moskau

MVK - International Exhibition Company

STROYTECH - International spezialised exhibition of construction technologies, equipment, road-building machinery and materials and Tools, Moscow

• 02.02.-05.02.2010

CABEX - CABLE, WIRE AND ACCESSORIES - International specialized Exhibition of Cables, Wires, Fastening Hardware and Installation Technologies, Moscow

16.03.-19.03.2010

GEOFORM+: GeoMAP/GeoTECH/GeoTUNNEL/ GeoWAY - Int. Ind. Forum with spec. Exhibitions of Exploring Natural Resources, Environment Analyses, Tunnel Construction & Geodesy, Cartography & Geoinformation, Moscow

30.03.-02.04.2010

A-TESTex/ANALITIKA - International Exhibition of Equipment for Chemical Analysis, Laboratory Furniture and Chemicals, Moscow

26.04.-29.04.2010

EuroExpoFurniture/EEM - International specialized Trade Fair of Furniture and Accessories, Moscow

12.05.-15.05.2010

FASTTEC - Int. special. exhibition of professional equipment, materials, parts & technologies for producing of fastener elements. Moscow

24.05.-27.05.2010

ROSUPAK - International Packaging Industry Trade Fair, Moscow

15.06.-18.06.2010

MASHEX (MASHINOSTROYENIE) - International Exhibition for Machinery Products, Moscow

26.10.-29.10.2010

PCV Expo - International Forum of Pumps, Compressors and Valves, Moscow

26.10.-29.10.2010

Verona

Ente Autonomo per le Fiere di Verona

Fieragricola - International agri-business show, Verona

• 04.02.-07.02.2010

VINITALY/SOL/Enolitech - Int. Exhibition of Wine & Spirits, Olive Oil & Technologies for Viticulture & Oil Production, Quality Extra Virgin Olive Oil Production, Olive Growing, Verona

• 08.04.-12.04.2010

SIAB - International Techno-Bake Exhibition, Verona 22.05.-26.05.2010

ABITARE IL TEMPO - International Exhibition of Furniture, Furnishing and Interior Design, Verona 16.09.-20.09.2010

MARMOMACC - International Exhibition of Stone, Design and Technology, Verona

29.09.-02.10.2010

SAMOTER - International triennial Earthmoving and Building Machinery Exhibition, Verona

• 02.03.-06.03.2011

FISHTECH (formerly ACQUACOLTURA International) -International Exhibition for Aquaculture and Fish Industry, Verona Mai 2011

PULIRE - International Exhibition of Machines, Equipments, Products and Systems for Industrial Cleaning, Verona Juni 2011

BUS & BUS Business - International Exhibition of Bus & Coach, Verona November 2011

EUROCARNE - International Exhibition for the Meat Industry, Verona

Mai 2012

More information ---- www.fkm.de





